SERVQUAL Model-based Satisfaction Survey of Cha Baidao in Guiyang Nanming District

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Abstract

Consumer satisfaction largely affects the sales of Chao Baidao, and the SERVQUAL model can effectively investigate the gap between consumer expectations and consumer perceptions, so as to know the level of consumer satisfaction with Chao Baidao services, and make corresponding suggestions for improvement.

Keywords

Consumer Satisfaction; Chao Baidao; SERVQUAL Model.

1. The Current Situation of the Market of Cha Baidao in Nanming District, Guiyang

After analysis and inspection, tea hundred road open store operation generally in the high school shopping mall next to various types of transport stations, or residential school next to their common point is the huge flow of people, and because of the high visibility of tea hundred road, the product is more loved by young people. Nanming District is located in the main city of Guiyang, Nanming District is currently operating a total of nineteen Chao Baidao, respectively: Hunter store, Huaguoyuan store, Fortune Plaza store, Hongtong City store, Wenchangge store, the second store, the International Center store, Yauzha Street store, Grand Cross store, Memorial Tower store, Huaguoyuan K store, Yan'an South Road store Wenchangge store, Huaguoyuan Finance Street store, Marble Road store, Qingyun Road store, Huaguoyuan X store, Huaguoyuan V store, Guiyang Huaguoyuan V district store, Guiyang sand ship outlet store. Chao Baidao has a clear market positioning, that is, to do healthy and natural food, its choice of ingredients and each process in the production process have strict control, the product price is reasonable, quality assurance, and has established a good brand image in the market, making itself successfully stand out in the dessert industry. At present, the drinks sold in the store mainly include lemon tea, rui acid bacteria, fruit tea, rice masa potato, milk tea, cold extract tea, which are rich in variety and taste and can meet the needs of most customers.

2. Related Concepts

Consumer satisfaction

Consumer satisfaction is a feeling state of satisfaction or disappointment formed by a person by comparing the perceivable effect (or result) of a product or service with his expectations , which is a function of product or service quality, post-purchase support and customer realization of product value. When the actual consumption effect of the goods reaches the consumer's expectation, the feeling state of satisfaction is created. Otherwise, it leads to consumer dissatisfaction. Consumer satisfaction can also be described as a result of comparing expectations (or expectations) with perceived effects, which is a psychological response rather than a behavior .

SERVQUAL model

SERVQUAL is a tool used to measure the perceived service quality of customers. It does so by testing five dimensions of service quality (1. Reliability: acting as promised; 2. Responsiveness: proactively helping customers; 3. Assurance: inspiring trust; 4. Empathy: treating customers as individuals; 5. Tangibility: representing the service in tangible objects) The test, and then the comparison and analysis of the gap between customer service expectations (how it should be done) and customer service experience (how it is actually done) to measure. And the specific assessment steps are divided into the following two steps: 1. a questionnaire survey of consumers and their scores on the service quality of the brand. 2. calculating the score of service quality.

3. Survey Method and Design

In order to fully integrate the workflow of the beverage industry, as well as to consider the convenience of questionnaire collection, the study mainly adopted an online questionnaire research method, i.e., through online random distribution of questionnaires designed based on the SERVQUAL model. I distributed and collected the questionnaires from March 2022 to May 2022, with a total of 1900 samples distributed and 1820 samples actually collected, 1521 valid questionnaires and 299 invalid questionnaires, with a recovery rate and efficiency rate of 96% and 80%, respectively.

4. Survey Results

4.1. Main Contents of the Questionnaire

From the content of the questionnaire, mainly contains two parts of the content: 1, to understand the needs of consumers, and to investigate the basic information of consumers, such as gender, age group, and usually use the frequency of purchase. 2, to assess the perceived quality of service chosen by consumers, which is also the core part of the questionnaire design, belongs to the main measurement part of the questionnaire. Specifically, including:A1 whether the pricing of Chao Baidao is reasonable, A2 whether there is a rest area in the offline stores, A3 whether the drink making or delivery service is on time, A4 whether the staff can provide timely solutions for customers, B1 whether the waiter provides timely service when ordering, B2 whether the waiter can answer questions for customers in a timely manner, B3 whether the waiter can meet the customer's reasonable requests, B4 in the face of customer complaints, whether the staff provides

Table 1. Statistical analysis table of questionnaires

Group		Frequency	Percentage (%)
Gender	Male	700	46.02%
	Female	821	53.98%
Age	under 18	198	13.02%
	18-24 years old	1050	69.03%
	20-35 years old	164	10.78%
	Over 35	109	7.17%
The frequency of purchasing Cha baidao	drinks 1-2 times/week	380	24.98%
	More than 2 times/week	349	22.95%
	1-2 times/month	457	30.05%
	1-2 times/year	335	22.02%
total		1521	100

Through these data can be found: from the gender point of view, 46.02% of men, 53.98% of women, more women for consumers; from the age group, young consumers under the age of 18-24 years old is the main force of Chao Baidao, a total of 69.03%; from the purchase frequency, 30.05% of respondents buy Cha Baidao drinks 1-2 times a month.

It can be concluded that: firstly, women prefer tea drinks; secondly, the youth group is the main force; thirdly, most consumers will buy Cha Baidao drinks 1-2 times a month, followed by 1-2 times a week.

4.2. SERVQUAL Calculation Results

Based on the data from the questionnaire, I have assigned weights to 20 questions in 5 dimensions: reliability: responsiveness: assurance: empathy: tangibility (3:2:1:1:3).

Table 2. Final Score Summary

First indicators	SQ Enterprise Average Score	Secondary indicators	The difference score of each dimension	total score for each dimension	W weight	Average score of customer perceived service quality in each dimension
Reliability A		Is the pricing of A1 Chao Baidao reasonable?	-8	-252	0.3	-0.36
		Are there rest areas in A2 offline stores?	-158	-112	0.2	-0.11
		A3 Is the beverage preparation or delivery service on time?	-42	-32	0.1	-0.02
		A4 Can employees solve problems for customers in a timely manner	-44	-80	0.1	-0.04
Responsive B	-0.52	Does the waiter provide timely service when ordering B1?	-28	3	0.3	0.004
		Can B2 waiters answer customers' questions in a timely manner	21	-252	0.3	-0.36
		B3) Whether the customer's reasonable requirements can be satisfied by the waiter	-28	-112	0.2	-0.11
		B4 In the face of customer complaints, have employees provided corresponding solutions?	-35	-32	0.1	-0.02
Guaranteed C		Whether the C1 clerk recommends online ordering due to the large number of orders	54	-80	0.1	-0.04
		C2 Does the clerk provide effective countermeasures in the event of an emergency?	-32	3	0.3	0.004
		When C3 is difficult to decide, whether the clerk recommends its featured products for	-24	-252	0.3	-0.36

		you			
		C4 Is the expected waiting time consistent with the actual pick-up time after placing the order?	-30	-112	0.2	-0.11
Empathy D		D1 Whether employees give customer care	-7	-32	0.1	-0.02
		Do D2 employees ask customers about their preferences and recommend products	-22	-80	0.1	-0.04
		D3 Whether employees can understand and provide services that meet the specific needs of customers	-14	3	0.3	0.004
		D4 Are business hours reasonable and convenient	-37	-252	0.3	-0.36
tangibility E		Is there any special equipment in the E1 store?	-26	-112	0.2	-0.11
		Is the outer packaging of the E2 creative?	-16	-32	0.1	-0.02
		Is the E3 menu beautifully crafted and well-designed?	13	-80	0.1	-0.04
		Are E4 employees dressed in a clean, tidy and unique style?	32	3	0.3	0.004

Calculation formula: SQ enterprise average score $=\sum_{j=1}^{5} wj \sum_{i=1}^{R}(P_i - E_i)$=-0.52

Using the SERVQUAL model formula to analyze the data of this survey, I rated the service quality of Cha Baidao, and the result is -0.52. Although the value is not large, but because this survey is using a 7-point scale. Therefore, SQ=-0.52<0 means that there is a big gap between the service quality and the customer's expectation.

Table 3. Ranking table of analysis results

		Reliability	Responsiveness	Assurance	Empathy	Tangibility
Calculation based on SERVQAUL model	Score	-0.36	-0.11	-0.02	-0.04	0.004
	ranking	5	4	2	3	1

According to Table 3, we can see that only the dimension of tangibility is SQ>0, and the other four dimensions of SQ<0, which means that the service quality of Chao Baidao is lower than the customer's expectation in the other four dimensions of service quality, except for tangibility, which will be the short board of the future development of Chao Baidao.

From Table 3 can be derived from the five dimensions of service quality score ranking, where reliability and responsiveness of the SQ are less than 0, and ranked in the bottom one or two of the five dimensions. The lower the ranking, the greater the gap from customer expectations.

1. Reliability satisfaction

Table 3 can be derived from the reliability customer perceived service quality score of -0.36, which ranks last among the five dimensions, indicating the largest gap with customer expectations. Summing up the above data, it can be seen that the following problems may exist in Chao Baidao.

(1) Chao Baidao's pricing online and offline there are certain differences, its online and offline not fully implement a unified price.

(2) Department of offline stores there is no rest area problem.

(3) The staff does not solve problems for customers in a timely manner or there is a problem of unclear division of responsibilities when problems are encountered.

(4) There is a problem of unpunctuality in beverage production or delivery service, but it is impossible to determine the unpunctuality of delivery due to the long production time, so there may be a problem of unpunctuality in beverage production or delivery service.

2. Responsiveness satisfaction

Table 3 shows that the score of responsiveness customer perceived service quality is -0.11, which is the second lowest among the 5 dimensions. In summary, the data can be seen that the following problems may exist in the responsiveness of Chao Baidao.

(1) When customers have questions, the waiter fails to answer them in a timely manner.

(2) In the face of customer complaints, the staff failed to respond in a timely manner and think of a relevant solution.

(3) When the customer has a single demand, the staff can not provide timely service and help.

3. Guaranteed satisfaction

Assurance in the SERVQUAL model measurement score of -0.02, in the five primary indicators ranked second, the higher the ranking, that is, the smaller the gap between customer expectations. In this model measurement results, Chao Baidao in terms of assurance is close to customer expectations, but the results are still negative, indicating that Chao Baidao in this area there is room for improvement and improvement. Problems:

(1) When an unexpected situation occurs, the Chao Baidao store staff may not be able to provide effective countermeasures to solve the customer's problem in a timely manner.

(2) After the customer placed an order, the expected waiting time does not match the actual waiting time, reducing the credibility of the concept of time, which may lead to customer impatience and loss of confidence in the tea hundred road and so on.

4. Empathy satisfaction

In terms of empathy, the SERVQUAL model measurement calculated its score of -0.04, in the five first-class indicators ranked the bottom 3, although the index ranked high, but still a negative number, indicating that the actual care given to customers in the Chao Baidao does not meet the expectations of consumers indicators, thus causing customer dissatisfaction. Store staff did not achieve customer-centric service consciousness. In addition, the tea Momochi store staff did not understand the needs and likes of customers very well, and did not provide services to satisfy customers. Existing problems :

(1) Not enough care given to customers.

(2) Not timely understanding of customer preferences and needs.

4.3. Improvement Strategies and Suggestions

(A) Reliability suggestions and countermeasures.

1. Unify the price of online orders with the price of store orders. If online promotional activities should be held to inform customers that this activity is limited to the use of online reasons, there is no phenomenon of online and offline prices are not uniform, to give customers a real and reliable consumer feeling.

2. In each store, set a certain number of rest areas for the stores with high traffic flow of hard conditions.

3, the staff will be clearly divided into responsibilities, training staff to meet the problem is the responsiveness.

4. Mark the specific initials of the staff making drinks when making drinks to improve the efficiency of making drinks. Therefore, when customer complaints are encountered, the problem can be clarified and solved in time to reduce the rate of customer complaints.

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