

SERVICE QUALITY OF DOMESTIC LPG: AN EMPIRICAL STUDY

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ABSTRACT

The Indane gas company reforms have deregulated the market to a great extent. It has become necessary to design and execute the best customer oriented practices and to internalize them for providing enhanced satisfaction to the customer through the employees. Customers' service is not merely the compliance with the government's policies or the mechanical adherence to the time frame of services. It is a philosophy and an attitude of professional commitment, which believes in the ultimate satisfaction of each customer 'wants'.

Service marketers have really understood that competition can be well managed by differentiating through quality. Significance of service lies in customer service management. In this competitive environment, service quality has become the success mantra in all service sector. Keeping this in mind, this study has been conducted at Salem city to identify the service quality of Indane gas. The result indicates that customers are not highly satisfied with the service provided by the Indane gas. So the company took some serious action to improve the service quality.

KEYWORDS: LPG, Indane Gas, Service Marketing, Quality of Service.