



“A STUDY ON CUSTOMER SATISFACTION TOWARDS SALES SERVICE QUALITY WITH REFERENCE TO DMART”

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Abstract:-

Customer satisfaction is a key factor in the success of a retail business. This study is an attempt to analyze the customer satisfaction towards sales service quality with reference to DMart. The study looks at important things like staff attitude, billing efficiency, product availability and store atmosphere. Data was collected through primary source using structured questionnaire from 100 respondents. The research design of the study is descriptive and it uses simple statistical methods such as percentage analysis. The findings show that customers are satisfied with the price and store cleanliness but there is a need to improve the billing process and staff responsiveness. The study finds that better service quality can significantly raise customer satisfaction and loyalty.

Keywords:-

Customer Satisfaction, Service Quality, Retail Sector, DMart, Sales Service, Consumer Behavior

Introduction:-

Customer satisfaction is the key to business success in today’s competitive retail environment. Customers demand quality products at reasonable prices and efficient and convenient service. Sales service quality includes factors such as employee interaction, product availability, billing efficiency, and store sanitation. With its low pricing strategy and wide range of products, DMart has emerged as one of the largest retail chains in India. But equally important is to keep the quality of service high to retain customer loyalty. The purpose of this study is to study the impact of various service factors on customer satisfaction at DMart. Organizations can use insights into customer expectations and experiences to improve their service strategies and overall performance. This study aims to measure customer satisfaction and to identify areas for improvement.



Review of Literature: -

Customer satisfaction has been extensively studied in the marketing literature. Kotler (2016) defines customer satisfaction as a function of the comparison between customer expectations and actual performance. Satisfaction is greater when expectations are met or exceeded. The SERVQUAL model developed by Parasuraman et al (1988) consists of five dimensions namely tangibles, reliability, responsiveness, assurance and empathy. These dimensions are significant in evaluating the quality of the service. Service quality has a direct impact on customer satisfaction and an indirect impact on customer loyalty (Cronin and Taylor, 1992). Dabholkar et al . (1996) developed the Retail Service Quality Scale (RSQS) with attention to retail specific factors such as store layout and employee interaction. Research has shown that the most important factors affecting customer satisfaction in retail stores are pricing, service quality and store environment.

Objectives of the Study:-

1. To measure customer satisfaction towards sales service quality.
2. To evaluate the quality of services provided by DMart.
3. To identify factors affecting customer satisfaction.
4. To analyze customer expectations and actual experience.
5. To suggest improvements for enhancing service quality

Research Methodology Research Design: -

The research uses both primary and secondary data. The primary data were collected from customers visiting DMart stores through a structured questionnaire. Secondary data were gathered from books, journals and online sources related to customer satisfaction and quality of services. The nature of this research is descriptive, as the objective of the research is to describe the perceptions and customer satisfaction levels. Respondents were selected through a convenience sampling method based on availability. The sample size of 100 customers is acceptable for analysis. The questionnaire contained some questions based on a Likert scale to measure customer opinion about different factors of service quality. In order to interpret the results effectively, percentage analysis and simple statistical tools were used to analyze the collected data.

Findings of the Study:-

The study revealed that customers are generally satisfied with their shopping experience at DMart, primarily due to the affordable prices and the extensive product range. The most important factor influencing customer satisfaction was pricing. The study, however, did highlight some areas of concern. Many customers complained of long waiting times in billing counters especially at peak hours that affects their experience negatively. Staff behaviour was generally satisfactory, but there is room for improvement in responsiveness and customer assistance. Most respondents rated store cleanliness and layout positively, indicating that the physical environment is a factor in customer satisfaction. Product availability was



generally good, although occasional stock shortages were reported. The results in general indicate DMart is doing a good job on pricing

Conclusion:-

The study concludes that customer satisfaction towards sales service quality at DMart is influenced by multiple factors, including pricing, staff behavior, billing efficiency, and store environment. While customers are largely satisfied with the value offered by DMart, certain service-related issues need attention.

Improving billing efficiency, enhancing staff training, and ensuring consistent product availability can significantly improve customer experience. The study also highlights the importance of maintaining a balance between low pricing and high service quality to achieve long-term success in the retail sector.

In conclusion, service quality plays a crucial role in shaping customer satisfaction, and continuous improvement in service delivery can help DMart strengthen its competitive position and customer loyalty.

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