

DETERMINANTS OF SERVICES QUALITY

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Abstract

In modern days services quality is the increasing subject. In this study, 5 point likert scale is used to find out the difference between the service which to perceived and the service expected by the customer is rated. The satisfaction level of customer is attained high is most important to win existing customer, and also attract new customer and the competitors also. This study analyses the customer expectations and perceptions widely to satisfying their expected level through qualified services provided by the organization that the tangibility, courtesy, reliability and empathy are plays an vital role on satisfaction level of customer, responsiveness and assurance.

Introduction

Nowadays, in developed countries that service industries are dominant. In competitive environment that the service quality is being a critical determinant for the successful survival of an organization. Consumers becoming more awareness of rising level of service quality is standard and it prompted by competitive trends.

Many growing industries in recent years, that health care industry takes most important place, all the healthcare industries provides the same type of services. But that all service are not provide in same quality. The purpose of the study which determines the service quality towards the consumer's perceptions and to determine the relationship between the customer satisfaction level and quality of service provide by an organization.

It includes 5 service quality determinations: reliability, assurance, tangible, empathy, responsiveness and assessed by 22 items. It is based on the assumption that service quality is a function of difference gap between customer expectation and perception along 5 quality determination: reliability, tangibility, responsiveness, empathy.

The purpose of the study is to gain a better understanding of the several factors, which determine consumers' perceptions of service quality, and to examine the causal relationship between service quality and customer satisfaction.

Objectives of the study

- To study the determinants of the industry.
- To assess the service quality provided in the industry.
- To identify the service quality satisfied the customer needs.
- To determine the services quality in current scenario.
- To research important of service quality management in trade.
- To investigate and evaluate the service quality in an organization.

Determinants of service quality

In this study researcher should describe the determinants of service quality. In two main categories, such as tangible factors, includes technology, physical facilities, communication material, ect.

The intangible factors, are subdivided into 5 aspects such as:

- Reliability
- Responsiveness
- Assurance,
- Courtesy and
- Empathy

Reliability

Reliability refers to that the service provided for the customer is accurately and dependably. This is importance determinants is service quality which includes consumer recognize the consistency and credibility such as accurate delivery service, keeping service promise, etc. The consistency of performance and dependability and performance the service right at the designed time is defined.

Responsiveness

In service quality the term responsiveness which means willingness of employees to service for example, that responsiveness in service quality means timeliness of service, etc. Exactly, in their study identify that the responsiveness reflects the willingness to help customer & provide prompt services.

Assurance

Assurance is one of the determinants included in service quality which means that the knowledge and country of employee which related to convey the ability, trust and confidence level. The required skills and knowledge's of employee that used to perform the service efficiently and effectively it reflects the ability & knowledge of employee to inspire trust confidence.

Courtesy

The term courtesy is most importance determinants used to providing service in quality. It indicate the politeness and friendliness of personal contact, that consider for the property of the customer. It is used to determine the clear and neat appearance of personal with the customer in positive manner. So it is the behavior of employee to the customer in different manner.

Empathy

Empathy refers to provide the caring and individualized attention for its customer. Empathy is conveying through personalized services. In an organization that caring, individualized attention is provide for each and every employees. There is an increases in performance of employee is used to attain more satisfaction level of customer.

Review of literature

Sinha & Ghoshal (1999): Have posited in their study that there is hardly any difference between manufacturing and service industries with the increasing competition of the marketplace since have become integral part of products marking all business is to be service- oriented and amine at satisfying growing customer needs. Most of the companies are adding capacities by adapting to advance technology and reducing the gap.

Kandapally.J.et.al (2001): Have stated that expected services go beyond the essential service required for the company to stay in business and such services need to be offered to remain competitive. Over the year, expected service increases and guest becomes more demanding, requiring service provider to move beyond in common place.

Lawrence & McCollough (2000): Have mentioned that lessons of quality management apply to service as well as products. Awareness additional has been increasing that services, like products may be guaranteed as tools of implementing a total quality management orientation in the organization.

Gunes & Deveci (2000): Have found that reliability of service processes is taken into consideration in a verbal sense and regarded that “reliability is satisfied. Service process have different performance requirements than those of production processes because of their characteristics.

Li et al (2003): Have stated that the ability of a company to achieve excellence in service quality is dependent on the determination of service attributes and their desired levels and also on the prioritization of service attributes. By using appropriate quality improvement indices with in limited resource, an operational procures prioritize customer service attributes in a accurate simple and inexpensive manner need to attempted.

Davidson (2003): Has examined organizational climate and organizational culture in hotel industry and a study on causal link between good organizational climate and the level of service quality in a hotel and study explores the effects of organizational climate’s integration into quality initiatives. There is a direct link between Climate, culture, service quality, hotel performance and service quality.

Kosar & Raseta (2005): Have suggested that the definition of quality must be determined by demands of consumers and various domestic and foreign references comply with this attitude.

Quality of product is the feature that makes it appropriate for consumption making quality being complex sets appropriateness to the intended purpose.

Jasmina (2007): As we are aware that service quality is very subjective and crucial to the satisfaction of the client. In order to satisfy the guest's expectations and guarantee ensure a position on the growing determine global tourist market has concluded that the application of the SERVQUAL model for the measurement of service quality has become essential for measure.

Fernández-Barcala Met al71 (2009): To analyze important factors which influence the service quality is carried out on the guest feedbacks on service quality on a popular web portal. Considering the hotel price and its star classification as major determinants of customer expectations, it is observed that it impacts negatively on post use quality appraisal as higher the expectations of the consumers, greater is the probability of lower perception about service quality delivered.

Lu & Feng73 (2010): To investigate the service quality in hotel industry as perceived by both Chinese domestic tourists and international tourists and to explore the Variables contributing to the difference in the perceptions have provided significant knowledge. Study conducted across hundreds of star hotels has shown that there is no significant difference between Chinese and international tourists on all the dimensions of international chain hotels and independent hotels except for value since international tourists have rated international chain hotels significantly higher.

Conclusion

In this paper, we examined the relationship between service quality and customer satisfaction in the hospital environment. The ordinal logistic regression technique was used for testing the framework of the relationship among the variables

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