

A Study of the Impact of Service Quality on Customer Satisfaction in Xi'an HEMA FRESH STORE

Ya Fang

School of Foreign Languages
Northwest University
Xi'an, China 710127

Abstract—This paper reviews the literature for service quality and customer satisfaction, develops a model and hypotheses of the interrelationships, identifies measures and tests the model, with a sample of customers of the HEMA FRESH STORE (fresh food e-commerce) audited. Results of a questionnaire will be reported, discussed and finally concluded into findings.

Keywords—service quality; customer satisfaction; HEMA FRESH STORE

I. INTRODUCTION

Today, in many organizations, quality is understood as the magic word in competition, offering quality has a magical impact on present and future customers. So quality is a good weapon for organizations to compete with their rivals. It is important to understand that customers do not all have the same wishes with regard to their ideal quality level. To implement service quality and customer satisfaction program have become a norm in the past three decades.

II. LITERATURE REVIEW

Parasuraman, Zeithaml and Berry firstly used qualitative research in researching service quality with their model called SERVQUAL, which described ten dimensions of service quality. These ten dimensions are: tangibles, reliability, responsiveness, courtesy, competence, credibility, security, access, communication and understanding the customer.

In earlier studies, consumers judge service quality by using five underlying dimensions. The five dimensions are a summary of ten dimensions. The five dimensions are tangibles, reliability, responsiveness, assurance and empathy. According to some research, SERVQUAL could be applied to determine service quality offering of any service firm. The SERVQUAL studies started with qualitative research in order to gain more insight into service quality.

However, Parasuraman made significant changes by emerged experimental findings in 1994. In the first place, there has been a reconceptualization and extension of the expectations side distinguishing between desired and minimum expectations. Secondly, it is suggested the use of a

three-column format SERVQUAL that eliminates the need to re-administer items. The authors have also suggested 21 items instead of 22, the use of nine-point instead of seven-point scales, and recognize the possibility of the existence of three rather than five dimensions. Responsiveness, assurance and empathy meld into a single factor. Recently, some studies focus on the influence of culture. Cultures change differently with respect to behavioral norms. Therefore, from culture to culture, customers could evaluate services differently and to hold different expectations.

III. THE AIM AND OBJECTIVES AND HYPOTHESES

The total service quality can now be measured, using the five dimensions mentioned before, tangibles, reliability, responsiveness, assurance and empathy. Service quality can be measured by these five dimensions via 20 questions. Service quality can be influenced in two ways. Thus not only a higher performance can affect service quality positively, the same effect can be achieved by lowering the expectation level. The aim of this report is to investigate the relationship between two elements, the level of service quality and customer satisfaction.

A. Objectives

My study is focused on the three dimensions, which are tangible, assurance and reliability. That means: environment, attitude of employees and delivers the service would be investigated.

B. Questions

- What is relationship between the service quality and customer satisfaction?
- What methods are helpful for consumers to evaluate service quality?
- Why is it important to pay so much attention to subjective quality in service delivery?

C. Hypotheses

H1: Environment has an influence on consumers' perceptions of service quality and overall satisfaction.

H2: Attitudes of employees have an influence on consumers' perceptions of service quality and overall satisfaction.

H3: The delivery service has an influence on consumers' perceptions of service quality and overall satisfaction.

IV. METHODOLOGY

The qualitative will be used as the main objective to identify the service dimensions, which includes the questionnaire for the subsequent quantitative research. This report concerns the applicability of the SERVQUAL model to HEMA FRESH STORE; it was considered necessary to develop these. Qualitative data will also provide a useful resource for helping to interpret survey findings. The survey was conducted to quantify expectations and perceptions regarding the service attributes identified as being important in the qualitative research.

The sample size is 40 respondents from HEMA FRESH STORE. This group contained both men and women and from younger to older categories, ie.18 years or under; 19-25 years; 26-35 years; 36-45 years; 46-54 years and 55years. Again, the occupation is divided into employment and no employment, like student, housewives and managers.

In the questionnaire, to measure service quality the 21-item SERVQUAL instrument was used. However, in line with the conceptualization envisaged, rather than collect expectation and perception items separately, service quality is treated as disconfirmation in satisfaction theory, and perceptions data relative to respondent expectations are collected directly. Therefore, for each perception item respondents were asked to consider their views in terms of their expectations on five points scale. 20 questions were identified for inclusion. Respondents were asked to rate friendliness and helpfulness of staff for each attribute from 1 to 5, 5 point scale, where 1 = very good and 5 = very poor and more questions would be asked for similar answer.

V. FINDINGS

It is important to do reliability firstly, because it is concerned with that is due to permanent effects that persist from sample to sample. Reliability is used to analyze my questionnaire, whether it is reliable or not. Through reliability analysis, 16 items had been deleted and 4 of them

from a reliable scale which probably measure the customer satisfaction (see "Table I")

TABLE I. RELIABILITY ANALYSIS: CUSTOMER SATISFACTION

	Corrected Item- Total Correlation	Alpha if Item Deleted
Q6_2	.4766	.5213
Q7_2	.4360	.5505
Q7_4	.4025	.5749
Q8_2	.3571	.6036
Note 16 items are deleted.		
Reliability Coefficients Alpha = .6346	4 items Standardized item = .6347	alpha

The results of the regression equations required to test the mediation model are shown in appendix. The conditions required for mediation to hold are present. The effect of service quality on the satisfaction is much less 1 the R square has proved. As can be expected, service quality and customer satisfaction are correlated ($r = 0.45$; $p < 0.00$). But there is measurement error in the results. To overcome these concerns structural equation modeling can be used. This has advantage to taking all the relevant paths being tested directly and dealing with complications of measurement error, correlated measurement error and even feedback that are incorporated directly into the model. It can be seen in "Table II" and "Table III", it seems customers' satisfaction is not influenced by delivery service and environment. Therefore, H1 and H3 have already failed in this test. However, H2 has been proved by t-value, which is greater than 2, at the same time it is significant with 0.25. Environment and delivery service of quality do not have influenced on customers' satisfaction, because the result of my test has disappointed in this case.

TABLE II. MODEL SUMMARY(B)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.482 (a)	.232	.104	.665	1.826

^a Predictors: (Constant), q7_1 what do you think about environment?, q6_1are you satisfied with staffs?, q5_1do you satisfy with delivery service?

^b Dependent Variable: q9 Do you satisfy with HEMA FRESH STORE?

TABLE III. COEFFICIENTS(A)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.990	.506		3.935	.001			
	q5_1do you satisfy with delivery service?	-.169	.185	-.205	-.912	.374	-.166	-.210	-.188
	q6_1are you satisfied with staffs?	.282	.130	.459	2.165	.044	.431	.455	.447
	q7_1 what do you think about environment?	-.015	.138	-.025	-.110	.914	-.005	-.026	-.023

^a Dependent Variable: q9 Do you satisfy with HEMA FRESH STORE?

VI. CONCLUSION

Although much has been done on the relationship between service quality and satisfaction, the possible role of value as a moderating variable appears to have received less attention. The results suggest that the effect of quality on satisfaction is not direct. If this finding would confirm in further study, it would be a good opportunity for me studying of understanding of the interrelationships between these three constructs. The results point, though customers think the service firm provides high levels of service quality, that not mean satisfaction will be high.

As mentioned in some studies, culture, has been demonstrated to affect satisfaction and perceived service quality directly Attitudes as parts of culture has an impact on

satisfaction levels beyond classical expectancy-disconfirmation effects. Moreover, cultures change differently with respect to behavioral norms. So from culture to culture, customers could evaluate services differently and to hold different expectations

Again, HEMA FRESH STORE was shown as an example to analysis SERVQUAL model in practice. The study of this report has some limitations. Firstly, the primary research has been an exploratory nature. It just focused on customers on one particular service audit a store. Secondly, the number of respondents is low. A larger sample need to strength the results obtained. Thirdly, although the constructs of service quality and satisfaction are conceptualized separately, they are related with evidence in "Table IV".

TABLE IV. CORRELATIONS

		q9 Do you satisfy with HEMA FRESH STORE?	q5_1do you satisfy with delivery service?	q6_1are you satisfied with staffs?	q7_1 what do you think about environment?
Pearson Correlation	q9 Do you satisfy with HEMA FRESH STORE?	1.000	-.166	.431	-.005
	q5_1do you satisfy with delivery service?	-.166	1.000	.107	.395
	q6_1are you satisfied with staffs?	.431	.107	1.000	.220
	q7_1 what do you think about environment?	-.005	.395	.220	1.000
Sig. (1-tailed)	q9 Do you satisfy with HEMA FRESH STORE?	.	.230	.023	.491
	q5_1do you satisfy with delivery service?	.230	.	.318	.035
	q6_1are you satisfied with staffs?	.023	.318	.	.163
	q7_1what do you think about environment?	.491	.035	.163	.
N	q9 Do you satisfy with HEMA FRESH STORE?	22	22	22	22
	q5_1do you satisfy with delivery service?	22	22	22	22
	q6_1are you satisfied with staffs?	22	22	22	22
	q7_1 what do you think about environment?	22	22	22	22

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