

A questionnaire survey on customer satisfaction with services at branch offices of Higashihiroshima City in Hiroshima prefecture: Focusing on office hardware, customer service provided by counter officers, and service delivery quality

Yasutoshi Moteki¹

¹Hiroshima University

October 09, 2020

Abstract

This study distributed on-site surveys to examine customer satisfaction with the counter services provided at a local government branch office (*Shisho*) in Higashihiroshima City, Japan, with a particular focus on direct experiences at the physical service counters. We obtained a total of 240 responses over six weekdays during the survey period. The multiple-choice questionnaire items were divided into three groups, including A) hardware (e.g., physical aspects), B) software (staff responses), and C) services (e.g., administrative practices). Results were then subjected to both a principal component analysis and multiple regression analysis. Among all explanatory variables comprising groups A) through C), the regression analysis showed that group B) (i.e., software, particularly in relation to human factors) was the most important for the dependent variables, followed by C) and A), respectively (adjusted R² value of .51; Model 2).

Hosted file

A questionnaire survey on customer satisfaction with services at branch offices of Higashihiroshima City, available at <https://authorea.com/users/718182/articles/703799-a-questionnaire-survey-on-customer-satisfaction-with-services-at-branch-offices-of-higashihiroshima-city-in-hiroshima-prefecture-focusing-on-office-hardware-customer-service-provided-by-counter-officers-and-service-delivery-quality>