1.0 Background to the study

Marketers of goods and services are increasingly implementing service quality and customer satisfaction surveys to measure business performance, (Anderson et al, 1994: Rust and Zahorik, 1993) and some are even utilizing results from these surveys to determine employee incentives and appeals. Hurley and Estelami, 1998: Hauser et al, 1994).

Service quality is the degree to which the performance of service providers matches customer expectations. It can also be defined as those essential characteristics of a service that measures its excellence. (Zikmund & D’Amico, 1993). Services have four major characteristics on which service quality is measurable. These include intangibility, inseparability, variability and perishability (Kotler, 1999). The four aspects require special treatment as regards the cognitive nature of foreign customers.

With reference to Laura Eboli and Gabriella Mazzulla, University of Calabria, customer satisfaction in supermarkets is proposed. Specifically, a structural equation model is formulated to explore the impact of the relationship between global customer satisfaction and service quality attributes.

Quality supermarket is located in Old Kampala along Martin road and it has employed about 15 employees these include cleaners, those who work on counters, those who aid on customers and top management.

Dissatisfaction is a persons feeling of disappointment resulting from poor performance of employees, provision of poor quality services in relation to a customers expectation. The level of expectation heavily influences to how the customer behaves in various situations of dissatisfaction. At a low expectation level it is easy to satisfy the customer Naumann, E, and K. Gle
(1895). At times customer dissatisfaction arises when a customer needs a certain service of which is not available at the moment. For example there has been persistent lack of services in Quality supermarket as contended by one of its customers thus dissatisfaction.

1.1 Statement of the problem
There has been a missing link between service quality and customer satisfaction in Quality supermarket which has led to persistent complaints such as lack of customer care and attitudes of service providers towards customers, (some customers in Old Kampala, 2009). Whereas a service firm reputation depends entirely on the level of service quality, managers and scholars are indifferent on whether to measure the level of service quality basing on the level of management or customer’s perceptions of quality (Eriksson et al, 1999; Zikmund and D’Amico (1993) and yet others like Brady and Robertson (2001), Dabholkar, (1993) and Oliver, 1997 contend that there has been a missing link in the management of service quality. This study will examine service quality and customer satisfaction in supermarkets.

1.2 Purpose of the study
The study aimed at establishing the relationship between service quality and customer satisfaction in Quality supermarkets.

1.3 Objectives of the study
1. To establish the various dimensions of service quality in Quality supermarket.
2. To assess the levels of service quality in Quality supermarket.
3. To examine the relationship between service quality and customer satisfaction in Quality supermarkets.
1.4 Research questions

1. What are the various dimensions of service quality in quality supermarket?
2. What is the level of service quality in Quality supermarket?
3. What is the relationship between service quality and customer satisfaction in Quality supermarket?

1.5 Scope of the study

The scope was divided into 2 categories.

1.5.1 Content scope

The study focused on service quality as dependent variable and customer satisfactions in Quality supermarkets as independent variable.

1.5.2 Time scope

Primary and secondary data ranging from 2008-2010 was considered relevant for this study.

1.5.3 Geographical scope

The study focused on Quality supermarket located in Old Kampala. It was chosen because it’s one of the leading supermarkets in Kampala and it’s near to the researcher’s residence.

1.6 Significance of the study

1. The research briefed service firms on the management of service quality in supermarkets.
2. The findings were used by other researchers and scholars as literature.
3. The study helped the researcher to fulfill one of the requirements for the award of a Bachelors Degree in Commerce.
1.7 Conceptual framework

<table>
<thead>
<tr>
<th>Service quality</th>
<th>Customer satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reliability</td>
<td>• Frequency of purchase</td>
</tr>
<tr>
<td>• Responsiveness</td>
<td>• Level of complaints</td>
</tr>
<tr>
<td>• Empathy</td>
<td></td>
</tr>
<tr>
<td>• Customer care</td>
<td></td>
</tr>
<tr>
<td>• Assurance</td>
<td></td>
</tr>
</tbody>
</table>

Interviewing variables

- Level of education
- Level of attributes
- Level of understanding
- Level of variability
CHAPTER TWO
LITERATURE REVIEW

2.0 Introduction

2.1 Service quality

A service is a bundle of satisfactions (Zikmund & D’Amico, 1993). He however defined a service descriptively as a task or instrumental activity performed for a consumer and or a consumatory activity involving consumer participation such as wages but not ownership of an organisation’s product or facilities. Services are growing even faster in the world economy making up a quarter of the value of all super trade (Kotler and Armstrong, 2001). Whether a good or service, all products deliver a bundle of benefits to the consumer. Whereas consumers derive benefits from the foods themselves, service benefits are delivered through the experience that is created for consumers for example the restaurant experience (Hopkins et al, 2005). They contend that research has identified four main components that influence consumers’ service experiences; contact personnel, other consumers, the service scope and the invisible organisation and systems (Langeard et al, 1981).

Services account for over ¼ of world trade (Keegan, 1995). The general agreement on trade on services (GATS) under WTO says that whereas super transactions in goods require a physical transit across a country’s border, service transactions in goods require one or a combination of four modes of supply, these are;

1. Cross border movement of service products.
2. Movement of consumers to the country of importation
3. Establishment of commercial presence in a country where the service is to be provided.
4. Temporary movement of natural persons to another country in order to provide services there.
2.2 Service quality

Service quality is often conceptualized as the comparison of service expectations with actual performance perceptions (Zeithaml et al, 1990). Shoe maker defines service quality as a service doing what it was meant to do. Parasuraman et al (1985), and Watson et al (1998) supplement that it is the customer’s subjective assessment that the service they are receiving is the service that they expected. Service quality is a function of the difference scores or gaps between expectations and perceptions and these gaps include;

1. Actual consumer expectations and management’s belief of what consumers want.
2. Management’s beliefs and the actual specifications of the service
3. What is delivered and hence experienced by the consumer/what consumers were led to expect by external communication (Parasuraman et al, 1985)
4. What has been specified and what is actually delivered.

2.3 Service quality dimensions

Five key dimensions of service quality have been identified by Parasuraman et al (1988).

Reliability is defined as the ability to deliver the promised service dependably and accurately. It is about keeping promises about delivery, pricing complaint handling etc.

Responsiveness can be described as the willingness to help customers and provide prompt service. The dimension stresses service personnel’s attitude to be attentive to customer requests, questions and complaints.

Assurance is the service quality dimension that focuses on the ability to improve trust and confidence.

Empathy is the service aspect that stresses the treatment of customers as individuals.
Tangible is the service dimension that focuses on the elements that represent the service physically.

As to what dimension of the service quality is most vital, Parasuraman et al (1988) and Zeithaml et al (1990) argue that reliability is considered satisfaction regardless of the service setting whether Quality supermarket or domestic.

A further examination of the literature, Parasuraman et al (1988) suggests that on the other hand, conceptualization of service quality typically focus on attributes related to the service process such as responsiveness, assurance and empathy and that majority of the studies testing service quality follow this approach (Babakus and Boller, 1992, Brown and Swartz, 1989; Cronin and Taylor, 1992). The discussion above shows that consumer assess quality of service by comparison of expectations and perceptions (Dotchin and Oakland, 1994). They observed that to make practical use of this concept, it is also necessary to find how particular parts of the service package contribute to consumer’s expectation and perception of service quality.

2.4 Measure of service quality

Parasuraman et al (1985, 1988) set out with the objective of producing a general instrument with the objective of producing a general instrument for measuring perception of service quality. The instrument produced SERVQUAL was based on the contracts identified in the earlier work from which a large number of dimensional attributes of service quality discussed earlier in the chapter. An important advantage of the SERVQUAL instrument is that it has been proven valid and reliable across a large range of global services the SERVQUAL instruments needs considerable adaptation (Dabholkar et al, 1996) it still seems the best alternative for cross sectional and industry benchmarking (Fitzsimmons and Fitzsimmons, 1994).
Dotchin and Oakland (1994) observed that the full list provides the most complete expression yet available of the issues, which influence consumers in their assessment of service quality. It is observed that the first category ensuring performances of the service right first time since customers are dispersed in the supermarket. The second category requires supermarket service providers to win customers hearts by doing what they want. Pauline et al, (2000) indicate that a customer’s perceptions of how customer oriented a firm is, will be more critical for successful business performance than the seller’s own perceptions. Since service quality involves comparison of the expectations with performance (Atkins, 2000), customer who perceive high service quality believe that the service excellence is the one strategy dimension that is both important to many consumers and hard for competitors to duplicate (Berry, 1998) service quality remains difficult to measure because its often under what the customer expects yet service is a matter of meeting customer’s expectations (Terpestra and Sarathy, 2000). They argue that this observation is further complicated by the fact that not every customer experiences the same level of service quality even though the services they receive are identical. The company must consistently give the best solutions to his/her problems match his expectations, if it is to build customer satisfaction and loyalty (Zikmund et al, 1993).

2.5 Managing service quality

One of the major ways a service firm can differentiate itself is by delivering consistently higher quality than its competitors do. A service firm’s ability to hand onto its customers depends on how consistently it delivers value to them (Kotler, 1999). This forms a basis for high service quality management. The implicit assumption in the quest for customer satisfaction and service quality is that there is a link between positive evaluation and repurchase behaviour (Zeithaml et al, 1996). As a consequence, understanding how and what aspects of the service product impact on customer’s evaluation is a critical first step (Gabbot and Hogg,
There are a number of service product attributes which have been identified as contributing towards the customers overall evaluation of service quality (Bitner, 1990), Russel and Mehrabian 1976).

2.6 Customer satisfaction

A product or service will be successful in any market at home or overseas if it primarily satisfies consumer’s needs. Customer satisfaction is a person’s feelings of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his/her expectations (Kotler, 1999). For customer satisfaction to be high, promises and expectations must be met. This involves the organisation’s ability to understand customer expectations and to do it right the first time (DIRTF). The ability to deal with problems as they arise is a key ingredient to success in the sense that customers who have an issue dealt with to their satisfaction have a 95% likelihood of repurchasing and telling 5 people about their experience; if they don’t complain (as 96% of people do) they will tell at least 10 other people about their problem.

Customer satisfaction is more dependent on the development of interpersonal relationship as opposed to satisfaction with tangible products (Macintosh and Lockshin, 1998). Person to person interactions form an essential element in the marketing of services (Crosby et al, 1990, Czepiel, 1990). This can be achieved by developing relationships with your customers that exceed just meeting their needs or requirements, one that nurtures commitment and cultivates satisfaction by appealing to your customer’s psychological and emotional needs (Lawrence, n.d).

Precede customer satisfaction. This finding by a great deal of authors (Brady and Robertson, 2001); Dabholkar et al, 2000) suggests that if service providers do a good job in terms of process, the service will be evaluated as “high quality” and customers will be satisfied.
Oliver (1997) views customer satisfaction evaluations as mostly effective or emotional. Thus the association of outcome with emotion can be seen as evidence of a link between outcome and customer satisfaction evaluation. These emotional reactions will override existing cognitive assessments and will determine subsequent cognitive evaluations (Dabholkar and Overby, 2004) customer satisfactions always have an effective component (Dabholkar, 1995 b; Oliver, 1997, Yi, 1990). In situation involving extremely exceeded or greatly unfulfilled, customers will experience a feeling of strong satisfaction or dissatisfaction with the service (Hunt, 1977: Oliver 1981).

At the heart of any evaluate process is the consumer’s perception of the service received. Underlying the evaluation of any human exchange is a complex language of behaviours which communicate meaning and provide a message on which evaluations are based (Gabbot and Hogg, 2000). Customer’s perceptions are critical and it may be difficult to define what the customer wants. During the past decades customer satisfaction has been approached as an attitudinal construct (Biong, 1993: Hallowell, 1996). This is reflected for instance in the willingness to recommend a service provider to other consumers through word mouth.

2.7 Relationship between service quality and customer satisfaction

According to G.S Sureschchandar, the relationship between service quality and customer satisfaction has received considerable academic attention in the past few years. But the nature of the exact relationship between service quality and customer satisfaction (especially in the way the two constructs have been operationalised) is still shrouded with uncertainty. Many researchers have operationalised customer satisfaction by using a single item scale and many others have used multiple item scales. The present study adopts a different approach and views customer satisfaction as a multi-dimensional construct just as service quality, but argues that customer satisfaction should be operationalised along the same factors
In other words based on this approach, the link between service quality and customer satisfaction has been investigated. The results have indicated that the two constructs are indeed independent but are closely related, implying that an increase in one is likely to lead to an increase in another. During the last decades, researchers have attempted to explain and predict similarities and differences between services quality and customer satisfaction in order to deepen our understanding of these constructs (Dabholkar, 1993, 1995; Lacobucci et al, 1995; Oliver, 1997). It is suggested that whereas service quality evaluation are purely cognitive (Parasuraman et al, 1988) customer satisfaction has both cognitive and effective aspects (Hunt, 1977; Yi, 1990). Research has also found that customer satisfaction encompasses both expectation and perception but that service quality is only tied to perceptions (Babakus and Boller, 1992; Cronin and Taylor, 1992; Dabholkar et al, 2000).

The traditional view holds that customer satisfaction is related and therefore proceeds any overall evaluation of service quality overtime (Oliver, 1981; Parasuraman et al, 1988). More recently customer satisfaction has been viewed as a global assessment that follows evaluation of service quality (Oliver, 1997).

Further research (Anderson and Sullivan, 1993; Spreng and Mackoy, 1996; Ennaw and Binks, 1999; Cronin et al, 2000) has found empirical support for customer assumption as a consequence of service quality. The implicit assumption in the quest for customer satisfaction and service quality is that a link between positive evaluations and repurchase behaviour (Zeithaml et al, 1996). As a consequence, understanding how and what aspect of the service product impact on customer evaluation is a critical first step (Gabbot and Hogg, 2000).
Research by Crosby et al 1990 also suggests that sales opportunities in service mostly on trust and satisfaction which thy view as relationships quality. A basic requirement if a service firm is to in and requirements to keep customers satisfied (Gronroos, 1990).

Over the last decade service firms have identified quality as a driving force in the success of their firm and developing a sustainable competitive advantage (Leslie and Sheth, 1991). Services are much different from tangible product since, service are produced and consumed simultaneously and the delivery of the services often is inseparable from the personnel that provide it (Durvasula et al, 2000). They also contend that ultimately the real focus is customer satisfaction because things can quite simply go wrong when least expected. This is also accorded by Zeithaml et al (1995) that service encounters can often produce negative reactions despite the service personnel trying to do their very best.

It was intuitively assumed by Pauline et al 2000) that degree of perceived value would be manifested by the business client’s final judgment of service quality satisfaction purchase intentions and willingness to recommend. Such relationship between overall service quality and individual service satisfaction dimensions have been examined empirically by Cronin and Taylor (1992). They quite simply agreed with Pauline et al (2000) as they solely focused on repurchase intention resulting from service quality customer satisfaction.

Recent research (Mohr and Bitner, 1995: Powpaka, 1996) has examined process and outcome along with service evaluations but the results of these studies taken together fail to provide a clear answer as to the exact relationship between service quality and customer satisfaction.
2.8 The level of customer dissatisfaction

Dissatisfaction is a person’s feeling of disappointment resulting from comparing the performance of employees in relation to his /her expectation. If performance and employees matches the expectation, the customer is highly satisfied or delighted.

The level of expectation heavily influences to how the customer behaves in various situation of dissatisfaction. At a low expectation level it is easy to satisfy the customer Naumann, E and K. Giel (1895).

Organisations are placing increase emphasis on customer satisfaction to enhance customer loyalty to attain customer satisfaction the customer service department must be able to understand and respond to customer needs through provision of high quality service. Acres (1997), Bush and Talk (1797) if we are to understand customer dissatisfaction we need to consider customer expectation and perceptions on delivery of our services relative to their expectation.

Customer dissatisfaction requires observation and then evaluation of employees work by employees manager results are generally on a form describing work results or critical employee behaviours (Heinemann/Schwan/Fossum/Oyer 1987) in that rate also various ways are set up to determine the level of customer dissatisfaction, RS Davar.

2.8.1 The method of setting suggestion box

Hence customers are given chance to write their views to the management, then management will be able to view how customer are dissatisfied.

2.8.2 Use of spies

Here different people are raised to spy employees work especially when there is no close supervision so as to improve on service quality and spy those workers who are reluctant.
Complaints from customer.

Within this customers are complaining about taking long without receiving their orders being neglected by the employees thus dissatisfaction. There is persistent complaint from customers of Quality supermarket resulting from poor provision of services and thus low customer turn over.
CHAPTER THREE
METHODOLOGY

3.0 INTRODUCTION
This chapter presents the background against which data was gathered, findings and conclusion of the study assessed with regards to validity and reliability. It provides a description of the survey population, study area, research design and techniques used in data collection, processing and the limitation to the study.

3.1 Research Design
In order to collect as much data as possible a combination of descriptive and analytical research designs based on result from the questionnaire, observation and interview were used by the researcher to analyse the relationship between service quality and customer satisfaction in Quality supermarket.

3.2 Study Area and Population
The study area was Quality supermarket located on Martin road, Old Kampala. The population comprised of employees, customers and management of the supermarket since all of them were affected and concerned about the problem as they provided the best and relevant data about the research topic.

The population was scattered and there was limited time and resource simple random sampling technique was used to gather data from the study population.

3.3 Sample Size
The sample size composed of the employees, customers and top management staff from service quality department of Quality supermarket and this was selected using simple random sampling.
Sample of 30 respondents were obtained and these included 5 top management staff, 10 from service quality department and 15 from customers at Quality supermarket.

**Table 1 showing distribution sample size among respondents**

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top management</td>
<td>5</td>
</tr>
<tr>
<td>Services quality department</td>
<td>10</td>
</tr>
<tr>
<td>Customer</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

**3.4 Procedure**

A letter of introduction to the Management of Quality supermarket was secured from the Dean. After permission was granted, then the distribution of questionnaires was done to the rest of the employees, customers and a period of two weeks allowed to fill them out.

**3.5 Data Sources**

Primary and secondary resources were used.

**3.5.1 The primary data source**

This data was obtained from the sample population by use of questionnaires and interviews.

**3.5.2 Secondary data source**

This was obtained through the review of the related literature from journal, publisher's report, internet and text books.
3.5.3 Instruments
Self administered questionnaires were used on respondents from the sample. Personal interviews and observation were used to help assess the physical conditions.

3.6 Data Collection Methods
This began with acquisition of a letter of introduction from Makerere University to Quality supermarket. As this simplified the task of seeking permission from the authorities at quality supermarket to carry out the study.

3.6.1 Questionnaires
These were close ended to aid the respondents in fillings and they were issued to management, customers and employees.

3.6.2 Interview
These provided the flexibility of rephrasing questions for better perception relative to questionnaires and these were conducted with respondent including Quality supermarket client or customer and employees.

3.6.3 Non – participatory direct observation
These were used so as to increase the validity and reliability of the information obtained from questionnaires and interviews.

3.7 Data analysis and presentation
Frequency tables and graphs were used to show customers responses. Then code multiple questions were used to identify responses from each respondent and data collected was sorted, edited, classified and the analytical using analytical methods like cross tabulation.
3.8 Limitation of the study

1. Limited or non response from some respondents were realized.

2. Employees and management staff had some engagements. This called for rescheduling of appointments which caused a delay in the completion of the study.

3. The language used especially on questionnaires seemed to be a barrier to some respondents. Some respondents especially customers did not understand English.
CHAPTER FOUR
PRESENTATION OF DATA AND DISCUSSION OF FINDINGS

4.0 Introduction
This chapter presents, interprets and discusses the findings on service quality and customer satisfaction. The data was got from several respondents in quality supermarket. The findings are presented following the order of objectives, which are; to establish the various dimensions of service quality, to assess the levels of service quality in quality supermarket and to examine the relationship between service quality and customer satisfaction.

Background information
In order to ascertain the authenticity of the respondents’ information on the various issues relating to the study variables, respondents were asked various general questions. These covered the response rate, gender, age, educational level, duration with the company, service quality and customer satisfaction. These are illustrated in the background information.

Response rate
Out of a total number of 40 respondents that received the self administered questionnaires, 30 respondents filled and answered the questionnaire to the satisfaction of the research. This gave a positive response rate of 75% and a non response rate of 25%. This was a good representative sample of the targeted population for decision making. This is shown in the following figure below;
4.1 Table 1: Sex of respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency Customers</th>
<th>Percentage Customers</th>
<th>Frequency workers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>5</td>
<td>33.3%</td>
<td>3</td>
<td>20%</td>
</tr>
<tr>
<td>Female</td>
<td>10</td>
<td>66.7%</td>
<td>12</td>
<td>80%</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>100%</td>
<td>15</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: primary data

Survey question number 1

Table 1 shows the majority respondents of 66.7% customers are female and 33.3% customer respondents are male.

On the other hand, it also shows that 80% respondents are female workers at quality supermarket and 20% are male respondents who work at quality supermarket. An indication that the supermarket mainly employees females who can easily be transacted and can apply good customer care.

4.2 Table 2: Age of the respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30</td>
<td>14</td>
<td>46%</td>
</tr>
<tr>
<td>30-40</td>
<td>12</td>
<td>40%</td>
</tr>
<tr>
<td>More than 40</td>
<td>4</td>
<td>13.5%</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: primary data
Survey question number 2

Table 2 shows that 46% of the respondents are less than 30 years old, 40% are between 30-40 years old and 13.5% are more than 40 years of age. Table 2 above shows that majority of respondents which is 46% are less than 30 years of age. An indication that quality supermarket is especially visited by youths.

4.3 Table 3: Shows the education level of workers and customers

<table>
<thead>
<tr>
<th>Level of education</th>
<th>Frequency of workers</th>
<th>Percentage of workers</th>
<th>Frequency of customers</th>
<th>Percentage of customer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master degree</td>
<td>0</td>
<td>00%</td>
<td>2</td>
<td>13.3%</td>
</tr>
<tr>
<td>Bachelors degree</td>
<td>8</td>
<td>53.3%</td>
<td>6</td>
<td>40%</td>
</tr>
<tr>
<td>Diploma</td>
<td>4</td>
<td>26.7%</td>
<td>5</td>
<td>33.3%</td>
</tr>
<tr>
<td>Other institutions</td>
<td>1</td>
<td>6.7%</td>
<td>1</td>
<td>6.7%</td>
</tr>
<tr>
<td>A’ level</td>
<td>2</td>
<td>13.3%</td>
<td>1</td>
<td>6.7%</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>100%</td>
<td>15</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: primary data

Survey question number 3

Table 3 shows that majority of Quality supermarket workers attained bachelors degree (53.3%) an indication that there is high level of education among the workers. On the other hand it also shows that 26.7% of workers attained a diploma level, 6.7% other institutions and 13.3% at least A level. This implies that majority of the workers were professionally qualified and hence knowledgeable to improve service quality.

More still table 3 above illustrates that 13.3% of the customers of quality supermarket were master degree holders, 40% of the customers were degree holders, 33.3% diploma holders, 6.7% other institutions and 6.7% A’ level certificate this implied majority of the respondents were knowledgeable.
4.4 Findings on service quality

Table 4 shows the response on service quality

<table>
<thead>
<tr>
<th>Level of agreement</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Uncertain</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Freq</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability</td>
<td>Freq</td>
<td>%</td>
<td>Freq</td>
<td>%</td>
<td>Freq</td>
<td>%</td>
<td>30</td>
</tr>
<tr>
<td>Quality supermarket services are reliable and dependable</td>
<td>12</td>
<td>40%</td>
<td>6</td>
<td>20%</td>
<td>0</td>
<td>0%</td>
<td>5</td>
</tr>
<tr>
<td>Quality supermarket delivers the promised services effectively</td>
<td>8</td>
<td>26.7%</td>
<td>5</td>
<td>16.7%</td>
<td>3</td>
<td>10%</td>
<td>4</td>
</tr>
<tr>
<td>Complaint handling at quality supermarket is good and fast</td>
<td>5</td>
<td>16.7%</td>
<td>5</td>
<td>16.7%</td>
<td>2</td>
<td>6.7%</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Primary data

4.4.1 Reliability at quality supermarket

From the table above, respondents were examined on different issues pertaining to reliability at quality supermarket. A 5 likert scale was used to rate the respondents level of agreement. These issues are individually explained in details below;

On the subject of quality supermarket services being reliable and dependable, 40% of the respondents agreed, 20% of the respondents strongly agreed, 0% of the respondents were uncertain, 16.7% of the respondents disagreed and 23.3% of the respondents strongly disagreed. This implies that majority of the respondents agreed that quality supermarket services are reliable and dependable.

On the question of whether quality supermarket delivers the promised services effectively 26.7% of the respondents agreed, 16.7% of the respondents strongly agreed 10% of respondents were uncertain, 13.3% of the respondents disagreed and 33.3% of the respondents strongly disagreed an implication that majority of respondents have a belief that quality supermarket does not deliver the promised services effectively.

On the issue of complaint handling, 16.7% of the respondents agree that there is good and fast complaint handling at quality supermarket, 16.7% of
the respondents strongly agreed, 6.7% of the respondents were uncertain, 20% of respondents disagreed and 40% of the respondents strongly disagreed. This implies that more of the complaints at quality supermarket are handled at a slow pace.

4.4.2 Respondents

Table 5 showing the responses on responsiveness at quality supermarket

<table>
<thead>
<tr>
<th>Level of agreement</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Uncertain</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Freq</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsiveness</td>
<td>Freq</td>
<td>%</td>
<td>Freq</td>
<td>%</td>
<td>Freq</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Customers are responded to very fast with a smile of appreciation from workers</td>
<td>9</td>
<td>30%</td>
<td>7</td>
<td>23.3%</td>
<td>0</td>
<td>0%</td>
<td>10%</td>
</tr>
<tr>
<td>Customer at quality supermarket always show signs of appreciation towards the services</td>
<td>8</td>
<td>26.7%</td>
<td>5</td>
<td>16.7%</td>
<td>3</td>
<td>10%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Willingness to respond to customers is high</td>
<td>9</td>
<td>30%</td>
<td>5</td>
<td>16.7%</td>
<td>2</td>
<td>6.7%</td>
<td>16.7%</td>
</tr>
</tbody>
</table>

Source: Primary data

From the table above, respondents were examined on different issues pertaining to responsiveness at quality supermarkets. A 5 point likert scale was used to rate the respondents level of agreement. These issues are individually explained in details below:

On the subject of customers being responded to very fast with a smile of appreciation; 30% of the respondents agreed, 23.3% of the respondents strongly agreed, 0% were uncertain, 10% of the respondents disagreed and 36.7% of the respondents strongly disagreed. This implies that a large number of customers are not shown signs of appreciation.

On the issue of customers at quality supermarket always showing signs of appreciation towards the services, 26.7% of the respondents agreed, 16.7% of respondents strongly agreed, 10% of respondents were uncertain, 13.3% disagreed and 33.3% of respondents strongly disagreed. An implication that
a large number of customers don’t show signs of appreciation towards the services at quality supermarket.

On the issue of whether the willingness to respond to customers is very high, 30% of respondents agreed, 16.7% of respondents strongly agreed, 6.67% of respondents were uncertain, 16.7% disagreed and 30% of respondents strongly disagreed. This implies that some times workers are willing to respond to customers at a high rate and in some cases they are not.

4.4.3 Assurance

<table>
<thead>
<tr>
<th>Level of agreement</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Uncertain</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Freq %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supermarket assures customer by always adding more value to its service offered</td>
<td>8</td>
<td>26.7%</td>
<td>7</td>
<td>23.3%</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Workers are always confident of the services provided to customers because of their quality</td>
<td>9</td>
<td>30%</td>
<td>6</td>
<td>20%</td>
<td>3</td>
<td>10%</td>
</tr>
<tr>
<td>Security of the supermarket is tight</td>
<td>15</td>
<td>50%</td>
<td>5</td>
<td>16.7%</td>
<td>2</td>
<td>6.67%</td>
</tr>
</tbody>
</table>

Source: Primary data

From the table above, respondents were examined on different issues pertaining to assurance at quality supermarket. A 5 point likert scale was used to rate the respondents level of agreement. These issues are individually explained in details below;

On the issue of whether the supermarket assures customers be always adding more value to its services offered. 26.7% of the respondents agreed, 23.3% of the respondents strongly agreed, 3.3% of the respondents were uncertain, 20% of the respondents disagreed and 26.7% of the respondents strongly disagreed. This implies that the supermarket adds value to some services offered and does not assure customers on other services.
On the issue of security at the supermarket, 50% of the respondents agree that there is tight security, 16.7% of the respondents strongly agree, 6.67% of the respondents were uncertain, 13.3% of the respondents disagreed and 13.3% strongly disagreed. This implies that at least there is efficient security provided at the supermarket.

4.5 Empathy at quality supermarket

Table 7 showing the responses on empathy at quality supermarket

<table>
<thead>
<tr>
<th>Level of agreement</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Uncertain</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Freq</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers are dealt with on individual basis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>50%</td>
<td>5</td>
<td>16.7%</td>
<td>0</td>
<td>2 6%</td>
<td>16.7%</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>26.7%</td>
<td></td>
<td></td>
<td>26.7%</td>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td>Workers of counters in quality supermarket are</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>adequate enough to handle customers on individual basis</td>
<td>9</td>
<td>30%</td>
<td>6</td>
<td>20%</td>
<td>0</td>
<td>5 16.7%</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>33.3%</td>
<td></td>
<td></td>
<td>33.3%</td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: primary data

From the table above, respondents were examined on different issues pertaining to empathy at quality supermarket. These issues are individually explained in details below;

On the subject of customers being dealt with on individual basis, 50% of the respondents agreed, 16.7% of the respondents strongly disagreed, 0% uncertain, 6.7% of the respondent disagreed and 26.67% of respondents strongly disagreed, an implication that the largest number of customers are dealt with an individual basis.

On the issue of workers at counters in quality supermarket being adequate enough to handle customers on individual basis, 30% of the respondents agreed, 20% of the respondents strongly agreed 0% uncertain 16.7% of respondents disagreed and 33.3% strongly disagreed. This implies that sometimes workers at counters are not adequate enough to handle customers.
4.6 Findings on customer satisfaction

Table 8 showing the response on customer satisfaction

<table>
<thead>
<tr>
<th>Level of agreement</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Uncertain</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Freq</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency of purchase</td>
<td>Freq</td>
<td>%</td>
<td>Freq</td>
<td>%</td>
<td>Freq</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>The rate of customer purchase is very high</td>
<td>10</td>
<td>33.3%</td>
<td>5</td>
<td>16.7%</td>
<td>1</td>
<td>3.3%</td>
<td>4</td>
</tr>
<tr>
<td>Customer promises and expectations are met in quality supermarket</td>
<td>7</td>
<td>23.3%</td>
<td>4</td>
<td>13.3%</td>
<td>2</td>
<td>6.67%</td>
<td>7</td>
</tr>
<tr>
<td>Source: primary data</td>
<td>30</td>
<td>100</td>
<td>30</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From the above table, respondents were examined on different issues pertaining to frequency of purchase A5 point likert scale was used to rate the respondents level of agreement. These issues are individually explained in details below;

On the aspect of the rate of customer purchase being very high, 33.3% of respondents agreed, 16.7% of the respondents strongly agreed, 3.3% were uncertain 13.3% of respondents, disagreed and 33.3% of respondents, strongly disagreed. This implies that those who agree are equal to those who strongly disagree and thus the rate of customer purchase is moderate.

4.7 Factors that lead to dissatisfaction in quality supermarket.

According to the researcher, respondents gave several reasons that led them not to be satisfied in quality supermarkets and some of the reasons were;

- The supermarket doesn’t work on a 24 hour basis thus it closes up very early thereby customers have been lost in such a manner, leading to dissatisfaction of customers who purchase goods late in the night.

- Then the problem of missing commodities, some times customers don’t take what they exactly want as this complaint was raised by some customers of quality supermarket thus dissatisfaction.
Then the parking area sometimes tends to be small since most customers drive and thus tend to be inconvenienced as some customers raised this problem thereby dissatisfaction.

4.8 Level of complaints

Table 9 showing the responses in level of complaints

<table>
<thead>
<tr>
<th>Level of complaints</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Uncertain</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Freq</th>
<th>%</th>
<th>Freq</th>
<th>%</th>
<th>Freq</th>
<th>%</th>
<th>30</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer complaints are responded to immediately</td>
<td>8</td>
<td>26.7%</td>
<td>7</td>
<td>23.3%</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>5</td>
<td>16.7%</td>
<td>10</td>
<td>33.3%</td>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td>The supermarket uses customer complaints as a point of improvement in its services</td>
<td>6</td>
<td>20%</td>
<td>8</td>
<td>26.7%</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>7</td>
<td>23.3%</td>
<td>9</td>
<td>30%</td>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td>Supermarket has good relations with its customers</td>
<td>5</td>
<td>16.7%</td>
<td>8</td>
<td>26.7%</td>
<td>2</td>
<td>6.7%</td>
<td>0%</td>
<td>5</td>
<td>16.7%</td>
<td>10</td>
<td>33.3%</td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: primary data

From the table above, respondents were examined on different issues pertaining to level of complaints. A 5 point likert scale was used to rate the respondents level of agreement. These issues are individually explained in details below.

On the aspect of customers complaints being responded to immediately, 26.7% of the respondent, agreed 23.3% of the respondents strongly agreed, 0% uncertain, 16.7% of the respondents disagreed and 33.3% strongly disagreed. This implies that complaints in most cases are not responded to immediately.

On the issue of the supermarket using customer complaints as a point of improvement in its services, 20% of respondents agreed, 26.7% of the respondents strongly agreed, 0% uncertain, 23.3% disagreed and 30% of the respondents strongly disagreed. This implies that in some cases
customer complaints are used as a point of improvement in its services but in most cases the supermarket does not use customer complaints as a point of improvement in its services.

On the issue of the supermarket having good relations with its customers, 16.7% of the respondents agreed, 26.7% of the respondents strongly agreed, 6.7% of the respondents were uncertain, 16.7% of the respondents disagreed and 33.3% of the respondents strongly disagreed. This implies that good customer relations at quality supermarket was not done effectively and efficiently.

### 4.9 Management’s belief

**Table 10 showing the responses on management’s belief**

<table>
<thead>
<tr>
<th>Management’s belief</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Uncertain</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Freq</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>The supermarket widens customer’s viewpoint in different areas of purchase</td>
<td>15</td>
<td>50%</td>
<td>5</td>
<td>16.7%</td>
<td>1</td>
<td>4</td>
<td>13.3%</td>
</tr>
<tr>
<td>The management uses knowledgeable staff in the improvement of service quality</td>
<td>12</td>
<td>40%</td>
<td>5</td>
<td>16.7%</td>
<td>3</td>
<td>5</td>
<td>16.7%</td>
</tr>
<tr>
<td>Accuracy of records in the purchase of different products</td>
<td>2</td>
<td>6.7%</td>
<td>25</td>
<td>83.3%</td>
<td>0</td>
<td>2</td>
<td>6.7%</td>
</tr>
</tbody>
</table>

**Source: primary data**

From the table above, respondents were examined on different issues pertaining to management’s belief A 5 point likert scale was used to rate the respondents level of agreement. These issues are individually explained in details below.

On the aspect of the supermarket widening, customer’s viewpoint in different areas of purchase, 50% of the respondents agreed, 16.7% of the respondents strongly agreed, 3.3% of the respondents were uncertain,
13.3% disagreed and 16.7% of the respondents strongly disagreed. This implies that the supermarket widens customers view point in different areas of purchase.

On the issue of management using knowledgeable staff in the improvement of service quality, 40% of the respondents agreed, 16.7% of the respondents strongly agreed 10% of the respondents were uncertain. 16.7% of the respondents disagreed and 16.7% of the respondents strongly disagreed. This implies that the supermarket has knowledgeable staff therefore it can easily improve of service quality.

Then on the issue of accuracy of records in the purchase of different products, 6.7% of the respondents agreed, 83.3% of the respondents strongly disagreed, 0% uncertain 6.7% of the respondents disagreed and 3.3% of the respondents strongly disagreed. This implies that there is at least efficiency and accuracy of records in the purchase of different products.

The researcher noted that the supermarket operates half a day yet due to increasing development in Uganda, supermarkets mostly work on a 24 hour basis thus customers of quality supermarket were not satisfied. The researcher in interviewing few of the workers and customers, they said that this complaint had been raised for so long but had not been put into consideration by top management which led to customer dissatisfaction.

The relationship between service quality and customer satisfaction can further by shown by spearman rank correlation.
Table 11 findings on the relationship between service quality and customer satisfaction.

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Frequency</th>
<th>Rank A</th>
<th>Rank B</th>
<th>d</th>
<th>(d^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>8</td>
<td>1</td>
<td>5</td>
<td>-4</td>
<td>16</td>
</tr>
<tr>
<td>Agree</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>-1</td>
<td>1</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>-1</td>
<td>1</td>
</tr>
<tr>
<td>Uncertain</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
<td><strong>15</strong></td>
<td><strong>15</strong></td>
<td><strong>0</strong></td>
<td><strong>(\Sigma d^2 = 38)</strong></td>
</tr>
</tbody>
</table>

Source: primary data

\[
r = \frac{1-6\Sigma d^2}{n(n^2-1)} \\
= \frac{1-6 \times 38}{15(15^2-1)} \\
= \frac{1-228}{15(224)} \\
= \frac{1-228}{3360} \\
= 1-0.0678571429 \\
= 0.93214
\]

**Interpretation**

Service quality and customer satisfaction have a strong relationship as proved by spearman rank correlation.

From the research findings inadequate service quality and delivery affects customer satisfaction as a high percentage of respondents don’t agree that the supermarket delivers services as promised thus customer dissatisfaction.

More so a high percentage of respondents strongly disagreed about the good relations between quality supermarket workers and the customers, as this resulted into poor service quality hence service quality being the most important in improving customer satisfaction.
CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

The study examined the relationship between service quality and customer satisfaction evaluations in quality supermarket. The previous four chapters have laid a basis on which this report can be rounded up. In chapter one, the background and problems of the study were given and study variables indicated, the independent variables where service quality and the dependent variable includes customer satisfaction. Chapter three outlined the methodology adopted for carrying out the study. In chapter four the findings were presented and interred, in this chapter discussions and conclusions of the study finding will be drawn upon which recommendations will be made.

5.1 Summary of the findings

5.1.1 Findings on the level of customer dissatisfaction

The research showed that majority of customers are not satisfied in quality supermarket but continued visiting this supermarket due to other factors like being near to some customers and its one of the leading supermarkets in the area.

5.1.2 Findings on the relationship between service quality and customer dissatisfaction

From the research questions tested and basing on the previous discussions of the following presentation related to the study according to the results reveals that there is a strong relationship between service quality and customer satisfaction and therefore service quality plays an important role in determining customer satisfaction.

The findings also stretch that this negative perception on customer dissatisfaction in quality supermarket position relationship between poor
service quality and customer dissatisfaction as shown by respondents. However, there are other factors other than poor service quality in quality supermarket that could be affecting its performance to a limited extent. Therefore emphasis should be put on service quality without neglecting the other factors that may affect customer satisfaction in quality supermarket.

5.2 Conclusion

The research has covered important relationship between service quality and customer dissatisfaction in quality supermarket position relationship between poor service quality and customer dissatisfaction as shown by respondents. However, there are other factors other than poor service quality in Quality supermarket that could be affecting its performance to a limited extent. Therefore emphasis should be put on service quality without neglecting the other factors that may affect customer satisfaction in Quality supermarket.

5.3 Recommendations

These recommendations are based on the study findings and aim at establishing service quality which will eventually lead to customer satisfaction. Therefore management should pay attention to service quality and other factors which may lead to customer satisfaction.

Although some managers may believe that quality aspects of the exchange are beyond their control, it’s evident that managers of services need to recognize and accept that service quality will inevitably take place and that it has a significant effect on both the customers and worker’s perceptions of the service.
Management can avoid poor service quality which leads to customer dissatisfaction in the following ways;

Management should make good planning of their activities in order to avoid over working of employee’s leading to poor service quality and in the long run customer dissatisfaction.

There should be an effective examination of each individual needs. People should not be looked up in wholesome.

In order to improve on service quality, employees should be finished and appreciated for the work they have done.
APPENDIX I
SERVICE QUALITY QUESTIONNAIRE
(To be filled in by the customers)

Dear Respondent,

The purpose of this study is to establish the relationship between service quality and customer satisfaction. The study is purely for academic purposes in nature; your responses towards the supermarket will be confidential and valuable to the successful completion of the study.

You are kindly requested to fill this questionnaire as honestly as you can.

Please answer the following questions by either writing in the space provided or by ticking in the box provided.

SECTION A: (Biodata)

1. Sex
   i) Male □
   ii) Female □

2. Age
   i. Less than 30 years □
   ii. 30-40 years □
   iii. More than 40 years □

3. Marital status
   i. Single □
   ii. Married □
   iii. Other(s) specify………………………………………………

4. What is your level of education?
   i. O’ level □
   ii. A’ level □
   iii. Bachelor □
   iv. Diploma □
   v. Other(s) specify………………………………………………
5. For what period of time have you been buying from quality supermarket?
   i. Less than a year  □
   ii. Between 1 and 2 years  □
   iii. Between 3 and 4 years  □
   iv. Over 4 years  □
   v. Other(s) specify………………………………………………

SECTION B: (SERVICE QUALITY) independent variable
For each of the following please indicate to what extent you agree
A= Agree    SA= Strongly agree    U= Uncertain    D= Disagree
SD= Strongly disagree.

Please choose only one option that suits your level of agreement or
disagreement for each of the following statements (tick in the appropriate box)

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>SA</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reliability</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality supermarket services are reliable and dependable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality supermarket delivers the promised services effectively</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Better complaint handling at quality supermarket is good and fast</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Responsiveness</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workers at Quality supermarket are attentive to customer requests, questions and complaints</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workers at Quality supermarket show signs of appreciation at all times of purchase</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Assurance</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workers at quality supermarket are trusted</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Empathy</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customers are dealt with on individual basis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workers at counters in quality supermarket are adequate enough to handle customers on individual basis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Customer care</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customers are attended to very fast</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hospitality given to customers by the workers at quality supermarket is good.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
In your thinking, does service quality of quality supermarket affect you in any way or the other?

Yes □
No □

If yes, explain ...........................................................................................................................................
...........................................................................................................................................

SECTION C: CUSTOMER SATISFACTION (Dependent variable)

1. What attracted you to stay as a customer in Quality supermarket?
   i. Good customer care □
   ii. Actual consumer expectations □
   iii. Effective service delivery □
   iv. Frequency of purchase □
   v. Others specify ..........................................................................................................................

2. Besides customer satisfaction, what else motivates you to stick at quality supermarket?

A= Agree    SA= Strongly agree    U= Uncertain    D= Disagree    SD= Strongly disagree.

Please choose only one option that suits your level of agreement or disagreement for each of the following statement (tick in the appropriate box)

<table>
<thead>
<tr>
<th>Frequency of purchase</th>
<th>A</th>
<th>SA</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>You always buy from quality supermarket</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The services offered by quality supermarket to customers are pleasing.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level of complaints</th>
<th>A</th>
<th>SA</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your complaints are responded to immediately</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You always at all times of purchase complain</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The supermarket has good relations with its customers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PART D
THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION.

A= Agree       SA= Strongly agree    U= Uncertain    D= Disagree

SD= Strongly disagree.

Please choose only one option that suits your levels agreement or disagreement for each of the following statement (tick in the appropriate box)

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>SA</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability of services at quality supermarket has improved customer satisfaction</td>
<td></td>
<td></td>
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</table>

Thank you for your cooperation
Dear Respondent,

The purpose of this study is to establish the relationship between service quality and customer satisfaction. The study is purely academic purposes in nature. Your responses towards the supermarket are confidential and valuable to the successful completion of the study.

You are kindly requested to fill this questionnaire as honestly as you can. Please answer the following question by either writing in the space provided or by ticking in the box provided.

**Section A (Biodata)**

1. Sex of respondent
   i. Male
   ii. Female

2. Age
   i. Less than 30 years
   ii. 30-40 years
   iii. More than 40 years
   iv. Other(s) specify

3. Marital status
   i. Single
   ii. Married
   iii. Other(s) specify

6. What is your level of education?
   i. O’ level equivalent
   ii. A’ level equivalent
   iii. Bachelor
   iv. Diploma
   v. Other(s) specify
SECTION B: (Service Quality) independent variable

For each of the following please tick where applicable, the extent to which you agree.

A = Agree  
SA = Strong agree  
U = Uncertain  
D = Disagree  
SD = Strongly disagree

Please choose only one option that suits your level of agreement or disagreement for each of the following statements (tick in the appropriate box)

<table>
<thead>
<tr>
<th>Reliability</th>
<th>A</th>
<th>SA</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality supermarket delivers services as promised</td>
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<tr>
<td>Customers complaints are handled fast and seriously</td>
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<tr>
<td>The supermarket uses customer complaints to bring new ideas to improve on its services</td>
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<tr>
<td>Better pricing strategies are used at the supermarket</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Responsiveness</th>
<th>A</th>
<th>SA</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers are responded too very fast with a smile of appreciation from workers</td>
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<tr>
<td>Customers at quality supermarket always show signs of appreciation towards the services</td>
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<tr>
<td>Willingness to respond to customers is high</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Assurance</th>
<th>A</th>
<th>SA</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supermarket assures customers by always adding more value to its services offered</td>
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<tr>
<td>Workers are always confident of the services provided to customers because of their quality</td>
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<tr>
<td>Security at the supermarket is tight</td>
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<tr>
<td>The staff at quality supermarket is knowledgeable</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Empathy</th>
<th>A</th>
<th>SA</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers are dealt with on individual basis</td>
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<tr>
<td>Customers requests and complaints are positively responded to on individual basis at quality supermarket</td>
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</table>

In your thinking, does service quality of quality supermarket affect you in any way or the other?

Yes □

No □

If yes, explain........................................................................................................................................................................
SECTION C: CUSTOMER SATISFACTION (DEPENDENT VARIABLE)

1. For what period of time have you been working at quality supermarket?
   i. Less than a year
   ii. Between 1 and 2 years
   iii. Between 3 and 4 years
   iv. Over 4 years

2. What attracted you to stay as a worker in quality supermarket?
   i. Good management at quality supermarket
   ii. Effective service delivery towards customers
   iii. Management beliefs
   iv. Other(s) specify………………………………………………………………………………

3. Besides service quality, what else motivates you to remain working at quality supermarket?
   ...................................................................................
   ...................................................................................

Please choose only one option that suits your level of agreement or disagreement for each of the following statement (tick the appropriate box)
A= Agree SA= Strongly agree U= Uncertain D= Disagree SD= Strongly disagree.

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>SA</th>
<th>U</th>
<th>D</th>
<th>SD</th>
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</thead>
<tbody>
<tr>
<td><strong>Frequency of purchase</strong></td>
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<tr>
<td>The rate of customer purchase is very high</td>
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<tr>
<td>Customers promises and expectations are met in quality supermarket</td>
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<tr>
<td><strong>Level of complaints</strong></td>
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<tr>
<td>Customers complaints are responded to immediately</td>
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<tr>
<td>The supermarket uses customer complaints as a point of improvement in its services</td>
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<tr>
<td>The supermarket has good relations with its customers.</td>
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<tr>
<td><strong>Management’s belief</strong></td>
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<tr>
<td>The supermarket widens customer’s viewpoint in different areas of purchase.</td>
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<tr>
<td>The management uses knowledgeable staff in the improvement of service quality</td>
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<tr>
<td>Accuracy of records in the purchase of different products</td>
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**PART D**

The relationship between service quality and customer satisfaction. Please choose only one option that suits your levels of agreement or disagreement for each of the following statements (tick in the appropriate box).

A = Agree  SA = Strongly agree  U = Uncertain  D = Disagree  SD = Strongly disagree.

<table>
<thead>
<tr>
<th>Statement</th>
<th>A</th>
<th>SA</th>
<th>U</th>
<th>D</th>
<th>SD</th>
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<td>Assurance of better service quality at quality supermarket has improved customer satisfaction.</td>
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<tr>
<td>Management’s belief at quality supermarket has improved customer satisfaction.</td>
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*Thank you for your cooperation*
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