

CUSTOMER SATISFACTION ON SERVICE QUALITY DIMENSIONS

K. BHASKAR¹, P SUBRAMANYAM²

Abstract

The purpose of this paper is to empirically investigate the influence of dimensions of service quality towards satisfaction in the context of Indian retail market. The paper focused to examine the relationship between satisfaction and service quality dimensions. A study has been conducted on 20 supermarkets in Kadapa district, A.P. India. The results of this research indicate that retail service quality positively influences satisfaction and trust. It is found that satisfaction also positively influences trust and loyalty. Satisfaction and trust mediate the relationship between retail service quality and loyalty on customer satisfaction.

Keywords: Customer, Satisfaction, Service Quality Dimensions and Trust.

Author Affiliation: ¹Department of Business Administration, Annamacharya Institute of Technology and Sciences (Autonomous) Rjampet, Kadapa, A.P.

²Department of Business Administration, AITS Rajampet.

Corresponding Author: K. BHASKAR, Department of Business Administration, Annamacharya Institute of Technology and Sciences (Autonomous) Rjampet, Kadapa, A.P.

Email: bhaskarkarnam@gmail.com

How to cite this article: K. BHASKAR. Customer Satisfaction On Service Quality Dimensions, Journal of Management and Science, 11(3) 2021 34-38. Retrieved from <https://jms.eleyon.com/index.php/jms/article/view/483>

Source of support: Nil

Conflict of interest: None.

Received: 7 August 2021 **Revised:** 8 September 2021 **Accepted:** 10 September 2021

1. INTRODUCTION

Consumer or Customer satisfaction is defined as “the number of consumers or percentage of total consumers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals”. Consumer satisfaction is how happy a consumer is with a product or service, both in the producer’s performance as well as the company’s delivery of the product to the market.

In the midst of the shift and fierce competition and increased number of retail outlets providing a variety of products, customers or consumers have become accustomed to patronizing multiple outlets. Retailers have recognized this trend and are of the view that customer or consumer satisfaction plays an important role in the success of business strategies. Therefore, it has become important for retail stores to try and manage customer satisfaction.

This study was thus developed to investigate the satisfaction levels of consumers with respect to dimensions of service quality in future group retail store “Super Market”.

Data was collected from the consumers or customers of ‘Vishnu Super Market’ in Jammalamadugu. The study examined the importance of overall dimensions and specific elements of customer satisfaction towards the measurement of satisfaction levels.

2. REVIEW OF LITERATURE

Satisfaction is the feeling of pleasure or disappointment of a person arising from comparing perceived performances to customer expectations. Customer satisfaction is the goal and the means of the marketer. Satisfaction is also a desirable target for businesses because satisfied customers tend to buy more, go back to the store and spread positive word-of-

mouth to other customers.^[1] Customer satisfaction leads to higher customer loyalty. Customer satisfaction has often been done to explain customer loyalty. The definition of customer satisfaction is not an easy task, primarily because the concept of customer satisfaction is still abstract. Oliver (1999) found that satisfaction is a customer evaluation of a product or service, about a product or service that meets needs and expectations. Grisaffe^[2] demonstrate that satisfaction is an indicator of whether expectations are met or exceeded. Satisfaction is also one of the recommended boosters of intent to re-purchase. If the customer receives what is expected, then the customer will likely be satisfied. Service quality has received tremendous attention from managers and academics due to considerable influence on business performance, cost reduction, customer satisfaction, customer loyalty and profitability. Based on this perspective, Parasuraman et al. (1988) developed a scale to measure service quality, known as SERVQUAL. The SERVQUAL scale has been tested and adapted in many studies conducted across various services, cultural contexts, and geographic locations. These include the service quality offered by the hospital,^[3] website,^[4] dry cleaning and fast food,^[5] banking, these studies do not support all the factor structure proposed by Parasuraman et al. (1988). In SERVQUAL, both store service performance and consumer expectations of the storage service are explicitly measured to assess whether there is a gap. Although SERVQUAL has been empirically tested in many studies that are in purely service-based businesses (e.g., banking, long distance telephony services, securities brokers and credit card services), this is not necessarily successful and valid in retail environment.^[6] Furthermore,

Dabholkar [6] believed that retail service quality should capture additional dimensions. The quality of service in the retail business differs from other product/service environments. Due to the unique nature of retail services, quality improvement and measurement of retail cannot be approached in the same way as from the service perspective. In retail services, it is necessary to look at the quality of the service and goods aspect and obtain a set of items that accurately measure this construct. For this reason, Dabholkar [6] developed empirically and validated retail service quality scales (RSQS) to capture important dimensions for retail customers. Dabholkar [6] suggest that the retail service quality has a hierarchical structure of factors consisting of five basic dimensions, namely; physical aspects, reliability, personal interaction, problem-solving, and policy, with the first three basic dimensions having two sub dimensions each and overall service quality as a second-order factor. Sub-dimensions of the basic dimensions of physical aspects are appearance and convenience; sub-dimensions of the basic dimensions of reliability are: promise, doing it right and sub-dimension of the basic dimensions of personal interaction is inspiring confidence and courteousness/helpful.

3.OBJECTIVES OF THE STUDY

- To know the needs of consumer with respect to range of product
- To identify the perceptions of the consumers.
- To find the quality of service maintain in the store and effectiveness of Loyalty programs conducted in the store.

4.RESEARCH DESIGN

The type of research design used for this study is the descriptive research design. Descriptive research for fact finding. The major use of descriptive research is the state of affairs, as it exists present.

Sampling Design

Sampling Techniques: Simple Random Sampling

Sampling unit: Customers of Supermarket to conduct survey and measure Satisfaction level.

Sampling Size: The sample size taken for the study at 150.

Sources of data: Basically there are two types of data i.e.

- Primary data
- Secondary data

5.Data collection tools

Questionnaire, which is used for survey, is consisting of a number of questions printed or typed in a definite order on a form or set of forms to get consumers feedback.

Percentage formula:

$$\text{Percentage} = (\text{Value} / \text{Total value}) \times 100$$

6.DATA ANALYSIS AND INTERPRETATION

Analysis:

The above table 12 % of respondents are lies between 55-65 age group, 8% are more than 65 age, 7.33% of respondents are in between 45-55 age group, 10.67 % of respondents are in between 35-45, 46% of the respondents are in between 25-35 age group, and 16% of the respondents are in between 0-25 age group.

Analysis:

The below table 2 indicates the number of male respondents

85 i.e. 56.67 % and number of female respondents are 65 i.e. 43.33 % of the total respondents.

Analysis:

From the below table 3 and chart graph indicates the frequency of shopping of the respondents, 38 respondents shopped once in Two week i.e. 34 %, 42 respondents shopped once in month i.e. 28 % of the total respondents. 12.67 % of the respondents shopped occasionally.

Analysis:

The number of the respondents choose Super market because of Discount are 36 i.e. 24%, Because of product variety 28 i.e. 18.67 %, Because of brand 16 i.e. 10.67%, Because of Quality 30 i.e. 20%, and Because of offers 40 i.e. 26.66 % of total respond coming to consumers.

Analysis:

The below table 5 and the chart graph is showing the number of respondents are satisfied with the visual appealing of physical facilities of Supermarket. These are classified as poor 7 i.e. 04.67 %, fair 37 i.e. 24.66 %, good 63 i.e. 42 %, Very good 33 i.e. 22 % and Excellent 10 i.e. 06.67% of the total population. Table No. 4.6

Analysis:

From the below table 7 and chart graph indicates that consumer preference points from the range of product. The number of respondents preferred for food items are 78 i.e. 52%, Preferred for Electronics 12 i.e. 8%, Preferred for Home fashion 20 i.e. 13.33 %, Preferred for non –food items 15 i.e. 10% and Preferred for FBB (garments) 25 i.e. 16.67 % of total respondents.

Analysis:

The below graph shows the satisfaction level of Supermarket customers based on product range. It is clear that 39.33% of customers rated their satisfaction on product range as good. Whereas 12% of respondents gave a rating of excellent and 10.67% are very unhappy with the product range.

Analysis:

The below table 9 shows the customer satisfaction on the price of Supermarket products. 37.33% of respondents rated the prices as good and 10% rated it as excellent. Whereas 8% of respondents are found to be highly dissatisfied with the prices of products.

Analysis:

The analysis on quality of products shows that 8% of respondents gave excellent rating on the quality of products where as 4.67% gave a poor rating. 40.67% gave good rating. 22% of respondents gave rating of very good and 24.66 gave rating of average.

Analysis:

The below result shows a customers satisfaction on the availability of goods in Supermarket. 36% of respondents gave a rating of good on the availability of products. 7.33 % of respondents were highly dissatisfied and gave rating of very poor.

Analysis:

From the below table and chart graph is showing the number of respondents are satisfied with delivery of service comparing with promised service. These are classified as highly satisfied 28 i.e. 18.67%, Satisfied 62 i.e. 41.33 %, Neutral 30 i.e. 20 %, Dissatisfied 24 i.e. 16% and highly

Table No 1: Showing no. of respondent according to their age groups.

Age	No. of Respondents	Percentage(%)
0-25	24	16
25-35	69	46
35-45	16	10.67
45-55	11	7.33
55-65	18	12
< 65	12	8
Total	150	100

Source: Questionnaire

Table No. 2: Showing number of respondent according to their gender.

Gender	No. of Respondents	Percentage
Male	85	56.67
Female	65	43.33
Total	150	100

Source: Questionnaire

Table No.3: Showing that how frequently customers shops at Sree Vishnu Supermarket

Particulars	No. of Respondents	Percentage
Every week	38	25.33
Once in 2 week	51	34
Once in Month	42	28
Occasionally	19	12.67
Total	150	100

(Source: Questionnaire)

**Table No. 4
Showing the perception of consumers about Sree Vishnu Supermarket**

Particulars	No. of Respondents	Percentage
Discount	36	24
Product Variety	28	18.67
Brand	16	10.67
Quality	30	20
Offers	40	26.66
Total	150	100

Table No. 5: Showing the level of visual appealing of physical facilities at Supermarket

Particulars	No. of Respondents	Percentage
Poor	7	04.67
Average	37	24.66
Good	63	42.00
V Good	33	22.00
Excellent	10	06.67
Total	150	100.00

(Source: Questionnaire)

Table No: 6: Showing the type of product preferred

Particulars	No. of Respondents	Percentage
Food items	78	52.00
Electronics	12	08.00
Home Fashion	20	13.33
Non- food items	15	10.00
FBB (Garments)	25	16.67
Total	150	100.00

(Source: Questionnaire)**Table No.7: Showing the satisfaction level of Sree Vishnu Supermarket product**

Particulars	No. of Respondents					Total
	Excellent	Very Good	Good	Average	Poor	
a. Range	18	30	59	27	16	150
b. Price	15	29	56	38	12	150
c. Quality	12	33	61	37	07	150
d. Availability	14	26	53	45	11	150

(Source: Questionnaire)**Table No. 8: Showing the satisfaction level of SreeVishnu supermarket product according to product Range**

Particular	No. of Respondents	Percentage
Excellent	18	12
V Good	30	20
Good	59	39.33
Average	27	18
Poor	16	10.67
Total	150	100

(Source: Questionnaire)**Table No.9: Showing the satisfaction level of Sree Vishnu Supermarket product according to Price**

Particular	No. of Respondents	Percentage
Excellent	15	10
V Good	29	19.33
Good	56	37.33
Average	38	25.34
Poor	12	8
Total	150	100

Table No. 10: Showing the satisfaction level of Sree Vishnu Supermarket product according to Quality

Particular	No. of Respondents	Percentage
Excellent	12	8
V Good	33	22
Good	61	40.67
Average	37	24.66
Poor	07	4.67
Total	150	100

Table No .11: Showing the satisfaction level of Sree Vishnu Supermarket product according to Availability

Particular	No. of Respondents	Percentage
Excellent	14	9.33
V Good	26	17.33
Good	54	36
Average	45	30
Poor	11	7.33
Total	150	100

(Source: Questionnaire)

Table No. 12: Showing the satisfaction level with delivery of service comparing with promised service of Sree Vishnu Supermarket.

Particulars	No. of Respondents	Percentage
Highly satisfied	28	18.67
Satisfied	62	41.33
Neutral	30	20
Dissatisfied	24	16
Highly dissatisfied	6	4
Total	150	100

Table No. 13: Showing the feedback on Employees

Particulars	No. of Respondents					Total
	Highly Satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
a. Reliability	13	66	52	16	03	150
b. Assurance	10	49	58	26	07	150
c. Empathy	18	70	57	05	00	150
d. Responsibility	06	59	63	12	10	150

(Source: Questionnaire)

CONCLUSION

Today the consumer / customer drive economy, all firm are occupied in a rat race to catch the attention of customers and construct a long term relationship with their faithful customer. The input to customer loyalty is through customer satisfaction. A satisfied customer will act as a representative of the company's product, and get in more buyers. So marketers have to make sure customer value satisfaction. For this they have to ensure. All the hard work of the marketers at trying to recognize buying motives, organizing buying behavior and working out proper promotional strategy to suit the consumer behavior is to guarantee consumer satisfaction. In today's competitive environment, where companies are adopting various process to who the potential consumers, marketers have to make all effort to identify with all the complexities which go into the buying behavior.

Acknowledgement

Nil

Funding

No funding was received to carry out this study.

REFERENCES

1. E.W. Anderson, C. Fornell, D.R. Lehmann, 'Customer satisfaction, market share, and profitability: findings from Sweede', *Journal of Marketing*, 58(3) (1994) 53-66.
2. D. Grisaffe, 'Loyalty - attitude, behavior, and good science: a third take on the Neal-Brandt debate', *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, January,14 (2001) 55-59.
3. E. Babakus, W.G. Mangold, 'Adapting the SERVQUAL scale to hospital services:an empirical investigation', *Health Services Research*, 26(6) (1992) 767-86.
4. J.V. Iwaarden, T.V.D. Wiele, L. Ball, R. Millen, 'Applying SERVQUAL to websites: an exploratory study', *International Journal of Quality and Reliability Management*, 20(8) (2003) 919-935.
5. J.J. Cronin, S.A. Taylor, 'Measuring service quality: a reexamination and extension', *Journal of Marketing*, 56(3) (1992) 55-68.
6. P.A. Dabholkar, T. Dayle, R. Joseph, 'A measure of service quality for retail stores: scale development and validation', *Journal of the Academy of Marketing Science*, 24(1) (1996) 3-16.