

Surveying and Comparing Customer Satisfaction of All services in Kish

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Abstract: In this essay pay attention to that whether there are different meaning between customer satisfactions of services big restaurants of Kish and the real functions of or not. This research is descriptive survey in collection of information and it is the applied research in the goal. The implement (tool) of it is questionnaires. Statistics society is customers of the big restaurants in the Kish Island. The results of research show that, in at all, the functions of restaurants are higher than the average of customer satisfaction but there is different meaning between them.

Key words: Quality, Service, SERVQUAL, Big restaurants of Kish

INTRODUCTION

This is fact that always services with high quality at service trade so it as a lot of fans in the market and it is related to the companies and researches' experiences that commit and propose that quality service caused to high profits, economy costs, increase the portion and share in the market. Peters Tom said that the definition of the customers about quality and services have main effects on the works and functions of companies as the effects of the quality is higher than costs for nomination of requests and demands. In the current age the organizations that give the gallant services to their customers pay attention to their demands and satisfactions and they have good behaviors to them. (Gabbie, and O'Neill, 1996). The organizing of restaurant is based on satisfying and asatisfied and attracted the customers so it is caused to the loyalty and truth to the restaurants and the profits are increased. (Barsky, 1992).

The main points of this success is satisfying the customers and must be controlled, estimated, measured it.

The scientists have a lot of models such as technical quality model, testing club EFQM technical and SERVEQUAL SCALE. (Kasim and Budgi, 2002).

Servqual scale:

This scale uses in testing and identifying the 5th difference model of analyzing of quality gap and has shown the different between customer satisfaction of real and true services of organization. Parasuraman said that the main impressions of them based on 5 qualities dimensions:

- 1) Confidentiality to the service deliverer.
- 2) Responsibility of the service deliverer.
- 3) The aspects of the service deliverer.
- 4) Feel confidence would better give to the customers.
- 5) Sympathy and sincerity are seen by customers (that the workers of these organizations do for them) (Parasuraman, *et al.*, 1994).

Parasuraman showed 5 qualities dimensions of services (after using this test):

- 1) Phenomenal factors: Physical facilities, new equipments that are according to the daily demands and proper communication tools.
- 2) Confidentiality: having ability in servicing at nominative times.
- 3) Responsibility: organizations' intends for helping the customers.
- 4) Feel confidence: knowledge the workers of organizations in solving the problems of customers and to be polite with them.
- 5) Sympathy: there are sincerity between workers and customers. (Bearden *et al.*, 1983)

Visionary Frame of Research:

Parasuraman represented that customer impression of quality of servicing is based on 5 dimensions:

- 1) Confidentiality to the service deliverer.
- 2) Responsibility of the service deliverer.
- 3) The aspects of the service deliverer.
- 4) Feel confidence would better give to the customers.
- 5) Sympathy and sincerity are seen by customers (that the workers of these organizations do for them)

These dimensions have shown in the 1-figure:

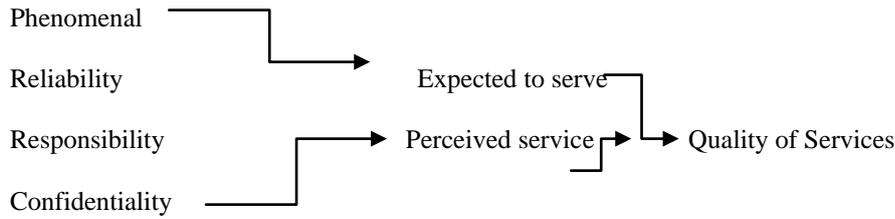


Fig. 1: Conceptual model of research.(Parasuraman *et al*, 1985).

Methodology:

This research is practical in goal aspect and descriptive in collecting information, so it is used sectional and correlation surveying manners for better relations and communications between variant of research.

The statically society of this research are all of the customers of big restaurants in Kish and the bulk of samples are 233.

RESULTS AND DISCUSSION

- 1) Results on demographic
- 2) Surveying on statistical sample shows that 77.7 percent of repliers are men and 22.3 percent are women highest abundance have BA (31.8) and lowest abundance have Diploma (2.8 percent). The situations of satisfactions dimension is shown in table (1)

Table 1:

The quality of service dimension	Average
Sympathy	3.41
Confidence	3.48
Reliability	3.35
Responsibility	3.21
(Conceptual) Phenomenal Factors	3.98

4-4 Derivative (Secondary) Hypothesis:

4-4-1 Phenomenal (Conceptual) Factors:

H0: There is no different meaning between customer satisfactions of the big restaurants in Kish.

H1: There is different meaning between customer satisfactions of the big restaurants in Kish.

Table (2) is shown statistical indexes for phenomenal factors in two manners: expectancy and function.

Table 2: Statistics of dual samples for phenomenal factors.

variables	average	Standard deviation	Average standard errors
Phenomenal factors(satisfactions)	3.98	0.8953	0.05792
Phenomenal factors (impression)	3.34	0.7791	0.05045

As seen, the repliers' satisfactions are higher than the functions of restaurants and the result of minus of satisfactions and impressions of them is 0.64.

The T-test is used for surveying the difference meaning between them. Intable (3) is shown the testing statistic (8.701) and the testing meaningful level 0.00. In other words, there is different meaning between customer satisfactionsand their impressions and it is higher than the functions of the restaurants.

Table 3: The test of dual samples for phenomenal factors dimension.

Dual differences				Calculated T	The degree of freedom	The level of meaningful	The result test
Average	Standard deviation	different spaces with level of confident 95 percents					
		High extent	Low extent				
0.5158	0.9165	0.3990	0.6326	8.101	232	0.000	H0 disagree

4-4-2 Reliability:

H0: There is no different meaning between customer satisfactionsand impressions of the big restaurants in responsibilities dimension

H1: There is different meaning between customer satisfactionsand impressionsof the big restaurants in responsibilities dimension

Table (6) is shown the average of responses of customers

Table 6: Dual statistics samples of restaurants for responsible dimension.

variables	average	Standard deviation	Average standard errors
Responses (satisfactions)	4.12	0.94	0.05868
Responses (impression)	3.31	0.85	0.06174

As seen, the repliers' satisfactions are higher than restaurants function in this dimension. At the real, the results of customer satisfactions minus concept of them is 1.81, regards that the averages depend to the samples, for more surveying, the T-test is done.

Regarding to the T-table, the meaningful level is 0.00 and statistical test is 11.222, so it is caused to the zero hypothesis.

Table 7: The test of dual samples of restaurants for responding dimension.

Dual differences				Calculated T	The degree of freedom	The level of meaningful	The result test
Average	Standard deviation	different spaces with level of confident 95 percents					
		High extent	Low extent				
0.82	1.12	0.67	0.95	11.222	232	0.000	H0 disagree

4-4-4 Confidence:

H0: There is no different meaning between customer satisfactions and the impression of the big restaurants in confidence dimension

H1: There is different meaning between customer satisfaction and the impression of the big restaurants in confidence dimension

Table (8) is shown the average responses of customer satisfaction and their impressions in restaurants function of Kish.

Table 8: Dual samples of statistics for confidence.

variables	average	Standard deviation	Average standard errors
confidence (satisfactions)	4.29	0.98	0.06032
confidence (impressions)	3.48	0.72	0.05452

As seen, in this dimension the satisfactions are higher than the restaurants' functions. The results of customer satisfactions minus the impressions of them from them function are 0.81.

Table 9: The dual samples of testing for confidential dimension.

Dual differences				Calculated T	The degree of freedom	The level of meaningful	The result test
Average	Standard deviation	different spaces with level of confident 95 percents					
		High extent	Low extent				
0.806	1.13	0.66	0.96	10.78	232	0.000	H0 disagree

4-4-5 Sympathy:

H0: There is no different meaning between customer satisfactions and the impressions of the big restaurants in sympathy dimension.

H1: There is different meaning between customer satisfactions and the impressions of the big restaurants in sympathy dimension.

Table (10) is shown the average of responses of the customer satisfaction and impressions of the restaurants' functions.

Table 10: Dual samples of statistics for sympathy dimension.

variables	average	Standard deviation	Average standard errors
sympathy (satisfactions)	4.35	0.81	0.07
sympathy (impressions)	3.41	0.72	0.05

As seen, in this dimension the satisfactions are higher than the restaurants' functions. In this dimension the results of customer satisfactions minus the impressions of them from them function is 0.94.

Table 11: Dual samples of statistics for sympathy dimension.

Dual differences				Calculated T	The degree of freedom	The level of meaningful	The result test
Average	Standard deviation	different spaces with level of confident 95 percents					
		High extent	Low extent				
0.96	1.37	0.76	1.11	10.55	232	0.000	H0 disagree

4-2 Is the equal important on five dimensions of quality of services from customers' views?:

For answering this question must be done statically test and we use the Fridman's test and define these hypothesis.

H0: There is no different meaning between importance o various dimension.

H1: There is different meaning between importance o various dimension.

The meaningful level of this test is 0.000 and it means the hypothesis disagrees at the 0.05 level (even 0.01) (P-value <0/05) and can say that there is different meaning between various dimension.

As seen, higher grant is sympathy dimension and the fewer grants is phenomenal factors dimension, in other words, the sympathy factor is most inconsiderable factors.

Table 12: The average of grants of 5 dimensions in the restaurants in Kish.

Service of equality dimension	Average grant
Sympathy	3.49
Confident	3.45
Reliability	2.88
Responsibility	2.86
Phenomenal Factors	2.32

Conclusion:

By surveying the measuring the quality of research model, the weakness characteristic is 1.81 in the considerable situation and it is so important to become better than other characteristics.

Sympathy (0.94) before confidently (0.78) reliability (0.81) and others (0.64) are taken between satisfactions and impressions of services.

Proposers and Offers:

For boosting the quality of services in the society (at restaurants in Kish) is shown these offers:

- 1) The managers of restaurants must be learned the workers to have good behavior with the customers.
- 2) It is necessary that the managers of the restaurants try to increase the responsibilities of your workers and announce them requirement, the times and kinds of services that must be taken to the customers and increase their patience against them.
- 3) It is necessary that managers of restaurants try to increase the assurance, trust and safety between customers and workers so that cause to peace in the customers and the managers and workers must be had knowledge and proficiency in this case and it is caused to the reliability in the SERVQUAL Model.
- 4) It is necessary that managers of the restaurants must be interested to the neat and trim of workers and restaurants, kitchens and other parts of the restaurants and there must be suitable for all kind of ages and all of times must be proper. This offer is caused to the better physical aspects of SERVEQUAL SCALE.
- 5) For improving sympathy, the managers and workers must pay attention to the customers' demands and satisfactions. This offer is caused to improvement sympathy dimension in the SERVQUAL Scale.

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