

IIMK/WPS/131/MKTG/2013/17

**Customer Perception of B2B Service Quality and Its
Relationship to Company Image: The Case of a
Global High Technology Solutions Company**

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In the context of high technology solutions the understanding of clients perception of service quality becomes complex within the relationship marketing structure. The purpose of this study is to examine the perceived service quality of a leading high technology corporation in B2B Services and identify the impact of functional quality and technical quality in influencing the company image of service provider. Perception of service was appraised by means of Gronroos Model and correlation analysis was carried out to derive meaningful insights. The mean scores computed showed that similar ratings were given for the variables reliability, assurance, empathy and responsiveness and telephonic medium of customer service was preferred over website in technical quality dimension. For extracting better results the values of correlation coefficients was classified as weak and very weak values. It was found that reliability, assurance and responsiveness dimension were associated with excellent service of company while the variables of tangibility along with assurance dimension was related with superior technology as well as ethical values of the company. Interestingly there was no significant expectation of empathy even for a familiar and reputed company. Both functional quality and technical quality are equally important in creating positive perception for excellent service and sincerity of the company. These managerial implications would help to gauge the current service quality levels and bring out more improvements in service performance .

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