

Abstract:

This study explores customer satisfaction in the context of exporting, focusing on how exporters meet the expectations and requirements of international clients. Customer satisfaction is a crucial factor in the success of export businesses, as it fosters long-term relationships, repeat business, and a competitive edge in global markets. The research aims to analyze key factors influencing satisfaction, such as product quality, pricing, delivery reliability, communication, and adherence to international standards.

Data was collected through surveys and interviews with export clients across various industries. The study examines the role of factors such as timely delivery, packaging quality, compliance with trade regulations, and responsiveness to client queries in shaping customer satisfaction. Additionally, it investigates challenges faced by exporters, including cultural differences, fluctuating exchange rates, and logistical constraints.

The findings reveal that consistent product quality and timely delivery are the most critical determinants of customer satisfaction in exporting. While exporters generally meet these expectations, areas such as improving communication, offering competitive pricing, and adopting advanced supply chain technologies were identified as opportunities for enhancement. The study concludes with recommendations for exporters to strengthen client relationships by focusing on reliability, transparency, and value-added services, ultimately contributing to sustainable growth in international markets.