Consumer Perceived Service Quality of Essential Oil Stores

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ABSTRACT

The increased penetration rate of essential oil products among modern people has facilitated the starting and running of essential oil stores in Taiwan. Thus, the development of and competition within the essential oil market are rapidly growing. Providing customers with satisfactory service has become an important competitive strategy in all essential oil product stores. The primary purpose of this study was to investigate customer satisfaction rating on service quality of essential oil stores in Taiwan. Using the Service Quality Scale (SERVQUAL) as an instrument, this study analyzes customer assessment of all 25 items of service based on satisfaction with service quality elements to serve as the reference for the essential oil industry to prioritize service improvement. The analysis result shows that no customer was dissatisfied with all elements of service quality. Hence, this study proposes strategies for further improvement of the three items with the lowest satisfaction scores to improve customer satisfaction with service quality of essential oil stores as well as to enhance competitiveness within the industry.

Keywords: Service Quality, SERVQUAL, PZB Gap Model, Consumer Satisfaction, Perception of Customers

INTRODUCTION

With the advent of an aging society, increasing attention has been directed toward health and health care concepts. Aromatherapy, which has a thousand-year history, is again emerging as a health care trend. Catty (2001) showed that aromatherapy is one of the hottest words in the 21st century. A variety of aromatic products, from air freshener, handmade soap, to perfume, are associated with aromatherapy. The consumer phenomenon on aromatherapy strongly reflects the birth of a new lifestyle and attitude (Brooks, 2001). Morley (2004) also highlighted that this kind of consumer phenomenon that influenced human emotions in terms of adopting a new generation, lifestyle, and environment provides a great business opportunity for aromatherapy products and brands in the 21st century.

Aromatherapy has recently received considerable attention. All technologically advanced countries in the world, such as United Kingdom, United States, Australia and Germany, have established world-leading, authoritative, international aromatherapy associations in succession to nurture qualified aromatherapists. These associations include the International Federation of Aromatherapists (IFA) and International Federation of Professional Aromatherapists (IFPA) in England, the US National Association for Holistic Aromatherapy (NAHA), the Canadian Academy of Futbol (CAF), Australia Aromatic Medicine Association (AAMA) and TAFE of Australia, and the German FE. Aromatherapy has become an important supplementary therapy in England, France, Australia, and many other countries. Aromatherapy has previously been positioned only on the beauty and spa markets. However,
Aromatherapy has recently been used in small and large hospitals, rehabilitation centers, poor houses, and hospices in many technologically advanced countries, making it becomes a widely accepted practice by the public. Aromatherapy has been approved as an important item in alternative therapy. Aromatherapy has also been recognized as a legal complementary therapy. An increasing number of hospitals, clinics and care centers help patients through aromatherapy.

The aromatherapy industry is a natural healing industry that is in line with modern requirements. With the expansion of Taiwan market demand, aromatherapy was introduced to Taiwan by the beauty industry in 1990. The industrial model of Taiwanese aromatherapy mainly focused on beauty products and equipment-related industry transformation before 2003. Since 2003, the leisure, natural medicine, medical beauty, and biotech industries gradually joined the rank of business. Stores for essential oils and aromatherapy-related products have also continued to emerge in Taiwan, offering various brands in the market. The majority of essential oil products mainly focus on brands imported from Europe, Australia and USA. The main physical channels are specific counters in department stores and exclusive shops selling pure essential oil products, massage oils, care products containing essential oils, and incense accessories. ITRI research shows that the annual output value of the spa aromatherapy industry of Taiwan is over NT 25 billion dollars. The industry continues to grow at annual rate of 25%. Despite being a newcomer in the spa aromatherapy industry, Taiwan is a major Asian spa city. From relaxation and beauty care to holiday leisure and through a combination with tourism, hotels, hot springs, and other related industries, Taiwan has created huge opportunities in this industry (VTC, 2005). Based on the increased penetration of essential oils, the development of and competition among essential oil products in the market have increased rapidly. Improving service quality has become an important competitive strategy of essential oil stores.

Aromatherapy helps achieve body, mind and mood balance by using essential oils. Essential oils can enter into the body, generating efficacy through application to the skin, oral ingestion, and scent inhaling. Wide application of essential oils can relieve the symptoms of physical discomfort. Aromatherapists aim to relieve the physical and psychological pressure of customers through consultation and communication, after which they provide beauty care treatment through a massage with essential oils to achieve stress relief and make the customer satisfied with the feeling of pleasure (Chiu, 2011). Only when an aromatherapist’s skill is proven by customers can a spa generate sales (Wu, 2002). This industry should continuously improve service quality and achieve customer satisfaction. In addition, this industry should also care for the customer’s mind (Chou, 2007), as well as provide professional aromatherapists to address customer emotions. Essential oil products are uncommon consumer goods for people’s livelihood. They can be only used with guidance from professional salespersons or aromatherapists. Therefore, service quality to be provided to consumers is very important.

Previous studies mainly introduced clinical experiments on essential oils. Related studies on service quality of essential oil products remain lacking. Therefore, this study used the Service Quality Scale (SERVQUAL) to investigate customer satisfaction with the various service quality provided by essential oil stores in Taiwan from the perception of consumers based on the PZB (Parasuraman, Zeithaml and Berry) service quality model to analyze customer demand for quality and to realize the overall assessment of customers on service quality. The findings can be used as the reference for improving service in the essential oil industry to meet consumer needs. In sum, this study attempted to achieve the following objectives by regarding the consumers of essential oil stores as the subject of study:
1. Construct a service quality scale for essential oil stores (specific counter or exclusive shop);
2. Investigate the difference between consumer expected service quality of essential oil product stores...
and consumer perceived service quality; and
3. Suggest strategies for further improvement of the three items with the lowest satisfaction rating and enhance the service quality of essential oil stores to improve customer satisfaction and store competitiveness.

LITERATURE REVIEW

Service Quality

In today’s global competitive environment delivering quality service is considered as an essential strategy for success and survival (Reichheld & Sasser, 1990; Zeithaml et al., 1990). Parasuraman et al. (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. Parasuraman et al. (1994) argued that the disconfirmation of perception-minus-expectations conceptualization of service quality is supported by various researchers (e.g. Bolton & Drew 1991, Parasuraman et al. 1991). Service quality can thus be defined as the difference between customer expectations of service and perceived service (Grönroos, 1990). If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al., 1985; Lewis and Mitchell, 1990).

Model of Service Quality Gaps

The Gaps Model of Service Quality reflects that perspective and offers service organizations a framework to identify services in the form of the gaps that exceed (or fail to meet) customers’ expectations. The model posits five gaps that reflect a discrepancy between:
1. Customers’ expectations and management’s perceptions of these expectations (Gap 1: The positioning gap), i.e. not knowing what consumers expect;
2. Management’s perceptions of customers’ expectations and service quality specifications (Gap 2: The specification gap), i.e. wrong service-quality standards;
3. Service quality specifications and actual service delivery (Gap 3: The delivery gap), i.e. the service performance gap;
4. Actual service delivery and what is communicated to customers about it (Gap 4: The communication gap), i.e. when promises do not match delivery; and
5. Customers’ expected services and perceived service delivered (Gap 5: The perception gap), i.e. the total of the other four gaps (Zeithaml, Parasuraman, & Berry, 1990)

The fifth gap is the basis of a customer-oriented definition of service quality that examines the discrepancy between customers’ expectations for excellence and their perceptions of the actual service delivered. Based on empirical evidence, Parasuraman et al. (1988) argued that in measuring service quality the level of comparison is what a consumer should expect, whereas in measuring satisfaction the level of comparison is what a consumer would expect. The SERVQUAL approach, which is used in this study, is the most common method for measuring service quality. Apparently, Gap 5 is the accumulated and most important one.

SERVQUAL methodology

SERVQUAL, as the most often used approach for measuring service quality, has been widely used to compare customers' expectations before a service encounter and their perceptions of the actual service delivered (Lewis & Booms, 1983; Parasuraman et al., 1985). The SERVQUAL instrument has been the
The predominant method used to measure consumers’ perceptions of service quality. It has five generic dimensions or factors and is stated as follows (Van Iwaarden et al., 2003):
1. Tangibles: Appearance of the company’s facilities, equipments, staff and communication tools.
2. Reliability: The company’s capability to provide the promised services in an exact and reliable manner.
3. Responsiveness: The company’s propensity to assist the clients and provide prompt services.
4. Assurance (including competence, courtesy, credibility and security): Knowledge and courtesy of employees and their ability to inspire trust and confidence.
5. Empathy (including access, communication, understanding the customer): Caring and individualized attention that the firm provides to its customers.

In the SERVQUAL instrument, 22 statements are used to measure the performance across these five dimensions among customer expectations and perceptions (Gabbie and O’neill, 1996).

**Customer satisfaction**

Kotler (1996) defined customer satisfaction as “the level of a persons felt state resulting from comparing a product’s perceived performance or outcome in violation to his/her own expectations”. Customer satisfaction can be defined as overall evaluation based on the total purchase and consumption experience with a good or service over time (Anderson et al., 1994; Fornell, 1992). According to Oliver (1980), consumer satisfaction is determined by disconfirmation judgments (better-than-expected or worse-than-expected) on the basis of comparing the actual performance of a product with consumer expectations. As the study customer satisfaction is defined as “the levels of service quality performances that meets users’ expectations”.

**METHODOLOGY**

Based on the PZB service quality model (or called PZB gap model), this study used the retail service quality scale (RSQS) proposed by Dabholkar et al. (1996) and added Store Policy as a dimension to measure the service quality of essential oil product retailing. The additional dimension aimed to improve the applicability of essential oil products to retail. Thus, six dimensions, namely, Tangibles, Reliability, Reactivity, Assurance, Concern and Store Policy, were used as the items for the questionnaire. The questionnaire was used to determine consumer satisfaction and demand for service quality. The data collected were analyzed by using SPSS 10.0 to probe into the priorities of service improvement in the essential oil industry.

**Questionnaire design**

In this questionnaire design, the study variables include three sections, namely customer use status, measurement items of service quality satisfaction, and customers’ demographic variables. Table 1 shows the dimensions of service quality attributes and basic items for assessing essential oil stores (specific counters or exclusive shops). They are described as follows:

1. Customer use status

Brand companies with physical channels (specific counters or exclusive shops) are selected from the existing essential oil brands in the Taiwan market. It was to explore whether subjects ever bought these brands and identify the brand that customers most commonly bought to understand monthly consumption.
2. Service quality satisfaction measurement

According to the characteristics of this industry, the SERVQUAL scale is adjusted and modified based on the service characteristics of different industries to achieve higher applicability (Babakus & Boller, 1992; Parasuraman & Grewal, 2000). This study extracted service quality elements from five dimensions of the PZB service quality model and added Store Policy as the sixth dimension.

Store Policy refers to the service quality-related policies that can only be determined by high level managers. This study collected Consumer Complaint Records and Employee Observation Records, and added “Store Providing High-quality and Safe Products (such as organic certification and quality certification), “Store Commonly Holds Sale Promotions” and “Store Provides Product-related Courses to Meet Customer Needs” as the three additional items of questionnaire after conducting expert interviews. Consequently, a total of 25 items were designed for the six-dimension questionnaire.

Measurement methods of all items in the questionnaire are expressed by a Likert five-point scale to measure the actual satisfaction with service quality: 1 = Very dissatisfied, 2 = Dissatisfied, 3 = Ordinary, 4 = Satisfied, and 5 = Very satisfied.

3. Customers’ demographic variables

Demographic variables are used to analyze whether customers have different views of the overall service quality owing to differences in gender, age, education level, occupation, family monthly income, and marriage status.

### Table 1: Measurement dimensions and items of service quality attributes in the essential oil industry

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer use status</td>
<td>1. If customer ever went to essential oil stores (specific counters or exclusive shops)</td>
</tr>
<tr>
<td></td>
<td>2. Most commonly used brand</td>
</tr>
<tr>
<td></td>
<td>3. Monthly consumption amount for this brand</td>
</tr>
<tr>
<td>Tangibles—places, equipment and personnel for providing service</td>
<td>1. Owns modern and advanced service equipment</td>
</tr>
<tr>
<td></td>
<td>2. Attractive service equipment</td>
</tr>
<tr>
<td></td>
<td>3. Service personnel dressed cleanly, with good appearance</td>
</tr>
<tr>
<td></td>
<td>4. Store facilities consistent with the provided service</td>
</tr>
<tr>
<td>Reliability—correctly and reliably provide the service</td>
<td>5. Store can achieve all commitments to customers.</td>
</tr>
<tr>
<td></td>
<td>6. Service personnel will care for and assist customers with difficulties</td>
</tr>
<tr>
<td></td>
<td>7. People perceive the store to be reliable</td>
</tr>
<tr>
<td></td>
<td>8. Service personnel can provide services on time</td>
</tr>
<tr>
<td></td>
<td>9. Service personnel can provide a correct bill</td>
</tr>
<tr>
<td>Responsiveness—service personnel can rapidly provide service and help customers</td>
<td>10. Service personnel will tell customers about the correct waiting time</td>
</tr>
<tr>
<td></td>
<td>11. Service personnel will provide immediate service</td>
</tr>
<tr>
<td></td>
<td>12. Service personnel always maintain their willingness to serve customers</td>
</tr>
<tr>
<td></td>
<td>13. Service personnel are too busy to respond to customers</td>
</tr>
<tr>
<td>Assurance—polite service personnel with professional skills are trusted by customers and are willing to help customers</td>
<td>14. Service personnel with professional expertise are reliable</td>
</tr>
<tr>
<td></td>
<td>15. Customers will feel at ease during the transaction</td>
</tr>
<tr>
<td></td>
<td>16. Service personnel are polite</td>
</tr>
<tr>
<td></td>
<td>17. Service personnel can assist one another to provide better service</td>
</tr>
</tbody>
</table>
**Sampling design and data analysis**

This study regarded Taipei as the scope of the questionnaire survey, and customers who had gone to any store of Esents, P. O. PARK, Florame, Body Shop, L’occitane, Crabtree & Evelyn and L’erbolario were considered subjects of the study. Convenient sampling was employed to select consumers with essential oil purchase experience. In this study, a total of 240 questionnaires were disseminated and 176 of which were valid for a 73.3% return rate. This study used SPSS statistical software to conduct descriptive statistics analyses and reliability and validity analyses. Descriptive statistics analysis was employed to determine the structure and percentage of basic demographic data.

This study used Cronbach’s $\alpha$ (1957) to analyze and measure the degree of consistency among items to determine whether similar results are obtained for repeated measurements. This method is commonly used to estimate the same internal configuration of a group of items. This study conducted a pretest for 45 people based on six dimensions and 25 service quality items for reliability analysis. The obtained overall coefficient of satisfaction Cronbach’s $\alpha$ is 0.936. According to the suggestion of Guilford (1965), $0.7 < \alpha$ coefficient $\leq 0.9$ is taken as reliable, whereas $0.9 < \alpha$ coefficient is taken as very reliable. Therefore, the questionnaire consists of six dimensions and 25 items of service quality was considered very reliable.

**RESULTS AND DISCUSSION**

The participating customers’ demographic characteristics, results of reliability and validity analyses are presented first. Then, the service quality items with satisfaction rating follow.

1. **Participating customers’ demographic characteristics**

   The participating customers’ demographic characteristics are as follows: (1) Among the brands that the subjects bought, Body Shop is accounted for 36.4%, followed by Crabtree & Evelyn and L’occitane, accounting for 21.0% and 20.5%, respectively. (2) Monthly consumption for most consumer brands is approximately NT$ 1,000 and below, accounting for 75.6%, followed by NT$ 1,001 to NT$ 3,000, accounting for 22.2%. (3) In terms of customers’ gender distribution, male and female percentages are 16.5% and 83.5%, respectively. (4) In terms of customers’ age distribution, 30 -39 years old is the highest at 52.8%, followed by 20 -29 years old at 27.30%. (5) In terms of customers’ marriage status, unmarried people are accounted for 60.8%, whereas married people accounted for 39.2%. (6) In terms of education
level, post-secondary graduates are the majority, accounting for 60.2%. (7) In terms of occupation, the majority are in the business and service industry, accounting for 36.4% and 23.3%, respectively. (8) Families with monthly income of NT$ 30,001-50,000 accounted for 26.1%, followed by those with income of NT$ 50,001-70,000, who accounted for 22.2%.

2. Reliability and validity of the questionnaire

Based on the six dimensions and 25 items of service quality elements, a reliability analysis was conducted on 176 valid questionnaires. According to Guiford (1965), $0.50 < \alpha \leq 0.70$ was considered reliable. Table 2 shows that in addition to Store Policy within this range, the remaining dimensions are in the $0.70 < \alpha \leq 0.90$ range, which is considered very reliable. It indicates extremely reliable when Cronbach’s $\alpha$ is greater than 0.9. Thus, the questionnaire has extreme overall reliability.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Cronbach’s $\alpha$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangibles</td>
<td>0.737</td>
</tr>
<tr>
<td>Reliability</td>
<td>0.835</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>0.779</td>
</tr>
<tr>
<td>Assurance</td>
<td>0.806</td>
</tr>
<tr>
<td>Empathy</td>
<td>0.874</td>
</tr>
<tr>
<td>Policy</td>
<td>0.523</td>
</tr>
<tr>
<td>Overall coefficient</td>
<td>0.936</td>
</tr>
</tbody>
</table>

3. Results of satisfaction assessment of service quality elements

Table 3 shows that the customer satisfaction with all service quality items of essential oil stores, and the 25 items of service quality measurement variables scored more than 3, theoretical mean, and are centered within the range of 3.0 to 4.0. The actual mean of overall satisfaction ratings is 3.68, which indicates that customers are generally satisfied. Item 16 “Service personnel are polite” has the highest satisfaction rating. Moreover, Item 3 “Service personnel with good appearance and clean service” as well as Item 9 “Service personnel can provide correct bill” rank the second highest ones in terms of satisfaction rating, respectively. The items with the lowest three ones are Item 25 “Store provides product-related courses to meet customer needs”, Item 21 “Customer interests are listed in priority” and Item 24 “Store often hold sale promotions”.

<table>
<thead>
<tr>
<th>Service quality measurement variables</th>
<th>Mean</th>
<th>Rank</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Owns modern and advanced service equipment</td>
<td>3.47</td>
<td>22</td>
<td>0.565</td>
</tr>
<tr>
<td>2. Attractive service equipment</td>
<td>3.56</td>
<td>20</td>
<td>0.621</td>
</tr>
<tr>
<td>3. Service personnel dressed cleanly, with good appearance</td>
<td>3.99</td>
<td>2</td>
<td>0.609</td>
</tr>
<tr>
<td>4. Store facilities consistent with the provided service</td>
<td>3.85</td>
<td>5</td>
<td>0.627</td>
</tr>
<tr>
<td>5. Store can achieve all commitments to customers.</td>
<td>3.62</td>
<td>16</td>
<td>0.629</td>
</tr>
<tr>
<td>6. Service personnel will care for and assist customers with difficulties</td>
<td>3.79</td>
<td>9</td>
<td>0.681</td>
</tr>
<tr>
<td>7. People perceive the store to be reliable</td>
<td>3.84</td>
<td>6</td>
<td>0.685</td>
</tr>
<tr>
<td>8. Service personnel can provide services on time</td>
<td>3.69</td>
<td>13</td>
<td>0.684</td>
</tr>
<tr>
<td>9. Service personnel can provide a correct bill</td>
<td>3.99</td>
<td>3</td>
<td>0.668</td>
</tr>
<tr>
<td>10. Service personnel will tell customers about the correct waiting time</td>
<td>3.59</td>
<td>19</td>
<td>0.679</td>
</tr>
<tr>
<td>11. Service personnel will provide immediate service</td>
<td>3.85</td>
<td>4</td>
<td>0.651</td>
</tr>
<tr>
<td>12. Service personnel always maintain their willingness to serve customers</td>
<td>3.81</td>
<td>7</td>
<td>0.589</td>
</tr>
<tr>
<td>13. Service personnel are too busy to respond to customers</td>
<td>3.52</td>
<td>21</td>
<td>0.701</td>
</tr>
</tbody>
</table>
14. Service personnel with professional expertise are reliable  3.64  15  0.688
15. Customers will feel at ease during the transaction  3.78  10  0.669
16. Service personnel are polite  4.05  1  0.612
17. Service personnel can assist one another to provide better service  3.76  11  0.668
18. Service personnel can provide individual service for different customers  3.72  12  0.724
19. Service personnel can provide individual care  3.59  17  0.719
20. Service personnel can realize customer needs  3.65  14  0.702
21. Service personnel can prioritize customer interests  3.35  24  0.779
22. Service time can meet all customer needs.  3.59  18  0.679
23. Stores provide high-quality and safe products (such as those with organic certification, quality certification, etc.)  3.81  8  0.754
24. Stores often hold sale promotions  3.38  23  0.731
25. Stores provide relevant courses to meet customer needs.  3.03  25  0.736

CONCLUSIONS AND SUGGESTIONS

The results presented above can be used as a reference for the essential oil industry to improve service quality to meet consumer needs. Accordingly, the conclusion and suggestion of this study can be drawn and made as follows.

1. The three highest satisfaction items should be carefully remained

   The three highest satisfaction items are “Service personnel are polite”, “Service personnel with good appearance and clean service” and “Service personnel can provide correct bill”.

2. The three lowest satisfaction items should be urgently improved

   The three lowest satisfaction items “Stores provide relevant courses to meet customer needs” “Customers’ interests are listed in priority” and “Stores often hold sale promotions”. The strategies to improve them can be suggested as follows:

   (1) Strategies to enhance “Stores provide relevant courses to meet customer needs”

   Professional knowledge about products mainly includes the features and efficacy of essential oils, correct application, and the application of new aromatherapy technology. Product-related courses and professional knowledge about products provided by the essential oil industry should thus cover the features and efficacy of essential oils, correct application of essential oil, and precautions. Such professional knowledge not only directly provides consumers with correct essential oil-related knowledge, but also improves consumer perception of the reliability of essential oil and highlights the efficacy of aromatherapy. Personnel in this industry should provide new knowledge about new products and aromatherapy technologies to educate consumers. Such practice makes consumers feel that the store is more reliable, as well as facilitates the generation of customized oils for different customer problems. Moreover, a reconciled formula can be generated to meet customer needs and improve consumer satisfaction with service quality.

   (2) Strategies to enhance “Customer interest as a priority”

   In the 21st century, resource wastage and environmental damage caused by mass production and huge consumption gave rise to the green consumption trend worldwide. Consumers are starting to pay more attention to the sources and quality of products. Consumers always consider the quality and purity of essential oils and determine whether any mixture or artificial complex is added when they buy essential oil products. An organic product trend has been set off in the Taiwan market. Products labeled as “organic” and “natural” have appeared in the market. However, exaggerated environmental demands and the
products that abuse the organic and green name cause consumers to doubt or even dislike green products. Owing to the global trend of returning to nature, the aromatherapy industry should further focus on natural and organic products and implement inspection management to ensure products comply with laws and regulations and meet the requirements of organic management. If the essential oil industry can provide organic essential oils and related products with certifications of credible organizations or with quality or environment certifications, customer satisfaction can be improved. If an organic or environmental certificate is marked on the package, customer trust can be improved. In the development of new products, we should innovate and produce natural products to meet various customer demands.

(3) Strategies to enhance “Stores often hold sale promotions”

Enterprises can make strategy adjustments for marketing the following 4P’s: Product, Pricing, Promotion and Placement. For example, personnel in this industry can plan appropriate public relations activities or public service activities, not only to shorten the distance to consumers, but also to create a better image of the enterprise to improve consumer reliability. The aromatherapy industry is a kind of natural healing industry that meets modern people’s demand. Owing to its expanding market, great development potential, and non-standardized entry threshold, personnel in this industry can easily invest if they are interested in this market. If they can foresee the market development direction, correctly lock the location and pattern of business, design new topic-based aromatherapy, make better use of related industry resources, and provide professional information, this industry will remain promising.

Many products and service contents are similar. Thus, operators should encourage employees, mainly aroma therapists, to make innovations in the service model. They should draw up specific incentives to reward employees and raise innovative measures. In the innovation process, improving the competitiveness of enterprises and providing services that are different from those of other enterprises will continuously bring improvement in Brand Value and Profit for enterprises.

3. Wider scope and other dimensions may be adopted in further studies

In terms of further study, the scope of this research study can be expanded to include customers of all brands of essential oil products in Taiwan. This study assessed only the most commonly used brands. In the future, researchers can select one brand for benchmarking assessment of competitors in the same industry. Studies on service quality in the essential oil industry will remain rare. Research studies on PZB service quality have accumulated significant academic achievements, but subsequent researchers can further investigate the application of other service quality dimensions to the essential oil industry.

REFERENCES


