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A Study on Impact of Service Quality of Retail Customer Satisfaction in Madurai City

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Abstract: The retail environment in India is exceptionally aggressive, being the second biggest work supplier after agribusiness the division likewise the second biggest undiscovered market after China. There are nearly 12 million retail outlets profoundly infiltrated the nation over and adding to more than 10% of the nation's GDP. The present study goes for measuring the impacts of administration quality in retailing consumer loyalty taken as the viable result measure. Each showcasing exertion is coordinated to be client focussed and subsequently it is basic that retailing technique or administration quality activities result in higher consumer loyalty levels. Information gathering has been done through an organized poll in light of the administration quality. Straightforward Random testing strategy has been utilized. Respondents are the clients going by the retail locations of retail locations. Test size is 240 respondents. 20 stores in Madurai City has been haphazardly chosen for the study. IBM SPSS AMOS form 20.0 was utilized to break down the information.

Keywords: Personal Interaction, Physical Aspects, Reliability, Policy, and Product Quality.

INTRODUCTION

The retail environment in India is profoundly focused, being the second biggest business supplier after agribusiness the area likewise the second biggest undiscovered market after China. There are exactly 12 million retail outlets profoundly entered the nation over and adding to more than 10% of the nation's GDP. The part is seeing a radical change as customary retail markets are supplanting with new arrangements, for example, departmental stores, hypermarkets, grocery stores mirroring the western style. The shopping centers have started showing up in metros as well as in Tier II urban communities giving the Indian buyer another shopping background. The development of the part is to a great extent driven by changing ways of life, positive demographics, expanding expendable earnings, use of plastic cash, development of white collar class and a chance to tap the provincial India.

REVIEW OF LITERATURE

Neringa Ivanauskiene et.al., (2014) investigated the relationship between administration quality and client devotion crosswise over three developing nations. He found that the measurements of retail administration quality in a particular area of the business are diverse in developing markets contrasted with those that are in the first estimation scale, for example, RSQS. He uncovered that the three measurements of administration quality, in particular, individual connection, approach and item quality positively affect client devotion crosswise over family unit retail advertises in the three looked into nations.

Sathish Chandra (2015) gave applied base to comprehend the significance of administration quality by breaking down different Service quality (SERVQUAL) models and the estimation of Servqual for the Reliance Fresh retail locations in select 6 urban communities utilizing GAP demonstrate furthermore analyzed the clients' observation towards benefit quality which will eventually contribute data for the development of execution of the sorted out retail outlets.

Slam Mohan (2013) distinguished the fundamental elements that prompt to consumer loyalty in nourishment retail markets. The primary elements are separated from the autonomous factors utilizing element investigation. At that point relapse investigation is done taking the removed elements as autonomous factors and consumer loyalty as reliant variable.

Asghar Afshar Jahanshahi et.al., (2011) concentrated on the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty. Client benefit quality, item quality, consumer loyalty and faithfulness can be measured at various stages, for instance, toward the start of the buy, and maybe a couple years after buy.

Erkan SAGLIK (2014) inspected impression of administration quality and its effect on fulfillment. Various relapse examination was connected to three measurements of refectory administration quality (administration, cleanliness and environment) that were resolved as a consequence of component investigation and it was found that these measurements influence fulfillment decidedly when all is said in done and at the level of 44%. Among the administration quality measurements, it was resolved that environment did not significantly affect fulfillment. It was presumed that cleanliness measurement higherly affected fulfillment than the administration measurement.

Udaya Bhaskaret.al., (2011) examined the effect of administration quality on clothing retail consumer loyalty furthermore distinguishes the basic components of administration quality from client's point of view.

Mohammed Wamique Hisam et.al., (2016) dissected the effect of administration quality on the fulfillment of clients in chose retail locations in 3 Indian urban areas utilizing SERVQUAL and GAP models. He has look the different administration quality models and tries to evaluate their relative significance in effectively measuring administration quality.

Krishna Naik et.al., (2010) examined the crevice amongst recognitions and desires of the client, worried with the administration at retail units in the South Indian condition of Andhra Pradesh. Consumer loyalty level is surveyed for the administrations offered at select retail units in the city of Hyderabad. Five measurements in administration quality, substantial quality, unwavering quality, responsiveness, compassion, and confirmation have been considered for this exact research. General motivation behind this examination

to know a few components that effect client satisfaction. The object is to depict connected of administration quality measurement in retail Business; to know benefit quality measurements that make clients fulfilled and to know benefit quality measurements that are predominant in affecting consumer loyalty.

Neringa Ivanauskienė et.al., (2010) investigated the relationship between administration quality and client steadfastness crosswise over three consolidating nations. He indicated that the measurements of retail administration quality in a particular segment of the business are distinctive in developing markets contrasted with those that are in the first estimation scale such as RSQS. He uncovered that the three measurements of administration quality, in particular, individual association, strategy and item quality positively affect client devotion crosswise over family unit retail advertises in the three explored nations.

Jenet Manyi Agbor (2011) inspected the relationship between consumer loyalty and administration quality in administration divisions as for the administration quality measurements.

Phuc Hong Lu (2011) created to examine the fulfillment levels of clients in markets. Information was gathered from three general stores in Visby, Gotland. He analyzed the significance of general measurements and particular components of consumer loyalty towards the estimation of fulfillment levels. Also, near examination was directed between the three relative supermarkets. Consumer loyalty levels were measured. The most elevated rate of clients of the entire example had a place with medium level of fulfillment.

NEED FOR THE STUDY

Look into has dependably been amassed in measuring administration quality for client administrations. The majority of the scientists concur and have an agreement on is that administration quality being a significant component in consumer loyalty notwithstanding when the offering included a mix of an item and administration. The present study goes for measuring the impacts of administration quality in retailing consumer loyalty taken as the viable result measure. Each promoting exertion is coordinated to be client focussed and henceforth it is basic that retailing technique or administration quality activities result in higher consumer loyalty levels.

OBJECTIVES OF THE STUDY

- To ascertain the services offered by retail stores in Madurai City.
- To gauge the impact of service quality of retail customer satisfaction.

SCOPE OF THE STUDY

It may helpful to frame new strategies and improve the service quality in retail stores for increasing the customer satisfaction.

LIMITATION OF THE STUDY

This study was directed at Madurai City just and not on different urban areas of retail locations as this requires more extensive assessments and in addition a few restrictions, for example, time and supports. The example utilized for this study was 240 clients who went by the retail locations at Madurai City.

RESEARCH METHODOLOGY

Information gathering has been done through an organized survey in light of the administration quality. Basic Random inspecting strategy has been utilized. Respondents are the clients going by the retail locations of retail locations. Test size is 240 respondents. 20 stores in Madurai City has been arbitrarily chosen for the study. IBM SPSS AMOS form 20.0 was utilized to dissect the information.

DATA ANALYSIS AND INTERPRETATION

Structural Equation Modelling (SEM): Model fit assessment

Basic condition displaying was utilized to break down the appropriateness of the model based upon the gathered specimens. As prescribed by Anderson and Gerbing (1988), estimation model to test the dependability and legitimacy of the overview instrument was dissected to start with, and by utilizing AMOS rendition 20 the basic model was examined. The auxiliary condition display (SEM) is most helpful while evaluating the causal relationship between factors and in addition confirming the similarity of the model utilized (Peter, 2011). Auxiliary condition demonstrating assesses whether the information fit a hypothetical model. Keeping in mind the end goal to assess the model, accentuation was given to Chi-square/degrees of flexibility, CFI, GFI, AGFI, TLI, IFI, RMSEA and PGFI (Table 1). According to the outcome, Chi square measurements with $p = 0.475$ does it demonstrate a solid match of the model. Basic model-fit

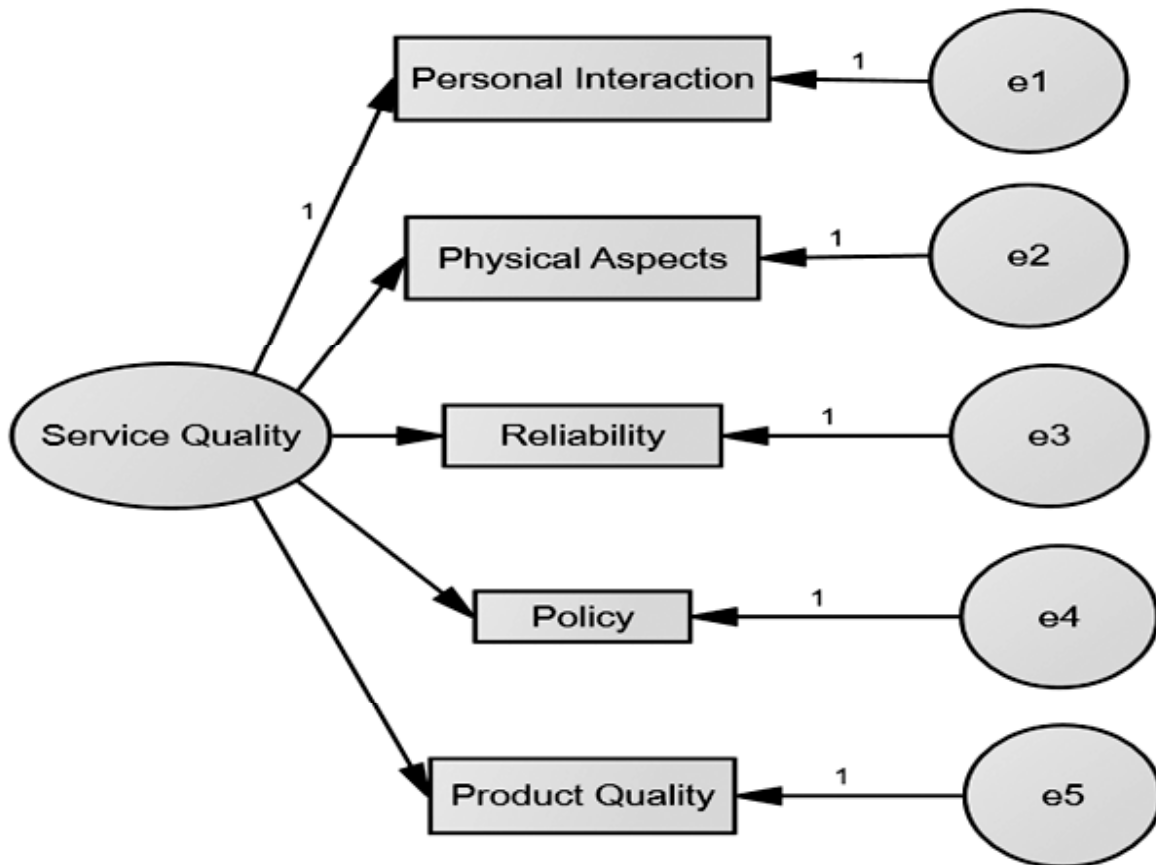


Figure 1: Proposed Conceptual Model

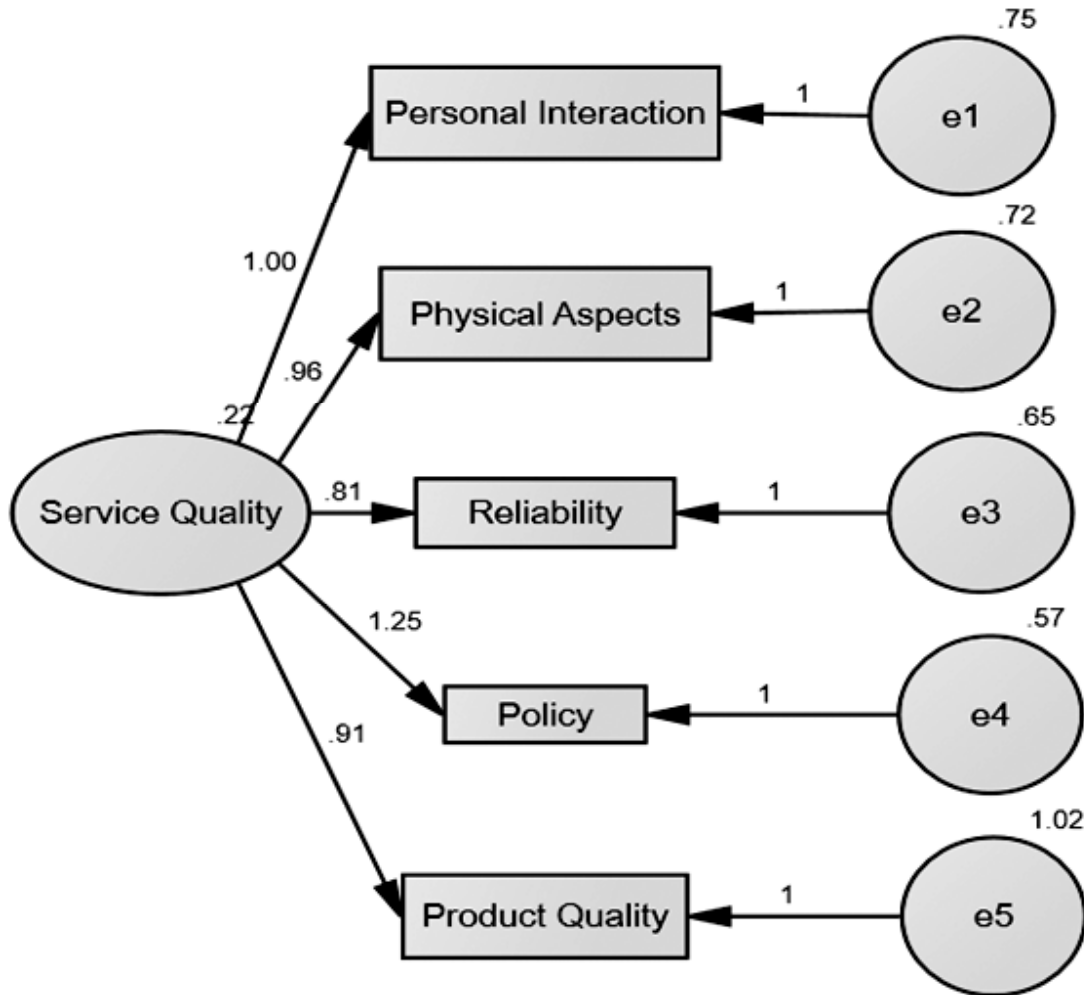


Figure 2: Proved Empirical Model

Legend: * One way arrows stand for regression weights.

measures like chi-square/level of opportunity, the relative fit file (CFI), root mean square mistake of guess (RMSEA), the normed fit record (NFI), incremental fit file (IFI), and the Tucker Lewis file (TLI) were utilized to evaluate the estimation demonstrate fit. Table 1 demonstrates the assessments of the model fit lists from AMOS auxiliary displaying.

As indicated by Gerbing and Anderson (1992), the criteria for a satisfactory model are as per the following: RMSEA of 0.08 or lower; CFI of 0.90 or higher; and NFI of 0.90 or higher. The fit between the information and the proposed estimation model can be tried with a chi-square goodness-to-fit (GFI) test where the likelihood is more noteworthy than or equivalent to 0.9 shows a solid match (Hu and Bentler, 1999). The GFI of this study was 0.302 more than the prescribed estimation of 0.90 alternate measures fitted acceptably; AGFI = 0.971, CFI = 0.988, TLI = 0.977, IFI = 0.989 and NFI = 0.941 with chi-square/level of flexibility < 5 at 1.209 and RMSEA = 0.030 (Bagozzi and Yi, 1988) show a decent total attack of the model. Decency of fit records bolster the model fit and these stressed files demonstrate the adequacy of this auxiliary model. With the end goal of testing the model fit invalid theory and option speculation are confined.

HYPOTHESIS

Null hypothesis (H_0): The service quality has a direct positive impact on customer satisfaction in Madurai City household retail market.

Alternate hypothesis (H_1): The service quality has a direct negative impact on customer satisfaction in Madurai City household retail market.

Table 1
Model Fit Indices

<i>Fit Indices</i>	<i>Results</i>	<i>Suggested Values</i>
Chi-square	6.045 (0.302) 5	P-value > 0.01
Chi-square/degree of freedom	1.209	≤ 5.00
Comparative Fit index (CFI)	0.988	> 0.90
Goodness of Fit Index (GFI)	0.990	> 0.90
Adjusted Goodness of Fit Index (AGFI)	0.971	> 0.90
Normated Fit Index (NFI)	0.941	≥ 0.90
Incremental Fit Index (IFI)	0.989	Approaches 1
Tucker Lewis Index (TLI)	0.977	≥ 0.90
Root mean square error of approximation (RMSEA)	0.030	< 0.08
Parsimony goodness-of-fit index (PGFI)	0.330	Within 0.5

According to the above Table No.1, unmistakably estimations of the considerable number of things are over the recommended estimation of 0.01. The higher the likelihood connected with Chi-square, the nearer the fit between the speculated display and the ideal fit. The trial of our invalid speculation H_0 , that appeared in Figure No.2, yielded a chi-square estimation of 6.045 with 5 degrees of opportunity and a likelihood of higher than 0.01 ($p < 0.302$). It is recommending that the attack of the information to the speculated model is altogether satisfactory. According to the outcome, Chi square measurements with $p = 0.302$ shows a solid match of the model.

The esteem for the fit measurement least error/degrees of opportunity (CMIN/DF), generally chi-square/degrees of flexibility as ≤ 5. According to the Table No.1, the esteem for the chi-square/degrees of opportunity is 1.209 which is not exactly the acknowledged cut off estimation of ≤ 5.

Table 2
Unstandardized Estimate Regression Weights:
(Group Number 1 - Default Model)

	<i>Factor</i>	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>P</i>
Personal Interaction(Factor1) (e1)	← Service Quality (F1)	1.000			
Physical Aspects(Factor2) (e2)	← Service Quality (F1)	0.963	0.231	4.163	0.001
Reliability(Factor3) (e3)	← Service Quality (F1)	0.807	0.204	3.948	0.001
Policy(Factor4) (e4)	← Service Quality (F1)	1.249	0.281	4.444	0.001
Product Quality(Factor5) (e5)	← Service Quality (F1)	0.915	0.243	3.764	0.001

Level of significance for regression weight

Table No.2 demonstrates the unstandardized coefficients and related test measurements.

At the point when F1 goes up by 1, Personal Interaction goes up by 1. This relapse weight was altered at 1.000, not evaluated.

At the point when F1 goes up by 1, Physical Aspects goes up by 0.963. The relapse weight gauge, 0.963, has a standard mistake of around 0.231. Partitioning the relapse weight gauge by the gauge of its standard mistake gives $z = 0.963/0.231 = 4.163$. As it were, the relapse weight gauge is 4.163 standard mistakes over zero. 4.163 in total esteem is under 0.001. At the end of the day, the relapse weight for F1 in the forecast of Physical Aspects is altogether unique in relation to zero at the 0.001 level (two-followed).

At the point when F1 goes up by 1, Reliability goes up by 0.807. The relapse weight gauge, 0.807, has a standard blunder of around 0.204. Partitioning the relapse weight assess by the gauge of its standard blunder gives $z = 0.807/0.204 = 3.948$. As it were, the relapse weight gauge is 3.948 standard blunders over zero. The likelihood of getting a basic proportion as expansive as 3.948 in supreme esteem is under 0.001. As it were, the relapse weight for F1 in the expectation of Reliability is altogether not quite the same as zero at the 0.001 level (two-followed).

At the point when F1 goes up by 1, Policy goes up by 1.249. The relapse weight appraise, 1.249, has a standard blunder of around 0.281. Isolating the relapse weight appraise by the gauge of its standard blunder gives $z = 1.249/0.281 = 4.444$. At the end of the day, the relapse weight gauge is 4.444 standard mistakes over zero. The likelihood of getting a basic proportion as substantial as 4.444 in total esteem is under 0.001. At the end of the day, the relapse weight for F1 in the expectation of Policy is altogether unique in relation to zero at the 0.001 level (two-followed).

At the point when F1 goes up by 1, Product Quality goes up by 0.915. The relapse weight evaluate, .915, has a standard blunder of around 0.243. Partitioning the relapse weight evaluate by the gauge of its standard blunder gives $z = 0.915/0.243 = 3.764$. At the end of the day, the relapse weight gauge is 3.764 standard blunders over zero. The likelihood of getting a basic proportion as vast as 3.764 in outright esteem is under 0.001. At the end of the day, the relapse weight for F1 in the expectation of Product Quality is fundamentally not quite the same as zero at the 0.001 level (two-followed).

These announcements are around right for vast examples under reasonable suppositions.

Table 3
Standardized Regression Weights:
(Group Number 1 - Default Model)

	Estimate	S.E.	C.R.	P
Service Quality (F1)	0.221	0.076	2.916	0.004
Personal Interaction (e1)	0.751	0.085	8.803	0.001
Physical Aspects (e2)	0.720	0.081	8.876	0.001
Reliability (e3)	0.654	0.070	9.360	0.001
Policy (e4)	0.572	0.087	6.597	0.001
Product Quality (e5)	1.023	0.106	9.649	0.001

Table No. 3 demonstrates the institutionalized appraisals for the fitted model. Relative commitments of every indicator variable to every result variable can be assessed by institutionalized evaluations. Figure 2 indicates Structural Model of effect of administration nature of retail consumer loyalty in Madurai City. According to Figure 2, plainly clients append more values to the Product Quality (e5) (1.023) in Madurai City.

The fluctuation of F1 is evaluated to be .221. The change evaluate, .221, has a standard mistake of around .076. Partitioning the change evaluate by the gauge of its standard mistake gives $z = .221/.076 = 2.916$. As such, the fluctuation gauge is 2.916 standard mistakes over zero. The likelihood of getting a basic proportion as vast as 2.916 in outright esteem seems to be .004. As it were, the change appraise for F1 is fundamentally not quite the same as zero at the 0.01 level (two-followed).

The difference of e1 is evaluated to be .751. The difference appraise, .751, has a standard mistake of around .085. Partitioning the change assess by the gauge of its standard blunder gives $z = .751/.085 = 8.803$. At the end of the day, the difference gauge is 8.803 standard mistakes over zero. The likelihood of getting a basic proportion as extensive as 2.916 in outright esteem seems to be .004. At the end of the day, the difference gauge for F1 is altogether not the same as zero at the 0.01 level (two-followed).

The fluctuation of e2 is evaluated to be .720. The change gauge, .720, has a standard mistake of around .081. Isolating the difference appraise by the gauge of its standard mistake gives $z = .720/.081 = 8.876$. As it were, the difference gauge is 8.876 standard mistakes over zero. The likelihood of getting a basic proportion as vast as 8.876 in total esteem is under 0.001. As such, the change appraise for e2 is fundamentally unique in relation to zero at the 0.001 level (two-followed).

The change of e3 is assessed to be .654. The change evaluate, .654, has a standard blunder of around .070. Separating the change gauge by the gauge of its standard blunder gives $z = .654/.070 = 9.360$. As it were, the change gauge is 9.36 standard blunders over zero. The likelihood of getting a basic proportion as extensive as 9.36 in supreme esteem is under 0.001. As it were, the change evaluate for e3 is essentially not quite the same as zero at the 0.001 level (two-followed).

The change of e4 is evaluated to be .572. The change gauge, .572, has a standard mistake of around .087. Partitioning the change evaluate by the gauge of its standard blunder gives $z = .572/.087 = 6.597$. As such, the difference gauge is 6.597 standard blunders over zero. The likelihood of getting a basic proportion as vast as 6.597 in total esteem is under 0.001. At the end of the day, the change appraise for e4 is essentially not quite the same as zero at the 0.001 level (two-followed).

The fluctuation of e5 is evaluated to be 1.023. The fluctuation appraise, 1.023, has a standard blunder of around .106. Partitioning the change gauge by the gauge of its standard mistake gives $z = 1.023/.106 = 9.649$. At the end of the day, the difference gauge is 9.649 standard mistakes over zero. The likelihood of getting a basic proportion as expansive as 9.649 in total esteem is under 0.001. At the end of the day, the change assess for e5 is fundamentally not quite the same as zero at the 0.001 level (two-followed).

These announcements are around right for substantial examples under reasonable suppositions.

Bayesian Analysis for Estimation of Mediation Model

AMOS provides several diagnostics that help to check convergence. Notice the value will be 1.0043 on the toolbar of the Bayesian SEM window. AMOS displays an “Unhappy Face” when the overall C.S. is not small enough.

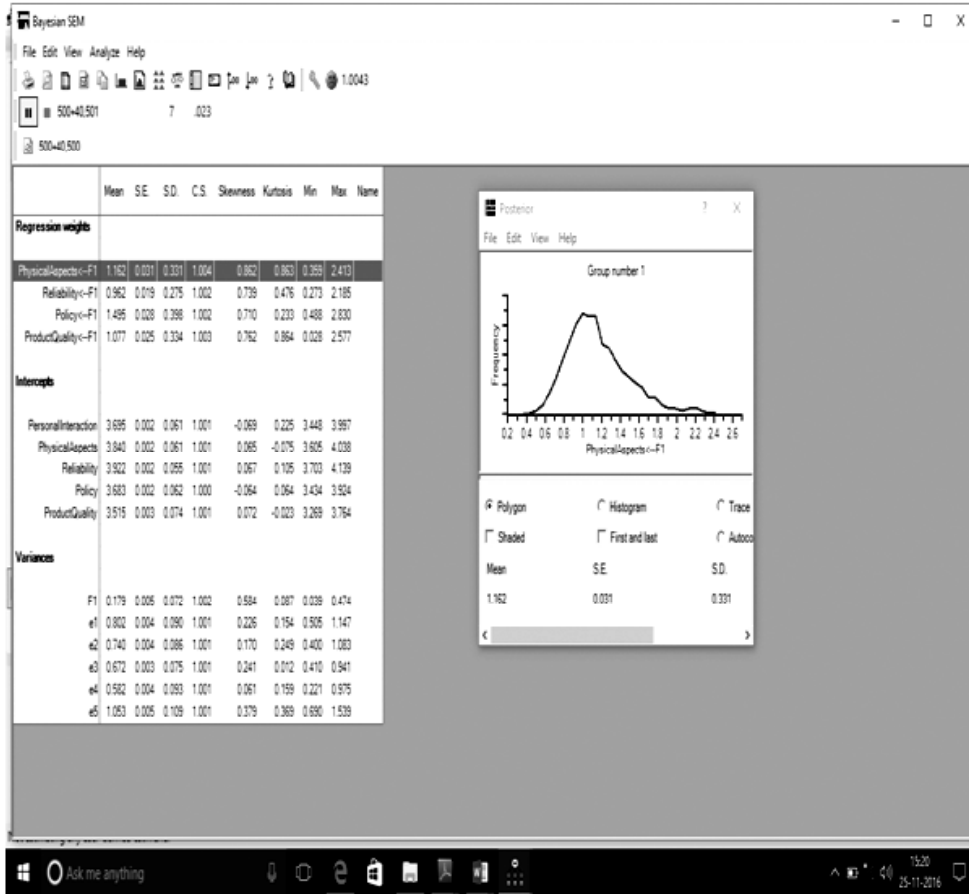


Figure 3: Unhappy Face

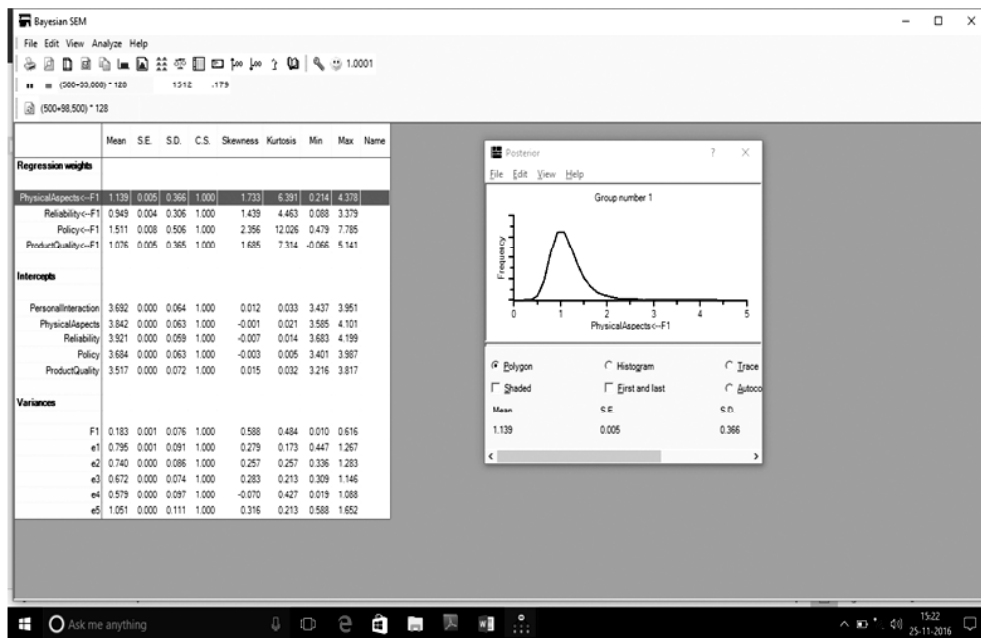


Figure 4: Happy Face

Mirroring the palatable joining, AMOS now shows a “Cheerful Face” (Yellow). The estimation of C.S will be 1.0001; there is a more exactness to be picked up by taking extra specimens, so it may stop also. The Posterior discourse box now shows a recurrence polygon of circulation of Personal Interaction, Physical Aspects, Reliability, Policy, and Product Quality components anticipating to the effect of administration nature of retail consumer loyalty in Madurai City. Over the specimens is demonstrated.

CONCLUSION

This study explored the effect of administration nature of retail consumer loyalty in Madurai City. The Structural Equation Modeling Analysis uncovered that five retail benefit quality measurements to be specific, individual communication, physical viewpoints, unwavering quality, arrangement and item quality, can be recognized in the considered commercial center. Item quality is the new measurement that has risen up out of things already utilized than different measurements. The discoveries recommend that retail benefit quality positively affects consumer loyalty.

With regards to the individual cooperation it can be expressed that for the family unit retail division clients rate the conduct of representatives and individual consideration as imperative. In this manner, retail showcase administrators ought to place exceptional endeavors on those specific parts of retail administration quality.

The approach perspectives additionally are vital to retail clients in family unit area. That lets us to prescribe retailers to keep accommodation (advantageous working hours, helpful stopping, probability to pay with Mastercards) as one of need in enhancing general administration quality.

While clarifying the reasons of beneficial outcome of item quality measurement on client dependability it can be expressed that brilliant merchandize and accessibility of grouping give clients a decent impression. It is particularly vital in family division – as clients are purchasing items that are of high value they hope to get the item on time and with high esteem.

It could be extremely all around presumed that the guessed five-calculate demonstrate fits the specimen information. In light of the feasibility and factual centrality of vital parameter gauges; the impressively solid match of the model (CFI, GFI, AGFI, NFI, IFI, TLI, RMSEA), it can be presumed that the five-consider demonstrate indicated Figure No.2 speaks to a sufficient portrayal of effect of administration nature of retail consumer loyalty in Madurai City decency of fit files bolster the model fit and these stressed lists show the adequacy of this auxiliary model. Unquestionably, this study will be helpful to Retail Agents to find out the significance given by their clients for the different essential elements relating to administration quality in their retail locations.

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