

Research on Demand for Service Quality of Shoe Store

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Abstract: *his study aims to explore the customers' satisfaction and importance with the items of service quality, find the items for prior improvement and offer the suggestions. It adopted questionnaire survey and treated shoe store H as the subject. By IPA, it probed into the customers' importance and satisfaction with items of service quality. According to research findings, the items in Zone of Concentrate Here include (1) service personnel can immediately respond to customers' demands and questions, (2) they can immediately provide services needed, (3) they can immediately respond to customers' demands, (4) specific interior facilities, circulation and signs, (5) they can precisely and immediately accomplish the service. They should be immediately improved. It is suggested that the shoe store should specify interior facilities, circulation and signs, upgrade employees' training, reinforce responsive quality, accelerate the responses to customers' demands and questions, immediately offer services needed, immediately respond to the customers' demands and precisely and immediately accomplish the services offered.*

Keywords: *IPA, service quality, Zone of Concentrate Here*

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I. Research Background And Purpose

Since shoe market is successively shared and the competition is severe, the companies should offer high-quality service and recognize the customers' needs in order to attract more customers and obtain high profits. By Importance-Performance Analysis (IPA), this study explores the customers' importance and satisfaction with the items of service quality. According to research findings, it obtains the service items for prior improvement. This study analyzes service quality by responsiveness, tangibles, reliability, empathy and assurance and by IPA, it probes into the difference of the customers' importance and satisfaction with the items of service quality to allow the store to recognize the direction and priority to improve service quality and reinforce the competitiveness. This study aims to explore the customers' satisfaction and importance with the items of service quality, find the items for prior improvement and offer the suggestions. Thus, the service of the store can satisfy the customers' demands.

II. Literature Review

2.1 Service quality

Cronin & Taylor (1992) argued that service quality is a kind of attitude and service cognition directly influences the overall evaluation on service quality. According to Parasuraman et al. (1988), service quality includes five dimensions: (1) reliability; (2) responsiveness; (3) assurance; (4) empathy; (5) tangibles. Haywood-Farmer (1998) classified service quality into three dimensions: (1) device, process and procedure: location, setting of the store, dimension and decoration of the store, communication competence in service process and the services offered; (2) service personnel's behavior: immediateness of service, communication competence with customers, attitude, friendliness, thoughtfulness, intelligence, cleanness, politeness, responses to complaints and problem solving; (3) service personnel's professional judgment: knowledge and skills, diagnosis, honesty, reliability, flexibility and discretion. Gronroos (1984) suggested that service quality is the customers' satisfaction with the services which determines the gap between actual perception and the original expectation. Based on Etzel, et al. (2001), service quality is the key of corporate success and it is measured by the customers according to their expected and perceived services. Juran (1986) classified service quality into internal quality, hardware quality, software quality, immediate response and psychological quality. Based on SERVQUAL proposed by Parasuraman et al. (1988), this study divides the dimensions of service quality into responsiveness, tangibles, reliability, empathy, assurance. Measures of five dimensions of service quality are based on questionnaires of Chung & Chen (2015), Mohsin & Ryan (2005) and Antony et al. (2004) and modified according to the business characteristics of shoe store.

2.2 IPA

Importance-Performance Analysis (IPA) is the analytical method proposed by Martilla and James (1977) and it is applied to examine the performance of automobile industry. Myers (2001) argued that IPA is the analytical technique for the managers to examine the operational improvement opportunities for the companies. IPA is mainly applied to measure the subjects' expectation toward the behavior or statement as well as their actual satisfaction (Magal & Levenbury, 2005). Hansen and Bush (1999) suggested that IPA allows the companies to verify the key factors for prior improvement by quality attributes. IPA first calculates the means of importance and performance in the items of service quality. Axis x represents satisfaction and axis y represents importance. Matrix of IPA is divided into four quadrants A, B, C and D, as shown in Figure 1.

Quadrant A - Zone of Concentrate Here: it is valued by the customers; however, at present, the performance level perceived does not meet the customers' expectation. It should be improved immediately.

Quadrant B - Zone of Keep Up the Good Work: it is valued by the customers and at present, the performance level perceived is positive. It is main competitive advantage.

Quadrant C - Zone of Low Priority: It is not valued by the customers and at present, the performance level perceived is negative. It is the secondary disadvantage of the company.

Quadrant D - Zone of Possible Overkill: it is not valued by the customers. However, at present, performance level perceived by the consumers is high. The resource can be used on the aspect for urgent improvement.

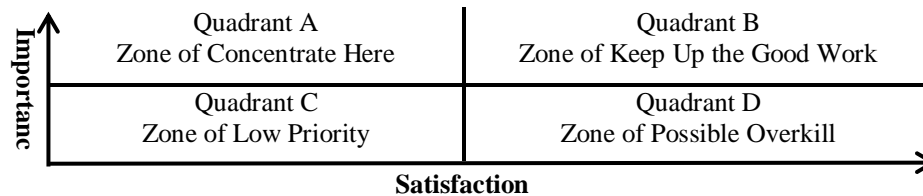


Figure 1 IPA matrix

III. Research Method

3.1 Questionnaire collection and data analysis

According to SERVQUAL proposed by Parasuraman et al. (1988), this study divides dimensions of service quality into responsiveness, tangibles, reliability, empathy and assurance. Measures of five dimensions of service quality are based on questionnaires of Chung & Chen (2015), Mohsin & Ryan (2005) and Antony et al. (2004) and modified according to business characteristics of shoe store. Questionnaires are measured by Likert 5-point scale. Measures of service quality include (1) responsiveness; (2) tangibles; (3) reliability; (4) empathy; (5) assurance. In this study, questionnaires were distributed from October to November 2020. The subjects of questionnaire were the customers of shoe store H. It retrieved 79 valid questionnaires. Data statistical analysis method used in this study was IPA.

3.2 Analytical method

By IPA, this study explored the consumers' importance and satisfaction with service items provided by shoe store H to recognize the items for prior improvement in order to reinforce service quality of the store. IPA matrix is divided into four quadrants, including Zone of Concentrate Here, Zone of Keep Up the Good Work, Zone of Low Priority and Zone of Possible Overkill. This study classified service quality into five dimensions: responsiveness, tangibles, reliability, empathy and assurance. The questionnaire was developed according to literature review and the scholars' theories and related literatures. Thus, it met content validity. Nunnally (1978) argued that in exploratory research, reliability at least 0.7 is acceptable. Reliability of variables in this study are at least 0.7 (see Table 1) and thus the reliability is positive. As to satisfaction and importance analysis of service quality items, the measurement is based on a Likert 5-point scale. Importance and satisfaction analysis of service quality is shown in Table 2.

3.3 Measurement of variables

Based on literature review and business characteristics, this study classified service quality by responsiveness, tangibles, reliability, empathy and assurance. Scoring is based on

Likert 5-point scale and according to the subjects' responses selected. The items are shown below:

(1) Responsiveness: (1) service personnel can immediately respond to customers' demands and questions (item 1); (2) they can immediately provide services needed (item 2); (3) they immediately respond to customers' demands (item 3).

(2) Tangibles: (1) bright and clean facilities and appearance (item 4); (2) tidy costume and appearance

(item 5); (3) comfortable seats with spacious view (item 6); (4) decoration of the store is pleasant (item 7); (5) specific interior facilities, circulation and signs (item 8).

(3) Reliability: (1) the bills after shopping are correct (item 9); (2) they can offer the correct sizes for customers (item 10); (3) they can precisely and immediately accomplish the service (item 11); (4) they actively concern about and serves individual customers (item 12).

(4) Empathy: (1) they make efforts to solve the customers' problems (item 13); (2) they can recognize the customers' needs and offer proper services (item 14); (3) they treat the customers' benefits as the priority (item 15); (4) they solve the customers' problems friendly (item 16).

(5) Assurance: (1) service personnel offer responsible services (item 17); (2) they can respond to customers' questions with sufficient professional knowledge (item 18); (3) service personnel provide various products and services with consistent quality by professional skills and competence (item 19); (4) service personnel maintain certain degree of service quality (item 20).

IV. Research Results

Nunnally (1978) argued that in exploratory research, reliability at least 0.7 is acceptable. Reliability of variables in this study are at least 0.7, as shown in Table 1. As to the analysis of attributes of service quality, the measurement is based on a Likert 5-point scale. Regarding importance, 1 denotes "highly unimportant" and 5 denotes "highly important"; as to satisfaction, 1 means "Very dissatisfied" and 5 means "Very Satisfied". It obtains the means of the attributes of service quality, as shown in Table 2.

Table 1 Cronbach's α of reliability

| Dimensions | Item | Cronbach's α | |
|----------------|-------------|---------------------|--------------|
| | | Importance | Satisfaction |
| Responsiveness | 1,2,3 | 0.791 | 0.830 |
| Tangibles | 4,5,6,7,8 | 0.818 | 0.805 |
| Reliability | 9,10,11,12 | 0.824 | 0.797 |
| Empathy | 13,14,15,16 | 0.856 | 0.838 |
| Assurance | 17,18,19,20 | 0.833 | 0.845 |

Table 2 Importance and satisfaction analysis of service

| Dimensions | Item | Importance | Satisfaction |
|-----------------|------|------------|--------------|
| | | Average | Average |
| Responsiveness | 1 | 4.203 | 3.886 |
| | 2 | 4.177 | 3.684 |
| | 3 | 4.165 | 3.785 |
| Tangibles | 4 | 4.101 | 3.759 |
| | 5 | 4.114 | 3.899 |
| | 6 | 4.076 | 3.810 |
| | 7 | 4.063 | 3.696 |
| | 8 | 4.177 | 3.671 |
| Reliability | 9 | 4.316 | 4.127 |
| | 10 | 4.253 | 4.139 |
| | 11 | 4.253 | 3.785 |
| | 12 | 4.127 | 4.063 |
| Empathy Empathy | 13 | 4.025 | 3.899 |
| | 14 | 4.063 | 3.975 |
| | 15 | 4.291 | 3.987 |
| | 16 | 4.063 | 3.975 |
| Assurance | 17 | 4.089 | 3.962 |
| | 18 | 4.203 | 3.924 |
| | 19 | 4.278 | 3.975 |
| | 20 | 4.241 | 3.962 |
| Average | | 4.164 | 3.898 |

According to research findings, the items in Zone of Keep Up the Good Work (items 9,10, 15, 19,19,20) are important for the customers with high performance level. They are competitive advantages and should keep up the good work of service. Items in Zone of Possible Overkill (items 5,12,13,14,16 and 17) are not important for the customers. However, they are overworked. Thus, it is a waste of unnecessary resources and cost. Items in Zone of Low Priority (items 4,6 and 7) include "bright and clean facilities and appearance", "comfortable seats with spacious view" and "decoration of the store is pleasant". These items are less important for the customers with low performance level. They are at low priority. Items of Zone of Concentrate Here (items 1,2,3,8 and 11) include "service personnel can immediately respond to customers' demands and questions", "they can immediately provide services needed", "they immediately respond to customers' demands", "specific interior facilities, circulation and signs" and "they can precisely and immediately accomplish the service". These items

are important for the customers, in comparison to other items. However, service quality offered by the store cannot satisfy them. These are the aspects for immediate improvement.

V. Conclusion

This study explored the customers' importance and satisfaction with service quality of shoe store H. It adopted questionnaire survey and treated shoe store H as the subject. By IPA, it probed into the customers' importance and satisfaction with items of service quality. According to research findings, the items in Zone of Concentrate Here include (1) service personnel can immediately respond to customers' demands and questions, (2) they can immediately provide services needed, (3) they can immediately respond to customers' demands, (4) specific interior facilities, circulation and signs, (5) they can precisely and immediately accomplish the service. These items are more important, in comparison to other service items. However, service quality provided by the shoe store could not satisfy the customers. They should be immediately improved. It is suggested that the shoe store should specify interior facilities, circulation and signs, upgrade employees' training, reinforce responsive quality, accelerate the responses to customers' demands and questions, immediately offer services needed, immediately respond to the customers' demands and precisely and immediately accomplish the services offered.

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