

ORIGINAL ARTICLE

Service quality and customer satisfaction in a micro enterprise

ABSTRACT

Micro-enterprises are the most numerous in the world, but they must maintain their sustainability over time, facing various factors such as globalization, competition, changes in the economy, free market, among others. To do so, microenterprises will have to manage themselves to achieve products and/or services with optimal quality and achieve the desired customer satisfaction. For this reason, this research work had the objective of determining the relationship between service quality and customer satisfaction in the food and beverage microenterprise Mimo's, Chaclacayo 2021. The approach is quantitative, basic type, non-experimental design, cross-sectional correlational, descriptive correlational level and hypothetical deductive method. The population was 213 clients, determining a sample of 67 clients. For both variables, a questionnaire was used as a data collection instrument. In order to validate the objective, Spearman's Rho statistical test was used, reaching a value of $p=0.000<0.05$, so the alternative hypothesis that mentions that there is a significant relationship between service quality and customer satisfaction was accepted and gave a result of $Rho=0.928$, which confirms a very high positive correlation. It is recommended that Mimo's Food and Beverage Microenterprise continue to conduct periodic customer surveys on service quality and customer satisfaction so that with the results obtained, its managers can make decisions to improve quality and thus increase customer satisfaction.

Keywords: Quality; Service; Satisfaction; Customer; Microenterprise.

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INTRODUCTION

Micro-enterprises play an important role in the economy, not only nationally, but also globally. In a world of change and globalization, companies are constantly learning to stay in the market. For this reason, they must apply strategies in their management, one of which is the creation of quality products and/or services that in some way affect the satisfaction of their customers.

As for globalization, it has practically forced companies to make changes in order to know their customers and transform their products to make them efficient (Eduarte Ramírez, 1999), in addition to providing the necessary tools to their workers so that they can face the moment and, as a team, achieve the goal of any company, which is the satisfaction of its customer through its products or services, conceptualizing the customer as a legal or natural person who makes a payment to obtain a product or service (Zambrano Zevallos, 2023).

Thus, societies are evolving so rapidly that companies are forced to adapt to the changes that the market demands as quickly as possible in order not to disappear (Eduarte Ramírez, 1999). It should be said that change is a constant over time and can be political, social, cultural and economic (Cruz Celis and Olivares Ramírez, 2023).

Likewise, in order to seize the opportunities and face the threats, it will be necessary for companies to change their ideas from the industrial era to the ideas of the knowledge era, where the slogan of Total Quality is concentrated. This is a philosophy that has two objectives: to improve the standard of living of the members of the company and to improve the life of the customers (Eduarte Ramírez, 1999). One of the factors why companies fail is because they do not have a good management of service quality, so that customers and society do not have access to an excellent service (Sánchez Silva, 2023). It should be mentioned that the word excellent is something intangible; therefore, the company must have guidelines that are transformed into indicators that achieve the desired level. Within this framework, quality is defined as conformity

with the requirements demanded, suitability for the use of the product and conformity with the specifications; from the hand of the authorities and the managers of the companies, the importance of quality is transmitted, but many companies do not carry it out on a daily basis (Mora Contreras, 2011).

Quality is considered as a philosophy (Silva, 2005), where workers internalize their way of working in order to provide good service to their customers. In addition, times have changed with respect to the customer of the past, who had to buy, as opposed to the customer of today, who has the freedom to choose from a wide range of products or services. For this reason, the loyal customer is lost because the market is very changeable and when better products and services appear, the customer takes them (Eduarte Ramírez, 1999).

In terms of the history of service quality, it is a concept that has been heard in the past. Thus, quality is the characteristics that a service or product has to satisfy the needs of customers. These characteristics are multidimensional because they include diverse and varied factors such as safety, reliability, suitability for use, design or respect for the environment (Atencio Cárdenas and Gonzáles Pertuz, 2007).

Over time, the definition of service quality has been associated with the company's efforts to provide products and services that benefit the customer, creating a culture that optimizes its profits and productivity, resulting in customer satisfaction. This is achieved when the customer's expectations and perceptions of the requested service are met (Cevallos Enriquez *et al.*, 2018). The correspondence between the customer's expectations and perceptions of performance is called service quality (Atencio Cardenas and Gonzales Pertuz, 2007), and the superiority or excellence of products or services (Velarde Mamani *et al.*, 2016).

Similarly, in the philosophy of the companies there is a priority to study the quality of the service, so that the customer feels satisfied at the moment of receiving a product or service with the quality expected by him, and in this way to achieve one of the objectives of the company, which is to have satisfied customers (Silva, 2005).

It can be pointed out that the company has all the responsibility to apply the quality of service, taking into account that customers usually give greater importance to what does not work, constantly evaluating the product or service as a whole and not only in some specific actions (Atencio Cardenas and Gonzales Pertuz, 2007).

It should be noted that companies consider optimal the application of service quality for many benefits such as cost reduction, employee motivation, market penetration, process improvement, competitive differentiation, productivity and others, seeking to provide a better service through greater efficiency (Chiriboga Cisneros *et al.*, 2018).

If a company properly manages quality, characteristics, punctuality in delivery and service, price and communication actions, it will have a competitive advantage to apply marketing strategies; in this way, it will achieve that customers respond positively to these stimuli, so it is very important that the company knows the expectations that the customer has about its product or service (Silva, 2005).

The main theories that support service quality are the following:

- The 14 points of quality (Stoner *et al.*, 1996), and PDAC (Plan, Do, Act, Control) developed by William Demming (1900-1993) (Miranda Gonzales *et al.*, 2007).
- Quality trilogy developed by Joseph Moses Juran (190-1999) (Stoner *et al.*, 1996).
- Cause-effect diagram developed by Kaoru Ishikawa (1915-1989) (Guajardo Garza, 1996).
- Total Quality Management (TQM) created by Armand V. Feigenbaum (1920-2014) (Guajardo Garza, 1996).

The dimensions of service quality were measured using the SERVQUAL model (Parasuraman *et al.*, 1988). This model represents the gaps that may exist in quality. Research has been conducted, the results of which indicate that the dimensions of quality

have a significant impact on customer satisfaction, in contrast to other research that did not find a significant impact on certain dimensions. Likewise, the dimensions of quality allow the company to reflect on the qualitative and quantitative factors of the customer, to know their opinion about the service or product provided and the improvements they suggest (Mohedano Torres *et al.*, 2023). The model has become an effective benchmarking with other companies because it measures 5 dimensions (Fajri *et al.*, 2023):

- **Tangible elements.** Communication equipment and materials (Naranjo Zambrano and Caisa Yucailla, 2023).
- **Reliability.** Reliable service that is careful, timely and accurate (Naranjo Zambrano and Caisa, Yucailla, 2023).
- **Responsiveness.** Willingness to help and give prompt attention to customers (García Mestanza, 2008).
- **Confidence.** Confidence, knowledge and friendliness (Bustamante *et al.*, 2019).
- **Empathy,** individualized attention in customer service (Naranjo Zambrano and Caisa Yucailla, 2023).

With regard to satisfaction, it is composed of three elements: cognitive, affective and behavioral, where the response occurs after the choice, after consumption, based on accumulated experiences, etc. (Mora Contreras, 2011; Velarde Mamani *et al.*, 2016).

Satisfaction can be defined as the customer's disconfirmation or confirmation of the products or services, with the aim of allowing companies to build customer loyalty and generate profits (Morales Morales *et al.*, 2023), as well as the comparison of the user's expectations and perceptions (Velarde Mamani *et al.*, 2016; Sánchez Silva, 2023). When a customer receives a product or service, it will be possible to know their level of satisfaction or dissatisfaction (Cabanillas Cacho, 2023).

Within this framework, it is not easy for a company to maintain customer satisfaction because every day they are more curious,

demanding in terms of product quality in terms of durability, reliability, ease of use, ease of maintenance, fair prices, brand reliability, among others, in addition to taking into account the tough competition that companies have in the market and with which they have to deal every day (Romero and Romero, 2006; Cruz Celis and Olivares Ramírez, 2023).

In the case of the food sector, they have to integrate in their management different strategies that help to increase the level of customer satisfaction; that is, in order to achieve a high level of quality, customer satisfaction must first be measured and then a business philosophy must be applied (Chiriboga Cisneros *et al.*, 2018).

In order for a company to establish a relationship with a customer, it will be necessary to know them thoroughly, for which it will be necessary to penetrate deeply into the mind of that person to know their needs, emotions, values, beliefs, motives, habits, thus indicating when, how and to what extent they influence and are activated in their purchasing decisions (Silva, 2005; Reyna Gonzales and Sanchez Garcia, 2019). Once the results of customer feedback are obtained, this valuable information should be used as a tool to make decisions and take actions for continuous improvement, for which the dimensions of quality are collected (Eduarte Ramirez, 1999; Castellano and Gonzales, 2010; Monroy Ceseña, 2021).

In this context, a company must take the customer very much into account, applying strategies that will help it to satisfy this incessant desire for satisfaction, offering technologized, perfected and sophisticated products and services, which will result in a very competitive company. Otherwise, it will fail in time due to its inability and stagnation to permanently satisfy its customers. Customer service is very important as a source of satisfaction (Silva, 2005).

As mentioned before, in order to reach the customer, it is necessary for companies to implement changes that improve the product or service, so that the quality of service is considered as the added value offered to an increasingly demanding customer, which can satisfy his needs in an optimal way, offering him, in short,

better results (Moliner Cantos, 2001). Thus, needs are considered as a deficiency that a person has with respect to a product or service, which leads him to seek its satisfaction. At the same time, it will not be easy to measure the quality of the service because it is perceived by customers in a subjective way (Castellano and Gonzáles, 2010).

However, companies have realized that it is important to take into account the needs of customers, which makes it necessary to analyze the quality of the products offered. In this regard, customers have shown that one of the factors most valued by customers is the service offered, so the company considers it important for its successful management (Orlandini and Ramos Guzmán, 2017).

Likewise, it can be noted that companies take into account that if customers have a good concept of the goods and services they offer, this is an advantage in the face of fierce competition, which will help them to maintain their position in the market (Romero and Romero, 2006; Cruz Celis and Olivares Ramírez, 2023).

Regarding marketing, there are two positions: one of them is the rational cognitive or utilitarian, which consists in that the customer makes purchase decisions according to the maximum utility of the product and service, considering it as an information processor; the other position is based on a hedonistic conception, where the customer is considered as a seeker of emotions through the purchases he makes (Moliner Cantos, 2001). In addition, customers experience satisfaction in the consumption process, which is related to subjective and individual processes, as well as to factors related to the service (Sánchez Hernández *et al.*, 2009).

On the other hand, attracting new customers involves costs such as marketing and advertising campaigns. The truth is that when the company has one less customer, the potential profits are reduced, as well as the possibility of continuing to grow as a company (Romero and Romero, 2006). Therefore, if a customer feels satisfied, it could be said that he/she is a loyal customer and will be willing to communicate the benefits of the product or service to other customers. Thus, both customer satisfaction

and service quality will indicate the well-being of the company (Moliner Cantos, 2001).

Nowadays, companies that provide products and/or services, as well as private or public, profit or non-profit organizations, attach importance to customer service and quality service, which have become requirements to achieve the business mission of providing good service to customers (Vicuña Matute *et al.*, 2023).

In short, each company has the great responsibility to give importance to customer service, as well as to cultivate a culture of quality and achieve the satisfaction of the needs of its customers, using the right tools to meet them (Silva, 2005).

The theories of customer satisfaction are as follows:

- **Brooks' Equity Theory.** Customer satisfaction arises from the cost, time, and effort of workers (Rojas Gonzales, 2018).
- **Lijander's expectancy theory.** Customer satisfaction occurs when the product or service meets what the customer had in mind (Rojas Gonzales, 2018).
- **Maslow's theory-** Needs are divided in the form of a triangle, where the base are the main needs and the lower ones are the more specific needs (Remache Yungán, 2019).

Regarding the dimensions of customer satisfaction, an adaptation of the proposal of Mejías Acosta and Manrique Chirkova (2011) was made.

- **Perceived functional quality.** The way the service is provided (Burgos Chávez and Morocho Revollo, 2020).
- **Perceived technical quality.** The path to follow for customer satisfaction will be guided by the worker (Burgos Chávez and Morocho Revollo, 2020).
- **Perceived value.** It is the totality of how the customer received the

product or service (Burgos Chavez and Morocho Revollo, 2020).

- **Trust.** What others will say about the service (Mejías Acosta and Manrique Chirkova, 2011).
- **Expectations.** This refers to what they received compared to what they expected (Castellano and Gonzales, 2010; Alanya Veli, 2020).

From this, it is clear that the relationship between quality and satisfaction is direct and positive in nature, but it should not stop being studied in depth, since it affects the purchasing behavior of customers, as well as the management of companies (Mora Contreras, 2011).

In fact, the company should involve all its members in the continuous improvement of quality in each of the activities they perform, since quality will only be obtained where the entire organization is immersed, especially in the areas that directly serve customers, whose workers should be closely identified with the company (Eduarte Ramirez, 1999; Mora Contreras, 2011).

In this sense, researchers, in their different works, have discussed the relationship between service quality, satisfaction and customer loyalty, showing that quality may have different factors due to the variety of types of services provided, but -mostly- the link is the same. According to the results of this research, it has been shown that service quality triggers satisfaction, which in turn triggers customer loyalty (Agarwal and Dhingra, 2023).

Similarly, in a competitive environment, the application of quality is crucial, since the perception of quality is one of the attributes of customer satisfaction, as well as influencing loyalty to the company (Fornieles *et al.*, 2014). Currently, the term global competitiveness should be adopted by every company in a friendly way, integrating it as a strategic objective to meet the standards of other companies worldwide (Sánchez Silva *et al.*, 2023).

In this sense, the following general problem was posed: What is the relationship between service quality and customer satisfaction of the food and beverage microenterprise

Mimo's, Chaclacayo 2021? In addition, the following specific problems were posed: What is the relationship between the tangible elements, reliability, responsiveness, safety and empathy with customer satisfaction of the food and beverage microenterprise Mimo's, Chaclacayo 2021? Therefore, this research has a theoretical justification due to the imperative need to know this important relationship between both variables and to contribute to the theories of administrative sciences. In this line, it has a practical justification since it will generate interest in other microenterprises to know this relationship, benefiting in the decision making to improve the management regarding the quality of service and customer satisfaction in the company.

Likewise, the general objective was to determine the relationship between service quality and customer satisfaction of the food and beverage microenterprise Mimo's, Chaclacayo 2021; and the specific objectives were to determine the relationship between the dimensions of quality: tangible elements, reliability, responsiveness, safety, and empathy with customer satisfaction of the microenterprise Mimo's, Chaclacayo 2021.

The general hypothesis was whether service quality is significantly related to customer satisfaction of the food and beverage microenterprise Mimo's, Chaclacayo 2021. The specific hypotheses were whether there is a significant relationship between the tangible elements, reliability, responsiveness, safety, empathy and customer satisfaction of the microenterprise Mimo's, Chaclacayo 2021.

It is important to add that the variables were measured using the questionnaire instrument, which was validated by expert judgment. Subsequently, an invitation was sent to clients via WhatsApp, using Google Forms, and the data were obtained for inferential and descriptive analysis using SPSS statistical software.

With reference to the Sustainable Development Goals (SDGs) for businesses, which were raised by world leaders on September 25, 2015, the goals related to protecting the planet, eradicating poverty, and ensuring prosperity are considered (United Nations, 2023).

The results obtained in this research are related to SDG 8: Decent work and economic growth, since the programming of various trainings for workers will make them feel motivated to continue belonging to the microenterprise and maintain a decent job. Likewise, the results of the relationship between service quality and customer satisfaction will help the microenterprise to make the best decisions for the economic growth of the microenterprise and therefore its sustainable development. Similarly, SDG 12: Responsible Production and Consumption is also taken into account, as planning the maintenance of infrastructure, furniture, electronic equipment, and everything tangible in the microenterprise can reduce the amount of materials and waste that are discarded, thus reducing the carbon footprint and thus the impact on the environment.

METHODS

The research has been developed with a quantitative approach, collecting data on both variables (service quality and customer satisfaction) to be analyzed through the SPSS statistical method. The research is applied, correlational and non-experimental, with a cross-sectional design and a hypothetical-deductive method. Likewise, the study population consisted of 213 customers, and a probabilistic sample was used for a finite population, with the following formula:

$$n = \frac{Z^2 pqN}{e^2(N - 1) + Z^2 pq}$$

The result obtained was 67 clients of the food and beverage microenterprise Mimo's who will constitute the sample. As for the selection of the sample, inclusion criteria were used for clients registered in the microenterprise's database, and minors and unregistered persons were considered as exclusion criteria.

Regarding the instrument to be used, there are several instruments such as the questionnaire, quantitative content analysis, standardized tests and inventories, observation, secondary data, apparatus and equipment, and indicators (Hernández Sampieri *et al.*, 2014). The questionnaire was chosen because it is an

easily accessible instrument for clients, and because it allows the recording of precise, clear and concise questions to achieve the objectives set in the research.

The service quality instrument was adapted from Parasuraman *et al.* (1988) and consisted of 25 items divided into five dimensions: tangible elements, reliability, responsiveness, safety, and empathy. This instrument was used because the aforementioned authors have extensive experience in service quality research; Parasuraman *et al.* (1988) developed their research study in stages. As a first step, they provided a concept of service quality and then created a model called SERVQUAL, which was later corrected. This model is relevant because it measures the level of service quality. The customer is responsible for receiving the service and measures it according to his initial expectation and experience; for the customer, the service will be of high quality level when his experience with the organization is equal to or greater than his initial expectations (García Mestanza and Díaz-Muñoz, 2008). For this reason, the SERVQUAL model is complete, it is highly appreciated by different researchers all over the world, who until today have used it in their researches at all levels, providing good references.

The variable of customer satisfaction was studied by adapting the proposal of Mejías Acosta and Manrique Chirkova (2011), which consisted of 20 items distributed in five dimensions: perceived functional quality, perceived technical quality, perceived value, trust and expectation. Both instruments were validated by expert judgment, which confirmed their applicability.

With regard to the reliability of the instruments, the Cronbach's alpha coefficient was calculated, obtaining 0.919 for the service quality variable and 0.914 for the customer satisfaction variable, indicators that correspond to reliable instruments.

Next, the Google Forms sent to the customers who voluntarily participated were used. Coordination was made with the owners of the food and beverage microenterprise Mimo's to provide a list of customers to whom

the invitation was sent through the WhatsApp application. The questionnaires were accepted by 67 customers, whose answers served as a basis for measuring the service quality and customer satisfaction with the food and beverage microenterprise Mimo's. Data were collected and organized in a Google Drive spreadsheet for inferential and descriptive analysis.

RESULTS

Hypothesis testing was performed using Spearman's Rho, which yielded the following inferential results (see Table 1).

According to the statistical results of the test of the general hypothesis, a *p*-value of less than 0.05 is shown, so the null hypothesis was rejected and the alternative hypothesis was accepted: Service quality is significantly related to customer satisfaction in the food and beverage microenterprise Mimo's, Chaclacayo 2021. The Spearman's Rho was 0.928, indicating a very strong positive correlation between the two variables.

The statistical results of the test of the specific hypotheses show a *p*-value less than 0.05, so the null hypotheses were rejected and the alternative hypotheses were accepted. Spearman's Rho is presented for each dimension of service quality and the variable customer satisfaction (see Table 2).

Accordingly, it was found that there was a significant positive correlation between each dimension of service quality: tangible elements, reliability, responsiveness, safety, empathy and the customer satisfaction variable.

Descriptive results were also obtained.

Figure 1 shows that the service quality variable reached a low level of 1.5% and a high level of 98.5%. It can be seen that many customers who responded to the survey gave a high percentage to the different dimensions of service quality (tangible elements, reliability, responsiveness, safety and empathy). In this sense, quality would not depend on how expensive or luxurious the service or product is, but rather on meeting the customer's expectations.

Table 1
Correlation between service quality variable and customer satisfaction variable

		Service Quality	Customer Satisfaction
Spearman's Rho	Correlation Coefficient	1.000	.928**
	Service Quality		
	Sig. (two-tailed)	.	.000
	N	67	67
	Correlation Coefficient	.928**	1.000
	Customer Satisfaction		
	Sig. (two-tailed)	.000	.
	N	67	67

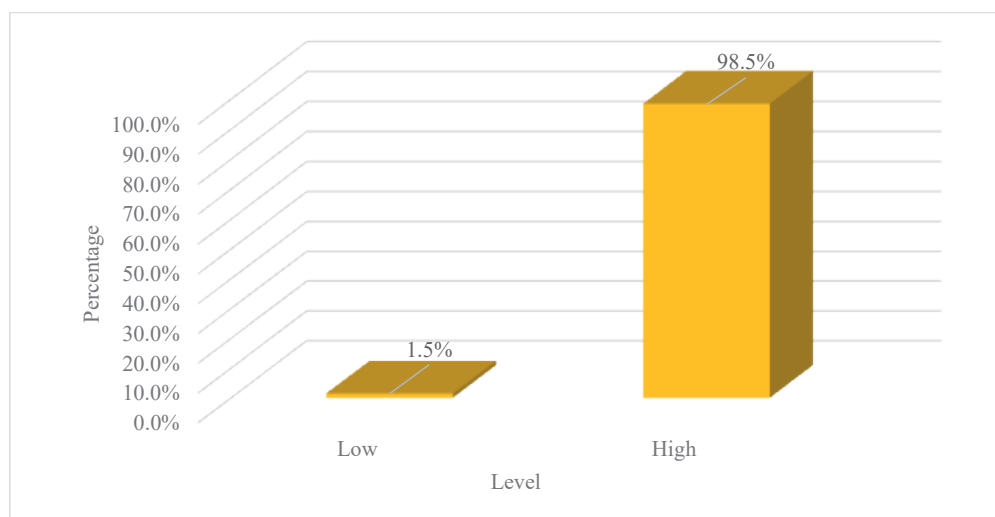
Note. ** The correlation is significant at the 0.01 level (two-tailed).
Prepared by the authors, 2024.

Tabla 2
Correlación de las dimensiones de la calidad del servicio y la variable satisfacción del cliente

DIMENSION	CORRELATION
Tangible elements	.814
Reliability	.841
Responsiveness	.869
Confidence	.863
Empathy	.888

Note. Prepared by the authors, 2024.

Figure 1
Frequency of quality of service variable



Note. Prepared by the authors, 2024.

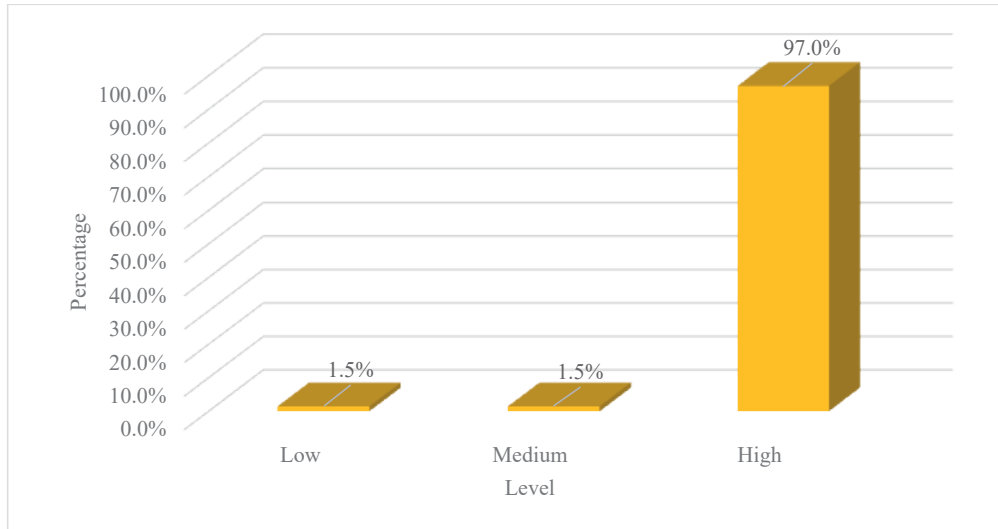
Figure 2 shows that the customer satisfaction variable reached a low level (1.5%) and a high level (97.0%) as a result of the surveys conducted by the microenterprise customers on perceived functional quality, perceived technical quality, perceived value, trust and expectations. This indicates that the customers are

satisfied with the service provided. Customer satisfaction can be achieved not only by a large company, but by any organization that struggles every day to meet customer expectations.

Table 3 shows the frequency and percentage of each dimension of service quality:

Figure 2

Frequency distribution of customer satisfaction variable



Note. Prepared by the authors, 2024.

Table 3

Frequency distribution of the dimensions

Dimension	f				%			
	Low	Medium	High	Total	Low	Medium	High	Total
Tangible elements	1	4	62	67	1.5	6.0	92.5	100.0
Reliability	1	3	63	67	1.5	4.5	94.0	100.0
Responsiveness	1	1	65	67	1.5	1.5	97.0	100.0
Confidence	1	1	65	67	1.5	1.5	97.0	100.0
Empathy	1		66	67	1.5		98.5	100.0

Note. Prepared by the authors, 2024.

tangible elements, reliability, responsiveness, safety, and empathy.

The general objective of this research was to determine the relationship between service quality and customer satisfaction in the food and beverage microenterprise Mimo's, Chacacayo 2021. The results showed that both variables have a very high significant and positive relationship; this means that as long as good service quality is provided in the tangible elements (reliability, responsiveness, safety and empathy), the customer will be satisfied. These results are consistent with Rodríguez Armijos *et al.* (2023), who demonstrated a significant and positive average relationship ($Rho=0.467$) between the variables in the company Grupo de Alimentos S.A.C., highlighting

that any action in favor of service quality will influence customer satisfaction in a proportional way. Similarly, Masaquiza Caiza *et al.* (2023) obtained a positive correlation ($Rho=0.614$) between the variables of the vehicle registration and revision unit of the GAD of Ambato. The authors mentioned that the quality of the service provided by the company had positive results on customer satisfaction. Bimboza Masaquiza *et al.* (2023) obtained a positive correlation ($Rho=0.701$) between the variables of the automotive repair shops in the city of Ambato. In addition, Márquez Ortiz *et al.* (2023) obtained a strong direct proportional association ($Pearson=0.9173$) between the variables of restaurants in the Portoviejo terminal, concluding that high scores in service quality correspond to high scores in customer satisfaction.

Similarly, when determining the relationship between the tangible elements and customer satisfaction of the microenterprise, a significant and positive relationship was found to be high. It can be noted that customers attach importance to the infrastructure, furniture, equipment and tangibles that the microenterprise has, which influences their satisfaction with the service. This is consistent with Ramos Rosas (2021), who found a significant and moderate positive relationship ($Rho=0.500$) between the quality variables of restaurants in Sullana, so that customers need modern equipment, physical facilities and attractive materials that are in optimal conditions to increase their satisfaction. The opposite was the case of the results obtained by Sánchez Silva (2023), whose research showed a low correlation of 0.462 between the variables of the company INTERPASS, which means that the customers of the institution did not consider the tangible elements as good quality, such as the appearance of the digital technology equipment, the offices, the personnel, and the didactic materials used, which negatively affects their satisfaction.

With regard to determining the relationship between reliability and customer satisfaction of microenterprises, there was a significant relationship and a high positive correlation. Customers gave a good rating to the following variables: that the staff is friendly and willing to help, and that the microenterprise keeps its promises, which positively influenced their satisfaction. These results are consistent with those of Naranjo Zambrano and Caisa Yucailla (2023), who in their research obtained a moderate positive correlation ($Rho=0.532$) between the variables of public bus transportation. Likewise, Rodríguez Armijos *et al.* (2023) obtained a moderate positive correlation ($Rho=0.321$) between the variables of the companies studied. Finally, Sanchez Silva (2023) obtained a moderate correlation with a value of 0.529 between the variables of the company studied.

With regard to determining the relationship between responsiveness and customer satisfaction in the microenterprise, there was a significant and high positive relationship: the workers are concerned about the customer

for the resolution of complaints and problems that may arise, positively influencing customer satisfaction. According to Rodríguez Armijos *et al.* (2023), a positive average correlation ($Rho=0.354$) was obtained between the variables of the company studied. Something similar occurs with Sánchez Silva (2023), who obtained a moderate correlation of 0.572 between the variables of the company he studied. Finally, Ramos Rosas (2021) obtained a significant and moderate positive relationship ($Rho=0.613$) between the variables in his study.

Regarding the relationship between safety and customer satisfaction of the microenterprise, there is a significant and high positive relationship due to the good rating obtained in the safety that the microenterprise provides in its facilities and in the handling of its products, which positively affects customer satisfaction. In addition, Naranjo Zambrano and Caisa Yucailla (2023) obtained a moderate positive correlation ($Rho=0.554$) between the variables in their study. Similarly, Sanchez Silva (2023) obtained a moderate relationship with a correlation value of 0.652 between the variables of the company he studied. Likewise, Ramos Rosas (2021) estimated a high and significant positive correlation ($Rho=0.456$) between the variables of the company studied; the customers gave importance to the trust transmitted by the workers, their kindness, capacity and knowledge to solve their doubts, in addition to providing them with security in the transactions.

Finally, the relationship between empathy and customer satisfaction in the microenterprise was determined, and there was a significant and high positive relationship, as a result of the personalized attention given to the customer, which influenced customer satisfaction. Rodríguez Armijos *et al.* (2023) obtained an average positive correlation ($Rho=0.557$) between the variables of the company study. It is worth mentioning Naranjo Zambrano and Caisa Yucailla (2023), who found a moderate positive correlation ($Rho=0.25$) between the public bus service and the satisfaction of its users. In the research of Sánchez Silva (2023), a moderate relationship was obtained between the variables of the company studied, with a correlation of 0.653.

Regarding the limitations of this research, it can be mentioned that when the questionnaires were sent to the sample, many clients did not have time to answer the questionnaires, and others did not accept the invitation to reserve their privacy. A population of 213 people and a sample of 67 clients who responded to the survey between September 2020 and February 2021 were considered. Due to the small number of responses, there may be a bias in the results of the research.

Regarding the practical implications of the research, it can be mentioned that according to the results obtained, if a microenterprise provides a quality service, customers will feel more satisfied, a result that is similar to that obtained by various service companies according to the research described in this study. This will help the administrative sciences to identify the best way to manage companies, giving importance to service quality and customer satisfaction.

CONCLUSIONS

The results of this research show that the relationship between the variables service quality and customer satisfaction; as well as the relationship of the dimensions of quality (tangible elements, responsiveness, reliability, confidence and empathy) with customer satisfaction, are significant in the food and beverage microenterprise Mimo's, Chaclacayo 2021.

RECOMMENDATIONS

- It is recommended to schedule customer surveys on service quality and satisfaction, and deliver them in person at the end of the service. Other options can also be considered, such as sending them via WhatsApp or email.
- It is important to plan the maintenance of the infrastructure, the furniture, the electronic equipment, and everything tangible of the company, so that they are in optimal conditions and the client feels comfortable at the moment of receiving the service.
- In the same line, it is suggested to plan trainings to its personnel for the fulfillment of what is offered, knowledge

of the products and analysis of the waiting time for the elaboration of the same. The topics to be prioritized for training will be determined according to the results of the surveys.

- Initially, training will be programmed for employees to improve customer service, taking into account problem solving, friendliness, attention to complaints and speed of product delivery, as well as product safety, security and hygiene. It is suggested that a training plan on customer service and all related issues be developed, as customer service is a key factor in a service business, as it determines whether customers will return or simply stop coming to the business.
- It is also recommended to plan training for employees to improve customer expectations by providing solutions to their problems, good attention to orders and a warm welcome, and handling complaints to keep employees up to date when providing service. In this way, employees will feel more identified with the company and this will be reflected in the customer service provided. Training could be provided by high school and university students as internships.
- Finally, and as a main recommendation for other researchers, it is suggested that they direct their research studies to microenterprises, which are the most important and largest type of company not only in Peru but also worldwide, since the relationship that exists between service quality and customer satisfaction is interesting. In addition, it is recommended to seek a larger population and sample, as well as to use different channels to deliver the surveys to the people to be studied, physically or virtually (via email or WhatsApp).
- It is hoped that this research will motivate others to study the relationship between the variables of service quality and customer satisfaction, which

are very important for the future of any company.

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Conflict of interest

The author has no conflicts of interest to declare.

Author contributions

Yessica Juana Doza Rojas (lead author): conceptualization, research, project management, resources, visualization, writing (original draft, review, and editing).