

The Management Studies in Maintenance of Customer Satisfaction Factors in the Company Industry

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Abstract Maintenance management Customer satisfaction is an important factor in the development and management of processes in the company, also in the creation of corporate relationships with professional customers. one of the determinants of success is a fundamental problem for company managers who must continue to strive to improve their performance in order to survive in the market. Providing superior and different quality and maintaining customer satisfaction, as for the way companies use to distinguish them from competitors. The main objective of this study is to identify customer satisfaction factors and determine the factors used to measure customer satisfaction and to determine their effect on customer satisfaction in the company. Analyze theoretical and practical understanding of their satisfaction in the corporate industry. A survey conducted in this study focused on customers. Customer perceptions regarding employee performance are measured using five factors, namely; timeliness; cost, quality, customer security. Through analysis of the data generated by surveys and interviews that all factors identified in the customer satisfaction model do not have the same significance. This research approach is useful for corporate companies, while in identifying and improving weak areas and improving service quality for customers.

Keywords: management studies, satisfaction factors, corporate industry,

I. BACKGROUND

The study of customer satisfaction management in both the corporate industry and other industries will be difficult to define because there is little consensus on the definition of customer satisfaction that is carried out continuously. Then the assertion that satisfaction is a function of comparison between individual perceptions of a perceived outcome and expectations for that outcome. The level of satisfaction achieved therefore depends on one's perceptions of thinking and is subjective in the context of measuring satisfaction that needs proof, for the company Industry, customer satisfaction is an effective approach to differentiate companies from competitors and gain competitive advantage, different and superior, but also wrong an effort to improve the quality and quality of production to boost the company's progress.

The company uses various forms of customer satisfaction approaches, namely in developing and informing product development innovations, providing full service to manage and improve customer relationships. Likewise measuring customer satisfaction has many benefits for the company, must communicate frequently between parties, make mutual agreements, give an assessment of progress towards the target and market, and monitor the results and changes that have been achieved.

Customer satisfaction in particular gets a fundamental role in determining the success of a company industry. In the corporate industry customer satisfaction remains an issue that must be understood and must be fought for for a long period of time, but it is very important for customer satisfaction and orientation that increases due to competition and innovation the more stringent and more market demand from customers as a response to the company's

industrial performance, while customer satisfaction in the company's industry can be defined how well the company meets customer expectations. Customer satisfaction can be described in a process that is confirmation of an expectation where customer satisfaction is based on meeting customer expectations.

Customer satisfaction can be identified as a quality dimension in a company, and also as an important factor for the success of a company industry, because customer satisfaction can also be considered as a method to expand the process and development of the company itself, and as a tool for learning as well as the company's main tasks is providing a variety of facilities that meet the needs and expectations of customers, both permanent and seasonal customers, guaranteeing quality, operational comfort at each stage of the company's process, ensuring that the quality of the final product will be satisfying to the end customer.

The subject of customer satisfaction in the corporate sector and the determinants of the success of the company's industry, there are several criteria that are intended as a measure of success including budget, routine inspection schedule, customer satisfaction, functional usability, company satisfaction, and company manager satisfaction and related teams. Achievement of measurements using the customer satisfaction approach because it is important in the company's industry. That the corporate industry has realized how important customer satisfaction is, and to find out how well the company's industry meets customer expectations, while the main objective of this scientific research is to identify thoroughly in measuring customer satisfaction and its effect on customer satisfaction in the company's industry.

II. PROBLEM FORMULATION

1. How is the Management Study in Care?
2. What Factors Become Customer Satisfaction?
3. In what kind of company industry is care management applied?
4. Why is maintenance management important for the company?

III. RESEARCH METHODOLOGY

This research of management issues is descriptive of methods and sociological approaches and the Social legal approach. This study provides a detailed sense of detail in terms of management, that is, the subject matter of management in a narrow sense, meaning that in providing the existing picture carried out by the scientific method. The picture juridical approach is intended as a presentation and study of the factor relationship of legal aspects to non-legal aspects in operation and transparency of the law in reality. In the sociological management legal research, we examined the primary data in the field or community. The results of research after being identified, constructed, compiled and analyzed using qualitative methods based on theory, principles and legal norms related to the subject matter under study.

IV. THEORITICAL BASE

According to Locke, (1970), the Concept of Satisfaction in the Industry of Industry Satisfaction is considered as a function of comparison between individual perceptions of an outcome and its expectations of these results or a comparison between expectations before purchase and post-purchase products. or service performance.

The statement above shows about the concept of customer satisfaction in the company industry because it is considered a function and comparison between a customer's individual perceptions of the results of the customer and his expectations for the product or comparison between expectations before the customer purchases the product and the customer using the post-purchase product to indicate the extent to which service performance is a factor in the satisfaction of various customers.

According to Rußig et al (1996). The company industry is part of the economy, which is related to design, company, maintenance, and utilization and with modulation, modification and demolition, or company companies. This is the main sector in most national economies and is a major contributor to environmental change.

Analysis of the industry and customers above in the company industry is part of an economy in its development, which relates to design so that customers can comfortably enjoy a product designed so that it attracts customers, the company must always maintain its customer care, and use products that effective multi-functional and can be felt for customers, and with product modulation can reach its customers, as for modifications to products that are considered less good or less it needs better continuation, then this company is the main sector in most and national economies of scale. is a major contributor to better environmental change.

According to Locke, 1970 & Oliver, 1981) Different customers tend to have different standards / expectations, which are consistent with their assessment of the product or service. Customer service literature shows that customer expectations and perceptions of performance directly influence their satisfaction.

Experts from experts about customers who have different desires and expectations as well as the use of all needs and expectations as customers who tend to have different standards and expectations, which are in accordance with the customer's ability to product and product development or services provided by the company industry answer all what the customer wants, provide services to customers to show and fulfill that customer expectations and perceptions of company performance have a direct influence on customer satisfaction.

V. DISCUSSION

The focus of scientific writing on the concept of customer satisfaction, both its assessment and survey must be prepared first, then the survey results, as well as the main factors that influence customer satisfaction that has been identified. This study will contribute to the field of management management knowledge by identifying factors for satisfaction, as well as measurement criteria, and the level of satisfaction for respondents, as perceived by customers. For managers, especially because this research provides information about factors that cause high levels of customer satisfaction in the company's business. They can use that information in allocating human and other resources, so they can make better decisions about which factors should be centered.

In a number of models that have been developed to facilitate the level of customer satisfaction measurement, as well as performance appraisal of the company industry and from design and model to excellence the company combines excellence in a business in the

corporate industry, accelerated mobilization of an industry and utilization of capital and labor as sources human resources, as well as other resources such as materials, and other special equipment as for collecting certain materials and equipment requires a complete design that concerns the location, transportation, available materials, and allocation of funds to be used

The cost factor serves the purpose of the customer

The costs used for the industrial operations of the company, which is one of the main considerations and functions during the ongoing cycle so that cost factors become important, maintenance management in the corporate industry that can be considered as one of the measurable parameters of the interests of a company industry as a driving force for success and development of the company. That cost maintenance management performance is an effective technique and method in the corporate industry that must be widely accepted and evenly distributed in all business fields in product development in the corporate industry.

On the customer requirements also mentioned the estimated cost that is expected to pay for a product and the effect will be comfortable if used, while the right cost control is very important because it becomes efficient and effective, if the costs incurred are greater and able to guarantee the progress of the company, not only in the position of the initial cost is related to the cycle cost as long as it is used by the company so that the company will develop, so that the total cost and expense are measured.

Estimated costs to be incurred by the company industry as a basis for maintenance management in a company industry, such as business planning and planning, budget preparation and allocation as well as control and supervision of costs and cost allocation schedules.

Quality of Care Management at the Company

Indicators of the quality of their care must be completed on time and according to the allocated budget, but if they do not meet the quality criteria such as at a predetermined performance, it will be considered a failure because it disappoints the customer. The concept of quality care management is multidimensional and combines aspects that can be assessed subjectively. As for what distinguishes some aspects of quality that are always sought by customers in the company's industry, namely 1). pleasant when seen comfortable to use, 2). Not defective according to the design, 3). Suitable for the purpose and function of the product, 4). There is a guarantee that is proven by legal certification.

Some aspects of the company's production

Some aspects that are attached to the production design of the company, which relate to the success of the company and the design. The point of view of several companies, namely quality care management in the company industry must maintain the quality of work according to the standards required to achieve product quality, so that it becomes competitive with similar product products, with long-term thinking and business continuity for the company's industry. Quality care management practices that combine all the methods used by managers in implementing quality quality policies, while these activities such as quality planning, quality control, quality assurance, legal certification are all for quality improvement.

Increase customer expectations

Increased customer expectations and expectations become a barometer for the performance of staff and employees in the company, great competitiveness in improving product quality as a strength in reaching customers, which has become a major characteristic of the company's industry for the development and excellence of the company.

Customer satisfaction factor

The factors for customer satisfaction include:

1. Timeliness, cost,
2. product quality,
3. Customer orientation
4. Work Experience
5. Work security
6. Work safety.

Data generated through customer satisfaction surveys are analyzed from several hypotheses that have been tested and research conducted. From the factors of the hypothesis above, some of them are accepted by customers, which indicates that these factors are considered important for customer satisfaction, and customers really have a positive impact on customer satisfaction itself.

The first factor that has a positive effect on customer satisfaction is timeliness. In this latest development, the market is characterized by many companies in the private sector where the deadline for timeliness has a very important role for customers, because private companies actually realize the ideas set forth in company regulations. The impact of the results shows that every customer needs to complete the work on time.

Customer relationship management

Customer relationship management is a type of management that specifically discusses the theory of how to handle the relationship between the company's industry as a producer and its customers to increase the value of the company's quality to customer satisfaction. The relationship with the company is a process to obtain, maintain, and develop customers that benefit the company.

Customer relationship management as a system that connects companies as producers with customers as consumers to increase the value and development of the company. Looking at customer relationship management is an information system used in planning, scheduling, and controlling all production process activities to produce quality product products, so that the product is of high quality and will be customer satisfaction. the approach to managing corporate relationships with customers at the business level, benefits each other so that it can maximize communication between producers and consumers as customers through managing with customers.

Customer relationship management function

The function of customer relationship management is to increase the growth and long-term development of a company through customer behavior as well as the following functions:

1. Identify factors that are important to customers
2. Improve the process of serving customers
3. Handle customer complaints

4. Take notes and follow all aspects of sales
5. Make information and data about sales services
6. Upholding the customer's philosophy
7. Take measurements at the customer's point of view
8. Provides perfect customer support

Implementation of customer relationship management

Customer relationship management is a company-level strategy that focuses on developing and maintaining the relationship between the company and the customer, customer relationship management a holistic approach to the philosophy of company organizations that emphasizes relationships that must be built closely between companies that become producers and customers as consumer.

Increase revenue for companies and increase customer satisfaction as consumers, and reduce production costs and operating costs, to increase profits for companies but implementation of customer relationship management will be ineffective if the aspects of the aspects do not work, namely:

1. Planning as a first step must be prioritized in optimizing software.
2. Integration as an aspect of customer needs as consumers who will demand to meet maximum and very important needs, in order to improve the service process to customers.
3. Problem Solving to improve customer service in increasing customer satisfaction, as a method of solving customer problems

The way to build relationships with customers

1. Inviting customers to communicate and interact
2. Give brochures articles that are simple and interesting to customers
3. Greet and congratulate customers on a particular event
4. Offering innovative new service products to customers
5. Ready to serve when needed by customers
6. Helping customers who are ready to be able to help customer problems

Serve customers

Serving customers in providing information and data as well as devices to improve service quality efficiently, providing full-hearted assistance as a form of serving customers so that they are able to manage customer demand. Such as, path, straightforward, firm, clear and informative in providing services to customers get loyal customers.

An effective customer relationship management system that can benefit, improve customer satisfaction, and reduce production costs and marketing costs and can also keep selling prices low.

VI. CONCLUSION

1. Identifying comprehensive factors in measuring customer satisfaction that will have an impact on customer satisfaction in the company's industry. Based on similar

- measurements on previous measurements in the corporate industry that focus on the application of customer satisfaction factors.
2. Likewise the results of measurements in the field indicate that companies that want to have customer satisfaction must take into account such phenomena, because in the next period the effectiveness of work, planning and scheduling will continue to be needed by the customer
 3. Cost Factors that show a significant positive effect on customer satisfaction, the test results show that the quality factor in the company's industry is very important for each customer, such as a visual display to meet customer needs, use of facilities, employee safety, customer safety, then must consider customer desires, needs and comfort, during the execution of the work. Take place and must convince the customer, the material used for work, in material selection, can not be separated from the experience of the employee itself.
 4. Able to convince customers, namely by conducting continuous supervision during the work process, and to know quality as an important dimension of the whole for customer satisfaction. Safety and comfort factors in the company's industry can be done by working in accordance with predetermined standards and standards, the application of these factors not only convinced the customer, but significantly improved the image and reputation of the employee and the company's industry.

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