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Customer Satisfaction and Service Quality and Its Connection to Entrepreneurs

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When we talk about business and entrepreneurship, we also need to know about customer satisfaction and the service that it provided to customer. The reason is because when the customers are satisfied, they will become loyal customers and ensuring the business will have continuous profit. What is customer satisfaction?

Customer satisfaction had always been measured by how the customer's perceived and viewed the good and services being offered by an organization (Munusamy, Chelliah and Hor, 2010; Selvanathan and et al, 2016; Radhita, Michael and David, 2017; Noor Malinjasari and et al 2017). There were many studies on customer satisfaction including the benefits to the organization if they could satisfy their customers; and how it could assure the success and longevity of the business (Radhita, Michael and David, 2017; Selvanathan et al, 2016; Munusamy, Chelliah and Hor, 2010). Companies that were able to satisfy the customers' needs would have higher economic returns. Most of the researchers defined customer satisfaction as an individual feeling whether they feel good or not when they compare between the performance that they experienced and their expectations (Radhita, Michael and David, 2017; Selvanathan and et al, 2016; Munusamy, Chelliah and Hor, 2010). In general, customer satisfaction had been linked to the five attributes in service quality (Munusamy, Chelliah and Hor, 2010; Selvanathan and et al, 2016; Radhita, Michael and David, 2017).

Individual and organization defined quality according to their own classification, characteristics, opinions, expectations and measurement (Radhita, Michael and David, 2017; Ray and et al, 2004; Selvanathan and et al, 2016; Munusamy, Chelliah and Hor, 2010). In the Islamic context, quality was being identified through words like, hasanat, toyyibat, al-khair, al-haq, and al-ihsan as mentioned in few Hadith and in the Holy Quran. Service quality can be delineated as services that were deemed suitable and effective to goals and efficiency from the technical and economic aspects (Siti Haryati, Noor Malinjasari and Norudin, 2008). Service quality was also expressed as customer assessment of organizational excellence as a whole (Ancarani and Capado, 2001; Agus, Barker, and Kamdampully, 2007; Munusamy, Chelliah and Hor, 2010; Selvanathan and et al, 2016; Radhita, Michael and David, 2017). As yet, service quality was heavily dominated by the work of Parasuraman et al (1988) that drew the concept through five important attributes or elements; i) tangibles, ii) assurance, iii) responsiveness, iv) reliability and v) empathy. These elements were translated to instrument known as SERVQUAL which has been modified various times to increase accuracy in data analysis.

The relationship between customer satisfaction and service quality had been extensively studied (Olurunniwo et al, 2006). The empirical study found out there is a positive relationship between customer satisfaction and service quality (Ojo et al, 2014). Companies that had good service quality could satisfy their customers.

Most of the research that linked between customer satisfaction and service quality using SERVQUAL were done in banking sector, healthcare industries, retailing, education, fast food restaurant and pharmacy; Radhita, Michael and David, 2017). Even though there was critique on SERVQUAL, many researchers believed the reliability of the instrument (Olurunniwo et al., 2006; Munusamy, Chelliah and Hor, 2010; Selvanathan, and et. al., 2016; Radhita, Michael and David, 2017).

As a conclusion, in order for business to sustain and for entrepreneurs to gain profit, they need to satisfy the customers and understand factors that lead to customer satisfaction and one of the factors is through service quality of the business it offered.

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