


SERVICE QUALITY TOWARDS RETAIL STORES ON EXPECTED AND PERCEIVED SERVICE QUALITY

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 06 April 2023</p>	<p>Purpose: The purpose of this research is to investigate the relationship between expected service quality and perceived service quality in retail stores.</p> <p>Theoretical framework: The study will be based on the Servqual model, which measures service quality by assessing the gap between expected and perceived service.</p> <p>Design/methodology/approach: The research will be conducted using a survey method. A sample of customers from various retail stores will be asked to rate their expected and perceived service quality. The data will be analyzed using statistical techniques to determine the relationship between the two variables.</p> <p>Findings: The findings of the study will show the extent to which customers' expectations are met by retail stores in terms of service quality. The results will also indicate areas where retailers need to improve in order to meet customers' expectations.</p> <p>Research, practical and social implications: The research will provide insight into how retailers can improve their service quality to meet customers' expectations. The findings will also be useful for retailers in developing strategies to improve customer satisfaction and loyalty. The results will also have practical implications for customers in terms of their expectations and perceptions of service quality.</p> <p>Originality/value: This research paper is of immense value as it depicts the real-life service qualities that have been provided and the perceived quality of service. The wide variety of service quality and commitment of the employees to the customers and stores are also crucial (Liebrecht et al. 2021). The real-life examples are of immense significance as customer service is the need of the hour, applicable at any part of the world. Moreover, this paper has its originality by bringing forth the effectiveness of retail customer service and management of the same.</p>
<p>Keywords:</p> <p>Service Quality; Retail Stores; Expected; Perceived; Servqual; Customer Satisfaction; Customer Loyalty.</p> <div data-bbox="172 1115 480 1361" style="text-align: center;">  </div>	<p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.1243</p>

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