



Service quality Aspects in Information Science

Dr. P.B. Mene

Sharada Mahavidyalaya, Parbhani

Corresponding Author- Dr. P.B. Mene

Email- menep rashant@gmail.com

DOI- 10.5281/zenodo.7788398

Introduction

Service quality is a critical element of customer perceptions and customer satisfaction. In the case of pure services, like health care, financial services, education, etc, service quality will be the dominant element in customers evaluations. In cases in which customer services are offered in combination with a physical product like, IT services, auto services service quality may also be very critical in determining customer satisfaction.

The measurement of subjective aspects of customer services depends on the conformity of the expected benefit with the perceived result. This depends upon the customer expectation in terms of service, they might receive the service providers ability and talent to present this expected service. Successful service providers add benefits to their offering that not only satisfy the customers but also surprise and delight them. Service quality can be related to service potential (e.g. the quickness of service) and service result (customer satisfaction). Individual service quality states the service quality of employees and distinct from the quality that the customers perceived. From the point of business administration, service quality is an achievement in customer service, it reflects at each service encounter. Customers from service expectations from past experiences and marketers, customers compare perceived service with expected service.

Definition

A business with high service quality will meet customer expectations, service quality increases profitability and long term economic competitiveness., Improvement to service may achieved by improving operational processes identifying problems quickly and systematically, establishing valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes.

For example, in the case of Taj Hotels, Resorts and Palaces, wherein Taj remaining the old world, luxury brand in the 5-star category, the umbrella branding was to create image of Taj brand, although the different hotels of Taj, Vivanta - 4 star category, Gateway-3 star category and Ginger -2 star category economy brand also were positioned and categorized differently, customers still expected high quality of Taj.

Service quality (SQ) in its contemporary concept, is a comparison of perceived expectations (E) of a service with perceived performance (P), giving rise to the equation 'SQ = P - E', this concept of service

quality has its origins in the expectancy paradigm.

Customer perceptions

How customer perceive services, how they are assess whether they have experienced quality service and whether they are satisfied, the perceptions are always considered relative to expectations, because expectations are dynamic, evaluation may also shift over time, from person to person and from culture to culture. What is considered quality service that satisfy customers today may be different tomorrow. The quality and satisfaction is based on customers perceptions of the service.

The concept perception or perceived service quality is a component of customer satisfaction.

Customer satisfaction

Everyone knows what is satisfaction, but when asked to give a definition, then to say, "nobody known" this quote from Richard Oliver, respected experts and researchers on the topic of customer satisfaction.

Richard Oliver made a formal definition as "Satisfaction is the customer's fulfillment response. It is a judgment that a

product or service itself provides a pleasurable level of consumption related fulfillment".

This definitions means that satisfaction is the customers evaluation of a product or service in terms of whether that product or service has met the customer's needs and expectations. Customer satisfaction is influenced specific product or service features, perceptions of product and service quality and price , in addition personal factors such as the customers mood, emotional state and situational factors such as family member opinions will also influence the satisfaction.

The service quality and customer satisfaction are indeed independent but are closely related that and a rise in one is likely to result in another outcomes.

Service quality dimensions

A customer's expectation of a particular service is determined by factors such as recommendations, personal needs and past experiences. The expected service and the perceived service sometimes may not be equal, they are leaving a gap. The service quality model the GAP model developed in 1985, highlights the main requirements for delivering high service quality, it identifies five gap that cause unsuccessful service quality arises.

The dimensions of service quality have been identified through the pioneering research of P. Parasuraman, V. Zeithamal and L. Berry, their research identified five specific dimensions of service quality the five dimensions are,

- I. Reliability :- Ability to perform the promised service dependably and accurately.
- II. Responsiveness :-Willingness to help customers and provide prompt service.
- III. Assurance :-Employees knowledge and courtesy and their ability to inspire trust and confidence.
- IV. Empathy :-Caring ,individualized attention given to customers.
- V. Tangibles :-Appearance of physical facilities, equipment, personal and written materials.

These dimensions represent how customers organize information about service quality in their minds, on the basis of quantitative research, these five dimensions were found relevant for banking, insurance, appliance repair and maintenance, securities,

brokerage, automobile repair service and others.

E - Service quality

The growth of internet and e-commerce, researchers have also sought to define and measure e-service quality. Parsuraman, Zeithamal and Malhotra (2005) define e-service quality as the "extent to which a website facilitates efficient and effective shopping, purchasing and delivery".

A recent research identified the four core dimensions that customers use to judge.

- I. Efficiency:- The ease and speed of accessing and using the site.
- II. Fulfillment :- The extent to which the site's promises about order delivery and item availability are fulfilled.
- III. System availability :- The correct technical functioning of the site.
- IV. Privacy :- The degree to which the site is safe and protect customer information.

Measures of service quality

Measuring service quality may involve both subjective and objective process. In both cases, it is often some aspect of customer satisfaction which is being assessed. However, customer satisfaction is an indirect measure of service quality.

Subjective process of service quality can be assessed by in . characteristics . incidents and . in problems. Objective process or element divided in to primary process and secondary process. During primary process are, to observe the silent or normal customers, in secondary process quantifiable factors such as numbers of customers complaints or number of customer returned goods are analyzed.

Improve the conformity of service quality

In order to ensure and increase the conformity of service quality services, that is service delivering happening as designed, various methods are available.

Some of these are,

- Guaranteeing
- Mystery shopping
- Recovering
- Setting standards and measuring
- Statistical process control

Customer involvement

Conclusions

The overall study of the paper of related subjects the some of the following conclusion are made as,

- Service quality measure is a very critical element of customer satisfaction and perceptions.
- Customer satisfaction are not fix, it is changeable in time to time.
- Customer perceptions is much more to service quality.
- Cultural differences may also effects on customer satisfaction.
- Measure of satisfaction is different from customer to customer.

Reference:

1. Alhu maid; K.(2019) four ways technology has negatively changed Education, Seined- Journal of Education and social Research, 01-09, No. -4,14,10-20,e-ISSn 2240-0524
2. Oliver, “ A conceptual Model of service quality”
3. ASCI website, www.theasci.org
4. Valarie A. Zeithamal, Mary Jo Bitner, Dwayne D. Gremiler Ajay Pandit; Service Marketing, Tata McGraw Hill Education private limited , New Delhi.