

Study on the Influence of Service Quality on consumer loyalty in Chengdu Pet Hospital

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Abstract: With the development of social economy, people enrich material and spiritual life, make pets gradually appear in people's field of vision, become a partner and emotional, whether empty nest elderly, solitary youth, dink family, or accompany the growth of children, pets occupy a place in human life, not only dogs and cats as a pet, more and more different pet also by everyone. With the change of China's economic structure, the number of people living alone in urban areas increases, and the population structure such as aging and fewer children is gradually formed. In the future, the demand for pet company will be more vigorous, and the penetration rate of domestic pet pets in China will have room for further improvement. The continuous improvement of the number of pets and the pet penetration rate will lay a solid foundation for the sustainable development of the pet medical market. When it comes to customer service, there are several topics around: what are the sales skills that make customers irresistible, how to stick to customers, how to improve customer loyalty and satisfaction, and how to recover customer loss. The essence of service is to find needs and meet the needs.

Keywords: Service Quality; Consumer Loyalty

1. Background

Pet hospital is located at the hub of the pet medical industry chain and plays a role in driving the whole pet consumption. In the whole pet medical industry chain, pet hospitals are the main places of pet medical services and the core participants of the industry chain, and they are located in the hub link of the industry chain. According to CBNdata statistics, China's pet owners are showing a trend of younger age, and the "post-80 s" and "post-90 s" have become the main force of pet raising and consumption, accounting for 36.2% and 38.1% respectively, and the proportion of young pet owners in second and third-tier cities and below is significantly higher than that in first-tier cities."Generation Z" and new white-collar workers contribute the most to the online pet medical consumption. Growing up in the Internet era of "Generation Z" pets, medical consumption has fast growth and great potential. Most of the new white-collar workers live alone in cities and have high consumption power. Therefore, this paper takes Chengdu city as an example to analyze the influence of the service quality of Chengdu pet hospitals on consumer loyalty.

2. Research objectives

Analyze the economic impact of consumer loyalty in pet hospitals.

Explore the influence mechanism between several groups of factors.

Formulate targeted suggestions to improve the consumer loyalty of pet hospitals, and provide great reference opinions for pet hospitals in the improvement of service quality and consumer loyalty.

3. Range of study

3.1 Significance and value

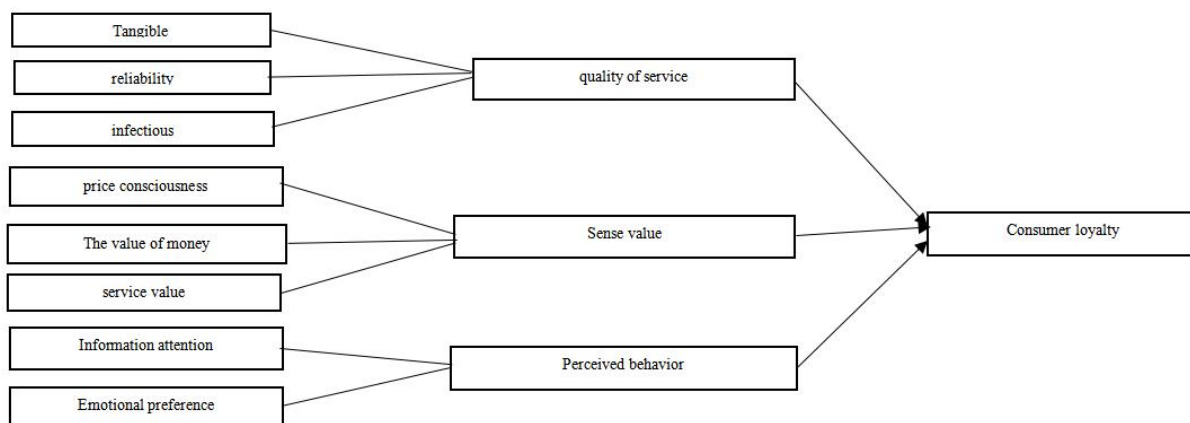
In terms of the theoretical value. In this study, on the basis of classic literature at home and abroad, from the perspective of service quality, analyze the influence factors of pet hospital service quality on consumer loyalty, build a model can fully reveal the influence of pet hospital service quality on consumer loyalty, help to enrich the theoretical basis of service quality, related literature of customer loyalty theory, enrich and enrich the existing theoretical basis of service quality and customer loyalty theory.

In terms of real value. This study clarified the factors influencing the service quality of pet hospitals on consumer loyalty, so that the existing pet hospitals could better fit the market demand and provide theoretical support for the optimization of service quality. This will help to enrich and enrich the existing theory of service quality and customer loyalty theory, and have a certain practical value for pet hospitals in the service quality, marketing strategy and other improvement strategies and to obtain considerable economic benefits in the market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Sichuan province, mainly based on the consumer groups in Chengdu, Sichuan province. The scope of sample collection is limited to Sichuan province, and the impact of the service quality of pet hospitals in Chengdu on consumer loyalty is investigated.

4. The conceptual framework of the study



5. Theoretical basis

Meng Xiangyu (2018) to NC pet hospital as a case study object, using SERVQUAL service quality model, through the questionnaire survey from the tangible, reliability, responsiveness, guarantee and infectious, to explore the existing problems of NC pet hospital service, and according to the existing problems from the service tangible, reliability, responsiveness, guarantee and infectious five aspects targeted to put forward the NC hospital service quality optimization strategy. The research purpose of Xu Shumin (Shu-Min Hsu) (2016) is to explore the relationship between medical cosmetology service quality, perceived value and customer loyalty. Through the empirical results, service quality has positive connection to perceived value, service quality has positive connection to customer loyalty, and perceived value has positive connection to customer loyalty. The three are mutually related, which is consistent with the hypothesis of this study. The service quality is the highest in the level of "medical beauty structure" and "interactive relationship". Perceptual value customers have the highest score with "service value" and "price relationship", showing the spiritual feelings that consumers attach importance to consumption at present. Customer loyalty was the highest for "recommendation behavior". Huang Hui (2020) conducted research on the service quality perception of G Hospital customers, and concluded that the

willingness and sustainability of G Hospital customers to buy services and products have certain conditions, and the existing satisfaction perception of customers does not necessarily derived into customer loyalty. Therefore, the improvement of customer loyalty is the key direction of the growth of hospital customer management and operating profit. It is necessary to implement specific improvement strategies according to the main factors of customer service organization structure, service process, customer positioning, hospital staff and hospital information system that affect customer loyalty.

6. Related studies

Murtiawati, Fataron et al. (2020) test the impact of product quality and service quality of Bandeng Rozal small businesses on consumer loyalty. Simple random sampling, data were obtained by issuing questionnaires to 100 consumers and measured using the Likert scale. Studies show that the simultaneous or shared variables of product quality and service quality have a significant impact on consumer loyalty. Wachyudi (2017) revealed the determinants of online store customer satisfaction and their loyalty, and developed a research model including product quality, service quality and price fairness to explain customer satisfaction and loyalty. The results show that all dimensions of service quality have an impact on customer satisfaction. In addition, product quality, price fairness and service quality can also explain customer satisfaction, which plays an important intermediary role in the determinants of customer loyalty in online stores.

Conclusion

Service quality: First of all, for pet hospitals, the pain point is not only the discovery and search of customers, but also the lack of ways to connect and communicate with users in terms of service and experience. Secondly, operators should establish a correct business philosophy, focus on improving the core competitiveness such as the quality of goods and services and the quality of personnel, regularly organize professional training for employees, optimize the practice team, improve the quality of service, and take the initiative to assume the responsibility of maintaining the orderly development of the pet consumption market. **Sense of value:** First, market research is adopted to determine the pricing level of competitors and the acceptance degree of consumers. Secondly, the pet medical market has huge potential, and it has the ability to integrate the market size of the whole industry chain, which can achieve an order of magnitude of improvement space in the future. **Perception behavior:** First, do a good job in the construction of the hospital website, and timely update. Secondly, as a service-oriented industry, pet hospitals should ensure the quality of service, so operators should pay attention to the service quality and service level of all the medical staff in pet hospitals, and the services provided should make consumers feel comfortable.

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