Effective Factors on Customer Satisfaction of Isfahan Pasteurized Milk Company

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ABSTRACT

Providing customer satisfaction and customer focus is important for companies and organizations in the dynamic environments in this modern competitive world. The aim of this study is to measure customer satisfaction of pasteurized milk company in Isfahan. The population in this research was all shopkeepers in Isfahan. The method involved in this research was a descriptive survey. Data collection was done using cluster sampling. Apart from that, data analysis and hypotheses testing were conducted by regression and correlation respectively. SPSS and Excel software were used to conduct data analysis, hupoheses testing and structural equation modeling. The following hypotheses were tested and results showed that there is a relationship between variables: 1) product, 2) Price, 3) Advertising and promotion, and 4) Distribution with the shopkeepers'satisfaction. Futhermore, the company's strengths and weaknesses were identified and finally the practical recommendations, advertising and promotion proposals were assessed.

Keywords: Customer Satisfaction, Customer Loyalty, Product Quality, Customer Expectations.

1. INTRODUCTION

With the entry of the third millennium, many of the concepts in the vanguard organizations have different meanings and consequently undertake a new role in the communities. The word customer also was not spared from this change because its concept is related to commercial transaction. However, human relationships in present day transaction make sense of interactions between parties such that on one hand is anyone and the other hand is other client that has another customer (Mohammadi, 2003). Customer satisfaction brings more than a positive impact on the efforts done on company which not only helps employees to work more but it is considered to be a source of profitability for the company (Sajjad, 1998). By the end of the twentieth century, customer satisfaction had slogan aspect, however, today, customer satisfaction monitoring is one of the main elements of international standards of quality management, such as ISO 9000. Therefore, the need for ongoing monitoring and assessing customer satisfaction is a notable issue of organizations and businesses. In recent years, with the introduction of popular models and quality management tools such as total quality management and quality performance development tools (known as client-oriented model, customer satisfaction and attention to their wishes) have found a special place (Ghareche, 2002, Kano *et al.*, 1984). Despite the influences on the customer's marketing position and behavioral changes in their attitude toward other product or service, customer loyalty is a deep and persistent commitment in product repurchase or future service (Braille, and Brodeur, 2007).

Today, growth and development of organizations was denied unless the organizations invest more efforts for customer satisfaction. This is because customer satisfaction guides the organizations to a position of intense competition, customer retention and led to the increasing in market niches and ultimately increases profitability as well. Accordingly, aware organizations are the organizations that not only considered the current services but also consider long-term customer satisfaction through quality and superior service (Moayedi Khajany, 2002).

Customer loyalty is an important issue of marketing research and is a major concern among managers and strategic thinking for many firms and it puts the basic focus of marketing planners on relation marketing and customer relationship management (Ahmadi *et al.*, 2012). Therefore, customer focus and strengthen customer relationship management topics addressed an important issue of organizations. In fact, the main purpose of measuring customer satisfaction is to get a feedback from customers, conduct activities and resources in a way to achieve the main purpose of the organization which is customer retention and effective communication with the customers.

In terms of customer focus, extensive research has been done in recent years. The results of those studies indicate significant differences on customer focus organizations with normal organizations. In this regard, considering that we didn't achieve statistic in the country thus this research rely on the statistics derived from international sources:

i. The return on capital in customer focus organizations is 17% and in typical organizations is 11%.
ii. Interest rate of sales in customer focus organizations is 2.9% and in typical organizations is 5%.
iii. The market share growth in customer focus organizations is 6% and in typical organizations is 2%.
iv. Cost reduction in customer focus organizations is 10% to 15% and in typical organizations is 2% to 3%.
v. Stock price growth in customer focus organizations is 9.16% and in typical organizations is 9.10%.
vi. In customer focus organizations 5% reduction in customer getaway (loss of customers) increased 30% to 85% of the profits.
vii. 98% of the dis-satisfied customers without complaint and without notice leave their organizations and go to a competitor.
viii. Customer focus organizations change temporary customers to permanent customers for loyal customers. Thereby, guarantee themselves to further profit because loyal customers are more profitable, higher repurchase, have a major share of the market and cause the development of the organization to others.
ix. A loyal customer makes 26 thousand dollars for orange juice producing company through its advertising, mouth to mouth is the case.
x. If organization increases its customer retention rate 2%, it is much more effective than when it reduces its operating costs by 10%.
xi. A customer in entire life for a car manufacturer is worth 2 million dollars and 5.1 million dollars for and Airline Company.
xii. Customer focus organizations decrease customer-aversion coefficient and in turn increase customer retention rate.
xiii. Achieve 50% improvement in profitability is possible by focusing on customer loyalty and achieving it take place by insisting on cost reduction or increasing market share.
xiv. In customer focus, organizations are not required to satisfy all people. However, customer satisfaction (loyalty) is critical for some organizations which affect organizational success and survival. Therefore, organizations have to do their best to satisfy customers.

xv. Today's organizations are fully aware of the importance and promotion of public satisfaction and move towards customer loyalty, Zero Customer Defection, and customer service in entire life.

xvi. In customer focus, organizations completely satisfied customers, during the period of one to two years, showing that six times more than satisfied customers are doing repurchase (Mohammadi, 2003).

This study measures customer satisfaction in the pasteurized milk company as to demonstrate the importance of customer and the necessity to maintain client, given the importance of the customer according to the extracted statistic from international sources. The purpose of this research is to achieve the following: Survey Effective Factors on Customer Satisfaction of Isfahan Pasteurized Milk Company.

2. REVIEW OF THE RESEARCH THEORETICAL LITERATURE

Considering the fact that progress and development are not issues that come into existence by chance, customer satisfaction is one of the important requirements of organizations and companies progress that is at the top of their aims and activities. This important factor has been proposed as one of the most important quality management principles. Initially, the definition of quality management was considered and in the following is the definitions of customer loyalty, customer expectations and the most important is customer satisfaction.

Quality management means monitoring the manufacturing process and product to ensure that the product complies with the requirement set by the designer or client (a customer or someone who receives services). The quality management includes monitoring from the raw materials until after-sales service. Thus, quality management includes whole range of activities such as accessibility, transportation convenience, low power consumption, ease of training, and development product as well as maintenance and recycling (can be regarded as quality factors). The quality management includes 8 principles that have been developed by a committee ISO/TC176. The eight principles of quality management system describe the basics of quality management standards. These principles may be used by senior management as a framework to guide the organization to improved performance in practice. The principles are as follows:

QMP 1 – Customer focus
QMP 2 – Leadership
QMP 3 – Engagement of people
QMP 4 – Process approach
QMP 5 – Improvement
QMP 6 – Evidence-based decision making
QMP 7 – Relationship management (ISO 9001-2015; Najmi and Hosseini, 2004)

The main principle that is considered important and crucial today is the costumer focus which can be defined as any organization that depends on its customers should understand and meet the present and future needs of its customers. In addition, organizations have to cross and devise plan to meet customers' expectations. Based on customer focus principle, an organization that wants to excel must create sustainable value for customer and act beyond their expectations and know that customers are the ultimate judge of the quality of products or services of the organization (Hori, *et al.*, 2009).

Customer satisfaction has a close relationship with the quality of service and product. The concepts of service quality and service satisfaction in texts and marketing activities during the past decade has been the center of attention. Marketing researchers have admired satisfaction and the quality benefits and have cited them as indicators of competitive advantage. Customer

satisfaction has benefits such as competitive advantage, reduce costs resulting from wrong, encouraging repeat business and customer loyalty, reduce the cost of attracting new customers, increase credibility and reputation, and bring sustainable growth and development (Najmi and Hosseini, 2004; Rezai Dirgah and Salehi Kordabadi, 2009; Moayedi Khajany, 2002; Mohammadi, 2003).

2.1. Quality of Services

The quality of services refers to the difference between customer expectations of service and his imagination of that service performance. When customer expectations are not met, customers are dissatisfied with the quality of service (AmodBanoo, 2007). The assessment and evaluation of the quality of goods and services can be done by determining the quantitative standards. However, expressing quality in the services sector is a difficult task and the difficulties are due to the services specific characteristics. Among the specific characteristics include:

1. Services are intangible and invisible activities.
2. Services are indivisible such that services are inseparable from provider.
3. Services are changeable, which means they are not under a defined standards and a person at two different times provide services in a different way.
4. Services are mortal, which means as soon as offering it can be used and there is no possibility to save it for later use or consumption (Parasvramano *et al.*, 1997).

2.2. Customer Expectations

Customer expectation is rather a normative standards or criteria that include customer expectations of quality, product compliance with personal needs prior to purchase (Rezai Dirgah and Salehi Kordabadi, 2009). In time of receiving a service, customer expectations are to receive valuable services. In this regard, the value is defined as what customer gain in contrast to what is lose Therefore, in quality services issue it can be stated that high-quality services are service that enable customers to feel that he receives value in the transaction. Therefore, in new theory of the management, quality is defined in accordance with customer needs and customer has a central role in directing the activities of the organization (Sultan Panah *et al.*, 2010).

2.3. Customer Loyalty

The loyal customer is someone who repeatedly buys product from a seller of goods and services and has a positive attitude towards the seller. The loyal customer then advises his buy to all his acquaintances persistently. Therefore, 5% increase in customer loyalty can cause 25% to 85% profit increase. The cost rates called brand loyalty. The wise and farsighted merchants and shopkeepers always count on deep relationships throughout the duration of the business relationship and consider these customers as their primary companions. The merchants interact with the loyal customers with complete honesty and trust because they know that untrusworthy behavior will fail them (Rezai Dirgah and Salehi Kord Abadi, 2009). Famous American writer and sociologist, Alvin Toffler in his book:

> "*Displacement in power is one of the most important features of the post-industrial era (Third Wave and knowledge age) as the client democracy and believes that the reason of production custom. The 90s of the twentieth century, there will be no mass production, but the goods and services will be offered based on demand and customer requirements. One of the first priorities, strategies and organizations prosper and succeed today is customer focus and satisfaction. Organizations that disregard the needs and demands of their clients and their customers product-centric rather than the customer focus approach to their business; they will be eliminated from the competition. Because customer satisfaction is a variable emotion and attitudes, or in other words, it is an*

evident variable, different definitions of customer satisfaction are provided, the following refers to some of them".

Despite the first time concept of customer satisfaction by "Peter Draker" in 1954 directly or indirectly has been entered to management and marketing literature, the literature review related to customer satisfaction shows that serious studies in this field have only started in the mid-1970s. In America, research have been expanded considerably in the 1980s, and have clarified the fundamentals of this issue. The main efforts in the decade were to find comprehensive model to explain customer satisfaction. The most influential studies in this decade was developing "Richard Oliver" model in 1980. This is because, the "Richard Oliver" model core conceptual model is completely exist and is still valid and in force. In the development of other models, as the "expectations - mismatch" or known as same model is expected to assess the satisfaction or disapproval. Other definitions of customer are as follows:

Customer is someone who has a trade deal in a competitive environment and in interactive mode gives something and takes something. Referred like customer does not only have interactive mode but also includes a unilateral services where the seller has more information about the subject transaction but buyers cannot easily obtain that information, as hard as they need, such as healthcare, scientific, research and educational services (Mohammad, 2003).

Customers are people or operate that consume the product or the results of a performance or they need and benefit from them. Because every function in an organization has certainly a goal, thus, it has the customers (Brnikerhof and Dressler, 1998). Customers are divided into two categories: external and internal customers. Foreign customers are outside the organization, purchase products or services. Against foreign clients, each organization has internal customers that are equally important as external customers. In all operations and processes of the organization, there is always internal customers that receive product or service (Jafari and Fahimi, 2000).

According to Zhoran in 2009, customer satisfaction is a condition that the customer feels that product features consistent with his expectations. Zhoran considers dissatisfied customers as a separate concept and states that customer dissatisfaction is a condition at that, defects and disadvantages of the product or service that cause discomfort, complaints and criticism of customer. He believes that customer satisfaction and dissatisfaction are not in conflict with each other. In fact, customer satisfaction, caused by the characteristics of the product or service is supplied which encourage him to use and purchase (Andvbeisy and colleagues, 2009).

According to the definitions listed we saw the satisfaction in marketing articles is defined in different ways. Finally, according to the above definition, satisfaction can be concluded as a positive emotions felt by a person after using a product or service. If the goods received by the customer is in the same level with expectations; a sense of satisfaction is created. If the product have high service levels and customer expectations, thereby removing the taste and low levels service and product to the expectations, will lead to dissatisfaction. The definition of customer satisfaction in the current study means to what extent the customer believes the company has met his expectations.

A survey in 2006 by Avlranv, Maxell hand, and Godwin Udo conducted in the United States, discussed the service quality, customer satisfaction, and behavioral intentions in service center. The population of this study is the affordable housing sector. In this paper, using the dimensions of service quality assessment (tangibility, empathy, confidence, ability accountability and reliability) to evaluate the quality of services provided on paid basis for satisfaction takes into account the quality of services. In another study in 2008 by Pollack from the School of Business Administration of the University of Wisconsin in the United States, the root of the relationship

between service quality and customer satisfaction is studied. Information needed for this study from three service sectors (Banking, telecommunication services and health care) were obtained by questionnaire. This article refers to the higher level of service quality that leads to higher levels of customer satisfaction.

Izogo & Ogba in 2015 examine the quality of service of Srokoalo model and its impact on satisfaction and customer loyalty using a survey method. The results of this assessment show a significant relationship between the variable. Doctor Bahram Ranjbarian and Doctor Majid Rashid Kaboli and Engineer Asghar Haghshenas and Zahra Yavari in 2002 examines customer satisfaction with the quality of after-sales services at Xerox, in Isfahan province by selecting a sample of 48 specimens from costumers using assumptions that indicate the customers are satisfied in terms of three dimensions of quality of services after sale: technical services, the staff attitude, and the cost of services after the sale. Although, the three service quality dimensions of the customer satisfaction are identical, the study concluded that quality of technical service is more than cost satisfaction, as well as the employee satisfaction was greater than the cost.

Mohammed Tahamy in 2002 measured customer satisfaction in a sample of textile companies and examined the relationship between the four factors model: quality and packaging, transportation of the product, price and the percentage of satisfied or dissatisfied using performance analysis (Mohammadi, 2003).

The importance of statistical hypothesis tests is examined and concluded that customer satisfaction has close relationship with service and product quality.

Nyngsy and Seguro (2014) examine the effect of customer satisfaction, switching costs on customer loyalty and trust to the brand in the survey. In Indonesia, they examined the importance and role of customer satisfaction, changes in costs and confidence in the brand. The findings of this study showed a significant relationship between changes in prices and customer satisfaction to customer loyalty.

2.4. Studies are Provided in the Following Hypotheses

Hypothesis 1: There is a relationship between product variable and the satisfaction of shopkeepers.

Hypothesis 2: There is a relationship between price variable and satisfaction of shopkeepers.

Hypothesis 3: There is a relationship between promotion variable with satisfaction of shopkeepers.

Hypothesis 4: There is a relationship between distribution variable and the satisfaction of shopkeepers.

The identified factors that affect customer satisfaction are product, price, promotion and distribution. The following figure shows the possible relationships between these variables.
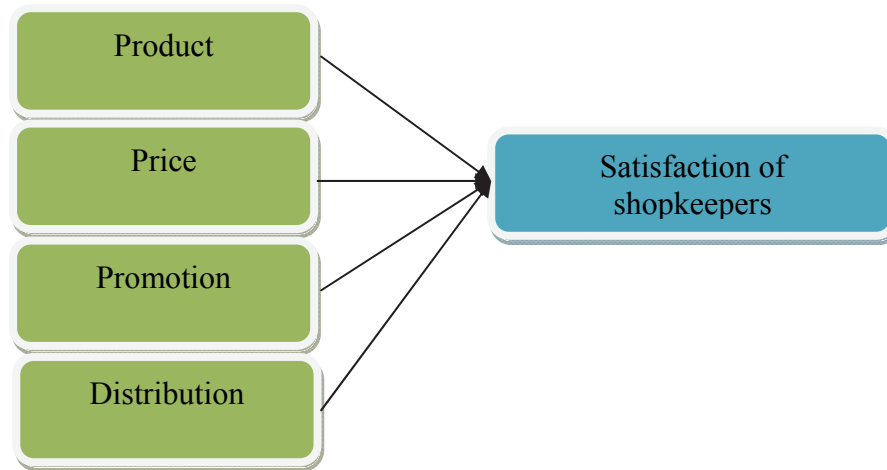
Figure 1. Conceptual Model of Customer Satisfaction.

Based on the analytical model, the dependent variable in this research is the shopkeeper satisfaction that influenced by product, price, promotion and distribution. The model can assess all indicators affecting customer satisfaction as well as gauge. For an organization that takes initiative on the path to excellence, no doubt the companies in question have to design a model for measuring customer satisfaction and users of services and products. The model compared with models such as the national customer satisfaction index model America, national Customer Satisfaction Index Europe, Swiss National satisfaction index model, and a measurement model is so simple that they only seek to measure impact on customer satisfaction.

3. METHODOLOGY

For the purposes of this research, survey method is adopted. The aim of the survey is a detailed comparison of different features to achieve causal inference (Dewas, 2003). In order to evaluate the related literature, the research method involves documentary which includes reading books, publications, and theses, internal and external investigations. The sample in this study consists of all the shops in Isfahan. As announced by the respective companies, the number of shops in Isfahan is 824. In this study, cluster sampling and simple random sampling method was used (Dewas, 2003). For Product variable (3 questions), Price variable (2 questions), Promotion variable (4 questions), Distribution variable (4 questions) are in the questionnaire .

In this study, the city of Isfahan has been divided into several areas. The shop was selected based on the randomly selected shops that are proportional to the number of shops available in each area. Best practices for data collection are the survey questionnaire. The questionnaire for the data collection is based on constructionist technique where set of same questions will be given to each respondent (Dewas, 2003).

The survey questionnaire consists of questions from shopkeepers in two categories: the importance of the shopkeeper satisfaction and quality of Pegah service. In addition to gathering data using questionnaires, interviews with customers were also conducted. Customers mentioned suggestion, criticism and views about shopkeepers and their satisfaction in relation to each item. The questionnaires also include questions about demographics (such as gender responsive, address, location questioning, questioning area). It is wise to evaluate the validity and reliability of the study. For this purpose, a preliminary test with similar sample but smaller than the main topic was done (Dewas, 2003). In this study, Cronbach's alpha coefficient was used to test reliability by removing the inappropriate content of a sample of 40 specimens of the

questionnaires was 0.7 (this amount is appropriate to confirm the reliability of question). To investigate the relationship between company and customer satisfaction, the correlation coefficient was used and described in the following section.

4. RESEARCH FINDINGS

The following are some of the findings analyzed using descriptive and inferential statistics.

4.1. Descriptive Statistics

4.1.1 Gender

Among 160 people who responded to the questionnaire, 154 were male and 6 were female. In other words, 96.3% of collected sample were males and 3.8% of them were females.

4.1.2 Address of the Questioning Location and Questioning Area

Address of the questioning location is a variable that has been asked of shopkeepers and in accordance with the address of the store and the price of land in the area under consideration. City in the variable region of questioning were divided into 3 parts of the city: uptown, middle area, and downtown area.

Between 160 shopkeepers 43.1% of them related to uptown area, 28.1% middle area and 28.8% related to downtown area. Each of the variables product, price, distribution, advertising and promotion variables were used in this study. It seems that each of variables affect on satisfaction of shopkeepers. Descriptive statistics present the service quality and the importance of each variable. The following Table 1 shows descriptive statistics of the importance of the product, price, distribution and promotion variables in terms of the shopkeepers.

Table1 Descriptive statistics of the importance of product, price, distribution and advertising and promotion in terms of shopkeepers

	Product	Price	Promotion	Distribution
Means	3.33	4.67	3.89	3.17
Standard deviation	2.163	.891	2.035	3.531
Variance	.678	.793	.141	.471
Minimum	1	1	3	2
Maximum	4	5	4	3

Table 2 Descriptive statistics of the importance of product, price, distribution and advertising and promotion in terms of shopkeepers

	product	price	Promotion	distribution
Means	3.55	2.96	3.27	3.35
Standard deviation	2.897	1.067	2.742	4.607
Variance	.394	.138	.520	.221
Minimum	2	1	3	1
Maximum	5	5	5	5

Shopkeepers satisfaction index is a dependent variable in this study and in accordance with the following formula obtained for 160 samples shopkeeper:

[Sum (Wi * Vi) / (maxVi) sum (Wi)] * 100 = achieved scores

where,
- Wi is score of importance of each variables,
- Vi is rating quality of service (performance of company) number ultimate satisfaction in this study is equivalent to 100.51%.

4.2. Test Hypotheses

To test hypotheses and explore the relationships between the variables and their statistically significant and comparison of the explanatory variables with respect to variables goes beyond inferential tests and conceptual test is used. In this study, statistical tests such as correlation, regression was used.

4.2.1 Product Variable

Hypothesis 1: It seems that there is a relationship between the variable product and satisfaction of shopkeepers.

Table 3 The regression coefficients product on the consent of shopkeepers

independent variable	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant amount of Product	50.120	10.927		4.587	.000
	2.591	.553	.356	4.686	.000

R=0.356 R^2=0.127

The correlation coefficient (R) between these two variables is 0.356 and its direction is positive. This means that as the product exceeds the rating, the satisfaction of shopkeepers increased. The significance level of 0.000 indicates that the relationship between the two variables is in the high level of reliability .The coefficient of determination is 12.7% (=0.127R^2) in other words, only 12.7% of the product is determined by the satisfaction of shopkeepers.

According to the data in Table 3, the following regression equation can be used to predict satisfaction with shopkeepers (y) in terms of the product (x):

The product (2.591) + 50.120 = satisfaction of shopkeepers

According to the above regression equation, for every one unit increase in product rating, 2.591 units will be added to satisfaction rating shopkeepers.

4.2.2 Price Variable

Hypothesis 2: It seems there is a relationship between the variables of price and satisfaction shopkeepers.

Table 4 The regression coefficients of price on satisfaction of shopkeepers

	Unstandardized Coefficients		Standardized Coefficients		
Independent variable	B	Std. Error	Beta	t	Sig.
	97.089	3.454		28.112	.000
Constant amount of Product	1.750	1.547	.090	1.131	.260

R=0.090   R²=0.008

The correlation coefficient (R) between these two variables is 0.090 and its direction is positive . This means that the higher the rating, the higher the price goes and more points for the satisfaction of shopkeepers.

The significance level of 0.000 indicates that the relationship between the two variables has high level of reliability .The coefficient of determination is 0.8% (=0.008R2), in other words, only 0.8 percent of the product is determined by the satisfaction of shopkeepers.

According to the data in Table 4 can be used in the following regression equation to predict satisfaction with shopkeepers (y) in terms of price (x). The regression equation showed that for every one unit increase in price concessions, 1.750 units will be added to satisfaction rating shopkeepers.

Price (1.750) + 97.089 = satisfaction of shopkeepers

4.2.3 Promotions

Hypothesis 3: seems there is a relationship between advertising and promotion of satisfaction of shopkeepers.

Table 5 Regression coefficient advertising and promotions on the consent of shopkeepers

	Unstandardized Coefficients		Standardized Coefficients		
Independent variable	B	Std. Error	Beta	T	Sig.
Constant amount of Product	76.937	5.589		13.765	.000
	2.644	.578	.361	4.574	.000

R=0.361   R²=0.130

The correlation coefficient (R) between these two variables in Table5 is 0.361 and its direction is positive. This means that the higher the rating the more point's higher advertising and promotional materials will have on the satisfaction of shopkeepers.

The significance level of 0.000 indicates that the relationship between the two variables has high level of reliability which is 13% coefficient of determination (-=0.130R2). In other words, only 13% of the product is determined by the satisfaction of shopkeepers.

Thus, according to the data in the Table 5, the following regression equation can be used to predict the satisfaction of shopkeepers (y) in terms of advertising and promotions (x):

Advertising and promotion (2.644) + 76.973 = satisfaction of shopkeepers

The regression equation showed that for every one unit increase in advertising and promotions rating, 2.644 units will be added satisfaction rating shopkeepers.

4.2.4 Distribution

Hypothesis 4: It seems there is a relationship between the variable distribution and the satisfaction of shopkeepers.

Table 6 Regression coefficient of distribution of satisfaction shopkeepers

Independent variable	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
	54.398	10.260		5.302	.000
Constant amount of product	1.499	.324	.349	4.628	.000

R=0.349 R²=0.122

The correlation coefficient (R) between these two variables is 0.349 and its direction is positive. This means that the higher the rating, more points the consent of the shopkeepers will be distributed.

The significance level of 0.000 indicates that the relationship between the two variables has high level of reliability. The coefficient of determination is 12.2% ($0.122 R^2 =$). In other words only 12.2% of the product were determined by the satisfaction of shopkeepers.

Thus, according to the data in Table 6, the following regression equation can be used to predict the satisfaction of shopkeepers (y) in terms of distribution (x):

Distribution (1.499) + 54.398 = satisfaction of shopkeepers

According to the regression equation, every one unit increase in distribution points, 1.499 units of customer satisfaction will be added.

5. SUMMARY AND CONCLUSION

The resent study is done in the field by measuring customer satisfaction (shopkeepers) in Pegah Province of Isfahan through survey, research and data collection tool such as a questionnaire. To evaluate the reliability and validity of the questionnaire, pretests involving 30 members of the population were carried out and the necessary amendments have been made to the questionnaire. The final questionnaire was distributed among 160 shopkeeper selected using cluster sampling method and simple randomizing. Data collection were analyzed by using software SPSS.

In this study, the final approved number of samples is 160 samples. The number of samples is equal to 51% which is the rate approved for the company and is almost perfect and should do more work to satisfaction.

The study examined the hypothesis and their results will be discussed below:

In the first hypothesis: There is a relationship between product variables and the satisfaction of shopkeepers, taken regression tests, according to below results this hypothesis have been accepted.

Product Sig = 0.000 R2 = 0.127 R = 0.365 (2.591) + 50.120 = satisfaction of shopkeepers

The coefficient of determination, can be concluded that 12.7% of the product variable shopkeepers consent form.

In the second hypothesis: There is a relationship between price variable and satisfaction of shopkeepers, taken regression tests and the results of this hypothesis have been accepted.

Sig = 0.000 008 R2 = 0.R = 0.090 price (1.750) + 97.089 = satisfaction of shopkeepers

The coefficient of determination can be concluded that 0.8% of shopkeeper satisfaction form by price variable.

In the third hypothesis : There is relationship between advertising and promotions variable and satisfaction of shopkeeper, taken regression tests and according to the results this hypothesis is acceptable.

Advertising Sig = 0.000 R2 = 0.130R = 0.361 (2.644) + 76.937 = satisfaction of shopkeepers

The coefficient of determination can be concluded that 13% of the variable shopkeepers formed by advertising and promotions.

The fourth hypothesis: There is a relationship between distribution variables and the satisfaction of shopkeepers, taken regression tests, and the results have been accepted this hypothesis.

Sig = 0.000 122 R2 = 0.
Distribution of R = 0.349 (1.499) + 54.398 = satisfactory shopkeepers.

The coefficient of determination can be concluded that 12.2% of the variable formed by distribution variable.

From the above hypotheses and outcomes, it can be concluded that the company values for increasing satisfaction in order of priority of variables can act as follows: Advertising and promotions variable, price variable, product variable, and distribution variable.

5.1 Practical Recommendations and Suggestions for Future Research

It is suggested that a similar approach was conducted for long-term study until customer satisfaction and customer loyalty services of that company offers is absolutely known. Also according to customer's critical review, the low quality should be taken to enhance the quality of its products against competitor choice and offers a solution to customer demand for acceptance of paycheck.

It is also proposed to organize customer focus and consider better method to address the grievances of shopkeepers. Provide database of all customer information, such as record companies, their annually purchase, how to pay, the number of complaints and the way of problem-solving and their complaints and creating one person responsible for this unit and offers and all the information that exists in different parts of the client collect in this unit (Cutler, Heidarzadeh, 2004).

The company should update itself always with technology and new achievements. This important factor can be achieved by participating in exhibitions, scientific seminars and association with universities. Customers of company have to trust and corporate with company in the future. It is better immediately after investigation, send a letter to individual respondents and thanks to their cooperation and remind them as soon as data analysis and the results they

will receive feedback. When the results analyzed, the result and performance will report to customers (Hale, Alexander, 2005).

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