

A Study on Perceptions of Customers Quality Services Offered by LG Showrooms at Hyderabad

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Abstract

It is not possible to guess what the customer wants. Detailed, sector-by-sector, surveys are required to provide information by transaction on how we are performing and what really matters to customers. This must be followed by rigorous root cause analysis and action to improve performance. In the ever more competitive environment of telecommunications, the Quality of Service perceived by customers is becoming increasingly important in the battle to win market share. It is necessary to satisfy a service need before the service encounter can be considered successful or one of quality.

Keywords: Service, Quality, Customer satisfaction, Perception, Performance, Employees

Introduction

Quality parameters and procedures are necessary to provide an indication of how well a product, service or the process is. Quality measurements are necessary to study the steps to be taken to optimize resources with revenue and quality could be the differentiator when other factors are equal. The type of service provides an indication of the abstract parameters of the quality of service desired. These parameters are to be used to guide the selection of the actual service parameters when transmitting a datagram through the particular network."

NEED FOR THE STUDY:

Electronic goods manufacturers spend lot of money on their showrooms. They take out most care to provide highest quality service to their customers.

Showrooms are well decorated, sales staff is well trained and service will be provided at speed. However, at times customers are skeptic about these things. Certain times customers face problems in getting to solution to their problem. This study in tends to measure the perceptions of

customers about the quality of service offered by LG showrooms in Hyderabad.

OBJECTIVES:

1. To measure customer perception towards the interior of LG Showrooms
2. To evaluate customer satisfaction level with regard to the quality of service
3. To evaluate the customer caring nature of LG marketing staff
4. To assess the speed of service
5. To suggest strategies for better performance of LG showrooms

SCOPE

Scope of the current study is limited to LG showrooms in Hyderabad.

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METHODOLOGY**SAMPLE LIST**

A sample list has been prepared in consultation with the marketing department. The list includes 9 exclusive showrooms and 11 multi-brand showrooms. All these showrooms are located in Hyderabad and within a radius of 15 Kilometers.

SAMPLE METHOD

Data were collected by personally visiting these showrooms during evening hours. Questionnaires were given to respondents and requested them fill and revert immediately. Many of the customers didn't show any interest in answering to the questionnaire. They were more interested in knowing about the product. It has been very difficult to collect the data. Finally, I was able to collect 52 usable responses.

DATA COLLECTION

For the purpose of the study data has been collected through two sources among that

- 1) Primary source
- 2) Secondary source

PRIMARY SOURCE:

For the primary source data is collected through structured questionnaire,

SECONDARY SOURCE: For the secondary source I collected information from the company websites, company brochures, from journals and articles about the company.

TOOLS AND TECHNIQUES: Data has been analyzed using frequency tables, cross tabulations, pie diagrams and bar charts.

LIMITATIONS: Data collection was the major problem in this study limited to Hyderabad city only.

REVIEW OF THE LITERATURE:**SERVICE QUALITY**

The Quality of Service can be defined as, "The measure of the degree of satisfaction of the user of the system".

The service sector is expanding at an increasing rate and is becoming intensely Competitive. As such, Service quality has become a very important issue in marketing and has received much Attention since the deregulation, and thus increased competition, of many service Industries (e.g.: banking and telecommunications in the 1980's and utilities in the. Service quality has become so important that some businesses, not only need high levels of service quality for success, but in some cases, need it for survival. Service quality is so important that companies have gone to great efforts to evaluate and keep records of service quality levels. It is essential to determine how to achieve high service quality and how to communicate the benefits of service quality. Companies such as Federal Express and Xerox are well aware of the importance and have received rewards for their hard work in providing quality services. By offering high levels of service quality, the Hospital Corporation of America and Ford Motor Company are another two well know companies that have benefited in terms of higher returns on investment and higher profits. Further rewards can come in the form of increased market share. Service quality is also important to businesses from a referral and repeat customers perspective. If service providers do not perform up to the expected level of the customer, this negatively affects service quality ratings (Brown and Swartz, 1989). As competition intensifies, many businesses continue to seek profitable ways in which to differentiate themselves from competitors. One way to ensure a firm's success, or even just survival, is to differentiate from the competition by delivering a high degree of service quality (Rudie and Wansley, 1985; Thompson,

DeSouza and Gale, 1985). Lovelock (1983) believes that in order to have effective managers in the service sector, they must improve marketing and development skills. Schmenner (1986) warned that service businesses should not consider themselves to be drastically different and remain cut off from each other, because this could increase their fatality rate. As an alternative, businesses in the service sector should consider themselves to be similar, instead of exclusive businesses on their own.

SERVQUAL

SERVQUAL is a multiple item scale used to measure expectations and perceptions of service quality (Parasuraman, Zeithaml and Berry, 1985; 1988) and is the seminal work in both the conceptualization and operationalization of service quality. This 22-item scale was primarily used in service and retailing organizations. The goal of the research was to quantify the latent construct, "service quality", so that firms could identify areas which needed improvement. Organizations can then use this information to make changes that will better meet customers' needs.

SERVQUAL or RATER is a service quality framework. SERVQUAL was developed in the mid eighties by Zeithaml, Parasuraman & Berry.

ServQual Methodology

Measuring customer satisfaction is a critical requirement for many organizations, but it does not need to be a painful one. T.S.P.G. offers a very useful process for measuring the overall customer satisfaction of an organization through the ServQual Methodology. Originally developed by leading customer satisfaction researchers Valarie Zeithaml, A. Parasuraman and Leonard Berry

(Delivering Quality Service, Free Press: 1990), the ServQual Methodology is an invaluable tool for organizations to better understand what customers value and how well their current organizations are meeting the needs and expectations of customers. ServQual provides a benchmark based on customer opinions of an excellent company, on your company, on the importance ranking of key attributes, and on a comparison to what your employees believe customers feel.

It provides detailed information about:

- customer perceptions of service (a benchmark established by your own customers);
- your performance levels as perceived by customers;
- customer comments and suggestions;
- impressions from employees with respect to customers expectations and satisfaction.

ServQual has proven to be a simple yet effective tool for many organizations.

CRITICISMS

Francis Buttle critiques SERVQUAL in the article "SERVQUAL: review, critique, research agenda" on a number of theoretical and operational bases. He particularly notes that SERVQUAL's 5 dimensions are not universals, and that the model fails to draw on established economic, statistical and psychological theory. Although SERVQUAL's face and construct validity are in doubt, it is widely used in published and modified forms to measure customer expectations and perceptions of service quality.

Luis Lages and Joana Fernandes in the article "The SERPVAL scale: A multi-item instrument for measuring service personal values" suggests that consumer final decisions are taken at a higher-level of abstraction. Similarly to the SERVQUAL scale, the Service Personal Values (SERPVAL)

scale is also multi-dimensional. It presents three dimensions of service value to 1) peaceful life, 2) social recognition, and 3) social integration. All three SERPVAL dimensions are associated with consumer satisfaction. While service value to social integration is related only with loyalty, service value to peaceful life is associated with both loyalty and repurchases intent.