

# THE ROLE OF CUSTOMER SATISFACTION AND COMPANY REPUTATION IN BUILDING COMPANY NET PROMOTER SCORE.

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## Abstract

Today's business world increasingly growing and complex. Many number of new players entering the market, uncertain economic conditions, as well as the dynamic needs of consumers who make the competition moving faster. At this situation the need of one concept that can measure success probability of a company is needed. Reichheld (2003) claim that there is only one measure needed to find company growth, which is named net promoter. Some study found that this claim was exaggerated and less relationship found between net promoter and company's growth. However many companies still believes that this concept valid and reliable. Some previous research found that net promoter is the result of company reputation and customer satisfaction. The purpose of these study is to find and analyze the role of customer satisfaction and company reputation to build net promoter score. Based on previous research, customer satisfaction plays important role to build customer loyalty, and since net promoter concept has close relation with loyalty, so the impact of customer satisfaction will also impact net promoter score. Other literatures focus on role of company reputation to customer loyalty. Good reputation will bring any benefits for the company. The reaserch conducted in metal cutting company that has B2B relationship customer. The result show that company reputation plays more important role than satisfaction in building net promoter.

Keywords: Net peomoter, customer satisfaction, company reputation

Today's business world increasingly growing and complex. Many number of newplayers entering the market, uncertain economic conditions, as well as the dynamicneeds of consumers who make the competition moving faster (Fornell, 2007). This condition make companies compete to provide the best service for customers to gain customer satisfaction. Satisfied customers will be a source of revenue and profits for the company to continue to grow and sustainable (Anderson *et al.*, 1994). PT X as a job shop company with core competencies in the sheet metal cutting with laser technologies CNC (computer numerical control) also face the same condition.

In general job shop company is a manufacturing company with a small scale that do customized manufacturing process in small quantities. A job shop companies using order as a basis for planning production. In job shop production process is not continuous as in a manufacturing company to mass products, so that for each customer order and then track the chain of production processes have to be reset and adjusted according to customer demand (Bozzone, 2001).

From year to year, PT X experiencing significant development. Starting with just 10 employees in 2003, then within a period of 5 years in 2008 increased to 29 people with a growth of 38.10%. Although later in the year 2009 the growth was not as good as previous years, but