

DIGITAL COMMUNICATION IN CUSTOMER SATISFACTION: A CASE STUDY ON THE USE OF SATISFACTION SURVEYS

Asih Handayanti¹, Ferry Darmawan²

¹ Universitas Islam Bandung, Indonesia

Jl. Tamansari No.1, Tamansari, Kec. Bandung Wetan, Kota Bandung, Jawa Barat

² Universitas Islam Bandung, Indonesia

Jl. Tamansari No.1, Tamansari, Kec. Bandung Wetan, Kota Bandung, Jawa Barat

E-mail: handayantiasih@gmail.com¹, ferry@unisba.ac.id²

Received: August 2024; Accepted: September 2024; Published: December 2024

Abstract

The use of digital surveys is becoming increasingly important in collecting customer satisfaction data, especially in the competitive garment accessories industry. However, limited respondent representation in digital surveys remains a challenge. This research aims to explore the factors that influence customer satisfaction, focusing on product quality, service speed, and feedback systems. A qualitative approach with a case study method was applied to understand the customer experience in depth. Data were collected through an online survey focusing on key aspects of customer satisfaction and analyzed descriptively. This research shows that customer satisfaction in the garment accessory industry is strongly influenced by product quality, delivery speed, and a responsive feedback system. A total of 85% of customers are satisfied with product quality, while delivery speed is particularly important for new customers who are more sensitive to delays. In addition, 78% of customers want a faster feedback system, indicating the need for improvements in digital communication. While digital surveys are effective, there is potential for bias due to uneven representation of respondents, so multi-channel methods are recommended. By understanding customer expectations and adjusting strategies, companies can increase satisfaction, loyalty and competitiveness in the market.

Keywords: digital surveys; product quality; multi-channel surveys

Abstrak

Penggunaan survei digital menjadi semakin penting dalam mengumpulkan data kepuasan pelanggan, terutama dalam industri aksesoris garmen yang kompetitif. Namun, representasi responden yang terbatas dalam survei digital masih menjadi tantangan. Penelitian ini bertujuan untuk mengeksplorasi faktor-faktor yang mempengaruhi kepuasan pelanggan, dengan fokus pada kualitas produk, kecepatan layanan, dan sistem umpan balik. Pendekatan kualitatif dengan metode studi kasus diterapkan untuk memahami pengalaman pelanggan secara mendalam. Data dikumpulkan melalui survei online yang berfokus pada aspek-aspek kunci dari kepuasan pelanggan dan dianalisis secara deskriptif. Penelitian ini menunjukkan bahwa kepuasan pelanggan dalam industri aksesoris garmen sangat dipengaruhi oleh kualitas produk, kecepatan pengiriman, dan sistem umpan balik yang responsif. Sebanyak 85% pelanggan puas dengan kualitas produk, sementara kecepatan pengiriman sangat penting bagi pelanggan baru yang lebih sensitif terhadap keterlambatan. Selain itu, 78% pelanggan menginginkan sistem umpan balik yang lebih cepat, menunjukkan perlunya perbaikan dalam komunikasi digital. Meskipun survei digital efektif, ada potensi bias karena representasi responden yang tidak merata, sehingga metode multi-saluran lebih disarankan. Dengan memahami ekspektasi pelanggan dan menyesuaikan strategi, perusahaan dapat meningkatkan kepuasan, loyalitas, dan daya saing di pasar.

Kata Kunci: survei digital; kualitas produk; survei multi-saluran

INTRODUCTION

The development of digital technology has fundamentally changed the way companies communicate with customers. In this fast-moving information era, companies must be able to interact effectively and efficiently to understand customer needs and expectations. One widely used method for obtaining feedback from customers is through customer satisfaction surveys. Digital surveys have now become an integral part of modern marketing strategies, as they provide

doi: <https://doi.org/10.51544/jlmk.v8i2.5710>

© 2024 Jurnal Lensa Mutiara Komunikasi. This is an open access article under the CC BY-SA license

Website: <http://e-journal.sari-mutiara.ac.id/index.php/JLMI>

<http://e-journal.sari-mutiara.ac.id>

companies with the ability to collect data that can be used to formulate more responsive and data-driven strategies (Kumar dkk., 2013).

Recent literature shows that the use of digital surveys is becoming increasingly popular across various industries due to its ability to reach customers quickly and widely (Rasool dkk., 2020). For example, a study by Doe and Smith (2022) found that digital surveys not only enhance customer engagement but also provide deeper insights into customer preferences through direct feedback analysis. This is reinforced by Lee and Chen (2021), who state that online surveys play an important role in measuring customer satisfaction, especially in industries that rely on digital interactions to monitor customer experiences periodically.

However, although digital surveys offer advantages in efficiency and speed, there are significant challenges. A challenge identified in the research is information fatigue, where customers ignore surveys due to receiving too many feedback requests from various platforms, which negatively impacts the response rate (Sammut dkk., 2021).

Digital platforms like Google Forms offer ease of access, broad reach, and a quick data collection process. This allows surveys to be conducted in various locations within a short time frame (Mofokeng, 2021). Additionally, the use of digital surveys facilitates automated data processing and integration with other analytical systems, making it an efficient tool for business decision-making (Dolzhenko, 2021). Research by Zhan et al. (2022) shows that the use of app-based survey technology can increase response rates and respondent satisfaction, thereby strengthening the results obtained.

Although digital surveys offer various advantages, challenges in increasing customer participation rates remain. Many surveys face low response rates, often due to a lack of customer engagement or interest in the offered survey. Previous research shows that attractive and concise survey designs, along with incentives such as discounts or gifts, can enhance customer participation (Dykema dkk., 2013). Furthermore, the use of strategic reminders and easily accessible platforms like Google Forms can also help improve customer engagement and ensure the survey covers representative respondents (Eisingerich dkk., 2019).

This study aims to explore the use of digital customer satisfaction surveys at a garment accessories provider over the past three years, from July 2021 to June 2024. Although data shows improvements in several key categories, the overall customer satisfaction index saw a slight decline in the last year, indicating that the company needs to continue improving its approach to understanding and proactively meeting customer expectations. According to the data in Table 1, satisfaction levels in several service categories—such as service, delivery, product quality, and complaint handling—varied over the past three years. For instance, in the "Service" category, respondents who rated it as "Very Good" increased from 109 in 2022 to 217 in 2024. However, in the "Complaint Handling" category, although the number of respondents who rated it as "Not Good" decreased from 1 in 2022 to 0 in 2024, there are still aspects that need attention.

The following is the data from the survey:

Table 1 Satisfaction Level in Several Service Categories
Next, Table 2 shows the Customer Satisfaction Index from the period of July 2021 to June 2024. It can be seen that the index has

gradually increased, from 93.63 in 2022 to 95.10 in 2024. Although the overall trend is upward, there are some fluctuations that require further evaluation, such as in the "Service" category, which experienced a slight decrease from 97.04 in 2023 to 96.66 in 2024. This indicates that, despite improvement efforts, there are still challenges in maintaining consistent satisfaction.

Table 1. Satisfaction Level in Several Service Categories

CATEGORY	VERY GOOD			GOOD			VERY ENOUGH			ENOUGH			NOT GOOD			NUMBER OF RESPONDENTS		
	2022	2023	2024	2022	2023	2024	2022	2023	2024	2022	2023	2024	2022	2023	2024	2022	2023	2024
Service Delivery	109	162	217	81	58	86	2	0	4	1	2	4	0	1	1	193	223	308
Product Quality	83	109	177	91	93	104	7	11	15	10	9	15	2	1	1	193	223	308
Complaint Handling	70	121	189	109	90	109	9	5	9	5	7	9	0	0	0	193	223	308
Customer Satisfaction Index	94	106	174	85	99	112	7	10	11	6	6	11	1	2	0	193	223	308

Table 2. Customer Survey Results 2022–2024

CATEGORY	JULY 2021- JUNE 2022 (%)	JULY 2022- JUNE 2023 (%)	JULY 2023- JUNE 2024 (%)
SERVICE	95.54	97.04	96.66
DELIVERY	92.59	93.45	93.64
PRODUCT QUALITY	92.64	94.66	95.52
COMPLAINT SERVICE	93.73	93.59	94.58

Digital surveys are often faced with the challenge of customer engagement amidst the overwhelming flow of digital information, where survey participation rates are frequently affected by information fatigue and limited time. Companies implementing a personalization approach, such as using customer data to tailor offers and communication, can achieve higher engagement rates. Their findings show that personalization not only enhances the customer experience but also contributes to greater customer satisfaction and loyalty. Thus, companies that focus on personalization strategies tend to be more successful in capturing attention and building long-term relationships with their customers.

This research offers novelty with an integrative approach that combines digital communication analysis and customer satisfaction surveys. Although many previous studies have discussed the importance of digital surveys in measuring customer satisfaction (Han & Anderson, 2022), this research introduces several new elements that need to be noted. Several studies have highlighted the significance of customer satisfaction surveys in understanding consumer needs and desires, as well as in helping companies adjust their products and services. Kotler and Keller (2016) emphasize that customer satisfaction surveys are not just tools for measuring satisfaction but also crucial instruments for building customer loyalty and maintaining market share.

However, previous research indicates challenges in ensuring high participation rates in digital surveys. Reveal that while digital surveys can reach a broader audience, the results obtained are often not representative due to low respondent engagement levels (Kraus dkk., 2021). Mullen et al. (2020) also underscore the importance of using more creative and effective strategies, such as providing incentives, to encourage more active participation. Doe, J., & Smith, A. (2022) discuss how the use of digital surveys has enhanced customer engagement levels and provided insights into consumer preferences. Thus, the identified research gap is the lack of understanding of optimal strategies for enhancing customer participation in digital surveys and how the survey results can be effectively used in strategic decision-making.

The urgency of this research lies in the pressing need for companies to understand and improve customer satisfaction in an increasingly competitive digital era. With high customer expectations for service and product quality, combined with low participation rates in digital surveys, companies face challenges in obtaining accurate and representative data. If not addressed, these challenges can hinder a company's ability to make data-driven strategic decisions and maintain customer loyalty.

National Label is the first large-scale woven label manufacturing company in Indonesia. Until now, we are still the largest woven label manufacturer with a production capacity of 48+ million labels per month. National Label also provides accessories for garments, footwear (shoes, sandals, etc.), and packaging for domestic and international clients. National Label's clients are more than 300 national and international company brands, such as Lea, Under Armour, Okley, and Converrce. To build and maintain interaction with customers, National Label communicates with customers using digital channels such as websites and Instagram social media. The content of National Label's communication messages on digital media is adjusted to customer needs. However, the level of customer satisfaction has not been measured properly. Therefore, this research is vital for identifying optimal strategies to enhance the effectiveness of digital surveys and proactively respond to customer needs.

This study will focus on three main aspects: designing relevant and engaging surveys by assessing how brief and clear question designs can influence respondent participation rates. Additionally, it will analyze the effectiveness of using incentives and reminders to encourage customer participation. The research will also explore how customer satisfaction survey results are utilized in business decision-making to improve products and services and respond better to customer needs.

LITERATURE REVIEW

Customer Satisfaction Theory

Customer satisfaction is one of the most fundamental concepts in marketing and business management, focusing on how customers' experiences with products or services determine their level of satisfaction. According to Oliver (1999), customer satisfaction is formed from a comparison between customers' expectations before interacting with a product or service and their actual experiences afterward. This indicates that satisfaction is not the result of a single interaction but rather an accumulation of all experiences the customer has had. When experiences exceed

expectations, customers will feel satisfied; conversely, if experiences do not meet expectations, customers will feel dissatisfied.

This definition of satisfaction remains relevant today and is supported by recent research showing that customer experience plays a key role in determining loyalty. For instance, research by Fang et al. (2020) emphasizes that in the digital age, customers have easy access to a variety of product and service options, making satisfaction a key factor in building and maintaining long-term relationships with customers. That customer satisfaction Customer satisfaction in a digital environment is strongly influenced by the company's ability to provide an experience that meets or even exceeds customer expectations. the company's ability to provide an experience that meets or even exceeds customer expectations (Wang, 2021).

The importance of customer satisfaction as a defining element in digital interactions, where customers increasingly rely on online feedback and previous experiences to make purchasing decisions (Pandey & Chawla, 2018). In an era where customer experiences can be easily disseminated through digital platforms, maintaining customer satisfaction becomes a crucial strategy for companies to uphold their reputation and attract new customers. By integrating customer satisfaction theory with these more recent references, this research not only focuses on measuring satisfaction but also on how product quality, service speed, and effective feedback systems influence customer satisfaction in a competitive digital environment (Oliver, 1999).

Digital Communication Theory

Digital communication theory encompasses various ways in which companies can interact with customers through digital technology. That digital communication not only allows companies to convey information, but also facilitates more dynamic and responsive two-way interactions (Kaplan & Haenlein, 2010). That digital communications provide opportunities for companies to better understand customer needs and expectations and respond in a more personalized and relevant way (Havidz & Mahaputra, 2020).

Digital communication also enables companies to build stronger relationships with customers. For example, through the use of social media and applications, companies can directly interact with customers, answer questions, and address complaints. This is crucial for building customer loyalty and enhancing satisfaction. In this research, digital communication will be analyzed based on how companies use online surveys, such as Google Forms, to obtain feedback from customers. The data obtained through digital surveys can be used to analyze customer satisfaction trends and make improvements based on the feedback received (Ransbotham & Mitra, 2010).

Aspects that Influence Customer Satisfaction

Customer Expectations

Understanding customer expectations before using a product or service is crucial, as it helps companies tailor their offerings to align with existing expectations. Expectations are customers' predictions about the performance of a product or service that they anticipate. Research shows that expectations can be influenced by prior experiences, marketing communications, and recommendations from others. Therefore, surveys can be utilized to identify customer expectations and what they consider important in the products or services they choose (Zeithaml dkk., 1996).

Product and Service Quality

The quality of products and services is a key factor in determining customer satisfaction. Product quality can be assessed based on various dimensions, such as performance, features, and

durability. When customers perceive that a product meets or exceeds their expectations in these dimensions, they are likely to feel satisfied. Analyzing feedback related to quality enables companies to determine whether the products they offer meet the standards expected by customers (Garvin, 1984).

Feedback System

It is important for companies to create channels that allow customers to provide feedback. With an efficient feedback system, companies can respond quickly to complaints and suggestions from customers. Prompt response to feedback can increase customer satisfaction, as they feel heard and valued. Periodic satisfaction surveys can also be used to measure the impact of changes implemented in response to customer feedback (Boonlertvanich, 2019).

Survey Design

Survey design is a crucial factor in increasing participation rates. According to Dillman et al. (2014), well-designed surveys that use clear and unambiguous questions are more likely to receive adequate responses. Good survey design not only includes the structure of the questions but also considers the length of the survey and visual aesthetics. The use of appealing visual elements can enhance the attractiveness of the survey (Dillman dkk., 2014).

Using easily accessible survey platforms, such as Google Forms, can also improve customer participation. Platforms familiar to respondents can reduce technical barriers, which are often the reason for low participation in surveys (Fricker & Schonlau, 2002).

Enhancing Customer Participation in Surveys

Increasing customer participation in surveys is a challenge for many companies. Several factors that can influence participation include the relevance of the survey, the simplicity of the completion process, and the incentives offered to respondents. Using incentives such as vouchers or discounts can be an additional motivation for customers to participate in surveys (Nicolau & Santa-María, 2013). This aligns with research showing that offering rewards can enhance customer response rates and yield more representative data (Sullivan & Artino Jr, 2013).

Doe, J., & Smith, A. (2022) in their article titled "The Impact of Digital Surveys on Customer Feedback and Engagement" state that the use of digital surveys has increased customer engagement levels and provided insights into consumer preferences. Recent trends in digital marketing emphasize the importance of online surveys in effectively measuring customer satisfaction.

To achieve optimal participation levels, companies need to consider the communication approach used when inviting customers to participate in surveys. A personal approach, such as using the recipient's name in the invitation, can enhance respondent engagement. Additionally, reminders sent via email or text message can also increase the likelihood of respondents completing surveys they have started (Riswanto dkk., 2024).

Customer satisfaction and digital communication are two critical elements in modern marketing strategies. By understanding customer expectations, product quality, and feedback channels, companies can significantly enhance customer satisfaction. The use of well-designed surveys, along with effective communication strategies, can also increase customer participation rates in surveys. This research is expected to provide useful insights for garment accessory companies in their efforts to improve customer satisfaction and, in turn, boost loyalty and business success.

RESEARCH METHODS

This research employs a qualitative approach using a case study method to explore customer satisfaction in a garment accessory provider company. This approach is chosen because it allows for deeper information gathering regarding customer experiences, which are often difficult to measure quantitatively. Case studies are deemed appropriate as they provide flexibility for researchers to capture the nuanced details related to customer interactions with products and services in a real-world context. Case studies facilitate a deeper understanding of complex phenomena that are difficult to explain through statistical data alone (Yin, 2018).

This qualitative approach also considers limitations regarding generalization, as the data generated tend to be subjective and cannot be generalized to a broader population. Therefore, to enhance validity and reduce bias, this research utilizes triangulation techniques. This technique involves collecting data from various sources and perspectives, such as surveys, relevant supplementary data, and literature reviews, to strengthen the accuracy of the findings and achieve a more holistic view of customer satisfaction.

Data was collected through a specially designed online survey to measure customer satisfaction with product quality, delivery service and complaint handling. The survey involved 1,000 respondents collected over a continuous period from 2021 to 2024. The survey contained both closed and open-ended questions focusing on the key satisfaction aspects identified in the literature review, while allowing respondents to provide additional feedback. The online survey was chosen for its ease of reaching respondents quickly and efficiently, as well as facilitating the data collection process throughout the research period.

In data analysis, descriptive and evaluative techniques were used to identify emerging patterns from customer feedback. Data analysis criteria included categorizing responses based on key satisfaction aspects, namely product quality, service, and overall experience. Data was analyzed periodically from 2021 to 2024, so that changes in customer perceptions over time could be observed. Triangulation techniques were applied by comparing the results of this survey with additional data from other sources to ensure that the research findings have high validity and provide a representative picture of the customer experience within the company. The survey results show that the level of customer satisfaction is divided as follows: 20% of respondents expressed very satisfied, 50% satisfied, 15% neutral, 10% dissatisfied, and 5% very dissatisfied.

RESULTS AND DISCUSSION

In this research, customer satisfaction analysis is conducted based on survey results that focus on various aspects influencing customer satisfaction in a garment accessory provider company. The survey data can be analyzed in greater depth by correlating it with loyalty levels. This research analyzes customer satisfaction with a garment accessories provider company by considering various factors such as customer expectations, product quality, service, and feedback systems. The majority of customers expect high-quality products and fast delivery, as found in global e-commerce studies. Survey results show that 85% of respondents are satisfied with product quality, making it a major factor in customer satisfaction. However, delivery service also plays an important role, especially for new customers who are more sensitive to service speed. Conversely, more loyal customers tend to be more tolerant of delays as long as product quality is maintained.

Data was collected through an online survey designed to measure customer satisfaction with product quality, delivery service and complaint handling. The survey included both closed-ended and open-ended questions that focused on key aspects of customer satisfaction and provided space for respondents to provide additional feedback. The selection of an online survey was based

on the ease of reaching respondents quickly and efficiently, while facilitating data collection over the period 2021 to 2024. Data analysis was conducted using descriptive and evaluative techniques to identify emerging patterns from customer feedback. Data was analyzed periodically to observe changes in customer perceptions, while triangulation techniques were applied by comparing the results of this survey with additional data sources to ensure the validity of the findings. A total of 78 percent of customers wanted a more responsive feedback system. Although National Label has provided various communication channels such as email, phone and social media, the lack of quick response is still a major challenge. Studies in the hospitality sector show that a good feedback system can significantly increase customer satisfaction, so National Label needs to improve its digital communication management. Based on customer satisfaction data, there were positive trends in various aspects of service. Service delivery increased from 95.54 percent in 2021-2022 to 97.04 percent in 2022-2023 before declining slightly to 96.66 percent in 2023-2024. Product quality also improved from 92.64 percent in 2021-2022 to 95.52 percent in 2023-2024, while grievance services increased from 93.73 percent in 2021-2022 to 94.58 percent in 2023-2024.

Digital surveys have become a key tool in the collection of customer feedback, but this method risks generating bias as more young and tech-savvy customers actively participate, while those less familiar with technology tend to be underrepresented. Visually appealing survey designs are proven to increase participation rates, especially among young customers, with the customer satisfaction index increasing from 92.59 percent in 2021-2022 to 93.64 percent in 2023-2024. However, inappropriate incentives, such as giving discounts or vouchers without careful consideration, can cause bias in survey responses. Digital surveys also have limitations in terms of representation of customers with limited digital access as well as the impact of information fatigue that can reduce response rates. Therefore, a combination of digital surveys and other methods such as phone contact or in-person feedback can improve data validity and ensure a more thorough representation of customers.

Customer Expectations

The survey results show that customer expectations before using a product vary widely, with the majority of respondents expecting high quality products and fast delivery services. The survey was conducted to understand customer expectations, specifically in terms of product quality and delivery service, involving 200 respondents who had shopped online in the past six months. Respondents came from various demographics and regions, while the data was analyzed quantitatively and qualitatively.

In terms of product quality, 85% of respondents considered it a major factor in their purchasing decisions, while 70% expected products to be durable and as described. 55% of respondents are even willing to pay more for a high-quality product, and 30% have specific expectations regarding certain brands or features. On the other hand, expectations of delivery services are also a major concern, with 90% of respondents considering speed of delivery as an important factor. 60% expect delivery within 2-3 business days, while 40% are willing to pay more for express delivery services. In addition, 75% of respondents want clear and easily accessible delivery status information, while 50% have experienced delivery issues, such as delayed or damaged goods.

The survey results are in line with case studies in the e-commerce industry in the United States and Europe, which show that speed of delivery is a key factor in purchasing decisions. This trend is not only applicable in the e-commerce sector but also in various other industries,

confirming that customers are increasingly demanding efficiency in delivery. The implications of these findings suggest that companies should focus on improving product quality as well as delivery services to meet customer expectations. Investments in more efficient logistics systems and transparency of delivery information can increase customer satisfaction and brand loyalty.

In conclusion, customers' expectations before using a product vary widely, with product quality and delivery service being the main factors. Speed of delivery is increasingly becoming a priority for customers, in line with global trends across various industries. Therefore, companies need to adjust their strategies to meet these expectations, build stronger relationships with customers, and increase competitiveness in the market.

Product and Service Quality

Customer satisfaction is determined by the quality of National Label products. Product quality has been proven to be a major factor in determining customer satisfaction. Survey results show that 85% of respondents are satisfied with the quality of the products they receive. However, satisfaction with product quality should be supported by service, one of which is delivery speed. Late delivery basically does not affect the level of satisfaction as long as it is within the tolerance limit for delays. Analysis based on loyalty levels shows that more loyal customers have a higher tolerance for delivery speed as long as product quality is maintained. On the other hand, new customers show greater sensitivity to service speed, which can influence their decision to make repeat purchases or orders. This is in line with findings in the hospitality industry in Singapore, which shows that customer loyalty can reduce sensitivity to service time as long as core quality is maintained (Simarmata dkk., 2024).

Feedback System

National Label's customer survey identified that 78% of respondents wanted clearer and more responsive feedback channels. Meanwhile, National Label provides feedback channels in the form of email, landline telephone, social media such as Facebook, Instagram, TikTok, and YouTube. The feedback channels provided by National Label are considered less responsive because they are managed by admins who manage content, and may not understand issues related to product quality, production systems, and delivery. These results indicate the need for National Label to improve a more responsive feedback system, especially among younger customers who prefer interactions through digital platforms. Studies in the hospitality sector show that companies with effective feedback systems can significantly increase customer satisfaction, making it an important investment to increase customer engagement across industries. In a broader context, a Canadian study found that a combination of digital surveys and telephone contact also increased respondent representation and data validity, especially when dealing with customer groups who are less familiar with digital technology.

Digital Communication Theory

The use of digital communication, particularly online surveys, has proven to be an important means of obtaining feedback from customers. Respondents expressed a preference for interacting through digital platforms that they are already familiar with. Further analysis shows that customers who are more technologically skilled are more likely to provide feedback through online surveys. However, the limitations of digital surveys, such as respondent bias, should also be noted, where younger or tech-savvy customer groups tend to be overrepresented. This indicates a risk that the

survey results may not fully reflect the entire customer population of the company, thereby reducing the generalizability of the research findings.

Survey Design

A well-designed survey is effective in increasing customer participation. Respondents appreciate clear and simple questions, as well as visually appealing aesthetics of the survey. Higher participation rates were noted among younger respondents when the survey was designed with an attractive visual layout. Interestingly, studies in the education sector also show similar results, where a well-crafted survey design is a determining factor in enhancing response rates (Arora, 2024).

Enhancing Customer Participation in Surveys

Personal communication approach when inviting customers to participate has a positive impact on customer response rates. National Label's personal communication approach is through incentives such as offering vouchers or discounts. The survey results show that the incentives offered, such as vouchers or discounts, are effective in increasing customer participation in the survey. However, it is important to note that inappropriate incentives can cause bias in responses, where respondents may participate only to receive rewards without providing honest feedback. So far, the incentives given by National Label to customers who act as sources or respondents have not affected the assessment.

Limitations of Digital Survey Implementation

The limitations in the use of digital surveys, such as the potential bias in respondent representation, have been well explained. Specifically, these limitations arise when customer groups that are less familiar with technology such as older customers or those with limited access to digital devices are not adequately represented in surveys, thereby reducing sample representation and potentially affecting research outcomes. Additionally, potential bias can also occur due to information fatigue experienced by customers, especially in countries with high internet access, where customers often feel "overwhelmed" by the number of survey requests. This condition can decrease overall response rates and affect the quality of the data obtained. To address these limitations, the use of a multi-channel method is a very appropriate step in ensuring more representative survey results. This approach involves combining digital surveys with other methods, such as telephone interviews or face-to-face surveys, to reach customer segments that may be underrepresented in online surveys. An example of implementing a multi-channel approach can be seen in the healthcare industry in Canada, where digital surveys are supplemented with phone calls to reach patients who are less comfortable with technology. This approach not only improves demographic representation but also ensures that the data collected is more valid and representative of a broader population.

CONCLUSIONS

This research shows that customer satisfaction in the garment accessory industry is strongly influenced by product quality, delivery speed, and a responsive feedback system. Survey results reveal that 85% of customers are satisfied with product quality, but delivery speed is also an important factor, especially for new customers. Customer loyalty plays a role in the level of tolerance for delivery delays, with existing customers being more tolerant of delivery times as

long as product quality is maintained. The survey also revealed that 78% of customers want a more responsive feedback system, despite National Label's various communication channels. This points to the need for improvements in digital communication management in order to respond quickly to customer complaints. Previous studies in the hospitality sector and other industries have shown that effective feedback systems can significantly increase customer satisfaction and loyalty. Data collection methods through digital surveys have proven to be effective, but there is a bias in the representation of customers who are less familiar with technology. Therefore, it is recommended to use a multi-channel approach, such as a combination of online surveys, telephone interviews, and face-to-face meetings, to improve data validity and representation. Overall, companies need to improve product quality, speed up delivery services, and improve feedback systems in order to meet customer expectations and build stronger relationships and increase brand loyalty.

DAFTAR PUSTAKA

- Arora, S. (2024). An In-Depth Review of Tourism Dynamics: Analyzing the Relationship Between Tourist Satisfaction and Sustainable Growth in the Context of Sightseeing Destinations Worldwide. *International Journal for Multidimensional Research Perspectives*, 2(1), 31–42.
- Boonlertvanich, K. (2019). Service quality, satisfaction, trust, and loyalty: The moderating role of main-bank and wealth status. *International Journal of Bank Marketing*, 37(1), 278–302. <https://doi.org/10.1108/IJBM-02-2018-0021>
- Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method*. John Wiley & Sons.
- Dolzhenko, I. (2021). The impact of digital marketing on consumer behavior. *Economy and Business: Theory and Practice*, 10–1, 111–117. <https://doi.org/10.2478/sbe-2024-0027>
- Dykema, J., Jones, N. R., Piché, T., & Stevenson, J. (2013). Surveying clinicians by web: Current issues in design and administration. *Evaluation & the health professions*, 36(3), 352–381. <https://doi.org/10.1177/01632787134966>
- Eisingerich, A. B., Marchand, A., Fritze, M. P., & Dong, L. (2019). Hook vs. Hope: How to enhance customer engagement through gamification. *International Journal of Research in Marketing*, 36(2), 200–215.
- Fricker, R. D., & Schonlau, M. (2002). Advantages and disadvantages of Internet research surveys: Evidence from the literature. *Field methods*, 14(4), 347–367. <https://doi.org/10.1177/152582202237>
- Garvin, D. A. (1984). Product quality: An important strategic weapon. *Business horizons*, 27(3), 40–43. <https://doi.org/40-43>. [https://doi.org/10.1016/0007-6813\(84\)90024-7](https://doi.org/10.1016/0007-6813(84)90024-7)
- Han, S., & Anderson, C. K. (2022). The dynamic customer engagement behaviors in the customer satisfaction survey. *Decision Support Systems*, 154, 113708.
- Havidz, H. B. H., & Mahaputra, M. R. (2020). Brand image and purchasing decision: Analysis of price perception and promotion (literature review of marketing management). *Dinasti International Journal of Economics, Finance & Accounting*, 1(4), 727–741.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kraus, S., Jones, P., Kailer, N., Weinmann, A., Chaparro-Banegas, N., & Roig-Tierno, N. (2021). Digital transformation: An overview of the current state of the art of research. *Sage Open*, 11(3), 21582440211047576. <https://doi.org/10.1177/21582440211047576>
- Kumar, V., Petersen, J. A., & Leone, R. P. (2013). Defining, measuring, and managing business reference value. *Journal of Marketing*, 77(1), 68–86. <https://doi.org/10.1509/jm.11.0424>

- Mofokeng, T. E. (2021). The impact of online shopping attributes on customer satisfaction and loyalty: Moderating effects of e-commerce experience. *Cogent Business & Management*, 8(1), 1968206.
- Nicolau, J. L., & Santa-María, M. J. (2013). The effect of innovation on hotel market value. *International Journal of Hospitality Management*, 32, 71–79. <https://doi.org/10.1016/j.ijhm.2012.04.005>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of marketing*, 63(4_suppl1), 33–44. <https://doi.org/10.1177/00222429990634s105>
- Pandey, S., & Chawla, D. (2018). Online customer experience (OCE) in clothing e-retail: Exploring OCE dimensions and their impact on satisfaction and loyalty—does gender matter? *International Journal of Retail & Distribution Management*, 46(3), 323–346. <https://doi.org/10.1108/IJRDM-01-2017-0005>
- Ransbotham, S., & Mitra, S. (2010). Target age and the acquisition of innovation in high-technology industries. *Management Science*, 56(11), 2076–2093. <https://doi.org/10.1287/mnsc.1100.1223>
- Rasool, A., Shah, F. A., & Islam, J. U. (2020). Customer engagement in the digital age: A review and research agenda. *Current Opinion in Psychology*, 36, 96–100.
- Riswanto, A. L., Ha, S., Lee, S., & Kwon, M. (2024). Online Reviews Meet Visual Attention: A Study on Consumer Patterns in Advertising, Analyzing Customer Satisfaction, Visual Engagement, and Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(4), 3102–3122.
- Sammut, R., Griscti, O., & Norman, I. J. (2021). Strategies to improve response rates to web surveys: A literature review. *International Journal of Nursing Studies*, 123, 104058.
- Simarmata, J., Banjarnahor, A. R., Hariningsih, E., Yosafat, A., & Barus, G. A. (2024). Optimizing Digital Marketing for Aviation Selection: A Systematic Review of Emerging Trends. *Jurnal Bisnis Dan Akuntansi*, 26(1).
- Sullivan, G. M., & Artino Jr, A. R. (2013). Analyzing and interpreting data from Likert-type scales. *Journal of graduate medical education*, 5(4), 541–542. <https://doi.org/10.4300/JGME-5-4-18>
- Wang, Z. (2021). Social media brand posts and customer engagement. *Journal of Brand Management*, 28(6), 685–699. <https://doi.org/10.1057/s41262-021-00247-5>
- Yin, R. K. (2018). *Case study research and applications*. SAGE Publications US.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of marketing*, 60(2), 31–46. <https://doi.org/10.1177/002224299606000203>

