
CUSTOMER SATISFACTION ON SERVICE DELIVERY – CASE STUDY ON WS RESOURCES



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ABSTRACT

This study; "Customer Satisfaction on Service Delivery- Case Study on WS Resources"; is done due to the requirement of MKT 660 subject. Customer satisfaction here refers to the company's (WS Resources) clients or customers' satisfaction level upon the service delivered by the company.

One of the objectives of the study is to see whether the company's clients/customers are satisfied or not with the service delivered. Here the customers will be the respondents of this study and they are consisting of individual and business customers. As the company is a small company therefore almost all the customers are selected as the respondents. In addition to that the study also wants to see whether the customer satisfaction is influence by the company's employees' satisfaction or not and therefore the study choose to select all the employees of the company as the respondents. Here also, this study is done to identify the reasons that are mostly influence customer's satisfaction. In this case, there are several lists of possible reasons that assume to influence the customers' satisfaction. From measuring their satisfaction level upon these reasons, a conclusion of the most influenced reason can be made. Next, the study aiming to provide the company with the information of their customers' need by giving the respondents with an open-ended question. Through this study respondents' opinion upon several recommendations listed in the questionnaire could be gathered.

Chapter 1.0. Introduction

We often heard of **Customer Satisfaction**, but do we really understand what does that exactly meant by *Customer Satisfaction*, can we say that as long we could deliver the product to the customer mean that we already achieve the customer satisfaction or instead.

According to Christopher Lovelock in his book Service Marketing, **Satisfaction** can be defined as an attitude-like judgment following a purchase act or a series of customer-product interaction. Most studies are based on the theory that the confirmation or disconfirmation of preconsumption product standards is the essential determinant of satisfaction. Therefore, in a service context, the model argues that customers have certain service standard in mind prior to consumption (their expectation), observe service performance and compare with their standard, and then form satisfaction judgments based on this comparison. The resulting judgment is labeled negative disconfirmation if the service is worse than expected, positive disconfirmation if better than expected, and simple confirmation if as expected. When there is substantial positive disconfirmation plus pleasure and an element of surprise, then customer are likely to be delighted.

Why is satisfaction important to service managers? There's evidence of strategic links between the level of customer satisfaction and a firm's overall performance. As Fournier and Mick declare, "Customer satisfaction is central to the marketing concept... [!]t is now common to find mission statement designed around the satisfaction notion, marketing plans and incentive programs that target satisfactions a goal, and consumer

Chapter 2.0. Literature Review

2.1. Customer Satisfaction on Service Delivery

Based on the Oxford dictionary, **Customer** is defined as a person who buys things (regularly) from a shop etc. According to Lovelock, In service businesses, customers tend to be more involved in the production of the service than is usually the case in manufacturing. Suppliers of people-processing services usually expect their customers to come to what Theodore Levitt has called "factories in the field" sites where service production, delivery and consumption are rolled into ONE. For instance, service personnel can come to the customer or the firm can deal at arm's length with its customers through either physical or electronic channels.

Satisfaction on the other hand is defined by Oxford as the state of feeling pleased or contented. In a service context, Lovelock said the resulting judgment is labeled negative disconfirmation if the service is worse than expected, positive disconfirmation if better than expected, and simple confirmation if as expected. When there is substantial positive disconfirmation plus pleasure and an element of surprise, then customer are likely to be delighted.

Lovelock defined a **service** is an act or performance offered by one party to another. Although the process may be tied to a physical product, the performance is essentially intangible and does not normally result in ownership of any of the factors of production. **Service delivery** is concerned with where, when, and how the service product is delivered to the customer. Service delivery embraces not only the visible elements of