

Satisfaction Towards Management as a Means to Influence Customer Satisfaction – The Case of a South African Farmer-Controlled Business

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ABSTRACT

The article is based on the premise that there are a variety of factors contributing towards customer satisfaction, namely price, product, service and personnel. It also argues that management plays a significant role in agribusinesses/farmer-controlled businesses (FCBs) where the farmer is both a customer and shareholder. The results indicate that management indeed has a significant influence on customer satisfaction with the company and that it is possible to identify drivers inherent in the business units of a FCB that impact overall customer satisfaction directly. Agency theory plays an important role in FCBs, and therefore satisfaction towards management should be included in customer satisfaction measures for FCBs. The study made a contribution to theory, as well as to practice by shining light on very important aspects of customer satisfaction (management) in a FCB, which will assist in gaining knowledge on this unique business-form and the management thereof.