Study on Customer Satisfaction with Service Quality at FPT Shop, Branch 216 Hoàng Văn Thụ, Thái Nguyên City

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***Abstract*—This thesis studies customer satisfaction with service quality at FPT Shop's 216 Hoang Van Thu branch in Thai Nguyen. The source reports a questionnaire sample of 156 previous customers and analyses the relationships between service factors and satisfaction. It identifies shopping experience as the strongest reported factor, with a regression coefficient of 0.627, followed by customer support, customer-care policy, service delivery, reliability, and problem-solving. The author concludes that customers were generally satisfied and proposes service improvements. The findings describe one branch and one survey; they do not prove that changing a factor would cause the same improvement in a different store.**

***Index Terms*—customer satisfaction, service quality, FPT Shop, factor analysis, Cronbach's Alpha**

I. Introduction

Retail service quality depends on several aspects of a customer's experience, from the shopping process to support after a purchase. The thesis focuses on the FPT Shop branch at 216 Hoang Van Thu in Thai Nguyen and asks how customers judge the service they received there. It reviews service-quality and satisfaction concepts before constructing a local survey. The objective is to identify the factors most closely associated with satisfaction and to make recommendations for this branch. The setting is one store, so the results should be interpreted within that scope [1].

II. Methods

The author surveyed 156 customers who had purchased at the branch. The source describes a questionnaire, reliability testing with Cronbach's alpha, and subsequent factor and regression analyses. Its theoretical review includes service-quality and importance-performance approaches. The reported coefficients are treated as relationships in the survey data, not as proof of causal effects. The summary follows the source's sample and statistical analysis; it does not infer random sampling or a longitudinal intervention where none is documented [1].

III. Results

The thesis reports that respondents were generally satisfied with service quality. Shopping experience had the largest stated standardized coefficient, 0.627. The reported coefficients for customer support, customer-care policy, service delivery capability, reliability, and problem-solving were 0.186, 0.111, 0.109, 0.087, and 0.082 respectively. The source also states that the measurement scales passed its Cronbach-alpha screening. These values describe the author's sample of 156 customers and provide a ranking for discussion, not a prediction for all FPT Shop branches [1].

IV. Discussion

The survey places the shopping experience at the centre of the branch's reported satisfaction model, while the other service factors have smaller coefficients. This gives managers a basis for reviewing the customer journey and after-sales support. The data are observational and limited to people who had bought from one branch, so the coefficients should not be presented as experimental effects. The author's recommendations are useful local proposals, but their impact would need a later service change and follow-up measurement [1].

V. Conclusion

The thesis reports generally favourable customer satisfaction at FPT Shop's 216 Hoang Van Thu branch and identifies shopping experience as the strongest factor in its survey model. Customer support, policies, service capability, reliability, and problem-solving also appear in the reported regression. These conclusions come from 156 previous customers at one branch. The findings support targeted service review, while broader applicability and the effects of any proposed changes remain to be tested [1].

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