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Retaining Customer Satisfaction at Mega Market Vietnam

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Abstract

Quality management is a fundamental scientific field of Management Science, receiving attention and research from many domestic and foreign experts. When researching and applying modern quality management methods and models, people often consider quality management in two areas: Quality management in the manufacturing sector and quality management in the manufacturing sector. service. Since the 1990s, service quality (QDV) is an area that has received a lot of attention from scientists as well as organizational

administrators because services have an increasingly important position in the economic structure. nation as well as contributing significantly to each country's GDP, Parasuraman also proposed a service quality measurement model called SERVQUAL. Scientists have built and proposed many quality measurement models. services aimed at evaluating different specialized service areas. Dabholkar (1996) proposed and built the retail service quality model (RSQS).

Keywords: Customer Satisfaction, MegaMarket, Vietnam

1. Introduction to the research problem

As of the end of 2013, in Vietnam there were 724 modern supermarkets and retailers, 8,600 traditional markets. The Retail Management Agency of the Ministry of Industry and Trade hopes that by 2020, the whole country will have 1,200 supermarkets, 157 shopping centers, 180 commercial centers. At that time, the proportion of modern retail reached 43%. Vietnam's retail market is considered to be in the development stage, from 2006 to present. This is reflected in the fact that consumers begin to form specific needs and become more and more demanding. Retailers have been continuously diversifying retail models to meet this demand, from supermarkets, hypermarkets, wholesale distribution centers to convenience stores, specialized food stores... Development does not stop at the number of stores of each model but also at professionalism in the context of fierce competition. Based on the above numbers, retailers assess that the retail market still has a lot of potential to exploit. Although important achievements have been achieved, the domestic retail market is revealing significant weaknesses such as outdated facilities, goods of unknown origin, and product service quality. and customer service is not good. Therefore, to be successful in the retail market, businesses need to improve product quality, thereby improving customer satisfaction compared to competitors, moving towards sustainable development.

MM Mega Market, formerly known as Metro Cash & Carry Vietnam, has been operating in the field of wholesale purchasing since 2002, currently has 19 centers across Vietnam including Long Xuyen with more than 3,300 employees. Over the past years, Metro Cash & Carry Vietnam has invested heavily and continuously in developing commercial infrastructure, as well as the field of hygiene and food safety in the country.

Faced with the development needs of the retail industry, research and evaluation of factors affecting customer satisfaction with product quality and application to retail businesses (supermarkets and convenience stores) has important significance, serving as a basis for improving and innovating service quality, enhancing customer satisfaction, towards sustainable development.

From 2015, Vietnam will fully open its retail market. Currently, foreign retail distribution corporations are having an "invasion" and developing strongly in the Vietnamese retail market. That creates fierce competition between businesses and retail groups in the Vietnamese market. That shows that the Vietnamese retail market is truly attractive, and is also an opportunity for Vietnamese consumers to enjoy modern and civilized services from the world. Currently, in Bien Hoa city, there are many retail supermarket systems such as Coop Mart, Big C, Lotte... competing with each other increasingly fiercely. MM Mega Market was previously known as a wholesale supermarket system, now MM Mega Market supermarket is also

known as a place to provide wholesale and retail services. Therefore, supermarket leadership needs to always pay attention to accurate information from customers so that the supermarket can improve service quality, thereby attracting more and more customers to its supermarket. From the above reasons, this study aims at the following purposes: (1) explore and measure factors affecting customer satisfaction when shopping at supermarkets, (2) implications management for businesses in the supermarket business field, (3) as a foundation for further research in the supermarket field.

2. Theoretical basis

There are many different views on the definition of customer satisfaction. Researchers have argued that customer satisfaction is the difference between expectations and the actual perception they receive (Fornell, 1995). In this study, satisfaction is further defined as customer repeat purchases. In research on customer satisfaction, the SERQUAL service quality theoretical model of Parasuraman *et al.* (1985) and the SERVPERF model of Cronin and Taylor (1992) are commonly used to measure customer satisfaction. client. SERQUAL service quality theory suggests that satisfaction is influenced by service quality. Service quality is the gap between customer service expectations and customer perception when using the service. Meanwhile, SERVPERF theory defines that the level of customer perception of a business's service is the best reflection of service quality. According to the Customer Satisfaction Index (CSI) model, customer satisfaction has been defined as a comprehensive evaluation of the use of a service or activity. after-sale of the business and this is the core point of the CSI model. Meanwhile, the American Satisfaction Index (ACSI) model suggests that perceived value is influenced by perceived quality and customer expectations. In fact, the higher the expectations, the higher the customer's perceived quality standards for the product may be or vice versa. According to Lam Phuoc Thuan (2011), there are 6 factors that affect customer satisfaction when shopping at supermarkets, including: (1) Quality of goods, (2) Service attitude of staff, (3) Facilities, (4) Price, (5) Promotions, (6) Support services. Ngo Thi Thanh Truc (2013) also pointed out that there are 6 factors that affect the satisfaction of customers shopping at supermarkets: (1) Quality of goods, (2) Service of employees, (3) Facilities, (4) Promotional programs, (5) Support services, (6) Price. According to the results of research on customer satisfaction shopping at supermarkets, Nguyen Tai Cong Hau (2014) believes that there are 5 influencing factors as follows: (1) Goods, (2) Price, (3) Staff, (4) Facilities and premises, (5) Support and promotion services. According to author Dao Van Cuong (2016), there are 5 factors that affect customer satisfaction when shopping at supermarkets, including: (1) Product categories, (2) Service staff, (3) Supermarket display, (4) Supermarket premises, (5) Supermarket safety. According to the author's actual survey at the supermarket, the number of customers participating in shopping at MM Mega Market Bien Hoa is much less than other supermarkets such as Coop Mart, Big C, Lotte... Most Customers coming to MM Mega Market are buying wholesale products. According to direct interviews with customers at MM Mega Market Bien Hoa in March 2018, factors such as product quality, employee service, facilities, support services, and promotion programs were found. Price

has a direct impact on customer satisfaction when shopping at supermarkets. Based on the actual survey situation of the authors, theoretical basis, and empirical research in the world and in Vietnam, the hypotheses put forward in this study are as follows: - Quality of goods: Based on the author's actual survey and the theories on assessing product quality by Juran (1951) and Crosby (1979), the quality of goods comes from their suitability to customer needs. In addition, practical research in Vietnam by Le Tan Truong (2013) suggests that product quality is the customer's perception of all the attributes of the product including nature, characteristics, as well as value. specific to that product, customers consider whether those attributes suit their needs or not. Therefore, meeting the needs according to customer expectations is creating customer satisfaction. From there, the authors hypothesize as follows:

H1: The factor Quality of goods has a positive influence on the satisfaction of customers shopping at supermarkets - Employee service: The actual situation at the supermarket shows the service attitude and behavior of Employees have a direct and great influence on customers' perception of supermarket service quality. In addition, employee training should be carried out and maintained regularly, especially knowledge of supermarket goods, enthusiastic, cheerful, polite and fast service. Supermarkets also need to pay attention to the recruitment stage to build a team of quality service staff, suitable for each type of job in the supermarket. (Dao Van Cuong, 2016). From there, the hypothesis about service is put forward as follows:

H2: The factor Employee service has a positive influence on customer satisfaction shopping at supermarkets.

- **Facilities:** Pay attention to upgrading facilities, especially spacious parking lots, to create a comfortable space on crowded shopping days, ensuring adequate parking space. car for customers. In addition to going to the supermarket for shopping purposes, customers also focus on sightseeing, entertainment, entertainment and food services (Dao Van Cuong, 2016). Therefore, improving facilities will satisfy customers when shopping at the supermarket. From there, the authors hypothesize as follows:

H3: Facilities factor has a positive influence on customer satisfaction shopping at supermarkets. - Promotional programs: In reality today, promotional activities taking place in supermarkets are more numerous and diverse such as: Giving promotional gifts on birthdays, holidays, special days or accumulating bonus points. Promotion programs that suit customer needs are also a factor that significantly influences customer purchases, bringing excitement and satisfaction when customers shop at supermarkets (Ngo Thi Thanh Truc, two thousand and thirteen). According to the author's actual survey, the promotional elements of MM Mega Market Bien Hoa are still very few and not attractive to customers. From there, the authors came up with the following hypothesis:

H4: The Promotion Program factor i has a positive influence on customer satisfaction shopping at supermarkets. - Support service: In addition to going to the supermarket to buy goods, taking care of customers after purchasing is also equally important. Helping customers transport goods and wrapping gifts are necessary tasks for customers to see the professional working style of the supermarket staff, which further increases customer satisfaction. for supermarkets

(Nguyen Tai Cong Hau, 2014). For MM Mega Market, the support service is very good because the supermarket does wholesale business, so customer support in terms of shipping and packaging is very good. From there, the authors hypothesize:

H5: The Support Service factor positively affects the satisfaction of customers shopping at supermarkets. - Perception of price: According to Kaura (2012), the price of goods and products is an important factor affecting customer satisfaction because price is external information that speaks to the quality of the product. Price is also a tool to attract or repel customers from goods (Moroe 1989, citing Andaleeb and Conway, 2006), especially when price is a measure for customers to evaluate the quality of goods. Today's business environment is increasingly competitive, customers always compare prices between suppliers (Andaleeb and Conway, 2006). This is proven through direct interviews of the author group with customers. In fact, at MM Mega Market, a supermarket specializing in providing a large amount of goods to the market in a wholesale manner, customers can buy many goods at affordable prices. But this is only suitable for customers who are small businesses or those who sell goods that supermarkets provide or organizations that buy goods in large quantities. This shows that the number of retail customers will decrease significantly because MM Mega Market's retail prices compared to other supermarkets in Bien Hoa city will be higher. From there, the authors hypothesize as follows:

H6: The price perception factor has a positive influence on customer satisfaction when shopping at supermarkets. A quantitative model of factors affecting customer satisfaction with supermarket service quality was formed. The dependent variable in the research model is customer satisfaction with supermarket service quality. The independent variables in the research model include: (1) Quality of goods, (2) Facilities, (3) Promotion programs, (4) Support services, (5) Customer service. staff, (6) Price perception. There are also demographic factors that need to be considered in this case study.

3. Research Methods

Research Methods

Building a research model: Based on factors: Empathy, responsiveness, trust, assurance, tangible means, safety, reliability, physical aspects, service staff, products, convenient shopping.

Construction scale: 1. completely disagree; 2. Disagree; 3. No opinion; 4. Agree; 5. completely agree.

Research subjects: Customers shopping directly at Mega Market supermarket. Age 18 or older. The study was conducted with the aim of identifying factors that affect customer satisfaction at supermarkets. Research data were collected from 300 customers at MM Mega Market who shopped at the supermarket through a face-to-face questionnaire survey. The main research methods are: qualitative and quantitative methods.

Qualitative research: This stage uses preliminary research to adjust the bar, add or remove unreasonable observed variables. This research process was conducted mainly by interviewing experts, but supermarket managers. The purpose of this qualitative study is to review and evaluate factors that affect customer satisfaction when shopping.

Influencing factors are: Quality of goods, staff service, facilities, promotions, sky support services and price. In

particular, factors drawn from theory to see if experts consider and evaluate whether these factors really affect customer satisfaction in supermarkets or not. If you quickly find less important elements, you can eliminate them and add missing elements.

Quantitative research: After collecting data, it will be analyzed to verify the quality of the scale and its relevance. The scale measures concepts including: Product quality, facilities, promotions, support services, employee service, perceived price and customer satisfaction.

Research methods

Data collection: This method helps provide necessary information and data to serve research.

- **Collect secondary data:** Collect and research secondary documents collected from faculties, documents from research works, reports, magazines, websites, and textbooks.
- **Primary data collection:** Collected, adjusted and synthesized based on polls and surveys on a number of issues related to the company's human resources recruitment.

Statistical method: Statistics related to customer satisfaction at Mega Market such as: Number of customers buying every day, week and month, customer satisfaction with products and employees, complain

Observation method: Observe the customer's purchasing process, staff's attitude towards customers, customer's attitude, the supermarket's customer service process

Interview method: Expand additional information through interviews with customers and employees to learn about customer satisfaction and customers' perspectives.

Survey method: Questionnaire survey, using the questionnaire survey method to synthesize and survey opinions of customers shopping and using services at MM Mega Market Company.

4. Research results and discussion

4.1 Research results

Analysis of the results shows that 6 components of supermarket service quality all have an impact on individual customer satisfaction at Mega Market Vietnam:

Empathy: Shown by the supermarket caring about customers, understanding customer needs and having appropriate solutions. The service quality of the supermarket is created from policies on customer care, customer behavior, product policies... Customers will feel that the supermarket cares about customers such as information. presented clearly, easy to search, with many products for customer groups, employees who care and understand customers, while ensuring the best benefits and most convenient time for customers. client. This is also reasonable for the supermarket sector because the competition level of supermarkets is currently very fierce, so individual customers always have many different supermarket choices to transact with. Moreover, the general psychology of everyone, not just individual customers, is that everyone wants to be cared for by others, to have others listen to them, to be guaranteed the best rights, to express their ego... Therefore, the need for supermarket staff to show concern, listen, grasp customer needs, create the best conditions, and ensure the best benefits for customers always affects customer satisfaction. customer's satisfaction.

Responsiveness: This factor is shown when the supermarket provides services quickly, promptly, and according to needs and employees are always ready to help customers. The analysis results show that the response component strongly influences customer satisfaction. Therefore, this factor requires supermarkets to resolve customer complaints quickly and satisfactorily with a spirit of inquiry and willingness to draw on experience to increasingly improve service quality. This move by the supermarket will inevitably make customers more confident and feel satisfied with the service and service attitude of supermarket staff. The level of responsiveness is one of the reasons affecting customer satisfaction, which in turn affects the choice of service provider. This can be understood that at the present time the competition between competitors in the industry is very large as well as the pressure to be replaced by another supplier, so responsiveness brings many benefits to customers. Therefore, to improve the quality of supermarket services, Mega Market Vietnam needs to maintain and promote this responsive component to meet the increasing needs of customers.

Reliability: Among the factors affecting customer satisfaction, the factor of trust has an impact and impacts in the same direction on customer satisfaction when using services, this is consistent with reality. When customers transact, the factor of trust is very important, demonstrating the customer's trust in the supermarket through commitments and accuracy when transacting. Because most customer and supermarket transactions involve money, transactions need to be highly accurate. This is an element that demonstrates the supermarket's ability to meet customer expectations, with the purpose of creating customer trust and contributing to increasing customer satisfaction when making transactions. This shows that in the supermarket field, people often say that the supermarket business is a trust business. Therefore, creating peace of mind and trust for customers every time they transact with the supermarket with high accuracy right from the beginning, doing exactly what is committed to customers, and satisfactorily resolving complaints. Sincere, accurate, and prompt customer complaints are extremely important to transaction selection and customer satisfaction. Therefore, to improve individual customer satisfaction with service quality at Mega Market Vietnam, it is necessary to change and improve the elements of this component to bring the highest customer satisfaction.

Guarantee: Regarding transactions, transaction information as well as other information about customers are always guaranteed by the supermarket. Customers only transact with supermarkets when they trust, they feel safe, their information is secure, the security technology is safe, ensuring transactions will create trust for customers, creating a positive atmosphere. The polite and courteous service of the staff creates comfort and peace of mind when dealing with supermarkets. In today's developed society, when the economy has many fluctuations and information technology is exploding, information theft, online money theft, hackers... are also constantly growing. Therefore, information assurance for supermarkets must always be properly evaluated, and information security technology must always be improved. Building safe and secure technology to ensure transactions will create trust for customers. Customers often choose reputable supermarkets with high safety and trust. The assurance component has the fourth strongest impact on individual customer satisfaction.

The higher these values, the higher customer satisfaction and vice versa. Therefore, to improve individual customer satisfaction with service quality at Mega Market Vietnam, supermarkets need to maximize the elements that make up this component to bring customers satisfaction. highest heart. Thus, the more a supermarket increases its assurance of service provision, the more satisfied customers are with the service.

Tangible means: Right from the moment customers come to transact with the supermarket, the fact that the supermarket has modern equipment, spacious facilities and a wide transaction network will make customers feel convenient, Comfortable and pleasant will make customers feel satisfied. Therefore, to improve the quality of supermarket services, Mega Market Vietnam needs to maintain and promote this component to meet the increasing needs of customers.

Safety: Under the competitive pressure in the supermarket sector today, especially in the individual customer market segment, supermarkets today must be very active, proactively searching, marketing, and attracting customers. Customers today have many choices, so retaining and developing customers is extremely difficult, customers have become very sensitive to safety factors. Customers always want what they spend to be commensurate with the quality of service they receive, while supermarkets always want to get the best benefits. Therefore, the safety component must be built, maintained and adjusted very flexibly to bring customers increasing satisfaction.

Results of statistical research on factors: As for the physical aspect: This is a factor that customers are not satisfied with. Besides, the analysis results also show that this is a factor that strongly affects customer satisfaction. Reliability factor: It is the factor that receives high customer satisfaction and is also the factor that most influences customer satisfaction. For service staff: Uniform staff Service has the second greatest influence on customer satisfaction. For products: Products have little impact on customer satisfaction because most customers have already learned about the products they need to buy. For convenient shopping: Customers tend not to have an opinion.

Results of analyzing differences by gender: There is no difference between men and women in evaluating the factors that constitute the level of customer satisfaction and satisfaction. Analyzing differences by age: There is no difference between age groups in evaluating the factors that constitute customer satisfaction and satisfaction level. Analyzing differences by income: There is no difference between income groups in evaluating the factors that constitute customer satisfaction and satisfaction.

4.2 Discuss research results

In general, the study has many limitations due to the following factors: The sample size selected for the study is still small compared to the study population. This may adversely affect the reliability of the research results. There may be many factors that influence customer satisfaction with Mega Market that have not been discussed in the study. Errors may occur during the process of retrieving data from customers. In the future, if there are conditions to develop this research, we will pay attention to the following: Increase the survey sample size in the direction of increasing the ratio of the survey sample to the population. Add a number of other factors believed to affect customer

satisfaction into the research model proposed during the research process. Significance of the study: Physically: Enhance general cleaning and decorate public areas more eye-catching, toilets must be clean, with full amenities such as electricity, water, paper towels, soap, deodorant. Invest in a cool and clean dressing room. The booths are arranged more airy and scientific. For reliability factor: Implement promotional programs correctly. Have a clear plan for going to holidays and Tet, ensuring a rich source of goods. Invest in more cash registers and arrange more counter staff. For service staff: Train employees to have better skills, give exercises to handle customer situations. Transparent and clear reward policy for employees who perform excellently. Strictly handle employees with improper and deceitful attitudes. For products: Invest in a rich, fresh source of goods, limit cases of shortages and damage. Check goods regularly, handle expired or defective goods. For convenient shopping: Shorten payment time, extend operating time to attract more customers.

Facilities: Facilities have a positive influence on customer satisfaction shopping at supermarkets. This is consistent with the research of Dao Van Cuong (2016). Promotion programs: Promotion programs have a positive effect on customer satisfaction shopping at supermarkets. The research results are consistent with the research of Ngo Thi Thanh Truc (2013). Support services: Support services positively affect the satisfaction of customers shopping at supermarkets. This result is in agreement with Nguyen Tai Cong Hau (2014). Employee service: Employee service has a positive effect on customer satisfaction shopping at the supermarket. This result is consistent with the opinion of Dao Van Cuong (2016). Price perception: Price perception has a positive influence on customer satisfaction when shopping at supermarkets. This result is in agreement with Andaleeb and Conway (2006), Kaura (2012), Dhamarlingam and Kanna (2011).

Service quality affects customer satisfaction because with an excellent service provided to customers, their needs and expectations will be met and as a result it improves satisfaction. of customer. Customers' perception of price will also determine satisfaction. Customers' want to feel value for what they buy and that also includes reasonable pricing which will therefore lead to satisfaction. If a company raises prices, customers will feel like they are being treated unfairly by the seller. Product quality and features also affect customer satisfaction because customers always pursue specific features to be satisfied. They expect the products offered to meet their expected needs and exceed the overall level of satisfaction with their supermarket shopping experience. Excellent customer service is also a major determinant of customer satisfaction as it helps create a good image of the company and brings a positive response to the minds of potential customers because of their expectations. Great treatment if they have problems while shopping. The experiences of other customers influence customer satisfaction because sharing positive experiences will lead to new customers wanting to experience similar experiences which will lead to satisfaction.

Increase customer loyalty and retention: A company needs to focus on customer satisfaction so that it can increase customer loyalty and customer retention, it is very easy to attract existing customers and making them loyal to the business versus attracting new customers. The future of the business is more promising if retailers achieve a good

loyalty and retention strategy that will satisfy customers because without buyers there is no business or profit for the company and Competitors will welcome those opportunities.

5. Conclusions and recommendations

In chapter 4, we have identified the factors that help maintain individual customer satisfaction with customer service quality at Mega Market Vietnam. Therefore, to improve individual customer satisfaction in terms of customer service quality, it is necessary to have recommendations for each specific group of factors. And next in chapter 5, we will propose recommendations to improve individual customer satisfaction with service quality at the Mega Market supermarket system.

5.1 Conclusions

Based on the theory of service quality, an overview of a number of studies conducted at home and abroad and qualitative research results, we have come up with a research model and conducted tests on customer groups. at Mega Market. Research results have also identified factors that affect individual customer satisfaction. about service quality and the degree of influence on these factors. From the results obtained, the research brings a number of positive theoretical and practical contributions:

Firstly, about the scales used in the research: the results show that the scales are considered reliable and can be used for similar studies.

Second, about satisfaction: Customers "feel" quite satisfied with the quality of service at the Mega Market system.

Third, because there are impacts on individual customer satisfaction with service quality: The study has identified five factors that impact satisfaction, arranged by level of impact from strong to weak. Best: Operational Policy, Personal Interaction, Problem Solving, Facilities and Reliability

Fourth, regarding differences according to personal characteristics (gender, age, income) for satisfaction: At the 95% confidence level, the study has not shown differences in satisfaction according to gender, age and there are differences in satisfaction by income group.

Fifth, regarding comparison with conducted research results: The research results have many similarities with other conducted studies and have reinforced those results. In addition, the research results also provide an additional set of scales to measure individual customer satisfaction with the quality of the system.

5.2 Recommendations

Besides, we also have recommendations to help improve customer satisfaction with the system, both to retain old and loyal customers and also to help the system find customer sources. Find new features that benefit the system.

First, the board of directors does a good job of transmitting the system's core information to all supermarket employees: "Always satisfy customers and aim for perfection." Mega Market always has a roof over its head for all employees. All activities are always oriented towards the community and society." They are representatives of Mega Market when interacting with customers and must be aware of not only completing their work but also building an image for the system in their hearts. client. Customer service attitude and spirit, always looking for ways to satisfy customers.

Second, focus on training and job guidance for new employees.

- Enhance product knowledge training for staff.
- Training customer care sales skills.
- Improve employee working attitude.

Third, regularly check and evaluate whether the staff's attitude and service are in accordance with the system's standards. The mystery customer method can be used to evaluate employees.

Fourth, set criteria for employee behavior in the monthly and annual evaluation and reward table. Periodically organize evaluation and voting for outstanding sales staff and praise to encourage employees to make efforts in serving customers and improve themselves.

Fifth, the supermarket strengthens the resolution of raised issues and quickly handles customer complaints.

Sixth, "supermarkets are willing to accept returns" This helps create convenience for customers when buying, the supermarket system is doing quite well in terms of returns. This is also a factor contributing to customer satisfaction in the system.

Seventh, besides keeping public areas clean (corridors, restrooms) also partly creates comfort for customers when shopping at the system, creating confidence in convenience. In addition to the above factors, Mega Market can also apply many additional factors to help ensure customer service and customer retention by ensuring satisfaction.

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