



# “A DEEPLY STUDY ON SERVICE QUALITY DIMENSION OF PROVIDED BY THE INDIAN DEPARTMENT OF POST – WITH SPECIAL REFERENCE TO JAMNAGAR CITY OF GUJARAT ”

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## ► ABSTRACT:

► Postal service very important part of the service marketing. So History of the The 164 years ago, Indian department of post is oldest government institution in Indian service sector. History of the Indian post office is tracked back to British rule. Act was enacted in 1<sup>st</sup> October 1854, and first post office was established in Mumbai, and Head quarter arrived to New Delhi- (India) and another arrived to Head quarter to Ahmedabad-(Gujarat) the postal network of big over 1,55,000 branches outlets in the world in India (9046 post office arrived in Gujarat state). and famous slogan known that for the department of post : “ DAK SEVA, JAN SEVA” Reliability, Responsiveness, Assurance, Tangibility, Empathy, very important role play in dimension of service sector . So The Indian postal department is continuing to meet its business needs without losing of social responsibilities.

**(KEY WORDS :** Postal Service, Department Of Post, Service Quality, Dimension Of Service Quality, Social-Responsibility )

## 1. INTRODUCTION :

► The Department of Post comes under the Ministry of Communications and Information Technology. World international post day celebrating in 9<sup>th</sup> octomber the whole country has been divided into twenty two postal circles. India has the largest Postal Network in the world with (2018) over 1, 55,204 post offices of which 1, 39,046 (89.59%) are in the rural areas and 16158 (10.41%) are in urban areas. It employs over half a million employees- approximately 5, 66,000 people work in this sector.. Missions and vision needed to improve the facility like i.e. speed post, registered post, money order, parcel facility, kisan vikas patra, money order, bills payment facility, IMO, EMO saving scheme, pensions facilities, credit and smart/debit card facilities, travelers check facilities , draft , overdraft And mail parcel, bio metric payment, money transfer, banking, insurance and retail services with speed and reliability, to provide services

to the customers on value-for-money basis, to ensure that the employees are proud to be its main strength and serve its customers with a human touch.

## 2 LITERATURE REVIEW:

SR. No.	Authors	Main - Description/Result
(2.1)	<i>(Dr.) Charusheel Birajdar And (Prof.) Akshata Joshi (2016)</i>	► In this research article focus on maintained carefully customer profit area main objective of any organization/Institution, but quality of service mostly effect to them Indian postal service. Customer satisfaction mostly used to them.
(2.2)	<i>Mr. Anburiya (2017)</i>	► Today era very competitive, day by day something new situation created to them so railway service one of the most important effect on the passenger satisfaction. Railway one of the mos big platform for the services researcher focus on different dimensions like : reliability, empathy, tangibility, assurance, responsiveness, its very effective on southern railway in Madurai city. 400 respondents statement collected by the researcher t-test , f-test, percentage analysis.etc. methods used to them and main result founded by the researcher over all quality of service and customer satisfaction , safety, department, management, system developing to them so need for the improvement level of this valuable services.
(2.3)	<i>S.Vijay Anand And M. Selvaraj (2018)</i>	► This research article focused on empirical study to India's post office saving banking sector with customer perception. primary data collected by the researcher with 106 respondents statement by the convince sampling method through application of like factor analysis , weighted score, chi-square test used them in this study SERVQUAL model used and it indicated that negative value.
(2.4)	<i>Komal Pancholi (2018)</i>	► In this article researcher focus on perception and expectation of service quality in post office and saving banks with SERVQUAL model also used to them Its very important aspect of the investors' perception of Udaipur city. this study basically conducted to five dimensions used like Tangibility, Reliability, Responsiveness, Empathy, Assurance. Researcher primary data collected to them and 5 point scaling used to them consider the sample size 50 respondents statement result founded that 5 dimensions have very important role play in good (POSB – post office saving bank) , and investor also very important part of the service quality in post office saving bank of Udaipur city.

### 3 RESEARCH METHODOLOGY:

<b>(3.1) TITLE OF THE STUDY :</b>	“A DEEPLY STUDY ON SERVICE QUALITY DIMENSION OF PROVIDED BY THE INDIAN DEPARTMENT OF POST – WITH SPECIAL REFERENCE TO JAMNAGAR CITY OF GUJARAT”
<b>(3.2) OBJECTIVES OF THE STUDY :</b>	<ul style="list-style-type: none"> <li>▶ To understand the concept of department of post and its services of Jamnagar.</li> <li>▶ To understand the concept of service quality dimensions Of Jamnagar.</li> <li>▶ To understand the aspect of service quality dimensions in department of post Of Jamnagar.</li> </ul>
<b>(3.3) NEED/ IMPORTANCE OF THE STUDY :</b>	▶ The department of post is one of the leading and renowned government agencies, hence to become a leader it is important to understand the opportunity, threat , weakness and strengths of the department.
<b>(3.4) SCOPE OF THE STUDY:</b>	▶ Jamnagar City (state- Gujarat)
<b>(3.5) SAMPLE SIZES OF THE STUDY:</b>	▶ 50 - Respondents
<b>(3.6) TYPE OF THE STUDY :</b>	▶ Help Of Survey Research
<b>(3.7) SOURCES :</b>	▶ Primary Data i.e. Questionnaire
<b>(3.8) SAMPLING TECHNIQUE :</b>	▶ Convenience sampling
<b>(3.9) UNIVERSE OF THE STUDY:</b>	▶ All Postal Service Users (JAMNAGAR CITY-GUJARAT)
<b>(3.10) TOOLS AND TECHNIQUE:</b>	▶ Percentage Analysis & ANOVA

### 4. FIGURES AND TABLES :

**TABLE- 1**  
**(PERSONAL DEMOGRAPHIC( PROFILE/FACTOR) OF THE RESPONDENTS)**

<b>Respondents/ (GENDER)</b>	<b>No. of (Respondents)</b>	<b>Percentage/ (%)</b>
MALE	32	64 %
FEMALE	18	36 %
<b>Total</b>	<b>50</b>	<b>100%</b>

<b>Respondents/ (AGE-Year)</b>	<b>No. of /(Respondents)</b>	<b>Percentage/ (%)</b>
Below-20Year	15	30%
21-40Year	21	42%
41-60Year	09	18%
60-Year Above	05	10%
<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Respondents (Marital status)</b>	<b>No. of (Respondents)</b>	<b>Percentage (%)</b>
Married	13	26%
Unmarried	37	74%
<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Respondents (Occupation)</b>	<b>No. of (Respondents)</b>	<b>Percentage (%)</b>
Professional	19	38%
Business	18	36%
Employee	09	18%
Others	04	08%
<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Respondents (Annual Income)</b>	<b>No. of (Respondents)</b>	<b>Percentage (%)</b>
Below 10,000Rs	12	24%
10,001 Rs -25,000 Rs	14	28%
25,001 Rs -50,000 Rs	10	20%
Above 50,000 Rs	04	08%
<b>Total</b>	<b>50</b>	<b>100%</b>

<b>Respondents (Education Qualification)</b>	<b>No. of (Respondents)</b>	<b>Percentage (%)</b>
Ssc	10	20%
Hsc	11	22%
Graduate	13	26%
Post Graduate	14	28%
Other	02	04%
<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Respondents (Family Type)</b>	<b>No. of (Respondents)</b>	<b>Percentage (%)</b>
Joint	40	80%
Nuclear	10	20%
<b>Total</b>	<b>50</b>	<b>100%</b>

(Source: Primary Data Survey )

#### ► Interpretation:

► Above table-1 clearly show as the personally demographic wise profile of respondents, statement so it is Described on the clearly show that 64% were respondents male and 36% were female , next one Age classification clearly show that above table highest majority given to age below-20, and 21-40 years age group with 30% and 42% respectively then next classification about marital status - 26% respondents were married and only 74% respondents were unmarried., next one classification show about that business man and Profession of respondents highest majority given to 38% & 36% respectively it is other other level person given to low8% score in percentage . next classification clearly show that profession of respondents its highest majority given to 38% and 8% joint the other profession. next one classification is education qualification wise 28% respondents P.G. ITS highest majority and low majority given to other qualification like only 2% other qualification next one described on the type of family 80% respondents were joint family and only 20% respondents is belong to nuclear family.

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**TABLE NO.- 2***(Prefer To Visit About Respondents)*

<b>Particular</b>	<b>No. of (Respondents)</b>	<b>Percentage (%)</b>
Head Post Office	45	90%
Sub Post Office	05	10%
<b>Total</b>	<b>50</b>	<b>100%</b>

**(Source: Primary Data Survey )****► Interpretation:**

► Above Table NO.-2 classified - clearly show that 90% respondents were prefer to visit H.P.O. and only 10% respondents were prefer to visit S.P.O. respectively

**TABLE NO.- 3***(Frequency Of Visit About Respondents)*

<b>Particular</b>	<b>No. of (Respondents)</b>	<b>Percentage (%)</b>
Daily	08	16%
Weekly	06	12%
Monthly	30	60%
Occasionally	06	12%
<b>Total</b>	<b>50</b>	<b>100%</b>

**(Source: Primary Data Survey )****► Interpretation:**

► Above Table NO. – 3 classified clearly show that frequency visit : 60% respondents were visit monthly its highest majority and 12% also visit like , occasionally & weekly.

**TABLE NO.- 4***(Collection of Information About Postal Services Of Respondents)*

<b>Particular</b>	<b>No. of (Respondents)</b>	<b>Percentage (%)</b>
Direct Visit	38	76%
Newspaper	01	02%



Internet	10	20%
Radio	00	00%
Television	00	00%
Agent	01	02%
<b>Total</b>	<b>50</b>	<b>100%</b>

(Source: Primary Data Survey )

► **Interpretation:**

► Above Table NO. – 4 classified collection of information about postal service of respondents : highest majority given to direct visit -76% and only 2% respondents were collect information newspaper and agent through.

**TABLE NO.-5**

*F- Test with Occupation And Tangibility Dimension*

**Statistical Tool of F-Test (ANOVA – Analysis of Variance) In Tangibility Dimension :**

(1)

**-: HYPOTHESIS OF STUDY:-**

**H0 :** There is no significant difference in tangibility dimension of service quality among occupation of respondents in Jamnagar region of Gujarat.

**H1 :** There is significant difference in tangibility dimension of service quality among occupation of respondents in Jamnagar region of Gujarat

(Table : Statistical Tool of *F-Test* (ANOVA) in Tangibility Dimension)

Source of Variation	Sum of Squares (SS)	Degree of Freedom (D.F.)	Mean Square (MS)	F- ratio	Critical Value F (At 5%)
Between Service Quality Among Occupation of Respondents	2867.5	3	409.6429	0.000604	2.3127412
Within Service Quality Among occupation of Respondents	21707749.6	16	678367.2		
<b>Total</b>	<b>21710617.1</b>	<b>19</b>			

(Source: Primary Data Survey)

**Interpretation:**

The above table shows that calculated value of F test- is 0.000604 and table value of F test is 2.3127412 At 5% level of significance. So calculated value is less than table value Therefore, H<sub>0</sub>(Null Hypothesis) is accepted and H<sub>1</sub>(Alternative Hypothesis) is rejected .hence it can be concluded that there is no significant difference in tangibility dimensions of service quality among occupation of respondents in Jamnagar Region Of Gujarat .

**5. SUGGESTIONS :**

Sr. No.	Particular
5.1	More District Also covered For better future & Advertisement need to developed situation
5.2	Some others factors also need to improvement development. & other service like foreign service need to improvement
5.3	Legalization factor & other dimension better study helpful to them.

**6. MAIN FINDINGS :**

Sr. No.:	<i>Percentage – Analysis Result</i>
6.1	<p>► Above table-1 clearly show as the personally demographic wise profile of respondents, statement so it is Described on the clearly show that 64% were respondents male and 36% were female , next one Age classification clearly show that above table highest majority given to age below-20, and 21-40 years age group with 30% and 42% respectively then next classification about marital status - 26% respondents were married and only 74% respondents were unmarried., next one classification show about that business man and Profession of respondents highest majority given to 38% &amp; 36% respectively it is other other level person given to low8% score in percentage . next classification clearly show that profession of respondents its highest majority given to 38% and 8% joint the other profession. next one classification is education qualification wise 28% respondents P.G. ITS highest majority and low majority given to other qualification like only 2% other qualification next one described on the type of family 80% respondents were joint family and only 20% respondents is belong to nuclear family.</p>
6.2	90% respondents were prefer to visit H.P.O. and only 10% respondents were prefer to visit S.P.O. respectively



<b>6.3</b>	60% respondents were visit monthly its highest majority and 12% also visit like , occasionally & weekly.
<b>6.4</b>	collection of information about postal service of respondents : highest majority given to direct visit -76% and only 2% respondents were collect information newspaper and agent through.
<b><i>ANOVA – TEST Result</i></b>	
<b>6.5</b>	The above table shows that calculated value of F test- is 0.000604 and table value of F test is 2.3127412 At 5% level of significance. So calculated value is less than table value Therefore, H0(Null Hypothesis) is accepted and H1(Alternative Hypothesis) is rejected .hence it can be concluded that there is no significant difference in tangibility dimensions of service quality among occupation of respondents in Jamnagar Region Of Gujarat .

## 7. LIMITATIONS :

Sr No.	Particular
<b>7.1.</b>	This study consider only of <b>JAMNAGAR</b> city of Gujarat
<b>7.2</b>	Primary Data used
<b>7.3</b>	Time Consuming
<b>7.4</b>	costly
<b>7.5</b>	Limited Sample Size
<b>7.6</b>	limited Demographic factor
<b>7.7</b>	Youth people

## 8. FUTURE SCOPE :

Sr No.	Particular
<b>8.1.</b>	Other District/City wise
<b>8.2</b>	National/International Level
<b>8.3</b>	Other Demographic Factors wise
<b>8.4</b>	Other Currency Wise

8.5	Other Dimension Wise
8.6	Other Tools And Techniques Wise

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► **Web Links :**

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