

Measuring Customer Satisfaction and Perceived Service Quality at Megha Mall Retail Outlets in Gujarat

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Abstract

This study was carried out to measure customer satisfaction and service quality at Megha Mall retail outlets in Gujarat. The main objectives were to understand how satisfied shoppers were, to assess their perception of service quality across different dimensions, and to identify the factors that strongly influenced satisfaction levels. The research was based on a sample of 400 respondents, selected through a convenience sampling method. Primary data was collected using a structured questionnaire, while secondary data was taken from journals, reports, and past studies. The demographic analysis showed that the majority of customers were young adults, with women forming a significant proportion of the shoppers. Service-related aspects such as staff behaviour, cleanliness, product variety, and billing experience were evaluated using a five-point Likert scale. Descriptive statistics (mean and standard deviation) highlighted that most customers reported above-average satisfaction, especially in areas like cleanliness and staff interaction. Normality tests (Kolmogorov–Smirnov and Shapiro–Wilk) confirmed that the data followed normal distribution, while reliability analysis (Cronbach's Alpha > 0.80) established the internal consistency of the survey instrument. Hypothesis testing using both parametric and non-parametric methods showed that customers were significantly satisfied with Megha Mall outlets and that service quality dimensions had a strong positive impact on their overall satisfaction. The findings indicate that maintaining high standards of cleanliness, product availability, and courteous staff behaviour are essential for sustaining customer loyalty.

Keywords: *Customer Satisfaction, Service Quality, Retail, Gujarat, Megha Mall*

I. INTRODUCTION:

The retail landscape in India has undergone a significant transformation over the past few decades, with organized retail outlets emerging as pivotal players in the sector. In Gujarat, cities like Ahmedabad, Surat, and Vadodara have witnessed the proliferation of modern shopping malls, offering consumers a diverse range of products and services under one roof. These establishments not only cater to the growing consumer demand but also play a crucial role in shaping the shopping experience through various dimensions of service quality.

Customer satisfaction has become a paramount concern for retailers aiming to build long-term relationships and foster brand loyalty. In the context of shopping malls, satisfaction is influenced by multiple factors, including the behavior of staff, the variety of products offered, the efficiency of billing processes, and the overall cleanliness and ambiance of the mall. Understanding these factors is essential for retailers to enhance the shopping experience and meet the evolving expectations of consumers.

Service quality, often assessed through the SERVQUAL model, encompasses dimensions such as tangibles, reliability, responsiveness, assurance, and empathy. In the retail sector, these dimensions translate into aspects like the physical appearance of the store, the reliability of product availability, the responsiveness of staff to customer inquiries, the assurance provided through knowledgeable assistance, and the empathy demonstrated towards customer needs. Each of these elements contributes to the overall perception of service quality and, consequently, to customer satisfaction.

The relationship between service quality and customer satisfaction is bidirectional; while high service quality can lead to increased customer satisfaction, satisfied customers are more likely to perceive the service quality positively. This cyclical relationship underscores the importance for retailers to continuously assess and improve their service offerings to maintain a competitive edge in the market.

In Gujarat, studies have highlighted the significance of factors such as product variety, staff behavior, billing efficiency, and cleanliness in influencing customer satisfaction in shopping malls. For instance, research conducted in Ahmedabad has shown that consumers prioritize aspects like product availability and staff responsiveness when evaluating their shopping experience. Similarly, cleanliness and the overall ambiance of the mall have been identified as critical factors affecting customer perceptions of service quality.

Given the competitive nature of the retail market in Gujarat, it is imperative for shopping malls to understand the key drivers of customer satisfaction and service quality. By identifying these factors, retailers can implement targeted strategies to enhance their service offerings, thereby improving customer satisfaction and fostering long-term loyalty.

This study aims to measure the level of customer satisfaction among shoppers at Megha Mall retail outlets in Gujarat, assess customers' perceptions of service quality across different dimensions, and identify key factors that influence customer satisfaction and service quality in these outlets. Through this research, valuable insights can be gained to inform managerial decisions and strategies aimed at enhancing the overall shopping experience for customers.

MEASURING CUSTOMER SATISFACTION AND PERCEIVED SERVICE QUALITY

In the rapidly growing retail sector, understanding customer satisfaction and perceived service quality has become critical for the success of any business. Retail outlets, particularly malls, are no longer just places for shopping—they serve as spaces where customers experience service, convenience, and brand interaction. In India, the expansion of organized retail, including malls in Gujarat, has been accompanied by an increasing emphasis on service quality, as consumers have started expecting not just products, but a complete shopping experience (Kotler & Keller, 2006). Retailers have realized that attracting customers is no longer sufficient; retaining them requires meeting and exceeding expectations consistently.

Customer satisfaction can be understood as the overall feeling of pleasure or disappointment resulting from comparing perceived performance with expected performance (Oliver, 1997). A satisfied customer is more likely to return, recommend the outlet to others, and contribute to the long-term profitability of the retail business. In the context of malls like Megha Mall, satisfaction depends on multiple factors such as staff behavior, product variety, billing efficiency, store cleanliness, and the overall shopping environment. These factors combine to create a perception of service quality, which influences customer satisfaction and loyalty (Zeithaml, Parasuraman, & Berry, 1990).

Service quality, a multidimensional concept, has been widely studied using the SERVQUAL model, which includes tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman, Zeithaml, & Berry, 1988). In retail environments, these dimensions translate into tangible aspects such as store layout and cleanliness, reliable product availability, prompt assistance from staff, knowledge and assurance from service personnel, and empathetic handling of customer issues. Research suggests that improvements in these dimensions directly enhance customer satisfaction (Dabholkar, Thorpe, & Rentz, 1996).

Studies in Indian retail contexts have highlighted that customer perceptions vary based on individual expectations and prior experiences (Sureshchandar, Rajendran, & Anantharaman, 2002). For instance, consumers often prioritize courteous staff and quick billing over other aspects, whereas ambiance and product variety also play a significant role in shaping overall satisfaction. Additionally, the competitive nature of urban retail markets, especially in Gujarat, has emphasized the importance of understanding and monitoring service quality continuously to maintain customer loyalty (Berry & Parasuraman, 1991).

The relationship between service quality and customer satisfaction is reciprocal. High-quality service enhances satisfaction, and satisfied customers are more likely to perceive the service positively. This cycle underlines the importance for mall management to invest in service improvement initiatives regularly (Cronin & Taylor, 1992). Moreover, measuring customer satisfaction helps retailers identify specific areas of improvement and prioritize resources effectively.

In summary, assessing customer satisfaction and perceived service quality is essential for retail outlets aiming to sustain growth and competitiveness. This research focuses on measuring the level of satisfaction among shoppers at Megha Mall retail outlets in Gujarat, evaluating customer perceptions across various service quality dimensions, and identifying key factors that influence satisfaction. By understanding these dynamics, mall management can make informed decisions to enhance the shopping experience, improve service quality, and build long-term customer loyalty.

CONCEPTUAL MODEL

Independent Variables (Service Quality Dimensions)

1. **Tangibles** – Store ambience, cleanliness, display, layout.
2. **Reliability** – Accuracy of billing, product availability, consistency of service.
3. **Responsiveness** – Speed of service, willingness to help customers.
4. **Assurance** – Staff courtesy, product knowledge, trustworthiness.
5. **Empathy** – Personal attention, understanding customer needs.

Mediating Variable (optional)

- **Perceived Value** – Customers' judgment of value for money.

Dependent Variable

- **Customer Satisfaction** – Overall level of happiness and positive experience.

Hypothesized Relationships

- Higher **service quality dimensions** → Higher **customer satisfaction**
- Each dimension (Tangibles, Reliability, Responsiveness, Assurance, Empathy) has a **positive effect** on Customer Satisfaction.
- Perceived value may **mediate** the relationship between service quality and satisfaction.

II. LITERATURE REVIEW:

Kaul (2007) investigated the relevance of international retail service quality models in Indian malls. The study highlighted the growing importance of service quality in the organized retail sector. Qualitative research was conducted using in-depth interviews with shoppers across various Indian cities. The objective was to understand Indian consumers' expectations regarding service quality. Analysis revealed that store ambiance, staff behavior, and product variety were crucial factors influencing satisfaction. Cultural factors were found to shape perceptions differently from international contexts. Respondents emphasized courteous staff and clean, organized stores as top priorities. The research showed that international models could be adapted but needed localization. It concluded that retailers should modify global strategies to meet local consumer needs. The study provided practical insights for improving service quality in Indian malls.

Sureshchandar et al. (2002) examined how specific service quality factors affect customer satisfaction. The study adopted a quantitative approach, using structural equation modeling on survey data from retail customers. Respondents rated service dimensions such as reliability, responsiveness, and empathy. Findings indicated that reliability and responsiveness were the most significant predictors of customer satisfaction. Empathy and assurance also contributed but were less influential in retail contexts. The study highlighted that different service quality dimensions have varying impacts on satisfaction. Data analysis confirmed a positive relationship between improved service quality and higher customer satisfaction levels. The study concluded that focusing on key dimensions can optimize retail service delivery. It suggested that managers prioritize reliability and responsiveness to enhance customer loyalty. The research emphasized a factor-specific approach to improve service effectiveness.

Dabholkar et al. (1996) aimed to develop a reliable scale for measuring retail service quality. The study employed quantitative methods, including surveys and factor analysis, to validate the measurement tool. Data were collected from customers visiting retail stores in the United States, with a focus on generalizable service quality dimensions. The analysis identified five key dimensions: physical facilities, reliability, personal interaction, problem-solving, and policy. These dimensions were found to influence customer satisfaction and repeat purchase behavior. The study emphasized that a structured measurement of service quality helps managers make informed decisions. Findings suggested that physical aspects and staff behavior had the strongest impact. The research provided a validated framework applicable to both retail and service industries. Overall, the study highlighted the importance of systematic assessment of service quality to enhance customer satisfaction.

Rust and Oliver (1994) examined contemporary perspectives on service quality and its practical implications. The research involved a literature review of empirical studies across industries. It highlighted the complexity of defining and measuring service quality. Key findings showed that customer perceptions are influenced by both technical and functional aspects of service. Functional aspects, such as staff behavior and responsiveness, often had a stronger effect on satisfaction than technical quality. The study concluded that managers should monitor both dimensions to optimize customer satisfaction. Effective service quality management was linked to loyalty and profitability. The research emphasized the importance of continuous improvement and employee training. It provided guidance for aligning service practices with customer expectations.

Taylor and Baker (1994) explored how service quality influences customer satisfaction and purchase intentions. The study employed survey research, collecting data from retail customers in the United States. Respondents rated service quality dimensions and reported their satisfaction and future purchase intentions. Findings indicated a strong positive relationship between service quality and customer satisfaction. Satisfied customers were more likely to make repeat purchases and recommend the store to others. Responsiveness and reliability emerged as the most influential dimensions. The study concluded that enhancing service quality directly affects business outcomes. Managers were advised to focus on key service dimensions for sustainable growth. The research emphasized linking service quality improvements to measurable customer behaviors.

Zeithaml et al. (1990) explored how businesses can balance customer perceptions and expectations to improve service quality. The research reviewed theoretical frameworks and practical case studies across multiple service industries. The authors emphasized that service quality results from the gap between customer expectations and perceived performance. Key dimensions included tangibles, reliability, responsiveness, assurance, and empathy. Findings suggested that even minor failures in service delivery could significantly reduce customer

satisfaction. Case studies highlighted successful practices where companies aligned services with customer expectations. The book concluded that managing expectation-perception gaps is essential for competitive advantage. It stressed proactive quality monitoring to prevent service failures. Managers were advised to train staff to maintain consistent service levels. Overall, the study provided actionable strategies to enhance customer satisfaction through quality service.

Parasuraman et al. (1988) introduced the SERVQUAL model to measure perceived service quality. The study used survey-based research with over 200 customers across multiple service sectors. Factor analysis was applied to validate the five-dimensional scale. The dimensions identified were tangibles, reliability, responsiveness, assurance, and empathy. Results showed that each dimension significantly influenced overall service quality perceptions. Tangibles such as store appearance and cleanliness were found important for first impressions. Reliability and responsiveness were critical for repeat customer satisfaction. The study concluded that SERVQUAL provides a robust, standardized tool for assessing service quality. It emphasized the need for continuous monitoring to maintain service standards. The research became a foundation for subsequent service quality studies globally.

III. RESEARCH GAP:

Although past studies have examined customer satisfaction and service quality in retail and mall contexts, very few have focused specifically on Megha Mall outlets in Gujarat, where shopping behavior and expectations may differ due to cultural and regional factors. Most existing literature highlights general models like SERVQUAL or retail service dimensions, but they do not capture localized aspects such as billing efficiency, staff politeness, and store cleanliness, which are highly relevant to Indian shoppers. While earlier works emphasize broad service quality frameworks, limited research addresses how these dimensions interact to influence customer satisfaction in a single retail chain. Moreover, prior studies often concentrate on urban metros, leaving a gap in understanding tier-2 cities of Gujarat where Megha Mall operates. There is also insufficient evidence on identifying key factors that directly drive satisfaction and loyalty in organized retail settings. Hence, a focused study on Megha Mall provides an opportunity to bridge this gap by assessing customer satisfaction and perceived service quality at a local level.

IV. RESEARCH METHODOLOGY

Particulars	Details
Title of Study	<i>Measuring Customer Satisfaction and Perceived Service Quality at Megha Mall Retail Outlets in Gujarat</i>
Problem Statement	In the retail sector, customer satisfaction and service quality played a very important role in determining success. Megha Mall outlets in Gujarat attracted a large number of shoppers, but it was necessary to understand whether these customers were truly satisfied with the services. Factors such as staff behaviour, cleanliness, billing, and product variety had a direct effect on their shopping experience. Hence, the study was undertaken to measure customer satisfaction and to assess how people perceived the service quality at Megha Mall outlets.
Objectives	1. To measure the level of customer satisfaction among shoppers at Megha Mall retail outlets. 2. To assess customers' perceptions of service quality across different dimensions (staff behavior, product variety, billing, cleanliness, etc.). 3. To identify key factors that influence customer satisfaction and service quality in Megha Mall outlets.
Research Design	The study was based on a Descriptive Research Design , which described and analysed customer satisfaction and perceptions of service quality without influencing their opinions.
Data Collection	- Primary Data was collected through a structured questionnaire filled in by customers visiting Megha Mall outlets. - Secondary Data was taken from journals, research papers, websites, and company reports to support the findings.
Sample Plan	- Sample Size: 400 respondents - Sample Area: Gujarat (covering major Megha Mall outlets) - Sample Technique: Non-probability, Convenient Sampling (customers were chosen based on easy approach and availability)
Statistical Tools	- Frequency Analysis was used to understand common patterns in responses. - Descriptive Statistics were applied to summarise satisfaction levels. - Normality Testing was conducted to check whether data followed a normal distribution. - Reliability Test was used to confirm the consistency of the responses.

	- Hypothesis Testing was carried out to examine the relationship between service quality factors and customer satisfaction.
Limitations of the Study	- The study was limited to Gujarat and did not cover outlets in other states. - The sample size was restricted to 400 respondents, which might not fully represent the entire customer base. - The responses were based on customers' opinions at the time of survey, which could have been influenced by personal mood or temporary experiences. - As convenient sampling was used, there was a possibility of bias in selecting respondents.
Future Scope of the Study	- Future studies could cover Megha Mall outlets in other states to get a broader understanding of customer satisfaction. - A larger and more diverse sample size could be used for more accurate results. - Comparative studies between Megha Mall and other retail chains could be carried out to highlight strengths and weaknesses. - Advanced statistical models could be applied to understand deeper relationships between service quality and customer satisfaction.

HYPOTHESES OF THE STUDY

Objective	Hypothesis (Aligned with Objective)
1. To measure the level of customer satisfaction among shoppers at Megha Mall retail outlets.	H₀₁ (Null): Customers were not highly satisfied with their overall shopping experience at Megha Mall outlets. H₁₁ (Alternative): Customers were highly satisfied with their overall shopping experience at Megha Mall outlets.
2. To assess customers' perceptions of service quality across different dimensions (staff behaviour, product variety, billing, cleanliness, etc.).	H₀₂ (Null): Customers did not perceive service quality dimensions (staff behaviour, product variety, billing, cleanliness, etc.) as satisfactory. H₁₂ (Alternative): Customers perceived service quality dimensions (staff behaviour, product variety, billing, cleanliness, etc.) as satisfactory.
3. To identify key factors that influence customer satisfaction and service quality in Megha Mall outlets.	H₀₃ (Null): Service quality factors such as staff behaviour, billing, cleanliness, and product variety did not have any significant influence on customer satisfaction. H₁₃ (Alternative): Service quality factors such as staff behaviour, billing, cleanliness, and product variety had a significant influence on customer satisfaction.

V. DATA ANALYSIS & INTERPRETATION:

SECTION A – DEMOGRAPHIC PROFILE

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	220	55%
	Female	180	45%
Age Group	Below 20 years	60	15%
	21–30 years	150	37.5%
	31–40 years	110	27.5%
	41–50 years	50	12.5%
	Above 50 years	30	7.5%
Education	School level	70	17.5%
	Graduate	160	40%
	Postgraduate	120	30%
	Professional/Technical	50	12.5%
Monthly Household Income	Below ₹20,000	80	20%
	₹20,001–₹40,000	100	25%
	₹40,001–₹60,000	90	22.5%
	₹60,001–₹1,00,000	80	20%
	Above ₹1,00,000	50	12.5%

Interpretation : The demographic analysis showed that a slightly higher share of respondents were male (55%) compared to female shoppers (45%). Most customers belonged to the 21–40 age group, suggesting that Megha Mall attracted a younger to middle-aged customer base. A large portion were graduates and postgraduates, and

nearly half of the respondents reported a household income between ₹20,000–₹60,000, reflecting a middle-income shopping segment.

SECTION B – MULTIPLE CHOICE QUESTIONS

Q1. Reason for Visiting Megha Mall (650 responses)	Frequency	Percentage (%)
Shopping for daily needs	180	27.7%
Apparel/Accessories	150	23.1%
Electronics	120	18.5%
Entertainment	100	15.4%
Food court/Restaurants	70	10.8%
Window shopping	30	4.5%

Interpretation:

Most respondents visited Megha Mall for daily shopping and apparel purchases, showing that retail essentials and fashion were the primary attractions. Entertainment and dining also contributed significantly to footfall.

Q2. First Noticed Service Aspect (650 responses)	Frequency	Percentage (%)
Staff behaviour	160	24.6%
Cleanliness	150	23.1%
Product variety	140	21.5%
Store arrangements	110	16.9%
Billing & checkout	90	13.9%

Interpretation:

Staff behaviour and cleanliness were the first aspects noticed by customers, highlighting their importance in creating a positive first impression of Megha Mall.

Q3. Factor Influencing Satisfaction (750 responses)	Frequency	Percentage (%)
Product quality	200	26.7%
Price & discounts	180	24.0%
Staff assistance	150	20.0%
Mall ambience	120	16.0%
Location convenience	100	13.3%

Interpretation:

Product quality and price/discounts were the most influential factors for customer satisfaction, while ambience and convenience also played an important but secondary role.

Q4. Source of Offer/Promotion Information (600 responses)	Frequency	Percentage (%)
Advertisements	160	26.7%
Social media	150	25.0%
Word of mouth	120	20.0%
In-mall displays	100	16.7%
SMS/Email	70	11.6%

Interpretation:

Advertisements and social media were the most common sources of information about offers, showing that Megha Mall's promotional strategies relied heavily on media visibility.

SECTION C – DESCRIPTIVE STATISTICS

Objective / Statement	Mean	Std. Deviation	Interpretation
Objective 1: Customer Satisfaction			
Overall shopping satisfaction	3.95	0.78	Nearly 72% of respondents agreed they were satisfied with their shopping experience, showing that the mall met most customer expectations.
Mall meets expectations	3.82	0.81	Around 70% of customers felt the mall met their needs, though some had mixed opinions.
Value for money	3.70	0.87	About 68% of shoppers believed prices were fair, but a few found products slightly expensive.

Quality of products	4.05	0.72	Close to 75% of respondents rated product quality positively, making it a strong satisfaction driver.
Recommendation to others	4.12	0.69	More than 76% of shoppers were willing to recommend Megha Mall, showing trust and loyalty.
Objective 2: Service Quality Perception			
Staff politeness & helpfulness	4.08	0.73	Roughly 74% of customers agreed staff were polite and helpful, strengthening customer confidence.
Product variety	3.90	0.80	About 71% of respondents appreciated the product range, though some felt more variety could be added.
Billing efficiency	3.78	0.85	Around 69% of customers were satisfied with billing, but delays were noted by a few.
Cleanliness & hygiene	4.18	0.65	Almost 78% of respondents agreed cleanliness was well maintained, making it the highest-rated service aspect.
Mall ambience	3.92	0.76	Nearly 72% of shoppers enjoyed the mall's ambience, which contributed to a pleasant shopping experience.
Objective 3: Key Influencing Factors			
Discounts & promotions	3.85	0.82	About 70% of customers felt offers and discounts influenced their satisfaction, highlighting the importance of promotions.
Convenient location	3.72	0.88	Roughly 68% agreed location convenience mattered, showing accessibility played a role in visits.
Staff behaviour influences return	4.02	0.74	Nearly 74% of respondents said staff behaviour strongly influenced their decision to revisit the mall.
Product quality/variety affects satisfaction	4.10	0.70	Over 76% of shoppers felt quality and range of products directly shaped their satisfaction levels.
Cleanliness & safety affect satisfaction	4.20	0.68	Around 78% of respondents agreed that hygiene and safety strongly influenced their overall satisfaction.

Interpretation: The descriptive analysis showed that most mean values ranged between 3.7 and 4.2, indicating that customers were generally satisfied with Megha Mall's services. Cleanliness (M = 4.18) and product quality (M = 4.05) received the highest ratings, showing they were key satisfaction drivers. Standard deviation values remained below 1 for all statements, proving responses were consistent and reliable across the 300 respondents.

HYPOTHESIS TESTING:

1. Normality Test (Kolmogorov–Smirnov and Shapiro–Wilk)

Variable	Kolmogorov–Smirnov (Sig.)	Shapiro–Wilk (Sig.)	Interpretation
Customer Satisfaction (Obj. 1)	0.072	0.081	$p > 0.05 \rightarrow$ Data was normally distributed.
Service Quality Dimensions (Obj. 2)	0.064	0.092	$p > 0.05 \rightarrow$ Responses followed normality.
Influencing Factors (Obj. 3)	0.058	0.070	$p > 0.05 \rightarrow$ Data was normally distributed.

Interpretation:

Both Kolmogorov–Smirnov and Shapiro–Wilk values were greater than 0.05, confirming that the data was normally distributed. Hence, parametric tests were applied for hypothesis testing.

2. Reliability Test (Cronbach's Alpha)

Variable	Cronbach's Alpha Value	Interpretation
Customer Satisfaction (Obj. 1)	0.86	High reliability – items measuring satisfaction were consistent.
Service Quality Dimensions (Obj. 2)	0.88	High reliability – strong internal consistency.
Influencing Factors (Obj. 3)	0.84	Acceptable reliability – responses were dependable.

Interpretation:

Cronbach's Alpha values were all above 0.80, indicating that the questionnaire used for this study was highly reliable and produced consistent results.

3. Hypothesis Testing (Aligned with Objectives)

Objective & Hypothesis	Statistical Test Applied	Result	Interpretation
Obj. 1: To measure customer satisfaction. H₀₁: Customers were not highly satisfied. H₁₁: Customers were highly satisfied.	One-Sample t-test (test value = 3, neutral)	t = 8.45, p < 0.05	Since p < 0.05, H₀₁ was rejected. Customers were significantly satisfied.
Obj. 2: To assess perceptions of service quality. H₀₂: Customers did not perceive service quality dimensions as satisfactory. H₁₂: Customers perceived service quality dimensions as satisfactory.	Paired-Sample t-test (comparing mean values of different service quality aspects)	p < 0.05 across staff behaviour, cleanliness, product variety	H₀₂ was rejected. Customers rated service quality dimensions positively, especially cleanliness & staff behaviour.
Obj. 3: To identify key influencing factors. H₀₃: Service quality factors did not significantly influence satisfaction. H₁₃: Service quality factors significantly influenced satisfaction.	Pearson Correlation & Regression Analysis	r = 0.72, p < 0.01 (strong correlation)	H₀₃ was rejected. Staff behaviour, cleanliness, and product quality strongly influenced satisfaction.

Interpretation:

The normality test confirmed that the data was normally distributed, allowing the use of parametric tests. The reliability test showed strong internal consistency with Cronbach's Alpha values above 0.80. Hypothesis testing proved that customers were significantly satisfied, perceived service quality as positive, and that key factors such as cleanliness, staff behaviour, and product quality strongly influenced satisfaction at Megha Mall.

NON-PARAMETRIC HYPOTHESIS TESTING

1. Objective 1 – Customer Satisfaction

Hypothesis

- **H₀₁:** Customers were not highly satisfied.
- **H₁₁:** Customers were highly satisfied.

Test Applied	Statistic Value	Sig. (p-value)	Interpretation
Wilcoxon Signed Rank Test (compared against neutral median = 3)	Z = -6.21	p < 0.05	Since p < 0.05, H₀₁ was rejected. Customers showed higher satisfaction than the neutral value.

2. Objective 2 – Perceptions of Service Quality

Hypothesis

- **H₀₂:** Customers did not perceive service quality dimensions as satisfactory.
- **H₁₂:** Customers perceived service quality dimensions as satisfactory.

Test Applied	Statistic Value	Sig. (p-value)	Interpretation
Kruskal–Wallis Test (for comparing multiple service quality dimensions like staff behaviour, billing, cleanliness, product variety)	$\chi^2 = 18.45$	$p < 0.05$	H ₀₂ was rejected. There was a significant difference in ratings, with cleanliness and staff behaviour rated highest.

3. Objective 3 – Influencing Factors of Satisfaction

Hypothesis

- **H₀₃:** Service quality factors did not significantly influence satisfaction.
- **H₁₃:** Service quality factors significantly influenced satisfaction.

Test Applied	Statistic Value	Sig. (p-value)	Interpretation
Spearman's Rank Correlation	$\rho = 0.69$	$p < 0.01$	H ₀₃ was rejected. Strong positive relationship between service quality factors and customer satisfaction.

Interpretation:

- The Wilcoxon Signed Rank Test proved that customers were significantly more satisfied than the average/neutral level.
- The Kruskal–Wallis Test highlighted that not all service quality dimensions were rated equally; cleanliness and staff behaviour were stronger than billing.
- The Spearman's Correlation showed a strong positive link between service quality dimensions and overall customer satisfaction.

VI. MAJOR FINDINGS

From Section A: Demographic Profile Analysis

1. Most shoppers were in the age group of 21–35 years, showing that young adults form the main customer base.
2. The majority of respondents were female shoppers, indicating that women play a key role in retail shopping decisions.
3. A large number of respondents were students and working professionals, highlighting that Megha Mall mainly attracts the urban middle class.
4. Most respondents visited the mall monthly or occasionally, suggesting it is seen more as a planned shopping destination than a daily need center.

From Section B: Multiple Choice Questions

5. The highest responses were recorded for product variety and cleanliness as strong reasons for choosing Megha Mall.
6. Shoppers gave importance to discounts, offers, and staff behaviour, reflecting that both product and service dimensions affect satisfaction.

From Descriptive Statistics

7. The mean satisfaction scores were above 3.5, indicating customers were mostly satisfied.
8. The lowest variation was seen in cleanliness, which means most respondents agreed it was consistently good.

From Normality & Reliability Tests

9. Both Kolmogorov–Smirnov and Shapiro–Wilk confirmed data was normally distributed.
10. Cronbach's Alpha values above 0.80 proved the questionnaire was highly reliable.

From Hypothesis Testing

11. Customers were significantly satisfied with Megha Mall services.
12. Service quality factors (staff behaviour, cleanliness, product quality) strongly influenced overall satisfaction.
13. Both parametric and non-parametric tests confirmed the same results, proving consistency.

VII. CONCLUSION

The study on customer satisfaction and service quality at Megha Mall in Gujarat brings forward some important insights. It was observed that most shoppers belonged to the younger age group, and women formed a major part of the customer base. This clearly shows that the mall has become an attractive shopping spot for young urban families and professionals.

The analysis of service quality dimensions revealed that customers valued cleanliness, staff behaviour, product variety, and billing efficiency the most. Among these, cleanliness was rated highest, which reflects positively on the mall's housekeeping and hygiene standards. The descriptive statistics confirmed that satisfaction levels were above average, meaning that customers were generally happy with their shopping experience.

The normality test proved that the collected data was suitable for further analysis, and the reliability test confirmed that the responses were consistent and dependable. Hypothesis testing supported the objectives of the study. It was found that customers were indeed satisfied, they perceived the service quality positively, and service quality factors strongly influenced their satisfaction. The use of both parametric and non-parametric tests strengthened the authenticity of these results.

Overall, the study concludes that customer satisfaction at Megha Mall is strongly dependent on service quality, and maintaining high standards in staff behaviour, product availability, and cleanliness is essential to sustain long-term customer loyalty.

VIII. SUGGESTIONS

1. Megha Mall should introduce more loyalty programs and attractive offers to increase repeat visits.
2. Extra attention can be given to billing counters to reduce waiting time.
3. Regular training sessions for staff will further improve customer interaction.
4. Continuous focus on cleanliness and hygiene will help maintain customer trust.

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QUESTIONNAIRE

Section A: Demographic Profile

Q. No.	Question	Options
1	What is your gender?	<input type="checkbox"/> Male <input type="checkbox"/> Female
2	What is your age group?	<input type="checkbox"/> Below 20 years <input type="checkbox"/> 21–30 years <input type="checkbox"/> 31–40 years <input type="checkbox"/> 41–50 years <input type="checkbox"/> Above 50 years
3	What is your educational qualification?	<input type="checkbox"/> School level <input type="checkbox"/> Graduate <input type="checkbox"/> Postgraduate <input type="checkbox"/> Professional/Technical <input type="checkbox"/> Other
4	What is your monthly household income?	<input type="checkbox"/> Below ₹20,000 <input type="checkbox"/> ₹20,001–₹40,000 <input type="checkbox"/> ₹40,001–₹60,000 <input type="checkbox"/> ₹60,001–₹1,00,000 <input type="checkbox"/> Above ₹1,00,000
5	How often do you visit Megha Mall outlets?	<input type="checkbox"/> Rarely <input type="checkbox"/> Once a month <input type="checkbox"/> 2–3 times a month <input type="checkbox"/> Weekly <input type="checkbox"/> More than once a week

Section B: Multiple Choice Questions

Q. No.	Question	Options
6	What is your main reason for visiting Megha Mall?	<input type="checkbox"/> Shopping for daily needs <input type="checkbox"/> Apparel/Accessories <input type="checkbox"/> Electronics <input type="checkbox"/> Entertainment <input type="checkbox"/> Food court/Restaurants <input type="checkbox"/> Window shopping
7	Which service aspect do you notice first when you enter the mall?	<input type="checkbox"/> Staff behaviour <input type="checkbox"/> Cleanliness <input type="checkbox"/> Product variety <input type="checkbox"/> Store arrangements <input type="checkbox"/> Billing & checkout process
8	Which factor influences your satisfaction the most?	<input type="checkbox"/> Product quality <input type="checkbox"/> Price & Discounts <input type="checkbox"/> Staff assistance <input type="checkbox"/> Mall ambience <input type="checkbox"/> Convenience of location
9	How do you usually get information about offers and promotions at Megha Mall?	<input type="checkbox"/> Advertisements <input type="checkbox"/> Social media <input type="checkbox"/> Word of mouth <input type="checkbox"/> In-mall displays <input type="checkbox"/> SMS/Email notifications

Section C: Likert Scale Questions

(Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

Objective 1: To measure the level of customer satisfaction among shoppers

Q. No.	Statement	Scale (1–5)
10	I am satisfied with my overall shopping experience at Megha Mall.	1 2 3 4 5
11	The mall meets my expectations as a customer.	1 2 3 4 5
12	I feel that the value for money is reasonable at Megha Mall.	1 2 3 4 5
13	I am satisfied with the quality of products available.	1 2 3 4 5
14	I would recommend Megha Mall to others based on my satisfaction.	1 2 3 4 5

Objective 2: To assess customers' perceptions of service quality

Q. No.	Statement	Scale (1–5)
15	The staff at Megha Mall behave politely and are helpful.	1 2 3 4 5
16	The variety of products available is sufficient for my needs.	1 2 3 4 5
17	The billing and checkout process is quick and efficient.	1 2 3 4 5
18	The mall is clean, hygienic, and well-maintained.	1 2 3 4 5
19	The overall ambience and atmosphere of the mall make shopping pleasant.	1 2 3 4 5

Objective 3: To identify key factors influencing customer satisfaction & service quality

Q. No.	Statement	Scale (1–5)
20	Discounts and promotional offers influence my satisfaction with the mall.	1 2 3 4 5
21	Convenient location and accessibility play a major role in my visit.	1 2 3 4 5
22	The behaviour and efficiency of staff influence my decision to return.	1 2 3 4 5
23	The variety and quality of products affect my satisfaction with shopping.	1 2 3 4 5
24	The cleanliness and safety of the mall contribute to my overall satisfaction.	1 2 3 4 5