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A STUDY ON SERVICE QUALITY WITH SPECIAL REFERENCE TO URBAN COMPANY SERVICES, HYDERABAD

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ABSTRACT

Service quality is the key to customer satisfaction. In this competitive environment, purchase intention of the customer depends on service quality by companies to retain the customer value lifetime. The Objective is to study the service quality model based on literature study and to study the demographics and correlation among the SERQUAL dimensions.The present study explores the services provided by urban company and its impact of urban company service quality on customer satisfaction. A random sampling method with 256 respondents was considered for the study. Correlation and chi-square is used to analysis the data. Service Quality model is used to find the gaps in services provided by Urban Company. Service gap is the gap which arises between the expected service and perceived gap. In order to study the Service gap and customer satisfaction level at URBAN company, five dimensions like Tangibility, Reliability, Responsiveness, Assurance and Empathy were considered for the study. To analyse the relationship between SERVQUAL variables Pearson's Correlation Coefficient is used for the study and to analyse the demographics impact of SERVQUAL standards on urban company service quality Pearson's Chi-Square test has been used for the study. According to the study, there is a high positive correlation among SERVQUAL variables and also it is observed that demographics includes age, gender and Income are influencing the Urban company service quality. Further research can be conducted because the study is limited to Hyderabad.

Key Words: Urban Company Services, Customer Expectation, Service quality standards, SERVQUAL, Tangibles, Empathy, Service gap model.

1 Introduction

Service Quality is the means to measure customer satisfaction. The origins of service quality have begun in banking industry under increasing pressure to demonstrate their sectors services to customers focused. Later this practice of continuous improvement in services is being delivered by considering financial and resources constraints under which service industries are managed as it is essential that customer satisfaction is properly met and measured that from the customer satisfactions, any gaps in services quality are identified. This will enable the managers in identifying cost effective ways of addressing the service quality gaps and of prioritizing which gaps to focus on a critical decision given scare resources.SERVQUAL Model is one of the popular modelsfor quality research of services and the most common application in the marketing research. This model is derived from the study of Parasuraman, ZeithamI, and Berry in 1985 based on expectation – perception gap model. In 1985 work, Parasuraman, et.al., illustrated that consumers' quality perceptions are influenced by a series of four distinct gaps occurring in organizations.

Many new products are emerging in the 21st century markets but the challenging point to those products is to survive for long time. Products take its surviving for some reasons like its features, quality, durability, service availability and may be of some other reasons too. Service is the key activity to engage the customers. Even if an organization has the best product in the market but if it misses out on providing an equally good service, then the chances of getting complete success might be in lose.That's where understanding about the need and importance of service quality and how it can be kept at its best. Therefore, the present study intensified to cover major objectives as to explore about the services provided by urban company and also to analyse the impact of urban company service quality on customers' satisfaction.

1.1About Urban Company

Urban Company is a technology platform offering a variety of services at home. Their vision is to empower millions of professionals worldwide to deliver services at home like never experienced before. Customers use their platform to book services such as beauty treatments, haircuts, massage therapy, cleaning, plumbing, carpentry, appliance repair, painting etc. Urban Company delivers these kinds of services in the comfort of customers home and at a time of their choice. They promise their customers a high quality, standardised and reliable service experience. To fulfil this promise, their company works closely with their hand-picked service partners, also enable them with technology, training, products, tools, financing, insurance and brand, helping them succeed and deliver on their promise. They do this promise by providing a platform that allows skilled and experienced professionals to connect with users looking for specific services. Once in that platform, their match- making algorithm identifies professionals who are closest to the customers' requirements and available at the requested time and date.

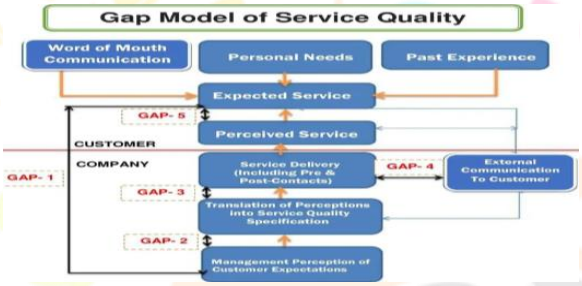
2 REVIEW OF LITERATURE

Service quality

(Zeithmal,2000) service quality is the customer satisfaction for service delivery offering by the organisation which covers the perception and opinions of the customers. (Karatepe,2013) service quality has an implication on profitability of the organisation. Due to its intangibility in nature,service quality is complex which includes multiple attributes and changes rapidly which will facilitate particular measurement. Service quality if performed in perfect and constant manner will gradually maintain long term relationship with customers. (Toelle, 2006) If markets can understand how to assess the attributes, the staging process will be more efficient and can be simplified. (Ananth et al, 2011) Due to Internet, one customer dissatisfaction viral video can create a negative impact and can destroy the company reputation. Word of mouth plays a vital role in service quality. Any information whether it is positive or negative can spread extremely and it can impact the positivity or negativity of the organisation. (Ananth et al., 2011). Because of its intangibility, measuring service quality is difficult, so service quality should set and manifest the values, regulations and standards. This may also include both verbal and nonverbal communication, internal and external factors etc.(Ronzina, 2010).According to Archokava , 2013 Service quality should create truth, credibility, responsivenss, timeliness and support with tangibles. There is a need of functions to be carried by these three organisation groups which includes Employer, Employees and customers. Employers should be able to attract the client through competitive advantage and enable customer trust and loyalty. Employees should be trained properly to provide the service and maintain competitive edge. The process of working model should create ease and convince to customers. Customers should be able to develop trust in the buying process. Because in service industry, 3Ps plays a major role, people, process and physical evidence. People are the main assets to the organisation in service sector and it creates a very huge impact on the success of the organisation. Process talks about the service delivery process and it should be followed in a sequence. Physical evidence to support the intangibility of service.Product or services can be distinguished under four categories. Four categories are Intangibility, Inseparability. Variability and perishability. (Regan 1963, Intangibility of buying which cannot be touched, felt and smelled etc. In service industry, services need to be performed simultaneously (Gronroos, 1978).Inseparability, In order to provide services both service receiver and service provider presence should be there and the channel of providing the service is short run whereas the channel for products is long run. Heterogeneity emphasis on variability of the service provided and high variability in the service provided will create problem to the organisation. (Zeithmal et al, 1985). Service offered depends on the performance and it requires both physical and mental conditions.

(Rathmell, 1966) In services, services cannot be stored because of its Perishability;here services cannot be stored and used for later consumption.

The SERVQUAL model was first developed in 1988 by A. Parasuraman, L. Berry, and V. Zeithaml and implemented by American companies with the initial emphasis on quality systems development; this is a five gap model in service quality to understand the gap that arises between customer expectation and service delivery. This model depicts the misperception in service quality and suggests five specific dimensions like Tangibility, Reliability, Responsiveness, Assurance and Empathy to overcome the misperception and improve customer satisfaction in service delivery. According to the author David Garvin, in his article, service quality can be measured under eight dimensions which include aesthetics, conformance, durability, features, reliability, serviceability, performance and perceived prestige. But finally Parasuram and two other authors confirmed that there are only five dimensions to measure service quality which includes tangibles, reliability, empathy, assurance and responsiveness.Coulter & Coulter (2022) has comprehended a "Contingency model of trust" intensely tell about Trust also being one of the important factor plays a prominent role in maintain long term relationship with customer.Voss (2003) examines the theories in service quality and its importance on technology and its dimensions on service quality. Automation in technology has helped the service organisation to bridge the gap between service quality and its satisfaction level.



Parasuraman (1985) provides a framework on service quality dimensions. Service quality gap model explains the gap that arises in service delivery and customer service satisfaction level. According to Exploratory research and focus group interview, the author identifies the gaps the arises in service quality and delivery. Based on that below are the gap identified.The author explains the 5 gap model in measuring service quality. Parasuraman et al., 1985, lovelock and wirtz,2011 explains about GAP analysis.

The first gap is Customer expectation and management perceptions gap, here the gap arises due to misunderstanding by the management and not able to satisfy the customers. Management is not able to understand the expectation of the customers. This is also known as knowledge gap.

(Lapaas, 2019) The second gap is Management perception and service quality specification. Here the management has identified the customer requirement but not able to deliver the services. This can be due to various constraints link market conditions, resource availability and many more. This is also known as policy gap.

The third gap is service quality specification and service delivery gap. Here the gap arises because they are not assure quality performance. Here employees play a major role in service gap delivery. Recruiting the right employees and checking the technical specification and operations is required to overcome this gap. This is also called delivery gap.

(Lapaas, 2091) The fourth gap is service delivery and external communication gap. External communication is the communication done by the organisation through advertisement and other means, here the customers believe what the organisation communicates. If there is a gap that arise between what is communicated and what is delivered. So the organisation should communicate clearly and should not overpromise to customers. This is also called communication gap.

The fifth gap is Expected service versus perceived service gap. This is also service quality gap and ensures the service quality is exceeding the expectations or at least meeting the expectation or not meeting the expectations. This map arises due the misunderstanding the previous gap, so the mistakes need to be identified in the previous gap so that this gap can be solved.

Love lock (1994) added sixth gap the service delivery and perceived service i.e. Perception gap. These gaps arise in serving the customer. Author has identified the determinants to reduce the gap that arises between services delivered and customer satisfaction and has summarized under five dimensions.According to Parasuraman, The determinants of service quality include reliability, responsiveness, competence, access, communication, credibility,security,understanding the customers and

credibility.Parasuraman (1988) summarised all these dimensions into 5 dimensions like Tangibilty, Reliability, Responsiveness, Empathy and Assurance. (Fitzsimmons, 2001) Tangibles are essentially required for service sectors. These are physical appearance that creates confidence to customers to believe, trust and purchase the products. These are physical appearance, materials, employee dressing, industry related equipment's that lifts organisational appearance. Service organisations should be reliable i.e able to perform as promised within the time frame and able to address the issue based on the time factors. Johnston (1997) Responsiveness is willingness to help the customer promptly and address the new issue that arises, here proper training and understanding and delivering the customer requirements helps to retain the customers for a longer period of time. (Fripp N D) Assurances is about trustworthy and whether the customers is feeling safe and secure to take the services, employees polite with the customers. Assurance is how companies build confidence from customers in relation to high risk and uncertainty levels. (Wilson et al. 2000) Empathy relates to individual attention and understanding the customers' needs and mind set.

Kotler and Keller (2009 : 138) defines satisfaction as a delighting, satisfaction, dissatisfaction, a feeling or a pleasure for comparing the perceived performance of the product to their expectations.Customer Service Satisfaction is all about the happiness and satisfaction the customer feels and experience in delivering the services (Machirori et al,2011) Service quality and customer satisfaction are positively related for long term relationship and customer loyalty (Baker et al., 2000). Both developing and developed countries are affected by liberalisation and globalisation and are forced to maintain competitive edge (Forsythe, 2012).At any point of time customer will experience some level of satisfaction or dissatisfaction. Customer repeat purchase strongly influences on the purchase of service product and this has an impact on customer loyalty. If the customer is delighted with the services the customers becomes loyal to the brand and do repeat purchase and spread positive word of mouth communication. If the customer is satisfied he will use the same brand and does not repeat purchase. If the customer is dissatisfied he spread negative word of mouth communication and discontinues purchasing the product. There are three dimensions in measuring customer satisfaction universally (Dutka): The first one is related to the product attribute such as value, price and the ability to determine satisfaction and benefit of the product. The second one is service attribute related to service satisfaction which includes promise guarantee, satisfaction level, and problem solving and service delivery. Third one is related to purchase attribute of a decision such as ease of getting information, employee respect and being polite and trustworthy and the impact of company reputation.

3 NEED FOR THE STUDY

Urban Company services are the most emerging needed services to the customers that has ever other companies provided. There are many diversified house hold services where in we are getting it done through different sources. But for the first-time urban clap services has come up with the combo product as a package of fulfilling various household services. As discussed in the above lines, always for any products of unique or existing model butif it misses out on providing an equally quality service then customers may tend to lose interest on such products. Henceforth, this study intended to investigate on quality of services provided Urban Company.

4 SCOPE OF THE STUDY

The study is mainly focused on the services provided by Urban Company located in Hyderabad. This study made an attempt to know the opinions of the customers whom so ever experienced with the services of this company in order to analyse and interpret their satisfaction towards the service quality provided by Urban Company.

5 OBJECTIVES OF THE STUDY

- To explore the service quality model based on literature study.
- To study the correlation among the SERVQUAL dimensions.
- To analyse the demographics impact of SERVQUAL standards on Urban Company service quality.

6 RESEARCH METHODOLOGY

6.1 Data Collection Method: The questionnaire was administrated to the open customers of Telangana State. A random sampling method is applied and 256 customers were responded and are considered for analysis out of total 556samples that were selected through snow ball technique.

6.2 Sampling Technique: Random Sampling through Snow Ball Technique.

6.3 Sample Size: 256

6.4 Statistical Tools and Techniques: Correlation and Chi-Square analysis.

6.5 Software for Data Analysis:SPSS 16.0

7. DATA ANALYSIS AND INTERPRETATIONS

7.1 To explore the service quality model based on literature study.

Service quality is a measure of how an organization delivers its services compared to the expectations of its customers. Customers purchase services as a response to specific needs. They either consciously or unconsciously have certain standards and expectations for how a company's delivery of services fulfils those needs. A company with high service quality offers services that match or exceed its customers' expectations and the reasons of having high quality services are it boosts sales, it saves marketing money, it attracts prospective customers, it leads to repetitive sales, strengthens the brand, also eliminates barriers to sales. The five dimensions of service quality are:

1. **Reliability:** This refers to an organization's ability and consistency in performing a certain service in a way that satisfies its customers' needs. This process involves every step of customer interaction, including the delivery or execution of the good or service, swift and precise problem resolution and competitive pricing. Customers have a certain expectation of reliability in buying a specific product, and a company's success usually depends on its ability to meet those expectations.
2. **Tangibility:** This is an organization's ability to portray service quality to its customers. There are many factors that give a company highly tangible quality, such as the appearance of its headquarters, its employees' attire and demeanor, its marketing materials and its customer service department.
3. **Empathy:** It is how an organization delivers its services in a way that makes the company seem empathetic to its customers' desires and demands. A customer who believes a company truly cares about their well-being is likely to be more loyal to that company.
4. **Responsiveness:** This is a company's dedication and ability to provide customers with prompt services. Responsiveness implies receiving, assessing and swiftly replying to customer requests, feedback, questions and issues. A company with high service quality always responds to customer communication as soon as possible which can often indicate the value a company places on customer satisfaction.
5. **Assurance:** Assurance is the confidence and trust that customers have in a certain organization. This is especially important with services that a customer might perceive as being above their ability to understand and properly evaluate, meaning that there has to be a certain element of trust in the servicing organization's ability to deliver. Company employees need to be mindful of earning the trust of their customers if they want to retain them.

7.2 To study the correlation among the SERVQUAL dimensions:

Table 1: Correlation among the SERVQUAL Variables

Correlations						
		Tsc	Rsc	RSsc	Asc	Esc
Tsc	Pearson Correlation	1	.733**	.708**	.596**	.758**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	256	256	256	256	256

Rsc	Pearson Correlation	.733**	1	.745**	.735**	.765**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	256	256	256	256	256
RSsc	Pearson Correlation	.708**	.745**	1	.707**	.778**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	256	256	256	256	256
Asc	Pearson Correlation	.596**	.735**	.707**	1	.713**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	256	256	256	256	256
Esc	Pearson Correlation	.758**	.765**	.778**	.713**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	256	256	256	256	256
**. Correlation is significant at the 5% level (2-tailed).						

7.2.1: In order to analyze the relationship between Tangibles and Reliability, Responsiveness, Assurance, Empathy at Urban Company, Pearson correlation coefficient is calculated using SPSS software and the results of the same are presented in table 1

Correlation between Tangibles and Reliability: The r value is 0.733, indicates that there is high degree of positive correlation between Tangibles and Reliability. The correlation was found to be significant at 5% level of significance.

Correlation between Tangibles and Responsiveness: The r value is 0.708, indicates that there is high degree of positive correlation between Tangibles and Responsiveness. The correlation was found to be significant at 5% level of significance.

Correlation between Tangibles and Assurance: The r value is 0.596, indicates that there is moderate degree of positive correlation between Tangibles and Assurance. The correlation was found to be significant at 5% level of significance.

Correlation between Tangibles and Empathy: The r value is 0.758, indicates that there is high degree of positive correlation between Tangibles and Empathy. The correlation was found to be significant at 5% level of significance.

7.2.2: In order to analyze the relationship between Reliability and Tangibles, Responsiveness, Assurance, Empathy at Urban Company, Pearson correlation coefficient is calculated using SPSS software and the results of the same are presented in table 1

Correlation between Reliability and Tangibles: The r value is 0.733, indicates that there is high degree of positive correlation between Reliability and Tangibles. The correlation was found to be significant at 5% level of significance.

Correlation between Reliability and Responsiveness: The r value is 0.745, indicates that there is high degree of positive correlation between Reliability and Responsiveness. The correlation was found to be significant at 5% level of significance.

Correlation between Reliability and Assurance: The r value is 0.735, indicates that there is high degree of positive correlation between Reliability and Assurance. The correlation was found to be significant at 5% level of significance.

Correlation between Reliability and Empathy: The r value is 0.765, indicates that there is high degree of positive correlation between Reliability and Empathy. The correlation was found to be significant at 5% level of significance.

7.2.3: In order to analyze the relationship between Responsiveness and Tangibles, Reliability, Assurance, Empathy at Urban Company, Pearson correlation coefficient is calculated using SPSS software and the results of the same are presented in table 1

Correlation between Responsiveness and Tangibles: The r value is 0.708, indicates that there is high degree of positive correlation between Responsiveness and Tangibles. The correlation was found to be significant at 5% level of significance.

Correlation between Responsiveness and Reliability: The r value is 0.745, indicates that there is high degree of positive correlation between Responsiveness and Reliability. The correlation was found to be significant at 5% level of significance.

Correlation between Responsiveness and Assurance: The r value is 0.707, indicates that there is high degree of positive correlation between Responsiveness and Assurance. The correlation was found to be significant at 5% level of significance.

Correlation between Responsiveness and Empathy: The r value is 0.778, indicates that there is high degree of positive correlation between Responsiveness and Empathy. The correlation was found to be significant at 5% level of significance.

7.2.4: In order to analyze the relationship between Assurance and Tangibles, Reliability, Responsiveness, Empathy at Urban Company, Pearson correlation coefficient is calculated using SPSS software and the results of the same are presented in table 1

Correlation between Assurance and Tangibles: The r value is 0.596, indicates that there is moderate degree of positive correlation between Assurance and Tangibles. The correlation was found to be significant at 5% level of significance.

Correlation between Assurance and Reliability: The r value is 0.735, indicates that there is high degree of positive correlation between Assurance and Reliability. The correlation was found to be significant at 5% level of significance.

Correlation between Assurance and Responsiveness: The r value is 0.707, indicates that there is high degree of positive correlation between Assurance and Responsiveness. The correlation was found to be significant at 5% level of significance.

Correlation between Assurance and Empathy: The r value is 0.713, indicates that there is high degree of positive correlation between Assurance and Empathy. The correlation was found to be significant at 5% level of significance.

7.2.5: In order to analyze the relationship between Empathy and Tangibles, Reliability, Responsiveness, Assurance at Urban Company, Pearson correlation coefficient is calculated using SPSS software and the results of the same are presented in table 1

Correlation between Empathy and Tangibles: The r value is 0.758, indicates that there is high degree of positive correlation between Empathy and Tangibles. The correlation was found to be significant at 5% level of significance.

Correlation between Empathy and Reliability: The r value is 0.765, indicates that there is high degree of positive correlation between Empathy and Reliability. The correlation was found to be significant at 5% level of significance.

Correlation between Empathy and Responsiveness: The r value is 0.778, indicates that there is high degree of positive correlation between Empathy and Responsiveness. The correlation was found to be significant at 5% level of significance.

Correlation between Empathy and Assurance: The r value is 0.713, indicates that there is high degree of positive correlation between Empathy and Assurance. The correlation was found to be significant at 5% level of significance.

7.3 To analyse the demographics impact of SERVQUAL standards on Urban Company service quality.

To measure the impact of SERVQUAL standards on Urban company service quality, Pearson's Chi-Square test was used demographics wise and the results were observed as shown in the below tables.

7.3.1.1 Gender impact on Tangibles

Table 2: Gender impact on Tangibles

Tangibles (T)- Gender	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.342[a]	11	**.000**
Likelihood Ratio	49.124	11	.000
Linear-by-Linear Association	7.748	1	.005
N of Valid Cases	256		

It is observed from table 2, that the p value is 0.000, it means Gender wise there is an impact on tangibles as the p value is less than 0.05%. Hence, Gender wise, Tangibles standardsare dependent in influencing the service quality at Urban Company.

7.3.1.2 Age impact on Tangibles

Table 3:Age impact on Tangibles

Tangibles (T)- Age	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	77.863[a]	33	**.000**
Likelihood Ratio	78.540	33	.000
Linear-by-Linear Association	5.181	1	.023
N of Valid Cases	256		

It is observed from table 3, that the p value is 0.000, it means Age wise there is an impact on tangibles as the p value is less than 0.05%. Hence, Age wise, Tangibles standards are dependent in influencing the service quality at Urban Company.

7.3.1.3 Income impact on Tangibles

Table 4: Income impact on Tangibles

Tangibles (T)- Income	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	82.582[a]	44	**.000**
Likelihood Ratio	85.004	44	.000
Linear-by-Linear Association	5.282	1	.022
N of Valid Cases	256		

It is observed from table 4, that the p value is 0.000, it means income wise there is an impact on tangibles as the p value is less than 0.05%. Hence, Income wise, Tangibles standards are dependent in influencing the service quality at Urban Company.

7.3.2.1 Gender impact on Reliability

Table 5:Gender impact on Reliability

Reliability-Gender	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.716[a]	10	**.002**
Likelihood Ratio	31.330	10	.001
Linear-by-Linear Association	11.160	1	.001
N of Valid Cases	256		

It is observed from table 5, that the p value is 0.002, it means gender wise there is an impact on Reliability as the p value is less than 0.05%. Hence, Gender wise, Reliability standards are dependent in influencing the service quality at Urban Company.

7.3.2.2 Age impact on Reliability

Table 6: Age impact on Reliability

Reliability-Age	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	62.437[a]	30	**.000**
Likelihood Ratio	68.834	30	.000
Linear-by-Linear Association	3.163	1	.075
N of Valid Cases	256		

It is observed from table 6, that the p value is 0.000, it means age wise there is an impact on Reliability as the p value is less than 0.05%. Hence, Age wise, Reliability standards are dependent in influencing the service quality at Urban Company.

7.3.2.3 Income impact on Reliability

Table 7:Income impact on Reliability

Reliability-Income	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.449[a]	40	**.090**

Likelihood Ratio	48.817	40	.160
Linear-by-Linear Association	1.960	1	.162
N of Valid Cases	256		

It is observed from table 7, that the p value is 0.090, it means income wise there is no impact on Reliability as the p value is greater than 0.05%. Hence, Income wise, Reliability standards are not dependent in influencing the service quality at Urban Company.

7.3.3.1 Gender impact on Responsiveness

Table 8: Gender impact on Responsiveness

Responsiveness- Gender	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.652[a]	10	**.000**
Likelihood Ratio	57.025	10	.000
Linear-by-Linear Association	9.399	1	.002
N of Valid Cases	256		

It is observed from table 8, that the p value is 0.000, it means gender wise there is an impact on Responsiveness as the p value is less than 0.05%. Hence, Gender wise, Responsiveness standards are dependent in influencing the service quality at Urban Company.

7.3.3.2 Age impact on Responsiveness

Table 9:Age impact on Responsiveness

Responsiveness- Age	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	62.399[a]	30	**.000**
Likelihood Ratio	68.510	30	.000
Linear-by-Linear Association	8.431	1	.004
N of Valid Cases	256		

It is observed from table 9, that the p value is 0.000, it means age wise there is an impact on Responsiveness as the p value is less than 0.05%. Hence, Age wise, Responsiveness standards are dependent in influencing the service quality at Urban Company.

7.3.3.3 Income impact on Responsiveness

Table 10: Income impact on Responsiveness

Responsiveness- Income	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	76.117[a]	40	**.000**
Likelihood Ratio	77.443	40	.000
Linear-by-Linear Association	.169	1	.681
N of Valid Cases	256		

It is observed from table 10, that the p value is 0.000, it means income wise there is an impact on Responsiveness as the p value is less than 0.05%. Hence, Income wise, Responsiveness standards are dependent in influencing the service quality at Urban Company.

7.3.4.1 Gender impact on Assurance

Table 11: Gender impact on Assurance

Assurance- Gender	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.414[a]	9	**.000**
Likelihood Ratio	37.682	9	.000

Linear-by-Linear Association	11.178	1	.001
N of Valid Cases	256		

It is observed from table 11, that the p value is 0.000, it means gender wise there is an impact on Assurance as the p value is less than 0.05%. Hence, Gender wise, Assurance standards are dependent in influencing the service quality at Urban Company.

7.3.4.2 Age impact on Assurance

Table 12: Age impact on Assurance

Assurance- Age	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.995[a]	27	**.016**
Likelihood Ratio	50.916	27	.004
Linear-by-Linear Association	4.437	1	.035
N of Valid Cases	256		

It is observed from table 11, that the p value is 0.016, it means age wise there is an impact on Assurance as the p value is less than 0.05%. Hence, Age wise, Assurance standards are dependent in influencing the service quality at Urban Company.

7.3.4.3 Income impact on Assurance

Table 12: Income impact on Assurance

Assurance- Income	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	80.784[a]	36	**.000**
Likelihood Ratio	81.140	36	.000
Linear-by-Linear Association	4.784	1	.029
N of Valid Cases	256		

It is observed from table 12, that the p value is 0.000, it means income wise there is an impact on Assurance as the p value is less than 0.05%. Hence, Income wise, Assurance standards are dependent in influencing the service quality at Urban Company.

7.3.5.1 Gender impact on Empathy

Table 13: Gender impact on Empathy

Empathy- Gender	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.702[a]	9	**.003**
Likelihood Ratio	28.923	9	.001
Linear-by-Linear Association	10.109	1	.001
N of Valid Cases	256		

It is observed from table 13, that the p value is 0.003, it means gender wise there is an impact on Empathy as the p value is less than 0.05%. Hence, Gender wise, Empathy standards are dependent in influencing the service quality at Urban Company.

7.3.5.2 Age impact on Empathy

Table 14: Age impact on Empathy

Empathy- Age	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	75.804[a]	27	**.000**
Likelihood Ratio	80.050	27	.000
Linear-by-Linear Association	2.007	1	.157
N of Valid Cases	256		

It is observed from table 14, that the p value is 0.000, it means age wise there is an impact on Empathy as the p value is less than 0.05%. Hence, Age wise, Empathy standards are dependent in influencing the service quality at Urban Company.

7.3.5.3 Income impact on Empathy

Table 15: Income impact on Empathy

Empathy- Income	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	85.768[a]	36	**.000**
Likelihood Ratio	86.820	36	.000
Linear-by-Linear Association	.355	1	.551
N of Valid Cases	256		

It is observed from table 15, that the p value is 0.000, it means income wise there is an impact on Empathy as the p value is less than 0.05%. Hence, Income wise, Empathy standards are dependent in influencing the service quality at Urban Company.

7.3.6 Testing ofHypothesis

The null hypothesis and alternative hypothesis with respect to SERVQUAL Variablesand Urban Company service quality can be stated as follows:

Null Hypothesis (H_0): There is no impact of SERVQUAL standards on Urban Company service Quality.

Alternative Hypothesis (H_1): There is an impact of SERVQUAL standards on Urban Company service Quality.

From the above analysis (Table 2 to Table 15), it is observed that almost all the demographics are influencing the SERVQUAL standards on Urban Company service quality as the p value is observed to be less than 5% level of significance. However, only one demographic ie., Income wise on Reliability standards are not influencing the Urban Company service quality. Henceforth, it is concluded that Null Hypothesis is rejected (Alternative Hypothesis is accepted) as the SERVQUAL standards are highly impacting with respect to all demographics wise at Urban Company service quality.

8 CONCLUSION

The present study concludes that Service Quality is the means to measure customer satisfaction and Customers always responds and becomes the valued customers to the companies who maintain and fulfils the quality service needs. During the study, it is observed that there is a high positive correlation among the SERVQUAL variables and also it is tested and observed that demographics wise all the SERVQUAL standards are influencing the Urban company service quality. Hence, it is concluded that the respondents who has responded to this study are mostly satisfied to the services of Urban company services. Also, from the hypothesis testing, it is resulted that Null Hypothesis is rejected (Alternative Hypothesis is accepted) as the SERVQUAL standards are highly impacting with respect to all demographics wise at Urban Company service quality.

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