

Discussion on Bookstore Service Quality Demand

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ABSTRACT: *This study used IPA to explore the importance and satisfaction of customers on service quality and provided the results of the analysis to Bookstore M as the advice for business strategy. The consumers of Bookstore M in this study were the target of the questionnaire, and the questionnaires were collected and analyzed using the IPA analysis method of Importance-Performance Analysis (IPA) to identify the need for service quality improvement. According to the questionnaire survey results, these two items of employees being able to respond quickly to customer needs, and internal facilities, moving lines and guide signs being clear were considered important by customers, yet their quality failed to make the customers satisfied, so the bookstore operator needs to improve these items to enhance its competitiveness.*

KEYWORDS: *Bookstore, service quality, customer satisfaction*

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I. INTRODUCTION

The bookstore market is gradually saturated, and it is necessary to grasp customer needs and satisfy customers with service quality in order to attract consumers to buy and increase bookstore revenue. This study used Importance-Performance Analysis (IPA) to understand the difference between the degree of importance and the degree of satisfaction in the items of customer service quality in the bookstore, and analyzed the service items that need improvement through the findings of the research. This study analyzed in the five constructs of the service quality by Responsiveness, Tangibility, Reliability, Care and Guarantee to discuss the difference between customers' importance and satisfaction in each service quality item and identify the order of improvement of service quality.

II. LITERATURE REVIEW

Literature review includes two parts: study of service quality and Importance-Performance Analysis

2.1 Service quality

Cronin and Taylor (1992) suggested that service quality is similar to an attitude and is a holistic assessment of the things made by consumers. Etzel et.al. (2001) believes that service quality is measured by customers and is the quality of services that customers measure between the expect services and the services they have actually experienced. Andrew (2002) defined service quality as the degree to meet customer needs and expectations. Lovelock & Wright (2002) organized the characteristics of service quality into the following five items: 1) Authenticity, (2) Tangibility, (3) Responsiveness, (4) Guarantee, and (5) Care. Park et al. (2004) consider service quality as the overall impression of the customer on the entire organization and its service efficiency. Parasuraman et al (1988) argued that quality of service includes five major constructs, including (1) Reliability; (2) Responsiveness; (3) Guarantee; (4) Care; and (5) Tangibility. This study was based on the SERVQUAL scale proposed by Parasuraman et al. (1988), which divides the measurement constructs of service quality into Responsiveness, Tangibility, Reliability, Care and Guarantee. By referring to the questionnaire of Ugboma et al. (2007), Chung & Chen (2015), Parasuraman et al. (1988), the measurement indexes were revised according to the operating characteristics of Bookstore M.

2.2 Importance-Performance Analysis (IPA)

Importance-Performance Analysis originated in 1977 from a simple architecture diagram of IPA presented by Martilla& James (1997), which was used to examine the performance of the automotive industry. The IPA method is a simple and effective research tool (Pike & Larkin, 2010), and its analysis result allows the operator to know the consumer's evaluation of satisfaction to the service or product. The IPA analysis divides the plane into four quadrants A, B, C, and D, as shown in Figure 1, the meaning of the four IPA quadrant (Yang, 2003; Zhang & Chow, 2004) are:

Quadrant A - Zone of Concentrate Here: The operator must invest more resources to give priority to improvement, which is the main source of disadvantage.

Quadrant B - Zone of Keep Up the Good Work: The operator should continue to maintain it here, as it is the main source of advantage.

Quadrant C Zone of Low Priority: The performance level that customers do not pay attention to and consumers are currently feeling poor, and this is a secondary disadvantage source.

Quadrant D - Zone of Possible Overkill: The performance level that the customer does not pay attention to are currently feeling an excellent performance.

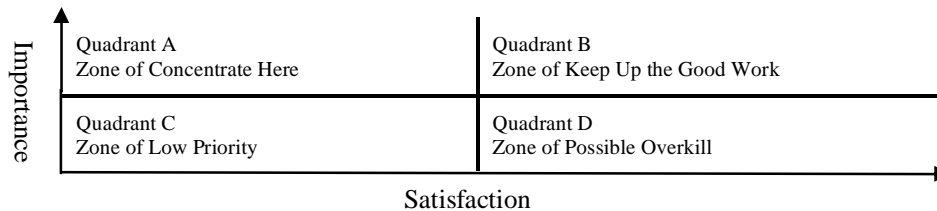


Figure 1: IPA matrix

III. RESEARCH METHOD

The research service quality measurement items were in reference to the questionnaire of Ugboma et al. (2007), Chung & Chen (2015), Parasuraman et al. (1988), and modified according to the operation characteristics of Bookstore M. The Likert five-point scale was adopted to measure the questionnaire in this research. The quality of service mainly included five constructs of (1) Responsiveness; (2) Tangibility; (3) Reliability; (4) Care; and (5) Guarantee. The questionnaires were distributed from May 1, 2019 to May 31, 2019, and the respondents were the customers of Bookstore M. 62 valid questionnaires were recovered. IPA analysis method was used. Variable items measured include: (1) Responsiveness: The content includes: staff will not be too busy due to be responsive to the customer (Item1); the employee can respond quickly to the customer's needs (Item2); the staff is willing to assist and serve the customer (Item3). (2) Tangibility: The content includes: employees maintain neat clothing and appearance (Item4); internal facilities, moving lines and guide signs are clearly marked (Item5); the interior has a neat appearance (Item6); service facilities meet customer needs (Item7). (3) Reliability: The content includes: employees can provide reliable service (Item8); employees can truly fulfill the commitment to the customer (Item9); employees can do things right at once (Item10). (4) Care: The content includes: employees take the initiative to care for individual customers (Item11); employees give priority to the customer's interests (Item12); the employees understand the individual customer needs (Item13); employees will actively assist the customer (Item14). (5) Guarantee: The content includes: they have enough professional knowledge to respond to customer questions (Item15); the services that give customers peace of mind is provide at the workplace (Item16); employees can provide responsible services (Item17); commodity prices are clearly marked (Item18).

IV. RESULTS ANALYSIS

Table 1 shows the reliability values. Nunnally (1978) suggested that in an exploratory study, a reliability greater than 0.7 is acceptable. All the reliability variables of this study are above 0.7. The analysis on importance and satisfaction of service quality is shown in Table 2.

Items falling in Zone of Keep Up the Good Work are: Items 3, 4, 9, 10, 15, 18

Items falling in Zone of Possible Overkill is: Item 6

Items falling in Zone of Low Priority are: Items 1, 7, 8, 11, 12, 13, 14, 16, 17

Items falling in Zone of Concentrate Here are: Items 2, 5

Table 1: The Cronbach's α coefficients for all variables in this study

Questionnaire Dimensions	Item	Cronbach's α	
		Importance	Satisfaction
Responsiveness	1,2,3	0.715	0.773
Tangibility	4,5,6,7	0.787	0.792
Reliability	8,9,10	0.768	0.751
Care	11,12,13,14	0.824	0.806
Guarantee	15,16,17,18	0.837	0.819

Table 2: Analysis of Importance and Satisfaction of Service Quality

Item	Satisfaction	Importance
	Average	Average
1	3.806	4.145
2	3.855	4.161
3	4.016	4.161
4	4.048	4.194
5	3.952	4.161
6	3.968	4.113
7	3.903	4.129
8	3.952	4.145
9	4.032	4.177
10	4.032	4.210
11	3.952	4.113
12	3.935	4.145
13	3.903	4.145
14	3.839	4.081
15	4.032	4.161
16	3.903	4.113
17	3.952	4.129
18	4.081	4.242
Average	3.953	4.151

V. CONCLUSION AND SUGGESTIONS

This study took the customers of Bookstore M as the research subjects of a questionnaire survey. According to IPA analysis, Items falling in Zone of Keep Up the Good Work are: item 3, item 4, item 9, item 10, item 15, item 18, which can be considered as an area of competitive advantage, and its service level should continue to be maintained. Items falling in Zone of Possible Overkill is: item 6. Falling in the Zone of Low Priority indicates that consumers are not paying much attention to it, but if the operator improves these services, it has the potential to develop into an area of competitive advantage. The items falling in the Zone of Concentrate Here include employees can respond quickly to customer needs, and internal facilities, move lines and guide signs are cleared marked. The operator needs to strengthen the improvement of these services to enhance competitiveness.

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