"MARKETING"
RETAIL SERVICE QUALITY WITH RESPECT TO SUPERMARKET IN MYSORE CITY

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Abstract –

Retail stores belong to service industry, which offer a hybrid of goods and service, thus retail product management not only have the common characters of goods quality but also have the special characters of services quality. This research analyzes the Service Quality of the Organized Retail Store that contributes to the customer satisfaction in Mysore city. The research was carried out at MORE (future groups) supermarket; Mysore The objective of the study was to determine the effect of service quality on customer satisfaction. Retail Service quality can be measured by taking five dimensions such as Physical aspect, Reliability, Personal Interaction, trustworthiness and Policy aspects. The data was collected through the structure questionnaire by using Likert scale and SPSS was used to analyses the data. The result revealed that all the dimensions have a significant effect on customer satisfaction.

Keywords: *Retail Service quality, Organized Retailers, Customer satisfaction, Demographic, MORE supermarket, Mysore city.*

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Introduction

Peter F. Drucker once said: "New economy" is service economy and service is competition superiority. When a consumer purchases at the supermarket, in addition to emphasizing on product quality, intangible service quality is also one of the major consideration factors in the purchase of a product by a consumer; therefore, it can be seen that the service quality provided by a supermarket is a very important key to the consumer. Nowadays, in a severe competitive environment, the most central factor to sustainable competitive advantage is to provide the best possible service quality which will result in improved customer satisfaction. Moreover, numerous traditional service quality models have been developed to assess and evaluate service quality performance in the traditional service environment such as the SERVQUAL model, RSQS etc.

Literature Review

Service Quality

Service quality is usually defined based on consumers' assessment. Parasuraman et al. (1985, p. 42) defined service quality as "a measure of how well the service level delivered matches customer expectations; delivering quality service means confirming to customer expectations on a consistent basis". Zeithaml (1988, p. 3) defined service quality as "the consumer's judgment about a product's overall excellence or superiority". Kotler and Armstrong (1996, p. G9) defined service quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs". Therefore, service quality is one of the important factors which leads to customer satisfaction and leads to customer loyalty.

Customer satisfaction now represents a central strategic focus for customer-oriented firms across retail industries (Szymanski and Henard, 2001). In recent years, researchers have focused their attention on measuring levels of customer satisfaction (Tse and Wilton, 1988; Myers, 1991; Peterson and Wilson, 1992; Tom and Lacey, 1995; Hackl, Scharitzer and Zuba, 2000) and on the cues that signal services quality to customers (Carman, 1990; Parasuraman et al. 1988, 1991, 1994). There has also been an attempt to better understand the dynamics of the relationship that exists between satisfaction and service quality and the impact on customer purchase intentions

Importance and Benefits of Service Quality

Lewis et al. (1994) have explored and identified a number of possible benefits service organisations can look forward to when they pursue service quality. Service organisations are competing to achieve sustainable competitive advantage through providing a high-quality service to their existing customers in a severely competitive environment. This has lead to a continued focus on service quality. Organisations have recognised a number of potential benefits derived from implementing service quality programs, including increasing customer satisfaction, customer retention, customer loyalty and positive word-of-mouth, increasing opportunities for cross-selling, employee benefits, improved corporate image, profit gains, and financial performance

Objective of the study

The objective of the study was to determine the effect of service quality on customer satisfaction.

Hypothesis

1) Ho – There is no significant influence of reliable retail service on customer satisfaction at supermarket in Mysore

2) Ho - There are no significant effects of supermarket service policy on customer satisfaction at supermarket in Mysore

3) Ho - There is no significant influence of personal interaction on customer satisfaction at supermarket in Mysore

4) Ho - There is no significant influence of physical aspect on customer satisfaction at supermarket in Mysore

5) Ho - There are no significant effects of trustworthiness on customer satisfaction at supermarket in Mysore

Methodology

The relevant data for the study has been collected from both primary and secondary sources. Primary data was collected through field survey with structured questionnaires and personal interviews by taking random sampling. Use of secondary data has been made wherever it was available and necessary. SPSS software is used. A structured questionnaire, modified Retail Service Quality dimensions was used to collect the primary data from 200 respondents after their purchase at super markets in Mysore

Limitation and scope for further study

The area of study is limited to Mysore. In this study, only one selected supermarket is included.

The study can be extended for consumers across greater geographical area and selecting more supermarkets

Results

1) Demographic analysis- Analysis of demographic information revealed that more than 37 percent (74) of the supermarket visiting customers were young and aged between 20 years to 25 years and 60 percent (120) of the respondents were males. Around 32 percent (64) of the sample respondents had graduation and 55 percent (110) were employed; out of the total sample 28 percent (56) of the respondent's annual income was in between 20000 to 25000;

One-Sample Statistics

Personal interaction	N	Mean	Std. Deviation	Std. Error Mean
Never too busy to respond to customers' request	200	1.4900	.72977	.05160
Paid individual attention	200	1.8850	.82168	.05810
Sincere interest to solve the problems	200	1.5100	.83870	.05931
Showed consistent courtesy	200	2.0550	.87510	.06188

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Tell when the service will be performed	200	1.5800	.83492	.05904
Handling customers' complaint directly and immediately	200	1.8300	.83942	.05936

One-Sample Test

Personal interaction	Test Value = 3					
			Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	t	df			Lower	Upper
Never too busy to respond to customers' request	-29.262	199	.000	-1.51000	-1.6118	-1.4082
Paid individual attention	-19.191	199	.000	-1.11500	-1.2296	-1.0004
Sincere interest to solve the problems	-25.124	199	.000	-1.49000	-1.6069	-1.3731
Showed consistent courtesy	-15.272	199	.000	-.94500	-1.0670	-.8230
Tell when the service will be performed	-24.053	199	.000	-1.42000	-1.5364	-1.3036
Handling customers' complaint directly and immediately	-19.712	199	.000	-1.17000	-1.2870	-1.0530

2) Dimensions

Based on the results of the **One sample t-test analysis at 95%** confidence level, the Hypothesis H_0 - There are no significant effects of supermarket personal interaction on customer satisfaction at supermarket in Mysore is rejected, and H_a - There are significant effects of supermarket personal interaction on customer satisfaction at supermarket in Mysore is not rejected since one

sample t-test successfully revealed a statistically significant values for policy factors. Mean values fall in positive side of RSQS rating (less than 3), t_{cal} **value > t_{tab} value and p-value < α = 0.05** for all the select personal interaction factors under study.

One-Sample Statistics

Trustworthiness	N	Mean	Std. Deviation	Std. Error Mean
Error Free sales transaction and records	200	1.6800	.90092	.06370
Knowledge of the Employee	200	1.8950	.82302	.05820
Employees behavior instill confidence	200	1.8250	1.01959	.07210
Availability of merchandise	200	1.7850	.78220	.05531

One-Sample Test

Trustworthiness	Test Value = 3				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Error Free sales transaction and records	-20.721	199	.000	-1.32000	-1.4456	-1.1944
Knowledge of the Employee	-18.987	199	.000	-1.10500	-1.2198	-.9902
Employees behavior instill confidence	-16.298	199	.000	-1.17500	-1.3172	-1.0328

One-Sample Test

Trustworthiness	Test Value = 3					
			Sig. (2-tailed)		95% Confidence Interval of the Difference	
	t	df		Mean Difference	Lower	Upper
Error Free sales transaction and records	-20.721	199	.000	-1.32000	-1.4456	-1.1944
Knowledge of the Employee	-18.987	199	.000	-1.10500	-1.2198	-.9902
Employees behavior instill confidence	-16.298	199	.000	-1.17500	-1.3172	-1.0328
Availability of merchandise	-21.967	199	.000	-1.21500	-1.3241	-1.1059

Based on the results of the **One sample t-test analysis at 95%** confidence level, the Hypothesis H_0 . **rejected**, and H_a . There is a significant influence of trustworthiness on customer satisfaction at supermarket in Mysore is **not rejected** since one sample t-test successfully revealed a statistically significant values for physical aspects. **Mean values** fall in positive side of RSQS rating (less than 3)**,** t_{cal} **value >** t_{tab} **value** and **p-value < α = 0.05** for all the select trustworthiness under study.

One-Sample Statistics

PHYSICAL ASPECTS	N	Mean	Std. Deviation	Std. Error Mean
Visually appealing physical facilities	200	1.5200	.82645	.05844
Modern looking equipment and fixture	200	1.7550	.87682	.06200
Visually appealing service materials	200	1.8500	.97584	.06900

One-Sample Statistics

PHYSICAL ASPECTS	N	Mean	Std. Deviation	Std. Error Mean
Visually appealing physical facilities	200	1.5200	.82645	.05844
Modern looking equipment and fixture	200	1.7550	.87682	.06200
Visually appealing service materials	200	1.8500	.97584	.06900
Clean, attractive, and convenient public area	200	1.5700	.78625	.05560

One-Sample Test

PHYSICAL ASPECTS	Test Value = 3				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Visually appealing physical facilities	-25.326	199	.000	-1.48000	-1.5952	-1.3648
Modern looking equipment and fixture	-20.080	199	.000	-1.24500	-1.3673	-1.1227
Visually appealing service materials	-16.666	199	.000	-1.15000	-1.2861	-1.0139
Clean, attractive, and convenient public area	-25.721	199	.000	-1.43000	-1.5396	-1.3204

Based on the results of the **One sample t-test analysis at 95%** confidence level, the Hypothesis H_0. There is no significant influence of physical aspect on customer satisfaction at supermarket in Mysore is **rejected**, and H_a **not rejected** since one sample t-test successfully revealed a statistically significant values for personal interaction factor. **Mean values** fall in positive side of

RSQS rating (less than 3)**, t_{cal} value > t_{tab} value** and **p-value < α = 0.05** for the entire select physical aspect factor under study.

One-Sample Statistics

POLICY	N	Mean	Std. Deviation	Std. Error Mean
Operating hours convenient to customers	200	1.7500	.87253	.06170
Provide high quality merchandise	200	1.7900	.88306	.06244

One-Sample Test

POLICY	Test Value = 3				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Operating hours convenient to customers	-20.260	199	.000	-1.25000	-1.3717	-1.1283
Provide high quality merchandise	-19.378	199	.000	-1.21000	-1.3331	-1.0869

Based on the results of the **One sample t-test analysis at 95%** confidence level, the Hypothesis **H_0 . rejected**, and **H_a .** There is a significant influence of policy retail service on customer satisfaction at supermarket in Mysore is **not rejected** since one sample t-test successfully revealed a statistically significant values for reliable retail service factor. **Mean values** fall in positive side of RSQS rating (less than 3)**, t_{cal} value > t_{tab} value** and **p-value < α = 0.05** for all the select policy retail service factor under study

One-Sample Statistics

RELIABILITY	N	Mean	Std. Deviation	Std. Error Mean
Providing service at the time it promises to do so	200	1.9100	.86930	.06147
Promise to do something by a certain time	200	1.6650	.84042	.05943

One-Sample Test

RELIABILITY	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Providing service at the time it promises to do so	-17.733	199	.000	-1.09000	-1.2112	-.9688
Promise to do something by a certain time	-22.465	199	.000	-1.33500	-1.4522	-1.2178

Based on the results of the **One sample t-test analysis at 95%** confidence level, the Hypothesis **H$_0$. rejected**, and **H$_a$** . There are a significant effects of reliability on customer satisfaction at supermarket in Mysore is **not rejected** since one sample t-test successfully revealed a statistically significant values for problem solving factor. **Mean values** fall in positive side of RSQS rating (less than 3)**, t$_{cal}$ value > t$_{tab}$ value** and **p-value < α = 0.05** for the entire select reliability factor under study.

Conclusion

The retailing sector growing to meet the global standards will have to evaluate on the lines of how customers perceive service quality and how they evaluate it. With the growing organized retail market and the increasing number of the competitors the customer's perception on a particular retailer is critical in determining the satisfaction and the loyalty of the customer. The results of this research show that in all fivefold dimensions of service quality have positive impacts on customer satisfaction.

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