

SERVICE QUALITY AND CUSTOMER SATISFACTION IN CHINA'S RETAIL CHAINS: A CASE STUDY OF MIXUE'S OFFLINE STORE

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ABSTRACT

Chinese tea-drink market exceeded RMB 140 Billion, and its growth will be mediated by domestic brands and changing consumer demands by 2023. Customer service is an important business factor since success depends on the minimal price and product difference. This paper reviewed the role of offline service quality at Mixue, which has more than 30,000 stores nationwide, in customer satisfaction. With the help of the American Customer Satisfaction Index and service marketing theory, it concentrated on four dimensions of service: environment, staff, process, and quality of products. The SPSS was used to analyze the data provided by 87 customers of a Henan Mixue store and collected using a questionnaire via reliability analysis, factor analysis, correlation, and regression. It was found that quality perception and confirmation were powerful drivers of satisfaction, but the initial expectations did not play a major role. The customers were also differentiated according to satisfaction based on age and frequency of visits: young customers appreciated the kindness of its staff, and frequent visitors placed less importance on the kindness and became more concerned with being quick and convenient. This research relates Western designs to Chinese retailing and recommends that firms polish their operations and employee training and keep products consistent to enhance satisfaction.

Keywords: Service Quality, Customer Satisfaction, Retail Chains, Tea-Beverage Industry, Offline Stores

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