



RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO ORGANIZED RETAIL STORES IN BHOPAL CITY

Sonal Singh

Assistant Professor Faculty of Management RKDF University Bhopal

ABSTRACT

The purpose of the present research paper is to explore the relationship between service quality and customer satisfaction of organized retail stores in Bhopal city. In order to explore the relationship between service quality and customer satisfaction few parameters of service such as service product, service delivery and service environment has been discussed. The study is based on primary data and sample has been collected by using convenient sample method among the 167 respondent. The findings of the study clearly indicate that service quality organized retail stores is positively related with customer satisfaction with respect to service product, service delivery and service environment.

INTRODUCTION

In the present situation service quality has become one of the significant issues for each and every organization. However, it is important for both customers as well as organizations. Service quality played a significant role because it is directly related with satisfaction level of the customers. Most of the research study has been suggested that quality of service is only decided the satisfaction level of the customer. Service quality in customer satisfaction both are the most important indicator to make strong association between customers and organizations. Now a day's organized retail stores has become the most important place to fulfil customers requirement under the one roof. Therefore, quality of service for the organised retail stores always taken most important process in order to attract customers for increasing sales. Customer on the other hand want best value of their money and not very much interested to spare efforts in searching of high quality. The present research is based on the relationship between service quality and customer satisfaction towards organized retail stores in Bhopal city. In order to explore the relationship between the service quality and customer satisfaction three important parameters of service has been discussed such as service product, service environment and service delivery.

LITERATURE REVIEW

Kim Leng Khoo (2020), has been conducted a research study to explore the relationship between service quality, corporate image, customer satisfaction and word of mouth. The purpose of the paper is to understand impact of service quality on corporate image and customer satisfaction. The study was based on primary data which has been collected among the 253 respondent by using survey questionnaire method. The findings of the study explore that service quality has a significant impact on corporate image and customer satisfaction. On the other hand study conclude that corporate have no significant impact on revisit intension but has a significant impact on word of mouth. Furthermore study point-out that customer satisfaction a positively and significantly related with word-of-mouth and corporate image.

Ngo Vu Minh at., (2016), has been conducted a research study on The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty in retail industry. The purpose of the study is to develop empirical interrelationship between service quality, customer satisfaction and customer loyalty. The study was based on primary data which has been collected among the 261 respondents by using survey analysis, the data analysis and hypothesis testing done with the help of factor analysis. The findings of the study indicated that service quality and customer satisfaction is significantly and positively related with each others, however customer loyalty have a mediate effect on the relationship between service quality and customer satisfaction. On the other hand study also indicated that there are non-linear relationships between all three construct of the study.

Anthony SumnayaKumasey (2014), has been conducted a research study to explore the relationship between service quality and customer satisfaction among the selected public sector organization. The study was based on primary data which has been collected by using questionnaire methods. Total 304 participants have been taken as sample, data analysis and hypothesis testing taken place by using correlation analysis. Findings of the study indicated that there is a significant and positive relationship between service quality and customer satisfaction.

Areej Fatma et al (2024), has been conducted a research study on Exploring the Correlation between Service Quality and Customer Satisfaction in the Hospitality Industry. The purpose of the study is to explore relationship between service quality and customer satisfaction among the hospital industry. The purpose of the study is to examine various factors whose impact the customer satisfaction and service quality. The study was based on primary data which has been collected among the customers of hospital industry. The study has been reveals that customer satisfaction played a significant role among the service quality and customer loyalty. The findings of the study

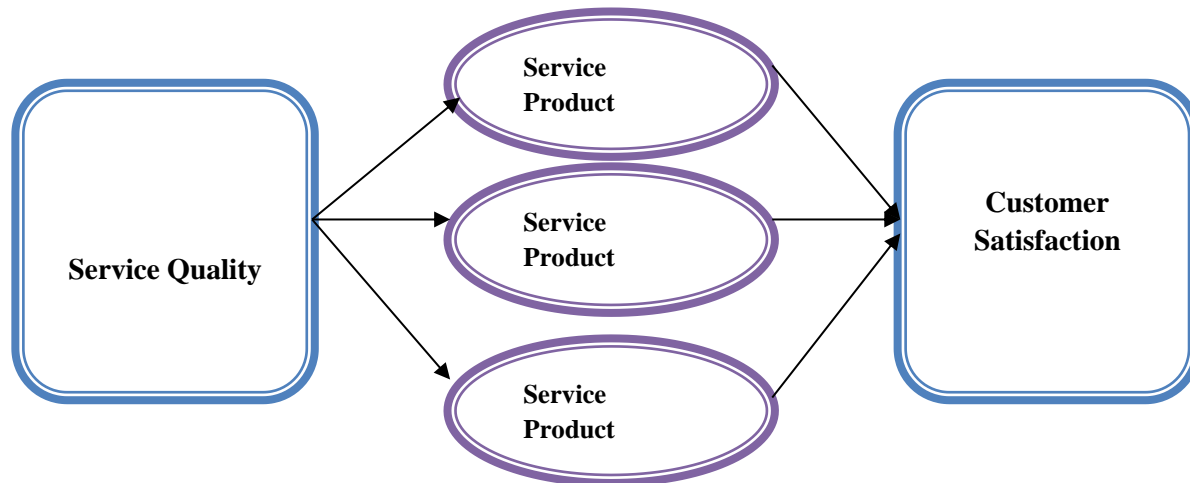
indicated that the five dimensions of service quality have verifying the impact of customer satisfaction.

OBJECTIVES OF THE STUDY

The various objectives of the study are as under

1. The explore the relationship between service quality and customer satisfaction towards service product
2. The explore the relationship between service quality and customer satisfaction towards service delivery
3. The explore the relationship between service quality and customer satisfaction towards service environment

RESEARCH FRAMEWORK



FORMULATIONS OF HYPOTHESIS

The various hypothesis of the study are as under

H₀₁ : There is no significant relationship between service quality of organized retail stores and customer satisfaction with respect to service product

H_{a1} : There is a significant relationship between service quality of organized retail stores and customer satisfaction with respect to service product

H₀₂: There is no significant relationship between service quality of organized retail stores and customer satisfaction with respect to service delivery

H_{a2}: There is a significant relationship between service quality of organized retail stores and customer satisfaction with respect to service delivery

H₀₃: There is no significant relationship between service quality of organized retail stores and customer satisfaction with respect to service environment

H_{a3}: There is a significant relationship between service quality of organized retail stores and customer satisfaction with respect to service environment

RESEARCH METHODOLOGY

A descriptive method of research has been used to explore the relationship between service quality and customer satisfaction of organized retail stores. Data for present study has been obtained with the help of questionnaire methods among the customers of organized retail stores. Sample size and design, sample methods also has been discussed in the sections.

SAMPLE SIZE AND DESIGN

Sample for present study has been taken among the customers of selected retail stores in Bhopal city. Sample was taken by using questionnaire methods with multiple choices. Convenient methods have been used to collect the sample among the entire populations. In order to maintain the accuracy in data the sample collected from different locations of the retail stores in Bhopal city. The final questionnaire has been distributed among the 200 peoples and 167 respondents have been positively replied.

SAMPLE METHOD AND AREA

Convenient method of sampling has been used to collect the sample among the entire populations and sample area for the study was limited up to different locations of organized retail stores in Bhopal city.

MEASUREMENT AND DATA ANALYSIS TOOLS

5 point Likert scale has been used for scaling of data and one way ANOVA analysis has been applied to test the hypothesis in order to explore the relationship between service quality of organized retail stores and customer satisfaction.

DATA ANALYSIS

Testing of first hypothesis

H₀₁: There is no significant relationship between service quality of organized retail stores and customer satisfaction with respect to service product

H_{a1}: There is a significant relationship between service quality of organized retail stores and customer satisfaction with respect to service product



Table 1: ANOVA

(Relationship between service products of organized retail stores and customer satisfaction)

Hypothesis	Relationship statement	Sum of square	df	Mean Square	F	Sig.
H ₀₁	Relationship between service product of organized retail stores and customer satisfaction	8.121	5	4.639	9.714	0.027
H _{a1}				0.512		
Dependent variable: Customer satisfaction						
(Predictors) Level of customer satisfaction on Service Product						

The above table explore the relationship between service quality of organized retail stores and customer satisfaction with respect to service product. It is clearly observing from the table that calculate value stores of sum square **8.121** and F score is **9.714** which is significant at **5%** level of significant and **95%** level of confidence ($P \geq 0.027$). The above result is exploring to the rejection of null hypothesis and accepts of alternative hypothesis. However, on the basis of result it can be reveals that there is significant and positive relationship between service products of organized retail stores and customer satisfaction.

Testing of Second Hypothesis

H₀₂: There is no significant relationship between service quality of organized retail stores and customer satisfaction with respect to service delivery

H_{a2}: There is a significant relationship between service quality of organized retail stores and customer satisfaction with respect to service delivery

Table 2: ANOVA

(Relationship between service delivery of organized retail stores and customer satisfaction)

Hypothesis	Relationship statement	Sum of square	df	Mean Square	F	Sig.
H ₀₂	Relationship between service delivery of organized retail stores and customer satisfaction	10.678	5	8.215	9.067	0.000
H _{a2}				0.591		
Dependent variable: Customer satisfaction						
(Predictors) Level of customer satisfaction on Service Delivery						

The above table explore the relationship between service delivery of organized retail stores and customer satisfaction with respect to service product. It is clearly observing from the table that calculate value stores of sum square **10.678** and F score is **9.067**. Which is significant at **5%** level of significant and **95%** level of confidence ($P \geq 0.05$). The above result is exploring to the rejection of null hypothesis and accepts of alternative hypothesis. However, on the basis of result it can be reveals that there is significant and positive relationship

between service delivery of organized retail stores and customer satisfaction.

Testing of Third Hypothesis

H₀₃: There is no significant relationship between service quality of organized retail stores and customer satisfaction with respect to service environment

H_{a3}: There is a significant relationship between service quality of organized retail stores and customer satisfaction with respect to service environment

Table 3: ANOVA

(Relationship between service environment of organized retail stores and customer satisfaction)

Hypothesis	Relationship statement	Sum of square	df	Mean Square	F	Sig.
H ₀₃	Relationship between service environment of organized retail stores and customer satisfaction	10.062	5	7.619	9.214	0.001
H _{a3}				0.588		
Dependent variable: Customer satisfaction						
(Predictors) Level of customer satisfaction on service environment						



The above table explore the relationship between service environments of organized retail stores and customer satisfaction with respect to service product. It is clearly observing from the table that calculate value stores of sum square **10.062** and **F** score is **9.214**. Which is significant at **5%** level of significant and **95%** level of confidence ($P \geq 0.05$), the above result is exploring to the rejection of null hypothesis and accepts of alternative hypothesis. However, on the basis of result it can be reveals that there is significant and positive relationship between service environment of organized retail stores and customer satisfaction.

FINDINGS OF THE STUDY

The various findings of the study are as under

1. Table1 clearly reveals that service product of organized retail stores is most important parameters of service quality because it is positively and significantly associated with customer satisfaction. However, study rejected null hypothesis and accepted alternative hypothesis. On the basis of hypothesis result it can be said that there is a significant and positive relationship between service qualities of organized retail stores and customer satisfaction with respect to service product.
2. Table2 clearly reveals that service delivery of organized retail stores is most important parameters of service quality because it is positively and significantly associated with customer satisfaction. However, study rejected null hypothesis and accepted alternative hypothesis. On the basis of hypothesis result it can be said that there is a significant and positive relationship between service deliveries of organized retail stores and customer satisfaction with respect to service delivery.
3. Table3 clearly reveals that service environment of organized retail stores is most important parameters of service quality because it is positively and significantly associated with customer satisfaction. However, study rejected null hypothesis and accepted alternative hypothesis. On the basis of hypothesis result it can be said that there is a significant and positive relationship between service environments of organized retail stores and customer satisfaction with respect to service environment.

CONCLUSION

As it has been observed from the findings that service quality of organized retail stores is highly associated with customer satisfaction with respect to service product, service delivery and service environment. The findings of the study has been clearly mentioned that all the parameters of service of organized retail stores are significantly related with customer satisfaction at 5% level of significant. On the basis of findings reported it can be conclude that organized retail stores of Bhopal cites are providing expected service in the area of product delivery and environment. Which is highly attracted large number of customer in order to increase the level of customer satisfaction?

REFERENCE

1. Areej Fatma & Manoj Kumar (2024): Exploring the Correlation between Service Quality and Customer Satisfaction in the Hospitality Industry: The International Journal of Indian Psychology, Volume 12, Issue 1 pp 1401-1410

2. Anthony Sumnaya Kumasey (2014), Service Quality and Customer Satisfaction: Empirical Evidence from the Ghanaian Public Service: European Journal of Business and Management Vol.6, No.6, 2014, pp 172-18
3. Ngo Vu Minh, Nguyen HuanHuu (2016), The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector: Journal of Competitiveness, Vol. 8, Issue 2, pp. 103 - 116, June 2016, pp 103-116.
4. Kim Leng Khoo (2020), A study of service quality, corporate image, customer satisfaction, revisit intention and word-of-mouth: evidence from the KTV industry: PSU Research Review, volume 6 issue 2
5. Bolton, R. & Drew, J.H. (1991). "A multistage model of customers' easements of service quality and value", Journal of Consumer Research, 17(4), 375-84.
6. Fornel, C. (1992), "A national customer satisfaction barometer: the Swedish experience", Journal of Marketing, 56 (1), 1-2.
7. Nimako, G., & Azumah, F., (2009) An Assessment and Analysis of Customer Satisfaction with Service Delivery of Mobile Telecommunication Networks in Ghana. Unpublished MBA thesis, Lulea University of Technology, Sweden.
8. Reichheld, F.F. & Sasser, W.E. (1990). "Zero defections: quality comes to services", Harvard Business Review, 68(5), 105 -111.
9. Timm, P. R. (2008). Customer Service: Career Success through Customer Loyalty. 4th ed. New Jersey: Pearson Prentice Hall.
10. Yi, Y. (1990), "A critical review of consumer satisfaction", in Zeithaml, V.A. (Ed.), Review of Marketing, American Marketing Association, Chicago, IL.