Abstract

Present research work was conducted with the major objectives to investigate the relationship between service quality and customer satisfaction in Direct To Home (DTH) services in districts Kangra, Solan, and Shimla of Himachal Pradesh. After conducting a pilot study, the final questionnaire has been developed in order to capture all the aspects of service quality, customer satisfaction, selected behaviour intensions and specifically addresses issues concerning the DTH sector.

For this study, a sample of seven hundred and sixty one (761) respondents was selected by convenient sampling technique. Service quality in relation to DTH services consists of nine dimensions: assurance, reliability, tangibles, empathy, responsiveness, network quality, convenience, price and service operations. Results of correlation analysis revealed that the nine dimensions are positively associated with service quality, customer satisfaction and behavioural responses.

On the basis of statistical findings, it was found that only five service quality dimensions (Assurance, Network Quality, Empathy, Convenience and Service Operations) have significant influence on customer perceived service quality and are significant drivers of overall customer perceived service quality in Direct-To-Home (DTH) sector. Out of nine dimensions taken for the study, only four dimensions (Tangibles, Network Quality, Price and Service Operations) have significant positive influence on customer satisfaction and are the predictors of customer satisfaction in DTH sector. Furthermore, it was also found that Tangibles, Service Operations, Price and Network Quality are the main predictors of recommending behaviour in Direct-To-Home (DTH) sector, and the dimensions of Assurance and Network Quality were found as significant determinants of switching intensions. Moreover, service quality perception varies across the various DTH service providers and significant mean difference was found for service quality among different DTH service providers.

Key Words: Behaviour Intensions, Customer Satisfaction, Direct To Home Services, Service Quality etc.