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The Research of Factors Influence Customer Satisfaction to Job Performance

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Abstract

The purpose of this study is to determine customer satisfaction assessment at a selected telecommunication organization in Mongolia. The indicator to evaluate the customer's perceptions of customer satisfaction is the SERVQUAL questionnaire. Previous researchers defined that service quality positive effects on attracting new customers, earn profit by increasing customers and loyalty of customer. Therefore, this study focused on to determine relationship of service quality factors that can affect customer satisfaction directly, satisfaction of customer and customer loyalty. Survey will be conducted to collect from 320 consumers of Mongolia in the city of Ulaanbaatar and SPSS 23 statistical software and Microsoft office EXCEL is used to analyses or conclude. The importance of the study is to provide suggestions and help to produce a strategic solution for Univision customer service managers.

Keywords: Service Quality, Customer Satisfaction, Customer loyalty, Internet, IPTV

1. Introduction

Customer loyalty defines probability which consumers to perform a specific behavior related with purchasing and non-purchasing. Most investigated topics related to customer loyalty are purchasing intention and word-of-mouth (Theodorakis & Alexandris, 2008). (Bhattacherjee, 2001) stated that the satisfaction is a key factor for repurchase intention. It means customer satisfaction has a positive relationship with the repurchase intention, and furthermore, it is vital to factor to transform consumers into loyal consumers. Additionally, (Shin et al., 2017) stated that consumers who have high-level satisfaction more like to deliver positive word-of-mouth into familiar range and it helps to increase profitability and marketing efficiency. Generally, the statement of previous researchers approves that customer satisfaction positively affects all of the behavioral intentions. In addition, past research has been found the service quality affected on the behavioral intentions and (Li et al, 2011) determined the relationship of service quality on word-of-mouth, repurchase intention, brand image using random selected more then 320 respondents, The results showed a positive relationship between service quality and word-of-mouth.

Importance of service quality and customer satisfaction has been confirmed

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significant to increase the whole performance of companies. Retailers and researchers have allowed the relevance of distributing a highly standardized service to consumers (Ivanauskiene & Volungenaite, 2014). The quality means a measurement of how well a provided service fulfills the customer's perceptions. If service quality met with the consumer expectation, consumers will be satisfied. The satisfaction is emotional status and a customer with high satisfaction becomes a loyal customer further they make repurchasing and deliver positive word-of-mouth advertising for familiar people.

Univision LLC uses latest technology in Mongolia and many customers increased day by day. It means improving service quality of this organization is helpful for many households. The organization is operating under modern strategy of management. Literature review about customer satisfaction has to been researched and determined affective factors. Empirical research needed to determine result of the research. So suggestion has to been made.

The research objectives of this paper is to determine the customer satisfaction, measure the result and give suggestion and optimal ideas to this company based on main factors that affect customer satisfaction

2. Literature Review and Hypothesis Development

2.1 Customer satisfaction

Considering customer satisfaction could be regarded as the basic principle of this study. Philip Kotler's concept of customer satisfaction (Kotler et al., 2013) says that it is predetermined by how the expectations of the customer are met. Customer satisfaction is a key factor in formation of customer's desires for future purchase (Mittal & Kamakura, 2001). Customer satisfaction is an urgent strategic significance, which is directly affects profits and profitability and future cash flows. For instance, Consumers have a different side of views and attitudes of the parties. In the early times, the business professionals have been studying with a great deal of the biggest profits from consumer market based on the customer's psychology. This is every nation develops and expands, based on mandatory study as a part of financial science the market economy. Be thoroughly investigated and documented, attached to this study is based on the consumer satisfaction surveys and market demand and always been used to generate expectations. Focused on customer satisfaction and help generate profit in the business sectors, and positive approach to the future purchases, good services from the customers, the message of an emissary to inform others. It is customary to use a company service by creating a multitude of loyal customers, the products of the company, process of always being purchased of services. In this way, the establishment of a business is a build obliquely of creating a stable cash flow.

Customer loyalty is stability of customer who really satisfied the company's product/services. It is a business change based on some customer service experience. In order to better understand and satisfy the satisfaction or dissatisfaction, we have determined the expectations and real-world perceptions of the company by providing a consistent and sustainable service to the customers. Thomas (2013) explained that "loyalty is more profitable." The cost of acquiring a new customer is much more than maintaining the current one. In order to better understand the satisfaction or dissatisfaction and that have determined the customer's expectation and reality understanding of the company by providing consistent and sustainable customer comparisons (Bowen & Chen, 2001).

2.2 Relationship between customer satisfaction and customer loyalty

The most popular topic in marketing is that it relates directly to Customer loyalty. It

is used in the research to assume the repurchase intentions. Kuo (2009) found higher satisfied customers are more likely to repurchase products or services and spread positive word-of-mouth within a familiar scope. Furthermore, various consumer satisfaction research studies have approved a positive relationship between satisfaction and loyalty (Gera et al., 2017). For instance, In Motel Industry, Clemes (2011) examined the relationship between customer satisfaction and customer loyalty. Their findings showed a dominant predictor of post-purchase loyalty is consumer satisfaction. Also, Kim and Shim (2017) suggest that to assume customer loyalty, coffee shop managers must constantly define the impacts that affect customer satisfaction. It helps for players to achieve competitive advantage and survive in the market. In case of the tourism industry, Ali and Hussain (2016) studied the influence of satisfaction on consumer loyalty and the result showed that satisfied customers prefer to stay with the current service provider and provide constructive (word-of-mouth) data in the social environment.

a. Physical aspects

The physical aspects dimension defines the appearance and layout of the IPTV screen to please its consumers. It means consumer feeling about the screen design and It has to be easy to use. For example, Remote and Design of shown screen of TV has to be understandable and easy to use or command and internet router has to be strong enough to share network to every room. Furthermore, higher internet speed higher customer satisfaction. Past studies approved that physical aspect positively effect on customer satisfaction (Das et al., 2010).

b. Reliability

It is the ability to execute and complete promised service quality of organization and providing accuracy services to customers. In other words, doing the right things and keeping a promise. Reliability decrease risk and doubt of customers about the company as well as the yet the hopeful feeling when getting service. Therefore, the higher confidential feeling gives higher the satisfaction for customers. According to Kumar (2014), the service or product quality is not just quality as well as other impacts such as proper service, capacity to deliver in short time.

c. Individual Interaction

It means the organization workers are friendly, helpful and interact consumers with respect. Repairer directly connect with customers, and therefore, they play an essential role. Because customers need to communicate with repairer when call for problem fixing and their personal communication and repairing skill lead to customer loyalty (Vesel & Abkar, 2010). (Dabholkar, 2008) stated the interaction means how employee of organization communicate with customers and includes helpfulness, courteousness and confidence sub-dimensions. In the SERVQUAL, the dimension consists of ability to provide trust and helpfulness of organization workers (Kim & Jin, 2002).

d. Solving Problems

The aspect relates to recognizing the ability of the repairer to manage consumer complaints and problem-solving. So avoid losing business, repairers need to solve the problems in the short time. If the solving problem potential is higher, there will be higher customer satisfaction. Several studies show that effective approaches to short-term challenges and some improve consumer understanding and satisfaction positively (Lewis & Spyrakopoulos, 2001). According to (Yuen & Chan, 2010), It is ability of employee to handle and deal with customer complaints.

e. Policy

The dimension contains the retail policies of payment methods, opening hours, refunding, returning. Strong competition in the market requires offering a most

convenient policy of triple service for customers. For example, Customers possible to return and change IPTV package or internet speed within 90 days without a receipt. The good policy supports the trading speed of company and it becomes the reason for higher the customer satisfaction. Some studies (Das et al., 2010)identified that the policy has a significant relationship with customer satisfaction.

3. Methodology

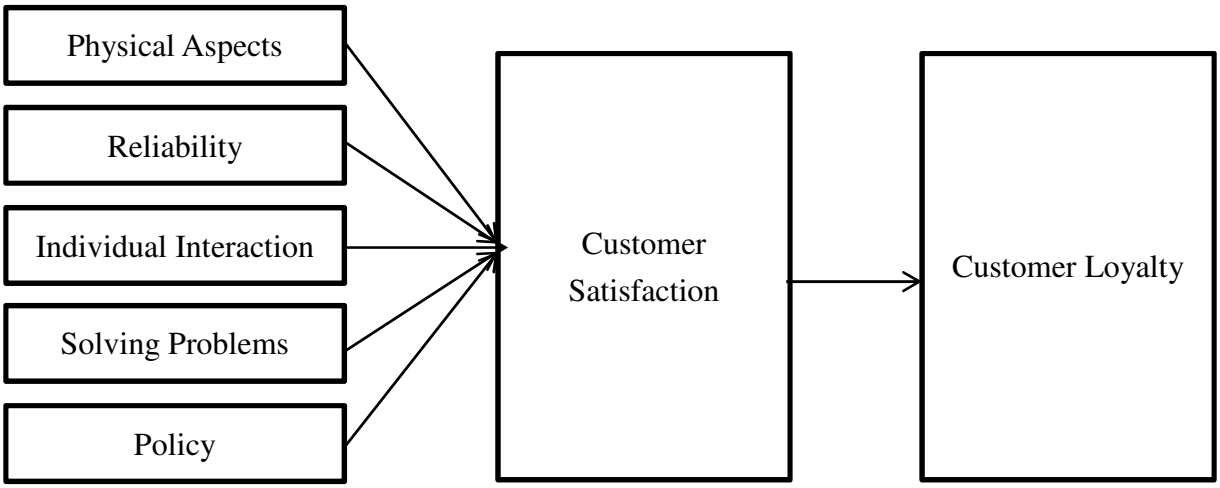


Figure 1. Hypotheses Framework

3.1 Data collection method

The primary data will be collected through an empirical study directly relating to the study purpose. Therefore, this research will be made through conducting the questionnaire. Questionnaire is the most suitable tool with the sample size of about 320 responses. The study the contact with some customer of Univision LLC in Ulaanbaatar city, Mongolia asked for the personal information, overall service quality and distributed the questionnaires for customers. The study the get survey by online and interview. Moreover, this study gets an online survey to easily approach more customers in Ulaanbaatar. After filtering the questionnaire to get better quality questionnaire, the quantitative approach is applied to collect and analyze data for finding out the solutions for increasing the quality service of the Univision triple service in Ulaanbaatar.

3.2 Sampling Technique and Data collection

The sampling process involves selecting sufficient number of elements from target population to makes conclusions about whole populations where the population is the total group of people, events or things of interest to the researcher (Sekaran & Bougie, 2003). The target households in this study were defined as all customers of Mongolian customers. There were around 386’000 households in Mongolian market. There are 2 types of sampling techniques those named probability sampling and non-probability sampling. Probability sampling must have taken much time to examine the customers. The researcher has chosen non-probability sampling in this research paper who has not enough time to define customers before collect data from respondents. The target customers of this study are all of Univision user, Mongolian citizens and 18 years old and older who have old enough to make contracts. According to the suggestion of (Sekaran & Bougie, 2003), the appropriate sample size for most research is between 30 and 500.

3.3 Reliability test

Reliability is an extent to which a test, questionnaire, measurement or any observation process produces the same outputs on repeated trials. In short, it is the solidity or consistency of scores over time or across raters. The reliability analysis checks the internal consistency of data, and It is used first in data analyzing (Miller, 2012). Reliability refers to the degree to which the results obtained by a measurement and procedure can be replicated. In another words, The process of Reliability Analysis compare data distribution with general distribution and the result is expressed by Cronbach's coefficient. The Cronbach's alpha is an internal consistency measurement, and it shows the data how nearly related to a group of items. In other means, it is defined to be a measurement of scale reliability.

3.4 Factor analysis

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially less number of overlooked variables called factors. For example, it is possible that variations in six looked variables mainly throw back the variations in two unobserved (underlying) variables. Factor analysis searches for such joint variations in response to overlooked latent variables. The selected variables are modeled as linear combinations of the potential factors, plus "error" terms. Factor analysis points to find independent latent variables. (Child., 2006) Acceptance is greater than 0.5 if the factor loading is acceptable and the value of the KMO exceeds 0.6. From the factor analysis, the KMO value is greater than 0.6, and the quantity of Factor loading for each quantity is above 0.5, indicating that the analysis is significant and acceptable.

4. Results

The research collected primary data from 326 respondents and to achieve the goal selected the social media channel. In the many literature reviews, data with high sampling is high internal consistency or reliability.

Table 1. Profiles of respondents

Classification	**Respondents**	
	Frequency	**Percentage (%)**
Gender		
Female	185	55.74%
Male	141	42.25%
Relationship		
Single	203	61.27%
Married	123	36.70%
Income		
240.0 - 550.0 MNT	49	15.03%
550.0 - 850.0 MNT	60	18.40%
850.0 - 1.250.0 MNT	120	36.80%
1.250.0 - 1.650.0 MNT	44	13.49%
Higher than 1.650.0 MNT	53	16.25%
Education		
Elementary school	6	1.00%
High school	102	30.29%
Bachelor & Master	218	65.87%

Age		
Lower than 18 years old	46	13.11%
18-25 years old	91	26.91%
26-35 years old	153	45.93%
Higher than 35	36	10.04%

Above table shows ages of respondents and 45.93% of total respondents have 26-35 ages. Also, respondents with 18-25 ages answered more actively than another group of ages and lower than 18 ages also have a percentage 13.11%. According to above table which displays marital status, 36.7% of participants were already married, and 65% were single. It shows single people actively participated in the survey. Above table shows the respondent's education degree and 1% of respondents has an elementary school degree. 30.29% of respondents has a high school degree. Also, 65.87% has a Bachelor or Master degree and people who have a master or bachelor degree participated more actively in the survey. Shows income of respondents and 36.8% of total respondents has 850,000-1,250,000 MNT income as well as 13.49% has 1,250,000-1,650,000MNT, 16.25% has over 1,650,000 MNT. Also, People who have the lowest income cover 15.03% and their monthly income was lower than 240,000-550,000MNT.

Table 2. Result of factor analysis on Service Quality

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
SERVICE QUALITY	Physical Aspect		1.908	63.596%		0.713
	PA_Environment	0.831			0.579	
	PA_Design	0.807			0.541	
	PA_Flex	0.752			0.476	
	Reliability		1.660	83.022%		0.796
	RE_Prompt	0.911			0.660	
	RE_Mistake	0.911			0.660	
	Personal integration		2.273	75.763%		0.840
	PI_Kindly	0.886			0.662	
	PI_Knowledge	0.880			0.732	
	PI_Request	0.845			0.719	
	Problem solving		1.673	83.667%		0.805
	PS_Return	0.915			0.673	
	PS_Trying	0.915			0.673	
	Policy		1.974	65.790%		0.740
	P_Quality	0.836			0.574	
	P_Time	0.817			0.523	
	P_Promotion	0.778			0.599	

Factor loadings of all the variables are higher than 0.6. Item MS3 "Solving difficult problems usually require an active, forcible approach, which is typical of men" had the highest factor loading of 0.875, indicating this item had the highest relation to Individual Integration. A high internal consistency within national culture of this factor is represented by all item to total correlation are greater than 0.5. Factor 1 has the item to total

correlations are above 0.5, Cronbach's α= 00713 and Eigen value= 1.908. Factor 2 has the item to total correlations are above 0.5 and Cronbach's α= 0.796 and Eigen value=1.660. Factor 3 has high internal consistency with contributing high value of the item to total correlations are above 0.5, Cronbach's α= 0.840 and Eigen value= 2.273. Factor 4 has the item to total correlations are above 0.5, Cronbach's α= 0.805 and Eigen value= 1.673. Factor 5 has the item to total correlations are above 0.5, Cronbach's α= 0.740 and Eigen value= 1.974. The five components had accumulated a total 72.3676% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 3. Result of factor analysis on Customer Satisfaction

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Customer Satisfaction	Customer Satisfaction		2.254	75.15%		0.832
	CS_Satisfied	0.916			0.732	
	CS_Rate	0.905			0.760	
	CS_Cheap	0.771			0.559	

All items have factor loading greater than 0.6 and the highest is CS_Cheap with factor loading of 0.916 indicating this item had highest relation to is customer satisfaction. All of the items to total correlation are greater than 05. Cronbach's α greater than 0.6 and Eigen value greater than 1 as shown above, F = 0.832. Three components had accumulated a total 75.15% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4. Result of factor analysis on Customer Loyalty

Research Constructs	**Research Items**	**Factor Loading**	**Eigen-value**	**Cumulative Explained**	**Item-to-total correlation**	**Cronbach's Alpha (α)**
Customer loyalty	**Customer loyalty**		**2.08**	**69.341%**		**0.778**
	CL_Purchase	0.867			0.636	
	CL_Location	0.843			0.550	
	Cl_Recommend	0.786			0.673	

Table 4.4 shows the reliability result of each independent and dependent variables. Customer loyalty Cronbach alpha higher than 0.6 and this result 0778. it is impact on satisfaction. Eigen-value=2.08. It is higher than 1.0 which factors higher than impact CL_purchase satisfied (0.867). This component had accumulated a total 69.3% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and customer satisfaction of this factor are acceptable.

5. Conclusion

The Mongolian telecommunication, IPTV and Internet serving industries are relatively young in comparison to the development of the this sector in the world. Few

years ago there were internet producing industries, telecommunication industries and IPTV producing industries in Mongolia. Those industries were separated in that time market. During that time SkyCC, Ulusnet and Citinet are dominating in internet producing market. In the recent few years, Mongolian technological industries are more competing with each others to increase customer amount. Therefore most of the industries focus on their service quality and customer satisfaction. Since 2011, International standardized industries such as Skymedia LLC, Univision LLC were opened in Mongolia and they are successfully operating. Those triple service operating industries found their positions and got their own customers these days. The research study focused to find relationships of Service Quality and Behavioral Intention in case of Univision LLC. Although previous researchers popular studied about Service Quality. From analyzing result, dimensions of Service Quality (Physical Aspects, Reliability, Individual Interaction, Solving problems, Policy) positively effects on customer satisfaction. Additionally, Customer satisfaction has positive relationship with Customer loyalty. It means that Service quality is fundamental factor of customer satisfaction and indirectly effects on customer loyalty. Customers have always expectation related to service and the quality is expressed by difference of customer expectation and service performance. If the service meets or exceed expectation of buyer, they gets high satisfaction from service performance. Satisfied customers have several advantages such as delivering positive word-of-mouth, repurchasing, decreasing cost of marketing. To increase service quality, Technology industries need to provide well technological stuffs (Internet speed and quality, quality of IPTV, network of telephone), excellent service speed, kind and friendly relationship, optimal price of service, high-quality service.

5.1 Suggestions

From the result, the Service quality is more critical for customer satisfaction and customer loyalty. It will help to produce competition strategy for Univision technology industry, and I produced the following suggestions for them:

1. To increase customer satisfaction, The Univision needs to offer higher service quality and comfortable price of services. It is because, for customers more important thing is service quality.
2. Customers gave a lower rating for problem solving in Univision. It means the organization needs to train employees for technology knowledge and communication skills. Also organization has to understand customer's problems and find optimal way to solve.
3. The result expresses the Univision need to effectively plan budget for increasing service quality. Because the company can't give high satisfaction for customers and it means any other company that produce triple service have higher opportunity to differentiate from competitors in this situation. Therefore, the Univision needs to use the opportunity in this situation.

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