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Impact of Service Quality Factors on Customer Satisfaction: Research at Loc Lam Furniture Trading Service Co., Ltd.

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Abstract-This study was conducted with the aim of improving customer satisfaction on service quality in the field of wooden furniture products. With qualitative research methods including in-depth interviews and expert group discussions, a combination of quantitative research methods including the first survey (pilot test) with 50 samples, the second survey (formal) with 306 samples. To explore the relationship between Service Quality and Customer Satisfaction. Research results have shown the level of impact of independent factors of service quality on the dependent factor is satisfaction. Accordingly, the attitudinal factor has the strongest impact, followed by design, experience, tangibles, and the lowest is technology. The research results are a guideline for wood furniture companies to have a basis to choose appropriate solutions in operation, in order to improve customer satisfaction through service quality of the business. This study contributes to the expansion of the theory of service quality in the wood furniture industry.

Keywords- Service Quality, Satisfied, Wooden furniture.

I. INTRODUCTION

Customer satisfaction about Service quality is a content that has been interested by many researchers, scholars and businesses so far. Researchers such as Brady and Cronin (2001); Parasuraman (1988); Berry (1988); Cronin and Taylor (1994); Philip Kotler (1987); Kotler and Armstrong (2010) have studied service quality with specific factors and attributes in many different fields.

Service quality plays a very important role not only for the furniture sector but almost all other industries, service quality affects customer satisfactionwill determine success or failure. In the field of wooden furniture, as of March 2023 in Vietnam and around the world, the authors have not found any research mentioning customer satisfaction about service quality with aspects of Attitude. , Design, Digital technology, Tangible, Experience. With the domestic market in Vietnam for wooden furniture, there is a very high increase in consumption.

According to the report of the General Statistics Office (2022), the forestry and wooden furniture industry increased by 6.13%, and the consumption of wooden furniture products showed a demand in the Vietnamese market with an average of 21USD/ per person per year, averaged in 2019 up to 4.5 billion USD, by the end of the fourth quarter of 2022, up to 6.68 billion USD (HAWA, 2022).

Thereby, the domestic market is a great advantage for the consumption of products andactivities of enterprises. In order to meet the market and customers' wishes, businesses need to improve and improve service quality, overcome limitations to match the market and customer needs. However, many wooden furniture businesses still have low growth, due to the lack of customer satisfaction (Astini et al., 2017). Besides, this issue has not been studied by experts before.

For that reason, the authors carry out this study with the desire to: (1) Explore the relationship between Service Quality and Customer Satisfaction in the field of wooden furniture and (2) The degree of The

impact of service quality factors on customer satisfaction when choosing wooden furniture products. The study was carried out at Loc Lam Furniture Company, Dong Nai province because this is a large company operating in the field of wooden furniture and the company has received negative feedback about the level of satisfaction over the past time service quality from customers, one of the causes affecting revenue targets and operating results of the company. Therefore, the research results at Loc Lam have typical and representative meanings.

The results of the study will contribute to helping business leaders in the field of wooden furniture have more bases to improve and enhance customer satisfaction through service quality. At the same time, the research results also contribute to the theoretical orientation of service quality and customer satisfaction in the field of wooden furniture in future studies.

II.THEORETICAL FOUNDATIONS AND RESEARCH HYPOTHESES

1. Service quality:

Service quality lies in the quality of products or services, expressed through customer satisfaction. Customers form their perceptions of service quality on the basis of performance evaluations at multiple levels and ultimately combine these assessments to arrive at an overall service quality perception (Brady and Cronin et al. , 2001). Next, Parasuraman et al. (1985) proposed five basic aspects of service quality and measured by a 22-item scale.

At the same time, service quality is a comparison between two main factors, which is the customer's perception of the service, actually received, perceived and the service expected. If the actual service is better than expected, then the service is of high quality, if the actual service is as expected, it is considered satisfactory, if in fact the service does not meet the expectations, the service is considered satisfactory low quality (Parasuraman et al., 1998).

Thus, it can be seen that service quality will be perceived by customers and evaluated on the basis of performance at many different levels. Today, the increased competition in the market has led many companies to consider service quality as a strategic tool in their operations.

2. Attitude:

Attitude is a psychological construct, a mental and emotional entity inherent or characteristic of a person and their attitude towards something or their personal view of it. attitudes related to their thoughts, outlooks and feelings. (Richard, 2010). For Pendergraft and Toward (2022), perceived attitude is an individual's predisposed state of mind in relation to a value and it is motivated through the manifestation of a response to the self (Pendergraft and Toward). 2022). In the operation of the business, the attitude of the staff plays a very important role in contacting customers, a good attitude will help customers feel comfortable and customers easily overlook the shortcomings in the process. use the service, thereby, giving customers a good impression of the business. It is a criterion to evaluate service quality (Gronroos, 1990). Therefore, hypothesis H1 is:H1: Employee attitude positively affects customer satisfaction.

1. **3. Design:**

The process of creating a drawing or convention to create an object, a system, or a measurable human-to-human interaction is called Design (TK), specifically the process of engineering drawings. , draw diagrams..., and each field is different, the design process will have different requirements and elements shown in drawings (Eakin and Kurtich, 1993). Basically, design will refer to things and phenomena related to the creative process and that is "comprehensive creation." (Eakin and Kurtich, 1993). To create successful design solutions, designers must use divergent and convergent thinking to an almost equal degree (Canina et al., 2021; Lawson, 2006). The design process is exploratory, iterative and even chaotic (Dam and Siang, 2020), beginning with a summary of the design issues and ending with a description of the proposals. Design solution, followed by a screening process due to various proposals or unexpected problems. Therefore, during the design process, designers engage in various cognitive activities that lead to the final design decision (Dell'Era et al., 2020; Hatchuel and Weil 2009).

For Brady and Cronin (2001), design is an element of service quality and is evaluated by the overall product layout, which must meet the customer's

intended use, create harmony during product use. With so-called new products that are unknown to the consumer, more emphasis should be placed on the function of the product rather than the hedonistic aspects (Noseworthy and Trudel, 2011).

These days, the remarkable development of technology, drawings or models of products or certain spaces from "two-dimensional (2D) drawings into three-dimensional (3D) images that simulate the perception of the human eye" (McConnell, 1999; Bertol, 1994; Bertol, 1996; Bertol, 1913). CAD, 3D software can be used as a design tool to simulate and evaluate the workability of the product or display space, use, before starting construction (McConnell and Waxman1999). 2D and 3D design are widely used in the furniture industry, the process of 3D simulation of a space or product, which is realized from the wishes and requirements of the customer about the product (McConnell and Waxman, 1999). Design creates customer perception and has a relationship with customer satisfaction (Bolton and Drew, 1991); (Brady et al., 2002). Hypothesis H2 is:

H2: Design positively affects customer satisfaction.

4. Digital technology:

Digital technology (CN) includes all tools, electronic devices, automated systems, technological devices and resources that generate process or store information in various fields (MacLean and Elwood, 2009). In addition, digital technology is also associated with the development of hardware such as mobile devices (smartphones, tablets, and laptops), automation systems, robots, etc. Information (Data), Big Data, Cloud Computing (Cloud), digital currency (Cryptocurrency) or Blockchain is also digital technologies in the current digital technology landscape (MacLean et al., 2009).

With the current market and social development, digital technology is applied in business activities with the aim of increasing sales and expanding market share and market, and at the same time improving development efficiency new product. According to Nambisan (2003) the way to improve product development results is to use information technology tools. However, case studies show that different IT tools are used in different stages of the product development process (Boutellier et al., 1998; Malhotra and Majchrzak, 2004).

Therefore, Wiedenbeck and Parsons (2010) stated: In the operation of commercial furniture manufacturing companies, digital technology is used by companies to support the process of finishing and improving quality service and production. Assisted design (CAD) and CNC machining, all integrated to manufacture product parts, have become a viable option for the woodworking industry (Wiedenbeck) and Parsons, 2010; Ratnasingam et al., 2021).

With Jayachandran et al. (2005), it is said that: Using CRM in business activities is essential to improve efficiency in operation and interaction with customers. Berry et al. (2006) said that the interaction and exchange with customers will greatly affect the customer's experience, perception, and satisfaction. Service quality is good. Service quality is a key factor of customer satisfaction is customer perception, paying attention to service quality can make an organization different from other organizations and ultimately it will bring organize a competitive advantage (Kartika et al., 2020). Hypothesis H3 is:

H3: Technology positively affects customer satisfaction.

5. Tangible:

Tangibility refers to the external appearance of the physical surroundings, that is, facilities, equipment, personnel, and ways of communicating (Delgado and Ballester, 2004). In other words, the tangible aspect is that making a first impression with customers, the company's customers get a positive first impression and never forget it, will make them more likely to come back in the future. (Delgado and Ballester, 2004). For Toivonen (2012), Product tangibility plays an important role for consumers. For interior wood products, tangible quality is more important than product quality (Toivonen, 2012).

Tangible is an element of service quality, which determines service quality, and tangible is only the external appearance of surrounding facilities, equipment and personnel unified way of communication (Delgado and Ballester, 2004; Brady and Cronin, 2001). Tangible factors have an impact on customer satisfaction (Kartika et al., 2020). Plays an important role in customer satisfaction (Murad et al., 2019). Tangible factors have a relationship with customer satisfaction (WHDP, 2014). Given the above, the H4 hypothesis is:

H4: Tangible factors have a positive impact on customer satisfaction.

6. Experience:

Experience is the impression formed when people encounter a company's products or services, a perception created when people reinforce sensory information (Carbone and Haeckel, 1994). Consumer experience is a customer's internal and subjective response to any direct or indirect contact with a company, specifically a product (Meyer and Schwager, 2007). With Gentile et al. (2007), the consumer experience process comes from a series of interactions between consumers and their company or organization's services or products. In another argument, Rampell (2010) stated that consumers can choose products online and then go to physical stores to experience and purchase, thereby reducing the risk of consumption. But, with wooden furniture, Lin et al. (2001) pointed out that, due to the large volume and price of furniture products, people mainly rely on the consumer experience and the tactile feel of the furniture. loss during consumption (Lin et al., 2019).

Consumer experience is referred to as the overall combination of goods, services, and environments purchased and experienced (Lewis and Chambers, 2000). At the same time, experiences create customer preferences, and customer preferences are found to be different for furniture properties, materials used, and furniture style.(GÜZEL, 2020). The experience factor is a key component in the new structure of service quality (Enquist et al., 2007; Seiders et al., 2005). And experience is a factor in service quality (Brady and Cronin, 2001). Customer product experience affects customer satisfaction (Pei et al., 2020). Therefore, hypothesis H5 is:H5: Product experience positively affects customer satisfaction.

7. Satisfaction:

Satisfaction is a consumer's satisfied response to the assessment of a product or service feature, or the product or service itself provided (or is providing), the degree of satisfaction associated with the product or service related to consumption including the degree of dissatisfaction or over-satisfaction (Oliver, 2014; Oliver, 2000). For furniture in general, Giese and Cote (2000) state the overall satisfaction that consumers feel when a furniture product meets the expectations and needs of related consumers to the purpose for which the furniture product is purchased (Giese and Cote, 2000). Customer satisfaction develops when customers compare the perceived value of a service with their expectations (Kotler et al., 2009) and it is the customer's overall assessment of any product or service which service (Woodruff, 1997). Customer satisfaction is closely related to service quality (Cronin et al., 2000), this is achieved when the enterprise meets the needs of customers, providing services that meet market standards (Gitomer) 1998). Because customer satisfaction is affected by service quality (Muyeed, 2012).

In short, customer satisfaction plays a very important role in the operation of the business, in particular, has a great influence on the business performance and profit of the enterprise. Therefore, customer satisfaction is a key determinant of business success (Tuncer et al., 2020). Customer satisfaction is assessed after purchase and is based on product consumption experience (Yi and La, 2004; Mittal and Kamakura, 2001; Zeithaml and Bitner, 2006). Satisfaction is closely related to the sustainable development of the industry as it is a measure of the service provided (Cronin et al., 2000).

III.RESEARCH METHODS

Van Nhan et al., combining qualitative and quantitative research methods.

1. **2.** **1. Qualitative research methods:**

The qualitative research process was carried out through in-depth interviews and group discussions. Through in-depth interviewing, interviewers can directly extract more detailed information or gain a deeper understanding of a topic or concept (Kvale, 1996). With expert panel discussion, this method helps uncover new aspects and information about research. (Collins & O'Brien 2003; Gundumogula, 2020).

The in-depth interview process, reaching saturation at the 10th person (N=10), should stop with the number of qualitative samples N=10. With the obtained in-depth interview results, the author's team classified, sorted, and obtained groups of attributes with high values as (Table 1). Next, the group of authors conducted an expert group discussion with N= 5. The result was a consensus of 5/5 people, corresponding to 100% consensus (Table 1).

Table 1. Summary of attributes corresponding to the factor

Element	Properties	Repeat	%	Experts agree
Attitude	Friendly	10	19%	5/5(100%)
	Care about	10	19%	5/5(100%)
	Ready	10	19%	5/5(100%)
	Listen	10	19%	5/5(100%)
Tangible	Uniform	10	17%	5/5(100%)
	Infrastructure	10	17%	5/5(100%)
	Modern equipments	10	17%	5/5(100%)
	Product form	7	12%	5/5(100%)
Design.	Impression	10	15%	5/5(100%)
	Expectation	10	15%	5/5(100%)
	Quality	10	15%	5/5(100%)
	Creative	10	15%	5/5(100%)
	Surprised	10	15%	5/5(100%)
Technology	Reduced time	10	15%	5/5(100%)
	Complex Products	10	15%	5/5(100%)
	Improve product accuracy	10	15%	5/5(100%)
	Sufficient contact information	10	15%	5/5(100%)
	Product Simulation	10	15%	5/5(100%)
Experience	Interesting	10	15%	5/5(100%)
	Great	10	15%	5/5(100%)
	Positive	10	15%	5/5(100%)
	Comfortable	10	15%	5/5(100%)
Satisfied	selective	10	17%	5/5(100%)
	Decision	10	17%	5/5(100%)
	Providers	10	17%	5/5(100%)
	Response	10	17%	5/5(100%)
	Satisfied	10	17%	5/5(100%)

Based on the attributes that have been sorted corresponding to the factors, the proposed research model has the independent variable of service quality, including Attitude, Design, Technology, Tangible, Experience and The dependent variable is customer satisfaction (Figure 1).

Based on the scale of researchers Ratnasingam et al (2021); Jayachandran et al (2005); Murmura et al (2018); Ruheili et al (2021); Toivonen. 2012); Benoit et al. (2017) and the properties found, the authors adjusted to the scale of this study with 27 observed variables.(Appendix 1)

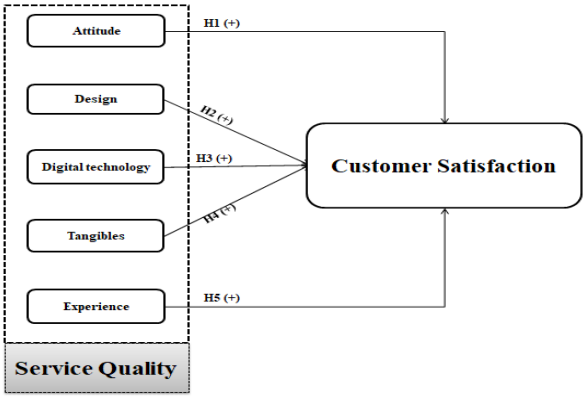

Fig 1. Proposed research model.
Source: Author team

2. Quantitative research:

In Vietnam and around the world, there has been no research on customer satisfaction through service quality including Attitude, Design, Technology, Tangibles, and Experience. in the wood furniture industry. Therefore, the author builds a scale for this study with the process of conducting the first quantitative study (pilot test) to test the reliability of the scale and continuing to conduct the second survey for this study official rescue.

The first time: The pilot test, as suggested by Hill (1998), is n=10 to n=30. Meanwhile, Hair et al (2006) with the lowest number of samples n=50. Therefore, the authors suggest n=50.

Second time: Quantitative (formal) study, with sample size applied when knowing the overall size is the number of customers (1300 guests). Therefore, the sample size for survey is according to Yamane Taro (1967), with 95% confidence at p = 1.96 and e = ±5% respectively 0.05. So sample size n is.

$$n = \frac{m}{1 + me^2} = \frac{1300}{1 + 1300 * (0.05)^2} = 305.88 \sim 306$$

3. Likert scale 5 levels and software used:

The author uses Likert 5-level scale of Likert (1932) including (1) Totally disagree; (2) Disagree; (3)Normal; (4) Agree; (5) Totally agree; Survey results were used by the author using SPSS, 22.0 software to evaluate the reliability of the scale through Cronbach's Alpha coefficient and Exploratory Factor

Analysis (EFA) regression analysis and hypothesis violation testing of the model.

IV.RESULTS AND ANALYSIS

1. Results of the first quantitative study (pilot test):

Cronbach's Alpha reliability of the preliminary scale

The results of testing the reliability of service quality scales (attitude scale, design scale, technology scale, tangible scale, experience scale) and satisfaction scale, show that All scales have Cronbach's Alpha coefficient in the range of 0.70 alpha 0.95 and the total correlation coefficient (Corrected Item-Total Correlation) of the observed variables in each scale is greater than 0.3 (> 0.3). Therefore, the observed variables in each scale are correlated with each other and the scale has high reliability. Summary results of Cronbach's Alpha coefficient with 0.70 ≤ alpha ≤ 0.95 are presented in Table 2.

Table 2. Preliminary test results of the scales.

Scale name	Number of observed variables	Cronbach's coefficient Alpha	Inspection results
Attitude (AT)	AT1 to AT4	0.811	Accept
Design (DS)	DS1 to DS5	0.884	Accept
Digital Technology (DT)	DT1 to DT5	0.881	Accept
Tangible (Tag)	ag1to Tag4	0.824	Accept
Experience (EP)	EP1 to EP4	0.870	Accept
Satisfied (SF)	SF1 to SF5	0.857	Accept

Source: Author's team synthesized from results from preliminary quantitative research

EFA factor analysis:

The results obtained after preliminary EFA analysis: The relevant variables meet the requirements of the satisfying values of KMO and Sig. (0.5 ≤ KMO ≤ 1 and Sig < 0.05).

2. Results of the second quantitative study (official):

Analysis and evaluation of sample characteristics

- Gender: Male accounted for 48.0% and Female accounted for 52%, There is not too much difference between male and female, so this sample can be representative of the population.
- Age: The most common age participating in this survey is in the range of 18-45 years old, accounting for 80.7%, 46-55 years old accounts for 15%, and over 55 years old accounts for 4.2%. This shows that the segment of furniture products manufactured by the company is suitable for target customers 18-45 years old.
- Position: The majority of positions are Employees with 182 out of 306 survey respondents accounting for 59.5%, managers accounting for 21.2%, leaders accounting for 10.5% and workers accounting for 8.8 %. Thus, customers of Loc Lam Furniture Trading Service Co., Ltd mainly focus on the segment for employees and managers.
- Qualification: Most of the customer's education is university, accounting for 76.1%, college accounting for 11.4%, other education accounts for 12.5%.

The results of testing the reliability of the scale through Cronbach's Alpha coefficient

- Employee attitude scale with 4 observed variables from AT1 to AT4.
- Design scale measured by 5 observed variables from DS1 to DS5
- Technology scale is measured by 5 variables, from DT1 to DT5.
- The tangible scale is measured by 4 variables from Tag1 to Tag4.
- Product experience scale is measured by 4 variables from EP1 to EP4.
- Customer satisfaction scale is measured by 5 observed variables from SF1 to SF5.

Results: The coefficients of Cronbach's Alpha of the scale satisfy the condition 0.7 ≤ alpha ≤ 0.95 and the correlation coefficient of the total variable is greater than 0.3. Therefore, the scales meet the reliability. (Nunnally et al., 1994; Bland, 1997; DeVellis & Thorpe, 2021); Nguyen Dinh Tho, 2013; Hoang Trong & Chu Nguyen Mong Ngoc, 2005).

3. Exploratory factor analysis (EFA):

Analyze the results of factor exploration of independent and dependent variables**.** Factor analysis was conducted based on 22 observed variables of independent variables measuring interior service quality factors. The results obtained the coefficient KMO=0.746>0.7 and the Barlett's test has the Chi-Square value = 4,346,094 and Sig = 0.000 < 0.05.

With a total variance extracted of 71.319% > 50%, it shows that these newly extracted factors explain 71.319% of the variation of the data set and the Eigen values of the extracted factors are 3,933 respectively; 3,554; 3,396; 2,585 and 2,223 are both greater than 1. With the above result indicators, this• factor analysis is appropriate (Table 3). With the dependent factor "Customer satisfaction" consisting of 5 observed variables with the coefficient KMO = 0.792 > 0.7 and the Barlett's test has the value of 884.733, the significance level is Sig = 0.000 < 0.05.

Table 3. Result of factor analysis to discover independent variable (Quality of service)

Variables	Factor				
	Design	Digital Technology	Experience	Attitude	angible
DS4	0.880				
DS1	0.859				
DS5	0.834				
DS3	0.819				
DS2	0.787				
DT1		0,902			
DT2		0.881			
DT5		0.803			
DT4		0.798			
DT3		0.758			
EP1			0.861		
EP4			0.860		
EP2			0.858		
EP3			0.821		
AT3				0.879	
AT4				0.872	
AT2				0.811	
AT1				0.774	
Tag2					0.893
Tag1					0.820
Tag3					0.818
Tag4					0.783

Variables	Loading factor
SF2	0.882
SF3	0.836
SF4	0.836
SF1	0.818
SF5	0.736

Source: The author's team processed SPSS 22.0

This shows that observed variables belonging to the same factor are closely correlated with each other. At the same time, the total variance extracted is 67.724%>50%, showing that this newly extracted factor explains 67.724% of the variation of the original data set and the Eigenvalue=3.386>1 is eligible for factor analysis (Table 3).

4. Regression analysis|:

The correlation coefficient between the dependent variable and the independent variable:

The correlation coefficient between the dependent variable (Satisfaction) with the independent variables is (1) Attitude, (2) design, (3) technology, (4) tangibles, (5) experience, respectively. 0.442; 0.549; 0.163; 0.356 and 0.373. The coefficients are all positive (+) and statistically significant at the 1% significance level. This shows that there is a positive linear correlation between the dependent variable and each independent variable in turn, so it can be included in the regression analysis (Table 4).

Table 4. Correlation matrix between factors in the model.

Vb	AT	DS	DT	Tag	EP	SF
AT	1	0.017	-0.062	0.035	-0.156**	0.442**
DS	0.017	1	0.028	0.179**	0.103	0.549**
DT	-0.062	0.028	1	0.004	-0.020	0.163**
Tag	0.035	0.179**	0.004	1	-0.064	0.356**
EP	-0.156**	0.103	-0.020	-0.064	1	0.373**
SF	0.442**	0.549**	0.163**	0.356**	0.373**	1

(** Pearson correlation has statistical significance at 1% level)

Source: The author's team processed SPSS 22.0

The results (Table 4) also show that there is a correlation between a number of independent variables such as EP and AT, Ds and Tag, which can cause multicollinearity. Theo Hair et al. (2014), it should be checked by VIF < 2 in regression analysis (Hair et al., 2014).

Evaluate and test the fit of the model through regression analysis:

The results of multiple linear regression analysis (Table 5) had R2 = 0.757 and adjusted R2 = 0.753. This shows the appropriateness of the model, that is, the linear regression model has been built appropriately, and the independent variables in the model have explained 75.3% of the change of the dependent variable as the satisfaction variable. Satisfaction (HL) is the common explanation of 05 observed variables. ANOVA analysis shows that, parameter F = 186,545 has sig. = 0.000, proving that the regression model is suitable for the collected

data set. Durbin - Watson test (d) shows that, the result d = 1,777 (1< d <3), so the residuals are independent of each other or there is no correlation between the residuals. The model does not violate multicollinearity because the variance exaggeration factors of the independent variables (VIF) are all less than 2 (ranging from 1.006 to 1.049).

Table 5. Model estimation results.

Model	Unnormalized coefficient		Normalization coefficient	Value t	Sig	Multi collinearity
	B	Standard Deviation	Beta			VIF
constant	2.135	0.182	-	11.718	0,000	-
AT	0.509	0.029	0.503	17.402	0,000	1.031
DS	0.332	0.022	0.440	15.079	0,000	1.049
DT	0.167	0.025	0.189	6.630	0,000	1.006
Tag	0.217	0.022	0.286	9.844	0,000	1.041
EP	0.278	0.019	0.428	14.702	0,000	1.045
constant	R	R2	R2 adjust	Standard Deviation		DW
	0.870a	0.757	0.753	0.25226		1.777

Source: Author team SPSS 22.0 analysis and processing

When examining the scatter plot of the residuals with histogram, the authors found that the distribution of the residuals is approximately standard mean, mean is close to 0, standard deviation Std.=0.992 (~ 1). Assume that the residuals have a normal distribution without violation (Figure 2).

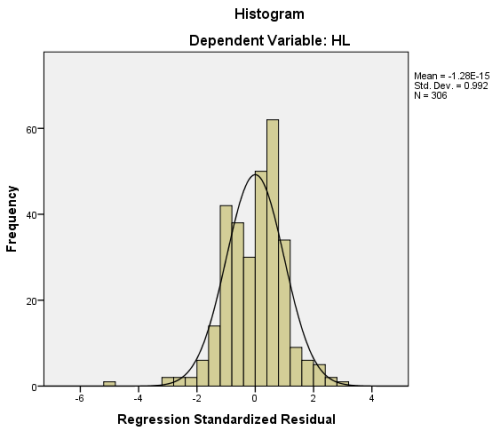

Fig2. Histogram

The normal distribution of the residuals is not wrong, the mean is close to 0 and the standard deviation is close to 1. The above test results show that the assumptions of the linear regression function are not violated and the standard deviation is close to 1. The built regression model is suitable for the population. With the author test results mentioned in the above sections, the author finds that the regression model is appropriate and statistically significant. Therefore, the unnormalized regression equation will be:

SF = -2.135 + 0.509*AT + 0.332*DS + 0.167*DT + 0.217*Tag + 0.278*EP

5. Discussion of research results:

On the relationship between service quality and customer satisfaction (Cronin et al., 2000; Parasuraman et al., 1988; Nurwahyudi and Rimawan, 2021; Goumairi et al., 2020; Abdullah et al., 2022) has been the concern of many previous researchers in the context of the service industry in general. The purpose of this study is to find out the factors of service quality, the relationship between service quality and customer satisfaction in the service sector of wooden furniture products. Research has found 05 elements of service quality including (Attitude, Design, Digital Technology, Tangibles and Experience) of Service Quality.

Thus, the independent factors of the model all affect the fork factor which is customer satisfaction. Beta coefficient of Attitude factors has the strongest impact (β=0.503), followed by Design factor (β=0.440); Experience (β=0.428); Tangible (β=0.286) and finally the Digital Technology element (β=0.189). This shows that, 05 factors of service quality all have the same impact on customer satisfaction and the influence of each factor on satisfaction is different. (Please see Figure 3).

Testing process using SPSS 22.0 software to determine the level of impact and influence of independent factors on dependent factors according to the standardized regression coefficient β1 > β2 > β5 > β4 > β3. That is, the independent factor of Service Quality has an impact on the dependent factors, namely Customer satisfaction with the level of impact from the largest to the most important, arranged in turn as the attitude factor (β1=0,503), followed by design factor (β2=0,440), experience factor (β2=0,440), tangible factor (β4=0,286) and the lowest is digital technology (β3= 0.189). Attitude

factor has the greatest influence on customer satisfaction, shown with β=0.503, showing that this is the most important factor because in the service environment, employees' attitudes towards customers play an important role important and decisive role in customer satisfaction. The results of this study are similar to previous studies such as Brady and Cronin (2001), Cronin et al. (2000), A Tu Tu (2017). In the field of wooden furniture products, product design, product design process for customers is also an important factor affecting customer satisfaction, with the value of β=0,440 taking the second most important position. on the impact on the dependent factor is customer satisfaction, this result is similar to previous studies in the same industry as the study of Pecotić et al. (2014); Brady and Cronin (2001); Aziz (2017).

The least important impact on customer satisfaction is the technology factor with the coefficient β=0.189, which is different from the results evaluated in the studies of Zhang et al (2022); Ratnasingam et al (2021); Sabbir and Ahmad, (2021); Nhan and Van (2023); Cronin, Brady and Hult (2000) that technology plays a very important role in business operations, is the core factor to create success for businesses. Thus, with the results of the impact of technology in this study with the coefficient β=0.189 showing a weak impact on customer satisfaction, it can be seen that customers pay little attention to this factor digital technology, because in the framework of this research, the technological factor that creates the competitiveness of the wood industry is a great support for fast product completion, more timely delivery for customers, better control over production and closer interaction between business, design and production.

Therefore, technology factors are closely related to streamline design, product development, optimize and satisfy service quality to external and internal customers. Therefore, enterprises producing or trading wooden furniture have invested in digital technology in their operations, which has created an important competitive factor in business activities, potentially supporting production. Deep inside of business operations, support for more design, production, marketing, monitoring system, inventory management. Digital technology with CAD, NCN, CAM has a tremendous impact on all stages of the manufacturing sector from large global enterprises to small or even micro manufacturers (Newman et al., 2008). Digital technology with comprehensive service-oriented machining parameters and optimized parameters for the production process creates customer satisfaction expressed through products (Li et al., 2015).

CONCLUSIONS AND RECOMMENDATIONS

The research mentioned in this article has identified 05 independent factors of Service Quality, including Attitude, Design, Digital Technology, Tangible, and Experience, which have an impact on the dependent factor customer satisfaction. The most impactful levels from high to low, respectively, are Attitude, design, experience, tangibles, and technology. The results of the Study have met the initial objectives of the study is (1) Exploring the relationship between Service Quality and Customer Satisfaction in the field of wooden furniture. (2) Determine the impact of service quality factors on customer satisfaction when choosing wooden furniture.

1. Management implications and theory:

On the basis of analysis and research results, a number of management implications are drawn as follows: (1) Leadership: Helping business leaders in the furniture business have more grounds for improvement. improve customer satisfaction through service quality of the business, namely better improve the existing condition, invest in more machines, technology, design, improve the attitude and skills of the customersEmployees in the business. Specifically, solutions for design, solutions for tangible materials, and solutions for digital technology are the application of CRM and CAD to business and production activities. (2) Theory in the field of wooden furniture: Quantitative results, contributing to the theoretical orientation of service quality in the wood furniture industry and customer satisfaction in future studies. (3) The scale table with new attributes will be the premise to open the next research direction for the whole wood furniture industry.

2. Limitations:

The study has achieved the results mentioned above, however, the study still has limitations, namely: (1) This study is limited to a limited sample of n=306 and just implemented in an enterprise, which means that it is still limited in geographical space and the

analysis data is not large enough to cover the entire wooden furniture industry system. (2) There are still many factors affecting customer satisfaction, so future studies can inherit the new scale table built in this study, and at the same time select more studies. Related in the same industry, conduct additional construction for the questionnaire with new attributes, in order to have a more expanded scale, the results achieve wide coverage, which can be representative of the entire wood product industry. interior. (3) Sampling process in future research needs to have wider coverage, expand geographical space, survey in many enterprises in the same industry with a sample of > 306 samples, in order to obtain representative results representing the whole wood furniture industry.

3. Research model results:

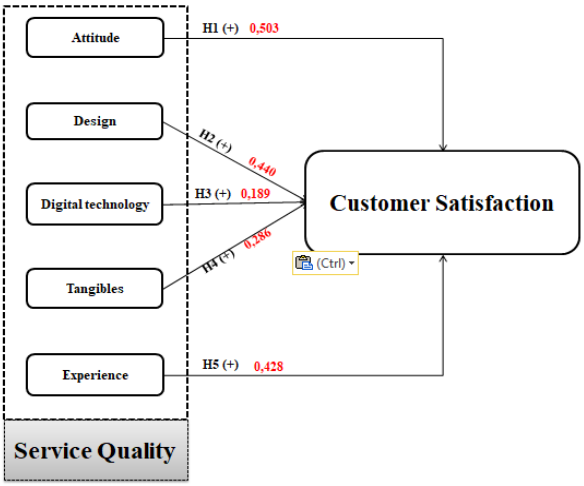

Fig 3. Research model results.
Source: Author team

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