

# A Study on Service Quality And It's Impact of Customer Loyalty In Retail Store

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**Abstract-** *The advent of new ways of shopping, such as online transactions, credit card payments, and customer cards, has prompted retailers to consider the value of customer loyalty in the face of global competition. As a result, research must concentrate on the retail sector's evolving position and its competitive global market. The underlying model of a five-dimensional retail service quality scale This study used dimensions to assess the effect of service quality on consumer loyalty in the retail sector in Trichy, with customer satisfaction serving as a mediator between these variables. Customer satisfaction can be improved by improving service quality, according to the results. Physical factor, efficiency, personal interaction, and other service quality dimensions play a significant role in this equation.*

**Keywords-** Service Quality, Customer Loyalty, Customer Satisfaction.

## I. INTRODUCTION

Retailing business is the most conspicuous component of marketing where the retailers meet the definitive need of customer who exchanges value for the product and thus authorizes the presence of all business. Consumer money energizes the Indian economy and retail sector is the place where the consumers spend sizable money. Now-a-days, with the changing lifestyle and increasing awareness of products/services, Indian customers are becoming more demanding for quality products and services in the retail sector. Naturally once a product is sold from the retail store, retailers ensure that there is no replication of same type and gets replaced by different quantity and quality. Consumer preference towards different retail stores depends on various factors like different types of product, value for money, location and Delivering first-rate service quality and high customer satisfaction is the main issue and challenge for retail service sector. . It is not only based on the product or services provided, but strongly related to the how they serve to their existing customers. Rising competition in India has proven that opportunities are open for the one who is aiming to deliver customer delight and customers are lost when they are not satisfied with the product and service. Hence a

business entity must act in two fold, one to acquire the untapped customer and another very important task is to retain the existing customers Customer satisfaction and customer expectation are considered as important factors to determine the quality of service

## II. LITERATURE REVIEW

**wong, A., & Sohal, A. (2003).** This study tries to look at the impact of service quality dimensions on client loyalty, on 2 levels of retail relationships: person-to-person (salesperson level) and person-to-firm (store level). The results showed that service quality is absolutely related to client loyalty, which the connection between the 2 is stronger at the corporate level, instead of at the social level.

**Akbar, M. M., & Parvez, N. (2009).** This analysis has projected a abstract framework to research the consequences of customers' perceived service quality, trust, and client satisfaction on client loyalty. The results of the study indicate that trust and client satisfaction area unit considerably and completely associated with client loyalty. client satisfaction has found to be a very important go-between between perceived service quality and client loyalty.

**Kheng, L. L., Mahamad, O., & Ramayah, T. (2010).** . Therefore, studies have to be compelled to specialize in the dynamical role of the banking industry and its dynamic money market. The underlying model of SERVQUAL (Parasuraman et al., 1988) with 5dimensions was utilized by this analysis to judge the impact of service quality on client loyalty among bank customers in Penang, The findings indicate that the respondents assess the bank absolutely, however still there area unit rooms for enhancements.

**Annamalah, S., Munusamy, J., Chelliah, S., Sulaiman, M., & Pandian, S. (2011).** This paper investigates the importance of antecedents of client loyalty like client satisfaction and repair quality dimensions. It addresses whether or not the scale of service quality impacts client satisfaction eventually resulting in client loyalty. Therefore, the bank managers ought to focus their resources on rising client care and reassuring the

services provided to the bank clients can eventually produce customer loyalty towards their banks.

**Auka, D., Bosire, J. N., & Matern, V. (2013).** The main aim of this study is to look at the result of service quality dimensions on client loyalty to the suppliers of retail banking services. It investigates the link between service quality dimensions and client loyalty. This finding reinforces the necessity for bank managers to put a stress on the underlying dimensions of service quality so as to make and maintain client loyalty.

**Khan, M. M., & Fasih, M. (2014).** this study is to see the satisfaction level of banking customers relating to quality of various services provided by their bank and their loyalty with the individual bank. this study has been specifically conducted to appear into this development and get empirical justification during this regard by considering service quality because the main contributing issue towards client satisfaction and client loyalty.

**Ivanauskiene, N., & Volungenaite, J. (2014).** The study findings indicate that the scale of retail service quality during a specific sector of the trade square measure totally different in rising markets compared to those who square measure within interaction ,policy and product quality have a positive impact on client loyalty across unit retail markets within the 3 researched countries

**Suh, M., Greene, H., Israilov, B., & Rho, T. (2015).** Marketers try to make compelling and property price propositions for his or her customers. one in every of the vital factors acknowledged within the literature however not totally tested is client education. during this article we have a tendency to examine the importance of client education because it contributes to enhancing client loyalty through perceived service quality using empirical knowledge. All hypotheses were confirmed, supporting the idea that client education will play a vital role in building and enhancing client loyalty.

**Kajenthiran, K. (2018)** This Study presents a new model of RSQ & CL and examines the impact of retail service quality on customer loyalty. causative analysis approach below the conclusive analysis style was employed in this study by the quantitative thanks to determine the influence of Retail service quality on client loyalty.

**Prakash, N., Somasundaram, R., & Krishnamoorthy, V. (2018).** The aim of this study is to look at the various dimensions of retail service quality (RSQ) within the attire sales outlet and its impact on client loyalty. concerning 250

retail attire store customers in Tirupur were surveyed by implementing the form technique. Structural equation model (SEM) was accustomed examine the impact of various dimensions of retail service quality factors on client satisfaction and client loyalty. Therefore, the article recommends that the management of attire retail stores ought to style effective policy to retain customers.

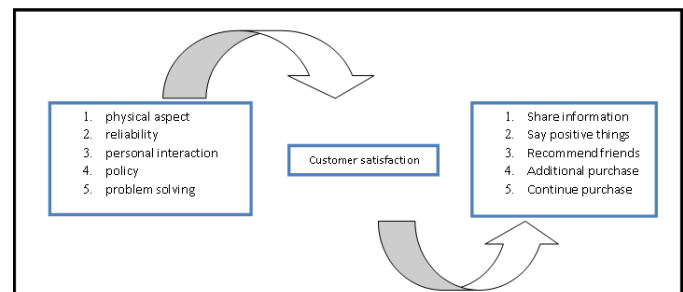
### III. OBJECTIVE

1. To study the demographic factors of retail customer in retail store
2. To study the important factors of retail service quality in retail store
3. To study the service quality and its impact of customer loyalty in retail store

### IV. RESEARCH METHODOLOGY

This paper examined a number of journal articles in order to develop a conceptual framework for retail service quality and its impact towards loyalty of customers in fast moving consumer goods . We suggest a model for the betterment for retaining the customers and to satisfy the customer's expectation towards the retail store. Here the secondary datum is collected from various journals available in various websites.

### V. FRAMEWORK



### VI. DISCUSSION AND CONCLUSION

As service quality are often the mediate to any or all retail business success ,retailers have to be compelled to build frequent checking from time to time to look at and establish the area of service quality factors that factors that will be liable for satisfying and holding customer. To measure service quality, providing quality service and satisfying the customer in retail business could be a huge task as they provide the mix of service and product. The study conceives to examine the retail service quality dimensions and its impact on customer loyalty in retail store.

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