

A Study on Service Quality in Achieving Customer Satisfaction

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ABSTRACT

The purpose of this paper is to determine the importance of service quality dimensions on customer satisfaction. The association between various dimensions of service quality and customer satisfaction is determined. The study is based on questionnaire method that is primary method of data collection. Simple Random Sampling was adopted and the sample size is 50. Descriptive Research Design is followed in this study. The study was carried out in automotive industry. From the analysis we can see that the dimensions of service quality like tangibility, reliability, responsiveness, assurance and empathy are positively associated to customer satisfaction.

keywords: Service, quality, customer, satisfaction

1. INTRODUCTION

Service activities were declared as the key inspiration of overall social and economic development for a country. It is important to pay attention to the service quality and its dimensions. High service quality is important to attain customer satisfaction. Service quality is multi dimensional in nature. Service quality depends on the gap between delivered and demanded quality. Service quality dimensions like tangibility, reliability, responsiveness, assurance and empathy has a great role on achieving customer satisfaction. Parasuraman, Zeithaml and Berry, Groomos supports the standing point that perceived service quality is the result of comparison between expected and perceived service. Consumer satisfaction differs from the quality for several reasons.

First, expectations in Parasuraman definition of quality refers to standard expectations (ideal), and in satisfaction definition it is an expectation referring to consumer anticipation on the service quality to get. Second, consumers find it necessary to get experience with service to evaluate how much they are satisfied with it. On the other hand, quality may be perceived without some specific consuming experience. Third, consumer satisfaction depends price and received benefits and cost. Thus, consumer satisfaction depends on price and the product and service quality

2. OBJECTIVE

- To analyze the association between service quality dimensions and customer satisfaction so as to determine the importance of service quality on customer satisfaction.

3. RESEARCH METHODOLOGY

Data Collection Method:-The data collection method is primary source of data collection i.e through questionnaires

Research Design: - Descriptive Research Design is followed in this analysis .It is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way.

Sampling Technique: - Simple Random sampling is adopted in this research work.

Sample Size: - The sample size for this research work is 50.

Statistical tools used: - Regression

4. NEED FOR THE STUDY

Customer satisfaction increases the value of the customer. By knowing the customer satisfaction one can avoid the negative word of mouth. It also helps in differentiation. It enables the loyalty and repurchases intentions. By knowing customer satisfaction one can avoid customer churn rate. So customer satisfaction is also determined by the dimensions of service quality. Customer satisfaction is achieved through service quality.

5. SCOPE OF THE STUDY

The goal of any business is to satisfy customer's needs, which in turn would result in customer satisfaction. The customer's satisfaction is again related to service quality dimensions. This study can also be extended to proceed with the relationship between service quality and customer loyalty. The study is very important from the point of view of dealing and developing the service marketing culture in the organization.

6. REVIEW OF LITERATURE

Berndt, A. (2009) explained five dimensions of SERVQUAL model with respect to automobile service centre and they are as follows:

Reliability: It is the most important dimension of service quality. Dealerships are known to contact the customer promising that the vehicle will be ready for delivery at a specific time.

Assurance: The main source of assurance is with the service Adviser, their knowledge and manner of interaction with the customer inspires trust in the organization.

Tangibles: Tangible cues that form part of this dimension include the signage, parking and layout of the dealership itself.

Empathy: This can be seen in the interactions between the organization and the customer, and the nature of this interaction.

Responsiveness: Changes that have been observed in service hours from just being workdays to include weekend and night services, due to the changes in the needs of customers.

Jhanshahi, A.A. et al. (2011) stated that the automotive industry in India is one of the largest in the world and one of the fast growing globally. Customer satisfaction and loyalty are the most important factors that affect the automotive industry. On the other hand, Customer service can be considered as an innate element of industrial products. Customer service quality, product quality, customer satisfaction and loyalty can be measured at different stages, for example, at the beginning of the purchase, and one or two years after purchase and hence they conducted a research to find the relationship between customer service and product quality with customer satisfaction and loyalty in the context of the Indian automotive industry.

Kotler and Keller (2009) defined service as an act or performance that one party can offer to another that is essentially intangible and doesn't result in the ownership of anything. Its production may or may not be tied to the physical product. Similarly, Tyagi and Gupta (2008) defined service as the experience that the customers feel about the services in the consumption process. Gronroos (1984) argued that service is an activity of more or less intangible nature that normally, but not necessarily take place in interactions between the customer and service employees or system that provides solutions to customer's problems. Turban et al.,(2002) defined the service as a series of activities designed to enhance the level of customer satisfaction that is, the feeling that a product or service has met the customer expectation According to Kotler and Keller (2009), services have four distinctive characteristics: intangibility, inseparability, variability, and perishability. The service is intangible because it can't be seen, touched, smelled or tasted, and it is inseparable because it is produced and consumed simultaneously (Kotler and Keller, 2009).Service is heterogeneous since its quality can't be consistent as it is produced by different employees and at different times. It is also perishable as it can't be stored, returned or resold like other tangible products (Wilson et al.,2008).

7. ANALYSIS AND INTERPRETATION

ASSOCIATION BETWEEN TANGIBLES AND CUSTOMER SATISFACTION

	UNSTANDARDISED COEFFICIENTS		R SQUARE	T VALUE	P VALUE
	BETA	SE			
(Constant)	1.625	0.165	0.652	9.829	0.000
Tangibles	0.671	0.035		19.278	0.000**

TABLE NO 1

Tangibles ($\beta=0.671$, $t=19.278$, $p<0.001$) positively impacts customer satisfaction. In the regression model, tangible is considered as independent variable while customer satisfaction is considered as a dependent variable.

ASSOCIATION BETWEEN RELIABILITY AND CUSTOMER SATISFACTION

	UNSTANDARDISED COEFFICIENTS		R SQUARE	T VALUE	P VALUE
	BETA	SE			
(Constant)	2.966	0.213	0.275	13.954	0.000
Reliability	0.403	0.046		8.673	0.000**

TABLE NO 2

In the regression model, reliability is considered as independent variable while customer satisfaction is considered as a dependent variable. Reliability ($\beta=0.403$, $t=8.673$, $p<0.001$) positively impacts customer satisfaction.

ASSOCIATION BETWEEN RESPONSIVENESS AND CUSTOMER SATISFACTION

	UNSTANDARDISED COEFFICIENTS		R SQUARE	T VALUE	P VALUE
	BETA	SE			
(Constant)	2.503	0.233	0.331	10.746	0.000
Responsiveness	0.502	0.051		9.894	0.000**

TABLE NO 3

Responsiveness ($\beta=0.502$, $t=9.894$, $p<0.001$) positively impacts customer satisfaction. In the regression model, responsiveness is considered as independent variable while customer satisfaction is considered as a dependent variable.

ASSOCIATION BETWEEN ASSURANCE AND CUSTOMER SATISFACTION

	UNSTANDARDISED COEFFICIENTS		R SQUARE	T VALUE	P VALUE
	BETA	SE			
(Constant)	3.285	0.227	0.185	14.492	0.000
Assurance	0.329	0.049		6.710	0.000**

TABLE NO 4

Assurance ($\beta=0.329$, $t=6.710$, $p<0.001$) positively impacts customer satisfaction. In the regression model, assurance is considered as independent variable while customer satisfaction is considered as a dependent variable

ASSOCIATION BETWEEN EMPATHY AND CUSTOMER SATISFACTION

	UNSTANDARDISED COEFFICIENTS		R SQUARE	T VALUE	P VALUE
	BETA	SE			
(Constant)	2.240	0.222	0.404	10.093	0.000
Empathy	0.541	0.047		11.580	0.000**

TABLE NO 5

Empathy ($\beta=0.541$, $t=11.580$, $p<0.001$) positively impacts customer satisfaction. In the regression model, empathy is considered as independent variable while customer satisfaction is considered as a dependent variable.

8. FINDINGS

- There exists a positive association between the dimensions of service quality and customer satisfaction.
- Tangibility positively impacts customer satisfaction.
- Reliability positively impacts customer satisfaction.
- Responsiveness positively impacts customer satisfaction.
- Assurance positively impacts customer satisfaction.
- Empathy positively impacts customer satisfaction.

9. CONCLUSION

The main aim of this research is to determine the association between service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) and customer satisfaction. So that the importance of service quality on customer satisfaction is determined. The study is focused only on customer satisfaction. Similar kind of study can be conducted for other factors also. It helps to understand the importance of service quality dimensions and customer satisfaction.

10. REFERENCES

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