



STUDY ON CUSTOMER SATISFACTION, STORE IMAGE AND RE-SERVICE QUALITY

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ABSTRACT

The distributors in Taiwan has now changed from traditional direct distributors and agents to chain distributors. Due to the rise of the domestic chain channel industry, when consumers purchase computers and peripheral products, electronic communication products and consumer goods, they will not only consider the product brand, but also the channel provider's brand, goodwill and return services. The emphasis on quality has also gradually increased.

This study takes the store image (physical store and e-store) considered by consumers when shopping, how is the service perception of the computer, communications, and consumer electronics (3C) product return and exchange (as re-service), and whether they are satisfied with this service.

The results of the study found that the store image of distributors is positively correlated with consumer satisfaction. The store image of distributors is positively correlated with the quality of logistics services for returns and exchanges. The quality of logistics services for returns and exchanges is positively correlated with consumer satisfaction.

KEYWORDS: *Image, Loyalty, Re-service*

MOTIVATION

The computer, communications, and consumer (3C) industry is currently the most booming industry selling high-tech products. It sells various products that are highly related to technology. This is also an important industry related to information technology currently. How can 3C operators attracts consumers to buy the products and how to build the store image then to improve customers' service quality and overall satisfaction. This is an important for survival among many in the industry.

This study as 3C consumers as the interviewees. The respondents discuss their store image, satisfaction level and re-service quality regarding their mostly frequented 3C stores. The research aims are as follows

- (1) Did the store image has an impact on reverse logistics service quality or customer satisfaction?
- (2) Did the customer feel satisfied with the return or exchange of goods in the 3C, and will it be related to satisfaction?

LITERATURES

Generally, 3C products are defined into categories: information products (Computer), communication products (Communication) and consumer electronics products (Consumer Electronics).



Information products (computer-related products) take personal computers as the main axis, and then extend to the product system of related peripheral accessories. Such as: personal computer, notebook computer, tablet computer, screen, hard disk, memory, burner, etc. Communication products are divided into wired communication products (such as general telephones) and wireless communication products (such as mobile phones) and related consumables. According to the classification method of the Statistics Department of the Ministry of Economic Affairs, household electrical appliances are divided into two categories: "household electrical products" and "electronic products".

IMAGE

Bayton (1959) pointed that consumers often use "humanization" to describe the characteristics of corporate organizations. Personality traits such as friendliness, kindness, etc., and the sum of these traits form the so-called image.

Barich and Kolter (1991) believe that the elements of store image include corporate social behavior, corporate contribution behavior, corporate employee behavior, corporate business behavior, sales force, products, communication, distribution channels, services, prices, and support. And if customers believe they can get more value from their purchases, businesses will have a stronger image.

Gronroos (1984) suggest that store image is mainly based on quality technology (such as customer's service experience, functional quality, service delivery), which can determine customers' evaluation of the service they receive.

Spector (1961) proposed that the store image has six independent dimensions,

(1) Positivity

It includes related variables such as flexibility, initiative, goal orientation and leadership status, and is a factor that can best explain corporate image.

(2) Cooperation

It includes variables such as friendliness and cordiality of service.

(3) Intelligence

Including relevant variables such as acuity, insight and persuasion.

(4) Characteristic

It includes variables such as emphasis on reputation and moral responsibility.

(5) Success

It refers to the variable of the company's recognized achievements, financial or performance.

(6) Withdrawn

Including non-competitive, conservative and other characteristics.

Kunkel and Berry (1968) proposed twelve dimensions for store image, including as following:

(1) Commodity price

Low price, fair or competitive price, high or non-competitive price, value.

(2) Merchandise quality

Good or bad store quality, good or bad department store, existing brands.

(3) Commodity types



The breadth of commodities, the depth of commodities, and the brands that I like.

(4) Commodity fashion

Commodity fashion, popularity.

(5) Salesperson

Attitude of salesperson, extensive knowledge of salesperson, number of salesperson, good or bad service.

(6) Location convenience

Distance from home, distance from work, proximity, good or bad location.

(7) Other convenience factors

Parking, store business hours, convenience relative to other stores, convenient merchandise display, general convenience.

(8) Services

Credit, delivery, restaurant equipment, other services.

(9) Promotions

Special sales, coupons and other promotions, exhibitions and other activities.

(10) Advertising

The form and quality of advertising, the media and tools used, and the reliability of advertising.

(11) Store atmosphere

Non-convenient display, decoration, merchandise display, customer type, crowding degree, appropriate gifts, famous goodwill.

(12) Credit for compensation

Return, exchange, fair credit.

SERVICE QUALITY

Most services cannot be counted, measured, stored, or tested in advance. Kotler (2003) pointed that services are intangible, indivisible, variable, and perishable. Service quality is the satisfaction of consumers with their services, which depends on the gap between actual feelings and expectations (Churchill and Suprenant, 1982).

Parasuraman, Zeithaml and Berry (1985) put forward the definition of service quality, which is the gap between customer's expectation of service and customer's actual perception and expected service after receiving service, that is, service quality is the gap between expected service and cognitive service. Therefore, service quality is the evaluation of the overall superiority of the service by consumers' own subjective consciousness (Garvin, 1983).

Wakefield (2001) believes that service quality is the difference between service expectations and actual service, and service quality will affect both the attitude and location of service provision. Customers often make inferences about service quality based on tangible and intangible cues they observe when interacting with manufacturers.

Sasser, Olsen, and Wyckoff (1978) proposed seven aspects for service quality measurement, namely:

(1) security, the degree of reliability of the service system.

(2) Consistency, the degree to which services are consistent and standardized.

(3) Attitude, the attitude of the service staff is cordial and polite.



- (4) Integrity and comprehensive service equipment.
- (5) Adjustability, which can adjust the services provided according to different customer needs.
- (6) Proximity and convenience of transportation.
- (7) Timeliness, to complete the provision of services within the time expected by customers.

Gronroos (1984) proposed three dimensions:

- (1) Technical quality, what kind of quality the customer actually obtains from the service.
- (2) Functional quality, how the customer obtains the quality of the service.
- (3) Company image, customers' evaluation of the company image.

Parasuraman, Zeithaml, and Berry (1985) put forward ten constructs related service quality, which are:

- (1) Reliability, consistency and reliability of service performance.
- (2) Responsiveness, whether employees have a high degree of willingness and readiness to provide services.
- (3) Competency, whether the service personnel have the skills and knowledge required to perform the service.
- (4) Proximity, the ease with which the service is accessible and accessible.
- (5) Politeness, whether the contact person is polite, respectful, considerate and friendly.
- (6) Communication, inform customers at any time in a language that customers can understand and please listen to their voices.
- (7) Credibility, the degree of trustworthiness, the degree of trustworthiness and whether it is honest enough.
- (8) Security, which protects customers from danger, risk or doubt.
- (9) Understanding, whether there is sufficient understanding of the needs of customers.
- (10) Tangible, physical evidence of the service.

CUSTOMER SATISFACTION

Hempel (1977) proposed that customer satisfaction depends on the degree of realization of the expected product or service benefits, and it reflects whether there is a difference between the actual and expected results. Oliver (1981) believes that customer satisfaction is an evaluation of the surprises attached to the acquisition of products or consumer experience, and also believes that customer satisfaction is a temporary and emotional response.

Woodruff et al. (1983) believe that customer satisfaction is an immediate emotional response to the degree of value obtained after using a product or consuming a service in a specific situation. Woodside and Daly (1989) proposed that customer satisfaction is a form of consumption attitude and a post-purchase evaluation, which reflects the degree of consumer likes or dislikes after experience. At the same time, customer satisfaction is also an experience-based holistic manner.

According to Kotler (1996), customer satisfaction is derived from the perception of the functional characteristics of the product and personal expectations of the product, and the comparison of the two forms the degree of pleasure or disappointment, and satisfaction is the function obtained by the customer's perceived consumption. and his expectations, the difference between them.

Related the customer satisfaction measurement dimensions, Czepiel et al. 1974) proposed:

1. Satisfaction with physical facilities
2. Human Satisfaction



3. Product Satisfaction

Westbrook (1981) believes that customer satisfaction is measured in three dimensions, which are:

1. Salesperson Satisfaction
2. Satisfaction of the in-store environment
3. Product Satisfaction

Zeithaml and Bitner (1996) considered five factors of customer satisfaction :

1. Satisfaction with product quality
2. Satisfaction with service quality
3. Satisfaction with situational factors
4. Personal factor satisfaction
5. Satisfaction with the price

CAUSAL RELATIONSHIP BETWEEN CONSTRUCTS

Oliver and Desarro (1988) believe that service quality is a variable that affects customer satisfaction, and Spreng and Mackoy (1996) point out that service quality is a factor that affects customer satisfaction.

Zeithaml and Bitner (1996) believed that the difference between service quality and satisfaction is that service quality is the cause and customer satisfaction is the result.

The two scholars believe that service quality only focuses on service factors, and the scope of satisfaction assessment is wider than that of service quality. Satisfaction will be affected by factors such as product quality, price, situational factors, personal factors, and service quality. Impact. Therefore, service quality is one of the important factors affecting customer satisfaction.

In addition, Bloemer and Ruyter (1998) found that store image positively affects customer satisfaction. Chang and Tu (2005) explored the relationship among store image, customer satisfaction and customer loyalty, they also found that store image positively affects customer satisfaction. Kang and James (2004) stated that the service quality of functional quality and technical quality will positively affect the image of consumers to the industry.

Based on the above, this research focuses on the influence of store image, reverse logistics service quality and customer satisfaction as the research direction, and explores the relationship among the three. This study derives the following research hypotheses:

H1: Store image on customer satisfaction has an impact of positively and significantly.

H2: Store image on re-service quality has an impact of positively and significantly.

H3: Re-service quality on customer satisfaction has an impact of positively and significantly.

QUESTIONNAIRE DISTRIBUTION AND RECOVERY

The research questionnaires were randomly selected to distribute the questionnaires, and the customers who had gone to the 3C channel stores for consumption were the research objects, and the question items were inquired. A total of 500 copies were issued, with an effective recovery rate of 84.9%.

RESEARCH HYPOTHESIS TESTING RESULTS

The research analysis results as Table 1. Store image has a significant impact on the test of reverse logistics service, and is positively correlated; its adjusted explanatory power is 46.2%. The store image also has a positive and significant impact on customer satisfaction, with an adjusted explanatory power of 58.5%. In addition, the



reverse logistics service quality has a significant impact on customer satisfaction, and the adjusted explanation level is 40%, and the reverse logistics service quality has a positive correlation with customer satisfaction. In the overall model, the standardized β value of store image for customer satisfaction is the highest.

Table 1 Analysis results

	H1	H2	H3
	Store image=>customer satisfaction	Store image=>re-service quality	Re-service quality => customer satisfaction
Standardization β	0.765***	0.680***	0.633***
Adjusted R ²	0.585	0.462	0.400
t-value	32.862	25.642	22.586
P value	0.000	0.000	0.000
F value	1079.890	657.492	510.125

***, $p < 0.001$

CONCLUSIONS AND RECOMMENDATIONS

The results of the study found that the higher the consumer satisfaction with the inverse service quality of the 3C selling channel stores with good image in their minds, the higher their satisfaction; conversely, the higher the customer satisfaction, the higher the customer satisfaction then had more image and satisfaction. Moreover, the quality of the store image has the greatest impact on customer satisfaction, and this factor is more relevant to consumers than other factors.

Because research shows that consumers are less satisfied with the speed of return and exchange of 3C stores. Therefore, 3C sellers must strengthen the speed of return and exchange, that is, familiarity and action, in terms of employee training. For example, it can be reinforced by way of on-the-job training or reengineering of work processes. In 3C, the service items and the products provided by the mass seller are quite homogenous, and the operators can improve the customer satisfaction through the quality of logistics services such as returns and exchanges, so as to improve the consumers' satisfaction with the store image.

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