

Service Quality Measurement at Brand Factory: An Empirical Study

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Abstract

Service quality is an important factor that contributes to the customer loyalty and business success as evident from the extant literature. In the light of fierce competition, business firms can adopt service quality as a key differentiator and a key element of business strategy and retailing is no exception to this. This study was intended to measure the service quality at Brand Factory, future groups using SERVQUAL model. The descriptive design was used with the sample size of 100 customers in the Bangalore City to examine the gap between the expectation of the customers and perception with regards to service quality. The gap score for each dimension is calculated by subtracting the expectation score from the perception score. A negative gap score indicates that the actual service (the perceived score) was less than what was expected (the expectation score). Gap score is an indication of the level of quality of their service provision, and highlights areas requiring improvement. The findings show that the service quality at Brand Factory is satisfactory.

Keywords

Service, quality, SERVQUAL, retailing, expectation, perception