CUSTOMER SATISFACTION OF SATRAFOODS CONVENIENCE STORE OF HOCHIMINH CITY: BASIS FOR MARKETING STRATEGY

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ABSTRACT
If in 2013, the Vietnam retail market in the atmosphere lively competition, in 2014, businesses not only in the fight for open chain stores but by the demands of the market and the growth of online business has posed numerous challenges for enterprises in improving quality of service and changing the business model. Vietnam's retail market is currently dominated by foreign companies and strongest domestic retail companies. The retail concept will make retail wars in Vietnam market became intense, but it is not, itself brought many changes breakthrough and certainly, Vietnam remains potential market retail in the future.

This research is mainly focused on the seven hypotheses and issues come from the convenience-store chain of SATRA. The seven hypotheses are very important to determine the effectiveness of customer satisfaction to the company business. Additionally, the realistic questionnaires and research will be made from different respondents including customers and experts in retail business.

In this research, the author would like the readers to read the discussions, evaluations and recommendations about SATRA. The purpose is to evaluate how SATRA can overcome its own problems by improving customer information system, understanding customer insight, and improving seven factors from given hypotheses in Vietnam market and how can its success? The effective strategies also will be applied to develop and maintain the effective improvement of business operation in the SATRA's organization.

Besides that, the author will use primary data and secondary data to collect the information and apply questionnaires to do the research according to academic objectives and SATRA's requirements. The methodologies from this research have been chosen from the past brilliant research papers in the last 15 years to collect important and realistic ideas about methodologies that have been used by professional researchers in analyzing and discussing relevant issues..

Keywords: Satrafoods, Convenience Store, Customer satisfaction of Satrafoods.

1. INTRODUCTION

In 2/11/1995, Saigon Trading Group (called SATRA Group) was established under Decision No. 7472 / QD-UB-NCVX of Ho Chi Minh City People's Committee. Then, SATRA has been honoured by the Prime Minister for Special Business ranking, the mainstay of the national

economy and reports directly to the Government. At this time, SATRA managed 27 members of governmental enterprises in manufacturing sector - trades are operating in the Ho Chi Minh City. The overview of SATRA will be presented as follows.

- Vision: Become the strongest company in convenience-store chain of Vietnam market.
- Mission: To bring the comfortable and convenience to every customer in Vietnam.
- Goals**:** Achieve sustainable development with sustainable competitive advantages.
- Objectives: Having more than 200 convenience-store chain from 2015-2020.
- Number of employees: More than 12,000 employees.
- Ownerships: SATRA is state-owned company.
- Capitalization: in 2014, the SATRA is running its business with $450 million.

In 2010, SATRA changed from state enterprises into single member limited liability Company. Then in 2011, SATRA opened 06 convenience food stores Satrafoods and started to penetrate the *convenience-store* market in Vietnam. Although SATRA is new to the retail market, however the company is quite good in using its own resources and creativity to build its *convenience-store chain* successfully such as Satrafoods model one-stop shopping of Satra Pham Hung Shopping Mall. Besides, supplied by the member companies to develop the convenience-store chain is one of their cores competitive advantages aim to satisfy the buying needs from customers in order to increase market share of SATRA. Thus, identifying customer satisfaction is the main task of this research to provide proper marketing strategies for future development at Satrafoods.

SATRA is one of the leading business corporations in Vietnam with the revenue in 2013 was $2.0 billion, and with more than 16,000 staffs (Satra, 2015). Satrafoods is a convenience-store chain with approximately 2000 products with 80% are processed food, frozen food, frozen vegetables, and seafood, and the remaining 20% are nonfood products consist of cosmetics and other consumer goods (Satra, 2015). Also, they have about 60 convenience stores in all districts of Ho Chi Minh City.

In order to improve the brand image, Satrafoods convenience-store chain is developed at the same time with supermarket Satramart, Centre Mall in all areas of the Ho Chi Minh City. In fact, development of the convenience-store chain plays an important role in creating job for people and brings a large amount profit for the SATRA Group. The location of 63 (60 Satrafoods convenience-store, 1 Satra Bakery & Coffee, 2 Satrafoodcourt) convenience-store chain will be presented as follows.

1.   Satrafoods Hung Vuong: 347-353 Hung Vuong Street, Ward 9, District 10.
2.   Satrafoods: 107 Nguyen Tat Thanh Street, Ward 13, District 4.
3.   Satrafoods Ton Dan: 359A Ton Dan Street, Ward 15, District 4.
4.   Satrafoods Street 41: 46-48 Street 41, Ward 6, District 4.
5.   Satrafoods Le Van Linh: 48-50 Le Van Linh Street, Ward 12, District 4.
6.   Satrafoods Tran Quy: 206-208 Tran Quy Street, Ward 6, District 11.
7.   Satrafoods Lac Long Quan: 224 Lac Long Quan Street, Ward 10, District 11.
8.   Satrafoods Binh Thoi: 166 Binh Thoi Street, Ward 14, District 11.
9.   Satrafoods Hoa Sen: Ground Floor Hoa Sen Apartment, Ward 10, District 11.
10.   Satrafoods Xo Viet Nghe Tinh: 175-177 Xo Viet Nghe Tinh Street, Ward 17, Binh Thanh District.
11.   Satrafoods No Trang Long: 167A No Trang Long Street, Ward 12, Binh Thanh District.

12.   Satrafoods No Trang Long 2: 462 No Trang Long Street, Ward 13, Binh Thanh District.
13.   Satrafoods Phan Chu Trinh: 49-51 Phan Chu Trinh Street, Ward 14, Binh Thanh District.
14.   Satrafoods Pham Van Hai: 187 Pham Van Hai Street, Ward 5, Tan Binh District.
15.   Satrafoods Au Co: 129 Au Co Street, Ward 13, Tan Binh District.
16.   Satrafoods Phan Huy Ich: 68 Phan Huy ich Street, Ward 15, Tan Binh District.
17.   Satrafoods Lac Long Quan: 902 Lac Long Quan Street, Ward 8, Tan Binh District.
18.   Satrafoods Au Co 2: 244 Au Co Street, Ward 9, District Tan Binh.
19.   Satrafoods Tran Hung Dao: 744 Tran Hung Dao Street, Ward 2, District 5.
20.   Satrafoods Chau Van Liem: 20-22 Chau Van Liem Street, Ward 10, District 5.
21.   Satrafoods Quang Trung:393 Quang Trung Street, Ward 10, Go Vap District.
22.   Satrafoods Le Van Tho: 492 Le Van Tho Street, Ward 16, Go Vap District.
23.   Satrafoods Nguyen Hong: 15 Nguyen Hong Street, Ward 1, Go Vap District.
24.   Satrafoods Thong Nhat: 551 Thong Nhat Street, Ward 16, Go Vap District.
25.   Satrafoods Le Duc Tho: 247 Le Duc Tho Street, Ward 7, Go Vap District.
26.   Satrafoods Nguyen Van Cong: 512 Nguyen Van Cong Street, Ward 3, Go Vap District.
27.   Satrafoods Do Xuan Hop: 315 Do Xuan Hop Street, Phuoc Long Ward, District 9.
28.   Satrafoods Le Van Viet: 252 Le Van Viet Street, Tang Nhon Phu Ward, District 9.
29.   SatrafoodsKha Van Can: 1182 Kha Van Can Street, Linh Chieu Ward, Thu Duc District.
30.   Satrafoods Huynh Tan Phat: 639 Huynh Tan Phat Str, Phu Thuan Ward, District 7.
31.   Satrafoods Street 17: 6-8 Street 17, Tan Kieng Ward, District 7.
32.   Satrafoods Le Van Luong: 353 Le Van Luong Street, Tan Quy Ward, District 7.
33.   Satrafoods Ngoc Lan: A2 Ground floor Ngoc Lan Apartment, Phu Thuan Ward, District 7.
34.   Satrafoods Le Trong Tan: 262 Le Trong Tan Street, Tay Thanh Ward, Tan Phu District.
35.   Satrafoods Luy Ban Bich: 462 Luy Ban Bich Street, Hoa Thanh Ward, Tan Phu District.
36.   Satrafoods Thach Lam: 119 Thach Lam Street, Hiep Tan Ward, Tan Phu District.
37.   Satrafoods Nguyen Thi Tu: Nguyen Thi Tu Street, Binh Hung Hoa B Ward, Binh Tan District.
38.   Satrafoods Tinh Lo 10: 320A Tinh lo 10 Street, Binh Tri Dong Ward, Binh Tan District.
39.   Satrafoods 101A-103 Street 1, Binh Hung Hoa A Ward, Binh Tan District.
40.   Satrafoods Phan Dang Luu: 163 Phan Dang Luu Street, Ward 2, Phu Nhuan District.
41.   Satrafoods Le Thi Rieng: 2-4-6 Le Thi Rieng Street, Ben Thanh Ward, District 1.
42.   Satrafoods Le Loi: 74 Le Loi Street, Ben Thanh Ward, District 1.
43.   Satrafoods Nguyen Hue: 103 Nguyen Hue Street, Ben Nghe Ward, District 1.
44.   Satrafoods Dong Khoi: 32 Dong Khoi Street, Ben Nghe Ward, District 1.
45.   Satrafoods Luong Huu Khanh: 12 Luong Huu Khanh Street, Pham Ngu Lao Ward, District 1.
46.   Satrafoods Le Thanh Ton: 204-206 Le Thanh Ton Street, Ben Thanh Ward, District 1.
47.   Satrafoods Duong Ba Trac: 236-238 Duong Ba Trac Street, Ward 2, District 8.
48.   Satrafoods Pham The Hien: 803-805 Pham The Hien Street, Ward 4, District 8.
49.   Satrafoods Hung Phu: 789-791 Hung Phu Street, Ward 9, District 8.
50.   Satrafoods Da Nam: 52 Da Nam Street, Ward 2, District 8.
51.   Satrafoods Ba Hom: 195-197 Ba Hom Street, Ward 13, District 6.
52.   Satrafoods Nguyen Van Luong: 278A Nguyen Van Luong Str, Ward 12, District 6.
53.   Satrafoods Hai Thuong Lan Ong: 177 Hai Thuong Lan Ong Str., Ward 13, District 6.

54.   Satrafoods Tan Hoa Dong: 242 Tan Hoa Dong Street, Ward 14, District 6.
55.   Satrafoods Vo Van Tan: 455 Vo Van Tan Street, Ward 5, District 3.
56.   Satrafoods Le Van Khuong: 304A-304B Le Van Khuong Street, Tan Thoi Hiep Ward, District 12.
57.   Satrafoods Nguyen Van Qua: 1/64 Nguyen Van Qua Street, Tan Hung Thuan Ward, District 12.
58.   Satrafoods Huong Lo 2: 328 Huong Lo 2 Street, Phuoc Vinh An Ward, Cu Chi Distric 11
59.   Satrafoods Nguyen Duy Trinh: 137 Nguyen Duy Trinh Street, Binh Trung Tay W District 2.
60.   Satrafoods Ba Trieu: 97/7D Ba Trieu Street, Hoc Mon Ward, Hoc Mon District.

2.BACKGROUND OF THE STUDY

If in 2013, the Vietnam retail market in the atmosphere lively competition, in 2014, businesses not only in the fight for open chain stores but by the demands of the market and the growth of online business has posed numerous challenges for enterprises in improving quality of service and changing the business model.

Vietnam's retail market is currently dominated by foreign companies and strongest domestic retail companies. The retail concept will make retail wars in Vietnam market became intense, but it is not, itself brought many changes breakthrough and certainly, Vietnam remains potential market retail in the future.

From the report of GENERAL STATISTICS OFFICE of VIET NAM (2015), Vietnam is a country with a large population, over 90 million people, of which a high percentage of young people. This is the first advantage for favorable retail industry development, by its ability to change consumer habits easily formed the majority in this industry. Involves changing consumer habits, young people will have the time to stick with new brands in the market, so the retail chain will focus on customers first.

Besides, many people believe that the retail industry in Vietnam is developing small-scale fragmentation in retail, consumers are not shopping in the retail industry, however, with the international brand, this is a signal of potential future market, and a trend may be anticipated.

The potential of the Vietnam retail market is also reflected in the absence of many re competitors. Naturally, Vietnamese enterprises cannot rival the foreign retail giants, but the big guns have significant global brands in Vietnam only Metro and Big C exist. Really this is a land of great potential and competitiveness is not high.

The potential is so, but invisible, perhaps, that potential will attract more foreign retail enterprises to seek business opportunities in Vietnam, made Vietnamese brands will encounter many of the challenge.

The most recent event that is the transfer of Metro Vietnam under Berli Jucker Corporation (BJC), a big retail group of Thailand, this caused concern about the landing of Thai products in Vietnam market, giving rise to situations of Vietnamese brands will be overshadowed by retail chain foreign retail. Earlier, a series of well-known foreign brands have entered the Vietnamese market such as Robinsons (Thailand), AEON (Japan), etc.

The retail group also deployed operations and many joint ventures as Saigon Co.opMar and FairPrice (Singapore), the presence of local supermarket chain such as Ocean Mart, Hiway,etc.

In 2014, modern retail channels of Vietnam account for only 15% of the retail system in the

country, while the rate in other countries in the region this figure up to 50%. In the near future, this segment is growing as the income of the middle class gradually increased, and foreign firms targeting this market segment. According to the companies surveyed, evaluated Niesel market, HCMC has over 500 convenience stores in which 60% by foreign corporations investing. These businesses have many advantages in capital, branding, networking, sales skills, advocacy advertising, listing and selling rates, measurable, safety, etc.

The challenge for Vietnam's enterprises from situation of no or less competition on the retail market becomes fiercer competition. However, this will be the chance for screening removes thinking now "eating away" and consumers will benefit from this. In order to sustain and grow, businesses need to have the study consumer trends in the country and around the world to guide development for the retail sector in the context of the world economic situation and demand changing consumer.

In conclusion, the research topic about convenience-store can help the author and Satrafoods Company to understand more about the current retail market in Vietnam and give some useful recommendations for the company.

3.THEORETICAL FRAMEWORK

The customer equity literature provides the basic rationale for investing in customer relationships. There is increasing recognition of the importance of managing customer relationships and customer assets. Marketing has moved from a brand-centered focus to a customer-centered approach. Hogan, Lemon, and Rust (2002) argue that the ability to acquire, manage, and model customer information is key to sustaining a competitive advantage. Berger and colleagues (2002) develop a framework to assess how customer database creation, market segmentation, customer purchase forecasting, and marketing resource allocations affect customers' lifetime value to the firm. Hogan and colleagues (2002) extend this work and provide conceptual support for linking customer assets (in terms of customer lifetime value) and financial performance. As we can see, marketing now is not only focus on the brand of the company but it also focuses on the customer who can decide the profit of the company. One of the most important things of marketing result is to enhance the customer satisfaction for the company.

Over the last decade, a considerable amount of research has investigated the relation between customer satisfaction and loyalty (Oliver, et al. 2004). Prior research has suggested that customer loyalty is largely influenced by attitudes toward brands and emphasizes the effective management of brand attitudes (Chaudhuri & Holbrook, 2001; Fournier &Yao, 1997; Keller, 2003). Retail industry is developing in Vietnam market and still has a lot of opportunities for companies to compete and gain more market share. Actually, there are not too many local studies that analyze the retail market in Vietnam especially the convenience-store chain. However, there are some foreign studies that analyzed the convenience-store chain effectively. They both indicated the importance of using proper customer information system to manage the retail store and improving customer service to meet customer satisfaction aim to improve the profits.

According to the report from SATRA, it has stated that the customer information system is quite important for any organization in the world to build and store electronic data and support management decisions. The company is lacking a good customer information system to collect information and data from customer properly. In general, customer information system is becoming a tool to share information with others within the organization. It is also used to store in
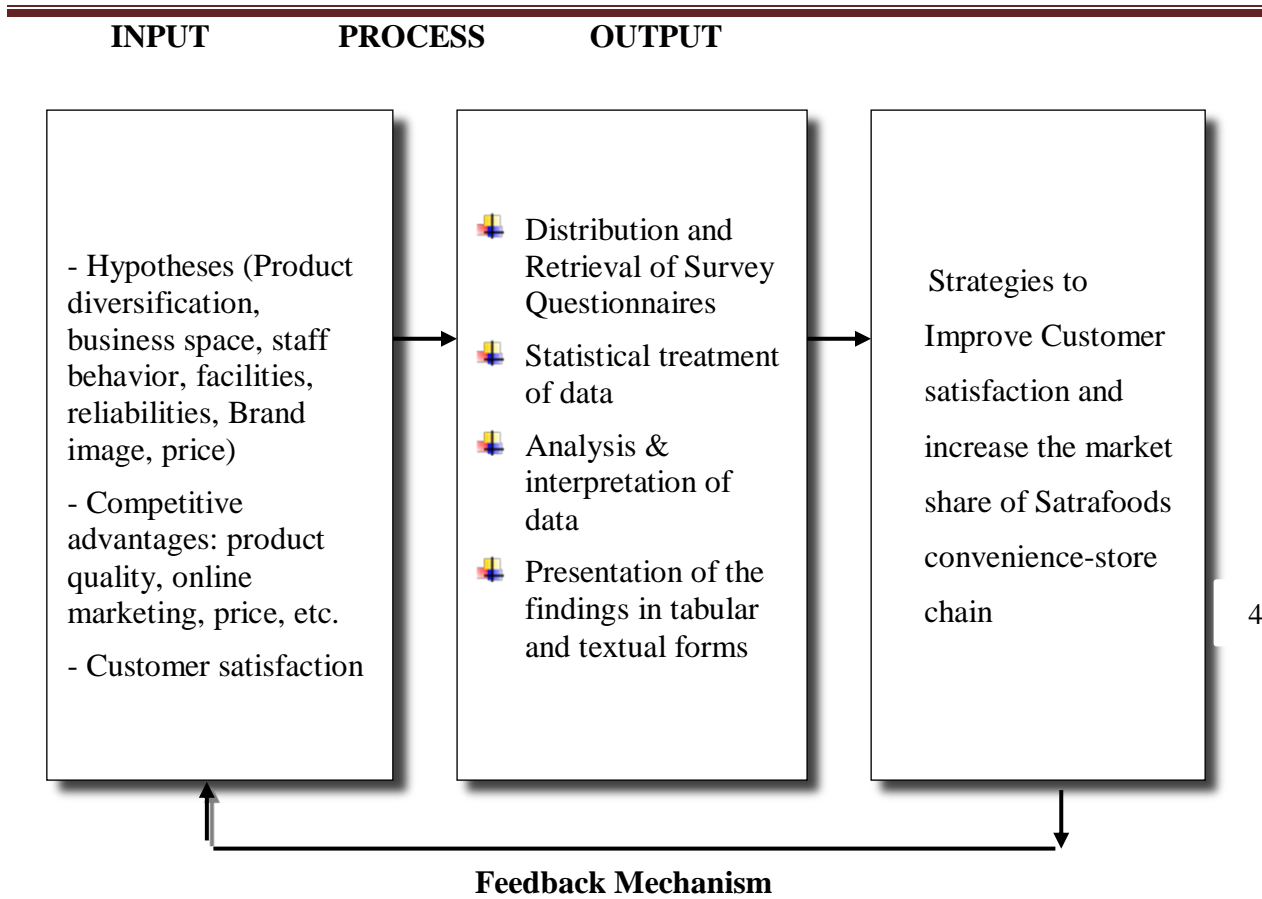
customer information, so company like Satrafoods can understand more about its customers and their buying behavior.

Additionally, customer information system is mainly used to transfer information, store data, and is expected as a tool to connect people in the organization with their required information. This point shows that it's quite important to use customer information system for management. Besides that, customer information system is also responsible for processing a large amount of data to give effective decision making (Aakhus Mark et al, 2014). There are different types of factors which influence the customer information system management including technology issues, budget, security of data issues, involvement of management, the accuracy of output, flexibility of the systems, etc.

Porter Five Forces and Competitive advantages (Porter, 2008) model are the two popular theories that show both the competitive advantages of the company and its competitors, customers, suppliers, etc. The Porter Five Forces model is a useful tool that can help Satrafoods to identify their threats, opportunities, strengths, and weaknesses. Besides, this model also helps Satrafoods to understand their customer power, and supplier powers aim to implement appropriate marketing and customer service strategies. Additionally, the competitive advantages model is responsible for determining the core competitive advantages of Satrafoods and help the company to change toward positive ways aim to gain proper competitive advantages.

As mention above, in this study the customer satisfaction and the importance of customer information system, management needs to be identified. This study will analyze the situation of customer service, management and logistic system strategies of Satrafoods in Vietnam market. Also, the prediction of the future trend and strategies, and the competitive advantages for Satrafoods will be mentions aim to meet the requirements effectively. Furthermore, this study is going to provide proper knowledge and strategies from the result of data analysis for the retail company in order to develop the retail industry in Vietnam.

4.CONCEPTUAL FRAMEWORK

INPUT	PROCESS	OUTPUT

- Hypotheses (Product diversification, business space, staff behavior, facilities, reliabilities, Brand image, price) - Competitive advantages: product quality, online marketing, price, etc. - Customer satisfaction	⬇ Distribution and Retrieval of Survey Questionnaires ⬇ Statistical treatment of data ⬇ Analysis & interpretation of data ⬇ Presentation of the findings in tabular and textual forms	Strategies to Improve Customer satisfaction and increase the market share of Satrafoods convenience-store chain

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Feedback Mechanism

5. LITERATURE REVIEW

Firstly, the customer satisfaction and competitive advantage of the company must be defined.

Building on the assumptions that strategic resources are heterogeneously distributed across firms and that these differences are stable overtime, Barney (2007) examines the link between firm's resources and sustained competitive advantage. Four empirical indicators of the potential of firm's resources to generate sustained competitive advantage — value, rareness, inimitability, and non-substitutability — are discussed. The model is applied by analyzing the potential of several firms' resources for generating sustained competitive advantages. The article concludes by examining implications of firms' resource model of sustained competitive advantage for other business disciplines.

In Barney (2007), firms' resources include all assets, capabilities, organizational processes, firm's attributes, information, knowledge, etc. controlled by a firm that enables the firm to conceive and implement strategies to improve its efficiency and effectiveness. In this article, a firm is said to have a competitive advantage when it is implementing a value creating strategy not simultaneously being implemented by any current or potential competitors. Furthermore, a firm is said to have a sustained competitive advantage when it is implementing a value creating strategy not simultaneously being implemented by any current or potential competitors and when these other firms are unable to duplicate the benefits of this strategy (Barney, 2007). Barney (2007) further argues that to have the potential to generate competitive advantage, a firm's resource must

have four attributes: (a) it must be valuable, in the sense that it exploits opportunities and/or neutralizes threats in a firm's environment; (b) it must be rare among a firm's current and potential competition; (c) it must be imperfectly imitable; and (d) there cannot be strategically equivalent substitutes for this resource.

Customer satisfaction is a measure of how an organisation's total product performs in relation to set of customer's expectations. (Hill, N., & Alexander, J. 2006) Customer satisfaction depends on the product's perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied and delighted. (Armstrong& Kotler, 2010) Most of the companies make a huge mistake, when they are not paying enough attention to their customer satisfaction. Keeping customers satisfied is the best competitive advantage against competitors. Customers are loyal, prepared to pay more and are excellent external marketers.

Here is a list of the reasons for developing long-term relationships with customers:

Acquiring new customers can cost 5 to 10 times more than the costs involved in satisfying and retaining current customers.

Loyal customers tend to spend more and cost less to serve.

Satisfied customers are likely to recommend your products and services Advocates of a company are more likely to pay premium prices to a supplier they know and trust.

Retaining exiting customers prevents competitors from gaining market share.

A 5 percents reduction in the customer defection rate can increase profits by 25 to 85 percents, depending on the industry (Sarah Cook, 2010).

Exceeding the value offered by competitors is the key to marketing success. Consumers decide upon purchases on the judgements about the values offered by suppliers. Once the product is bought, customer satisfaction depends upon its perceived performance compared to the buyer's expectations. Customer satisfaction occurs when perceived performance matches or exceeds expectations. Expectations are formed through post-buying, experiences, and discussions with other people, and suppliers marketing activities. Companies need to avoid the mistake of setting customer expectations too high through exaggerated promotional claims since this can lead to dissatisfaction if performance falls short of expectations. David Jobber (2010) suggested that customer satisfaction research is focused on company's current customers to clear up functionality in proportion to customer's expectations. Amount of - or repeatedly happening purchasing doesn't always talk about customer's satisfaction. Customer may buy product, because there is not better available, or he / she doesn't know any other alternatives. In this kind of case, customer is not committed to a company or a product but moves over to another alternative as soon as it will be available.

Research measures total customer satisfaction and divisions of it, e.g., products, price, quality, customer service etc. Most important is that research is reliable, repeated often, results are analyzed, and problematic points are solved.

6.METHODOLOGY USED

In this research, the researchers focus on analyzing quantitative data by providing a survey through email and paper. The researcher used twenty questions to ask respondents about different things related to customer satisfaction, logistic and management system in Satrafoods convenience-

store chain. There are 300 respondents who are invited to answer these questions. From the respondents, there are some professional persons who are from different management level in Satrafoods convenience-store chain and working in many businesses of the company, and there are some staffs who are working for Satrafoods from different location in the city. Therefore, the researcher would like to make sure this research is conducted properly with proper respondents. Additionally, the researcher used both of primary data (survey) and secondary data from other research papers as presented in literature review chapter discuss and analysis.

7. RESULT

Summary on Respondents Assessment on Customer Satisfaction of Satrafoods Convenience Store of HOCHIMINH

Criteria	Weighted Mean	Verbal Interpretation	Rank
1. Image	3.58	Satisfied	4.5
2. Space of Store	3.54	Satisfied	8
3. Reliability	3.55	Satisfied	7
4. Product Diversification	3.72	Satisfied	2
5. Price	3.88	Satisfied	1
6. Facilities	3.58	Satisfied	4.5
7. Store Image	3.71	Satisfied	3
8. Customer Satisfaction	3.57	Satisfied	6
Overall Mean	3.64	Satisfied	

Significant Difference on Customer Satisfaction of Satrafoods Convenience Store of HOCHIMINH City

Criteria	T-test		
	t-value	Int.	Decision
1. Image	0.22	NS	Accept H_o
2. Space of Store	0.14	NS	Accept H_o
3. Reliability	0	NS	Accept H_o
4. Product Diversification	0.19	NS	Accept H_o
5. Price	0.24	NS	Accept H_o
6. Facilities	0.23	NS	Accept H_o
7. Store Image	0.11	NS	Accept H_o

8. Customer Satisfaction	0.13	NS	Accept H_o
Total t-value	0.28	NS	Accept H_o

Significant Relationship between Demographic Profile and Customer Satisfaction of Strafoods Convenience Store of HOCHIMINH City

Profile	x^2	df	cv at 5%	Inter.	Decision
Age	29.31	16	26.296	S	Reject H_0
Gender	3.22	4	9.488	NS	Accept H_0
Income	28.76	16	26.296	S	Reject H_0
Educational Attainment	29.31	16	26.296	S	Reject H_0

Based on the result of the study, what strategies maybe proposed?

The researcher proposed the following strategy model.

INSIDE	MANAGEMENT OF CONVENIENCE STORE		OUTSIDE
1. Image			
2. Spaces of Store			
3. Reliability			
4. Product Diversification	Overall	Customers	1.Economy
5. Price	Satisfaction		2. Government Policy
6. Facilities			3. Customers Welfare
7. Store Image			
8. Customer Satisfaction			

8.FINDINGS

The findings of the study are presented hereunder:

1. Profile of the respondent of the study

1.1 Age. The largest group of the respondents is the age bracket of 36-49 (107) or 42 percent; 104 or 41.43 percent belongs to 25-35 years old; 22 or 8.77 percent belongs to 50 years and above, and 18 or 7.17 percent belongs to age bracket of 16-24 years old.

1.2 Gender. The respondent is dominated by male with 202 or 80.48 percent and female with 49 or 15.52 percent only.

1.3 Income. As to income the largest group of respondent has income bracket of 15-24 million VND (105), or 41.03 percent followed by 14 million VND and below (9l) or 36.25 percent and the lowest is 25 million VND and above (55) or representing 21.9l percent of the total respondents of the study.

1.4 Educational Attainment. Majority of the respondents are university graduate (113) or 45.02 percent, college graduate (88) or 35.06 percent followed the high school graduate (49) or 19.52 percent and the least is post graduate (l) or 0.4 percent of the total respondent of the study.

2. On how the respondents assess the customers satisfaction of Satrafood Convenience Store of Hochiminh City.

2.1 Image (physical arrangement of the store). The four (4) criteria of assessment were all rated as satisfied with a composite weighted mean of 3.58.

2.2 Space of Store. The respondent asses the four (4) criteria of the customers satisfaction store of Hochiminh City as indicated with a composite weighted mean of 3.54 rated as satisfied.

2.3 Reliability. Of the four (4) criteria of assessing the reliability of Satrafood Convenience Store by the respondents were all rated as satisfied with a composite weighted mean of 3.55 rated as satisfied.

2.4 Product Diversification. Of the four (4) criteria in the assessment of the customers satisfaction related to product diversification of Satrafood Convenience Store, the respondent considered all the four criteria as satisfied with a composite weighted mean of 3.72 rated as satisfied.

2.5 Price. Price as factor in measuring customer satisfaction of Satrafood Convenience Store under three criteria were all considered as satisfied with a composite weighted mean of 3.95 rated as satisfied.

2.6 Facilities. As manifested in the assessment of the respondents of the five (5) criteria in measuring customers satisfaction to facilities of Satrafood Convenience Store were considered satisfied with a composite weighted mean of 3.58 rated satisfied.

2.7 Store Image. Image component factor in determining customers satisfaction of Satrafood Convenience Store relate to employee's hospitality skill and behavior which was assessed by three criteria with a composite weighted mean of 3.71 rated as satisfied.

2.8 Customers satisfaction. This factor reflects what the store could offer to their customer. Out of the five (5) criteria all were considered as satisfied with a composite mean of 3.57 rated as satisfied.

As a summary the eight (8) factors considered in determining consumers satisfaction of Satrafood Convenience Store in Hochiminh City is rated as satisfied with an overall weighted mean of 3.88.

Taking into account the outcome of the eight (8) factors of measuring customers satisfaction of Satrafood Convenience Store, management of convenience store should come up with a strategy to improve the level of their customer satisfaction taking into account the outside and inside factors in the management of a store.

9.CONCLUSION

In the light of the findings, the following are the conclusion drawn.

1.Most of the respondents are below 50 year old, male, college graduates and income bracket of fifteen to fourteen million VND.

2.Consistent of the two group of respondents perception of customers satisfaction of Satrafood Convenience Store of Hochiminh City taking into account assessment of the eight (8) factors such as image, space of store, reliability, product diversification, price, facilities, storage

image, and customers satisfaction.

     3.There is no significant difference with regards to the customers satisfaction based from the assessment of the respondents.

     4.There is significant relationship between respondent demographic profile and customers store except for gender registering no relationship. However, considering as a whole there is a significant relationship.

     5.As a strategy to attain customers satisfaction of Satrafood Convenience Store of Hochiminh City, requires the need to align both the external and internal factors that influence customer satisfaction.

10. RECOMMENDATION

Based on the findings and conclusion drawn, the researcher offers the following:

1.To ensure highest level of customer satisfaction of Satrafood Convenience Store of Hochiminh City, management should maintain transparency and openess to customers.

2. For a fast transaction and/or services to be rendered, social media marketing must be introduced.

3.The proposed strategy to attain customers satisfaction of Satrafood Convenience Store must be fully observed which will serve as resource tool for store management, government, and customers.

4.The need for further studies be undertaken as parallel studies using different setting and set of variables.

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