



A STUDY OF SERVICE QUALITY AND CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO FAST MOVING CONSUMABLE GOODS OF ITC LIMITED

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ABSTRACT

The purpose of this study to examining the relationship between ITC Limited service quality and customer satisfaction with special reference to fast moving consumable goods (FMCG), the significance of this research work to help ITC Limited to established the service offered in future and identify what are the important aspect needed by the company and employee to create satisfy customer base. All the questionnaires' are based on walk in interview, 109 samples were collected from the ITC Limited customer who work in different department and agencies Cronbach alpha test has been used to check reliability analysis between each construct. Then paired t test has carried out to compare the means of expectation and perception of SERVQUAL dimension to identify that there are significant difference between customer perception and customer expectation. Regression test has been used to test the effect of service quality on customer satisfaction. Overall finding suggested that there are significant relationships between service quality and customer satisfaction, finding also suggested that there is inconsistency between customer expectation and customer perception from within the dimension of service quality. "Specifically" there was significant relationship between service quality and customer satisfaction, regression analysis also found there was positive direction between both. In the conclusion of the study result has suggested that ITC Limited should be focus to improving their service quality especially on the aspect of reliability, on the basic of the result we can say that reliability has proven as most important dimension in customer expectation it is also found that there are biggest gap between reliability and customer perception.

INTRODUCTION

Service quality and satisfaction are important for both customer and organization, customer satisfaction and service quality both are subjective concept therefore difficult to determine. It's depended on many factors and differs from person to person and product to product, some of the main concept of customer satisfaction is service quality and satisfaction is discussed in literature review. Quality is the meeting of need and expectation of customer (Parsuraman et al 1991)^[32] on the other hand satisfaction is the meeting of need and want of customer (Oliva et al 1992)^[23], (Fecikova 2004)^[12] Therefore we can say that service provider pay proper attention on customer satisfaction; on the other hand the entire service provider industries produce different product to survive in the market is the quality of service. High quality service have competitive advantage because the benefit of improved the quality of service are large market share, increased in profit and increased in customer retention, customer is the link of customer through Word-of-mouth and therefore reducing cost of marketing (Yeung 2002)^[48]. Surshchandra et al (2003) has found that service quality and customer satisfaction both are most important indicator to make strong relationship between customer and organization. Attitude of the service organization can help to customer to evaluate the quality of service being offered to them (Owusu-Frimpong 1999)^[27]. Receptive attitude is key element for giving customer to positive image about the service provider, the physical environment regarding the infrastructure, the design and general atmosphere are equally taken in account by customer on the time of evaluating the quality of service of service provider. Same direction of service delivery gave negative and positive impression to customer. Customer on the other hand want the best value for their money, therefore they spare no effort in searching for high quality service , customer perception are determine by many factor, Kotler et al (1999)^[17] has found that customer consumption are influenced by "personal characteristics" like age, life-cycle, occupation, economic situation, life style personality and self confidence. Generally customer evaluate service quality before use and after use , according to the Zeithmal et al (1993)^[51] customer evaluate service quality and product through three type these are pre-purchase or search quality, experience quality and credence quality, search quality has feature that consumer look out before purchase and can be seen feel or touch, on the other hand experience quality are post purchase feature that customer assess during post purchase period, this is very difficult to evaluate these type of service to customer because they don't have required skills, expertise and knowledge to carry out the evaluation. There are number of service industries provided service in the area of FMCG (Fast Moving Consumer Goods). In this competitive era this has become great challenge to all FMCG service provider industries that how to provide better service according to the customer need in order to create satisfy customer base. On the other hand all the service provider industries agree that customer basis need is engaged with FMCG product (fast moving consumer goods), there for all the service provider industries trying to provide better service according to the customer need, Because they know that customer is the king of the market he knows how to purchase, when to purchase, from where to purchase and how much to purchase. Then we can say that service provider industries prime responsibility to understand customer perception about quality of service. In this research work we have discussed customer perception and satisfaction about service quality provided by ITC Limited towards the fast moving consumable goods (FMCG).

REVIEW OF LITERATURE

SERVICE QUALITY

To understand what Service Quality is, we need to understand what Quality is and its concept as a whole. Understanding the term “Quality” will reveal that the concept has been defined in many different ways and with different emphasis by the various quality gurus and writers on the subject. Quality is an elusive and indistinct construct. Often mistaken for imprecise adjective like “goodness, or luxury, or shininess, or weight” (Crosby 1979)^[10]. Quality and its requirements are not easily expressed by customer (Takeuchi and Quelch 1983)^[21]. Explication and measurement of quality also create problems for researchers (Monroe and Krishnan 1983)^[20], who often bypass definitions and use one-dimensional self report and measures to capture the concept (Jacoby, Olson and Handdock 1973; McConnell 1968; Shapiro 1972)^[15,22,40]. Most of the efforts in defining and measuring quality have come from the goods sector. According to the prevailing Japanese philosophy, quality is “zero defects – doing it right the first time”. Garvin (1983)^[13] measures quality by counting the incidence of “internal” failures (those observed before a product leaves the factory) and “external” failures (those incurred in the field after a unit has been installed). Crosby (1979)^[10] defines quality as “conformation of requirement”. Requirement must be clearly stated so that they cannot be misunderstood. Measurements are then taken continually to determine conformation of those particular requirements. The non-conformance detected is the absence of quality. Quality problems become non-conformance problems, and quality becomes definable. Research has demonstrated the strategic benefits of quality in contributing to market share and return on investment (e.g., Anderson and Zeithaml 1984; Philips, Chang, and Buzzell 1983)^[01, 33], as well as lowering manufacturing costs and improving productivity (Garvin 1983)^[13]. The search for quality is arguably the most important consumer trend of the 1980s (Rabin 1983)^[34] as consumers are now demanding higher quality in products than ever before (Leonard and Sasser 1982, Takeuchi and Queleh 1983)^[20, 43]. However, understanding of quality in goods and its importunateness is not sufficient to understand service quality. Four well-documented characteristics of services – intangibility, heterogeneity, perishability and inseparability – must be acknowledged for a full understanding of service quality (Parasuraman, Zeithaml and Berry 1985)^[29].

CUSTOMER SATISFACTION

Customer satisfaction is a complex construct. It has been defined in various ways (Bester field, 1994; Barsky, 1995; Kanji and Moura, 2002; Fecikova, 2004)^[03, 02, 16, 12]. Recently, researchers have argued that there is a distinction between customer satisfaction as related to tangible products and as related to service experiences. This distinction is due to the inherent intangibility and perishability of services, as well as the inability to separate production and consumption. Hence, customer satisfaction with services and with goods may derive from, and may be influenced by, different factors and therefore should be treated as separate and distinct (Veloutsou et al., 2005)^[45]. According to the previous literature, research for this model supports the conceptualization of perceived quality as a separate construct, distinct from satisfaction (Bitner & Hubbert, 1994)^[05]. Moreover, many authors make it a point to highlight that service quality and satisfaction are distinct constructs (Bitner, 1990; Bitner and Hubbert, 1994; Boulding et al., 1993; Parasuraman et al., 1988; Taylor and Baker, 1994)^[04, 05, 06, 30, 44]. Oliver (1980)^[24] identified satisfaction and dissatisfaction in terms of the disconfirmation of consumers

expectation. A positive disconfirmation leads to customer satisfaction and a negative disconfirmation leads to customer dissatisfaction. Peter and Olson (1994) argued that the amount of dissatisfaction is dependent on the extent of disconfirmation and the consumer's level of involvement with the product and the problem solving process. The Expectations Disconfirmation Model has been dominant model in satisfaction research. The model has consumers using pre-consumption expectations in a comparison with post-consumption experiences of a product/service to form an attitude of satisfaction or dissatisfaction toward the product/service (Churchill and Surprenant, 1982; Oliver, 1980, 1981; Oliver and DeSarbo, 1988; Yi, 1990) ^[08, 24, 25, 28, 47]. The expectancy disconfirmation paradigm in process theory provides the grounding for the vast majority of satisfaction studies and encompasses four constructs:

- (1) Expectations;
- (2) Performance;
- (3) Disconfirmation; and
- (4) Satisfaction.

Disconfirmation arises from discrepancies between prior expectations and actual performance. There are three possibilities: zero disconfirmation can result when a product

Performs as expected; positive disconfirmation can occur when the product performs better than expected; and negative disconfirmation when the product performs below expectations and dissatisfaction sets in (Churchill and Surprenant, 1982; Oliver, 1980, 1981; Oliver and DeSarbo, 1988;; Yi, 1990) ^[08, 24, 25, 28, 47]. Service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption related fulfillment, including levels of under- or over-fulfillment (Oliver, 1997) ^[26]. A comparison of the satisfaction model with the Gaps model indicates that the most salient feature is that the latter leaves out the issue of disconfirmation and seeks to represent an entire psychological process by an operational that involves the simple subtraction of expectations from perceptions. However, perhaps the most notable distinction is that the basis of comparison for each construct is different. "Satisfaction is the consumer's fulfillment response. It is a judgment that a product or firm to provide, while expectations in service satisfaction refer to what customers believe "will" happen (Bitner, 1990; Parasuraman et al., 1988; Boulding et al., 1993) ^[04, 30, 06]. A number of other distinctions are often made between satisfaction and quality. First, while the original five dimensions of SERVQUAL are fairly specific, those for satisfaction are broader and can result from a wider set of factors. Second, satisfaction assessments require customer experience, while quality does not (Bolton and Drew, 1991; Boulding et al., 1993; Cronin and Taylor, 1992; Oliver, 1980, 1981; Parasuraman et al., 1988) ^[07, 06, 09, 24, 25, 30]. Operationally, satisfaction is similar to an attitude, as it can be assessed as the sum of the satisfactions with the various attributes of the product or service (Churchill and Surprenant, 1982) ^[08]. However, while attitude is a pre-decision construct, satisfaction is a post decision experience construct (LaTour and Peat, 1979) ^[18]. Furthermore, it highlights the construct of a "global" level of satisfaction (the overall service satisfaction) in contrast to the construct of a component level of satisfaction (the encounter service satisfaction). Yi (1990) ^[47] mentioned that customer's satisfaction is influenced by two factors which is experiences and expectations with service performance. Two additional issues that need to be clarified when

researching customer satisfaction in services is whether satisfaction is conceptualized as facet (attribute specific) or as overall (aggregate); and whether it is viewed as transaction-specific (encounter satisfaction) or as cumulative (satisfaction over time) (Hoest and Knie- Andersen, 2004)^[14]. However, according to Levesque and McDougall (1996) ^[19] satisfaction is conceptualized as an overall, customer attitude towards a service provider. Similarly, Andreassen and Lindestad (1998) claimed that customer satisfaction is the accumulated experience of a customer's purchase and consumption experiences. It was therefore; client satisfaction construct in this paper will be measured through overall satisfaction toward the services.

RESEARCH METHODOLOGY

DEFINING RESEARCH METHODOLOGY

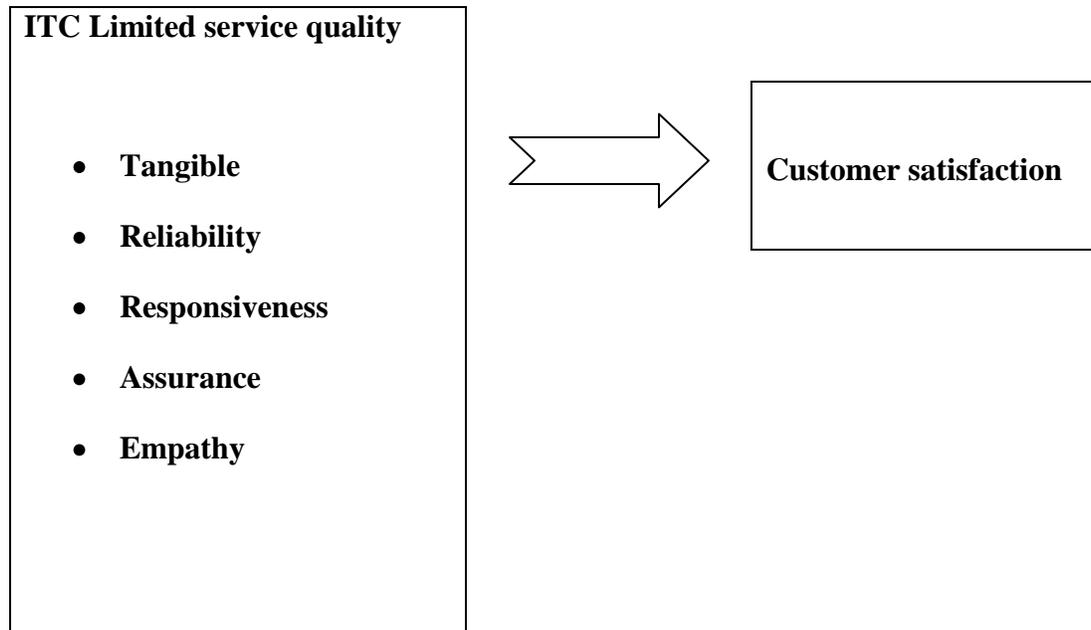
Research has being is “an active, diligent, and systematic process of inquiry in order to discover, interpret and/or revise facts. This intellectual investigation should produce a greater understanding of events, behaviors, or theories, or to make practical applications with the help of such facts, laws, or theories. The term research is also used to describe a collection of information about a particular subject (www.wikipedia.com)

Methodology is considered to be the “way in which information is found or something is done. The methodology includes the methods, procedures, and techniques used to collect and analyze information (www.google.com)

THEORETICAL FRAMEWORK

To assess the current service quality by ITC Limited, I adopted the service quality dimensions of Parasuraman et al. (1991) ^[32] which are Tangibility, Reliability, Responsiveness, Assurance and Empathy. I assume the relationship between ITC Limited service quality and customer satisfaction

Figure shows the theoretical structure of the study. The framework illustrates the following basic sequence: ITC Limited service quality leads to customer satisfaction,

Independent variable**dependent variable**

HYPOTHESES

H1: There is a significant difference between customer expectation and their perceptions of service quality offered by ITC Limited

Specifically, my hypotheses are:

H1a. There is a significant difference between customer expectations and their perception of service quality based on the dimension of Tangibility

H1b. There is a significant difference between customer expectations and their perception of service quality based on the dimension of Reliability

H1c. There is a significant difference between customer expectations and their perception of service quality based on the dimension of Responsiveness

H1d. There is a significant difference between customer expectations and their perception of service quality based on the dimension of Assurance

H1e. There is a significant difference between customer expectations and their perception of service quality based on the dimension of Empathy

H2: There is a significant relationship between service qualities. Provided by ITC Limited and customer satisfaction

RESEARCH DESIGN

The problem and the expectations of the prospects are to be studied in the research and hypothesis to be framed to prove the finding, through the perception and belief of the people about the ITC Ltd. Service

As such the research design will be descriptive in nature, both primary and secondary data has been used

METHODOLOGY

SAMPLE AND DATA COLLECTION

Samples of this study were obtained from ITC Limited customer, with the help of walk in interview each of them are working in different department and agencies. And Secondary data has been collected from the internet, journal and experience of the senior to check the possible cause of the problem and new expectation of the prospects the response rate is quite high, of the 250 questionnaires distributed, 109 questionnaires were return back.

The completion of these questionnaires will be completely on voluntary basis and response were anonymous

Testing of hypothesis has been completed with the help of statistical tools and technique.

RESEARCH FINDING

FREQUENCY DISTRIBUTION

All respondents for present study are 109 individual, these all individual are working in different private and government department. From all the respondents 60 percent are male and 49 percent are female. In the subject 12.8% percent respondents between 20-24 years old, 29.3% percent respondents from 25-29 years old, 22.01% percent from 30-34 years old, 13.7% percent from 35-39 years old, 11.9 percent were from 40-45 and 10.09 percentage above 45 years old.

61.4 percent were married and 38.6 respondents are single, near about 13.7 percent individual have master degree, 61.4 percent respondent are graduate in various field, 21.1 percent individual have diploma, and 3.6 percent are PhD holder.

TABLE 1
FREQUENCY DISTRIBUTION

Characteristic	Frequency	Percentage %
AGE GROUP		
20-24 age	14	12.8
25-29	32	29.3
30-34	24	22.01
35-39	15	13.7
40-44	13	11.9
45 above	11	10.09

GENDER

Characteristic	Frequency	Percentage %
Male	60	55.04
Female	49	44.95

EDUCATION LEVEL

Characteristic	Frequency	Percentage %
Master degree	15	13.7
Diploma	23	21.1
Degree	67	61.4
PhD	04	3.6

MARITAL STATUS

Characteristic	Frequency	Percentage %
Single	42	38.6
Married	67	61.4

RELIABILITY ANALYSIS

Table 2 indicates alpha for all variable are more then 0.70, which indicate suitability of the construct in terms of occupational sector, to compute stability of the scale cronbach's alpha has used for reliability analysis. The alpha score for all variables are high. The range of alpha from 0.84 minimum to 0.95 maximum, sufficient range of alpha for reliability analysis should be between 0.5or 0.6 there for result of cronbach's alpha for service quality fulfill the requirement level of reliability.

On the other hand cronbach's alpha for customer satisfaction is 0.95 which is also high from acceptable cutting pint 0.70 than we can say that all item are reliable and acceptable

TABLE 2:
CRONBACH'S ALPHA

Variable	No. of item	Alpha score
Tangibility	8	0.85
Reliability	10	0.84
Responsiveness	8	0.86
Assurance	8	0.93
Empathy	10	0.92
Customer satisfaction	4	0.95

DESCRIPTIVE ANALYSIS

Table 3 show that mean and standard deviation for all study variable , standard deviation was noticed small range from 0.79 for tangibility to 1.25 for customer satisfaction which represent that data are directly distributed the mean , whereas mean appear to be more various (range from 3.51 for empathy to 5.103 for assurance)

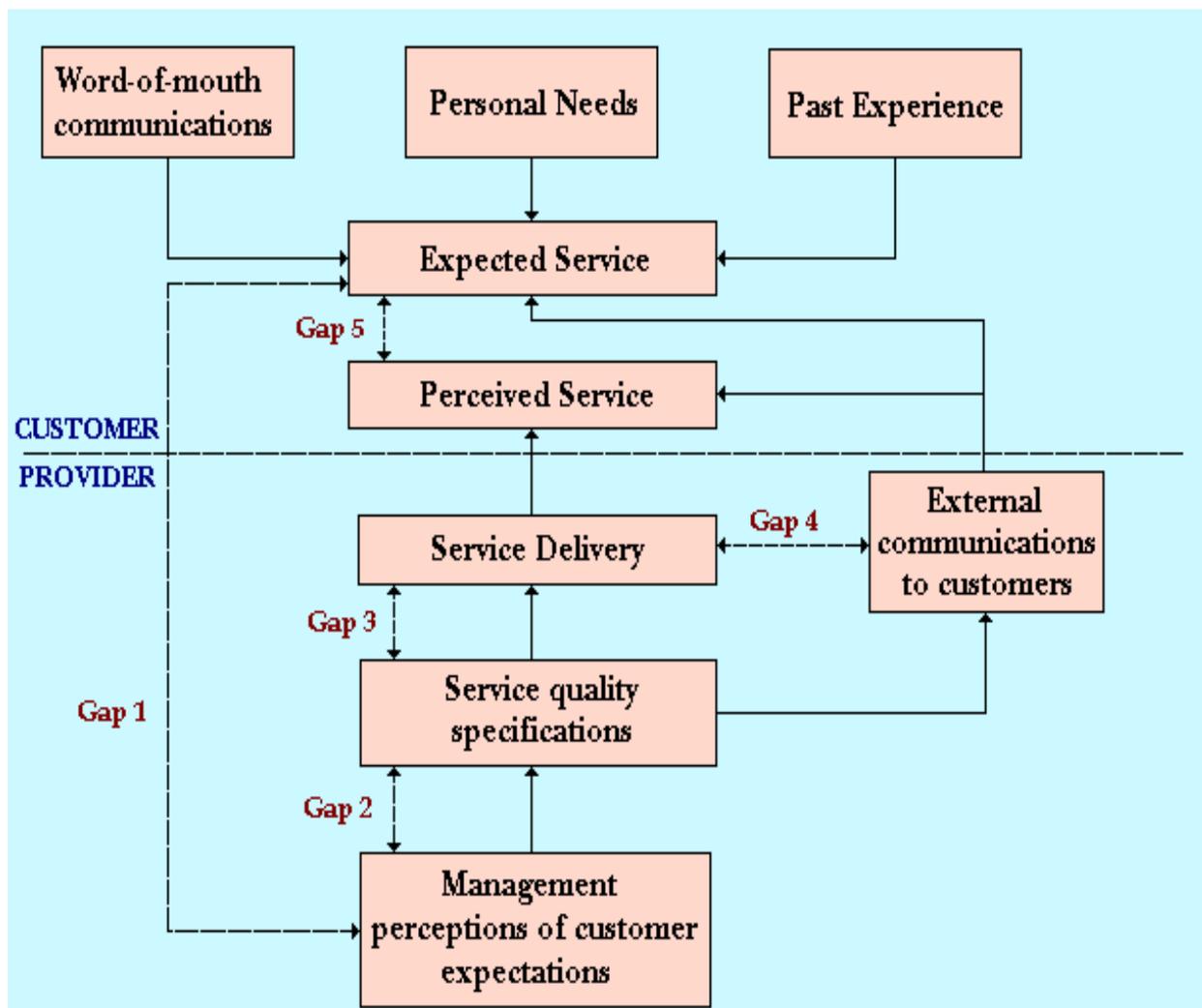
TABLE 3:
DESCRIPTIVE ANALYSIS

Variable	Mean	Standard Deviation
Tangibility	4.9638	0.7987
Reliability	4.8968	0.8798
Responsiveness	3.5066	0.9867
Assurance	5.1035	0.9102
Empathy	3.5897	1.0585
Customer satisfaction	4.4884	1.2550

SERVQUAL

SERVQUAL was originally measured on 10 aspects of service quality that is reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer and tangibles. It measures the gap between customer expectations and perception by the early nineties authors has redefined the model and include only five aspect name as Reliability, Assurance, Tangibles, Empathy, Responsiveness. Paired t-test has been used to compare the result of descriptive analysis between expectation and perception for the SERVQUAL dimensions. This service quality gap will be calculated by subtract respondent's expectation from their perceptions (P-E). A negative service quality gap specifies that respondent's expectation is greater than their perception on the other hand a positive service quality gap specifies that respondent's perception go over expectation. Result are shown in table 4 and

SERVQUAL MODEL



(Parasuraman, A., Zeithamal, V.A and Berry L.L 1988)^[30]

TABLE 4:
SERVQUAL

Dimension	Perception (P)	Expectation (E)	Ranking (P)	Ranking (E)
Tangibility	4.5203	5.0213	2	2
Reliability	4.4439	5.1326	3	1
Responsiveness	3.3420	3.2904	5	5
Assurance	5.0125	5.0132	1	3
Empathy	3.3652	3.4369	4	4

SERVQUAL GAP

As we can see in table 5 SERVQUAL Score for all dimension, score for tangibility is -0.501, similarly for reliability -0.688, responsiveness 0.0313, assurance -0.0793, empathy -0.0717. Overall SERVQUAL score for ITC Limited is -0.30, the negative value indicates that performance of ITC Limited does not meet with the expectation of customer. The result indicates that the reliability has the greatest service gap of -0.68, followed by the tangible dimension, the smallest service gap is -0.07 for the empathy dimension, however the positive service gap score for 0.05 for the responsiveness dimension, which recommends that ITC Limited service quality meet the expectation of their customer.

TABLE 5
SERVQUAL GAP

Dimension	Perception (p)	Expectation (E)	SERVQUAL Gap	t-value	result
Tangibility	4.5203	5.0213	-0.501	-4.462	Dissatisfied
Reliability	4.4439	5.1326	-0.6887	-6.342	Dissatisfied
Responsiveness	3.3420	3.2904	0.0516	0.512	Satisfied
Assurance	5.0125	5.0132	-0.0793	-3.440	Dissatisfied
Empathy	3.3652	3.4369	-0.0717	-1.283	Dissatisfied
Overall	4.0752	4.3729	-0.2977		

Note: Gap = perception – expectation * significant at 0.05 level

FINDINGS

H1a is accepted

H1b is accepted

H1c is rejected

H1d is accepted

H1d is accepted

REGRESSION ANALYSIS

(Service quality of ITC Ltd and customer satisfaction)

The result of the relationship between service quality and customer satisfaction shown in table 6

TABLE 6

(REGRESSION ANALYSIS RESULT SERVQUAL AND CUSTOMER SATISFACTION)

	Customer satisfaction			
	R Square	Beta	t	Sig.
Service quality	0.80	0.281	03.042	0.003

With the help of regression analysis result we can see in table 6 significant (0.003) is lower than 0.05 therefore we can say that there is significant relationship between service quality and customer satisfaction at 0.05 level of significance thus we can see

FINDING

H2 is accepted

DATA ANALYSIS AND DISCUSSION

WHY SERVQUAL

This study will explain further on how the scope of study being defined and why we have choose SERVQUAL to measure service quality of ITC Limited. Generally we know that ITC Limited provided many type of service to their customer are FMCG, Agri business, Hotel, food, paper

and packaging etc. in this study we have only cover FMCG product service provided by ITC Limited, therefore service will fall under the construction industries

FOCUS AREA OF THE RESEARCH

In this research work we only have focus particularly in the area of service quality provided by ITC Limited in the FMCG sector with the help of limitation, scope and literature of the study. There for other quality provided by ITC Ltd. are not discussed which can also influenced customer satisfaction, The research has only focus on those customer who subscribe service directly from ITC shopping complex (ITC chouple) without involving other stock holder such as whole seller, dealer, and retailer etc. there for we can say that result will only reflect ITC Ltd. Customer view on ITC service

THE PRIORITIZATION OF SERVICE QUALITY DIMENSION

The main objective of the study is to identify the prioritization of ITC Limited service quality dimension. After identify the priority the company will easily plan and allocate their resource according their priority. Reliability rated as most important dimension of ITC Limited customer based on the mean of expectation 5.2, there for the finding suggest that ITC Limited should be focus their efforts that hoe to increased the performance by fulfilling their promise and performance according to the accurately and need of customer.

The result was consist with the finding of parsuraman (1991) ^[32] and Wisniewski M (2001) ^[46]

On the other hand we can see tangibility and assurance find second important dimension gets same mean near about 5. We also can say tangibility and assurance both are second important dimension in the view of ITC Limited customer. There are no any new concept in finding because tangibility never be stable it's represent fluctuating nature of the service (Wisniewski 2001) ^[46] whereas assurance has found on of the important dimension that the customer feel stressed. The high rated of tangibility and assurance due to the fact that service provider should look more proper and well equipped to build confidence with their customer. The main objective of both dimensions is to convey trust and confidence in the view of their customer. Empathy is rated as the fourth important dimension of ITC Limited service quality with the expectation mean of 3.5 on the basis of the empathy we can say identify that ITC Limited customer also need helpful and individualization attention, because dimension is not important as reliability tangibility and assurance. Responsiveness is fended as the lesser important dimension of ITC Limited customer view. With the help of finding we can say that there are two possibility , first possibility customer of ITC Limited can subscribe service independently with minimum help and second possibility ITC Limited customer has predetermined idea about the performance of service quality and service provider. Likely, the finding has identified which dimension of service quality that ITC customer stressed. It is also to be discus that which dimension has great inconsistency with respect to customer expectation and customer perception, after that we will compare between finding then we can clearly identified that, which dimension of ITC Limited need to focus on there resource

THE SIGNIFICANT RELATIONSHIP OF SERVICE QUALITY DIMENSION ON CUSTOMER SATISFACTION

As we can see in the finding which suggests that there is a positive significant relationship between all the dimensions of service quality on customer satisfaction, specifically there is a significant relationship between service qualities on satisfaction at 0.5 level of significant. Firstly the result supported the finding which hypothesized that satisfaction is an antecedent of service quality (Cronin and Taylor 1992) ^[9]. However there research with multi-industries sample showed in a LISREL analysis, an opposite relationship quality appears to be only one of the service factor contributing to the customer satisfaction judgments (Cronin and Taylor 1992) ^[9]. Spreng and mackoy (1996) ^[42] who test a modified version of a model proposed by Oliver (1981)^[25] that sought to integrate the satisfaction and service quality literature, also provide support for service quality as being an antecedent to satisfaction. Most recently this relationship has also been confirmed from a study in a health care setting by Deruyter et al (1997) ^[11], who also show that service quality should be treated as an antecedent of customer satisfactions. Therefore we can say that management only should not focus on improving customer satisfaction but also think about to improving the customer perception about overall service quality dimension namely reliability, tangibility, assurance, responsiveness and empathy in to contemplation. On the other management should continuously try to improved service quality and customer satisfaction, in this competitive world , satisfy customer are not sufficient the absolute grow about a quality revolution come only from happiness , which again great extent depend on customer's perceptions about overall service quality.

CONCLUSION AND RECOMMENDATIONS

IMPLICATIONS

The finding of the study has important implication on the management of service quality provided by ITC Limited perceived by their customer. This study expresses the usefulness of the SERVQUAL approach as a good measurement of service quality for the service provider. Once the aspect of quality service from the customer perspective are more clearly know and understood, then service provider may be in the strong position to look forward to the requirement and need of customer rather than to react customer dissatisfaction. In this research work we have found that, the attribute of reliability has been expected by the respondents to the most important dimension of the service quality followed by the tangibility, assurance, empathy. Responsiveness the quality gap of these dimensions is also followed by the most important dimension order. We can assumed from the finding that ITC Limited are not able to fulfill the need of the customer because there are significant difference between customer expectation and customer perception in the dimension of reliability, tangibility, assurance, empathy. Although only responsiveness of the ITC Limited seen to be only dimension that meet customer expectation but in overall the gap of customer perception are very high. With the help of the finding we can say that ITC Limited continuously try to improved the quality of service according to the expectation of customer and also fulfill customer need to create satisfy customer base forever. Still no more study has been conducted in the context of service provided by ITC Limited towards fast moving consumable goods (FMCG). I hope the finding of the study can contribute some knowledge about the service quality research in the both public and private

sector organization according to the customer perception and customer expectation about the quality of service provided by the organization.

SUGGESTION FOR FUTURE RESEARCH

For future research it would be very beneficial if users could be categorized in to various segment based on the individual SERVQUAL score. These segment could be analyzed by the relative importance of the five dimension in influencing service quality, in this manner the research will be able o target specific quality program of these segment and monitor the success and failure of these program by surveying these respondents again, Future study may also narrow down to only one aspect of service such as product quality, design quality and brand quality etc. these segment then be analyzed by the relative importance of the five dimension which influence service quality of the particular service

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