ABSTRACT

The term "Service Quality" or "Customer Service" is the buzzword of the 1990s. Many types of businesses are adopting service quality both as a business and winning strategy in the business environment where competition is intensive.

This study looks at one of the retail chain store which is very aggressive in its customer service programmes to ensure its continual success in the retailing industry. A SERVQUAL questionnaire was carried out to assess the expectation level as well as the perception level of Giordano customers to determine if customer service provided at Giordano Originals meets the expectations of its customers.

These findings indicated that there is still room for improvement in the area of customer service for Giordano Originals. Only 13.37% of respondents surveyed ranked its customer service level as excellent while 71.12% rated the service as good. Other feedback received indicated that some customers felt uncomfortable at the extreme friendliness of the staff. Suggestions were given on how Giordano Originals could better improve on its customer service.

The findings would be beneficial to Giordano itself and also to other retail stores which are contemplating to embark aggressively in its customer service programmes.