

Analysis and Research on domestic service customer satisfaction influencing factors

—A Case Study of Changchun city

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Abstract. Domestic service as a new industry, the market has its strengths and weaknesses, improve customer satisfaction can promote the healthy development of enterprises. This article reference Model of domestic and international customer satisfaction theory, build the customer Satisfaction Measurement system of domestic service, and through the form of the questionnaire, the Changchun domestic corporate customers as a research subject for empirical research, analysis of the Domestic workers quality perception has a positive influence on customer satisfaction, customer complaints has a negative influence on customer satisfaction and customer loyalty, and gives the corresponding countermeasures and Suggestions.

Along with China's economic development, and the improvement of people's living standards, as well as the arrival of an aging population society, housework but also by the families of the past, the individual to the community, specialization began to change. In this context, people's demand for domestic service grows, domestic service as a sunrise emerging industries, has huge potential for development, however, many enterprises are still in the early stages of development, faced with a huge market opportunities and challenges, did not prepare accordingly, blind to follow suit, not from the reality of customers, can not meet the needs of customers, resulting in domestic service are not standardized, customers can not reach a satisfactory state, thereby affecting the healthy development of the industry.

1 The interpretation of the customer satisfaction

Customer satisfaction is a psychological state of feeling, refers to a customer forming a feeling state after through a product perceived effect (or result) and compared with his expectations, customer satisfaction is the quantitative expression of customer satisfaction status ^[1]. Customer satisfaction includes three basic elements, namely: customer perception of product or the effectiveness of the service; customers expect of such efficacy; the awareness of customer access to and use of the product and service costs. Customer satisfaction arises from customer on these three factors of subjective comparison, and after weighing the psychological reaction and emotional feelings ^[2].

2 Construction of domestic service satisfaction model

2.1 American Customer Satisfaction Index model ^[3]

Figure 2-1 shows the American Customer Satisfaction Index: ACSI) model

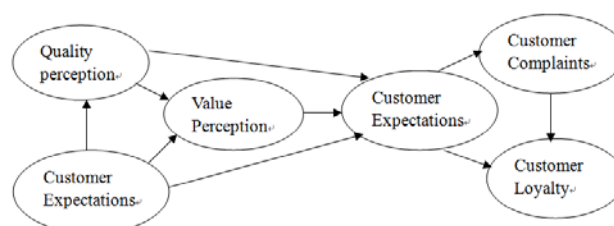


Figure 2-1 American customer satisfaction index model

2.2 Construction of domestic services CSI model

In domestic service, the companies offered not a product but a service, so the customers feel the quality perception is the perception of service quality provided by domestic workers, according to domestic service industry characteristics, combined with domestic and foreign CSI way to build the model, create domestic service CIS model.

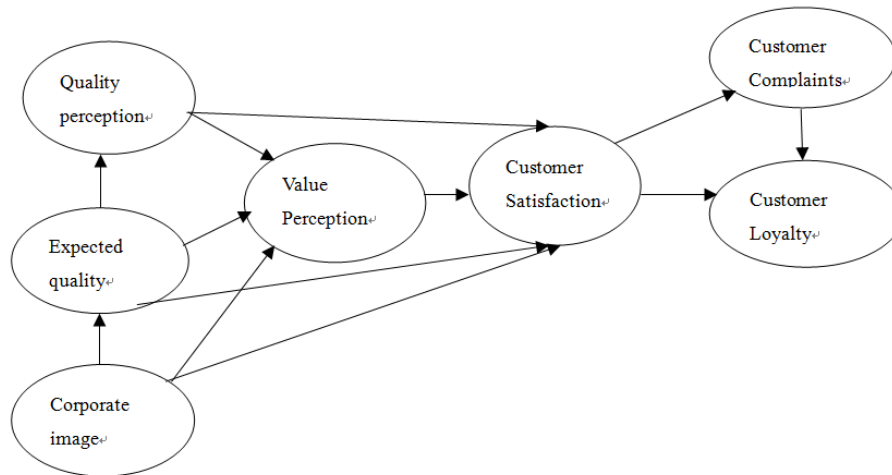


Figure 2-2 Domestic service industry customer satisfaction index model

3 Establish domestic service of Customer Satisfaction Evaluation System

3.1 Build the principle of CSI evaluation system index

Establish customer satisfaction evaluation index system, must be customers think is important; evaluation indicators must be able to control; evaluation indicators must be measurable; results of customer satisfaction measurement is a quantitative value, therefore, the evaluation index set must be able to statistics, calculations and analysis^[4].

3.2 The composition of the customer satisfaction evaluation index system

Customer Satisfaction Evaluation System is a multi-index structure can clearly express deep connotation of Customer Satisfaction Evaluation System, The evaluation index system is divided into three levels, each level of assessment is made on a layer of expanded evaluation index, among them, the customer satisfaction index is the overall evaluation of the target, as an index, the first level; the corporate image of customer satisfaction model, customer expectations, customer perception of service quality, customer perception of value, customer satisfaction, customer complaints and customer loyalty, seven elements as a secondary index, namely the second level; according to the characteristics of domestic service, seven elements can be expanded into a specific three indicators, namely the third level. See Table 3-1.

Table 3-1 One hundred twenty-three index of Customer Satisfaction Assessment

Level indicators	Secondary indicators	Three indicators
Customer Satisfaction Index	Corporate image F1	Overall corporate image Corporate reputation Enterprise features significant degree
	Customer Expectations F2	Overall expectations Personalized expectations Reliability expectations
	Service quality perception F3	Overall service quality perception Personalized service quality perception
	Value Perception F4	Reliability service quality perception Evaluation of the price at a given mass Assessment of quality at a given price
	Customer satisfaction F5	The total customer satisfaction Customer satisfaction of compared with the actual experience and the expected level Customer satisfaction of compared with the actual experience and the ideal level
	Customers complain F6	Customer complaints Customer complaints
	Customer loyalty F7	The possibility of repeat consumption The possibility of recommend to others

3.3 Questionnaire design

Questionnaire divided into two parts, the first part is the basic information of customers, including five content gender, age, education, income, selected service projects, the second part is the Customer Satisfaction Indexes, the corporate image, customer expectations, perceived quality of service, value Perception, customer satisfaction, customer complaints, 7 hidden variables constitute detailed indicators of customer loyalty, a total of 22.

4 Data analysis

Changchun domestic companies to conduct field surveys and interviews of the investigation, 200 questionnaires, recycling 185; recovery of 92.5%, there are 169 valid questionnaires, questionnaires efficiency was 91.4%.

4.1 The reliability and validity of questionnaires

4.1.1 Reliability analysis of Questionnaires

The reliability, the most commonly used can *Cronbach's* coefficient, Cronbach's α coefficients ranged between 0-1, the greater the value, the higher reliability. If the reliability coefficient ≥ 0.7 , confidence is very high; $0.7 > \text{Cronbach} \geq 0.35$, then the reliability is acceptable; $0.35 >$ reliability coefficient, the reliability is low.

Results of the questionnaire for the recovery, the author used the subscale and overall computing are two ways to calculate the primary variable in addition to customer complaints outside the comprehensive study, specific results in Table 4-1. Whether calculated from the subscale questionnaire or overall scale, reliability greater than 0.8, with good reliability, in line with the requirements of research and data analysis.

Table 4-1 Formal questionnaire Reliability

Scale	Number of items	Cronbach's α coefficient
Corporate image F1	2	.941
Customer Expectations F2	3	.923
Quality of Service-aware F3	8	.914
Value Perception F4	3	.948
Customer satisfaction F5	4	.898
Customer loyalty F7	2	.872
Total table	22	.912

4.1.2 Validity Analysis of the questionnaire

We examine the impact of each evaluation index based on the customer evaluation results of the evaluation to the common indicators, the greater common, indicating that this indicator common

reliance on the common factor is larger, that these common factors to explain the evaluation index, the more effective, in general, when common is greater than 0.4, the common factor could well explain the evaluation index^[5]. The results are shown in Table 4-2. Factor analysis showed that the questionnaire factor common indicators of greater than 0.821, this shows that the evaluation index questionnaire set of impact on customer satisfaction are significant, no need to exclude any indicator. See table 4-2.

Table 4-2 Index communality of Customer Satisfaction Evaluation System

	Initial	Extract
Q1 the company's overall image	1.000	.948
Q2 the company's reputation	1.000	.923
Q4 the company overall service quality expectations	1.000	.856
Q5 the company expects to meet the specific needs of the individual	1.000	.926
Q6 the company expects reliability	1.000	.889
Q7 the overall quality of service provided by domestic workers	1.000	.829
Q8 pre-register satisfaction provided by the company	1.000	.912
Q9 Attitude Satisfaction of company customer service	1.000	.908
Q10 the company provides services types of satisfaction	1.000	.940
Q11 the satisfaction of company charges way	1.000	.865
Q12 the satisfaction efficiency of company domestic workers	1.000	.812
Q13 the Attitude Satisfaction of company domestic workers	1.000	.833
Q14 the grooming Satisfaction of our domestic workers	1.000	.827
Q15 the expertise Satisfaction of company domestic workers	1.000	.945
Q16 company service price satisfaction to the project	1.000	.820
Q17 the company's service overall satisfaction	1.000	.932
Q18 compared with the level of service you expect satisfaction	1.000	.941
Q19 compared to your ideal level of service satisfaction	1.000	.866
Q22 continue to select domestic services offered by our company	1.000	.843

4.2 Descriptive analysis

The results of the survey show that hire housekeeper customer groups concentrated in the 30-50 years of age, most of them are parents, and a successful career, they busy with work, no time to do housework, do not have time to take care of children and the elderly, and they have the ability to pay for housework. Secondly, we can also see that hire domestic service customer monthly salary of more than in 3000, accounted for 75.8% of the total. In addition, customer's education between in high school and college number distribution is more, junior high school and below relatively few people. The demand for domestic service, cleaning staff., nursery, demand is bigger, accounting for 79.3% of the total demand.

In this survey, the satisfaction level of customer satisfaction measurement: 1 Very satisfied, 2 more satisfied, 3 General, 4 less satisfaction, 5 are not satisfied, Table 4-3 is a corporate image, customer expectations, perceived quality of service, the average customer satisfaction, customer loyalty and satisfaction level degree of refinement, as can be seen from Table 4-4, the indicators of the company's customer satisfaction in general about.

In the company's service quality service price, charging methods and the type of services and other aspects of satisfaction is higher than the average of 2.95, mean value is 3.08, 3.11 and 3.12 respectively, this shows that the current market situation in Changchun housekeeping services are more satisfied, this related to housekeeping market in recent years gradually standardize and improve. However, in terms of the domestic workers quality awareness, appears unsatisfactory, the overall quality of service for staff, expertise, service attitude satisfaction are lower than average. This means to get satisfaction, quality of customer service is still the key core. While the company's reputation and image evaluation is also below the average, these data show that customer to evaluate the company's image and visibility evaluated satisfaction in general, so that customers do not reach a satisfactory condition. See table 4-3.

Table 4-3 Indicators descriptive statistics

	N	Minimum value	Maxima	Mean value
overall satisfaction	169	1	5	2.95
compared to your ideal level of service	169	1	5	2.86
service prices	169	1	5	3.08
professional skills of domestic workers	169	1	5	2.81
Grooming of domestic workers	169	1	5	3.00
Domestic workers attitude	169	1	5	2.93
Efficiency of domestic workers	169	1	5	2.98
charging methods	169	1	5	3.11
Services Category	169	1	5	3.12
Customer service attitude	169	1	5	2.89
By appointment Satisfaction	169	1	5	2.98
The overall quality of service Domestic workers	169	1	5	2.65
How to evaluate the company's overall image	169	1	5	2.83
Assessment of how well-known companies	169	1	5	2.72
Effective N (List status)	169			

4.3 Correlation analysis

According to the following table shows that the overall service quality of domestic workers has a positive impact on customer satisfaction in the quality perception, in addition, the efficiency of domestic workers, instrument appearance, attitude, professional skills but also have a positive impact on customer satisfaction. Thus, we can verify the quality of service and the perception of higher customer satisfaction level, the company's overall service satisfaction is higher, visible, service quality of domestic workers to the company service satisfaction plays a crucial role, see Table 4-4.

Table 4-4 Service quality perception index effects on customer satisfaction

	Waiter overall volume of services	Work efficiency	Grooming	Service attitude	Project Category	charging methods	professional skill	Overall satisfaction
Waiter overall quality of service	1 169							
Work efficiency	.832** .000 169							
Grooming	.790** .000 169	.879** .000 169						
Service attitude	.693** .000 169	.567** .000 169	.606** .000 169					
Project Category	.743** .000 169	.668** .000 169	.634** .000 169	.791** .000 169				
charging	.221* .000 169	.222* .000 169	.236** .000 169	.258** .000 169	.249** .000 169			

methods	.011	.014	.009	.004	.003			
	169	169	169	169	169			
professional skill	.795**	.924**	.914**	.579**	.594**	.219*		
	.000	.000	.000	.000	.000	.000		
	169	169	169	169	169	169		
Overall satisfaction	.833**	.812**	.808**	.628**8	.714***	.207**	.864**	1
	.000	.000	.000	.000	.000	.000	.000	
	169	169	169	169	169	169	169	169

* * at the 0.01 level (double side)

* at 0.05 level (double side)

As can be seen from Table 4-6 customers complain of customer satisfaction was negatively correlated, on the relevance of overall satisfaction, satisfaction, expectations and satisfaction are ideal -.518, - .549, - .557, visible, customer complaints have significant negative impact on customer satisfaction over. Once a case of customer complaints, the company is dissatisfied with the handling of complaints, the customer will not repeat spending again, but will not be considered recommend the product or service to others, and therefore in the process of providing services to try to avoid situations customer complaints.

Table 4-6 Customer complained about the impact on customer satisfaction indicators

	Overall satisfaction	Expected Satisfaction	Ideal Satisfaction	Customer Complaints
Overall satisfaction	1			
	169			
Expected Satisfaction	.927**	1		
	.000			
	169	169		
Ideal Satisfaction	.925**	.976**	1	
	.000	.000		
	169	169	169	
Customer Complaints	-.538**	-.559**	-.572**	1
	.000	.000	.000	
	169	169	169	169

* * at the 0.01 level (double side)

5 Conclusions

Based on Changchun homemaking company customer as the research object of empirical study, analyze the quality of service Domestic workers has a positive impact on the perception of customer satisfaction, customer complaints have a negative impact on customer satisfaction, which made a good corporate image to expand their visibility, to be grooming Domestic workers, professional skills, professional training and other psychological quality, so as to provide quality and efficient services to customers, in order to improve customer satisfaction. At the same time, reasonable and timely handling of customer complaints, resolve conflicts with customers, improves customer satisfaction.

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