Antecedents and Consequences of Apparel Retail Stores Service Quality

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ABSTRACT
The main objective of the study is to identify the various dimensions of the apparel retail store, service quality and to examine the impact of service quality with customer satisfaction and customer intention to repurchase. This study was conducted in selected cities of Tamilnadu. This study was conducted during the period of November 2014 to June 2015. The researchers used questionnaire method for collecting data from the respondents. The researcher adopted simple random sampling method. This study results in five dimensions service quality, namely Personal Interaction, Reliability, Tangibility, Promises and Problem Solving. The study identified that there is a significant impact on personal Interaction, Reliability, Tangibility, Promises and Problem Solving dimensions service quality with customer satisfaction. The study also concludes that ‘Personal Interaction’ was highly viewed dimension among the customers. Furthermore, this study identified that there is a significant impact on Tangibility, Promises and Problem Solving dimensions with customer intention to repurchase. The identified dimensions may help the retail organization to ascertain customer priorities and they can formulate suitable policies regarding improving service quality.

Key Words: Service Quality, Reliability, Problem Solving, Personal Interaction, Tangibility.

1. INTRODUCTION:
In today’s competitive retail environment, the delivery of high service quality has long been treated as the basic retailing strategy (Berry, 1986, Hummel and Savitt, 1988, Reichheld and Sasser, 1990). Developing and maintaining a competitive advantage is becoming increasingly difficult for stores in today’s hyper – competitive business. As customers demand for more customized products and services offering increases, the store is looking for new and innovative ways to differentiate themselves (RymBouzabia et al., 2013, Yazdanparast et al., 2010). Service quality is important in building customer Loyalty, improving sales and retaining customers. Measuring and defining quality presents a challenge to marketers as quality can be interpreted in several ways (Finn and Lamb, 1991).Several studies examine the service quality due to its apparent relationship to customer satisfaction. (Bolton and Drew, 1991; Boulding et al., 1993), higher revenues, increased cross sell ratios, higher customer retention (Bennett and Higgins, 1998), repeat purchasing behavior (Taylor and Cronin, 1994) and expanded market share (Bowen and Hedges, 1993).

Service quality is defined as global judgment or attitude relating to the overall excellence or superiority of the service (Parasuraman et al., 1988). Service Quality compares customer expectations with customer perception of actual service performance (Parasuraman et al., 1985, 1988).The SERVQUAL model (Parasuaramm et al., 1985; Buttle, 1996) has dominated research into service quality since its introduction. SERVQUAL assumes that perceived service quality is a matter of gaps between customer perceptions and expectations.SERVQUAL has been widely applied in various industries. Examples include retail stores (Dabholkar et al., 1996; Burns and Neisner, 2006), hotels (Wilkins et al., 2007; Ladhari, 2009), hospitality (Juwaheer, 2004; Getty and Getty, 2003), air transport (Saha and Theingi, 2009), Restaurants (Arora and Singer, 2006) and sports events (Ko et al., 2011).

As customer demands grow and target markets become more fragmented, retailers will increasingly need to provide customized services to strengthen and maintain relationships (Sharma 2001). Retaining existing customers is more profitable to retail companies than attracting new customers (Hawkins et al., 1995; Sirohi et al., 1988). Several researches suggest that service companies can boost profits by almost 100 percent by retaining only five percent of the customers (Reichheld and Sasser, 1990). Companies that focus on customer service retain customers 50 percent...
longer, increase profits by 7 to 17 percent and reduce their marketing costs by between 20 to 40 percent (Zemke, 1997). The antecedents to customer retention include service quality (Storbacka, 1994), customer satisfaction (Rust and Zahorik, 1993), relationship quality (Storabacka, 1994), service recovery (Hart and Bogan, 1992) and customer service (Lewis and Entwistle, 1989, Berry et al., 1989). Prior research studies revealed the service quality outcomes, including customer satisfaction, (Cronin and Taylor, 1992; Kang and James, 2004; Lassar et al., 2000; Lariviere, 2008), customers trust (Chiou et al., 2002; Sharma and Patterson, 1999), loyalty intentions (Anderson and Sullivan, 1993; Bell et al., 2005; Jones et al., 2002; Varki and Colgate, 2001), repurchase behavior (Conlon et al., 2001), word of mouth intentions (Boulding et al., 1993; Parasuraman et al., 1991), the share of Wallet (Lariviere, 2008) and profitability (Ruth and Jackson, 1995). With this background, the researchers intend to study the antecedents and consequences of apparel retail store service quality.

2. REVIEW OF LITERATURE:

Several studies have been conducted with regard to service quality. Parasuraman et al., (1988) identified five service quality dimensions to measure the gap between expectations and perceptions. These are tangibles, reliability, empathy, responsiveness and assurance. Bolton and Drew (1991) examined the role of consumers’ prior expectations and experiences in assessing overall service quality and performance. The studies suggest that the personal characteristics of the respondents influence their service quality expectations. Prior studies have widely used SERVQUAL scale to study service quality in different service sectors (Parasuraman et al., 1988; Carman, 1990; Finn and Lamb, 1991; Bolton and Drew, 1991; Gronroos, 1990; Babakus and Mangold, 1992, Dotchin and Oakland, 1994; Stafford, 1996; Colgate and Stewart, 1998; Durvasula et al., 1999; Bahia and Nantel, 2000, Kim and Jin 2001; Siu and Cheung, 2001; Cui et al., 2003; Chao et al., 2007). De Ruyter et al., 1988 identified that a positive relationship was found between perceived service quality and customer loyalty. This view is exemplified by a study conducted by Dabholkar et al., (1996) which found statistical relation between retail service quality and the likelihood of recommending and repurchasing behavior. Woodside et al., (1989) have identified in their study that there is a significant association between service quality and repurchase behavior. Prior research examines the importance of service quality of retention of current customers (Fornell and Wernerfelt, 1987, Rust and Zahorik, 1993, Gerson, 1998; Oliver, 1999; Clark, 2002; Jones and Farquhar, 2003; Aldlaigan and Buttle, 2005; Chen and Chang, 2006) and profitability (Rust et al., 1995; Zeithaml, 2000; Duncan and Elliott, 2004; Lee and Hwan, 2005).

Fisk et al., (1993) found that service quality is an important strategic retailing weapon, particularly in developing defensive marketing strategies. Customer loyalty, a key mediating variable in explaining customer retention (Pritchard and Howard, 1997), and loyal customers are less likely to switch to a competitor on account of price inducement and these customers make more purchase as compared to less loyal customers (Baldinger and Rubinson, 1996). Customer loyalty has been recognized as an important source of Long – term business success (Rust and Zahorik, 1993) and building a relationship with a customer is a good way to retain loyal customers in the long – term (Sheaves and Barnes, 1996). Prior studies identified the factors to influence store choice are service quality (Dabholkar et al., 1996) merchandise (Lindquist, 1975) and price (Lichtenstein et al., 1993; Rinne and Swinyard, 1995). Chao et al., (2007) studied the effect of service quality on customer loyalty towards retail stores. The study found that consumer orientation and interpersonal relationship played a major role in enforcing customer loyalty. Meng et al., (2009) identified that store image, convenience, purchasing process, and check out process were highly influenced in regular supermarkets service quality. Parikh (2006) examined the applicability of Retail Service Quality Scales (RSQS) in Indian sector. The study results suggest that the scale was reliable for measuring retail service quality.

Even though numerous studies have been conducted with regard to Retail Service Quality, only few studies have been conducted in Indian perspective. Furthermore, few studies were linking the antecedents of apparel retail service quality and its consequences on customer satisfaction and intention to repurchase. Therefore, the researcher intends to fill the gap by studying the retail service quality.
3. PROPOSED RESEARCH MODEL:

Antecedents | Consequences
---|---
Personal Interaction | Customer Satisfaction
Reliability | 
Tangibility | 
Promises | 
Problem Solving | 

![Figure 1](image)

Independent variables | Dependent Variable
---|---
Personal Interaction | Intention to Repurchase
Reliability | 
Tangibility | 
Promises | 
Problem Solving | 

![Figure 2](image)

3.1 Objectives of the Study:
The following are the objectives of the study.
1. To identify the important dimensions of apparel retail service quality.
2. To reveal the customer perception on the dimensions of apparel retail service quality.
3. To measure the association between the profile of the respondents and their views on different dimensions of retail service quality.
4. To examine the impact on perception of apparel retail service quality factors with customer satisfaction.
5. To examine the impact of perception on apparel retail service quality factors with intention to repurchase the products.

3.2 Research Methodology:
The target population of the current study is confined only to the apparel retail store customers in Erode, Coimbatore, Salem, Madurai, Trichy city of Tamilnadu. From each identified city, the researcher identified twenty retail apparel stores. The researcher identified twenty-five customers from each identified retail apparel store. Therefore, the total sample size came to five hundred customers. The researcher adopted questionnaire method for collecting data from the respondents.
adopted simple random methods of sampling and approached every fifty customer left from retail apparel store after purchasing. This study was conducted during Tuesday to Sunday between 5 P.M. to 8.30 P.M. This study was conducted during the period of November 2014 to June 2015. The questionnaire consists of four parts. The first part of the questionnaire consists of the demographic profile of the retail store customers. The second part of the questionnaire consists of variables relating to service quality and third and fourth part of the questionnaire consists of variables relating to customer satisfaction and customer intentions to repurchase from the retail stores. Before administering the questionnaire to the respondents, a pilot study was conducted. Based on the feedback received from the respondents appropriate modification was made in the questionnaire. Prior to the pilot study, content validity of the questionnaire was verified by constituting panel members, which consist of one retail apparel manager and two marketing professors who have more than 20 years of teaching experience in service marketing.

Even though the researcher made several efforts to collect data the researcher can able to obtain only 201 filled questionnaire for further analysis. Therefore, the response rate of the questionnaire was 40.1 Percent.

3.3 Questionnaire Development:
The variables relating to the present study are drawn from Dabholkar, Thorpe and Rentz (1996), Parasuraman et al., 1988; Amy Wong and Amrik and Sohal (2003).

3.4 Proposed Hypothesis:
To explain the relationship among five dimensions of apparel retail service quality with customer satisfaction and customer intention to purchase the following hypothesis are formulated.

- Ho1: Personal interaction will have no significant impact on customer satisfaction
- Ho2: Reliability will have no significant impact on customer satisfaction.
- Ho3: Tangibility will have no significant impact on customer satisfaction.
- Ho4: Promises will have no significant impact on customer satisfaction.
- Ho5: Problem solving will have no significant impact on customer satisfaction.
- Ho6: Personal interaction will have no significant impact on customer intention to repurchase.
- Ho7: Reliability will have no significant impact on customer intention to repurchase.
- Ho8: Tangibility will have no significant impact on customer intention to repurchase.
- Ho9: Promises will have no significant impact on customer intention to repurchase.
- H10: Problem solving will have no significant impact on customer intention to repurchase.

3.5 Sample Characteristics:
With regard to gender of the respondents, seventy eight percent of the customers are male category of the respondents, thirty two percent had a monthly income of between Rs. 20,000 to Rs. 30,000 and 43.8 percent of the respondents were aged between 30 to 40 years old. In terms of educational qualifications, thirty four percent of the respondents had an undergraduate qualification. With regard to marital status, eighty nine percent of the respondents were married; sixty three percent of the respondents were living under a joint family system.

4. DATA ANALYSIS:
In order to identify the important factors of retail service quality, factor analysis was administered. Furthermore, in order to examine the impact of different identified dimensions with customer satisfaction and customer intention to repurchase, multiple regression was used. In order to examine the demographic profile of the respondent’s and their views on various aspects of service quality, one way ANOVA was administered. Furthermore Cronbach Alpha was administered to find the reliability of the data. In addition to this, correlation has been employed to measure, the Retail service quality dimensions with customer satisfaction and customer intention to repurchase.
4.1 Instrument Validity of Various Antecedents of Retail Service Quality

Table No. 1: Instrument Validity of Various Antecedents of Retail Service Quality

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Antecedents of Retail Service Quality Dimensions (ARSQ)</th>
<th>No. of Original Statements</th>
<th>No. of Statements Retained</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personal Interaction</td>
<td>6</td>
<td>6</td>
<td>0.891</td>
</tr>
<tr>
<td>2</td>
<td>Reliability</td>
<td>6</td>
<td>6</td>
<td>0.831</td>
</tr>
<tr>
<td>3</td>
<td>Tangibility</td>
<td>4</td>
<td>4</td>
<td>0.882</td>
</tr>
<tr>
<td>4</td>
<td>Promises</td>
<td>5</td>
<td>5</td>
<td>0.790</td>
</tr>
<tr>
<td>5</td>
<td>Problem Solving</td>
<td>5</td>
<td>5</td>
<td>0.884</td>
</tr>
</tbody>
</table>

To ascertain the internal consistency of collected data, cronbach’s alpha was computed. The reliability of the dimensions ranged from .790 to .891 indicating a fair to good internal consistency among the items of each dimension. According to Nunnally (1978), reliability co – efficient of 0.70 or more are considered important criterion for internal consistency.

4.2 Antecedents of Apparel Retail Service Quality:

In order to measure the various antecedents of apparel retail service quality, the exploratory factor analysis was administered. Prior to administering exploratory factor analysis, the test of validity for factor analysis has been examined with the help of Kaiser – Meyer – Olkin (KMO) measure of sampling adequacy and Bartletts test of sphericity. The Kaiser – Meyer –Olkin (0.863) and Bartlett’s test of sphericity (2576.955) revealed sample adequacy and appropriateness of factor analysis of data. Following this, an exploratory factor analysis (EFA) using varimax rotation was performed on twenty six variables relating to apparel retail service quality. The factor analysis results in five important dimensions of apparel retail service quality. These are Personal Interaction, Reliability, Tangibility, Promises and Problem Solving. The apparel retail service quality dimensions, number of variables included, Eigen value and percentage of variation explained by the factor is shown in Table No.2

Table No.2: Antecedents of Apparel Retail Service Quality

<table>
<thead>
<tr>
<th>S.No</th>
<th>Antecedents of Retail Service Quality Dimensions</th>
<th>No. of Variables included</th>
<th>Eigen Value</th>
<th>Percentage of Variance Explained</th>
<th>Cumulative Percentage of Variance Explained</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personal Interaction</td>
<td>6</td>
<td>9.524</td>
<td>17.456</td>
<td>17.456</td>
</tr>
<tr>
<td>2</td>
<td>Reliability</td>
<td>6</td>
<td>2.794</td>
<td>14.164</td>
<td>31.620</td>
</tr>
<tr>
<td>3</td>
<td>Tangibility</td>
<td>4</td>
<td>2.170</td>
<td>12.339</td>
<td>43.958</td>
</tr>
<tr>
<td>4</td>
<td>Promises</td>
<td>5</td>
<td>1.555</td>
<td>11.762</td>
<td>55.720</td>
</tr>
<tr>
<td>5</td>
<td>Problem Solving</td>
<td>5</td>
<td>1.276</td>
<td>10.894</td>
<td>66.614</td>
</tr>
</tbody>
</table>

KMO measures of Sampling Adequacy 0.863

Bartlett’s Test 2576.955

Sphericity Chi-Square value

The most important Apparel Retail Service Quality dimensions are ‘Personal Interaction’ since its Eigen value and the percent of variance explained by these factors are 9.524 and 17.456 percent respectively. This ‘Personal Interaction’ factor consists of six Apparel Service Quality variables. The second and third Apparel Service Quality factors identified by the factor analysis are ‘Reliability’ and ‘Tangibility’ since their respective Eigen values are 2.794 and 2.170. The above said two factors consist of six variables and four variables. The percent of variance explained by these two factors are
14.164 and 12.339 percent respectively. The last two retail service quality factors are ‘Promises’ and ‘Problem Solving’ since their Eigen values are 1.555 and 1.276 percent respectively. These two factors consist of five each service quality variable. The percent of variation explained by these factors are 11.762 and 10.894 percent respectively. The narrated five apparel service quality factors explain the variables in service quality of apparel retail stores to the extent of 66.614 percent.

The perception of various dimensions of retail service quality is derived from the mean score of apparel retail service quality variables in each dimension. The mean score of the perception on the various retail service quality dimensions has been computed to exhibit the customer perception on various retail service quality dimensions. The results are shown in the Table: No. 3

Table: No.3 – Customer Perception on various Antecedents of Retail Service Quality

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors</th>
<th>Mean Score</th>
<th>Standard Deviation</th>
<th>Co-efficient of Variation (in Percent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Personal Interaction</td>
<td>4.4587</td>
<td>.68684</td>
<td>15.40</td>
</tr>
<tr>
<td>2.</td>
<td>Reliability</td>
<td>4.2280</td>
<td>.81398</td>
<td>19.25</td>
</tr>
<tr>
<td>3.</td>
<td>Tangibility</td>
<td>3.8267</td>
<td>1.10.290</td>
<td>28.82</td>
</tr>
<tr>
<td>4.</td>
<td>Promises</td>
<td>3.2333</td>
<td>.97221</td>
<td>30.07</td>
</tr>
<tr>
<td>5.</td>
<td>Problem Solving</td>
<td>3.89960</td>
<td>.94086</td>
<td>24.13</td>
</tr>
</tbody>
</table>

The highly perceived retail service quality dimensions among the customers are “personal Interaction” and ‘Reliability’, since its respective mean score is 4.4587 and 4.2280 respectively. The higher fluctuations are seen in the perception on the ‘Promises’ since their respective Co-efficient of variation is 30.07 percent. Promises scored the lowest mean score (3.2333). The lesser fluctuation is seen in the perception on ‘Personal Interaction’ since its relative co-efficient of variation is 15.4 percent. The scores on the retail service quality factors are calculated from the mean value of the variables included in each service quality factor. The perception on the retail service quality factors may be associated with the profile of customer. In order to analysis this association, one way analysis of variance has been used. The emerging ‘F’ statistics are presented in Table 4.

### 4.3 Association between Profile of Customers and their perception on various dimensions of Retail Service Quality

Table no. 4: Association between Profile of Customers and their perception on various dimensions of Retail Service Quality

<table>
<thead>
<tr>
<th>S.No</th>
<th>Profile of the Customer</th>
<th>F Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Personal Interaction</td>
<td>Reliability</td>
</tr>
<tr>
<td>1.</td>
<td>Gender</td>
<td>1.236</td>
</tr>
<tr>
<td>2.</td>
<td>Age</td>
<td>1.956**</td>
</tr>
<tr>
<td>3.</td>
<td>Educational Qualification</td>
<td>0.770</td>
</tr>
<tr>
<td>4.</td>
<td>Occupation</td>
<td>2.283**</td>
</tr>
<tr>
<td>5.</td>
<td>Monthly Income</td>
<td>0.890</td>
</tr>
<tr>
<td>6.</td>
<td>Nature of the Family</td>
<td>0.491</td>
</tr>
<tr>
<td>7.</td>
<td>Marital Status</td>
<td>0.391</td>
</tr>
</tbody>
</table>

** - Significant at 5 percent level
Regarding the perception on the ‘Personal Interaction’ the significant difference among the
customer has identified when they are classified on the basis of Age and Occupation at 5 percent
significant level. Regarding the perception on the ‘Reliability’ the significant difference among the
customer has identified when they are classified on the basis of gender and marital status. Regarding
the perception on the ‘Promises’, the significant difference among the customer has identified when they are
classified on the basis of monthly income, and nature of family. Regarding the perception on
the ‘Problem Solving’ the significant difference among the customer has identified when they are
classified on the basis of gender.

4.4 The inter Correlation between the perception of factors:
The interrelationship between the perception on retail service quality, customer satisfaction and
customer intention to repurchase on retail service quality is examined with the help of Karl Pearson
Correlation Co-efficient. The correlation co-efficient and its respective significance are shown in the
Table No. 5.

Table no. 5: Inter correlation between Antecedents of Retail Service Quality dimensions Customer
Satisfaction and Customer Intention to Repurchase

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors</th>
<th>Personal Interaction</th>
<th>Reliability</th>
<th>Tangibility</th>
<th>Promises</th>
<th>Problem Solving</th>
<th>Customer Satisfaction</th>
<th>Customer Intention to Repurchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Personal Interaction</td>
<td>1</td>
<td>.180**</td>
<td>.358**</td>
<td>.320**</td>
<td>.527**</td>
<td>.667**</td>
<td>.697**</td>
</tr>
<tr>
<td>2.</td>
<td>Reliability</td>
<td>1</td>
<td>.425**</td>
<td>.508**</td>
<td>.57**</td>
<td>.705**</td>
<td>.660**</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Tangibility</td>
<td>1</td>
<td>.433**</td>
<td>.569**</td>
<td>.674**</td>
<td>.597**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Promises</td>
<td>1</td>
<td>.533**</td>
<td>.698**</td>
<td>.620**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Problem Solving</td>
<td>1</td>
<td>.774**</td>
<td></td>
<td></td>
<td></td>
<td>.711**</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Customer Satisfaction</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.942**</td>
</tr>
<tr>
<td>7.</td>
<td>Customer Intention to Repurchase</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

All inter correlation Co-efficient are positive, but the significant positive correlation co-efficient is identified with Personal Interaction, Reliability, Tangibility, Promises, Problem Solving, Customer Satisfaction and Customer Intention to Repurchase, since their respective correlation co-efficient are significant at five percent level. Regarding the reliability, the significant positive relationship is noticed with Tangibility, Promises, Problem Solving, Customer Satisfaction and Customer Intention to Repurchase. The significant positive relationship is identified among Promises and Problem Solving with Customer Satisfaction and Customer Intention to Repurchase, since their correlation co-efficient are significant at 5 percent level. The significant positive correlation is noticed between Customer Satisfaction and Intention to Repurchases.

4.5 Impact of Antecedents of Retail Apparel Service Quality and Customer Satisfaction:
In order to examine the impact of Retail Service dimensions and Customer Satisfaction, multiple regression analysis has been administered. The score on customer’s satisfaction is treated as the independent variable, whereas the score on perception on various dimensions of retail service quality is considered as independent variable. The fitted regression model is:

\[ Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e \]

\[ Y = \text{Score on Customer Satisfaction.} \]
The impact of perception on various dimensions of retail service quality and customer satisfaction is given in Table: No.6

Table: No.6 –Impact on Retail Service Quality with Customer Satisfaction

<table>
<thead>
<tr>
<th>S.No</th>
<th>Independent Variables</th>
<th>Unstandardized Coefficient</th>
<th>Standard Error</th>
<th>Standardized Coefficient Beta</th>
<th>t-value</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Constant</td>
<td>.246</td>
<td>.217</td>
<td>-</td>
<td>1.134</td>
<td>.259</td>
</tr>
<tr>
<td>2.</td>
<td>Personal Interaction</td>
<td>.416</td>
<td>.055</td>
<td>.377</td>
<td>7.597</td>
<td>.000**</td>
</tr>
<tr>
<td>3.</td>
<td>Reliability</td>
<td>.170</td>
<td>.050</td>
<td>.183</td>
<td>3.414</td>
<td>.000**</td>
</tr>
<tr>
<td>4.</td>
<td>Tangibility</td>
<td>.127</td>
<td>.035</td>
<td>.185</td>
<td>3.653</td>
<td>.000**</td>
</tr>
<tr>
<td>5.</td>
<td>Promises</td>
<td>.179</td>
<td>.040</td>
<td>.229</td>
<td>4.462</td>
<td>.000**</td>
</tr>
<tr>
<td>6.</td>
<td>Problem Solving</td>
<td>.142</td>
<td>.049</td>
<td>.176</td>
<td>2.911</td>
<td>.004</td>
</tr>
</tbody>
</table>

R² = .762
Adjusted R² = .753
F Statistics = 91.973

** - Significant at 1 percent level

The results show that there is a strong significant relationship between the antecedents of retail service quality and customer satisfaction (F = 91.973, Probability F Statistics <0.00). The significant F Statistics reveal the viability of the fitted regression model. The R² value .762 revealed that the independent variables explained 75.3 percent of the variance in various antecedents of retail service quality. On the individual dimensions, ‘Personal Interaction’ was found to be most important dimensions (β = .377, t = 7.597, P = 0.000 <.0.01). This was followed ‘Promises’ (β = .229, t = 4.462, P = 0.000 <.0.01). ‘Tangibility’ (β = .185, t = 3.414, P = 0.000 <.0.01), ‘Reliability’ (β = .183, t = 3.144, P = 0.000 <.0.01). The fifth predictor dimensions was ‘Problem Solving’ (β = .176, t = 2.911, P = 0.000 <.0.01). Therefore, it is concluded that Personal Interaction, reliability, Tangibility, Promises, Problem Solving has a significant impact on customer satisfaction. Therefore this study has proved that there is a significant impact on Personal Interaction, Reliability, Tangibility, Promises and Problem Solving with customer satisfaction. The impact of various antecedents of retail service quality and customer intention to repurchase was measured with the help of Multi Regression Analysis. The included independent variables scores of the perception in the various antecedents of retail service quality; whereas the included dependent variable is ‘Customer Intention to Repurchase’. The resulted regression co-efficient is presented in Table No: 7.

The result shows that there is a significant relationship between the various antecedents of retail service quality and Customer’s Intention to Repurchase (F = 54.136, Probability F Statistics <0.00). The R² value .653 revealed that independent variables explained .641 percent of the variance in various dimensions of retail service quality. The significant F Statistics reveal the viability of the fitted regression model. On the individual factors, ‘Problem Solving’ was found to be most important dimension of retails service quality (β = .338, t = 4.640, P = 0.000 <.0.00) this was followed by
Promises’ ($\beta = .259$, $t = 4.174$, $P = 0.000 < .00$), ‘Tangibility’ ($\beta = .218$, $t = 3.565$, $P = 0.000 < .00$). Therefore, it is concluded that Problem Solving, Promises and Tangibility aspects of retail service quality has significant on Customer Intention to Repurchase. The study also concludes that there is no significant impact on Personal Interaction and Reliability aspects of retail service quality and Customer Intention to Repurchase. Therefore this study concluded that Null Hypotheses is rejected on the Tangibility, Promises and Problem Solving dimensions of Retail Service Quality. This study also proved that there is no significant impact on personal interaction and reliability dimensions with customer intentions to repurchase.

Table No: 7 – Impact of Antecedents of Retail Service Quality with Customer’s Intention to Repurchase

<table>
<thead>
<tr>
<th>S.No</th>
<th>Independent Variables</th>
<th>Unstandardized Coefficient</th>
<th>Standard Error</th>
<th>Standardized Coefficient</th>
<th>t-value</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Constant</td>
<td>.242</td>
<td>.328</td>
<td>-</td>
<td>.739</td>
<td>.461</td>
</tr>
<tr>
<td>2</td>
<td>Personal Interaction</td>
<td>.150</td>
<td>.083</td>
<td>.109</td>
<td>1.812</td>
<td>.072</td>
</tr>
<tr>
<td>3</td>
<td>Reliability</td>
<td>.122</td>
<td>.076</td>
<td>.104</td>
<td>1.612</td>
<td>.100</td>
</tr>
<tr>
<td>4</td>
<td>Tangibility</td>
<td>.188</td>
<td>.053</td>
<td>.218</td>
<td>3.565</td>
<td>.000**</td>
</tr>
<tr>
<td>5</td>
<td>Promises</td>
<td>.253</td>
<td>.061</td>
<td>.259</td>
<td>4.174</td>
<td>.000**</td>
</tr>
<tr>
<td>6</td>
<td>Problem Solving</td>
<td>.342</td>
<td>.074</td>
<td>.338</td>
<td>4.640</td>
<td>.000**</td>
</tr>
</tbody>
</table>

R²: .653
Adjusted R²: .641
F Statistics: 54.136

** - Significant at 1 percent level

5. CONCLUSION:

This study identified five important dimensions of retail service quality. These are Interaction, Reliability, Tangibility, Promises and Problem Solving. Among the identified dimensions, Personal Interaction was regarded as the most favourable dimensions among the customer and promises dimensions was regarded as the least favourable dimensions among the customers. This study also concludes that there is a significant impact on Personal Interaction, Reliability, Tangibility, Promises and Problem Solving dimensions with customer satisfaction. The study also revealed that Tangibility, Promises and Problem Solving aspects have significant impact on Customer Intention to Repurchase. Moreover, significant differences were found in the dimensions of Personal Interaction according to Age and Occupation. Apart from this, significant marital status has been found under the reliability dimensions. Furthermore, significant differences were found in the dimensions of Promises according to the monthly income and nature of family. The significant difference of gender has been found under the dimensions of Problem Solving.

6. MANAGERIAL IMPLICATIONS OF THE STUDY:

The identified retail service quality dimensions may help the retailers to frame a suitable strategy regarding customer retention. Furthermore, identified dimensions may help the retail apparel stores to ascertain customer priorities. The study result revealed that even though customers are satisfied with the service quality of retail service, they are not loyal in terms of repurchase again in the
retail stores. Therefore the retail apparel store should design appropriate strategy to enhance the customer loyalty. The findings of the study can be used in other service sectors also.

7. LIMITATIONS AND SCOPE FOR FURTHER RESEARCH:

This study was conducted only in selected cities of Tamil Nadu. This considers only limited variables. This study examined the antecedents of retail service quality and only two consequences, namely Customer Satisfaction and Customer Intention to Repurchase. In future, many consequences of retail service quality dimensions like, Trust, Commitment, Customer Relationship, Relationship Quality, Customer Retention and Customer Loyalty can also be considered. Similarly, comparative study can be conducted among the Household Customers and Corporate Customers Perception on implementation of Service Quality and their Consequences.

REFERENCES:


