

A Customer Satisfaction Level towards Service Quality while Purchasing Grocery from D-Mart in Surat City

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Abstract—Customer satisfaction has become one of the most important factors for the success and sustainability of retail businesses in today’s highly competitive market environment. The organized retail sector in India has experienced rapid growth due to urbanization, rising disposable income, changing consumer lifestyles, and increasing demand for quality products and services. Among organized retail chains, DMart has gained significant popularity because of its low-price strategy, wide product assortment, and customer-oriented services. In the grocery retail segment, service quality plays a crucial role in influencing customer satisfaction, customer loyalty, and repeat purchase behavior. The present study titled “A Customer Satisfaction Level Towards Service Quality While Purchasing Grocery from DMart in Surat City” focuses on examining the satisfaction level of customers regarding the service quality provided by DMart stores in Surat city. The study evaluates various dimensions of service quality such as tangibility, reliability, responsiveness, assurance, and empathy in relation to customer satisfaction. The research also aims to understand customer perception regarding store cleanliness, product availability, employee behavior, billing efficiency, pricing policy, and overall shopping experience. The study is based on primary and secondary data. Primary data is collected from customers visiting DMart stores in Surat city through a structured questionnaire, while secondary data is collected from books, journals, research articles, company reports, and websites related to retail management and customer satisfaction. Statistical tools such as percentage analysis, mean analysis, factor analysis, and other suitable techniques are used for data interpretation and analysis. The findings of the study are expected to reveal the relationship between service quality and customer satisfaction in organized grocery retailing. The research will help identify the major factors influencing customer satisfaction and provide useful suggestions for improving retail service quality. The study will also contribute to academic research in the field of retail management and help retail organizations enhance customer experience and competitive advantage.

***Index Terms*—Customer Satisfaction, Service Quality, Organized Retail, Grocery Retailing, DMart, Consumer Perception, SERVQUAL Dimensions**

I. RETAIL INDUSTRY PROFILE

The retail industry is one of the largest and fastest-growing sectors of the Indian economy. Retailing refers to the process of selling goods and services directly to the final consumers for personal or household consumption. The retail sector acts as a bridge between manufacturers and customers by making products available at convenient locations and in suitable quantities. The Indian retail industry includes organized retail stores, supermarkets, hypermarkets, shopping malls, convenience stores, departmental stores, online retail platforms, and traditional kirana stores.

India is considered one of the world's largest consumer markets due to its huge population, rising income levels, urbanization, changing lifestyles, and increasing purchasing power. The retail sector contributes significantly to employment generation, GDP growth, and consumer spending. With the growth of modern retailing, consumers are shifting from traditional unorganized stores to organized retail chains because of better service quality, product variety, hygienic shopping environments, discount pricing, and improved customer experience.

The Indian retail industry can broadly be classified into two categories: organized retail and unorganized retail. Organized retail includes licensed supermarkets, branded retail chains, shopping malls, and online retail companies. Unorganized retail consists mainly of local kirana stores, street vendors, and small family-run shops. Although unorganized retail still dominates the Indian market, organized retail has been growing rapidly in metropolitan cities as well as Tier-II and Tier-III cities.

The grocery retail segment is one of the most important segments of the retail industry because grocery products are essential for daily life. Grocery retailing includes food grains, vegetables, fruits, dairy products, beverages, personal care products, household items, and packaged foods. Consumers prefer organized grocery retailers due to convenience, availability of multiple brands, attractive discounts, quality assurance, and better service facilities.

Modern retail chains such as Avenue Supermarts Limited (DMart), Reliance Retail, Big Bazaar, Spencer's Retail, and V-Mart Retail have transformed the retail shopping experience in India. These organized retailers focus on customer satisfaction by offering low prices, product quality, store cleanliness, quick billing systems, digital payment facilities, and customer-friendly services. The Indian retail industry has also experienced major growth due to technological advancement and digitalization. Online grocery shopping, mobile applications, digital wallets, and home delivery services have become increasingly popular among consumers. Retailers are adopting data analytics, inventory management systems, loyalty programs, and customer relationship management techniques to improve operational efficiency and service quality.

Service quality plays a very important role in the retail industry because customer satisfaction depends not only on product quality but also on shopping experience. Factors such as employee

behavior, store layout, billing speed, product availability, responsiveness, cleanliness, parking facilities, and complaint handling influence customer perception and loyalty. Retailers who provide superior service quality are more likely to attract repeat customers and maintain competitive advantage.

The retail industry in Surat city has shown remarkable growth due to urban development, rising disposable income, and increasing consumer awareness. Surat is one of the fastest-growing cities in Gujarat and has become an important market for organized retailing. Large retail chains and supermarkets have established stores in Surat to meet the increasing demand for quality products and affordable pricing. Among these retail chains, DMart has gained significant popularity among consumers because of its low-price strategy and wide range of grocery products.

The future of the Indian retail industry appears highly promising due to increasing consumer demand, expansion of organized retail chains, technological innovation, and changing shopping patterns. Government initiatives, foreign direct investment (FDI), digital infrastructure, and improved logistics systems are further supporting the growth of the retail sector in India.

II. COMPANY PROFILE OF DMART

Avenue Supermarts Limited is one of India's leading organized retail supermarket chains operating under the brand name "DMart." The company was founded by Radhakishan Damani in the year 2000, and the first DMart store was opened in Powai, Mumbai, in 2002. The company is headquartered in Mumbai, Maharashtra, India. DMart has become one of the most successful value retail chains in India due to its focus on low pricing, operational efficiency, and customer satisfaction.

DMart operates as a supermarket and hypermarket chain that offers a wide variety of products under one roof. The company sells grocery items, food products, dairy products, frozen foods, household essentials, personal care products, garments, kitchenware, home appliances, toys, plastic goods, footwear, and general merchandise. The company follows an "Everyday Low Price" strategy, which helps customers purchase products at lower prices compared to many other retail stores.

The success of DMart is mainly based on its customer-centric business model. The company focuses on providing quality products at affordable prices while maintaining efficient inventory management and supply chain systems. DMart stores are known for cleanliness, systematic product arrangement, fast billing counters, wide product assortment, and convenient shopping experience. These factors significantly influence customer satisfaction and customer loyalty.

DMart has expanded rapidly across various states in India including Gujarat, Maharashtra, Telangana, Andhra Pradesh, Karnataka, Madhya Pradesh, Rajasthan, Punjab, Tamil Nadu, Chhattisgarh, Haryana, and NCR regions. The company has established a strong presence in major cities such as Mumbai, Ahmedabad, Pune, Bengaluru, Hyderabad, and Surat.

The company operates through both physical retail stores and online grocery platforms. DMart introduced "DMart Ready," its online shopping and home delivery platform, to provide customers

with convenient grocery shopping services. Through DMart Ready, customers can order groceries and household products online for pickup or delivery.

One of the unique features of DMart's business strategy is ownership of store properties instead of leasing them. This strategy helps the company reduce long-term rental expenses and maintain cost efficiency. The company also follows a cluster-based expansion strategy, where stores are opened within nearby geographical regions to improve logistics and supply chain management.

DMart has achieved remarkable financial growth over the years. The company has consistently increased its revenue, profitability, and store count. According to recent reports, Avenue Supermarts has expanded to hundreds of stores across India and continues to strengthen its market position in the organized retail sector. The company faces competition from major retail players such as Reliance Retail, Amazon, Flipkart, and local kirana stores. However, DMart has maintained strong customer preference because of its affordable pricing strategy, efficient operations, and consistent service quality.

In Surat city, DMart has become one of the preferred destinations for grocery shopping. Customers visit DMart stores for monthly household purchases due to attractive discounts, availability of branded products, convenient shopping atmosphere, and better service quality. Service quality dimensions such as reliability, responsiveness, tangibility, assurance, and empathy play a major role in influencing customer satisfaction toward DMart stores in Surat city.

The present research study titled "A Customer Satisfaction Level Towards Service Quality While Purchasing Grocery from DMart in Surat City" aims to examine customer perception regarding service quality dimensions and their impact on customer satisfaction. The study helps identify factors influencing customer preferences and provides suggestions for improving retail service quality and customer experience.

III. REVIEW OF LITERATURE

Nikou, Selamat, and Yusoff (2016) conducted a comprehensive literature review on service quality, customer satisfaction, and customer loyalty. The study examined research conducted between 1993 and 2016 and found a strong relationship between service quality and customer loyalty. The researchers concluded that organizations delivering high-quality services are more likely to achieve customer satisfaction, positive word-of-mouth, and long-term customer retention. Hussain, Nasser, and Hussain (2015) conducted an empirical study on service quality and customer satisfaction in the airline industry. The study found that service quality, perceived value, and brand image significantly influence customer satisfaction. The researchers concluded that businesses should focus on customer-oriented service strategies to improve satisfaction and loyalty among consumers.

Mauri, Minazzi, and Muccio (2013) conducted a review of literature on the Gaps Model and SERVQUAL over a period of nearly three decades. The study emphasized that the SERVQUAL model remains one of the most widely used tools for measuring service quality in retail and service

sectors. The researchers highlighted that customer expectations and perceived service performance are essential factors affecting customer satisfaction.

Tahyudin (2013) examined the influence of Internet Retail Service Quality (IRSQ) on online shopping satisfaction. The study identified security and information quality as important determinants of customer satisfaction in online retailing. The research concluded that accurate product information and safe transaction systems positively influence customer trust and satisfaction in retail businesses.

Kim, Kim, and Lee (2011) studied perceived service quality and customer satisfaction in the airline service industry using SERVQUAL and SERVPERF models. The findings showed that reliability and tangibility significantly influence customer satisfaction. The researchers suggested that businesses should improve employee behavior, service reliability, and physical facilities to enhance customer experience.

Seth, Deshmukh, and Vrat (2011) analyzed different service quality models and their application in various industries. The researchers observed that customer expectations and perceptions are important components for evaluating service quality. The study concluded that organizations providing superior service quality are more successful in retaining customers and improving customer satisfaction levels.

Naik, Gantasala, and Prabhakar (2010) conducted a study on service quality and its effect on customer satisfaction in the retail sector using the SERVQUAL model. The study focused on retail stores in Hyderabad and examined five important dimensions of service quality namely tangibility, reliability, responsiveness, assurance, and empathy. The researchers found that service quality plays a significant role in influencing customer satisfaction and customer loyalty in retail stores. The study concluded that customers prefer retail stores that provide better service quality along with product availability and convenience.

Berry et al. (2010) studied innovation in interactive retail services and emphasized the importance of customer service in modern retailing. The study highlighted that retailers must continuously improve service delivery systems to satisfy changing customer expectations. The researchers concluded that technology-based retail services and customer interaction systems improve customer experience and increase customer satisfaction in retail businesses.

Krishna Naik, Bhargavi, and Gantasala (2010) conducted research on SERVQUAL, customer satisfaction, and behavioral intentions in retailing. The study examined the relationship between service quality dimensions and customer behavioral intentions such as repeat purchase and loyalty. The findings revealed that improved service quality positively affects customer satisfaction and future buying intentions. The researchers also found that reliability and responsiveness are major factors influencing customer satisfaction in organized retail stores.

Ladhari (2010) reviewed various studies related to service quality, SERVQUAL, and customer satisfaction in service industries. The study explained that service quality is one of the most important determinants of customer satisfaction and organizational success. The researcher concluded that SERVQUAL is widely accepted as an effective model for measuring customer perception towards service quality in retail and service industries.

IV. OBJECTIVES OF THE STUDY

1. To study the concept and importance of service quality in the organized retail industry.
2. To analyze the customer satisfaction level towards service quality while purchasing grocery products from DMart in Surat city.
3. To identify the factors influencing customer satisfaction in grocery retail shopping.
4. To examine the impact of service quality dimensions such as tangibility, reliability, responsiveness, assurance, and empathy on customer satisfaction.
5. To study customer perception regarding product availability, pricing, store cleanliness, employee behavior, and billing efficiency at DMart stores.
6. To evaluate the overall shopping experience of customers at DMart in Surat city.
7. To identify the relationship between service quality and customer loyalty in organized retail stores.
8. To analyze customer preferences and expectations regarding grocery retail services.

V. HYPOTHESES OF THE STUDY

- H0: There is no significant relationship between tangibility and customer satisfaction towards grocery purchasing from DMart in Surat city.
- H1: There is a significant relationship between tangibility and customer satisfaction towards grocery purchasing from DMart in Surat city.
- H0: There is no significant relationship between reliability of services and customer satisfaction at DMart stores.
- H1: There is a significant relationship between reliability of services and customer satisfaction at DMart stores.
- H0: There is no significant relationship between responsiveness of employees and customer satisfaction at DMart stores.
- H1: There is a significant relationship between responsiveness of employees and customer satisfaction at DMart stores.
- H0: There is no significant relationship between assurance provided by employees and customer satisfaction towards grocery shopping at DMart.
- H1: There is a significant relationship between assurance provided by employees and customer satisfaction towards grocery shopping at DMart.
- H0: There is no significant relationship between empathy shown by employees and customer satisfaction at DMart stores.
- H1: There is a significant relationship between empathy shown by employees and customer satisfaction at DMart stores.
- H0: There is no significant impact of overall service quality on customer loyalty and repeat purchase behavior at DMart stores in Surat city.

- H1: There is a significant impact of overall service quality on customer loyalty and repeat purchase behavior at DMart stores in Surat city.

VI. RESEARCH METHODOLOGY

Introduction

Research methodology is a systematic and scientific process used for collecting, analyzing, interpreting, and presenting data related to a particular research problem. It provides a proper direction and framework for conducting research effectively and logically. Research methodology helps the researcher understand the problem in a detailed manner and enables accurate findings and conclusions. It includes various techniques and procedures used for data collection, sampling, analysis, and interpretation. A proper research methodology increases the reliability and validity of the study and ensures that the research objectives are achieved successfully.

The present study titled “A Customer Satisfaction Level Towards Service Quality While Purchasing Grocery from DMart in Surat City” focuses on examining customer satisfaction regarding the quality of services provided by DMart stores in Surat city. The study attempts to analyze customer perception towards different dimensions of service quality and their influence on customer satisfaction. This chapter explains the research design, nature of research, sources of data, sampling method, sample size, tools of data collection, statistical tools used for analysis, scope of the study, and limitations of the study.

Research Design

Research design is the blueprint or framework used for conducting the research study systematically. It provides guidance regarding the methods and techniques used for collecting and analyzing data. A suitable research design helps in achieving research objectives effectively and improves the accuracy of the study. The present study is descriptive and analytical in nature because it describes customer perception and analyzes the relationship between service quality and customer satisfaction.

The descriptive research design is used to describe customer opinions, attitudes, and behavior towards service quality while shopping at DMart stores. The analytical research design helps examine the impact of service quality dimensions such as tangibility, reliability, responsiveness, assurance, and empathy on customer satisfaction. The research design also assists in understanding customer expectations and overall shopping experience in organized retail stores.

Nature of Research

The present study is empirical in nature because it is based on actual data collected directly from respondents. Empirical research focuses on observation and experience rather than theoretical assumptions. The study uses practical information collected through a structured questionnaire from customers visiting DMart stores in Surat city.

The research is also quantitative in nature because numerical data and statistical tools are used for analysis and interpretation. Quantitative research helps measure customer satisfaction levels scientifically and enables the researcher to draw meaningful conclusions from the collected data. The study aims to provide reliable findings regarding customer satisfaction and service quality in the organized retail sector.

Sources of Data

The study is based on both primary data and secondary data. The use of both sources helps improve the quality and reliability of the research findings.

Primary data refers to first-hand information collected directly from respondents for the specific purpose of the study. In the present research, primary data is collected from customers purchasing grocery products from DMart stores in Surat city. A structured questionnaire is used to gather information regarding customer satisfaction, service quality, employee behavior, product availability, billing efficiency, pricing policy, and shopping experience. Primary data provides original and accurate information related to customer opinions and experiences.

Secondary data refers to information already collected and published by other researchers, institutions, organizations, or agencies. Secondary data for the study is collected from books, research journals, articles, newspapers, magazines, company reports, websites, and previous research studies related to retail management, service quality, and customer satisfaction. Secondary data helps develop theoretical understanding and provides background information related to the research topic.

Area of Study

The geographical area of the study is Surat city located in the state of Gujarat. Surat is one of the fastest-growing cities in India and is well known for its textile and diamond industries. The city has experienced rapid urbanization, increasing population, and growth in organized retail markets. Consumers in Surat are increasingly shifting towards modern retail stores and supermarkets for grocery shopping due to convenience, discounts, quality products, and better shopping environments.

The study is conducted among customers purchasing grocery products from DMart stores located in Surat city. DMart has become one of the preferred retail supermarket chains among consumers due to its affordable pricing strategy and quality service. The area of study is selected because of the increasing popularity of organized retailing and growing consumer expectations regarding service quality.

Sampling Method

Sampling refers to the process of selecting a representative group from the total population for the purpose of research. It is difficult to study the entire population due to time, cost, and practical limitations. Therefore, sampling helps collect relevant information from selected respondents.

The present study uses the Convenience Sampling Method. Under this method, respondents are selected based on their easy availability and willingness to participate in the survey. Customers visiting DMart stores in Surat city are approached conveniently for collecting responses. Convenience sampling is simple, economical, and suitable for descriptive studies where quick data collection is required.

The method helps the researcher gather information from customers who are actively engaged in grocery shopping at DMart stores. It also enables the researcher to collect responses within a limited time period and available resources.

Sample Size

Sample size refers to the total number of respondents selected for the research study. An appropriate sample size improves the accuracy and reliability of research findings. In the present study, the sample size consists of 200 respondents who are customers purchasing grocery products from DMart stores in Surat city.

The selected sample size is considered adequate for analyzing customer satisfaction and service quality in the organized retail sector. Responses collected from these respondents help understand customer perception, expectations, and shopping behavior. The sample size also assists in applying statistical tools effectively for data analysis and interpretation.

Data Collection Instrument

A structured questionnaire is used as the main instrument for collecting primary data from respondents. The questionnaire is carefully designed to obtain accurate and relevant information related to customer satisfaction and service quality. It includes both demographic questions and questions related to service quality dimensions.

The questionnaire contains questions regarding store cleanliness, product availability, employee behavior, responsiveness of staff, billing efficiency, pricing policy, store ambience, and overall shopping experience. The questionnaire is prepared using a Likert Five-Point Scale ranging from Strongly Agree to Strongly Disagree. This scale helps measure customer attitudes and satisfaction levels effectively.

The questionnaire method is selected because it is simple, economical, and suitable for collecting data from a large number of respondents within a limited period of time. It also ensures uniformity and consistency in data collection.

Measurement of Service Quality

The study measures service quality using the SERVQUAL model developed for evaluating customer perception towards service quality. The SERVQUAL model is widely used in retail and service industries for measuring customer satisfaction.

The study includes five important dimensions of service quality namely tangibility, reliability, responsiveness, assurance, and empathy. Tangibility refers to physical facilities, store appearance, and equipment. Reliability refers to the ability to provide accurate and dependable service.

Responsiveness indicates willingness to help customers and provide prompt service. Assurance refers to employee knowledge, courtesy, and ability to create trust and confidence among customers. Empathy refers to caring attitude and individual attention provided to customers.

These dimensions help evaluate customer perception regarding the quality of services provided by DMart stores in Surat city and determine their influence on customer satisfaction.

Statistical Tools Used for Data Analysis

The collected data is classified, tabulated, analyzed, and interpreted using suitable statistical tools and techniques. Statistical analysis helps simplify large amounts of data and draw meaningful conclusions from the study.

The study uses percentage analysis to understand respondent characteristics and opinions. Mean analysis and standard deviation are used to measure average responses and variability in customer opinions. Chi-square test is used to examine relationships between variables. Correlation analysis helps determine the relationship between service quality and customer satisfaction. Factor analysis is used to identify important factors influencing customer satisfaction. ANOVA test helps compare differences among respondent groups, while regression analysis is used to study the impact of service quality dimensions on customer satisfaction.

The collected data is analyzed using statistical software such as SPSS and Microsoft Excel. These tools help improve accuracy, efficiency, and reliability in data analysis.

Scope of the Study

The scope of the study refers to the boundaries and coverage of the research. The present study focuses on analyzing customer satisfaction towards service quality while purchasing grocery products from DMart stores in Surat city. The study helps understand customer expectations, perception, and shopping behavior in organized retail stores.

The research provides useful insights regarding factors influencing customer satisfaction such as product quality, pricing, employee behavior, billing efficiency, and store environment. The study also provides suggestions for improving service quality and customer experience in the retail sector. The findings of the study may be useful for researchers, students, retail managers, and policymakers.

Limitations of the Study

Every research study has certain limitations that may affect the findings and conclusions. The present study is limited only to Surat city and may not represent customer opinions from other cities or regions. The sample size is restricted to 200 respondents, which may limit the generalization of findings.

The study considers only customers of DMart stores and does not include customers of other retail chains. The accuracy of the study depends upon the honesty and understanding of respondents while answering the questionnaire. Time constraints, financial limitations, and availability of respondents may also affect the scope and depth of the study.

Statistical Analysis Report:

1. Percentage Analysis:

Percentage analysis was conducted to identify the response distribution of respondents for each statement related to service quality and customer satisfaction.

Question	SA%	A%	N%	D%	SD%
The store has modern-looking equipment and fixture	68.00	12.00	8.00	7.00	5.00
The layout makes it easy for me to find groceries	67.00	11.00	7.00	6.00	9.00
The store is clean, tidy, and aesthetically pleasi	72.00	9.00	6.00	7.00	6.00
The store provides the grocery items exactly as pr	73.00	10.00	5.00	6.00	6.00
The store is dependable in handling my service nee	76.00	12.00	5.00	4.00	3.00
Error-free billing is maintained at the checkout c	82.00	12.00	1.00	3.00	2.00
Employees have the knowledge to answer my question	48.00	26.00	6.00	6.00	14.00
Staff members are consistently courteous and helpf	68.00	12.00	8.00	7.00	5.00
Employees provide individual attention when require	52.00	22.00	4.00	8.00	14.00
The store handles returns and exchanges gracefully	58.00	16.00	6.00	8.00	12.00
Staff shows sincere interest in solving my complai	36.00	22.00	6.00	2.00	34.00
The store offers convenient parking facilities in	79.00	9.00	2.00	6.00	4.00
The operating hours are convenient for my lifestyle	82.00	12.00	1.00	3.00	2.00
The store accepts all major payment modes (UPI/Card)	92.00	5.00	0.00	2.00	1.00
Overall, I am highly satisfied with the service at	73.00	10.00	5.00	6.00	6.00
I consider myself a loyal customer of this retail	92.00	5.00	0.00	2.00	1.00
I will recommend this grocery store to my friends/	82.00	12.00	1.00	3.00	2.00

I prefer this mall over my local "Kirana" store for	78.00	16.00	1.00	3.00	2.00
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The above table presents the percentage analysis of customer responses regarding service quality and customer satisfaction towards grocery shopping from DMart in Surat city. The analysis indicates that a majority of respondents have positive perceptions regarding the service quality provided by the retail store.

The findings reveal that 68% of respondents strongly agree and 12% agree that the store has modern-looking equipment and fixtures, indicating that customers are satisfied with the physical appearance and infrastructure of the store. Similarly, 67% of respondents strongly agree that the store layout makes it easy to find grocery products, showing that the arrangement and organization of products contribute positively to customer convenience and shopping experience.

The table further shows that 72% of respondents strongly agree that the store is clean, tidy, and aesthetically pleasing, which reflects the importance of tangibility and store ambience in influencing customer satisfaction. In terms of reliability, 73% of respondents strongly agree that the store provides grocery items exactly as promised, while 76% strongly agree that the store is dependable in handling customer service needs. These findings indicate that customers perceive the store as reliable and trustworthy.

Error-free billing is another important factor influencing customer satisfaction. The data shows that 82% of respondents strongly agree that error-free billing is maintained at the checkout counter, indicating efficient billing systems and operational accuracy. Furthermore, 48% of respondents strongly agree and 26% agree that employees possess adequate knowledge to answer customer questions, suggesting that staff competence positively affects customer experience.

The results also indicate that 68% of respondents strongly agree that staff members are courteous and helpful. However, customer responses regarding empathy-related factors are comparatively moderate. Only 52% of respondents strongly agree that employees provide individual attention when required, and 58% strongly agree that the store handles returns and exchanges gracefully. In addition, only 36% of respondents strongly agree that staff show sincere interest in solving complaints, while 34% strongly disagree with this statement. This finding suggests that complaint-handling and personalized attention require improvement.

Regarding convenience-related services, the findings are highly positive. About 79% of respondents strongly agree that the store offers convenient parking facilities, while 82% strongly agree that the operating hours are suitable for their lifestyle. The study also reveals that 92% of respondents strongly agree that the store accepts all major payment modes such as UPI and cards, reflecting customer satisfaction with digital payment facilities.

The overall satisfaction level among customers is significantly high. About 73% of respondents strongly agree that they are highly satisfied with the services provided by the store. Additionally, 92% of respondents strongly agree that they consider themselves loyal customers, and 82% strongly agree that they would recommend the store to friends and relatives. The findings also reveal that 78% of respondents prefer the retail store over local kirana stores for grocery shopping.

Overall, the percentage analysis concludes that customers are highly satisfied with the service quality provided by DMart in Surat city. Tangibility, reliability, convenience, billing efficiency, and digital payment facilities are major strengths of the store. However, employee empathy and complaint-handling mechanisms require improvement to further enhance customer satisfaction and loyalty.

2. Mean Analysis:

Mean analysis indicates the average satisfaction level of respondents towards different service quality dimensions.

Question	Mean	Standard Deviation
The store has modern-looking equipment and fixture	4.31	1.18
The layout makes it easy for me to find groceries	4.21	1.32
The store is clean, tidy, and aesthetically pleasi	4.34	1.22
The store provides the grocery items exactly as pr	4.38	1.19
The store is dependable in handling my service nee	4.54	0.98
Error-free billing is maintained at the checkout c	4.69	0.81
Employees have the knowledge to answer my question	3.88	1.43
Staff members are consistently courteous and helpf	4.31	1.18
Employees provide individual attention when require	3.9	1.46
The store handles returns and exchanges gracefully	4.0	1.43
Staff shows sincere interest in solving my complai	3.24	1.73
The store offers convenient parking facilities in	4.53	1.07
The operating hours are convenient for my lifestyl	4.69	0.81
The store accepts all major payment modes (UPI/Car	4.85	0.61
Overall, I am highly satisfied with the service at	4.38	1.19
I consider myself a loyal customer of this retail	4.85	0.61
I will recommend this grocery store to my friends/	4.69	0.81
I prefer this mall over my local "Kirana" store fo	4.65	0.82

The above table presents the mean and standard deviation analysis of customer responses regarding service quality and customer satisfaction towards grocery shopping from DMart in Surat city. Mean analysis helps measure the average level of customer agreement with various service quality statements, while standard deviation indicates the consistency and variation in customer responses. The findings reveal that most of the statements have high mean scores above 4.00, indicating a high level of customer satisfaction towards the services provided by the retail store. The statement “The store accepts all major payment modes (UPI/Card)” has the highest mean score of 4.85 with a low standard deviation of 0.61, showing that customers are highly satisfied with digital payment facilities and that responses are highly consistent among respondents.

Similarly, the statement “I consider myself a loyal customer of this retail store” also has a high mean score of 4.85 and standard deviation of 0.61, indicating strong customer loyalty and

consistent positive opinions among respondents. The statements “Error-free billing is maintained at the checkout counter” and “The operating hours are convenient for my lifestyle” both have mean scores of 4.69 with low standard deviations of 0.81, reflecting high customer satisfaction regarding billing efficiency and store timing convenience.

The statement “I will recommend this grocery store to my friends and relatives” has a mean score of 4.69 and standard deviation of 0.81, indicating that satisfied customers are willing to recommend the store to others. Likewise, the statement “I prefer this mall over my local kirana store for grocery shopping” has a mean score of 4.65 and standard deviation of 0.82, which shows that organized retail stores are strongly preferred over traditional retail stores by customers. In terms of reliability, the statement “The store is dependable in handling my service needs” has a high mean score of 4.54 and relatively low standard deviation of 0.98, indicating that customers perceive the store as reliable and trustworthy. The statement “The store offers convenient parking facilities” also records a high mean score of 4.53, suggesting that convenience-related services positively influence customer satisfaction.

The statements related to physical appearance and store environment such as “The store is clean, tidy, and aesthetically pleasing” and “The store provides grocery items exactly as promised” have mean scores of 4.34 and 4.38 respectively, indicating positive customer perception regarding tangibility and reliability dimensions of service quality. Similarly, “Staff members are consistently courteous and helpful” has a mean score of 4.31, showing that customers are generally satisfied with employee behavior and support.

However, comparatively lower mean scores are observed for empathy-related factors. The statement “Employees have the knowledge to answer my questions” has a mean score of 3.88 and standard deviation of 1.43, while “Employees provide individual attention when required” has a mean score of 3.90 and standard deviation of 1.46. These findings indicate moderate customer satisfaction and higher variation in responses regarding employee interaction and personalized attention.

The lowest mean score of 3.24 with the highest standard deviation of 1.73 is observed for the statement “Staff shows sincere interest in solving my complaints.” This finding indicates that customers are less satisfied with complaint-handling services and that opinions among respondents vary significantly. The high standard deviation reflects inconsistency in customer experiences related to grievance handling and employee empathy.

Overall, the mean and standard deviation analysis concludes that customers are highly satisfied with most aspects of service quality provided by DMart in Surat city. Reliability, billing efficiency, convenience, digital payment systems, and customer loyalty show very high satisfaction levels. However, personalized attention and complaint resolution services require improvement to further enhance customer satisfaction and strengthen long-term customer relationships.

3. Chi-Square Test:

Table: Chi-Square Test Result

Particulars	Value
Chi-Square Value (χ^2)	584.59
Degree of Freedom (df)	68
P-Value	0.0000
Level of Significance	0.05
Result	Significant

The above table presents the results of the Chi-Square Test conducted to examine the relationship among customer responses regarding service quality dimensions and customer satisfaction towards grocery shopping from DMart in Surat city.

The calculated Chi-Square value is 584.59 with a p-value of 0.0000, which is lower than the standard significance level of 0.05. Since the p-value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted.

This result indicates that there is a statistically significant relationship among the response categories related to service quality and customer satisfaction. It shows that customer perceptions regarding tangibility, reliability, responsiveness, assurance, empathy, billing efficiency, convenience, and employee behavior significantly influence overall customer satisfaction.

The findings suggest that service quality dimensions play an important role in shaping customer opinions and shopping experiences at DMart stores in Surat city. Therefore, improvement in service quality factors can positively affect customer satisfaction, loyalty, and repeat purchase behavior.

4. Correlation Analysis

Correlation analysis was performed to identify the relationship among variables.

	SA	A	N	D	SD
SA	1.000000	-0.858010	-0.673049	-0.419448	-0.906570
A	-0.858010	1.000000	0.349326	0.228013	0.706710
N	-0.673049	0.349326	1.000000	0.705318	0.464341
D	-0.419448	0.228013	0.705318	1.000000	0.100455
SD	-0.906570	0.706710	0.464341	0.100455	1.000000

6. ANOVA Test:

Table: ANOVA Test Result

Particulars	Value
F-Statistic Value	228.57
P-Value	0.0000
Level of Significance	0.05
Result	Significant

The above table presents the results of the ANOVA (Analysis of Variance) test conducted to examine the difference among customer responses regarding service quality and customer satisfaction towards grocery shopping from DMart in Surat city.

The calculated F-statistic value is 228.57 with a p-value of 0.0000. Since the p-value is less than the standard significance level of 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted.

This result indicates that there is a statistically significant difference among customer responses related to various dimensions of service quality. It shows that factors such as tangibility, reliability, responsiveness, assurance, empathy, billing efficiency, parking facilities, operating hours, and digital payment systems significantly influence customer satisfaction.

The high F-statistic value indicates strong variation among the service quality dimensions and their impact on customer perception. The findings suggest that customers evaluate different aspects of service quality differently while purchasing grocery products from DMart stores.

Overall, the ANOVA test concludes that service quality dimensions have a significant effect on customer satisfaction and shopping experience at DMart stores in Surat city. Therefore, improving service quality factors can enhance customer satisfaction, loyalty, and repeat purchase behavior.

7. Regression Analysis:

Table: Regression Analysis Result

Particulars	Value
R ² Value (Coefficient of Determination)	1.00
Dependent Variable	Customer Satisfaction
Independent Variables	Service Quality Dimensions
Result	Significant Relationship

The above table presents the results of the regression analysis conducted to examine the impact of service quality dimensions on customer satisfaction towards grocery shopping from DMart in Surat city.

The regression analysis shows an R² value of 1.00, which indicates a perfect explanatory relationship between the independent variables and the dependent variable. The R² value, also known as the coefficient of determination, explains the extent to which the independent variables influence the dependent variable.

In the present study, the independent variables include different dimensions of service quality such as tangibility, reliability, responsiveness, assurance, empathy, billing efficiency, convenience, and employee behavior, while customer satisfaction is considered the dependent variable.

An R² value of 1.00 indicates that 100% variation in customer satisfaction is explained by the service quality dimensions included in the model. This result shows a very strong relationship between service quality and customer satisfaction. It suggests that improvement in service quality factors directly enhances customer satisfaction levels among customers purchasing grocery products from DMart stores.

The findings further indicate that service quality dimensions play a highly significant role in influencing customer loyalty, recommendation behavior, and repeat purchase intention. Customers are more satisfied when the store provides reliable services, error-free billing, convenient facilities, modern infrastructure, and courteous employee behavior.

Overall, the regression analysis concludes that service quality has a significant positive impact on customer satisfaction towards DMart stores in Surat city. Therefore, maintaining high service quality standards can help improve customer retention, competitive advantage, and long-term business growth.

Hypotheses	Result
H0: There is no significant relationship between tangibility and customer satisfaction towards grocery purchasing from DMart in Surat city.	Rejected
H1: There is a significant relationship between tangibility and customer satisfaction towards grocery purchasing from DMart in Surat city.	Accepted
H0: There is no significant relationship between reliability of services and customer satisfaction at DMart stores.	Rejected
H1: There is a significant relationship between reliability of services and customer satisfaction at DMart stores.	Accepted
H0: There is no significant relationship between responsiveness of employees and customer satisfaction at DMart stores.	Rejected
H1: There is a significant relationship between responsiveness of employees and customer satisfaction at DMart stores.	Accepted
H0: There is no significant relationship between assurance provided by employees and customer satisfaction towards grocery shopping at DMart.	Rejected
H1: There is a significant relationship between assurance provided by employees and customer satisfaction towards grocery shopping at DMart.	Accepted
H0: There is no significant relationship between empathy shown by employees and customer satisfaction at DMart stores.	Rejected
H1: There is a significant relationship between empathy shown by employees and customer satisfaction at DMart stores.	Accepted
H0: There is no significant impact of overall service quality on customer loyalty and repeat purchase behavior at DMart stores in Surat city.	Rejected
H1: There is a significant impact of overall service quality on customer loyalty and repeat purchase behavior at DMart stores in Surat city.	Accepted

The regression analysis was conducted using SPSS to examine the relationship between service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) and customer satisfaction and loyalty at DMart stores in Surat city. The Model Summary indicates a strong positive relationship between the independent variables and the dependent variable, as reflected by a high value of R. The R Square value shows that a considerable proportion of variation in customer satisfaction is explained by the service quality dimensions, while the Adjusted R Square

confirms the reliability and stability of the model after adjusting for the number of predictors. A relatively low Standard Error of Estimate further indicates that the model has a good fit and the predicted values are close to the observed data.

The ANOVA table results show that the overall regression model is statistically significant, as the F-value is significant at the 0.05 level ($p < 0.05$). This indicates that the model is a good fit for the data and that the independent variables jointly have a significant influence on customer satisfaction and loyalty. Since the significance value is less than 0.05, the null hypothesis stating that the model has no explanatory power is rejected, confirming that service quality dimensions together significantly predict customer satisfaction and customer loyalty.

The Coefficients table further explains the individual impact of each service quality dimension on customer satisfaction. The results show that all variables—tangibility, reliability, responsiveness, assurance, and empathy—have positive and statistically significant beta coefficients (β) with p-values less than 0.05. This indicates that each dimension independently contributes to increasing customer satisfaction. Tangibility reflects the importance of physical facilities and store environment, reliability highlights consistent and accurate service, responsiveness shows the effect of prompt service delivery, assurance reflects employee knowledge and trust-building behavior, and empathy represents personalized attention given to customers. The t-values for all variables are greater than the critical value of 1.96, confirming their statistical significance. Additionally, the standardized beta values indicate the relative importance of each predictor in influencing customer satisfaction.

Overall, the regression analysis confirms that the model is statistically significant, has strong explanatory power, and all service quality dimensions significantly influence customer satisfaction and customer loyalty. Therefore, all alternative hypotheses (H1) are accepted, while all null hypotheses (H0) are rejected.

Overall Findings of the Research Study:

The present study examined the impact of service quality dimensions on customer satisfaction and customer loyalty towards grocery shopping at DMart stores in Surat city. The findings of the study, based on percentage analysis, mean analysis, Chi-Square test, correlation analysis, ANOVA, and regression analysis, clearly indicate that service quality plays a significant role in shaping customer perceptions, satisfaction levels, and loyalty behavior.

The percentage analysis reveals that a majority of respondents hold highly positive perceptions regarding service quality at DMart. Customers expressed strong agreement towards tangibility factors such as modern infrastructure, cleanliness, and store layout. Reliability factors such as accurate service delivery, dependability, and error-free billing also received very high positive responses. Similarly, convenience-related aspects such as parking facilities, operating hours, and digital payment systems were highly appreciated by customers. However, comparatively lower satisfaction levels were observed in empathy-related dimensions, particularly in complaint handling and personalized attention, indicating a need for improvement in employee-customer interaction.

The mean analysis further supports these findings, showing that most service quality indicators scored above 4.0, reflecting high customer satisfaction. The highest satisfaction levels were observed in digital payment facilities, loyalty behavior, and store convenience factors, while relatively lower mean scores were recorded for employee empathy and complaint resolution. This indicates that while operational efficiency is strong, interpersonal service aspects require further enhancement.

The Chi-Square test confirmed that there is a statistically significant relationship among service quality dimensions and customer satisfaction, as the p-value was less than 0.05. This indicates that customer responses are not independent and are significantly influenced by service quality factors provided by DMart.

The correlation analysis shows a strong relationship among customer satisfaction responses, indicating consistency in customer perceptions across different service dimensions. This further supports the interdependence between service quality factors and satisfaction levels.

The ANOVA test results confirm that there is a significant difference among customer responses regarding various service quality dimensions, and that these dimensions collectively influence customer satisfaction. The high F-value and significant p-value indicate that service quality factors are meaningful predictors of customer experience.

The regression analysis provides strong evidence that service quality dimensions significantly influence customer satisfaction and loyalty. The model shows a strong explanatory power, indicating that a large proportion of variation in customer satisfaction is explained by tangibility, reliability, responsiveness, assurance, and empathy. All independent variables were found to be statistically significant predictors of customer satisfaction and loyalty, confirming the acceptance of all alternative hypotheses and rejection of null hypotheses.

VII. CONCLUSION

The present research study conclusively establishes that service quality is a major and decisive factor influencing customer satisfaction and customer loyalty in DMart stores located in Surat city. Based on comprehensive statistical analysis including percentage analysis, mean analysis, Chi-square test, correlation analysis, ANOVA, and regression analysis, it is evident that customers generally hold a highly positive perception of the service quality offered by the retail store. The findings clearly demonstrate that improvements in service quality dimensions directly contribute to higher levels of customer satisfaction, stronger loyalty, and increased intention for repeat purchases.

The study highlights that among all service quality dimensions, tangibility and reliability are the strongest contributors to customer satisfaction. Customers are highly satisfied with the physical infrastructure of the store, including cleanliness, modern equipment, product availability, and well-organized store layout. Similarly, reliability-related aspects such as accurate billing, dependable service delivery, and consistency in fulfilling customer expectations have received very high

appreciation from respondents. These factors collectively enhance customer trust and confidence in the retail store.

In addition, convenience factors such as flexible operating hours, availability of parking facilities, and acceptance of multiple digital payment methods (UPI, cards, etc.) have emerged as key strengths of DMart. These operational efficiencies significantly enhance the overall shopping experience and make the store more customer-friendly compared to traditional retail formats. As a result, customers tend to prefer DMart over local kirana stores, indicating a strong competitive advantage in the organized retail sector.

However, the study also identifies certain areas that require improvement. In particular, empathy and interpersonal service dimensions such as personalized attention, complaint handling, and proactive problem-solving by employees show relatively lower satisfaction levels compared to other dimensions. The findings suggest that while operational efficiency is strong, human interaction aspects of service delivery need further development. Customers expect more attentive, responsive, and empathetic behavior from staff, especially when handling grievances or providing individual assistance.

The inferential statistical tests further strengthen these findings. The Chi-square test confirms a significant association between service quality and customer satisfaction. The ANOVA results indicate significant variation and strong influence of service quality dimensions on customer responses. The regression analysis provides the most powerful evidence, showing that service quality dimensions collectively explain a substantial portion of variation in customer satisfaction and loyalty. All hypotheses testing results confirm that service quality dimensions have a statistically significant positive impact, leading to the acceptance of all alternative hypotheses and rejection of all null hypotheses.

Overall, it can be concluded that DMart has been successful in delivering high-quality retail services that meet and exceed customer expectations in most operational areas. Customers exhibit high satisfaction levels and strong loyalty intentions, which reflect positively on the brand image and market position of DMart in Surat city. However, to achieve long-term sustainable growth and stronger customer relationships, it is essential for the organization to focus on improving employee-customer interaction, grievance redressal mechanisms, and personalized service delivery.

By strengthening these weaker dimensions of service quality, DMart can further enhance customer satisfaction, build deeper emotional connections with customers, and reinforce long-term loyalty. This will not only improve repeat purchase behavior but also increase positive word-of-mouth promotion, thereby contributing to sustained competitive advantage in the highly competitive retail industry.

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