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A STUDY ON RETAIL SERVICE QUALITY SCALE (RSQS MODEL) APPLICATION WITH REFERENCE TO RELIANCE FRESH IN CITY OF BHAVNAGAR

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ABSTRACT

Organized retailing as we all know is increase day by day in India. There are number of stores with different formats introduce in Indian retail industry. For each and every store or formats has to think over the service aspect during their operation to face completion prevailing in the retail industry. If they are fail to deliver quality service than they are fail to stand in the completion So in the competitive environment is necessary to provide extraordinary service quality. The study examines the Retail Service Quality Scale (RSQS) developed in the US for applicability in case of convenience store and special focus with reliance fresh. . So here in this research paper we present study on applicability of RSQS model basically for reliance fresh. here we try to find out that whether various dimensions of retail service quality like physical aspect, reliability, problem solving, personal interaction and policy with their sub dimensions apply for reliance fresh for basically Bhavnagar city with a sample of 200 customers as respondents with the help of survey tried to find out that they are there in case of reliance fresh or not. In case of RSQS model during research tried to get opinion regarding various sub dimensions of RSQS Model by taking opinion of customers and in this way find whether all these dimensions like physical aspects ,reliability ,personal interaction, problem solving and policy are present there or not.here in this study only problem solving dimensions is fully applicable while other dimensions are not fully applicable like physical aspect, policy, reliability, personal interaction because there are many respondents who are neutral in their view

KEYWORDS

Service quality, Retailing,

INTRODUCTION

Retail is the final stage of any economic activity. By virtue of this fact, retail occupies an important place in the world economy. As there are many definitions on the term retailing but few of them are as under; According to the Phillip Kotler; "Retailing includes all activities involved in selling goods or services to final consumers for personal, non-business use" The issue of highest priority today involves understanding the impact of service quality on profit and other financial outcomes of the organization" (Zeithaml et al., 1996, p. 31). This statement represents a dramatic departure from organizational views of quality as recent as a decade ago. In initial explorations within the services arena, quality was viewed primarily as a problem to be solved, manifested at the tactical level. Service quality has since emerged as an irrepressible, globally pervasive strategic force (Powell, 1995) as well as a key strategic issue on management's agenda (Dean and Bowen, 1994). Service quality is being increasingly perceived as a tool to increase value for the consumer; an as a means of positioning in a competitive environment to ensure consumer satisfaction, retention, and patronage. to measure service quality. This study examines the Retail Service Quality Scale (RSQS) developed in the US for applicability in case of convenience store and special focus with reliance fresh. . This scale has been found appropriate in a variety of settings – across different countries such as South Africa and Singapore and across a variety of store types such as supermarkets, department stores and hyper stores. so here a literature review which are present for RSQS model give us a motivation to do a research on applicability of RSQS model in organized retail store in under developed area like Bhavnagar distinct and try to find out service quality on the basis of different dimensions of RSQS model.

OBJECTIVE OF THE STUDY

- To Evaluate The Service Quality For Reliance Fresh With The Use Of Retail Service Quality Scale Developed By Dabholkar In 1996.
- To Understand The Reliability Of The RSQS For Evaluating The Services Of Reliance Fresh.

RESEARCH METHODOLOGY

Research methodology states how the research study is under taken. It includes specification of research design source of data, method of primary data collection, sampling design and analysis procedure adopted. Research methodology states what procedures were employed to carry out the research study.

RESEARCH DESIGN

Here in the market research of consumer of department store especially reliance fresh have done, exploratory research design is used. It is help to understand consumer's impression as well as image of service quality of reliance fresh.

TARGET AUDIENCE

As per as target audience is concern we take a visitors of reliance fresh in Bhavnagar.

SAMPLING PROCEDURE

There was a little scope for change cons duration in this study so Non-probability sampling was preferred accordingly in which we were use convenient sampling method

SAMPLE SIZE

The numbers of visitors were decided on the basis of different types of Age group and occupation as well as gender. This study consists of 200 samples.

FORM OF QUESTIONNAIRE

The questions asked were in open-ended and close-ended form, open-ended question was to get customer’s own views and in close-ended questions, multiple-choice questions and dichotomies questions were be included.

Pre-testing of the questionnaire was done on a sample of 10 respondents and based on the difficulties encountered by them in answering the question. The initial format was modified suitably.

SCOPE OF THE STUDY

The scope of the study is limited to Bhavnagar

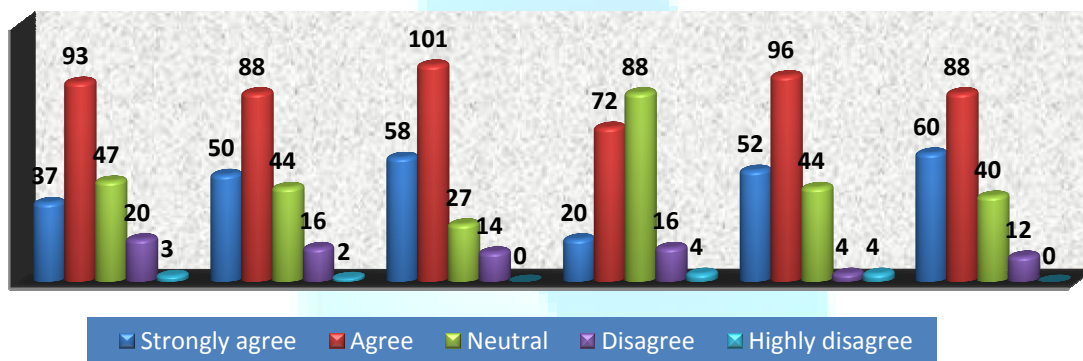
The study was completed within 1 month time period

DATA SOURCES In primary data collection we use survey as well as personal interview of store manager in our study In case of secondary data source we use internet, related books, journals, magazines.

ANALYSIS AND INTERPRETATION

TABLE-1: ANALYSIS OF PHYSICAL ASPECT FOR SERVICE QUALITY

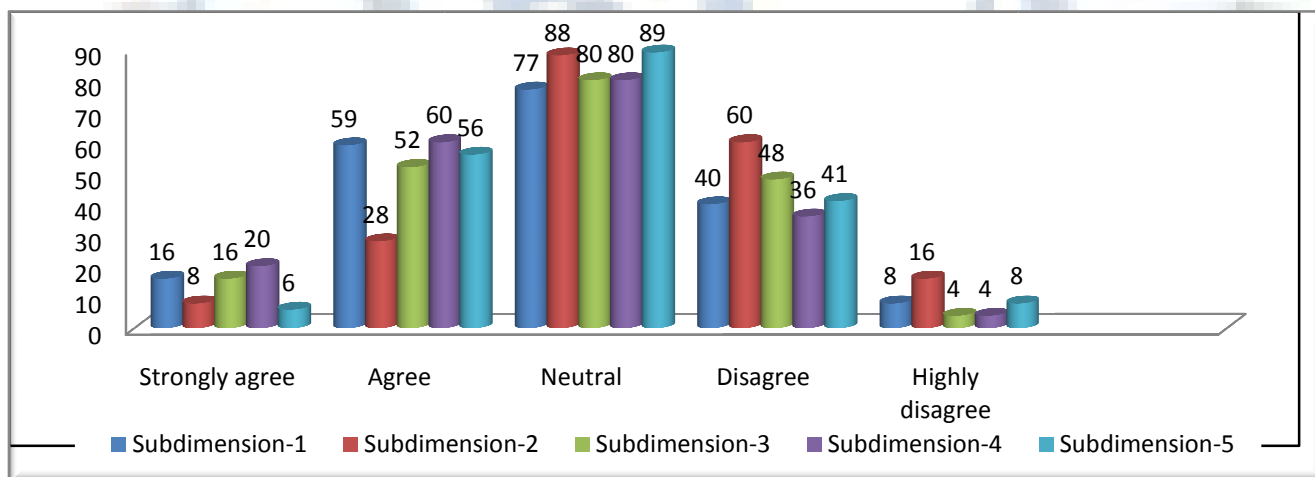
Particular	Strongly agree	Agree	Neutral	Disagree	Highly disagree	Total
Equipment & fixtures	37	93	47	20	03	200
Physical facilities	50	88	44	16	02	200
Materials use	58	101	27	14	00	200
Public areas	20	72	88	16	04	200
Store layout	52	96	44	04	04	200
Space for movement	60	88	40	12	00	200



here we try to get opinion regarding service quality in case of physical aspect from strongly agree to strongly disagree with help of following parameters Like equipment and fixture, quality of materials like packing bags, brochures, bill print, store layout, rest room and trial room etc. But here in case of reliance fresh in case of each and every sub dimensions of physical aspects they are agree upon their opinion regarding quality of physical aspects of reliance fresh with above 100 respondents in each and every sub dimension but here there are many respondents who are neutral in their view so the mean of each and every dimension is different from other and no two dimensions are same in this case so we can say that physical aspect dimension for reliance fresh is not fully applicable as per as reliance fresh of Bhavnagar city is concern.

TABLE-2 ANALYSIS OF RELIABILITY FOR SERVICE QUALITY

Particular	Strongly agree	Agree	Neutral	Disagree	Highly disagree	Total
Fulfill promise	16	59	77	40	08	200
Promise on time	08	28	88	60	16	200
Right service	16	52	80	48	04	200
Merchandise availability	20	60	80	36	04	200
Error free transaction	06	56	89	41	08	200

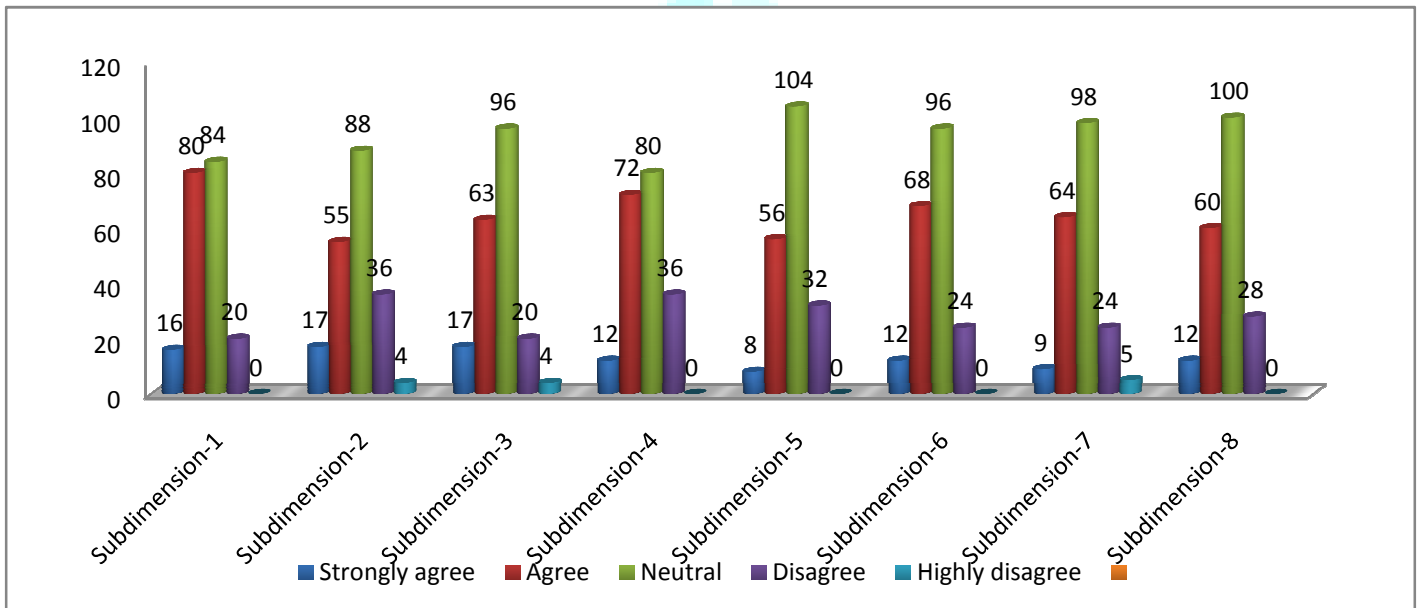


Here from the above table we can see that in each and every sub dimensions are concern most of the respondents are neutral in their view regarding reliability dimension. Around 80 to 90 respondents are their in this category. . And on and average 45 respondents are on disagree for reliability dimension. There are also respondents who are strongly agree or agree on their view of this service quality dimension but which is less in number than neutral and disagree on this dimension. So on and average we can say that this scale is not applicable in case of this study.

ANALYSIS OF PERSONAL INTERACTION

TABLE 3

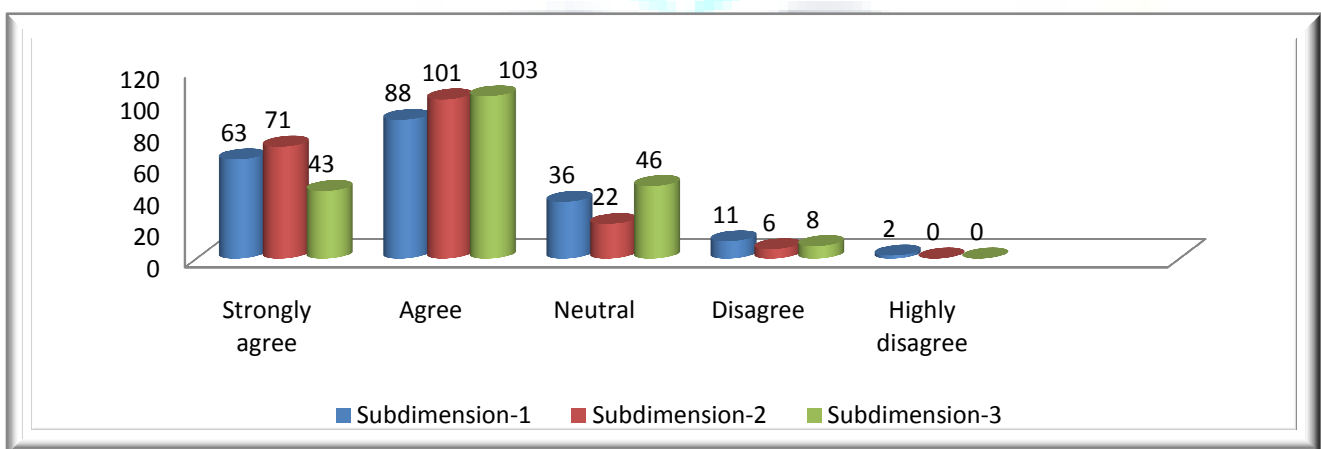
Particular	Strongly agree	Agree	Neutral	Disagree	Highly disagree	Total
Knowledge of employee	16	80	84	20	00	200
Felling of safety for doing transaction	17	55	88	36	04	200
Prompt service by employee	17	63	96	20	04	200
Right guidance by employees	12	72	80	36	00	200
Fair response by employee	08	56	104	32	00	200
Individual attention to customer	12	68	96	24	00	200
Continuous courteous by employee	09	64	98	24	05	200
Telephone response by employee	12	60	100	28	00	200



Here in case of reliance fresh in personal interaction dimension of service quality again fall in neutral category in their response on an average 90 respondents from the total. And the second highest here is in case of agree as a response for personal interaction dimension with on an average 60 to 65 respondents. Very few respondents in this dimension give their view as disagree. So as most of the respondents fall in the neutral category they are not consider in agree or strongly agree that's why this model is not purely applicable in study because of different opinion in different sudimensions and variation into sub dimension

TABLE-4: ANALYSIS OF PROBLEM SOLVING

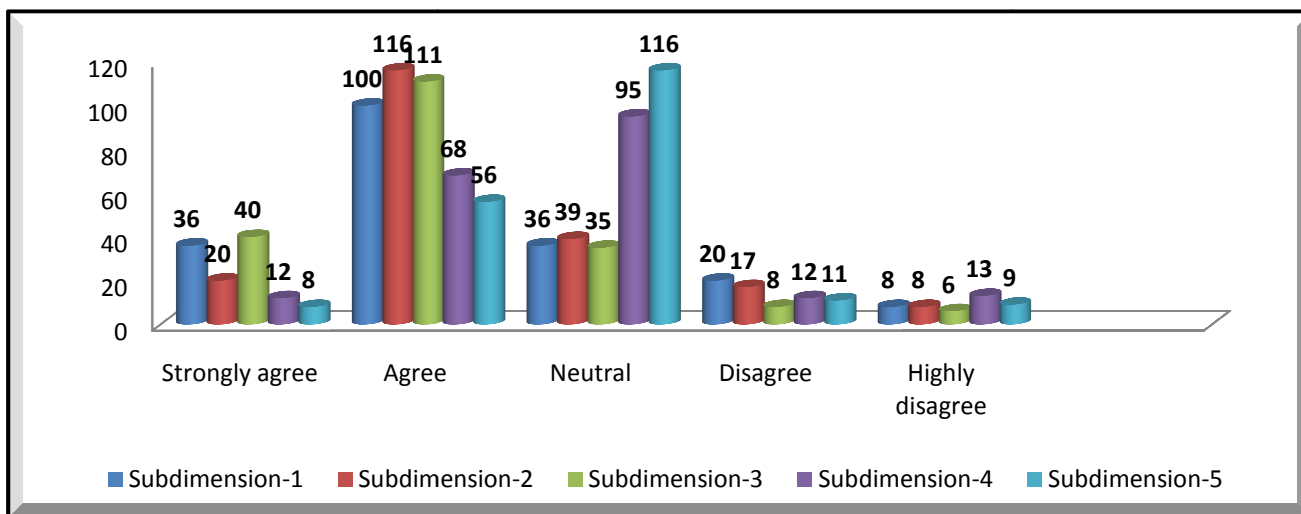
Particular	Strongly agree	Agree	Neutral	Disagree	Highly disagree	Total
Handling returns and exchange	63	88	36	11	02	200
Employees interest to solve problem	71	101	22	06	00	200
Complain handling	43	103	46	08	00	200



In case of problem solving dimension of RSQS model there are sub dimensions like handling of return and exchange, complain solution and desire interest in solving problem is there. Here in case of reliance fresh from the above table we can say that in all sub dimensions of problem solving are agree or strongly. Around 150 respondents from the total respondents find problem solving dimension of service quality in reliance fresh is good. So in this way problem solving dimensions overall apply in case of this study of reliance fresh.

TABLE-5: ANALYSIS OF POLICY DIMENSION

Particular	Strongly agree	Agree	Neutral	Disagree	Highly disagree	Total
High quality merchandise	36	100	36	20	08	200
Convenient parking	20	116	39	17	08	200
Convenience opening hours	40	111	35	08	06	200
Credit card facility	12	68	95	12	13	200
Membership card	08	56	116	11	9	200



Here in this case most of the respondents in first three sub dimensions are on agree upon their views regarding these quality dimension with on an average 105 respondents but in case of credit card or in case of membership card there are neutral on their views On an average 110 respondents. So here because of these two dimensions the mean of different sub dimensions are not on strongly agree or agree on their views. So overall mean is not comparing with a standard mean of agree view so we can say that this dimension is also not fully applicable in case of reliance fresh.

HYPOTHESIS TESTING

Z test

Here in case of hypothesis testing we try to find out that dimensions of RSQS model are statistically applicable with help of Z test

PARTICULAR	\bar{x}	σ	Z OBSERVED VALUE	Z CRITICAL VALUE	RESULT
Physical aspects	2.176736429	0.88125944	3	1.645	Not applicable(hypothesis rejected)
Reliability	2.904470516	0.932573957	13.70	1.645	Not applicable(hypothesis rejected)
Personal interaction	2.691235209	0.805806689	12.10	1.645	Not applicable(hypothesis rejected)
Problem solving	1.970548394	0.805797128	0.52	1.645	Applicable(hypothesis accepted)
Policy	2.904470516	0.932573957	7.2	1.645	Not applicable(hypothesis rejected)

FINDINGS

- The first and foremost finding in case of RSQS Model is regarding first dimension physical aspect. Here the sub- dimensions of service quality like modern equipment and furniture, bags, trial room, rest room but in case of layout to movement in the store is difficult so there is difference in response to various sub dimensions and overall the physical aspect of service quality is not totally applicable in case of reliance fresh. The statistical data in case of physical aspect give the same finding as this dimension is not fully applicable.
- In case of second dimension here is reliability in which sub dimensions like time period, promises, error free transactions in all these respondents are neutral in their view because sometimes they find reliability and sometime there is no reliability kind of thing in service delivery. Reliability is also there but we cannot say that there is a fully reliability is there because of different sub dimension. The statistical data in this regard also present that this dimension is not fully applicable.
- Here in case of third dimension personal interaction in which various sub dimensions like employee knowledge, prompt service, individual attention also most of the customers are neutral in their view because in case of employees behavior they have different experience at different time at the rush like weekend or festival season employees have not that much curtsey to delivering service. So this dimension of personal interaction is also not applicable because of different sub dimension. So this dimension is also not applicable for RSQS model. The statistical data in this regard also present that this dimension is not fully applicable.
- The fourth dimension of RSQS model is problem solving in which there are various sub dimensions like handling of return and exchange, problem solving, handling of customer complain. Here from the research finding of this dimension is against or opposite of other dimensions in case of this all sub-dimensions respondents are agree upon problem solving dimension of RSQS Model. This happen because now a days to stand in competition as specially in organized retailing customers retention is become necessary that's why problem solving aspect given more important in case of retail services. The statistical data also show the same result and conform that problem solving dimension of reliance fresh is applicable in case of this study.
- The last dimension of RSQS model is Policy under which various sub dimensions like quality merchandise, convenience parking, convenience opening hours etc. in case of policy dimensions the finding is that in case of first three sub dimensions of policy are applicable like parking. Opening hours, quality merchandise and in case of other two sub dimensions like credit card and membership card because most of the respondents not use credit card as well as membership card that's why they are give neutral as well as disagree in this matter so because all sub dimensions are not apply for policy the overall dimension of policy for service quality is not applicable. The statistical data also provide with the same result in this case that policy dimension of service quality as a whole is not applicable.

SUGGESTIONS AND RECOMMENDATIONS

- The first and foremost suggestion for reliance fresh for the city of Bhavnagar itself is that they have to open a new store to manage rush of weekend in the city.

- The second most important suggestion for reliance fresh is regarding employee behavior. Many respondents in this study said that employee behavior is not same for every day at the time of rush they become aggressive so to give proper training to them and continuous check behavior of employees in the stores.
- Reliance fresh has to adopt certain techniques to maintain traffic in the store
- Reliance fresh has to increase more reliability because they are not that much reliable in case of timely services, by maintaining enough stock to provide necessary products to the customer at a time they want.
- There are certain respondents in the study said that they cannot get proper individual attention and prompt services they have to wait for a long time so reliance fresh has to maintain an individual attention to customer to retain customer
- There are many respondents who are not know about reliance membership card, and those who know not take it seriously, so in this regard reliance fresh has to create more awareness and create awareness regarding benefits of membership card.

CONCLUSION

In case of RSQS model at the end we can say that the validity and reliability of RSQS in the Indian retail setting indicate that RSQS can be used to assess the overall service levels provided by the store and for tracking changes in the overall service levels over a period of time. But here from this study we can say that only problem solving dimension of this model is applicable here. And the scale only helpful to identify slightly a policy and personal interaction dimension. This severely restricts the usefulness of the scale as a diagnostic tool for providing strategic direction. Retailers wanting greater clarity in identifying service areas for improvement will be disappointed with the RSQS's hazy dimensions. here there are many sub dimensions of these scale which are fully adoptable and others are not match with Indian retailing. RSQS in the Indian context are advised to pay special attention to scale adaptation to ensure that the scale has reliable diagnostic ability. So here in this case if Indian retailers want to apply RSQS model they require a careful re-thinking before applying this existing model and try to first of all to make suitable by eliminating or adding dimensions or sub dimensions to make it suitable with Indian context.

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