

A Study on Service Quality Analysis for Various Services Offered By Innovative Film City

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Abstract - The study titled "Service Quality Analysis of various services offered by Innovative Film city" is an exploratory research conducted with the objectives to study the various services offered by IFC, to study the service quality of the various services and to measure the service quality effectiveness. The study was conducted in Bangalore city. The respondents were the visitors to IFC who were drawn by convenience sampling technique. Structured questionnaire was designed and administered to capture the primary data. The data was analyzed using SPSS 21.0. Factor analysis and Correlation was used for statistical analysis. Bar graph is used for pictorial representation of the data. Innovative Film city has emerged as a major landmark in the field of Entertainment and holiday destination. IFC is the most sought after destination in the south Bangalore catering thousands of people year after year. The famous Big boss house in IFC has become the center of attraction for many visitors. The wide variety of games and water sports creates a sensational experience amongst the visitors. IFC is successful in providing a better sporting experience at a relatively better price. Although the IFC has a dedicated shopping complex within the campus, it is not sufficient to cater the needs of large number of visitors. Henceforth adding more number of shops is solicited. Overall IFC is marching towards becoming an important entertainment destination in Bangalore city.

Indexed Terms: Entertainment, Service gap, Facilities, Ambience, quality

I. INTRODUCTION

Amusement parks is an entertainment industry, it is related to service industry or service sector, they provides services in the way of entertainment to the customers. In this service industry there is an huge competition between one another, customers attract for who provide better service or better quality service at the worth price this creates the huge competition among them .

Service industry contributes in high amount to development of economy of the country and to increase the GDP of the country, service sector offers more number of employment opportunities. It creates the jobs in bulk; it is one of the large job creator compare to another sector. Service sector helps to increase the GDP of India; it contributes 61% to growing of India's GDP.

Service sector is the largest source for the employment, 3/4 of the jobs are created in the service sector, in the service sector there are so many other categories are there like education, finance, infrastructure, hospitality, tourism, entertainment etc. this create a huge job opportunity every one like to work in the service sector, in 1980 over 500 million job opportunity generated by service sector, at present over 1250 million job opportunity generated.

Innovative film city establish in the year 2007, founded by Mr.saravan Prasad (chief managing director), Ms.upasana mittel is a chief executive officer of innovative film city. It is the first film city and multiplex in India, it offers a beautiful location for shooting; they permit to shoot the entire activity as well. It is the fun place to enjoy with a family in the vacations; it offers much kind of games and also attractive things to see.

Innovative film city is one of the unique amusement park cum theme park in India compare to other theme parks. It has various attractive places and games also, like cartoon city, Aqua kingdom, Mirror maze, Dino park, Mini golf, go karting etc. and also it has many more see and touch feel entertainment of museums like wax museum, oddities museum, tribal museum, fossil museum, Few years back Innovative film city introduce Big boss house.

Innovative film city has broad area of space over 53 acres of land and very comfortable environment, it feels comfortable and enjoyable nature to the visitors. It also includes film making and film production, it plans to acquire other activities and plan to establish in other branches in other places.

II. REVIEW OF LITERATURE

Pratibha. A Dabholkar (2015), in their study revealed that, expended client will support for the higher benefit service quality, both immediate and backhanded effects of customer participation on perceived service quality are inspected.

Narasimhaiah gorla, Betty wong et al (2010) studied about the benefit of the quality is the most compelling variable in this model, in this highlighting the significance of administration quality authorities execution.

Anne P. Crick, Andrew spancer (2011), the study revealed that the hospitality business is dynamic one, in which visitors manages the pace and sort of administration and in which expending aggressiveness has brought about attractiveness administration is being the base desire for visitors.

Raidh Ladhari (2008) the study revealed that , identified blemishes are not usefulness to the measurement of scales , this study tells about conceptual and empirical issues for development of service qualities scales of alternative industries' specific measurement.

H S Kottara, D Weheba et al (2008) have said that, behavior of employee while providing the service is impact on the customer perceptions and overall satisfaction level of the customers, service provider has to implement the effective tool for motivating the employees towards behaving positively with customers, it increases the quality of the service.

Hyung jeong Kim (2011) in their paper said that the target of this review is to create and approve calculated model that joins the connections among administration

introduction, benefit quality, consumer loyalty and reliability. The proposed display demonstrated the clients view of administration quality intercede the impact of workers administration introduction on consumer loyalty.

G S Sureshchandar, Chandrashekar Rajendran (2002) study tells about estimation and uses of service quality crosswise over various modern and business setting are not dispossessed of debates. A watch full examination of the instrument uncovers that the elements and relating to the instrument has forgotten certain critical constituents of administration quality.

Hung-Tsolin (2009) has described that , service quality plays very vital role in the customer satisfaction and customer loyalty, analysis of gaps can improve the service quality perception and attributes focuses on the attributes of high importance yet poor quality , resources are attached to the attributes of low importance and good quality can be shifted to high importance yet poor quality.

Suzanne K, Murramann et al (2010) in their paper said that, benefit associations wish to hold faithful clients and accomplish business objectives with a more noteworthy level of instability originating from progressively requesting clients and benefits associations need to engage their workers to go additional miles to meet client desires.

Farouk saleh and Chris Ryan (1991) in their paper they identified the existence of gap between clients and management perceptions of attributes of the hotel and between client expectation and perception of service offered. It is argued that the existence of their gaps is source of dissatisfaction with service provided

III. OBJECTIVES OF THE STUDY

1. To study the various services offered by Innovative film city.
2. To evaluate the quality of service with respect to various services offered.
3. To suggest suitable measures to enhance the service quality

IV. RESEARCH METHODOLOGY

Types of Research:

The type of research adopted is Exploratory research

Sources of Data:

Primary sources: Personal interview and questionnaire are used as primary data to analyze the service offered by Innovative film city to customers.

Secondary sources: To analyze the service quality we use websites, text books, Google, journals are used for fetch the information.

Sampling technique: Convenience sampling

Sampling size: The sample size for this study is 245.

Hypothesis

H0: There is no significant relationship between the respondents' gender and frequency of visit

H1: There is a significant relationship between the respondents' gender and frequency of visit

From the factor analysis, it is found that three facilities offered by Innovative Film city have attracted the maximum attention of the visitors. The components are:

1. Dormitory / fresh up
2. Parking facility
3. Food courts

Testing of Hypothesis:

H0: There is no significant relationship between the respondents' gender and frequency of visit

H1: There is a significant relationship between the respondents' gender and frequency of visit

The p value is 0.002 (less than 0.05)

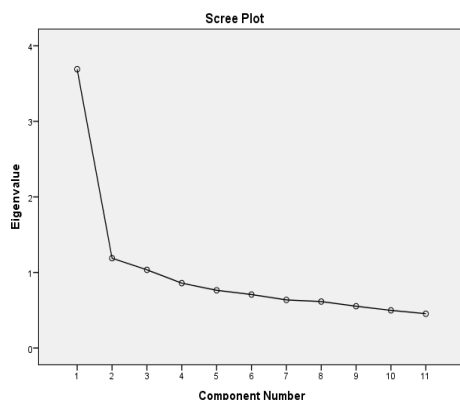
H0 is rejected.

Therefore there is a significant relationship between the respondents' gender and frequency of visit

V. RESULTS AND DISCUSSION

From the factor analysis, it is found that four games/ services offered by Innovative Film city have attracted the maximum attention of the visitors. The components are:

1. Tribal museum
2. Haunted mansion
3. Fossil museum
4. Bungy jumping



VI. FINDINGS OF THE STUDY

1. Majority of the visitors belong to the age group 15- 20 years.
2. Female visitors are more in number.
3. Most of the customers came to know about IFC through Internet.
4. Majority of the respondents have visited IFC more than once.
5. Customers prefer to visit IFC on weekends rather than weekdays.
6. Most of the respondents intend to visit IFC once in a year.
7. Entry fees at the IFC are very competitively priced.
8. Innovative film city has adequate parking space for both two wheelers and four wheelers.
9. Innovative film city employees have adequate knowledge about the service offered by innovative film city.
10. From the factor analysis, it is found that four games/ services offered by Innovative Film city have attracted the maximum attention of the visitors. The components are:

- Tribal museum
 - Haunted mansion
 - Fossil museum
 - Bungy jumping
11. From the factor analysis, it is found that three facilities offered by Innovative Film city have attracted the maximum attention of the visitors. The components are:
 - Dormitory / fresh up
 - Parking facility
 - Food courts
 12. There is a significant relationship between the respondents' gender and frequency of visit
 13. The food served at food courts is very expensive.
 14. IFC follows variable pricing policy for different games.
 15. IFC does not have adequate safety measures near game area.
 16. The parking fee for both two wheeler and four wheeler is very expensive.
 17. The employees are not skilled enough to handle customer queries.
 18. Shopping complex has very few numbers of shops.
 19. Food court serves very few varieties of food.
 20. IFC does not have shuttle service.

VII. CONCLUSION

Bangalore being the IT capital of India attracts millions of people for Job, Entertainment and making their living in the city. Higher disposable income and changing lifestyle has opened new avenues for business establishments. Entertainment has taken a front seat in terms of revenue generation. Innovative Film city has emerged as a major landmark in the field of Entertainment and holiday destination. IFC is the most sought after destination in the south Bangalore catering thousands of people year after year. The famous Big boss house in IFC has become the center of attraction for many visitors. The wide variety of games and water sports creates a sensational experience amongst the visitors. IFC is successful in providing a better sporting experience at a relatively better price. Although the IFC has a dedicated

shopping complex within the campus, it is not sufficient to cater the needs of large number of visitors. Henceforth adding more number of shops is solicited. Overall IFC is marching towards becoming an important entertainment destination in Bangalore city.

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