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Measuring service quality in super stores

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Abstract

The present study is an attempt to find the difference between satisfaction level of male and female customers for different dimensions of service quality. A survey was conducted in Gurgaon district. Information was gathered through a questionnaire and assessed by using the SERVQUAL model developed by A Parasuraman (1980). A sample of 70 customers was selected by random sampling technique. The result of the study showed that there was no significant difference between male customers' and female customers' perception for service quality in super stores.

Keywords: Customer satisfaction, servqual, service quality.

Introduction

The concept of retail which includes the shopkeeper to customer interaction, has taken many forms and dimensions, from the traditional retail outlet and street local market shops to upscale multi brand outlets, especially stores or departmental stores. The best-known types of retailer are departmental store, hyper market, super market, convenience stores, discounter and cash and carry. Retail industry is divided into unorganized and organized sectors. Organized sector means that part which is well regulated. It means registered stores. Unorganized sector includes the traditional stores such as Pan Beedi, Corner Store.

Super Market

These stores are relatively large, low cost, low margin, high volume, self service operations designed to serve total needs for food, laundry and household maintenance products.

Service Quality

Service quality is a comparison of expectations with performance. Customer satisfaction is based on perceived service quality. Improved service quality will increase the economic competitiveness. Service quality is a crucial factor for the success of the business firm; if the service provider is rightly aware about the different dimensions of the service quality then it is easy to make the customers satisfied.

Servqual Model

SERVQUAL is a scale to measure the quality in service sector. It was developed by A Parasuraman, Leonard Berry and Valerio A Zeithaml in (1980). It is multi item scale which was developed to access customer perception of service quality in service and retail businesses. (Parasuraman, Berry and Zeithaml 1988) [5].

This scale divides the service quality in five dimensions. The five dimensions are as follows:

- Tangibles – It includes physical facilities, equipment and staff appearances.
- Reliability – It is ability to perform service dependably and accurately.
- Responsiveness- It includes willingness to help and respond to customer need.
- Assurance- It is ability of staff to inspire confidence and trust with customers.
- Empathy- It is the extent to which caring individualized service is given.

Research Design and Methodology

The study used both primary and secondary data. A structured questionnaire was used to collect the primary data. A survey was conducted in Gurgaon district. In the present study the sample comprised of 70 respondents (30 male respondents and rest 40 female respondents). Sample was drawn by random sampling technique.

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The instrument used for the survey was SERVQUAL. It was developed by A Parasuraman, Leonard Berry and Valerio A Zeithaml in (1980). It measures the customer’s satisfaction for service quality in retail stores. All the variables were rated on five point Likert scale. All the relevant data was collected by face to face interaction with respondents.

Hypotheses

H01: There is no significant difference in customer satisfaction for different variables of service quality for males.

H02: There is no significant difference in customer satisfaction for different variables of service quality for females.

Technique Used For Data Analysis

For the purpose of testing the hypotheses Chi Square Test was used. It enables us to explain whether or not various dimensions of service quality equally preferred or not by male and female customers.

Analysis and Interpretations

Results were tabulated and analyzed by using appropriate statistical techniques mentioned in the research methodology. The result from the statistical analysis of the study is presented in this section.

Table 1: Number of Respondents

Gender	No. of Respondents	Percentage
Male	30	42.85%
Female	40	57.15%
Total	70	100%

Table 2: Preferences of Males for different dimensions of Service Quality

Dimension	Observed Frequency (O)	Expected Frequency (E)	(O-E) ² =A	A/E
Tangibles	7	6	1	0.166
Reliability	8	6	4	0.666
Responsiveness	5	6	1	0.166
Assurance	6	6	0	0
Empathy	4	6	4	0.666

Calculated value of Chi Square is $\sum A / E = 1.664$
 Degree of Freedom (n-1) = 5-1 =4

Table Value of chi square for 5% level of significance and degree of freedom 4 for one tailed test is 9.49.which is greater than calculated value (1.664) hence the null hypothesis (H01) is accepted that is there is no significant difference in customer satisfaction for different variables of service quality for males.

Table 3: Preferences of Females for different dimensions of Service Quality

Dimension	Observed Frequency (O)	Expected Frequency (E)	(O-E) ² =A	A/E
Tangibles	10	8	4	0.50
Reliability	8	8	0	0
Responsiveness	9	8	1	0.125
Assurance	7	8	1	0.125
Empathy	6	8	4	0.50

Calculated value of Chi Square is $\sum A / E = 1.25$

Degree of Freedom (n-1) = 5-1=4

Table Value of chi square for 5% level of significance and degree of freedom 4 for one tailed test is 9.49.which is greater than calculated value (1.25) hence the null hypothesis (H02) is accepted that is there is no significant difference in customer satisfaction for different variables of service quality for females.

Epilogue

Customer satisfaction is the result of the customer’s perception of what is expected and what is actually received by him under different facets of service satisfaction. The result of the study showed that there was no significant difference between male customers’ and female customers’ perception for service quality in super stores.

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