

CLIENT'S SATISFACTION WITH SOFTWARE DEVELOPMENT QUALITY IN SMALL AND MEDIUM COMPANIES (PYMES) IN BAJA CALIFORNIA, MEXICO

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ABSTRACT

A descriptive study was carried out, analyzing development, client's satisfaction and software quality of Pymes in the state of Baja California, and the purpose was to characterize development, client's satisfaction, and quality of small and medium companies (PYMES) dedicated to offer software services and products in the cities of Ensenada, Mexicali, and Tijuana in the state of Baja California. Likewise, results obtained correspond to 52 Pymes, which contributed in finding the existent relation between development, client's satisfaction, and quality, and how they influence and contribute to the continuous improvement of this industry, since Pymes activities involved in this research are aimed to client's satisfaction and involve many external elements that invites to participate in innovation, as well as the importance of anticipating to potential and future needs of clients, where processes quality plays an important role in this area.

KEYWORDS: Pyme, TIC, and Quality