

Research on Customer Satisfaction of Logistics Enterprises based on SPSS-Beijing RXRH Customs Co., Ltd.

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Abstract: This paper studies the customer satisfaction of Beijing RXRH Customs Co., Ltd., and constructs the evaluation index system of the company's customer satisfaction from the target layer, the criterion layer and the scheme layer. The research data are obtained by questionnaire survey and analyzed by SPSS20.0 software. The average value of the company's overall customer satisfaction is 3.588. It is slightly lower than the overall satisfaction of China's express delivery service in 2020. Finally, according to the problems, some suggestions are put forward to improve the customer satisfaction of the enterprise.

1 INTRODUCTION

At present, the competition in China's logistics market is very fierce. Beijing RXRH Customs Declaration Co., Ltd., the research object of this paper, is a small logistics company, which was founded in 2001, specializes in general cargo logistics business, the head office is located in Beijing. It has branches in Tianjin, mainly covering Beijing, Tianjin, Hebei and many provinces in northern China. To provide customers with customs agents, customs advice, cargo transport, handling handling. In this paper, through in-depth understanding of the problems existing in the service of the enterprise, mainly from the corporate image, service quality, staff quality, service price, customer complaints, customer loyalty and other aspects of design research indicators, through questionnaire survey to understand the specific aspects of customer satisfaction that need to be improved, from the areas most concerned by customers to increase investment for continuous improvement. Strengthen the company's competitive advantage.

2 RESEARCH METHODS

2.1 Meaning of Customer Satisfaction

Consumer Satisfaction is also known as Customer Satisfaction Index. It is the abbreviation of customer satisfaction survey system in all service industries, and it is the matching degree between customer expectations and customer experience. Logistics service quality is mainly determined by customer satisfaction, which is measured by setting specific indicators (Wang, Shan 2005). These specific indicators are relatively easy to collect and valid results can be obtained using reasonable analytical methods.

2.2 Customer Satisfaction Index Model

The idea of customer satisfaction began in the middle of the 20th century. From 1989 to 1993, the American Quality Association found the American Customer Satisfaction Index model with five aspects, which is currently the most extensive national index model in the world. The American Customer Satisfaction Index model is a macro indicator model for the quality of economic output and is the most widely used theoretical model of satisfaction at present, with a total of six indicator variables, as shown in Figure 1.

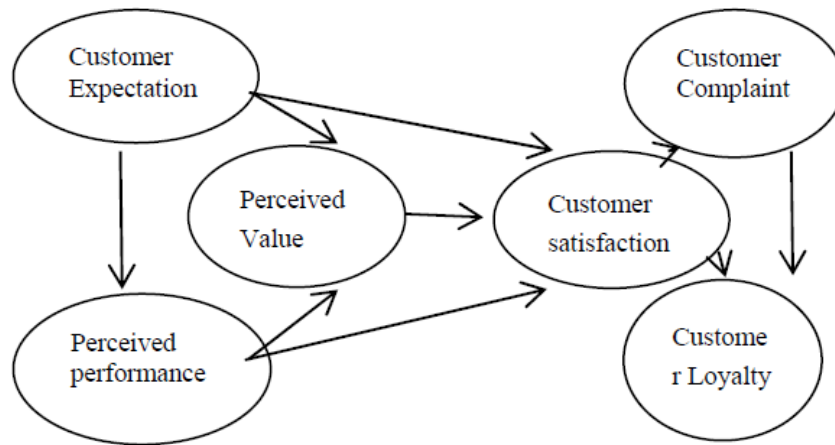


Figure 1: ACSI.

3 CONSTRUCTION OF CUSTOMER SATISFACTION EVALUATION INDEX SYSTEM

3.1 Establishment of Customer Satisfaction Evaluation Index System

Based on the literature of customer satisfaction, this paper determines the main influencing factors of customer satisfaction. Customer satisfaction evaluation index system of Beijing RXRH Customs Declaration Co., Ltd. The first level of target layer index is satisfaction, the second level is six criterion layer indexes, and the third level is scheme layer indexes. The company's customer satisfaction evaluation index system is constructed, as shown in Table 1.

Table 1: Customer Satisfaction Evaluation Index System of Beijing RXRH Customs Co., Ltd.

Target layer indicator	Criterionlayer indicator	Scheme layer indicator
Satisfaction evaluation	Corporate Image	Enterprise Reputation
		Brand awareness
		Financial Capacity
	Quality of service	Inventory loss and difference rate
		Advancement of Information System
		Punctuality of delivery
	Employee Quality	Professional Service Level
		Service Attitude

index system		Service Initiative
	Service Price	Rationality of service cost
	Service fee market competitiveness	
Customer complain	Customer complaint channel smoothness	
	Timeliness of customer complaint resolution	
	Satisfaction of problem solving	
Customer Loyalty	Customer Referral	
	Possibility to consume again	
	Possibility of long-term cooperation	

- Corporate image

Corporate image is one of the important indicators for customers to choose a company. Customers are more willing to choose a company with a good corporate image, and after customers experience the service, they will reposition the company's image (Xu 2014).

- Service quality

The core of logistics services provided by the company to customers is service quality. The evaluation of customer satisfaction is mainly based on service quality, which is the embodiment of comprehensive strength (Wang 2013). High quality service quality makes enterprises have strong competitiveness.

- Staff quality

Service personnel directly affect customer satisfaction evaluation, and the quality of service personnel is the guarantee of the company's reputation.

- Service price

Service price is the time, energy, cost and other consumption used by customers in the company's logistics services. It is not only limited to the form of currency, but also can be understood as the customer's value perception of Beijing RXRH Customs Declaration Co., Ltd.

- Customer complaints

Customer complaints are that customers are not satisfied with the company's service. Customer complaints are a bad thing, but if they can be seriously analyzed and dealt with, it can raise an alarm for the company and increase employee awareness of customer satisfaction. However, if the company fails to find an intelligent solution, the relationship between the customer and the company deteriorates and the customer is lost.

- Customer loyalty

Customer loyalty is generated because the services provided by the company can fully meet the needs of customers, long-term cooperation and the establishment of solid trust and dependence. Customer loyalty is most popular in enterprises, not only to maintain the company's profits, but also to establish a close collaborative relationship (Li 2014).

3.2 Quantification of Evaluation Index

The satisfaction evaluation in this paper is based on the five-level Likert scale, which consists of five answers: "very satisfied", "satisfied", "average", "not very satisfied" and "very dissatisfied", which are counted as 5, 4, 3, 2 and 1 respectively.

3.3 Distribution and Recovery of Survey

The object of the questionnaire is the customers who have been served by Beijing RXRH Customs Declaration Co., Ltd. in the past. The way of issuing the questionnaire is the Star Online Questionnaire. A total of 107 questionnaires were sent out and 102 were recovered. A total of 102 valid questionnaires were obtained, accounting for 95.3%, which met the statistical requirements.

4 RESULTS AND DISCUSSION

4.1 Reliability Analysis

Reliability analysis is the consistency, stability and reliability of the test results, and the main index is the

alpha coefficient, Usually, the a coefficient is between 0 and 1, and the greater the reliability coefficient, the greater the degree of confidence. Using SPSS software to analyze 102 questionnaires, the index coefficient is 0.968, so the reliability of the questionnaire scale is acceptable.

4.2 Validity Analysis

Validity analysis refers to the degree to which the measurement tool or means can accurately measure what needs to be measured, the KMO value is 0.969, and the data is greater than 0.6, indicating that it is effective.

4.3 Satisfaction Analysis

According to the recovery of the questionnaire, this chapter analyzes and tests the indicators of satisfaction and overall satisfaction, and uses SPSS to make descriptive analysis of the initial questionnaire.

4.3.1 Corporate Image Satisfaction Analysis

the average value of corporate image is between 3.431 and 3.794. Among them, the company's credit score is the lowest, with an average score of 3.431, which is between general and satisfactory.

4.3.2 Service Quality Satisfaction Analysis

the average value in terms of service quality is between 3.441 and 3.824. Among them, the satisfaction score of delivery punctuality service is the lowest, with an average score of 3.441, which is between general and satisfactory.

4.3.3 Analysis of Employee Quality Satisfaction

the average value of employee quality is between 3.578 and 3.784. Among them, the service attitude satisfaction of employees in business consultation, business operation and correspondence is the lowest, with an average score of 3.578, which is between general and satisfactory.

4.3.4 Service Price Satisfaction Analysis

the average value of the service price is 3.235 and 3.637. Among them, the score of service price satisfaction is the lowest, and customers generally feel that the price is general, with an average score of 3.235, which is between general and satisfactory.

4.3.5 Customer Complaint Satisfaction Analysis

the average value of customer complaints is between 3.353 and 3.618. Among them, the satisfaction score of complaint resolution time is the lowest, with an average score of 3.353, which is between general and satisfactory.

4.3.6 Customer Loyalty and Satisfaction Analysis

the average value of customer loyalty is between 3.529 and 3.647. Among them, the service satisfaction score of whether to recommend our company to others is the lowest, with an average score of 3.529, which is between average and satisfactory.

4.3.7 Comparison of Satisfaction of Each Index

As shown in Table 2, the average value of each satisfaction index is described and analyzed by SPSS. By comparing the satisfaction index, it is concluded that the scores of service price index and customer complaint index are lower, which has a greater impact on the customer satisfaction of Beijing RXRH Customs Co., Ltd.

Table 2: Six descriptive statistics.

Name	Sample	Minimum	Maximum	Mean	Standard Deviation	Median
Corporate Image	102	1.333	5	3.618	1.021	4
Quality of service	102	1.667	5	3.611	0.971	3.667
Employee Quality	102	1.333	5	3.712	1.06	4.333
Service Price	102	1	5	3.436	1.142	4
Customer complaint	102	1	5	3.5	1.053	3.667
Customer Loyalty	102	1.667	5	3.601	1.019	3.833

4.3.8 Customer Satisfaction

According to the SPSS description and analysis of the average satisfaction of Beijing RXRH Customs Co., Ltd., the average customer satisfaction is 3.588, and the satisfaction is 71.76 points, which is slightly lower than the overall satisfaction of express service in 2020, which is 76.7 points. By comparing the six satisfaction indicators, it is found that the average service price of 3.44 and the average customer complaints of 3.50 are lower than the average satisfaction of Beijing RXRH Customs.

Table 3: Customer satisfaction of Beijing RXRH Customs Co., Ltd.

Name	Sample Size	Minimum	Maximum	Mean	Standard Deviation	Median
Customer satisfaction	102	1.824	4.588	3.588	0.803	3.882

5 RESULTS AND DISCUSSION

5.1 Adjust Service Prices Appropriately to Improve Rationality and Competitiveness

The service price of Beijing RXRH Customs Declaration Co., Ltd. should be maintained on the basis of high service standards and long-term cooperation, so that customers can feel the value for money with high-quality service quality. The company's service price is not low, but it is necessary to ensure that the accounts are open and put an end to the situation that the accounts are vague and arbitrary. For core customers or some special customers, the company should give appropriate discounts to win the trust and satisfaction of customers. In the case of maintaining existing customer resources, the company actively develops new resources, reduces cost prices, and improves the rationality and competitiveness of service prices.

5.2 Strengthen Customer Relationship Management and Enhance the Initiative of Staff Service

Train Beijing RXRH Customs Declaration Co., Ltd. to form a corporate culture of "customer satisfaction", strengthen the awareness of all employees, improve the quality of employees, enable employees to actively and enthusiastically serve customers, enhance their sense of innovation, self-learning ability and response ability, and comprehensively improve the quality of customer service. Strengthen the construction of the company's logistics information system, improve business processes and time. Improve the company's customer complaint handling mechanism, so that customer complaints can be quickly responded to, timely handling and remedy, thereby improving customer satisfaction and enhancing customer loyalty. We should give real-time care and attention to customers, try our best to meet their reasonable needs and satisfy them. improve the basic service function of logistics. Establish the public information platform of Beijing RXRH

Customs Declaration Co., Ltd., so that every employee can get information in time. Ensure the timeliness and smoothness of information, optimize the overall business process, achieve real-time tracking, real-time understanding of logistics information, and have the functions of information processing and sharing customer information. Integrate existing logistics resources, improve transportation efficiency, reduce comprehensive costs, and make rational use of resources. Provide customers with standard and special warehouses for customers and internal use of the company.

5.3 Training Middle and High-End Talents

Fully integrate internal talents and resources, promote the construction of talent team to show a benign development trend, and implement the training of reserve talents with planning and objectives for important core posts. At the same time, according to the needs, we should increase the external recruitment of middle and high-end talents in management and technology, increase the reserve and training of talents in Colleges and universities, and promote the company to achieve a virtuous circle (Zheng 2010).

5.4 Strengthen the Corporate Culture Construction Within the Company

Strengthen the construction of corporate culture, protect the interests of stakeholders as far as possible, use advanced cultural concepts to enhance the brand tonality and quality of enterprises, promote the development of enterprises, and enhance the brand image of enterprises. Through efficient management mechanism, enhance employee satisfaction, improve service quality, and form a fruitful corporate culture.

that the results of the study can be applied to future management.

6.2 Outlook

In this paper, the customer satisfaction of Beijing RXRH Customs Co., Ltd. is based on the current development of the company. The logistics market will continue to upgrade and change in the future, and the evaluation index system of customer satisfaction will continue to improve and perfect with the development of the times, so as to make the research more accurate. This study has a wide range of respondents, and does not distinguish between different regions to study Beijing RXRH Customs Co., Ltd., and this paper only studies the customer satisfaction model, later scholars can study the problems of different stages.

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6 SUMMARY AND PROSPECT

6.1 Summary

This paper takes Beijing RXRH Customs Co., Ltd. as the research object, constructs the evaluation index system of customer satisfaction, and obtains the evaluation effect of customer satisfaction. It also calculates and analyzes the customer satisfaction of Beijing RXRH Customs Co., Ltd., and puts forward some applicable suggestions for improvement, taking "customer satisfaction" as the core of future work, so