Comprehensive and Multifaceted Approach Designed to Provide a Model for Customer Satisfaction Surveys (TV Stores in the City of Rasht)

1Dr. Marhamat Hemmat Pour, 2Mohamad Reza Shaddost, 3Hamed Poursafar, 4Ramezan Ali Cheraghi

1Assistant, Rasht Branch, Islamic Azad University, Faculty of Management, Department of Management, Rasht, Iran
2Master of Business Administration Major Insurance (M.A.), Rasht Branch, Islamic Azad University, Faculty of Management, Department , Box 45139-41787 of Management, Rasht, Iran
3Master of Business Administration Financial Management (M.A.), Rasht Branch, Islamic Azad University, Faculty of Management, Department, Box 45139-41787 of Management, Rasht, Iran
4Master of Business Administration Management of change (M.A.), Rasht Branch, Islamic Azad University, Faculty of Management, Department, Box 45139-41787 of Management, Rasht, Iran

ARTICLE INFO

Article history:
Received 21 September 2014
Received in revised form 4 December 2014
Accepted 14 December 2014
Available online 2 January 2015

Keywords:
Customer satisfaction
customer perception
customer expectations
after-sales service

ABSTRACT

Background: Background: One of the most important issues for organizations, particularly service organizations, recognizing both its customers and aware of their expectations. The system is designed to measure the level of customer satisfaction leading information services to their customers and the quality is smooth and areas for improvement of performance. Objective: This study presents a multi-faceted approach to the concept and design of the model is to assess customer satisfaction. Results: The purpose of the present research, applied research is a descriptive survey is to collect data. Data regarding the content validity of the questionnaire, which was approved by the faculty and also with reliability using Cronbach 0 / 81 was determined. The study population consisted of 1007 stores in the city of Rasht TV customer is using a sample size of 279 sampling formula related to the number of customers is estimated, Simple random sampling. The study analyzed data from two population means comparison test using spss software is used. Conclusion: According to the results of all this research was approved.

INTRODUCTION

Among the important institutions that play an important role in maintaining human health, the type of inspection companies. The error function of the input or output leads to inferior goods and causing heavy damage to the economy and provides end users. Inspection companies as part of a business, enter into such an important role in preventing the loss of the country are [1].

If importers and exporters to realize the importance of inspection services firms are better able to engage in business with high-quality products reach the field, increase your profits and get their consumers. Prerequisite for effective communication between customers and companies to buy, identify needs and demands, and in this way the company can provide good services to customers.

Among the many factors that affect an organization and the rationale for the continued existence of organizations perceived to be a customer or client Among the strategies of successful companies try to balance the needs of customers and the convergence of communication and the design process And provide products and services to provide maximum customer satisfaction are fundamental consideration paid [2].

The business world today necessitates that manufacturers and service providers are increasing the quality of goods and services, Also provide their customers' needs. The supply of services leads to customer satisfaction.

Marketing theorists in relation to the concept of customer satisfaction, different definitions have been proposed. Cutler, customer satisfaction is defined as the degree to which a company's actual performance to
meet customer expectations. If Cutler to meet customer expectations and company performance, customer satisfaction and dissatisfaction is felt otherwise.

Customer satisfaction is to consider the extent to which the customer's requirements have been met. The interaction service, a total of overt and covert interests and benefits of using the products, facilitating and supporting equipment arises [7].

Customer satisfaction is very important to buy the company and the company is looking for ways to facilitate the delivery of services to customers. Such a goal requires that the components of satisfaction to be identified and measured.

The greatest asset of any business is the customer element without which no organization will not be able to survive [10]. Customers have a choice of today and the day on which its discretion and will be added. In the present era of customer satisfaction has become one of the strategic issues. In the current economy, organizations of all activities and their ability to understand their customers, because customers are the only source of capital return. Therefore, we can dare to claim that the first principle of any business friendly customer values are in the world today. The service-oriented economic and social conditions prevailing in our lives so that we need more services than ever before. Due to changes in the message to the world that the old methods of business organization has lost its efficiency and Companies are more successful with a true understanding of their customers, have provided him the fullest [6].

Therefore, it is essential for organizations to implement strategies and provide context for improving the performance of the act. To have a system for communicating with customers and acquiring information on the development of Created by the passion of our customers will be requested to shortcomings and weaknesses of products freely reproduce and appreciation for this work and should be encouraged. There is a proverb that says quality in the world: if you can not measure something, you will be incapable of managing it.

The measurement of customer satisfaction and quantify expectations of it, the organization and the perception of it about the services provided by the organization, can be achieved extent to which customers are satisfied or possibly are dissatisfied [9].

Zhouran believe that customer satisfaction is the case that the customer feels characteristics of the product or service is consistent with expectations. Zhouran customer dissatisfaction as a separate concept takes into account the condition that states that customer dissatisfaction In it, shortcomings and disadvantages of the product or service, thorny, complaining and criticizing the customer.

In his opinion, customer satisfaction and dissatisfaction are not in conflict with. In fact, customer satisfaction, due to the characteristics of the product or service offered by him for the purchase and use of persuasion that.

On the other hand, Customer dissatisfaction and lack of defects in the product or service that causes annoyance and customer complaints will come. The studies that have been unsuccessful in terms of the failure, show that 66 percent of them do not consider customer satisfaction a priority. In customer-driven organization, the customer is completely satisfied, during a two-year, 6 times more than satisfied customer repurchase offer.

The main objective is to measure customer satisfaction with feedback from customers, activities and resources that we lead the way in the end, The main objective of which is to maintain long-term customer relationship with him, secured [5].

Soderlund showed a positive correlation between customer satisfaction and types of behavior (word of mouth advertising, to provide feedback and loyalty) there. Positive word of mouth advertising, the need to reduce marketing costs and attract new customers, even if it may lead to increased revenue. So happy customers, is one of the major policies of each business. In order to maintain competitiveness and achieve goals, to improve customer satisfaction levels. On the other hand, as a first step to improving customer satisfaction, it is necessary to determine the level of customer satisfaction. Demands and expectations of customers and the products and services you want, anytime, is changing. For this reason, customer satisfaction should be measured [8].

Many researches have been done in the field of customer satisfaction that can be co-research, Valfrd, Srynyvasan, Ian and Goode, Avloulin, Ramanasan and the park is also noted.

Given the above, this study attempts to make a multifaceted approach to the concept and design model for customer satisfaction survey data.

Methodology:

One of the important developments in the last decade of the twentieth century occurred in the area of quality improvement philosophy, introduced a measure customer satisfaction as one of the main requirements for quality management systems in the business. Therefore, the theoretical basis of service quality, customer satisfaction is based on theoretical principles.

Customer understands that quality has two dimensions: technical quality and process performance. Technical quality of service can often be objectively assessed; The service will offer technical solution to the problem. On the other hand, the manner in which this solution provides customers great impact on the value that the customer does not understand. Assess the quality - quality of process performance - very difficult.
Also, the image in the minds of customers, the two components of perceived quality and overall quality, which plays a very important role in the filter operates.

If the organization has a positive image in the minds of customers, small mistakes are easily forgotten. On the other side of the spectrum, poor image in the minds of consumers, can magnify small errors [3]. This study presents a multi-faceted approach to the concept and design of the model to assess customer satisfaction.

Accordingly, this research is as follows:
1. The customer perception of quality television and customer satisfaction are related.
2. Customer expectations of product and customer satisfaction are related.
3. The product after-sales service and customer satisfaction are related.

The purpose of the present research, applied research is a descriptive survey is to collect data. Data regarding the content validity of the questionnaire, which was approved by the faculty and also with reliability using Cronbach 0 / 81Tyyn was.

The study population consisted of 1007 stores in the city of Rasht TV customer is using a sample size of 279 sampling formula related to the number of customers is estimated, Simple random sampling. The study analyzed data from two population means comparison test using spss software is used.

Results:
- The customer perception of quality television and customer satisfaction are related.
  
To test the hypothesis that the customer perception of quality and customer satisfaction are related to the average television rating of replies allowed The FAQ section of the expectations and fulfill the service is used. To evaluate the statistical assumptions of the student t-test was used for independent samples and test results in Table 1 below. As can be seen in Table 1, the mean scores of the means of achieving the expected level of customer perception of quality is higher.

Furthermore, the standard deviation values reported in harmony or agreement can be concluded that the respondents' views about the customer's perception of quality customer perception of quality is higher than the realization that this claim because of the lower standard deviation of variable rate is expected.

By comparing the amount reported a significant probability that the 0 / 000 and due to the smaller of the amount of the significant level of 0/05 can be null hypothesis was rejected and with probability 95% stating that the customer perception of quality television and customer satisfaction are related.

Table 1: Test results t – student.

<table>
<thead>
<tr>
<th>Customer perception of quality</th>
<th>Count</th>
<th>Average</th>
<th>Standard deviation</th>
<th>Degrees of freedom</th>
<th>Value of the test statistic</th>
<th>Significant risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expectations</td>
<td>279</td>
<td>6/54</td>
<td>0/356</td>
<td>487/3</td>
<td>10/547</td>
<td>0/000</td>
</tr>
<tr>
<td>The realization</td>
<td>279</td>
<td>6/14</td>
<td>0/528</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Customer expectations of product and customer satisfaction are related:

To test the hypothesis that the customer perception of quality and customer satisfaction are related to the average television rating of replies allowed expectations and the realization of a two-part questionnaire was used. To evaluate the statistical assumptions of the student t-test was used for independent samples and test results in table 2.

As can be seen in table 2, the mean scores of the average expectation of achieving higher customer expectations of product furthermore, the standard deviation of the values reported in harmony or agreement can be concluded that the respondents' views about the expectations of more products from the customer's expectations of the product is due to the fact that the standard deviation lower than expected rate is variable.

By comparing the amount reported a significant probability that the 0 / 000 and due to the smaller of the amount of the significant level of 0/05 can be null hypothesis was rejected and with probability 95% stated that customer expectations of product and customer satisfaction are related.

Table 2: Test results t – student

<table>
<thead>
<tr>
<th>Customer expectations of quality</th>
<th>Count</th>
<th>Average</th>
<th>Standard deviation</th>
<th>Degrees of freedom</th>
<th>Value of the test statistic</th>
<th>Significant risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>میزان انتظار</td>
<td>279</td>
<td>6/55</td>
<td>0/435</td>
<td>443/8</td>
<td>7/274</td>
<td>0/000</td>
</tr>
<tr>
<td>میزان حقيل</td>
<td>279</td>
<td>6/17</td>
<td>0/757</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The product after-sales service and customer satisfaction are related:

To test the hypothesis that the perception of the product after-sales service and customer satisfaction is related to the average score of replies allowed expectations and the realization of a two-part questionnaire was used. To evaluate the statistical assumptions of the student t-test for independent samples was used test results
are summarized in Table 3 as can be seen in Table 3, the average expected rate of change the means of achieving higher sales services has also been reported with respect to the values of the standard deviation can be concluded that harmony or agreement between respondents’ views about the after sales service and after-sales service is more than the amount realized this is because of the lower standard deviation of variable rate is expected. By comparing the amount reported a significant probability that the 0/000 and due to the smaller of the amount of the significant level of 0/05 statistical null hypothesis can be rejected and with probability 95% stating that the product after-sales service and customer satisfaction are related.

<table>
<thead>
<tr>
<th>Table 3: Test results t–student.</th>
</tr>
</thead>
<tbody>
<tr>
<td>After sales service</td>
</tr>
<tr>
<td>میزان انتظار</td>
</tr>
<tr>
<td>میزان تحقق</td>
</tr>
</tbody>
</table>

Discussion and Conclusion:

Companies to increase their capabilities in order to increase customer satisfaction and the satisfaction notice of meeting the expectations of its customers and it has been Their resources in order to achieve this goal make. While the growth and survival of the organization’s direct relationship with satisfaction.

According to analyzes conducted in this study, it was determined that the customer perception of quality television, Customer expectations and customer satisfaction are related to product sales services.

REFERENCES