

# Factors Affecting Customer Satisfaction in Beijing RT Chain Supermarkets

Jichu Li<sup>1</sup>, Somjai Akramanee<sup>2</sup>  
<sup>1,2</sup>*Suan Sunandha Rajabhat University*  
*Email: 1446038768@qq.com*

## ABSTRACT

This study delves into evaluating customer satisfaction in Chinese chain supermarkets, focusing on Beijing's RT Supermarket. It aims to create specialized measurement scales and analysis models for this industry, examining factors like corporate image, product and service quality, perceived value, and their impact on customer satisfaction. The goal is to aid supermarket competitiveness amidst COVID-19 challenges and intense market competition, ultimately contributing to China's retail industry development.

**Keywords:** Chain Supermarket; Corporate image; Perceived value; Customer satisfaction

### 1.1 Background

In 2021, China's retail industry saw substantial growth, with chain supermarkets leading the way. Despite challenges like rising costs and evolving consumer trends due to factors like e-commerce, these supermarkets remain crucial due to their convenience, affordability, and quality offerings. Understanding customer satisfaction within this landscape, especially focusing on X Supermarket, is key to driving innovation and competitiveness in China's chain supermarket sector.

### 1.2 Research objective

To study the influencing factors of Beijing RT Chain Supermarket Customer satisfaction.

### 1.3 Research hypothesis

- H1: Corporate image has a significant positive impact on Customer satisfaction.
- H2: Product quality habits have a significant positive impact on Customer satisfaction.
- H3: Service quality has a significant positive impact on Customer satisfaction.
- H4: Perceived value has a significant positive impact on Customer satisfaction.

### 1.4 Scope of research

#### Scope of Content

This study employs a quantitative research method and focuses on investigating the factors influencing Customer satisfaction at Beijing RT Chain Supermarket.

#### Scope of Population

The study involves a population of 37,800 residents from Xueqing Yuan Community in Beijing, China (Census, 2023).

### **Scope of Variable**

The variables under consideration within this research are corporate image, Product quality, Service quality, and Perceived value. The dependent variable being examined is Consumer behavior.

### **1.5 Research significance**

#### **(1) Theoretical Significance:**

This study delves into customer satisfaction within chain supermarkets, applying established theories to analyze the industry. It not only expands understanding in this area but also crafts a tailored satisfaction measurement system specific to Beijing's X supermarket. This framework can guide evaluating customer satisfaction in similar chain stores.

#### **(2) Practical Significance:**

The survey data from this study helps Beijing's X supermarket grasp customer opinions, shape better strategies for satisfaction, and increase profits. Its insights benefit similar chain stores, tackling market changes and retaining customers. By enhancing satisfaction, it builds a valuable asset, boosting brand growth and ensuring long-term success.

### **1.6 Definition of variable meaning**

#### **RT Chain Supermarket**

RT, founded in 1998, is a membership-based chain of large-scale supermarkets in China, known for its comprehensive services. With nearly 500 stores across five major regions, it serves over 230 cities, employing over ten thousand people and catering to five million customers daily. Gaoxin Retail Corporation, established in 2011, owns the "RT" and "Auchan" brands and went public in Hong Kong in 2011 (Gaoxin Retail 6808.HK).

#### **Corporate Image**

Corporate image refers to the impression and evaluation of the overall enterprise by the general public and enterprise employees (Liu J.M., & Wang T.X., 1993).

#### **Product Quality**

Product quality refers to the sum of characteristics and features that meet specified and potential needs of a product (Wang X.W., 2012).

#### **Service Quality**

Service quality refers to the sum of characteristics and features that enable a service to meet specified and potential needs. It measures the degree to which service work can meet the needs of the service recipients (Wang X.W., 2012).

#### **Perceived Value**

Perceived value is the overall evaluation of the utility of a product or service by customers, considering the benefits they can perceive and the costs they incur when obtaining the product or service (Yang X.Y., & Zhou Y.J., 2006).

#### **Customer Satisfaction**

Customer satisfaction refers to the degree to which customers feel that their explicit, implicit, or obligatory needs or expectations have been met (Lu X.W., 2013).

## Concept Framework

The details are as follows:

Independent variable:

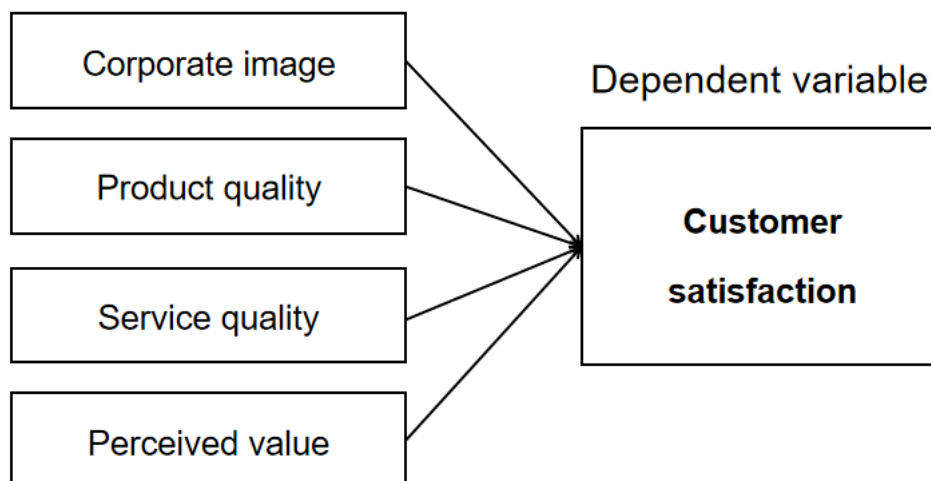


Figure 2.6 Conceptual Framework

## 2.1 Population and samples

### Population

Xueqing Yuan Community 37800 residents in Beijing, China (Census, 2023).

### Samples

The survey sample was Xueqing Yuan Community 396 residents of Beijing, China. The researchers used a simple sampling method to conduct random sampling, and the sample size was determined according to the Taro Yamane formula (Yamane, 1973). The confidence level was 95%. The tolerance of the sample is at the level of 0.05

### Sampling method

The researchers used the Taro Yamane formula to calculate the simple random sampling, and the number of samples was 396.

### Research tools

#### Testing

The reliability of the questionnaire was verified on the recommendation of the study to determine the validity of each question using the coefficient Cronbach's  $\alpha$  (Kanlaya Vanichbuncha, 2015). If its value is 0.70, the reliability is considered acceptable and the questionnaire can be used in a formal survey.

#### Collection of data

In this study, we conducted a questionnaire survey and an online survey of Xueqing Yuan Community 396 residents in Beijing, China. Xueqing Yuan Community 37800 residents in Beijing, China were used as the final sample number. The empirical study was conducted based on the study objectives and research assumptions, which will be elaborated in chapters 4 and 5.

### **Data analysis**

This study used data statistics software to analyze and study the collected questionnaire data, whose analysis module involves reliability analysis, descriptive statistical analysis, S.D. value, correlation analysis and regression analysis.

#### **Descriptive statistical analysis**

Statistical software of descriptive statistical analysis module is mainly for the demographic characteristics focus on gender, age, income, occupation, visit frequency of different layered number and total percentage of specific description, at the same time also for some ask the mean and standard deviation to make some calculation, in order to present the fluctuation of the data.

#### **Reliability analysis**

The study used statistical software to analyze questionnaire reliability. The Cronbach's alpha values, indicating reliability, were assessed. A value nearing 1 signifies higher reliability; generally, above 0.6 meets experimental needs. Corporate image, product quality, service quality, and perceived value were evaluated using this measure.

#### **Multiple regression analysis**

Regression analysis delves into how independent variables influence the dependent variable. Here, Customer Satisfaction is the dependent variable. This analysis helps uncover how the other four independent variables impact Customer Satisfaction, offering insights into their relationships within the specified context.

## **CONCLUSIONS**

### **Summarizes of research results**

#### **Summary the results of the reliability test of the questionnaire**

The results of reliability tests in this study indicated that the reliability values were between 0.757 and 0.825. Total value was 0.814. From each independent variable, it can be seen that the highest reliability is corporate image (0.825), followed by Product quality (0.791) and the lowest perceived value (0.752).

#### **Summary the results of the demographic characteristics**

**Gender:** Nearly balanced between males (49.24%) and females (50.76%).

**Age:** Majority aged 31-40 (34.60%), followed by 41-50 (29.04%), smallest below 20 (6.57%).

**Income:** Most earn 5001-10000 yuan monthly (47.73%), followed by 3001-5000 yuan (36.87%), few under 3000 yuan (4.55%).

**Occupation:** Predominantly self-employed (51.77%), followed by private and foreign company employees (27.27%), "Other" least common (2.27%).

**Patronage Frequency:** Mainly once a month (31.82%), followed by once every 3 months (25.00%) and once a week (23.48%), least common is once a year (2.78%).

#### **Discuss the results**

The results showed that the influencing factors of Beijing RT Chain Supermarkets Customer satisfaction, Adjusted  $R^2=66.7\%$ . Including the following aspects, the factors affecting Customer satisfaction were corporate image (Beta = 0.139), Product quality (Beta = 0.206), Service quality (Beta = 0.238), and perceived value (Beta = 0.210). I will

## Research Suggestions

### Improvement countermeasures based on corporate image analysis

X Supermarket should form a dedicated brand management team, hiring experts to craft a professional and appealing brand image. Understanding local customer preferences is key, using diverse media channels like billboards, radio, and social platforms (TikTok, Kuaishou) to connect with different age groups. Creating enticing content and cultivating a 'must-visit' status post-dinner will establish X Supermarket as a local favorite.

## REFERENCES

- Adnyana, I. M., & Primasari, A. H. (2020). Analysis of the Effect of Service Quality on Customer Loyalty in Mediation by Customer Satisfaction at Loka Supermarket Cibubur. *International Journal of Science and Society*, 2(4), 147-158.
- Cardozo, R. N. (1965). An Experimental Study of Consumer Effort, Expectation, and Satisfaction. *Journal of Marketing Research*, 2, 244-249.
- Cha, J., & Kim, Y. (2021). An empirical study of the impact of service convenience on customer satisfaction in online shopping. *Management Science*, (01), 50-58.
- Chesula, O. W., Kiriinya, S. N., & Rintari, A. (2021). Effect of Relationship Marketing Concept of Reciprocity on Customer Satisfaction among Foreign Owned Supermarkets in Kenya: A Case Study of Carrefour Supermarket. *International Journal of Research and Scholarly Communication*, 4(2).
- Cui, D. D., Xi, J. J., & Zhou, L. Y. (2021). An Empirical Study on the Factors Affecting Supermarket Customer Satisfaction. *Science and Technology Economic Guide*, (13), 14-16.
- Dilizire Wumai'er. (2019). Research on Customer Satisfaction in Carrefour Supermarkets in Urumqi (Master's thesis). Xinjiang University.
- Fu, Y. Y. (2021). Analysis of the Interaction between Impulse Buying, Expectation Disconfirmation, and Customer Satisfaction. *Business Economic Research*, (14), 71-74.
- Gao, X., & Jia, L. T. (2019). An Empirical Study on Cross-border E-commerce Customer Satisfaction Based on ECSI. *Shandong Social Sciences*, (05), 149-154.
- He, S. Y. (2019). Research on Customer Satisfaction of Cold Chain Logistics Enterprises Based on Structural Equation Model. *Social Scientist*, (06), 31-37.
- Howard, J. A., & Sheth, J. N. (1969). *The Theory of Buyer Behavior*[M]. New York: John Wiley & Sons.
- Lessig, V. P. (1973). Consumer Store Images and Store Loyalties. *Journal of Marketing*, 37(4), 72-74.
- Lindquist, J. D. (1974). Meaning of Image. *Journal of Retailing*, 50(4), 29-38.
- Lü, Y., & Xu, X. A. (2019). The Impact of Store Image on Customer Satisfaction and Loyalty in Large Supermarkets: A Case Study of Lanzhou City, Gansu Province, China. *Gansu Science and Technology*, 35(11), 36-40.
- Miao, X. M., Chen, Y. T., & Mi, C. M. (2019). Research on Customer Satisfaction of Tangshan Hot Springs Based on ISM and Online Reviews. *Chinese Journal of Management Science*, 27(07), 186-194.
- Oliver, R. L. (1981). *Measurement and Evaluation of Satisfaction Process on Retail Settings*.

- Journal of Retailing, 57(3), 25-48.
- Peng, Y. J., & Hao, M. L. (2018). The Impact of Customer Participation in Service Innovation on Customer Satisfaction in the Retail Industry. *Business Economic Research*, (15), 33-36.
- Shi, R. Y., Xu, S. C., & Wang, Y. Y. (2015). Research on Corporate Image and Perceived Value of Baking Products. *Social Scientist*, (08), 38-47.
- Slack, N., Singh, G., & Sharma, S. (2020a). The Effect of Supermarket Service Quality Dimensions and Customer Satisfaction on Customer Loyalty and Disloyalty Dimensions. *International Journal of Quality and Service Sciences*.
- Slack, N., Singh, G., & Sharma, S. (2020b). Impact of Perceived Value on the Satisfaction of Supermarket Customers: Developing Country Perspective. *International Journal of Retail & Distribution Management*.
- Su, H. M., Wang, C., Gao, M., & Liu, J. H. (2021). A Study on Customer Satisfaction of Organic Dairy Products Based on the ACSI Model. *Journal of Inner Mongolia University of Technology (Natural Science Edition)*, 40(04), 308-314.
- Terblanche, N. S. (2018). Revisiting the Supermarket In-store Customer Shopping Experience. *Journal of Retailing and Consumer Services*, 40, 48-59.
- Wang, F. L., & Xie, R. J. (2017). Construction of Customer Satisfaction Utility Decision Model. *Statistics and Decision*, (05), 59-63.
- Wang, M. Z., & Yao, J. M. (2019). Research on the Optimization of Unmanned Retail Terminal Configuration Based on Multidimensional Satisfaction of Customers. *Journal of Management*, 16(01), 133-141.
- Wang, Y. (2021). An Empirical Study on the Factors Influencing Customer Satisfaction in Fresh E-commerce. *Business Exhibition Economy*, (03), 38-40.
- Wang, Y. W., Zheng, Z. H., & Wu, J. Y. (2014). A Study on the Impact of Corporate Image and Service Quality on Perceived Value, Customer Satisfaction, and Customer Behavioral Intentions: A Case Study of Tai Lung Handmade Museum. *Service Industries Management Review*, (1), 18-24.
- Xiang, J. C., & Li, B. Y. (2021). Research on the Factors Affecting Customer Satisfaction in Fresh Supermarkets Under the New Retail Model. *Times Economics and Trade*, 18(12), 14-21.
- Xie, F., Peng, K., Wang, J., Tang, Q., Qing, S., & Wang, X. A. (2020). Analysis and Improvement of Supermarket Checkout Systems Based on Queuing Theory. *Industrial Engineering*, (02), 142-149.
- Yang, X. P. (2020). The Impact of Service Convenience on Customer Satisfaction. *Market Weekly*, 33(11), 72-74+146.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality and Value A Means-end Model and Synthesis of Evidence. *Journal of Marketing*, 52(July), 2-22.
- Zhao, F. (2021). The Mechanism of Participatory Marketing Driving the Enhancement of Customer Satisfaction: An Analysis Based on the SWOT Theory. *Business Economic Research*, (01), 60-64.
- Zhao, L. (2022). A Study on Consumer Satisfaction in Unmanned Supermarkets in the Context of New Retail: A Questionnaire Survey of Consumers in Some Cities Across the Country. *China Market*, (03), 138-139.
- Zheng, Z. H., & Wu, J. Y. (2014). A Study on the Impact