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| Title | Impact of Service Quality on Customer Satisfaction of the Superstores in Bangladesh |
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| Abstract |
| Organizations are facing pressure to deliver quality service to satisfy customers. Intense competition in the retail businesses forces organizations to differentiate their services through quality. This is why it is essential for the business to identify and measure the key service quality features that will lead to customer satisfaction. In light of that, this study attempted to measure the impact of customer perceived service quality on customer satisfaction of the superstores in Bangladesh. Items of service quality were identified based on literature review. A survey method was used to collect primary data using self administered questionnaire. A random sampling method was employed in sampling of the customers of superstores around Dhaka city. The questionnaire was analyzed using descriptive statistics, factor analysis, and multiple regression method using SPSS. It was found that Reliability is the most important quality factor that has significant impact on customer satisfaction followed by Personal Interaction, Problem Solving, and Policy. Physical Aspect, Assurance, and Product have no significant effect on customer satisfaction. Therefore, superstores should increase their service quality focusing on physical aspect of the store and customer need. |
| Sustainable Development Goal(s) (SDG) |
| Goal 9: Industry, Innovation and Infrastructure |