FACTORS AFFECTING CUSTOMERS SATISFACTION AND ITS IMPACT ON REPURCHASE INTENTION: AN EMPIRICAL ANALYIS IN THE CONTEXT OF SUPERMARKETS CHAIN IN HANOI, VIETNAM

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Hoa Lac, 16/12/2021 - GRM491_G5

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Outline
Presentation

OUTLINE

Hoa Lac, 16/12/2021

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INTRODUCTION

PART I
INTRODUCTION

I. INTRODUCTION (1/5)
1.1 TOPIC BACKGROUND

AN OVERVIEW OF THE RETAIL MARKET IN VIETNAM

Total retail value of Vietnam in the period 2015 - 10M20 and estimated growth to 2025 (USD billion)

Vietnam's retail sales on April 20.
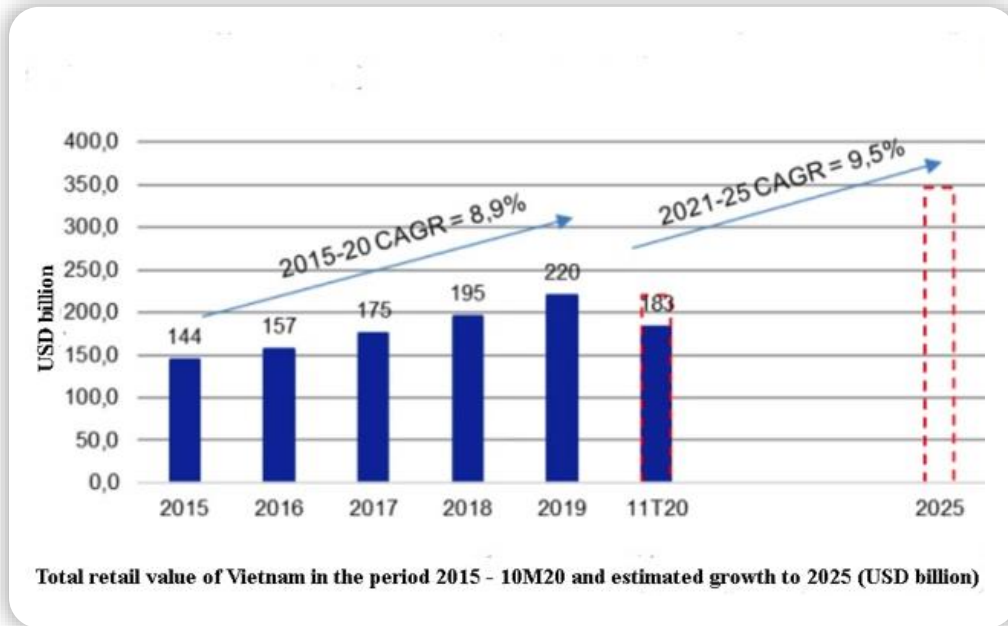
By 2025, it is estimated that the total retail value will increase 1.6 times compared to 2020.
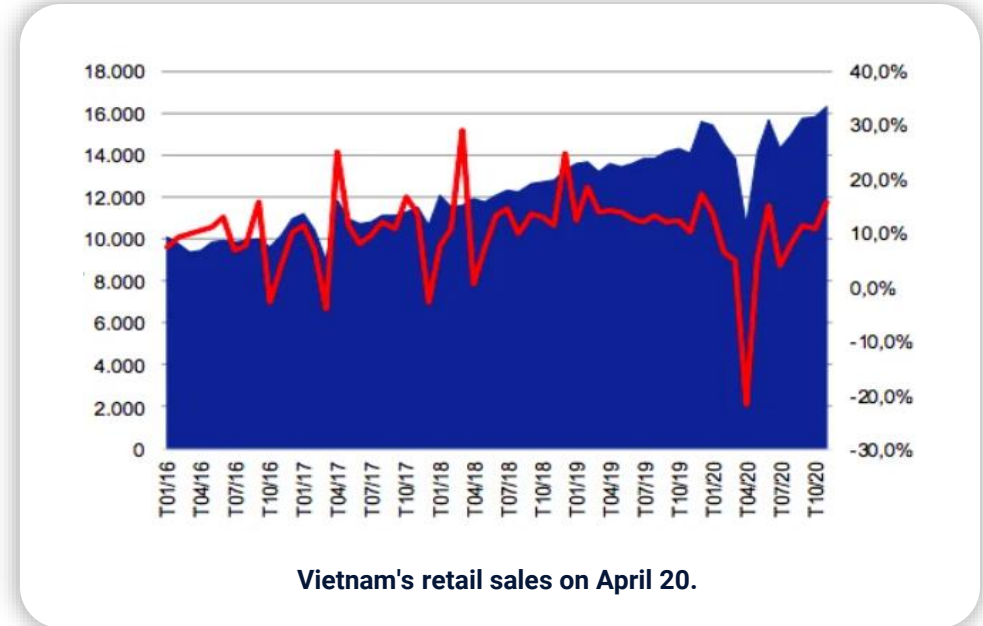
Vietnam's retail sales still maintain a growth trend after being interrupted by the period of social distancing in April 2020.

1.1 TOPIC BACKGROUND

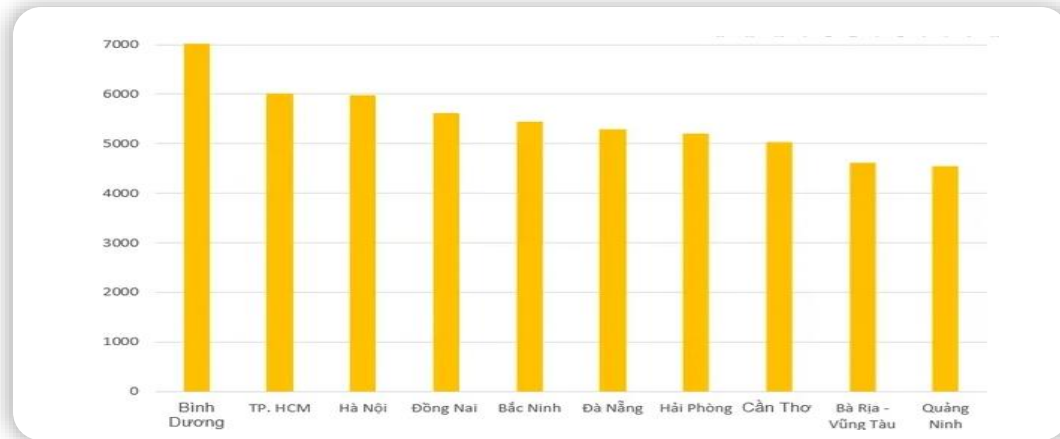**OVERVIEW OF THE RETAIL MARKET IN HANOI**

- The retail market in Hanoi has continued to grow in recent years.

- Due to Covid-19:

  • Many people buy more goods than usual.

  • The number of goods purchased increased.

I. INTRODUCTION (3/5)

1.2 PRACTICAL PROBLEMS

GENERAL SITUATION

10 Provinces/Cities with the highest monthly income per capita in 2020

- The competition in the retail industry is increasing.

- Due to the epidemic, people turned to supermarkets to ensure safety.

- Supermarket business is increasing in the retail market Viet Nam.

THE SITUATION IN HANOI
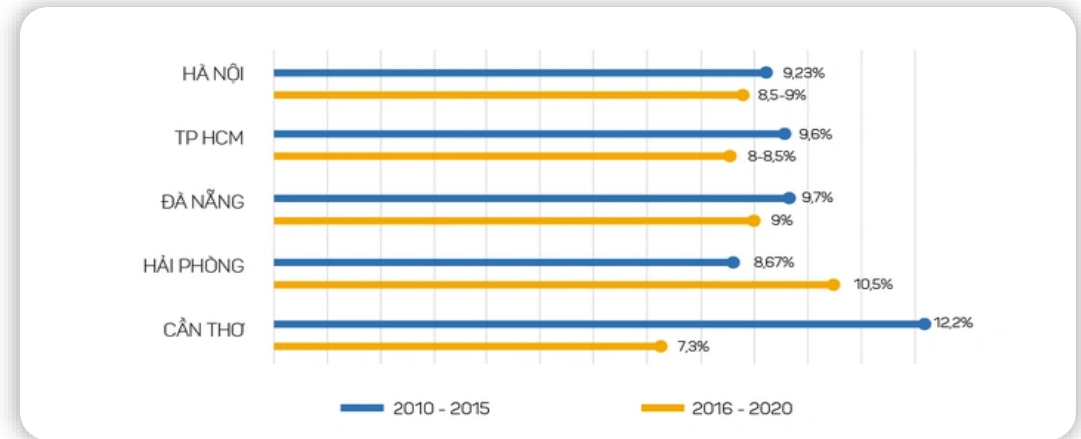
Hanoi's income and economic growth are compared to other big cities

- Hanoi is a potential retail market of Viet Nam.

- Studies on customer satisfaction and its impact on repurchase intention at supermarkets in Hanoi are still limited.

I. INTRODUCTION (4/5)
1.3 REASONS FOR CHOOSING THE TOPIC

Due to the Covid-19 epidemic, customers choose to go to supermarket instead of traditional markets.

Supermarket chains not only compete with other supermarket chains but also have to compete fiercely with traditional markets.

The competition between supermarket chains will promote the development of the retail market.

The government is emphasizing the development of retail chains, but research on satisfaction is still limited.

➡ The study aims to measure the factors affecting the repurchase intention of customers at supermarkets in Hanoi.

1.4 RESEARCH OBJECTIVES

1.5 RESEARCH QUESTIONS

Objective 1: Analysis of factors affecting customers satisfaction and its impact on repurchase intention: An empirical analysis in the context of supermarket chains in Ha Noi, Vietnam.

Objective 2: Make recommendations to help improve and enhance supermarket quality.

Question 1: What factors affect the customer satisfaction of consumers at supermarket chains in Hanoi, Vietnam?

Question 2: How does customer satisfaction impact repurchase intention at supermarket chains in Ha Noi, Vietnam?

Question 3: What solutions can be implemented to increase the number of returning consumers?

PART II
LITERATURE REVIEW

1. Overview of supermarket

2. Customer Satisfaction

3. Repurchase Intention

4. Research model

II

LITERATURE REVIEW

1. OVERVIEW OF SUPERMARKET

What are supermarkets?

Philip Kotler (2006), supermarkets are "relatively large self-service stores with low costs, low-profit margins and large sales of goods, ensuring the satisfaction of consumers' needs. in terms of food, laundry detergents, cleaning agents and home care products".

What are supermarket chains?

According to Kotler (1990), chain stores or chain supermarkets are a group of two or more stores that are all owned and operated by the same company, have centralized buying and merchandising, and sell comparable products.

Classification of supermarkets

◆ Regulation of Supermarkets and Trade Centers (2004) supermarkets have two main business forms: general business or specialized business.
◆ Supermarkets are divided into 3 types.

Standard		Business area (m2)	List of business goods (number of goods names)
Type I supermarket	General supermarket	>5000	>20.000
	Specialized supermarket	>1000	>2.000
Type II supermarket	General supermarket	>2000	>10.000
	Specialized supermarket	>500	>1.000
Type III supermarket	General supermarket	>500	>4.000
	Specialized supermarket	>250	>500

Classification of supermarkets according to Vietnamese law

2. CUSTOMER SATISFACTION & REPURCHASE INTENTION

CUSTOMER SATISFACTION		**REPURCHASE INTENTION**	
PHILIP KOTLER (2006)	HANSEMARK AND ALBINSON (2004)	LACEY AND MORGAN (2007)	CHIU ET AL. (2009)
"Satisfaction as a person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/her expectations".	"Satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some needs, goals or desire".	"Repurchase intention can be defined as the individual's judgement about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances".	"Explained repurchase intention as the possibility that customers are willing to purchase a product from the same seller".

3. LITERATURE GAPS

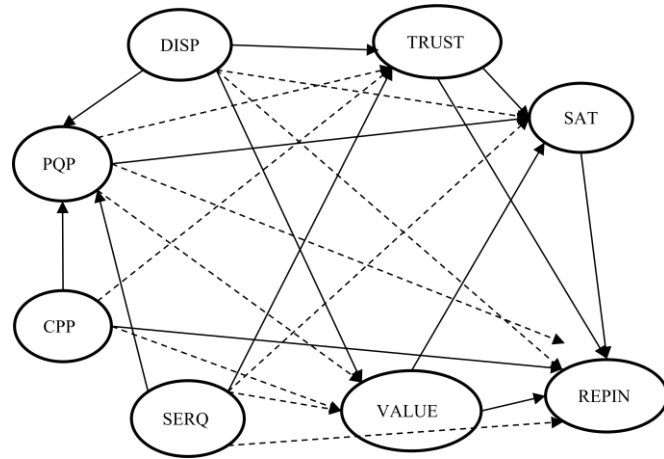◆ Very few research on customer satisfaction impact on repurchase intention **at supermarket chains in the North of Vietnam.**

◆ Studies on satisfaction and repurchase intention at **supermarket chains** have been done very little in developing countries, especially in Vietnam.

◆ In previous about this topic in Vietnam and abroad, there are very few studies to **test the role of control variables.**

4. THE RESEARCH DOMESTIC AND FOREIGN MODELS

Proposed model of Noyan and Simsek (2012)

FOREIGN RESEARCH

House income; age; the size of family

Perceived quality of SSM

Customer Satisfaction

Repurchase Intention

Proposed model for research of Chae and Seo (2011)

- Includes 8 factors

- The results of this study show that customer satisfaction is the most important factor influencing the repurchase intention.

- This study aims to show the relationship between perceived quality, satisfaction, and purchase intention of customers at hypermarkets in the retail market in Korea.

- The results of this study show that perceived quality has a positive influence on satisfaction, and customer satisfaction is positively related to repurchase intention.

4. THE RESEARCH DOMESTIC AND FOREIGN MODELS

DOMESTIC RESEARCH

The SEM model measures the level satisfaction of Sang (2015)

Proposed model for research satisfaction of Quang and Hien (2019)

Proposed model of Truc (2013)

- 5 influencing factors: Product, Perceived price, Physical aspects, Premises, and Secure.
- Researched at Big C Can Tho.

- 4 influencing factors: Suitable Price, Physical aspects, Product Quality, and Safety.
- Researched at CO.OP Mart in Vietnam's Mekong Delta.

- 3 influencing factors: Promotion, Staff service and Product Quality.
- Researched at supermarkets in Pleiku city.

5. PROPOSED RESEARCH MODEL AND HYPOTHESIS DEVELOPMENT

Product Quality —H1→
Perceived Price —H2→
Promotion —H3→
Service Quality —H4→
Physical Aspects —H5→ Customer Satisfaction —H6→ Repurchase Intention

Control variables
(Age, income, occupation, gender, supermarkets size, domestic and foreign supermarket)
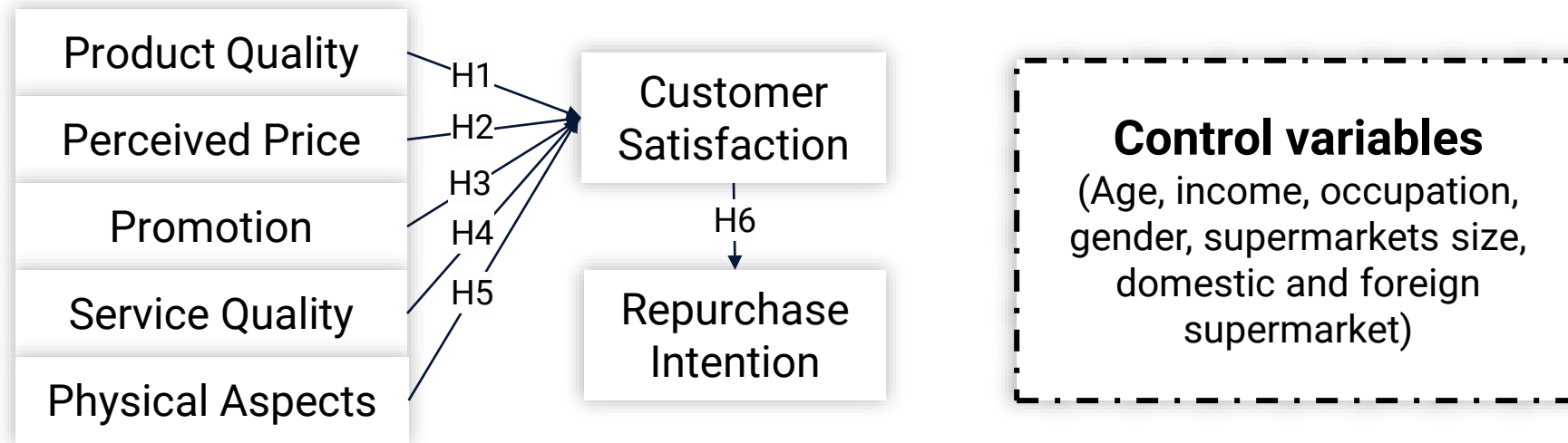
PROPOSED RESEARCH MODEL

H1: Product quality has a positive effect on customer satisfaction at supermarket chains.
H2: Perceived Price has a positive effect on customer satisfaction at supermarket chains.
H3: Promotion has a positive effect on customer satisfaction at supermarket chains.
H4: Service quality has a positive effect on customer satisfaction at supermarket chains.
H5: Physical aspects have a positive effect on customer satisfaction at supermarket chains.
H6: Customer satisfaction has a positive impact on customers' repurchase intention at supermarket chains.

PART III
METHODOLOGY

1. Research philosophy

2. Research approach

3. Research methodology

4. Research design

5. Data collection methods

6. Sample characteristics and sample size

7. Questionnaire design

8. Measurements scales

9. Data analysis methods

III

METHODOLOGY

III. METHODOLOGY (1/6)

1. RESEARCH PHILOSOPHY

2. RESEARCH APPROACH

Interpretevism

Research Philosophy

Pragmatism

Realism

Positivism

Theorize/Hypothhesize
General level focus

Analyze Data
Analysis

Hypotheses Supported or Not
Specific level of focus
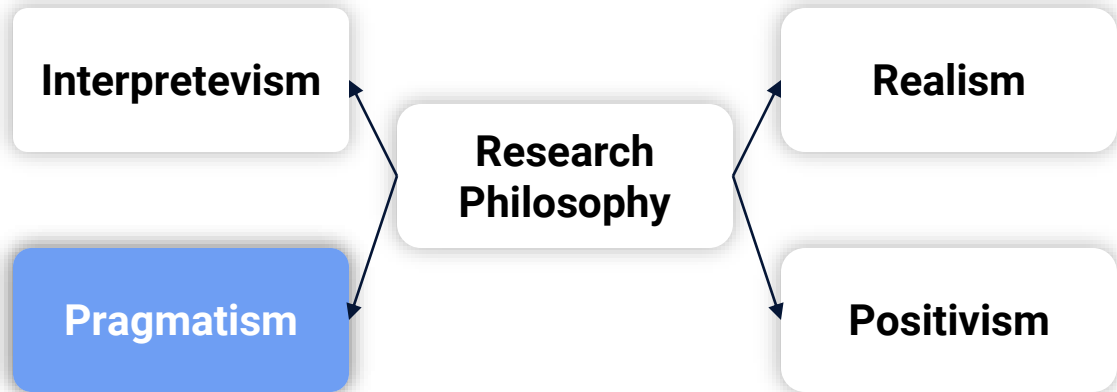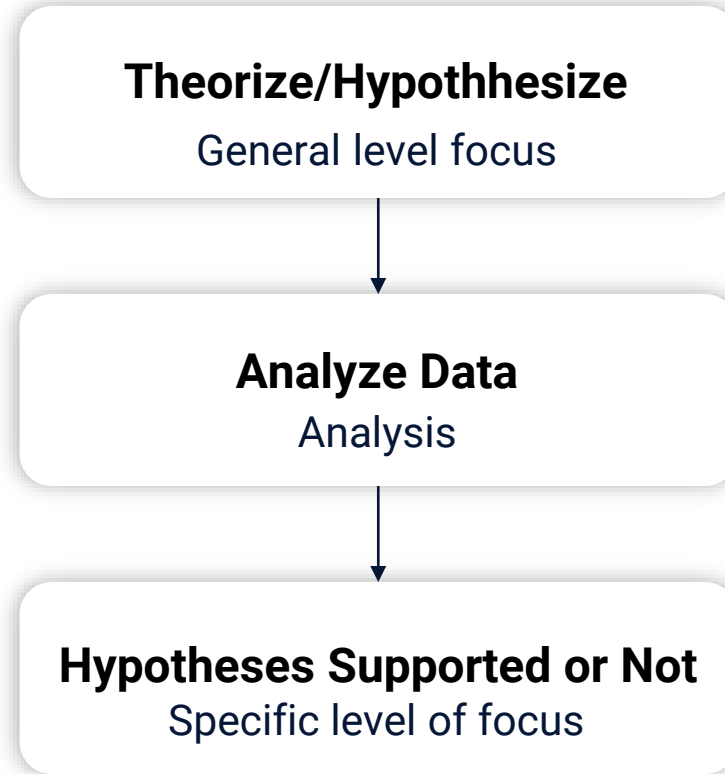
DEDUCTIVE RESEARCH

3. RESEARCH METHODOLOGY

QUANTITATIVE RESEARCH METHOD

For the purpose of ensuring the amount of information and data to be collected, the quantitative research method is used in this study.

4. RESEARCH DESIGN

Defining the problem and research objectives

↓

Literature Review
Proposed model and hypotheses

↓

Data Collection
Survey instruments were adapted and pretested prior to actual distribution

↓

Model analysis and testing hypotheses

5. DATA COLLECTION METHOD

QUANTITATIVE RESEARCH METHOD

Sampling techniques   Non-probability sampling

Data source   Primary data
Secondary data

6. SAMPLE CHARACTERISTICS AND SAMPLE SIZE

SAMPLE SIZE

According to Hair et al. (2010), the minimum sample size should be at least: n = 5 * 43 = 215.
The number of respondents is 452 surveys

SAMPLE CHARACTERISTICS

TARGET SAMPLE CHARACTERISTICS

Type of survey	Online Survey
Age	From 18 years old
Gender	Male/Female and Others
Valid responses	452
Research Scope	Supermarket chains in Hanoi City

7. QUESTIONNAIRE DESIGN

- The survey was collected in two weeks (from October 12th to October 26th, 2021).

- The research was conducted with survey subjects who were consumers in Hanoi.

- All surveys were collected effectively online on Facebook groups.

- Measurement scale: 5-point Likert Scale.

THE SURVEY INCLUDES 3 SECTIONS:

Section 1: Filter questions.

Section 2: Main questions about factors affecting customer satisfaction and its impact on repurchase intention.

Section 3: Demographic information of respondents.

8. MEASUREMENTS SCALES

Product Quality	PRODQ_1	Products at the supermarket chain have all kinds	(Quang and Hien, 2019)
	PRODQ_2	Supermarket products are guaranteed to be before the expiry date.	
	PRODQ_3	Supermarket chain have many new items.	
	PRODQ_4	Supermarket chain have adequate and clear labels.	
	PRODQ_5	Products at the supermarket chain ensure food safety standards	
	PRODQ_6	Supermarket products have legitimate origins.	

Perceived price	PRICEPER_1	The price of products is not higher than in the market	(Sang, 2015)
	PRICEPER_2	Prices are not higher than other supermarket chains	
	PRICEPER_3	The price of the products is commensurate with the quality.	(Tham, 2019)
	PRICEPER_4	Prices of goods and products at supermarket chains are always stable.	
	PRICEPER_5	Commodity prices are highly competitive in the market.	
	PRICEPER_6	Prices of goods and products at supermarkets are clearly listed and announced.	
	PRICEPER_7	Prices of supermarket items are clearly classified.	

Physical aspects	AMBI_1	Products at supermarket chains are easy to find.	(Sang, 2015)
	AMBI_2	The signage in the supermarket is clear.	
	AMBI_3	Convenient store for shopping.	
	AMBI_4	Goods and products at this supermarket chain are beautifully displayed.	(Tham, 2019)
	AMBI_5	The display and arrangement of goods by counters, shelves, and categories are convenient for searching.	
	AMBI_6	Food counters, dining, and entertainment areas for children are beautifully presented and hygienic.	
	AMBI_7	Products at the supermarket chain are decorated, displayed according to the season, special events, and programs to stimulate customer consumption.	
	AMBI_8	Products in a supermarket are arranged in a clear layout to create a spacious, airy and easy-to-move space.	

Service Quality	SERVQ_1	The security guard at the supermarket chain is friendly, enthusiastic, and cheerful.	(Quang and Hien, 2019)
	SERVQ_2	The supermarket fire protection system is periodically checked.	
	SERVQ_3	Security forces at the supermarket chain are trained in fire prevention.	
	SERVQ_4	At the supermarket chain, there is an automatic CO_2 fire protection system.	
	SERVQ_5	Employees of the supermarket chain are always ready to serve customers.	(Truc, 2013)
	SERVQ_6	The staff of the supermarket chain is agile.	
	SERVQ_7	The staff of the supermarket chain enthusiastically answer customers' questions.	
	SERVQ_8	The staff of the supermarket chain is friendly and cheerful.	

Promotion	PROM_1	The program to accumulate points (loyal customers) of the attractive supermarket chain.	(Truc, 2013)
	PROM_2	Attractive supermarket chains discount programs.	
	PROM_3	The program of giving away attached products of attractive supermarket chains.	
	PROM_4	Lucky draw programs of attractive supermarket chains.	
	PROM_5	Attractive supermarket chain promotions.	

Satisfaction	SATIS_1	I think shopping at this supermarket chain is a good decision.	(Noyan and Simsek, 2012)
	SATIS_2	This supermarket chain takes customer satisfaction as its goal.	
	SATIS_3	I am satisfied with my shopping at this supermarket chain.	
	SATIS_4	I am satisfied with the price to the product quality of this supermarket chain.	
	SATIS_5	I will come back to this supermarket chain in my next shopping.	(Quang and Hien, 2019)
	SATIS_6	I will recommend this supermarket chain to others.	

Repurchase intention	REINT_1	I plan to do most of my future shopping at this supermarket chain.	(Noyan and Simsek, 2012)
	REINT_2	If I go shopping today, I will continue to go to this supermarket chain.	
	REINT_3	Most of my shopping is from this supermarket chain.	
	REINT_4	When I shopping, the supermarket is the first choice.	

III. METHODOLOGY (6/6)

9. DATA ANALYSIS METHODS

1. Descriptive analysis

2. Exploratory factor analysis (EFA)

KMO coefficient (Kaiser-Meyer-Olkin)
$0.5 \leq KMO \leq 1$

Bartlett's test (Bartlett's test of sphericity):
Sig Bartlett's Test < 0.05)

Index Eigenvalue:
Eigenvalue ≥ 1

Total Variance Explained: $\geq 50\%$
Factor Loading
Communalities value: > 0.4

3. Reliability analysis

Cronbach's alpha of .70 and above is good, .80 and above is better, and .90 and above is the best.

4. Pearson correlation r ranging from -1 to 1

Range of Coefficient	Description of Strength
±.81 to ±1.00	Very strong
±.61 to ±.80	Strong
±.41 to ±.60	Moderate
±.21 to ±.40	Weak
±.00 to ±.20	Weak to no relationship

The variables' s rules

5. Regression analysis

R2 (R Square) Value, Adjusted R2
The sig value of the F. test
Variance magnification factor VIF
Unnormalized regression coefficient Beta:
$Y = B0 + B1X1 + B2X2 + … + BiXi + e$

6. One-way ANOVA and Independent samples T-Test analysis

IV

DATA ANALYSIS
AND FINDINGS

PART IV

DATA ANALYSIS AND FINDINGS

1. Preliminary data analysis

2. Respondents characteristics

3. Exploratory factor analysis (EFA)

4. Reliability test

5. Pearson correlation analysis

6. Testing hypothesis

7. Discussion

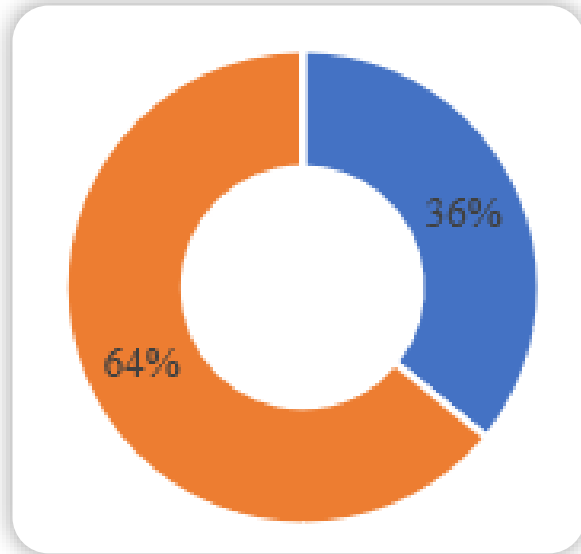# IV. DATA ANALYSIS AND FINDINGS (2/14)

1. PRELIMINARY DATA ANALYSIS

Variable	Minimum	Maximum	Mean	Std. Deviation
SATIS1	1.0	5.0	3.931	.8113
SATIS2	1.0	5.0	3.850	.7932
SATIS3	1.0	5.0	3.812	.8304
SATIS4	1.0	5.0	3.814	.8814
SATIS5	1.0	5.0	4.004	.8264
SATIS6	1.0	5.0	3.965	.8310
REIN1	1.0	5.0	3.843	.8044
REIN2	1.0	5.0	3.920	.7638
REIN3	1.0	5.0	3.774	.9499
REIN4	1.0	5.0	3.794	.8982
PRODQ1	1.0	5.0	3.976	.7974
PRODQ2	1.0	5.0	3.956	.7220
PRODQ3	1.0	5.0	3.912	.8080
PRODQ4	1.0	5.0	3.987	.7934
PRODQ5	1.0	5.0	3.936	.8090
PRODQ6	1.0	5.0	3.960	.7284
PRICEPER1	1.0	5.0	3.622	1.0037
PRICEPER2	1.0	5.0	3.646	.9099
PRICEPER3	1.0	5.0	3.763	.8313
PRICEPER4	1.0	5.0	3.874	.7905
PRICEPER6	1.0	5.0	3.909	.7582

PRICEPER7	1.0	5.0	3.916	.8002
PROM1	1.0	5.0	3.850	.8153
PROM2	1.0	5.0	3.763	.8286
PROM3	1.0	5.0	3.819	.8722
PROM4	1.0	5.0	3.708	.8727
PROM5	1.0	5.0	3.752	.8762
SERQ1	1.0	5.0	3.936	.7923
SERQ2	1.0	5.0	3.765	.7403
SERQ3	1.0	5.0	3.737	.8286
SERQ4	1.0	5.0	3.743	.7883
SERQ5	1.0	5.0	3.923	.8295
SERQ6	1.0	5.0	3.852	.7341
SERQ7	1.0	5.0	3.836	.8017
SERQ8	1.0	5.0	3.863	.7378
AMBI1	1.0	5.0	3.976	.7633
AMBI2	1.0	5.0	3.900	.7087
AMBI3	1.0	5.0	3.869	.7784
AMBI4	1.0	5.0	3.876	.7461
AMBI5	1.0	5.0	3.912	.7541
AMBI6	1.0	5.0	3.821	.8026
AMBI7	1.0	5.0	3.861	.8077
AMBI8	1.0	5.0	3.894	.7693

=> ALL VARIABLES HAVE A MEAN VALUE > 3

2. RESPONDENT CHARACTERISTIS

GENDER

Legend:
- Male
- Female

36% — (blue)
64% — (orange)

AGE
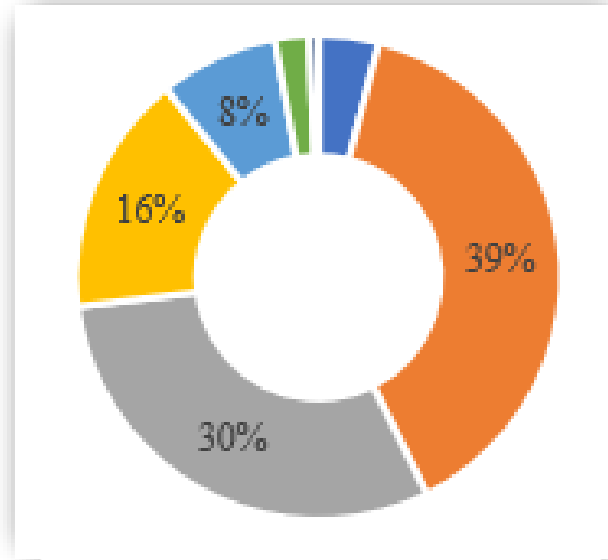
- Under 18
- From 18-25 years old
- From 26-35 years old
- From 36-45 years old
- From 45 - 55 years old
- From 55 - 65 years old
- Over 65 years old

39%, 30%, 16%, 8%
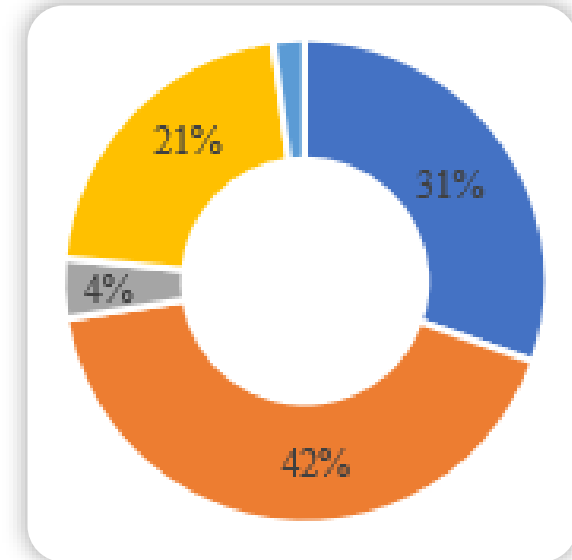
OCCUPATION

- Student
- Officer
- Housewife
- Freelance career
- Retired

31%, 42%, 4%, 21%

2. RESPONDENT CHARACTERISTIS
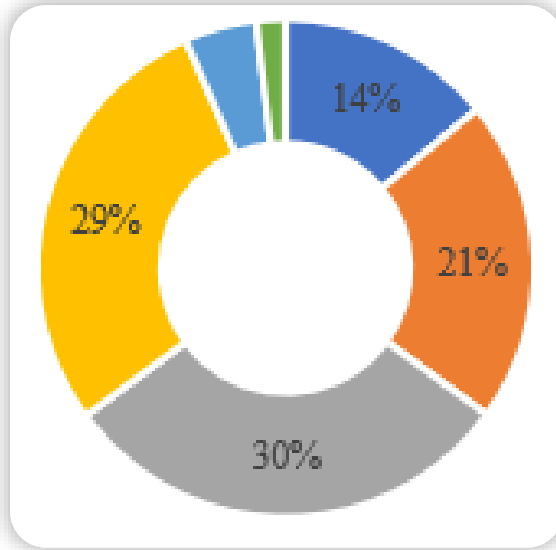
INCOME

- Under 2 million VND
- From 2 - 7 million VND
- From 7 - 15 million VND
- From 15 - 30 million VND
- From 30 - 50 million VND
- Over 50 million VND

(14%, 21%, 30%, 29%)

PURCHASE FREQUENCY
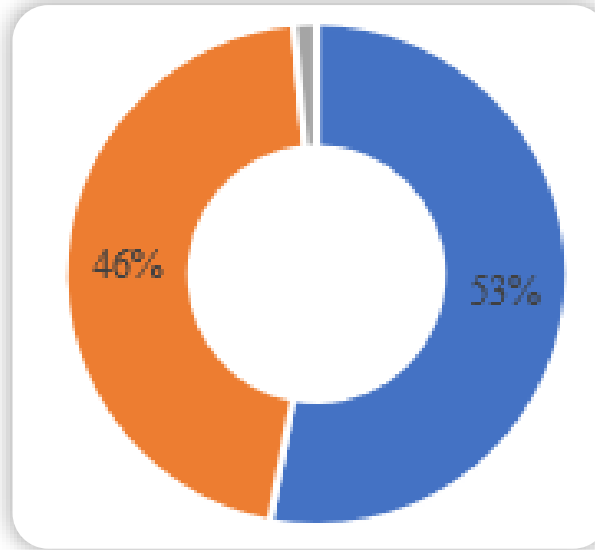
- Less than 5 times/week
- 5-10 times/week
- More than 10 times/week

(53%, 46%)

WILLING TO PAY

- Under 100,000 VND
- From 100,000 - 500,000 VND
- From 500,000 - 1,000,000 VND
- Over 1,000,000 VND

(6%, 50%, 36%, 8%)

3. EXPLORATORY FACTOR ANALYSIS (EFA)
3.1 EFA RESULTS OF INDEPENDENT VARIABLES

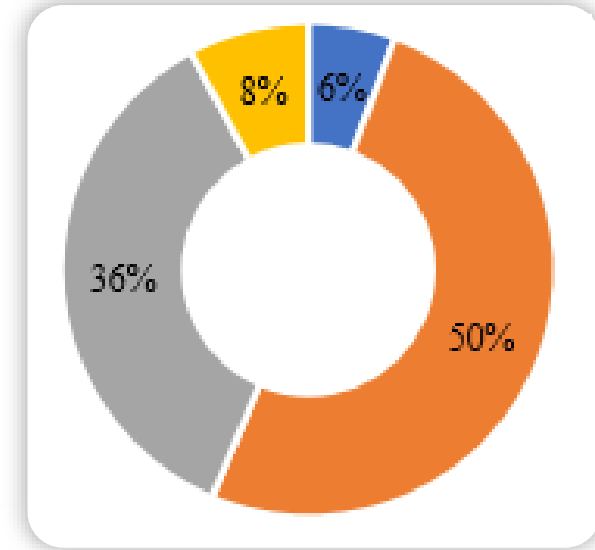| Item	Component					Communalities
	1	2	3	4	5	
PRODQ4	.704					.614
PRODQ5	.677					.611
PRODQ2	.651					.581
PRODQ6	.615					.534
PRODQ3	.590					.528
PRODQ1	.580					.540
PRICEPER7	.568					.546
PRICEPER3	.552					.525
PRICEPER4	.540					.540
PRICEPER6	.524					.523
SERQ1		.716				.652
SERQ5		.632				.575
PROM1		.621				.609
SERQ8		.584				.608
SERQ6		.581				.634
AMBI1		.578				.645
SERQ2		.518				.556
PROM2						.589
SERQ4						.570
AMBI8			.645			.634
AMBI7			.630			.611
AMBI6			.615			.654
AMBI2			.592			.613
AMBI4			.530			.585
AMBI5			.505			.619
AMBI3						.582
PRICEPER1				.783		.728
PRICEPER2				.696		.662
PROM4				.549	.540	.667
PRICEPER5				.527		.508
PROM5						.627
SERQ7					.632	.642
PROM3					.615	.689
SERQ3						522
% of variance	43.913	4.841	4.677	3.285	3.057	
Cumulative %	43.913	48.754	53.431	56.716	59.774	
Factorisation	KMO = 0,945; Bartlett's Test: p = 0.000 (χ^2 = 9556,185,769; ddl=561)					

EFA results (1st time)

Item	Component					Communalities
	1	2	3	4	5	
PRODQ4	.752					.666
PRODQ2	.699					.611
PRODQ5	.681					.618
PRODQ6	.640					.565
PRODQ3	.621					.563
PRODQ1	.581					.533
PRICEPER7	.570					.575
PRICEPER6	.547					.564
SERQ1		.763				.704
SERQ5		.688				.616
SERQ8		.675				.634
SERQ6		.667				.630
AMBI1		.636				.661
SERQ2		.582				.568
PROM1		.529				.568
AMBI7			.774			.742
AMBI8			.671			.677
AMBI6			.670			.709
AMBI2			.516			.611
PRICEPER1				.816		.799
PRICEPER2				.753		.763
PROM3					.766	.783
PROM4					.759	.754
% of variance	44.977	6.076	5.734	4.410	3.641	
Cumulative %	44.977	51.053	56.787	61.197	64.838	
Factorisation	KMO = 0.939; Bartlett's Test: p = 0.000 (χ^2 = 5717.161; ddl =253)					

EFA results (7st time)

0.5 ≤ KMO ≤ 1

Bartlett Test:
p-value ≤ 0.05

% Cumulative
variance: 64.84%

IV. DATA ANALYSIS AND FINDING (6/14)

3. EXPLORATORY FACTOR ANALYSIS (EFA)

3.2. EFA RESULTS OF DEPENDENT VARIABLES

Item	Component	Communalities
SATIS1	.771	.594
SATIS2	.769	.592
SATIS3	.690	.477
SATIS4	.757	.574
SATIS5	.812	.659
SATIS6	.783	.614
% of variance	58.499	
Factorisation	**KMO** = 0.939; **Bartlett's Test**: p = 0.000 (χ^2 = 1249.721; ddl = 15)	

Item	Component	Communalities
REIN1	.794	.630
REIN2	.798	.637
REIN3	.814	.662
REIN4	.798	.637
% of variance	64.151	
Factorisation	**KMO** = 0.739; **Bartlett's Test**: p = 0.000 (χ^2 = 629.965; ddl = 6)	

CUSTOMER SATISFACTION

REPURCHASE INTENTION

4. RELIABILITY TEST

Variable	Number of items	Corrected Item-Total Correlation	Alpha Cronbach
Product Quality	PRODQ4	.690	.884
	PRODQ2	.688	
	PRODQ5	.676	
	PRODQ6	.641	
	PRODQ3	.598	
	PRODQ1	.635	
	PRICEPER7	.645	
	PRICEPER6	.639	
Service Quality	SERQ1	.730	.879
	SERQ5	.667	
	SERQ8	.678	
	SERQ6	.661	
	SERQ2	.646	
	AMBI1	.662	
	PROM1	.609	
Ambience	AMBI7	.680	.829
	AMBI8	.664	

	AMBI6	.699	
	AMBI2	.583	
Perceived Price	PRICEPER1	.688	.813
	PRICEPER2	.688	
Promotion	PROM3	.641	.781
	PROM4	.641	
Customer Satisfaction	SATIS1	.645	.857
	SATIS2	.655	
	SATIS3	.570	
	SATIS4	.645	
	SATIS5	.702	
	SATIS6	.661	
Repurchase Intention	REIN1	.614	.811
	REIN2	.623	
	REIN3	.656	
	REIN4	.638	

=> All variables present high internal consistency reliability.

5. PEARSON CORRELATION ANALYSIS

		REIN	SATIS	PRODQ	SERQ	AMBI	PRICEPER	PROM
REIN	Pearson Correlation	1	.709**	.640**	.623**	.596**	.562**	.561**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	452	452	452	452	452	452	452
SATIS	Pearson Correlation	.709**	1	.748**	.670**	.620**	.519**	.498**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	452	452	452	452	452	452	452
PRODQ	Pearson Correlation	.640**	.748**	1	.716**	.717**	.514**	.522**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	452	452	452	452	452	452	452
SERQ	Pearson Correlation	.623**	.670**	.716**	1	.685**	.533**	.543**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	452	452	452	452	452	452	452
AMBI	Pearson Correlation	.596**	.620**	.717**	.685**	1	.473**	.539**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	452	452	452	452	452	452	452
PRICEPER	Pearson Correlation	.562**	.519**	.514**	.533**	.473**	1	.528**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	452	452	452	452	452	452	452
PROM	Pearson Correlation	.561**	.498**	.522**	.543**	.539**	.528**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	452	452	452	452	452	452	452

**. Correlation is significant at the 0.01 level (2-tailed).

- All 5 independent variables have a significant correlation with the dependent variable

- PRODQ has the strong correlation with SATIS
  AMBI has the strong correlation with SATIS
  SERQ has the strong correlation with PRODQ
  SATIS has the strong correlation with REIN

- PRICEPER has the moderate correlation with SATIS
  PROM has the moderate correlation with SATIS
  SERQ has the moderate correlaton with AMBI
  SERQ has the morderate correlation with PROM

6. TESTING HYPOTHESIS

6.1 REGRESSION ANALYSIS

Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.782ᵃ	.611	**.607**	.39716	2.129
a. Predictors: (Constant), PROM, PRODQ, PRICEPER, AMBI, SERQ					
b. Dependent Variable: SATIS					

Model summary

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.318	.139		2.296	.022		
	PRODQ	.523	.053	.477	9.930	.000	.378	2.649
	SERQ	.214	.050	.199	4.246	.000	.395	2.529
	AMBI	.063	.047	.063	1.354	.176	.408	2.450
	PRICEPER	.081	.027	.113	3.004	.003	.618	1.617
	PROM	.038	.031	.047	1.233	.218	.589	1.698

Coefficients

The non-normalized regression equation:

SATIS= 0.318 + 0.523*PRODQ + 0.214*SERQ + 0.081*PRICEPER + e

Repurchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.709ᵃ	.502	**.501**	.48382	1.999
a. Dependent variable: REIN					
b. All requested variables entered.					

Model summary

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.847	.142		5.965	.000		
	SATIS	.766	.036	.709	21.310	.000	1.000	1.000

Coefficients

The non-normalized regression equation:

REIN = 0.847 + 0.766*SATIS + e

6.2 INDEPENDENT SAMPLE T-TEST AND ONE-WAY ANOVA

Customer Satisfaction and Repurchase Intention

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SATIS	Equal variances assumed	30.515	.000	-5.334	450	.000	-.32309	.06058	-.44213	-.20404
	Equal variances not assumed			-4.786	239.882	.000	-.32309	.06751	-.45608	-.19010
REIN	Equal variances assumed	11.794	.001	-5.758	450	.000	-.37539	.06519	-.50351	-.24728
	Equal variances not assumed			-5.456	277.950	.000	-.37439	.06880	-.51083	-.23996

GENDER

H7.1: There is a difference in satisfaction of consumers by gender. **(Accepted)**

H7.7: There is a difference in the repurchase intention of consumers by gender. **(Accepted)**

	Levene Statistic	df1	df2	Sig.
SATIS	10.919	2	449	.000
REIN	17.495	2	449	.000

Test of Homogenneity

		Statistic[a]	df1	df2	Sig.
Welch	SATIS	3.815	2	72.428	.027
	REIN	7.084	2	72.466	.002

Robus test of Equality of Means

INCOME

H7.5: There is a difference in the satisfaction level of customers with different incomes between the income groups. **(Accepted)**

H7.11: There is a difference in the repurchase intention level of customers with different incomes between the income groups. **(Accepted)**

IV. DATA ANALYSIS AND FINDINGS (11/14)

6.2 INDEPENDENT SAMPLE T-TEST AND ONE-WAY ANOVA

		Levene's Test for Equality of Variances		T-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
SATIS	Equal variances assumed	1.381	.241	2.034	450	.043	.17098	.08408	.00575	.33622	
	Equal variances not assumed			1.708	79.077	.092	.17098	.10013	-.02831	.37028	
REIN	Equal variances assumed	2.741	.098	1.651	450	.099	.15038	.09107	-.02860	.32936	
	Equal variances not assumed			1.407	79.798	.163	.15038	.10691	-.06239	.36315	

H 7.3: There is a difference in customer satisfaction when shopping at supermarkets of different sizes. **(Accepted)**

SUPERMARKET SIZE

6.3 CONCLUSION OF HYPOTHESIS

03 factors affecting satisfaction

- Product quality (β = 0.477)
- Service quality (β = 0.199)
- Perceived price (β = 0.113)

Customer Satisfaction affecting Repurchase Intention:

(β = 0.709)

Control variables:

- Gender
- Supermarket Size
- Income

Hypothesis	Report
H1: Product quality has a positive effect on customer satisfaction at supermarket chains.	**Accepted**
H2: Perceived price has a positive effect on customer satisfaction at supermarket chains.	**Accepted**
H3: Promotion has a positive effect on customer satisfaction at supermarket chains.	Rejected
H4: Service quality has a positive effect on customer satisfaction at supermarket chains.	**Accepted**
H5: Physical aspects have a positive effect on customer satisfaction at supermarket chains.	Rejected
H6: Customer satisfaction has a positive impact on customers' repurchase intention at supermarket chains.	**Accepted**
H7.1: There is a difference in customer satisfaction of consumers by gender.	**Accepted**
H7.2: There is a difference in customer satisfaction when buying at domestic and foreign supermarkets.	Rejected
H7.3: There is a difference in customer satisfaction when shopping at supermarkets of different sizes.	**Accepted**
H7.4: There is a difference in customer satisfaction when shopping at supermarkets of different age groups.	Rejected
H7.5: There is a difference in the satisfaction level of customers with different incomes between the income groups.	**Accepted**
H7.6: There is a difference in the satisfaction level of customers with different occupational groups.	Rejected
H7.7: There is a difference in the repurchase intention of consumers by gender.	**Accepted**
H7.8: There is a difference in the repurchase intention when buying at domestic and foreign supermarkets.	Rejected
H7.9: There is a difference in the repurchase intention when shopping at supermarkets of different sizes.	Rejected
H7.10: There is a difference in the repurchase intention when shopping at supermarkets of different age groups.	Rejected
H7.11: There is a difference in the repurchase intention level of customers with different incomes between the income groups.	**Accepted**
H7.12: There is a difference in the repurchase intention level of customers with different occupational groups.	Rejected

IV. DATA ANALYSIS AND FINDINGS (13/14)

7. DISCUSSION

7.1 Impact of factors on Customer Satisfaction

- Product quality has the strongest impact on customer satisfaction (β = 0.477; p < 0.05).

=> The same opinion with the research results of Quang and Hien (2019).

=> Need to develop the source of goods, improve product quality.

- Service quality has impact on customer satisfaction(β = 0.199; p < 0.05).

=> The same opinion with the research results of Quang and Hien (2019) and research of Truc (2013).

=> Create competitive advantages and build loyalty with customers.

- Perceived Price has impact on customer satisfaction(β = 0.113; p < 0.05).

=>The same opinion with the results of research of Sang (2015).

=> Determining the competitiveness of supermarkets.

- Control Variables: Supermarket sizes.

=> Customers are more satisfied with large-scale supermarkets.

IV. DATA ANALYSIS AND FINDINGS (14/14)

7. DISCUSSION

7.2 Impact of Customer Satisfaction on Repurchase Intention

Customer satisfaction has a positive impact on the repurchase intention of customers:
(β = 0.709; p < 0.05)

=> The same opinion with the research results of Chae and Seo (2011).

=> Satisfaction has a strong relationship with repurchase intention.

Control Variables: Gender and Income

=> Shopping trends between men and women are different.

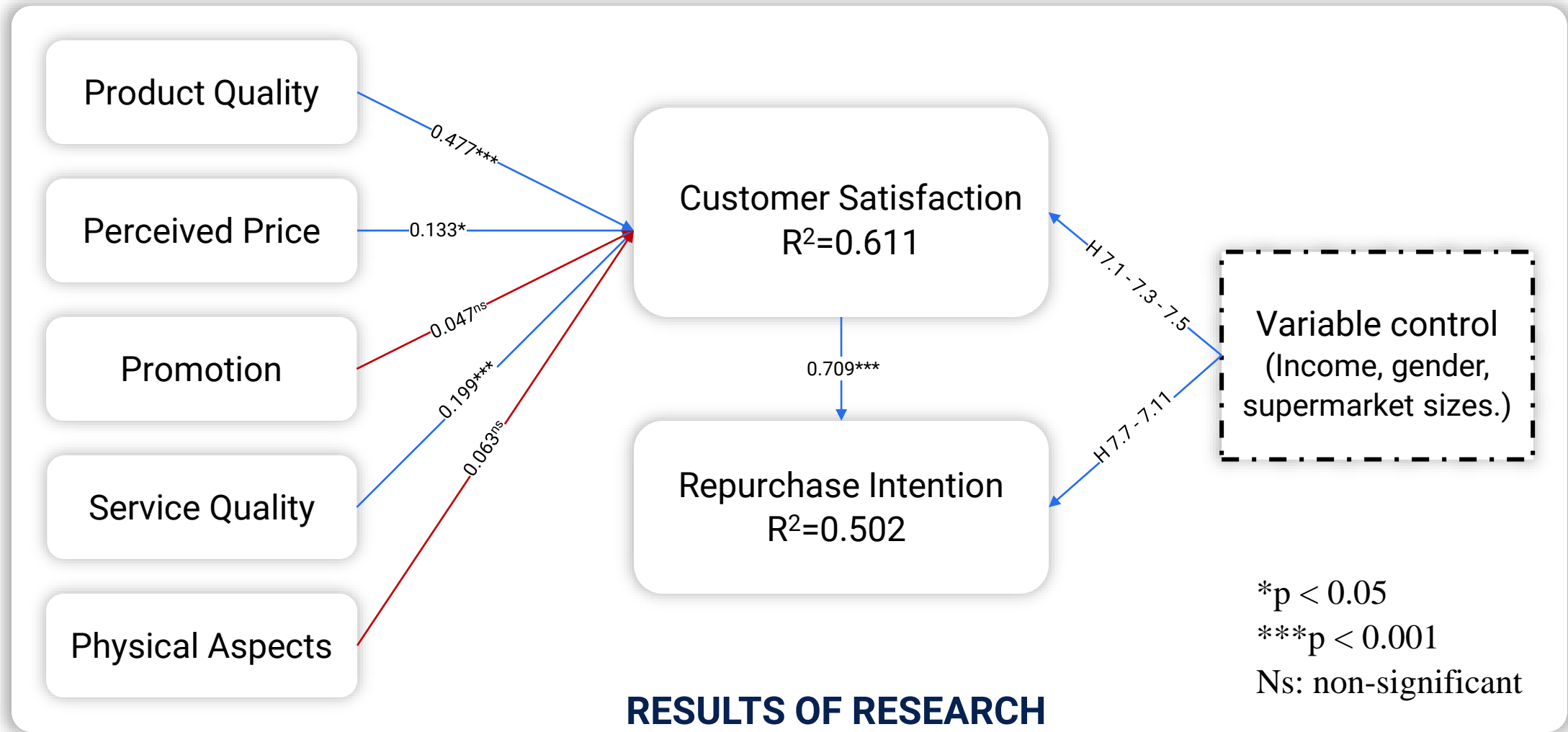**=> Shopping trends are different among income groups.**

PART V
RECOMMENDATION AND CONCLUSION

1. Summary of results

2. Recommendations

3. Limitations and perspective for future research

V

RECOMMENDATION AND CONCLUSION

FILLING THE GAPS IN LITERATURE

Testing model for Northern market in Vietnam.

Research on supermarket chains system in Vietnam.

Analyze the control variables in the model and find out 3 variables: gender, supermarket sizes and income.

2. RECOMMENDATIONS

RECOMMENDATIONS FOR SUPERMARKET

RECOMMENDATIONS FOR GOVERNMENT

RECOMMENDATIONS FOR SUPERMARKET CHAINS

PRODUCT QUALITY

Ensure and diversify the sources of goods => Tighten and expand relationships with suppliers

Improve the quality of goods => Strengthen cooperation with large reputable enterprises

Periodically check the quality and shelf life of products => Create trust and peace of mind for customers

Check the stalls and warehouses => There is no shortage of goods

PERCEIVED PRICE

Negotiate with suppliers => Preferential prices

Prices are clearly posted => Convenience for customers

Develop supermarket's own brand products => Enhance competitiveness

RECOMMENDATIONS FOR SUPERMARKET CHAINS

SERVICE QUALITY	Improve human resources
	Focus on developing customer service
	Periodically check and maintain electronic equipment
	Limit fires

GENDER, INCOME AND SUPERMARKET SIZES	For the gender group: Enterprises should diversify product categories => Diverse and suitable for each gender
	The high-income customer segment => They are attracted and expected by high-quality products
	The low-income customer segment => They are attracted and expected by low prices products
	For the supermarkets: Supermarket chains need to provide a variety of items => Ensure a comfortable shopping space

V. RECOMMENDATION AND CONCLUSION (7/8)

RECOMMENDATIONS FOR GOVERNMENT

- The government needs to control the origin of products sold in supermarket chains.

- The government needs to have communication activities in society to increase consumers' awareness of product quality at supermarket chains.

- The government needs to come up with policies on price stabilization to regulate supply and demand.

- The government needs to regularly discuss with supermarket managers and periodically check with supermarket chains to ensure safety in supermarkets, especially fire protection systems.

- The state needs to support to reduce costs for supermarket chains: shipping cost, tax on imported goods,... to reduce the selling price at the supermarket chains.

V. RECOMMENDATION AND CONCLUSION (8/8)

3. LIMITATIONS AND PERSPECTIVE FOR FUTURE RESEARCH

LIMITATIONS

Limited time

More control variables

The scope of the study

PERSPECTIVE FOR FUTURE RESEARCH

Combine one more mixing method

Further studies should be conducted in all three regions

Discover more control variables, e.g geographical location

THANK YOU