
RECOMMENDATIONS ENHANCING THE SERVICE QUALITY AT STARPRINT COMPANY

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ABSTRACT

The demands for high quality printing products have quickly increased, giving good opportunities for some companies that have to facilitate with high equipment and technologies. Many of printing companies have recently invested in modern machinery and technologies with the capitals up to hundred billion Vietnam dongs including state sector, FDI sector as well as the private sector.

The researchers had used analytical method of explore factor analysis to determining factors that are components of the service quality. The researcher had analyzed KMO test, the result of KMO analysis used for multiple regression analysis. Besides, there were seven factors: Professionalism and skills, Accessibility and flexibility, Reliability and trustworthiness, Attitudes and behavior, Component 5 was Services cape, Service recovery and Reputation and credibility affecting the service quality with 5 % significance level.

This shows that customer satisfaction refers to the extent to which customers are happy and satisfied with the products and services provided by a business. Consumer satisfaction is important because when a customer is happy with a service or goods provider, they are most likely to be loyal and to use a wide range of services offered by a business. This will boost business sales at Starprint Company - Vietnam.

Keywords: Service quality, customers, satisfaction and Starprint Company

Introduction

Vietnam Printing Association reported that work force of printing industry is around 40,000 in which twenty percent is indirect laborers and management level. Eighty percent of labor force who has practiced in direct production does not satisfy the needs of industry. Moreover, the retired rate every year is around 5%, which means that printing companies have requirement of new laborers around 2,000 annually while the newly trained laborers are only 1,200. Printing industry is facing the difficulty of lacking work force.

Regarding the quality of work force in printing industry, there are many inadequate issues need to address and resolve. Firstly, there are less training centers where printing laborers especially direct production employees can come and update the new knowledge and technologies about printing. The fact is that the training centers or even universities where teaching the printing major still focus on theory rather than providing students with practical skills. Consequence is graduated students or trainees have found themselves hardly integrate at the first period joining any printing companies.

They have to be re-trained in order to meet the particular requirements of their jobs. Secondly, the training activities have not placed an important role in business strategy of printing companies. Most of these companies have not realized that the training is not only the task of training centers or schools but also of themselves. They have not considered the closed relationship between training and use of human resources at their places. Very few enterprises have realized the practical meaning of investment in training is exactly their work force development strategy.

The above two issues lead to the third one. Laborers especially machine operators or engineers have less chance to improve their skills, update and upgrade their technology to keep pace with the fast development of such a high-tech industry like Printing. They are only able to learn themselves from their daily job or from their colleagues. However, there are still some opportunities for printing industry of Vietnam to develop. Firstly, the high and stable growth rate at 25% – 30% of Vietnamese printing and packaging branches has encourage the overall development of whole industry. Secondly, the strategic location of Vietnam in South East Asia is also an advantage for Vietnam to consider as an ideal market for investment affected the printing industry of Vietnam.

Based on the development strategy of the company from 2010-2015 and the orientation for development 2010-2020 of company, the author chose a study of “Bringing the Services Quality of Starprint Company: Basis for Improve Customer Satisfactory”. The above mentioned things, the researcher had chosen paper topic “**Recommendations enhancing the service quality at Starprint company**” as a paper for researching the service quality that is applied for the Starprint Company.

Literature review

Service Quality: Managing the quality of service is an interesting subject in Marketing. Until now, there have been many studies related to this topic, therefore, also have its definitions were given. However, no agreements made. From the standpoint of customers, the quality of service means a measure how well a delivered service matches customers’ expectation and satisfies their requirements (Lewis and Booms, 1983).

Quality is one of important elements to service and physical goods, and criteria for consumers in distinguishing and selecting the provider among many competitors. For service industry, quality is not able to be estimated before. Therefore, it has caused difficulty for both assessment of customers (in purchasing process) and providers (in after sales service.).

Service-quality models:

According to Gronroos (1984), the service quality experienced by a customer has two dimensions: Technical and Functional quality. In which Functional quality describes how the service delivered and technical quality describes what the customers received during a service delivery. The organization's image works as a filter and can be thus positively or negatively modify the customers' perception of service quality. Gronroos (2007) emphasizes that the followings "Seven criteria of good perceived service quality" are the determinants that need to be considered when evaluating the service quality of any organization.

However, the above Seven criteria of good perceived service quality 'concepts have the similar characteristics to the Parasuraman et al (1985) "Ten determinants of service quality'.

The service-quality model or Gaps model was first developed by a group of authors (Parasuraman, et. al., 1985). This model indicated that consumers' perception toward a service quality depends on the four gaps existing in organization – consumer environments. These gaps also identify that cause unsuccessful service delivery.

Based on this service-quality model, Parasuraman et. al., (1988) developed SERVQUAL scale. This is a multi-item scale developed to assess customer perceptions of service quality in service and retail businesses (Parasuraman et. al., 1988).

Parasuraman, in his initial paper, introduced the gaps model and established ten possible determinants of service quality (Parasuraman, 1985). They are: Competence Courtesy; Credibility; Security; Communication; Understanding/ knowing the customer; Tangibles; Reliability and Responsiveness.

Customer satisfaction: There is growing managerial interest in customer satisfaction as a means of evaluating quality. High customer satisfaction ratings are widely believed to be the best indicator of company's future profit. Satisfaction characterized as a post-purchase evaluation of product quality given pre-purchase expectation.

Customer satisfaction experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that affected by customer expectations. Satisfaction also based on the customer's experience of both contacts with the organization and personal outcomes. Some researchers define a satisfied customer within the private sector as "one who receives significant added value" to his/her bottom line - a definition that may apply just as well to quality services.

Research Methods

This study conducted during the period from January 2013 to November 2015. There were 450 customers (423 processed and 27 missed) who interviewed and answered nearly 27 questions. Total number of customers of Starprint Company at the time of the study was more than 1000 customers. After completing the preliminary investigations, formal research is done by using quantitative methods questionnaire survey of 450 customers: the reason tested measurement models, and model and test research hypotheses.

Data collected were tested by the reliability index (excluding variables with correlation coefficients lower < 0.30 and variable coefficient Cronbach's alpha < 0.60), factor analysis explored (remove the variable low load factor < 0.50). The hypothesis was tested through multiple regression analysis with linear enter method. The preliminary study conducted through qualitative methods using in-depth interviews with

30 customers independently to test the content and meaning of the words and terms used in this scale to make sure they are appropriate and easy to understand. Preliminary results of the study help to remove restrictions and unnecessary errors, and thus the official questionnaires are better phrased when used for formal quantitative research. The results are that all customers understood the content and meaning of every sentence of the scale. Therefore, this scale was then used in the formal research. By mailing of questionnaires: The researcher and the respondents do come in contact with each other if this method of survey is adopted. Questionnaires are mailed to the respondents with a request to return after completing the same. It is the most extensively used method in various economic and business surveys.

Exploratory Factor Analysis: If a variable uploads to a factor and also uploads to another factor, it should be considered as unvalued (Pottinga, 1989; Singh, 1995 – excerpts from Veloutsou & ctg, 2005). Therefore, Exploratory Factor Analysis (EFA) is used to test against this problem, and method is widely accepted to inspect the value of a scale (Gebing & Anderson, 1998 – excerpts from Veloutous & ctg, 2005). The method for conducting an EFA is the “Principal Component Method” and “Varimax Rotation”. The statistics parameters in EFA include: Consider the accordance with EFA: KMO coefficient (Kaiser-Meyer-Olkin), is a criteria for evaluating the accordance of the data for EFA. The EFA is appropriate when $0.5 \leq \text{KMO} \leq 1$.

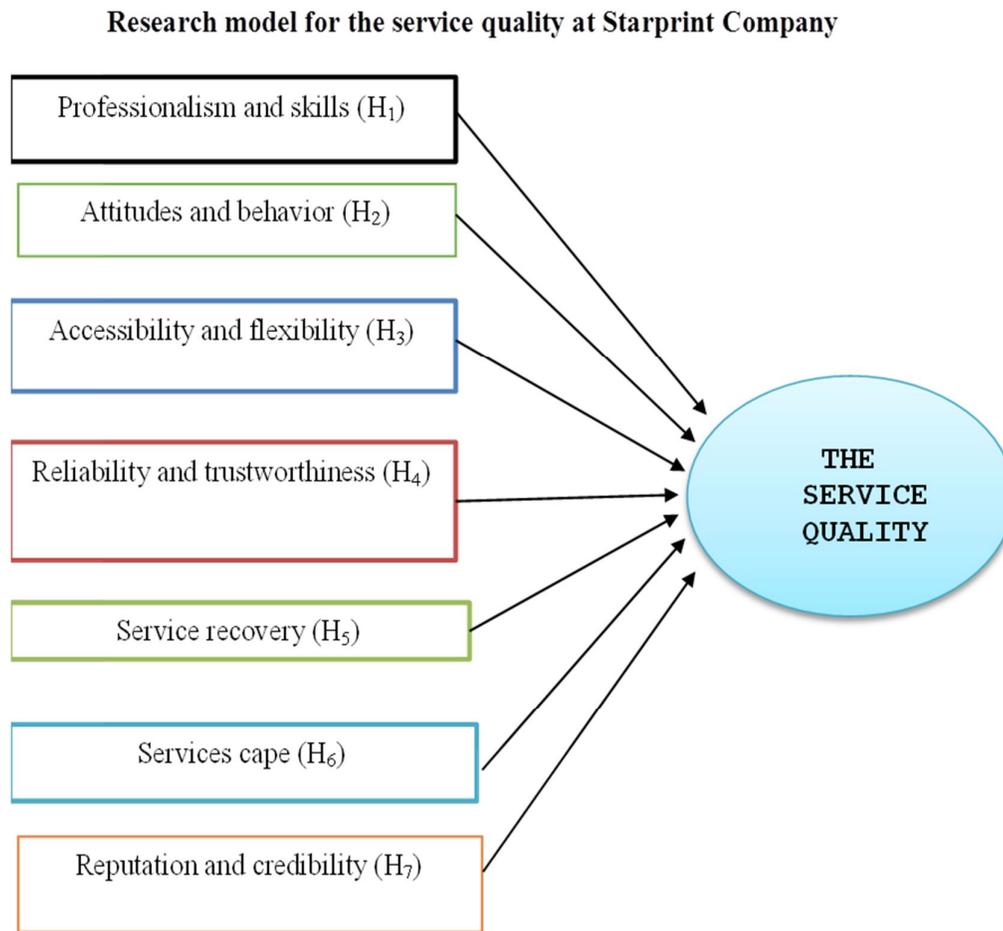


Figure 01: Research model for the service quality at Starprint Company

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H₁: Professionalism and skills has positive relation to service quality

H₂: Attitudes and behavior has positive relation to service quality

H₃: Accessibility and flexibility has positive relation to service quality

H₄: Reliability and trustworthiness has positive relation to service quality

H₅: Service recovery has positive relation to service quality

H₆: Services cape has relation to service quality

H₇: Reputation and credibility has relation to service quality

Research results

Table 01: Cronbach Alpha coefficients of the service quality

1. Professionalism and skills (PS)	Cronbach Alpha
PS1: Our staffs always resolves complaints quickly and satisfactorily; provides adequate, accurate and timely information	0.920
PS2: Our staffs image has made a good and deep impression for customers for many years and the personal information of customers is always confidential	
PS3: Our staffs have won reputation in the market many years and performs exactly with what has been committed	
PS4: Our staffs have the performs exactly with what has been committed	
2. Attitudes and behaviour (AB)	Cronbach Alpha
AB1: Our staffs have the consulting services and online sales of businesses are quick, professional and accurate	0.805
AB2: Our staffs have the availability and implementing services arising (if any) are good and in time	
AB3: Our staffs have the test procedure of services are done well and regularly experience of customers	
AB4: There is a good link among the major, professional and prestigious service providers; product services are professional and perfect	
3. Accessibility and flexibility (AF)	Cronbach Alpha
AF1: Our company has a network of branches, representative offices, the agencies that is convenient for customers	0.879
AF2: Service time of the company is easy and convenient for customers	
AF3: The forms and means of payment are varied and flexible for customers	
AF4: Website interface of the company is good, impressive and easy using for customers	
4. Reliability and trustworthiness (RT)	Cronbach Alpha
RT1: The staffs of the company have good qualifications	0.989
RT2: The Staffs of the company can reach the needs of travelers quickly and have sense of enthusiasm in serving	
RT3: The Staffs of the company do consultancy work dedicatedly, specifically, clearly, completely and accurately	
5. Service recovery (SR)	Cronbach Alpha
SR1: Documents and publications of the company introducing products and services very attractive and professional	0.800
SR2: Online sales of the company have all information that is easy to use and professional	
SR3: The staffs of the company are beautiful, impressive and distinctive	
6. Services cape (SC)	Cronbach Alpha
SC1: The services cape of the company has good qualifications	0.866
SC2: The services cape of the company has can reach the needs of customers quickly and sense of enthusiasm in serving	
SC3: The services cape of the company has consultancy work dedicatedly, specifically, clearly, completely and accurately	
7. Reputation and credibility (RC)	Cronbach Alpha
RC1: Always perform exactly with what has been committed	0.812
RC2: The company performs appropriate and right services at the first time and our company has won reputation in the market many years	
RC3: The company performs always resolve complaints quickly and satisfactorily; accurate and timely information.	
8. The service quality (SQ)	Cronbach Alpha
SQ1: You are very pleased with the quality of service and our company products	0.721
SQ2: You will continue using our services and products in the future	
SQ3: You will introduce my relatives and friends to use our services and products	

(Source: The researcher's collecting data and SPSS)

Table 01 showed there were 27 questions for the various factors affecting the service quality. 27 questions following: Professionalism and skills (X1), Accessibility and flexibility (X2), Reliability and trustworthiness (X3), Attitudes and behavior (X4), Component 5 was Services cape (X5), Service recovery (X6) and Reputation and credibility (X7).

Cronbach Alpha coefficients play an important role for accepting the sample adequacy. While the Cronbach Alpha coefficients ranges from 0 to 1, the world-over accepted index is over 0.6. In addition, the Bartlett's Test of Sphericity relates to the significance of the study and thereby shows the validity and suitability of the responses collected to the problem addressed through the study. Besides, Cronbach alpha coefficient if the removal variables is more than 0.6. In addition, the correlation coefficient of the total variations is more than 0.3.

Table 02: The various factors affecting the service quality

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(C.)	0.000	.023		.000	1.000		
X1	.353	.025	.353	14.353	.000	.850	1.176
X2	.355	.027	.355	13.066	.000	.695	1.440
X3	.088	.024	.088	3.623	.000	.876	1.141
X4	.365	.025	.365	14.318	.000	.791	1.263
X5	.151	.023	.151	6.481	.000	.948	1.055
X6	.222	.027	.222	8.340	.000	.724	1.380
X7	.241	.027	.241	9.069	.000	.727	1.375

a. Dependent Variable: Y: the service quality

(Source: The researcher's collecting data and SPSS)

Table 02 showed that Adjusted R Square was statistically significant and high data reliability. In addition, Adjusted R Square reached 78.3 %. The results showed that all t value > 2 was statistically significant and high data reliability. Besides, the regression coefficients were positive. This showed that the effects of independent variables in the same direction with the SQ. Multicollinearity (MC): Variance Inflation Factor (VIF) and Tolerance are two measures that can guide a researcher in identifying MC. Before developing the concepts, it should be noted that the variance of the OLS estimator for a typical regression coefficient shown to be the following $VIF < 10$ ($1 < VIF < 10$). This showed that there was not Multicollinearity. All factors affecting the service quality with significance level of 5%. Besides, $F = 244.254$, $sig = 0.00$. This model is very good.

Component 1 (X1): Professionalism and skills factor affecting on the service quality with significance level of 5%.

Component 2 (X2): Accessibility and flexibility affecting on the service quality with significance level of 5%.

Component 3 (X3): Reliability and trustworthiness affecting on the service quality with significance level of 5%.

Component 4 (X4): Attitudes and behavior factor affecting on the service quality with significance level of 5%.

Component 5 (X5): Services cape factor affecting on the service quality with significance level of 5%.

Component 6 (X6): Service recovery factor affecting on the service quality with significance level of 5%.

Component 7 (X7): Reputation and credibility factor affecting on the service quality with significance level of 5%.

Conclusion

From the results, the study concluded that the company must enhance employees' capacity in order to improve provision of service quality. Adequate number of high skilled and experienced employees must be employed continuously, discourage ineffective recruitment, encourage monitoring of managers and staffs, ensure that performance and practice standards are to enhance service quality provision. This would lead to proper service quality, customers' satisfaction, good relationship between service providers and customers, enable the participation in multi-disciplinary and attracts more customers hence effective improvement of company growth. From the results of data analysis revealed that respondents consider the following factors as the most influential factors:

1. Attitudes and behavior; standardized coefficients of beta is 0.365.
2. Accessibility and flexibility; standardized coefficients of beta is 0.355.
3. Professionalism and skills; standardized coefficients of beta is 0.353.
4. Reputation and credibility; standardized coefficients of beta is 0.241.
5. Service recovery; standardized coefficients of beta is 0.222.
6. Services cape; standardized coefficients of beta is 0.151.
7. Reliability and trustworthiness; standardized coefficients of beta is 0.088.

All seven most influential factors related to the service quality with significance level of 5 %. This result confirmed what found in the Attitudes and behavior that was the most important factor to the service quality.

Recommendations

Recommendation 1 for the improvement of Professionalism and skills

Firstly of all, the company should continue to improve Professionalism and skills, the company in particular need good human resources managing of the company that must present three key tasks as attracting qualified human resources; training and developing human resources; and maintaining the qualified human resources. Secondly, the company staffs should be trained foreign language and many different cultures that require employees to have a lot of knowledge, experience, and skills to perform good duty. In addition, the company needs raising awareness and building corporate culture for the entire personnel in order to form good of the company image in the customers' minds. Finally, the company staffs should have to improve the process of providing quality service to customers, the assurance of qualifications, the attitudes of staff and their ability create trust and confidence in clients. The spirit and enthusiasm of the staff is always ready to serve will ensure rapid implementation and quality.

Recommendation 2 for the improvement of Accessibility and flexibility

First of all, the company needs to diversify products and services by more designing services, quality to bring better choices for customers in many different classes, different levels and different ages. Second, The company needs developing differentiated unique product strategies as attractive novelty services to serve the increasing needs of customers and rebranding of the business on the market as well. Third, quality management processes need constructing to ensure the quality and reputation of the company. The company has been a leading business in Vietnam; therefore, the vision of the competitive strategy of the company is the strong competition in the Asean region. As a result, the awareness of the staff needs enhancing. Besides, the company should enhance online sales channels in order to increase the utility for customers because it is the era of digital and the tempestuous development of social network. It is necessary to do this but it is not easy to implement immediately that requires the determination of leaders.

Recommendation 3 for the improvement of Reliability and trustworthiness

First of all, the company needs to raise awareness for the entire employees and executives in the company about the role and importance of the brand. The brand building is a long-term process and a lot of effort which should be put into the long-term strategic objectives. Second, the company needs to strengthen monitoring organizations and service to ensure the company performs professional services and right the first time. Finally, the company should pay attention to customer service, product quality, especially to resolve complaints quickly and satisfactorily for customers. When solving the problem, it must understand the principles such as mutual benefit, Customer is king, and the customer is always right.

Recommendation 4 for the improvement of Attitudes and behavior

First of all, the company needs to raise the quality of human resources that will help the company deploy new services, decided to quality of service, the ability to bridge the gap between service provider and customer satisfaction. High quality human resources are the driving force for breaks, improve competitiveness and contribute significantly to the strong growth of the services in the process of development and integration. Secondly, the company needs to plan the goal of improving the quality of human resources that should ensure the principle of SMART (Specific, Measurable, Attainable, Relevant, time-bound). Thus, when developing the strategy to enhance human resources, The company should specify the following criteria: (i) The company must have developed specific criteria for each human group; (ii) The criteria specified by the numbers that are feasible for each stage of development identified in the strategic development of the service sector; (iii) The objectives to be consistent with the reality of human resources of the service sector; (iv) The goal should give clear and very specific, such as the growth rate of human resources through the years; structure of human resources; number of quality manpower to achieve each year. Finally, the company noticed that all customers, whether individual customers or businesses, are desirable both from the goods and services they buy as they have completely reliable. All the friendly smiles and polite solicitation can not compensate for unreliable products or services that do not meet standards. Customer care can only be recognized as good if it is associated with a quality product and a good service.

Recommendation 5 for the improvement of Services cape

First of all, the company should set up hotline to receive feedback from consumers when they have the problem with the product quality and service quality. Its business operations involve many sectors and many other areas, hence, there are many problems arising from its processes that need quickly reaction. Secondly, the company should set up the review process of servicing, controlling and supervising rules to temporarily adjust before building norm processes and directions to customers. Finally, the company should set up process and mechanisms should be structured for monitoring cross-checked internally and among departments in the company to reduce minimum mistakes such as poor service quality, lack of enthusiasm of employees, spirit and bad serving attitude to ensure every service perfect before serving customers.

Recommendation 6 for the improvement of Service recovery

First of all, the company should set up for good and sustainable growth in the domestic market for customers, The company beside myself healthy competition should also have the league, link towards cooperation with developing, maintaining market share, limiting the increase head of the market share. Secondly, the company should strengthen cooperation with each other along the direction of expansion of distribution channels, attract customers, and has shared the experiences of each other, merging the strengths to jointly develop. Besides, the company promoting links and cooperation to provide more convenient for customers, a coalition of payment systems, reduce costs, data connectivity and support consumer information in order to minimize debt situation where many of our customers. Finally, the company expand the exchange, learning management experience; technical modernization of product technology, development of new products and services in accordance with international standards and practices for customers.

Recommendation 7 for the improvement of Reputation and credibility

First of all, The company should review the policy of accessing customers. Specifically, timeserving, branch network, sales office locations, corporate image, website interface, transaction forms, means and methods of payment, and others are customers' concerns. Second, The company should have the development and diversification of the types of services for serving customers need planning such as promoting the online payment service, credit card payment, and others. Finally, The company should have forms and payment methods should be more diversified, flexible and modern in order to maximize the benefit to customers. Besides, the company needs to build impressive and distinctive serving style as creating benefit for customers.

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