

Measuring customer satisfaction for Co.opmart's customer service in Ho Chi Minh city

Dear Mss/Mrs/Mr,

I am a MBA student at International University of National University HCMC. Now, I am doing MBA thesis on measuring Customer Satisfaction for Co.opmart's Customer Service in Ho Chi Minh.

I would like to ask for your help to answer my questions about that topic. This is where I describe the study and let you know that your participation is voluntary and that your data are anonymous and confidential.

Please note that Co.opmart's Customer Service will be abbreviated by CCS.

First I would like to ask a few questions about you

- 1) How old are you? _____
- 2) What is your gender? Male Female
- 3) What is your relationship status? Single Married
- 4) Your annual household income is
 - „ under 5 million VND
 - „ 5 – under 10 million VND
 - „ 10 – under 20 million VND
 - „ above 20 million VND
- 5) How long have you been a customer of Co.opmart supermarket? (Hallowell, 1996)
 - „ Less than 1 year
 - „ 1 – 4 years.
 - „ 5 – 10 years
 - „ More than 10 years

6) What kinds of services do you usually use when you go shopping at Co.opmart? (You can choose more than one)

- „ Free gift wrapping
- „ Order by phone
- „ Free delivery
- „ Cafeteria
- „ Customer care calling center
- „ Sell vouchers
- „ Return and exchange goods
- „ Loyalty programs
- „ Clothing repair
- „ VAT invoices

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<http://phantichspss.com/lien-he-gioi-thieu> Để được:

1. Tư vấn mô hình nghiên cứu/bảng câu hỏi/ training trực tiếp về các bước làm luận văn như là: phân tích hồi quy, phân tích nhân tố, Cronbach's Alpha... trong SPSS, và mô hình SEM, CFA, AMOS.
2. Cung cấp/chỉnh sửa số liệu khảo sát phù hợp với bảng câu hỏi của bạn để chạy ra kết quả có ý nghĩa thống kê.

Second, for the next several questions, please choose a number from 1-7 and check it next to each statement to indicate how much you agree with that statement.

1	2	3	4	5	6	7
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Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
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		Level of agree with this statements						
1.	Personal Interaction	1	2	3	4	5	6	7
	a. Employees in the CCS have the knowledge to answer customer's questions.	"	"	"	"	"	"	"
	b. Employees in the CCS are always willingness to help customer.	"	"	"	"	"	"	"
	c. Employees in the CCS tell you exactly when services will be performed.	"	"	"	"	"	"	"
	d. Employees in the CCS are friendly and polite.	"	"	"	"	"	"	"
2.	Reliability							
	a. When CCS promises to do something (such as repair, return) by certain time, it will do so.	"	"	"	"	"	"	"
	b. CCS performs the service right the first time.	"	"	"	"	"	"	"
	c. CCS has fast and error-free transactions (relating to returns, billing etc)	"	"	"	"	"	"	"
	d. CCS has employees available when customers want them to serve.	"	"	"	"	"	"	"
3.	Physical design of customer service counter							

<p>a. CCS has modern-looking equipment and furniture</p> <p>b. Equipment associated with the CCS (computers, gift-wrapping, motorbike for delivering, sewing machine etc) are well functioning.</p> <p>c. Location of customer service center is very convenient</p> <p>d. The design of customer service counter is eye-catching (color, arrangement...)</p>	<p>” ” ” ” ” ” ”</p> <p>” ” ” ” ” ” ”</p> <p>” ” ” ” ” ” ”</p> <p>” ” ” ” ” ” ”</p>
<p>4. Problem solving</p>	
<p>a. CCS willingly handles returns and exchanges.</p> <p>b. When customers have a problem, CCS shows a sincere interest in solving it.</p> <p>c. Solving customer’s problems of CCS are very quick and comfortable.</p> <p>d. Employees of CCS are able to handle customer’s complaints directly and immediately.</p>	<p>” ” ” ” ” ” ”</p> <p>” ” ” ” ” ” ”</p> <p>” ” ” ” ” ” ”</p> <p>” ” ” ” ” ” ”</p>
<p>5. Customer relationship policy</p>	
<p>a. It is easy to returns goods in case of default goods, clothes for different size, etc).</p> <p>b. Sales information always is delivered at right time and easy to understand.</p> <p>c. CCS was very prompt in adapting policies to fulfill customer needs.</p>	<p>” ” ” ” ” ” ”</p> <p>” ” ” ” ” ” ”</p> <p>” ” ” ” ” ” ”</p>

d. Customer loyalty program significantly encourages customers to purchase.	” ” ” ” ” ” ”
6. Customer satisfaction	
a. I am satisfied with CCS that always meets my needs.	” ” ” ” ” ” ”
b. I would revisit Co.opmart the supermarket frequently	” ” ” ” ” ” ”
c. I will recommend my friends to visit the supermarket	” ” ” ” ” ” ”
d. I would continue to purchase in Co.opmart because I expect its customer service will be further improved in the future.	” ” ” ” ” ” ”

----- Thanks for your participant -----