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### MEASURING CONSUMER SATISFACTION AND COMPARING THEIR SERVICES AT DANUB AND MANUEL SUPERMARKETS IN JEDDAH, SAUDI ARABIA

*Nadia Salim Al-Malki<sup>1</sup>, Mohamed Baymout<sup>2</sup>*

<sup>1,2</sup> College of Business, Effat University, Qasr Khuzam St., Kilo. 2, Old Mecca Road.

P.O.BOX 34689, Jeddah 21478, Saudi Arabia.

Email: [1nalmalki@effatuniversity.edu.sa](mailto:nalmalki@effatuniversity.edu.sa), [2mbaymout@effatuniversity.edu.sa](mailto:mbaymout@effatuniversity.edu.sa)

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#### **ABSTRACT**

Customer service and experience is very important to measure in order to improve our business more and also to guarantee customers or consumers satisfaction. This study investigates and measure the level of consumer's satisfaction and compare the customer service at both Danub and Manuel supermarkets in Jeddah, Saudi Arabia. Both supermarkets provide medium to high-class consumer services. The consumers from both supermarkets are requested to fill out the questionnaire survey regarding their purchasing experience. The scopes covered the availability to find a product, clear signs of product in each corner and shelves as well as the overall experience from entering until leaving the supermarket. The obtained result shows that customer satisfaction of Danub supermarket is higher than Manuel supermarket. But, the services of Manuel supermarket are in the lead above Danub supermarket where they provide more details and news about the variety of products they offer, where consumers can access through mobile application.

#### **INTRODUCTION**

Consumer services play a very important role in creation of consumer satisfaction and experience and for building the whole organization and its image because it's the most important key to the organization in order to keep customers happy and grantee more profits, and revenues, and survive in the market for the long term. In this competitive marketplace, extending excellent customer service is essential to the survival of any business and organization [1].

The delivery of high-quality service is the key to success in service industries [2]. Thus, monitoring and improving service quality is highly essential for developing efficiency and business volume [3]. Consumer service is very essential to the development of any organization. In case the service is satisfactory and very pleasurable, it will grantee that customers or consumers will come back and be loyal to the organization. However, what differentiates one organization to another is the service that customers receive. For instance, two stores that sell the same products but the only difference is the service provided from the employees of the store.

However, when consumers received satisfied and excellent service which fulfilled their needs, they will definitely come back again for another service or product. Besides that, the influence of customer opinions or positive word of mouth toward certain organization directly affects the performance of an organization, which creates an exponential growth and success [1]. The positive word of mouth communication is known as customer advocate has effectively enhanced the repetition purchase behavior [4].

The development of customer loyalty is important to sustain the business growth. The customer loyalty can be developed when the services provided is beyond the customer's expectation or addressed something more innate [5]. The customer loyalty programs can be developed to create a connection between business and consumer [6]. For example, a shopping mall have created a loyal program where every customer has a card where they can collect points in each time they purchase a product and for reaching certain points, they may receive a higher level of card or receive valuable gifts and with this program they gain more loyal customers. Gong et al. (2018) determine the connection between the connection force and other factors such as satisfaction that can influence the desire to remain a consumer [7].

The development and enhancement of consumer loyalty is critical for firms across a wide range of industries such as spanning consumer goods and service industries in order to generate revenue and increase profitability [8]. John Mutua et al (2012) concludes that the image of a service provider, loyalty of consumers, consumer expectations, perceived value, perceived quality and the ways to handle the complains are very important factors that significantly determine consumer satisfaction levels [9].

As overall, the customer satisfaction has become the important concern for the business to enhance their services as well as their product quality in order to maintain the customer loyalty in this competitive marketing era. Therefore, this study identifies the consumer service particularly at Danub and Manuel supermarkets through questionnaire survey to their customers.

## **METHODOLOGY**

This study used both quantitative and qualitative method. Questionnaire survey is used as the primary research tools to gather the data. There are two types of data namely primary data and secondary data. The primary data is the data collected directly from firsthand experience and the secondary data is the existing data that is collected by someone else for another purpose. The

primary data are obtained from the questionnaire survey, while the secondary data are from published journal and article.

The targeted sample size in this study is about 100 participants. The participants must be the customer from both Danub and Manuel supermarkets in Jeddah, Saudi Arabia. The questionnaire survey was conducted conventionally by distribute the questionnaire form to the customer in the supermarket randomly. Only the completed answered questionnaire form will consider for data analysis. The feedback of the questionnaire provides general view about the level of customer satisfaction in each supermarket and which supermarket is better in delivering customer satisfaction and better experience, and measuring the performance of attracting customers.

The prepared questionnaire question consists two sections which is the three questions on the demographic of the participant and each 22 objective questions for both supermarkets regarding the participant's experiences.

## RESULT AND DISCUSSION

After conducting the survey, only 97 responses are qualified and considered for data analysis. The demographic result is shown in Table 1.

**Table 1:** Demographic Result

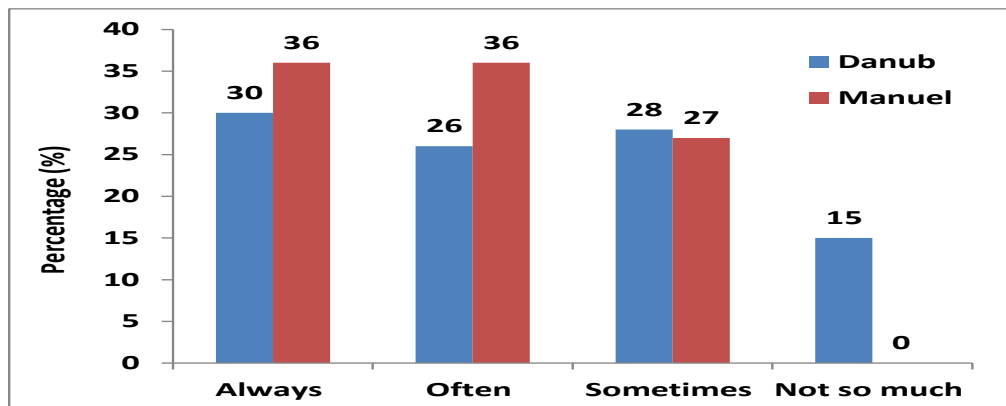
| Demographic            | Categories       | Percentage (%) |
|------------------------|------------------|----------------|
| Age group              | 16 – 25          | 77.08          |
|                        | 26 – 35          | 15.63          |
|                        | 36 – 45          | 5.21           |
|                        | 46 – 55          | 1.04           |
|                        | 56 and older     | 1.04           |
| Gender and marriage    | Female – Married | 29.90          |
|                        | Female – Single  | 52.58          |
|                        | Male – Married   | 7.22           |
|                        | Male – Single    | 10.31          |
| Preferable supermarket | Danub            | 46.39          |
|                        | Manuel           | 12.37          |
|                        | Both             | 41.24          |

Table 1 demonstrates majority of the participants are from age group of 16-25 years old and 26- 35 years old by 77.08% and 15.63% respectively. While the remaining are above age 36 years old. Most of the participants are female, about 72.48%. The females, married with percentage of 29.90% and single with 52.58%. The single male and married male marks the percentage of 10.31% and 7.22% respectively. Most of the participants prefer Danub supermarket with percentage of 46.39% which is higher than Manuel by 34.02%. There are 41.24% of participants prefer both supermarkets. A lot of participants are familiar more with Danub supermarket since Manuel is very recently opened and not yet discovered by all participants.

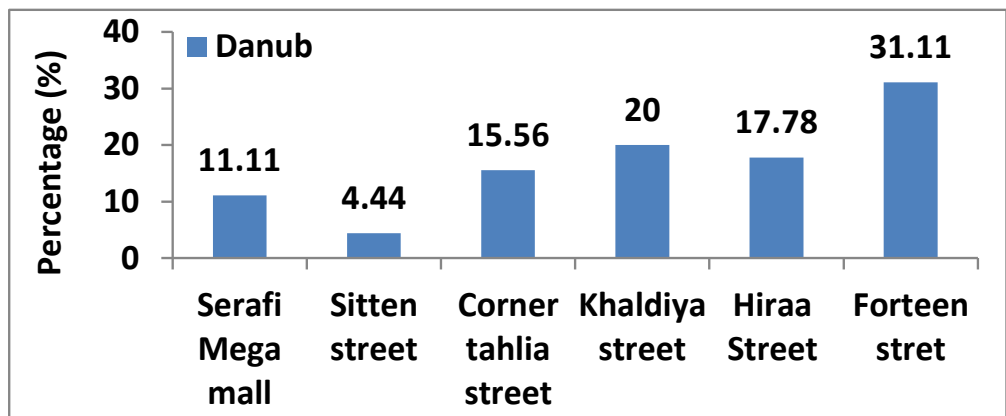
*Survey Analysis on Danub Supermarket and Manuel Supermarket*

Figure 1. shows the frequency of shopping between two supermarkets. For Danub, about 30% of the participants always shop at Danub supermarket, 26% often shop there, 28% shop sometimes and 15% they don't shop a lot. In comparing with Manuel supermarket, about 36% of the participants always shop at Manuel supermarket, 36% shop often, while 27% they shop sometimes.

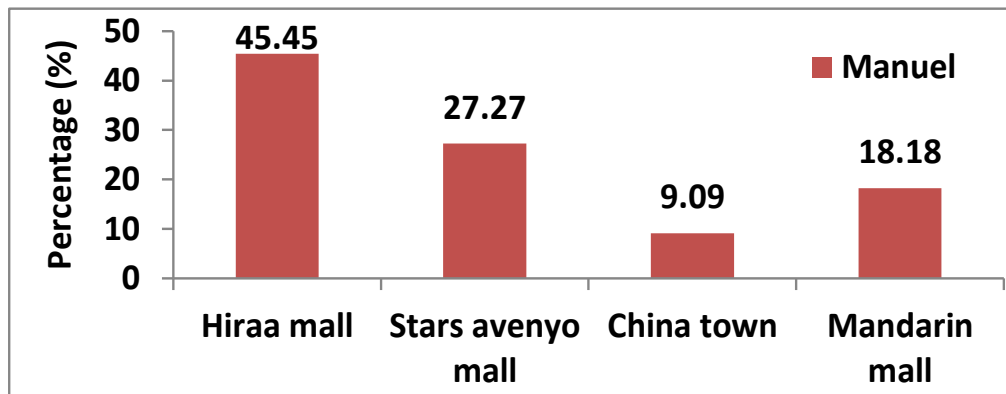
Figure 2 and 3 demonstrate the most preferable branches of Danub and Manuel supermarket. For Danub supermarket branches, Forteen street branch marks the highest about 31.11%, then follow by Khaldiya street branch and Hiraa street branch with 20% and 17.78% respectively. On the other hand, most of the consumers at Manuel supermarket, shop in Hiraa Mall branch with 45.45%, follow by Stars Avenyo mall with 27%, then mandarin mall 18% and china town with 9%. Danub has more branches and more spreader to reach everywhere in Jeddah and that's explain why some people prefer to go to Danub rather than Manuel.



**Figure 1:** Frequency Of Shopping



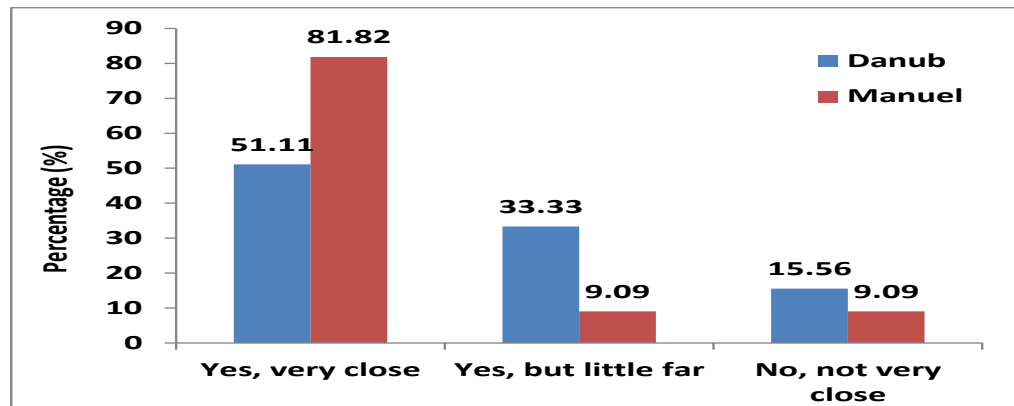
**Figure 2:** Preferable Branches of Danub



**Figure 3:** Preferable Branches of Manuel

Regarding the supermarket's website, about 30.78% of the responses have indicated for Danub supermarket that they don't even know if the supermarket have website, which this make sure that the supermarket have poor technology usage and they don't depend on the internet for attracting customers, 56.52% they don't know about the website and 8.70% only know about it. For Manuel supermarket, only 9.09% know they have a website and 45.45% they don't know if they have a website or weekly promotions, which indicates they didn't promote enough for their website, where as Manuel have a better website where they post their weekly promotions and they also mention the winners there, and update their consumers with their news and also new arrivals to the supermarket, furthermore they post recipes for disserts and different kind of food.

Danub supermarkets have covered almost everywhere in Jeddah. According to Figure 4, about 51.11% of the participants find a very close branch to their house and 33.33% little far and a very small percentage with 15.56% they find it far and not close. While on the other hand, 81.82% of the participants for Manuel supermarket find the branch close to their home, while 9.09% have answered yes but little bit far and 9% claims the branch of Manuel not close to their home. For both supermarkets there is high percentage of people who shop at both supermarket they find it very close to their home, which means most shoppers prefer a supermarket that's located near to their home.



**Figure 4:** The Available of Branch Supermarket Near to Home

Regarding the convenient of car park, 65.22% and 80.80% of the participants claim they easily can find the car parking space for Danub and Manuel respectively. Both of supermarkets offer parking area for a lot of customers whereas only small percentage has the difficulty to find the car parking space. Regarding the available of the cart, 75.56% and 90.91% of the participants claim they easily find the cart for Danub and Manuel respectively. Weekend is the main factor that causing the customers has difficulty to find the cart due to the increases of customer.

Moreover, 32.61% of the participants claim the cart in Danub is not clean, while 27.27% of the participants claim the cart in Manuel is not clean. This situation occurs if the supermarket is very busy where they don't have time to clean the cart or prepare it well for the next customer.

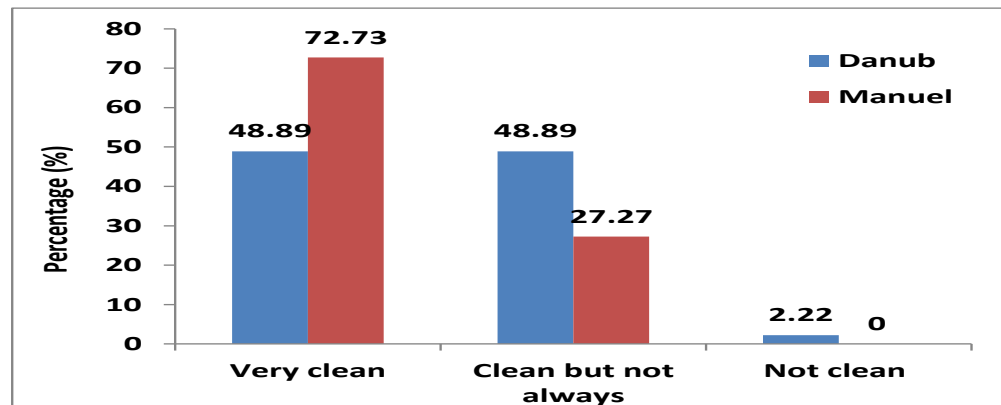
Most of consumers for Danub and Manuel supermarkets about 88.89% and 90.91% claims the provided signs are clear. About 56.52% and 72.73% of the participants claim they can find assistance in Danub and Manuel supermarket respectively when they require help such as putting the products or groceries inside the bags.

The fresh baked food in Danub and Manuel supermarkets are satisfied by 95.35% and 90.91% respectively. Besides that, coupons allows any firm to offer specific promotions to their consumers, to offer them discounts or buy 1 and get 1 free, and its way to attract consumers to your supermarket. There are 77.78% and 72.73% of the participants claim Danub and Manuel supermarkets not always offer coupons.

Regarding the exclusive product, about 88.89% of the participants claims they ever bought the product in Danub that could not find in other supermarket, while 91.91% of the participants claims they ever bought the product in Manuel that could not find in other supermarket, in addition, the participants agreed the employees in Danub and Manuel supermarkets are friendly and helpful by 75.56% and 90.91% respectively.

Based on Figure 5, majority of the participants find the cleanliness in Manuel Supermarket is better than Danub Supermarket. Manuel supermarket marks 72.73% for very cleans and 27.27% for clean but not always. Danub

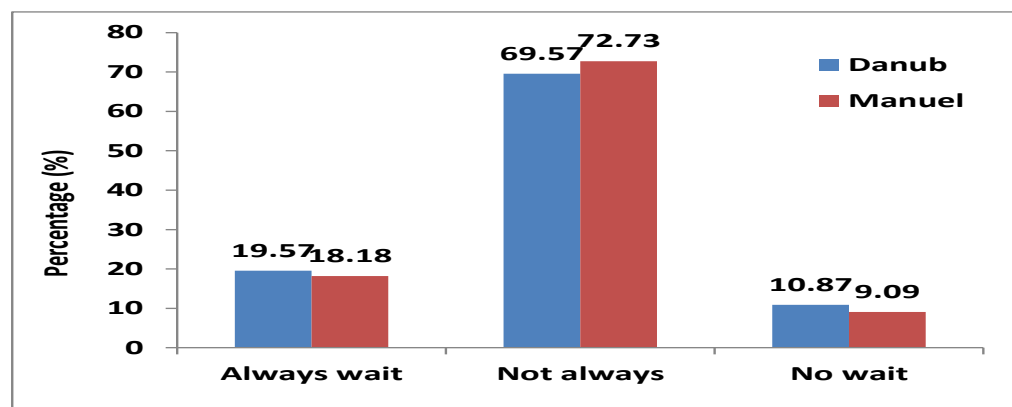
supermarket marks 48.89% for very clean and also clean but not always. The cleanliness is very important way of showing care to the consumers.



**Figure 5:** The Cleanliness of Supermarket

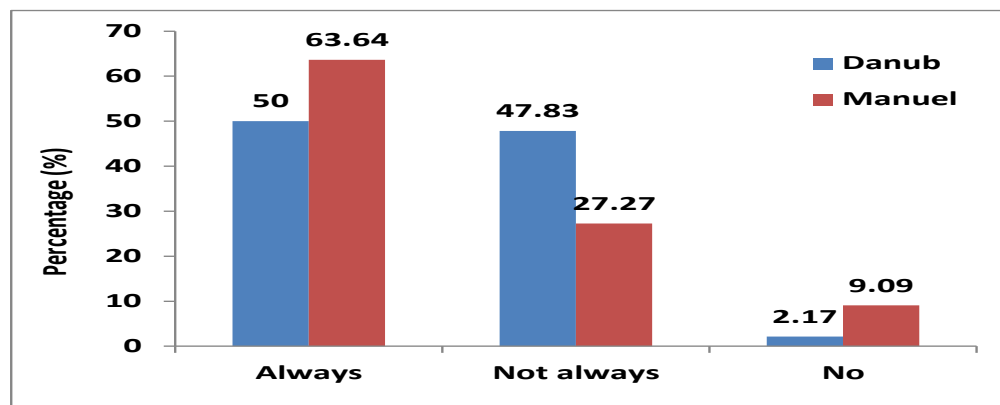
Most of the participants are enjoy shopping with family at Danub supermarket by 93.48%, while 90.91% the participants are enjoying shopping with family at Manuel.

Waiting time in the queue line is very big problems to some consumers; they may leave and never come back because of the waiting time and here. Figure 6 shows about 19.57% of the responders in Danub supermarket do wait in a long queue always, and 69.57% do wait in a long queue but not always and 10.87% don't wait in a long queue. In Manuel supermarket, about 18.18% always need a wait at cashier and 72.73% need a wait, but not always, while only 9.09% do not need a wait. Definitely the payment process may consume some time including serving the consumers at the cashier and they don't wait in a long queue, except during weekends and special seasons such as Ramadan.



**Figure 6:** Occurrence of Long Queue At Cashier

Figure 7 shows about 50% of the participant claims they do always find employees to carrying their groceries to the car in Danub supermarket, 47.83% not always and 2.17% does not. There are 63.64% of the participant claims they do always find employees to carrying their groceries to the car in Manuel supermarket, 27.27% not always and 9.09% does not.



**Figure 7:** Availability of Employee To Help Carry Grocery To Car

The statement “I am pretty satisfied with shopping at Danub/Manuel”, only 2.17% disagree that they are satisfied with shopping in Danub supermarket and 13.04% neither agree nor disagree, while 63.04% agree that they are pretty satisfied which is a huge percentage of the responders and 21.74% also strongly agree with the statement. As for Manuel supermarket, 9.09% strongly disagree that they are satisfied with shopping in Manuel supermarket, also 9.09% neither agree nor disagree and 45.45% agree they are satisfied, 36.36% they strongly agree.

The statement “I felt confused and lost while shopping at Danub/Manuel”, only 17.39% strongly disagree that they didn’t felt confused or lost while shopping and also a higher percentage with 43.48% also they disagree with the statement and 26.09% neither agree nor disagree and a small percentage with 13.04% they agree of lost and confused while shopping. As for Manuel supermarket 27.27% strongly disagree with feeling confused or lost while shopping and 54.55% disagree and 9.09% neither agree nor disagree and also 9.09% agree with the statement.

The statement “If I’ll go shopping again for groceries, I’ll go again to Danub/Manuel”, only 2.17% disagree of going shopping again to Danub supermarket and 10.87% neither agree nor disagree, 54.35% agree and 32.61% strongly agree which indicates that they feel very satisfied with the experience and would definitely come again to Danub. As for Manuel supermarket only 9% disagree of going again to shop in Manuel, also 9.09% neither agree nor disagree and 27.27% agree with coming again while a higher percentage with 54.55% would strongly agree with coming again.

The statement “This is one of the best supermarkets I’ve ever went to”, only 8.70% disagree with the statement and 26.09% neither agrees nor disagree, 32.61% agree and strongly agree with the statement that it’s the one of the best supermarkets. As for Manuel supermarket 18.18% disagree with the statement and 45.45% agree also 36.36% strongly agree with the statement.

The statement “It’s very easy to shop at Danub/Manuel”, only 2.17% disagree that it is easy to shop in Danub and 21.74% neither agree nor disagree and



47.83% agree that it is easy to shop there besides 28.26% strongly agree with this statement. As for Manuel 18.18% neither agree nor disagree and 45.45% agree, also 36.36% strongly agree.

Most of the participants about 93.33% and 90.91% claims they not facing any problem that require assistance of customer service after shopping at Danub and Manuel respectively. Some of them have indicated some problem after shopping such as expired products, finding cockroaches inside pasta bags and products with a weird smell.

It's very important to make sure good experience is provided to consumers to make sure they will come back. There are 60.87% of the participants have agreed on definitely they will come again to Danub supermarket and 36.96% probably will and only 2.17% will not come again. As for Manuel 72.73% would definitely come back again and 18.18% they probably will come back and 9.09% they will definitely won't come again.

Based on the responder's for Danub supermarket experience 52.17% of them will definitely recommend their families and friends to go to the supermarket and that's great cause it made it clear they are satisfied with the service in Danub and 45.65% probably will recommend and only 2.17% does not. As for Manuel supermarket 72.73% they will definitely recommend the supermarket to their family or friends whereas, 27.27% will probably recommend it, it also means for Manuel consumers they are satisfied with the service they receive for sure.

## **OVERALL DISCUSSION**

According to the survey, Danub supermarket is well known around consumers more than Manuel supermarket, although they both serve the same level of people since both of them luxuries supermarkets. Furthermore, 46% of the responders have chosen Danub supermarket while only 12% have chosen Manuel supermarket, which is very small percentage compared to the Danub, because Danub is older supermarket than Manuel and also Danub have more branches than Manuel. Moreover, based on the results, the level of consumer services of Danub supermarket is in the medium to high level of satisfaction. There are 84.78% agree and strongly agree that they are pretty satisfied with shopping in Danub supermarket. There are 81.81% agree and strongly agree that they are pretty satisfied shopping in Manuel supermarket. Both supermarkets need to maintain their level, they can increase their percentage of satisfaction by improving online services and cope with the internet technology. Manuel supermarket does have better technology and beneficial by website and mobile application which allows finding promotions and offers as well as search for nearest branches locations. Moreover, Manuel is coping with the technology more than Danub where it depends only on their old customers.

## **CONCLUSION**

The obtained result show consumers are more satisfied shopping at Danub compare to Manuel. Manuel is in the lead above Danub supermarket, where they offer more details and news about the variety of products they offer,

where consumers can access through mobile application. While, Danub supermarket only promote themselves in the supermarket where customers see the promotions while they are in the market, and there is no other available sources to see except website. Furthermore, it is very important to Danub to improve and cope with technology and focus also to gain more new customers, by trying to reach them by other ways.

### **ACKNOWLEDGMENTS**

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