

Task 3- Source Evaluation Assignment

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Topic: The importance of customer service for business Success

Title Source: The impact of customer retention strategies and survival of small service-based businesses.

Authors: Dr LeAllen Hawkins & Dr Stephanie Hoon

Year Published: 2019

How do I find this Source?

I found this source on Google Scholar. I searched using keywords such as customer service, customer retention, and small business success. Google Scholar showed several academic papers, and this article appeared near the top of the results. I selected it after reading the abstract and confirming that it matched my topic.

Why did I choose this source?

I chose this source because it clearly explains how customers contribute to customer satisfaction, loyalty, and long-term business.

Is it relevant to the topic?

Yes, the source is highly relevant. My topic focuses on the importance of customer service, and the article explains how customer service leads to satisfaction, retention, and repeat purchasing. The introduction explains that customer retention is a process designed to minimise attrition (Hawkings Hoon, 2019), which links customer service to long-term business success.

Is this a useful source?

Yes, it is very useful. It provides.

- Real Satisfaction showing customer service impacts on profits.
- Clear explanation of customer satisfaction and loyalty.
- Evidence that satisfied customers stay longer.

Is this an academic source?

Yes, it is written by two university researchers and published on SSRN, a respected academic platform. Includes citations, references and structured academic analysis.

When was it published? Is it recent enough? Why?

The article was published in 2019, which is recent enough for my topic. Customer service, satisfaction, and retention are long-standing concepts that remain relevant today. The article uses modern data and recent studies, making it appropriate for understanding current small business challenges. Because my topic focuses on customer service impact, not digital trends, a 2019 source is suitable and reliable.

Author Credibility

Both authors, Dr LeAllen Hawkins and Dr Stephanie Hoon, are affiliated with California Southern University, showing an academic background in business research.

Their research discusses customer satisfaction, retention, and long-term business success, showing expertise in customer service and business management.

Reliability of the Source

The source is reliable because:

- It is published on SSRN
- It includes extensive citations and references
- It uses credible studies
- It is written by qualified university researchers.
- It provides evidence from the U.S. Small Business Administration.

References!

Abdalla, M., Oliveira, L., Azevedo, C. & Gonzalez, R. (2018). *Quality in qualitative organisational research: Types of triangulation as a methodological alternative*. Administrative: Ensino e Pesquisa, 19, pp. 66–98.

Abram, M., Picard, L., Navarro, B. & Paolino, P. (2014). *Mechanisms of remembering the past and imagining the future*. Consciousness and Cognition, 10, pp. 76–89.

Alshurideh, M.T. (2014). *A qualitative analysis of customer repeat purchase behaviour in the UK mobile phone market*. Journal of Management Research, 6(1), pp. 109–125.

Hawkins, L., & Hoon, S. (2019). *The Impact of Customer Retention Strategies and the Survival of Small Service-Based Businesses*. California Southern University. SSRN.