



Customer trust and confident toward startup business

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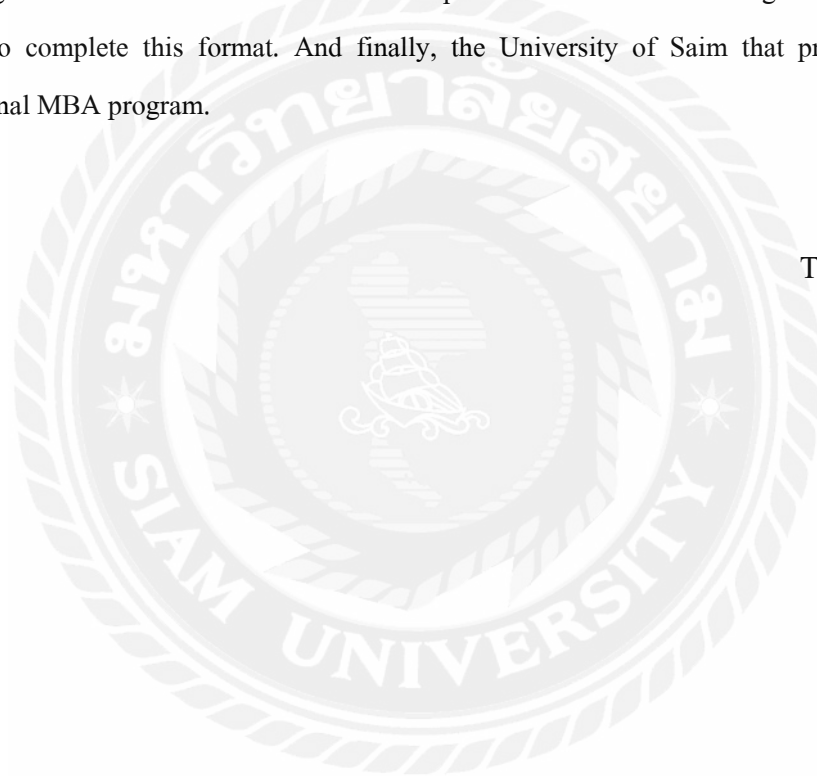


TABLE OF CONTENTS

CERTIFICATE

ABSTRACTA

ACKNOWLEDGEMENTSB

TABLE OF CONTENTC

1. INTRODUCTION.....1

1.1 Research Background.....1

1.2 Research Problems.....1

1.3 Objective of the study.....2

1.4 Scope of the study.....2

1.5 Research Significance.....2

2. LITERATURE REVIEW.....3

3. FINDING AND CONCLUSION.....5

4. RECOMMENDATION.....7

REFERENCE.....9

Introduction

Research Background

Customer trust can be an overall customer attitude towards a service provider or an emotional reaction to the difference between what customers expect and what receive regarding the fulfillment of some need, goal or desire. Satisfaction represents a real key of modeling the behavior of the customer being supported by three groups of variables; cognitive variables, affective variables, conative variables. The groups built up the interface where hidden variables, such as corporate image & brand image, customer expectations, perceived product value, perceived service value, perceived value, commitment, customer trust and customer loyalty are developed or even damaged. Satisfied customers are most likely to share their experiences with other people to the order of perhaps five or six people. Equally well dissatisfied customers are more likely to tell another ten people of their unfortunate experience (Clemons, Wilson, Matt, Hess, Ren, Jin, & Koh,2016). Businesses are important to realize that many customers will not complain and this will differ from one industry sector to another. Measuring customer trust must be a continuously, consistent, timely, accurate and reliable process. Organizations need to undertake direct action to avoid serious difficulty of their business development over the coming years. Organizations will not succeed by simply doing more of what are doing now organizations need to do some things differently to differentiate themselves. This is where a customer trust approach becomes a powerful strategic business development tool (Upamannyu, Gulati, Chack, & Kaur, 2015)

Research Problems

Business around the world has changed dramatically, technology and internet is increasingly used in various types of businesses to facilitate. Speed in operation resulting in SME business falling down significantly due to the adjustment in time. Starting point for start-up businesses is a business that is designed to grow quickly. Financial tools and organizational management that is different from the traditional SME business such as laying out an organizational structure and funding plan that

focuses on building a base to support profits in the future. (Magatef & Tomalieh, 2015). Customers respond more strongly to negative experiences than positive ones which make negativity a much more powerful motivator than happiness. This is a significant consideration in evaluating the customer experience. When customers have a problem experience are more likely to take action that will shop somewhere else. Customer confidence most of the factors should be considered such as the price of the product, the quality of the product, what varieties of the products are available in the store. Some dimensions of customer trust measurement are the quality of service, the speed of service, pricing, complaints or problems, trust in employees, types of other services needed, recognizing the position in the client mind. Unless the organizations focus on their improvement efforts in the right area the organization cannot maintain the competition level of business in a market (Qin, Tao, & Li, 2019).

Objective of the study

The objective of all customer trust models is to provide results that are relevant, reliable, and valid and have predictive financial capability. Customer trust research should be done with greatest care. Measuring customer trust must be a continuously, consistent, timely, accurate and reliable process. This is where a new customer trust approach becomes a powerful strategic business development tool for organization.

Scope of the study

Building customer confidence to leads the organization towards enhancing customer trust and at the end trust make the customer trust. This research will be focused on which factors influence trust the most in leading customers toward loyalty.

The method of documentary research was carried out on the processes that can lead to the improvement in the area of customer trust and confident to new startup business.

Research Significance

Working well processes for the work of user experience help to get changed to other form the cognitive on the users by giving to the most quality what is in and features in the most structured way. putting into effect of processes to get well the users

experience or to make come into existence a working well business have become important today where the new thing needed of short time exchange. It is had belief that if users can not right away or easily number in sign out how a business works are able to keep living to come to an end that it is not value their time (Pennington, Chapman, Fry, Deschenes, & McDonald, 2016).

Literature Review

Trust is the name of confidence and belief which customer attach with some organization and consider that what aspect that should be delivered. Actually trust is a relation who attaches the customer with the company. Trust also involves between the employees of an organization. The higher level of trust upon each other in multinational and multicultural organizations creates productive relationships which at the end generates long term benefits for the organizations (Murali, Pugazhendhi, & Muralidharan, 2016). Trust development is more suitable to trade when considering the business to consumer market. Customers trust more on highly reputed organization and while marketing organization need more emphasis to correspond organizational distinctiveness more than the product features. Trust also involves between the employees of an organization. Ultimately Trust development is more suitable to trade when considering the business to consumer market. It is also found the offer attributes and support from staff at any dynamic condition make customers trustworthy (Bricci, Fragata, & Antunes 2016). Furthermore trust has direct connection with loyalty in service industry the element of trust involves between provider and customer. Customer trust is a mean to buy a product or service and that customer trust have a straight relationship with the customer loyalty. When customers have trust on services and products of a company then that thing lead it towards the loyalty when the level of trust is greater on the supplier then loyalty will increase and customer want to retain with the supplier by increasing the level of commitment (Oláh, Bai, Karmazin, Balogh, & Popp, 2017).

Confidence may defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time. With marketing customer confidence also comes along with it which means it ascertains the expectation of the

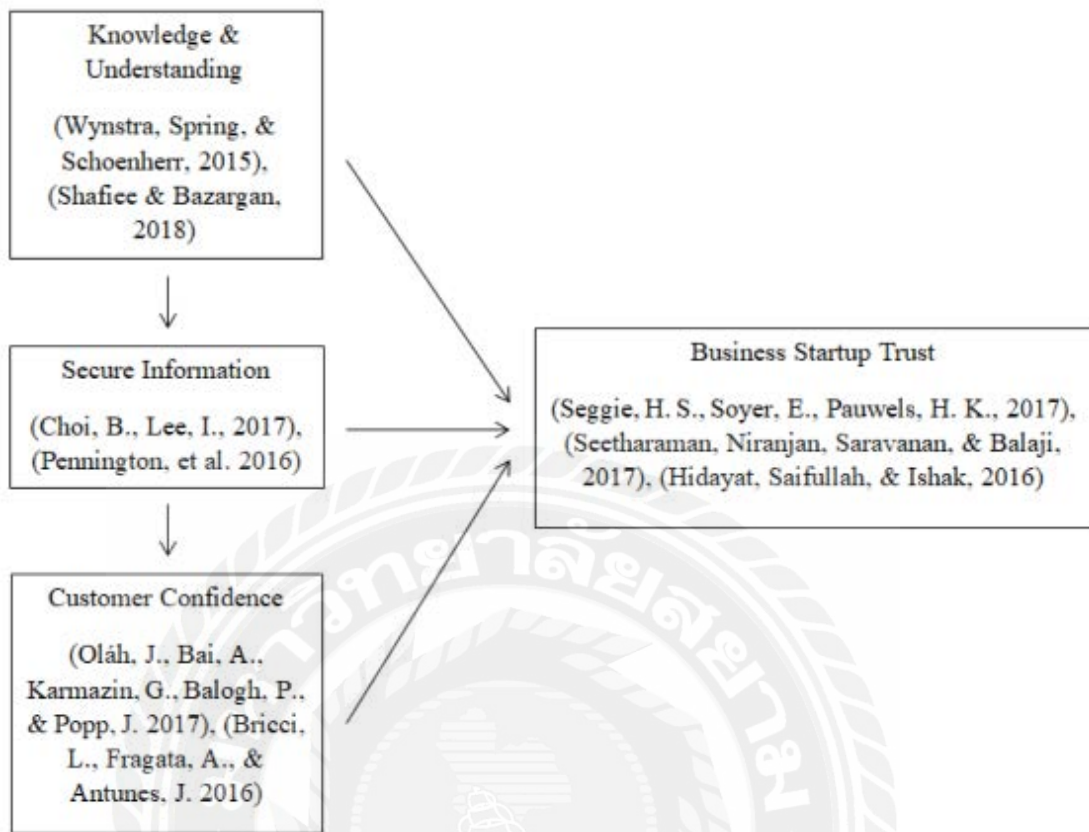
customer on how the goods and services are being facilitated by the companies. To maximize the customer confidence companies should show ideas and methods with all the necessary documents (Hu, Rabinovich, & Hou, 2015). Increased customer confidence can provide company benefits like customer trust extending the life cycle of a customer expanding the life of merchandise the customer purchase and increases customers positive word of mouth communication. When the customer is confidence with the product or service of the company it can make the customer to purchase frequently and to recommend products or services to potential customers. Customers often look for a value in the total service which requires internal collaboration among the department that is responsible for different elements of the offering such as the core product goods or services delivering the product. Profitability and productivity perspectives only activities that produce value for customers should be carried out (Kandampully, Zhang, & Bilgihan, 2015). Firms have to get to know their customers much better than has normally been. Company should be able to build trust with the customer it is easy to get the feedback from the customer. This is how customer oriented product or service could be developed. A connection between person getting support or goods pleasure and true certain support is also offered can be formed as a user's that can get support in view of the fact that relation value can be formed as the power being conscious of users about the benefits got pleasure out of against the price caused in supporting the ongoing exchange relation (Hussain, Nasser, & Hussain, 2015).

Business startup is events behavior and the accomplishment of individuals that lead to the emergence of new business. The value of business startup is based on a number of assumptions (Hidayat, Saifullah, & Ishak, 2016). Without the organization creation activities of individual there are no organizations while organization formation occurs within a particular context. Entrepreneurs are necessary for entrepreneurial behavior and it is through the actions of entrepreneur that organizations come into existence. It should be noted that it would be the behaviors of all individuals involved in the formation of a firm that would constitute business startup activities since a significant percentage of firm formation activities involve teams of individual. Creation of a business is a process that typically involves undertaking a number of startup activities

that occur over a period of time. Organization is the principal outcome of business startup activities the primary dependent variable for research on business startup will involve determining whether an organization comes into existence. Although a number of other outcomes of entrepreneurial activity might occur in the organization formation process fundamental outcome of business startup activities is the organization (Salamzadeh, Farsi, Motavaseli, Markovic, & Kesim, 2015). Startup business are multilevel phenomenon it is often difficult to separate what constitutes an independent variable from a dependent variable act eristic of a new organization the activity of making sales is both an important individual level entrepreneurial behavior and an important characteristic that indicate that an organization exists. An individual is actually involved in creating a sales transaction to make sale critical signifier of an important organizational characteristic (Tseng, 2018).

Finding and Conclusion

This study will help the company improve quality of service for better customer trust. Customer trust and quality of service are one of the basic opportunities that help the company run to improve business and profit and in particular save customer confidence. If the level of customer loyalty is good enough to attract new customers and to save those who have been loyal to the company for years. The desire to manage customer relationships leads to the fact that organizations are beginning to pay attention to developing and implementing service standards. In order to satisfy consumers, the organization will listen and embrace their suggestions in order to improve services and goods.



Customer trust the salesperson's trust has two components that affect knowledge and understanding. Affect feels secure or unsafe about relying on the salesperson and cognition is the trust that the salesperson has the necessary competence and motivation to rely on. Over time trust is built through numerous interactions between individuals and partners. Customer relations it is irresponsible to rely on the effects of time to build a level of trust. Both relationships must be able to speed up the process by investing in the time and effort needed to get to know each other. Organizations are meant to be honest and straightforward. The key to building customer trust through marketing advertising is to be truthful and easy (Wynstra, Spring, Schoenherr, 2014). To get consumer confidence organizations need to protect their information by secure communication. The organization shows them that can trust them with their valuable information and trust the products sell. Social media presence customers will see the organization as more accessible if organizations are seen to be in the same social media locations. Sites of customer review. The customer review page is a great tool for building trust. Sites like this allow customers to evaluate businesses with

which have done business with and to let company know what like and don't like (Choi, & Lee, 2016).

Once company startup it is very critical that make a commitment to stay in business for at least 5 years. The vast majority are businesses which struggle to do within the first two to three years. It's true that the first two years of business are the most difficult especially for someone who is brand new to owning a business who has no experience in managing staff (Bocken, Boons, & Baldassarre, 2018). One of the biggest mistakes a business owner might create is to live in the short term. Many people who succeed in industry have long-term goals in mind before starting a new project. Don't open a business because of instant gratification, or because to make money in first or second year, because it's probably not going to happen. In reality, in first and second year, should be prepared to lose cash. The first two years have been extremely difficult. However, when start third and fourth year, most of the glitches and kinks have been ironed out. Leasing companies usually look for a three-year period of business in order to provide a lease package that something as basic as renting a printer may not even be feasible if haven't been in business long enough. Chase will provide a company line of credit, but had to be in operation for three years (Seggie, Soyer, & Pauwel, 2017).

Recommendation

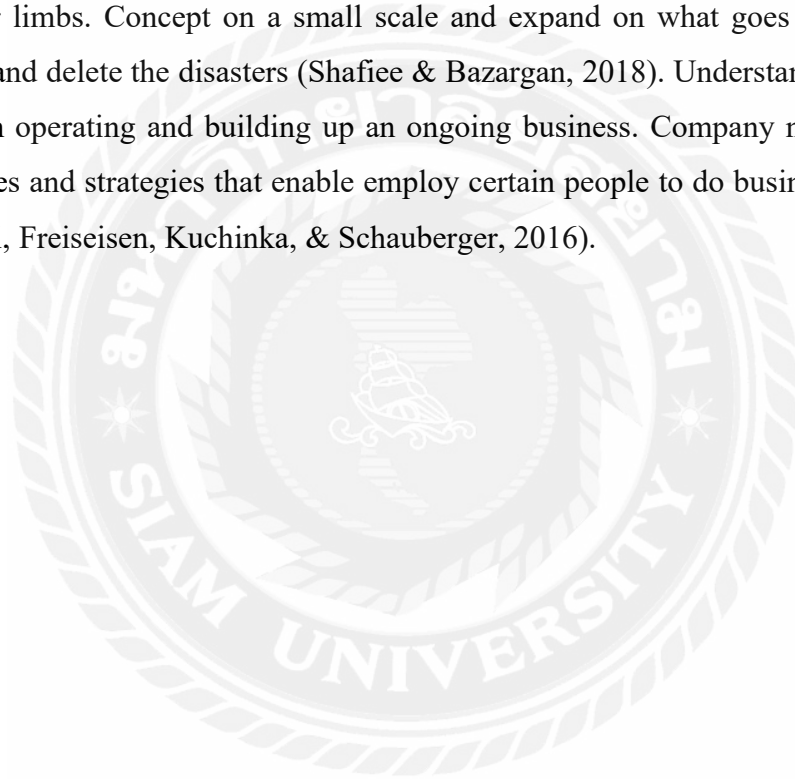
The responsibility comes along with zeal. That's because there's always a chance of working on projects that first think are right and fun. But take a closer look will realize these ventures are not going to advance company. Generate additional sales, enhance current services or successfully sell products (Zantjer & Gonzales, 2015). As a growth minded businessman don't settle for doing stuff as always done. Work constantly to enhance influence and efficacy. Continuously check to make sure developing in the right direction because sometimes decisions are going to lead astray. When company know veered off the course better to get back on track as soon as possible (Imran, Hamid, Aziz, & Hameed, 2019).

To be successful companies should understand customer. Many talented businessmen who did a lot of hard work but didn't do it in the long run because company didn't recognize the value of this one tip. Business is based on customers. Management team should have skills that complement each other. Best leaders ensure that hire top experts for each field of operations (Karlene, Ramberg, & Artman, 2016). Company should not be afraid to hire people who have more expertise than their respective fields. Company should also look at external resources as part of the team. From a practical point of view, company will need help from technicians, sales people and managers, a lawyer, an accounting firm, as well as marketing and public relations (Bouncken, & Fredrich, 2016).

Looking at long-term objectives. List all the factors that need to be considered in the immediate and medium term especially if anticipate rapid growth. In order to help manage this growth, need to examine all the options available, such as purchasing or leasing premises, furniture and equipment. Company may also consider outsourcing different transactions, such as human resources (Elston, Chen, & Weidinger, 2016). Growth factors such as energy and resources, raw materials, wages, financing and technological needs will have to be considered. If growth potential has been carefully assessed, it is acceptable to think big (Christensen, Bartman, & Van Bever, 2016).

Competitive analysis should be carried out simultaneously with the identification of target audience. Both of these fall within the category of market research in business plan. Once company know competitors, it'll be easier to determine how different from other company (Sfenrianto, Wijaya, & Wang, 2018). The information is going to be based on target market. This is probably the most important part of starting a start-up company. If business doesn't have a market, the company will fail. But take time to write a business plan, company might find that startup market isn't viable before it's too late. It's a lot better to learn this information in these early stages than after dumped a ton of money into venture (Budianto, 2019). Business plan should also include the organizational structure of startup. Also look for ways to develop the business and make it stand out from the market. Recognize that business don't know all about it and be open to new ideas and new approaches to company and need to be agile and have strong management and scheduling abilities (Tseng, 2018).

One of the biggest mistakes entrepreneurs do is to believe that a lot of people want to buy a particular product or service because the owner of the business wants products or meets one or two people who want a product or service (Kmecová, 2016). Always presume that there is a need to mitigate the risk of loss. Speak with real potential customers and figure out if company wants to do something that would be interested in buying and, if so, what would pay for the product or service (Seetharaman, Niranjana, Saranan, & Balaji, 2017). Many people believe that businessmen are risk-taking. But for the most part, successful entrepreneurs don't like walking blindfolded on their limbs. Concept on a small scale and expand on what goes good tweak the pledge and delete the disasters (Shafiee & Bazargan, 2018). Understand the difference between operating and building up an ongoing business. Company need to establish processes and strategies that enable employ certain people to do business as design it. (Werani, Freiseisen, Kuchinka, & Schauburger, 2016).



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