

Title: A comparative study on service quality in the grocery retailing: evidence from Malaysia and Turkey

Author/Authors: Fauziah Sh. Ahmad, Ali Ihtiyar, Rosmini Omar

Abstract: Comparing service quality in different countries and cultures has been a recent point of interest among researchers to enhance understanding on how customers of different environments react to elements of service quality. Earlier studies were focusing on comparison among western countries or between advanced western and Asian regions. This study intends to compare customers' perceptions on service quality between Malaysia and Turkey, as both are emerging economies with strong growth in grocery retail industry. Therefore, the differences of Malaysian and Turkey's priorities of service quality items will be explored, compared and analyzed for researchers. The study is participated by 357 customer surveys from Turkey and 249 from Malaysia on an approved Scale and scores were analyzed by the principal component factor analysis. The comparison will enhance the understanding on customers' priority in Malaysia and Turkey. This is the first comparison on service quality between emerging markets of Turkey and Malaysia on how customers react in South East region and Asia-Europe cross borders area principally to enrich the bilateral trading efforts and marketing understanding between the two nations.