

**THE RELATIONSHIP BETWEEN SERVICE QUALITY, PRODUCT QUALITY,  
PRICE FAIRNESS AND CUSTOMER SATISFACTION  
OF RETAIL STORES IN HATYAI, THAILAND**

**WARAMON PETKAO**

**UNIVERSITI UTARA MALAYSIA**

**2010**

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UNIVERSITI UTARA MALAYSIA

2010



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## ABSTRAK

Kepuasan pelanggan adalah strategik penting untuk mencapai objektif industri peruncitan. Untuk terus wujud dan memperolehi keuntungan, peruncit perlu bertindak untuk memenuhi keperluan pelanggan dan memuaskan mereka. Walaupun terdapat banyak faktor-faktor yang berkaitan dengan kepuasan pelanggan tetapi kajian empirikal terdahulu dalam bidang ini hanya menekankan kepada kualiti perkhidmatan. Kajian ini akan mengkaji tiga faktor penting termasuk kualiti perkhidmatan, kualiti produk dan harga yang berpatutan, yang mana ianya berhubung rapat dengan kepuasan pelanggan.

Tujuan kajian ini dijalankan adalah untuk melihat dengan teliti perhubungan di antara kualiti perkhidmatan, kualiti produk, harga yang berpatutan dan kepuasan pelanggan dalam sektor peruncitan. Soal selidik adalah diambil daripada pengkaji terdahulu. Data yang diperolehi adalah sebanyak 399, yang mana ianya dikumpulkan daripada pelanggan di tiga (3) pasar raya besar (Hypermarket) dan tiga (3) di gedung serbaneka (department stores) di Hatyai, Thailand. Analisis Pekali Korelasi Pearson digunakan untuk menguji hipotesis.

Keputusan kajian ini menunjukkan kualiti perkhidmatan di sektor peruncitan mempunyai hubungan yang positif dengan kepuasan pelanggan seperti mana yang dihipotesiskan. Kualiti produk dan harga yang berpatutan juga mempunyai perhubungan yang positif dan signifikan dengan kepuasan pelanggan. Kajian ini menunjukkan persepsi pelanggan berkenaan dengan kualiti perkhidmatan. Kualiti produk dan harga yang berpatutan adalah sama penting untuk membentuk kepuasan. Oleh itu, peruncit seharusnya memikirkan bagaimana produk dan harga boleh dijadikan sebagai dasar untuk memuaskan pelanggan dan untuk meningkatkan kualiti perkhidmatan sebagai nilai tambah kepada pelanggan.

## ABSTRACT

Customer satisfaction is an important strategic objective for retail industries. In order to survive and achieve profitability, retailers need to respond customer's requirement to satisfy them. Although there are many factors which relate to customer satisfaction, but most of previous empirical research in this field tended to emphasize on only service quality. Hence, this study investigates three important factors including service quality, product quality and price fairness which are critical relating to customer satisfaction.

The purposes of this study are to examine the relationship between service quality, product quality, price fairness and customer satisfaction in retail stores. The questionnaires were developed from many previous researches. The data was collected from 399 customers of 3 hypermarkets and 3 department stores in Hatyai, Thailand. Pearson's correlation coefficient analysis was used to test the hypotheses.

The result of this study shows that service quality of retail stores has positive relationship with customer satisfaction as hypothesized. Product quality and price fairness also have the significant and positive relationship with customer satisfaction. This study shows that perception of customers about service quality, product quality and price fairness are almost equally important to build up their satisfaction. Therefore, the retailers should consider product and price as the foundations to satisfy customer and to improve service quality as an add-on value to customer.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Overview**

This chapter includes six (6) parts; (1) Background of the Study, (2) Problem Statement, (3) Research Objectives, (4) Significance of the Study, (5) Definition of Terms and, (6) Scope and Limitations of the Study.

Part one (1), Background of the study described the background and some theory which related to the study. Part two (2), problem statement discusses the issue related to the topic, part three (3) pointed out what are the objectives of this study. Part Four (4) explained the significance of the study. Part Six (5) defined some terms that related to this study and the last part, and Part Six (6) discusses the scope and limitations of the study.

#### **1.1 Background of the Study**

Today's organizations operate in a highly dynamic business context, which is compounded by complexity and uncertainty throughout the society, the complexity of operating in a rapidly changing global environment has overwhelmed many organizations throughout the world (Kantabutra & Vimolratana, 2009). The key to sustainable competitive advantage lies in delivering high quality services that will in turn result in satisfied customers (Ismail et al., 2009). As competition among retail

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