

# Measuring Vietnamese Retail Service Quality: The Retail Service Quality Scale (RSQS) Validation and Application

Tien Trung Pham<sup>1</sup> and Thi Quynh Mai Nguyen<sup>2</sup>

## Abstract

*Vietnam's retail market has been viewed as one of the most attractive retail markets in the world with a high annual growth rate (Deloitte, 2019; World Bank, 2023). However, Vietnamese retailers have been perceived to lack a comprehensive understanding of both customer's expectations and the quality of services delivered to customers. Therefore, it is imperative that academics and Vietnamese retail store management endeavor to develop the most suitable scale to measure and then to improve retail service quality. This paper examines the well-constructed scale, the Retail Service Quality Scale (RSQS) in the Vietnamese retail sector. With 618 customers' responses, the retail service quality at the two stores were comprehensively measured and, the RSQS reliability and validation is confirmed in the Vietnamese retail context. Consequently, the weak points and dimensions in service quality perceived of each stores are identified, that can be considered as the firm basis for improving service quality in Vietnamese retail stores.*

**Keywords:** Vietnamese Retail, Retail Service Quality, RSQS

## INTRODUCTION

The need for research into customer service has been increasingly important for both academics and practitioners, especially since the 1980s, because of the essential role of services. A review of the marketing and service management literature identified that there is a relationship between customer service, customer satisfaction and customer loyalty (Berry et al., 1988; Cronin & Taylor, 1992; Mersha & Adlakha, 1992; Heskett et al., 1994; Zeithaml et al., 1996; Siddiqui, 2011; Mersha et al., 2012; Omar et al., 2013; Rajic & Dado, 2013). Customers demand increasingly higher service quality and organisations have perceived that improvement of service quality is a key competitive tool. Delivery of superior customer service is “a profit strategy because it results in more new customers, fewer lost customers, more insulation from price competition, and fewer mistakes requiring the re-performance of service” (Berry, Parasuraman & Zeithaml, 1994, p.32). In order to improve service quality, some gaps should be addressed.

Vietnam's retail sector has been emerging as one of the most attractive retail markets with a high annual growth rate of 20 percent in 2022, with retail sales revenue estimated US\$ 234 billion (GSO, 2023). Many advantages for the development of the Vietnamese retail sector can be identified: a young population; increasingly substantial purchasing potentials, rapid economy growth rate, and significant urbanisation (Deloitte, 2019; World Bank, 2023). Vietnam had a population of 99.46 millions in 2022, with a steady rate of increase around 0.97% annually; it is predicted to reach over 105 million in 2030 (GSO, 2023). It is apparent that the bigger the population, the more opportunity for the development of the retail market. There is significant growth in people living in cities, from 24 percent in 2008 to 37.5 percent in 2022 (GSO, 2023).

The Vietnam retail system was described as having “new emerging retail formats and older, more traditional retail formats” (Maruyama & Trung, 2007, p.235) with less than 15 percent of product distribution using modern distribution networks (stores, hypermarkets, and trade centres) (Maruyama & Trung, 2012). Traditional retailing formats like organised bazaars, traditional small family owned stores and frog markets (informal bazaars) have dominated, with 85 percent of Vietnamese retail sales (Maruyama & Trung, 2012). However, the Vietnam retail market has witnessed fast and steady growth (in term of sales and numbers) of modern grocery

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<sup>1</sup> Institute of Business Administration, Thuongmai University. E-mail: [tienpham@tmu.edu.vn](mailto:tienpham@tmu.edu.vn), ORCID: <https://orcid.org/0009-0001-4729-2026>, (Corresponding Author)

<sup>2</sup> Institute of Business Administration, Thuongmai University, Vietnam. E-mail: [mai.ntq@tmu.edu.vn](mailto:mai.ntq@tmu.edu.vn)

stores. Therefore, it could be concluded that improving customer service quality and the customer shopping experience might be highlighted as one of the essential tools in Vietnamese retail store' strategies.

## **LITERATURE REVIEW**

### **Service Quality and Service Quality Measurement**

Lewis and Booms (1983, p.99) defined service quality as “a measure of how well the service level delivered matches customer expectations”. This idea was supported by a service quality evaluation model developed by Gronroos (1982), in which he stressed that customers always compare the service they expect with the actual one received. In a different expression, Smith and Houston (1985) illustrated service quality as the confirmation or disconfirmation of customer expectations.

Parasuraman, Zeithaml and Berry (1985) conducted research to investigate the concept of service quality and developed a model to measure consumers' service quality perceptions. They introduced the definition of service quality “Service quality is a measure of how well the service level delivered matches customer expectations. Delivering quality service means conforming to customer expectations on a consistent basis” (Parasuraman, Zeithaml and Berry, 1985, p.42).

Parasuraman, Zeithaml and Berry (1988, p.23) identified 5 dimensions in their scale to evaluate customer perceptions of service quality (SERVQUAL): Tangibles (physical facilities, equipment, and appearance of personnel); Reliability (ability to perform the promised service dependably and accurately); Responsiveness (willingness to help customers and provide prompt service); Assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence); and Empathy (caring, individualized attention the firm provides to its customers) (See Table 1).

With high reliability and validity, the SERVQUAL scale was applied originally and with modification in different retail settings in many Western and Asian economies. Evanschitzky et al. (2008) found that only one dimension of SERVQUAL (reliability) had a significant impact on overall satisfaction. The authors also introduced 6 dimensions of retail satisfaction: merchandise policy, store environment, pricing policy, employees, access to the store, and the transactions within the store. They found that the 6 dimensions had a greater effect on retail satisfaction than the SERVQUAL dimensions. Finn (2004) examined the dimensions of retail performance and concluded that the five dimensions of SERVQUAL were not all distinct, but the only distinction was between tangibles and intangibles. Zhao et al (2002) used the SERVQUAL scale to explore the dimensions of service quality in a Chinese retail service setting. The result showed that there are significantly different scores between customers and employees in their opinion about expectations and perceptions of service quality in the store. The authors also argued that the five dimensions of the SERVQUAL did not fit with the data collected due to the cultural differences between the USA and China.

### **The Retail Service Quality Scale (RSQS)**

Dabholkar, Thorpe and Rentz (1996, p.4) examined the retail literature and studies of SERVQUAL testing in various settings and concluded that “SERVQUAL has not been supported or successfully adapted to retailing”. Therefore, they conducted research using three qualitative methodologies: phenomenological interviews, exploratory in-depth interviews, and tracking or monitoring of customers. They proposed that retail service quality had a hierarchical factor structure, which included 5 basic dimensions: physical aspects, reliability, personal interaction, problem solving, and policy (see Figure 1).

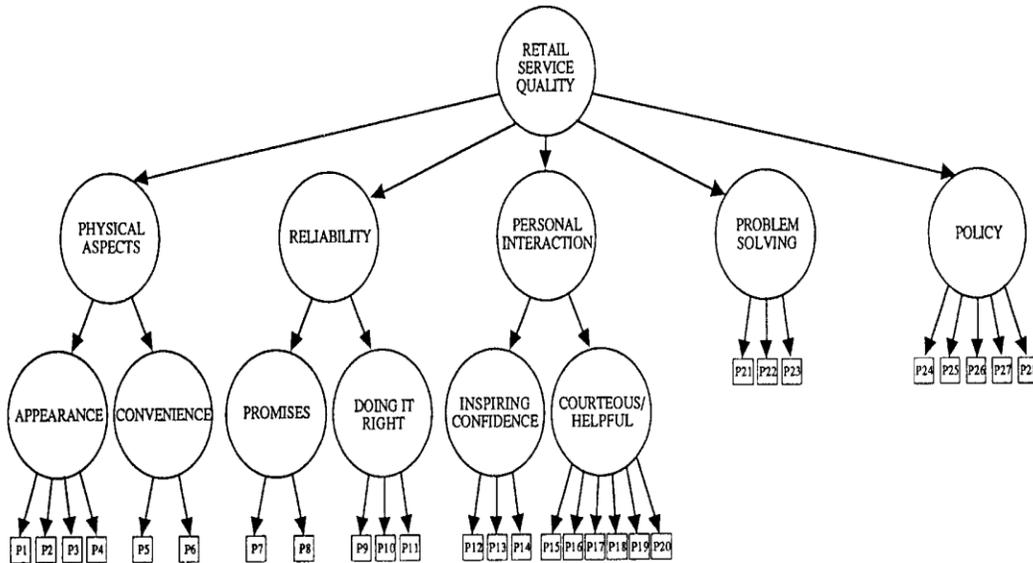


Figure 1. The Retail Service Quality Scale (RSQS)

Source: Adapted from Dabholkar, Thorpe & Rentz, (1996, p.6)

Among the five dimensions, three had two sub-dimensions. The authors developed a 28-item scale (named Retail Service Quality Scale- RSQS) for measuring retail service quality with 11 new items and 17 (out of 22) from the SERVQUAL instrument (see Table 1).

Table 1. Comparison of SERVQUAL and RSQS factor structure

| RSQS dimension             | Perception Item  | SERVQUAL dimension  |
|----------------------------|--|---------------------|
| Physical Aspects (PA)      | 1.This store has modern-looking equipment and fixture  | Tangible            |
|                            | 2.The physical facilities at this store are visually appealing   |                     |
|                            | 3. Materials associated with this store's service (such as shopping bags, catalogs, or statements) are visually appealing. |                     |
|                            | <b>4. This store has clean, attractive, and convenient public area (restrooms, fitting rooms)</b>                          | <b>Not included</b> |
|                            | <b>5. The store layout at this store makes it easy for customers to find what they need.</b>                               | <b>Not included</b> |
|                            | <b>6. The store layout at this store makes it easy for customers to move around in the store.</b>                          | <b>Not included</b> |
| <b>Not included</b>        | <b>7. The employees should be well dressed and appear neat</b>   | Tangible            |
| Reliability (REL)          | 8. When this store promises to do something by a certain time, it will do so.  | Reliability         |
|                            | 9. This store provides its services at the time it promises to do so   |                     |
|                            | 10. This store performs the service right at the first time.   | <b>Not included</b> |
|                            | <b>11. This store has merchandise available when the customers want it.</b>  |                     |
|                            | 12. This store insists on error-free sales transactions and records.   |                     |
| Personal Interactions (PI) | 13. Employees in this store have the knowledge to answer customers' questions.   | Assurance           |
|                            | 14. The behavior of employees in this store instils confidence in customers.   |                     |
|                            | 15. Customers feel safe in their transactions with this store.   |                     |
|                            | 16. Employees in this store give prompt service to customers.  | Responsiveness      |
|                            | 17. Employees in this store tell customers exactly when services will be performed.  |                     |
|                            | 18. Employees in this store are never too busy to respond to customers' requests.  |                     |
| <b>Not included</b>        | <b>19. Their employees don't always have to be willing to help customers</b>   |                     |
| Personal Interactions      | 20. This store gives customers individual attention.   | Empathy             |
|                            | 21. Employees in this store are consistently courteous with customers.   | Assurance           |
|                            | <b>22. Employees in this store treat customers courteously on the telephone.</b>   | <b>Not included</b> |
| Problem solving (PS)       | <b>23. This store willingly handles returns and exchanges.</b>   | <b>Not included</b> |
|                            | 24. When a customer has a problem, this store shows a sincere interest in solving it.                                      | Reliability         |
|                            | <b>25. Employees of this store are able to handle customer complaints directly and immediately.</b>                        | <b>Not included</b> |
| Policy (POL)               | <b>26. This store offers high quality merchandise.</b>   | <b>Not included</b> |
|                            | <b>27. This store provides plenty of convenient parking for customers.</b>   | <b>Not included</b> |
|                            | 28. This store has operating hours convenient to all their customers.  | Empathy             |
|                            | <b>29. This store accepts most major credit cards.</b>   | <b>Not included</b> |
|                            | <b>30. This store offers its own credit cards.</b>   | <b>Not included</b> |

|              |  |         |
|--------------|--|---------|
| Not included | 31. Employees of these firms cannot be expected to give customers personal attention         | Empathy |
| Not included | 32. It is unrealistic to expect employees to know what the needs of their customer are       |         |
| Not included | 33. It is unrealistic to expect these firms to have their customer's best interests at heart |         |

Source: Adapted from Dabholkar, Thorpe & Rentz, (1996, p.6)

Das et al. (2008) and Das et al. (2010) tested the RSQS scale in department stores, discount stores, and stores in Kazakhstan and concluded this model was applicable in this specific context. The authors also found that the dimensions (especially physical aspects and personal interaction) and sub-dimensions (especially inspiring the confidence of customers) of RSQS could contribute to increasing the customer base of retailers in Kazakhstan (Das et al., 2010). Also, Ibrahim et al. (2013) confirmed that the five RSQS dimensions had a significant positive relationship with retail service quality in Malaysia. The authors suggested that Personal Interaction was recognised as the most important component in the retail service quality dimensions for Malaysian stores (Ibrahim et al., 2013).

However, other researchers posited that the RSQS should be modified to best suit different cultural contexts. Martinelli and Balboni (2012) applied this scale to an Italian grocery store and concluded that perceived quality was second-order and sufficiently conceptualized and measured by four first-order dimensions of the RSQS: physical aspects, reliability, personal interactions and policies. Gothan and Erasmus (2008) conducted research on 20 stores of 5 retail chains in South Africa and developed a reassignment from Dabholkar's scale, with 25 items of 2 dimensions: supportiveness and impressiveness.

Parikh (2006) and Kaul (2007) tested RSQS in the Indian retail context and concluded this model was not valid in India and some RSQS dimensions should be dropped or modified because of confusion or misinterpretation. Indian customers cannot distinguish between some perception items of two dimensions: Reliability and Policies (Kaul, 2007). Other reasons for this negative result may be identified as: the lack of specificity and clarity of statements (Parikh, 2006). Bhaskar and Shekhar (2011); and Tanwar (2013) Kumar et al., (2018) independently applied the Dabholkar's RSQS scale in the retail sector in India and concluded that this scale's reliability was acceptable; however the Indian customer's perception of retail service quality was not totally aligned to the RSQS factor structure. For example, two of the RSQS items, "employees in this store treat customers courteously on the telephone" and "this store offers its own credit cards" were not applicable to Indian retail environments (Tanwar, 2013).

## RESEARCH METHOD AND DATA ANALYSIS

This paper examines the RSQS in the Vietnamese retail sector. In order to have a broad representation of data, two different types of retailers in Hanoi, Vietnam were selected. The first is an electronic stores that stocks products like: televisions, laptops, tablets, mobile phones, digital cameras, printers, household electronic equipment, etc. The second is a chain of general merchandise stores, which sells general goods, household, furniture, food, vegetables, etc.

A total of 800 customers (400 from each stores) were invited to participate in face to face surveys. 618 questionnaires (306 at the Electronic stores and 312 at the General merchandise stores) were useable in the data analysis.

Reliability of the five dimensions of the RSQS scale with 28 items were examined in the two Vietnamese retail stores (see Table 2, and Table 3). Reliability testing of the 28 items of the RSQS scale had acceptable results. Cronbach's Alpha index of the items was 0.930, while the Kaiser-Meyer Olkin Measure of Sampling Adequacy index was 0.947 with an acceptable significance level. Those highly scored indexes confirmed that the data collected was reliable for the factor analysis process and the RSQS scale was well-constructed with high reliability.

**Table 2. Reliability statistics of RSQS's dimensions**

| Dimensions            | Number of Items | Cronbach's Alpha |
|-----------------------|-----------------|------------------|
| Physical Aspects      | 6               | .793             |
| Reliability           | 5               | .788             |
| Personal Interactions | 9               | .855             |
| Problem Solving       | 3               | .734             |

|            |    |      |
|------------|----|------|
| Policy     | 5  | .685 |
| RSQS scale | 28 | .930 |

Source: The author's analysis

Table 3. RSQS items KMO and Bartlett's test

| KMO and Bartlett's Test                          |                    |          |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .947     |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 5434.009 |
|  | df                 | 378      |
|  | Sig.               | .000     |

Source: The author's analysis

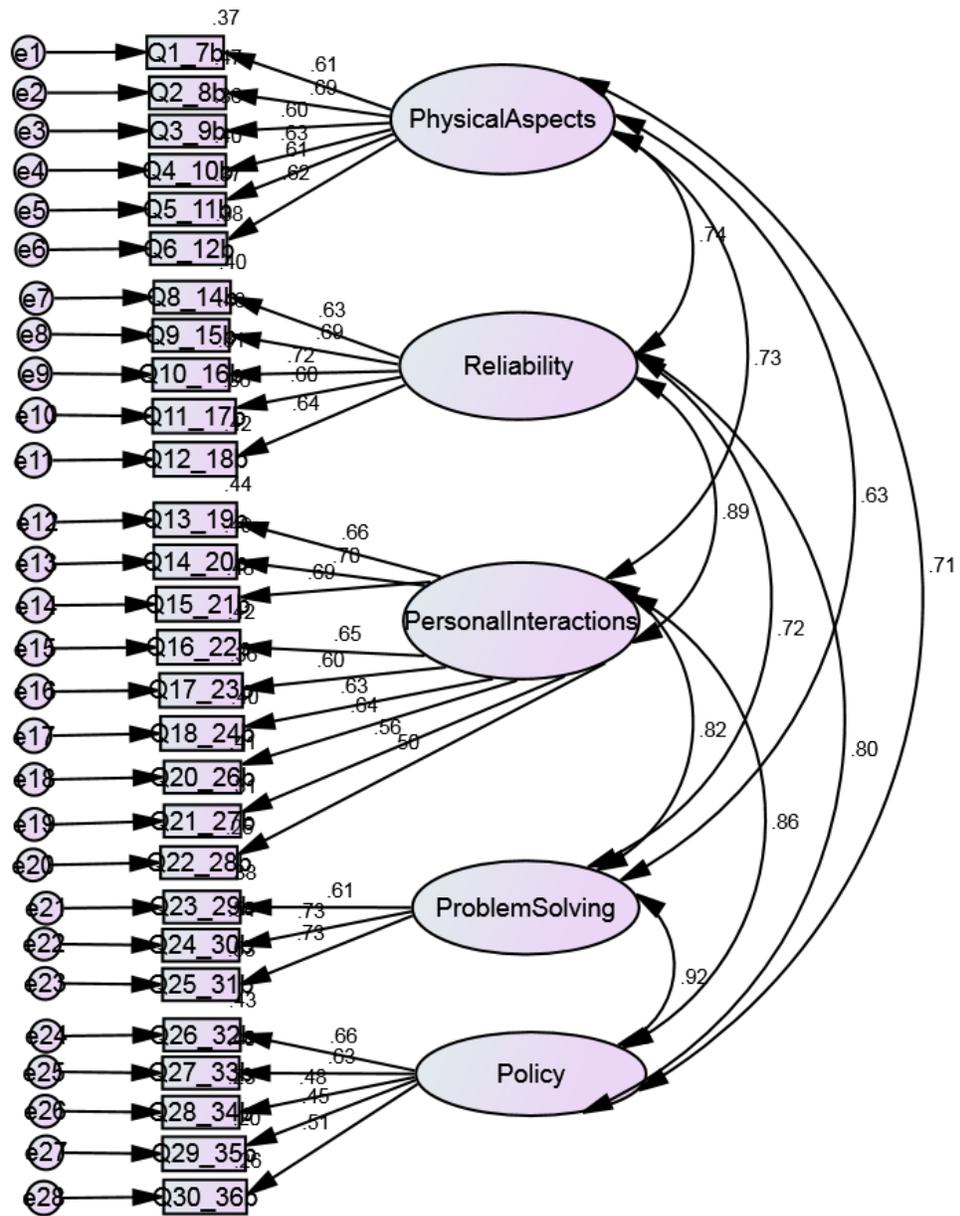
Figure 2. The EFA analysis of RSQS items

|          | Pattern Matrix <sup>a</sup> |      |      |      |      |
|----------|-----------------------------|------|------|------|------|
|          | 1                           | 2    | 3    | 4    | 5    |
| Q1_PA1   | .779                        |      |      |      |      |
| Q2_PA2   | .646                        |      |      |      |      |
| Q3_PA3   | .416                        |      |      |      |      |
| Q4_PA4   | .491                        |      |      |      |      |
| Q5_PA5   | .513                        |      |      |      |      |
| Q6_PA6   | .464                        |      |      |      |      |
| Q7_REL1  |                             | .615 |      |      |      |
| Q8_REL2  |                             | .713 |      |      |      |
| Q9_REL3  |                             | .721 |      |      |      |
| Q10_REL4 |                             | .516 |      |      |      |
| Q11_REL5 |                             | .569 |      |      |      |
| Q12_PI1  |                             |      | .603 |      |      |
| Q13_PI2  |                             |      | .460 |      |      |
| Q14_PI3  |                             |      | .488 |      |      |
| Q15_PI4  |                             |      | .512 |      |      |
| Q16_PI5  |                             |      | .373 |      |      |
| Q17_PI6  |                             |      | .329 |      |      |
| Q18_PI7  |                             |      | .538 |      |      |
| Q19_PI8  |                             |      | .549 |      |      |
| Q20_PI9  |                             |      | .569 |      |      |
| Q21_PS1  |                             |      |      | .619 |      |
| Q22_PS2  |                             |      |      | .376 |      |
| Q23_PS3  |                             |      |      | .742 |      |
| Q24_POL1 |                             |      |      |      | .375 |
| Q25_POL2 |                             |      |      |      | .383 |
| Q26_POL3 |                             |      |      |      | .439 |
| Q27_POL4 |                             |      |      |      | .427 |
| Q28_POL5 |                             |      |      |      | .452 |

Extraction Method: Principal Axis Factoring.  
 Rotation Method: Promax with Kaiser Normalization.  
 a. Rotation converged in 10 iterations.

Source: The author's analysis

The Exploratory Factor Analysis (EFA) and the Confirmation Factor Analysis (CFA) results of the RSQS are acceptable and the RSQS can be applicable in measuring service quality at the Vietnamese retail context (See Figure 2, Figure 3, and Table 4).



Chi-square=737.045 ; df=340 ; P=.000  
 ;GFI=.904 ; TLI=.915 ; CFI=.923 ;RMSEA=.048

Figure 3. CFA of RSQS items

Source: The author's analysis

**Table 4. The RSQS model-fit indices**

| Model-fit indices                               | Acceptable level | RSQS CFA results |
|---|------------------|------------------|
| Chi-square                                      |                  | 737.045          |
| Goodness-of-fit index (GFI)                     | GFI>0.90         | 0.904            |
| Root mean square error of approximation (RMSEA) | RMSEA< 0.05      | 0.048            |
| Comparative fit index (CFI)                     | CFI>0.92         | 0.923            |
| Tucker-Lewis index (TLI)                        | TLI>0.92         | 0.915            |

Source: The author's analysis

## DISCUSSION

Service quality results at the electronic store and the general merchandise store using the RSQS scale were presented in Table 5. Three dimensions, namely, Reliability, Personal Interaction, and Policy had quite similar scores at the two stores; the points gap varied from minimum 0.01 (REL\_4, PI\_2) to maximum 0.17 (PI\_6), while 15 (out of 19) items had points gap less than 0.04. The biggest points gap between the two stores was the item (PI\_6, 0.17) that measured whether the employees should never be too busy to respond to customer's requests. The general merchandise store's employees were evaluated higher than the electronic store.

It was noted that the electronic store had better customer's perceptions of the Physical Aspects dimension, as all six items had higher scores than the general merchandise store. The two items, PA\_1 and PA\_2 (modern-looking equipment and visually appealing facilities) had the biggest points gap between the two stores with 0.33 and 0.24, respectively. The lowest points gap (0.07) was on the item PA\_3 (visually appealing materials). In addition, three items, PA\_4, PA\_5, and PA\_6 had higher scores at the electronic store than at the general merchandise store.

In contrast, the general merchandise store had higher scores on all three items of the Problem Solving dimension than the electronic store. The two items PS\_3 (employees handle customer's complaints directly and immediately) and PS\_2 (the store shows a sincere interest in solving customer's problems) had a remarkable points gap between the two stores at 0.24 and 0.17, respectively. These results showed that the general merchandise store had superior quality in solving customer's problems and complaints.

The comparison among the five RSQS dimensions measured at the electronic store, three dimensions, Reliability, Personal Interaction, and Problem Solving had small differences in the scores. While the other two dimensions, Physical Aspects and Policy had higher scores. However, at the general merchandise store, only the Policy dimensions had higher scores and the other four dimensions were similar. The three items that had the highest scores at both stores were POL\_3 (convenient operating hours), POL\_4 (store accept most major credit cards) and PI\_8 (employees should be consistently courteous with customers) with item scores all greater than 3.70.

The most noticeable and important thing that the two stores should consider for improvement was the low points on the item REL\_4 (store has merchandise available when customers want it). At the general merchandise store, this item had the lowest score at 3.23, and the electronic store scored its second lowest score at 3.24. The data led to a conclusion that both stores had product variety at lower levels than their customer's expectations, and that point was the biggest drawback to the Vietnamese retail stores' service quality.

**Table Error! No text of specified style in document.. Comparisons between the two Vietnamese retail stores using RSQS**

| Items | Electronic  |                    |          | General Merchandise |                    |          | Total       |                    |          |
|-------|-------------|--------------------|----------|---------------------|--------------------|----------|-------------|--------------------|----------|
|       | Mean        | Standard Deviation | Variance | Mean                | Standard Deviation | Variance | Mean        | Standard Deviation | Variance |
| PA_1  | <b>3.60</b> | .725               | .525     | <b>3.27</b>         | .828               | .686     | <b>3.43</b> | .794               | .631     |
| PA_2  | <b>3.56</b> | .745               | .555     | <b>3.32</b>         | .853               | .728     | <b>3.44</b> | .809               | .655     |
| PA_3  | <b>3.41</b> | .783               | .613     | <b>3.34</b>         | .801               | .642     | <b>3.37</b> | .792               | .628     |
| PA_4  | <b>3.45</b> | .885               | .784     | <b>3.28</b>         | .936               | .876     | <b>3.37</b> | .914               | .836     |
| PA_5  | <b>3.74</b> | .761               | .578     | <b>3.57</b>         | .765               | .586     | <b>3.65</b> | .767               | .588     |
| PA_6  | <b>3.75</b> | .807               | .651     | <b>3.58</b>         | .775               | .600     | <b>3.66</b> | .795               | .632     |
| REL_1 | <b>3.48</b> | .773               | .597     | <b>3.50</b>         | .727               | .529     | <b>3.49</b> | .749               | .562     |
| REL_2 | <b>3.59</b> | .741               | .550     | <b>3.57</b>         | .713               | .508     | <b>3.58</b> | .726               | .528     |

|       |      |      |      |      |      |      |      |      |      |
|-------|------|------|------|------|------|------|------|------|------|
| REL_3 | 3.49 | .813 | .660 | 3.55 | .757 | .572 | 3.52 | .785 | .616 |
| REL_4 | 3.24 | .879 | .773 | 3.23 | .801 | .642 | 3.23 | .840 | .705 |
| REL_5 | 3.52 | .798 | .636 | 3.47 | .793 | .628 | 3.49 | .795 | .632 |
| PI_1  | 3.40 | .854 | .730 | 3.38 | .804 | .646 | 3.39 | .828 | .686 |
| PI_2  | 3.42 | .789 | .622 | 3.43 | .805 | .648 | 3.43 | .796 | .634 |
| PI_3  | 3.55 | .797 | .635 | 3.51 | .793 | .629 | 3.53 | .794 | .631 |
| PI_4  | 3.40 | .821 | .674 | 3.44 | .730 | .533 | 3.42 | .776 | .602 |
| PI_5  | 3.52 | .736 | .542 | 3.48 | .763 | .582 | 3.50 | .750 | .562 |
| PI_6  | 3.26 | .840 | .706 | 3.43 | .828 | .686 | 3.35 | .838 | .702 |
| PI_7  | 3.25 | .846 | .716 | 3.33 | .861 | .741 | 3.29 | .854 | .729 |
| PI_8  | 3.74 | .757 | .572 | 3.71 | .729 | .532 | 3.72 | .742 | .551 |
| PI_9  | 3.69 | .699 | .489 | 3.66 | .682 | .465 | 3.68 | .690 | .476 |
| PS_1  | 3.41 | .822 | .676 | 3.47 | .849 | .721 | 3.44 | .836 | .698 |
| PS_2  | 3.36 | .810 | .656 | 3.53 | .753 | .567 | 3.44 | .786 | .617 |
| PS_3  | 3.21 | .803 | .646 | 3.45 | .801 | .642 | 3.33 | .811 | .657 |
| POL_1 | 3.51 | .788 | .621 | 3.47 | .798 | .636 | 3.49 | .792 | .628 |
| POL_2 | 3.60 | .811 | .658 | 3.49 | .863 | .745 | 3.54 | .839 | .704 |
| POL_3 | 3.72 | .742 | .550 | 3.75 | .721 | .520 | 3.73 | .731 | .534 |
| POL_4 | 3.73 | .768 | .590 | 3.79 | .677 | .459 | 3.76 | .724 | .524 |
| POL_5 | 3.37 | .782 | .612 | 3.25 | .806 | .650 | 3.31 | .796 | .633 |

*Source: The author's analysis*

Apart from the common problems noted above, the electronic store had three other major points that needed to be resolved. The item that had the lowest score (3.21), PS\_3 was “employees should be able to handle customer complaints directly and immediately”. The two other items that had low scores, item PI\_7 (store should give customers individual attention) and PI\_6 (employees should never be too busy to respond to customer’s requests) were at 3.25 and 3.26, respectively. These shortcoming points were actually linked and involved one understandable issue: the interactions between employees and customers, especially in handling complaints. The general merchandise store had all the items of the Physical aspects dimension at low levels. Thus, this dimension was apparently the biggest disadvantage that lowered the level of the service quality.

## CONCLUSION AND RECOMMENDATION FOR FURTHER RESEARCH

The roles of service aspects and service quality have not been recognised and adequately valued in the Vietnamese retail sector. Vietnamese stores tend to focus on other aspects, such as products, location, price or marketing activities to achieve and improve their competitive advantage. Service quality may be mentioned, however, as an unimportant and supplementary issue lacking coherent effort. Moreover, Vietnamese retail stores lack a reliable and valid service quality measurement scale, which can provide valid and reliable assessment of service quality and the weaknesses that need to be addressed.

This paper examined the well-constructed scale- the Retail Service Quality Scale (RSQS) in the Vietnamese retail context. The empirical data analysis found that the Retail Service Quality Scales (RSQS) were highly reliable within Vietnamese retailing context. Consequently, the dimensions of retail service quality that customers perceived were confirmed. Service quality at the two stores was evaluated and weaknesses were evidently identified. These findings can be considered as beneficial to Vietnamese store’s management in measuring and improving their stores’ service quality.

However, there are some limitations of the study that may require further research in the future. First, in order to achieve a broad view of retail stores’ customers samples, two stores from two most popular types of stores in Hanoi, Vietnam were selected: an Electronic stores and a chain of General merchandise stores. However, it is questionable that whether the RSQS scale could appropriately applied in other types of retail stores, such as: clothing stores, food and beverage stores, home furniture stores, health and personal care stores...It is understandable that customers’ expectations and perceptions of retail service quality may vary among different types of stores. Second, there is an question for futher research that retail service quality may vary among different types of stores or in different cities and urban areas in Vietnam. Third, this paper investigated the issues only in the tangible goods retailing context but not the pure service retailers such as banks, airlines, hotels and accommodation, and especially e-commerce... The rapid development of IT and modern devices, and the broader application of those equipment have radically effected Vietnam’s retail service quality. Thus, it is

recommended that future research may involve exploring service quality issues in these types of retailers in Vietnam.

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