

ABSTRACT

This study investigates customer satisfaction, a crucial factor in determining the success and growth of businesses across industries. Customer satisfaction refers to the degree to which products and services meet or exceed customer expectations, and it is directly linked to customer loyalty, repeat business, and brand advocacy. The research examines key drivers of customer satisfaction, such as product quality, pricing, customer service, delivery timeliness, and the overall customer experience. Data for this study was collected through surveys, interviews, and feedback from a diverse sample of consumers across various sectors. The findings indicate that while product quality remains the top factor influencing customer satisfaction, aspects such as responsive customer service, ease of purchase, and after-sales support also significantly impact consumer perceptions. Additionally, the study highlights the role of digital platforms and online reviews in shaping customer satisfaction in the modern marketplace. The research concludes by offering recommendations for businesses to improve customer satisfaction, including adopting a customer-centric approach, investing in employee training, enhancing communication channels, and utilizing customer feedback for continuous improvement. Ultimately, high customer satisfaction contributes to increased customer loyalty, improved brand reputation, and long-term business success.