

**IMPACT OF MANAGEMENT COMMITMENT TO
SERVICE QUALITY ON FRONTLINE EMPLOYEE'S
SERVICE DELIVERY (AN EMPIRICAL STUDY ON
AGILITY WAREHOUSE, KARACHI)**

By

**MUHAMMAD SHAHZAD KHAN
13128**

A thesis presented to the Department of Management Sciences, Bahria
University Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



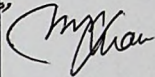
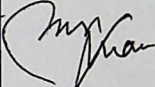
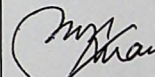
SPRING, 2015

Bahria University Karachi Campus

MBA Thesis

2nd Half-semester Progress Report & Thesis Approval

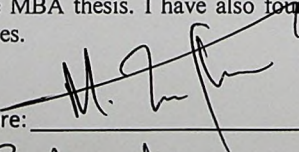
Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	Apr '15	BUKC	Problem Identification, Research Objectives, Variables,	
6	May '15	BUKC	Literature Review, Research Methodology, Conceptual Framework Hypothesis and Questionnaire Development.	
7	June '15	BUKC	Analysis of Results conclusion & Recommendation.	

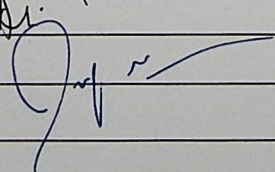

APPROVAL FOR EXAMINATION

Candidate's Name: Muhammad Shahzad Khan Registration No. 13128
 Thesis Title: Impact of Management Commitment to Service quality on frontline employees service delivery (An empirical study of Agility warehouse, Karachi)

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 5% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature:  Date: 1/9/15

Name: M. Imran Ali

Head of Department Signature:  Date: 5/10/15 

Abstract

The purpose of study was to evaluate whether the management is committed to service quality from the perspective of service delivery employees. Hence, a framework is designed in order to check the management commitment towards service quality. Participants were asked to filled questionnaires regarding to the practices that management does in order to enhance the service quality. In response, it was found that management is not completely been able to capitalized on the internal service quality measures which can be a factor to enhance the delivery of quality service through front end employees. This framework can be utilized for more in depth research not only on a specific company but on industry level as well.

Table of Contents

2 nd half-semester progress.....	ii
Declaration of Authentication.....	iii
First page of plagiarism test report.....	iv
Acknowledgement.....	v
Abstract.....	vi
Chapter 1: Problem Background and Aim of Study.....	1
1.1 Problem Statement:.....	1
1.2 Introduction of Company:.....	1
1.3 Background of Study:.....	2
1.4 Research Questions:.....	5
1.5 Research Objectives:.....	5
1.6 Justifications:.....	6
1.7 Assumptions.....	6
1.8 Study Framework Variables:.....	7
1.9 Key Words:.....	7
Chapter 2: Literature review.....	8
2.1 Management commitment to service quality:.....	8
2.2 Variables used in Management commitment to service quality for this study:.....	8
2.2.1 Employee Training:.....	9
2.2.2 Employee Empowerment:.....	11
2.2.3 Service Technology:.....	13
2.2.4 Employee Rewards:.....	14
2.3 Frontline employees:.....	15
2.3.1 Frontline employee's service delivery:.....	16
Chapter 3: Research Method & Procedure.....	18
3.1 Research Design:.....	18
3.2 Data Collection:.....	18
3.3 Population:.....	18

3.4 Sample and Sampling Methods:.....	18
3.5 Limitations of study:	18
3.6 Software Employed:.....	19
Chapter 4: Presentation Analysis	20
4.1 Conceptual Framework:	20
4.2 Defining Variables:	20
4.3 Hypothesis:	20
4.3.1 Defining Hypothesis:.....	21
4.4 Analysis:	21
4.5 Results:	31
Chapter 5: Critical Debate	32
Chapter 6: Summary of Findings, Conclusion & Recommendation.....	34
6.1 Findings:	36
6.1.1 Demographics Findings:.....	34
6.1.2 Analysis Findings:.....	34
6.2 Conclusion:.....	36
6.3 Recommendations:	36
6.4 Areas for further research:	37
Appendices.....	38