

THE IMPORTANCE OF CUSTOMER SERVICE IN BUILDING BRAND LOYALTY

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Abstract

Productivity gains that enable us to retain our present quality of life through automation bring us closer to the expected "technological unemployment" of 2030. The results imply that in recent years, automation in industrial firms has prompted currently employed people to fear that their occupations may be automated in the future; this effect is disproportionately felt by those with lower levels of education and training. Moreover, we show that fear of future replacement has a negative effect on present-day job satisfaction, and that this effect is particularly pronounced for low-skilled employees who undertake routine-based jobs and are therefore more susceptible to the hazards of automation. Constant advancements in automation technologies, such as artificial intelligence, are altering the character of work in ways that may have differing implications on various groups of people. Automation will replace low-level, regular occupations while simultaneously enhancing experts' non-routine work. Replacements might consist of financial incentives for further education, career changes, and community service. The potential effects of automation on the job market are becoming clearer to business students as time goes on. For the next three to six months, automation is not a concern, but for the following year, two years, and three years out, it gets more so.

Keywords: Brand Loyalty, Customer, Service, Satisfaction, organization

INTRODUCTION

Customer service is crucial to the success of any company. The customer care department acts as an intermediary between the corporation and its clientele. Providing fundamental customer service is an effective way to strengthen connections with clients and boost sales. Providing a high level of service to your consumers is crucial to retaining their loyalty over time. Companies may save money on marketing and promote repeat business by providing excellent customer service. Repeat business is a direct result of a company's loyal clientele. They spread the word about your brand without spending a dime on advertising. Listening to and respecting the views of customers is an essential part of providing excellent service. Good customer service is an integral part of a company's culture. Providing excellent service to our clients will help them identify with our business's ethos. However, excellent customer service affects more than just internal morale. In truth, the business's bottom line and public image aren't the only things that benefit from excellent customer service.

Researchers and practitioners in the field of marketing have made brand loyalty a primary focus. According to the findings of previous studies, loyal customers "are at the heart of a company's most valuable customer group" since they spend more money and promote the company's brand via favorable word of mouth. However, there are a few major gaps in what we know about brand loyalty from the published research. Disagreement centers on how best to define and quantify the distinction between loyal attitudes and loyal actions. Brand loyalty is often described by either the attitudes or actions of consumers. The benefits of promoting a holistic strategy that takes into account both aspects of loyalty show that this perspective is oversimplified. This article takes a broader view by defining loyalty in terms of attitudes as well as actions. Furthermore, this research investigates loyalty in the context of commercial services, which may vary significantly from consumer situations. Compared to personal purchases, business purchases may need more deliberation and have higher transaction expenses. In contrast to mindless, low-involvement consumer purchases, brand loyalty in the corporate world is not often driven by habit or routine. Therefore, it is crucial in a corporate setting to investigate not just the buyer's actual purchasing behavior but also their preexisting attitudes and beliefs about the brand. There has been much study of brand loyalty among consumers. In contrast, there is essentially little discussion of brand loyalty in professional settings and much less study on loyalty from a company owner's vantage point. Given the importance of small enterprises to the economy as a whole, this comes as quite a surprise. More over half of the United States' GDP and yearly over two-thirds of employment growth are generated by small businesses. Numerous multi-billion-dollar companies may trace their roots back to much smaller

enterprises. In addition, the owners of small enterprises, who are often also the managers responsible for the day-to-day operations, have special challenges. Perhaps the vast variety of small businesses contributes to the difficulty of accurately measuring their impact, which in turn contributes to the widespread but mistaken belief that they play a little role in the economy. However, even multinational conglomerates like Xerox and IBM are beginning to see the value in catering to the needs of smaller businesses.

LITERATURE REVIEW

Guan, et al (2021)The purpose of this research is to provide a thorough causal model for investigating the connections between customer experience and four crucial elements of brand development: brand loyalty, brand trust, brand affect, and brand participation. Brand development as it relates to the multidimensionality of the customer experience in full-service hotels is also investigated in detail. Fifty customers were interviewed about their experiences at full-service hotels, 176 hotel guests were surveyed to establish a measurement scale for customer satisfaction, and a large survey of 732 hotel customers in ten major Chinese cities was conducted to put the brand loyalty model to the test. It is recommended that customers of full-service hotels may divide their stays into three distinct phases: practical, emotional, and social. The trust consumers have in a brand, the emotional connection they feel to that brand, and their loyalty to that brand are all interconnected. Customers' faith in and reactions to a brand are moderated by their experience with the brand, but not their loyalty. Because of their importance in fostering brand loyalty, full-service hotels should prioritize improving their guests' social and functional experiences. Building trust and compassion for a hotel brand is possible when guests feel a personal connection to the establishment.

Garg, Ruchi & Mehta, Dr & Kumar, Vinod (2017)The emphasis of this article is on how customer experience affects brand loyalty. The consumer's interaction with the brand is the primary factor in forming the brand and maintaining customer loyalty. The ultimate goal of building brand loyalty is to have customers become brand champions and regular purchasers of the product. This literature review will examine the link between the quality of the customer service they get and their loyalty to the brand. To better understand the connection between consumer satisfaction and brand loyalty, we shall develop a conceptual model. Several additional factors, such as service, organizational, functional, and customer experience dimensions, will be highlighted in the model as having a significant impact on the overall quality of the customer journey. Concerning the study's limitations, it should be noted that the suggested conceptual framework has been established within the banking sector, leaving room for future research to produce a generalized model applicable to other service sectors as well.

Juanamasta, et al (2019) According to this study's findings, the company's current set of challenges contribute to a negative public perception of the business and diminished customer loyalty. The company's priority should be customer service if it wants to maintain its good name. To a firm, its clients are its most valuable asset, thus doing everything they can to make them happy is of paramount importance to maintaining and growing its good name. In this study, we frame the question of how Customer Relationship Management (CRM) might help PT Sun Star Motor Blitar increase customer loyalty and boost the company's reputation among its clientele. The purpose of this research is to learn how PT Sun Star Motor Blitar's (the company under investigation) use of Customer Relationship Management (CRM) has influenced customer loyalty and public perception. In this qualitative study, researchers used a non-positivist, naturalistic, and interpretive stance. The purpose of the interpretive paradigm is to use purposeful sampling to decipher the significance of observed behavior, symbols, and occurrences. Methods of Data Collection include Questionnaires, Note Taking, and Observation. This research confirms the significance of PT. Sun Star Motor Blitar's emphasis on customer service via Customer Relationship Management (CRM) in fostering brand loyalty and public perception. The identification of PT Sun Star Motor Blitar's CRM activities is a crucial first step in establishing a successful CRM system. The corporation must first choose a great deal. Customers are acquired and sorted by customer service into different groups depending on their monetary and loyalty contributions to the business. PT Sun Star Motor Blitar provided a variety of additional services prior to the announcement of the winner. The point of offering customized solutions is to ensure that the organization can meet the specific requirements of each client. Citra's impact on marketing, sales, customer loyalty, and other areas. As a result, it is in the company's best interest to maintain a favorable public image. Having a good reputation brings to more public adulation and esteem.

Haryadi, Didit&Haerofiatna, Haerofiatna&Alfarizi, Abdul (2022) Keeping up with the times and evolving human wants and requirements need cutting-edge technological advancement. Among other things, this research looks at and analyzes what influences customers to return for more after-sale care. With a total population of 1102, this study employed a sample size of 150 from PT. Tunas Toyota Cilegon Banten. The questionnaires were administered on a Likert scale that ranged from 0 to 10. SEM PLS was used to analyze the data. Based on the findings of this research, it seems that after-sales service has an impact on consumer loyalty, that after-sales service has an influence on customer satisfaction, that customer satisfaction has an influence on consumer loyalty, and that customer satisfaction may operate as a mediator in boosting consumer loyalty.

Keya, Dr. (2019) Taking the fashion sector as a case study, this study aims to explain how brand loyalty affects customers' happiness. Levi Strauss and Co. and Pepe Jeans and Company were selected to carry out the empirical investigation. Although there is a wealth of literature describing the connection between the two factors, it is generally accepted that happy consumers are more loyal to a brand. There was a significant void in the literature that attempted to explain how brand loyalty affects customers' happiness. This study used a descriptive approach to research in order to address this need. The study's overarching goal is to better understand how Levi's and Pepe Jeans have developed their respective brand loyalty programs. The goals were meant to examine whether or whether the techniques improved relations with customers. The present study used a positivist worldview, a deductive methodology, and a multi-pronged approach to data collecting. One hundred clients (fifty from each organization) were surveyed using questionnaires to acquire quantitative data. To collect qualitative information, we spoke with one management at each organization by phone. The survey's most important results supported the anticipated frequency of future purchases and word-of-mouth advertising from delighted consumers. Many consumers who had previously purchased the brand were still inclined to do so despite the price rise. Brand loyalists, on the other hand, were more likely to be pleased. As a result, it was discovered that the two variables may be treated as equivalents. The survey results showed that the firms consistently provided high-quality goods at competitive prices, tailored their brand to reflect their customers' identities, and rewarded customer loyalty with exclusive deals and discounts. Low brand engagement, on the other hand, was the primary cause of consumer unhappiness, and corporations made little attempts to create trust-based relationships with them. The results of the interviews with managers revealed the methods used to increase customer satisfaction and the obstacles encountered while working to maintain their level of satisfaction.

RESEARCH METHODOLOGY

Data Collection

Both primary and secondary data were included. Quantitative main data was gathered through an experiment, while qualitative secondary data was amassed via empirical articles mostly sourced from the internet. The experiment was set up as two different surveys on the website SurveyMonkey.com, and that's how the data was gathered.

Measurements

The CSAT technique is widely utilized as a measure of consumer contentment. Consumers are asked to score several situations on a scale, most often a Likert Scale from 1 to 5, although alternative scales from 1 to 3 or 7 or even 10 may also be employed.

The Participants

In all, 150 people received the experiment. First, we looked at how various sources defined Generation M and Generation N in order to settle on the ages we used. Although the term "Generation M" refers to anybody born between 1960 and 1980, this investigation only included participants aged 40 to 60. In addition, those who belong to Generation N were born between the years 1981 and 2005.

DATA ANALYSIS

Correlation Analysis

Table 1: Correlations A

		Satisfaction	Generation	ServiceQual
Satisfaction	Pearson Correlation	1	-.085	.766**
	Sig. (2-tailed)		.405	.000
	N	99	99	99
Generation	Pearson Correlation	-.085	1	.051
	Sig. (2-tailed)	.405		.616
	N	99	99	99
ServiceQual	Pearson Correlation	.766**	.051	1
	Sig. (2-tailed)	.000	.616	
	N	99	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1 "Correlations A" shows that there is a statistically significant Pearson Correlation between the two variables ServiceQual and Satisfaction, suggesting a linear link between the two concepts. The correlation between ServiceQual and Satisfaction was 0.766, and the correlation between Satisfaction and ServiceQual was 0.766; both of these relationships were statistically significant at the 0.000 level. If the Pearson Correlation coefficient is 1, then the two variables are highly correlated. Therefore, it was evident from the research that there was a strong connection between the participants' pleasure and whether or not they got therapy. This indicates that, in their scenario, customers whose purchases went smoothly would, in theory, report greater levels of pleasure.

Generation, which may take on the values Generation N or Generation M, was not significantly related to happiness. Since $0.405 > .001$, there is no statistically significant relationship. This suggests that participants of all ages reported similar levels of accomplishment satisfaction.

Table 2: Correlations B

		ServiceQual	Satisfaction	TeleRepurchase	Switch
ServiceQual	Pearson Correlation	1	.766**	.597**	.352**
	Sig. (2-tailed)		.000	.000	.000
	N	99	99	99	99
Satisfaction	Pearson Correlation	.766**	1	.689**	.322**
	Sig. (2-tailed)	.000		.000	.001
	N	99	99	99	99
TeleRepurchase	Pearson Correlation	.597**	.689**	1	.261**
	Sig. (2-tailed)	.000	.000		.009
	N	99	99	99	99
Switch	Pearson Correlation	.352**	.322**	.261**	1
	Sig. (2-tailed)	.000	.001	.009	
	N	99	99	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2 "Correlations B" adds two more variables to the original study of correlations, exploring the possibility that customer pleasure influences brand loyalty. TeleRepurchase and Switch were two new factors included in the analysis. Table 2 displays the results of the Pearson association between

ServiceQual and the other variables. The results show a strong association between ServiceQual and TeleRepurchase (0.597) and Switch (0.352). Both TeleRepurchase and Switch have p-values below 0.05 (both are at the 0.000 level), indicating a statistically significant relationship between them. In addition, Table 2's analysis reveals that Satisfaction significantly affects both TeleRepurchase and Switch, with Satisfaction's Pearson Correlation against TeleRepurchase standing at 0.689 and its Pearson Correlation against Switch standing at 0.322. Furthermore, the significance levels of both variables are less than 0.05, indicating a substantial relationship.

CONCLUSION

This article set out to determine whether and how generational differences in the significance placed on service quality effect brand loyalty. Additionally, this article aimed to gauge whether or not service quality has a bearing on customer loyalty and whether or not it influences consumer pleasure. The most convincing finding from this quantitative research was that service quality significantly affects customer satisfaction, with a greater effect shown at higher service quality levels. There was also no statistically significant difference between Generation M and Generation N in terms of consumer satisfaction and brand loyalty for services received. Despite abundant evidence indicating generational differences, this was the final verdict. All of these findings lend credence to the idea that customer service is vital to fostering brand loyalty among consumers.

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