

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

Many people tried to become business owners. It is a lucrative opportunity, and many want to be successful like Bill Gates. However, building a business is not easy. People need to have the determination and hard work to make it big in the business world.

When creating a business, there are many things to think about. The owner must consider the products they are selling, the price point, marketing the business, etc. After the business has started, it needs some steps so it can be sustainable in the future. If the business is not sustainable, then the business will fail and close.

To survive in business, people need to satisfy their customers. They need to appease the customers to feel happy doing business with them. If the customers are not satisfied with the business, they do not come to the business again. This will make a business sometimes lose a customer. Some people tend not to care about customer satisfaction and only think about profit. This is terrible thinking as they will not earn any profit if customers do not want to come again and buy their products.

Customer satisfaction is essential in business, as they increase the chance of repeat customers. Customer satisfaction can be measured by different factors, including customer service and price fairness (Hanif et al., 2010). Different

businesses usually have different factors of satisfaction. Customers who are satisfied with their purchases will probably do it again in the same place.

The same can be said for places that rely on courses as their business. Wahana Komputer also has a place that teaches computer courses, like video editing, Microsoft Office, and coding for the public. If the students taking the courses are unsatisfied, they will not recommend them to their friends. Students who take these courses also need to be satisfied like customers.

The researcher chose Wahana Komputer as the research place because I took a course there in 2020. The courses there are of good quality, and the researcher is satisfied with them. The researcher also has taken an internship there. It seems like a good place to do the research there.

There is already much research on customer satisfaction, but there is still more to uncover, especially in education and places that offer courses. A journal entitled "Measuring customer satisfaction in summer courses" deals with satisfaction in summer courses. However, it is different from Wahana Komputer, which is chosen as the object of this study. A summer course is a course done by an institution during the summer to kill students' time.

This study wants to find out the customer satisfaction of a business, Wahana Komputer, which offers a service for teaching computer programs. This is what the researcher will investigate. To find out how satisfied the customers are during the course.

This research is done so people can find out what needs to be done to satisfy the customers, especially on courses like Wahana Komputer. It will increase the

likelihood of sustainability if the person who runs a business knows what needs to be done to satisfy their customers.

## **1.2 Field of the Study**

The field of the study in this research is the creative industry, especially customer satisfaction.

## **1.3 Scope of the Study**

This study is being made to explore customer satisfaction in the business of courses at Wahana Komputer. This study is delimited to the customer satisfaction in the business. This study also focuses on how to improve business to satisfy their customers.

## **1.4 Research Questions**

The research question is “What factors influence *Wahana Komputer* courses’ customer satisfaction?”.

## **1.5 Objectives of the Study**

The objective of the study is “To find out factors that influence *Wahana Komputer* courses’ customer satisfaction.”

## **1.6 Significance of the Study**

The significance of the study is to give information about customer satisfaction in a business setting, especially in a place that offers courses. The information will be useful for businessmen, customers, potential business owners who like to create a course program, and everyone interested in the education business field.

## **1.7 Definition of Terms**

### **1. Customer**

A customer is an individual or business that purchases another company's goods or services (Kenton, 2021).

### **2. Customer Satisfaction**

Customer satisfaction in services has been defined as the degree to which service performance meets or exceeds the customer's expectations (Kumar, 2012; Lombard, 2009; Santouridis & Trivellas, 2010, cited in A. Al-Tit, 2015, p.130).

### **3. Course**

A Course is a training institution from non-formal education units. Moreover, the learning method takes place like teaching and learning activities in general. The difference is that courses usually learn one skill in a concise time (Fauzi & Widiastuti, M.Pd, 2018).