

**Research
Paper**

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Modeling Customer Perceived Service Quality for Electricity Supply in South Haryana

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Abstract: Electricity industry is considered one of the most vital elements for the overall socio-economic development of a developing country such as India. In an open retail market condition for electricity, it is worth understanding the attitudes, motivations and behavior of residential electricity consumers; particularly in terms of quality of services. This study strives to develop a valid and reliable instrument to measure customer perceived service quality for electricity supply in south Haryana. A total of 300 residential customers participated in the survey.. A multiple regression analysis was employed and the, “electricity supply quality” appeared as the best predictor, followed by responsiveness, convenience, reliability, assurance, pricing and empathy. The policy implication is that policy makers of Dakshin Haryana Bijli Vitran Nigam Limited (DHBVNL); single supplier in south Haryana, can use so developed service quality instrument for periodic monitoring of service quality as perceived by customers.

Keywords: Perceived service quality, Electricity reforms, Electricity supply, Haryana, India

INTRODUCTION

It goes without saying that in present scenario electricity industry has emerged as the most significant one in the Indian economy. Electricity, apart from a critical input for agricultural and manufacturing sector, is being largely used by residential customers (Reddy and D'Sa, 1995). It is considered to be growth engine of the Indian economy. Per capita electricity consumption is also a key indicator of the prosperity of people. Until the beginning of last decade, electricity was thought to be a typical example of natural monopoly: an indivisible, capital intensive product totally dependent upon a network structure

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