FACTORS AFFECTING INDIVIDUAL CUSTOMERS' SATISFACTION WHEN SHOPPING AT CONG QUYNH CO.OPMART SUPERMARKET, HO CHI MINH CITY

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ABSTRACT
The main objective of the research is to determine the factors affecting the satisfaction of individual customers when shopping at Cong Quynh Co.opmart, Ho Chi Minh City. To achieve the research objectives proposed, the author has conducted a survey of 285 customers who are purchasing goods and services in the study area. The results of testing the hypotheses of the research model show that there are 05 independent variables that have a positive influence on customer satisfaction when shopping at Cong Quynh Co.opmart including (1) Commodities; (2) Employees; (3) Displaying goods in supermarkets; (4) Safety in the supermarket; (5) Customer care service. Based on the research results, a number of corresponding solutions have been proposed to contribute to improving the quality of goods & services in order to improve customer satisfaction when shopping at Cong Quynh Co.opmart.

Keyword: Cong Quynh Co.opmart, service quality, satisfaction, individual customers, factor analysis.

1. INTRODUCTION
Vietnam's retail market is considered to be a fairly developed market in recent years when the total retail sales of goods and revenue from social services have grown rapidly. In the period from 2017 to 2021, the total retail sales of goods and social services revenue increased from 11.5 to 12% compared to the previous year. In recent years, the retail market for consumer goods has exploded strongly, accompanied by the introduction of a series of retail supermarkets and convenience stores, which have brought customers many choices. Reliable and convenient shopping place. With today's fierce and fierce competitive environment, in order to survive and develop, each supermarket needs to build for itself a correct and effective business strategy in which the business strategy is aimed at. Meeting and satisfying customers in the best way is the focus.
Customer satisfaction is a vital factor and a goal that supermarkets are currently pursuing. Therefore, the study of customer satisfaction for supermarkets is an important job that must be carried out regularly and continuously in order to be able to offer appropriate solutions as well as promptly assess the changes. change of demand. From there, supermarkets can serve customers better, making customers always satisfied when shopping for products and services of the supermarket. Stemming from the above issues as well as being aware of the importance of customer satisfaction to the supermarket's business, the authors chose the topic "Factors affecting satisfaction of individual customers when shopping at Cong Quynh Co.opmart supermarket, Ho

Chi Minh City" as a research direction.

In this research topic, the authors will determine the factors affecting customer satisfaction when shopping at Cong Quynh Co.opmart supermarket in order to provide orientations and management implications. not only improve the quality of supermarket services in the best way, but also help Co.opmart Cong Quynh in particular and Co.opmart in general affirm their position in the retail market of Vietnam.

2. THEORETICAL BASIS AND RESEARCH MODEL

2.1 Commodities

Nowadays, customers are more demanding in choosing goods to buy. They require goods to have rich and diverse designs and models. The price must be reasonable. Goods must have a clear and genuine origin. Information about goods to customers must be complete and detailed. Products must have detailed specifications for customers to feel secure and comfortable to compare and consider which type to choose. Fresh products are indispensable in supermarkets such as fresh vegetables, fruits, and meat. , fish, eggs, milk or frozen foods are preserved at the required ambient temperature, so these products are very fresh and ensure food hygiene and safety. Many products are also processed on-site to serve the taste and requirements of customers.

Hypothesis H1: Commodities have a positive influence on individual customers' satisfaction when shopping at Cong Quynh Co.opmart Supermarket, HCMC.

2.2 Employees

Employees plays a very important role in the business operation of the supermarket. They are a force that contributes significantly to improving the service quality of supermarkets to attract customers. Nowadays, supermarkets with professional sales staff will attract more customers to shop. Therefore, in order to meet and satisfy the needs of customers in the best way, supermarkets must constantly build a team of very professional sales staff, uniforms must be very neat, service attitude courteous and polite, always respecting customers and ready to provide full information about goods, enthusiastically and fully answer customers' questions quickly in order to improve customer satisfaction. .

Hypothesis H2: Employees have a positive influence on individual customers' satisfaction when shopping at Cong Quynh Co.opmart, HCMC.

2.3 Displaying goods in supermarkets

At the supermarket, buying goods is very fast and saves time because the goods are classified, logically and scientifically divided by the shelves to help customers quickly find the goods they need and related items. Unlike in the market, customers have to spend a lot of time looking for items to buy, sometimes they are out of stock, and then have to jostle in line to wait for their turn. A reasonable way to display goods to help customers easily find products, beautiful and neat presentation of goods, clear signs of goods, spacious aisle layout are also factors that bring satisfaction. customer satisfaction when shopping at the supermarket.

Hypothesis H^3: The display of goods has a positive influence on individual customers' satisfaction when shopping at Cong Quynh Co.opmart, HCMC.

2.4 Convenience of supermarkets

The demand for shopping is great, life is developing, so the requirements of customers are also very strict. There are quality products, but where there is comfort, convenience and professionalism, it will attract many customers. Facilities, good infrastructure, reasonable opening and closing times, parking lots Spacious, the cash register meets a sufficient number of customers and quick and easy exchange and return, a clean and airy space are the outstanding advantages of the supermarket. Assets such as motorbikes and bags have been taken care of. Customers only have to push the cart away and shop as much as they want without having to worry about the property or the weather outside. In supermarkets, there are full supermarket equipment aimed at customer benefits such as shopping carts with Children's seats and supermarket baskets or signboards help customers go shopping in the most comfortable way.

Hypothesis H^4: The convenience of supermarkets has a positive influence on individual customers' satisfaction when shopping at Cong Quynh Co.opmart, HCMC.

2.5 Safety in the supermarket

Safety issues, especially food safety and hygiene, are the top priority of supermarkets. Once the supermarket has violated and is put on the media, it will lose a lot of things, so the supermarket needs to protect its brand by regularly self-checking and asking the manufacturer to Food must commit to provide safe source of goods. In order to bring confidence and comfort when participating in shopping, supermarkets must always ensure product safety, ensure anti-counterfeiting, counterfeit goods, expired goods, clean shopping space and home delivery service, guaranteed not to be lost.

Hypothesis H5: Safety in supermarkets has a positive influence on individual customers' satisfaction when shopping at Cong Quynh Co.opmart, HCMC.

2.6 Customer care service

Customer care today plays a very important role for the business activities of the supermarket in particular and of all businesses in general. Good customer care service will bring the supermarket great and strategic benefits. Supermarkets not only maintain existing customers, create loyal customers, but also attract potential new customers. Take good care of customers, maintain current customers, satisfy with the previous service, when in need they will return to use the supermarket's products and services, the supermarket will create sympathy with customers create the habit of consuming products and services of their own supermarkets in them. After-sales customer care creates an invisible chain that binds and retains customers, helping supermarkets build a loyal customer base. This is a valuable resource for supermarkets today. Having loyal customers, supermarkets will reduce the burden of competitive pressure. With loyal customers, supermarkets will maintain a certain level of revenue every year, in addition, can increase revenue by introducing new products to loyal customers. To maintain existing customers, create loyal customers, and attract potential customers, supermarkets must have many attractive promotions, dedicated service counters, warranty and quick maintenance and especially the supermarket must always have the best incentives for customers who are members who often shop at the supermarket. Nowadays, customer service is considered as one of the sharp competitive weapons of supermarkets.

Hypothesis H6: Customer care service has a positive influence on individual customers' satisfaction when shopping at Cong Quynh Co.opmart, HCMC.

Through reviewing documents and using the group discussion method and based on the research

objectives of the topic, the authors propose a research model that still inherits previous research models, especially inheriting the ladder measure SERQUAL and adjust the scales to suit the characteristics of the study area. The proposed research model is as follows:
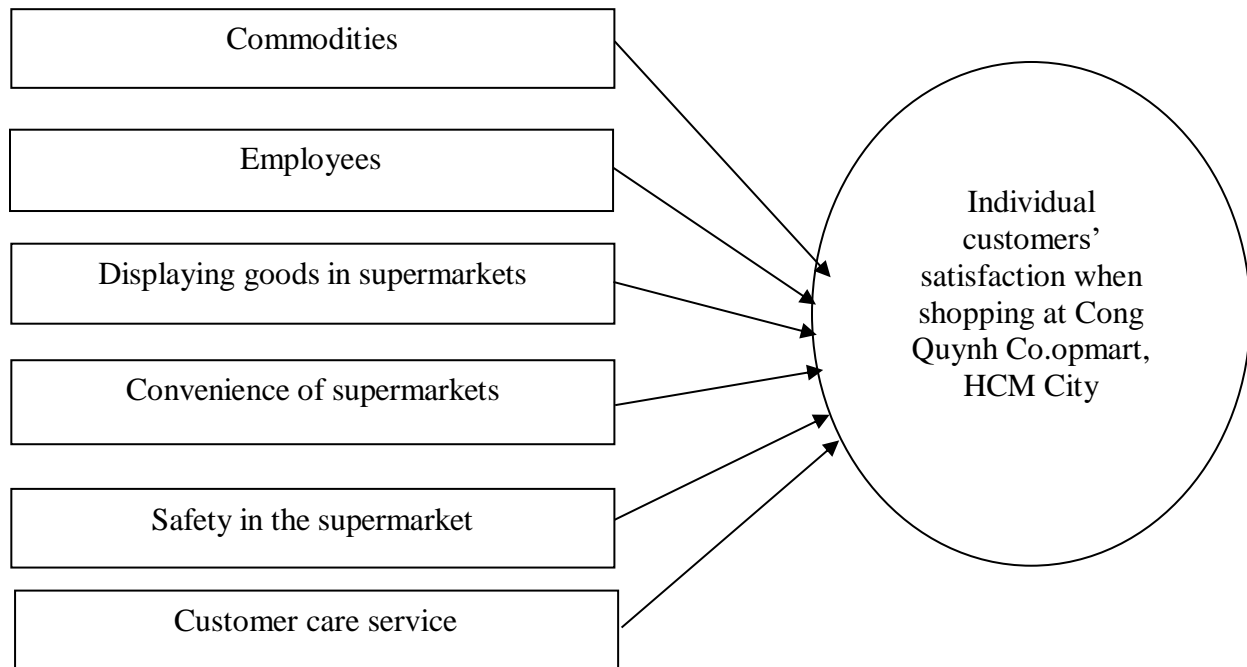

Figure 1. Research model of factors affecting individual customers' satisfaction when shopping at Cong Quynh Co.opmart supermarket, HCM City
Source: Author's team, 2022

3. RESEARCH METHODS
Research is carried out through two main steps, qualitative research and quantitative research.
Qualitative research is carried out to build hypotheses, build models, survey questionnaires to collect primary data sources. Primary data sources were collected directly from expert group discussions through prepared questionnaires. Qualitative research was conducted in the form of group discussions and in-depth interviews with 10 experts with knowledge and experience in the supermarket industry and customers who regularly shop and have practical experience related to the field. supermarket in order to find out the influencing factors as well as preliminary assessment, adjustment and addition of scale.
Quantitative research was conducted by interviewing 285 individual customers who are shopping for goods and services at Cong Quynh Co.opmart supermarket. Part of the survey was broadcast live to customers shopping for goods and services at Cong Quynh Co.opmart, and the rest was emailed using Google Docs to customers according to customer data. goods stored at the Customer Care Department of Cong Quynh Co.opmart.

4. RESEARCH RESULTS

Descriptive statistics of the study sample

The author collects research samples by surveying 285 individual customers in the survey subjects of the topic. The results of data processing obtained 285 satisfactory survey questionnaires. Data collected from 285 satisfactory votes will be used to analyze this study.

Check the reliability of the scale using Cronbach's Alpha coefficient

The results of testing the reliability of the scale in Table 1 show that the Cronbach's Alpha coefficient is the sum of 01 dependent variable with 04 observed variables and 06 independent variables with 26 observed variables with the correlation coefficient of the variable. part - total variable. lowest is greater than 0.3 so all are accepted. Thus, all 30 observed variables were used to include in the next exploratory factor analysis (EFA).

Table 1. Reliability coefficient Cronbach's Alpha

Observed variables	Number of Observed variables	Cronbach's Alpha coefficient	Cronbach's Alpha coefficient component variable - lowest total variable	Cronbach's Alpha coefficient if variable is eliminated
Individual customers' satisfaction when shopping at Cong Quynh Co.opmart, HCM City	4	0,800	0,585	0,731 – 0,764
Commodities	5	0,722	0,415	0,658 – 0,702
Employees	5	0,739	0,467	0,673 – 0,709
Displaying goods in supermarkets	4	0,744	0,490	0,514 – 0,712
Convenience of supermarkets	4	0,785	0,702	0,690– 0,739
Safety in the supermarket	4	0,796	0,520	0,719 - 0,789
Customer care service	4	0,793	0,567	0,731– 0,759

Source: Survey data processing results, 2022

Table 2. Result of factor analysis to discover independent variable

Factor rotation matrix						
Observed variables	Factor					
	1	2	3	4	5	6
AT4	0,832					
AT3	0,800					
AT1	0,795					
AT2	0,710					
CS3		0,796				

CS4	0,789				
CS2	0,777				
CS1	0,748				
STT4		0,839			
STT2		0,782			
STT3		0,756			
STT1		0,719			
NV3			0,737		
NV4			0,710		
NV2			0,688		
NV5			0,677		
NV1			0,674		
HH4				0,744	
HH1				0,718	
HH3				0,702	
HH2				0,665	
HH5				0,598	
TB3					0,791
TB4					0,770
TB1					0,709
TB2					0,697
Eigenvalues					1,852
Phương sai trích					56,992
Bartlett test significance level					0,000
KMO coefficient					0,719

Source: Survey data processing results, 2022

The results of factor analysis exploring independent variables in Table 2 show that:

The value of KMO coefficient is 0.719 > 0.5; Bartlett's test with Sig significance level. = 0.000 < 0.05. This shows that the factor analysis ensures reliability and statistical significance.

The extracted variance reached a value of over 50% and equal to 56.992%, showing that the factors introduced from the exploratory factor analysis in the independent variables explained 56.992% of the variation of the original survey data. .

The Eigenvalues coefficient shows the convergence of the analysis, and this value for the last factor is 1.852 > 1 indicating a high convergence of the factors given from the exploratory factor analysis in independent variables.

Table 3 Results of exploratory factor analysis (EFA) dependent variable

Observable variable	Factor loading factor

SHL3	0,818
SHL4	0,795
SHL2	0,781
SHL1	0,770
Eigenvalues	2,504
Extracted Variance (%)	62,599
Significance level of Bartlett test	0,000
KMO coefficient	0,773

Source: Survey data processing results, 2022

The results of exploratory factor analysis (EFA) of the dependent variable showed that the value of the KMO coefficient was 0.773 > 0.5 with the Sig significance level. = 0.000 < 0.05. This shows that the exploratory factor analysis (EFA) of the dependent variable ensures reliability and statistical significance. With the Eigenvalue criterion of 2,504, more than 1 dependent variable is extracted into 01 factor presented in Table 3.

The extracted variance reached a value of over 50%, and was equal to 62.599%, showing that the factor introduced from the exploratory factor analysis in the dependent variable explained 62.599% of the variation of the original survey data.

The Eigenvalues coefficient shows the convergence of the analysis and this value is 2.504 > 1 which shows the high convergence of the factor given from the exploratory factor analysis in the dependent variable.

Table 4 Pearson correlation coefficient between variables

Correlations

		SHL	HH	NV	TB	STT	AT	CS
SHL	Pearson Correlation	1	.460**	.445**	.382**	-.013	.300**	.279**
	Sig. (2-tailed)		.000	.000	.000	.823	.000	.000
	N	285	285	285	285	285	285	285
HH	Pearson Correlation	.460**	1	-.043	.067	-.006	.043	.106
	Sig. (2-tailed)	.000		.475	.263	.919	.468	.075
	N	285	285	285	285	285	285	285
NV	Pearson Correlation	.445**	-.043	1	-.068	.084	-.094	.018
	Sig. (2-tailed)	.000	.475		.253	.156	.113	.765
	N	285	285	285	285	285	285	285
TB	Pearson Correlation	.382**	.067	-.068	1	-.045	.085	-.154**
	Sig. (2-tailed)	.000	.263	.253		.449	.153	.009
	N	285	285	285	285	285	285	285
STT	Pearson Correlation	-.013	-.006	.084	-.045	1	-.101	.103
	Sig. (2-tailed)	.823	.919	.156	.449		.088	.084

AT	N	285	285	285	285	285	285	285
	Pearson Correlation	.300**	.043	-.094	.085	-.101	1	.050
	Sig. (2-tailed)	.000	.468	.113	.153	.088		.402
	N	285	285	285	285	285	285	285
CS	Pearson Correlation	.279**	.106	.018	-.154**	.103	.050	1
	Sig. (2-tailed)	.000	.075	.765	.009	.084	.402	
	N	285	285	285	285	285	285	285

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

The analysis results in Table 4 show that the independent variables included in the analysis have a strong correlation with the dependent variable, with Pearson coefficients from 0.279 to 0.460. This result is suitable for conducting multivariate regression analysis.

Looking at the results of Pearson correlation analysis in Table 4, the author found that there are 5 independent variables, namely HH, NV, TB, AT and CS with sig values < 0.05, so the author is satisfied. It can be said that these 5 independent variables have a linear correlation relationship with the dependent variable (Suhailong) and the independent variable STT has a value of sig=0.823>0.05 which does not satisfy the condition, meaning there is no relationship. linearly correlated with the dependent variable (SHL). One of the necessary conditions for regression analysis is that the independent variable must be correlated with the dependent variable, so if at this step of correlation analysis, the independent variable is not correlated with the dependent variable, then we remove the independent variable. this out of the regression analysis. Therefore, in this study, the author will continue to include 5 independent variables that meet the conditions in the multiple linear regression analysis.

Table 5. Model Summary (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,858a	0,736	0,731	0,29867	1,666

Source: Survey data processing results, 2022

Table 6. Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.226	5	13.845	155.212	0,000b
	Residual	24.887	279	0,089		
	Total	94.113	284			

Source: Survey data processing results, 2022

Table 7. Summary of regression coefficients

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Standardized Coefficients	Beta			Tolerance	VIF
1	(Constant)	-3.185	0,267		-11.952	0,000		
	HH	0,391	0,029	0,414	13.300	0,000	0,980	1.021
	NV	0,480	0,029	0,512	16.521	0,000	0,986	1.014
	TB	0,352	0,027	0,408	12.968	0,000	0,959	1.043
	AT	0,287	0,032	0,282	9.055	0,000	0,980	1.020
	CS	0,273	0,031	0,275	8.752	0,000	0,959	1.043

Source: Survey data processing results, 2022

The results of multiple regression analysis in Table 7 show that 05 variables (HH, NV, TB, AT, CS) have Sig.= 0.00 < 0.05, so these 5 variables are statistically significant and these 5 variables are all influence on individual customers' satisfaction when shopping at Cong Quynh Co.opmart supermarket, HCMC. The coefficient of determination R^2 (Adjusted R Square) = 0.731, which means 73.1% of the change in individual customers' satisfaction when shopping at Cong Quynh Co.opmart is explained by the independent variables included in the regression model in this study, the remaining percentage is due to other factors not included in the research model and random error.

The Durbin-Watson coefficient of the model is 1.666, approaching the value 2, which shows that there is no correlation between the independent variables in the regression model.

In the ANOVA analysis in Table 7, the Sig. = 0.000<0.05, so the results of ANOVA analysis ensure statistical significance from which the results of regression analysis ensure reliability.

The VIF magnification coefficients of the variables in the model are all less than 2. Therefore, there is no multicollinearity in the model.

The results of testing the hypotheses of the research model have shown that there are 05 variables (HH, NV, TB, AT, CS) all have sig value = 0.00 < 0.05, so the author meets the conditions. conclude that these five independent variables have a linear relationship with the dependent variable - Satisfaction when shopping at Cong Quynh Co.opmart supermarket, HCMC. Thus, the linear regression equation according to the unnormalized Beta coefficient has the following form:
SHL = 0,391*HH + 0,480*NV+ 0,352*TB + 0,287*AT + 0,273*CS

5. CONCLUSIONS AND MANAGEMENT IMPLICATIONS
5.1 Conclusion
From the reference process of previous studies, the author proposes an initial research model with 6 independent variables corresponding to a total of 26 observed variables. Through testing the reliability of the scale using Cronbach's Alpha coefficient, all 6 variables have achieved statistically significant discriminant values. The satisfaction scale was also confirmed, achieving a clear discriminant value. The results of factor analysis from 26 observed variables were extracted into 6 independent variable factors and 1 dependent variable factor to continue with the next analysis. The results of regression analysis and hypothesis testing of the research model show that there are only 5 important factors affecting customer satisfaction when shopping at Co.opmart

Cong Quynh, while the factor " "Convenience of the supermarket" was excluded because it has a P-value of 0.823>0.05 and the factors are ranked in order of influence from high to low, specifically as follows Employees; Commodities; Displaying goods in supermarkets; Safety in the supermarket; Customer care service. Based on the research results, a number of corresponding solutions have been proposed to contribute to improving the quality of goods & services in order to improve customer satisfaction when shopping at Cong Quynh Co.opmart.

5.2 Management Implications

On the basis of the findings and conclusions, in order to best meet and satisfy customer needs, bring satisfaction to customers, the following management implications are proposed for Cong Quynh Co.opmart is constantly improving factors such as (1) Commodities; (2) Employees; (3) Displaying goods in supermarkets; (4) Safety in the supermarket; (5) Customer care service.

Employees

Employees are the factor that has the greatest influence on customer satisfaction when shopping at Cong Quynh Co.opmart supermarkets, so Cong Quynh Co.opmart in the recruitment process in addition to focusing on recruiting qualified employees With professional knowledge and high technology, it is also necessary to focus on employees with good communication skills, a very considerate, warm and polite customer service attitude. In addition, Cong Quynh Co.opmart also needs to focus on training skills for employees, open short-term training courses, invite experts in training professional skills and communication skills for employees. Regularly organize seminars and group meetings so that managers and employees can exchange and learn from each other's experiences. Nowadays, supermarkets with professional sales staff will attract more customers to shop. Therefore, in order to meet and satisfy the needs of customers in the best way, supermarkets must constantly build a team of very professional sales staff, uniforms must be very neat, service attitude courteous and polite, always respecting customers and ready to provide full information about goods, enthusiastically and fully answer customers' questions quickly in order to improve customer satisfaction. .

Commodities

Commodities are the second most influential factor on customer satisfaction when shopping at Cong Quynh Co.opmart supermarkets, so Cong Quynh Co.opmart needs to pay special attention to this factor. Cong Quynh Co.opmart needs to strengthen and strictly control the labels and labels of goods being sold in supermarkets. Cong Quynh Co.opmart must commit to customers that supermarkets only sell genuine goods. Any goods that customers buy at the supermarket are considered poor quality, unclear origin, fake goods, fake goods, the supermarket will be fully responsible and compensate adequately.

Displaying goods in supermarkets

This is the third most influential factor on customer satisfaction when shopping at Cong Quynh Co.opmart supermarkets, so Cong Quynh Co.opmart needs to pay special attention to this factor. Supermarkets need to consider arranging and arranging more spacious and airy aisles to create a comfortable feeling for customers when shopping at the supermarket. A reasonable way to display goods to help customers easily find products, beautiful and orderly presentation of goods, clear

signs of goods, spacious aisle layout are also factors that bring satisfaction to customers. customer satisfaction when shopping at the supermarket.

Safety in the supermarket

This is the factor that has the fourth largest influence on customer satisfaction when shopping at Cong Quynh Co.opmart supermarkets, so Cong Quynh Co.opmart needs to pay special attention to this factor. In order to improve customer satisfaction with the supermarket's brand and products, the supermarket needs to improve its home delivery service for customers. Ensure that the quantity of goods purchased by the customer when delivered is not lost. Strengthen strict control of the input stage. Goods must be labeled with detailed labels, clearly stating the origin, production date and expiry date for customers to see clearly. Commodities ensure quality and ensure food safety and hygiene, especially fresh and frozen products.

Customer care service

This is the factor that has the fifth largest influence on customer satisfaction when shopping at Cong Quynh Co.opmart supermarkets. Supermarkets need to give the best incentives to customers who are members who often shop at the supermarket. Supermarkets need to have a strategy to constantly improve customer care services to create trust and customer loyalty for the Cong Quynh Co.opmart brand. Cong Quynh Co.opmart needs to build many really attractive promotions. Promotion needs of customers are unlimited, customers need to be served more than the current level of the supermarket. Therefore, in order to attract and retain customers, supermarkets need to implement various forms of promotions, discounts, develop sales policies, attractive customer care services, and a team of sales staff. Professional and polite, goods must ensure quality, food hygiene and safety meet high standards.

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