



A SYSTEMATIC REVIEW ON THE TENANT SATISFACTION

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ABSTRACT

Competitive enterprises are directly linked to consumer satisfaction; the success of a business relies on the happiness of customers. Tenant satisfaction with relation to the leased space encompasses a number of issues, including real estate quality, customer service quality, and overall rental property quality. The article describes the many lease choices that landlords should take into consideration when determining whether or not a tenant is satisfied and what adjustments should be made. When it comes to measuring customer happiness, this gives you control over the efficacy of the quality management system and helps you determine where changes are required.

INTRODUCTION

Consumers are a major factor in a company's ability to achieve its goals, and management systems and quality management, among other things, have as their goal helping the business exceed ISO 9004:2000 standards. Customer satisfaction is one of the quality management performance indicators described in the ISO 9004-2000 enterprise certification standard, one of which is a requirement: "Company management should make use of consumer satisfaction as a crucial instrument" (International Quality Management Systems Standard ISO 9004:2000. Guidelines for performance improvements). Consumer satisfaction is consumer impression of the degree to which their needs are met. "Consumers' satisfaction can be fulfilled even if their requirements have been agreed upon and met, but this does not necessarily guarantee satisfaction for the customer" and "Low customer satisfaction is a common indicator of this, but absence of complaints does not necessarily mean high customer satisfaction [1-4]."

Customer Satisfaction



There is a direct correlation between customer dissatisfaction and "the annihilation of consumers". A lot of businesses conduct customer satisfaction surveys in the b2b marketplaces. Most people think that retaining current customers is much cheaper than acquiring new ones.

The so-called "economy of loyal customers," which is based on retention of consumers, has become widespread [5-6]. Awareness of the necessity of a programme of this kind was responsible for the development of the "commitment scheme" initiative, a programme aimed at ensuring that consumers get the best possible treatment. This programme is built on accurate and up-to-date information about consumer preferences and needs. Based on the study's findings, it is clear what has to be improved, and this becomes the reference point for the quality management system's operation [7-9].

When his pleasure with the product improves, his loyalty to the firm grows [10-12]. Loyal customers provide free promotion for the firm by sending the business regular customer recommendations, which are more powerful than different advertisements; as a consequence, new customers enter the market.

Because clients can't always tell the difference between good and negative information, more information regarding the complaints is disseminated, which makes it more difficult for them to have the impression that everything is OK. Consumers who are loyal are very lucrative. Many businesses report that the only numbers they deem acceptable are the higher ones. Convenience, not satisfaction, determines customer satisfaction at a high degree [13].

Quality Management System

The customer has a key role in the quality management system, which seeks continuous improvement and growing consumer happiness by satisfying his expectations. The necessity for measuring customer satisfaction arises to enable the quality management system to evaluate its performance and pinpoint any inadequacies. An current customer is more lucrative to keep than to acquire a new one. He also serves as a more lucrative client for the business as retention increases. The greatest approach to keep customers happy is to give them what they want. Consumers who are very pleased are much more likely to become loyal



to a business than those who are less content [14-15]. The best method to get new customers is through the recommendations of loyal customers. Customer expectations may evolve owing to company growth, competition, and technology advances. In order for businesses to continually enhance their goods and processes, they must revamp their offerings often. According to several authors [16-18], measuring consumer satisfaction may lead to determining consumer needs accurately, comprehending how the consumer perceives the organisation, and discovering if company activities meet consumer demands. When considering the degree of customer satisfaction, it is important to keep in mind that measuring consumer satisfaction (MCS) provides reliable data and is able to point out where consumers are the least pleased. However, if further follow-up actions are not completed, then MCS cannot ensure that better service and customer satisfaction are attained.

Tenant satisfaction is determined not only by satisfaction with respect to the quality of provided and used space, but also by location, space utilisation, the ability to effectively utilise the property and infrastructure, and overall customer satisfaction [19-21]. There are many criteria in each of the three categories. Adjusting and supplementing these criteria is done according to the characteristics of the company. It is crucial to choose parameters based on experience and intuition in order to identify these variables. It is also necessary to perform the analysis of documents (which are provided to consumers and used by staff, when interacting with consumers, etc.). Further, the company should complete the list of specifications by identified parameters. In addition, the company should take into consideration staff opinions when reviewing the list of specifications. Finally, a pilot survey should be conducted to assess the suitability of the parameters. It is preferable to provide open-ended questions while conducting an interview in order to get the greatest amount of information. Once you have built your list of parameters, it is important to organise and generalise them while maintaining the original ideas and not overusing generalised notions and standard words; this will ensure that your work is accepted by the working group.

Conclusion

The study's goal was to gauge how well the leasing organisation is perceived by the renters. The satisfaction of the leaseholders was assessed using leasing choices, which included



industrial, warehouse, and office buildings. Digital and verbal measures were used in the research. It was discovered that the questionnaire order is unsuitable for the report. Priorities had to be determined, and the criteria had to be listed according to their significance to the customer as the progress report went through each phase. Satisfaction diagrams may be used to convey information in a straightforward manner, but the most significant results can be had when include evaluations of both significance and satisfaction, indicating the company's overall performance quality in various market segments [22-24]. A major indication is which indicates the business was unable to fulfil customer expectations. The metrics needed to enhance the consumer's satisfaction are described as PFI areas (priorities for improvement). As the distance grows, so does the issue. While certain factors, such as queries with a minimal score of satisfaction (such a fast cashier), may have a big potential to increase satisfaction, other factors, such as queries with a significant gap in estimates of significance and satisfaction, have a much greater potential to improve satisfaction.

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