

A Study on Service Quality Gap Analysis and Customer Satisfaction with Reference to Redserv Global Solutions Limited

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Abstract- This research investigates the discrepancies in service quality and their effect on customer satisfaction at Redserv Global Solutions Limited. The primary aim of this research is to pinpoint the difference between customer expectations and the actual service delivered. Data for the study was gathered from 120 participants using a structured questionnaire. Statistical methods, including percentage analysis, correlation analysis, and the chi-square test, were employed to evaluate the data. The results indicate that customers hold high expectations concerning service reliability, promptness, and staff conduct. The study concludes that while customers are generally content, the company should concentrate on enhancing service efficiency and minimizing service gaps to boost customer satisfaction.

Key words

Quality of Service, Customer Contentment, SERVQUAL Model, Gap in Service, Dependability

Introduction

Service quality is crucial for the success of service organizations. In today's competitive business world, companies must deliver high-quality services to attract and keep customers. Customer satisfaction largely depends on how well the service meets or surpasses customer expectations.

When service performance falls short of what customers expect, it creates a service quality gap. Therefore, it is essential for companies to identify and close this gap to boost customer satisfaction.

The service quality gap is the difference between customer expectations and the actual service delivered. Measuring service quality helps organizations grasp customer needs and enhance their service performance. The SERVQUAL model is commonly used to assess service quality based on five dimensions: reliability, responsiveness, assurance, empathy, and tangibles.

Redserv Global Solutions Limited is a service-based company that offers various services to its customers. The company strives to provide quality service and build long-term relationships with customers. However, customer expectations are rising, so the company must evaluate whether its services meet these expectations.

The main goal of this study is to examine the service quality gap and its effect on customer satisfaction at Redserv Global Solutions Limited. This study helps identify the difference between expected service and perceived service and offers suggestions to improve service quality and customer satisfaction.

Review of Literature

1. **Tjendana and Pralitasari (2024)** found that SERVQUAL dimensions, such as reliability, responsiveness, assurance, empathy, and tangibles, significantly impact customer satisfaction and loyalty.
2. **Arli, Van Esch, and Weaven (2024)** concluded that service quality positively relates to customer satisfaction and loyalty in service organizations.
3. **Liu, Kuai, and Wang (2025)** identified reliability and responsiveness as the most important factors influencing customer satisfaction.
4. **Cui (2025)** found that service quality dimensions greatly affect customer satisfaction and purchase intention.
5. **Ensani (2025)** stated that service quality directly impacts customer satisfaction, which leads to loyalty.
6. **Karume, Nyongesa, and Okutoyi (2025)** identified a gap between customer expectations and actual service performance, particularly in reliability and empathy.

Objective

1. To determine what the client expects from the company's services.
2. To gauge how satisfied clients are with the services provided.
3. to determine the issues that customers have with the services.

Research methodology

Research Design

This study uses a descriptive research design. The purpose of descriptive research is to describe the characteristics of customers and to analyze their expectations and perceptions regarding service quality. This study focuses on identifying the service quality gap and measuring customer satisfaction at Redserv Global Solutions Limited. The data required for the study were collected directly from customers through a structured questionnaire.

Sampling Design

Population: The population of the study consists of customers of Redserv Global Solutions Limited.

Sample Size: A total of 120 respondents were selected as the sample for the study.

Sampling Technique: The convenience sampling method was used in this study. Respondents were selected based on their availability and willingness to participate in the survey.

Source of Data:

Primary data

The study is based only on primary data. Primary data were collected directly from customers using a structured questionnaire.

Data analysis and interpretation

TABLE 1: GENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	69	57%
FEMALE	51	43%
TOTAL	120	120%

INTERPRETATION:

From the survey it is observed that there are 69 males, which is 57%, and females are 51, which is 43%.

TABLE 2: AGE

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	20-25	30	25%
2.	25-35	35	29%
3.	35-45	38	32%
4.	45 above	17	14%
5.	Total	120	100%

INTERPRETATION:

From the survey it is observed that there are 30 aged between 20 and 25, and that is 25%. The age range between 25 and 35 is not 35, and that is 29%. The age between 35 and 45 is 38, and that is 32%. The age above 45 is 17, and that is 14%.

TABLE 3: EDUCATIONAL QUALIFICATION

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	HSC	19	16%
2.	DIPLOMA	20	17%
3.	UG LEVEL	59	49%
4.	PG LEVEL	22	18%
5.	Total	120	100%

INTERPRETATION:

From the survey it is observed that the education of the respondents HSC is 19 and that is 16%. A diploma is 20%, and that is 17%. Undergraduate is 59, and that is 49%. Postgraduate is 22, and that is 18%.

TABLE 4: CUSTOMER TENURE

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Less than 6 months	20	17%
2.	6 months – 1 year	37	31%
3.	1–3 years	39	32%

4.	More than 3 years	24	20%
5.	Total	120	100%

INTERPRETATION:

From the survey it is observed that the customer tenure less than 6 months is 20 and that is 17%. 6 months – 1 year is 37, and that is 31%. 1-3 years is 39, and that is 32% more than 3 years is 24, and that is 20%.

TABLE 5: QUICK SERVICE EXPECTATION

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	80	66%
2.	Agree	25	21%
3.	Neutral	13	11%
4.	Disagree	1	1%
5.	Strongly Disagree	1	1%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that S"Strongly Agree" is 80, and that is 66%. Agreeing is 25 and that is 21%. Neutral is 13, and that is 11%. Disagreement is 1, and that is 1%. Strongly Disagreement is 1, and that is 1%.

TABLE 6: EMPLOYEE POLITENESS

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	65	54%
2.	Agree	44	37%
3.	Neutral	10	8%
4.	Disagree	1	1%
5.	Strongly Disagree	0	0%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 65, and that is 54%. Agree, it's 44 and that is 37%. Neutral is 10, and that is 8%. Disagreement is 1, and that is 1%. Strongly Disagreement is 0, and that is 0%.

TABLE 7: SERVICE ACCURACY

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	75	62%
2.	Agree	36	30%
3.	Neutral	7	6%
4.	Disagree	2	2%
5.	Strongly Disagree	0	0%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 75, and that is 62%. Agreeing is 36 and that is 30%. Neutral is 7, and that is 6%. Disagreement is 2, and that is 2%. Strongly Disagreement is 0, and that is 0%.

TABLE 8: ISSUE RESOLUTION

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	55	46%
2.	Agree	49	41%
3.	Neutral	12	10%
4.	Disagree	3	3%
5.	Strongly Disagree	0	0%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 55, and that is 46%. Agree, it's 49 and that is 41%. Neutral is 12, and that is 10%. Disagreement is 3, and that is 3%. Strongly Disagreement is 0, and that is 0%.

TABLE 9: INFORMATION CLARITY

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	56	47%
2.	Agree	51	43%
3.	Neutral	10	8%
4.	Disagree	1	1%
5.	Strongly Disagree	1	1%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 56 and that is 47%. Agreeing is 51 and that is 43%. Neutral is 10, and that is 8%. Disagreement is 1, and that is 1%. Strongly Disagreement is 1, and that is 1%.

TABLE 10: SERVICE TIMELINESS

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	67	56%
2.	Agree	36	30%
3.	Neutral	13	11%
4.	Disagree	2	2%
5.	Strongly Disagree	2	2%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 67, and that is 56%. Agreeing is 36 and that is 30%. Neutral is 13, and that is 11%. Disagreement is 2, and that is 2%. Strongly Disagree is 2, and that is 2%.

TABLE 11: EMPLOYEE HELPFULNESS

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	58	48%
2.	Agree	41	34%
3.	Neutral	18	15%

4.	Disagree	1	1%
5.	Strongly Disagree	2	2%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 58, and that is 48%. Agree is 41 and that is 34%. Neutral is 18, and that is 15%. Disagreement is 1, and that is 1%. Strongly Disagreement is 2, and that is 2%.

TABLE 12: COMMUNICATION

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	65	54%
2.	Agree	34	28%
3.	Neutral	19	16%
4.	Disagree	2	2%
5.	Strongly Disagree	0	0%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 65, and that is 54%. Agreeing is 34 and that is 28%. Neutral is 19, and that is 16%. Disagreement is 2, and that is 2%. Strongly Disagreement is 2, and that is 2%.

TABLE 13: COMPLAINT HANDLING

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	66	55%
2.	Agree	34	28%
3.	Neutral	17	14%
4.	Disagree	3	3%
5.	Strongly Disagree	0	0%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 66, and that is 55%. Agreeing is 34 and that is 28%. Neutral is 17, and that is 14%. Disagreement is 3, and that is 3%. Strongly Disagreement is 0, and that is 0%.

TABLE 14: RELIABILITY

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	53	44%
2.	Agree	54	45%
3.	Neutral	10	8%
4.	Disagree	2	2%
5.	Strongly Disagree	1	1%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 53, and that is 44%. Agree, it's 54 and that is 45%. Neutral is 10, and that is 8%. Disagreement is 2, and that is 2%. Strongly Disagreement is 1, and that is 1%.

TABLE 15: SATISFACTION

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	61	51%
2.	Agree	40	33%
3.	Neutral	17	14%
4.	Disagree	2	2%
5.	Strongly Disagree	0	0%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 61, and that is 51%. Agreeing is 40 and that is 33%. Neutral is 17, and that is 14%. Disagreement is 2, and that is 2%. Strongly Disagreement is 0, and that is 0%.

TABLE 16: EXPECTATIONS MET

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	51	43%
2.	Agree	50	42%
3.	Neutral	18	15%

4.	Disagree	1	1%
5.	Strongly Disagree	0	0%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 51, and that is 43%. Agree, it's 50 and that is 42%. Neutral is 18, and that is 15%. Disagreement is 1, and that is 1%. Strongly Disagreement is 0, and that is 0%.

TABLE 17: SERVICE DELAY

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	8	7%
2.	Agree	6	5%
3.	Neutral	12	10%
4.	Disagree	78	65%
5.	Strongly Disagree	16	13%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that Strongly Agree is 8, and that is 7%. Agreeing is 6 and that is 5%. Neutral is 12, and that is 10%. Disagree is 78, and that is 65%. Strongly Disagree is 16, and that is 13%.

TABLE 18: SERVICE GAP

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	8	7%
2.	Agree	4	3%
3.	Neutral	13	11%
4.	Disagree	66	55%
5.	Strongly Disagree	29	24%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 8, and that is 7%. Agree is 4, and that is 3%. Neutral is 13, and that is 11%. Disagree is 66, and that is 55%. Strongly Disagree is 29, and that is 24%.

TABLE 19: IMPROVEMENT NEEDED

S.NO	PARTICULARS	NO. OF RESPONDENT	NO. OF PERCENTAGE ANALYSIS
1.	Strongly Agree	11	9%
2.	Agree	17	14%
3.	Neutral	41	35%
4.	Disagree	20	17%
5.	Strongly Disagree	30	25%
6.	Total	120	100%

INTERPRETATION:

From the survey it is observed that "Strongly Agree" is 11, and that is 9%. Agree, it's 17 and that is 14%. Neutral is 41, and that is 35%. Disagree is 20, and that is 17%. Strongly Disagree is 30, and that is 25%.

CORRELATION ANALYSIS

To perform a correlation analysis between employee friendliness and helpfulness (X) and Service Expectations (Y), the Pearson correlation coefficient is calculated. This coefficient measures the strength and direction of the linear relationship between the two variables. The data collected from the questions "Are the employees friendly and "Helpful?" and "Do the services provided meet your expectations?" are used to compute the sample correlation coefficient.

Employee Friendliness and Helpfulness (X)	58	41	18	1	2
Service Expectations (Y)	51	50	18	1	0

Employee Friendliness and Helpfulness (X)	Service Expectations (Y)	X - X̄	Y - Ȳ	(X - X̄)²	(Y - Ȳ)²	(X - X̄)(Y - Ȳ)
58	51	34	27	1156	729	918
41	50	17	26	289	676	442
18	18	-6	-6	36	36	36
1	1	-23	-23	529	529	529
2	0	-22	-24	484	576	528
120	120	0	0	2494	2546	2453

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

$$r = \frac{2453}{\sqrt{2494 \times 2546}}$$

$$r = \frac{2453}{\sqrt{6359724}} = \frac{2453}{2521.86}$$

$$r \approx 0.97$$

Conclusion:

There is a highly positive relationship between the two variables.

$r = 0.97$ —Strong positive correlation.

CHI-SQUARE TEST

Assessing the relationship between gender and overall service quality satisfaction.

Null Hypothesis (H₀):

There is no significant association between gender and overall service quality Satisfaction.

Alternative Hypothesis (H₁):

There is a significant association between gender and overall service quality. Satisfaction.

Gender	Strongly Agree	Agree	Neutral	Disagree	Total
Male	36	21	10	2	69
Female	25	19	7	0	51
Total	61	40	17	2	120

CHI-SQUARE TEST			
Chi-Square Test	Value	DF	Asymptotic Significance(2-sided)
Pearson Chi-Square	2.36	4	0.67
No. of Valid Cases	120		

Conclusion:

Here, the P-value is greater than 0.05, so we are going to accept the null hypothesis.

(H₀) and reject the alternative hypothesis (H₁). Therefore, there is no significant association between gender and overall service quality satisfaction.

p-value (0.67) > 0.05 → Accept Null Hypothesis H₀

FINDINGS

1. The majority of the respondents are male (57%).
2. The majority of the respondents are from the age group of 35–45 years. (32%).
3. The majority of the respondents are undergraduate (49%).
4. The majority of the respondents have been using the company's services for

1–3 years (32%).

5. The majority of the respondents strongly agreed that they expect the company to provide quick service (66%).

6. The majority of the respondents strongly agreed that they expect employees to be polite and professional (54%).

7. The majority of the respondents strongly agreed that they expect accurate and error-free service from the company (62%).

8. The majority of the respondents strongly agreed that they expect the company to resolve issues quickly (46%).

9. The majority of the respondents strongly agreed that employees should provide clear information about services (47%).

10. The majority of the respondents strongly agreed that the company provides services on time (56%).

11. The majority of the respondents strongly agreed that employees are friendly and helpful (48%).

12. The majority of the respondents strongly agreed that employees provide clear communication about services (54%).

13. The majority of the respondents strongly agreed that the company handles complaints effectively (55%).

14. The majority of the respondents agreed that the company provides reliable services (45%).

15. The majority of the respondents strongly agreed that they are satisfied with the overall service quality (51%).

16. The majority of the respondents strongly agreed that the services provided meet their expectations (43%).

17. The majority of the respondents disagreed that they experience delays in service delivery (65%).

18. The majority of the respondents disagreed that the service provided is sometimes below their expectations (55%).

19. The majority of the respondents were neutral that the company needs to improve its service quality (35%).

SUGGESTIONS

1. The company should focus on improving service quality to reduce the service gap.
2. The company should provide more training to employees to improve communication skills.
3. The company should try to resolve customer issues more quickly.
4. The company should collect customer feedback regularly to improve service quality.
5. The company should maintain service reliability and accuracy to increase customer satisfaction.
6. The company should improve response time to customer queries and complaints.
7. The company should continue to provide polite and professional service to customers.

CONCLUSION

The study titled "A Study on Service Quality Gaps at Redserv Global Solutions Limited" was conducted to understand the gap between customer expectations and the actual service provided by the company. The study shows that customers have high expectations regarding quick service, accuracy, employee behavior, and communication. The findings reveal that most of the respondents are satisfied with the service quality provided by the company. The company provides services on time. Employees are friendly and helpful, and complaints are handled effectively. However, there is still a small service gap in areas such as quick issue resolution and service improvement. Therefore, the company should take necessary steps to improve service quality and reduce the service gap. Overall, the study concludes that the company provides good service quality, and most customers are satisfied with the services.

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