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SERVICE QUALITY ASSESSMENT IN THE RETAIL TRADE ENTERPRISES (CASE OF GORI REGION)

Анотація
У статті автором проаналізовано підприємства роздрібної торгівлі, які в якості послуги дослідження мають особливе значення для встановлення взаємозв'язку між якістю обслуговування, задоволеністю клієнтів та задоволенням персоналу (працівників); виявлено, що ці дослідження варото проводили окремо.

Ключові слова: якість обслуговування, задоволеність клієнтів, індекс задоволеності клієнтів, індекс задоволеності працівників, кореляція.

Summary
Retail trade enterprises in the service quality of the research is particularly important to establish whether there is a relationship between service quality, customer satisfaction and staff (employees) contentment. Therefore, we consider it appropriate for the purpose of this study to hold it separate.

Key words: Service quality, Customer Satisfaction, Employees Satisfaction, Customer Satisfaction Index, Employees Satisfaction Index, Correlation

Introduction. Today, the service plays an important role in the development of the national economy. Nowadays, the service has emerged in the sector as a national and world economy, which identifies and promotes the country's competitiveness. Services create opportunities for the public to meet the demands more fully, provide time-saving and increase free time. It is of great importance for the development of human capital.

Quality of service – a modern retail industry's competitiveness and the future successful operation of determining one of the most important factors to be based on care, politeness, honesty, willingness to help, efficiency, availability, friendliness, knowledge, professionalism.

A retail chain (Gori Region example) service quality assessment is one of the best indicators – Customer Satisfaction Index to identify the various methods we have selected a customer satisfaction index (CS) in the calculation of expectations theory using the following formula [2, 24-25]:

$$CS = \frac{(P-3)I^2}{50} \quad (1)$$

where P – Satisfaction criteria (factors) the average value of the performance, and I – the importance of the average value (the degree of anticipation), the same criteria is for consumer loans.

Research idea. The following factors contributed to the selection method of the study:

1. The use of the scale of the questionnaire, which allows us to specify the respondent's satisfaction or dissatisfaction level in a given setting;

2. Speed. Users do not have to spend a lot of time to fill out the questionnaire;

3. Simplicity. Customer Satisfaction Index uses easily understood technology;

4. Accuracy. This method`s more accurate results are obtained and the margin of error is minimized;

5. The method provides both quantitative and qualitative indicators.

Research Method includes: a/ There was prepared two questionnaires for the customers with 12 questions and for employers with 28 questions according to the indicators considering by the research idea; b/ research sample size concist 100 enterprises; c/ data processing was provided by STATA software

Research results. The survey of retail trade enterprises, 100 of them for the services rendered to the following five characteristics: Reliability; Generosity; Understanding; Trust; Sociability. A survey of the results obtained by P = 3,26, while I = 4,08.

The survey of 100 respondents in customer satisfaction index is equal to:

$$CS = \frac{(3,26-3) \times 4,08^2}{50} \approx 0,09$$

If we consider the above formulas calculating Satisfaction Index range from -1 to + 1 frame, then the result shows that the level of customer satisfaction is not beneficial, but it is not negative.

As for the staff satisfaction level in Gori retail trade enterprises, staff satisfaction calculation was based on semantic differential of loyalty of employers (Ly) [6]:

$$Iy = \frac{(+2) \times N_1 + (+1) \times N_2 + (0) \times N_3 + (-1) \times N_4 + (-2) \times N_5}{N} \quad (2)$$

Where (+2), (+1), (0), (-1), (-2) – are scores according to satisfaction scale;

N_1 – number of respondents who answers "very satisfied";

N_2 – number of respondents who answers "I am more satisfied than dissatisfied";

N_3 – number of respondents who chose the answer "do not know";

N_4 – number of respondents who chose the answer "more dissatisfied than satisfied";

N_5 – number of respondents who answers "very dissatisfied";

N – total number of respondents who answered the question. $N = N_1 + N_2 + N_3 + N_4 + N_5$

Gori retail enterprises surveyed 100 employees from: 4 employs completely satisfied with the organization of the enterprise, 21 – are more satisfied than dissatisfied; 32 people did not specify, if not satisfied, 37 of them are more dissatisfied than satisfied, 6 were completely dissatisfied. Workers' satisfaction index in this case would be:

Iy = (+2) x 4 + (+1) x 21 + (0) x 32 + (-1) x 37+ (-2) x 6 / 100 = – 0,2

As we can see, the satisfaction index has a negative value, indicating that a large part of the staff interviewed employees of the enterprise labor organization is not satisfied.

Retail trade enterprises in the service quality of the research is particularly important to establish whether there is a relationship between service quality, customer satisfaction and staff (employees) contentment. Therefore, we consider it appropriate for the purpose of this study is to hold separate.

The task of our research was Gori retail trade enterprises as their service quality and customer satisfaction, as well as the staff's satisfaction in terms of the real situation and its assessment. The object for the research was Gori small, medium and large 50 retail enterprises. We interviewed 100 employees (each employee in the enterprise 2) and 200 of the same trade objects (each trade enterprises from 4 users). As a method of research we chose quantitative and qualitative research. For the survey we developed a kind of questionnaire. Customer satisfaction is based on the development of the questionnaire, we took today widely practiced "SERQUAL" – a technique used in the method and the quality of service parameter five (reliability, responsiveness, assurance, understanding customers, clarity). We applied a 5-grade Likert scale.

The employees' satisfaction with the questionnaire, were used as the basis for his "JDI" (the Job Descriptive Index) methods. Questionnaire was included in the methodology used to estimate the labor satisfaction of the five main parameters: the content of the work, pay, promotion opportunities, leadership, colleagues. Here, too, used a 5-point Likert scale for assessing is used.

The current study is based on data obtained for analysis and staff satisfaction and customer satisfaction correlation between attitudes, which developed a hypothesis to determine the presence, in particular, the null hypothesis and the alternative hypothesis:

H_o – staff satisfaction and customer satisfaction there is no linkage between the (zero);

H_1 – staff satisfaction and customer satisfaction with the relationship between the (alternative).

To test the above hypothesis for each enterprise customer satisfaction and staff satisfaction combine these separate indicators. The obtained data on the basis of 50 retail businesses managed by correlation analysis of customer satisfaction and employee satisfaction rates. Correlation analysis was used as a theoretical approach, as well as broad statistical software Stata 14.

Pearson correlation coefficient was used for the theoretical approach of the famous formula for:

$$R = \frac{n\sum_{i=1}^{n} x_i y_i - \sum_{i=1}^{n} x_i \sum_{i=1}^{n} y_i}{\sqrt{\left[n\sum_{i=1}^{n} x_i^2 - \left(\sum_{i=1}^{n} x_i\right)^2\right]\left[n\sum_{i=1}^{n} y_i^2 - \left(\sum_{i=1}^{n} y_i\right)^2\right]}} \quad (3)$$

We researched the case where the number of trade enterprises, and in accordance with customer satisfaction and employee satisfaction, the average values of Bali. The formula is based on the calculation of the final result:

$$R \approx \frac{50 \cdot 12209,375 - 765 \cdot 730}{\sqrt{\left(50 \cdot 12656,625 - 765^2\right)\left(50 \cdot 11874,5 - 730^2\right)}} \approx 0,9667$$

It coincided Stata14 software package through impact. (See. Figure 1), which provides the software interface code.

The correlation coefficient values showed that between consumer satisfaction and employee satisfaction there is a strong positive correlation, (R = 0,9667), which can be seen as well as the so-called Scattering diagram (See diagram 1)

Diagram 1

Scattering diagram
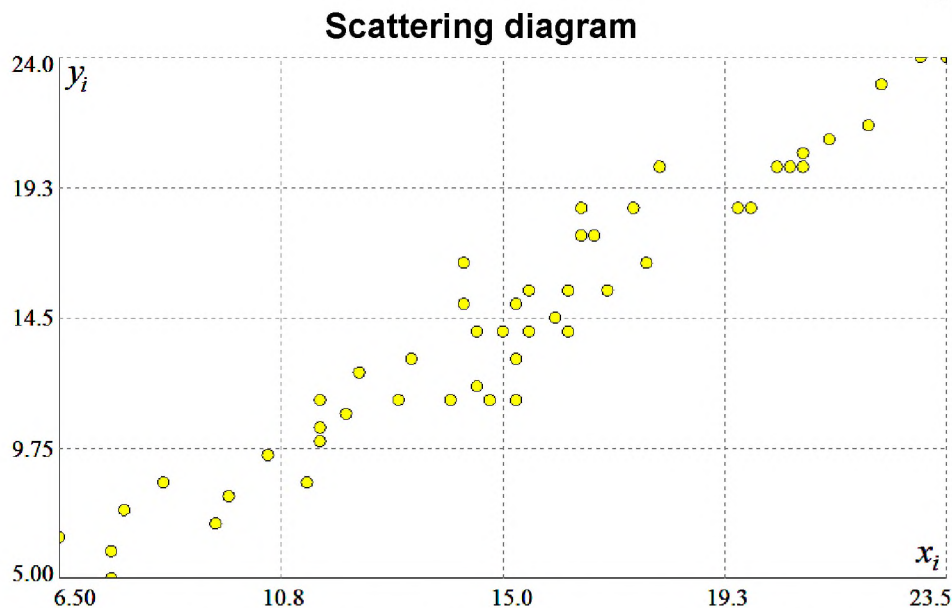
Coordinate axis measures the customer satisfaction and employee satisfaction with Numbers. As we see it corresponds to a linear positive correlation.

To test this hypothesis, it is necessary to calculate the statistical correlation parameter value, we used the following STATA software and by its results the coefficient is statistically significant p <0,01 level.

Thus, we have developed an alternative hypothesis H_1, which proved the correctness of a statistically significant level: there is a positive relationship between staff satisfaction and customer satisfaction.

Conclusion. Based on research and related data analysis, the following conclusions are made:

Customer satisfaction, service quality and personnel (employees) we conducted a correlation between satisfaction with the analysis of the theoretical approach (Pearson formula basis), as well as broad statistical software for Stata14- revealed that staff satisfaction and customer satisfaction, there is a strong positive correlation.

Recommendations. In order to raise the quality of services, the retail trade enterprises, we consider the following recommendations with the measures that are taken in a timely manner:

• Selecting and hiring the staff appropriately, setting and implementing their own service standards taking into consideration the consumer background cultural remit, its permanent control;

• Regular training sessions for advanced training on modern trends and requirements, advanced, developed countries orientation;

• Developing and implementing appropriate compensation for employees;

• Periodical evaluation of the activities of the staff and the successful development and introduction of incentives;

• Implementing security by modern defense systems, which maintains the security of retail trade enterprises and the consumer protection as well;

• Maximum use of modern technologies. Modern material-technical base of services, payment systems, modern payment methods;

• Improving and refining the legal framework regulating the services sector;

• Internet-marketing active production;

• Ensuring that consumer complaints and analyzing them in a quick and adequate response;

• Customer touch of capacity to ensure, in case they need exhaustive information;

• Researching of consumers and a permanent staff as well as. The results obtained are taken into account in the development plans of enterprises.

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