Validation of Retail Service Quality Scale (RSQS) Among Organized Retail Hypermarkets in India

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Abstract

The main reason for the study is SERVQUAL scale couldn't be validated and adapted inside of a retail setting, given the novel dimensions of service in the connection of retail stores when contrasted with "unadulterated" service environment. The paper means to decide the validity of Retail Service Quality Scale (RSQS) as a distinct option for SERVQUAL in the connection of Indian retail environment. Absolutely 450 clients from hypermarkets in Tamilnadu chose accommodation premise. Retail service quality scale RSQS (28 things) was utilized for validation reason. It consolidates particular validity sorts like construct, convergent, discriminant validity. Confirmatory Factor Analysis has been utilized towards validation and advancement of RSQS measurement model. RSQS model in unique structure is substantial in the Indian retail store environment and legitimate RSQS in the Indian retail environment will be an advantage for considering the composed retail settings. The discoveries and proposals will empower retail stores to assemble knowledge into current levels of service quality and in addition to direct occasional "checks" for surveying extension for service change. RSQS could serve as an analytic apparatus for retailers to recognize service zones that are powerless and needing consideration.

Keywords: RSQS Validation, SERVQUAL, Hypermarkets, Indian Organized Retail Stores, Service Quality

I. Introduction

The advanced economy is in a condition of flux and is portrayed by instability, languid development rates, and serious business contention. The composed retail division framing a noteworthy piece of financial set-up is the same in such a manner. The retail environment in present times is changing more quickly than at any time in recent memory. It is described by focused weights from residential and outside organizations, and requesting clients whose service desires are lastingly on the ascent.
II. Review of Literature

A Researcher (Reichheld F.; Sasser W. Jr., 1990) performed a research study which demonstrates that given the present environment, cutting edge retailers look towards separating themselves on the premise of service quality and general client shopping knowledge to stay aggressive. Past researchers have majorly underscored upon SERVQUAL scale towards evaluating service quality crosswise over different service arranged settings. Be that as it may, the validity of the SERVQUAL scale in its unique structure is discovered needing over certain service arranged financial segments. Along these lines, a need has been felt inside of research circles to create scales encouraging area particular service quality appraisal. The present study hopes to offer a generous scale considering administration quality examination of retail locations in the Indian setting. Administration quality has been a champion amongst the most discussed and went head to head in regards to thought in the exploration writing in perspective of the inconveniences in both portraying it and measuring it with no broad accord ascending on either (Wisniewski M, 2001); (Schneider, Benjamin and Susan White, 2004); (Wong A. and Sohal A, 2003); (Mehta, Subhash C., Lalwani A. & Soon Li Han, 2000).

An in-store encounter includes communications with store representatives and solace or simplicity of moving around the store. Be that as it may, there may be critical cover between the classes numerous times. Case in point, stock presentations could be seen both as an in-store experience and an affair identified with stock. In this way, in light of the past research, it is presumed that review service quality at the incorporated level does little to recommend the basic and separate measurements of service quality that would be valuable to researchers and retailers (Dabholkar P. A., Thorpe D. I. & Rentz J. O. 1996).

From a trademark perspective, store arrangement and stock quality have been consistently referred to as key drivers for retail benefit quality experience (Gutman J. & Alden S. D, 1985). As demonstrated by (Westbrook, 1981) and (Mazursky D. & Jacoby J, 1985) credit and charge account approaches looked for after by a store and the straightforwardness with which a beyond any doubt store rebates or exchange stock are key thoughts surrounding the reason of retail location evaluation by a customer.

In retail benefit, it is vital to look at quality from the perspective of administrations and also items and derive a course of action of things that definitely measure this develop (Mehta, Subhash C., Lalwani A. & Soon Li Han, 2000). Therefore, the researcher made it very much clear and precisely acknowledged that this Service Quality Scale on Retail (RSQS) known for to identify the basic estimations related to the retail customers in their perspective of the triangulation subjective on exploration system (Dabholkar P. A., Thorpe D. I. &Rentz J. O. (1996)). They coordinated subjective examination using three one of a kind methodologies - phenomenological interviews, exploratory significance gatherings, and finishing the customer the store. Uniting these subjective disclosures with the present writing and SERVQUAL, (Dabholkar P. A., Thorpe D. I. &Rentz J. O. 1996) recommended that retail benefit quality has a different leveled segment structure including five crucial measurements, particularly 'Physical Aspects', 'Unwavering quality', 'Individual
Interaction', 'Critical thinking', and 'Strategy'. Enabling results have been represented by the past scrutinizes focusing on the fittingness of RSQS. (Dabholkar P. A., Thorpe D. I. & Rentz J. O. 1996) developed the legitimacy of the full RSQS model in the association of retail environment in USA. In the study by Mehta et al. 2000, RSQS was seen to be overwhelming within a 'more stock and less administrations' surroundings i.e. supermarket, while in retail area indicating enhanced significance of administration part, for instance, an electronic stock retailer, SERVPREF was seen to be more qualified.

(Subhashini Kaul, 2007) performed a research study on Measuring Retail Service Quality by Examining Applicability of Retail Service Quality scale in Indian Research Perspective, whereas in his research he had indicated that most of the previous research study clearly shows that consumers were highly satisfied with Stores Quality Service and remained loyal towards their retailers. Here the researcher likes to evaluate the Service Quality Scale specifically in retail settings and identify the applicability of such scale in Indian retail settings. For her research, she had chosen quota sampling method and collected 144 data samples using a survey questionnaire from adult shoppers of large format apparel retail stores in Bangalore City of India. Hence, on going through the data analysis, it is found that applicability of the Service Quality Scale in Indian retail context and settings needs some more clarifications and modifications. Also the researcher concluded that number future research is needed across different retail format in order to develop an appropriate scale for the Indian retail settings.

The principle motivation behind the study is SERVQUAL scale couldn't be adjusted and approved inside of a retail setting, given the novel measurements of service in the connection of retail stores when contrasted with "unadulterated" service environment. The paper intends to decide the validity of Retail Service Quality Scale (RSQS) as a different option for SERVQUAL in the setting of Indian retail environment.

III. Research Methodology

The present study goes for precisely insisting the unwavering quality and legitimacy of RSQS in the setting of Indian retail environment. As a benchmark diagram instrument the standard RSQS based overview made by (Dabholkar P. A., Thorpe D. I. & Rentz J. O. 1996) has been used for the study. Each build accordingly is cleared up by method for specific game plans of clarifications being measured on a run of the mill power based 5 point Likert scale (emphatically consent to firmly oppose this idea). Interesting RSQS fuses 28 things, two things are eradicated from novel RSQS, in view of clashing with Indian retail settings. The RSQS based review was controlled to 450 respondents including regular clients of sorted out hypermarkets in Tamilnadu. The determination of respondents has been done on an accommodation testing technique. On the premise of responses got Confirmatory Factor Analysis (CFA) has been coordinated using SPSS AMOS, towards attesting the observational unwavering quality and legitimacy of the RSQS model in Indian retail environment in the setting of sorted out hypermarkets. Finally, as a study result, a legitimate and fit RSQS estimation model has been proposed.
IV. Findings and Results Analysis of the Study

As demonstrated by (O’Leary-Kelly S.W. and Vokurka R.J. 1998), setting up build legitimacy incorporates the observational evaluation of unwavering quality and legitimacy (concurrent and discriminant). Figure 1 presumes that component stacking (Standardized assessment qualities) were more prominent than 0.5, it completes up; RSQS don’t have any develop legitimacy concerns. Present study used the going with records to study the assault of the model to the data: the chi-square ($\chi^2$) estimation and the related degrees of opportunity (df), the near fit list (CFI), the Tucker–Lewis list (TLI), the root mean square mistake of guess (RMSEA), and the root mean square lingering (RMR). When all is said in done, $\chi^2$/df regard 2-5 and CFI, GFI and TLI values >0.90 demonstrate a satisfactory fit (with qualities >0.95 being immaculate; (Brown, T. A. 2006). Further, RMSEA and RMR values ≤0.08 demonstrate a sensible fit to the data, while values ≤0.05 exhibit great model fit (Hu, L.-T., & Bentler, P. M. 1999). For the most part, the chi-square test is used to investigate settled models; be that as it may this estimation is measurement to test size (Bentler, P. M. 1990). Table 1 presumes that present estimation model of RSQS is factually fit.

Table 1: Model Fit Statistics for Measurement Model

| Model               | $\chi^2$ | df  | $\chi^2$/df | GFI  | CFI  | TLI  | RMSEA | RMR  |
|---------------------|----------|-----|-------------|------|------|------|-------|------|
| Measurement Model   | 799.57   | 28  | 2.77        | 0.907| 0.923| 0.914| 0.071 | 0.025|

Merged legitimacy alludes to the degree to which distinctive methods for measuring a variable give the same results (O’Leary-Kelly S.W. and Vokurka R.J. 1998). Focalized legitimacy can be developed with the assistance of composite Reliability (CR) in perspective of Cronbach Alpha and Average Variance Explained (AVE). Taking after criteria must be satisfied towards ensuring merged legitimacy: CR > 0.7, CR > AVE and AVE > 0.5 (Hair et al., 2010). The Alpha estimation of all the five develops is higher than 0.7. AVE of five individual develops were seen to be more prominent than 0.5. Further, if there ought to be an event of each one of the five individual develops, the CR estimations is in a general sense more prominent than their specific AVE insights. Along these lines, every individual build satisfied all pre-necessities of focalized legitimacy (Table 2).

Table 2: Validity and Reliability Statistics for Measurement Model

| Dimensions | CR    | AVE   | MSV   | ASV   | PS    | PA    | RE    | PI    | PO    |
|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| PS         | 0.847 | 0.649 | 0.520 | 0.472 | 0.805 |       |       |       |       |
| PA         | 0.879 | 0.550 | 0.477 | 0.438 | 0.691 | 0.741 |       |       |       |
| RE         | 0.902 | 0.648 | 0.483 | 0.451 | 0.641 | 0.683 | 0.805 |       |       |
| PI         | 0.944 | 0.678 | 0.520 | 0.473 | 0.721 | 0.655 | 0.667 | 0.824 |       |
| PO         | 0.872 | 0.631 | 0.497 | 0.460 | 0.693 | 0.615 | 0.695 | 0.705 | 0.794 |

Note: CR- Composite Reliability, AVE- Average Variance Explained, MSV- Maximum Shared Variance, ASV – Average Shared Variance, PS- Problem Solving, PA- Physical Aspects, RE- Reliability, PI- Personal Interaction, and PO- Policy.
Discriminant legitimacy is the degree to which the measures of different idle variables are one of a kind. Discriminant legitimacy is ensured if a measure does not relate significantly with various measures from which it ought to differentiate (O’Leary-Kelly S.W. and Vokurka R.J. 1998). Discriminant legitimacy is developed on the premise of AVE and Maximum Shared Variance (MSV). Criteria for ensuring discriminant legitimacy are MSV < AVE and ASV < AVE (Hair J., Black W., Babin B. & Anderson R. 2010). Within the present study, MSV and ASV

Fig. 01. Measurement Model of Retail Service Quality Scale (RSQS)
for each of the five individual builds have been determined. In this way estimation model was seen to be legitimate similarly as discriminant legitimacy as both MSV and ASV of five individual develops have been seen to be lower than their different AVE evaluations (Table 2).

V. Discussion and Conclusion

The estimations of administration quality acknowledge indispensable noteworthiness in the retail setting. Establishment of substantial and solid RSQS will serve as an imperative instrument for retailers working transversely over different organizations. The present examination sets up the unwavering quality and legitimacy of adjusted four develop RSQS model including 'Dependability', 'Physical Aspects', 'Critical thinking', 'Individual Interaction' and 'Approach'. Basic retail rehearses focus on making a pleasurable shopping learning in retribution to pass on good client administration. Retail directors or proprietors can be altogether benefitted by a trustworthy and substantial RSQS as it will enable them to gage client's general acknowledgment and feelings towards retail location administration quality. It can serve as a minute feedback on retailing administration attempts similarly as unwavering quality, physical angles, critical thinking, individual collaboration and arrangement. Expected and saw level of client responses can be focused on. A perception of client's experiential responses may offer retailers in better organization of retail some help with putting away and changing their tries towards ensuring enhanced general administration quality experience. Retailers can encourage perceive the components provoking making of a positive retail client's inclusion to the extent administration quality. The present study accepts the changed RSQS inside sorted out hypermarket retail locations in the association of Indian retail environment. A speculation of results on general retail part requires more studies on a cross zone of test in different store settings and regions within India for approval purposes.

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