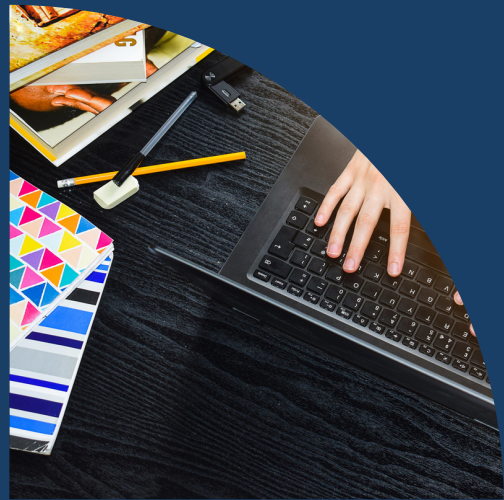


2024

FBM

Insights



eISSN 2716-599X



e-ISSN 2716-599X

VOLUME 9

FACULTY OF
BUSINESS AND
MANAGEMENT

UiTM *di hatiku*

FBM INSIGHTS

Faculty of Business and Management

Universiti Teknologi MARA Cawangan Kedah

e-ISSN 2716-599X

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,
Universiti Teknologi MARA Cawangan Kedah

Published date : 30 April 2024

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, 08400 Merbok, Kedah, Malaysia.

The views, opinions, and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher and the university.

FBM INSIGHTS EDITORIAL BOARD

Advisor

Dr. Yanti Aspha Ameira binti Mustapha, Universiti Teknologi MARA Cawangan Kedah

Chief Editor

Dr. Zuraidah binti Mohamed Isa, Universiti Teknologi MARA Cawangan Kedah
Dr. Norhidayah binti Ali, Universiti Teknologi MARA Cawangan Kedah Managing

Managing Editor

Dr. Azyyati binti Anuar, Universiti Teknologi MARA Cawangan Kedah
Puan Nurfaznim binti Shuib, Universiti Teknologi MARA Cawangan Kedah
Puan Nurul Izzati binti Idrus, Universiti Teknologi MARA Cawangan Kedah

Editors

Dr. Dahlia binti Ibrahim, Universiti Teknologi MARA Cawangan Kedah
Dr. Roziyana binti Jafri, Universiti Teknologi MARA Cawangan Kedah
Puan Rosliza binti Md. Zani, Universiti Teknologi MARA Cawangan Kedah
Puan Najah binti Mokhtar, Universiti Teknologi MARA Cawangan Kedah
Puan Yong Azrina binti Ali Akbar, Universiti Teknologi MARA Cawangan Kedah
Puan Hanani binti Hussin, Universiti Teknologi MARA Cawangan Kedah
Puan Shakirah binti Mohd Saad, Universiti Teknologi MARA Cawangan Kedah
Encik Mohd Radzi bin Mohd Khir, Universiti Teknologi MARA Cawangan Kedah
Puan Wan Shahrul Aziah binti Wan Mahamad, Universiti Teknologi MARA Cawangan Kedah
Puan Syukriah binti Ali, Universiti Teknologi MARA Cawangan Kedah
Dr. Rabitah binti Harun, Universiti Teknologi MARA Cawangan Kedah
Puan Fatihah Norazami binti Abdullah, Universiti Teknologi MARA Cawangan Kedah
Puan Jamilah binti Laidin, Universiti Teknologi MARA Cawangan Kedah

Manuscript Editor

Dr. Siti Norfazlina binti Yusof, Universiti Teknologi MARA Cawangan Kedah
Dr. Berlian Nur binti Morat, Universiti Teknologi MARA Cawangan Kedah
Puan Nor Asni Syahriza binti Abu Hassan, Universiti Teknologi MARA Cawangan Kedah

Secretary

Puan Intan Nazrenee binti Ahmad, Universiti Teknologi MARA Cawangan Kedah
Puan Syahrul Nadwani binti Abdul Rahman, Universiti Teknologi MARA Cawangan Kedah

Technical Board

Dr. Afida binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

Graphic Designer

Dr. Shafilla binti Subri, Universiti Teknologi MARA Cawangan Kedah

14.	THE ECONOMICS OF TOURISM	39
	<i>Muhammad Hanif Othman & Zouhair Mohd Rosli</i>	
15.	THE IMPACT OF SUPPLEMENTARY SERVICE TOWARDS CUSTOMER SATISFACTION	43
	<i>Ramli Saad, Wan Shahrul Aziah Wan Mahamad & Yong Azrina Ali Akbar</i>	
16.	NAVIGATING CHALLENGES: THE IMPACT OF ARTIFICIAL INTELLIGENCE ON JOB SATISFACTION	46
	<i>Rosliza Md Zani, Syukriah Ali & Shakirah Mohd Saad</i>	
17.	SOCIAL MEDIA DYNAMICS IN HIGHER EDUCATION: FROM MANAGEMENT PERSPECTIVES	49
	<i>Shakirah Mohd Saad & Rosliza Md Zani</i>	
18.	CAN THE SUSTAINABLE DEVELOPMENT GOALS (SDGS) BE ACHIEVED BY 2030?	52
	<i>Muhammad Zarunnaim Haji Wahab & Mohamad Hanif Abu Hassan</i>	
19.	UNDERSTANDING 5Cs OF CREDIT ANALYSIS FOR SMALL BUSINESSES	56
	<i>Anita Abu Hassan & Mohd Syazrul Hafizi Husin</i>	
20.	GREEN OFFICE PRACTICES TOWARDS SUSTAINABLE WORK ENVIRONMENTS	58
	<i>Norafiza Mohd Hardi, Nurliyana Abas & Azlyantiny Mohammad</i>	
21.	SCARCITY PROMOTION TRIGGERS IMPULSE BUYING BEHAVIOUR	60
	<i>Syahida Abd Aziz & Roziyana Jafri</i>	
22.	ENHANCING STUDENT ASSESSMENT IN ONLINE LEARNING: A CONTEMPORARY APPRAISAL	63
	<i>Abd Rasyid bin Ramli, Burhanuddin bin Haji Wahab & Ahmad Fauzi bin Yahaya</i>	
23.	PERFORMANCE REVIEWS: WHY DOES IT MATTER?	66
	<i>Roziyana Jafri, Syahida Abd Aziz & Kardina Kamaruddin</i>	

THE IMPACT OF SUPPLEMENTARY SERVICE TOWARDS CUSTOMER SATISFACTION

Ramli Saad

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
ramli107@uitm.edu.my

Wan Shahrul Aziah Wan Mahamad

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
aziah436@uitm.edu.my

Yong Azrina Ali Akbar

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
yong198@uitm.edu.my

INTRODUCTION

In the very competitive business environment of today, achieving customer satisfaction is crucial for companies seeking long-term success. Businesses need to deliberately bring on additional services in addition to their core offerings in order to meet increasingly dynamic customer demand. By increasing use and improving its value and offer, supplemental services elevate the basic product (Nafei & EL-Horany, 2021). While core product offers are important, it is impossible to underestimate the impact of supplementary services on various customer needs. Given that customers have a lot of options, businesses need to go above and beyond to meet and surpass their expectations. Because of these value-added services, customers have a more positive and memorable experience, which increases their satisfaction.

The supplementary services, which function as a value-added service for the product, play important roles in affecting the consumers' purchase decisions (Zheng et al., 2022). Because of today's very competitive business environment, companies are always looking for ways to gain the upper hand over their rivals. These days, consumers' demands might not be met by goods and services alone. As a result, additional services are becoming a vital tool for companies to compete in the market. Therefore, companies could strategically implement supplementary services as one of the effective methods of enhancing customers' satisfaction.

SUPPLEMENTARY SERVICE AND CUSTOMER SATISFACTION

In an atmosphere where competition is fierce, businesses are always looking for ways to improve customer satisfaction levels and gain a competitive edge. Though the core product or services may meet the most basic needs, supplemental services go above and beyond by offering additional features, support, and convenience that are specifically tailored to the needs of the user. Offered in addition to the main product or service with the goal of enhancing the overall customer experience, supplementary services are a useful tactic. Customer satisfaction is a post-consumption reaction and a self-generated experience (Xu, 2021). To satisfy the consumer, a business must not only provide more services but also assure that those services are of higher quality. This illustrates that service quality has a direct impact on customer satisfaction (Zygiaris et al., 2022).

Moreover, the supplementary services can cater to the various and particular needs of customers. Giving customers options for customization or specialized help shows them that the business values them as distinct individuals. Customer satisfaction can be greatly impacted by supplemental services that cater to specific consumers' needs and wants. This human touch enhances the overall experience and leads to higher levels of satisfaction (Blümel et al., 2023). Businesses can better understand and anticipate what customer wants with the help of supplemental services, which helps them be ready to meet and exceed

expectations. Businesses can detect holes in customer experiences and create supplemental services to close those gaps by doing market and consumer research to gather feedback and gain a better understanding of customer needs. Simply put, by regularly evaluating and adjusting additional products to match shifting customer demand, businesses could maintain their competitive edge and improve customer satisfaction.

Furthermore, one key impact of supplementary services on enhancing customer satisfaction is creating a positive emotional connection. Customer sentiment refers to an individual's emotional reaction to a brand, service, or product, while customer satisfaction measures how well a company's services or goods meet or exceed the expectations of the consumer. Supplementary services have the ability to forge strong bonds with clients by providing services that appeal to the emotional side of client experiences in addition to their practical advantages (Kurhayadi et al., 2022). Customers may experience feelings of gratitude and delight when they receive a surprise that goes beyond what is expected. As such, these deep emotional ties not only make consumers happier but also give them a feeling that the company values and cares for them, which may result in repeat business and positive word-of-mouth recommendations.

Ensuring customer satisfaction is crucial, as it can lead to the acquisition of consumer loyalty. When customers are satisfied with our products and services, it will create repeat purchases of the product and services provided. Then, they will persuade others to try the products and services that they used. Therefore, the organizations have to satisfy customers by providing pleasant service experiences, or else they may lose customers if the nature of their administration does not meet the needs of customers (Guan et al., 2021). When the supplementary service offered can meet customer satisfaction, the opportunity for them to continue using the products and services offered is high. This is because customer loyalty will not be able to reach customers until they are satisfied with their products and services. Based on this situation, businesses must consider many different factors and conduct continuous evaluations and improvements to their various service activities, which include supplementary services.

CONCLUSION

In conclusion, supplementary services have a significant influence on raising customer satisfaction. In order to increase customer satisfaction, the services must be able to cater to the various and unique demands of customers and foster a happy emotional connection. In order to succeed in today's cutthroat business environment, companies should strategically integrate supplemental services as a critical part of their overall plan to improve customer satisfaction. Furthermore, additional services can help businesses adjust to shifting consumer demands and industry trends. Businesses must constantly innovate and offer new supplemental services if they want to stay relevant in the face of changing customer expectations. By identifying evolving needs and preferences and launching new products that meet those demands, businesses may maintain customer satisfaction and contentment. Organisations that are receptive to market trends can preserve their long-term existence through delighted customers and gain a competitive advantage.

REFERENCES

- Blümel, J.H., Zaki, M. & Bohné, T. (2023). Personal touch in digital customer service: a conceptual framework of relational personalization for conversational AI. *Journal of Service Theory and Practice*, 34(1), 33-65. <https://doi.org/10.1108/JSTP-03-2023-0098>

- Guan, J., Wang, W., Guo, Z., Chan, J. H., & Qi, X. (2021). Customer experience and brand loyalty in the full-service hotel sector: the role of brand affect. *International Journal of Contemporary Hospitality Management*, 33(5), 1620-1645.
- Kurhayadi, K., Rosadi, B., Yusuf, M., Saepudin, A., & Asmala, T. (2022). The effect of company reputation and customer experience on customer loyal behavior Citylink Indonesia. *Riwayat: Educational Journal of History and Humanities*, 5(2), 416-420.
- Nafei, W., & EL-Horany, W. H. A. (2021). The role of supplementary services in enhancing customer-based brand equity: an applied study on five star hotels in Cairo city. *المجلة العلمية للدراسات والبحوث المالية والإدارية*, 9(1), 573-604.
- Xu, X. (2021). What are customers commenting on, and how is their satisfaction affected? Examining online reviews in the on-demand food service context. *Decision Support Systems*, 142, 113467. <https://doi.org/10.1016/j.dss.2020.113467>
- Zheng, Z., Li, G., Cheng, T. C. E., & Wu, F. (2022). Offline supplementary service strategies for the online marketplace: Third-party service or marketplace service? *Transportation Research Part E: Logistics and Transportation Review*, 164, 102810.
- Zygiaris, S., Hameed, Z., Ayidh Alsubaie, M., & Ur Rehman, S. (2022). Service quality and customer satisfaction in the post pandemic world: A study of Saudi auto care industry. *Frontiers in Psychology*, 13, 842141.