

## **A Study on the impact of service quality on customer satisfaction in a retail store in Gwalior**

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### **Introduction:**

About Gitanjali Lifestyle

Gitanjali Lifestyle Ltd, incorporated in 2007 is the luxury & retail arm of The Gitanjali Group, with a turnover of US \$ 1 billion with an experience of 40 yrs in the branded jewellery segment. This new venture aspires to tap the unexplored luxury & premium retail segment of the society. The group has forayed into “Retail of Luxury & Lifestyle Products”.

Gitanjali Lifestyle has taken an evaluated decision to venture into the business of “Retailing Branded Lifestyle Products”. The arm brings in a plethora of brands that are synonymous with luxury & style. The stores will be the prime destination for individuals who have a high fashion quotient, covering all aspects of lifestyle retailing, combining Jewellery, Watches, Silverware, Perfumes & Cosmetics, and Leather & Accessories.

### **THE MAYA STORY**

In a bid to stepping up its retail foray, the Gitanjali Group (Gitanjali Gems Ltd.) acquired a 76% stake in Salasar Retail Ltd. on 16th December 2009 through its wholly owned subsidiary Gitanjali Lifestyle Ltd. Salasar retail was engaged in the business of retailing, selling, trading and distributing all kinds of cloth, cotton, synthetics, silk yard, readymade garments etc. and was positioned as a chain of stores catering to the value retail segment.

Maya, now integrated with Gitanjali Lifestyle Ltd., the Lifestyle Retail Arm of the Gitanjali Group seeks to strategically develop business in the premium retail segments and strengthen the Lifestyle connect. Maya has now positioned itself as a lifestyle store for the women, who take major purchases decisions in an Indian household. With almost all stores converted into Maya by Gitanjali Lifestyle format post acquisition, the group has integrated many lifestyle brands across categories to offer a seamless shopping experience.

MAYA is a Multibrand format departmental store created to provide consumers with a seamless shopping experience. MAYA stores offer customers a unique experience of varied styles and houses brands and products for women, men and children. The product categories include apparel, jewellery, lifestyle products, accessories, cosmetics, and perfumes. Its first store in Delhi is a huge 20,000 sq. feet of ultimate bliss for every shopaholic.

**RESEARCH METHODOLOGY**

**Methodology**

- The study is based on primary data collection with a sample size of 50 respondents residing in Gwalior.
- The questionnaire used for the sample survey is a structured and consisted of two major sections. The first section intended to collect the various demographic factors; the second section intended to collect the various opinions containing questions about the service quality of MAYA LIFESTYLE LTD.

A five point Likert scale was used to capture the consumers responses ranging from strongly agree to strongly disagree. Data analysis was done using SPSS software. The statistical analysis methods employed was factor analysis and regression.

**Data collections**

The study entailed data collection with the help of a questionnaire from the residents of Gwalior, India. Data was collected by personally contacting the respondents and explaining in detail about the survey. A total of 70 customers from different areas were contacted and 50 correctly completed questionnaires were obtained from all the customers.

**Findings and Analysis**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.503
Bartlett's Test of Sphericity	Approx. Chi-Square	177.561
	df	171
	Sig.	.350

From the above table, we can interpret that there is no error in 50.3% of the sample and in the remaining 49.7%, there may occur some sort of error.

**Communalities**

	Initial	Extraction
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THE PHYSICAL FEATURES OF THE OUTLET ARE APPEALING	1.000	.613
THE OUTLET HAVE MODERN LOOKING EQUIPMENTS AND FEATURES	1.000	.765
THE PRESENTATION OF MERCHANDIZE IS EXCELLENT.	1.000	.647
THE EMPLOYEES ARE WELL DRESSED.	1.000	.638
THE STORE LAYOUT MAKES IT EASIER TO FIND THINGS	1.000	.771
THE STORE EXCEPTS ALL MAJOR CREDIT AND DEBIT CARDS	1.000	.753
THE STORE LAYOUT MAKES IT EASY TO MOVE AROUND	1.000	.686
THE EMPLOYEES ARE WELL BEHAVED	1.000	.798
THERE ARE SPECIAL FACILITIES FOR HANDICAPPED PEOPLE	1.000	.561
THE EMPLOYEES ARE NEVER TOO BUSY TO RESPOND TO MY REQUEST	1.000	.671
THE EMPLOYEES GIVE A PLEASNT PARTING REMARK	1.000	.791
THE EMPLOYEES OFFER PERSONAL ATTENTION	1.000	.645
THE EMPLOYEES UNDERSTAND MY SPECIFIC NEEDS	1.000	.721
THE EMPLOYEES PROVIDE ADDITIONAL INFORMATION	1.000	.610
THE EMPLOYEES ASK PERTINENT QUESTIONS	1.000	.662
THE BEHAVIOR OF THE EMPLOYEES DEVELOP CONFIDENCE IN ME	1.000	.687
I RECEIVE PERSONAL ATTENTION	1.000	.643
I CAN DEPEND ON THE EMPLOYEES	1.000	.791
THE EMPLOYEES AT THE STORE PRESSURIZE TO PURCHASE THINGS	1.000	.615

Communality of each statement refers to the variance being shared or common by other statements. With reference to the first statement, the extraction is .613 which indicates that 61.3% of the variance is being shared or common to other statements.

## Total Variance Explained

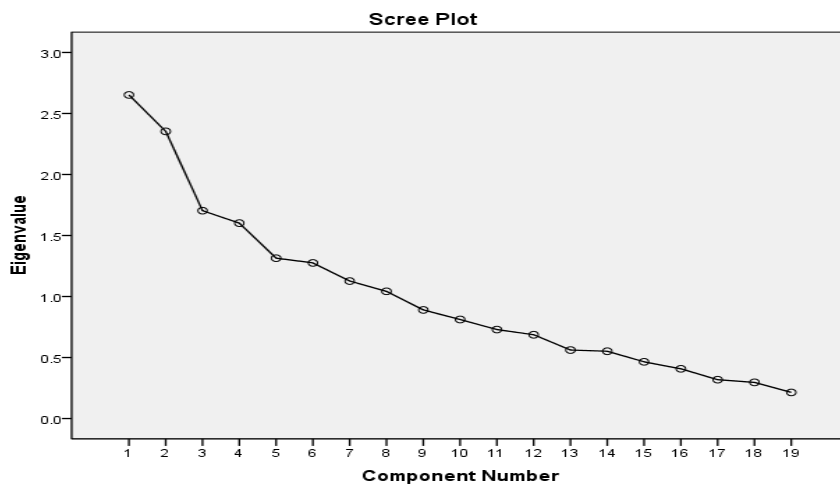
**Table 1:**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.652	13.958	13.958	2.652	13.958	13.958	2.286	12.032	12.032
2	2.353	12.387	26.345	2.353	12.387	26.345	1.972	10.381	22.413
3	1.703	8.965	35.310	1.703	8.965	35.310	1.604	8.444	30.857
4	1.601	8.428	43.738	1.601	8.428	43.738	1.553	8.176	39.033
5	1.314	6.916	50.655	1.314	6.916	50.655	1.481	7.795	46.828
6	1.275	6.713	57.368	1.275	6.713	57.368	1.467	7.722	54.550
7	1.127	5.929	63.297	1.127	5.929	63.297	1.402	7.379	61.928
8	1.042	5.487	68.784	1.042	5.487	68.784	1.303	6.856	68.784
9	.890	4.684	73.468						
10	.811	4.271	77.739						
11	.729	3.838	81.577						
12	.687	3.614	85.192						
13	.561	2.954	88.145						
14	.551	2.902	91.047						
15	.465	2.446	93.494						
16	.408	2.145	95.639						
17	.318	1.675	97.314						
18	.296	1.559	98.874						
19	.214	1.126	100.000						

Extraction Method: Principal Component Analysis.

- With the help of total variance explained table, we can interpret that 19 statements are now reduced to 8 components contributing 68.784% of the total variance.

**Figure 1:**



**Table 2:Rotated Component Matrix<sup>a</sup>**

	Component							
	1	2	3	4	5	6	7	8
THE PHYSICAL FEATURES OF THE OUTLET ARE APPEALING								
THE OUTLET HAVE MODERN LOOKING EQUIPMENTS AND FEATURES				-.709				
THE PRESENTATION OF MERCHANDIZE IS EXCELLENT.					.634			
THE EMPLOYEES ARE WELL DRESSED.		.524						
THE STORE LAYOUT MAKES IT EASIER TO FIND THINGS								.860
THE STORE EXCEPTS ALL MAJOR CREDIT AND DEBIT CARDS	.707							
THE STORE LAYOUT MAKES IT EASY TO MOVE AROUND							.788	
THE EMPLOYEES ARE WELL BEHAVED			.666					
THERE ARE SPECIAL FACILITIES FOR HANDICAPPED PEOPLE			-.679					
THE EMPLOYEES ARE NEVER TOO BUSY TO RESPOND TO MY REQUEST	.732							
THE EMPLOYEES GIVE A PLEASNT PARTING REMARK				.813				
THE EMPLOYEES OFFER PERSONAL ATTENTION						.626		
THE EMPLOYEES UNDERSTAND MY SPECIFIC NEEDS			.632					
THE EMPLOYEES PROVIDE ADDITIONAL INFORMATION						-.736		
THE EMPLOYEES ASK PERTINENT QUESTIONS		.570						

THE BEHAVIOR OF THE EMPLOYEES DEVELOP CONFIDENCE IN ME	.787						
I RECEIVE PERSONAL ATTENTION	.705						
I CAN DEPEND ON THE EMPLOYEES THE EMPLOYEES AT THE STORE PRESSURIZE TO PURCHASE THINGS	.560		.851				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 11 iterations.

**Factor 1: Attention**

- 6.THE STORE EXCEPTS ALL MAJOR CREDIT AND DEBIT CARDS
- 10.THE EMPLOYEES ARE NEVER TOO BUSY TO RESPOND TO MY REQUEST
- 17.I RECEIVE PERSONAL ATTENTION

**Factor 2: Employees Front**

- 4. THE EMPLOYEES ARE WELL DRESSED.
- 9.THERE ARE SPECIAL FACILITIES FOR HANDICAPPED PEOPLE
- 15.THE EMPLOYEES ASK PERTINENT QUESTIONS
- 16.THE BEHAVIOR OF THE EMPLOYEES DEVELOP CONFIDENCE IN ME

**Factor 3:Behaviour**

- 8. THE EMPLOYEES ARE WELL BEHAVED
- 13. THE EMPLOYEES UNDERSTAND MY SPECIFIC NEEDS

**Factor 4:Remark**

- 11. THE EMPLOYEES GIVE A PLEASNT PARTING REMARK

**Factor 5:Presentation**

- 3. THE PRESENTATION OF MERCHANDIZE IS EXCELLENT.
- 18. I CAN DEPEND ON THE EMPLOYEES

**Factor 6: Offer**

- 12. THE EMPLOYEES OFFER PERSONAL ATTENTION

**Factor 7:Store Layout**

7. THE STORE LAYOUT MAKES IT EASY TO MOVE AROUND

**Factor 8:Easier**

5. THE STORE LAYOUT MAKES IT EASIER TO FIND THINGS

The eight factors are named as mentioned above. The technique taken as regression analysis.

Hypothesis: There is a significant impact of service quality on customer satisfaction.

Table 3:

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.259 <sup>a</sup>	.067	-.115	.97672

a. Predictors: (Constant), FACTOR8, FACTOR6, FACTOR1, FACTOR2, FACTOR4, FACTOR7, FACTOR5, FACTOR3

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.191	1.822		1.203	.236
	FACTOR1	.007	.057	.020	.130	.897
	FACTOR2	.007	.060	.021	.125	.901
	FACTOR3	-.008	.101	-.013	-.076	.940
	FACTOR4	.030	.141	.034	.211	.834
	FACTOR5	.063	.083	.123	.759	.452
	FACTOR6	.174	.161	.170	1.079	.287
	FACTOR7	.123	.140	.141	.876	.386
	FACTOR8	.007	.156	.007	.043	.966

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.259 <sup>a</sup>	.067	-.115	.97672

a. Dependent Variable: OVERALL I AM SATISFIED WITH THE SERVICE OF THE MAYA(GITANJALI GROUPS)

### Interpretation

- Since r square = 0.067 is greater than 0.05 therefore our hypothesis has been accepted, which states that there is an significant impact of service quality on customer satisfaction.

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<http://www.mayabygitanjali.com/>