



**RELATIONSHIP BETWEEN CUSTOMER EXPERIENCE  
AND CUSTOMER SATISFACTION IN STAFFIELD  
COUNTRY RESORT**

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## **ABSTRACT**

Customer experience can define as customer feels about the company and its offerings. When the company can provide more good service, customer will get interesting experiences and matches with their perceptions. This research study is about relationship the customer experience and customer satisfaction in Staffield Country Resort. I will make a survey to the customer of Staffield about their experience and satisfaction of service provided by that company. The questionnaire were distributed to 80 of respondents that visited Staffield Country Resort. Every customer has given different opinion about customer experience and their satisfaction in Staffield Coutry Resort. In conclusion, the better experience can give satisfaction to customer; they can still return and stay longer to use the Staffield service.



## **CHAPTER 1**

### **1.0 INTRODUCTION**

#### **1.1 Background of Study**

Staffield Country Resort is popular place among golfer. There try to provide good customer experience and give customer satisfaction when use their service. The company promised that when people come to the place, they will get better services as their expectations. The service quality is the factors competitiveness of a service organization. They can identify their competitive advantage and can differentiate itself from competitor's service. To retain the customers is challenge for company, the higher level of customer expectations and positive response from customers; it will encourage Staffield to improve the service.

Through provide the advance experience, it will attract customer to loyal and stay longer use the service. Then, as we didn't expected, customer will attract new customer through the positive of mouth and there is advantage of the company to improve the services. Staffield need to recognise what is the best services and bad services that they offered and once they seeking the problems, they can recognize their advantage and weaknesses. Deliver a good service quality can make the company position in customer mind and the services can attract customer to loyal in company.

Customers receive the service and image about the service organization based on the service delivered ( Boshoff & Du Plessis, 2009, p.38). Staffield can increase the sales by providing good service quality and also can enhance corporate image of company. Company will chose by golfer to always use their service.