Chinese customer satisfaction survey- a quantitative research based on Chinese customers' perspectives

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Laurea University of Applied Sciences　　　　　　　　　**Abstract**
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Nowadays, the competition of every business is very intense and all the company realizes that they not only have to develop their products or services but also understand their customers. The purpose of this thesis is measure the current level of customer's satisfaction of case company in China to better understand customers as well as define and analyze the factors that might change the customer's satisfaction.

This theoretical section of thesis concentrates on services and customer satisfaction. The definition of services and customer's satisfaction are given and discussed to better understand about customer satisfaction. All the data was collected from literature.

Quantitative research approach is used in this research by means of questionnaire and interview with company owner. The questionnaire contains multiple choice questions which can help author have better statistic to analyze. The questionnaire took place in Guangzhou-China over a period of 3 weeks.

In conclusion, the research reveals that the current level of customer satisfaction toward company is very pleased. However, there are still some major company should look at to improve their service.

Key words: Cusotmer satisfaction, customer service

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1   Introduction

1.1   Background of the study

One of the most effective and least expensive ways to market a businesss is through exelent customer service. Customers are an obvious and doubly requirement for any business. Customer service is getting important and indispensable nowadays. Most of the businesses are realizing that providing a good product and service alone is not enough for today competitive.

"There is a great deal of information being published today and discussed on the topic of total quality management, continuous quality improvement, customer service and customer satisfaction. Proponents of these topics or approaches to conducting business tend to emphasize the importance of conforming to specifications, keeping process in control, meeting requirements, giving customers what they want and handling complaints effectively. Despite the proliferation of books, articles, videos, seminars and conferences on these subjects and approaches, none of them is central to a successful business" – (Gerson 1993, 5)

For these reasons, customer satisfaction should be measured and translated in any business. Total care of customers and measuring customer satisfaction is now considered as a most reliable feedback. It can gives any business a clear view of their customers, provides in an direct, meaningful and effective of their customer's expectations, needs and wants.

1.2   Purpose of the thesis

The purpose of this thesis is investigated and analysis the latest customer satisfaction level in case company is Sudu123, a file hosting and transferring website.

This study aims to evaluate the level of satisfaction of case company customers, what is the key factors affect customer satisfaction of Sudu123. Hence, a comprehensive and systematic analysis about customer satisfaction is going to present in the thesis.

1.3   Research approach

One of the most important parts to success in business is determine a suitable way to understand customer's behavior. As a consequence of, quantitative research is used in the thesis to collecting, modeling and analyzing the data.

Quantitative research refers to the systematic empirical investigation of social phenomena via statistical, mathematical or computational techniques (Wikipedia). In additional, by using quantitative research, many methods are using as well such as,

- The generation of model, theories.
- Collection of empirical data.
- Modeling and analysis of data.

By using this method, Author can gather all information about Chinese customer's satisfaction.

1.4   Theoretical approach

This study discussed in three different theoretical sections:

- What is service
- What is customer's satisfaction

The first part is discussed about services in general which is very important to choose the strategy to understand customer satisfaction for case company. Second part is understanding customer's satisfaction through many theories. Lastly, the important of evaluate customer satisfaction in business

1.5   Frame work of the thesis

Frame work	
Section 1:	- Background of the study - Purpose of the study - Research approach - Theoretical approach - Frame work of study

Section 2: Theoretical background	- Service definition
	- Service classification
	- Service characteristics
	- Customer's satisfaction
	- The important of customer's satisfaction
	- The gap model
Section 3: Research approach	- Research process
	- Research methods
	- Data collection
	- Method of analysis
Section 4: Empirical study	
Section 5: Discussion and conclusion	

Table 1 Framework of Study

2   Theoretical background

2.1   Services

2.1.1   Services definition

Nowadays, there are many definitions of service are available but all contain a same idea of intangibility and simultaneous consumption. There are some samples that represent the service definitions:

- 'Services are deeds, processes and performances' (Valarie A.Zeithaml et al., 1996,p.5)
- "A service may be defined as a change in the condition of a person, or of a good belonging to some economic unit, which is brought about as the result of the activity of some other economic unit, with the prior agreement of the former person or economic unit." (Hill, 1977).
- "A service is 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." (Kotler, 1987).

Nowadays, every product has its own service value, whatever if it's intangible or tangible. The tangible products are described by many elements that we can touch, feel, smell and can evaluate during or after using the service. On the other hand, in-tangible products can only evaluate through some specify criterion.

Tangible and intangible service could be defined with an example- A market and a health care centre. In a market, people can buy many products such as foods, beve-rages, cigarettes which customer can use, touch, smell and feel- which are tangible. However, in health care centre, the services customers have to pay for aren't some-thing that they can touch and see. Customer can only evaluate this service by their experiences or compare to another similar services to see which one is good and which one is bad.

The table below is giving some definitions have been provided by well-known writers to give a clearly view about services

Writer	Definition
Philip Kotler and Gary Armstrong	*"Services are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essen-tially intangible and do not result in the ownership of any-thing."* - Kotlerand Armstrong 2008, p. 218
Lawrence Fogli	*"Transactions aimed at meeting the needs and expecta-tions of the customer, as defined by the customer. It is the service encounter or series of encounters."* - Fogli 2006, p. 4.
C. Dumoulin and J.P Flipo	A service is an act (or a succession of acts) of duration and localization defined, achieved thanks to human and/or material means, implemented for the benefit of an individual or collective customer, according to processes, codified procedures and behaviors." - Dumoulin & Flipo, 1991
Zarifian	"Service is a transformation of existence mode and/or dis-positions of the person himself, of his body and his mind. While goods modify the existence conditions, services modi-fy the existence modes, where goods are only supports." - (Zarifian, 2001).

Table 2 Definitions of service concept.

2.1.2   Service Classification

The concept of service management should be applied to all service organizations. Moreover, service classification scheme can go through and break down any industries rules and barriers to shared learning things from one business to another business. For example, professional services such as law and medicine have very special experience to run their business (such as medical use or rules of law) but they have some problems of business management.

Philip Kotler mentioned (2009, 387-388), a service classification can be distinguished by four catelogy from pure tangible good to pure intangible good. First of all, the pure intangible good that do not need any service to accompanies such as sugars, candy. Secondly, the pure intangible good accompanies with service to show the presense of its comsumer appeal such as computer services or cellphone services. Thirdly, the service that accompanying goods and services such as restaurant or first class air travel. Lastly, the servie is something called pure services such as babysiting or pshychotherapy.

In another way, Roger Schemener proposed the service press matrix to help customers have clearly view of serice classfitication.

		Degree of Interaction and Customization	
		Low	High
Degree of Labor Intensity	Low	Service factory: - Airlines - Trucking - Hotels - Resorts and recreation	Service shop: - Hospitals - Auto repair - Other repair services
	High	Mass Service: - Retailing - Wholesaling - Schools - Retail aspects of commercial banking	Professional service: - Physicians - Lawyers - Accountants - Architects

Table 3 The service process matrix

Source: from "How can service businesses survive and prosper" by Roger W.Schmenner, Sloan Management review, vol. 27 no. 3, Spring 1986, p.25.

As we can clearly see in the table, the horizontal dimension measures the degree of interaction and customization and it's divided into two level low and high. The interaction between service providers and customers maybe low or high depends on which services provider giving. The higher interaction between two parties, the higher of labor intensity needed. For example, in fast food restaurant, the interaction between the cashier and producer of foods is low because the customers only need to order and wait for their foods. In contrast, a lawyer or a doctor need to fully interacting with their customers to understand customer's situation or troubles to have the best services or treatment.
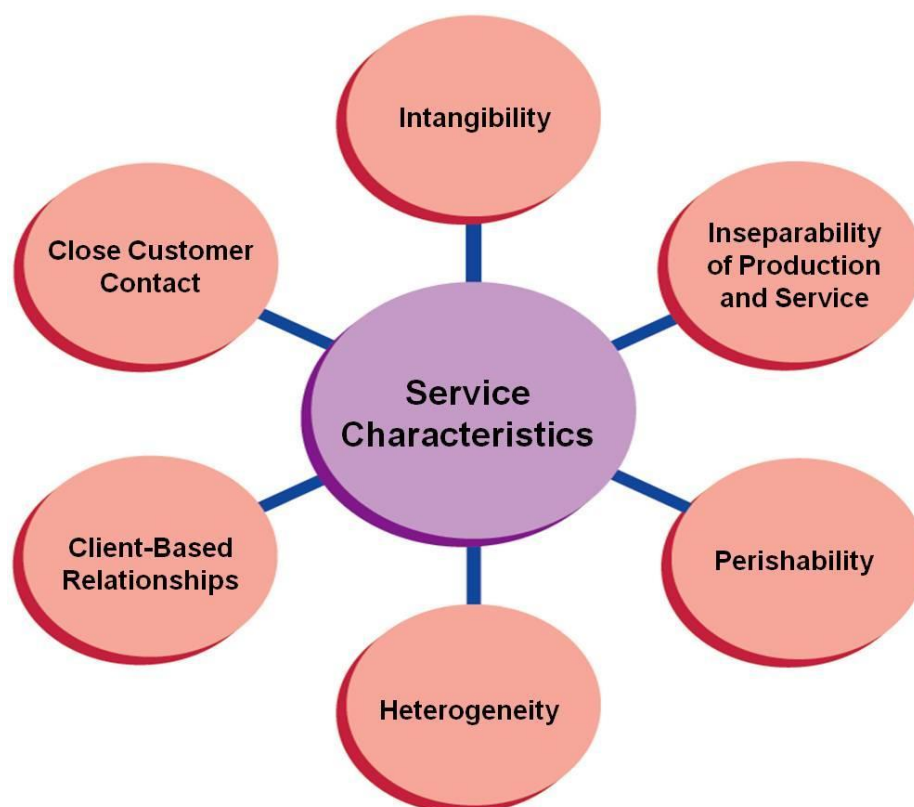
2.1.3   Characteristics of service

Figure 1 Chateristics of Service

There are six characteristics of service but author will give definition and explanations of four main characteristics are Intangibility, Inseparability of production and service, Perishability and Heterogeneity.

2.1.4 Intangibility

Intangibility service is a service that is not physically and cannot be touched, smell (not perceived by the senses or physically possessed). According to James A.Fitzsimmons (Service Management,5th edition, p.24), intangible nature of services is presents like a problems for customers. When buying a products, customers can evaluate this products by touch, see or test its performance. But when buying a intangibility service, customers can only rely on the reputation of the service provider or compare to another similar service.
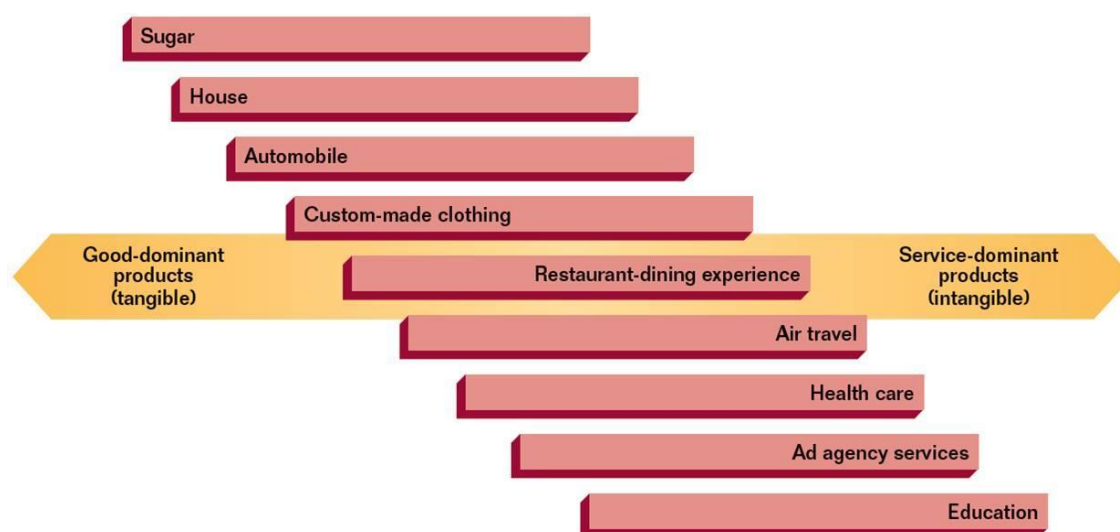
Figure 2 The Intangible service

The figure 1 describes the pure intangible to core tangible upward. For example, in the top of the figure are tangible products or service such as sugar or house that people can see and touch. Under that is automobile that less tangible but accompanies another service to show the presence of service providers. In contrast, ad agency services and education are intangible characteristics; they do not have any tangibility to show for customers. Customers can only evaluate through experience or service providers reputation.

2.2   Customer satisfaction

2.2.1   Customer satisfaction definition

There are many different aspects of satisfaction make the definition difficult, according to Oliver (1197), it related to the consumption experience and divided into 3 types.

- Satisfaction that happen during consumption
- Satisfaction with final result
- Satisfaction depending on level of satisfaction received
-

And a comprehensive definition is given by Oliver (1997)

"…Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment…"

Philip Kotler (2008, p.13) gives another definition of customer satisfaction is "performance matches a buyer's expectations"

The trustworthy author Yi (1991) defined customer satisfaction into two basics way: as an outcome or as a process.

The table below shows the main definition of Yi (1991) about customer satisfaction

Approach	Definition	Author
Satisfaction as an outcome	The buyer's cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone	Howard and Sheth (1969)
	An emotional response to the experience provided by, (or associated with) particular products or services purchased, retail outlets, or even molar patterns of behavior, as well as the overall marketplace	Westbrook and Reilly (1983)
	An outcome of purchase and use resulting from the buyer's comparison of the rewards and the costs of the	Churchill and Suprenant (1982)

	purchase in relation to the antic-ipated consequences	
Satisfaction as a process	An evaluation rendered that the experience was at least as good as it was supposed to be	Hunt (1977)
	An evaluation that the chosen alternative is consistent with prior beliefs with respect to that alternative	Engel and Blackwell (1982)
	The consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceived after its consumption	Tse and Wilton (1988)

Table 4 Definition of Customer Satisfaction (Yi, 1991)

2.2.2   The importance of customer satisfaction

Nowadays, companies are sometimes wrong by the motion that customers are the one depend on the satisfaction. The truth is companies are more depends on that. The level of customer satisfaction has profound effects on company and on its profitability. According to many research, three main points of the level of customer satisfaction affects to the company profit are:

- A totally satisfied customers contributes 2.6 times to the revenue of a company than a somewhat satisfied customer
- A satisfied customers contributes 17 times to the revenue of a company more than a dissatisfied customer
- And a dissatisfied customers decrease the revenue of a company 18 times compare to a satisfied customer (Ryan Nelson, 2012)

Similar to 3/11 rules of Sale management, a satisfied customer will share their experience of service or product they buy to 5 or 6 people. However, dissatisfied customers are likely tell to about 10 another people of their unfortunate experience. In consequence, companies are very depends on their customer satisfaction to attract more and more customers and expand their power in the market as well as building customer's loyal.

On the other hand, focusing only about customer satisfaction has its disavantage as well. If company focus only in the race of customer satisfaction compare to another company, they will failing to making their market brand differently. The long-term strategy must be consider in any company and from that, company can seek to the strong customer and bulding their truth, creating loyal to take the advantage of competitors.

2.2.3 The gap model

The successful of customer satisfaction are built by service quality. Customers are satisfied when customers' perception and quality of service are completed. Due to the requirements for delivering a high level of service quality, the service quality model, as known as GAP model created and was developed in 1985. The gap model is indentifying five 'gaps' that can lead to unsuccessful delivery of service.

The figure below named as "The Gap model of service quality" developed by Zeithaml (1990, p.48)
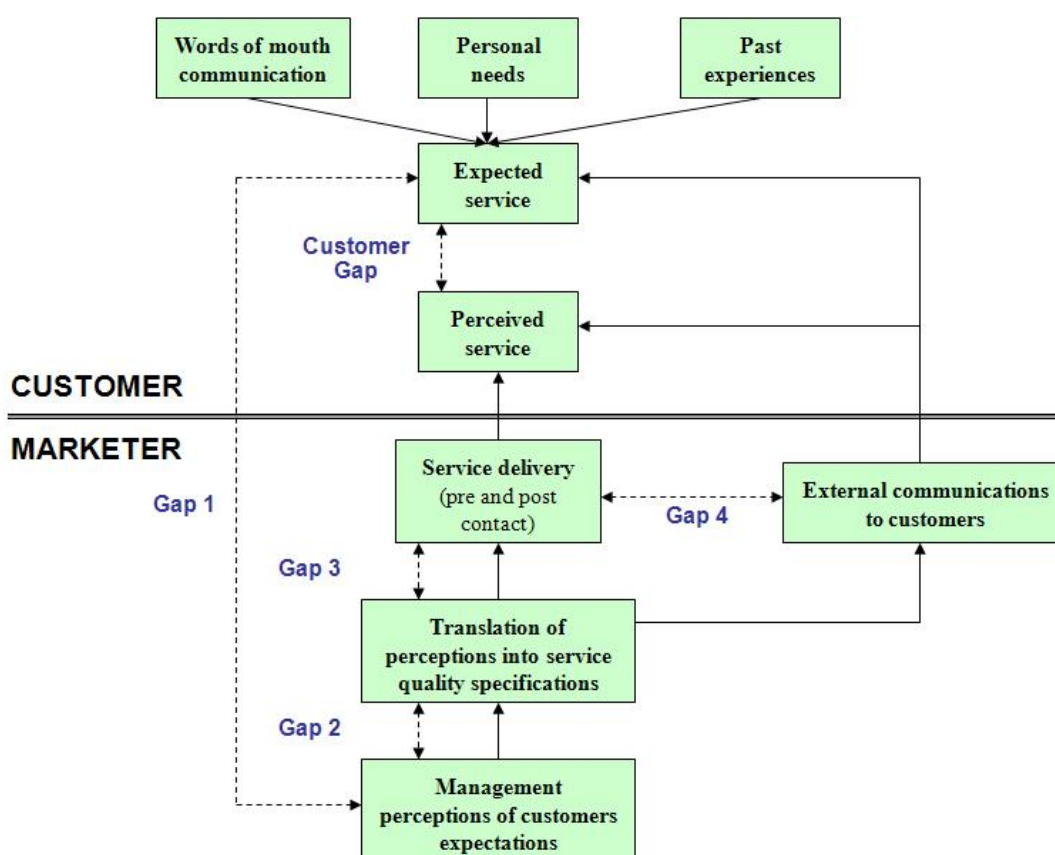
Figure 3 The gap model of service quality

Gap 1: This is the gap between customer expectation of service and management perceptions. This gap arises when service provider are unable understand customer and have incorrect what the customer needs and wants. This gap leads to poor service performance. For example, a manager of a restaurant may think customers want better food but in fact that customers are concerned about staff attitude.

The key factors of this gap are:

- Inadequate market research orientation
- Lack of upward communication
- Insufficient relationship focus

Gap 2: This is the gap between manager perception and service quality specifications. This gap happens when the service providers pass the first gap but may not set the performance standard. For instance, a manager tell a worker to work 'fast' and act 'quick' but may not specify how 'fast' and 'quick'

The key factors of this gap are:

- Absence of customer driven standards
- Inadequate service leadership
- Poor service design

Gap 3: This is the gap between service quality specification and service delivery. This gap may arises when a company are able to deliver high-service services but can't send the best service because of service personnel. It could happen due to poor training, inapproriate employees or unwillingness to meet service standard. For example, a manager has a specific standards of food hygiene to working under kitchen, but hired staff have poorly trained and are under the requirement of manager.

The key factor of this gap are:

- Deficiencies of human resource policies
- Failure to match supply and demand
- Customers not fulfilling roles

Gap 4: the gap between service delivery and external communication. Customer's expectation are influenced by promotion. The gap happens when these assumed expectations are not fullfiled when service provider delivery their service or product at the time.

The key factor of this gap are:
- Ineffective management of customer expectations
- Overpromising
- Inadequate horizontal communications

Gap 5: this gap between expected service and experienced service. This gap happens when the consumer missunderstand the service quality. For example, a nurse may tell their customer come to hospital and have a total care, but the patient may interpret that something is wrong about their health. (Zeithaml, Bitner, and Gremler. 2009, P. 35-48)

3   Research Approach

3.1   Research approach brief

According to NPCS Board (2012, 6), market research can be defined as the process of gathering, analyzing and interpreting information about market, products or services to be offered for sale in the market. Moreover, it provides more information about the past, present and future potential of product and service.
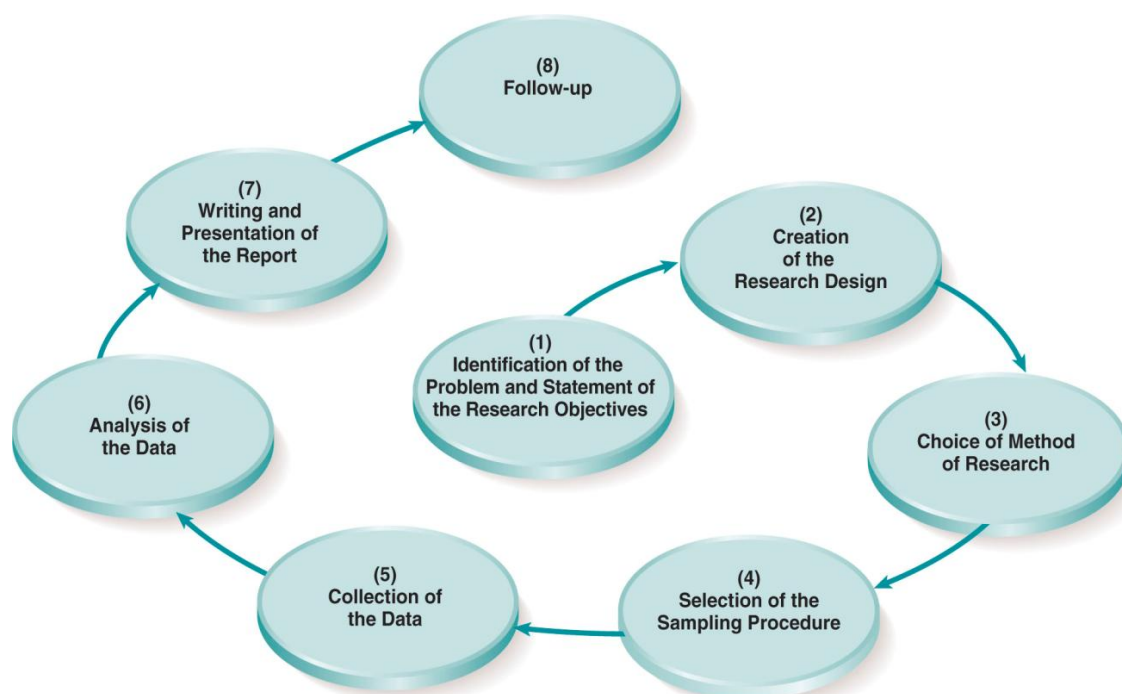
Figure 4 McDaniel and Gates (2004, 27) define the market research process as figure below

3.2   Methodology of the study

This section describes all the aspects of the research strategy used included research methods, how data collections were collected, and the reliability/validity of the study.

3.2.1   Research method

The aim of this study is understand the customer satisfaction of Chinese customers through Sudu123 client. Therefore, the quantitative method is used with the support of theoretical in this study and based on the purpose of this study. The quantitative method provides both fundamental and important information that can help author on this study.

3.2.2   Quantitative research method

The well known definition taken from Aliaga and Gunderson (2000) described what we mean by quantitative research method is "Quantitative research is 'Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)'. In order to explaining phenomena which is the key element of all research; collecting numerical data from the surveys or questionnaires and analyze the data is needed to complete the research. Mark Saunders (2009) indicates that any business and management research is likely to involve numerical data or contain data which can be use to answer the research questions and archive the research objective. Quantitative data refer to such data can be recognized and can be a product to all research strategy.

According to Taylor (2005:5), there are seven discrete characteristics of research. They are:

1. The researchers always begin with a question in mind when doing research
2. Research need to identification of a problem state in clear, unambiguous terms
3. A plan is required in research
4. Research deals with the main problems through sub-problems

5. Research need to find the directions through appropriate hypotheses and is based upon obvious assumptions and beliefs
6. Research deals with facts and their meanings so the researcher can gather the data and organize them into exactly categories
7. Research is circular

3.2.3 Data collection methods

The main purpose of this research is to gathering all the information about the current satisfaction level of Sudu's customers in order to find out the key element that could be improved in the future. Therefore, the questionnaire is designed under owner's instruction through the interview of the owner and author to get the ideal of basic data. The questionnaire contains 15 questions which are designed to find out 4 main points:

1. General information of customers
2. How customers can find out Sudu's service
3. Sudu's services and customers satisfaction
4. Customer's loyalty

Sending Questionaire to respondents

Collecting questionaire

Analysis Questionaire's answer

Conclude the research

Measure the customer's satisfaction by analysis the result
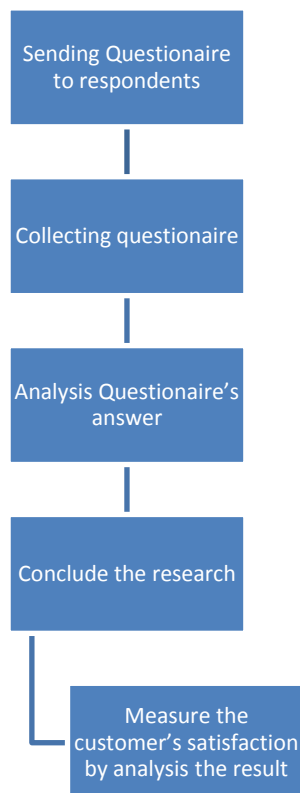
Figure 5 The figure below explained different phases of data collection

3.2.4 Data analysis

All the data collected from questionnaire will be analyzed by Microsoft excel 2010; as well as presented in the research with the use of diagrams, pie, chart and table so readers can be clearly understand the data

4 Empirical Study

4.1 Questionnaire outline

The research questionnaire is structured by 14 questions and 1 question for respondent giving their opinion about Sudu's services. The questionnaire divided into 3 aspects: firstly, general information of respondent; secondly, the image of customers about making money through company service and lastly is current level of customers' satisfaction toward all Sudu's services. The author expect 2 goals from analyze this questionnaire are understand current level of customer's satisfaction and also explore the main problem affect customer's satisfaction.

4.2 Conducting questionnaire

The questionnaire was conducted between 19th of April 2015 till 1st of May 2015. During the research period, 43 participants were participated the research, who contributed 37 valid answers. The questionnaire research was succeeded, 37 valid answers exceeded the initial goal which could improve the result of research.

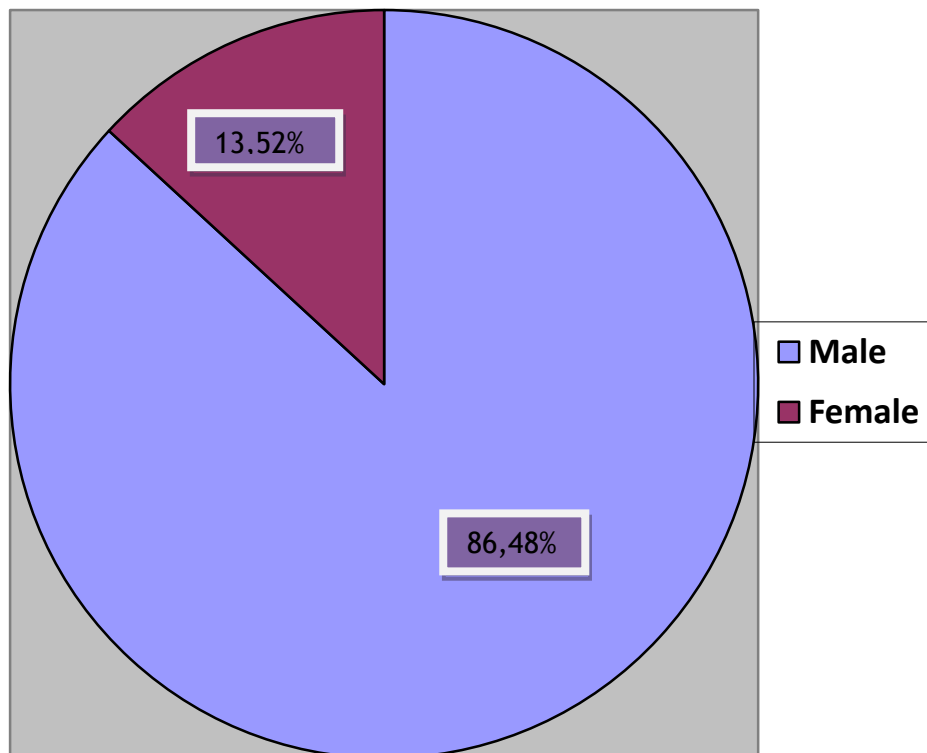4.3 General Information about responders

4.3.1 Gender

Figure 6 Gender of respondents

The first main point was about gender of all 37 respondents who participated to the survey. The graph clearly shown over 86% which is 32 was male respondents and about 13% which is 5 was female. As a result, male counts six and half times than female as customer.
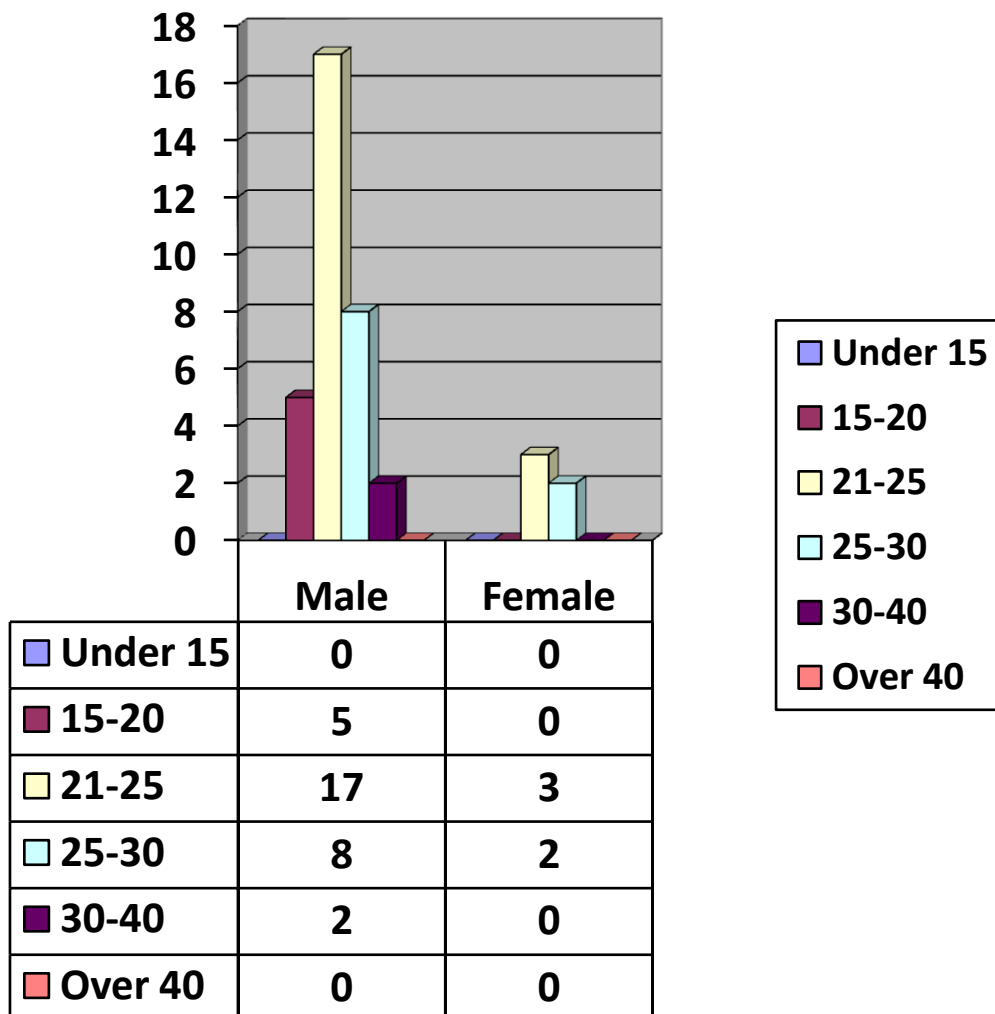
4.3.2   Age group

	Male	Female
☐ Under 15	0	0
■ 15-20	5	0
☐ 21-25	17	3
☐ 25-30	8	2
■ 30-40	2	0
☐ Over 40	0	0

Figure 7 Age dispersion of the respondents divided by gender

The figure 7 represents the age dispersion divided into male and female. It clearly shows that the majority of the customers belong to age from 21 years old to 25 years old which counts 54% of total. Moreover, the percentage of male using service of Su-du123 is 5 and half times more than female's customers which is 85% of male's customers and 15% left for female's customers.

Furthermore, the second-large groups of respondents are from age 25-30 that counts for 27% of total which 80% of them are male and 20% left are female.

There are no people from age under 15 and over 40 join the survey and only 2 people from age 30 to 40 years old and 5 people from age 15 to 20 years old which are all male join as respondents.

4.3.3   Occupation
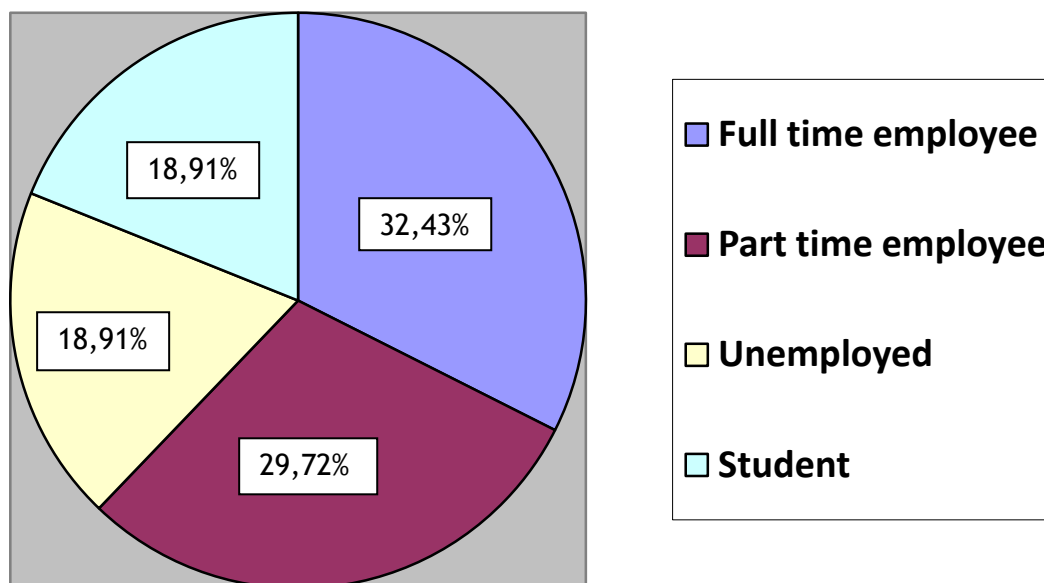
Figure 8 Occupation of respondents

The figure 8 shows the occupation of the respondents. The largest group of respondents is full time employee which is 12 of 37 respondents equivalent 32, 43 %. Similarly, 11 peoples are part time employee response to the survey which is 29,72% of total respondents. On the other hand, unemployed and student each has 7 people to join and contribute equally almost 19% in total.

Comments:
- There is a big gap between the difference of males and females who are joined the survey which is 33 males and 5 females. Obviously, there are more male who are interested in making money online through some website than females.
- The majority of company's target group age should be from 20 years old to 30 years old because almost 80% of respondents are from this age.
- The company should improve and developing their service to adapt all type of respondent's occupation because they all share quite equal percentage.

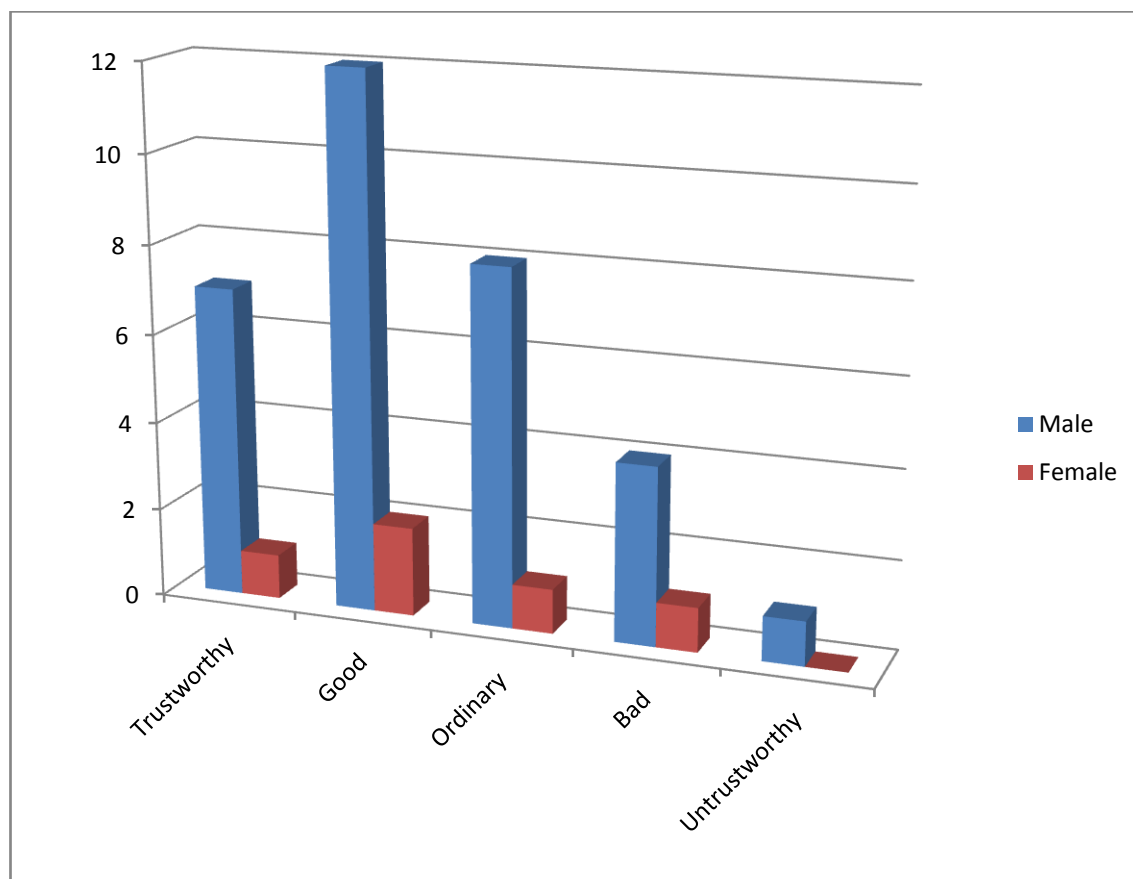4.4   Respondent's image toward Sudu123

Figure 9 Respondent's image of making money through internet

Figure 9 shown the result respondent's image toward making money from internet. Undoubltelly from the figure indicating that 32 respondents are satisfied about making money through internet while only 6 peoples left feel neither bad or untrustworthy toward making money online. Moreover, there are 12 males and 2 females which is 36,84% of total respondents have good sight about making money online while this number of respondent's trusworthy and ordinary are 21% and 23% respectively
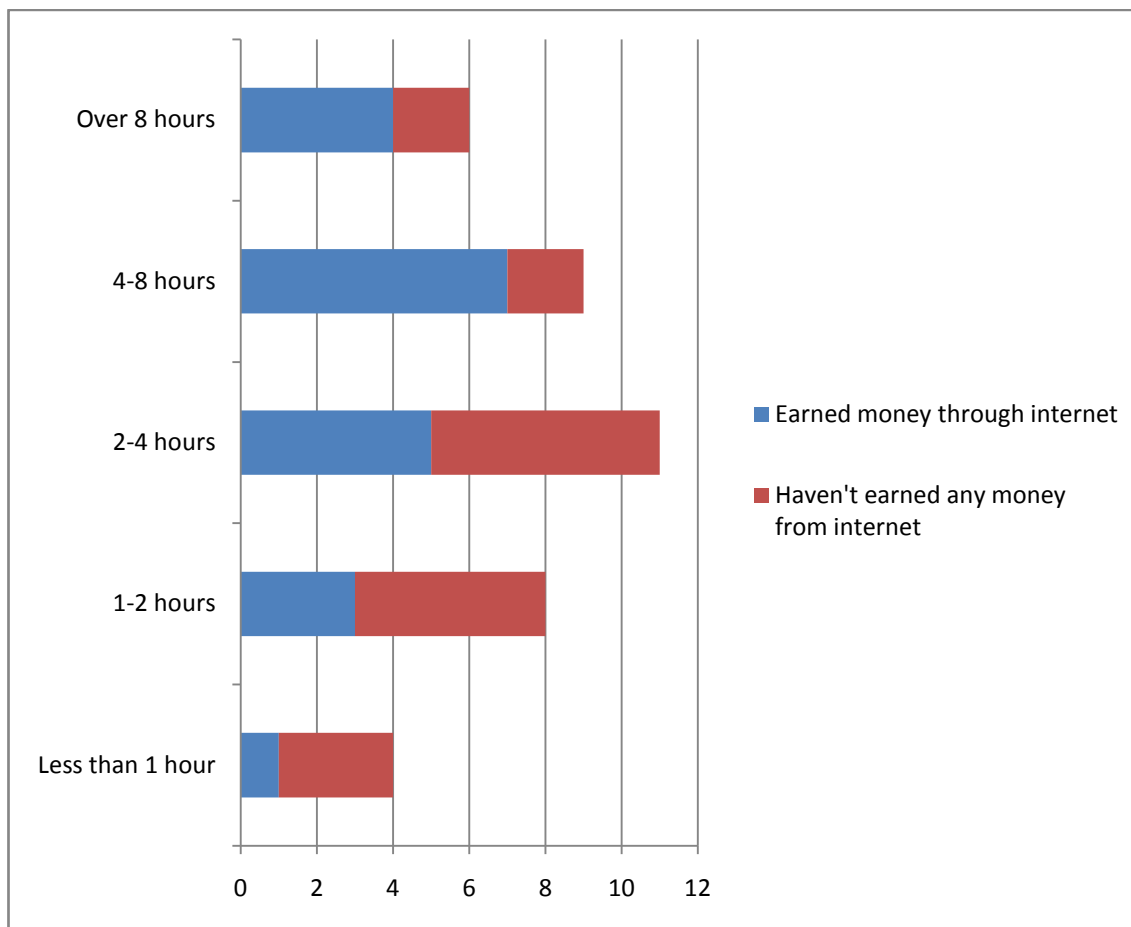
Figure 10 Number of respondent earned money from internet depends on time access to the internet per day

Figure 10 shows the number of customers earned money or haven't earned any money based on the time they access to the internet. It is believes that most of the people online from 2-4 hours per day to access to the internet which is almost 30% of total. Moreover, there are almost half of the people access to the internet from 2 to 4 hours perday have earned money through internet and more than half of them have not. In addition, respondents who are online from 4 to 8 hours per day which is 24% of total have very high percentage of people who are earned money from internet is 77%. On the other hand, customers who are access to the internet from 1-2 hours per day or less than 1 hour per day are almost have not earned any money from internet but still there are some people can still earn money with small time access on internet per day.

4.5   Customer's satisfaction

This section will find out the current satisfaction level of all potential customers by the offered services of Sudu123 as well as the overall satisfaction of case company. In addition, any modification needed to improve better customer services will be find out to develop Sudu123's services.

The researcher critically examined question 11 where respondents were asked multiple choices question from 1 to 5 claim whether they are very satisfied, satisfied, neither satisfied nor unsatisfied, unsatisfied and very unsatisfied. And in the end, the price factor will be discuss to see how it changes the view of satisfaction.

4.5.1   Customer's attitude toward Sudu123's services
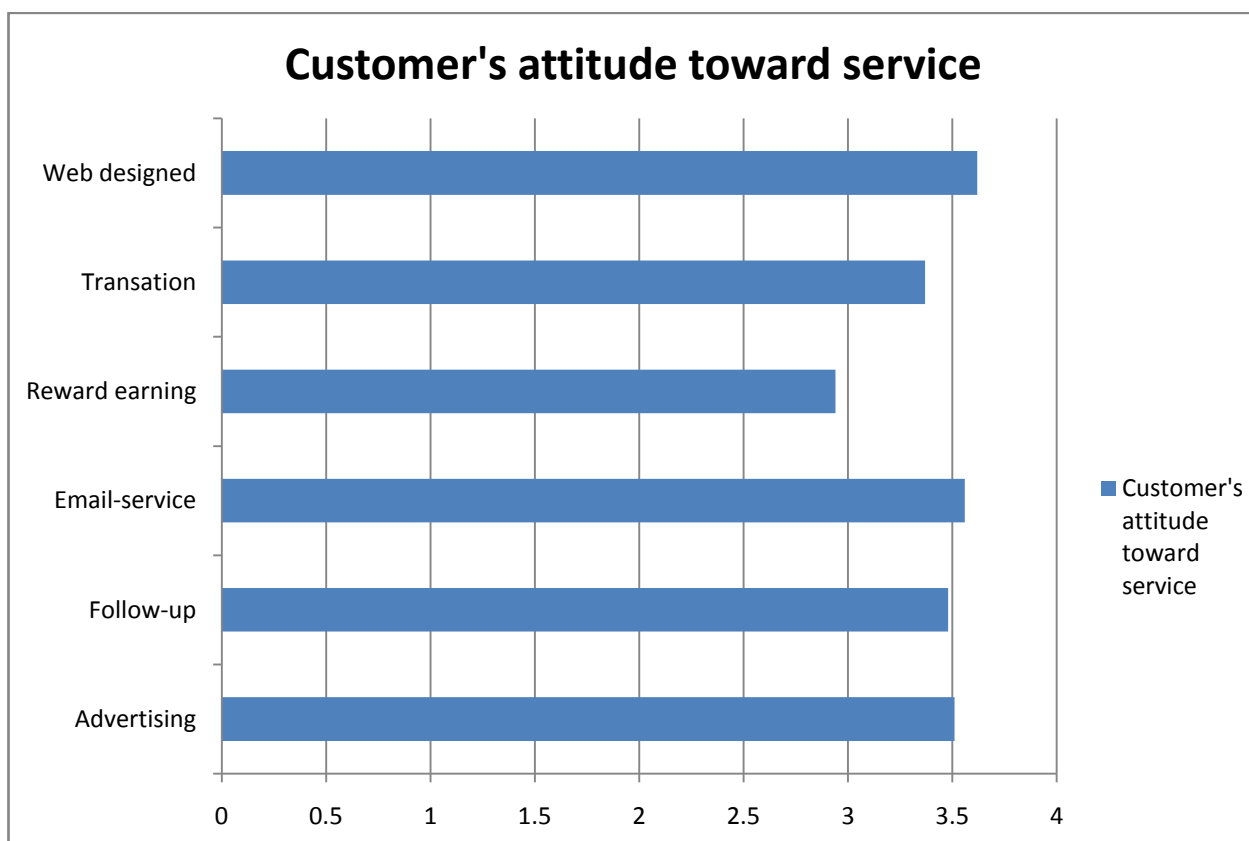
Figure 11 Customer's attitude toward Sudu123's services

Customer's attitude seems very positive according to figure 11. Where the mean value was 2.5, most of services offered by Sudu got about 3.5 and only reward

earning service is almost 3. It dedicating that customers are very please by web-design, transaction, email-service, follow-up and advertising.

On the other hand, diffirent oppinion always come up from diffirent people or diffirent customer and this thesis aim to find out the level of customer's satisfaction with current services. Therefore, the crosstabs and Mann-Whitney test with gender and age groups will be use in question 10 for better accurate result.

4.5.2   Customer's oppinion about Sudu123's website design

Figure 12 Customer's satisfaction about website design

Figure 12 shows the current satisfaction level of customers toward Sudu's website designed. As figure 12 represented, the current satisfaction of customers are very positive about sudu website service, 20 out of 37 respondents rated satisfied or very satisfied which is 54% of total. Moreover, there are 12 people think sudu website service is neither satisfied nor dissatisfied with almost half time of people rated good for sudu's website service. On the other hand, there are 5 respondents who are dissatisfied which is 3 people very dissatisfied and 2 people dissatisfied. The total customers believe Sudu website service need to improve is 13,5% and it is about 4

times less than people who are satisfied with the service. In conclusion, the customer's current satisfaction toward sudu's website service and design is high and positive.

4.5.3   Customer's satisfaction toward reward earning from company

Figure 13 Customer's satisfaction of reward earning

| | | Gender | | Total |
		Male	Female	
Reward earned satisfaction	Satisfied and very satisfied	11	4	15
		29.72%	10.81%	40.54%
	Neither satisfied nor disatisfied	8	1	9
		21.62%	2.7%	24.32%
	Dissatisfied and very dissatisfied	13	0	13
		35.13%	0%	35.13%
Total		32	5	37
		100%	100%	100%

Table 5 Cross tabulation of gender and customer's satisfaction of reward earning

The current customer's satisfaction is shown in figure 13, it is clearly to see that customer most concern about Sudu's service is the reward they earn from company. Even the number of customer are satisfied with the reward they earned from company is highest which is 40.54%, the percentage of customers who dissatisfied with this service share a decent amount is 35.13% of total. Whereas, 9 out of 37 respondents stay neutral neither satisfied nor dissatisfied share 24,32% of total.

Moreover, table 5 shows the customer's satisfaction level divided by gender. while 80% of female rated very satisfied with the reward they earn from company, only 20% of them stay neutral. However, male are more dissatisfied than satisfied which is 35.1% compare to 29.72%. Thus, the ideal of table 5 is comparing level of satisfaction about reward Sudu giving to customers between male and female, but it might wrong as well since there are not so many female join the survey.

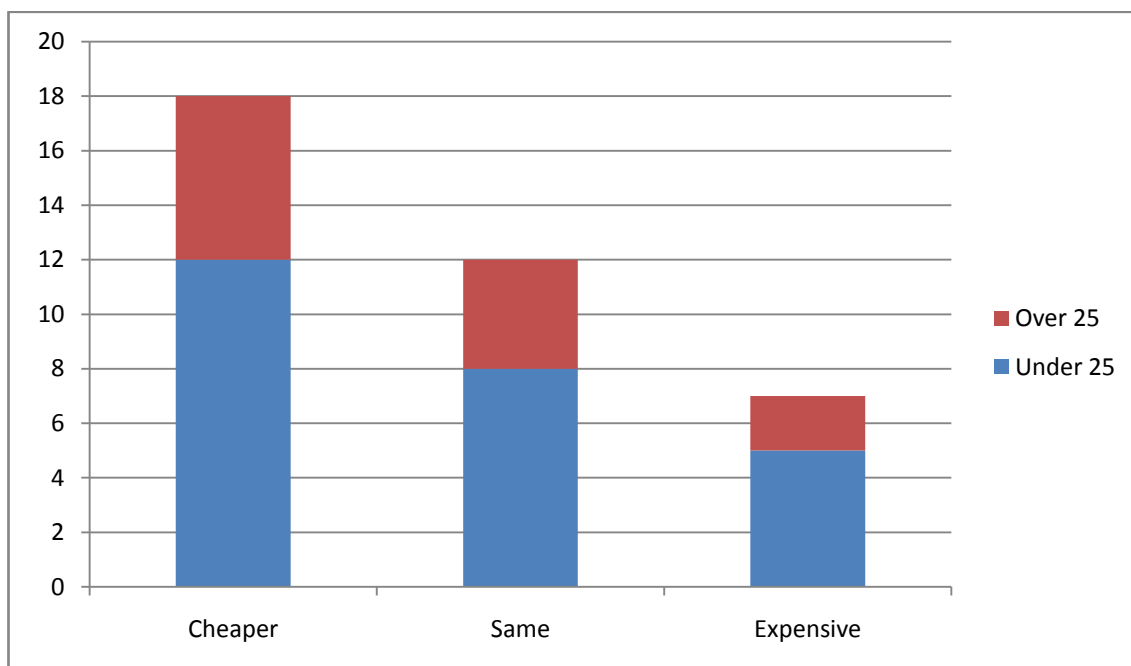### 4.5.4   Customer's satisfaction toward Price divided by age disperation

Figure 14 Price comparision across Age disperation

figure 14 shows the current satisfied level of customers about price of their last time purchase divided by age desperation. It clearly can be seen from figure 14 that customers are very positive about the price of company. It's about 50% of total respon-

dents rated service's price of Sudu is cheaper than other competitors. Moreover, one-third of them are over 25 years old and the rest are less than 25. On the other hand, 12 customers which is 32,5% of total believe the price is acceptable comparing to another competitors while the rest think Sudu's service price is expensive more than another company. Thus, through the figure 14 the age dispersion does not affect to customer's satisfaction about pricing since in every aspects such as cheap, expensive or same price, people under 25 years old is 2 times more than customers who over 25 years old

4.5.5   Customer's current satisfaction with Sudu123
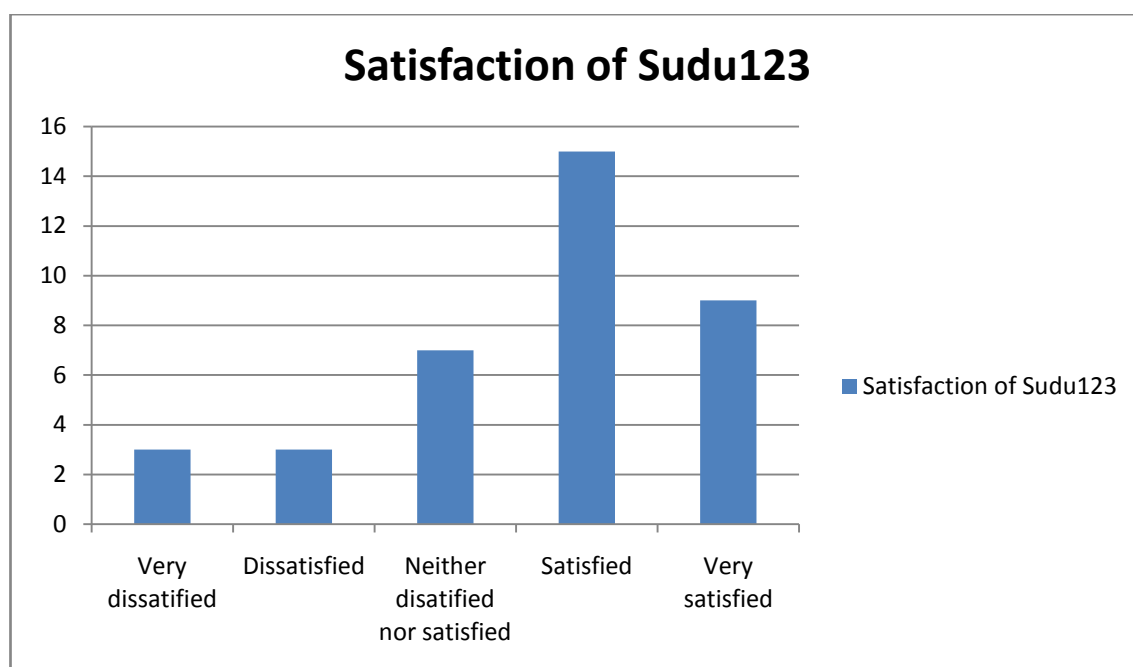
Figure 15 Satisfaction with Sudu123

		Gender		Total
		Male	Female	
Satisfaction with Sudu123	Very dissatisfied	3	0	3
		8,1%	0%	8,1%
	Dissatisfied	3	0	3
		8,1%	0%	8,1%
	Neither satisfied nor disatified	6	1	7
		16,2%	2,7%	18,91%

	Satisfied	13	2	15
		31,1%	5,4%	36,53%
	Very satisfied	7	2	9
		18,9%	5,4%	24,3%
	Total	32	5	37

Table 6 Satisfaction of Sudu123 by Gender

The current level of customer's satisfaction about company by taking everything into account is shown in figure 15. Almost 65% of total respondents believe that the service of Sudu makes them satisfied or very satisfied; 19% of customers are staying neutral and the rest feel Sudu's services are not satisfy them. Despite of some people still rated Sudu's services is dissatisfied, there are large amount of people have positive thinking and satisfied toward the company.

In addition, the level of ccustomers' satisfaction divided by gender is shown in table 6. There are 80% female satisfied with every service if company and one-fifth of all female feel neither satisfied nor dissatisfied. Moreover, 50% of male are very satisfied or satisfied with Sudu. In summary, females are more satisfied with company than male.

4.5.6   Marketing media to attracts customers
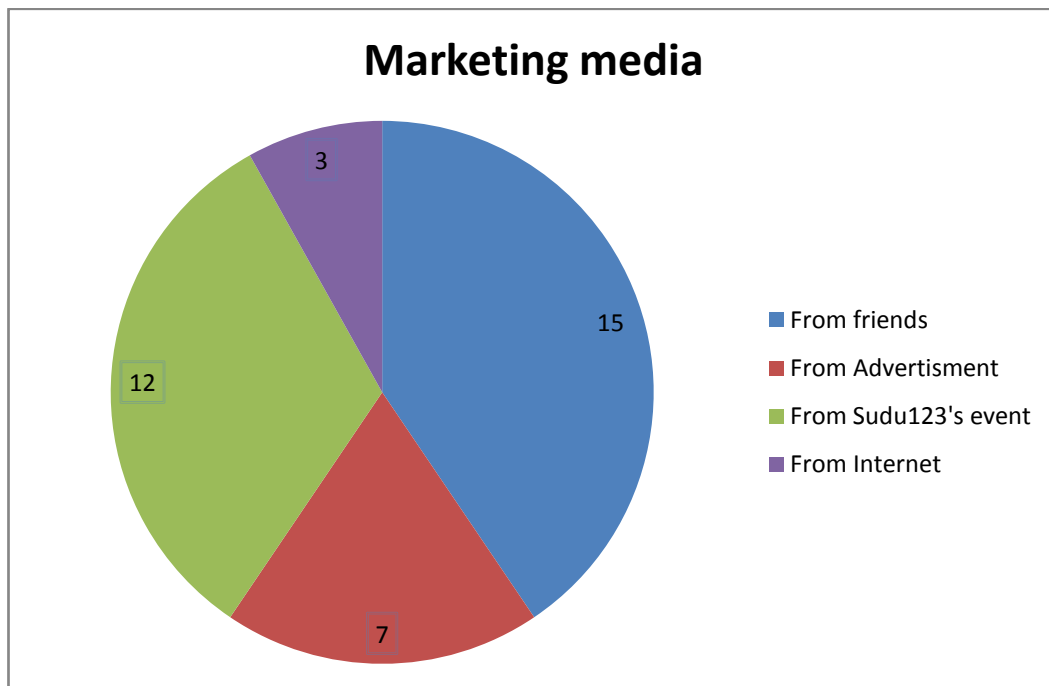
Marketing media

Figure 16 Marketing media

In figure 16 shows how people can find and connect to Sudu123. There are 2 ways that customers find out company and used company services are from friends and from sudu's event. It shared 40% and 32% of total respectively and somewhere only 8% found out company from internet and the rest know about Sudu are from advertisement.
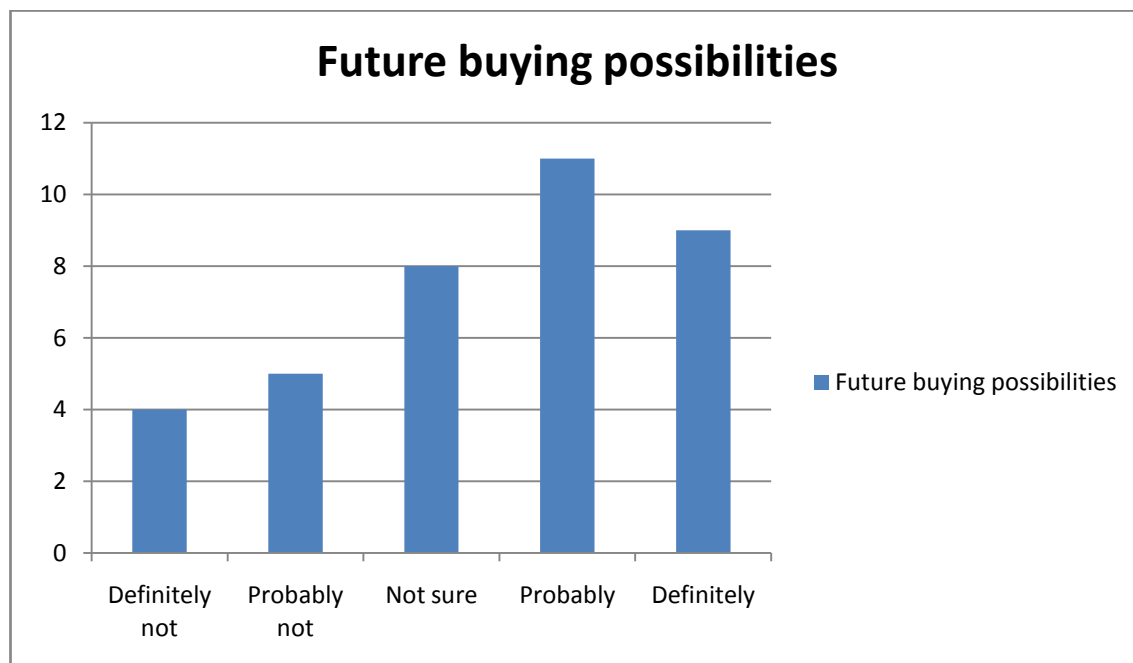
4.6   Customers' loyaty

4.6.1   Future buying possibilities

Future buying possibilities

Figure 17 Customer's loyaty

The idea of this question is find out the loyalty of customers. Not only loyal customers do repeat purchase but also reflects the satisfaction of customers during last time using Sudu's services. In figure 17 show 24,32% is strongly believe that they will buy and use the service of Sudu again while almost 30% of customers probably think they will. However, 21,62% of customers are unsure about the decision of purchase again while 10,81% think they are probably not going to use Sudu's service and the rest seems not satisfied with Sudu and decided not to use the services again.

4.6.2   Recommendation

After looking at customer's loyalty in the last part, this question was created to meassure the willingness of the customers to recommend Sudu's service to others. The more customers recommendation, the more customers satisfied to the company. This question asked to give customers three options; A is never recommended, B is recommended once and C is recommended many times.
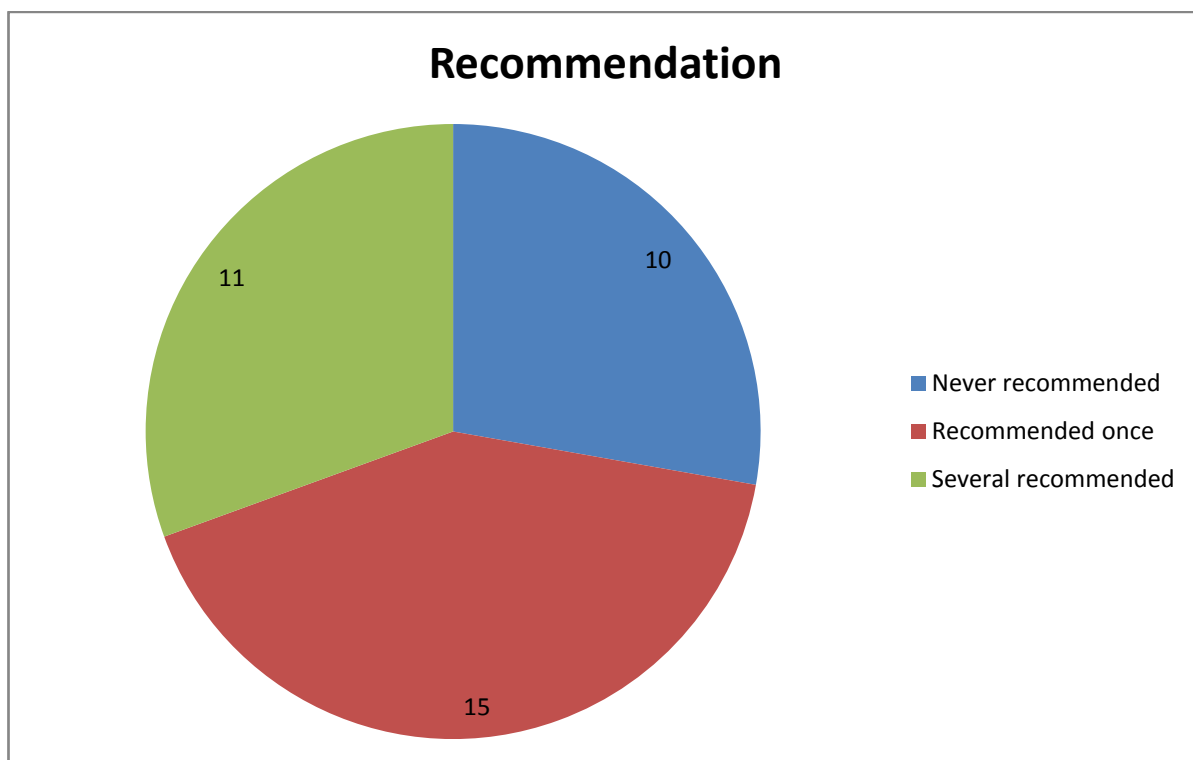
Figure 18 Customers recommendation

Figure 18 indicates that almost 30% of customers are very satisfied and recommend to others people many times while the percentage of customers who recommended once is biggest around 40%. However, almost 27% of customers which is 10 out of 37 think they will never recommend Sudu services to anyone.

The question ends with an open question which customers can write there opinion or suggestion about company. Most of customers did not fill this part and some gave their sugesstion to the company.

5   Conclusion

The thesis was done as customer satisfaction research for the Sudu123 company. The purpose of this study was to meassure the current satisfaction level of company as well as the point of view for developing the company's services. The research was done by using quatitative research methods appoarching by questionaire and interview with the manager who responsible for company.

According to the research, the majority of company are male and in group age from 20 to 25 years old, the occupation is shared quite equal percentage of full-time employee, part-time employee, unemployed and students. The basic information could help company to focus on specific target group.

During the research, the author found out that the word of mouth is major marketing tool for the company which customers believe that this is the way they know and recommend sudu to others. It can be see that company should have improve their services through some way that make customers remember and recommend to others. Moreover, through the time author stayed in China and examined the questionnaire, pricing is the most factor that can change the customer's satisfaction since Chinese people are always looking to the service with cheaper price so the company could consider price is most valuable factor that attracts more customers.

According to the survey, the current satisfaction of Sudu123 is very positive and the level out come of services is very good. However, there are still some factor that decrease the customer's satisfaction such as rewards of company

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Tables

Questionaire

Q1. Gender

□ Male
□ Female

Q2. Age group

□ Under 15
□ 15-20
□ 21-25
□ 25-30
□ 30-40
□ Over 40

Q3. Occupation

□ Full time employed
□ Part time employed
□ Unemployed
□ Student

Q4. What is your image of making money through internet ?

□ Trustworthy

□ Good

□ Ordinary

□ Bad

□ Untrustworthy

Q5. How often do you access the internet per day ?

□ Less than 1 hours

□ 1-2 hours

□ 2-4 hours

□ 4-8 hours

□ over 8 hours

Q6. Have you ever earn any money from internet ?

□ Yes

□ No

Q7. How did you know about Sudu123 ?

□ From my friends

□ From Advertisement

□ From Sudu123's events

□ From Internet

Q8. How do you feel about our website overall ?

□ Very good

□ Good

□ No comment

□ Fair

□ Poor

Q9. What is your opinion about the price of your last time purchase compare to another company ?

□ Expensive

□ Same

□ Cheaper

Q10. Do you think online service of Sudu need to improve?

□ Yes

□ No

Q11. How satisfied with the service of Sudu?
(Please circle your choice on 1 to 5 For question 11 and 12. 1=Very dissatisfied, 2= Dissatisfied,3=neither dissatisfied nor satisfied, 4=satisfied, 5 Very satisfied)

1- Website designed
1   2   3   4   5

2- Transaction including buying and receiving
1   2   3   4   5

3- The reward you earn through our service
1   2   3   4   5

4- Email service
1   2   3   4   5

5- Follow- up
1   2   3   4   5

6- Advertising
1   2   3   4   5

Q12. Will you use Sudu's services in the future?

□ definitely yes

□ Probably yes

□ Neither yes nor no

□ probably no

□ definitely no

Q13. Taking everything into account, how satisfied are you about Sudu ?

□ Very satisfied

□ fairly satisfied

□ Neither unsatisfied nor dissatisfied

□ fairly dissatisfied

□ Very dissatisfied

Q14. Have you ever recommended the service or website of Sudu to others?

□No, never recommended

□Yes, recommended once

□Yes, recommended several times

Q15. Any wishes/comments about Moon Travel's service
_____
_____
_____