Measuring Retail Service Quality Using RSQS Model

Dr. Shashi Singhal

Professor
Amity Business School,
Amity University Rajasthan,
Jaipur

Abstract

Amid the previous couple of decades service quality has turned into a significant range of consideration regarding specialists, managers and analysts. It has solid effect on business execution, lower expenses, consumer loyalty, client satisfaction and productivity. This study pointed at assessing of retail service quality measurements at retail locations in Jaipur. The reason for this study was to discover how customer sees the general retail benefit quality in a retail store. The three stores that have been selected for study are SHOPPERS STOP, CENTRAL and LIFESTYLE in Jaipur.

A survey of 120 customers visiting these stores in Jaipur was taken to evaluate the retail service quality according to Retail Service Quality Scale (RSQS) which composes of 6 dimensions namely Physical Look, Convenience, Reliability, Personal Interaction, Problem Solving Solution, and General Policy.

The analysis part includes multivariate test of variance, reliability test and descriptive analysis. The multivariate test of variance or MANOVA was mainly presenting item-wise correlations between the two stores. The reliability analysis was done to find out whether the selected dimension or scales are reliable or not. The descriptive analysis was mainly presenting the viability and efficiency answered by the customers for the general conclusions.

The findings are that the respondents were more satisfied with LIFESTYLE, CENTRAL in reference to all the dimensions of service quality as compared to SHOPPERS STOP. Consumer's perception of service quality was significant in all dimensions, the stores selection helped in interpreting the customer's perceptions towards the retail stores in Jaipur.

Keywords: Service Quality, Retail Service Quality, RSQS, Retail stores, Jaipur.

Introduction

Retail Scenario of India

Retail division is one of the mainstays of Indian economy and records for 14 to 15 percent of its GDP. The Indian retail market is assessed to be US$ 500 billion and one of the main five retail markets in the planet by economic value. India is one of the quickest developing retail

markets on the planet, with 1.2 billion individuals.

In January 2012, India affirmed changes for single-brand stores inviting anybody on the planet to invest in Indian retail market with 100% proprietership, however forced the necessity that the single brand retailer source 30 percent of its merchandise from India. Indian government proceeds with the hang on retail changes for multi-brand stores.

On 14 September 2012, the legislature of India declared the opening of FDI in multi-brand retail, subject to regards by individual states. This choice was invited by economists and the business sectors, yet brought about challenges and a change in India's central government's political coalition structure. On 20 September 2012, the Government of India formally told the FDI changes for single and multi-brand retail, in this way making it compelling under Indian law.

On 7 December 2012, the Federal Government of India permitted 51% FDI in multi-brand retail in India. The administration figured out how to get the endorsement of multi-brand retail in the parliament notwithstanding overwhelming mayhem from the resistance (the NDA and radical gatherings). A few states will permit outside grocery stores like Wal-Mart, Tesco and Carrefour to open while different states won't.

Starting 2014, India's retailing industry was basically proprietor kept an eye on little shops. In 2010, bigger organization comfort stores and markets represented around 4 percent of the business, and these were show just in huge urban focuses. India's retail and logistics industry utilizes around 40 million Indians (3.3% of Indian populace).

The accompanying is the correlation table of sub-segments current rate in retail area and assessed development in 2017:

SUB – SEGMENTS	GROWTH% 2015	ESTIMATED GROWTH%2017
APPAREL	43.1	70.1
DESIGN ACCESSORIES	13.3	23
FOOTWEAR	41.7	59
NOURISHMENT SERVICES	13.3	31
JEWELLERY	10.2	22
EYE WEAR	8.3	22
HOME AND INTERIORS	18.6	25
PORTABLE AND TELECOM	19.3	37
ENTERTAINMENT AND GAMING	14.3	20
TIMEWEAR	61.6	82
PHARMACY	5.9	24
LEISURE	20	37
PERSONAL CARE	15.6	26
CDIT	23	28

About the Stores:
A.Shoppers Stop

SHOPPERS STOP
START SOMETHING NEW
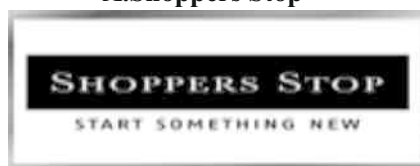
- Shoppers Stop is an Indian retailing organization advanced by the. K Raheja Corp Group, began in the year 1991 with its first store in Andheri, Mumbai.

- Shoppers Stop Ltd has been granted "the Hall of Fame" and won "the Emerging Market Retailer of the Year Award", by World Retail Congress at Barcelona, on April 10, 2008.

- Shoppers Stop is recorded on the BSE.

- As of 2013, Shoppers Stop has 73 stores in India.

- Shoppers Stop is one of the main retail stores in India. Shoppers Stop started by working a chain of retail stores under the name "Shoppers Stop" in India. Shoppers Stop has 74 stores over 35 urban areas in India.

- In particular, Shoppers Stop stores retails have attire, extras, totes, shoes, adornments, aromas, beautifying agents, wellbeing and excellence items, home outfitting and stylistic layout items.

B.central

Future Group is an Indian private combination, headquartered in Mumbai. The organization is known for having a huge unmistakable quality in Indian retail and style segments, with mainstream grocery store chains like Big Bazaar and Food Bazaar, way of life stores like Brand Factory, Central and so on furthermore for having eminent vicinity in coordinated sustenance and FMCG producing divisions. Future Retail (at first Pantaloons Retail India Ltd (PRIL)) and Future Lifestyle Fashions, two working organizations of Future Group, are among the top retail organizations recorded in BSE regarding assets, and in NSE concerning business capitalization.

On May 2012, Future Group declared 50.1% stake offer of its mold tie Pantaloons to Aditya Birla Group with a specific end goal to decrease its obligation of around INR 8000 crores. To do as such, Pantaloons style portion was demerged from Pantaloons Retail India Ltd; the last was then converged to another backup Future Value Retail Ltd—and rechristened Future Retail Ltd

Central was introduced by future group in May 2004 at Bangalore, Central is a showcase, consistent shopping centre and the first of its kind in India. The idea behind this spearheading idea was to give clients an unhindered, immaculate shopping background by guaranteeing the best brands in the Indian business are accessible to the recognizing Indian client.

Central offers everything to the urban optimistic customer. Situated in the heart of the city, Central trusts its clients ought not to travel long separations to achieve us. Rather, we must be exhibit in prominent client destinations.

Central houses more than 300 brands crosswise over classes, for example, clothing, footwear and frill for ladies, men, kids and newborn children separated from an entire scope of Music, Books, Coffee Shops, Food Courts, Super Markets (Food Bazaar), Fine Dining Restaurants, Pubs and Discotheques.

C. Lifestyle

Lifestyle International Pvt Ltd is a piece of the Dubai based Landmark Group, which started operations in India on 18 May 1999 with the dispatch of the first Lifestyle store in Chennai.

Presently finishing its 15 years, Lifestyle has 43 stores the nation over. Lifestyle Stores retails a scope of branded attire

and private marks under the accompanying classifications of clothing, footwear, adornments & purses, and home items. Lifestyle International Pvt Ltd today offers a genuinely global shopping knowledge, a truth borne by various awards:

Lifestyle Received Most Admired Fashion Retail

Destination Of The Year At The Images Fashion Awards For Three Consecutive Years 2013, 2012 & 2011 Lifestyle Awarded Most Admired Retailer Of The Year, Department Store Category At The Images Retail Awards 2012, 2011 & 2008 Lifestyle International Pvt. Ltd. Perceived As 42nd Best Workplace In The Country And 2nd Best Company To Work For In The Retail Sector In India By Great Place To Work Institute Survey 2013 Lifestyle International Pvt. Ltd. Perceived For 'Best HR Strategy In Line With Business' At 4th Asia's Best Employer Brand Awards 2013 Images Most Admired Beauty

Lifestyle Stores retails local and universal brands, for example, Louis Philippe, Pepe Jeans, Arrow, Biba, Gini & Jony, Carbon, Corelle, Magppie, Nike, Reebok, LEGO, and Mattel. The organization additionally licenses for Austin Reed, (London) and retails its clothes in India solely through the chain.

Literature Review

According to Parasuraman et al. (1991), companies can get their competitive advantage by using the technology for the purpose of enhancing service quality and gathering market demand.

Service quality is defined as the difference between customers' expectations and perceptions of service (Parasuraman, Zeithaml and Berry, 1988) and can often be seen as a way to build a competitive advantage.''

Service quality as a multi-dimensional construct commonly regarded as customer judgments about service supplier and customer interactions and service itself (Cronin and Taylor, 1992; Babbakus and Boller, 1992; Zeithaml et al., 1996).

Service quality is perceived as a tool to increase value for the consumer; as a means of positioning in a competitive environment (Mehta, Lalwani and Han, 2000) and to ensure consumer satisfaction (Sivadas and Baker-Prewitt, 2000).

Gronroos (1984) defined service quality as a perceived judgment where the customers compare their expectations of a service with their perceptions of the service which they actually received.

Service quality is needed for creating customer satisfaction and service quality is connected to customer perceptions and customer expectations. Service quality can be described as the result from customer comparisons between their expectations about the service they will use and their perceptions about the service company.

The techniques of measuring service quality and the dimensions of service quality have become a major area in the marketing literature during the past few decades. Quality means "innate excellence." It is a mark of uncompromising standards and high achievement, universally recognizable, and recognized only through experience.

Service quality in retailing is different and have a unique nature of retail service, In retail service, it is necessary to look at quality from the perspective of services as well as goods and to obtain a set of items that accurately measure this construct (Mehta et al., 2000). For this reason, (Dabholkar et al., 1996) developed and empirically validated the Retail Service Quality Scale (RSQS) to capture dimensions important to retail customers based on the qualitative research technique.

They conducted qualitative research using three different methodologies - phenomenological interviews, exploratory depth interviews, and tracking the customer through the store. Combining these qualitative findings with the existing literature and SERVQUAL, (Dabholkar et al., 1996) proposed that retail service quality has a hierarchical factor structure comprising five basic dimensions.

(1)   Physical aspects/look

(2)   Convenience

(3)   Reliability

(4)   Personal interaction

(5)   Problem-solving solution

(6)   General Policy

Research Methodology

The study is done to measure the overall retail service quality of three big retail giants in Jaipur Shoppers Stop, Lifestyle and Central by applying the RSQS.

The present study goes for experimentally affirming the reliability and validity of RSQS in the context of Jaipur retail environment. As a benchmark review instrument the standard RSQS based survey developed by Dabholkar, Thorpe and Rentz (1996) has been utilized for the study. The scale comprises of 6 major dimensions i.e. Physical look, Reliability, convenience, Personal Interaction, Problem Solving solution and general policy the administration quality experience of retail store customer. Every build thus is clarified through particular arrangements of explanations being measured on a typical power based 5 point Likert scale [Totally Disagree (1) – Totally Agree (5)].

Main objective of the research:

•   PRIMARY OBJECTIVE- To ascertain the service quality of three major retail stores in Jaipur, i.e., SHOPPERS STOP, LIFESTYLE and CENTRAL.

• SECONDARY OBJECTIVE– To evaluate and compare amongst the two, which retail store offers better service quality to its customer and achieves customer retention.

Primary data have been collected from a standard questionnaire. Total '120 customers' data was collected. In order to compare the quality of service between three big retail giants in Jaipur that is Shoppers Stop, Lifestyle and Central, the following research was done. There was little data found in such manner and thus survey strategy was carried on to complete this study. Six important dimensions were identified as to measure the service quality level provided by the two retail giants. The questionnaire was pre-tested for assessing its reliability and validity. Primary data has been collected from a standard questionnaire. Total 120 customers' data was collected.

The Sample profile can be interpreted by analyzing the frequency of the data collected through the questionnaire. Frequency refers to the number of observations of a specific value within a variable this may help to interpret information more easily. Sample profile is created because the study is looking at how the values of the variable are distributed across all of the cases in the data. Sample profile is easy to interpret and they can display large data sets in a fairly concise manner.

The demographic distribution of test on four parameters age, occupation, gender, marital status and income level is exhibited as follows: there were 45.8 per cent male and 54.2 per cent female in the selected sample. The proportion of married people were 51.7 per cent where as unmarried respondent were 48.3 per cent. There were 28.3 per cent respondent belonging to the age group of (15-25) years, 29.2 per cent of respondent belong to (25-35) year of age group, 24.2 per cent of respondent belong to (35-45) years and the remaining 18.3 per cent of respondent belong to age group of more than (45) years. As for occupation 19.2 per cent are the Business Man, 18.3 per cent are from the government services, 19.2 per cent are from the corporate services, 25 per cent students and rest were in the others category. 30 per cent of respondent have income less than Rs. 20000, 48.3 per cent of respondent have income between Rs. 20000 and Rs. 50000 and the remaining 21.7 per cent have more than Rs. 50000 as their income. The sample was discovered satisfactorily steady with the individuals living in Jaipur city.

Research Objectives

1. The study aims at empirically analyzing the applicability of Retail service quality scale (RSQS) at three of the prime retail stores SHOPPERS STOP, LIFESTYLE and CENTRAL in Jaipur.

2. To measure the customer perception towards retail stores in Jaipur..

Research question

Q1. To what extent retail service quality influences the customer satisfaction in the retail supermarket?

Q2. How customer perceives the overall retail service quality in selected retail stores?

Q3. Are the customer satisfied with the overall retail service quality in the selected retail stores?

Data collection method

The data analysis is done by using SPSS Statistics. It is a software package used for statistical analysis. A survey was done with a sample size of 120 customers visiting the specified retail store SHOPPERS STOP, LIFESTYLE and CENTRAL. The responses were then recorded and analyzed through SPSS software.

Tools used for analysis

In order to evaluate the quality of service provided by the three retail giants in Jaipur, tools like sample profile (frequency) to know the number of responses to different characteristics, MANOVA aa multi variant analysis of variance is done to analyze the difference between the Mean of the three retail stores i.e. SHOPPERS STOP, LIFESTYLE and CENTRAL, reliability analysis is done by calculating the Cronbach's alpha value to find the consistency reliability analysis is done as the survey have different Likert questions in a poll that frame a scale and which help to figure out whether the scale is reliable, Descriptive analysis of different dimensions is done to analyses the mean and standard deviation of scales under the particular dimensions.

Data Interpretations and analysis

Manova:

Multivariate analysis of variance (MANOVA) is simply an ANOVA with several dependent variables. That is to say, ANOVA tests for the difference in means between two or more groups, while MANOVA tests for the difference in two or more vectors of means. To test whether there are huge contrasts between the service quality provided by three retail stores SHOPPERS STOP, CENTRAL and LIFESTYLE, item-wise correlations were made utilizing multivariate analyses of variance for every construct. These tables are showing each dimension.

TABLE 1: Test of group differences on Physical Look

VARIABLES	SHOPPERS STOP		CENTRAL		LIFESTYLE		UNIVARIENT F TEST	
	MEAN	SD	MEAN	SD	MEAN	SD	F	sig.p<
1.The store has modern looking equipment and fixtures.	2.68	1.10	3.30	0.88	3.50	0.88	8.09	0.00
2. The store and its physical facilities are visually attractive.	3.17	1.13	3.68	0.89	3.85	0.98	4.88	0.00
3. Materials associated with the store services (shopping, loyalty card) are visually appealing.	3.22	1.23	3.53	0.91	4.00	0.91	5.81	0.00
4. The store has clean, attractive and convenient physical facilities	3.50	1.40	3.65	0.95	4.00	0.91	2.15	0.00
MULTIVARIATE TEST OF SIGNIFICANCE								
Pillai's Trace	0.18							
Wilks'Lambda	0.83							
Hotelling's Trace	0.20							

INTERPRETATION: MANOVA was found significant for Physical look dimension of retail stores service quality it seems that the respondents were more prominent towards the Physical look of LIFESTYLE, CENTRAL and than SHOPPERS STOP. Univariate test also showed the significant difference on all the variables of Physical look as the respondents were attracted towards materials associated with store services which are visually appealing and clean, attractive and convenient physical facilities provided by LIFESTYLE, CENTRAL as compare to SHOPPERS STOP.

TABLE 2: Test of group differences on Convenience

VARIABLES	SHOPPERS STOP		CENTRAL		LIFESTYLE		UNIVARIENT F TEST	
	MEAN	SD	MEAN	SD	MEAN	SD	F	sig.p<
1. The layout of the store makes it easier for customer to find what they need.	2.62	1.15	3.52	0.72	3.82	0.92	17.36	0.00
2. The layout of the store makes it easier for the customer to move around in the store.	3.38	1.03	3.78	0.95	4.20	0.69	8.41	0.00
MULTIVARIATE TEST OF SIGNIFICANCE								
Pillai's Trace	0.25							
Wilks'Lambda	0.75							
Hotelling's Trace	0.33							

Interpretation:

MANOVA was found significant for Convenience dimension of retail stores service quality it seems that the respondents were more prominent towards the Convenience facilities of LIFESTYLE, CENTRAL than SHOPPERS STOP.

TABLE 3: Test of group differences on Reliability

VARIABLES	SHOPPERS STOP		CENTRAL		LIFESTYLE		UNIVARIENT F TEST	
	MEAN	SD	MEAN	SD	MEAN	SD	F	sig.p<
1. When the store promises to do something (repairs, alteration) by a certain time, it will do so.	2.62	1.10	3.22	0.66	3.30	0.85	6.91	0.00
2. The store provides its services at the time it promises to do so.	3.28	1.26	3.57	0.75	3.62	0.93	1.43	0.00
3. The store perform the services right the first time	2.82	0.98	3.38	0.84	3.78	0.89	11.08	0.00
4. The store has merchandise available when the customer want it	3.02	1.19	3.52	0.72	3.75	0.98	5.73	0.00
5. The store insists on error- free sales transaction and records	3.48	1.18	3.47	0.88	3.90	1.08	2.18	0.00
MULTIVARIATE TEST OF SIGNIFICANCE								
Pillai's Trace	0.25							
Wilks'Lambda	0.75							
Hotelling's Trace	0.32							

Interpretation:

MANOVA was found significant for Reliability dimension of retail stores service quality it seems that the respondents were more prominent towards the Reliability facilities of LIFESTYLE, CENTRAL than SHOPPERS STOP.

TABLE 4: Test of group differences on Personal Interaction

VARIABLES	SHOPPERS STOP		CENTRAL		LIFESTYLE		UNIVARIENT F TEST	
	MEAN	SD	MEAN	SD	MEAN	SD	F	sig.p<
1. Employees in the store have the knowledge to answer customer question.	2.92	1.42	3.45	0.90	3.78	0.83	6.25	0.00
2. The behavior of the employees in the store instills confidence in customer	3.38	1.01	3.52	0.93	4.02	0.92	5.10	0.00
3. Customer feels safe in their transactions with this store	3.18	1.30	3.60	0.93	4.17	0.71	9.89	0.00
4. The employees in the store give prompt services to customer	2.82	1.17	3.55	0.85	3.75	0.78	10.54	0.00
5. Employees in the store tell customers exactly when services will be performed	3.15	1.08	3.52	0.85	3.58	0.87	2.46	0.00
6. Employees in the store are never to busy to respond to customers request.	3.38	1.17	3.70	0.72	3.88	0.72	3.20	0.00
7. The store gives customers individual attention	3.10	1.24	3.45	0.78	3.77	1.03	4.29	0.00
8. Employees in the store are consistently courteous with customers	3.38	1.19	3.70	0.85	3.85	0.86	2.45	0.00
MULTIVARIATE TEST OF SIGNIFICANCE								
Pillai's Trace	0.28							
Wilks'Lambda	0.74							
Hotelling's Trace	0.35							

Interpretation:

MANOVA was found significant for Personal Interaction dimension of retail stores service quality it seems that the respondents were more prominent towards the Personal Interaction facilities of LIFESTYLE, CENTRAL than SHOPPERS STOP

TABLE 5: Test of group differences on Problem solving solution

VARIABLES	SHOPPERS STOP MEAN	SD	CENTRAL MEAN	SD	LIFESTYLE MEAN	SD	UNIVARIENT F TEST F	sig.p<
1. The store willingly handles returns and exchange	2.75	0.98	3.50	0.82	3.47	0.85	9.28	0.00
2. When a customer has a problem, the store shows a sincere interest in solving it	3.45	1.06	3.70	0.88	4.00	0.82	3.54	0.00
3. Employees of the store are able to handle customer complaints directly and immediately	3.50	0.99	3.50	0.78	3.75	0.95	1.00	0.00
MULTIVARIATE TEST OF SIGNIFICANCE								
Pillai's Trace	0.17							
Wilks'Lambda	0.83							
Hotelling's Trace	0.20							

Interpretation:

MANOVA was found significant for Problem Solving Solution dimension of retail stores service quality it seems that the respondents were more prominent towards the approaches provided for solving transaction related issues with LIFESTYLE, CENTRAL than SHOPPERS STOP

TABLE 6: Test of group differences on General Policy

VARIABLES	SHOPPERS STOP MEAN	SD	CENTRAL MEAN	SD	LIFESTYLE MEAN	SD	UNIVARIENT F TEST F	sig.p<
1. The store offers high quality merchandise.	3.02	1.19	3.47	0.75	4.00	0.82	10.83	0.00
2. The store provides plenty of convenient parking for customer	3.25	1.17	3.75	0.93	3.40	1.17	2.19	0.00
3. The store has operating hours convenient for all their customer	3.10	1.15	3.72	0.85	3.85	0.80	7.22	0.00
4. The store accepts all major credit/debit cards	3.68	1.14	3.75	0.95	4.02	0.80	1.43	0.00
MULTIVARIATE TEST OF SIGNIFICANCE								
Pillai's Trace	0.26							
Wilks'Lambda	0.76							
Hotelling's Trace	0.31							

MANOVA was found significant for General Policy dimension of retail stores service quality it seems that the respondents were more prominent towards the General Policy facilities of LIFESTYLE, CENTRAL than SHOPPERS STOP. Univariate test also showed the significant difference on all the variables of General Policy as the respondents were able to find facility of accepting all major debit/credit cards provided by LIFESTYLE, CENTRAL as compare to SHOPPERS STOP.

Descriptive analysis:

Descriptive statistics permits the researcher to meaningfully

describe many pieces of data with a few indices. These indices are calculated for a sample drawn from a population, the resulting values are referred to as statistics. The research includes 6 broad dimension each dimension consist of questions to measure the particular dimension. Mean and Standard deviation is calculated to analyses the responses to each statement to test the viability and efficiency answered by the customers.

A. Physical look:

		N	Mean	Std. Deviation	t	Df	Sig{2-tailed}
1.	The store has modern looking equipment and fixtures.	120	3.16	1.012	1.713	119	0.089
2.	The store and its physical facilities are visually attractive	120	3.57	1.035	5.998	119	0.000
3.	Materials associated with the store services (shopping, loyalty card) are visually appealing.	120	3.58	1.066	5.996	119	0.000
4.	The store has clean, attractive and convenient physical facilities	120	3.72	1.117	7.031	119	0.000
TOTAL			3.5062	0.82150	6.751	119	0.000

B. Convenience:

		N	Mean	Std. Deviation	t	Df	Sig{2-tailed}
1.	The layout of the store makes it easier for customer to find what they need.	120	3.32	1.070	3.326	119	0.001
2.	The layout of the store makes it easier for the customer to move around in the store.	120	3.78	.954	8.992	119	0.000
TOTAL			3.5542	0.88592	6.852	119	0.000

C. Reliability:

		N	Mean	Std. Deviation	t	Df	Sig{2-tailed}
1.	When the store promises to do something (repairs, alteration) by a certain time, it will do so.	120	3.05	.934	0.587	119	0.558
2.	The store provides its services at the time it promises to do so.	120	3.49	1.004	5.364	119	0.000
3.	The store performs the services right the first time.	120	3.32	.980	3.632	119	0.000
4.	The store has merchandise available when the customers want it.	120	3.43	1.019	4.660	119	0.000
5.	The store insists on error-free sales transaction and records.	120	3.62	1.063	6.357	119	0.000
TOTAL			3.3833	0.62313	6.739	119	0.000

D. Personal Interaction:

		N	Mean	Std. Deviation	t	Df	Sig{2-tailed}
1.	Employees in the store have the knowledge to answer customer question.	120	3.38	1.132	3.711	119	0.000
2.	The behavior of the employees in the store instills confidence in customer.	120	3.64	.986	7.132	119	0.000
3.	Customer feels safe in their transactions with this store.	120	3.65	1.082	6.581	119	0.000
4.	The employees in the store give prompt services to customer.	120	3.38	1.021	4.022	119	0.000
5.	Employees in the store tell customers exactly when services will be performed.	120	3.42	.949	4.810	119	0.000
6.	Employees in the store are never to busy to respond to customers request.	120	3.65	.913	7.795	119	0.000
7.	The store gives customers individual attention.	120	3.44	1.060	4.566	119	0.000
8.	Employees in the store are consistently courteous with customers.	120	3.64	.994	7.071	119	0.000
TOTAL			3.5250	0.64243	8.952	119	0.000

E. Problem solving solution:

		N	Mean	Std. Deviation	t	df	Sig{2-tailed}
1.	The store willingly handles returns and exchange.	120	3.24	.944	2.805	119	0.006
2.	When a customer has a problem, the store shows a sincere interest in solving it.	120	3.72	.945	8.304	119	0.000
3.	Employees of the store are able to handle customer complaints directly and immediately.	120	3.58	.913	7.000	119	0.000
TOTAL			3.5139	0.69666	8.081	119	0.000

A. General Policy:

		N	Mean	Std. Deviation	t	df	Sig{2-tailed}
1.	The store offers high quality merchandise.	120	3.50	1.013	5.409	119	.000
2.	The store provides plenty of convenient parking for customer.	120	3.47	1.107	4.617	119	0.000
3.	The store has operating hours convenient for all their customer	120	3.56	.994	6.153	119	0.000
4.	The store accepts all major credit/debit cards.	120	3.82	.979	9.142	119	0.000
TOTAL			3.5854	0.68867	9.312	119	0.000

Reliability analysis:

Cronbach's alpha is the most widely recognized measure of interior consistency ("reliability"). It is most regularly utilized when you have different Likert questions in a poll that frame a scale and you wish to figure out whether the scale is reliable.

Variables	cronbach's alpha
1. Physical look	0.780
2. Convenience	0.790
3.Reliability	0.705
4.Personal interaction	0.783
5.Problem solving solution	0.701
6.General policy	0.796
7.overall scale (26 item)	0.916

Reliability quality of the scale was inspected utilizing the Cronbach alpha coefficients. The outcomes show that the retail service quality scale proposed by Dabholkar, Thorpe and Rentz (1996) is a solid instrument, giving back a general Cronbach alpha of 0.916. Taking 0.7 or more as marker of reliable quality (Nunnally, 1978), we see that all basic sub-measurements/measurements are solid.

Discussion and Conclusion

In our study we attempted to investigate and assess the consumer loyalty level of the retail stores (CENTRAL, SHOPPER STOP and LIFESTYLE). As per Reichheld and Sasser (1990) the service quality is in effect progressively seen as an imperative component to guarantee shopper fulfilment, maintenance and support. That is the reason it is essential to convey high service to achieve a higher consumer loyalty. Referring to Finn and Lamb (1991) satisfying customers through top notch service will bring the advantages of hold customers and expansion organizations 'market share.

As mentioned in past studies the customer satisfaction is acquired through service quality. In order to measure the service quality we applied RSQS model, various test and analysis was done by analyzing and evaluating the survey done on 120 respondents to know the applicability of Retail service quality scale (RSQS) at two of the prime retail stores SHOPER STOP, CENTRAL and LIFESTYLE in Jaipur. According to the RSQS model (Dabholkar et al., 1996), it indicates that customers were attracted towards the service quality in retail stores and it is believed that service quality leads to customer satisfaction.

In addition we also examined the difference in customers' perceptions of the dimensions of service quality in retail stores. Dimensions indicated that the reliability test of all six dimensions physical look, convenience, reliability, personal interaction, problem solving solution and general policy are highly suited for measuring retail service quality, particularly general policy dimension which has a reliability of 0.796 which is much higher than all the other dimensions, it was also concluded that the quality of service provided by Lifestyle was more prominent than Central and Shopper Stop the respondent were more attracted towards kind of service or facilities provided by Lifestyle than both the other stores, the empirical study also concluded that this study could be helpful in understanding the perception of the customers towards the retail stores in Jaipur the selected stores were taken as a base which may further help to investigate in future studies.

Also, we conclude from the analysis that the result to find out correlation between both the stores through multivariate test of variance (MANOVA) was found significant in Lifestyle in physical look dimension as the customer were attracted towards materials associated with store and also store services which are visually appealing and clean, attractive and convenient in lifestyle, the error free transactions and records are better in lifestyle than both the

other retail stores, the service provided to the customers by the employees made lifestyle a much better store than shopper stop and central in Jaipur, even the problem or complaints are much well maintained by lifestyle than shopper stop and central. Overall, through this through this study we concluded that the service Quality was significant in LIFESTYLE than SHOPPER STOP and CENTRAL.

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