

Literature Review Study: Factors That Influence Customer Satisfaction

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Article Info	ABSTRACT
Keywords: Factors, Customer Satisfaction	Satisfaction can be defined as a person's feeling of satisfaction, pleasure and relief due to consuming a product or service. Satisfaction level is a function of the difference between perceived performance and expectations. If performance is below expectations, then consumers will be very disappointed, if performance meets expectations then consumers will be very satisfied. This research uses the literature review method, which is an explanation of theories, findings and other research sources taken from references to become the basis for conducting research. Based on theory, relevant articles and discussions, a hypothesis can be formulated for further research: That if customers give good perceptions of quality, product, price, service quality, emotional factors, customer relationship management, service quality, and word of mouth, then This will have a positive effect on consumer satisfaction.
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INTRODUCTION

Nowadays the national economy is increasingly integrated into the global economy, so it can be said that the strongest will be the winners. It's not surprising that this has caused a lot of competition everywhere. The intense economic competition currently occurring has caused businesses operating in similar fields to compete to be the best in order to win the hearts of consumers and win the competition. Businesses that succeed in winning the competition will certainly gain profits, namely increasing their sales. As we all know, with the increasing number of MSMEs, the offer of products is now becoming more numerous and diverse, including in the culinary sector where the need for food is one of the primary human needs.

According to Kotler (2019), Maslow's Hierarchy of Needs theory states that food is one of human physiological needs and is the most important need. So based on that reason, it is not uncommon for culinary to become an option for opening a business area. Even now, it is clear that the culinary business is mushrooming in various regions, especially in big cities in Indonesia. The development of technology and information in the industrial world has made business competition between companies increasingly tight, so that many entrepreneurs place customer satisfaction as one of their main business goals (Utami & Jatra, 2018). Satisfaction is a person's feeling of satisfaction, pleasure and relief due to consuming a product or service to obtain a service (Maulana, 2019). If performance does not meet expectations, customers will be dissatisfied, if expectations are met, customers will be

satisfied, and if expectations are exceeded, customers will be very satisfied (Kotler & Keller, 2019).

According to Anam (2021), explains that there are 8 factors that companies must pay attention to to increase customer satisfaction, namely: quality, product, price, service quality, emotional factors, customer relationship management, service quality, and word of mouth. Service quality is the most important factor that determines consumer satisfaction, because customer satisfaction is the result of customer assessment of a product or service after using certain satisfactions (Razak, 2019). According to Siswanto (2019), explains that quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. Services, on the other hand, are defined as any action or performance that can be provided by one party to another, which is essentially immaterial and does not claim any ownership (Sopiah, 2018). Service quality is the expected level of excellence and controlling this level of excellence to meet all customer expectations (Tjiptono, 2018).

METHODS

The research methodology used in the research is a systematic literature review (SLR). According to Snyder (2019: 333), literature review is a research methodology that aims to collect and extract the essence of previous research and analyze several expert overviews written in the text. A study through comprehensive research and interpretation of literature related to a particular topic, which includes identifying research questions by searching and analyzing relevant literature using a systematic approach to analyzing data using a simplified approach. The articles used are focused on original empirical research articles or research articles containing the results of actual observations or experiments where there is an abstract, introduction, methods, results and discussion of the research. The article search strategy uses databases available on Google Scholar and Mendeley. Key words in finding articles are customer satisfaction education and entrepreneurship. The data search used criteria for literature review materials, namely: Randomized Controlled Trials (RCT) research design articles, Experimental research, Original articles from primary sources, Full text articles in English and Indonesian.

Article searches use several sources from databases available on Google Schoolar and Research Get. The stages taken in the simplified approach analysis include summarizing each literature. Critical appraisal/critical review is carried out simultaneously to determine the strengths and weaknesses of the literature and to see the relationship between one literature and other literature, identifying themes from the results of each research in the literature where the resulting themes must reflect the questions. research from literature reviews, developing themes by combining all the same themes, discussing the strength of the findings by considering research results with stronger evidence or weak evidence by carrying out critical appraisal in the first step, naming each theme by considering the appropriate naming of each theme by understanding the literature so that the names of the themes are closer to the results of research in the literature, comparing and reviewing each theme by checking two things, namely: each theme has received the correct name, and collecting themes into one appropriate theme, strict supervision of the similarities and differences of each theme then

analyze in depth and consider how each theme can be related to each other, reviewing the critical appraisal of each literature so that we can assess whether the existing themes can answer each research question.

RESULTS AND DISCUSSION

The following are the results of a literature review of ten articles collected by researchers

Table. 1 Data Analysis Matrix in the Article

Researcher Name	Title	Method	Research result
Diana Rahmawati (2020)	Analysis of Factors That Influence Student Satisfaction	Multiple Linear Regression	Factors related to services which include academic services for lecturers and academic services for administrative staff, the level of satisfaction is in the satisfied category. Factors related to lecturer professionalism, convenience and comfort include indicators of lecturer professionalism, ease of access to academic information and student comfort in the learning process, the level of satisfaction is also in the satisfied category. Based on the satisfaction ranking, the results show that the most dominant indicator influencing satisfaction is the indicator of lecturer professionalism.
Idham Fahmi (2021)	Factors That Influence Customer Satisfaction: Brand Image, Location and Product Quality	Multiple Linear Regression	The research results show that brand image has a significant positive effect on customer satisfaction, location has a significant positive effect on customer satisfaction, product quality has a significant effect on customer satisfaction
Fibria Anggraini, Puji Lestari (2019)	Factors That Influence Service Quality on Customer Satisfaction	Multiple Linear Regression	The results of this research show that the variables tangibles (0.145), reliability (0.131), responsiveness (0.196), assurance (0.227) and empathy (0.432) have a positive effect on customer satisfaction.

Researcher Name	Title	Method	Research result
Marlina Kurnia,et.all (2019)	Consumer Satisfaction: Influencing Factors	Multiple Linear Regression	The results of this research explain that the relationship between Perception Quality, Reliability, Responsiveness and Empathy has an influence on customer satisfaction. Meanwhile, the relationship between Brand Awareness, Brand Associations, Brand Loyalty, Physical Evidence and Guarantee has no influence on Customer Satisfaction. It is hoped that further research can add to the variables studied, namely motivation and customer satisfaction.
Ayu Bunga Pertiwi (2021)	Factors That Influence Customer Loyalty: Analysis of Price Perceptions, Service Quality, and Customer Satisfaction	SLR	The research results show that price perceptions influence customer loyalty, service quality influences customer loyalty; and customer satisfaction influences customer loyalty.
Tiara Nurhikmah (2022)	Analysis of Factors That Influence Customer Loyalty of Online Transportation Services	Library Research	The results of the literature article, service quality has a crucial effect on customer loyalty, price has a crucial effect on increasing customer loyalty for online transportation services (Gojek), customer satisfaction has a crucial effect on increasing consumer loyalty for online transportation services (Gojek), service quality, price and customer satisfaction have an influence which determines, is positive and significant towards customer loyalty towards online transportation services.

Researcher Name	Title	Method	Research result
Ika Apriasty,et.all (2022)	Factors That Influence Customer Satisfaction: Product Quality, Service Quality and Price	Literature Strategic Marketing Management	The results of this literature review article/literature study are that product quality influences customer satisfaction, service quality influences customer satisfaction; and price influences customer satisfaction.
Dani Agung Wicaksono (2022)	Factors That Influence Customer Loyalty	Theoretical study	The results in this paper show that the factors that influence customer loyalty include customer satisfaction, trust and perceived service quality. Customer loyalty is very important for companies, this is because customer loyalty is a pillar in maintaining the company's survival.
Matheus Leonard,et.all (2023)	Factors That Influence Customer Satisfaction	Multiple Linear Regression	Service quality factors simultaneously and partially influence customer satisfaction staying at Hotel X Surabaya. Reliability is a variable that has a dominant influence on the satisfaction of customers who stay at Hotel Reliability can also be seen from the receptionist's excellent speed in serving guests, this hotel's service procedures create a sense of comfort so that consumer satisfaction can be met.
Oktaviani (2021)	Factors that Influence Customer Satisfaction	Multiple Linear Regression	The price variable has a positive and significant effect on customer satisfaction. The service quality variable has a positive and significant effect on customer satisfaction. The price and product quality variables together or simultaneously have a positive and significant effect on customer satisfaction.

Discussion

According to Kotler (2019), satisfaction is a person's level of satisfaction after comparing their perceived performance or results compared to their expectations. So satisfaction or dissatisfaction is the conclusion of the interaction between expectations and experience after using the services or services provided. Efforts to achieve total consumer satisfaction are not easy, because Mudie and Cottom (in Tjiptono, 2019), it is impossible to achieve total consumer satisfaction, even if only temporarily. Based on the descriptions of several experts mentioned above, it can be concluded that satisfaction is a feeling of joy, the individual is satisfied because the expectations and reality in using the services provided are fulfilled. Consumers enter buying and selling situations with certain expectations. Consumers have fantasies about the feelings they want to feel when they complete a transaction or when they use the goods they buy or when they enjoy the services they have paid for, reaching the highest level of satisfaction and this is main marketing goal. In fact, recently much attention has been paid to the concept of "total" satisfaction, the implication of which is that achieving partial satisfaction is not enough to make consumers loyal and return.

CONCLUSION

Based on theory, relevant articles and discussions, a hypothesis can be formulated for further research: That if customers give good perceptions of quality, product, price, service quality, emotional factors, customer relationship management, service quality, and word of mouth, then This will have a positive effect on consumer satisfaction. Then, the perceived value of customers has similarities with service quality, where both provide an assessment of the quality of service they want and the actual service they receive. And handling customer complaints has similarities with customer satisfaction, because when customer complaints are handled well by the company, they will feel satisfied with the service they receive.

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