



Effects of Service Quality Dimensions on Customer Satisfaction at a Leading Retail Supermarket in Yangon, Myanmar

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Abstract:

This research study attempts to analyze the impact of dimensions of service quality on customer satisfaction in one of the premier retail supermarkets operating in Yangon, Myanmar. The variables involved in measuring service quality include tangibility, reliability, responsiveness, assurance, and empathy. The author adopted a quantitative methodology for the conduct of this research study and collected data from 385 respondents through structured questionnaires using a Likert Scale approach and systematic sampling techniques. The number of samples is determined by applying Cochran's formula and the research employs systematic sampling techniques. Descriptive statistics and multiple regressions were used for data analysis. Findings indicate that all service quality dimensions significantly affect the customer satisfaction. Tangible and reliability dimensions exert the strongest effect on customer satisfaction, while the others do not contribute greatly to it. Consequently, one could assume that the improved quality of services may result in high customer satisfaction. Thus, this study gives useful insights on how to improve service quality in terms of five SERVQUAL dimensions.

Keywords: Service Quality, Customer Satisfaction, Retail, Supermarket

1. INTRODUCTION

1.1 Background of the Study

In modern urban economies, the development of supermarkets is vital for accessing essential products and services conveniently. In Myanmar, the retail sector is gradually developing due to urbanization, changes in consumer lifestyles, and growing consumer demand for well-prepared retail stores. Consumers in Myanmar prefer to shop at supermarkets since they can acquire a range of things in one place rather than visiting several businesses. Also, supermarkets give time saving and convenience for people with hectic lives. The retail supermarket business in Myanmar is growing fast as the customer taste is changing. This rise has intensified rivalry among retail firms, motivating supermarkets to enhance their offerings and attract more consumers (Hardaker, 2017). Consumers expect high-quality products and high service standards from the most modern retail store. In order to provide consumer demands, retail stores have to provide good quality products together with high quality services. Therefore, service quality is the key driver of influencing customer satisfaction, expectations, and customer loyalty. According to Parasuraman et al. (1985), service quality directly impacts customer satisfaction, which may lead to customer loyalty and enhance business performance.

Service quality has become a significant aspect in the retail grocery business as consumers rate supermarkets on the basis of their shopping experience. Grocery store service excellence comprises physical amenities, personnel demeanor, product availability, convenience and issue management. If the supermarkets give dependable and efficient services, customers are likely to feel happy and continue purchasing. Therefore, retail supermarkets need to enhance service quality to increase customer satisfaction and survive in the market (Kumar et al., 2018).

Service quality is commonly measured using the SERVQUAL model, which includes five dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. These dimensions represent different aspects of service delivery that shape customer experience. Tangibles refer to physical facilities and appearance, while reliability focuses on accurate and consistent service. Responsiveness reflects the willingness of staff to help customers, assurance relates to employee knowledge and trust, and empathy involves personalized attention. Empirical studies confirm that these dimensions significantly influence customer satisfaction across different service sectors (Zeithaml et al., 2023).

Customers rate retail shops on service performance, interaction with employees, product availability and overall shopping experience. High service quality leads to higher customer satisfaction and greater customer trust, which helps to develop customer loyalty and repeat purchase behavior. Therefore, the retail firm should maintain the effective quality standards of the services to establish long term connections with clients and create competitive advantage (Najib & Sosianika, 2019).

In the retail supermarket context, customer satisfaction depends on both product quality and service experience. Supermarkets must maintain clean environments, ensure product availability, reduce waiting time, and provide helpful staff support. When customers perceive high service quality, they are more likely to feel satisfied and continue shopping at the same store. In contrast, poor service quality can lead to dissatisfaction and customer loss. Therefore, understanding the relationship between service quality and customer satisfaction is essential for retail management.

Despite the importance of service quality, limited empirical studies have focused on the supermarket sector in Myanmar. Most existing research concentrates on banking, telecommunications, and hospitality industries. This creates a research gap in understanding how service quality dimensions affect customer satisfaction in retail supermarkets. This study addresses this gap by examining the effect of service quality on customer satisfaction at a selected retail supermarket in Yangon, Myanmar.

1.2 Problem Statement

Service quality is important in the retail industry to improve customer satisfaction. Retail supermarket customers desire good quality services from the organization, such as precision, up-to-date facilities, promptness, and a variety of products in one location. If customers have unmet expectations and do not receive expected service quality, they would prefer not to return to buy products again. Their purchasing behaviour may also impact organizational performance. Within this highly competitive environment, retail supermarkets in Myanmar need to evaluate their present service quality and keep up excellent service quality to entice potential clients and satisfy existing customers. Several obstacles to providing quality service exist in retail supermarkets, such as long lines at the cashier's counter, varying product ranges, insufficient workforce, and poor customer-focused services. These issues may harm customers' satisfaction levels, the overall customer experience, and customer loyalty.

Furthermore, management did not investigate empirical evidence on improving service quality, which may have affected customer satisfaction levels. Many researchers have examined service quality in banking institutions, telecommunications organizations, and hospitality companies. Nevertheless, the influence of service quality, particularly retail supermarkets, is very scarce in Myanmar. Consequently, investigating the effect of service quality dimensions on customer satisfaction is necessary for retail supermarkets.

1.3 Objectives of the Study

The main objective of the study is to analyze the effect of service quality on customer satisfaction at a leading retail supermarket in Myanmar.

The specific objectives are

- (a) To analyze the effect of tangibles on customer satisfaction
- (b) To examine the effect of reliability on customer satisfaction
- (c) To evaluate the effect of responsiveness on customer satisfaction
- (d) To assess the effect of assurance on customer satisfaction

- (e) To examine the effect of empathy on customer satisfaction

1.4 Hypotheses

The study's hypothesis is as follows.

- H1 Tangibles have a significant effect on customer satisfaction
H2 Reliability has a significant effect on customer satisfaction
H3 Responsiveness has a significant effect on customer satisfaction
H4 Assurance has a significant effect on customer satisfaction
H5 Empathy has a significant effect on customer satisfaction

1.5 Scope of the Study

The study focuses on customers who visit a leading retail supermarket in Yangon, Myanmar, and examines five service quality dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Primary data is collected within a limited time period in 2026 February.

2. LITERATURE REVIEW

2.1 Concept of Service Quality

Service quality can be described as how a service either meets or surpasses customers' expectations. The service quality usually focuses on customers' buying experience. Customers are satisfied when their expectations and experiences coincide, but they would prefer if they got more than what they expected. However, in cases where expectations exceed the actual experiences, and it lowers their expectations, then, the evaluation process becomes a critical element of customer satisfaction and loyalty. (Parasuraman et al., 1985).

Service quality refers to the overall assessment of the services of a retail outlet as viewed by the consumers based on their shopping experience. Service quality in the supermarket setting includes a number of aspects such as shop atmosphere, conduct of personnel, access to products, convenience and speed of services. Better quality of service improves customer perceptions resulting in increased consumer pleasure and loyalty. Thus, to survive in the competitive retail industry, supermarkets need to ensure the consistency of service and deliver delightful shopping experiences (Terblanche, 2018).

Service quality is the assessment of the extent to which a service provider meets the expectations and demands of its clients. In the internet purchasing, service quality is related to dependability, responsiveness, convenience of use and efficiency in service delivery. High service quality leads to customer satisfaction which in turn boosts client's propensity to buy from the same platform. Therefore, it plays a crucial role in developing great customer experiences and building long term customer connections (Soeharso, 2024).

Physical and service attributes are included in the retail service quality, which is the evaluation of the shopping experience by the customers. Includes facilities, reliability, staff involvement, problem solutions, and shop rules. Retail store service is judged by customers by their expectation and execution comparison. Providing high quality service enhances customer loyalty and enjoyment. Retail enterprises must give outstanding service and a pleasant shopping experience to be successful (Dabholkar et al., 1995).

Five main dimensions exist in service quality (Zeithaml et al., 2023). Tangibles refer to the physical facilities and equipment used for delivery. Reliability refers to the extent at which businesses deliver as promised. Responsiveness refers to the employees' reaction when customers make requests or complaints. Assurance pertains to the courteousness, reliability, and confidence that employees exhibit towards customers. Lastly, empathy involves the

approach that employees take in addressing customer complaints. These five dimensions help in measuring customers' perceptions regarding the value they receive from service delivery.

2.2 Concept of Customer Satisfaction

Customer satisfaction can be defined as the feelings of customers after buying the goods or services in exchange for payment. The comparison process takes place as customers compare the costs and benefits of the transaction and are satisfied if they find that the service performance meets or surpasses their expectations; otherwise, they become dissatisfied. Consumer satisfaction is a measure of how products and services provided by a company meet or surpass consumer expectation. It is a reflection of the overall assessment of the consumer as to whether the service or product has satisfied their demands and offered a sufficient level of satisfaction. Satisfaction happens when perceived performance meets or surpasses expectations, but dissatisfaction occurs when performance falls below expectations (Angelova & Zekiri, 2011).

Customer satisfaction is the measure of how happy or satisfied consumers are with a product or service when they compare it to their expectations. In the context of online buying, client happiness is influenced by aspects such as convenience, product quality, service efficiency and shopping experience. When clients obtain services that are equal to their expectations, they are likely to acquire good sentiments and continue to use the service in the future. Hence customer happiness is an essential determinant of customer loyalty and long term company performance (Santhi, 2017).

Customer satisfaction refers to the overall evaluation of customers after using a product or a service. It shows the level of service performance that meets the expectations and needs of the customer. Customer satisfaction is accomplished by the provision of high quality service, effective help, and positive experiences in the service process. The increased customer satisfaction increases the chance of repeat buying and good recommendations to others (Tantono & Sudyasjayanti, 2022).

It is from this comparison process that the customers' evaluation is made and determines future actions such as repurchasing and recommending. Customer satisfaction can be explained by the Expectancy confirmation model, which states that customer satisfaction is a result of the differences between expected and actual performance. Customer satisfaction occurs when performance matches the expectations; otherwise, the customers are unhappy about the outcome. The theory stresses the importance of knowing what customers need and ensuring excellent service to meet their needs (Oliver, 1980).

Customer satisfaction of customers will depend on both the goods and services offered by the retail supermarket. It may contain a number of qualities. Apart from the above, customer satisfaction can involve the expertise and behavior of the service provider. Good experiences while shopping make customers more satisfied and loyal. As such, customer satisfaction can be considered one of the important measures of organizational success, and it could assist an organization in surviving in the highly competitive retail environment.

2.3 SERVQUAL Model

The SERVQUAL approach serves as one of the popular models that can be used for the assessment of service quality. In fact, the model was created in order to evaluate the customers' perception of service performance concerning their expectations. According to the SERVQUAL approach, the service quality can be defined as the gap between expectations of service and its perceived performance. If the performance corresponds to expectations or exceeds expectations, then customers consider it as a high-quality service, while, in case of discrepancies between expectations and performance, they regard it as low-quality service (Parasuraman, Zeithaml, and Berry, 1985).

The SERVQUAL approach includes the following five dimensions. The tangibles are related to the facilities, equipment, and the look of the personnel involved. The reliability means delivering the promised services consistently and accurately. Responsiveness concerns the desire of employees to help customers. Assurance deals with the knowledge of employees, their courtesy, and the possibility of building trust and confidence. Lastly, empathy implies the provision of personalized services to customers (Parasuraman, Zeithaml, and Berry, 1985).

In the context of retail supermarket business, the SERVQUAL approach can serve as a useful instrument for evaluating the performance of the company. Tangibles involve cleanliness, organization, and presentation of the products offered. Reliability concerns accurate billing and consistency. Responsiveness implies speedy service provision.

Assurance stresses employee professionalism and customer trust, while empathy requires the understanding of customer needs and personalized service. The application of this framework will enable the study to quantitatively evaluate the quality of service and assess its effects on customer satisfaction.

2.4 Related Theories

The Expectation Confirmation Theory states that customer satisfaction stems from the differences between the expected and the actual level of service performance. As per this theory, customers have certain expectations before using a particular service, and upon its use, they compare the actual performance of the service with their initial expectations. If the service performs up to par with expectations, the customers will be satisfied; otherwise, they will not be satisfied. This theory has been used extensively to explore the effect of service quality on customer satisfaction (Oliver, 1980).

Service Quality Gap Theory is an approach based on which the quality of services depends on the difference between the expected service and the actual service. There are several gaps identified within this model, such as the gap between customers' expectations and managers' perceptions and the gap between service standards and actual service delivery. However, the most crucial gap is the difference between the customers' expectations and their perceptions. Minimizing this gap is positively correlated with the quality of service delivered and customer satisfaction (Parasuraman et al., 1985).

The Customer Perceived Value Theory focuses on the way customers evaluate the advantages that they derive from the services provided compared to the costs involved. The consumers consider whether they benefit enough from the services based on the amount of time, effort, and money spent. High customer perceived value indicates satisfaction and use of the service repeatedly. In retail supermarket services, perceived value involves aspects like the quality of products, efficiency of service, price, and overall experience of shopping (Zeithaml, 2023).

2.5 Previous Studies

Noel (2024) carried out a study to determine the impact of service quality dimensions on customer satisfaction in the context of South African supermarkets. Using a quantitative research methodology, the study gathered information from 400 supermarket customers using a structured questionnaire. Tangibles, reliability, responsiveness, assurance, and empathy were considered independent variables, while customer satisfaction was considered the dependent variable. Data analysis involved the use of descriptive statistics and multiple regression analysis. It is evident that all the service quality dimensions significantly and positively affect customer satisfaction. However, tangibles and reliability show strong impacts on customer satisfaction compared to empathy.

The relationship between retail service quality and customer satisfaction was studied empirically in fashion retail stores in Vietnam by Tho (2022). A quantitative approach was used for the research, which had a sample size of 186 participants. Physical aspect, reliability, personal interaction, problem solving, and policy were the independent variables, while customer satisfaction was identified as the dependent variable. The partial least squares structural equation modeling (PLS-SEM) technique was applied for analyzing the collected data. Results indicated that the physical aspect and reliability have a significant effect on customer satisfaction, but the personal interaction aspect had a relatively low effect on the same.

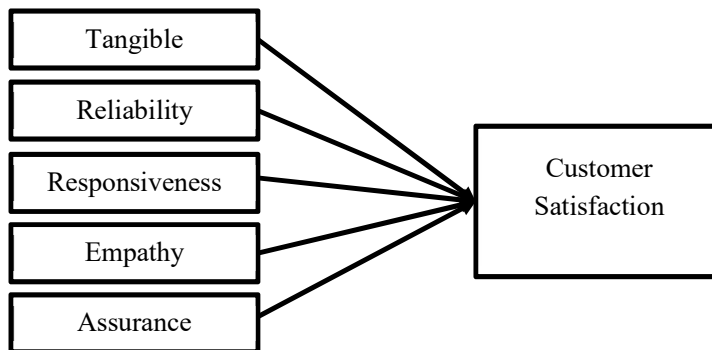
An investigation carried out by De Silva et al. (2022) aimed at determining the impact of the different dimensions of service quality on customer satisfaction in a university mini supermarket. In their research, the authors used a quantitative methodology, collecting primary data via a structured survey from 153 undergraduate students, sampled conveniently. Service quality was measured with the use of the SERVQUAL model dimensions, which include tangibles, reliability, responsiveness, assurance, and empathy, while customer satisfaction was considered the dependent variable. Regression analysis was used to determine the relationships among the studied variables. According to the findings, tangibles, reliability, and empathy had a statistically significant positive impact on customer

satisfaction while responsiveness and assurance had no significant impact. The results show that customers in a mini supermarket value tangible aspects of services more as well as personalized treatment.

2.6 Conceptual Framework

This study's conceptual framework shows how the variables relate to one another in the retail supermarket setting. The five variables of tangible aspects, reliability, responsiveness, assurance, and empathy are the independent variables in the framework, whereas customer satisfaction is the dependent variable. This framework indicates that all the dimensions of service quality positively impact customer satisfaction.

Figure (2.1) Conceptual Framework of the Study



Source: Own Compilation based on Previous Studies(2026)

3. RESEARCH METHODOLOGY

3.1 Research Design

In this study, the quantitative method is applied to examine how dimensions of service quality affect customer satisfaction in the retail supermarket environment. The quantitative method focuses on acquiring data in numeric form and analyzing relationships between variables through statistical methods. The survey method is used to collect the data where a structured questionnaire is utilized to measure the six dimensions of service quality and customer satisfaction systematically and objectively.

Additionally, this study applies the cross-sectional research design where data will be collected from the participants at one particular moment in time. The cross-sectional research design is applicable in identifying relationships among variables within a selected group of people. Statistical methods such as descriptive statistics, reliability, correlation, and multiple regression analysis will be utilized to analyze the acquired data.

3.2 Population and Sample

The target population will include all the customers of the chosen supermarket in Yangon, Myanmar, who have firsthand experience with the quality of services offered by the supermarket. The research focuses on the recent visitors to the supermarket because their answers depict current service performance. The target population is suitable for achieving the research objective.

The sample size is determined using Cochran's formula for an unknown population. The formula is expressed as

$$n = Z^2pq / e^2$$

Where

Z represents the confidence level,

p represents the estimated proportion of the population,

q is 1 minus p, and

e represents the margin of error.

At a 95 percent confidence level, Z is 1.96. The values of p and q are set at 0.5 to ensure maximum variability, and the margin of error is set at 0.05. Based on this calculation, the required sample size is 385 respondents. The study applies systematic sampling method to select respondents who are available and willing to participate at the supermarket location.

3.3 Data Collection Method

Primary data will be collected using a survey which consists of a structured questionnaire delivered using Google Forms. The survey will be designed according to the service quality dimensions and customer satisfaction indicators. Respondents will provide their answers to survey questions on a five-point Likert scale to ensure consistency and quantifiable information. Online data collection tool makes it easy to reach respondents and collect data.

A systematic sampling technique was used to choose participants. Sampling interval will be defined in accordance with the customer flow where every kth customer is chosen to take part in the survey. The Google forms link will be shared with selected customers after the purchase process. This sampling technique allows to conduct a more organized process compared to a convenience sampling technique and minimize any selection biases.

3.4 Measurement of Variables

In this study, service quality dimensions will be evaluated through the use of a five-point Likert scale, with one indicating strong disagreement and five representing strong agreement. Tangibles, reliability, responsiveness, assurance, and empathy constitute the independent variables. They have been operationalized by several statements representing customer opinions about service delivery at the supermarkets.

The dependent variable will be evaluated using the five-point Likert scale. Customer satisfaction will be assessed through the evaluation of total satisfaction, meeting expectations, and evaluation of the experience gained during shopping. Using the same scale of measurement for all variables will improve consistency.

3.5 Data Analysis Methods

Descriptive statistics are used in the research to describe the demographics of the survey participants and also to describe the variables under investigation. Measures of frequency, percentages, means, and standard deviations will be used to provide descriptive data for the demographics of the survey respondents, and also to describe service quality and customer satisfaction levels. The information from the descriptive measures provides a clear picture of the data obtained. Moreover, inferential statistics was also applied to determine the relationship that exists between variables in the research. Multiple regression analysis was done to evaluate the effects of tangibles, reliability, responsiveness, assurance, and empathy on customer satisfaction.

4. DATA ANALYSIS

4.1 Demographic Characteristics of Respondents

The sample shows a balanced gender distribution, with males accounting for 55.6 percent and females 44.4 percent. Most respondents are single at 54.5 percent, while 45.5 percent are married. The age distribution is highly concentrated, as 97.4 percent fall within the 26 to 35 age group. Only a small number of respondents are under 25, between 36 to 45, or above 45. This pattern indicates that the study mainly reflects the views of young adults, who are active supermarket customers and often make frequent purchasing decisions.

Table (4.1) Demographic Characteristics of Respondents

Gender	Frequency	Percent
Male	214	55.6
Female	171	44.4
Total	385	100.0
Marital Status	Frequency	Percent
Single	210	54.5
Married	175	45.5
Total	385	100.0
Age	Frequency	Percent
Under 25 and 25	4	1.0
26 to 35	375	97.4
36 to 45	4	1.0
above 45	2	0.5
Total	385	100.0
Education level	Frequency	Percent
Undergraduate	101	26.2
Graduate	262	68.1
Master/ Phd	22	5.7
Total	385	100.0
Occupation	Frequency	Percent
Government staff	39	10.1
Company staff	39	10.1
Own business	307	79.7
Total	385	100.0
Income Level	Frequency	Percent
Under 300,000 MMK	90	23.4
300,001 MMK and 500,000 MMK	23	6.0

500,001 MMK and 700,000 MMK	88	22.9
700,001 MMK and 1,000,000 MMK	117	30.4
above 1,000,001 MMK	67	17.4
Total	385	100.0

Source: Survey Data (2026)

In terms of education, respondents who hold a graduate degree lead with 68.1 percent, followed by undergraduates at 26.2 percent and master and PhD qualifications at 5.7 percent. The respondents in this case in terms of education stand at 68.1 percent for graduates, followed by 26.2 percent for undergraduates and 5.7 percent for respondents with master or PHD qualifications.

Occupation wise, a large majority, 79.7 percent, run their own business, while government and company staff at 10.1 percent each. There are variations in income, with the majority earning between 700,001 MMK and 1,000,000 MMK at 30.4 percent. Other groups include 23.4 percent earning 300,000 MMK and below and 22.9 per cent earning between 500,001 MMK and 700,000 MMK. This distribution shows that the respondents emanate from different income groups, although a significant number of them fall middle to upper income groups.

4.2 Reliability Test

The reliability test results show that all variables achieve high internal consistency. Tangibles recorded a Cronbach's alpha of 0.944, reliability of 0.925, responsiveness of 0.921, assurance of 0.941, and empathy of 0.943, each measured with six items. Customer satisfaction reports a Cronbach alpha of 0.859 with six items. All values exceed the acceptable threshold of 0.7, which indicates that the measurement scales are reliable. The results confirm that the items within each construct are consistent and measure the same concept.

Table (4.2) Reliability Test

Sr No	Variables	Cronbach's Alpha	N of Items
1	Tangible	0.944	6
2	Reliability	0.925	6
3	Responsiveness	0.921	6
4	Assurance	0.941	6
5	Empathy	0.943	6
6	Customer Satisfaction	0.859	6

Source: Survey Data (2026)

These results suggest that the data gathered by the survey can be considered reliable for any further research. Indeed, the measure of customer satisfaction is in a desirable range of reliability, whereas measures of service quality possess extremely high consistency. While extremely high values (above 0.9) suggest high reliability, they also suggest that there is likely some overlap among questions used to measure such constructs. Hence, it is possible to state that the measurement quality of variables used is sufficient to yield valid results.

4.3 Descriptive Analysis

4.3.1 Tangible

Tangibles have descriptive means with very high levels among all questions, ranging from 4.39 to 4.43. The question with the highest mean is facilities cleanliness and proper maintenance with a mean of 4.43, closely followed by arrangement and comfort of shopping environment with a mean of 4.42. Modern equipment receives a mean of 4.41, whereas product display and employee appearance receive a mean of 4.40 and 4.39 respectively. Standard deviation levels remain low, ranging from 0.512 to 0.544. This shows uniformity in participants' answers.

Table (4.3) Analysis on Tangible Factor

Tangible	Mean	Std. Deviation
The supermarket has clean and well maintained facilities	4.43	0.516
The supermarket layout is organized and easy to navigate	4.42	0.544
The equipment and facilities are modern	4.41	0.514
Staff appearance is neat and professional	4.39	0.515
Product displays are clear and attractive	4.40	0.512
The shopping environment is comfortable	4.42	0.530
Overall Mean	4.41	

Source: Survey Data (2026)

From the findings above Table (4.3), one can conclude that the physical environment of the supermarket is highly satisfying for its customers. Cleanliness, organization, and comfort seem to be the main strong points of the supermarket environment. The fact that the variation of answers is low indicates that almost all customers have identical perceptions regarding these factors.

4.3.2 Reliability

From the descriptive statistics of reliability, there is a consistently high mean from 4.37 to 4.40. The variables that get the highest mean score include consistency in service delivery and transaction errors free, both getting a score of 4.40. Availability of products, promises of services, and quality of products all get a mean score of 4.38 while accurate billing has a slight decrease in the mean with 4.37. Standard deviation values are consistently low with 0.508 to 0.525 showing consistent responses.

Table (4.4) Analysis on Reliability Factor

Reliability	Mean	Std. Deviation
The supermarket provides accurate billing every time	4.37	0.525
Products are available as promised	4.38	0.508
The supermarket delivers consistent service quality	4.40	0.516
Transactions are handled without errors	4.40	0.511
The supermarket keeps its service promises	4.38	0.513
Products have reliable quality	4.38	0.518

Overall Mean	4.39
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Source: Survey Data (2026)

Based on these results, one can observe that the clients are quite sure about the dependability and accuracy of the services provided by the supermarket. One of the major advantages is consistency in providing services, as well as absence of errors when performing transactions. Since the variation is minimal between answers, it means that all the customers have a rather similar opinion about dependability.

4.3.4 Responsiveness

Descriptive findings for responsiveness reveal mean scores that are high, being between 4.36 and 4.43. The mean value with the highest score is 4.43, and the reason for such high ratings can be explained by staff readiness to help customers regardless of the time. Fast service has a mean value of 4.40, whereas quick response to customers' needs and acceptable waiting times both have mean values of 4.37. Solving customers' problems and providing assistance during peak times have means of 4.36. The values of the standard deviations vary between 0.507 and 0.535.

Table (4.5) Analysis on Responsiveness Factor

Responsiveness	Mean	Std. Deviation
Staff provide prompt service	4.40	0.507
Staff respond quickly to customer requests	4.37	0.511
Waiting time at checkout is reasonable	4.37	0.535
Staff are willing to assist customers at any time	4.43	0.526
Staff handle customer problems quickly	4.36	0.518
Staff provide timely support during busy hours	4.36	0.512
Overall Mean	4.38	

Source: Survey Data (2026)

The results show that the customers feel that the employees are always ready to help and answer their queries. Readiness to assist and prompt service are some of the key areas that can be cited as strengths for the store. The small standard deviation also indicates that the perceptions of most of the customers towards employee responsiveness were more or less similar.

4.3.5 Assurance

In regards to the descriptive statistics on assurance, the means are uniformly high and range between 4.38 and 4.42. It seems that the maximum mean value is obtained for the politeness and respectfulness of the employees (4.42), followed by security while paying (4.41). The mean values for employees' knowledge and confidence in service delivery, respectively, are 4.39, while clear information and professionalism in resolving problems each obtain a mean value of 4.38. Standard deviation values are between 0.532 and 0.552; thus, variation among participants' perceptions is rather low.

Table (4.6) Analysis on Assurance Factor

Assurance	Mean	Std. Deviation
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Staff have strong knowledge about products	4.39	0.535
Staff behave politely and respectfully	4.42	0.544
Customers feel safe during payment transactions	4.41	0.552
Staff provide clear and accurate information	4.38	0.532
Staff inspire confidence in their service	4.39	0.538
Staff handle issues professionally	4.38	0.541
Overall Mean	4.39	

Source: Survey Data (2026)

This shows that the consumers are comfortable and assured when dealing with the employees of the supermarket. It is evident that courtesy, professionalism, and knowledge on giving information help in ensuring trust. The uniformity in the answers also reveals that many customers have a similar experience with assurance. It can be seen that the supermarket does well in offering a reliable environment for its services.

4.3.6 Empathy

Regarding the descriptive findings on empathy, high means have been achieved, ranging between 4.39 and 4.43. The highest mean has been obtained when assessing whether employees are attentive, caring, and concerned about their customers with a mean of 4.43. Individualized attention, active listening, and respect have all achieved the same means, recording a value of 4.41, followed by personalized service with a mean of 4.40, and understanding customers' needs with a mean of 4.39. Standard deviations are low and range between 0.522 and 0.528.

Table (4.7) Analysis on Empathy Factor

Empathy	Mean	Std. Deviation
Staff give individual attention to customers	4.41	0.522
Staff understand customer needs clearly	4.39	0.524
Staff show care and concern for customers	4.43	0.526
Staff provide personalized service when needed	4.40	0.526
Staff listen carefully to customer problems	4.41	0.523
Staff treat customers with respect and understanding	4.41	0.528
Overall Mean	4.41	

Source: Survey Data (2026)

These results show the consumers feel good on interaction with the store staff. The image is also enhanced by offering the consumers the best services possible. Analysis scores show that the consumer's opinion on empathy is uniform. The store appears to be quite successful in creating an atmosphere where the user is the center of attention.

4.3.7 Customer Satisfaction

For the descriptive findings on the aspect of customer satisfaction, very high mean values are observed, with values being between 4.34 and 4.38. For example, the highest mean value is for the quality of services meeting customers' needs, which has a mean value of 4.38. The mean value for meeting expectations and happiness with the shopping process are equally 4.37. On the other hand, the mean values for satisfaction with the overall quality of services and willingness to shop at the store are 4.35. Satisfaction with the value of effort and time spent on the process has the lowest mean value of 4.34.

Table (4.8) Analysis on Customer Satisfaction

Customer Satisfaction	Mean	Std. Deviation
I am satisfied with the overall service quality	4.35	0.477
The supermarket meets my expectations	4.37	0.488
I feel happy with my shopping experience	4.37	0.483
The service quality meets my needs	4.38	0.491
I am satisfied with my decision to shop here	4.35	0.487
I feel the supermarket provides good value for my time and effort	4.34	0.475
Overall Mean	4.36	

Source: Survey Data (2026)

Based on the above results, it can be seen that the consumers have a generally high level of satisfaction concerning their experience in the supermarket. Customers' satisfaction is largely influenced by meeting their needs. It is evident from the minimal variance among consumer answers that most consumers perceive things in a similar way.

4.4 Regression Analysis

The regression analysis attempts to find out the effect of five dimensions of service quality on customer satisfaction. The model exhibits an R-value of 0.693 indicating a strong correlation between the independent variables and customer satisfaction. The R square value of 0.480 suggests that 48.0 percent of the variations in customer satisfaction can be attributed to the five dimensions of service quality. An adjusted R square value of 0.473 indicates that the model is stable. The F-value is 70.043 at the significance level of 0.000 indicating that the entire model is statistically significant. There is no autocorrelation since the Durbin Watson value is 2.004, and no multicollinearity problem exists because the VIF values are approximately equal to 1.

Table (4.9) Multiple Regression Analysis on Variables

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	-0.595	0.292	-2.037	0.042	
Tangible	0.356	0.030	11.929	0.000	1.009
Reliability	0.329	0.031	10.524	0.000	1.002

Responsive	0.218	0.031	6.928	0.000	1.011
Empathy	0.153	0.029	5.274	0.000	1.001
Assurance	0.071	0.030	2.406	0.017	1.001
R	.693a				
R Square	0.480				
Adjusted R Square	0.473				
Durbin-Watson	2.004				
F	70.043				
Sig.	.000b				

Dependent Variable: Customer Satisfaction

Source: Survey Data (2026)

All coefficients of the service quality dimensions suggest a significant effect on customer satisfaction with tangibles having the highest influence at 0.356. The dimension with the second highest influence is reliability at 0.329, followed by responsiveness at 0.218. The last two significant dimensions are empathy with a coefficient of 0.153 and assurance with a minimum coefficient of 0.071. All variables have significance values below 0.05, which supports the acceptance of all hypotheses. These results indicate that improvements in service quality dimensions lead to higher customer satisfaction, with physical aspects and reliable service playing the most important roles in this supermarket context.

5. Conclusion and Recommendations

5.1 Findings

The results show that the people who took the survey think very highly of the supermarket's service. People always give high marks to all parts of service quality and overall customer satisfaction. Customers have good things to say about things like reliability, empathy, and responsiveness. This shows that many areas are doing a good job of providing service. The fact that the answers don't change much means that customers have similar experiences, which means that the supermarket has consistent service standards.

The reliability analysis shows that the measurement scales are reliable and work well on their own. The questionnaire items effectively assess the designated constructs and produce reliable results. The high level of reliability shows that the dataset is good quality and that the study can be used for more statistical analysis and hypothesis testing.

The results of the regression show that service quality help to enhance customer satisfaction. The overall model shows a strong connection between the independent variables and how happy customers are. This means that customers are happier when the service is better. The model is also stable and statistically significant, which means it can be used in academic research.

The coefficient analysis shows that all of the service quality dimensions have a positive and important effect on how happy customers are. The most important things are tangibles and reliability, followed by responsiveness. Empathy and assurance can also make customers happy, but not as much as other things. The results show that both physical and service-related factors affect how customers see things.

These results show that customers care a lot about the service's reliability and the physical environment. Customers are very happy with clean facilities, a well-organized layout, accurate service, and staff that act professionally. The results show that the quality of service is a big reason why people in Yangon, Myanmar are happy with their supermarkets.

5.2 Recommendations

The supermarket should also focus on tangible improvements as this is a good indicator of customer satisfaction. Management should maintain cleanliness, store space, and shopping experience. Regular checks of the stores and goods, signage, and products will allow the customers to easily move around. Modern equipment and displays will also help make shoppers feel good about the experience.

Reliability was also found to have a large impact on satisfaction and the supermarket should aim for consistent and accurate service. Managers should ensure correct billing procedures, stable product availability, and clear pricing information. Shop staff should follow standard procedures to avoid errors in transactions. A reliable stock system will help avoid stock shortages and build trust between the customer and the store. Responsiveness is another factor to consider. Training and supervision should be done on how to answer customer requests efficiently.

Customer service and customer care are important aspects of the customer experience, so staff should focus on customer care and communication. Staff training should emphasize listening, polite interaction, and understanding customers' needs. Staff should focus on individual customers and provide support when needed. This will help strengthen relationships and increase customer loyalty.

Assurance may have the smallest impact, but its statistical significance is still significant. The supermarket should not ignore it. Staff should improve their product knowledge and communication skills so that they can give accurate information to customers. Management should provide safe payment methods and professional service. This will improve the confidence of the customer and support long-term satisfaction.

5.3 Suggestions for Future Research

By looking at a few grocery stores in multiple locations of varying sizes, one can get a better sense of how a supermarket works to serve the consumers in a larger, formalized setting. A few stores or shopping centers in different parts of Yangon or in cities across Myanmar could also give more information on how sustainable some stores are and the service level given. Also, a few of the larger international grocery stores can be used as a comparison in the differences in consumer satisfaction of the many types of grocery stores and the level of service that is provided in each chain.

Future research should incorporate other variables to create a more comprehensive blueprint of how each of the above variables impacts on consumers' perceptions of grocery stores, namely, price (low), price promotional (saving), product (quality), location (independent/store format), and loyalty of consumers with grocery retailers. As such, these other variables will assist in better explaining the overall level of satisfaction for the majority of consumers and will assist in better understanding how consumers' purchasing behaviours occur within the grocery retail sector.

Future researchers should conduct random and stratified sampling to get a more accurate sample. This way, there will be more reliability and validity of each research study's results, and researchers will provide more backup for their conclusions.

Future research should adopt both quantitative and qualitative methodologies. Qualitative methodologies such as in-depth interviews or focus groups will provide researchers with much greater insight into consumer expectations and experiences, thus supporting the quantitative survey results to have a thorough understanding of consumer expectations.

And again, longitudinal studies will be vital when assessing the overall satisfaction levels of consumers over a given period of time.

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