

The effects of domestic service satisfaction:the moderating effect of social rapport

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Abstract

The development of the times has changed our lifestyles and has changed the consumption pattern of people. As a result of the rapid development of China's economy, our lifestyle has undergone tremendous changes. The service industry has played an increasingly important role in our lives. In recent years, the Internet has been received a rapid development. Many Internet sites also began to domestic service information, such as 58.com, which makes competition in the the domestic service market has become increasingly fierce. However, if domestic service companies want to better adapt to the environment, they must work hard in customer satisfaction. This paper investigates the satisfaction degree of "domestic service", discusses the factors that affect the satisfaction of the employer, and promises that the social rapport has significant moderating effects on domestic service satisfaction. In addition, we will put forward the improvement measures and provide the related suggestion for the domestic service customer satisfaction promotion.

Keywords

Domestic service; satisfaction; influencing factors.

1. Introduction

With the great changes in our national way of life, the service industry plays an increasingly important role in our lives. At the same time, the service industry transformed to the professional, informatization. Domestic service is a life service industry that part of the family affairs become professional, social, and market-oriented. Domestic service mainly includes infant care, cleaning, laundry washing, cooking, home air treatment and other family daily life affairs. In some Western countries, domestic services also include pruning lawns and other services. The development of society has promoted the rapid development of domestic service industry, but also makes the demand for domestic service more prosperous, followed by large and small intermediary companies, specialized domestic service companies.

In recent years, the domestic service industry is developed to the market-oriented, and the competition between domestic service companies is very intense. Cultivating and maintaining customer satisfaction is the key to a firm's continued competitiveness. Therefore, domestic service enterprises should maintain customer satisfaction as an important concern for the development of enterprises. However, the domestic research on domestic service mainly focuses on the regulation of domestic market, the function of government in domestic service, and the rights and interests of domestic service personnel. However, the research on the domestic service satisfaction is very lacking, and so is data analysis. Based on the analysis of the current situation of domestic service industry and the theory of customer satisfaction, this paper makes an empirical study on the influencing factors of domestic service through interviews and questionnaires, and provide advice to relevant domestic service enterprises and staff to

improve the level of their services, thereby enhancing customer satisfaction, promoting social harmony, and enhancing personal and social well-being.

2. Customer Satisfaction of a Company Status Analysis

2.1 Brief Introduction of a Company

A company is a domestic service company which is representative intermediary system.¹ Our country's domestic service company has three kinds of business model: the staff system, the representative enterprise is Beijing Huaxiazhongqing Domestic Service Company; membership system, the membership model is community home service business model between the intermediary system and the staff system, is the integrated operational model of these models. A company has 5 fixed staff, with no-fixed service staff that just has a cooperation relationship. A company's main operating model is provide a platform for the employer and the domestic service staff to charge from the intermediary fees. At the beginning of the operation of the company, the majority of employees are from rural areas, lacking of formal training, resulting in low satisfaction and so on. After their improvement, a company's customer satisfaction increased moderately, but there are still contradictions and disputes with customers and other issues.

2.2 Customer Satisfaction Status Quo of a Company

In order to better study the status of Company A's customer satisfaction, we interviewed 20 customers of Company A. In our interview, we found that customer satisfaction with the services of Company A and its service personnel is high, but there are still customer complaints. We interview the customer's overall, specific complaints are as follows:

2.2.1 The Market Is Non-Standard, The Pricing Standard Is Not Unified.

The domestic market has no unified service standards and price standards. Many customers also complained that the price of the domestic company and service personnel rising unexpected, the baby sitter will compare wages each other, when one found himself have a lower wage, he will want a pay rise by threatening to resign. To avoid the 'labor shortage' from happening in their home, employers have to add money. The domestic workers' psychology of the "hoard as a rare commodity" not only makes it harder for employers to find domestic workers, but also makes the price of entire domestic service industry more expensive. Pricing standards are not clear as a source of customer complaints.

2.2.2 The Small Scale of Business and Customers Lack of Trust

Domestic service market order is confused, good and bad mixed up, greatly increases the trading risk of customers and Services Company, there will be some bad psychology, such as customers not trust Service Company. Intermediary companies such as company a are full of the domestic service market, and have a small scale generally, lack of good management system, especially the sudden conflict problems, will greatly influence the corporate image, thus greatly reduce the customer's trust of service company.

2.2.3 The Service Personnel Quality Is Not High and Lack the Service Awareness

The domestic service that the customer needs is closely connected with the customer's life. Many domestic services involve customers' privacy issues, so the trust of the customer and the service personnel is important. However, most of the service personnel come from the countryside, did not receive too much education, and the main of them are older women. One of the problems that can easily cause customers to panic is that these service personnel can easily reveal customers' privacy to

¹ Intermediary system is running that a community service organization as a middleman, provide docking services for the domestic service practitioners and community residents, and receives intermediary fees of these services.

others. On the one hand, it is not ethical to reveal the privacy of the employer, on the other hand, it will greatly reduce customer's satisfaction. In addition, the service personnel care only about the completion of the work, but not enough about the quality of the service. The key point that intermediary service companies focus on is intermediary fee, lack of follow-up investigation to service personnel, greatly reduce the quality of service, so that affect customer's satisfaction.

2.2.4 Large Staff Mobility, Increasing the Cost of Customers Looking for Employees

Personnel flowing is large, which is be commonly found in most domestic service companies except for company A. According to the analysis of the situation of supply and demand of human resources market, the demand of residents and other service industries, such as household service are on the rise, ranked the third, beyond the accommodation and catering industry. A company's customers said that now it is difficult for them to understand a person had to give the house to the people because the domestic staff mobility is too strong. Moreover, the domestic personal quality, health and other issues are not good to control.

2.2.5 Project Mixed, No Special Items

As a intermediary services company, A company's business scope includes temporary cleaning, child caring, home nanny, caring for the elderly, moving and other services. Although there are many projects, but there is not their own special items. The needs of the domestic service market is far greater than the supply, A company cannot be fully satisfied, which will affect the customer's trust. We also learned in the interview, that an employer hope to hire a caring service after hiring a moving service, however failed because of market reasons and the loneliness of caring business, so A company cannot meet this customer's needs, which greatly reduce the A company's image and customer satisfaction.

3. The Empirical Analysis of the Factors of Customer Satisfaction

This research combines quantitative and qualitative method. We obtain the original datas by he random investigation of domestic service customers, supplemented by referring to the related literature. We distributed randomly 310 questionnaires, 298 valid questionnaires were received. Then we used SPSS statistical software for mathematical analysis to study the factors affecting domestic service satisfaction, then obtaining the final conclusion from the descriptive qualitative analysis of data.

The questionnaire includes service price perception, corporate image, service quality perception, social rapport and customer satisfaction. The scale of service price perception was referred to customer value perception scale of Huifan Li (2012). The scale of corporate image is based on Nguyen's corporate image scale, which is derived from Li Huifan's (2012) retail banking corporate image measurement scale. Quality of Service Perceptions are measured using Cronin and Taylor's SERVPERF model which was improved from the SERVQUAL model. The measurement of social rapport was used the social rapport scale from Yim et al. (2008) The Customer Satisfaction Scale comes from the customer satisfaction scale of Huifan Li et al. (2012). In this paper, the measurement of the above variables, are used 1-7 level of the Likert scale ", 1" represented disagree completely, while the "7" indicated fully agreed. We synthesize the study of scholars and the actual situation, we building the following model:

3.1 Reliability and Validity Test

We first calculated the Cronbach's α coefficients of 6 variables using SPSS 17.0 software. The results showed that the Cronbach's α coefficients of each subscale were higher than 0.70 (see [Table 2](#)), which indicated that the reliability of the questionnaire was good. The validity of the variables is evaluated primarily by content validity and structural validity analysis. The measurement items used in this paper are from predecessors' study, after a number of verification, so as to ensure a better content validity.



Figure 1. The effects of domestic service satisfaction

Table 1. Reliability analysis

Variables	Cronbach’s α coefficients
service price perception	0.854
corporate image	0.912
service quality perception	0.845
social rapport	0.845
customer satisfaction	0.716

The model of this paper is verified by Amos22.0 software. The validation factor analysis based on AMOS21.0 software shows that the factor loading of each measure is highly significant, and the AVE of all variables is higher than 0.5, which proves that the structural validity is strong.

3.2 Correlation Analysis

According to the hypothesis of regression in our regression analysis, and using the statistical analysis software spss17.0 as the data analysis tool, we get the correlation between the researching variables.

Table 2. Correlation analysis

		service quality	service price	corporate image	social rapport	customer satisfaction
service quality	Correlation	1	.388**	.443**	.013	.471**
	Sig		.000	.000	.822	.000
	N	298	298	298	298	298
service price	Correlation	.388**	1	.185**	.293**	.347**
	Sig	.000		.001	.000	.000

	N	298	298	298	298	298
corporate image	Correlation	.443**	.185**	1	.125*	.317**
	Sig	.000	.001		.031	.000
	N	298	298	298	298	298
social rapport	Correlation	.013	.293**	.125*	1	.720**
	Sig	.822	.000	.031		.000
	N	298	298	298	298	298
customer satisfaction	Correlation	.471**	.347**	.317**	.720**	1
	Sig	.000	.000	.000	.000	
	N	298	298	298	298	298

It can be seen from Table 2 that there is a significant positive correlation between the independent variables (service price, quality of service perception, corporate image) and the dependent variable (customer satisfaction) at the significance level of 0.01. Moreover, at the same level of significance, there is no significant correlation between the moderating variable of social rapport and the independent variables of service quality perception.

3.3 Collinear Diagnosis

There is an approximate linear relationship between the independent variables, which is, an argument can be approximated by a linear function of other arguments. When there is a mutual interference between the variables, it must be removed, so that there is no collinearity. Therefore, it is necessary to run the collinear diagnosis for the variables in the regression equation.

Table 3. Collinear diagnosis

Model	Collinearity statistics	
	Tolerance	VIF
(constant)		
1 service quality	.707	1.415
corporate image	.804	1.244
service price	.849	1.178

By observing the above data, we can see that there are no collinearity problems in the four variables with strong correlation.²

3.4 Multiple Regression Analysis

We achieve the following results of regression analysis through spss17.0. Through Table 4, R square is changed 0.018 from model 1 to model 2, and the significance level is less than 0.01, which indicates that moderating effects are significant. Similarly, according to the results in Table 5, R square is changed 0.022 from model 1 to model 2, and the significance level is less than 0.01, which can be seen significant adjustment effect. However, in our multiple regression analysis, the social rapport does not

² Variance Inflation Factor, (VIF): The larger VIF reveals the collinearity is more serious. Empirical judgment method shows: 0<VIF<10, there is no multiple collinearity; 10≤VIF<100, there is a strong multi-collinearity; VIF≥100, there is a serious multiple collinearity. Information comes from: <http://baike.baidu.com/view/4502677.htm>

have significant moderating effects on the relationship between the remaining three dimensions of service quality perception and domestic service satisfaction.

Table 4. Moderating effect

Model	Changed statistics				
	ΔR2	ΔF	df1	df2	Sig. ΔF
1	.618	238.306	2	295	.000
2	.018	14.778	1	294	.000

a. predictor variables: (constant), tangibility, social rapport.

b. predictor variables: (constant), tangibility, tangibility*social rapport .

Table 5. Moderating effect

Model	Changed statistics				
	ΔR2	ΔF	df1	df2	Sig. ΔF
1	.613	233.736	2	295	.000
2	.022	18.048	1	294	.000

a. predictor variables: (constant), reliability, social rapport.

b. predictor variables: (constant), reliability, social rapport, reliability*social rapport.

According to Table 6, the independent variables are corporate image, service price and service quality perception, the regression coefficients of which are significant, so we can draw the independent variable and the dependent variable is linearly related.

Table 6. regression coefficients

Model	Non - standard coefficients		Standard coefficient	t	Sig.
	B	Standard error	trial version		
(constant)	-1.535	.050		.000	1.000
1 service quality	.338	.059	.338	5.689	.000
service price	.191	.054	.191	3.525	.000
corporate image	.132	.056	.132	2.379	.018

A.The dependent variable for model 1 is customer satisfaction.

3.5 Summary

From the results of regression analysis, service quality perception, service price perception, corporate image is the influencing factor of domestic service satisfaction, and social rapport has a moderating effect on the relationship between tangibility of domestic service quality and customer satisfaction. At the same time, social rapport has a moderating effect on the relationship between reliability of domestic service quality and customer satisfaction.

(1)Service quality perception, service price perception, corporate image is the influencing factor of domestic service satisfaction. According to our analysis of the survey results, service price perception, corporate image, service quality perception, have significant impact on customer satisfaction. Among the three variables, the perceived quality of service has the highest degree of effect on the customer

satisfaction. This also suggests that domestic service companies should focus more on improving the quality of service.

(2) Social rapport has a regulatory role in the relationship between the reliability, tangibility of service quality perception and customer satisfaction. People in society must be associated with the formation of a wide range of relationships. Haiying Wei (2014) suggested that the relationship between business and consumers should include the friendship between consumers, senior executives and sales personnel, except for the influence of patriotism, occasion and etiquette. After our verification, social rapport has a significant effect on the relationship between the reliability of service quality perception and customer satisfaction, so as on the relationship between tangibility and customer satisfaction.

4. Discussion and Analysis

With the development of the times, the competition in the domestic service industry is becoming more and more intense. We have conducted an investigation and drew a conclusion on the basis of previous studies. We give the following recommendations for the improvement of customer satisfaction.

4.1 Standardizing the market order, developing pricing standards

As a service industry, the price should be consistent with the quality of service. However these days, domestic industry is quite a mixed bag. In addition, the standard of service price is not transparent and open, which leads to the bargaining behavior of consumers at the service price. The impact of service price perception on customer satisfaction is significant. If the service price is too high, so that consumers feel far more than the services provided by domestic companies, then there will be producing complaints, thereby reducing customer satisfaction; if the enterprise is higher than its competitors based on the same service standard, it will also cause the customer's dissatisfaction.

Therefore, at the time of setting price, the domestic service companies not only need to provide high-quality services, so that customers think they are worth it, or even valuable, but also need to compare with similar competitive enterprises. At the same time, the relevant departments need to increase supervision, standardize the domestic service market charges, and reduce the unreasonable charges.

4.2 The formation of special items, establishing a great corporate image

With the improvement of people's living standards, domestic service enterprises have been rapid development. At the same time, the competition between domestic service companies is becoming more and more intense. In addition, the projects domestic service business providing are very extensive. In an interview with some customers of Company A, we found that Company A did not have its own special items and even had some shortage of their service staff, resulting in low customer satisfaction. Therefore, enterprises should find their own special projects, improving the advantages of business, making it being the core competitiveness of the company. On the one hand it is in favour of enhancing competitiveness in the competitive market environment to obtain their place. On the other hand it is conducive to establish a good corporate image for the enterprise. According to the previous empirical analysis, the corporate image has a significant positive impact on the customer satisfaction, and thus the formation of special projects can improve customer satisfaction.

4.3 Focus on human society, cultivate customer relations

Commitment - social relationship has a significant regulatory effect on the relationship between the tangibility, reliability and customer satisfaction of service quality perception. Therefore, in improving the customer service quality perception to improve customer satisfaction at the same time, we need to realize that consumers are complex social people, taking into account the social people's emotional factors. The results of the interview also fully confirmed the importance of social relations, when the service staff and customers have a good social relations, then the customer's confidence in the

customer will be greatly improved. The same quality of service, the customer with a good relationship with the service staff will be more satisfied.

Therefore, enterprises can not only balance customers' psychology in the material, but also pay attention to cultivate customer relations to enhance the relationship between enterprises and consumers from the personal emotion. We advise enterprises to communicate with customers, enlarging the network of social relations between the two sides to promote multi-win-win situation.

4.4 Establishing partnerships with service personnel, reducing staff turnover

Traditional domestic companies have low thresholds and less use of funds. Most of the domestic service personnel come from rural areas and have agricultural insurance, which greatly reduces the welfare of domestic employees. But for the service staff, they did not have any investment in the company, the company did not give them other benefits except for wages. All the expectations of service staff are placed on wages, so the cost of mobility of the service staff is very low.

We interview some of our customers, the high turnover rate will make the customer lack of security, which is, the guarantee of service quality perception.³ The results of our empirical analysis show that the perception of service quality has a significant positive impact on customer satisfaction. Therefore, enterprises should take measures to reduce staff mobility, such as establishing a partnership with service personnel, increasing the flowing cost of service personnel, thereby reducing the turnover rate.

4.5 Personnel training, improving the quality of personnel and their service awareness

In our correlation analysis and regression analysis, we find that service quality perception has a significant positive correlation with customer satisfaction, and service quality perception has the highest impact on customer satisfaction compared with service price perception and corporate image. Therefore, in the highly competitive society, as the service industry of domestic service enterprises must continue to improve the quality of service, in order to have a certain degree of healthy development space.

However, in our interview, we found that the quality of staff and service awareness have the highest degree of impact on the service quality. Once the staff's service awareness increased, it not only can improve the relationship between service personnel and employers, but also improve the quality of service. In order to cultivate the sense of service, we recommend that enterprises can properly train the service personnel. The main role of training in two aspects: Firstly, it is in favor of improving the level of service staff. Secondly, it can correct attitude of employees. Enterprises can also establish a sense of service related to corporate culture, enhancing service awareness of each service staff, which can improve the quality of service. At the same time, we hope that colleges and universities can set up specialized domestic discipline, cultivating high-quality domestic talent.

4.6 Using Internet business, increasing the scale of business

Today is the information era. Internet has affected all aspects of social life, changing the consumer consumption patterns. In order to adapt to the market, domestic service industry should also embark on the road to the Internet. Domestic service industry in the field of e-commerce applications, can make customers can choose through the network and enjoy the service at home. Domestic service e-commerce is also a trend of domestic service development. If the domestic service combines the Internet, opening the evaluation system, it not only help customers choose the right service staff, but also improve the service staff service awareness, intending to improve service quality.

³ Parasuraman thought the dimensions of service quality perception are tangibility, reliability, responsiveness, guarantee and empathy, which constitute the SERVQUAL model, through the actual investigation and research of four service industries.

The current online did not form a large scale and system. If you can, as Taobao website, provide a platform for a B2C or C2C form of transactions for the domestic service enterprises, it will be a good start of domestic service standards.

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