

A Study on Quality of Service at Skill Vertex, Bangalore

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Abstract

This project titled “A Study On Quality of service Of Skill Vertex “.The main objective of this study is to determine the quality of service that is by the Skill Vertex to its customers.

Primary, well defined objectives are framed to the study then questionnaire is prepared based on defined objectives. The prepared questionnaire is used to get the direct response from the selected sample size of 120 customers of Skill Vertex on the basis of convenience sampling method. The response given by the employees are analyzed and interpreted using different statistical tools such as chi square test and correlation methods. From this analysis some general findings arrived and that are more related with the framed objectives for this study. It is found that the overall quality of service score is within the acceptable level. According to the findings, the suggestions and recommendations are given which will be more helpful for the organization.

INTRODUCTION

The services sector with an around 57 per cent contribution to the gross domestic product (GDP), has made rapid strides in the last few years and emerged as the largest and fastest-growing sector of the economy. Besides being the dominant sector in India's GDP, it has also contributed substantially to foreign investment flows, exports, and employment. India's services sector covers a wide variety of activities that have different features and dimensions. They include trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, and business services, community, social and personal services and services associated with construction. Services in India are emerging as a prominent sector in terms of contribution to national and states' incomes, trade flows, foreign direct investment (FDI) inflows, and employment.

Quality of Service Definition:

According to Asubonteng et al., (1996). Parasuraman et al., (1985) define the quality of service as “The discrepancy between consumers' perceptions of services offered by a particular firm and their expectations about firms offering such services

Quality of service:

‘Quality’ in a service organization is a measure of the extent to which the service delivered meets the customer's expectations because to the customer, quality is all about Meeting or exceeding their

expectation.

The National quality institute website defined quality as follows: Quality is in the eye of the beholder. Yet we all recognize it when we see it. Quality is when you are so satisfied with a product or service that you go out of your way to recommend it to other people.” There is a tendency to think of quality as being upscale, first class and expensive. In fact, quality can be achieved at all price levels – if the need and desires of the customers are met, and exceeded. The nature of most services is such that the customer is present in the delivery process. This means that the perception of quality is influenced not only by the service outcome but also by ‘the service processes. Reliance Fresh is a store, which provides services to the customers. In this project it is estimated that to what extent the quality service is by Reliance Fresh and what role does the marketers play in delivering high quality goods and services to get the target customers.

Components of Quality of service

Quality of service can be analyzed from two angles:

1. External quality of service (ESQ) and
2. Internal quality of service (ISQ)

External Quality of service (ESQ)

External quality of service, which refers to the quality of service delivered to the Customers, has gained much prominence in the context of increasing customers' Expectations and changing customer preferences. External quality of service offered to customers is generally referred to as quality of service. Providing high quality services enhances customer retention rates, helps to attract new customers through positive word of mouth advertising, increases productivity, leads to higher market share, financial performance and profitability.

Different researchers have identified different dimensions to measure External quality of service. Gamin (1984)¹ measured the ESQ with the help of performance, features, reliability, conformance, durability, serviceability, aesthetics and prestige. Driver and Johnson (2001)² estimated the ESQ with different dimensions namely alliterativeness, care, courtesy, flexibility, reliability, competence, integrity, access, availability and functionality.

Internal Quality of service (ISQ)

In Services organizations, the employees come in to contact with the customers in the process of production and consumption of services. The inseparable nature of services stresses the point that the human factor forms a key element in service sector. In service businesses, the service personnel reflect the organizational realities. It is through the interaction with the staff that the customers form an opinion about the organization. Therefore, it becomes essential for the service marketers to motivate the employees to serve the customers better. The main prerequisite for motivating the employees to deliver quality service to customers is delivering quality service to internal customers (employees).

Internal quality of service is defined as the feeling that employees have towards their job, colleagues and the company. It refers to the quality of work life among the employees. The Internal quality of service has been measured by the employee's attitude on pay, benefits, opportunities, job security,

pride in the work, openness, fairness and friendliness in the organization. Relationship between the External and Internal Quality of service and Customers Attitude Today many service organizations have started paying more attention to Customer relationship and hence they use latest technology in providing services and facilitate their customers to avail the benefits. Right from the seventies there was a Need for improvement in customer services in banks. With the emergence of new Generation banks, introduction of technology, competition, deregulation, etc., new Dimensions to customers' service have been added. In the present scenario, "Customers' delight", has been the buzzword in banking. The external and internal Quality of service in banks is a need of the hour for the survival of banks in the industry.

OBJECTIVES OF THE STUDY

- ❖ To find the expectation of customers towards quality of service at Skill Vertex .
- ❖ To understand the perception of customers on the quality of service of Skill Vertex
- ❖ To find the gap between expected and perceived quality of service.
- ❖ To know the gap between service delivery and external communication to customers.
- ❖ To study the level of satisfaction of customers towards Skill Vertex .

STATEMENT OF THE PROBLEM

In this study the researcher has to analyse the quality provided by Skill Vertex and to study various dimensions of quality of service that is associated with the services provided by the organization. It has to highlight the perception of the customers over the services provided and thus to be compared with the expectations of the customers. This in turn will hint on quality of service gaps which indirectly represent the satisfaction level of the customers towards the services provided by the organization.

SCOPE OF THE STUDY

The aim of the study is to find out the impact of customer satisfaction in respect of quality of service and its dimensions. For this purpose, the study focused on the in-depth issues regarding the nature and quality of services provided by the Skill Vertex , Chennai. It is a known fact that organized retailing is making a strong impact in many parts of India's growing economy. This study reveals the perception of services quality dimensions like physical aspects, reliability, personal interaction, problem-solving and policy which assess the retail service users, especially Skill Vertex Service. Moreover, the study made an attempt to analyze the impact of customer satisfaction on the overall services quality of type of questionnaire to be followed and what ranking scales. To be used. The research decides about the sample frame (size), research boundary and the various statistical tools to be used in data analysis and interpretation.

RESEARCH METHODOLOGY:

The research methodology deals with various aspects of research, it talks about the types of research to be used, the research plans, how data can be collected either by primary or secondary sources.

STATISTICAL TOOLS AND ANALYSIS CHI-SQUARE TEST– (χ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (H_0):

There is no relationship between table showing errors free records of the respondents and table showing employees performed of the respondents.

Alternate hypothesis (H_1):

There is relationship between table showing errors free records of the respondents and table showing employees performed of the respondents.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS * TABLE SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS	120	100.0%	0	0.0%	120	100.0%

TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS * TABLE SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS Crosstabulation

			TABLE SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS				Total
			Disagree	Neutral	Agree	Strongly agree	
		Count	10	0	0	0	10
		% within TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS	100.0%	0.0%	0.0%	0.0%	100.0%
		% within TABLE					

	Disagree	SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS Count % within TABLE	90.9%	0.0%	0.0%	0.0%	8.3%
			1	21	0	0	22
TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENT S		SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS % within TABLE	4.5%	95.5%	0.0%	0.0%	100.0 %
		SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS Count	9.1%	84.0%	0.0%	0.0%	18.3%
	Neutr al Agre e						
			0	4	40	17	61
		% within TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENT S	0.0%	6.6%	65.6%	27.9%	100.0 %
		% within TABLE SHOWING EMPLOYEE S PERFORME D OF Strongly THE	0.0%	16.0%	100.0%	38.6%	50.8%
		RESPONDENTS	0	0	0	27	27
		agree Cou nt % within TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS	0.0%	0.0%	0.0%	100.0%	100.0 %
		% within TABLE SHOWING EMPLOYEES	0.0%	0.0%	0.0%	61.4%	22.5%
			11	25	40	44	120
			9.2%	20.8%	33.3%	36.7%	100.0 %

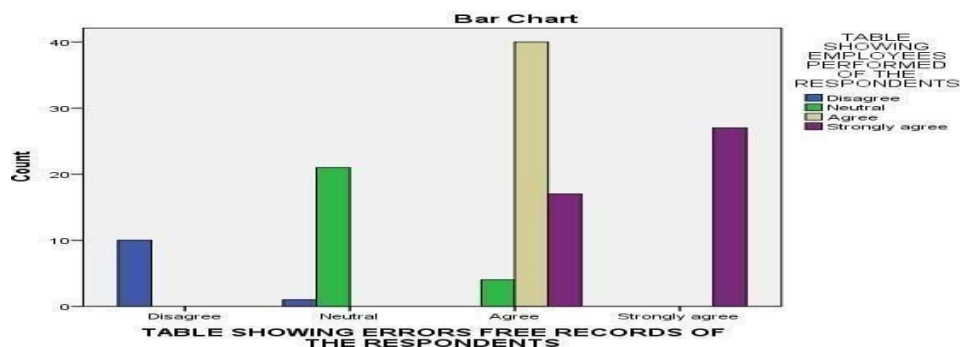
Total	PERFORMED OF THE RESPONDENTS Count % within TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENT S % within TABLE SHOWING EMPLOYEE S PERFORME D OF THE RESPONDENTS	100.0%	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	d f	Asymp. Sig. (2sided)
Pearson Chi-Square	252.310 ^a	9	.000
Likelihood Ratio	200.049	9	.000
Linear-by-Linear Association	97.157	1	.000
N of Valid Cases	120		

a. 7 cells (43.8%) have expected count less than

5. The minimum expected count is .92.



Degree of Freedom= (r-1) *(c-1)

$$= 3 \times 3 = 09$$

Calculated value = 252.310

Tabulated value = 16.919 $Z = Z_{cal} > Z_{tab}$

$Z = 252.310 > 16.919$

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between table showing errors free records of the respondents and table showing employees performed of the respondents.

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a significance difference between table showing safe in transcation of therespondents and table showing knowledge to answer of the respondents.

Alternate hypothesis (H1):

There is no significance difference between table showing safe intranscation of the respondents and table showing knowledge to answer of the respondents.

Descriptives

TABLE SHOWING SAFE IN TRANSCATION OF THERESPONDENTS

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower	Upper		
					Bound	Bound		
Disagree	7	2.14	.378	.143	1.79	2.49	2	3
Neutral	25	3.00	.000	.000	3.00	3.00	3	3
Agree	41	3.90	.300	.047	3.81	4.00	3	4
Strongly agree	47	4.72	.452	.066	4.59	4.86	4	5
Total	120	3.93	.857	.078	3.78	4.09	2	5

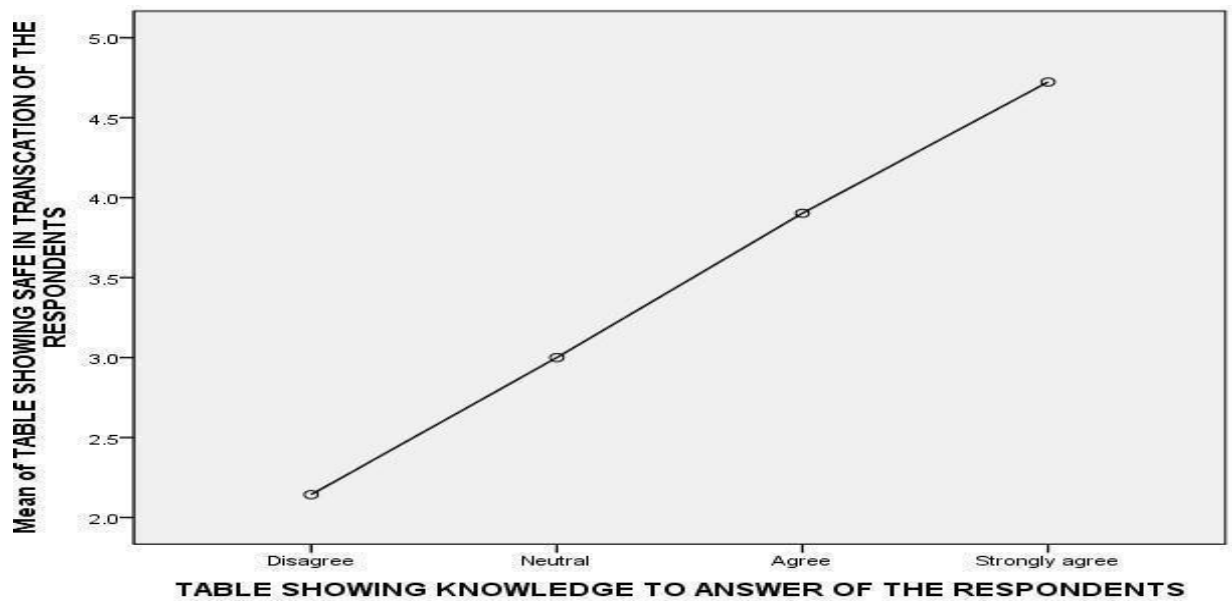
Test of Homogeneity of Variances

TABLE SHOWING SAFE IN TRANSCATION OF THERESPONDENTS

Levene Statistic	df1	df2	Sig.
23.302	3	116	.000

TABLE SHOWING SAFE IN TRANSCATION OF THERESPONDENTS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	73.596	3	24.532	205.152	.000
Within Groups	13.871	116	.120		
Total	87.467	119			



Tabulated value = 2.70 Calculated value= 205.152

$F = F_{cal} > F_{tab}$ $F = 205.152 > 2.70$

Hence, the alternative hypothesis [H1] is accepted.

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between table showing safe in transcation of the respondents and table showing knowledge to answer of the respondents.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between table showing promise customers of the respondents and

table showing problem solving of the respondents.

Alternate hypothesis (H1):

There is negative relationship between table showing promise customers of the respondents and table showing problem solving of the respondents.

Correlations

	TABLE SHOWING PROMISE CUSTOMERS OF THE RESPONDENTS	TABLE SHOWING PROBLEM SOLVING OF THE RESPONDENTS
Pearson Correlation	1	.947**
Sig. (2-tailed)		.000
TABLE SHOWING PROMISE CUSTOMERS OF THE RESPONDENTS	120	120
Pearson Correlation	.947**	1
Sig. (2-tailed)	.000	
TABLE SHOWING PROBLEM SOLVING OF THE RESPONDENTS	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$$= .947 \quad r$$

INFERENCE:

Since r is positive, there is positive relationship between table showing promise customers of the respondents and table showing problem solving of the respondents

FINDINGS OF THE STUDY

- 58% of respondents belong to male and 42% were female.
- 50% of respondents to 21-30, and 32% of the respondents to 31-40.
- 35% of respondents to master degree, and 34% of respondents to master degree
- 51% of respondents are married and 49% of them are single.
- 34% of respondents are earns Rs.20000-40000 and above and 14% of them earns below Rs.60000.
- 36% of the respondent's occupations are private employees and 19% of them are

others.

- 51% of the respondents are strongly agreed about the modern equipment of the Skill Vertex and 7% of them are disagreed.
- 45% of the respondents are strongly agreed about the physical facilities of the Skill Vertex and 6% of them are disagreed.
- 51% of the respondents are strongly agreed about the proper uniform of the Skill Vertex and 3% of them are disagreed.
- 43% of the respondents are agreed about the enquiry and materials in service and 9% of them are disagreed.
- 41% of the respondents are agreed about the promise to customers and 11% of them are disagreed.
- 32% of the respondents are agreed about the sincere in problem solving of the Skill Vertex and 10% of them are disagreed.
- 46% of the respondents are agreed about the perform first time service and 6% of them are disagreed.
- 36% of the respondents are agreed about the promised service time of the Skill Vertex and 7% of them are disagreed.
- 51% of the respondents are agreed about the insist on errors free records of the Skill Vertex and 8% of them are disagreed.
- 37% of the respondents are strongly agreed about the employees performed in service and 9% of them are disagreed.
- 39% of the respondents are agreed about the prompt service to customers and 5% of them are disagreed.
- 41% of the respondents are agreed about the willing to help customers and 9% of them are disagreed.
- 42% of the respondents are strongly agreed about the respond to customers request and 8% of them are disagreed.
- 46% of the respondents are agreed about the employees instilling confidence in customers and 8% of them are disagreed.
- 42% of the respondents are agreed about the customer feel safe in transaction and 5% of them are disagreed.
- 38% of the respondents are agreed about the consistently courteous with customers and 6% of them are disagreed.
- 39% of the respondents are strongly agreed about the knowledge to answer customers question and 6% of them are disagreed.
- 44% of the respondents are agreed about the customer's gets individual attention and 10% of them are disagreed.
- 42% of the respondents are agreed about the convenient to the customers and 7% of them are disagreed.
- 44% of the respondents are agreed about the customer personal attention and 3% of them are disagreed.

- 48% of the respondents are agreed about the customer's best interest at heart and 5% of them are disagreed.
- 41% of the respondents are agreed about the specific need of customers and 3% of them are disagreed.

SUGGESTIONS

- Skill Vertex can enhance their satisfaction level by bringing modern and compatible tools and equipment for use.
- The reliability of customers over the organization can be improved by showing sincere interest in addressing customer problems.
- The company can show more care in regularizing the payment and billing system with appropriate transparency.
- The organization should give more technical training to its employees so as to improve their knowledge and hence to instill confidence among the customers.
- Skill Vertex can improve their quality of service score by showing individual attention to the customers.

CONCLUSION

The overall customer perception of the services provided by Skill Vertex is found to be within the accepted level. Analysis of difference between perception and expected quality of service revealed room for improvement in almost all areas.

When considering the five dimensions reliability, tangibility and empathy are found to be at adverse condition. Hence the company has to improve these three dimensions with more care.

And empathy should be given additional care as it is found to be very low in serviced quality score. Thus the analytical study shows that Skill Vertex are committed to providing moderate service and that they are likely equally committed in improving the quality of current level of service further more.

The purpose of presenting this study is to help provide Skill Vertex leaders with framework for moving forward.

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