A STUDY OF CUSTOMER SATISFACTION ON PRODUCTS AND SERVICES:

THE CASE OF KM VET PHARM SDN. BHD.

By

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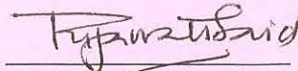<u>MASTER OF SCIENCE MANAGEMENT</u>

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ABSTRACT

This research is aimed to determine the satisfactory reasons among KM Vet Pharm Sdn Bhd customers towards veterinary products and services. Veterinary business line is on the increase in Malaysia and the demands for veterinary products and services are getting higher day by day. This organization holds different cluster of organizational customers though out Malaysia and due to that, this research was carried on the south region of Malaysia which represents the biggest market share for the company. The questionnaire was tested for its reliability. The correlation and regression analysis were used to identify the relationship and effect of cognitive, affective and conative towards customer satisfaction. The result proves that cognitive, affective and conative effects in determining customers satisfaction over veterinary products and services.

Keywords: *veterinarian, cognitive, affective, conative, customer satisfaction*

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ABSTRAK

Kajian ini bertujuan untuk menentukan sebab-sebab yang membawa kepuasan dalam kalangan pelanggan KM Vet Pharm Sdn Bhd terhadap produk dan perkhidmatan veterinar. Perniagaan veterinar adalah barisan perniagaan yang semakin meningkat di Malaysia dan permintaan terhadap produk dan perkhidmatan veterinar semakin meningkat. Organisasi ini mempunyai pelbagai kluster pelanggan dari seluruh Malaysia dan oleh disebabkan demikian, kajian ini hanya dilakukan di selatan Malaysia yang mewakili pembahagian pasaran terbesar syarikat. Ujian kebolehpercayaan soal selidik juga telah dilakukan. Analisis korelasi dan regresi digunakan untuk mengenal pasti hubungan antara kognitif, afektif dan konatif terhadap kepuasan. Hasil kajian membuktikan bahawa kognitif, afektif dan konatif member kesan dalam menentukan kepuasan pelanggan terhadap produk dan perkhidmatan veterinar.

Kata kunci: *veterinar, kognitif, afektif, konatif, kepuasan kaki pelanggan*

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CHAPTER 1

INTRODUCTION

1.1   Background of the Study

Customers are the core of importance in all business. KM Vet Pharm Sdn Bhd, the leading SME Company in veterinarian supplier business does no differ from it. Veterinary field currently is a vast growing field in Malaysia. This is because people now days look at animals as per one of their family member compared to older times where animals were reared as one of their food source. Even though ruminants are being source of business, but their well-being are main constant of those farmers and business people. This new generation people are more consent on prevention than treatment because treatment cost more than prevention. Business need money to survive and money comes from customers. Customer satisfaction is important in making a difference whether the company is surviving or thriving. Ideally, when customers are happy, they keep coming back in which it means the repurchase behavior besides bringing in new customers. In a world of business, competitions are everywhere. Satisfied customers will always choose only one brand even there are other brand in the market. To be a leading brand, it needs satisfied customers who are loyal to the brand. For example, the leading company in e-commerce Alibaba offers a suite support services to ensure optimal customer satisfaction by helping sellers to maintain a good and positive interaction with buyers. These support services thus leads to more transaction generation. Customer satisfaction will hence to

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lead customer loyalty over the product or services. When customers are dissatisfied, a bigger gap presents in making customers to be loyal and the gap to loyalty will thence to be smaller when customer expectation are met. Customer's satisfaction leads to company thriving besides loyalty and in business terms, more money will flow in.

In this section, it is quickly clarified about the organization and the significance of the organization's consumer satisfaction and their steadfastness that will decide the future objectives of the organization. Moreover, this section will clarify on the issue explanation, targets, and inquiries of the examination other than clarifying the meaning of the terms included.

According to Kotler (1997), organizations now days are based on customer arrangement. Customer is portrayed as the one that purchases an item or organization (A.Czepiel, 2013). As showed by Bobâlc (2013), customer is described as a man who purchases items and endeavors for individual use. The importance of organization is the action of helping or doing work for some person, a system giving an open need , an incidental routine examination and support of a vehicle or other machine and besides delineated as a component of religious love as showed by an embraced shape. The assistance and council connecting to those individuals who purchase and utilize its products or services passes on us to the word customer organization and satisfaction (Clemes & Dean, 2016). Shopper devotion may make weights on distinctive heading over water affiliations all through the world. A large number of organizations utilize happiness rankings as a trademark of the common execution of organizations and things as a

trademark of the bonding's future (Tu *et al.*, 2012; Pathomsirikul, 2016). Concurring to Hu (2012), stamp regard, advantage quality and publicizing system have positive relationship on client efforts, and progressing blend strategy has a generally intervening influence on the bond between advantage quality and client satisfaction (Hu, 2012).

Brand could be a brain boggling surprise. Tu *et al.* (2012) has incontestable in their papers as complete can be something either organization, name or company. Brands square measure sure; they enter in each sensible sense all elements of our life: money, social, social, employing, surely, even faith (Maurya, 2012). A name, term, plan, picture, or another half that recollects that one seller's inconceivable or association as clear from those of various shippers said to be branding. The existent term for check is trademark. Complete peoples cluster square measure an exceptional quite buyer gatherings, and have reworked into an important current issue within the examination of brands, since they entwine complete and gathering. Social correspondences between combination peoples altogether have an effect on customers' relationship with, and perspective towards the complete (Zaglia, 2013).

Veterinary prescription industry is the branch of solution that arrangements with the causes, analysis, and treatment of maladies and wounds in creatures (Kramer, 2018).Veterinary prescription had its starting points in nourishment creation and has had crucial parts in managing the staggering impacts of irresistible creature illnesses on domesticated animal's ventures and in addition in moderating human maladies of creature cause. Compare to older days, animals are being prioritized. Animals, either for

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business purpose or being pets, they are believed to be parts of their family. No matter in case of food or supplement providing, people now days seek for the best option as to integrate animals as important living organism on earth and more constantly part of their family members. Looking deeper into business prospects, giving the best among the best is crucial in current market rising situations. Whether the cows or goats are sick, the best medications is needed and as Malaysia are moving towards antibiotic free treatment, alternative treatment are approached in which leads to herbal based treatment and KM Vet Pharm Sdn. Bhd. is being the solely organization that gives the best alternative treatments. Besides treatments, precautions are way better. Herbals, minerals and crucial vitamins are being used to prevent sickness regardless of large animals or small animals (pets). What's more, in light of the fact that worldwide creature generation frameworks are so differing, nourishment creature veterinarians must comprehend and work easily inside the system of neighborhood social, social, and political conditions and limitations (Kelly *et al.*, 2013).

KM Vet Pharm Sdn. Bhd. is the main organization in dissemination of creature wellbeing items and nourishment. The company act as the supplier of animal healthcare products, administrations and arrangements, utilizing elective creature human services by means of Veterinary, Ayurvedic or Herbal Medicine and in addition Siddha, Homeopathy, Unani, Traditional Chinese Medicine and other common methodologies, notwithstanding the allopathic arrangements, as asked for by customers across the nation in Malaysia. The earlier issues looked by the KM Vet Pharm Sdn. Bhd. are to figure out

what will be the explanations behind shopper inclination for its item and so forth hood of maintained repurchase by buyers.

1.2   Background of KM Vet Pharm Sdn. Bhd.

KM Vet Pharm Sdn. Bhd. was established in the year 1991 and was located at first at Jalan Ipoh. The managing director, Dr Manikam is a graduate (DVM and BVSc) from India in veterinarian line who is expertise in both small animals and ruminants well-being. This organization have their own clinic in which gives one of the best treatment to all animals regardless of their species and at the same time it enables our products to be channeled to end-user customers by ourselves. This organization holds customers from various governments' organizations, veterinarian clinics, farmers, pet-shops, breeders and till the end-users. Despite the fact that the number of competitors are increasing in the veterinary supplier line, KM Vet Pharm Sdn. Bhd. is eager to find out their customer's satisfaction towards the products and services. Thus, to identify the ironic reason behind the issue, this is survey is done in which drags the factors that brings to customer satisfaction via using Oliver's model.

1.3   Problem Statement

Customer satisfaction towards vet products is important and the strong reason behind this statement is people have started to look at animals as part of their family more than just animals (Bradshaw, 2017). Even animals which are being taken into count for business purpose, organizations are looking after their well-being because their health will bring in

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more money to the organizations. In Malaysia, even though veterinary line is known to be the vast growing field but indeed the competition is getting higher whether taking into count on treatment and medication or main supplier of products. People are venturing into this line as the outcome is very good and hence the competition is getting higher (Joly *et al.*, 2015). When there are any customers who are being not satisfied with the products or services offered, the customers have new alternatives. Retaining customers besides attracting new customers is always a challenge no matter what type of business is being run (Stringfellow, 2018). Cognitive variable represents the judgment on the product and services offered by the organization and a good judgment will eventually bring towards customer satisfaction. Another variable that is related to customer satisfaction is affective variable. A well satisfied customer is developed when a cumulative feeling of needs is being taken into concern and good products and services are offered to them, their affective variable is achieved (Ghazizadeh & Soluklu, 2017). When a customer believes in good product and services, they tend to recommend to their friends regarding those products. This is what we call as conative variable and its relation to customer satisfaction (Han, Heesup & Kim, 2011).

Amounts of investigation had proposed the association between promoting mix, buyer dependability and stamp unwavering quality that perceived by Oliver's Brand satisfaction show. A base of determined clients can consider the degree that cash related prizes and new business prospects as winning another client can cost as much as 6 times more than the cost of holding an old one (Rosenberg & Czepiel, 2013) while advantages can be stretched out from 25% to 125% if the potential development is diminished by 5% relying upon the business (Reichheld & Sasser, 1990). In the present uncommonly

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forceful financial circumstances, keeping up customers is apparently the most basic objective for a couple of business associations all through the world (Hanaysha & Hilman, 2015). Organizations have been all things considered researched and investigated for their captivating attributes and raised client introduction.

A part of the noteworthy thoughts that have been concentrated to explore the honest to goodness thought of organizations are Service Quality (Parasuraman, Zeithaml & Berry, 1985; Gronroos, 1988; Cronin & Taylor, 1992; O.Neill, 1992; Oliver, 1997), Satisfaction (Oliver, 1993 & 1997; Wirtz & Bateson,1999; Zeithaml & Bitner, 2000), Loyalty (Dick & Basu, 1994; Oliver, 1997; Bowen & Shoemaker, 1998; Reichheld & Sasser, 1990; Heskett, Sasser & Schlesinger, 1994; McMullan & Gilmore, 2003; McMullan, 2005) and Complaint Management Systems (Boshoff, 1997 & 1999; Mattila, 2001; Boshoff & Staude, 2003; Craighead, Karwan, & Miller, 2004; Mattila & Patterson, 2004). Some portion of customer consistency gets recognizable quality when related concerning associations in light of the higher human fuse on the other hand with things. Recalling the genuine target to make and keep up unfaltering quality among the clients, it is major to discover what drives faithfulness.

1.4   Research Question

Based on the problem statement above, the research questions for this study is as follows:

RQ1:   Is there a relationship between cognitive and customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.?

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RQ2: Is there a relationship between affective and customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.?

RQ3: Is there a relationship between conative and customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.?

RQ4: Is there any effect of cognitive, affective and conative on customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.

1.5 Research Objective

In-line with the research questions stated above, the research objective of this study is to:

RO1: To examine the relationship between cognitive and customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.

RO2: To examine the relationship between affective and customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.

RO3: To examine the relationship between conative and customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.

RO4: To examine the effect of cognitive, affective and conative on customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.

1.6 Scope of the Study

The scope of this study is divided into two main points – the variables and the sample. The focus of this study is the satisfaction of veterinary organizational customers.

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Satisfaction is the dependent variables in this study. While three other variables, namely – (i) cognitive, (ii) affective, and (iii) conative, are the independent variables. The sample of this study only confine to the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.

1.7   Organization of Thesis

Chapter 1 quickly clarified a concise presentation, foundation, and the investigation's examination issue. It at that point plots the exploration questions, targets, trailed by the meaning of key terms finally covers, it will display the structure of this examination. Chapter 2 contains the subtle elements survey of past investigations which are identified with this examination. The surveys which be displayed in this segment additionally will talk about on the consumer satisfaction and client unwaveringness after showcasing blend. At long last, the part examines the chose free factors. Chapter 3 clarifies the examination strategy utilized as a part of this exploration paper which incorporates investigate plan of the examination, populace and inspecting of the investigation, the estimation of the factors utilized and furthermore the information investigation technique. Chapter 4 discusses on the outcome of the survey which incorporates output obtained via descriptive, correlation and regression analysis. Chapter 5 engraves on the conclusion on the output from the research besides explaining on the recommendations and contributions from this research.

CHAPTER 2

LITERATURE REVIEW

2.1   Introduction

In this chapter the discussion is focus on the organizational customer satisfaction, it will be discussed on certain relevant information related to the research that was done earlier. Thus, in this chapter we will be discussing on the factors that determines the customer satisfaction according to Oliver's Satisfaction model.

2.2   Customer Satisfaction

Organizations are extensively asked regarding and separated for his or her distinctive properties and real client presentation. Customer satisfaction is outlined as a client's emphasized look or rehash buy coordinate while and additionally the energetic obligation or verbalization of an uncommon viewpoint toward the expert association. It's understood that trustworthy customers' visit repeat is higher and that they build a larger variety of purchases than non-immovable customers. They're what is additional, more unwilling to vary to a competition check attributable to price and alternative extraordinary progressions and acquire new customers through positive casual which might currently be able to and once more save a monstrous live of expenses for commercial enterprise (Yoo & Bai, 2013). A section of the large thoughts that are focused to explore the honest to goodness thought of organizations square measure as indicated by Kumar and

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Shrivastav (2012) in their diary, clearly expressed as varied academicians have recognized the criticality of commitment in advantage endeavors (Bloemer *et al.*,1999; Caruana, 2002) and its potential impact on the modification of sufferable focused edge (Keaveney, 1995; Gremler & Darker, 1996) for the organization companies.

This could be attributable to the fascinating thought of organizations, extended dependence on advancement and additional conspicuous client thought in advantage transport. A base of unwavering clients will do ponder the extent that monetary prizes associate degreed new business prospects as winning another customer will price the maximum amount as half-dozen times quite the value of holding an recent one whereas benefits may be extended from twenty fifth to one hundred and twenty fifth if the potential migration is reduced by five-hitter counting on the actual business (Reichheld & Sasser, 1990; Rai, 2012).

2.3   Cognitive

The interpretation of the term cognitive is the consumer's ability of relating to, being, or involving conscious intellectual activity such as thinking, reasoning and remembering products or services (Hapsari, Clemes & Dean, 2016). Recommends people's considerations around the point of view contradict. At this arrange particular traits, for occurrence, regard, nature of the things and endeavors impacts social orders' dedication. From this time forward it is considered as the weakest in the four arrange outline. The buyer may change from his show picture once he is educating approximately or in case he sees elective offerings as predominant isolated to the propelling drive for cash.

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2.4.1 *The relationship between customer cognitive variable and satisfaction.*

To be a reliable client, everything takes to the announcement of early introduction establishes the best connection of all. Presently days, it's about the brand and marking. At the point when a client perceives a brand and both the item alongside benefit are great at the principal buy, the higher the shot for the client to be satisfied and be faithful towards the mark. Faithfulness in this stage is clarified as an express learning or late information in view of understanding and in which it will prompt client confide in performing re-buy an item or administration. The cognitive variable distinguishes the impressions on the products or service that they used in which those items are fit enough for the amount they paid. That impression gives impact towards customer's satisfaction level. Han, Kiam and Kim (2011) have expressed in their paper as an apparent incentives the clients general appraisal of the utility of an item in light of view of what is given and got other than on the general impressions of the relative prevalence of the organization and its given administrations. Despite the fact that it is said to be the dedication at this level is powerless yet it is as yet essential to endure a long haul client connection towards items and its administrations.

2.4   Affective

The understanding of affective variable is the activity responses, for example, conclusions, manners and alternative passionate parts that may be understood from verbal reports or from their physiological exercises (Ngan, 2017). Brim-full with feeling unwavering quality relates to an ideal angle a selected complete or issue. In a very

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general sense perspective may be thought of as a limit of knowledge (Hapsari, Clemes & Dean, 2016). At no matter purpose desires square measure met or suited, it will provoke satisfaction that consequently begins loaded with feeling devotion (Iglesias, Markovic & Rialp, 2018). Murale, (2007) in his paper he declared that Sambandam and Lord (1995) aforementioned that brimful with feeling devotion is furthermore subject to deterioration since the reason behind deterioration is higher interest of focused offerings and redesigned affirmative for forceful brands, that is gone on through innovative and focused exhibiting correspondence philosophies. In brief, it's aforementioned to be the sensation that grows along with the cumulatively satisfying usage of a product or service.

2.5.1 *The relationship between customer affective variable and satisfaction.*

The affective variable is the one that grows upon a cumulative satisfied usage of products or services and this stage plays a vital role in defining the behavioral satisfaction. If in any circumstances of the product or services had been dissatisfied, the chances for the customer to be satisfied will decline (Iglesias, Jit Singh & Sierra, 2018). Even so, the affective variable is closely related to the cognitive variable, to be straight forward, it as the affect after the cognitive variable, this turning point in which it is to strengthen the customer's base towards the product or services if this point is looked down, it will definitely affect the behavioral satisfaction (Hariharan *et.al*, 2018). For example, if a customer who purchases cat supplement for couple of times, if the person experiences a bad service after service, chances for him to change product is still rampantly high. Thus, affective variable plays an important role in deciding the behavioral satisfaction.

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2.5   Conative

It is the behavioral desire or capacity to act. Bagozzi (1978) communicated that the Conation dimension is said to depict the action affinities one needs to approach or avoid a dissent or play out some response. This proposes the attitudinal reliability should be joined by a need to act. A regular case is the need to repurchase a particular brand of thing. It is more grounded than the attitudinal (brimming with feeling dedication) in any cases, it is in like manner slanted to particular weaknesses. Organization frustrations, poor technique for managing disputes are a bit of the strong reasons that diminishing conation. The customer may settle on elective brands when they regularly encounters frustrate in their wants, for instance, raunchy advantage (Murale, 2017).

2.6.1   *The relationship between customers conative and satisfaction*

At this arrange, it is where it recognize the near connection between customer's conative variable and satisfaction dependability. This connection what demonstrates the client devotion towards the item or benefit is display or going to vanish. At this arrange, it will clearly figure out whether we have fulfills our clients completely or sis there is still metal space to be satisfied. Conation dependability uncovers the figure whether a current client is inclined to prescribe the item or benefit to others or not, and how solid or frail clients repurchase deliberate. Consequently, this study will donate affect towards the behavioral devotion in which the recurrence of visit or repurchase is based on this calculate.

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2.6   Underpinning Theory

To maintain customers shopping for behavior to sure product or services, it's necessary for the organization to satisfy those client desires. Customer fulfillment is clarified to the payment power of customer unendingly to stock or administrations while finish unwaveringness holds the customer determination on beyond any doubt finish. By making and keeping up customer faithfulness, an organization develops an extended pull, typically productive relationship with the customers (Pan, 2012). A move in complement from satisfaction to constancy offers off an influence of being a helpful modification in method for some organizations in lightweight of the undeniable reality that associations understand the benefit impact of getting an obsessive customer base. Rather than advancing the motivation behind reading perpetually the least complex to hold clients than enroll new clients as this is the method will be most cost-productive. In this way, Oliver's Satisfaction demonstrate that comprises of four order is utilized on the hunch that the supporters beginning strategy learning to fringe feelings, use those feelings in light of the fact that the explanation behind perspectives and afterward pick action choices in lightweight of relative deportment characteristics (Toufaily, 2013). Oliver out in 1977 ran with another hypothesis on client's satisfaction. Joseph Oliver delineated consistency as a widely summon feeling of duty with noteworthiness re get or repatronize an inside and out favored factor or affiliation enduringly anon, on these lines administering uninteresting same-brand or same brand-set acquiring, regardless of situational impacts and indicating makes an undertaking which will cause exchange lead. As incontestable by him duty might be a learning framework that features relationship among viewpoint

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and lead. He watched that dedication would be makes in three phases. Dedication is an underlying in mental sense, later in an exceptionally brimful with feeling sense and still later conatively. These three phases zone unit reliably associated with the ramifications of individual way, changed examinations facilitated where amid the globe has displayed that point of view should be distributed three classifications for instance, acknowledgment, effect and conation which may be for the first half known as an action reason.

All this three phases were tested individually by throwing questions related to the phases and tested whether do they really brings towards satisfaction among customers. Cognitive as defined is meant to be dedication towards a brand, product or service which leads the affective where the dedication tested with different consideration as do they really up to what the customers think and all of this prolongs towards conative that brings on the loyalty of customers buying products or service comprehend to their satisfaction.

2.7   Summary

Retaining existing customers are more crucial than having new customers. Customer loyalty can be justified only when customers are satisfied. Oliver's four stages satisfaction model is developed in a way that eases in determining the satisfaction of customer stage by stage and in a simple way. Thus, this research is exhibited slightly different from what Oliver's model explained in which the variables gives impact by its own to the customer satisfaction.

CHAPTER 3

METHODOLOGY

3.1   Introduction

In this chapter, the research methodology used in the study is portrayed. The geographical area where the study was directed, the study design, and the population along with the sample are described. The instrument used to collect data, including methods implemented to maintain the validity and reliability of the instrument are described.

3.2   Research Framework

INDEPENDENT   DEPENDENT
VARIABLES   VARIABLE

| Cognitive |

| Affective | | Satisfaction |

| Conative |
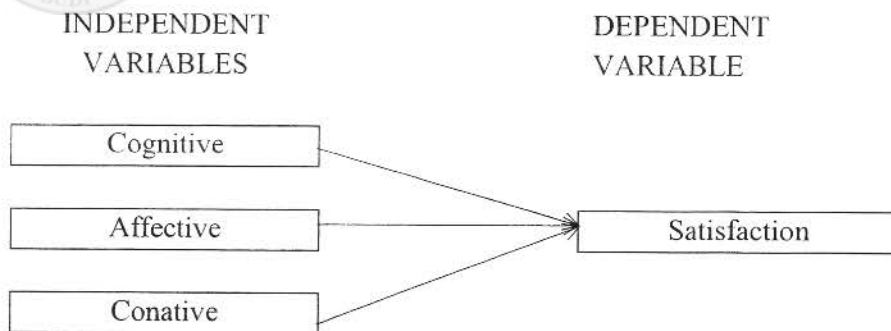
Figure 3.1
Research Framework

As shown in the figure above, the framework was adapted from Oliver's Brand Satisfaction Model. This framework is to study the relationship and the effect of the independent variables, namely: cognitive, affective and conative variables, on organizational customer satisfaction which is the dependent variable.

3.3   Hypotheses Development

Based on the literature review discussed in Chapter 2, the following hypotheses are developed.

H1:   Cognitive is related to customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.

H2:   Affective is related to customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn, Bhd.

H3:   Conative is related to customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.

H4:   Cognitive, affective and conative have an effect on customer satisfaction of the veterinary organizational customers of KM Vet Pharm Sdn. Bhd.

3.4   Research Design

This research employs the quantitative approach and specifically the survey research method in collecting the field data using closed ended questionnaire. Respondents are encourage to answer the questionnaire on the own in order to minimize the degree of

interference on the respondents by the researcher. Respondents will answer the actual situation or condition in their organization regarding the purchase of the veterinary products and services. The data collected in this research is cross-sectional in nature.

Table 3.1

Research Design

Elements	Approach Employed
Research strategy	Quantitative; Survey research
Extent of researcher interference	Minimal - studying event as they normally occur
Study setting	Non-contrived – in a normal condition
Unit of analysis	Organizations – representative of organization in charge of buying for the organization
Time horizon	Cross sectional

3.5 Operational Definition

Table 3.2

Operational Definition

Terms	Definition	Author
Customer Satisfaction	Loyalty is wide regarded within the literature as a very important conducive issue to a firm's profitableness. Customer loyalty absolutely influences profitableness each by serving to cut back promoting prices and by increasing sales per client.	Rafiq (2013)
Cognitive	The initial stage of the attitudinal part of client loyalty and is predicated primarily on info or data gained from a spread of sources. At this stage, loyalty develops as customers build comparisons between such aspects because the image, quality, and different psychological and useful aspects of the merchandise or service before them and various offerings, exploitation each direct and vicarious expertise as a guide.	Han et al.,(2011); Oliver, (1997, 1999); Han & Woods, (2014)
Affective	Results from customers' hedonic fulfillment from a product or service and therefore the positive angle that fulfillment engenders	Oliver (1999)
Conative	A firm intention to behave in a very specific method in following a goal. The main element of conative loyalty is commitment-based intention. Thus, conative loyalty implies a robust, committed intention to get a selected product or whole.	Oliver (1999)

The operational definition for each variable is as shown in the above table.

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3.6   Measurement

Table 3.3

Measurement Elements

Variable	Number of Item	Measurement Scale	Source
Satisfaction	7	1 – 5	Murale, 2007
Cognitive	2	1 – 5	Shahin, 2011
Affective	8	1 – 5	Bobalca, 2012; Murale, 2007
Conative	2	1 – 5	Bobalca, 2012

The research instrument used in this research is the open ended questionnaire. The variable items in the questionnaire were adopted from previous related studies. The measurement scale used in this research is as shown in the table below. The 5 Likert scale was adopted with the scale of 1 (strongly disagree) to 5 (strongly agree) of the Likert scale.

Table 3.4

Measurement Scale

Strongly Disagree	Disagree	Neutral	Agree	Disagree
1	2	3	4	5

Table 3.5
Format of Questionnaire

Section	Variable
A	Background of: (i) organization, and (ii) representative Perception of services received
B	Dependent: (i) Satisfaction
C	Independent: (i) Cognitive, (ii) Affective, (iii) Conative

The questionnaires were segmented into three parts. Section A in which represents in the background of respondents, Section B represents on the satisfaction factors and Section C represents the independent variables.

Table 3.6
Pilot Test

Variable	Cronbach Alpha - (Source)	Cronbach Alpha - (Pilot)
Satisfaction	Murale V1, 2007	.965
Cognitive	Shahin, 2011	.967
Affective	Claudia Bobalca, 2012	.968
Conative	Claudia Bobalca, 2012	.966

The table above represents the source of the questionnaires were absorbed. To test the reliability, the Cronbach Alpha test was run. The outcome of the test was as shown above.

3.7   Sampling

The organizational customers of KM Vet Sdn. Bhd is scattered throughout West Malaysia. For the purpose of this study, the south region is selected due to its large and outstanding presence. The south region covers Kuala Lumpur, Selangor, Negeri Sembilan, Melaka and Johor.

Table 3.7
KM Vet Sdn. Bhd. Organizational Customers

Type	Number
Veterinarian doctor	137
Pet Shop	199
Breeder	21
Farmer	126
Government	57
Total	540

The table above shows on the types of customers that KM VET PHARM SDN BHD holds and the total quantity given above will only be for the south region of Malaysia.

Table 3.8
Sample Size

Elements	Number
Population	540
Sample size	226

The sample size for this research is based on Krejcie and Morgan (1970) sample size statistical table. Based on the size of the population, the appropriate sample size is 226.

Table 3.9
Sampling Approach

Sampling Approach	Description
Stratified sampling	This method was choose as the survey was done on the south part of the nation in which from covers Selangor, Negeri Sembilan, Melaka and Johor

The type of sampling used was stratified sampling. This is due to the different subgroups

of organizations were involved.

3.8   Data Collection

Table 3.10
Data Collection

Method	Description
Survey :	
(i) Company salesman	Schedule follow-up with major organizational customers
(ii) Walk-in customer	Ordinary and small quantity organizational customers

The major method employed in collecting data from the organizational respondents is the

survey methods. However this method is executed using two methods. The first method

is using the company sales team that has their schedule to follow-up with organizational

customers on regular basis. Usually the sales team will cater the large accounts.

The second method is approaching the walk-in organizational customers. The walk-in

customers were approached while they were waiting for item delivery to obtain their

cooperation in participating in the data collection exercise. The distribution of questionnaires was carried out over the period of 10 weeks

3.9 Techniques of Data Analysis

Table 3. 11
Techniques of Data Analysis

Items	Types of Analysis
Data preparation	Descriptive
Background of organizations	Descriptive
Background of representatives	Descriptive
Description of individual variable	Descriptive
Relationship between variables	Correlation
Effect of independent variables on dependent variable	Regression

As shown in the above table, various types of analysis are carried out on the data collected from the organizational customers.

3.10 Summary

Sociological research is a genuinely complex process. As should be obvious, a considerable measure goes into even a straightforward research plan. There are numerous means and much to consider when gathering information on human conduct, and in addition in translating and investigating information to shape indisputable outcomes. Sociologists utilize logical strategies all things considered. The logical strategy gives an arrangement of association that enables specialists to plan and lead the investigation while guaranteeing that information and results are solid, legitimate, and objective.

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The numerous strategies accessible to scientists—including tests, reviews, field studies, and auxiliary information examination—all accompany focal points and burdens. The quality of an investigation can rely upon the decision and execution of the suitable technique for social occasion explore. Contingent upon the theme, an investigation may utilize a solitary strategy or a mix of strategies. It is critical to design an exploration configuration before attempted an examination. The data accumulated may in itself be amazing, and the investigation configuration ought to give a strong structure in which to break down anticipated and unpredicted information. As per this research, Oliver's four-stage's satisfaction model suit well in defining what is consumer satisfaction.

CHAPTER 4

RESULTS AND DISCUSSION

4.1   Introduction

This chapter revolves around the outcome of the research. It includes the data collection, data analysis and discussion. The SPSS statistics software was used to analyze the output of the collected data.

4.2   Data Preparation

Table 4.1
Data collection

Activity	Number of Questionnaire
Distributed	350
Collected	320
Useable	287

As shown above, from a total of 350 questionnaire distributed to the veterinary organizational customers, 320 are successfully collected back. However only 287 set of questionnaire were considered usable. A total of 33 questionnaires were rejected due to incomplete and multiple answers besides the fact of double respondents from similar veterinary organizational customers.

4.3 Background of Respondents

Table 4.2

Background of Respondents

Organization	Frequency	Percentage
Veterinarian doctors	54	18.8
Pet Shop	50	17.4
Breeder	49	17.1
Farmer	104	36.2
Government	30	10.5
Total	**287**	**100**
Representative:		
20 – 30 years old	26	9.1
31 – 40 years old	44	15.3
41 – 50 years old	82	28.6
51 – 60 years old	90	31.4
> 60 years old	45	15.7
Total	**287**	**100**
Male	220	76.7
Female	67	23.3
Total	**287**	**100**

KM Vet Pharm Sdn. Bhd. holds varies range of customers. The range starts from well-educated veterinarian doctors who run clinic's on their own and those who work under government running organizations till the experienced developed farmers, breeders, current upcoming pet-shop owners and the end user. End users are pet owner.

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4.4 Reliability Analysis

Table 4.3

Reliability Analysis

Variable	Item	Pilot	Actual
Satisfaction	7	.965	.981
Cognitive	2	.967	.967
Affective	8	.968	.970
Conative	2	.966	.961

The results of the Cronbach Alpha for reliability analysis statistics shows that the items for each variables are all above the acceptable value of 0.7. Therefore all items for the variables tested are in the acceptable range.

4.5 Descriptive Analysis

Table 4.4

Frequency of Visit by Organizational Representatives

	Frequency	Percent
Daily	7	2.4
Weekly	6	2.1
Twice a month	45	15.7
Monthly	27	9.4
Occasionally	202	70.4
Total	**287**	**100.0**

Based on the table above, it shows that slight more than 70 percent of the organization only visit the KM Vet occasionally to get the veterinary products and services. About 15 percent purchase veterinary products and services twice a month.

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Table 4.5

Perception Scale

Not important at all	Slightly important	Fairly important	Moderate	Important	Very important
0	1	2	3	4	5

Table 4.6

Mean and Grand Mean Statistics

Variable	Item	Mean	Std Dev.
Satisfaction	Item 1	2.53	1.488
	Item 2	3.81	1.352
	Item 3	3.66	1.377
	Item 4	3.77	1.300
	Item 5	3.05	1.704
	Item 6	4.16	1.123
	Item 7	3.03	1.302
	Grand Mean	**3.43**	**1.314**
Cognitive	Item 1	4.31	1.719
	Item 2	4.87	1.358
	Grand Mean	**4.59**	**1.524**
Affective	Item 1	4.09	1.074
	Item 2	4.21	1.580
	Item 3	4.40	1.663
	Item 4	4.70	1.286
	Item 5	4.53	.728
	Item 6	3.62	1.002
	Item 7	2.51	1.489
	Item 8	4.33	.840
	Grand Mean	**4.30**	**1.137**
Conative	Item 1	4.46	.741
	Item 2	4.49	.775
	Grand Mean	**4.48**	**.744**

According to table 4.6 above, item 6 in the satisfaction shows (x=4.16, std. dev = 1.12), item 2 in cognitive shows (x = 4.87, std. Dev = 1.36) , item 4 in affective shows (x = 4.70, std. dev = 1.29) and item 2 in conative shows (x= 4.49, std. Dev = 0.76) score

within the range of 5 (important) compared to the other types of services which falls within the range of 3 (moderate) to 5 (important) from table 4.5.

4.6   Correlation

Table 4.7
Correlations Statistics

		Satisfaction	Cognitive	Affective	Conative
Satisfaction	Pearson Correlation	1	.971**	.981**	.908**
	Sig. (2-tailed)		.000	.000	.000
	N	287	287	287	287
Cognitive	Pearson Correlation	.971**	1	.976**	.954**
	Sig. (2-tailed)	.000		.000	.000
	N	287	287	287	287
Affective	Pearson Correlation	.981**	.976**	1	.904**
	Sig. (2-tailed)	.000	.000		.000
	N	287	287	287	287
Conative	Pearson Correlation	.908**	.954**	.904**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	287	287	287	287

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the correlations statistics, the relationship between cognitive (r = .971, p < 0.01), affective (r = .981, p < 0.01) and conative (r = .908, p < 0.01) to satisfaction of organizational veterinary organizational customer are all significant and thus highly effects customers satisfaction.

4.7 Regression

Table 4.8

Regression Statistics

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.983[a]	.966	.966	.243

a. Predictors: (Constant), Conative, Affective, Cognitive

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	477.221	3	159.074	2689.650	.000[b]
	Residual	16.737	283	.059		
	Total	493.959	286			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Conative, Affective, Cognitive

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.270	.204		-6.233	.000
	Cognitive	.223	.068	.258	3.287	.001
	Affective	.826	.064	.715	13.008	.000
	Conative	.357	.071	.315	4.397	.002

a. Dependent Variable: Satisfaction

According to the importance levels obtained, the positive impact of cognitive, affective and conative on customer satisfaction was confirmed at the $p < .05$ significance level. The RMSE(0.243) shows that there is a strong relationship between the variables as the smaller the value, the better the result will be. The R value (0.983) also shows that there is strong relationship between the tested variables. The closer the value to +1, the

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stronger the relationship. Consequently, the primary four hypotheses of our study were confirmed. Considering the beta coefficients obtained, the variables severally shows the greatest effects on customer satisfaction. The β value signifies that all of the variables have positive effect towards the dependent variable.

4.8   Summary of Hypothesis

Table 4.9
Summary of Hypothesis

	Hypothesis Statement	**Results**
H1:	Cognitive is related to customer satisfaction of veterinary organizational customer of KM Vet Pharm Sdn. Bhd.	Accepted $r = .971$ $p < 0.01$
H2:	Affective is related to customer satisfaction of veterinary organizational customer of KM Vet Pharm Sdn, Bhd.	Accepted $r = .981$ $p < 0.01$
H3:	Conative is related to customer satisfaction of veterinary organizational customer of KM Vet Pharm Sdn. Bhd.	Accepted $r = .908$ $p < 0.01$
H4:	Cognitive, affective and conative have an effect on customer satisfaction of veterinary organizational customers of KM Vet Pharm Sdn. Bhd.	Accepted Adj. $R^2 = .966$ $p < 0.01$

4.9   Summary

Four hypotheses were developed for this research and they were tested. The stratified sampling approach was used as different cluster of organization were involved in this research. Correlation was tested in order to identify the relation that is present between the independent variable, cognitive, affective and conative with dependent variable, customer satisfaction. The outcome of the correlation test proves that there is a cognitive, affective and conative are related to customer satisfaction. Regression analysis were tested in order to identify which among the independent variables are related to the dependent variable, and to explore the forms of these relationships. The outcome proves that all of the variables are highly related to the dependent variable, customer satisfaction.
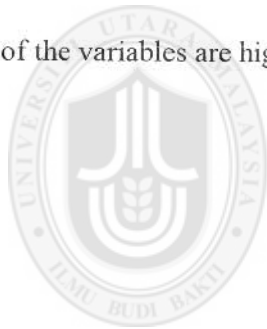
CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1   Introduction

In this chapter, it revolves around the summary of the findings together with earlier research objectives.

5.2   Recapitulation of study

The purpose of this study is to investigate the customer satisfaction of organizational customers. Specifically, this research is focusing on the veterinary products and services by KM Vet. Pharm Sdn. Bhd. Four research objectives were formulated to investigate the relationship and effect of the individual variables - cognitive, affective and conative – to the veterinary organizational customers' satisfaction. A total of 287 questionnaires were successfully collected back. The data were cleaned from incomplete questionnaire. Later the descriptive, correlation and regression analysis was conducted on the data to test the hypothesis development for this research. The following discussions are on the outcome for each of the research of this study.

5.3 Conclusion

The conclusion of this study is divided into four main discussions which are in-line with the research objectives of this study.

5.3.1 Relationship of Cognitive and Satisfaction

Cognitive variable affects customer satisfaction at the $r = .971$. The hypothesis was accepted where cognitive is related to customer satisfaction of veterinary organizational customer of KM Vet Pharm Sdn. Bhd. Rychalski and Palmer (2017) have mentioned in their paper that set of emotions is relevant in determining customers satisfaction in call centres. This research objective is enhanced more by Kumar, Gupta and Kishor (2016), who agreed to the statement that cognitive gives impact towards retaining customer satisfaction. Cognitive - satisfaction relationship had a great meaning to the organizations due to its high predictive power especially in formulation marketing strategies.

5.3.2 Relationship of Affective and Satisfaction

Affective variable is related to customer satisfaction at the $r = .981$, and the hypothesis is accepted where affective is related to customer satisfaction of veterinary organizational customer of KM Vet Pharm Sdn, Bhd. According to Iglesias, Markovic and Rialp (2017), the affective variable which encounters the customer service and product reliability have direct impact on customers satisfaction. Besides that, there are few other studies have

proved in their study that affective variable gives direct impact in determining customers satisfaction (Go´mez, 2006; Han, 2011; Gallarza *et al*. 2016).

5.3.3 Relationship of Conative and Satisfaction

Customer satisfaction is affected by conative variable at the r = .908. Thus the hypothesis, conative is related to customer satisfaction of veterinary organizational customer of KM Vet Pharm Sdn. Bhd. James (2016), Woods (2014) and Cronin and Bourdeau (2017) have clearly stated in their research as per the customer's conative variable is greatly associated to customer satisfaction.

5.3.4 Effect of Cognitive, Affective and Conative to Satisfaction

At the Adj. R^2 = .966, the hypothesis is accepted where cognitive, affective and conative gives impact on determining customer satisfaction on the KM Vet Pharm Sdn. Bhd. veterinary products and services. Customer's satisfaction was measured by the visiting and repurchasing attitude reasons. Ah and Back (2018) has reported in their study that cognitive, affective and conative is important in determining satisfaction and thus will bring to brand loyalty.

5.4 Recommendations

To enable retaining customer besides attracting new customers, a further survey which involves satisfaction and loyalty should be done. As the Veterinarian line is expanding in

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Malaysia, on overall survey had to be conducted which involves all states in Malaysia to define whether all the customers are satisfied with the products and services provided by KM Vet Pharm Sdn Bhd. A more detailed survey which involves amount of purchasing should be carried out in order to justify future prospects of KM Vet Pharm Sdn Bhd.

5.5 Contribution

The discussion on the contribution is divided into two main sections which are the contribution academically and managerially.

5.5.1 Academic

Theoretically, this study is among little research done related to the customer satisfaction of veterinary products and services as compared to end consumers' products and services. Thus it is hope to contribute some knowledge on customer satisfaction of products and services that is not directly consumed by people but pets.

5.5.2 Management

Virtually, the finding from this research is crucial for the company. First of all, the cognitive and affective increases customer emotional outcome towards positive factor, reducing the negative factor, induces their favorable evaluation on purchasing the products along with services and generates high level of commitment and intention in performing re-purchase therefore contributing to enhance customers visit frequency in a

comprehensive manner. Secondly, the service given by the staff in response to all unsatisfactory questions, laziness and customers unawareness of the benefits of products have become a contributor in maintaining the high level of conative of customer. Third, the present research significantly responded as the superb value and quality more effectively help customers becoming behaviorally satisfied by visiting the counter more frequently when they enquire positive emotional experiences and satisfaction besides the strong willingness to maintain a relationship and revisit the counter.

The outcome of this research can help the management in determining the future of the company, in which with the current report it can be determined that the company can survive only or will the company thrive in future. The management can actually start to plan out their future plans on how to make this company as the No.1 company in Veterinary supplier field in which basically takes the concern of prevention is better than cure besides expecting the future sales.

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APPENDICES

QUESTIONNAIRE

1. CUSTOMER PROFILE

NAME:

GENDER: **F** | **M**

AGE: 20-30 ☐ 30-40 ☐   40-50 ☐   50-60 ☐   >60 ☐

NATURE OF BUSINESS: 1 Veterinary ☐   2 Petshop ☐   3Breeder ☐
                                     Veterinari   *Kedai Haiwan*   *Pembiak baka*

                          4 Farmer ☐   5 Goverment ☐
                          Peladang   *Kerajaan*

ADDRESS:

2. How long have you been purchasing from us?
   Berapa lama tempoh urusan anda?

    1. Less than 6 months
       Kurang dari 6 bulan
    2. 6 months to 1 year
       6 bulan hingga 1 tahun
    3. 1 year to 3 years
       1 hingga 3 tahun
    4. 3 years to 5 years
       3 hingga 5 tahun
    5. 5 years and more
       5 tahun dan ke atas

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Section A

Please tick (√) on the appropriate column accordingly to their importance.

Sila tandakan (√) pada ruangan yang sesuai mengikut kepentingan.

CUSTOMER SATISFACTION	Not at all important	Slightly important	Fairly important	Important	Very important
	1	2	3	4	5
Attractive packaging *Pembungkusan yang menarik*					
Excellent website *Laman web yang cemerlang*					
Ease of payment and purchasing *Kemudahan pembayaran dan pembelian*					
Continues supply of items *Bekalan berterusan*					
Informative flyers *Brosur penuh maklumat*					
Online purchasing *Pembelian dalam talian*					
Speed of service *Masa perkhidmatan*					

Please tick (√) on the appropriate column accordingly to their importance.

Sila tandakan (√) pada ruangan yang sesuai mengikut kepentingan.

Frequency of visit/ purchasing

Kekerapan lawatan / pembelian

Daily	Weekly	Once in 15 days	Monthly	Occasionally

Section B

Please tick (√) on the appropriate column accordingly to their importance.

Sila tandakan (√) pada ruangan yang sesuai mengikut kepentingan.

	Strongly disagree	disagree	Undecided	Agree	Strong agree
	1	2	3	4	5
Value for Money *Nilai untuk Wang*					
You may switch over if another store offer better service *Anda boleh menukar jika kedai lain menawarkan perkhidmatan yang lebih baik*					
Quality of products *Kualiti produk*					
Variety of products *Pelbagai produk*					
Retail Store layout *Susun atur kedai*					
Customer service *Khidmat Pelanggan*					
Presentable staff *Penampilan staff*					
Complaints handling *Pengendalian aduan*					
Operating hours *Waktu operasi*					
Credit/debit card facilities *Kemudahan kad kredit / debit*					
You are willing to make this pharmacy as your permanent supplier *Adakah anda sanggup membuat farmasi ini sebagai pembekal tetap anda*					
You will suggest this pharmacy to your friends and relatives *Anda sanggup membuat farmasi ini sebagai pembekal tetap anda*					

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Thank you so much for your cooperation.
Terima kasih atas kerjasama anda.