

SERVICE QUALITY LEADS TO CUSTOMER SATISFACTION – A STUDY ON MORE RETAIL STORES IN ANDHRA PRADESH AND TELANGANA STATE

DR. P. SATHISH CHANDRA

ASSOCIATE PROFESSOR IN MARKETING
WARANGAL INSTITUTE OF MANAGEMENT,
(A UNIT OF ITM GROUP OF BUSINESS SCHOOLS, MUMBAI)
OPP: APSRTC TYRE UNIT, HUNTER ROAD,
WARANGAL-506001 (A.P), INDIA.

ABSTRACT:

A customer's expectation of a particular service is determined by factors such as recommendations, personal needs and past experiences. The expected service and the perceived service sometimes may not be equal, thus leaving a gap. The service quality model or the 'GAP model' developed to understand such impacts on perceived quality and its influence on positive reinforcement of customer satisfaction. It identifies five 'gaps' that cause unsuccessful delivery. Customers generally have a tendency to compare the service they 'experience' with the service they 'expect'. If the experience does not match the expectation, there arises a gap. In general, an improvement in service design and delivery helps achieve higher levels of service quality. For example, in service design, changes can be brought about in the design of service products and facilities. On the other hand, in service delivery, changes can be brought about in the service delivery processes, the environment in which the service delivery takes place and improvements in the interaction processes between customers and service providers.

KEYWORDS: customer satisfaction, reinforcement, Analysis.

References:

- 1) Daniel, Ch. N. and Berinyuy, L. P. (2010). Using the SEVQUAL Model to Assess Service Quality and Customer Satisfaction: An Empirical Study of Grocery Stores in Umea, Master Thesis, Umea School of Business. Retrieved from <http://umu.diva.portal.org/smash/get/diva2:327600/FULLTEXT01.pdf>
- 2) Gronroos, C. (1984). A service Quality model and its marketing implications. *European Journal of marketing*, 18, 36-44.
- 3) Kim and Jin. (2002). Service quality in the Thai telecommunication industry: a tool for achieving a sustainable competitive advantage. *Management Decision*, 40, 693-701.
- 4) Kumbhar, V. M. (2011). Factors Affecting the Customer Satisfaction in E-Banking: Some Evidences from Indian Banks. *Management Research and Practice*, 3 (4), 1-14.
- 5) Mehta, E. (2000). A service quality model based on ideal value standard. *International Journal of Service Industry management*, 3(3), 18-33.

- 6) Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1985). A conceptual model of service quality and its implications for future research. *Journal of marketing*, 49, 41-50.
- 7) Senthil Kumar, S. & Shivakumar, P. (2011). Growing Prospective of Retail Industry in and around India. *Advances in Management*, 4(2), 58-62.
- 8) Wisniewski, M. (2001). Using Serviquial to asses customer satisfaction with public sector services. *Managing Service Quality*, 11(6), 380-388
- 9) Piyush Kumar Sinha, Arindam Banerjee and Dwarika Prasad Uniyal: Deciding where to buy: Store choice behaviour of Indian shoppers, *Vikalpa*, Vol.27, No.2, April-June, 2002.
- 10) Velitchka D. Kaltcheva and Barton A. Weitz: When should a retailer create an exciting store environment?, *Journal of Marketing*, Vol.70, January, 2006, pp: 107-118.
- 11) Mridula S. Mishra and Umakant Dash: Importance of retail service attributes: A study on Indian consumers, *The Icfai Journal of Management Research*, Vol.VII, No.2, 2008. pp: 7-20