DECISION MAKING

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IP 2

Customer loyalty and satisfaction are two factors that are involved when it comes to the background information. The prior individual project, I explained on how the relationship between two factors worked based on hypothesis study in which I studied to see if there was any relationship between customer satisfaction and loyalty. Once studying literature review it was assessed that both factors were indeed unified and also depend on one another which I can say that both are linked to the customers. With that, there is evidence that a link among customer loyalty and satisfaction do exist (Hallowell, 1996).

Above I explained about the information that centers on the connection involving customer satisfaction and customer loyalty.

Theoretical framework will be explained below as far the connection between the given problems is concerned with the help of several variables and instances specified in the Sekaran model.

The connection between concepts and several factors that are consistent to one another are the focal point when it comes to the theoretical framework. Customer loyalty and satisfaction have been keyed out to the predefined problem in the theoretical framework which shows the rationale between the two factors. In the end this type of frame work will test the connection in which it should improve how to understand the given problem hypothesis. (Sekaran, 2009).

The variable above is the worker’s enthusiasm that will surely affect the consumer loyalty and satisfaction therefore; what should be the number priority is the components of motivation. For instance, if I am not happy with my job, environment or pay, then it would greatly affect customer satisfaction. Employees not working properly with particular standards, it’s definitely going to affect the quality of both the product and services which in turn would cause consumer dissatisfaction. It would affect the customer loyalty and also persuade the customer to go to a competitor. Having a decrease of motivation will lead to less and less of customer satisfaction level and loyalty.

The examples the textbook such as the Delta Airline is used to speak about the dialogue with the theoretical framework because of the ineffective services which in turn violated the safety of air services (Sekaran, 2009). The same perception goes for the product features which are the main fear of the consumer loyalty and satisfaction. Product features definitely play a big role in pleasing the customer satisfaction as well as the ongoing loyalty. Customer dissatisfaction among customer will increase if the wishes are not met with the product features or made accordingly. Therefore, this variable has to be the center of attention in the theoretical framework as in time it will increase the extent of customer loyalty and satisfaction.

Dedicating good attention is another variable for customer service which also is also focusing on the area will reduce the cost in order for the organization to improve in areas that are related to the customers. Customer service is important and if not provided well, the possibility of customer loyalty and satisfaction will decrease. Per Hallowell, he assessed that when customer services fail to satisfy customers, consumer’s level of loyalty is damaged (Hallowell, 1996). Consequently, with this concern, management is forced to make customer service one of its main focal points.

I will now be discussing about step 6 of the Sekaran process regarding hypothesis, literature review and theoretical framework. I will start with general information and factors of Scientific Research Design which is the following:

Ways of obtaining information, the skills and availability of the researches, problems and time, money and availability in general for the work research. Hypothesis relationship is also tested based on variables which are applicable with the research problem.

Above, I talked about research design which significantly aided the examination of the connection between the two factors. Below, I will focus on talking about the research design and its components.

Investigation is needed when inquiring and researching constitute in which brings questions to problems for instance, what kind of research design compromises on research study in relevant to given problems? This step replicates the understanding of conditions for collections and examination of information in a way that intends to unite importance to the research purpose with the economy.

As far as the theoretical structure goes scientific design is performed through a collection, measurement and examination of information that is gathered. With that, this research design will help examine the information in value of unreliable inquiries. The process of the Sekaran ultimately smoothes the progress of sailing of several of the operations which also means creating the investigation as well organizing as much as possible. For the given problem between the relationship of the consumer’s loyalty and satisfaction, an investigation should be carried out with well prepared method by an efficient researcher.

Below, I will talk about study setting, unit of analysis and time horizon which should give everybody the idea of the type of investigation needed which are as follows:

The analysis is based on the investigation that is done in relation to the parts which are covered in the research topic. For this investigation, a framework is set, research analysis between customer’s loyalty and satisfactions can be done in order to cover the investigation. In a scientific research, investigation about the literary review should be done and reflects on several things that affect the customer’s satisfaction and loyalty.

As far as the study setting goes, I would focus on the matter of study and how it is part of the scientific research because on how it has to be collected from several investigation material. The procedure of study will be included and were the required information can be found. Collecting the information from books, web, online, published articles, etc for the given problem. Formulating a team that will examine the collected information in order to solve the research problem is a necessity.

Unit of analysis plays an important role in solving the information and facts regarding any issue. Critical thinking approach will be used in order to study the investigated material.

The availability of time to do research and the time that it will take to do the study is what time horizon is all about. I recommend four weeks in order to examine the connection among customer loyalty and satisfaction through the information that is collected.

For the researcher interference, it should be limited to normal level because they have to provide guideless in regards to problems and the scientific research. Doing an examination in a typical environment should replicate the research that alarmed within the research design. It is obvious, that the researcher meddling should be able to keep up with the organization’s work flow (Sekaran, 2009).

Ethical considerations should be the focal point when proposing a scientific research design. Time limit, response and bias at a minimal should be considered. Time limit reflects on the research during specific time limits. Response reveal that in research design responses are reflected in order to communicate and lastly, keeping biases at the lower extent would be very beneficial.

Based on the above discussion, I conclude that all the variables, customer service, motivation, product features, etc that and interrelationship between customer loyalty and satisfaction does exist. Theoretical framework showed that relationship between the two factors related to the problem does exist. In the research design, accuracy is one part that should be concerned. This type of research design reduces the bias on one part and takes full advantage of the reliability of the evidence collected for the problem (Hallowell, 1996).

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