STRATEGIES FOR MAINTAINING CUSTOMER SATISFACTION POST PRODUCT RECALL: SYNERGY OF SETTLEMENT, BRAND EQUITY, AND LEVEL OF SEVERITY

Zaenal Aripin [1*], Ricky Agusiady[2], Kosasih[3]

[1]Universitas Sangga Buana, Bandung, 40124, Indonesia, Zaenal.arifin@usbypkp.ac.id
[2]Universitas Sangga Buana, Bandung, 40124, Indonesia, Ricky.Agusiady@usbypkp.ac.id
[3]Universitas Sangga Buana, Bandung, 40124, Indonesia, Kosasih@usbypkp.ac.id

ABSTRACT

The strategy of maintaining customer satisfaction after product withdrawal is a major concern for companies in the competitive business era. This research aims to investigate how completion synergy, brand equity, and product withdrawal severity interact in the context of strategies for maintaining customer satisfaction. The main objective of this research is to understand how completion synergy, brand equity, and severity of product withdrawal influence customer satisfaction after product withdrawal. In addition, this study also aims to explore effective strategies in managing various levels of product withdrawal severity. The research method used in this research is qualitative, using data obtained from related journals, articles and books. Qualitative data will be analyzed using an inductive approach to explore various aspects of strategies for maintaining customer satisfaction after product withdrawal. The research results show that completion synergy, brand equity, and the severity of product withdrawal interact with each other and influence customer satisfaction after product withdrawal. Companies that are able to provide holistic solutions, have strong brand equity, and respond appropriately to the severity of product recalls tend to have higher levels of customer satisfaction.

Keywords: Customer satisfaction, product withdrawal, completion synergy, brand equity, severity.

INTRODUCTION

Customer satisfaction is a fundamental concept in the business world that refers to the level of satisfaction or satisfaction felt by customers with the products or services they receive from a company. It involves customers' perceptions of the extent to which their expectations are met after interacting with a particular product or service. The definition of customer satisfaction not only includes functional aspects such as product or service quality, but also emotional and psychological aspects such as user experience, customer service, and the value provided by the company (Ngelyaratan et al., 2022). The importance of customer satisfaction cannot be ignored in the modern business context. As competition increases and customer access becomes wider through digital platforms, customer satisfaction has become one of the main differentiators between companies that are successful and those that are not. Companies that are able to provide a satisfying customer experience tend to have higher customer loyalty, better customer retention, and stronger brands compared to their competitors (Ramandini, 2023).

Customer satisfaction is also often a key performance indicator in a company's business strategy. Customer satisfaction levels can be measured through various methods, including customer surveys, direct feedback, and data analysis. Information obtained from measuring customer satisfaction can provide valuable insights for companies to understand the needs, preferences and expectations of their customers, so that they can make continuous improvements or innovations to their products and services (Nafi'ah, 2023). On a broader level, customer satisfaction also impacts a company's reputation and brand image. Satisfied customers tend to be effective brand advocates, spreading their positive experiences to others through word of mouth or social media. Conversely, dissatisfied customers can have a significant negative impact on a company's reputation and potential loss of future business. Therefore, creating and maintaining customer satisfaction must be a top priority for every company that wants to survive and thrive in today's competitive business environment.

In the era of globalization and increasingly fierce competition, maintaining customer satisfaction is one of the main keys to success for companies in maintaining market share and building a strong reputation. However, sometimes companies are faced with situations that require them to remove their products from the market (Saputra et al., 2020). Product withdrawals can occur for various reasons, ranging from quality issues, safety issues, to company strategic decisions. In the context of product recalls, the challenges companies face are not only limited to the product recall itself, but also to how they manage relationships with customers after the event. Customer satisfaction after product withdrawal is the main focus because it can influence customer perceptions of the brand and their loyalty to the company. Therefore, an effective strategy for maintaining customer satisfaction after product withdrawal is very important for companies to understand and implement (Listanto et al., 2023).

Product withdrawal refers to a company's action to recall a particular product from the market, either temporarily or permanently. The decision to withdraw a product can be triggered by a variety of reasons, including quality issues, safety, government regulations, or strategic company decisions. The product withdrawal process involves steps such as stopping production, withdrawing stock from stores and warehouses, as well as notification to customers and other related parties (Edward, 2023). Removal of a product can have a major impact on a company, including financial loss, damaged reputation, and loss of customer trust. Therefore, companies need to manage product withdrawals carefully and be responsive to the needs and concerns of customers and other related parties. An effective product recall process typically involves transparent communication, adequate compensation for affected customers, and steps to prevent similar incidents from occurring in the future (Mabuka et al., 2023).

Product withdrawal is an event that can have a major impact on a company, both financially and reputationally. When a product is withdrawn from the market, a company must not only face the direct costs associated with the product recall itself, but also the risk of losing customer trust and the reputation it has built over many years (Fitriyani & Hendriyani, 2021). One aspect that needs to be considered in depth in managing product withdrawals is how to manage relationships with customers after the incident. It is important to recognize that customers may feel disappointed, frustrated, or even angry about the product being removed. Therefore, companies need to have a well-planned strategy to maintain customer satisfaction after product withdrawal.

The strategy for maintaining customer satisfaction after product withdrawal must not only be reactive, but also proactive. Companies need to be able to anticipate customer needs and concerns, as well as provide adequate solutions to overcome problems that arise as a result of the withdrawal of the product. In this context, there are several factors that need to be considered in designing a strategy to maintain customer satisfaction after product withdrawal. First, settlement synergy is an important concept for companies to understand and apply. Settlement synergy refers to the company's efforts to provide holistic and comprehensive solutions for customers affected by product withdrawal (Saipuloh & Surono, 2023). This may include product replacement, financial compensation or refunds, as well as other efforts to improve the customer experience.

Brand equity refers to the commercial and psychological value associated with a brand in the eyes of customers and other stakeholders. This includes perceptions, associations, images and loyalty associated with the brand. Brand equity is not just about how well known a brand is or how often consumers interact with it, but also about how the brand is interpreted and perceived by customers. In other words, brand equity reflects the brand reputation that has been built over time through various customer experiences, marketing campaigns, and brand interactions with customers (Mooduto et al., 2024). The concept of brand equity has a significant impact on marketing strategy and overall business success. Brands with strong equity tend to find it easier to retain and attract new customers, because they have built high levels of trust and loyalty among their customers. Additionally, strong brand equity can also provide a company with a sustainable competitive advantage, allowing them to differentiate their products or services from competitors and command higher prices. Therefore, managing and increasing brand equity is a top priority for companies that want to build and maintain a competitive advantage in an increasingly crowded and dynamic market.

Brand equity also plays a key role in maintaining customer satisfaction post product withdrawal. Brand equity includes the perceptions, associations and brand image held by customers. Therefore, companies need to ensure that their actions post product removal not only reflect their commitment to product quality and safety, but also strengthen their brand equity in the eyes of customers. The severity of product withdrawals also needs to be considered in designing strategies to maintain customer satisfaction. Severity can relate to the level of risk or danger that the recalled product poses, as well as its impact on customers and society as a whole. The more severe the product recall, the more important it is for companies to provide a quick, transparent and accountable response to customers.

By paying attention to these factors, companies can design effective strategies to maintain customer satisfaction after product withdrawal. A well-planned and comprehensively implemented strategy can help companies minimize the negative impact of product recall incidents, as well as build stronger and more positive relationships with their customers.

RESEARCH METHODS

Qualitative research methods were used to deepen understanding of strategies for maintaining customer satisfaction after product withdrawal by focusing on aspects such as completion synergy, brand equity, and the severity of product withdrawal (Sugiyono, 2017). A qualitative approach allows researchers to explore the thoughts, perceptions and experiences of customers and other stakeholders in depth, providing rich and contextual insights into how these strategies are implemented and responded to in business practice.

Data sources used in this research include academic journals, articles and books that are relevant to the research topic. Academic journals provide in-depth reviews of the latest research findings in the areas of customer satisfaction, brand management, and customer responses to product recalls. Articles from news and industry sources will also be used to gain practical insight into how companies actually deal with product recalls and the strategies they employ to maintain customer satisfaction. Meanwhile, textbooks and references provide the conceptual and theoretical framework necessary to understand the basics of strategies for maintaining customer satisfaction and other related concepts. By combining these data sources, this research will be able to provide a comprehensive understanding of how settlement synergy, brand equity, and severity influence business practices in maintaining customer satisfaction post product withdrawal.

The data analysis technique that can be used in this research is thematic analysis. Thematic analysis is an approach used to identify, analyze and report patterns or themes that emerge from qualitative data. In the context of research on strategies for maintaining customer satisfaction after product withdrawal, thematic analysis will assist in identifying key themes related to completion synergy, brand equity, and severity of product withdrawal that emerge from the data collected. The thematic analysis process begins with the transcription of qualitative data, such as interviews with customers or related stakeholders, as well as documents such as journals, articles and books (Sugiyono, 2018). After that, the researcher carried out repeated readings of the data to identify patterns or themes that emerged consistently. These themes are then labeled and categorized based on similarities or conceptual relationships.

The researcher developed an analytical framework that includes the main themes that have been identified. The data was then systematically analyzed using this analytical framework to explore the relationships between the themes and gain a deeper understanding of how settlement synergy, brand equity, and severity of product withdrawal influence strategies for maintaining customer satisfaction post product withdrawal. The results of the thematic analysis are then compiled into reports or research articles that provide valuable insights and recommendations for business practitioners and academics.

RESULTS AND DISCUSSION

Previous research involving strategies for maintaining customer satisfaction following product withdrawals, particularly considering the concepts of completion synergy, brand equity, and severity of withdrawal, has been a primary focus in the academic and industry literature. A number of studies have highlighted the importance of a company's response to product withdrawals in maintaining customer satisfaction. For example, research by (Gaisch & Rammer, 2023) examined the impact of resolution synergy on customer perceptions of satisfaction following a product withdrawal experience, highlighting the importance of comprehensive case management to improve brand image and maintain customer loyalty. Additionally, research by (Kartano, 2023) explored the relationship between brand equity and customer satisfaction following product withdrawals, showing that brands that have strong equity tend to have a greater ability to minimize the negative impact of product withdrawals on customer satisfaction.

In addition, there are also studies that consider the severity of product withdrawals in the context of maintaining customer satisfaction. Research by (AKIN et al., 2020) investigated the impact of the severity of a product's withdrawal on customers' perceptions of a company's response and its impact on brand image. Their research results highlight the importance of rapid and transparent responses from companies in the face of severe product recall situations to maintain customer trust. Meanwhile, research by (Muriithi, 2022) examined effective communication strategies in managing product recalls of varying severity, highlighting the importance of using clear, honest, and empathetic messaging in influencing customer perceptions and brand reputation.

Overall, previous research has provided valuable insight into how settlement synergies, brand equity, and product recall severity contribute to strategies for maintaining customer satisfaction post product withdrawal. However, further research is needed to better understand the interactions between these factors and to identify best practices that can help companies address the challenges they face in managing product recalls and maintaining customer satisfaction.

Discussion of research results regarding strategies for maintaining customer satisfaction after product withdrawal involving settlement synergy, brand equity, and severity of withdrawal is an important stage in summarizing research findings and implications. In this context, research findings can provide valuable insights for business practitioners and academics about effective strategies for managing product recalls and maintaining customer satisfaction in difficult times. One of the main findings of this research is the importance of completion synergies in responding to product withdrawals. These findings indicate that companies that are able to provide comprehensive and holistic solutions for customers affected by product withdrawals tend to have higher levels of customer satisfaction. This highlights the importance of a rapid, transparent and responsible response from companies in dealing with product withdrawal situations. In this case, companies need to not only focus on the product recall itself, but also on how they can improve customer experiences and maintain positive relationships with them.

The research findings also show that brand equity plays an important role in maintaining customer satisfaction post product withdrawal. Companies with strong brand equity tend to have a greater ability to minimize the negative impact of product withdrawals on customer perception and brand loyalty. This emphasizes the importance of long-term investment in building and maintaining a positive brand reputation, as this can help companies meet the challenges they face in managing product recalls. The research findings also highlight the importance of considering the severity of product withdrawals in designing strategies for maintaining customer satisfaction. More severe product recalls tend to require a quicker and more intensive response from the company to address the resulting consequences. Therefore, companies need to have a structured and well-planned plan to manage product recalls, as well as considering factors such as effective communication, fair compensation, and business process improvements to minimize the negative impact.

Overall these findings provide a valuable contribution to the understanding of how completion synergy, brand equity, and severity of product withdrawal interact in the context of strategies for maintaining customer satisfaction post product withdrawal. The implications of these findings are the need for companies to adopt a holistic and customer-oriented approach in managing product recalls, as well as the importance of investing in building and maintaining a strong brand reputation as a strategy to minimize the negative impact of product recall events.

1. Completion Synergy

Completion synergy is an important approach in the context of maintaining customer satisfaction after product withdrawal. In this discussion, we will explore the concept of turnaround synergy in depth, why it is important in the context of product withdrawal, strategies that companies can adopt, and its practical implications in maintaining positive relationships with customers. Settlement synergy refers to the company's efforts to provide holistic and comprehensive solutions for customers affected by product withdrawal (Rahmiati & Nugraha, 2023). This is important because product withdrawal can lead to customer dissatisfaction, loss of trust, and damage to brand reputation. By adopting a synergy approach to resolution, companies can ease tensions with customers and restore positive relationships.

One important aspect of settlement synergy is the company's fast and transparent response to product withdrawal incidents. Companies must immediately identify problems, provide clear information to customers about the reasons for product withdrawal, and offer adequate solutions. This quick and transparent response can help build customer trust and reduce any uncertainty and concerns they may have. There are several strategies that companies can adopt to implement settlement synergies in the context of product withdrawals. First, companies can ensure the availability of sufficient resources to handle customer complaints and requests effectively. This includes expanding the customer service team, increasing call center capacity, and allocating sufficient funds to compensate affected customers.

PThe company can provide various resolution options that affected customers can choose from. This may include product replacement, financial compensation, discounts on other products or services, or additional loyalty programs. By providing a variety of options, companies can provide flexibility to customers and allow them to choose the solution that best suits their needs and preferences. It is important for companies to communicate regularly with customers throughout the settlement process. This includes providing updates on recent developments, providing information about steps taken by the company to improve the situation, and answering customer questions or concerns in a clear and timely manner. Effective communication can help reduce customer confusion and anxiety, and strengthen the relationship between the company and customers (Alshurideh et al., 2022).

The implementation of settlement synergies has significant practical implications for companies in maintaining customer satisfaction after product withdrawal. First of all, settlement synergies can help companies minimize financial and reputational losses due to product withdrawals by maintaining customer loyalty. Customers who feel appreciated and cared for by the company tend to remain loyal even if they experience problems. A synergy solution approach can help strengthen a company's brand reputation as a company that cares about customer satisfaction. A positive and comprehensive response to a product recall can improve a company's brand image as a responsible and trustworthy company. This can help companies differentiate themselves from competitors and gain a competitive advantage in the long term.

In the context of product withdrawal, completion synergy is a critical approach in maintaining customer satisfaction. By providing holistic and comprehensive solutions to affected customers, companies can strengthen their relationships with customers, minimize the negative impact of product recalls, and strengthen their brand reputation. Therefore, it is important for companies to adopt effective and responsive turnaround synergy strategies as part of their efforts to maintain customer satisfaction post product withdrawal.

2. Brand Equity

Brand equity is a very important asset for a company in building and maintaining its position in the market. In this discussion, we will explore in depth what brand equity is, why it is important in a business context, how brand equity can be measured, strategies for building strong brand equity, as well as the practical implications of having solid brand equity. Brand equity refers to the commercial and psychological value attached to a brand. This includes the perceptions, associations and images that a brand has in the eyes of consumers. Brand equity reflects not only how well known a brand is or how often consumers interact with it, but also the extent to which the brand is considered valuable, credible and relevant by consumers (Durak, 2021). Brand equity is a valuable asset for a company because it can influence consumer purchasing decisions, brand loyalty, and the prices that can be charged.

Brand equity plays a very important role in the long-term success of a business. First of all, brand equity can differentiate a product or service from competitors and create a competitive advantage. Brands that have strong equity tend to be more easily recognized and remembered by consumers, and are better able to attract and retain loyal customers. Additionally, brand equity can also increase a company's profitability by allowing for higher prices and larger profit margins. Consumers who feel emotionally or psychologically connected to a brand are more likely to be willing to pay a higher price for that product or service. There are several methods that can be used to measure brand equity. One of the most common methods is consumer surveys, where respondents are asked to provide their assessment of a brand based on various dimensions such as brand awareness, brand associations, perceived quality, and brand loyalty. Additionally, data analytics can also be used to track brand performance over time, including the use of metrics such as market penetration rate, market share, and customer loyalty.

There are several strategies that companies can adopt to build strong brand equity. First of all, companies must have a deep understanding of their target audience and how they want their brand to be positioned in the market. This involves identifying the brand values, brand message, and brand image that you want to convey to consumers. Next, companies need to invest in marketing and promotional activities that are consistent with the desired brand image, including advertising campaigns, sponsorships, and sales promotions. Additionally, companies must also focus on the quality of their products or services and ensure that they meet or exceed consumer expectations. Having solid brand equity has significant practical implications for a company. First of all, companies tend to have more freedom in setting the prices of their products or services, as consumers tend to be more willing to pay higher prices for brands they trust. Additionally, companies can also experience higher levels of customer loyalty, meaning that they face less risk of losing business to competitors (Biraglia et al., 2023). Apart from that, a strong brand can also help companies overcome challenges or crises that may arise, because consumers tend to be more emotionally connected to brands they trust.

In modern competitive business, brand equity is an extremely valuable asset that can give a company a competitive advantage. By understanding the concept of brand equity, companies can take strategic steps to build, maintain, and strengthen their brand equity, which in turn can help them achieve long-term success in the marketplace. Therefore, it is important for companies to pay sufficient attention to brand management and understand how brand equity can impact their overall business performance.

3. Severity of Revocation

A product recall is a very serious situation for a company, and the severity of a product recall can have a significant impact both financially and reputationally. In this discussion, we will explore the concept of product withdrawal severity levels, the factors that influence them, their impact on companies, strategies that can be adopted to manage different levels of severity, as well as their practical implications in a business context. The severity of a product's withdrawal refers to the seriousness of the problem or risk that causes a company to recall a product from the market. The severity can vary from minor problems that can be quickly fixed to problems that threaten the consumer's life or safety. Factors that may influence severity include the level of health or safety risk involved, the number of products involved, and the impact on the company's brand reputation. There are several factors that can influence the severity of product removal (Odoom et al., 2020) :

1. The level of health or safety risk associated with the product may contribute to the severity level.
2. Products that have the potential to cause serious injury or death tend to be considered at a higher severity level than products that have only minor quality issues.
3. The amount of product involved in the removal may also affect the severity. A product withdrawal involving millions of units of an item can have a broader impact than a product withdrawal involving only a few thousand units.
4. The level of market acceptance of a product withdrawal may also influence the severity. If consumers believe that product withdrawal is a necessary action to protect their health or safety, they may be more accepting of the situation.

The severity of a product withdrawal can have a significant impact, both financially and reputationally. Financially, a product recall can result in major losses for a company, including the costs of recalling the product, legal fees, and lost revenue due to decreased sales. Additionally, a company's brand reputation can also be negatively affected as a result of a product recall, especially if the problem is caused by internal company errors or negligence in quality control. The severity of a product recall may also influence customers' perceptions of a company's response to the situation. If companies respond quickly and transparently to the problem, consumers may be more receptive to product recalls. However, if a company fails to handle the situation well or appears irresponsible, this can damage their brand reputation in the long run (Roy et al., 2022).

There are several strategies that companies can adopt to manage varying levels of product recall severity. First of all, companies must have a structured and well-planned emergency plan to handle product withdrawal situations. This plan should include concrete steps the company will take to recall the product, fix the problem, and communicate information to customers and other stakeholders.

PCompanies must also focus on effective communication during the product withdrawal process. Honest, transparent, and timely communication can help minimize customer uncertainty and anxiety, and maintain their trust in a company's brand. Furthermore, companies may also consider providing compensation to affected customers as a sign of apology or appreciation for the inconvenience they have experienced.

The severity of a product recall has significant practical implications for a company. First of all, companies must be prepared to respond to product withdrawal situations quickly and effectively, regardless of the severity of the problem. A quick and transparent response can help minimize the negative impact of a product recall on a company's brand reputation. Additionally, companies should also pay attention to potential risks associated with their products and take appropriate steps to prevent problems before they develop into more serious situations. This includes investing in rigorous product testing, ongoing quality monitoring, and product updates that comply with applicable safety and regulatory standards.

The severity of a product recall is an important factor that companies must consider in conducting their business operations. By understanding the concept of severity levels, the factors that influence them, their impact on the company, strategies for managing different levels of severity, as well as their practical implications in a business context, companies can prepare themselves well to deal with product withdrawal situations and minimize their negative impacts. Therefore, it is important for companies to have a structured and well-planned contingency plan to handle product withdrawal situations and maintain their brand reputation in the long term.

CLOSING

In an ever-changing and competitive business world, maintaining customer satisfaction after product withdrawal is an increasingly urgent priority for every company. The concepts of settlement synergy, brand equity, and severity of product withdrawal form the basis of a solid strategy in facing this challenge. Along with various changes and advances in the fields of technology and communication, companies are required to be more responsive, transparent and adaptive in handling product withdrawal situations.

The synergy of resolution, by providing holistic and comprehensive solutions to affected customers, allows companies to rebuild trust and positive relationships with consumers. A quick, transparent and responsible response from the company is key in overcoming tensions that may arise as a result of product withdrawal. Companies need to ensure adequate resources are available, provide a variety of resolution options, and maintain effective communication with customers throughout the resolution process. On the other hand, brand equity plays an important role in strengthening the relationship between the company and customers. Brands that have strong equity tend to be better able to overcome the negative impact of product withdrawal on customer perception and brand loyalty. Therefore, companies must invest in building and maintaining a positive brand reputation through consistent marketing, promotional and customer experience strategies.

The severity of product withdrawals is also an important factor to consider in designing strategies to maintain customer satisfaction. Companies must have a structured and well-planned emergency plan to handle various levels of problem severity, as well as consider appropriate responses according to the conditions faced. Honest, transparent and timely communication is key in managing product recalls, while fair compensation and adequate solutions can help repair relationships with affected customers. In an era where brand reputation and customer satisfaction are the keys to business success, strategies for maintaining customer satisfaction after product withdrawals have become an integral part of every company's operational activities. By strengthening resolution synergies, brand equity, and appropriately addressing the severity of revocations, companies can build a solid foundation for their long-term growth and success in an increasingly complex and dynamic marketplace.

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