



Review of Retail Service Quality Scale (RSQS) System and SERVQUAL with some Empirical Researches

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Abstract : Customers became very vital in business during the marketing time of the 1950s when companies could produce what they can sell and not just selling what they can produce as it was during the production



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era. Since the beginning of the consumption era in marketing, (business.business-key.com) the focus on customers/consumers has increased more as the consumption era also shifts to post-consumption; where organizations are obliged to render more services in addition to what they provide as offers to their customers. What are the qualities of these services provided to customers? Are the customers satisfied with these services? Thus, this research originated from the fact that customer/consumer is the key to business. In fact, their satisfaction is the most important tool that helps to increase sales and generate profits in the business environment. Moreover, the importance of customer satisfaction and service quality has been proven relevant to help improve the overall performance of organizations.

Improving service quality is believed to improve profitability and enhance retail store performance. Such improvements however, require monitoring and continuous measurement of performance along service dimensions that determine standards of service quality. It goes without saying then that reliable and valid tools for measuring service quality are extremely important. Present study provides a detailed discussion of SERVQUAL and RSQS; instruments that have been widely used for measuring retail service quality. A brief discussion of the application of the two instruments in retail context is presented with an objective to determine whether RSQS and/or SERVQUAL provide an effective measure of retail service quality. Review of the empirical researches reveals that the both SERVQUAL and RSQS fail to serve as univocally reliable and valid measures of retail service quality.

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