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## Manifestations of voter satisfaction: an empirical analysis using the VOTQUAL scale on Indian voters

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### Deepika

Sri Venkateswara College,  
University of Delhi,  
New Delhi, 110021, India  
Email: deepikakumari656@gmail.com

### Shashank Vikram Pratap Singh\*

Shri Ram College of Commerce,  
University of Delhi,  
New Delhi, 110007, India  
Email: Shashank.singh@srcc.du.ac.in  
\*Corresponding author

### Kanwal Jeet Singh

Ramanujan College,  
University of Delhi,  
New Delhi, India  
Email: Kanwaljeet89@gmail.com

**Abstract:** The well-known SERVQUAL Scale is used in marketing to measure customer satisfaction, but there is no such scale to measure voter satisfaction. Abou-Khalil and Aoun (2020) made an attempt to measure voter satisfaction by developing the VOTQUAL scale. The authors tested the scale's validity on Lebanese voters, and therefore the scale's general applicability is questionable. We took a step forward by testing the scale on Indian voters. Using correlation and regression, statistical analysis is performed on a sample of 1,281 data. Contrary to the findings of Abou-Khalil and Aoun (2020), the findings of our study show that satisfaction is entirely a function of perceptions, which is perfectly consistent with the findings of Parasuraman et al. (1991) and the current political environment in India. The paper contributes significantly in the existing literature in India's context and adds greater insights to politicians aiming to win elections via voter satisfaction.

**Keywords:** VOTQUAL; voter's satisfaction; India, political parties.

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**Biographical notes:** Deepika is presently working in Sri Venkateswara College at University of Delhi as Assistant Professor. She received her MPhil and PhD degrees from the Department of Commerce, Delhi School of Economics, University of Delhi. She has published many research papers and articles in peer reviewed, Scopus indexed, ABDC listed journals.