

FACTORS INFLUENCING TO CUSTOMER SATISFACTION OF ONLINE SHOPPING IN AEON MALL: A STUDY IN HAI PHONG

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Abstract: *The aim of the study is to identify the influencing factors and measure the extent of their impact on customer satisfaction about online shopping services at Aeon Hai Phong supermarket. With the conduct of an online survey of 150 respondents, authors applied Descriptive statistics, Frequency statistics, EFA discovery factor analysis on SPSS software. After conducting surveys and analysis, the results indicated that young people and women tend to purchase online more than other groups. In addition, the Factors includes of Assurance, Empathy and Tangibleness have a significant effect on customer satisfaction while not having the impact of Responsiveness and Reliability. Thus, some recommendations have been proposed to improve customer satisfaction.*

• Keywords: *customer satisfaction, online shopping, e-commerce, super-markets, retailers.*

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Tóm tắt: Mục đích của nghiên cứu này nhằm xác định các nhân tố ảnh hưởng và tiến hành đo lường mức độ của ảnh hưởng của nó đến sự hài lòng của khách hàng về dịch vụ mua sắm trực tuyến tại siêu thị Aeon Hải Phòng. Với việc tiến hành khảo sát trực tuyến 150 ứng viên, nhóm tác giả áp dụng thống kê mô tả, thống kê tần suất, phân tích nhân tố khám phá EFA trên phần mềm SPSS. Sau khi tiến hành khảo sát và phân tích, kết quả cho thấy người trẻ tuổi và nữ có xu hướng mua sắm trực tuyến nhiều hơn cả. Ngoài ra, các nhân tố Sự đảm bảo, Sự đồng cảm và Sự hữu hình có ảnh hưởng đáng kể đến sự hài lòng của khách hàng trong khi không có sự tác động của nhân tố Sự tin cậy và Sự phân phối. Do đó, một vài khuyến nghị đã được đề xuất nhằm nâng cao sự hài lòng của khách hàng.

• Từ khóa: *sự hài lòng của khách hàng, mua sắm trực tuyến, thương mại điện tử, siêu thị, nhà bán lẻ.*

1. Introduction

Online shopping has become increasingly popular in recent decades and has had a positive impact on many domestically and foreign economic sectors. Before Covid-19 pandemic, the majority of people preferred traditional shopping channels such as markets, supermarkets, convenience

stores... However, because the impact of the Covid-19 pandemic leading to travel restrictions and tight spending, the number of people choosing to shop online is increasing considerably. Retail businesses also focus more on developing their own online shopping channels, both boosting sales and enabling customers to easily choose the right product. Customer satisfaction according to several previous studies by Ha & Jang (2010), Nicolaides (2008) argued that it is greatly influenced by the physical factors of service, quality and price of food.

As one of the largest retail trading groups in the world, Aeon owns over 179 joint ventures in Japanese as well as foreign markets. As of August 2019, Aeon Mall has built a system with 170 shopping centers in 5 countries around the world including Japan, Indonesia, China, Cambodia and Vietnam. Up to now, Aeon has 6 commercial centers, respectively in Hanoi, Binh Duong, Ho Chi Minh City, Hai Phong. For the people of Hai Phong city, Aeon Mall is considered as a shopping and entertainment destination with a great attraction. Moreover, the group is also running a full, professional online shopping system on many platforms, contributing to the shopping experience as its philosophy to put the customer first.

This study aims to identify the factors that

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affect the satisfaction of customers' satisfaction with the quality of online shopping services of Aeon supermarkets in Hai Phong and to measure the impact of such these factors. This contributes to helping the authors come up with a number of practical solutions to contribute to improving the quality of online shopping services of supermarkets.

2. Literature review

Customer satisfaction

Customer satisfaction is believed as a foundational factor for building and developing customer relationships. There are many different perspectives on customer satisfaction of some authors such as: Philip Kotler (2001) defines satisfaction as the degree of a human sensory state derived from comparing the results obtained from the consumption of a product with the expectations of the person. Satisfaction levels depend on the difference between the results received and the expectations. According to Vo Khanh Toan (2008), customer satisfaction is the evaluation, the customer's feeling of a product or service has met their needs and expectations.

Online shopping

Today, the field of e-commerce is growing rapidly in countries that have been developing. Using e-commerce allows businesses and business organizations to introduce information about products to different potential audiences in every part of the world that can connect to the Internet. According to Kotler (2012), online shopping (often referred to as online shopping) is the purchase through electronic connections between buyers and sellers - usually online. According to Bui Thanh Trang (2014) online shopping is a process by which a customer buys goods or services directly from a seller for a period of authentication through an access network, not through intermediary services, it is a form of e-commerce.

Satisfaction in online shopping

Shopping at an online software like shopping through an advertising publication, because shopping, delivery is all via email, and in both cases, customers cannot touch or feel items (Lighter and Easrman, 2002). So the prospects of e-commerce and online shopping depended greatly on the user interface and how people interact with computers

(Griffith et al., 2001). Hemon & Whitwan (2001) argued that online customer satisfaction was the customer response they receive when using online services. According to Myers and Mintu - Wimsatt (2012), satisfaction in online shopping originated from the satisfaction of online purchases and the customer experience.

On the other hand, many researchers recognize and accept that customer satisfaction is the logical measure of success in the exchange in the market.

Wang and Huarng (2002) as researching customer satisfaction about e-stores showed a homogeneous correlation relationship of 9 independent variables: web site design, competitive price, merchandise availability, merchandise condition, on-time delivery, return policy, alive consumer service, order confirmation, promotion activities with independent variable satisfaction when surveying 419 online stores. However, this study has not shown the extent of the impact of factors and proposes solutions to improve the quality of service. Maditinos and Theodoridis (2010) demonstrated the product information quality and user interface quality have a strongest effect, then service information quality, purchasing process; and there are the factors such as security perception, product attractiveness has a synchrony relationship with customer satisfaction. In addition, the authors also demonstrated that customer satisfaction has a great impact on post-purchase behavior. However, this study has some limitations due to the limited availability of the Internet and technology in Greece that greatly influenced the study results.

Similarly, Lin and Sun's (2009) study of customer satisfaction and loyalty across the online shopping space also pointed to a number of significant impact factors such as technology, web service quality. In addition, by using the structural equation modeling model (SEM), the authors also claimed that reasonable prices can directly impact customer loyalty but not necessarily affect their satisfaction. Vu Huy Thong and Tran Mai Trang (2013) conducted research on customer satisfaction online shopping in groups, the results of which indicated that the most important factors affecting the satisfaction of customers shopping online in groups include the price of the product, the richness of categories and brands, the quality of

information of the website, the quality of products and the delivery stage.

Currently, although there are many studies on customer satisfaction on online shopping, there has not been a single study conducted in the retail sector in Vietnam. On the other hand, there have been no studies that have measured the factors that affect the satisfaction of online shoppers in this area.

3. Research Methodologies

Research model

According to Parasuraman et al., (1985), there is a connection between customer perceptions and expectations and quality of service. From this point of view, his team built and developed a well-known scale, applied by many studies. It's a SERVEQUAL scale with 22 observed variables represented in five factors: tangibles, reliability, responsiveness, assurance and empathy, respectively. In it:

- Tangibles: Appearance of physical facilities, equipment, personnel and written materials.

- Reliability: Ability to perform the promised service dependably and accurately

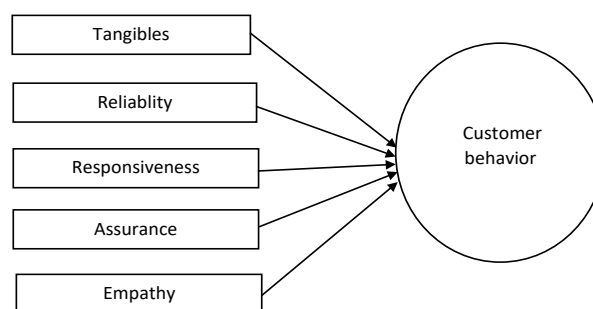
- Responsiveness: Willingness to help customers and provide prompt service

- Assurance: Ability to perform the promised service dependably and accurately Ability to perform the promised service dependably and accurately

- Empathy: Caring, easy access, good / communication, customer understanding, and individualized attention given to customers

The SERVEQUAL scale is applied in many areas from medicine (*Babakus and Mangold, 1992*), schools (*Carman, 1990*), food (*Cronin and Taylor, 1992*), bank (*Ravichandran et al, 2010*), retailing (*Naik, 2010*). Therefore, in this study, the authors used the SERVEQUAL scale to measure the influence of factors on customer satisfaction in the online shopping industry.

This research model consists of one dependent variable is Customer Satisfaction, and five independent variables consist of tangibles, reliability, responsiveness, assurance and empathy, respectively.



Research Methodologies

Based on Bollen's study (1989) on a minimum sample size of 5 samples for an observational variable. With 27 observed variables in the study, the minimum sample size was $27 \times 5 = 135$. The number of votes collected was 171 votes, the valid number of responses was 150 votes ($n = 150$) ensuring conditions on sample size. The method of data collection used is the method of interviewing to hand out online surveys. The respondents are randomly selected. The questionnaire includes of 2 parts: Part 1 about basic demographics such as gender, income and age; part 2 about measuring factors' influence to customer satisfaction. The research data was analyzed by using SPSS 20.0. The observed variables were measured on 5 point likert scale ranging from 1 = strongly disagree to 5 = strongly agree for assessing the marketing mix factor that affect the customer satisfaction.

4. Results and Discussion

Table 1. Respondents' demographics

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Gender (People)	Male	50	33.3	33.3	33.3
	Female	100	66.7	66.7	100.0
	Total	150	100.0	100.0	
Age ((Years)	Under 18	14	9.3	9.3	9.3
	18-25	58	38.7	38.7	48.0
	25-35	41	27.3	27.3	75.3
	35-40	21	14.0	14.0	89.3
	40-50	9	6.0	6.0	95.3
	Above 50	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Income (Million VND)	Under 5 million	47	31.3	31.3	31.3
	From 5-10 million	46	30.7	30.7	62.0
	From 10-15 million	29	19.3	19.3	81.3
	Over 15 million	28	18.7	18.7	100.0
	Total	150	100.0	100.0	
	Under 5 million	47	31.3	31.3	31.3

Source: The author's analysis

According to statistics from the survey, out of a total of 150 customers participating in the survey on online shopping satisfaction on Aeon Hai Phong app, the number of male customers is 50 people accounting for 33,3%, the number of female customers is 100 people accounting for 66,7%. The number of women who make up two-thirds of the total, there is such a disparity because women tend to shop more than men and are often responsible for spending in the family.

The age at which the largest proportion of the total number of customers participating in the survey was 18-25 years old accounting for 38.7% of 58 customers, next is the age of 25-35 accounting for 27,3%, the third is the age of 35-40 accounting for 14,0%, the fourth is the age under 18 accounted for 9,3%, followed by the age of 40-50 years accounted for 6.0% and the lowest rate is the age over 50 accounted for 4.7%. According to the above survey data, the majority of customers are mainly young people aged 18-35, because at this age most customers have a certain source of income and understanding of online shopping services, so the frequency of shopping is greater than other ages.

In addition, the income level of customers participating in the survey accounted for the majority at less than 5 million and from 5-10 million respectively with 31,3% and 30,7%. The income of 10-15 million accounted for 19,3% and the highest level of 15 million accounted for 18,7%. Therefore, the group of customers with incomes of less than 5 million participated in online shopping the most and the group of customers with income over 15 million participated in shopping the least.

The results measure the factors that affect customer satisfaction

In this study, the sample was 150 units in size. Therefore, during the examination of Cronbach's Alpha, the author retained a scale with a Cronbach's Alpha coefficient of $\geq 0,6$ and the correlation coefficient of the total variables $\geq 0,3$. The results of the analysis showed that the scales all had an even reliability of about 0,8-0,9, and that the correlation coefficient of the total variables was $\geq 0,3$. Therefore, the scale is reliable enough to perform further analyses.

Next, the author conducted KMO and Barlett's test to check if the data is sufficient to analyze the EFA discovery factor. Specifically: KMO coefficient = 0,931 > 0,5, sig Barlett's Test = 0,000 < 0,05 so factor analysis is accepted for a significant level. That eigenvalues value equal to 1,085 permitted 3 independent variables summarizing the information of 24 observational variables to put into EFA in the best way. The total variance these factors extracted was 63,937% > 50%. Thus, the three above factors explained 63,937% of the data variability of the 24 observed variables involved in EFA.

Table 2. Rotated component matrix

	Component		
	1	2	3
RL1	0,796		
RL2	0,783		
RS4	0,728		
RS3	0,716		
RL4	0,684		
AS1	0,671		
AS4	0,648		
AS2	0,625		
TA4	0,584		0,584
EM1	0,565	0,545	
EM2	0,527		
EM4		0,744	
AS3		0,680	
EM5		0,666	
TA5		0,627	
EM3		0,617	
RL5		0,615	
RS2	0,505	0,544	
RS1		0,523	
RL3	0,504	0,513	
TA1			0,822
TA2			0,815
TA3			0,728

Source: The author's analysis

In the rotation matrix table, there are 4 bad variables: TA4, EM1, RS2, RL3 to consider removing as below:

- TA4 variable uploaded in 2 factors, Component 1 and Component 3 with a load factor of 0,584. The gap between loading factors is $0 < 0,2$.

- EM1 variables uploaded in 2 factors: Component 1 and Component 2 with load factor of 0,565 and 0,545, respectively. The gap between loading factors is equal to $0,565 - 0,545 = 0,02 < 0,2$.

- The RS2 variable uploads in 2 factors, Component 1 and Component 2 with a load factor of 0,505 and 0,544, respectively. The gap between loading factors is equal to $0,544 - 0,505 = 0,039 < 0,2$.

- The RL3 variable uploads in 2 factors, Component 1 and Component 2 with a load factor of 0,504 and 0,513, respectively. The gap between loading factors is equal to $0,513 - 0,504 = 0,009 < 0,2$.

As a result, the team used this bad 4-variable type method in an EFA analysis. From the 24 variables observed at the first EFA analysis, remove TA4, EM1, RS2, RL3 and include the remaining 20 observational variables in the second EFA analysis. Similarly, the 2nd EFA analysis (table 3) and the 3rd EFA (table 4) of the research group type 2 bad variables are AS4 and RL5 (table 3) and 1 bad variable AS5 (table 4) respectively as below:

Table 3. Rotated component matrix

	Component		
	1	2	3
RL1	0,815		
RL2	0,792		
RS4	0,736		
AS1	0,702		
RL4	0,699		
RS3	0,696		
AS2	0,676		
AS4	0,636	0,510	
EM2	0,559		
RS1	0,524		
EM4		0,791	
EM5		0,730	
AS3		0,680	
TA5		0,592	
AS5		0,589	
RL5	0,503	0,575	
EM3		0,561	
TA2			0,867
TA1			0,740
TA3			0,641

Source: The author's analysis

In table 3, there are 2 bad variables, AS4 and RL5, which need considering be eliminated

- The AS4 variable uploads in 2 factors, Component 1 and Component 2 with a load factor of 0,636 and 0,510, respectively. The gap between loading factors is equal to $0,636 - 0,510 = 0,136 < 0,2$.

- The RL5 variable uploads in 2 factors, Component 1 and Component 2 with a load factor of 0,503 and 0,575, respectively. The load factor difference is equal to $0,575 - 0,503 = 0,074 < 0,2$.

Therefore, the team eliminated these 2 bad variables.

Table 4. Rotated component matrix

	Component	
	1	2
RL1	0,805	
RL2	0,794	
RS4	0,751	
RS3	0,747	
AS1	0,746	
RL4	0,743	
AS2	0,707	
EM2	0,618	
RS1	0,614	
AS5	0,587	0,521
AS3	0,536	
TA2		0,835
TA1		0,806
TA5		0,701
EM4		0,672
TA3		0,660
EM3		0,575
EM5		0,562

Source: The author's analysis

In table 4, there is a bad variable that AS5 needs to be considered for removal.

- The AS5 variable uploads in 2 factors: Component 1 and Component 2 with a load factor of 0,587 and 0,521, respectively. The gap between loading factors is equal to $0,587 - 0,521 = 0,066 < 0,2$. Therefore, the team eliminated this bad variable.

The team conducted an EFA analysis with 17 survey variable, respectively with a KMO coefficient = $0,921 > 0,5$, sig Barlett's Test = $0,000 < 0,05$ so the factor analysis is appropriate. On the other hand, there are 2 factors cited in the eigenvalue criterion greater than 1, so these two factors summarize the information of the 17 observational variables put into the EFA in the best

way. Thus, the two factors cited explain 61,490% of the data variability of the 17 observed variables involved in the EFA.

Table 5. Rotated component matrix

	Component	
	1	2
RL1	0,809	
RL2	0,793	
RS4	0,756	
RL4	0,748	
RS3	0,747	
AS1	0,744	
AS2	0,706	
EM2	0,620	
RS1	0,612	
AS3	0,534	
TA2		0,839
TA1		0,811
TA5		0,698
EM4		0,667
TA3		0,664
EM3		0,575
EM5		0,562

Source: The author's analysis

Table 5 shows that 17 variables have a greater factor of factor loading than 0.5 and no bad variables. So this time, this analysis we eliminated seven variables is TA4, EM1, RS2, RL3, AS4, RL5 and AS5. 17 observations of convergence and discrimination in two factors.

The study continues to carry out EFA analysis with a variable of 3 SA1, SA2 and SA3. In turn, $KMO = 0,758 > 0,5$, sig Barlett's test = $0.000 < 0.05$ should be parsed as appropriate. The analysis shows that there is a factor quoted in eigenvalue by $2,563 > 1$. The factor explains the 85,430% data variables of three observations involved in EFA.

The rotated component matrix will not appear but instead the report: Only one component was extracted. The solution cannot be rotated. Thus, that scale make sure the single direction, the observations of the variable dependency are quite good.

Table 6. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	0,852 ^a	0,726	0,717	0,50930	1,854

Source: The author's analysis

In table 6, we see that the R coefficient has a value 0,852 which shows the relationship between variables in the model with a relatively tight correlation. The R2 (R square) = 0,726

compatibility of the model is 72,6% or 72,6% variations of green consumption behavior are explained by 2 factors. The R2 value adjusts (Adjusted R Square) more accurately reflects the relevance of the model versus 71,7%. In addition, Durbin - Watson = 1,854 regarding nearly 2, which means that there is no correlation between the remainder of the model. So, this research is statistically significant.

Pearson correlation results show that all independent variables are correlated with dependency variables at 1%, with 99% (Sig. = $0,000 < 0,05$). The dependent variable Assurance (AS) has the strongest correlation with the independent variable Satisfaction (SA) (Pearson coefficient = 0,798) and the weakest correlation with the independent variable Tangibility (TA) (coefficient of Pearson = 0,662).

When evaluating the regression coefficient, we see that there are 2 variables that do not have a significant level compared to customer satisfaction (SA), respectively, the variable Reliability, Responsiveness (RS) because the variables are not significant. This has a Sig. significance level. = $0,669$ and $0,101 > 0,05$, so the regression equation cannot be accepted. There are 3 variables affecting customer satisfaction (SA) namely: Tangibility (TA), Assurance (AS) and Empathy (EM) because these variables have Sig significance level. < 0.05 . In addition, the Sig value. of constant $0.837 > 0.05$ should be excluded from the regression equation.

The relationship between the dependent variable (SA) and the three independent variables is shown in the following standardized regression equation:

*Customer Satisfaction (SA) = 0.396 * Assurance (SA) + 0.229 * Empathy (EM) + 0.159 * Tangibility (TA)*. In there:

- Coefficient β of Assurance = 0.396 has a (+) sign, so the relationship between Assurance and Customer Satisfaction is in the same direction. The meaning is that when assessing Assurance increases/decreases by 1 point, Customer Satisfaction will increase/decrease by 0.396 points with other conditions unchanged.

- The coefficient β of Empathy = 0.229 has a (+) sign, so the relationship between Empathy and Customer Satisfaction is in the same direction. The meaning is that when assessing Empathy increase/

decrease by 1 point, Customer Satisfaction will increase/decrease by 0.229 points with other conditions unchanged.

- The coefficient β of Tangibility = 0.159 has a (+) sign, so the relationship between Assurance and Customer Satisfaction is in the same direction. The meaning is that when assessing Tangibility increase/decrease by 1 point, Customer Satisfaction will increase/decrease by 0.159 points with other conditions unchanged.

In addition, the order of influence on Customer Satisfaction is: Assurance, Empathy and Tangibility, respectively.

5. Conclusion

As the trend of online shopping becomes popular, customer expectations also change. Therefore, this study was carried out to measure and evaluate the influence of these factors on customer satisfaction in the retail sector, especially Aeon supermarket in Hai Phong. By surveying a sample size of 150 respondents of various ages, applying descriptive statistics, frequency statistics, and EFA exploratory factor analysis on SPSS software, the authors found that the factors are Assurance, Empathy and Tangibility have an impact on customer satisfaction. In which, the assurance factor has the strongest impact and the least influential factor is the tangible factor. Therefore, the research team proposes to increase the richness and diversity of goods with competitive prices, many special promotions for groups of customers, to satisfy their satisfaction, especially the group of customers. male customers, high-income customers and the elderly. Moreover, the customer care and delivery departments need to improve their capacity and responsibility in listening and solving arising problems quickly, politely and conscientiously. The reception department reflects random contact with some customers of the supermarket to quickly assess customer satisfaction on the last purchase. In addition, the analysis results show that there is a clear difference between men and women when female respondents tend to shop more online. There is a clear divergence in online consumption trends among age groups, with young people using this shopping channel more, especially the 18-25 age group.

In general, this study has systematized some theoretical bases of satisfaction, identified and

measured related influencing factors. It can be a premise for similar studies in the future.

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