



Customer Satisfaction, Customer Loyalty, and Purchasing Behavior in Retail Stores: The Effects of Patience and Service

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2014

BSc in Psychology

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Foreword

Submitted in partial fulfillment of the requirements of the BSc Psychology degree, Reykjavik University, this thesis is presented in the style of an article for submission to a peer-reviewed journal.

Abstract

Customer loyalty and satisfaction are two of the most influential factors on stores' profits and they are mostly based on customers feelings toward to the store. The current study tried to demonstrate the effect of customers' patience on customer satisfaction and loyalty, as well as evaluate the effect of receiving or not receiving service in a service department on purchasing behavior. The study focused on three retail stores: an electronics store, a high-end grocery store and low-end one. The results showed that customers' patience, whether or not the customers had to wait for service, the effects of waiting time on customers' patience, and customers' maximum willingness to wait in line explain only about 8% of the variance in customer satisfaction. The results indicate that patience might affect customers' maximum willingness to wait in line. Customer satisfaction, actual waiting time and customers' patience explained about 33% in the variance of customer loyalty. Customer patience had both a direct and in-direct effect on customer loyalty. In the electronic retail chain, customers were equally likely to purchase an item whether or not they received service, indicating that receiving service might only affect purchasing behavior for those customers who really need or want service.

Keywords: patience, customer satisfaction, customer loyalty, service, purchasing behavior

Útdráttur

Tryggð og ánægja viðskiptavina hefur mikil áhrif á hagnað fyrirtækis, en þessir þættir eru að mestu leyti byggðir á tilfinningum viðskiptavinar gagnvart fyrirtæki. Þessi rannsókn reyndi að tengja þolinmæði viðskiptavinar við ánægju og tryggð hans, ásamt því að meta áhrif þess að fá þjónustu eða ekki á kauphegðun. Þessi rannsókn einblínir á þrjár smásölu verslanir, þ.e. raftækja verslun, matvöruverslun með áherslu á gæði og lágvöruverðs matvöruverslun. Niðurstöður sýndu að þolinmæði viðskiptavinar, það hvort að viðskiptavinur þurfti að bíða eftir þjónustu eða ekki, áhrif biðtíma á þolinmæði viðskiptavinar, og hámarks vilji viðskiptavinar til að bíða í röð skýrði tölfræðilega um 8% í mismun í ánægju viðskiptavinar. Þetta gefur til kynna að þolinmæði gæti haft áhrif á hámarksvilja viðskiptavina til að bíða í röð. Ánægja viðskiptavinar, raunbiðtími, og þolinmæði viðskiptavinar skýrðu tölfræðilega um 33% í mismun í tryggð viðskiptavinar, þolinmæði viðskiptavinar hafði því bæði bein og óbein áhrif á tryggð viðskiptavinar. Í raftækjaversluninni, voru viðskiptavinir jafn líklegir til þess að kaupa vöru hvort sem þeir fengu þjónustu eða ekki. Þetta bendir til þess að það að fá þjónustu hafi aðeins áhrif á þá viðskiptavini sem vantar eða vilja fá þjónustu.

Lykilhugtök: þolinmæði, ánægja viðskiptavinar, tryggð viðskiptavinar, þjónusta, kauphegðun

Customer Satisfaction, Customer Loyalty, and Purchasing Behavior in Retail Stores: The
Effects of Patience and Service

We are continuously evaluating the world around us. Our emotional responses are based on our appraisal of each situation. Cognitive appraisal theory of emotions is about people's judgments on a situation, event or an object (Passer et al., 2012). This is a determining factor of how people respond emotionally to a situation. In the service industry, whether service is considered as good or bad and whether waiting time is concluded as short or long is based on customers' emotional responses, which come from their cognitive appraisal. This can determine many factors such as customer satisfaction and store loyalty. Bagozzi (1992) found that evaluating service produces an emotional reaction for the customer, and that emotional reaction then affects their behavior.

Oliver (2010, p. 8) defined customer satisfaction as "consumers' fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a *pleasurable* level of consumption-related fulfillment, including levels of under- or over-fulfillment." Research has shown that customer satisfaction and loyalty are the main predictors for profitability (Anderson, Fornell, & Lehmann, 1994). Profitability is vital for company's survival in the economy. However, it is crucial for companies to know that individual differences affect customers' experiences, views and opinions, which eventually affect loyalty. Customer loyalty is highly important for stores; if customers are loyal to a store they will return to the store in the future. Customer loyalty is one of the most influential factors on store profit and it is based mostly on customers feelings toward the store, along with personal factors (Dick & Basu, 1994). Hallowell (1996) found that customer satisfaction predicted about 37% of the variance in customer loyalty level. The relation between customer satisfaction and customer loyalty is well known. According to Jayasankaraprasad and Kumar (2012) customer satisfaction influences both attitudinal and behavioral store loyalty, along

with customer intention to repurchase, positive word-of-mouth, price elasticity and customers' complaint behavior.

Service value, service quality and customer satisfaction amongst other factors influence purchasing intention in both an indirect and direct way (Cronin Jr., Brady, & Hult, 2000). Service value can be either monetary or non-monetary (Tam, 2004). Non-monetary factors, such as time cost, are important and have not been researched as much as monetary factors such as money. How the customer perceives their time cost is an important factor in relation to purchase intention. Time cost is the time the customer has to spend on finding and purchasing a product. If the customer perceives the time cost as too high, they will perceive the value of their purchase to be low and will feel negatively toward their purchase, which decreases the odds of repurchase (Lin & Bei, 2008).

Jayasankaraprasad and Kumar (2012) found that numerous different factors influence customer satisfaction and according to their results, money had the largest influence on satisfaction. However, they point out that time was the second most influential factor on customer satisfaction. Tom and Lucey (1997) found that perceived waiting time and actual waiting time were related to customer satisfaction with the store. Their results suggest that it was in fact perceived waiting time that predicted customer satisfaction instead of actual waiting time. This indicates that an individual's current emotions and personality affect how they perceive the wait and this perception influences individual satisfaction with the store. Tom and Lucey's (1997) results also indicated that customer satisfaction regarding the waiting time was fairly important, and they noted that it had almost equal effect on customer loyalty as the quality of service. Customer satisfaction regarding waiting time is highly influenced by the time the customer expects to wait for service. When the time spent waiting exceeds the expected time it can decrease perceived benefits of receiving service (Hui & Tse, 1996; Zeithaml, 2000).

Houston, Bettencourt, and Wenger (1998) pointed out that a wait for service is a part of the service industry and although it is usually considered a negative part of the shopping experience it cannot be eliminated. Therefore, they advise managers to rather put their focus on environmental factors, which influence the customers' experience of waiting. In other words, to positively influence the customer's perception of the wait and make it more pleasant. Davis and Vollmann (1990) found that situational factors such as the number of customers inside the store and whether or not the customer is in a hurry has more influence on customer satisfaction than the wait itself.

To increase profitability it is important to maximize customer loyalty and customer satisfaction. Service quality can lead to profitability in many ways, one of these through customer loyalty which can be linked both directly and indirectly with customer satisfaction (Hallowell, 1996). Customer loyalty has a positive effect on customers' expenditure and, therefore, has positive a effect on the store's revenue (Chen, Shen, & Liao, 2009). Therefore, it is important for many retail stores to provide service, although research doesn't agree on whether the service affects profitability or not (Manimaran, 2010). According to Gómez, McLaughlin, and Wittink (2004) customers' overall satisfaction with a store depends greatly on the quality of customer service. Therefore, customers' perception of the quality of service is crucial. However, sales performance is more sensitive to negative change in customer satisfaction than it is to positive change, that is, negative change in the perception of quality has more impact on customer satisfaction than same amount of positive change (Gómez et al., 2004).

Many research have been done to evaluate the effects of service quality on companies profitability (Cronin Jr. et al., 2000; Zeithaml, Berry, & Parasuraman, 1996). However, the effects of receiving service compared with not receiving service on customer purchasing behavior have not received as much attention. To the author's knowledge the effects of

waiting time has not been evaluated in relation to how the customer perceives their patience. This can be a good input in understanding individual difference for customers and, therefore, help managers and storeowners to control customer satisfaction. In this study, five hypotheses were put forward based on previous research:

H1: Customer patience will positively affect customer satisfaction.

H2: Willingness to wait in line will positively affect customer satisfaction.

H3: When a wait for service affects customer patience it has a negative effect on customer satisfaction.

H4: Actual waiting time has a negative effect on customer loyalty.

H5: Receiving service has a positive effect on purchasing behavior.

Method

Participants

The current research was a part of a larger study. The data was collected from two call centers and three retail stores. The participants in the call centers were customers who had called the call center the same day as the survey took place. They were called back, at the end of the day, by employees of the call center and asked to participate in the study. Participants in the retail stores were selected randomly as they were leaving the store.

The current study focused on the three retail stores. An electronics store and two grocery stores, one high-end grocery store with a service department, and one low-end store with no service in any department. The population consisted of customers of the three retail stores and the sample type was of convenience. The sample in the current study consisted of 1,206 participants and the response rate was 49.5%. The mean age of participants was 46 years old and 52.6% of them were female. To be able to participate in the study, the individual had to be a customer the same day as the survey took place and they had to speak and understand Icelandic.

Measures

In the larger study, there were seven questionnaires, four of which were for the call centers and three for the stores. Online survey software called *QuestionPro* was used to create the survey and collect responses. In this study, three questionnaires were used, one for the electronics store and two for the grocery stores. The questionnaire for the electronics store contained 47 questions, however, participants answered on average 22 to 32 question, depending on whether they received service in a service department or not. Participants were only asked to answer questions regarding one of three service departments, therefore, they never answered more than 32 questions. Questionnaire for the high-end grocery store contained 32 questions and 22 questions for the low-end grocery store. They were specifically designed to answer the research questions, that is, questions about customer patience, satisfaction, loyalty and purchasing behavior (See Appendix). Questionnaires were also used to gather information about customer satisfaction, customer loyalty and purchasing behavior for the companies. More specifically, customers were asked whether they had made a purchase and whether they received service in each department within the store. The interviewers received training to try to maximize participation and to get the customers to answer the questions as accurately as possible.

The data was used to analyze both the effects patience has on customer satisfaction and loyalty and also, the relation between receiving assistance in a service department and purchasing behavior. In the questionnaire customers were also asked to evaluate their perception of time and factors related to customer patience, his or her satisfaction and loyalty. To measure customer actual waiting time for service, in contrast to their perceived waiting time, an employee in the store viewed footage from the security cameras in the stores and recorded the actual waiting time. This was only done if the customer had given his or hers approval after completing the questionnaire. The interviewer wrote down the exact time each

participant started answering the questionnaire so they could be found in the security footage and their actual waiting time could be measured.

Procedure

The interviewer training was the first step in the procedure. All of the interviewers were trained by a professional in how to approach a customer, and the appropriate way to communicate with customers. Specifically, the training emphasized the importance of exact reading of questions and selecting participants at random.

The research was executed at the busiest hours of the day, between the hours of 16 to 21 on weekdays and between the hours of 12 to 20 on weekends in January to April in 2014. The interviewers set up their equipment at the exit of the stores. All of the interviewers had a personal computer and opened the survey online. Customers in the store were selected at random as they were exiting the store and asked to participate in the study. The customers were told that by participating in the study they would have a chance of winning a 30.000 ISK (194 EUR) gift certificate in the store connected to the survey. Before starting the questionnaire the participants were informed that they were not obliged to answer any of the questions or the survey as a whole. They were also told that the survey was confidential and that there would be no way of tracing the answers back to them. Everyone who participated in this study had to answer the questionnaire face to face with a trained interviewer. The participants in the study skipped questions about departments in which that they did not need or receive assistance. At the end of the questionnaire the participants were asked to give their permission for an employee from the store to look at the footage from the security cameras.

When the questionnaire was finished, the participants were handed a sheet on which to write their contact information and asked to place the sheet in a specific box in order to get in the running to receive the gift certificate. When the answers had all been collected a name of one customer in each store was randomly selected out of the box and each winner received

a gift certificate. The study was reported to the Icelandic data processor (No: S6708 and 6709).

Statistical Analysis

The SPSS statistics program was used to analyze the data. Visual analysis of central tendency and distribution was used to assess the distribution of the dependent variables.

Cross tabulation was also executed to find interrelation between two variables.

Central tendency and distribution was also measured to assess the ratio of participants who 1) received assistance and made a purchase, 2) received assistance and did not make a purchase, 3) did not receive assistance but made a purchase, and 4) did not receive assistance and did not make a purchase. Multiple regression was executed to evaluate the relation between independent and dependent variables, that is, it was used to assess which factors predicted customer satisfaction and customer loyalty. Finally, an independent samples' t-test were conducted.

Results

The dispersion of the dependent variables, customer satisfaction and customer loyalty is shown in Figures 1 and 2. Figure 1 illustrates overall customer satisfaction with the three retail chains, from very dissatisfied to very satisfied. About 55% of the customers were very satisfied and almost 95% satisfied.

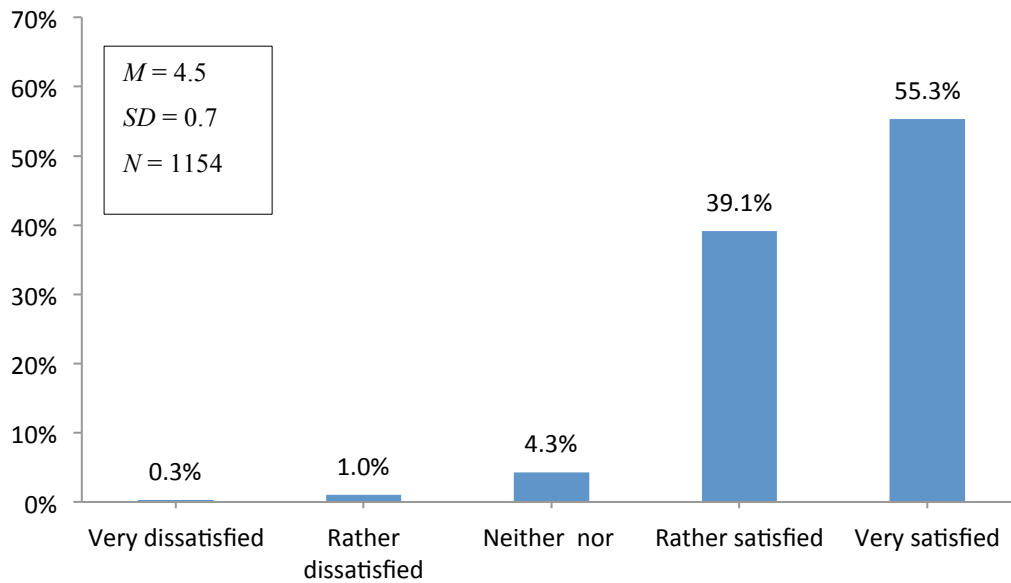


Figure 1. Dispersion of overall customer satisfaction for the three retail chains.

In Figure 2 the distribution of customer loyalty on a scale of 0 to 10 is shown, where 0 means that the customer was very unlikely to recommend the store and 10 means that the customer was very likely to recommend the store. Most of the participants (97.3%) rated their probability to recommend the three retail chains as 5 or higher, and about 70% of the customers rated their probability from 8 to 10.

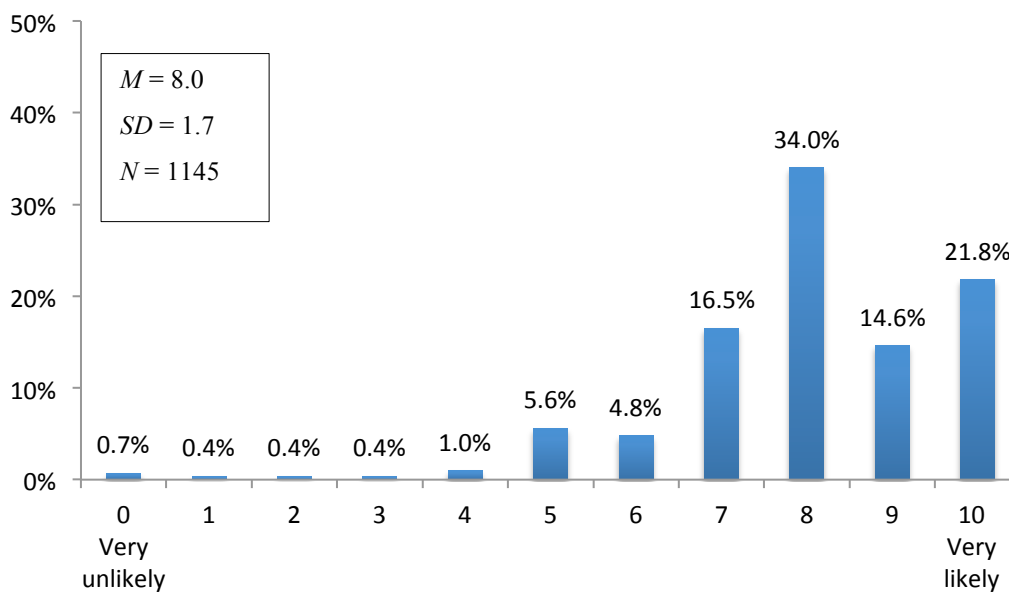


Figure 2. Dispersion of overall customer loyalty in the three retail chains.

Customer satisfaction for each retail chain is shown in Figure 3. For the grocery stores, both high-end and low-end, 95% of the customers rated themselves as satisfied with the retail chain, and about 93% of the customers in the electronics retail store rated themselves as satisfied.

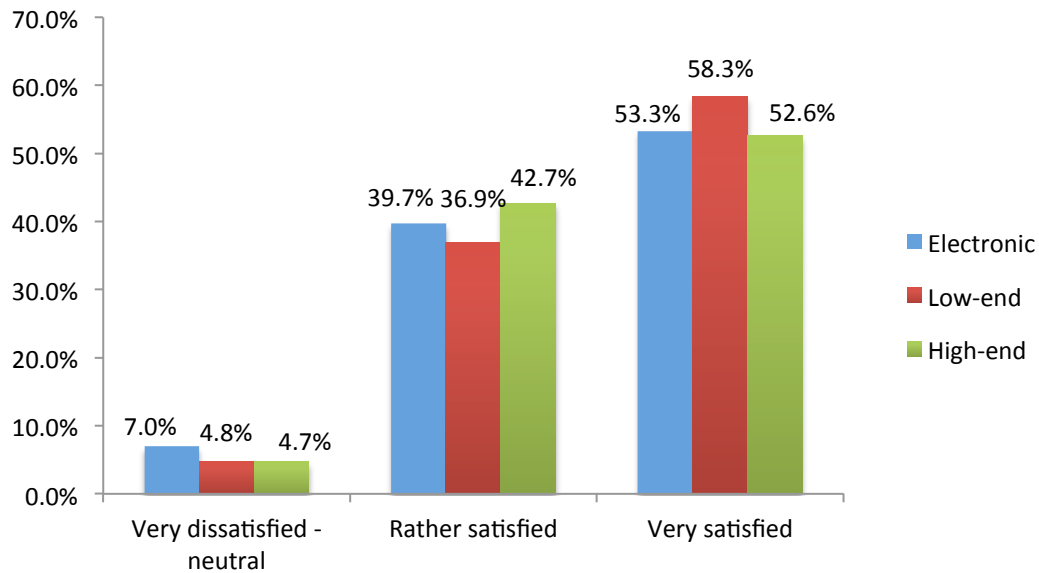


Figure 3. Customer satisfaction for each retail chain.

In Figure 4 the dispersion of customer loyalty is shown for each retail chain. About 38% of the customers in the low-end store rated their probability to recommend the retail chain as 9 or 10. Almost 33% of the customers in the high-end store and about 37% of the customers in electronics store rated their probability as 9 or 10.

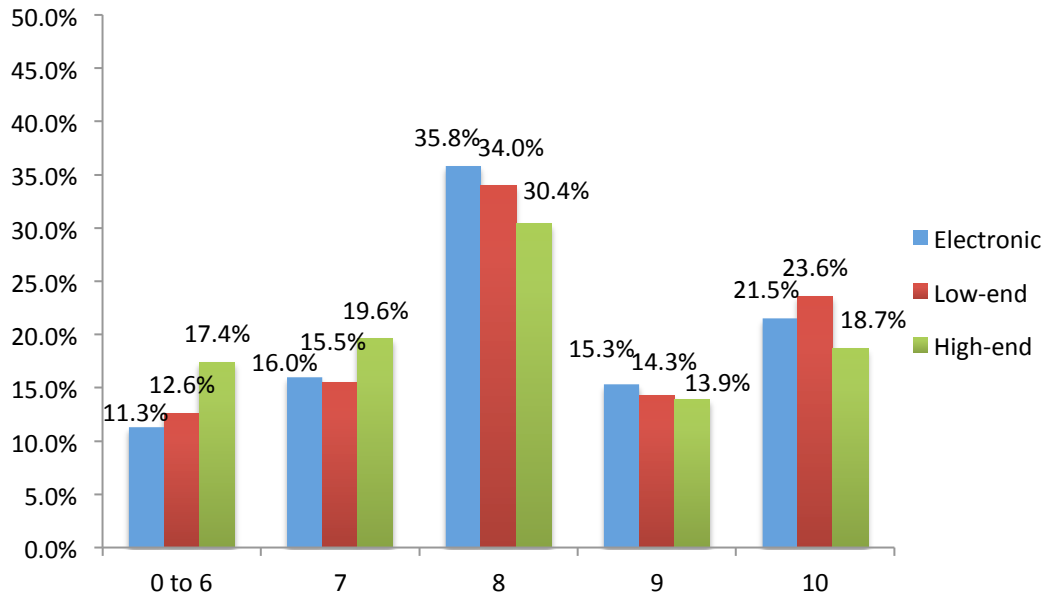


Figure 4. Customer loyalty for each retail chain.

Cross Tabulation of customer satisfaction and customer loyalty, gender and age is shown in Table 1.

Table 1

Cross Tabulation for the Effects of Gender and Age on Customer Satisfaction and Customer Loyalty

		Customer Satisfaction		Customer Loyalty	
		Low ^a	High ^b	Low ^c	High ^d
Gender	Male	6.3%	93.8%	4.6%*	95.4%*
	Female	4.6%	95.4%	2.1%*	97.9%*
Age	17 - 45	5.2%	94.8%	3.7%	96.3%
	46 - 87	5.5%	94.5%	3.0%	97.0%

Note. ^aVery dissatisfied to neutral. ^bSatisfied to very satisfied. ^cScale from 0 to 5. ^dScale from 6 to 10. * $p < .05$.

About 95% of male customers were loyal and about 98% of female customers, this difference was significant, $\chi^2(1, n = 868) = 4.37, p = .037$. However, about 94% of males were satisfied and 95% of females, this difference was not significant, $\chi^2(1, n = 1114) = 1.47, p = .224$. There was no significant difference in relation to age in either customer satisfaction, $\chi^2(1, n = 1106) = 0.04, p = .85$, nor customer loyalty, $\chi^2(1, n = 862) = 0.31, p = .58$.

Cross Tabulation of customer satisfaction and customer loyalty, customer patience, having to wait for service, effect of waiting time, maximum willingness to wait, and actual waiting time is shown in Table 2.

Table 2

Cross Tabulation for the Effects of the Independent Variables on Customer Satisfaction and Customer Loyalty

Independent variables		Customer Satisfaction		Customer Loyalty	
		Low ^a	High ^b	Low ^c	High ^d
Customers patience	Low ^e	9.3%*	90.7%*	5.3%	94.7%
	High ^f	4.8%*	95.2%*	3.1%	96.9%
Having to wait for service	Yes	5.0%	95.0%	3.5%	96.5%
	No	4.8%	95.2%	3.4%	96.6%
Effect of waiting time on patience	Yes	9.5%	90.5%	5.3%	94.7%
	No	5.0%	95.0%	3.5%	96.5%
Maximum willingness to wait	Short ^g	6.8%**	93.2%**	3.4%	96.6%
	Long ^h	4.3%**	95.7%**	3.3%	96.7%
Actual waiting time	Short ^j	6.5%	93.5%	5.6%	94.4%
	Long ^k	5.1%	95.9%	2.4%	97.6%

Note. ^aVery dissatisfied to neutral. ^bSatisfied to very satisfied. ^cScale from 0 to 5. ^dScale from 6 to 10. ^eScale from 0 to 5. ^fScale 6 to 10. ^gLower half of median split. ^hHigher half of median split. ^jLower half of median split. ^kHigher half on median split.

* $p < .05$. ** p is almost significant, $p = .07$.

About 5% of customers with high patience considered their satisfaction with the retail store to be low, while 9% of customers with low patience considered their satisfaction to be low. A chi-square test for independence indicated a statistically significant difference, $\chi^2(1, n = 1105) = 3.998, p = .046$. Customers who rated themselves as more patient also rated themselves as more satisfied with the store, $\chi^2(1, n = 1105) = 3.998, p = .046$. However, there was no difference in customer loyalty whether the customer considered themselves to be low or high in patience, $\chi^2(1, n = 861) = 1.23, p = .267$. Almost 10% of the customers who felt like the waiting time for service affected their patience had low customer satisfaction and 5% of the customer did not feel like the wait for service affected their patience had how

customer satisfaction, this difference was not statistically significant, $\chi^2(1, n = 618) = 1.56$, $p = 0.271$.

Path analysis (regression) was used to determine which factors were most influential to customer satisfaction and customer loyalty (Figure 5). The four variables on the left in the model explained 7-8% in customer satisfaction. Those four variables along with customer satisfaction and actual waiting time explained almost 33% of the variance in how likely customers was to recommend the store (customer loyalty). The results indicate that when customer patience, customers' maximum willingness to wait in line and actual waiting time increase, customer satisfaction and loyalty increase as well. Also, when customers answer positively to having to wait for service and the waiting time affects customer patience, customer satisfaction and loyalty increase. That is, customers who had to wait for service were more satisfied and more loyal, while, the less the waiting time affected customer's patience the more satisfied and loyal was the customer. When it came to actual waiting time, the longer the waiting time was the more loyal the customers.

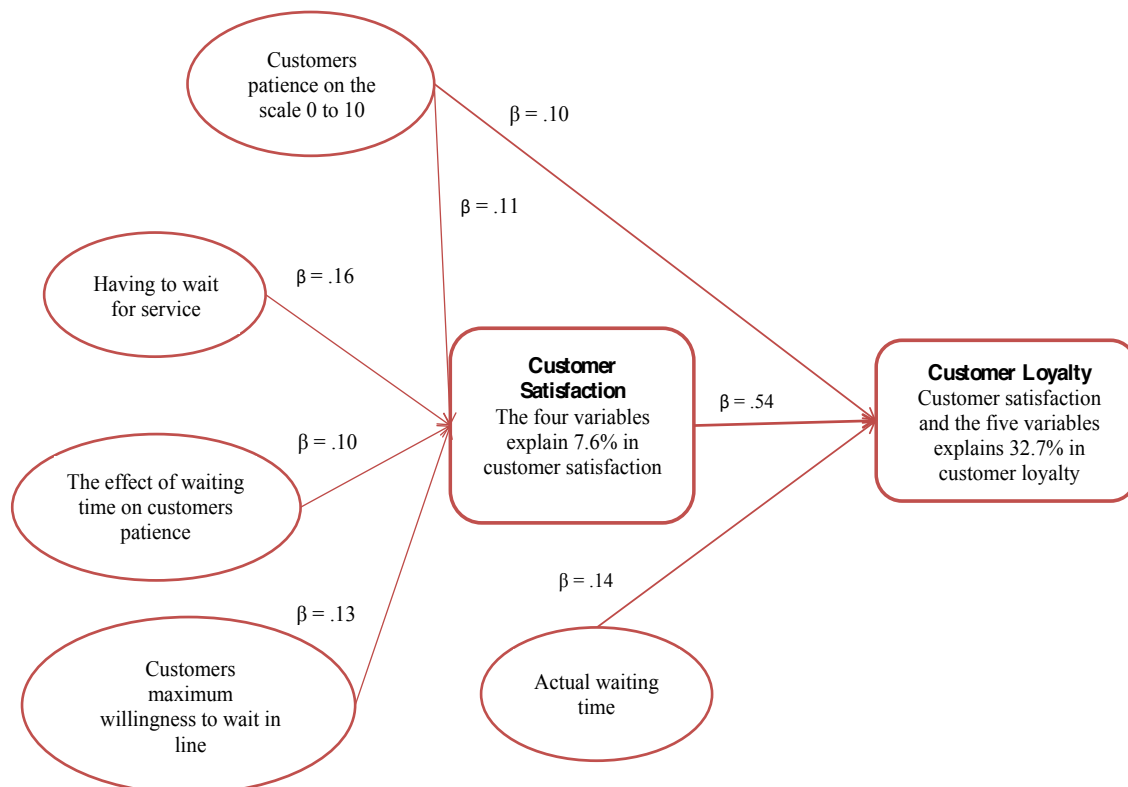


Figure 5. Path analysis for predictors affecting customer satisfaction and customer loyalty.

Beta coefficient (β) tells us how much the effects are from each variable. β for all of the variables was significant. The five independent variables all had β from .10 to .16. β between customer satisfaction and customer loyalty was extremely strong ($\beta = .54$), β ranging from 0.10 to 0.19 is considered to be a weak relation, whereas β 0.20 and higher is considered to be a strong relation.

An independent samples' t-test was conducted to compare customer satisfaction between customers who waited for service and customers who did not have to wait for service. There was no significant difference in customer satisfaction between those who waited for service ($M = 4.5$, $SD = 0.6$), and those who did not wait for service ($M = 4.5$, $SD = 0.7$), $t(1035) = -.388$, $p = .349$, one-tailed.

Customers who waited for service ($M = 7.9$, $SD = 1.7$) were less loyal to the retail chain than customers who did not have to wait for service ($M = 8.2$, $SD = 1.7$). This difference is significant, $t(1029) = 2.471$, $p = .014$. The size of the difference in the mean (mean difference = $-.266$, 95% CI $-.478$ to $-.055$) was however, very small ($\eta^2 = 0.0059$) or about 0.6% in explained variance.

Almost 71% of the customers who received service also purchased a product, in contrast to 64-65% of customers who did not receive service, yet purchased a product (Table 3). However, the difference was not statistically significant, $\chi^2(1, n = 274) = 1.01$, $p > .05$.

Table 3

Cross Tabulation for Customers that made a Purchase or not, divided by whether Customer received Service or not

	Service	No service
Purchase	70.8%	64.6%
No purchase	29.2%	35.4%
	100.0%	100.0%

Discussion

The results were consistent with the first three hypotheses. They suggested that individual differences such as patience affected customer satisfaction and customer loyalty. Customers who considered themselves as highly patient were more likely to be satisfied with the store. Also, the less the waiting time affected customers' patience, the likelier was high customer satisfaction. That is, how the customer perceives their patience, both overall patience and patience inside the store, predicts customer satisfaction. This in turn indicates that with increased patience customer satisfaction increases as well. Those results are in line with Bagozzi's (1992) conclusion that customers' emotional reactions affect customer behavior. Results of this study also indicated that the longer the customer's maximum willingness to wait in line was, the more likely the customer was to be satisfied. These results might indicate that customer patience affects maximum willingness to wait in line, which in turn affects customer satisfaction. That is, low customer patience can have a negative effect on customer willingness to wait in line, leaving them with a shorter willingness to wait, which has a negative effect on customer satisfaction. Future research could look further into customers' maximum willingness to wait and the effects of patience, which is to say, whether high or low patience could partially influence how long customers are willing to wait in line.

To further establish the effect that customer patience has on satisfaction it is important to note that the results showed that those customers who felt like the wait for service affected their patience were less likely to be satisfied than those for whom the wait did not affect their patience. These results fit with Lin and Bei's (2008) conclusion that when the customer perceived the time cost to purchase a product to be high it leads to negative feelings about the purchase. However, customers who had to wait for service in general were more likely to be satisfied than those customers who did not have to wait for service. These results might suggest that those customers were already more satisfied and were, therefore, more willing to

wait, in contrast to unsatisfied customers who were not willing to wait for service. However, it is important to note that there was no difference in the mean customer satisfaction between the customers who waited for service and those who did not wait for service. There was, however, a difference in mean customer loyalty between customer who waited for service and those who did not wait, those who did not wait being more loyal.

Actual waiting time had no effect on customer satisfaction, which is in line with Tom and Lucey's study (1997), which found that it was perceived waiting time that affected customer satisfaction rather than actual waiting time. The results in the current study did find that neither actual waiting nor perceived waiting seemed to affect customer satisfaction, but also that actual waiting time affected customer loyalty. The longer the wait, the more loyal was the customer. This might indicate that customers who were more loyal were more willing to wait for service. Although these result suggest that a longer wait leads to more loyalty it is crucial to note that this only applies to a wait that is of a certain length. When the length of the wait is longer than the customer expected it might have different effects on customer loyalty.

Customer satisfaction and actual waiting time explains about 33% in the variance in customer loyalty according to the current results, which is a little less than the results of Hallowell (1996) showed, which stated that customer satisfaction alone predicted around 37% in the difference in customer loyalty level.

In the electronic retail chain, whether or not customers received service did not affect direct purchasing behavior. Customers were as likely to purchase an item whether or not they received service. It is, however, important to note that the ratio of customers who made a purchase in direct continuation of receiving service might have been lower had the service had not been available. This might imply that receiving service does not affect purchasing behavior for all customers but might only affect purchasing behavior for those customers who

really need or want service. Those results are inconsistent with the last hypothesis that service would have a positive affect on purchasing behavior.

The current research took place in real life situations and is, therefore, likely to have strong external validity, as well as high generalizability. Another strength of the study is that footage from the camera system in the retail chains was used to measure actual waiting time, which was difficult and unreliable to assess with a questionnaire.

The distribution in overall customer satisfaction and customer loyalty was negatively skewed which is a common limitation in a study that is researching customer satisfaction and loyalty. Internal validity is low because of real life situations, which leads to a low level of control over external variables, which hinders the possibility of determining causal relationships. It was necessary to revise the introductory text to include more participants who waited for service, because the sample of participants did not consist of enough customers who had to wait for service. One other alteration was made, a change in a question was made because it had the potential to be misunderstood and therefore cause some risk of the participants answering incorrectly.

For future research it is important to note that gathering data for this research was problematic as in the beginning of the research not enough customers had to wait for service and, therefore, were not able to answer part of the questionnaire. Therefore, it is crucial to emphasize the importance of only executing similar questionnaires on the stores' busiest hours of the day.

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Appendix

Góðan daginn/gott kvöld. Ég er að gera þjónustukönnun á vegum *búðarinnar*. Mig langar til að spyrja hvort þú þurftir bíða við afgreiðslukassann í *búðinni* í dag? Tilgangur könnunarinnar er að leitast við að bæta þjónustu okkar. Þeir sem taka þátt eiga möguleika á því að vinna gjafabréf í *búðinni* að andvirði 30.000 krónur. Værir þú til í að svara nokkrum spurningum fyrir okkur?

Áður en við byrjum vil ég benda þér á það að þér er ekki skylt að svara einstaka spurningum né könnuninni í heild. Jafnframt að fyllsta trúnaðar er gætt við meðferð gagna og ekki verður hægt að rekja svör til einstaklinga.

1. Viltu taka þátt?

- a) Já
- b) Nei

2. Nákvæmur tími (t.d. 12:45): _____

3. Fyrir hversu háa upphæð verslaðir þú?

- a) Veit ekki
- b) Vil ekki svara
- c) Kr: _____

4. Hversu ánægð(ur) eða óánægð(ur) ert þú almennt með *búðina*²

- a) Mjög ánægð/ur
- b) Frekar ánægð/ur
- c) Hvorki ánægð/ur né óánægð/ur
- d) Frekar óánægð/ur
- e) Mjög óánægð/ur
- f) Veit ekki
- g) Vil ekki svara

5. Hver er ástæða þess að þú ert óánægð(ur)?

- a) Veit ekki
- b) Vil ekki svara
- c) Svar:

6. Hvað telur þú að þú verslir um það bil oft í *búðinni*?

- a) Oftar en vikulega
- b) Vikulega
- c) Tvisvar í mánuði
- d) Mánaðarlega
- e) Annan hvorn mánuð
- f) Nokkrum sinnum á ári
- g) Tvisvar á ári
- h) Einu sinni á ári
- i) Sjaldnar en einu sinni á ári
- j) Veit ekki
- k) Vil ekki svara
- l) Annað _____

7. Hversu líkleg(ur) eða ólíkleg(ur) ertu til þess að mæla með *búðinni*, á kvarðanum 0 til 10 þar sem núll jafngildir afar ólíkleg(ur) en tíu jafngildir afar líkleg(ur)?²

- a) 0
- b) 1
- c) 2
- d) 3
- e) 4
- f) 5
- g) 6
- h) 7
- i) 8
- j) 9
- k) 10
- l) Veit ekki/Vill ekki svara

8. Nú ætla ég að nefna við þig nokkra þætti varðandi þjónustu á afgreiðslukassa. Ég vil biðja þig að segja hversu miklu eða litlu máli eftirfarandi þættir skipta þig þegar kemur að þjónustu á afgreiðslukassa í *búðinni*?

	Mjög miklu	Frekar miklu	Hvorki miklu né litlu	Frekar litlu	Mjög litlu	Veit ekki/Vil ekki svara
Stuttur biðtími eftir þjónustu						
Fáir á undan þér í röðinni						
Gott viðmót starfsmanns						
Að nógu margir kassar séu opnir						

9. Keyptir þú vörur í *búðinni*?

- a) Já
- b) Nei
- c) Veit ekki
- d) Vil ekki svara

10. Þurftir þú að bíða eftir að fá afgreiðslu við afgreiðslukassann?²

- a) Já
- b) Nei
- c) Veit ekki
- d) Vil ekki svara

11. Hvað voru margir viðskiptavinir á undan þér í röðinni við afgreiðslukassann þegar þú byrjaðir að bíða?

- a) Veit ekki
- b) Vil ekki svara
- c) Þurfti ekki að bíða
- d) Fjöldi: _____

12. Hvað myndir þú áætla að þú hafir beðið í margar sekúndur eða mínútur í röðinni við afgreiðslukassann, áður en þú fékkst afgreiðslu?

- a) Veit ekki
- b) Vil ekki svara
- c) Sekúndur/Mínútur: _____

13. Hversu mikið eða lítið reyndi biðin á þolinmæði þína?²

- a) Mjög mikið
- b) Frekar mikið
- c) Hvorki mikið né lítið
- d) Frekar lítið
- e) Mjög lítið
- f) Veit ekki
- g) Vil ekki svara

14. Þegar þú bíður í röð við afgreiðslukassann í *búðinni*, eftir hve langan tíma í mínútum myndi biðin reyna svo mikið á þolinmæði þína að þú myndir gefast upp á biðinni og hætta við kaupin?²

- a) Veit ekki
- b) Vil ekki svara
- c) Mínútur: _____

15. Hvað finnst þér vera viðunandi biðtími í mínútum í röð við afgreiðslukassa, það er, hversu lengi ertu róleg/ur að bíða?

- a) Veit ekki
- b) Vil ekki svara
- c) Mínútur: _____

16. Þegar þú kemur að röð við afgreiðslukassann í *búðinni*, hversu margir þyrftu að vera á undan þér að bíða í röðinni til þess að þú hættir við kaupin?

- a) Veit ekki
- b) Vil ekki svara
- c) Fjöldi: _____

17. Hvað finnst þér vera viðunandi fjöldi viðskiptavina að bíða eftir afgreiðslu þegar þú kemur að röðinni við afgreiðslukassa í *búðinni*?

- a) Veit ekki
- b) Vil ekki svara
- c) Fjöldi: _____

18. Telur þú að þú munir versla oft, jafn oft eða sjaldnar en hingað til í *búðinni* í framtíðinni?

- a) Oftar
- b) Jafn oft
- c) Sjaldnar
- d) Veit ekki
- e) Vil ekki svara
- f) Annað: _____

19. Á kvarðanum 0-10, þar sem 0 jafngildir mjög óþolinmód/ur og 10 jafngildir mjög þolinmód/ur, hversu óþolinmóða/n eða þolinmóða/n telur þú þig vera samanborið við aðra?²

- a) 0
- b) 1
- c) 2
- d) 3
- e) 4
- f) 5
- g) 6
- h) 7
- i) 8
- j) 9
- k) 10
- l) Veit ekki/vill ekki svara

20. Kyn þátttakanda²

- a) Karlkyn

b) Kvenkyn

21. Hvaða ár ertu fædd/ur?²

a) Vil ekki svara

b) Fæðingarár (YYYY): _____

22. Að lokum vil ég benda þér á að þáttur í könnuninni er að meta hve lengi fólk bíður í röð í versluninni. Starfsmaður verslunarinnar gæti skoðað myndavélakerfið í þeim eina tilgangi að athuga raunverulegan biðtíma og fjölda viðskiptavina. Gefur þú leyfi þitt til þess?²

a) Já

b) Nei

23. Keyptir þú vöru í þjónustudeild?²

a) Já

b) Nei

c) Veit ekki

d) Vil ekki svara

24. Þurftir þú á þjónustu að halda í þjónustudeild?¹

a) Já

b) Nei

c) Veit ekki

d) Vil ekki svara

25. Þurftir þú að bíða eftir þjónustu í þjónustudeild?^{1, 2}

a) Já, beið og fékk þjónustu

b) Já, beið og fékk EKKI þjónustu

c) Nei, beið ekki en fékk þjónustu

d) Nei, beið ekki og fékk EKKI þjónustu

e) Veit ekki

f) Vil ekki svara

26. Hvað voru margir á undan þér að bíða eftir þjónustu í þjónustudeild þegar þú byrjaðir að bíða, fyrir utan þá sem voru að fá þjónustu? ¹

- a) Veit ekki
- b) Vil ekki svara
- c) Fjöldi: _____

27. Hvað myndir þú áætla að þú hafir beðið í margar sekúndur eða mínútur í röð við þjónustudeild, áður en þú fékkst þjónustu? ¹

- a) Veit ekki
- b) Vil ekki svara
- c) Ég fór ekki í röð/Beið ekki
- d) Sekúndur/Mínútur: _____

28. Hversu mikið eða lítið reyndi biðin á þjónustudeild þína? ¹

- a) Mjög mikið
- b) Frekar mikið
- c) Hvorki mikið né lítið
- d) Frekar lítið
- e) Mjög lítið
- f) Veit ekki
- g) Vil ekki svara

29. Fannst þér starfsmaður í þjónustudeild gefa þér of stuttan, of langan eða hæfilegan tíma í þjónustuna? ¹

- a) Of stuttan tíma
- b) Hæfilegan tíma
- c) Of langan tíma
- d) Þáði ekki þjónustu
- e) Veit ekki
- f) Vil ekki svara

30. Þegar þú bíður eftir þjónustu í þjónustudeild í *búðinni*, eftir hve langan tíma í mínútum myndi biðin reyna svo mikið á þolinmæði þín að þú myndir gefast upp á biðinni og fara úr röðinni? ¹

- a) Veit ekki
- b) Vil ekki svara
- c) Mínútur: _____

31. Hvað finnst þér vera viðunandi biðtími í mínútum eftir þjónustu í þjónustudeild, það er, hversu lengi ertu róleg/ur að bíða? ¹

- a) Veit ekki
- b) Vill ekki svara
- c) Mínútur: _____

32. Þegar þú þarft á þjónustu að halda í þjónustudeild, hversu margir þyrftu að vera á undan þér í röðinni að bíða til þess að þú hættir við að bíða eftir þjónustu? ¹

- a) Veit ekki
- b) Vil ekki svara
- c) Fjöldi: _____

33. Hvað finnst þér vera viðunandi fjöldi viðskiptavina á undan þér þegar þú kemur að röð í þjónustudeild í *búðinni*? ¹

- a) Veit ekki
- b) Vil ekki svara
- c) Fjöldi: _____

¹Question only asked at the electronics store and the high-end grocery store for each service department.

²Questions used in this study.