

INFLUENCING FACTORS OF CUSTOMER SATISFACTION IN THE INTERNET ERA OF SME' HUMAN RESOURCES ENTRUSTED AGENCY SERVICE

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ABSTRACT

With the advent of the new economic era characterized by the Internet technology and globalization of China, many enterprises in order to meet the challenges brought by the fierce competition, are trying to seek management and organizational structure innovation, actively to the direction of the virtualization, flattening, flexible, "human resources outsourcing" industry is in the social background and development. As a new way of human resource management, compared with foreign countries, the development of human resource management outsourcing industry is still relatively backward in China. On the lack of management level and imperfect management system, caused the overall service level is low, and the enterprise at the same time for their own survival and development, and one-sided pursuit of enterprise performance, also make the industry Customer satisfaction has been lower than other service industry, it also further limited the development and expansion of human resources outsourcing industry and. In this case, customer satisfaction has gradually become the focus of human resource outsourcing enterprises, and how to meet customer satisfaction while improving enterprise performance is the focus of both enterprises and academia.

Based on the current situation that industry development bottlenecks and growing customer demand coexist, This paper tries to combine the development characteristics and existing problems of the human resource outsourcing service industry in China in the Internet era, Analyze the factors restricting the Customer satisfaction improvement of human resource outsourcing services, To build a Customer satisfaction evaluation model in line with the development characteristics of China's human resource outsourcing service enterprises in the Internet era, and to put forward assumptions according to the research problems, and to establish the initial model of the structural equation model, To design the questionnaire based on the model and hypothesis conditions, To survey the customers who have used the human resource outsourcing services, The hypothesis validation of the structural equation models, using the empirical data, Ultimately trying to find the factors influencing the HR outsourcing service Customer satisfaction, The results of this article show that the influencing factor of Customer satisfaction in the Internet era is Adjusted $R^2=78.1\%$. The results show that, corporate image (Beta=0.226), risk management (Beta=0.165), perceived service quality (Beta=0.134), perceived cost performance (Beta=0.274), work quality of dispatched workers (Beta=0.215) has a significant positive impact on the human resource proxy service customer satisfaction of SMEs in the Internet era. According to the empirical results, we also put forward the corresponding Customer satisfaction improvement suggestions. Such as simplify the

operation process, standardize industry standards, do a good job in risk management, improve after-sales service.

Keywords: Internet, SMEs, human resources, proxy services, customer satisfaction

INTRODUCTION

The advent of the Internet era has had a deep impact on many traditional industries, and the human resource outsourcing service industry is no exception. The current application of some new technologies such as big data management has completely changed the traditional human resource outsourcing service mode. Therefore, if any outsourcing service enterprise wants to continuously gain advantages in the market competition, it must adapt to the requirements of the Internet era and improve the service quality. On the other hand, in response to the impact of the Internet era on traditional industries, as professional HR outsourcing will be more effective, Enterprises may tend to outsourcing their human resource management related business to professional outsourcing service enterprises to reduce operating costs and focus on various factors such as core business, for that reason. At present, the human resource outsourcing service presents several obvious characteristics in the market competition: (1) the Internet era has put forward new requirements for the human resource outsourcing service industry, Enterprises pay more attention to the application of related technologies, The application level of information technology has become the main factor affecting customer satisfaction; (2) The market demand of the human resource outsourcing service industry continues to grow, The advantages of HR outsourcing services are increasingly emerging, Many businesses will choose to outsource their HR business, This can both improve their own level of human resource management, And can save cost and energy; (3) the human resource outsourcing service industry still has many problems, For example, industry standards are not uniform, low Customer satisfaction, Deep research into the industry is needed, Explore ways to improve Customer satisfaction.

LITERATURE REVIEW

Concept of research

SME: According to the definition of the network encyclopedia, small and medium-sized enterprises (Small and Medium Enterprises), also known as small and medium-sized enterprises or small and medium-sized enterprises, is an economic unit with relatively small enterprises in terms of personnel scale, assets scale and operation scale compared with the large enterprises in the industry. Thus, small and medium-sized enterprises are just a relatively relative concept, and different countries have different regulations, and different industries also have different standards. Over time, the rapid development, from a small and medium enterprise to a large enterprise; if the pace of economic development, large enterprises may become small enterprises. Generally speaking, SMEs are a relative scale concept, which refers to the economy that is relatively small in terms of assets, operation and personnel scale, or to become economic units, which are relative to large enterprises.

In China's market economy, small and medium-sized enterprises play a very important role, and it is an important carrier to promote employment and promote economic development. It plays an important role in mass entrepreneurship and innovation. It has important strategic significance to the economic and social development.

Principal-agent: Scholars Wang Zuqi, Sun Shaorong (2016) believes that the principal agent refers to the subject according to some clear or hidden contract for another one or more subject contract services, the contract gives the subject of the right of service, realize the former can get the latter to pay the corresponding remuneration. To some extent, a principal agent means a contractual relationship between the agent and most of the principal parties. This is what the logical definition of a principal-agent means.

With the continuous development of the economy, the principal-agent also appears, the scale of the enterprise is also growing, the management level of managers is constantly improving, the management level of the enterprise is more professional and more complicated, and it is difficult for the enterprise owners to have enough time and energy to deal with it. Due to the lack of knowledge level, may not be able to fully participate in the enterprise management and decision-making, therefore, the enterprise owner from the perspective of cost saving, choose by professional managers to enterprise management and management, the ownership and management of the enterprise separately, and then the principal agent of enterprise management mode. The so-called principal agent refers to the client to consider their own actual situation and enterprise development requirements, entrusted agent to assist some enterprises to manage the business, and will delegate a part of their own decision-making power to the relevant entrusted agent. Among them, the principal refers to the party with the requirements of the design contract in the contract relationship, while the agent refers to the person who is forced to accept or refuse in the entrusted agency relationship.

Human resource principal-agent

Connotation: Human resource service is also a common kind of human resource proxy and agent. In 1954, the management master Peter Druck proposed the definition of "human resource" in his book "Management Practice", which refers to the sum of people's knowledge, skills, physical strength and other abilities. With the economic globalization and the rapid development of the world economy, the tertiary industry has become increasingly mature, and some social training institutions have begun to provide more professional human resource services. Its connotation refers to the enterprise human resources management department in order to save cost, improve the optimal allocation of resources, at the same time focus on the core business management and promotion, on the premise of ensuring work property rights, the core daily routine work part or all entrusted agent to external excellent professional human resources service agencies.

Basic characteristics of human resource principal-agent

(1) Human resource agency services are heterogeneous

Human resource itself has a certain heterogeneity. The principal-agent of human resources is implemented by people, so it is inevitable that subjective factors are mixed in them. Agents express their functions by making the competent management intention, and show heterogeneity in different understandings under subjective judgment. From the perspective of

the agency company, there are two main problems. First, it is found that the service quality of the agency company can not be standardized, and the professional degree of the agency personnel is poor. From the perspective of entrusting companies, there are different requirements for the service quality of each enterprise and the professional degree of agency companies. Therefore, it is difficult for human resource principal-agents to have unified standards, and the evaluation methods will be diverse, resulting in many different characteristics.

(2) Human resource agency services are intangible

There is no specific agency service of human resource form. Different from the office supplies purchased in the market, human resource agency service is the creative labor of people, which is a kind of labor without specific form and does not have a fixed form, which can not be seen or felt. At the same time, the human resource service is intangible, so it cannot be stored and become easy to disappear. Then the service needs to be updated after the service occurs.

(3) Human resource agency services are universal

Human resource principal-agency is social, because this activity is universal to meet a kind of service needs, rather than just for a certain group of people or a certain enterprise.

(4) Human resource agency services are basic

When most enterprises choose the human resources principal and agent, the first thing to consider is often the most basic part of the traditional human resources business, which is a more basic activity. With the continuous development and growth of contemporary enterprises, the status of human resource management has been further improved in the composition of various management modules of enterprises. Even some excellent enterprises will be human resource management as the strategic part of enterprise management. Since the middle and high-end human resource management of an enterprise will basically involve the information of employees, and even be related to the trade secrets of the enterprise, so the majority of enterprises will entrust and agent the more basic human resource management work, while maximizing the efficiency of the operation of the enterprise more smoothly.

(5) Human resource agency services are repetitive

Most enterprises will have a certain degree of similarity in the needs of human resources principal and agency, which requires the agency company to give the same services to different enterprises, and most of them have the identity in the operation mode. Repeated the same services provides a better development environment for the principal agent, and can be more active in the human resources principal agent market.

METHODOLOGY

The research design of the following research is based on quantitative research where it is mainly emphasized on evaluating the numerical and figures. Henceforth, the following study reflects on an objective view rather than a subjective. The data collection is conducted by gathering primary data rather than secondary data. The instrument utilized for collecting the primary data is the questionnaire 246 survey where the statements in the survey are designed with the help of the literature. The questionnaire survey consisted of the closed-ended questionnaire in which it was primarily based on the Likert scale which has a range from 1 – 5. The value 1 represents ‘Strongly disagree’ whereas the value 5 indicates ‘Strongly Agree’.

The main focus of the study was to evaluate the effect of learning and knowledge on improvising Transformation Enterprises. The context in which the study is being conducted is on the employees of Chinese enterprises. The targeted individuals for the study were particularly the employees. Sampling technique and sample size the main focus of the study is mainly emphasized towards understanding the influence of learning and knowledge on improvising job performance in the company; therefore, the targeted sample that is relevant for the study where insights carry the most worth value are the employees that are working in the company sector. Since the study mainly emphasized on gathering data from employees; therefore, not every individual had a similar chance of being selected. Thus, the sampling technique falls under non-probability sampling which is considered that the chance of selecting an individual for a sample is unequal. Moreover, the sample size selected by the researcher for data collection is 246 questionnaires. 246 of; 246 surveys were appropriately filled by the targeted responses. Hence, the response rate on the questionnaire survey was 100 %. The complete data of the 246 samples were investigated and analyzed to determine whether learning and knowledge have an influence over the Beijing Transformation Enterprises in the company. Method for analysis of data the questionnaire survey has provided the data in numerical and figures; therefore, the data analysis is conducted through the use of path model where a path model is used.

RESULTS

This paper aims to study the influencing factors of human resource proxy service customer satisfaction for SMEs in the Internet age. We used a quantitative study approach. The instrument used in the study was a questionnaire survey. Data were collected with a sample group of 246 samples, and details are as follows:

Table 1 The level of opinion about the factors affecting the overall

Descriptive Statistics				
	Mean	S. D.	level	Rank
Corporate image	3.84	.577	High	5
Risk management	3.87	.588	High	4
Perceived service quality	3.89	.634	High	3
Perceived cost performance	3.91	.590	High	1
Work quality of dispatched workers	3.89	.635	High	2
Total	3.88	.526	High	

As can be seen in Table 1, both the mean and standard deviation of the level of opinion regarding the factors affecting Customer satisfaction are both at high overall levels, with the average at the higher levels being 3.8. From each variable, we found that the highest mean was Perceived cost performance, with a mean of 3.91, at a high level, followed by Work quality of dispatched workers, with a mean of 3.89, and the lowest was corporate image, with a mean score of 3.84.

Regression analysis

This study tested the study hypothesis by performing a multiple linear regression analysis of the sample data using statistical software. First, the factor variables of the six variables are unified into the new variables through calculation through data processing, and then linear regression is used to test each hypothesis. The final results are shown in Table 4.11 below:

Table 4.10 Model summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.886 ^a	.785	.781	.26165	1.946

a. Predictors: (Constant), Work quality of dispatched workers, Risk management, Perceived service quality, Perceived cost performance, Corporate image

b. Dependent Variable: Customer satisfaction

Outresults of the effect between the dependent variables and all independent variables by regression analysis, it was found that the adjusted $R^2 = .781$, meaning that the 5 independent variables corporate image, Risk management, perceived quality of service, Perceived cost performance and Work quality of dispatched workers had a 78.1% effect on Customer satisfaction. The Durbin Watson data is 1.946, around 2, meeting the criteria, and no pseudoregression phenomenon in Eq.

Table 4.11 ANOVA
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.402	5	12.080	176.457	.000*
	Residual	16.499	241	.068		
	Total	76.901	246			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Work quality of dispatched workers, Risk management, Perceived service quality, Perceived cost performance, Corporate image

*Significant at 0.05 level

$F=176.457$, $Sig.=.000^*$, the value was much less than 0.05, suggesting that at least one factor affects the Customer satisfaction. The investigators will then analyze the extent of the influence of the respective variable and the dependent variable.

Table 4.12 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.228	.125		1.823	.070
	Corporate image	.218	.052	.226	4.172	.000*
	Risk management	.157	.047	.165	3.371	.001
	Perceived service quality	.118	.040	.134	2.972	.003
	Perceived cost performance	.260	.051	.274	5.112	.000*
	Work quality of dispatched workers	.189	.042	.215	4.499	.000*

a. Dependent Variable: Customer satisfaction

*Significant at 0.05 level

The results show that the influence factor of customer satisfaction in the Internet era, Adjusted R²=78.1%. Including the following aspects, the influencing factor of human resource agency service customer satisfaction of SMEs in the Internet era are corporate image (Beta=0.226), risk management (Beta=0.165), perceived service quality (Beta=0.134), perceived cost performance (Beta=0.274), work quality of dispatched workers (Beta=0.215). It can be written as a regression equation as follows:

$$\hat{Y} = .226(x_1) + 0.165(x_2) + 0.134(x_3) + 0.274(x_4) + 0.215(x_5)$$

Therefore, the standardized regression coefficients between the following coefficients in the figure 1.

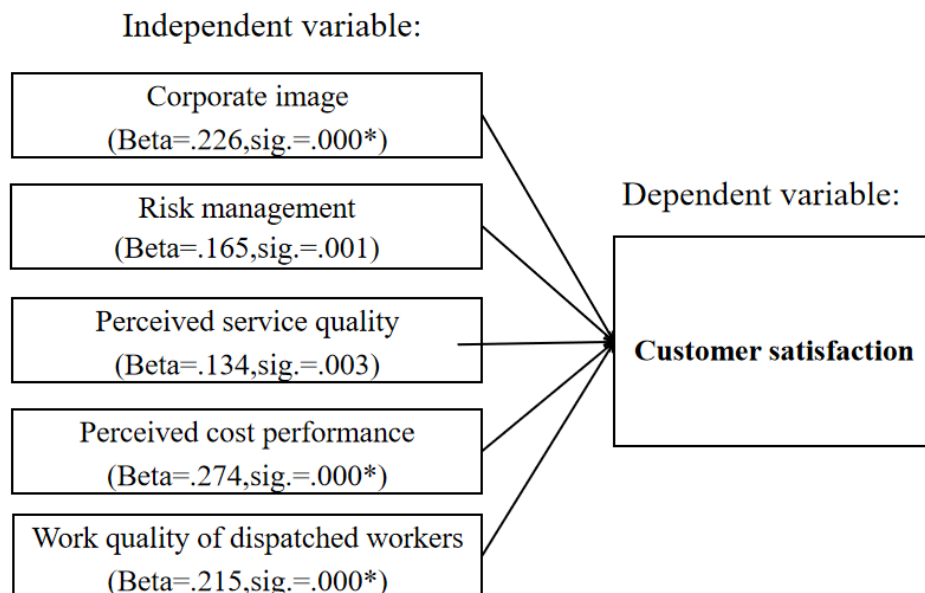


Figure 1 Research framework after verification

CONCLUSION

Outresults of the effect between the dependent variables and all independent variables by regression analysis, it was found that the adjusted $R^2=0.781$, meaning that the five independent variables, corporate image, risk management, perceived service quality, perceived cost performance, and work quality of dispatched workers, had a 78.1% effect on the Customer satisfaction. The Durbin Watson data is 1.946, around 2, meeting the criteria, and no pseudoregression phenomenon in Eq.

$F=176.457$, $Sig.=.000^b$, the value is much less than 0.05, suggesting that at least one factor affects the Customer satisfaction. The investigators will then analyze the extent of the influence of the respective variable and the dependent variable.

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