# Research on Customer Satisfaction with Service Quality at Da Nang Food Tour Festival 2025

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Abstract: The topic researches on customer satisfaction with service quality at Da Nang Food Tour Festival 2025. Survey data collected from 450 tourist from over the world. The proposed research model and measurement scale were formed based on the research results of domestic and foreign authors and consultation with experts. Research results show that the factors affecting visitor delight are: reliability, tangibility, empathy, responsivenessand assurance. From the research results, the author makes a number of recommendations for administrators in tourism in Da Nang.

Key words: Customer satisfaction, service quality, Da Nang.

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# I. Introduction

Nowadays, all economic activities are operating in a very competitive environment. In particular, the competitiveness of the tourism industry is even more fierce when tourism products are continuously introduced. The emergence of tourism products to meet the increasing tourism needs. In addition, the impact of the global economic crisis over the past years has caused people's income to decrease, the economy of cities in general and countries in particular have faced many challenges.

With common advantages and disadvantages, cities must change their tourism products to maintain tourist satisfaction and Da Nang City is no exception. In recent years, Da Nang City has launched many new tourism products to attract tourists. Among them is the Da Nang Food Festival - the main product of Da Nang City in each tourist season. Therefore, determining the factors affecting customer satisfaction with the service quality of the Da Nang Food Tour Festival 2025 is an urgent and regular task in Da Nang City.

There have been many studies on customer satisfaction with product and service quality not only in Vietnam but also in other countries around the world. It is found that the two scales SERVPERF and SERVQUAL are mainly used by domestic researchers to measure customer satisfaction. However, the disadvantage of the SERVQUAL scale is that the scale measures both customer perceptions and expectations, while "expected value" is a rather vague concept, so the use of the scale can affect the quality of data collection, leading to reduced reliability. Therefore, the author proposes to use the SERVPERF scale to measure factors affecting customer satisfaction with the services of the Da Nang Food Tour 2025 festival.

# II. Theoretical basis and research model

# 1. Service and quality of service

a. Service

From many different perspectives and angles, people define services differently. However, the common point of most concepts is that services are intangible, inseparable, heterogeneous and cannot be stored. Service is the key part of keeping users engaged with an organization. Even if an organization has the best product on the market but misses out on providing an equally good service, the chances that they might get lost to completion are inevitable.

<u>Philip Kotler et al. (2009, p. 372)</u> defines **a service** as "any act or performance that one party can offer to another that is essentially intangible and does not result in ownership of anything. Its production may or may not be tied to a physical product."

## b. Service Quality

Service quality measures how an organization delivers its services compared to the expectations of its customers. Customers purchase services as a response to specific needs. They either consciously or unconsciously have certain standards and expectations for how a company's delivery of services fulfills those needs. A company with high service quality offers services that match or exceed its customers' expectations. There are 5 dimensions of service quality consist of: Reliability, Tangibility, Responsiveness, Assurance and Empathy.

- Service reliability is crucial to customers. Knowing the technician will arrive on time, complete the service correctly, and avoid repeat visits is a huge part of customer trust. Customers should also be able to rely on consistent machine uptime—a benefit of high-quality service.

- Tangibility refers to all the physical aspects of the service business, including tools, employees, and facilities. Service quality can also be measured by tangible parts, including resources and tools left behind for the customer.

- Customers expect their machines to be back up and running as quickly as possible after repairs or maintenance. That's why a timely and attentive response from the service organization is another prerequisite for quality service.

- While on-site to perform repairs or maintenance, service technicians should assure the customer and keep them informed on their progress. Customers should also be assured that the technicians working on their equipment are experts they can trust to complete the job correctly, the first time.

- Empathy is one of the most important service quality dimensions, and one that service technicians should bring to every job. Customers who feel cared for as people will associate those feelings with the service business, resulting in higher customer satisfaction scores and improved brand reputation.

# 2. Customer Satisfaction

## a. Customer

A customer is an individual who purchases goods or services from the businesses. The customer is considered as the king of the business. All the decisions taken by the business are customer centric. Customers are the prime force that drives revenue into the business. Without the customers, businesses do not exist.

## b. Customer Satisfaction

There have been many conceptual studies on customer satisfaction, however, these concepts are abstract and quite vague because customer satisfaction is considered to satisfy their needs and desires. Some concepts of customer satisfaction are conceptualized by researchers as follows: According to Hunt (1977) (cited in Ashim, 2011), satisfaction is the consumer's evaluation after purchasing and experiencing the service. It is the customer's feeling that what they want and expect has been met or exceeded. According to Parasuraman et al. (1988), customer satisfaction is their desire for the perceived difference between known experience and expectation. That is, the customer's known experience when using a service and the results after the service is provided. According to Oliver (1985), the popular theory for measuring customer satisfaction is the "Expectation - Perception" theory and is used to study customer satisfaction with the quality of services or products of an organization. That theory includes two small processes that have independent impacts on customer satisfaction: expectations about the service before purchase and perceptions about the service after experience. Thus, customer satisfaction is assessed through the interaction between the service user and the service provider during and after using the service. Customer satisfaction is perceived through the activities of the service provider to bring customers satisfaction or exceed customer expectations before purchase and postpurchase evaluation. The relationship between service quality and customer satisfaction. Customer satisfaction and service quality of businesses - organizations have a close, reciprocal relationship. There have been many studies examining the relationship between these two concepts, they believe that service quality leads to customer satisfaction (according to Oliver, 1993; Corin & Taylor, 1992), service quality is the premise and basis for assessing customer satisfaction. Therefore, to improve customer satisfaction, service providers are required to further improve the quality of their services. These two factors have a close relationship, interacting with each other, in which the service quality factor comes first to determine customer satisfaction. Because service quality is perceived by customers during and after using the service. Both of these factors are shown by researchers to have a close relationship with each other. However, according to Oliver (1993), there is still a specific difference between these two factors:

- The criteria for measuring service quality are specific while customer satisfaction is related to many factors other than service quality such as price, customer relations, service usage time, etc.

- Service quality assessments depend on how the service is performed, but customer satisfaction is a comparison between the values received and the values expected for that service performance.

- Perception of service quality depends less on experience with the service provider and business environment while customer satisfaction depends more on these factors.

There have been many theoretical models applied by researchers to analyze customer satisfaction with service quality. Some prominent models include the five-gap service quality model (Parasuraman et al, 1985; 1988), the SERVQUAL model, the SERVERF model (Cronin and Taylor, 1992), and the customer satisfaction index model (CSI Model).

# **III. Research methods**

According to Sanjay K Jain, Garima Gupta (2004), the SERVPERF model (Cronin and Taylor, 1992), the SERVQUAL model (Parasuraman, 1985) and colleagues are two scales that are mainly used by researchers to measure customer satisfaction. The SERVQUAL scale has high value and is applied in many different fields because it has been tested from many different studies, but it has disadvantages. Therefore, the author proposes to use the SERVPERF scale as a variation of the SERVQUAL scale. The SERVPERF scale overcomes the disadvantage of the SERVQUAL scale which is only measuring perceived value but not including expected value, to measure factors affecting customer satisfaction with banking services. Thus, the dependent variable in the research model is customer satisfaction, the independent variables include:

- Reliability: is shown in the ability of employees to perform services accurately, on time, ready to serve, help, advise and solve difficulties for customers at any time, in order to bring satisfaction to customers. When employees perform these tasks in the best way, the higher the level, the more absolute trust will be given to customers, thereby increasing customer satisfaction with this factor.

Hypothesis H1: High or low customer trust in food stall services will affect high or low customer satisfaction.

- Responsiveness: used to measure the ability to actively respond to all requests as well as effectively resolve and handle problems that arise quickly and promptly during the process of providing and using services. The faster the response of the food counter, the higher the customer satisfaction.

Hypothesis H2: The higher or lower the customer's satisfaction with the festival's service is, the higher or lower it is.

- Assurance: is the trust of customers assessed through the service attitude, working style, knowledge, experience and communication skills of service staff. Therefore, to maintain and develop relationships with customers, banks in general need to constantly improve the service capacity of their staff.

Hypothesis H3: The Assurance of the staff at the food counters, whether high or low, will affect the satisfaction of customers.

- Empathy: shown through the staff's thoughtful and attentive care of customers, always thinking that customers are God so that they can welcome them warmly anytime, anywhere.

Hypothesis H4: Employee empathy will affect customer satisfaction more or less.

- Tangible means: is the first impression of customers about the quality of service of the festival. The first impression is the external image of the festival, whether the decoration of the food stalls is eye-catching or not.

Hypothesis H5: The more convenient and modern the bank's tangible means are, the higher or lower the customer satisfaction will be.

The 5-point Likert scale used in this study is based on the SERVPERF scale to measure factors affecting customer satisfaction with tourism services, initially including 5 components and 29 observed variables. The research was conducted in 2 steps: preliminary research and official research.

The preliminary study was conducted through qualitative research methods carried out through the following steps: Discussion with 6 experts who are managers of tourism services, long-time employees of the restaurant and experts who have studied this issue and group discussion with 11 people who are customers who have used and are using the food tour festival's services. The purpose is to adjust the scale to be appropriate, concise, and meaningful to complete the theoretical framework. To test the reliability of this scale, the author conducted preliminary quantitative research with 50 customers who have used and are using the food tour festival's services. The purpose of this step is to form an official questionnaire to serve the next research steps.

The official scale has 22 observed variables of 5 factors affecting customer satisfaction and 4 observed variables measuring customer satisfaction: (1) Reliability (Rl) is measured and encoded by 5 observed variables; (2) Responsiveness (Rp) is measured by 4 observed variables; (3) Assurance (A) is measured by 5 observed variables; (4) Empathy (E) is measured by 3 observed variables; (5) Tangibles (T) is measured by 5 observed variables; Customer Satisfaction scale (CS) is based on the theoretical basis and research of authors Tran Hong Hai (2014), Dinh Phi Ho (2009), Ashim Kayastha (2011), the author built the customer satisfaction scale on service quality of Da Nang food tour festival 2025.

The results of the preliminary quantitative study showed that the Cronbach's Alpha coefficient of each scale was greater than 0.6 and the total item correlation coefficient was greater than 0.3. Therefore, the scales were qualified for inclusion in the official study. From here, the official research scale was accepted, including 22 observed variables of 5 factors affecting customer satisfaction and 4 observed variables measuring customer satisfaction. The survey sample in the study was conducted using the convenience sampling method, by directly interviewing customers through a survey questionnaire.

# **IV. Research results**

#### 1. Research sample information

The sample in this study was conducted by direct interviews through questionnaires distributed to customers who are local tourists and tourists from other cities and countries. The sample was selected by the convenience sampling method, one of the forms of non-probability sampling, in which the researcher can select accessible research subjects (Nguyen Dinh Tho, 2013). The survey was conducted with 500 questionnaires distributed by the author from March 28 to April 1 at Da Nang Food Tour Festival 2025, then cleaned and finally 450 questionnaires were used in the analysis process.

## Table 1. Descriptive statistics of the sample

| Variable        | Content   |
|-----------------|---|
| Survey subjects | Local tourists=23%, tourists from other places=77%  |
| Sex             | Male=42%, Female=58%  |
| Age             | 18 - 29 years old = 26.8%, $30 - 39$ years old = 40.3%, $40 - 49$ years old = 20.3%, Over 49 years old = 12.8%, |

(Source: author's analysis)

#### 2. Results of reliability testing and variables in the sample data set

The author processed the data through SPSS 20.0 software and obtained the results of synthesizing the Cronbach Alpha coefficient as well as the total variable correlation coefficient, testing the reliability of the independent variables, all showed that the coefficients were greater than 0.6 and all observed variables for the variables in the model, including both independent and dependent variables, had reliable variable correlation coefficients. In addition, when analyzing the synthesis reliability and extracted variance, it showed that the synthesis reliability coefficients were all greater than 0.7 and the extracted variances of the factors were all greater than 0.5. Thus, it can be affirmed that the scales achieved the necessary reliability.

| Table 2. Summary of Crondach Alpha coefficient results |                            |  |  |  |  |  |
|--|----------------------------|--|--|--|--|--|
| Independent variables                                  | Cronbach Alpha coefficient |  |  |  |  |  |
| Reliability (Rl)                                       | 0.871                      |  |  |  |  |  |
| Tangibility (T)  | 0.864                      |  |  |  |  |  |
| Empathy (E)  | 0.798                      |  |  |  |  |  |
| Responsiveness (Rp)                                    | 0.810                      |  |  |  |  |  |
| Assurance (A)  | 0.842                      |  |  |  |  |  |
| Dependent variable Customer Satisfaction (CS)          | 0.882                      |  |  |  |  |  |

Table 2. Summary of Cronbach Alpha coefficient results

(Source: author's analysis)

#### 3. Results of exploratory factor analysis

| Table 3. | <b>KMO</b> | and | Bartlett | t test |
|----------|------------|-----|----------|--------|
|----------|------------|-----|----------|--------|

| KMO and Bartlett's Test                               |                    |          |  |  |  |
|---|--------------------|----------|--|--|--|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy 0.947 |                    |          |  |  |  |
| Bartlett's Test of Sphericity                         | Approx. Chi-Square | 2863.393 |  |  |  |
|   | Df                 | 213      |  |  |  |
|   | Sig.               | .000     |  |  |  |
| · ·   |                    |          |  |  |  |

(Source: author's analysis)

The results in Table 2 show that the KMO index is 0.947, very close to 1.0, which is satisfactory, indicating that factor analysis is appropriate and the significance level sig. is .000 less than 0.05, which is satisfactory for statistical significance.

# a. Linear regression analysis results

# Test correlation coefficient (r)

The correlation coefficient indicates the direction of the correlation (positive or negative).

 Table 4. Correlation coefficient matrix between variables Correlations

|    |                     | Rl | Т       | Е       | Rp      | А       | CS      |
|----|---------------------|----|---------|---------|---------|---------|---------|
| Rl | Pearson Correlation | 1  | .359 ** | .377 ** | .428 ** | .407 ** | .567 ** |
|    | Sig. (2-tailed)     |    | .000    | .000    | .000    | .000    | .000    |
|    | Ν                   |    | 228     | 228     | 228     | 228     | 228     |
| Т  | Pearson Correlation |    | 1       | .164*   | .119    | .298 ** | .447 ** |
|    | Sig. (2-tailed)     |    |         | .013    | .074    | .000    | .000    |
|    | Ν                   |    |         | 228     | 228     | 228     | 228     |
| Е  | Pearson Correlation |    |         | 1       | .295 ** | .175 ** | .406 ** |

|    |                     | R1 | Т | Е | Rp   | А       | CS      |
|----|---------------------|----|---|---|------|---------|---------|
|    | Sig. (2-tailed)     |    |   |   | .000 | .008    | .000    |
|    | Ν                   |    |   |   | 228  | 228     | 228     |
| Rp | Pearson Correlation |    |   |   | 1    | .429 ** | .455 ** |
|    | Sig. (2-tailed)     |    |   |   |      | .000    | .000    |
|    | Ν                   |    |   |   |      | 228     | 228     |
| А  | Pearson Correlation |    |   |   |      | 1       | .462 ** |
|    | Sig. (2-tailed)     |    |   |   |      |         | .000    |
|    | Ν                   |    |   |   |      |         | 228     |
| CS | Pearson Correlation |    |   |   |      |         | 1       |
|    | Sig. (2-tailed)     |    |   |   |      |         |         |
|    | Ν                   |    |   |   |      |         | 228     |

(Source: Analysis results via SPSS 20.0 software)

The correlation coefficient matrix shows that the correlation coefficient between the "hindering factor" and the following variables: with the variable "**Reliability**" (Pearson = 0.567), the variable "**Tangibility**" (Pearson = 0.447), the variable "**Empathy**" (Pearson = 0.406), the variable "**Responsiveness**" (Pearson = 0.455), the variable "**Assurance**" (Pearson = 0.462). Therefore, it can be initially concluded that the independent variables that can be included in the model to explain the factors affecting the economic recovery including 5 independent variables are appropriate.

## **Regression analysis**

The results of linear regression testing are shown in Table 4 as follows:

| Table 5. Linear regression test results |       |          |                   |                   |               |  |  |  |
|---|-------|----------|-------------------|-------------------|---------------|--|--|--|
| Model                                   | R     | R Square | Adjusted R Square | Std. Error of the | Durbin-Watson |  |  |  |
|   |       |          |                   | Estimate          |               |  |  |  |
| 1                                       | .805a | .797     | .786              | .73049            | 2.013         |  |  |  |

a. Predictor: (Constant), Rl, T, E, Rp, A.

b. Dependent Variable: CS

| Model      | odel Unstandardize<br>Coefficients |            | Standardize<br>Coefficients | t      | Sig. | Collinearity Statistics |       |
|------------|------------------------------------|------------|-----------------------------|--------|------|-------------------------|-------|
|            | В                                  | Std. Error | Beta                        |        |      | Tolerance               | VIF   |
| (Constant) | 895                                | .302       |                             | -2.967 | .003 |                         |       |
| Rl         | .370                               | .085       | .263                        | 4,369  | .000 | .644                    | 1,752 |
| Т          | .284                               | .059       | .245                        | 4,871  | .000 | .833                    | 1,501 |
| E          | .225                               | .065       | .205                        | 3,489  | .001 | .834                    | 1,099 |
| Rp         | .222                               | .067       | .186                        | 3.329  | .001 | .712                    | 1,005 |
| А          | .196                               | .065       | .219                        | 3,026  | .003 | .724                    | 1,382 |

The above results show that the adjusted R2 coefficient has a value of 0.786. This means that the research model explains 78.6% of the variation of the dependent variable by the independent variables in the model. The VIF (Variance Inflation Factor) coefficients of the independent factors in the model all have low values and are less than 2.2 (from 1.005 to 1.752). This shows that there is no multicollinearity between the independent variables in the model (Nguyen Dinh Tho, 2011). In addition, the Sig. coefficients of the independent factor coefficients in the model are all less than 0.05. Therefore, all 5 factors affect the dependent variable.

The standardized regression model represents a simple linear relationship between variables: CS=0.263\*Rl+0.245\*T+0.205\*E+0.186\*Rp+0.219\*A

In which the variable "Reliability" with Beta coefficient is 0.263 with a high statistical significance level >99.99% when the Sig. index reaches 0.000; Similarly, the variable "Tangibility" with Beta coefficient is 0.245 with a statistical significance level Sig. value of 0.000. Next are the variables "Empathy" with Beta coefficient is 0.205 and a statistical significance level Sig. of 0.001, the variable "**Responsiveness**" with 2 Beta and Sig. values of 0.186 and 0.001 respectively. Finally, the variable "**Assurance**" with Beta value is 0.219 has a statistical significance level Sig. of 0.003.

## V. Conclude

Through the analysis results, customer satisfaction with the quality of Da Nang food tour festival 2025 is measured by 5 factors similar to the original theoretical model. In which, Reliability is the factor that has the strongest impact on customer satisfaction. Assurance is the factor with the lowest satisfaction level. Therefore,

the festival needs to have appropriate measures and policies to improve the above factors to increase customer satisfaction with the services it provides.

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