

# The Strategies for Improving Customer Satisfaction in Chain Supermarkets

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**ABSTRACT:** *In the face of a competitive environment, how integrating relationship marketing and relationship quality into service quality at chain supermarkets and improving customer satisfaction has become the focal point in many companies' business strategies. This study explores relationship marketing, relationship quality, service quality, and customer satisfaction. The results show that chain supermarkets can improve service quality and further improve customer satisfaction by strengthening relationship quality and relationship marketing.*

**KEYWORDS:** *relationship quality, service quality, satisfaction*

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## I. INTRODUCTION

Under the pressure of a highly competitive environment, the key to a company's business strategy is to integrate relationship marketing and relationship quality into the service quality of chain supermarkets and improve customer satisfaction. In empirical research, few studies have integrated relationship marketing and relationship quality into service quality to explore their impact on satisfaction. Therefore, this study explores the correlation between them. Based on the research results, this paper provides strategies to improve customer satisfaction at chain supermarkets.

## II. LITERATURE REVIEW

### 2.1 Relationship Marketing

Streuken et al. (2011) pointed out that the basic concept of relationship marketing is that enterprises should strive for mutually beneficial customer relationships first. Halimi et al. (2011) offered that relationship marketing is to establish, maintain and strengthen the relationship between enterprises and customers and can be achieved by mutual exchange and the fulfillment of commitments.

### 2.2 Relationship Quality

Crosby et al. (1990) advocated that relationship quality can be regarded as a construction that should at least include trust and satisfaction. Hennig-Thurau and Klee (1997) mentioned that relationship quality should include three dimensions: overall quality perception, trust, and commitment.

### 2.3 Service Quality

Etzel et al. (2001) pointed out that service quality is measured by customers, and customers measure service quality by comparing the expected services with the actual services received. Haywood-Farmer (1998) suggested that service quality can be divided into three dimensions: (1) physical facilities and processes; (2) service staff's behaviors; and (3) service staff's professional judgments.

### 2.4 Customer Satisfaction

Lee et al. (2008) pointed out that customer satisfaction is a kind of actual emotional response generated from the evaluation of an appropriate consumer experience. Kolter (2003) mentioned that customer satisfaction is the degree of pleasure or disappointment formed from the expectation of a product's functional characteristics.

## III. RESEARCH METHOD

This study aims to explore the correlation between relationship quality, relationship marketing, service quality, and customer satisfaction. The hypotheses are as follows:

H1: Relationship quality has a positive impact on service quality.

H2: Relationship marketing has a positive impact on service quality.

H3: Service quality has a positive impact on customer satisfaction.

### 3.1 Relationship quality and service quality

Lin and lee (2005) mentioned that there is a significant positive correlation between relationship quality and service quality. This empirical result shows that maintaining a good relationship will help improve service quality and reduce costs. Li and Lin (2013) pointed out that relationship quality can improve the service quality gap and service quality. Through the above literature review, H1 is supported.

### 3.2. Relationship marketing and service quality

Bennett and Barkensjo (2005) suggested that the higher the relationship marketing activity, the better the service quality. Brun et al. (2014) mentioned that enterprises can improve service quality through relationship marketing. The above literature review supports H2.

### 3.3. Service products and customer satisfaction

Kuo et al. (2009) pointed out that enterprises can improve customer satisfaction by improving service quality. Baker and Crompton (2000) pointed out that the higher the service quality, the higher the customer satisfaction. Through the above literature review, H3 is supported.

## IV. CONCLUSION

This study shows that relationship quality and relationship marketing have a significant positive impact on service quality, and service quality has a positive impact on customer satisfaction. This study can be used as a reference for manufacturers to improve customer satisfaction while avoiding unnecessary waste of resources and time for groping.

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