

AN EXAMINATION OF CUSTOMER SATISFACTION: DIFFERENCES BETWEEN LOCAL AND FOREIGN CUSTOMERS

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Abstract

This study aims to provide a comparative analysis of local and foreign customers' evaluation on their perception, perceived value, and customer satisfaction toward Gojek mobile application. Data was obtained by spreading the online questionnaire to 200 samples of local and foreign customers. By using quantitative analysis method and Independent Sample T-test, the study reveals that local and foreign customers share different evaluation of the mobile application, perception of service quality, price and trust, which lead to different satisfaction as well. Instead, perceived value on intention to use, perceived quality of service, perceived ease of use, perceived price and perceived usefulness has no difference between local and foreign customers. However, even they have shared nearly the same perceived value of Gojek mobile application, local customers sense the higher value in a whole examination compared to foreign customers.

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1. Introduction

Mobile applications or apps played a major role in users' experiences, ranging from social and communication purposes, entertainment to various business platforms. It has changed people's habits and the way of doing business (Leon, 2018; Hoos, *et al.*, 2014). Consumers have come to expect that there should be an app for everything (Andersson & Frost, 2013). Furthermore, they unceasingly seek new apps to organize and manage their internet access and mobile experience (Accenture, 2012). In Indonesia, active mobile internet users were counted as many as 142.8 million people (Wearesocial&Hootsuite, 2018), and are mostly dominated by young people aged 19-34 (APJII, 2017). Schiopu, *et al.* (2016) classified young people, who were also called as millennials or Y-Generation, as one of the most influential generations when it came to consumer power.

Millennials were often characterized as more adaptive with technology, heavy users of technology and always connected via several devices as an integral part of their daily experience (Leon, 2018). Thus, it has formed a perception that Millennials were capable technology users when using an app. Shaheen, *et al.*, (2016) found that apps, especially on transportation sectors, have improved the experience and the capacity of people to achieve important daily objectives, such as commuting to and from work. Moreover, it shared important benefits to the user experience, as well as to the broader transportation system. As traffic jam became one of the current major problems in the transportation sector in urban areas, wasted time on the street is unavoidable. Prihartono (2017) stated that the average speed during the peak hours in Jakarta is only about 10-20 km/hour. As a consequence, the urgency for a fast and affordable way on the transportation sector has become a potential demand to address.

Driven by its potential, PT. Aplikasi Karya Anak Bangsa, a technology company from Indonesia decided to create mobile app named "Gojek" in 2014 as an alternative solution. Gojek provided on-demand transport service, lifestyle services and various features in more than 170

cities across Southeast Asia (Gojek, 2019). In 2018, they expanded the business to the international market started from Vietnam, followed by Singapore, Thailand and Philippines. In addition, the app became the number one online service booking app in Indonesia with more than 125 million downloads. As a result, they can share economics value not only to the company, but also a great impact on the external parties. Moreover, according to a survey in 2017, Rp 8.2 trillion had contributed to the economy of Indonesia (Lembaga Demografi Universitas Indonesia & Gojek Indonesia, 2018). Considering the value of Gojek mobile app as the sharing-economy platform and its great contribution to the Indonesian economy, Gojek was then selected in this study.

It was acknowledged in many previous studies on Gojek mobile apps that customer perceived value (CPV) led to customer satisfaction. Customer perceived value is a customer perception of value of a product or service created by a firm (Seppälä & Rajala, 2016), while Démuth (2012) explained perception as a process of acquiring and processing of information, according to the direction of the information flow. The construction of customer satisfaction itself can be derived from customer past experience, information from relatives and information or promise of the marketer (Widjaja *et al.*, 2019). Thus, it was acquired after assessed and perceived partial or complete mediation value of the service (Hamenda, 2018).

Hamenda (2018) indicated that service quality, price fairness, and ethical practice of Gojek have a significant impact on customer satisfaction through the essential roles of perceived value. The study from Zahra (2017) also indicated the same result, with the brand image as an additional variable. Access and comfort have been acting as two sub-variables factors on perceived service quality, where comfort has indicated as the most important sub variable (Utari & Sharif, 2016). Also, performance and quality services have been indicated in the high category. Kramajaya (2019) concluded that the perception of driver's service

quality has a positive relationship to the customer satisfaction of Gojek

Thus, it is important for a company to understand how this value is seen by the customers and how this value can be offered to the customer and satisfy their needs. To increase the customer satisfaction, Santoso & Aprianingsih (2017) suggested maintaining perceived service and e-service quality of Gojek. If customer satisfaction met the need and desire of the customer, then customer loyalty to keep using the app will be obtained (Widjaja *et al.* 2019).

Prior study from Rivera, *et al.* (2015) on consumers' intentions to use mobile apps indicated mobile apps as a key factor to sustain the alliance between companies and consumers. However, Asche & Kreis (2014) stated that using the app was not necessarily the most important goal, but more on providing value toward the customer's experience. In the fast-growing app markets, the importance of value creation has been noted (Bresnahan, *et al.*, 2015; Seppälä & Rajala, 2016).

The perceived value of a mobile app can influence the customer's value perception as well as the usage frequency of the service (Asche & Kreis, 2014). Apps can thus provide a valuable perception of customers' experience as well as enriched the customer experience of a service offering. The study from Dovaliene *et al.* (2015) also confirmed that customer perceived value has a significant impact on customer satisfaction in the case of mobile apps. To achieve it, app companies should strengthen their competency in delivering benefits to customers to enhance positive emotions and achieve long-term sustainability (Ding & Chai, 2015).

As a technology company, Gojek acted as an intermediary between the service providers and customers. Thus, it can be concluded that Gojek acknowledged both service providers (*ojek* driver or merchants) as well as the end-user as their customers. By using the technology from Gojek, the service provider can gain more customers and serves wider area. On the other hand, end-user can fulfill their needs by utilize both the app and services included. Nevertheless, this study was

not focused on the service delivered by the driver or merchants to the customer, but the value delivered by Gojek as a mobile app to its customers (end-user). Since Gojek offered a different type of features from various providers on the app, consumers' perception of value and satisfaction level might vary.

According to Asgarpour *et al.* (2015), customers will assess service quality by comparing services they received with their desired services. To measure the scale of quality in the various services sectors, the SERVQUAL Model has been used as the most commonly frameworks (Parasuraman *et al.*, 1988). The model measures the gap between customer expectations (expected service quality) and customer experience (the service they actually received).

Each SERVQUAL's is based on the five dimensions including *tangible* (Physical facilities, equipment, and appearance of personnel), *Reliability* (Ability to perform the promised service dependably and accurately), *Responsiveness* (Willingness to help customer and provide prompt service), *Assurance* (Knowledge and courtesy of employees and their ability to inspire trust and confidence), *Empathy* (Caring, individualized attention the firm provides its customers).

However, a previous study of Utari & Sharif (2016) explained that customer neglected the real value offered by Gojek as a mobile application by more focused on the service delivered by the driver. It has analyzed the service quality of Gojek app, where the result indicated that low performance in customer care as an integral part of Gojek app was considered less important by customers.

In comparison, foreign customers had been analyzed by Pangaribuan *et al.* (2016) to see what factors that influence tourists' decision to use Gojek mobile app. External factor had become the most dominant factor based on reference, culture, economics, price competitiveness, security perception and trust toward the internet as the variables. Therefore, this study was conducted as a modification to see if there was a different evaluation between local and foreign

customers attached to perceptions, perceived value and satisfaction on Gojek mobile app. Furthermore, it then investigated to what extent it differentiated local and foreign customers' evaluation on Gojek mobile app.

2. Methods

In order to approach the purpose of the study on Gojek mobile apps, this study was adopted the quantitative method and compiled a set of questionnaires from many kinds of background literature. This study applied four variables with minimum three questions for each indicator. The data obtained from the online questionnaire as the primary source as well as from literatures as the secondary source. The questionnaire was designed by using the five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree" (represented by 1 to 5). It represented in a form of 45 statements.

The target population in this study was customers who had become the end-user of Gojek application. Non-probability sampling has been used to determine the respondents. Since Gojek was originally from Indonesia, customers who from another country were treated as foreign customers. Thus, as much as 200 respondents had become as the target sample to fill out the online questionnaire. Moreover, by using a quota sampling the respondents are chosen on the basis of the predetermined characteristics, hence the total sample had the same distribution of characteristics as the wider population (Taherdoost, 2016).

To be qualified for the study, respondents' characteristics had classified into categories based on the origin (local and foreign customer) with the following criteria. First, respondents have used Gojek's service at least five times and have ever used the service from Gojek mobile app during the past three months. Then, the respondents were those who were born in 1980 or after (millennial generation) since they were more friendly users and adaptive with technology. As Gojek's service is mostly available in medium to big cities, small cities were out of the study's scope.

In order to make sure that the credibility of the findings was qualified, this study performed the reliability and validity test of the study instrument. Considering the two samples in this study were independent, thus Independent Sample T-Test was applied in order to determine whether a significant difference in local and foreign customers' evaluation was existed or not. The test compared the mean between local and foreign customers from each variable proposed. Finally, all the findings of literature and empirical results were compared in order to form conclusions.

3. Results and Discussion

3.1 Results

Potential respondents were initially verified whether they satisfied the criteria or not. Data for 45 statements were gathered from a quota sample of 200 respondents, with even distribution between local and foreign customers. As much as 61.5% women were responding to the questionnaire, but mainly were local respondents. While for foreign customers, it almost had an equal distribution between male and female respondents.

Based on the ages, respondents were dominated by those who ages under 22 years old, with 48.5% of the total respondents were students. It is then followed by those between 25-45 years old with diverse profession. As much as 25.5% of respondents were working as private employee, 11% had other professions, 8.5% self-employment and 6.5% of the rest were public employees.

From its various feature services, mostly used were GoRide, GoFood, and GoCar respectively described on percentage with 42%, 35.5% and 22.5%. Foreigner customers tend to use GoRide and GoCar the most, while local customers mostly were chosen GoFood.

In a day, foreign customers were using the service once, while local customers can use the service more than twice. In total percentage, only 15.5% of both customers were seldom used the service, while 46% of customers were using the service once in a day and 38.5% were using it more than twice.

Table 1. Respondents' Characteristics

Categories		Local	Percentage	Foreigner	Percentage
Gender	Male	25	12.5%	52	26%
	Female	75	37.5%	48	24%
Age	≤ 22 years old	39	19.5%	58	29%
	23 – 45 years old	61	30.5%	42	21%
Occupation	Student	39	19.5%	58	29%
	Self-employment	6	3%	11	5.5%
	Private Employee	32	16%	19	9.5%
	Public Employee	10	5%	3	1.5%
Usage period of Gojek mobile app	Other professions	13	6.5%	9	4.5%
	Less than 6 months	3	1.5%	12	6%
	6 months - 1 year	7	3.5%	61	30.5%
	Between 1 – 2 years	38	19%	24	12%
Gojek usage frequency per day	More than 2 years	52	26%	3	1.5%
	Seldom	11	5.5%	20	10%
	Once	34	17%	58	29%
Mostly used features from Gojek mobile app	More than twice	55	27.5%	22	11%
	GoRide	39	19.5%	45	22.5%
	GoCar	8	4%	37	18.5%
	GoFood	53	26.5%	18	9%
	GoSend	0	0	0	0
	Other	0	0	0	0

Source: Primary data (2020)

In general, customers were using the service for a year or above, which 34% of respondents were using it for 6 months to a year, 31% between 1-2 years, and 27.5% for more than 2 years. From the numbers, local customers were dominated with the longest usage between 1-2 years or more than 2 years compare to foreign customers.

The output result on table 2 indicated that the online questionnaire as an instrument of this study was reliable, since it fulfilled the requirement of Cronbach's Alpha value. If the value was more than or equal to 0.60, it can be said as reliable. As for the validity test, the result of r_{hit} should be higher than r_{table} . With 200 respondents and significance level of 5%, the value of r_{table} can be defined as 0,138. Furthermore, each item from the 45 statements had a value more than 0,138. Therefore, it can be concluded that the statements item on the questionnaire was valid.

To further evaluate between local and foreign customers, the Independent Sample T-Test evaluated whether the means of two independent

samples were significantly different or not. The assumptions underlying on this test were tested the normality of data distribution as well as the homogeneity of variance.

Normality test as one of the prerequisite on parametric statistic has shown by sig. value >0.05 to be categorized as normally distributed (Fernandes, 2016). By looking on the Kolmogorov-Smirnov sig. value in table 3, all values were >0.05. It revealed that statistically the data were normally distributed.

As for other assumptions on Independent Sample T-Test was the homogeneity of variance ($p > .05$). The result of sig. value based on means of variables proposed was more than 0.05. It can be concluded that the data has similar homogeneity of variance and fulfilled one of the requirements to run Independent Sample T-Test. The same result also appeared at the sig. value of Levene's Test for Equality of Variances from the Independent sample T-test on table 4. Since the sig. value was > 0.05, it can be said that the data has no variance difference (homogenous).

Table 2. Validity and Reliability Test Result

Variable	Instrument Items	r _{count}	r _{table}	Categories	Cronbach's Alpha	Categories
Mobile Application (X1)	X _{1.1}	0.471	0.138	Valid	0.922	Reliable
	X _{1.2}	0.541	0.138	Valid	0.922	Reliable
	X _{1.3}	0.340	0.138	Valid	0.924	Reliable
	X _{1.4}	0.416	0.138	Valid	0.923	Reliable
	X _{1.5}	0.254	0.138	Valid	0.924	Reliable
	X _{1.6}	0.375	0.138	Valid	0.923	Reliable
	X _{1.7}	0.389	0.138	Valid	0.923	Reliable
	X _{1.8}	0.502	0.138	Valid	0.922	Reliable
	X _{1.9}	0.458	0.138	Valid	0.922	Reliable
	X _{1.10}	0.425	0.138	Valid	0.923	Reliable
	X _{1.11}	0.469	0.138	Valid	0.922	Reliable
	X _{1.12}	0.485	0.138	Valid	0.922	Reliable
	X _{1.13}	0.509	0.138	Valid	0.922	Reliable
	X _{1.14}	0.232	0.138	Valid	0.925	Reliable
	X _{1.15}	0.234	0.138	Valid	0.924	Reliable
Perception (X2)	X _{2.1}	0.583	0.138	Valid	0.921	Reliable
	X _{2.2}	0.590	0.138	Valid	0.921	Reliable
	X _{2.3}	0.599	0.138	Valid	0.921	Reliable
	X _{2.4}	0.452	0.138	Valid	0.923	Reliable
	X _{2.5}	0.429	0.138	Valid	0.923	Reliable
	X _{2.6}	0.496	0.138	Valid	0.922	Reliable
	X _{2.7}	0.443	0.138	Valid	0.922	Reliable
	X _{2.8}	0.473	0.138	Valid	0.922	Reliable
Customer Perceived Value (X3)	X _{3.1}	0.182	0.138	Valid	0.925	Reliable
	X _{3.2}	0.497	0.138	Valid	0.922	Reliable
	X _{3.3}	0.382	0.138	Valid	0.923	Reliable
	X _{3.4}	0.215	0.138	Valid	0.924	Reliable
	X _{3.5}	0.284	0.138	Valid	0.924	Reliable
	X _{3.6}	0.330	0.138	Valid	0.923	Reliable
	X _{3.7}	0.640	0.138	Valid	0.921	Reliable
	X _{3.8}	0.449	0.138	Valid	0.923	Reliable
	X _{3.9}	0.555	0.138	Valid	0.922	Reliable
Customer Satisfaction (X4)	X _{4.1}	0.527	0.138	Valid	0.922	Reliable
	X _{4.2}	0.737	0.138	Valid	0.920	Reliable
	X _{4.3}	0.444	0.138	Valid	0.922	Reliable
	X _{4.4}	0.724	0.138	Valid	0.921	Reliable
	X _{4.5}	0.493	0.138	Valid	0.922	Reliable
	X _{4.6}	0.495	0.138	Valid	0.922	Reliable
	X _{4.7}	0.438	0.138	Valid	0.922	Reliable
	X _{4.8}	0.464	0.138	Valid	0.922	Reliable
	X _{4.9}	0.419	0.138	Valid	0.923	Reliable
	X _{4.10}	0.286	0.138	Valid	0.924	Reliable
	X _{4.11}	0.520	0.138	Valid	0.922	Reliable
	X _{4.12}	0.594	0.138	Valid	0.921	Reliable
	X _{4.13}	0.594	0.138	Valid	0.921	Reliable

Source: Primary data (2020)

Table 3. Normality Test Result

Variable	Respondent	Kolmogorov-smirnov
		Sig.
Mobile App	Local	0.187
	Foreigner	0.107
Perception	Local	0.142
	Foreigner	0.200
Customer Perceived Value (CPV)	Local	0.093
	Foreigner	0.127
Customer Satisfaction	Local	0.058
	Foreigner	0.200

Source: Primary data (2020)

Table 4. Homogeneity of Variance Test Result

Variable		Sig.
Mobile App	Based on	0.283
Perception		0.201
CPV	Mean	0.225
Customer		0.553

Source: Primary data (2020)

In this study, local and foreign customers were treated as two independent groups (not related) to apply the T-test. Since they were two independent groups, one df (degrees of freedom) had lost in the mean for each group. With $N=200$ (N =total sample of the study), the df result for $N - 2$ was equal to 198.

Using an alpha level of 0.05, an independent samples T-test was conducted with the prerequisite that if $p \leq \alpha$ - reject the null hypothesis of no difference, but if $p > \alpha$ - retain the null hypothesis of no difference. More significantly, if the upper and lower bounds of the confidence intervals have the same sign, the difference was statistically significant because it noted that the null finding of zero difference lies outside of the confidence interval (Fernandes, 2016).

The result indicated the mobile application, perception and customer satisfaction variables with the same result of sig. (2-tailed) 0.000 or $p \leq \alpha$ ($0.00 \leq 0.05$). Different result presented by CPV variable with $p > \alpha$ or $0.772 > 0.05$. Therefore, the null hypothesis for mobile application, perception and customer satisfaction had rejected, while retaining the null hypothesis of no difference of CPV on local and foreign customers. To describe

the result based on mean of each variable, local and foreign customer displayed the difference as shown in table 5.

Table 5. Independent Sample T-Test Descriptive Result

Variable	Group	N	Mean
Mobile App	Local	100	3.89
	Foreigner	100	3.46
Perception	Local	100	3.72
	Foreigner	100	3.05
CPV	Local	100	3.96
	Foreigner	100	3.93
Customer Satisfaction	Local	100	3.83
	Foreigner	100	3.30

Source: Primary data (2020)

3.2 Discussion

The indicators for mobile application evaluation in this study marked by the brand knowledge on Gojek, application design, self-efficacy on smartphone and technology factor. With 3.5% of slight difference, foreigners who had utilized GoRide the most, were more knowledgeable about the services provided by the app more than local, while the features function clearly understood by both groups. Even though Devi et al. (2018) supported that viral marketing affected the decision to use the app, the advertisement did not more effective to both customers in this study to download the app. The result proved it only attracted 27% of foreign customers who dominated by students. As Farida et al. (2016) stated promotion has no effect to customer satisfaction, only 25% of local customers who were student and private employee, downloaded the app based on the promotion.

Leon (2018) specified that the user interface of an app is important to Millennials, so the application design as a visual part of an application obtained a better attention. Since students were the major contributor in this study, the new logo design features design contributed almost equal interest from both local and foreign customers. Fauzi (2018) stated that an attractive design made customers enjoyed using the mobile application. It pointed out in this study as local

customers who dominated by women were mostly agreed, as they enjoyed any features service of Gojek mobile app. Local customers, particularly those who mostly had used GoFood, also supported the claim that the search for a service provider (driver) was fast.

As mobile app utility/functionality were important to Millennials (Leon, 2018), the self-efficacy on smartphones should also be considered. Based on the self-efficacy on smartphones, both groups who predominantly students shared 42.7% on average with almost half of each samples supported the effortless function of Gojek mobile app. On technology factor, 70% of local customers were agreed that the app worked better after an application update. On the other side, 91% foreigner supported more on the operating system functionality to run the app. In addition, almost equal numbers of both groups disclaimed that the app took lots of memory space and consumed big internet data.

Zeithaml (2015) justified that consumers' perceptions of quality had changed over time as a result of increased competition in a product or service category. However, the result revealed almost equal numbers from 36.5% of respondents still thought that Gojek app has better service compared to other apps in the same field. Due to changing expectations, both 44% of respondents believe it has continually improved the service by providing a fast service. Even though Gojek mobile app has provided fixed-rate rides (Kibaroglu, 2019), only 9% of foreign customers agreed that the rate was relevant to the distance. Also, 22% of foreign customers disagree that the price rate of Gojek app was cheaper compared to other on-demand services.

In regard to trust, the research from Pangaribuan et al. (2016) noted that trust toward internet became one of the most dominant factors that influence the tourist's decision to use the app. It was acknowledged by most local and foreign customer with a total of 72.5% respondents trusted Gojek mobile app regarding the security of their personal data. However, only 42% of them thought that Gojek app can guarantee the security of their personal data, and mostly dominated by local customers. As consumer

habits had shifted towards convenience using on-demand services (Sharma & Das, 2017), mostly local customers preferred to pay their transaction using Gojek app.

As people have different need when using Gojek mobile app, they perceived different value (Andersson & Frost, 2013; Asche & Kreis, 2014; Aulia et al., 2016). It was applicable to local and foreign customers in this study as well. In terms of intention to use, foreign people tend to use the app if they felt satisfied or if the app offer promotions every day. On the other hand, local customer will select Gojek mobile app when they need an on-demand service as they perceived functional value of the app.

Despite the balanced distribution of the perceived value variable, local customers primarily perceived the usefulness of Gojek mobile app to support their daily activities. It can be associated with the functional and emotional value proposed by Dovaliene et al. (2015). The social value can be added as they also believed that Gojek app delivered more advantages as it shared positive social impact toward its customer.

Customer satisfaction indicators in this study involved dimensions of SERVQUAL (tangible, reliability, responsiveness, assurance and empathy) that evaluated. In general, local customer felt satisfied more than foreign customers. The significant results relied on the assurance dimension, where foreign customers thought it has not provided insurance for any of their transaction. As culture became one of the most dominant factor to use an app for tourist (Pangaribuan et al., 2016), the experience when using the app also related to their background culture.

In responsiveness dimension, foreign customers mostly agreed that Gojek has not responded to their complaint or if they respond, it has not well addressed. One factor that derived customer satisfaction mentioned by Widjaja et al. (2019) was the promise of the marketer. As the company promised to continuously improve their service, customer care service was important as well as the technology provided. Thorough review on all the satisfaction dimensions, local customers were more satisfied with the service

compare to foreign customers. The satisfactions derived from their engagement with Gojek mobile app for more than 2 years, particularly local customers who enjoyed using GoFood service the most.

4. Conclusion

Gojek mobile app, service providers (driver and merchant), as well as end user were interrelated and performed as the support system of the company. Without the app, the service provider may still be doing business, but limited to some circles. Even though some consumers may consider unpleasant assessment, mostly still had a valuable experience with the app. Generally, it was due to the fulfillment of their needs through Gojek mobile app. On the other hand, since its various services can reach wider segments, hence delivered the value to its customers along with the surroundings.

As the company expanded the business abroad, having familiarity with the local environment was being crucial, particularly on the characteristics of respondents. The findings in this study not only provided a comparative perspective from local and foreign customers, but also to what extent they were different. The difference was based on their knowledge on Gojek as a mobile app, perception of service quality, price and trust, as well as satisfaction assessment using dimensions of SERVQUAL.

Although the perceived value had no difference between local and foreign customers, these findings suggested that the company should favor foreign customers in regards to their culture and local needs. Several adjustments on the app might be required to adapt with local demands, considering a different culture and situation with the home country in Indonesia. Thorough all examinations, local customers acknowledged that Gojek mobile application was more valuable than foreign customers did. The evaluation was derived from customers' experiences and associated with functional value, emotional and also social value.

The accumulated experience perceived by local and foreign customers later had differentiated their perception and satisfaction on

the app. Since Gojek mobile app involved various service providers as part of the support system of the organization, the value delivered to the customers as the end user may be biased. A different respondent may have a different perception as well as varied satisfaction due to past experience with the service provider. Thus, further research should differentiate and limit the gap of perception from the perspective of end user specified to Gojek mobile app as the technology provider or to the driver and merchant as the service provider.

The findings of this study were somewhat significant to some degree, but limited to considerable sample and variables. Since the business expansion multiplied Gojek mobile app users, larger samples and wider area might be put into consideration for further study. Also, by using comparison with another application in the same industry presenting the correlation between each variable being used in further study, management may eliminate the factors of dissatisfaction from their customers.

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