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 34-38. Retrieved from http://jms.eleyon.org/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. 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 et al. (1999) 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, website, dry cleaning and fast food, 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. 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 [4] 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 courtesies/helplfulness.

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:
Percentage=(Value/Total value)x100

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.

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

| Particular | 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 | V Good | Good | Average | Poor |
| Excellent  | 18        | 30     | 59   | 27      | 16   |
| V Good     | 30        | 59     | 27   | 16      |      |
| Good       | 39.33     | 20     |      |         |      |
| Average    | 18        |        |      |         |      |
| Poor       | 10.67     | 16     |      |         |      |
| **Total**  | 100       | 150    |      |         |      |

(Source: Questionnaire)

### Table No. 9: Showing the satisfaction level of Sree Vishnu Supermarket product according to Price

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

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

| Particular | No. of Respondents | Percentage |
|------------|--------------------|------------|
|            | Excellent | V Good | Good | Average | Poor |
| Excellent  | 12        | 33     | 61   | 37      | 07   |
| V Good     | 22        |        |      |         |      |
| Good       | 40.67     | 24.66  |      |         |      |
| Average    | 4.67      |        |      |         |      |
| Poor       | 100       | 150    |      |         |      |
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 |
|--------------|--------------------|-------|
| a. Reliability | 13 | 150   |
| b. Assurance | 10 | 150   |
| c. Empathy | 18 | 150   |
| d. Responsibility | 06 | 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.