# **Service Quality**

## **Muhammad Asif**

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

#### MEASURMENT 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 Agree

Company ABC has up to date equipment.

#### Reliability

- 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
- 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

### **Empathy**

- 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

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

1t 1-Sample t...

2t 2-Sample t...

tot 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.

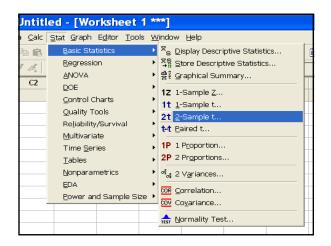
For example, a soft-drink company claims that on average its 250ml can contains 20 calories. You can use a 1-sample t-test to assess whether the manufacturer's claim is true.

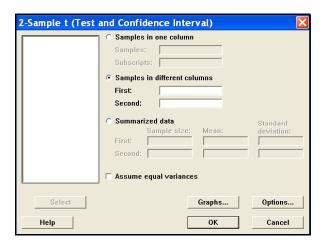
#### Paired t-test

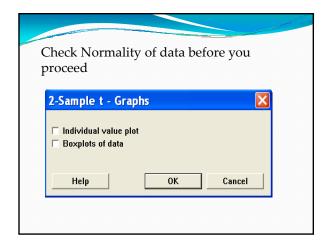
A hypothesis test for the mean difference between paired observations that are related or dependent. Useful for analyzing differences between twins, differences in before-and-after measurements on the same subject, and differences between two treatments given to the same subject.

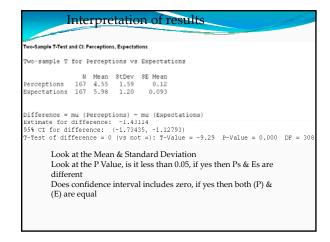
Efficiency of weight loss program

B. P before & after administering medicine









An example of ServQual Questionnaire (for Libraries) Contains questions in addition to Sevqual items

| Library has modern looking equipment.   |   | _ | 3 | _ | - 0 |   | _ |     |     | - 3 | _  | - 0 |   | į. |
|---|---|---|---|---|-----|---|---|-----|-----|-----|----|-----|---|----|
| ibrary's physical facilities are visually appealing.                                  | 4 | 2 | 3 | 4 | 5   | 6 | 7 | - 1 | 2   | 3   | 4  | 5   | 6 | 7  |
| ibrary's staff members are neat-appearing.  | ٦ | 2 | 3 | 4 | 5   | 6 | 7 |     | - 2 | 3   | -4 | 5   | 6 | 7  |
| Materials associated with library services are visually appealing.                    | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| ibrary services are provided in the promised time.                                    | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| When a library user has a problem, library shows a sincere interest in solving it.    | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| ibrary services are provided right the first time.                                    | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| ibrary provides its reference services at the time it promises to do so.              | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| ibrary's administration insists on error-free records.                                | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| Staff members of library tell you exactly when library services will be<br>performed. | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| Staff members of library give you prompt services.                                    | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| Staff members of library are always willing to help you.                              | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| Staff members of library are never too busy to respond to your requests.              | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| The behavior of the staff members of library instills confidence in users.            | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| fou feel safe in your transactions with library.                                      | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| Staff members of library are consistently courteous with you.                         | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| Staff members of the library are knowledgeable to answer your questions.              | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| ibrary's staff gives you individual attention.  | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| ibrary has operating hours convenient to you.   | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| ibrary has staff members who give you personal attention.                             | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| ibrary has your best interest at heart.   | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| Staff members of library understand your specific needs.                              | 1 | 2 | 3 | 4 | 5   | 6 | 7 | 1   | 2   | 3   | 4  | 5   | 6 | 7  |
| Digital library services facilitates your work  | 1 | 2 | 3 | 4 | 5   | 6 | 7 | - 1 | 2   | 3   | 4  | 5   | 6 | 7  |
| Overall you are satisfied with library services quality                               | 4 | 2 | 3 | 4 | E   | c | 7 | 4   | 2   | 2   | 4  | -   | - | -  |