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Assessment of the Elements Influencing Customer Satisfaction: The Insight Obtained from Vietnamese Mobile Stores

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A B S T R A C T

Despite the rise of e-commerce, traditional fashion retailers remain essential for developing effective customer service strategies, attracting new customers, and enhancing consumer satisfaction. However, the factors that contribute to tourist satisfaction with mobile retailers are not well understood. This study utilized a survey approach, collecting data from 640 questionnaires, resulting in 620 valid responses, to examine the impact of modified SERVQUAL dimensions on customer satisfaction specifically within Vietnamese mobile retail businesses. The results indicated that seven dimensions significantly influence customer satisfaction: product quality, product display, staff attitude, convenience, price, store location, and service quality. Each of these factors plays a critical role in shaping the customer experience. Additionally, this research provides unique empirical insights relevant to the Vietnamese context, differentiating it from studies conducted in other regions. The findings enhance the theoretical understanding of how these dimensions affect customer satisfaction in Vietnamese mobile retailers, emphasizing the need for retailers to focus on these areas to improve overall consumer satisfaction and loyalty in a competitive market.

Keywords: Customer Satisfaction, SERVQUAL, Mobile stores, Vietnam

1. Introduction

In the context of Vietnam's rapidly growing economy, the retail industry, especially electronics retail, has become one of the most competitive fields. With the emergence of many strong domestic and international competitors, electronics retail businesses not only compete on price and products but also have to invest heavily in-service quality to attract and retain customers. Service quality is not only a factor contributing to the differentiation in the market but also one of the main factors influencing purchasing decisions and customer loyalty.

The Vietnamese mobile retail market has experienced significant evolution and growth in recent years, fueled by the rapid adoption of smartphones and increasing consumer demand for mobile technology. With a population exceeding 98 million, Vietnam presents a vast market potential, particularly among young, tech-savvy consumers. The proliferation of mobile internet access and social media usage has further driven this trend, prompting retailers to adapt their strategies to meet changing consumer behaviors. The market is characterized by a mix of traditional retail outlets, online platforms, and a growing number of specialized mobile retailers. Major players include both local and international brands, with companies like Viettel, FPT Shop, and Thegioididong dominating the landscape. These retailers offer a wide array of products, ranging from budget smartphones to high-end models, catering to diverse consumer preferences and budgets. The competitive environment has led to frequent promotions and price cuts, making mobile devices more accessible to a broader audience. Online shopping has gained significant traction, particularly in the wake of the COVID-19 pandemic, which accelerated digital transformation across various sectors. E-commerce platforms and social media channels have become vital for reaching consumers, allowing retailers to engage directly with their audience and streamline the purchasing process. Moreover, the Vietnamese government has implemented policies to support the growth of the digital economy, further enhancing the market's potential. As mobile technology continues to evolve, retailers are increasingly focusing on providing value-added services, such as after-sales support and financing options, to differentiate themselves in a crowded market.

Understanding the elements influencing customer satisfaction is crucial in today's competitive market, particularly in the context of the Vietnamese mobile retail sector. As the market rapidly evolves, driven by technological advancements and changing consumer behaviors, retailers must identify the key factors that contribute to customer satisfaction to enhance their offerings and retain loyal customers. Research in this area is motivated by the need to explore how aspects such as product quality, pricing, customer service, and user experience impact consumer perceptions and purchasing decisions. Additionally, with the rise of e-commerce and mobile shopping, it is essential to examine how digital interactions and online engagement affect customer satisfaction levels. By investigating these elements, businesses can develop targeted strategies that not only meet but exceed customer expectations, fostering long-term relationships and driving sales growth. Furthermore, insights gained from this research can guide retailers in adapting to market trends and consumer preferences, ultimately leading to a more sustainable business model. In a landscape where customer loyalty is paramount, understanding the drivers of satisfaction will empower mobile retailers to create exceptional experiences, ensuring they remain competitive and relevant in the dynamic Vietnamese market.

2. Literature review

Customer Satisfaction

Philip Kotler (2001) defines customer satisfaction as "the feeling of pleasure or disappointment of the customer when comparing the actual results obtained from consuming a product with their expectations." While this definition employs abstract concepts such as pleasure and disappointment, it is not ambiguous. In fact, Kotler's model of customer satisfaction closely resembles that of Richard L. Oliver, wherein customer satisfaction is defined by the formula: Customer Satisfaction = f (perceived actual results, buyer expectations). Customer expectations play a central role in this process and are understood as the beliefs of customers regarding the outcomes a product or service will deliver, based on their personal experiences and perceptions. These expectations are not arbitrary; they are formed from various sources. Firstly, previous experiences with a product or service establish a benchmark for comparison and evaluation. If actual results align with or exceed expectations, customers will feel satisfied. Conversely, if actual results fall short of expectations, disappointment will ensue. Additionally, customer expectations are influenced by external factors, such as recommendations from friends, family, or peers (word of mouth). These endorsements are often regarded as reliable and can raise or lower customer expectations. Furthermore, reviews or comments from other consumers, posted on online platforms or media, significantly shape buyer expectations.

The influence of competitors cannot be overlooked; the information they provide about their products or services can alter customer perceptions regarding what to expect from similar offerings. Finally, the promises made by marketers in advertising and promotional campaigns also play a crucial role in shaping customer expectations. If commitments regarding quality, effectiveness, or product features are not fulfilled, dissatisfaction may result; conversely, if these promises are met, it can lead to higher levels of satisfaction. Richard L. Oliver (1997) describes customer satisfaction as a natural response of consumers when their needs or expectations are met. This is similar to Philip Kotler's definition, as both consider customer satisfaction a result of the consumption experience. A commonality in these theories is that customer satisfaction depends on actual experiences. As experiences change, satisfaction levels may also fluctuate accordingly. This underscores that satisfaction is not a static state and can be influenced by various factors, particularly in highly competitive industries where businesses continuously strive to enhance customer experiences. Therefore, maintaining and improving customer satisfaction requires an ongoing and long-term process.

According to Oliver, customers establish their expectations prior to making a purchase and subsequently seek information to evaluate and compare alternatives. Factors such as website content, product reviews, and feedback from other customers play a significant role in shaping expectations. Once customers decide to purchase a product or service, they begin to compare their actual experiences with their initial expectations. This is a critical phase where marketing strategies and customer experience can make a difference, especially for high-value or low-value products where customer risk acceptance varies. In his book "Marketing Metrics," Paul Farris defines customer satisfaction as the percentage of customers who have had experiences that exceed the defined expectations in company reports. This definition has been endorsed by the Marketing Accountability Standards Board (MASB) and is widely used. Farris emphasizes that customer satisfaction is not merely an abstract concept but can be measured using specific metrics. He also posits that businesses can set specific goals for customer satisfaction and subsequently adjust and improvements to products or services to meet these objectives. This indicates that customer satisfaction is not only an outcome but also an important metric reflecting purchase intentions and consumer loyalty.

Elements Influencing Customer Satisfaction

Customer satisfaction is a complex concept influenced by various factors, extending beyond service quality to include aspects such as pricing, the relationship with service providers, and the alignment between expectations and actual experiences. Service quality is a primary factor affecting customer satisfaction. According to the research by Parasuraman, Zeithaml, and Berry (1988), service quality encompasses elements such as reliability, accuracy, and responsiveness. When services meet customer expectations regarding these factors, customer satisfaction tends to be higher. Zeithaml, Bitner, and Gremler (2006) also emphasize that service quality includes not only tangible factors but also intangible elements, such as staff attitudes and behaviors, which significantly impact customer perceptions. Pricing is another crucial factor that cannot be overlooked. Monroe (1990) suggests that customer satisfaction often depends on the comparison between the perceived value of the service and the price paid. If customers feel that the pricing is commensurate with the value received, their satisfaction will improve. Conversely, if they perceive the price to be too high relative to the quality of service, this may result in dissatisfaction.

The relationship between customers and service providers also plays a vital role in fostering satisfaction. Grönroos (1990) posits that a positive relationship built on trust and effective communication can enhance customer satisfaction. Timely attention, support, and the ability to resolve customer issues are essential for maintaining a good relationship and, consequently, increasing satisfaction. Another significant factor is the alignment between expectations and reality. Oliver (1993) argues that customer satisfaction is contingent upon the comparison between their expectations and the actual service received. When a service exceeds customer expectations, satisfaction is likely to be high. Conversely, if the service fails to meet expectations, customers will feel dissatisfied. Lastly, customers' prior experiences with a service and the environment in which the service is provided also significantly affect satisfaction. Bitner (1992) highlights that environmental factors, including facilities and service ambiance, can influence how customers perceive the service, thereby affecting their overall satisfaction. These factors do not operate in isolation; rather, they often interact with one another, collectively influencing overall customer satisfaction. Therefore, understanding each factor and its impact on satisfaction is crucial for service managers to implement effective improvement strategies.

In the process of researching customer satisfaction and the factors influencing it, numerous studies have been conducted that provide useful theoretical frameworks and analytical models. A comprehensive review of related research not only clarifies core theoretical issues but also lays the groundwork for

establishing appropriate research methodologies. One foundational work in this field is the study by Parasuraman, Zeithaml, and Berry (1988), in which they introduced the SERVQUAL model. This model was developed to measure service quality based on five key dimensions: reliability, responsiveness, assurance, empathy, and tangibles. SERVQUAL has been widely used across various industries to assess customer satisfaction with the services they receive. This research demonstrated a close relationship between service quality and customer satisfaction, indicating that any discrepancies between customer expectations and actual experiences could significantly affect overall satisfaction.

Building upon the SERVQUAL model, other studies have adjusted and further developed measurement models such as SERVPERF, which focuses on the actual performance of the service rather than the comparison between expectations and reality. Cronin and Taylor (1992) demonstrated that SERVPERF, when applied in specific contexts, could provide more accurate predictions of customer satisfaction. Additionally, Oliver's (1980) research on the Expectation-Confirmation Theory has provided an important theoretical framework for gaining a deeper understanding of customer satisfaction. According to this model, customer satisfaction depends on the extent to which their expectations are confirmed or exceeded by actual experiences. When customer expectations are confirmed or surpassed, they tend to be more satisfied; conversely, if expectations are not met, dissatisfaction occurs.

Furthermore, the study by Anderson and Sullivan (1993) clarified the relationship between customer satisfaction and loyalty. The findings indicated that customer satisfaction is a critical factor influencing brand loyalty, thereby directly affecting a company's financial performance. The authors asserted that investing in enhancing customer satisfaction not only improves the customer experience but also serves as a long-term business strategy for maintaining and growing market share. Another notable study by Fornell et al. (1996) developed the American Customer Satisfaction Index (ACSI), a tool for measuring customer satisfaction on a national scale. ACSI has become an important benchmark for assessing customer satisfaction in the United States and many other countries. This research emphasizes that customer satisfaction is influenced not only by product and service quality but also by pricing and other external factors. More recently, with the advancement of information and communication technology, many studies have focused on understanding the role of technology in enhancing the customer experience. The research by Bitner, Ostrom, and Meuter (2002) highlighted that technology can improve customer satisfaction by providing more convenient, faster, and personalized services. In summary, these studies have identified important factors that influence customer satisfaction, ranging from service and product quality to customer experience and the impact of technology. These findings not only provide a solid theoretical foundation but also open new avenues for subsequent research, including the current study. Applying these models and theoretical frameworks to specific contexts will help identify key areas for improvement, thereby facilitating the development of effective solutions to enhance customer satisfaction.

The proposed research model in this study is constructed based on the theoretical and practical foundations derived from previous research models, particularly the SERVQUAL model. SERVQUAL, developed by Parasuraman and colleagues (1988), has become a crucial theoretical framework for measuring service quality. This model evaluates service quality based on five key dimensions: Reliability, Assurance, Tangibles, Empathy, and Responsiveness. The SERVQUAL model has been widely recognized and applied across various service sectors, including hospitality, banking, healthcare, and education. However, despite its comprehensiveness and proven value, research has indicated that the measurement factors of SERVQUAL may not be entirely suitable when applied to different service industries, especially when there are significant differences in service environments and customer characteristics. In this study, it is necessary to adjust the SERVQUAL model to more accurately reflect the distinctive factors of the service sector being examined. These adjustments are informed not only by industry-specific characteristics but also by feedback from industry experts who possess in-depth knowledge of customer requirements and expectations. For example, in the consumer electronics retail sector, the factor "Product Display" may emerge as a critical element in assessing service quality due to the nature of purchasing electronic products, where customers require direct interaction with the items. Conversely, the "Assurance" factor in SERVQUAL may need to be expanded or modified to include aspects such as warranty policies and post-sales technical support, which may not be requisite in all service industries. A study by Nguyen Thi Mai Trang (2006) has indicated that the application of the SERVQUAL model should be flexibly adjusted to align with the specific factors of each industry and market. Trang's research suggests that the components constituting service quality may need to be altered in terms of weighting or supplemented with new factors to accurately reflect customer needs and expectations in specific contexts. Based on these theoretical foundations and the adjustments to the SERVQUAL model, the proposed research model in this study comprises service quality factors that have been refined to suit the characteristics of the consumer electronics retail sector. This model not only builds upon the achievements of SERVQUAL but also expands to include factors such as "Product Display," "Product Quality," thereby more accurately reflecting the customer experience in the consumer electronics retail environment. These factors will be measured through specific indicators determined through the research process and expert consultations. The hypotheses concerning the relationships between service quality factors and customer satisfaction will be tested to validate the relevance and reliability of this research model within the specific research context. The proposed research model is not merely constructed upon established theories but is also flexibly adjusted to align with the research objectives and the characteristics of the service industry being studied. This adjustment ensures that the model accurately reflects significant factors while maintaining high practical applicability, contributing to the enhancement of customer satisfaction in the consumer electronics retail sector.

The following is the conceptual framework that was established based on the literature review.

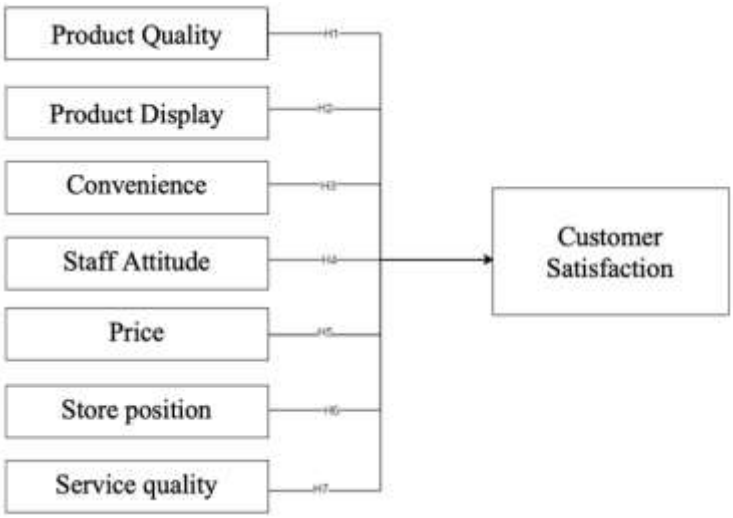

Figure 1: The research framework

Hypothesis 1 (H1): Product Quality has positive impact on Customer Satisfation

Hypothesis 2 (H2): Product Display has positive impact on Customer Satisfation

Hypothesis 3 (H3): Convenience has positive impact on Customer Satisfation

Hypothesis 4 (H3): Staff attitude has positive impact on Customer Satisfation

Hypothesis 5 (H5): Price has positive impact on Customer Satisfation

Hypothesis 6 (H6): Store position has positive impact on Customer Satisfation

Hypothesis 7 (H7): Service quality has positive impact on Customer Satisfation

Methodology

To thoroughly investigate customer satisfaction regarding the quality of a company's products and services, it is crucial to employ a mixed-methods approach that combines both qualitative and quantitative research techniques. Qualitative methods, such as focus group discussions and in-depth interviews, facilitate a deeper insight into customer perceptions and experiences. In contrast, quantitative research gathers data for statistical analysis, which includes descriptive statistics, reliability evaluation using Cronbach's Alpha coefficient, exploratory factor analysis, correlation analysis, and regression analysis. The topic of "customer satisfaction" is typically associated with survey research, where customer feedback collected through questionnaires serves as the primary data source. This approach tends to yield more objective data, minimizing the potential biases of the researcher. As a result, the analysis process produces findings that are highly reliable and generalizable, making them applicable in larger-scale studies.

The preliminary study utilized both qualitative and quantitative methods. The qualitative aspect aimed to explore, refine, and enhance the observed variables used to measure the research concepts, ensuring that the developed scale was theoretically sound and empirically validated. Participants in this phase included the owners of the retail company. Additionally, the author randomly selected ten customers for telephone interviews to gather their perspectives on the company's services, product quality, and expectations. In the second phase of data collection, online questionnaires with a research introduction were sent to targeted participants via email or their personal online platforms. The data collected will be analyzed using IBM SPSS Statistics Software (version 20.0). Initially, Cronbach's Alpha will be applied to evaluate the internal consistency of the measurement tools for the four main study variables. Following this, Exploratory Factor Analysis (EFA) will be performed to uncover underlying latent factors within the data. Subsequently, Pearson's Correlation Coefficient will be utilized to assess the strength and direction of relationships between independent and dependent variables. Finally, linear regression analysis will be conducted to test the research hypotheses.

Results and findings

Demographic information of respondents

About 640 questionnaires were sent out and 620 valid responses were collected for the further analysis. The Product quality is measured by the 5-item scale; Product Display is measured by the 6-item scale; Convenience is measured by the 3-item scale; Staff Attitude is measured by the 6-item scale; Store Position is measured by the 3-item scale; Service Quality is measured by the 3-item scale developed by Nguyen Thi Mai Trang (2006) and Price is is measured by 3-item scale developed by Vo Minh Sang (2015). Finally, the Customer Satisfaction is measured by 5-item scale developed by Nguyen Thi Mai Trang (2006).

Table 1: Demographic information of respondents

	Frequency	Ratio (%)
Gender		
Female	266	42.91%
Male	354	57.09%
Other	0	0.00%
Age		
Under 20	81	13.06%
20 to 30	268	43.24%
Over 30 to 60	250	40.32%
Over 60	21	3.38%
Income		
Under 10 million VND/ month	387	62.42%
10 million to under 30 million VND/ month	205	33.06%
More than 30 million VND/ month	28	4.52%

In a total of 620 observations collected, statistical data indicate that the proportion of females predominates, accounting for over 57.09%, while the proportion of males is approximately 42.91%. This suggests that women are the primary group engaged in purchasing products to meet household needs. The survey results categorized customers into two main groups: those aged under 21 and over 61, which constituted a small percentage, while the age groups of 22–30 and 30–60 comprised a significantly higher proportion. This indicates that the primary customers with a demand for purchasing mobile phones are those within the working age of 22 to 60, who tend to have stable incomes and higher consumption needs compared to the student demographic. The group of customers with an income of less than 10 million VND accounted for the highest proportion at 62.42%, while the group with an income ranging from 10 million to 30 million VND represented 33.06%.

Reliability analysis

To evaluate the reliability of the scale and remove any unreliable measurement items, this study employs Cronbach's Alpha test for both independent and dependent variable scales. Measurement items are considered acceptable if their Corrected Item-Total Correlation is equal to or greater than 0.3.

Table 2: Reliability analysis

Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product Quality (PQ): Cronbach's alpha = 0.887		
PQ1	0.737	0.860
PQ2	0.720	0.864
PQ3	0.704	0.868
PQ4	0.742	0.859
PQ5	0.730	0.862
Product Display (PD): Cronbach's alpha = 0.804		
PD1	0.609	0.763
PD2	0.580	0.770
PD3	0.547	0.778
PD4	0.557	0.775
PD5	0.559	0.775

PD6	0.518	0.784
Staff Attitude (SA): Cronbach's alpha = 0.768		
SA1	0.511	0.735
SA2	0.507	0.735
SA3	0.523	0.731
SA4	0.517	0.733
SA5	0.515	0.33
SA6	0.504	0.736
Convenience (CO): Cronbach's alpha = 0.768		
CO1	0.820	0.665
CO2	0.688	0.799
CO3	0.823	0.857
Store Position (SP): Cronbach's alpha = 0.842		
SP1	0.700	0.736
SP2	0.727	0.708
SP3	0.616	0.815
Price (PR): Cronbach's alpha = 0.872		
PR1	0.852	0.725
PR2	0.793	0.783
PR3	0.632	0.920
Service Quality (DVKH): Cronbach's alpha = 0.737		
SQ1	0.512	0.722
SQ2	0.653	0.551
SQ3	0.534	0.683
Customer Satisfaction (CS): Cronbach's alpha = 0.862		
CS1	0.658	0.840
CS2	0.619	0.848
CS3	0.671	0.836
CS4	0.706	0.827
CS5	0760	0.812

Based on the results of the reliability test of the measurement scale, a total of 29 observed variables from 7 scales will be utilized in the Exploratory Factor Analysis (EFA). These observed variables will remain unchanged from their original form when incorporated into the research model. Additionally, 5 observed variables related to satisfaction will also be included in the factor analysis to provide a comprehensive evaluation.

Exploratory Factor Analysis (EFA)

Table 3: Exploratory Factor Analysis Results

KMO	0.869
Sig.	0.000
Number of factor groups	7
Total variance	63.27%

The analysis of measurement scale validity, or factor testing, aims to evaluate the convergent and discriminant validity of the research constructs. Exploratory Factor Analysis (EFA) is employed to accomplish this. The Kaiser-Meyer-Olkin (KMO) measure is utilized in EFA to assess the adequacy of the data for factor analysis.

In this case, the KMO coefficient is 0.869, which is greater than 0.5, indicating that the data is highly suitable for factor analysis. The significance level (Sig.) in the Bartlett's test is less than 0.05, allowing for the rejection of the hypothesis that the factor model is inappropriate, thus affirming that the research data is appropriate for factor analysis.

Upon conducting the analysis, 7 factors were extracted, and the total variance explained was 63.27%, exceeding the 50% threshold. This indicates that the factors in this study account for 63.27% of the variance in the data. The Varimax rotation method was applied to demonstrate the convergent and discriminant validity of each research construct. According to the criteria established in the research methodology, to achieve convergent validity, the factor loading must exceed 0.5 for variables within the same construct. To attain discriminant validity, the difference in factor loadings between variables must be at least 0.3.

The results of the analysis indicate that the factor loadings in this study meet the above conditions, demonstrating that the measurement scales possess reliable convergent and discriminant validity. Factor analysis has provided management with a comprehensive overview of each observed variable, enabling more informed management decisions.

Regression Analysis

Multivariate regression analysis is conducted to determine the role of each factor in evaluating the relationship between the dependent variable and the independent variables. To assess the goodness of fit of the model, researchers typically use the coefficient of determination (R^2). However, R^2 tends to increase with the addition of independent variables, which may not accurately reflect the true goodness of fit of the model. For this reason, the adjusted R^2 is utilized to provide a more accurate assessment of the fit of the multivariate regression model, as it accounts for the potential inflation of R^2. Using adjusted R^2 helps prevent overestimation of the model's goodness of fit and offers a more precise understanding of the relationships among the variables.

Table 4: Model summary

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.851[a]	.725	.722	.29295

ANOVA [a]

Model	**Sum of Square**	**df**	**Mean Square**	**F**	**Sig.**
Regression	138.299	7	19.747	230.106	.000[b]
Residual	522.520	612	.086		
Total	190.749	619			

The F-test in analysis of variance is a hypothesis testing method used to evaluate the overall goodness of fit of a linear regression model, determining whether the dependent variable has a linear relationship with all the independent variables. Additionally, it is necessary to examine the phenomenon of multicollinearity using the Variance Inflation Factor (VIF), with a threshold of VIF < 3. A higher standardized Beta coefficient indicates a greater impact of that variable on overall satisfaction.

The significance value (sig) of the F-test is 0.000, which is less than 0.05, indicating that the constructed linear regression model is suitable for the population. The adjusted R^2 coefficient is 0.722, meaning that the model explains 72.2% of the variance in the dependent variable. The F-statistic calculated from the model's R^2 coefficient is 230.106, with a significance level of Sig. = 0.000, which is very small, indicating that the regression model used is appropriate.

Table 5: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std.Error	Beta			Tolerance	VIF
(Constant)	1.669	.132		12.661	.000		
PQ	.269	.013	.528	21.124	.000	.719	1.39
PD	.030	.022	.029	1.363	.173	.983	1
SA	.109	.025	.118	4.318	.000	.599	1.01
CO	.081	.019	.101	4.275	.000	.794	8
SP	.081	.021	.102	3.879	.000	.653	1.67
PR	-.177	.016	-.250	-10.952	.000	.868	0
SQ	.073	.022	.088	3.250	.001	.611	1.26

The results of the multivariate linear regression analysis indicate that the Variance Inflation Factor (VIF) for all independent variables is less than 3, suggesting that there is no multicollinearity among the independent variables; therefore, the model is accepted. However, the significance value (Sig.) for the independent variable "Product Display" is 0.173, which is greater than 0.05, indicating that this variable should be removed from the research model. The remaining independent variables all have significance values (Sig.) less than 0.05, so they are retained in the model.

The multivariate regression analysis has enhanced our understanding of the impact of each independent factor on customer satisfaction. This result not only provides insights into the importance of the variables but also suggests specific strategies that the business can implement to improve service quality.

First, the analysis shows that product quality (PQ) is the factor with the greatest impact on customer satisfaction, with a standardized Beta coefficient of 0.528. This underscores the critical role that product quality plays in fostering satisfaction and highlights the importance of maintaining and enhancing product quality in the company's business strategy. In an increasingly competitive market, ensuring product quality not only helps retain current customers but also attracts new ones. This can be achieved through the implementation of stringent quality control processes, continuous improvement of production technologies, and ongoing research and development of new products to meet diverse customer needs.

Next, customer service (CS) is identified as another important factor, although its standardized Beta coefficient is only 0.088. While the impact of this factor is not as substantial as that of product quality, it remains statistically significant in the model. This indicates that although customers may highly value product quality, they still expect a corresponding level of service. Providing excellent customer service not only helps resolve issues that customers encounter but also creates a positive shopping experience, contributing to increased satisfaction and customer loyalty. Therefore, the business should invest in employee training, improve customer care processes, and establish effective after-sales services to meet and exceed customer expectations.

Another factor considered is product display (PD), with a standardized Beta coefficient of 0.029. However, given that its significance value is greater than 0.05, this factor is not statistically significant in the model and is therefore recommended for removal. Nevertheless, this does not imply that product display is unimportant in business. In practice, the manner in which products are displayed can influence customers' purchasing decisions and contribute to the overall shopping experience. However, the analysis results indicate that, within the context of this study, product display is not a decisive factor in customer satisfaction. Therefore, the business may consider optimizing other factors that have a stronger impact while still maintaining an effective display strategy to support sales activities.

Finally, other factors such as staff (S), salary (Sal), and sales environment (SE) all have relatively low standardized Beta coefficients but remain statistically significant, indicating that they do influence customer satisfaction, albeit to a lesser extent. This suggests that, in addition to focusing on primary factors such as product quality and customer service, the business should also pay attention to the working environment and employee salary policies. A positive working environment not only enhances labor productivity but also improves the quality of customer service, as satisfied employees are more likely to provide better service. Concurrently, a reasonable salary policy not only retains employees but also motivates them to work more effectively, thereby contributing to the improved quality of service that customers receive.

Table 6: The results of multiple linear regression.

Hypotheses	Results
Hypothesis 1 (H1): Product Quality has positive impact on Customer Satisfation	Supported
Hypothesis 2 (H2): Product Display has positive impact on Customer Satisfation	Supported
Hypothesis 3 (H3): Convenience has positive impact on Customer Satisfation	Supported
Hypothesis 4 (H3): Staff attitude has positive impact on Customer Satisfation	Supported

Hypothesis 5 (H5): Price has positive impact on Customer Satisfation	Supported
Hypothesis 6 (H6): Store position has positive impact on Customer Satisfation	Supported
Hypothesis 7 (H7): Service quality has positive impact on Customer Satisfation	Supported

Results and Discussion

The results of the multivariate regression analysis provide significant insights for the business, particularly in identifying the factors that need improvement to enhance customer satisfaction. Firstly, it is clear that product quality is the most important factor, emphasizing the necessity of maintaining and enhancing product quality at every stage of production and distribution. The business should focus on quality control from the supply chain through to production and distribution processes to ensure that products meet the highest standards when delivered to customers. This not only meets customer expectations but also helps the business build reputation and trust among customers, thereby enhancing its competitiveness in the market.

Additionally, customer service is also an important factor that businesses should prioritize. Although its impact is not as significant as that of product quality, customer service still plays a crucial role in establishing strong relationships with customers. The business should invest in training employees to provide professional and attentive service. Furthermore, improving after-sales customer care processes, such as support for returns, warranties, and other assistance services, will also contribute to enhancing customer satisfaction. Providing excellent customer service not only helps resolve issues that customers face but also creates a positive shopping experience that fosters increased satisfaction and customer loyalty.

While the product display factor, despite lacking statistical significance in the model, remains an important consideration. The removal of this factor does not imply that the business should neglect product display, but rather that it may not be a decisive factor in the context of this study. However, in practice, enhancing product display methods can contribute to creating a better shopping experience and boosting sales potential. Staff and the sales environment are also factoring that the business should pay attention to. Although the impact of these factors is not substantial, they still have significance for customer satisfaction. The business should continue to improve the working environment and ensure that employees are well-trained to deliver high-quality service. A supportive and motivating workplace can lead to increased employee satisfaction, which often translates into better customer interactions and service delivery.

The results of the multivariate regression analysis provide a clear perspective on the importance of various factors in enhancing customer satisfaction. The business should prioritize improving product quality and customer service while not overlooking other elements such as product display and the sales environment. Understanding which factors have the most significant impact will enable the business to develop appropriate strategies and make informed decisions to optimize the customer experience and maintain competitiveness in the market.

In conclusion, the analysis highlights that while product quality remains the foremost driver of customer satisfaction, customer service also plays a critical role. Businesses must not only focus on delivering high-quality products but also ensure that customers receive exceptional service throughout their buying journey. By addressing these key areas and maintaining a keen awareness of the overall shopping experience, businesses can foster greater customer loyalty and satisfaction, ultimately leading to sustained success in a competitive marketplace.

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