



Customer service encounter satisfaction of supershop: A study on Dhaka City

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Abstract

Customers are the king for any business, whether it is manufacturing or service-oriented in nature. In the modern age, an organization focuses on designing the service focusing its current customer. Evaluation of Service Encounter Satisfaction of a customer is essential to develop long-run competitive position over the rivals. This study's main objective is to measure how different service encounters contribute to customer satisfaction based on the super shop of Dhaka city. This study is quantitative. Both primary and secondary data has been used to conduct the study. The study's sample size is 110 customers of Super shop who regularly purchase from Dhaka city. Primary data has been collected through a structured questionnaire which has prepared as per Likert scale 5-point methods. The questionnaire has been designed based on three specific hypotheses. SPSS version 23 has been used to analyze the primary data. In this study, descriptive statistical tools like mean, standard deviation, standard error mean, population, sample. have been used. T-test has been used to test the hypotheses. The study reveals that super stores' customers are not satisfied with the initiative taken by authority on post-service encounters.

Keywords: Customer Satisfaction, Service Encounter, Superstore

Introduction

Nowadays Super Store is a popular concept in Bangladesh, especially in the city and divisional areas. Superstores introduced a whole new window in the shopping of daily necessities. They offered quality products at a stable price in a safe and clean environment to survive and achieve profitability.

In the modern era, a popular place for shopping is supermarkets that are a self-service environment. All the supermarkets want to build a good relationship with their customers and are looking for more costumers. They want to track customer satisfaction in the supermarket surroundings that is very important (Aghaei et al., 2012).



Customer service experience is the sentiment associated with a company's ability to provide positive experiences to their customers. Services range from one-on-one interactions where a support agent resolves a customer issue, to exchanges with the brand on a more public scale. In commerce, customer experience is the product of an interaction between an organization and a customer throughout their relationship (Thompson et al., 2004).

Service encounter is any discrete interaction between the customer and the service provider relevant to a core service offering, including the interaction involving the provision of the core service offering itself. This interaction can occur in 3 stages of getting services. These stages are showing bellow with table;

Table 1. Service Encounter through Service Experience

Pre-Core Service Encounter	Core Service Encounter	Post-Core Service Encounter
<ul style="list-style-type: none"> ➤ Communication ➤ Information Search <ul style="list-style-type: none"> ✓ Access to Competitor Websites ✓ Access to Third-Party Websites ✓ Offline Online Recommendations ➤ Initial Contact <ul style="list-style-type: none"> ✓ Face to Face ✓ Telephone ✓ Internet ➤ Onboarding Activities 	<ul style="list-style-type: none"> ➤ Core Interaction <ul style="list-style-type: none"> ✓ Employees ✓ Other Customers ✓ Technology ➤ Environment 	<ul style="list-style-type: none"> ➤ Service Recovery Efforts ➤ Customer Feedback <ul style="list-style-type: none"> ✓ Post transaction surveys ➤ Reviews ➤ Crowdsourcing for new service Development ➤ Recommendation
Service Experience		

Research Problem

The research on service encounters of superstores is absent in Bangladesh. We have seen a customer benefit from three specific stages of service like pre, during and post shopping stage. Most of the organization focuses on during stages to satisfy customers. The satisfaction at the other stages is much essential than during stages. This study has been conducted focusing on the three stages to know about the satisfaction on the said three stages focusing on supper shop.

Objectives of the study

The main objective of the study is to measure how different service encounter contributes to customer satisfaction. Along with the main objectives, the study will also meet the following supportive objectives:



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- to identify the encounters which will mostly contribute to customer satisfaction.
- to identify the limitations in service encounter to satisfy the customers.
- to suggest the measures which can remove the negative impacts of different encounters.

Literature Review

Service encounter is the face-to-face interactive relation between a service provider and service recipient during service consumption. It is also considered as the core of service marketing, having a considerable impact on service quality control, service delivery systems and customer satisfaction. (Dolen et al., 2002). Service encounter is a period during which a consumer directly interacts with a service. Service encounter is the dyadic interaction between a customer and service provider (Surprenant et al., 1987).

The marketing mix is defined as the controllable variables that an organization can coordinate to satisfy its target market (McCarthy et al., 1987). Because of the distinguishing characteristics of services, it has been suggested that service firms have additional variables beyond the traditional "four P's" that can satisfy target markets (Gronroos, 1984). There are three key players in marketing exchange relationships. These are the company, the customer and the employee. The three players can be depicted as vertices in a triangular framework (currently referred to as the literature as the "triangle model of services marketing," with three possible dyadic links (Kotler, 1994).

Methodology

Nature of the study

This study is mainly quantitative in nature to measure the Customers Service Encounter Satisfaction based on primary data from the customers who deliberately shop from different Super shops.

Study area

The area of the study is Dhaka city. Primary data has been collected from the customers directly through a pre-defined close-ended questionnaire. Here customers mean who frequently shop from different super shops in Dhaka

Population, sample design and size

In this study, the customers who purchase from the super shop are considered as population. Different service providers of the super shop are also



considered as the institutional population. The sample respondent of the study is 110. These sample size has been taken by applying the purposive method and the questionnaire has been distributed randomly.

Data collection method

In this study, both Primary and secondary data have used. Primary data has collected from the respondents through the questionnaire. Secondary data has been collected by studying different articles, journals, newspapers, websites, books.

Questionnaire

A structured questionnaire has developed to conduct the study. The questionnaire has developed as per Rensis Likert 5-point basis. The 5 points are Strongly Satisfied, Satisfied, Neutral, Dissatisfied and Strongly Dissatisfied. These 5 points are converted with numerical values, respectively 5,4,3,2 and 1 for the analysis.

Analysis of the collected data

The collected data has analyzed with SPSS version 23. Descriptive statistics, including mean, standard deviation and standard error mean and one tail t-test, have been done to analyze respondents' perception. Here, the test level is considered as three and the confidence level is considered as 95%.

Hypotheses of the study

The study has conducted basing on the following hypothesis:

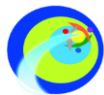
- H₁: There is no significant difference in customer satisfaction in Pre-core Service Encounter stage.
- H₂: There is no significant difference in customer satisfaction during shopping stage.
- H₃: There is no significant difference in customer satisfaction on the Post Service Encounter stage.

Results and Discussions

The analysis of the collected primary data is presenting bellow:

Table 2. Customers satisfaction on the Pre-core Service Encounter
(Descriptive Statistics)

Particulars	N	Mean	Std. Error	SD
Super Shop ensures easy communication process	110	3.71	0.088	0.929
Adequate customer service providers	110	3.64	0.096	1.009
Customers get necessary information in stores	110	3.40	0.076	0.804



Customers get necessary information via phone calls, online	110	3.00	0.107	1.125
Adequate sources to get reliable information	110	3.43	0.291	3.054
Valid N	110			

The above table shows that the mean value of customers perceptions on “*Super Shop ensures easy communication process*” is higher (mean=3.71, SD=0.929) among the five variables where the mean value of customers perceptions on “*Customers get necessary information via phone calls, online*” is lower (mean=3.00, SD=1.125). The table also shows that, the customers’ response for all variables is greater than average value 3.00, indicating that customers are satisfied with Pre-core Service Encounter.

Table 3. Customers satisfaction on the Service Encounter of core stage (Descriptive Statistics)

Particulars	N	Mean	Std. Error	SD
Comfortable and satisfactory Shopping environment	110	4.07	0.074	0.786
Available helpful salespersons for a quick shopping	110	3.55	0.095	1.000
Superstores have adequate technical devices to easy access	110	3.35	0.101	1.063
Quick, easy and transparent billing systems	110	3.45	0.087	0.915
Less time-consuming shopping	110	3.67	0.090	0.949
Hassle free shopping	110	3.71	0.105	1.109
Valid N	110			

The above table shows that the mean value of customers perceptions of “*Comfortable and satisfactory Shopping environment*” is higher (mean=4.07, SD=0.786) among the five variables where the mean value of customers perceptions on “*Superstores have adequate technical devices to easy access*” is lower (mean=3.35, SD=0.101). The table also shows that the customers’ response to all variables is higher than the average value of 3.00, indicating that customers are satisfied with Service Encounter of during shopping or core stage.

Table 4. Customers satisfaction on the Post Service Encounter (Descriptive Statistics)

Particulars	N	Mean	Std. Error	SD
Service recovery efforts	109	3.10	0.070	0.744
Customer feedback systems	110	2.74	0.089	0.942
Customer reviews and recommendations	110	2.54	0.088	0.925
Complaint management Systems	110	2.82	0.085	0.897
Post-Service Interactions	110	2.88	0.076	0.798
Valid N	109			

The above table shows that the mean value of customers' perceptions on “*Adequate service recovery efforts*” is greater (mean=3.10, SD=0.741)



among the five variables where the mean value of customers perceptions on “*Customer reviews and recommendations are appreciated positively*” is

lower (mean=2.54, SD=0.925). The table also shows that, the customers’ response for all variables is lower than average value 3.00 except “*Adequate service recovery efforts*”, indicating that customers are not satisfied with Post Service Encounter.

Table 5. Survey Data

One-Sample Statistics				
Hypotheses	N	Mean	SD	Std. Error Mean
Hypotheses-I	110	3.44	0.778	0.0742
Hypotheses-II	110	3.63	0.671	0.0640
Hypotheses-III	110	2.82	0.606	0.0578

Table 6. One-Sample Test

One-Sample Test						
Hypotheses	t	df	p value	Test Value = 3		
				Mean Difference	95% Confidence Level Lower	Upper
Hypotheses-I	5.955	109	.000	0.44182	.2948	.5889
Hypotheses-II	9.956	109	.000	0.63788	.5109	.7649
Hypotheses-III	-3.113	109	.002	-0.18000	-.2946	-.0654

*p=0.05

The table-5 shows that the mean value of customer satisfaction on “*Super shop’s Pre-core Service Encounter is satisfactory to the customers*” is 3.44 and the SD is 0.778. On the other hand, table 6 shows that t value is 5.955 and the p-value is 0.000. It represents that the hypothesis is accepted that customers are satisfied with the Pre-core Service Encounter of Super shop’s service. It is also noticeable that, the mean value of Customer satisfaction on “*Super shop’s Service Encounter is satisfactory during shopping (core stage) to the customers*” is 3.63 and the SD is 0.671. On the other hand, table 5 shows that t value is 9.956 and the p-value is 0.000. It represents that the hypothesis is accepted: customers are satisfied with the Service Encounter of Super shop’s service during shopping or core stage.

On the other hand, the mean value of Customer satisfaction on “*Super shop’s Post Service Encounter is satisfactory to the customers*” is 2.82 and the SD is 0.606. On the other hand, table 5 shows that t value is -3.113 and the p-value is 0.002. It represents that the hypothesis is rejected. Customers are not satisfied with the Post Service Encounter of Super shop’s service.



Conclusions and Recommendations

Customer's needs are diversified because every customer is unique in terms of tastes, choices and habits. Due to the excessive busy life, the demand for supper shops is increasing day by day. Peoples are becoming dependent on supper shops for daily household shopping. Customers are getting better service and also quality products at reasonable price from this super shop. However, with the quality products and services, the customers also have some implied needs from the supper shop. Like other organization, the supper shop also requires to satisfy its customers. This study has found that the customers of supper shops are satisfied with the service of pre and during shopping stage service but they are not satisfied with the post-stage. The Supper shop authority needs to concentrate on the post-stage needs of customers to hold them as future customers. Otherwise, the growing dependency of customers on the super shop may not be continued. Based on the findings, the researchers suggest the following initiatives to the authorities of supper shops;

- i. Supper shops' authority should focus on creating a long-run relationship with current and future or even lost customers. To build such relations, the authority may focus on Post Service Encounter satisfaction to the customers. The authority should maintain Post-Service interactions satisfactory to the customers for making them, future customers.
- ii. Supper shops' authority needs to ensure feedback from the current customers about products/services. They also can develop complaint management systems which will handle the customers complain about the service.
- iii. Supper shops' authority can accept the customer reviews and recommendations positively. A modern digital mode like facebook, mail, or even websites. can be used for the purpose. Efficient manpower can be appointed to handle customer reviews and recommendations.
- iv. The Superstores need to ensure all types of technical devices at the stores available. This will help customers to protect the risk and hazard of bearing cash.

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