

Service Quality

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<http://www.pu.edu.pk/faculty/descriptions.asp?faculty=66004>

MEASUREMENT OF SERV. QUALITY

- ServQual Model
- Service quality is the difference between the "Perceptions" and "Expectations"
- Expectations measures what is anticipated in an ideal service
- Perceptions means actual performance
- Satisfaction (S) is the gap between expectations and perceptions
- $S = P - E$

05 Generic Service Quality dimensions

1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Tangibility

Dimensions of Service Quality

- 1. Reliability:** Perform promised service dependably, accurately and at promised time.
- 2. Responsiveness:** Willingness to help customers promptly. Avoid keeping customers waiting for no apparent reason.

Dimensions of Service Quality

- 3. Assurance:** Refer to knowledge & courtesy of employees and ability to convey trust and confidence.
- 4. Empathy:** Ability to be approachable
"Put yourself in the shoes of customer"
- 5. Tangibility**
Appearance of physical facilities, equipment, personnel, Communication materials

Example survey question

Companies should have up to date equipment.

1	2	3	4	5	6	7
Strongly						Strongly
Disagree						Agree

Company ABC has up to date equipment.

1	2	3	4	5	6	7
Strongly						Strongly
Disagree						Agree

Reliability

Assurance

1. Providing services as promised
2. Dependability in handling customers' service problems
3. Performing services right first time
4. Providing services at the promised time
5. Keeping customers informed about when services will be performed

9. Employees who instill confidence in customers
10. Making customers feel safe in their transactions
11. Employees who are consistently courteous
12. Employees who have the knowledge to answer customer questions

Responsiveness
6. Prompt service to customers
7. Willingness to help customers
8. Readiness to respond to customers' requests

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Empathy

tangibles

13. Giving customers individual attention
14. Employees who deal with customers in a caring fashion
15. Having the customer's best interest at heart
16. Employees who understand the needs of their customers

17. Modern equipment
18. Visually appealing facilities
19. Employees who have a neat, professional appearance
20. Visually appealing materials associated with the service
21. Convenient business hours

USERS

SERVQUAL has been used by many different companies in several different industries including:

IS Providers
Hospitals
Hotels
Restaurants
Telephone Companies
Libraries

What next (Analysis of data using Minitab)

You have collected data about perceptions (P) and expectations(E) of respondents , what next

- Look at the Mean/Average
- Conduct the T test to see whether there are significant differences in Ps & Es
- Three types of T tests

1t 1-Sample t...
2t 2-Sample t...
t-t Paired t...

2-sample t-test

Whether there are difference between two population means
For example, whether there are differences in the mean mileage of two different types of cars.
Pre requisite: The two populations must be independent; the observations from the first sample must not have any bearing on the observations from the second sample.

For information only

1 Sample T test
Compares the sample mean to a hypothesized value.
For example, a soft-drink company claims that on average its 250ml can contains 20 calories. You can use a 1-sample t-test to assess whether the manufacturer's claim is true.

Paired t-test
A hypothesis test for the mean difference between paired observations that are related or dependent. Useful for analyzing differences between twins, differences in before-and-after measurements on the same subject, and differences between two treatments given to the same subject.
Efficiency of weight loss program
B. P before & after administering medicine

