A STUDY ON THE FACTORS AFFECTING CUSTOMERS' SATISFACTION WITH LOGISTICS SERVICES : AN EMPIRICAL SURVEY IN DA NANG CITY, VIETNAM

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ABSTRACT :

This study has been conducted to measure factors that influence customers' satisfaction with some Da Nang logistics companies. A survey sample consists of 204 customers, who use the logistics services of Da Nang logistics companies in recent times. It is evident from result that service capability of the staff, the facilities at the unit, empathy and the ability to meet customer demand is the key factor to the positive decision pleased use of logistics in Da Nang logistics companies. Most interviews in recent years. Based on the research findings, several implications are proposed for enhancing customer satisfaction with the service quality in the near future.

Keywords : *Da Nang logistics companies, quality service, customer, satisfaction.*

JEL Classification : D12, M10, L91.

1. INTRODUCTION

Logistics are now considered as one of the industry's leading service economy, growing at high speed for various types of diversity attracts many subjects participatory contributes to the enormous benefits in economic - society. In Vietnam in general and the Central Coast province in particular, many transport enterprises were was born in recent years not only brought larger source of revenue to the economy, create jobs, develop infrastructure but also means that promoting and creating incentives for the units and enterprises in other careers with local development in Da Nang City, Viet Nam.

During its operation, Da Nang logistics companies always paying special attention to the diversification of forms, incessantly further improve the quality of various services to serve customers both domestic and foreign. In addition to services such as transport, the use of other services such as delivery service, warehousing and other support ... have been formed logistics services groups breakthrough about rank and provide turnover large companies in recent times. This service consists of many steps from receipting goods, transporting, warehousing, proceduring customs and other paperwork, consulting customer, packaging, marking notation, transportating goods or other services related to the goods; play a very important role to create and develop the brand of the unit compared with competitors in the same sector.

2. LITERATURE REVIEW

2.1 Service and service quality

Service is a special economic goods, intangible products not like apart from other tangible goods. The researchers have different views about the services, this study introduces a number of concepts cited used by many different researchers as follow :

- According to Zeithaml and Britner (2000) service is an act, process, how to do a certain job in order to create value for customers to use to satisfy the needs and expectations of customers. According to Oliveira (2009), the services are economic activities create value and provide benefits to customers in a specific time and a specific

place as a result of a change in desire, or on behalf recipient (using) services. According to Kotler & Armstrong (1999), is the active services or benefits that businesses can offer to customers to establish, strengthen and extend the relations and long-term cooperation with customers. According to Oliveira (2009), a service and identifiable intangible assessed only when combined with other functions is the production process and the tangible product.

- Service quality is the degree of difference between the expectations of consumers of services and their awareness of the results of service (Parasuraman, 1988). Quality of service is not formed from a variety of different factors. We can say it is a concept that many aspects. Parasuraman and his colleagues (1985) offer a quality aspect of services including (1) the trust; (2) ability to respond; (3) ability to serve; (4) access (access), (5) politeness (courtesy), (6) communication, (7) credibility , (8) security; (9) customer knowledge; and (10) tangibles. From 10 This aspect of the study withdrawn next 5 main factors (eg Parasuraman et al, 1988, 1991) the quality of the service include:

(1) The reliability: Demonstrating the ability to perform appropriate services and the initial timely. *(2) The Responsiveness:* Demonstrating the desire and willingness of service personnel provide timely service to customers. *(3) The Assurance:* The professionalism of staff serving *(4) The empathy:* Expressing concern for customer staff *(5) Tangibles :* Costume, appearance of staff and equipment in service service..

Thus can see that the quality of service is a concept that covers many aspects, it is a general indicator of the different factors. In different areas it services as measured by various factors.

2.2 Customer Satisfaction

Customer satisfaction is the emotional state for products and services used to use (Spreng et al., 1996). Customer satisfaction is the extent of the status of a person feeling derived from comparing the results obtained from the consumption of the product / service to his expectations (Kotler, 1996). In general, the researchers consider the satisfaction is comfortable when customers are met as their expectations about products and services. The overall satisfaction of service to be considered as a separate variable in relation to the quality of the service components (Durvasula and Mehta, 1999; Chow and Luk, 2005; Mostafa, 2005; Zarei et al, 2012) .

2.3.Relationship between service quality and customer satisfaction

The research shows that the quality of service and customer satisfaction has a close relationship with each other, the quality of service is the cause and the result satisfied (Spereng, 1996; Chow and Luk (2005). the relationship between service quality and customer satisfaction is one way relationships, service quality has a positive impact on customer perception.

According to Zeithaml and Bitner (2000), quality of service and customer satisfaction are two different concepts, quality of service while focusing on the specific components of services, customer satisfaction is the concept generality. According to Cronin and Taylor (1992) and Spereng (1996) suggested that between service quality and customer satisfaction have been linked together.

In the area of service quality research and customer satisfaction has been the researchers carried out a systematic and for many years. Which must include a number of popular models such as the quality gap model (Parasuraman et al, 1985), SERVQUAL model (Parasuraman et al, 1988).

In the research model on the model SERVQUAL model is a model research applications in the retail sector and services include the following five elements :

Reliability: The *credibility* of the service agreement provided by businesses and organizations such as: time, promptly, without errors

Response: As the desire and readiness of personnel system in providing services to customers.

Service capacity: Demonstrating competence, professional qualifications of the staff to provide services such as job-solving skills, service attitude, respect, sense of duty.

The perceived level: Demonstrating understanding, learn interested in the unique needs of the client, attention to customer expectation

Tangibles : As the conditions, facilities, tools for process service provider of enterprise customer organizations.

SERVQUAL has quickly become the most popular model to measure the quality of services in many different areas such as retail (Parasuraman et al, 1988; Duvasula and Lysonski, 2010), telecommunications (Seth, Momaya and Gupta, 2008; Zekiri, 2011), education (Oliveira, 2009) or health care (Mostafa, 2005; Mangold and Babakus, 1992; Amad and Samreen, 2011), travel and tourism (Fick and Ritchie, 1991), sea transportation (Durvasula and Mehta, 1999; Angleos Pantouvakis et al, 2008), audit (Kim and Dart, 1993) ...

2.4. Proposed model

From the above theoretical basis, the research hypothesis of the authors are given as follows:

The confidence shown by the accuracy of the services, ability to retain credibility with customers. Credibility is a component made of the quality of service (Parasuraman et al, 1985.1988). Credibility will be information creates credibility, generate information about a good or service assurance about the reputation of the service (Wheeland, 2002; Harford, 2004). A customer service is more reliable assessment for the services of the competition will bring more sense of customer satisfaction when compared, confidence also affects the perception of overall quality and overall satisfaction of customers for the service. This has been proven through studies telecommunications sector (Seth, K Momaya and Gupta, 2008; Zekiri, 2011), the health care sector (Babakus and Mangold, 1992; Mostafa, 2005; Zarei et al, 2012), even in the field of sea transport (Durvasula and Mehta, 1999). So this study suggests the following studies:

H1: Factor the trust of logistics services in Da Nang logistics companies influence customer satisfaction.

The capacity of the department served butler expressed through aspects such as: Impact professional style of staff, the expertise of staff and supervision, availability of service provider by Da Nang logistics companies. Customers rated capacity of the company to serve the higher will feel more satisfied with the service they receive.

The previous research in many areas have shown that the capacity to serve a positive influence on the overall satisfaction of the customer. For example, the study of Atilgan et al, (2003) in the field of tourism services in Turkey, research in the field of health services research Mostafa (2005) in Egypt, research Durvasula and Mehta's research (1999) in the transport sector in Singapore has further strengthened the hypothesis that the ability to serve that affect the service satisfaction. So this study suggests the following studies:

H2: Capacity factor logistics services in Da Nang logistics companies have a positive impact on customer satisfaction.

Empathy is an expression of the concern of service personnel and supervision at the Da Nang logistics companies with customers; employees interested in the special needs of customers

So concern will broadcast the signal of quality of service, giving customers confidence in the quality of services and provide customer satisfaction. This has been proven through a number of research projects Babakus and Durvasula and Mehta (1999) in the field of transport, Mangold (1992), Zarei et al (2012) in the field of health services, Seth, K Momaya and Gupta (2008), Zekiri (2011) in the field of telecommunications. So researchers hypothesized as follows:

H3: Empathy factor positively influence customer satisfaction for logistics services in Da Nang logistics companies

Ability to respond the capabilities are ready to serve and meet the needs of customers. Ability to respond reflects the readiness of the system, the intrinsic ability to provide services to customers of the supplier. A system that provides high availability levels, the ability to respond quickly and friendliness will be sympathy for the customer. In terms of factors such as other services (price, reliability of service, etc) vendor capable of faster response, better, friendly staff, customers will be priority choice and they also feel more satisfied with opportunities to compare services between providers. In other words ability to respond with a positive impact on customer satisfaction service. This is proved by several studies in various fields such as research Durvasula and Mehta (1999), Zarei et al (2012) ... So this study raises the following hypotheses :

H4: Ability to respond increasingly appreciate the customers satisfaction for services in Da Nang logistics companies the greater the first interview.

Tangibles is reflected in the following aspects: facilities, equipment, personnel, propaganda, promotion. Customers rated positively about the tangible elements of the business also positively rated their satisfaction, feel about their service is appreciated more.

According to the theory of asymmetries information (G.Mankiw, 2005; S.Wheelan, 2002), the infrastructure and facilities of the business tangible signal an indicator of "the promise of providing good service "it will create confidence to customers about the service providers. The study shows the tangible means of positively affecting customers satisfaction, such as the study of Atilgan et al (2003), in the field of tourism services; Research and Luk Chow (2005), Andaleeb and Conway (2006), in the field of restaurant services. Or the study of Mostafa (2005), Zarei et al (2012) in the field of health care, Durvasula and Mehta (1999) in the field of transport etc also shows elements of tangible media influence positive feeling and satisfaction of service users for the quality of that research .So hypotheses set out as follows :

H5: Factor tangible of Da Nang logistics companies positively affect customer satisfaction with logistic service.
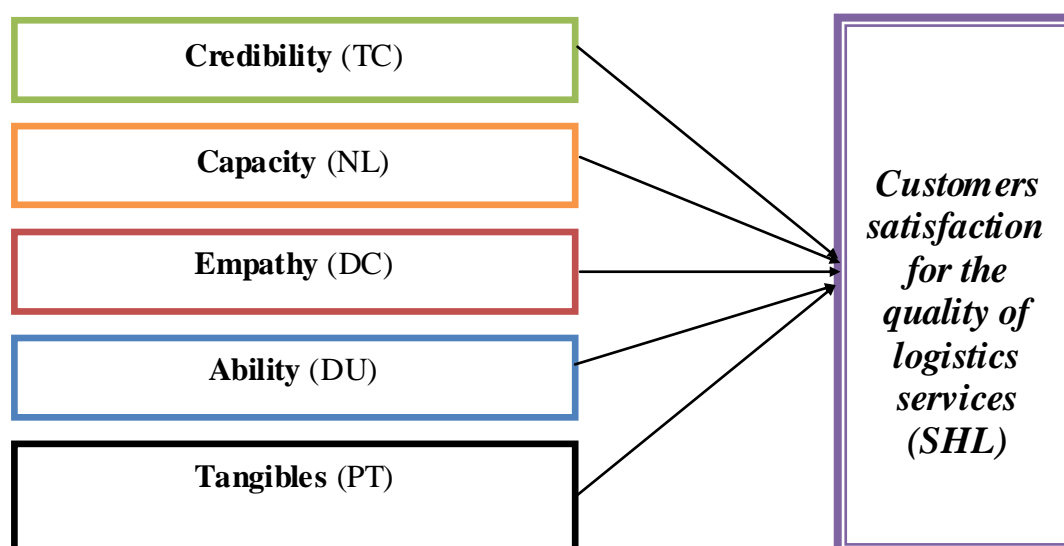
The authors propose a model as follows :

Figure 1. Proposed model of factors affecting customers' satisfaction with logistics services in Da Nang logistics companies

Customers satisfaction for the quality of logistics services (SHL) = f (Credibility; Capacity serving; Empathy; Ability;Tangibles)

The dependent variable: The satisfaction of customers for logistics services (HL)

Independent variables:

The First variable is Credibility (TC)

The second variable is The capacity serving (NL).

The Third, Empathy (DC).

The Fourth is the ability to respond the variable (DU).

The fifth is the tangible variables (PT).

Model: $SHL = \beta_0 + \beta_1 TC + \beta_2 NL + \beta_3 DC + \beta_4 DU + \beta_5 PT$

3. RESEARCH METHODOLOGY

3.1 Sampling methods and data collection

This study was done over through 01 questionnaire with Likert scale with 5 points level by the scale used here is a positive sequence. The indicators are assessed with a choice of 1 is completely disagree with the statement, choose the number 5 is completely agree with statements and statements agreed level increases from 1 to 5.

Particular in this study divided customers using logistics services at Da Nang logistics companies in 05 offices ownership groups that are private enterprises, limited liability companies, joint stock companies, public companies with foreign capital and state enterprises.

The sample size was determined in accordance with the minimum principles to achieve the necessary reliability of the study but now the minimum sample size is how consistent are still many different opinions of the researchers and inconsistent torch. This study was perform according to convenience sampling and sampled 211 customers using logistics services in the period from 12/2014 until 06/2015 manner questionnaires rooms are located in a business, customer care department at Da Nang logistics companies.

Among them were 07 questionnaire were eliminated because customers have not completed all the questions. Hence the official sample is n = 204.

3.2 Research Methodology

3.2.1. Qualitative research

The authors uses two major research methods, such as qualitative research and quantitative research. In particular, a qualitative study was carried out through the collection, learn, evaluate and synthesize materials research results earlier researchers at home and abroad from books, magazines, internet, particular:

- Proposed model : Based on the theoretical basis, the author proposes a research model in Figure 1 (above)

- Set up formal scale: Scale model study included 26 variables observed with 26 statements as follows :

Credibility (TC) with 5 variables observed :

TC1: He /She believes in the company in general and in particular logistic service.

TC 2: He/She finds company's logistics staff in company try not to occur errors when serving customers.

TC3: He /She finds the quality of the logistics services of company guaranteed as international standards and commitments of the company.

TC 4: He/She feels operation logistics service catering is done correctly correctly.

TC5: He/She finds company's logistics staff of company do what marketing promises they will make true

Ability (NL) with 4 variables observed :

NL 1: He/She finds the staff never logistics proved too busy to not meet the requirements of the customers (eg customs procedures, inquire about the types and specifications of goods .. .)

NL 2: He/She is informed staff exact logistics of the time of the service will be carried out at the request of his / her (eg, receipt, recipient, location ...).

NL 3: He/She finds the logistics staff at the company always willing to help customers.

NL 4: He/She finds the requirements of logistics services in company always been met in full and promptly

Empathy (DC) with 4 variations observed:

DC 1: He/She finds the staff of the logistics department of company how to each customer care.

DC 2: He/She finds that the staff logistics at the company always understand the anxiety, the special needs of customers

DC 3: He/She finds that customers are treated, enthusiastic caring, attentive at the company

DC 4: He / she finds the execution time of service at the company for customers convenience.

Ability (DU) with 4 variations observed :

DU 1: He /She find the behavior of staff logistics create trust for customers

DU 2: He/She feels safe when using logistics in company

DU 3: He / she suppose that in at company always logistics staff, good supervision.

DU 4: He/She suppose that logistics employee, supervisor at company has good knowledge to answer customer questions.

Tangibles (PT) with 4 observed variable :

PT 1: He/She finds the company's warehouse always be neatly arranged and safe.

PT 2: He/She finds costume of logistics employees in company polite.

PT 3: He/She finds the means of directed to serve the customers contact work at company very eye-catching, easy to find.

PT 4: He / she finds the equipment to serve the needs of customers at the company has modern, works well.

The scale of customers satisfaction for the quality of logistics services in company (SHL) is composed of 6 variables observed with 6 states as follows:

SHL 1: He / she was pleased with material foundations of company

SHL 2: He / she satisfied with the services of staff

SHL3: He / she will perform logistics services used by company as needed.

SHL 4: He / she will introduce logistics in company to others.

HL5: Generally he / she was pleased with the service quality of logistics services in company.

3.2.2. Quantitative research :

Quantitative research be conducted through data collection survey questionnaire and processed using SPSS software to analyze data using techniques: descriptive analysis, testing Cronbach's Alpha, techniques Exploratory Factor Analysis (EFA), regression analysis.