

Empirical Analysis of Interrelationship Between Service Quality, Consumer Involvement, and Consumer Satisfaction

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Abstract

The advent of the 21st century brought in its wake a paradigm shift in business and professional approach and attitude. The gradual increasing focus on service element along with products to differentiate from the competitors and attract and retain customers is also an important step in this direction. However, it is at its nascent stage and requires attention of researchers. In the service segment of any industry, the chain of final success consists of a series of links : service quality and customer involvement, customer involvement and emotional satisfaction, relational benefits and customer satisfaction, loyalty behaviour and satisfaction. However, though a positive association between some of these links has been acknowledged, the role of customer involvement is still a less researched area. The paper, through empirical study, intended to examine various dimensions of these relationships with reference to service quality and customer satisfaction, with the main focus on the mediating role of customer involvement between service quality and customer satisfaction. The survey was conducted through a self-administered and closed-ended questionnaire to collect experimental data related to service quality from the customers. The findings can help industries to draft an action plan for effective service delivery to customers for easy market penetration and long-term growth.

Keywords : involvement, service quality, provider, satisfaction, emotions, relationship

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The industries today have started implementing the service element into their product businesses with an aim to represent differentiation to their existing and prospective customers (Ostrom, Parasuraman, Bowen, Patrício, & Voss, 2015), however, the issue needs an aggressive approach. Though the area of focus has been changing from product innovation to service innovation (Gebauer, Edvardsson, Gustafsson, & Witell, 2010 ; Ulaga & Reinartz, 2011), it still requires the attention of researchers to assist businesses to penetrate the market easily (Ostrom et al., 2015).

The main purpose of this paradigm shift is to rejuvenate the revenue stream and to correct the product life cycle. But, such a shift has a stringent path to take, because the implementation of a new service mechanism here has an immense role to play. If in a case the implementation is correctly implemented but not controlled well, then also the business may face hard times. However, if everything comes under control, then the estimated profits may get

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surpassed by actual profits (Aaker & Jacobson, 1994 ; Oliver, 2014). Also, companies can provide effulgent satisfaction to their customers (Qin & Prybutok, 2008) and satisfied customers usually get loyal to a provider (Eggert, Hogreve, Ulaga, & Muenkhoff, 2014).

The theory of value chain also claims a similar concept that value should always be analyzed and particularly implemented in the due process of offering (Prahalad & Ramaswamy, 2000 ; Vargo & Lusch, 2004). The value can be analyzed through interaction and communication with the target customers. So, it is said that the customer participation, satisfaction, loyalty, and retention are all the way dependent on the level of attention and importance service providers will give to their customers (Lee, Wang, Lu, Hsieh, Chien, Tsai, & Dong, 2016 ; Voorhees, Fombelle, Gregoire, Bone, Gustafsson, Sousa, Walkowiak, 2017). This process will build up the profit ratio and cover more and more market share from the competitors (Prahalad & Ramaswamy, 2000 ; Vargo & Lusch, 2004).

The involvement of the customers has not only positive points, but negative points are also attached to the same. Lovelock and Wirtz (2011) mentioned in their book that customers create most of the problems for the service supplier. Also, in most cases, the suppliers fail to edify and satisfy most of the customers, and the customers' effective participation is restricted (Dadfar, Brege, & Semnani, 2013). So, such conditions make the performance of tasks complicated or impossible for the employees of a supplier (Wilson, Zeithaml, Bitner, & Gremler, 2016).

The aforesaid discussion highlights the significance and need of service quality to be maintained by any and every industry. The research will provide assistance to industry start-ups and other professionals. This paper investigates the role of quality service and customer involvement in the satisfaction of the customers derived from the service provided by industries. The objectives of this study are :

- To examine the existence of a relationship between personal involvement and customer satisfaction.
- To examine the existence of a relationship between relational association and customer satisfaction.
- To examine the existence of a relationship between customer satisfaction and response behavior.
- To examine the existence of a relationship between service quality and personal involvement.

The terms 'service provider' and 'service supplier' are used interchangeably in the study.

Problem Statement

In the present scenario, companies are investing the major portion of profits into advertisements to spread high-level awareness among consumers about brands (Kumar, Nayak, & Shekhar, 2018), but due to high competition, the market share is not improving. Here, the major reason is that the companies are not able to maintain and build customer relationships and lack in understanding the needs and wants of their customers (Ansari & Riasi, 2016). Customer relationships can be built by providing a series of effective services (Voorhees, Fombelle, Allen, Bone, & Aach, 2014). So, prior to offering services to the customers, the needs, wants, and expectations are required to be evaluated and the adjustments should be made accordingly (Lake, 2018). From a customer point of view, perceived value is at a prominent stage (Zhao, 2016), which is again dependent on the involvement of the customers (So, King, Sparks, & Wang, 2016). However, the interrelated chain of sequence : The impact of service quality on customer involvement, and the impact of customer involvement on customer satisfaction is not much explored by researchers and industry. The paper, therefore, incorporates the analysis of the impact of service quality on customer involvement and further examines the impact of involvement on satisfaction.

Scope of the Study

Customer satisfaction is the most prominent term for any industry and especially the service providing segment of any industry because every effort made by this segment orbits around customer satisfaction. However, the service satisfaction segment is not taken very seriously by most of the companies, though it is a basic as well as a competitive requirement of every industry today. This study, therefore, focuses on the service approaches of industries so as to reap multiple benefits while making the customers satisfied with the services. In this study, the association of involvement with customer satisfaction is verified and the results would provide an insight to the companies about the process through which the customers can be made involved in the service process, resulting in enhanced customer satisfaction. The study, thus, will provide the action plan to the service suppliers about the following research questions :

- What dimensions to consider for high service quality ?
- How to approach the consumer market ?
- What strategies to consider to provide relational benefits to the customers ?

Thematic Analysis of Literature

There is an adequate measure of writing on various parts of quality services, satisfaction, and customer involvement (CI). Among the others are the definition of CI, service quality, and customer satisfaction, the relational benefits experienced by customers, satisfied customers' responsive behavior, the relational binding between quality service and CI. The following segments are committed to a concise survey of the applicable writings.

(1) Service Quality : The quality of any service can be experienced by a customer in two manners – firstly, during availing of the service, and later after the service is availed. The former is known as functional quality and the latter is known as technical quality (Oliver, 2014).

Furthermore, it is mentioned that the quality out of both categories of services is gained after contrasting the actual with the perceived service (Grönroos, 1984 ; Oliver, 2014). The same is discussed under the GAP model (Parasuraman, Zeithaml, & Berry, 1988 ; Vargo & Lusch, 2014). They furthermore concluded that the SERVQUAL model (responsiveness, assurance, tangibles, empathy, and reliability) includes the dimensions of service quality that should be considered well.

(2) Customer Satisfaction : The exact definition of this concept is still much vague despite familiarity with this concept among service researchers. One of the popular definition given by Chang, Wang, and Yang (2009) has been taken as a basis for this study. As per this definition, consumer satisfaction is a mental stimulus that the customers feel while availing and after availing the services (Chang et al., 2009 ; Zeithaml, Bitner, & Gremler, 2010). Accordingly, by maintaining the quality at every individual level, the satisfaction can be maximized by the service provider (Crick & Spencer, 2011). However, the contrary has also been mentioned in various marketing pieces of literature that satisfaction is positively and directly related to the number of investments done by the companies (Oliver, 2014) and here is the reason why customers feel dissatisfied. This means that even when the investments are high, the customers may then also feel dissatisfied with the services (Dixon, Freeman, & Toman, 2010). As per their survey, approximately 84% of the customers availed of inadequate services that not even matched their expectations (Dixon et al., 2010).

(3) Customer Involvement : A few studies have mentioned the importance of customer involvement in the decision - making process (Kim, Kim, & Park, 2010). First of all, involvement is said to be a state of motivation towards a service that is very much goal-oriented. This means that product-specific goal-oriented mind-set is required to describe involvement. Zaichkowsky (1985) advanced the concept of involvement by formulating a Personal – Involvement Inventory Scale that describes three measurements for involvement. First, the personal dimension explains the intrinsic needs or wants, interests, etc. that all have a motivating role towards any specific product or object. Second, the physical dimension includes the physical or extrinsic features of any given product or object that differentiates one product from that of others and this further attracts the interest and choice of customers. Finally, the situational dimension indicates the role of anything that is dependent on the situation to attract the interests of the customers. From that point forward, some studies have been conducted to examine how the involvement influences the buyers' choices and selection (Kumar, Pozza, & Ganesh, 2013).

(4) Behavioral Responses of Satisfied Customers : Behavioral responses are the responses that every customer shows after availing the services. According to Chen and Chen (2010), loyalty is shown by the customers when they are highly satisfied with the services in the long-term (Chen & Chen, 2010 ; Ostrom et al., 2016 ; Yang & Peterson, 2004). Such a case is usually demanded by a service supplier (Chan, Yim, & Lam, 2010) because loyal customers can do further advertisement through word of mouth (WOM) into their reachable community (Casidy & Wymer, 2015) and in a business where the product is intangible and can mainly be felt through advertisements and feedbacks, WOM plays the utmost role (Ng, David, & Dagger, 2011) and the repurchase intention of such customers will be much stronger as compared to the customers who are dissatisfied or adequately satisfied (Chen & Chen, 2010 ; Reddy & Rao, 2019 ; Zeithaml, Berry, & Parasuraman, 1996). Meanwhile, customer satisfaction is divided into two sub-parts, that is, economic satisfaction and emotional satisfaction, and it is been hypothesized that both sorts of satisfaction have some sort of effect on the customer - responsive behavior, that is, WOM and loyalty. Both loyalty and WOM are taken cumulatively because loyalty is positively associated with the customers' WOM (Eelen, Özturan, & Verlegh, 2017 ; Kurup & Jain, 2018).

(5) Relational Benefits : The relational benefits can be seen as the aftermath of a longstanding association with a service supplier (Gwinner, Gremler, & Bitner, 1998). These benefits are the extra-advantages provided by the service suppliers to the customers who all have a longstanding relationship with them. The reason behind providing such benefits to customers is that the customers are known to the level of service performance and both – the service provider as well as the customers are well acquainted. Such a relationship will defend the chances of service failure and dissatisfaction in the coming future (Mussol, Aurier, & De Lanauze, 2019).

Here, the first dimension, that is, confidence says that in such cases, the relationship between both the parties will be a trusted one and the chances of anxiety and failure will not arise. Secondly, the social dimension says that the employees of a company will identify their respective customers at first instance only and will greet them with their names which represents the inclusion of special treatment into the process (Fatima, Di Mascio, & Sharma, 2020 ; Gremler & Gwinner, 2000).

(6) Relationship Between Service Quality, Customer Involvement, and Customer Satisfaction : The involvement can be characterized as the emotional stimulus of the customers which replicates the significance and special weight for any specific product category or services (Getz & Page, 2016 ; Zaichkowsky, 1985). A few studies have mentioned that involvement has an impact on loyalty (Conlin & Labban, 2019), product selection, purchase decision (Singh, & Sharma, 2019 ; Smith & Carsky, 1996), and brand discrimination (Getz & Page, 2016 ; Zaichkowsky, 1985). It could be ascertained from the report of Arora (2008) that highly involved customers show their intention to switch the company or service provider if they feel that the other one is providing

high-quality service along with low pricing. So, it can be hypothesized that the quality of service has an impact on involvement, and further, it has an impact on the satisfaction of the customer.

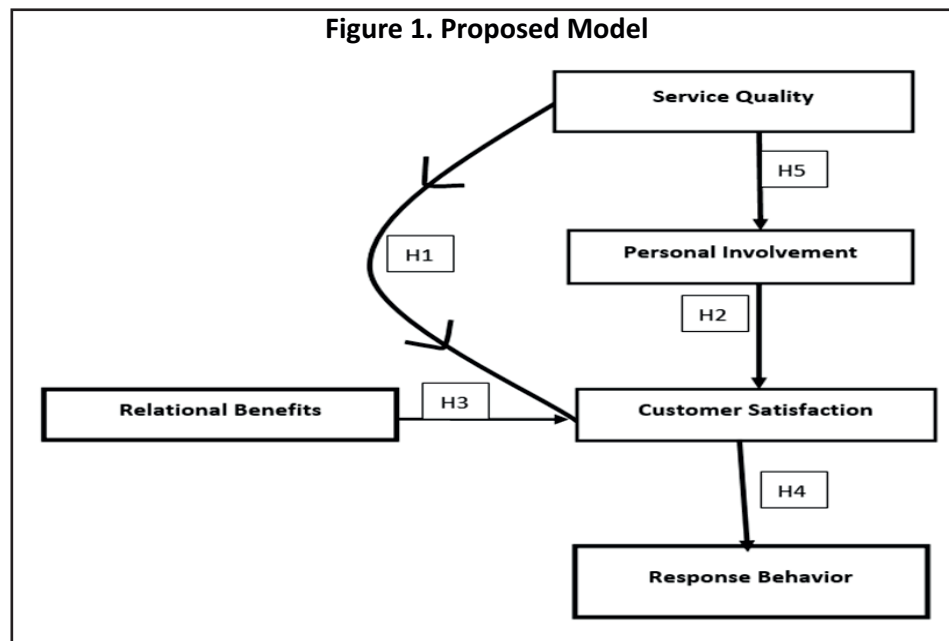
Satisfaction is impacted in the service case because of the logic which says that customers are the co-producers of the value (Chan et al., 2010) rather than merely being receivers and a company just plays the role of a facilitator. So, if they get a chance to get involved in high-quality service at a relatively low cost, the satisfaction will start to reduce and ultimately the customer switches the brand (Chan et al., 2010).

Along these lines, it can be said that satisfaction is the ultimate precept that every customer wants to achieve and the premise for the same will be the customer's involvement in the service process. Customer involvement provides value not only to the customer-related issues, but to the company in general (Chan et al., 2010 ; Yim, Chan, & Lam, 2012). Also, past theories have predicted an assorted and much erratic understanding to the effect of customer involvement on different service outcomes, that is, customer satisfaction and responsive behaviors (Chan et al., 2010 ; Sharma, Nasreen, & Kumar, 2019 ; Yim et al., 2012).

Through the above review, the following hypotheses can be tested to overcome the research gap in the literature in the Indian sub-continent :

- ⇒ **H1** : There is a positive relationship between service quality and customer satisfaction.
- ⇒ **H2** : There is a positive relationship between personal involvement and customer satisfaction.
- ⇒ **H3** : There is a positive relationship between relational association and customer satisfaction.
- ⇒ **H4** : There is a positive association between customer satisfaction and response behavior.
- ⇒ **H5** : There is a positive association between service quality and personal involvement.

The above hypotheses can be pictorially shown as depicted in Figure 1.



Methodological Procedure

(1) Sample and Procedure : The study has been conducted using a self - administrated and closed - ended questionnaire in order to collect experimental data from the customers who were using products like electronic appliances and availing the due services. The survey used the convenience sampling method. The time period of the study was from March – July 2019. In total, 470 questionnaire forms were distributed, but finally, 429 responses were selected after scrutinizing the incomplete forms, which means a response rate of 91.3%. Besides, secondary data were also used for structuring the conceptual model.

(2) Measures : In order to confirm the content validity, the measures and constructs were adopted from the existing scales. All questions, excluding demographic questions, were posed to the respondents on the basis of the Likert scale, which means scoring 1 for *strongly disagree* and scoring 5 for *strongly agree*. In order to get the idea of the perceptions of different customers, quality, tangibles, responsiveness, empathy, and assurance were measured by three, three, three, and four items, respectively. We used four items for company satisfaction, five items for customer personal involvement, six items captured attitudinal customer response, and nine items were used for relational benefits (Srihadi & Setiawan, 2015). The construct items were prepared in English for distribution in the Delhi and National Capital Region (NCR).

Data Analysis and Results

Internal consistency and reliability were analyzed through Cronbach's alpha analysis. The alpha value greater than 0.6 is said to be enough to say that the data is reliable (Sekaran & Bougie, 2016). Factor analysis is conducted to measure the adequacy of the data based on the conceptual model. The regression analysis is conducted to estimate the degree of relationship between the independent and dependent variables. Besides, the form of association, that is, positive or negative association, is also estimated through the coefficient values under the regression analysis.

(1) Internal Consistency and Validity Analysis : The internal consistency and reliability is analyzed through Cronbach's alpha analysis. The alpha value greater than 0.6 is said to be sufficient enough to say that the data is reliable (Sekaran & Bougie, 2016). If the value of KMO is above 0.5 and Bartlett's calculated significance value is less than 0.001, then the data can be concluded as valid and adequate for further analysis. Therefore, after calculation, it can be said that the data is reliable and valid for further analysis (see Table 1).

The factor analysis is done by the principal component analysis as an extraction method along with the varimax rotation method. The variables that have factor loading below 0.40 are excluded from the analysis. Through the analysis, five major factors have been extracted and the rotated values are shown in Table 2 ; the extracted five factors are further classified into 11 sub-factors.

Table 1. Internal Consistency, Reliability, and Validity Analysis

Cronbach's Alpha		0.888
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.766
Bartlett's Test of Sphericity	Approx. Chi-Square	14025.564
	Df	630
	Sig.	0.000

Table 2. Factor Analysis

		Service Quality		Relational Benefits	Responsive Behavior	Customer Satisfaction	Personal Involvement
	Tangibles	Response	Assurance	Empathy	Confidence	Social Loyal	WOM Eco-Sat Enjoyment
The equipment used is up-to-date with technology.	.895						
The employees have a standard and neat dressing pattern.	.562						
The offices and workshops are modulated as per the services provided by the company.	.884						
The company does provide service delivery particulars, including the delivery date and time.		.894					
The company's employees provide prompt service to the customers.		.665					
The company's employees help the customers in the problem.		.901					
The employees can be trusted in terms of service delivery.			.434				
The employees perform transactions that are done safely in front of the customers.			.820				
The employees behave politely.			.527				
The company has a system of transparency in its mechanism.			.446				
The company always provides individual attention to its customers.				.430			
The employees are usually unaware of the needs of the customers.				.926			
The employees show their best interests to solve the customers' problems.				.928			
The service providing segment of the company is worth being trusted.					.493		
The service providing system of the company performs as per expectations.					.624		
The service providing system of the company provides services for better quality.					.576		
The employees recognize the customers every time.						.871	
The employees try to be familiar with their customers.						.890	
The employees show up friendly behavior with their customers.						.859	
In providing service facility, the company offers special loyalty discounts to its loyal customers.						.884	

In providing service facility, the company offers special pricing to its loyal customers.	.507	
The service provider of the company will be the same for the next coming years.	.894	
Based on the service facility, the relationship with the company will be for a long-term.	.830	
A sense of loyalty is there in the mind of the company while giving a service facility.	.885	
Based on service quality , I would recommend the brand to my colleagues and relatives.	.826	
Based on the service, I would spread positive reviews about the service provider.	.915	
I would spread positive points of the services of the company.	.926	
The value can be felt by the services provided.	.917	
The quality of the services offered is satisfiable.	.924	
I would like to use different categories of brands.		.809
The products of the company are as per my needs.		.863
I prefer to share my opinions with my provider while availing the services.		.444
I put plenty of endeavors into communicating my own needs to the service segment of the organization during the procedure.		.590
I like to give proposals to the organization for improving the service results.		.504
I favor better support in the service procedure.		.876
I generally attempt to be associated with choosing how the services ought to be given.		.877

(2) Impact of Service Quality Variables on Customer Involvement : There is a strong relationship between the service quality dimensions and customer involvement (refer to Table 3 and Table 4). This means that with the improvement in every dimension of quality of the service other than tangibles (Table 5), the customers will be more willing to get involved in the process. This result was expected as such dimensions will represent the will of the company to involve the customers through service quality. In other words, it will show the psychology of the company related to providing quality service to the customer. Also, there is no autocorrelation between the variables as the Durbin – Watson test value is 1.614 (Table 3).

The dimension – tangibles has a negative association with customer involvement (Table 5). This means there is an existence of an inverse relationship between both the factors.

Table 3. Model 1

Predictors : (Constant), SQ-Empathy, SQ-Tangibles, SQ-Responsiveness, SQ-Assurance					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	.439 ^a	.193	.185	.81377	1.614

Table 4. ANOVA for Model 1

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.086	4	16.772	25.326	.000
	Residual	280.781	424	.662		
	Total	347.868	428			

Table 5. Coefficients for Model 1

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.014	.263		3.851	.000
	SQ-Tangibles	-.056	.047	-.056	-1.174	.241
	SQ-Responsiveness	.253	.050	.244	5.102	.000
	SQ-Assurance	.163	.061	.131	2.698	.007
	SQ-Empathy	.277	.048	.273	5.759	.000

(3) Impact of Personal Involvement on Customer Satisfaction : There is a strong relationship between customer involvement and emotional satisfaction (see Table 6 and Table 7). This means that more involved will be the customer, more emotionally satisfied the customer may feel. This result was expected as involvement will lead to a

Table 6. Model 2

Predictors : (Constant), Involvement					
	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1 (D.V : Satisfaction-Economic)	.072	.005	.003	1.06110	2.065
2 (D.V : Satisfaction-Emotional)	.402	.162	.160	1.05701	1.992

Table 7. ANOVA for Model 2

		Sum of Squares	df	Mean Square	F	Sig.
1 (D.V : Satisfaction-Economic)	Regression	2.496	1	2.496	2.217	.137
	Residual	480.775	427	1.126		
	Total	483.270	428			
2 (D.V : Satisfaction-Emotional)	Regression	92.087	1	92.087	82.423	.000
	Residual	477.070	427	1.117		
	Total	569.157	428			

better relationship and ultimately emotional satisfaction will be experienced by both the parties, however, economic satisfaction may or may not be achieved by the customer because the relational benefits are dependent on the duration of the relationship between both the parties. Also, there is no autocorrelation between the variables as the Durbin – Watson test values are 2.065 and 1.992 (Table 6).

(4) Impact of Relational Benefits on Customer Satisfaction : There is an association between the relational benefits and the satisfaction of customers (Table 8 and Table 9). This directly refers to the logic that in a long – standing relationship, the customers will be much economically and emotionally satisfied (Table 10). This is because of the reason that during the relationship, the parity of mindset will occur, and also, the more involvement from both sides will inculcate the feeling of trust in the relationship. Thus, this will provide economic discounts and emotional happiness to the customers. Also, there is no autocorrelation between the variables as the Durbin – Watson test values are 2.106 and 2.117 (Table 8).

Table 8. Model 3

Predictors : (Constant), Relation-Social, Relation-Confidence					
	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	<i>Durbin-Watson</i>
1 (D.V : Satisfaction-Economic)	.216	.047	.042	1.03987	2.106
2 (D.V : Satisfaction-Emotional)	.367	.135	.131	1.07511	2.117

Table 9. ANOVA for Model 3

		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1 (D.V : Satisfaction-Economic)	Regression	22.624	2	11.312	10.461	.000
	Residual	460.647	426	1.081		
	Total	483.270	428			
2 (D.V : Satisfaction-Emotional)	Regression	76.762	2	38.381	33.206	.000
	Residual	492.395	426	1.156		
	Total	569.157	428			

Table 10. Coefficients for Model 3

		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (D.V : Satisfaction-Economic)	Relation-Confidence	.164	.069	.115	2.372	.018
	Relation-Social	.160	.048	.162	3.348	.001
2 (Satisfaction-Emotional)	Relation-Confidence	.151	.071	.097	2.116	.035
	Relation-Social	.360	.049	.335	7.276	.000

(5) Impact of Customer Satisfaction on Response Behaviors : It can be inferred from Table 11 and Table 12 that loyalty behavior and satisfaction are associated with one another. This means that satisfaction will arouse the emotion of loyalty among the customers, but there is less chance that they will do WOM to their nearby

Table 11. Model 4

Predictors : (Constant),Satisfaction-Emotional, Satisfaction-Economic					
	<i>R</i>	<i>R</i> Square	Adjusted <i>R</i> Square	Std. Error of the Estimate	Durbin–Watson
1 (D.V : Response-Loyalty)	.279	.078	.074	.81275	1.907
2 (D.V : Response-WOM)	.073 ^a	.005	.001	1.07599	1.707

Table 12. ANOVA for Model 4

		Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	Sig.
1 (D.V : Response-Loyalty)	Regression	23.784	2	11.892	18.003	.000
	Residual	281.398	426	.661		
	Total	305.182	428			
2 (D.V : Response-WOM)	Regression	2.610	2	1.305	1.127	.325
	Residual	493.202	426	1.158		
	Total	495.812	428			

Table 13. Coefficients for Model 4

		Unstandardized Coefficients	Standardized Coefficients	<i>t</i>	Sig.	
		<i>B</i>	Std. Error	Beta		
1 (D.V : Response-Loyalty)	Satisfaction-Economic	.183	.037	.230	4.911	.000
	Satisfaction-Emotional	.100	.034	.137	2.924	.004
2 (D.V : Response-WOM)	Satisfaction-Economic	.020	.049	.019	.398	.691
	Satisfaction-Emotional	.063	.045	.068	1.399	.162

acquittances (Table 13). The results of Chen and Chen (2010) are found to be invalid in the Indian context. The reason could be the absence of a long–term relationship with the service provider. If the relationship will be long – standing, then the customers may do WOM in their localities and reach. The relationship between the customer and the service provider plays a major role. Also, there is no autocorrelation between the variables as the Durbin–Watson test values are 1.907 and 1.707 (Table 11).

(6) Impact of Service Quality on Customer Satisfaction : Service quality has an association with customer satisfaction (see Table 14 and Table 15). This is because of the reason that high quality will make the customers perceive that the standards of the service are high relative to other competitors. However, the degree of the effect differs. The dimensions such as tangibles and assurance have a direct impact on economic satisfaction, and again, assurance and empathy have a direct and positive impact on emotional satisfaction (Table 16). The responsiveness and empathy shown by the company will have no impact on economic satisfaction (Table 16).

Tangibles are associated with economic satisfaction, but negatively (Table 16). This means that by focusing more onto the tangibles, the company can reduce the emotional satisfaction. The tangibles should be maintained at an adequate level. Over-qualification of tangibles may reduce emotional satisfaction and responsiveness is not at all found to be associated with emotional satisfaction (Table 16). Overall, responsiveness can neither provide economic satisfaction nor emotional satisfaction.

Table 14. Model 5

Predictors : (Constant), SQ-Empathy, SQ-Tangibles, SQ-Responsiveness, SQ-Assurance				
	<i>R</i>	<i>R Square</i>	Adjusted <i>R Square</i>	Durbin – Watson
1 (D.V : Satisfaction-Economic)	.334	.111	.103	2.036
2 (D.V : Satisfaction-Emotional)	.482	.232	.225	1.986

Table 15. ANOVA for Model 5

		Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	Sig.
1 (D.V : Satisfaction-Economic)	Regression	53.818	4	13.455	13.284	.000
	Residual	429.452	424	1.013		
	Total	483.270	428			
2 (D.V : Satisfaction-Emotional)	Regression	131.968	4	32.992	31.997	.000
	Residual	437.189	424	1.031		
	Total	569.157	428			

Table 16. Coefficients for Model 5

		Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
		<i>B</i>	Std. Error	Beta		
1 (D.V : Satisfaction-Economic)	SQ-Tangibles	0.348	0.059	0.296	5.934	0.00
	SQ-Responsiveness	0.022	0.061	0.018	.361	0.718
	SQ-Assurance	0.151	0.075	0.103	2.010	0.045
	SQ-Empathy	–0.063	0.059	–0.053	–1.067	0.287
2 (D.V : Satisfaction-Emotional)	SQ-Tangibles	–0.126	0.059	–0.099	–2.137	0.033
	SQ-Responsiveness	0.106	0.062	0.080	1.709	0.088
	SQ-Assurance	0.495	0.076	0.311	6.544	0.000
	SQ-Empathy	0.330	0.060	0.255	5.512	0.000

Managerial Implications

Service delivery is the factor with which service providers can positively influence the choices and mindsets of their respective customers. This paper will engage the awareness of the service delivery quality of companies. The key take aways from this paper could be :

- ✎ Identification of gap in actual and expected service delivery.
- ✎ Detailed assessment of dimensions of service delivery.
- ✎ Formulation of viable and correct strategy in the definitive direction.

Conclusion

This study is related to ascertaining the effects of service quality on customer involvement and further examining the effect of involvement on satisfaction, which has a further effect on the responsive behavior of the customers.

The key findings of this paper are discussed below.

First, the results say that with the improvement in every dimension of quality of the service other than tangibles, the customers will be more willing to get involved in the process. This means that by using the dimensions of service quality, the service provider can ask the customers to get much involved in the process. This is required to be strived for by any company because the involvement will provide emotional satisfaction (Yim et al., 2012) at first in the short run, and economic satisfaction in the long run. This means that intrinsic satisfaction is initially achieved (Yang & Lai, 2010 ; Yu, Lu, & Liu, 2010) and later the extrinsic satisfaction is achieved. So, such factors are interrelated with each other. Also, there is a prominent role of emotional satisfaction in the consumption of products in the first instance and later in availing the post-purchase services (Chen & Wang, 2016).

Secondly, the relational benefits are associated with the satisfaction of customers. This means that the quality service facility of any company provides relational benefits such as identifying in regular meetings with customers, providing reliable service, and so on. Higher chances are there that the customers will be economically and emotionally satisfied with the company because of good service supply (Yim et al., 2012). This is usually an objective of every company ; hence, satisfaction will also be experienced by the company as well. So, ultimately, both parties can experience mutual satisfaction by providing relational benefits to the customers (Auh, Bell, McLeod, & Shih, 2007 ; Chen & Wang, 2016 ; Yim, Chan, & Lam, 2012). Such benefits are seen as competitive advantages by companies (Akaka, Koskela-Huotari, & Vargo, 2019).

Thirdly, the results of the study carry forward the findings of various other literature related to service quality. The results say that service quality directly impacts customer satisfaction. Particularly, tangibles and assurance have a direct impact on economic satisfaction and the remaining two dimensions of service quality don't have any impact on customer satisfaction. Also, assurance and empathy have a direct and positive impact on emotional satisfaction ; tangibles have a negative association with emotional satisfaction ; and at last, responsiveness has no impact on emotional satisfaction.

Limitations of the Study and Scope for Future Research

For future studies, researchers can examine whether the duration of the relationship plays a major role in customer satisfaction estimations. The demographic classifications such as gender, age, and income will act as control variables (Sen & Nayak, 2019). So, in the future, the impact of such factors is required to be analyzed to get a broader understanding of the concepts with reference to the Indian atmosphere. Cross-sectional data were collected in this study due to time constraints. So, in order to get a broader understanding of the whole scenario with better clarity and perfection, longitudinal studies are required to be done along with the above said control variables.

Authors' Contribution

Praveen Kumar Pandey conceived the idea and developed qualitative and quantitative design to undertake the study. Dr. Priti Verma extracted research papers of high repute and filtered these based on keywords. Dr. Shruti Trayambak checked the clarity and grammar of the literature noted in the study. The interviews were conducted by Praveen Kumar Pandey and Dr. Priti Verma in colloquial language and some in English. The numerical computations were done by Praveen Kumar Pandey using SPSS 20.0. Praveen Kumar Pandey wrote the manuscript in consultation with both the authors.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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