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## **Factors affecting customer satisfaction at Mega Market in Vietnam**

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### **Abstract**

Mega Market, formerly Metro Cash & Carry Vietnam, has been operating in the wholesale sector since 2002, currently has 19 centers across Vietnam. Over the years, Metro Cash & Carry Vietnam has invested heavily and continuously in the development of commercial infrastructure, as well as in the field of hygiene and food safety in the country. In response to the development needs of the retail industry, the study and assessment of factors affecting customer satisfaction on retail service quality and application to business enterprises according to modern retail methods such as supermarkets and convenience stores have an important meaning, serving as a basis for improving and innovating service quality, enhancing customer satisfaction, towards sustainable development. Therefore, the factors affecting customer satisfaction at Mega Market Vietnam are issues that need to be raised and resolved.

**Keywords:** Factors, influence, satisfaction, customers, mega market, Vietnam.

### **Introduction**

For business people as well as businesses selling products and services, customer satisfaction is the most important factor determining the success or failure of the business. There are many different definitions of customer satisfaction and there is quite a bit of debate about this definition. Many researchers believe that satisfaction is the difference between customer expectations and the actual perception received.

According to Philip Kotler, customer satisfaction is the level of a person's sensory state resulting from comparing the results obtained from consuming a product/service with their own expectations. The level of satisfaction depends on the difference between the received results and the expectations, if the actual results are lower than the expectations, the customer is not satisfied, if the actual results match the expectations, the customer will not be satisfied. If the actual results are higher than the expectations, the customer is very satisfied. Customers' expectations are formed from the shopping experience, from friends and colleagues, and from information from sellers and competitors. To improve customer satisfaction, businesses need to make additional investments and at least invest in marketing programs.

According to Hansemark and Albinsson (2004), "Customer satisfaction is a customer's overall attitude towards a service provider, or an emotional response to the difference between what the customer expects before and what they receive, for the fulfillment of some need, goal or desire". Customer satisfaction is the fact that customers base some of their knowledge on a product or service that forms subjective evaluations or judgments. It is a form of psychological feeling after a customer's need is satisfied. Customer satisfaction is formed on the basis of experiences, especially accumulated when purchasing and using products or services. After purchasing and using the product, customers will have a comparison between reality and expectations, thereby evaluating whether they are satisfied or not.

Thus, customer satisfaction can be construed as a feeling of pleasure or disappointment that arises from a comparison between the actual benefits of the product and their expectations. Whether or not customers are satisfied after purchase depends on how they compare the actual benefits of the product with their expectations prior to purchase. Below we will explore the factors affecting customer satisfaction at Mega Market Vietnam to clarify the above issues.

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**Rationale**

Service is a concept that has no unified concept and is used around the world. Because invisibility and impossibility can only be felt by use and experience, and it is also very diverse, it is also difficult to have a unified concept. Service is an activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything (Kotler & Armstrong), while (Fitzsimmons) holds that Service is an intangible and non-storable activity, performed for the customer and the customer is also the creator of the product.

Service quality is a requirement that businesses need to achieve at the highest level, because when they create a product or service, what businesses need to focus on is whether the service quality is good or not nothing special than other service providers.

Because service quality is a form of attitude, resulting from a comparison between the actual service that customers perceive when consuming the service with their expectations. Service quality is related but not synonymous with customer satisfaction (Parasuraman *et al.* (1985).

Supermarket, also known as Supermarket, is a relatively large self-service store with low cost, low profit margin and large volume of goods sold, ensuring full satisfaction of demand of food, laundry detergents, cleaning agents and home care products (Kotler 2008).

A supermarket in Vietnam is considered a large-scale retail store, it is equipped with very modern and advanced facilities inside the store with a self-service shopping style. Every day and then back to the counter later, the supermarket can meet a lot of consumers' needs such as providing daily food, food, drinks, household tools and other items other devices.... The quality of this service is great, bringing convenience and modernity, providing enough goods that consumers need every day.

Customer satisfaction is defined as a measure that determines the level of customer satisfaction with the company's products, services, and capabilities. Customer satisfaction information, including: surveys and ratings, can help a company navigate how to improve or adjust its products and services for the better and more in line with customer needs. The focus of an organization is to satisfy its customers. This applies to all retail and wholesale businesses, government agencies, service companies, nonprofit organizations and affiliates within a corporation.

Customer satisfaction is a very important factor for the business and it is also related to the survival of the business because if the customer's use is not satisfied, they will certainly not return to buy again. two.

According to Kotler (2001), customer satisfaction is the level of a person's sensory state resulting from a comparison of the results obtained from the consumption of a product/service and the customer's expectations. Expectations here are seen as human wishes or expectations derived from personal needs, previous experiences and outside information such as advertising, word of mouth information from family and friends.

According to Hansemark and Albinsson (2004), customer satisfaction is a customer's overall attitude towards a service provider, or an emotional response to the difference between what customers expect prior and what they receive, for the fulfillment of some need, goal or desire. Although there are many different concepts, the definition of customer satisfaction is always associated with emotional factors,

attitudes towards product and service providers, customers' expectations about the ability to satisfy customers. demand from product and service suppliers can bring them absolute satisfaction with their products.

Components of retail service quality according to Dabholka *et al.* (1996) based on qualitative research, service theory, and Servqual scale give five components constituting retail service quality one is a factor tangible, two is trust, three is personal interaction, four is problem solving, five is policy. Nguyen Thi Mai Trang (2006), said that the quality of supermarket services includes 5 components: Types of goods, Service capacity of staff, Display of goods, Supermarket premises and Level of service. safety. In short, retailers need to make good service quality components to be able to attract customers for themselves and retain old customers.

**Factors that create customer satisfaction****Basic elements**

These are the basic requirements that a product or service must have that would otherwise cause customer dissatisfaction. However, this is only a necessary condition, but not a sufficient condition for customer satisfaction.

Example: In the supermarket business, product diversity and low prices are the basic elements of supermarkets for customers to shop.

**Performance factors**

Performance factors are needs and wants that are directly stated by the customer, if met or exceeded expectations will lead to customer satisfaction, otherwise if not met will create chagrin.

For example: Also in the supermarket business, the requirements mentioned by customers are wifi, trolleys, elevators, escalators...

**Stimulating factors**

These factors create a customer "wow" effect, which can trigger unknown customer needs and wants. Therefore, stimulating factors have a strong impact on customer satisfaction. Companies should enhance these factors to stand out from their competitors.

**For example:** Not when you go to the supermarket, you will feel very happy if you receive coupons, cool air conditioners, gift programs when buying.

**Level of customer satisfaction****Level 1 - 1 point (Leave)**

This is the lowest level and also alarming. Customers will leave your company immediately, unless they have no other choice. More seriously, they will say bad things about your company to others.

**Level 2 - 2, 3, 4 points (Neutral)**

This is the average score, currently all businesses achieve this level. Customers may be satisfied but not sure will return to buy from you next time. They don't spread bad news or say good things about your brand, they are not loyal customers. And they will tend to change constantly between brands offering the same product.

**Level 3 - 5 (Loyalty)**

This is the highest level on the customer satisfaction scale.

Customers are definitely very satisfied with your business. They are also loyal customers who are more likely to buy in the future and speak well of your brand to others.

### **The relationship between service quality and customer satisfaction**

Zeithaml and Bitner (2000) argue that service quality and customer satisfaction are a general concept that expresses their satisfaction when consuming a service. Whereas service quality focuses only on specific components of the service. If the supplier provides customers with quality products and services that satisfy their needs, the first step is to make customers satisfied.

Therefore, to improve customer satisfaction, service providers must improve service quality. In other words, service quality and satisfaction have a close relationship with each other, in which service quality is created first and then determines customer satisfaction.

### **The role of customer satisfaction**

Customer satisfaction plays an increasingly important role in marketing and customer service activities. According to Byrne (1993), satisfaction is a measure of the success of an enterprise in the future, while other measures such as sales and market share are measures of the past; represents the results of the business achieved in the past, does not tell how well the business will achieve in the future (Caruana, 2002).

On the other hand, businesses must also take care of customer dissatisfaction. Unsatisfied customers are just as important as satisfied customers with your product or service. Not only do they not continue using the product/service, but they also create a "bad" word of mouth effect. Or worst case scenario, they become the "terrorists" of the business' customers by telling others their dissatisfaction, trying to "bad" others and smearing the reputation of the company. Trademark.

In short, satisfaction or dissatisfaction has a strong impact on the success or failure of the brand, the development or failure of the business.

### **Research method**

**Building a research model:** Based on 5 factors: reliability, physical aspects, service staff, products, convenience shopping.

**Scale construction:** 1. totally disagree; 2. Disagree; 3. No comments; 4. Agree; 5. totally agree.

**Research object:** Customers who shop directly at Mega Market supermarket. Age 18 years and older.

The study was conducted with the aim of determining the factors affecting customer satisfaction at supermarkets. The research data was collected from 300 customers at MM Mega Market who shopped at the supermarket through a direct survey using a questionnaire. 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 carried out mainly by interviewing experts, but supermarket managers. The purpose of this qualitative study is to consider and evaluate the factors affecting customer satisfaction when shopping.

The influencing factors are: quality of goods, service of staff, facilities, promotions, sky support services and price.

In particular, the factors drawn from the theory to see if the experts consider and evaluate these factors really affect customer satisfaction in supermarkets or not. If the less important factors are quickly found, it is possible to remove and at the same time add the 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: quality of goods, facilities, promotions, support services, staff service, perceived price and customer satisfaction.

### **Research Methods**

1. **Data collection method:** This method helps to provide the necessary information and data to serve the research.
2. **Collecting secondary data:** collecting and researching secondary documents collected from departments, documents from research works, reports, journals, websites, and textbooks.
3. **Primary data collection:** collected, adjusted and aggregated based on polls and surveys on a number of issues related to the company's human resource recruitment.
4. **Observational method:** observing the working process, employees' attitudes towards work and relationships inside and outside the company affecting human resource recruitment.
5. **Interview method:** expand information through interviews with leaders and employees to learn about company culture and individual views on recruitment issues.
6. **Method of survey and investigation by questionnaire:** The graduation thesis used the method of distributing questionnaires to summarize and survey opinions of the labor force working at the branch of Mega Marketing company. Vietnam in Hanoi cities on human resource recruitment.
7. **Statistical method:** statistics of lawsuits related to recruitment of human resources at the company such as: statistics on changes in labor at the company in the period 2015 - 2017, the number of applications that the company has attracted in In recent years, the number of qualified applications and the number of rejected applications, the recruitment costs that the company has to spend in that period.
8. **Analytical methods:** Analyze specific calculated data from gender, age and income.

### **Research results**

After conducting the research, 300 questionnaires were distributed, 300 tables were collected, 287 valid tables were checked, and 13 invalid tables were discarded. The following results:

**Research results by data collection method:** Test the reliability coefficient, service staff, and products with coefficients of 0.836, 0.77, and 0.87, respectively (all greater than 0.6) and correlation coefficients, respectively. The sum of all observed variables is larger than the allowed standard, so they are all satisfactory.

### Statistical research results

#### Statistics of factors

**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 influences customer satisfaction.

**Reliability factor:** Is the factor that receives high customer satisfaction and is also the most influential factor on customer satisfaction.

**For service staff:** Service staff has the second most influence on customer satisfaction.

**For products:** Products have little impact on customer satisfaction because most customers have learned about the product they need to buy.

**For convenience shopping:** Customers tend to have no opinion.

#### Result of customer survey method at Mega supermarket

1. **Regarding gender:** Customers who come to Mega supermarket to buy goods have 65% female customers and 35% male customers.
2. **Regarding age:** The number of customers aged from 26 to 35 years old accounts for the highest percentage (35.6%) and the number of customers over 56 years old accounts for the lowest rate (6.5%).
3. **Occupation:** The sample has the number of customers who are office workers accounted for 21%, students accounted for 15%, state officials accounted for 31% and other professions accounted for 33%.
4. **Regarding the income of customers:** Customers with income from 6 to 9 million accounted for the highest proportion with 58%, the number of customers with income from 20 million or more accounted for the lowest proportion with 4.5%.
5. **Regarding the frequency of going to the supermarket in 1 month:** The number of customers who go to the supermarket 5-6 times a month accounts for the largest proportion with 62%.

#### Analytical results

1. **Analysis of differences by gender:** There is no difference between men and women in assessing the components of customer satisfaction and satisfaction.
2. **Analysis of differences by age:** There is no difference between age groups in assessing the factors constituting satisfaction and the level of customer satisfaction.
3. **Analysis of differences by income:** There is no difference between income groups in assessing the

components of customer satisfaction and satisfaction.

**Research results by observation method:** Through observation, staff's attitude, working process are very professional and polite. The relationships between colleagues are respectful of each other and help each other in their work.

#### Discussion

In general, the research is still limited by the following factors:

1. 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.
2. There may be many factors affecting customer satisfaction about Mega Market that have not been discussed in the research.
3. Errors may occur in the process of taking data from customers.
4. In the future, if there are conditions to develop this research, the following things will be noticed:
5. Increase the survey sample size in the direction of increasing the proportion of surveyed samples compared to the population.
6. Adding a number of other factors that are believed to affect customer satisfaction into the proposed research model during the research process.
7. The implications of the study:
8. For the physical aspect: Enhance general cleaning and decorate public areas more eye-catching, toilets should be clean and have full amenities such as electricity, water, paper towels, soap, and deodorant. Invest in a cool and clean changing room. The stalls are more open and scientifically arranged.
9. For reliability factor: Properly implement promotions. Having a clear plan on holidays and New Year, ensuring a rich source of goods. Invest more in cash registers, arrange more counter staff.
10. **For service staff:** Train staff to have better skills, give exercises on dealing with customer situations. A transparent and clear reward policy for employees who do excellent work. Strictly handle employees with improper and fraudulent attitudes.
11. **For products:** Invest in a rich and fresh source of goods, limiting the case of shortage or damage. Check goods regularly, handle expired or defective goods.
12. **For convenient shopping:** Shorten checkout time, extend operating time to attract more customers.

#### Conclusion and recommendation

##### Conclusion

In today's increasingly fierce and complex competitive environment, customer satisfaction is the decisive factor, the immediate and long-term goal of supermarkets. Therefore, it is very necessary to understand and analyze customer needs and the components of service quality that affect satisfaction.

The objective of the study is to assess the satisfaction of individual customers with the quality of services that supermarkets provide to customers. On that basis, the author gives some suggestions to improve the satisfaction of

individual customers about service quality at Mega Market Vietnam.

The analysis results show that the components of supermarket service quality affecting individual customer satisfaction according to the level of influence from high to low are: sympathy component, responsiveness component, the reliability component, the assurance component, the tangible media component, and the price component.

### Recommendation

After determining the influence of service quality components on individual customer satisfaction at Mega Market. In order to improve customer satisfaction, we have some suggestions to improve the service quality of Mega Market in the near future.

Research results show that empathy component has the greatest influence on individual customer satisfaction. In the service industry, especially the supermarket sector, the service quality of the supermarket is created on the basis of product policies, care policies, and codes of conduct with customers set by the management. Leadership through staff.

In order to have customer satisfaction, the supermarket staff is very important, having a great influence on the business performance and competitiveness of the supermarket. This depends greatly on the service attitude, professional ability, creative dynamism, experience, understanding, soft skills and ethics of the staff.

Have training plans in each department as well as at the unit, as well as register for training classes, professional re-training of the head office or related units to improve professional skills, master product regulations and supermarket policies as well as legal regulations. Organize seminars on products and services as well as customer service skills to help employees and departments learn from each other.

Besides participating in professional training classes, it is also necessary to pay more attention to training soft skills for employees: such as sales skills, communication skills, teamwork skills, negotiation skills... to improve customer service skills. Enhance training courses from outside organizations, besides encouraging employees to hone these skills themselves.

Completing processes and procedures, improving supermarket technology. Completing the process, procedures, any transaction needs its procedure and process. However, if the process is not clear, uncertain, and the procedure is too cumbersome, it will have a negative impact on the customer's perception of the service. This is an important factor for customers to choose and use the service on the basis of bringing customers convenience, speed and ease in transactions.

Promote effective application of information technology system to ensure quick and accurate transaction processing to avoid waiting time for customers.

Actively help customers solve difficult cases encountered in the transaction process with supermarkets, and at the same time assign specific individuals with authority to handle exceptions. Handle customer complaints quickly, timely and satisfactorily with the spirit of market demand in order to improve satisfaction as well as create trust for customers.

In the recruitment work, it is necessary to ensure that the recruited personnel have sufficient professional ability as well as other skills to perform well in each position. The recruitment also needs to comply with the recruitment

standards for each title. There should be a mechanism to attract good employees of other supermarkets or other units to work.

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