Customer Satisfaction on Service Sector: A Literature Review

Mehmet Cabir AKKOYUNLU1,2*, Rumeysa DEĞIRMENCI1, Merve HUSSI1, Coşkun ÖZKAN1

1Yıldız Technical University, Faculty of Mechanical Engineering, Industrial Engineering Department, Istanbul / TÜRKİYE
2Bartın University, Engineering Faculty, Industrial Engineering Department, Bartın / TÜRKİYE

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Abstract

In this study, we examined various article about customer satisfaction on service sector. The study are included 74 articles which published in recent years. These articles were categorized by years, application area and various information related to customer satisfaction and service sector. This study aims to create current a road map on this subject by examined articles about customer satisfaction. Our literature review also provides us to highlight some opportunities for future research. This study is less complex to understand and research customer satisfaction framework.

Keywords: Customer Satisfaction, Service Sector

Hizmet Sektöründe Müşteri Memnuniyeti: Literatür Taraması

Özet

Bu çalışmada hizmet sektöründeki müşteri memnuniyeti ile ilgili çeşitli makaleler incelemiştir. Çalışma, son yıllarda yayınlanan 74 makaleyi içermektedir. Bu makaleler yıllara, uygulama alanlarına ve müşteri memnuniyeti ve hizmet sektörüne ilişkin çeşitli alanlara göre sınıflandırılmıştır. Bu çalışma, müşteri memnuniyeti ile ilgili makaleleri incleyerek bu konuda güncel bir yol haritası oluşturmayı amaçlamaktadır.

Litteratür incelememiz, gelecekteki araştırmalar için bazı fırsatları vurgulamamızı sağlamaktadır. Bu çalışma, müşteri memnuniyeti kavramını anlamak ve araştırmak için daha kolay bir yol haritası sunacaktır.

Anahtar Kelimeler: Müşteri Memnuniyeti, Hizmet Sektörü

1. Introduction

A customer is an individual or business that purchases the goods or services produced by a business. Today customers are generally categorized into two types which are trader and end user. An entrepreneur’s or trader who is a vendor that purchases goods for resale. An end user or ultimate customer who does not resell the things bought but is the actual consumer or an agent. Firms will often compete through sales or services in order to reach large number of customer. Customers are the most important entity of firms and also main source of firms’ success. It is confirmed that firms which cannot comprehend importance or value of customers is not long lived.

On the other hand generally, customer satisfaction is a reaction with difference between expectation before purchasing and sufficiency after purchasing. But it depends on store, store atmosphere, salesperson, price, guaranty and so on, not only shopping. According to performance measurement of firms, goal is the profit came from purchasing or service. If it is thought like that, customer satisfaction must be the most important criterion. In our day, firms can determine what customers want, not determine what they can produce. Gain from customer side is ‘satisfying product/service’ although firm side is ‘more profit’.

Generally speaking service sector, it is the whole of human life all appeal to the moral satisfaction and providing needed service parts. The basis of service sector is human. Economic activities which located in service sector were grouped under 12 headings by World Trade Organization. These activities are; business services, communication services, construction and engineering services, distribution services, educational services, environmental services, financial services, health services, tourism services, entertainment, sporting and cultural services, transportation services and other services.

The aim of the study in the service sector customer satisfaction and customer satisfaction by rendering display of various measurement techniques. In this study, especially articles in 2010 and after viewed. Twenty percent of the studies are proceeding and eighty percent of the studies are journal articles. In most of the studies related to customer satisfaction in marketing sector.

1.1. Customer Satisfaction

Intense competition today, ensuring customer satisfaction and it is possible to increase customer defined. Customer orientation; of customer loyalty and provision of customer satisfaction and continuous improvement, and of course an active requires the management of complaints.

Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by your company have been met. Customer satisfaction is one of the most important factors in ensuring customer loyalty. To raise the level of customer satisfaction is very important to meet the customers' expectations. The increase in customer satisfaction, operating profit more than doubled in growth can bring about.

1.2. Service Sector

The service sector, covering a wide variety of businesses, includes a broad concept which contains a huge range. The types of service businesses can be grouped under the following main headings: Transportation services (air, land, etc.), Communication services (telephone, internet, etc.), Distribution services (cargo, mail, etc.), Public services (defense, municipal services, etc.), Financial services (banks, brokerage houses, etc.), Real estate services (hotels, restaurants, etc.), Media services (TV, radio), health care (hospitals, medical laboratories, etc.), Personal services (hairdressers, etc.), Professional services of experts (lawyers, accountants, etc.), Repair and maintenance services (car repairs, etc.); Educational services (schools, nurseries, etc.).
Today, the service sector is gaining increasing importance in the economic development process. Starting in the second half of the twentieth century, both in developed as well as developing countries, the service sector left behind the industry and agriculture sectors.

2. Analysis for Literature Review

The literature part of the study consists of 80% articles and 20% proceedings approximately. Proceedings are the collection of academic papers published in the context of an academic conference. These conferences were organized in many countries all over the world such as Slovakia, Indonesia, and Malaysia.

In recent years, customer satisfaction has become especially important. The number of articles published between 2010 and 2015 has increased. The figure of classification based on years is given in Figure 1. In addition, in 2015, mostly articles on marketing and the transportation sector were published. The percentages of areas are given in Figure 2 with approximate numbers.

As a result of our reviews about 23 percent of the articles that related to customer satisfaction were written by the Chinese authors. After that, US authors followed by about 11 per cent. Customer satisfaction issues are discussed by the author of many other nations. For example; India, Germany, Korea etc. The Chinese writers have been particularly focused on customer satisfaction and customer expectations in marketing and computer science.

Application area is related to the nationality of authors. Some of the researches which occurs several countries at the same time are multinational. Apart from this, most of the studies are done in Canada and China which is approximately 24 and 19 percent. Customer satisfaction is investigated mostly in service and marketing area especially for China, US and Malaysia. Approximately number of percentages of the nationalities are given in Figure 3 below. In addition the approximate numbers of percentages of application areas are given in Figure 4.

In these studies, authors often prefer structural equation modeling and confirmatory factor analysis. Structural equation modeling (SEM) refers to a diverse set of mathematical models, computer algorithms, and statistical methods that fit networks of constructs to data. SEM includes confirmatory factor analysis, path analysis, partial least squares path analysis, LISREL and latent growth modeling.

3. Literature Review

Walsh and Bartikowski [1] investigated corporate association and behavioral outcomes in German and US. Results of the study show that the impacts of corporate ability associations on satisfaction are superior for U.S. than for German customers.

Hagen and Bron [2] focused on customer needs and expectations on Netherland railways. The aim of this research was to seek the emotional context, such as the customers’ wish and expectations and called ‘moments of truth’. At the end of this research results indicate that not having a place to sit on the train is basic to the overall experience.

Austen et al. [3] analyzed the relationship between buying center members’ individual customer satisfaction and their conjoint buying center satisfaction. The findings revealed that when individual customer satisfaction judgments are negative, they have a stronger impact on the conjoint satisfaction.
Engler et al. [4] interested with online product ratings. This research presented a customer satisfaction model of online product ratings which include the customer's pre-purchase expectations and actual product performance.

Murali et al. [5] estimated the after sale service quality by measuring the level of customer satisfaction, customer retention and customer loyalty with the SERVQUAL analysis.

Sengupta et al. [6] wrote an article about service failure and brand reputation in airline industry. In this paper authors viewed the different coping mechanisms used by customers when they confront some service failure.

Chakraborty and Sengupta [7] worked on network providers in Kolkata. Aim of the study is to improve the customer satisfaction of mobile network providers.

Srivastava and Kaul [8] examined the effect of both convenience and social interaction on customer satisfaction.

Yeo et al. [9] studied on port service quality and customer satisfaction. It was also contributes to management practices because port managers can use the port service quality scale to measure their customers’ satisfaction.

Shin [10] wrote an article about impact of the customer experience on satisfaction with smartphones. The findings showed that the perceived value and customer satisfaction are important variables for the quality and customer loyalty.

Kang and Park [11] studied about review based measurement of customer satisfaction in mobile service. Researchers applied the technique of sentiment analysis by VIKOR.

Jung and Kwon [12] made a research which is related with differences between LTE and 3G service customers. The findings indicate that 3G and LTE subscribers are very different while traditional factors such as call quality, data quality, customer support etc. are still predictive factors of customer satisfaction.

Han and Hyun [13] studied on customer retention and its effects on customer satisfaction in the medical tourism industry.

Saeidi et al. [14] wrote an article which is consider about sustainable competitive advantage, reputation, and customer satisfaction as three possible factor in the relationship between corporate, social responsibility and firm performance. Application area of this study is manufacturing and consumer product firms.

Lim et al. [15] wrote an article considering about Generation Y’s online website satisfaction. This study defined four significant factors influencing the consumer satisfaction on website: usability, credibility, service quality and transaction costs.

Noor et al. [16] had a proceeding about customer satisfaction of service quality as public bus service. This proceeding defines components of satisfaction of public bus service in Malaysia.

M.Zain and Saidu [17] revealed the customers’ acceptance, and identify influencing factors at the satisfaction.

Ihtiyar et al. [18] made researches about service reliability in grocery retailing. Aim of this study is to understand the effect of intercultural ability on reliability that is one of the variables of service quality and customer satisfaction in grocery retail.

Zayareh et al. [19] were interested with internet banking system. This study had validated that construct of eservice quality, with some alteration, can be used to measure e-SQ for internet banking services.

Bandaru et al. [20] considered about customer satisfaction index in automobile companies.

Söderlund and Collander [21] showed three types of rewards in a retail loyalty program context (under-reward, equity reward, and over-reward) and their effect on customer satisfaction.

Claes [22] studied about relationship between market share and customer satisfaction. And also the importance of customer satisfaction and its position within the whole strategy of the firm are argued.

Klementova et al. [23] studied about service quality through customers’ satisfaction. The contribution relates with the measurement and consideration of the service quality. It is performed through the quality criteria for the area of information services and education.

Parobek et al. [24] focused on tracking customer satisfaction on the furniture market.

Agnihotri et al. [25] studied about testing the mediating effects of salesperson information communication behaviors between customer satisfaction and social media usage. Results show that social media plays a significant role in communicating information to customers.

Mathe-Soulek et al. [26] studied about customer satisfaction performance optimization. The aim is with this study basic (taste, temperature, and accuracy), excitement (cleanliness, speed, and ease of understanding) and performance (friendliness) factors were identified for a quick service restaurant context.

Kwon et al. [27] investigated that which objective is the role of social presence with other consumers in influencing consumer
satisfaction evaluations. This research proposes that a mere presence of other shoppers can be effective when the perceived similarity between a customer and others.

Vogus and McClelland [28] studied about patient satisfaction and service quality ratings.

Bauman and Skitka [29] examined why corporate social responsibility may represent an especial opportunity to affect employees’ general effect of their company.

Assaf and Magnini [30] investigated customer satisfaction with measuring hotel efficiency. As a result of the study, satisfaction has a strong linkage with loyalty which in turn decreases the cost of future transactions.

Udo et al. [31] wrote an article about customers’ web service quality perception and showed the e-customer’s expectations and perception of e-service quality.

Steven et al. [32] examined the reasonable influence of market concentration and firm dominance on the service satisfaction performance relationship about US airlines.

Agwu et al. [33] made a study regarding about the correct comment of customer behaviors. In this study, a relationship between customer requirements with product design output has tried to set.

Blut et al. [34] investigated how switching costs influence customer satisfaction. The results show us relational switching costs have the most powerful association with repurchase intentions and relational switching costs reduce the association between satisfactions and repurchase intentions whereas financial switching costs increase it.

Manika et al. [35] identified companies’ social media service failure apologies and fills a gap in the social commerce literature by recognition that due to the open and public nature of social media with this study.

Yu et al. [36] researched with using confirmatory factor analysis the relationships among external integration, internal integration, customer satisfaction, and financial performance in supply chain integration.

Hsiao et al. [37] tried to investigate how environmental characteristics of restaurant location and individual characteristics of customers affected customers’ emotional responses to service attitudes, and how these emotions affected customer satisfaction and stickiness.

Hsiao et al. [38] have tried to integrate customer value perspectives to explore the effective factors in continuity usage of mobile social apps. After the subsequent data analysis, the findings show that the continuance usage of social apps is driven by users’ satisfaction, hedonic motivation to use the apps and tight connection with others.

Chen [39] have tried to explain exploring asymmetric effects of attribute performance on customer satisfaction.

Chang [40] explained impact of service scape on customer behavioral intentions. Study on service employees’ role in the stimulus (service scape), organism (customer emotions), response (behavioral intentions) relationship investigate the effect of service employee performance on customers.

Low et al. [41] made a research for explanation the link between customer satisfaction and price sensitivity in retailing industry in Taiwan. Confirmatory factor analysis and discriminant validity analysis were applied for this investigation.

Aktepe et al. [42] studied about customers in 4 main groups according to loyalty and their level of satisfaction. As a consequence, a customer and criteria grouping method is generated with high performance classification methods.

Aydın et al. [43] wrote an article about a hierarchical customer satisfaction framework to measure rail transit lines’ performances in Istanbul. Statistical analysis, fuzzy analytic hierarchy process, trapezoidal fuzzy sets and Choquet integral are applied in this study to evaluate customer satisfaction levels.

Celik et al. [44] made research about public transport vehicles in Istanbul. According to customer satisfaction survey and statistical analysis satisfaction levels of public transportation customers in Istanbul are evaluated.

Alpu [45] studied about intercity transportation customer satisfaction. High Speed Train (HSTs) are comfortable and technologically modern transportation vehicles that attract both current and potential customers.

Li et al. [46] investigated reliability evaluation of active distribution networks (ADNs) in computer science sector. Its aim is to maximize the operation benefit of ADNs using demand response.

Ren et al. [47] studied about customer experience and satisfaction in tourism sector. The main objective of this study was to determine the dimensionality of customer experience with budget hotels and examine the influencing factors for customer satisfaction.

Subramanian et al. [48] tried to explore innovative service satisfaction in marketing sector. As a result of this study, provided integrating consumer behavior and service operations literature and to verify innovative service satisfaction and customer promotion behavior models.

Gao et al. [49] studied about transaction specific satisfaction on customer loyalty in leisure industry. This study has been applied casinos, hotels, food and beverage (F&B) and shopping in China.

Zhou et al. [50] have made a research about the user generated content in online hotel reviews to provide comparative and benchmarking insights about customer satisfaction.

Siu et al. [51] made a study for post-recovery satisfaction, service failure, customer attribution, corporate social responsibility and customer–company identification in service sector.

Hao et al. [52] studied about the following as customer satisfaction, website evaluation and smart tourism in computer science sector. As a result, different customer sections have different sights on the importance of various evaluation criteria.

Shi et al. [53] aimed to investigate a mediation relationship by targeting that customer satisfaction intervenes between casino service quality and loyalty.

Li et al. [54] had an investigation for customized product development and satisfaction evaluation in marketing.

Yu et al. [55] studied about customer satisfaction in e-commerce.

Jiang et al. [56] studied on effective product design and customer satisfaction in service sector.

Giovanis et al. [57] studied about antecedents of customer loyalty in service sector and the findings validated that perceived service quality aspects, emotional satisfaction and image are key drivers of customer loyalty.

Zhao and Mattila [58] studied about work–family conflict and customer satisfaction in marketing.

Wong and Dioko [59] showed that customer expectations moderate the mediating influence of perceived value while perceived value fully mediates the moderating influence of customer expectations.
Our review shows that a majority of the empirical studies adopt the survey method. However, around eighty percent of articles are empirical. Aim of many empirical studies is to test theories and improve explanatory models. A significant limitation of this study is that our findings are largely subject to the pool of journal articles that meet our selection criteria. We collect empirical studies without incorporating non-empirical ones. Also, conference proceedings are included in our review. Another limitation is that this study primarily focuses on customer satisfaction.

Our literature review also provides us to highlight some opportunities for future research. We believe that our literature review and theoretical framework will contribute to the understandings of this domain and inspire more related research in the future. This study is less complex to understand and research customer satisfaction framework.

References


4. Conclusion

The purpose of this study is to conduct a systematic review of the literature on customer satisfaction on service sector.

As a summary 23 percent of the articles were written by the Chinese authors. Then, American authors followed by about 11 percent. Furthermore, most of the studies are done in Canada and China. Predictably, application area is related to authors’ nationality generally. In addition, mostly, structural equation modelling was used in these articles.


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