

SERVICE QUALITY EVALUATION MODELS DETERMINED BY PUBLIC TRANSPORT CONSUMER: A THEORETICAL PERSPECTIVE*

BY

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ABSTRACT

During the past few decades service quality represented reference point of marketers, researchers and managers actually considered necessary for corporation, differentiation strategy owing to its strong impact on business performance, lower cost, profitability of business with customers satisfaction. Having its conceptual and empiric support the literature, this study focuses on service quality dimension and give emphasis to the evaluating of public transport (Delhi metro) service quality. In this paper assessment various model of service quality but these model are not suitable for all type of researcher and studies so modified service quality model used which is in useful for different corporation. It is therefore understandable that the marketing manager of transport corporation (Delhi metro) should know the existing transport service quality assessment model and use them to modify their strategy and target their objectives.

KEYWORDS

Service Quality, Public Transport Consumer.

Introduction

Service quality continuously represented for marketers a point of strong debate and interest, being considered an important aspect for corporation differentiation. These days, consumers are unwilling to accept incompetent services due to the fact that they want better services, which continuously improve their expectations. If customers are not satisfied and provide inappropriate services (unfair price and service quality) would not return as well as he would share his dissatisfaction with his friends and cliques. This study based on several studies and

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these studies great use to researchers in providing a direction on how to explore/modify the existing service quality concepts with the changing world scenario (Cronin and Taylor, 1992; Newman, 2001; Zara et al., 2014;). Researchers and managers thrive for learning details about components of service quality in their organization of obvious reasons of customer satisfaction, increased with profitability etc. This paper makes an attempt to study various service quality models covering the aspects of transport corporation services.

These days' liberalization and globalization are affecting markets of not only developing but also developed countries. The centre areas for corporation are profit maximization through increased customer satisfaction. The burdens of competition are forcing the corporation to not only concentration on the processes as well as on the way of delivery. During past decades business scenario has changed significantly. Some of the key changes that have taken place in the business are:

- Sharing of information with customers.
- Pressure of competitors to introduce new service more quickly.
- Quick response to customer's needs.
- Easily accessible information through all connected links.
- Increased customer knowledge and awareness.

Service quality necessitates a fresh understanding in the current scenario of market/business. This study can help to analyse the research gaps and thus efforts to provide benefits to corporation (Deshmukh, Seth & Vrat, 2005). The subject of service quality is very rich in perspective of meanings, models and measurement issue service quality. A number of researchers explored the subjects with varying context and using different methodologies.

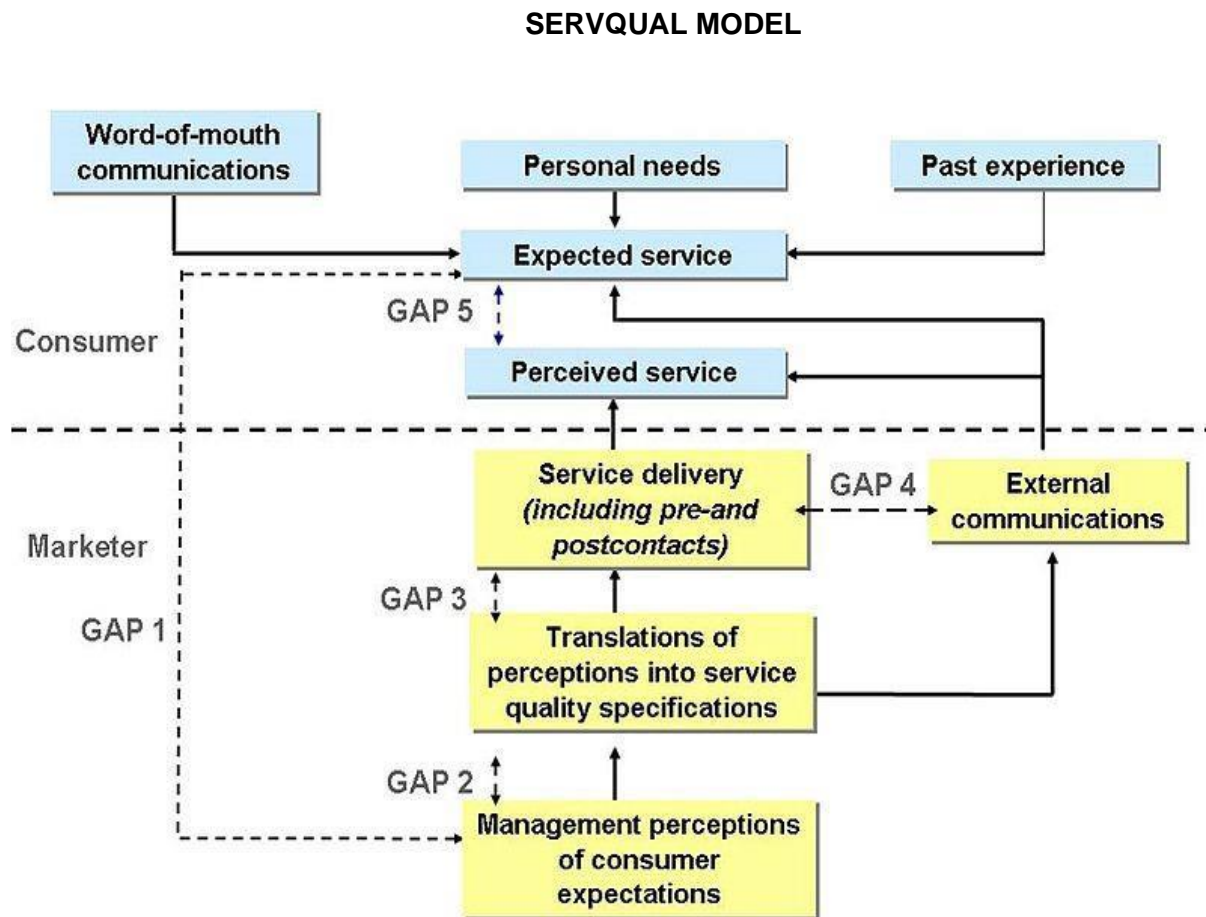
Service Quality Models

SERVQUAL

SERVQUAL is a multi-item scale meant to measure customer perceptions and expectations along with five dimensions for service quality. Here service quality is assumed as the extent to which consumer's pre consumption expectations of quality are confirmed or disconfirmed by their actual perceptions of service experience so it is based on expectancy- disconfirmation paradigm. Originally SERVQUAL was published by Parasuraman, Zeithmal & Berry in 1985 to measure service quality and this model was analysed by collecting data from 200 respondents and then in 1988, five dimensions with 22 items scale was generated. This SERVQUAL has

been applied in different studies conducted in various areas like a hospital (health care settings), large retail chain, banking, transport and fast food restaurant (Babakus and Mangled, 1992; Carman, 1990; Prasad and Shekhar, 2010). Five dimensions were tangibility, reliability, responsiveness, assurance and empathy. Here assurance and empathy contain original seven dimensions communication, credibility, security, competence, courtesy and understanding & access so these new five dimensions SERVQUAL scale capture facets of all 10 originally conceptualized dimensions. (Parasuraman et.al, 1988). In spite of the long-standing interest in SERVQUAL and myriad of application in many service industries, it has attracted some criticism from researchers.

Figure 1.1



(Source: SERVQUAL, Wikipedia)

SERVPERF

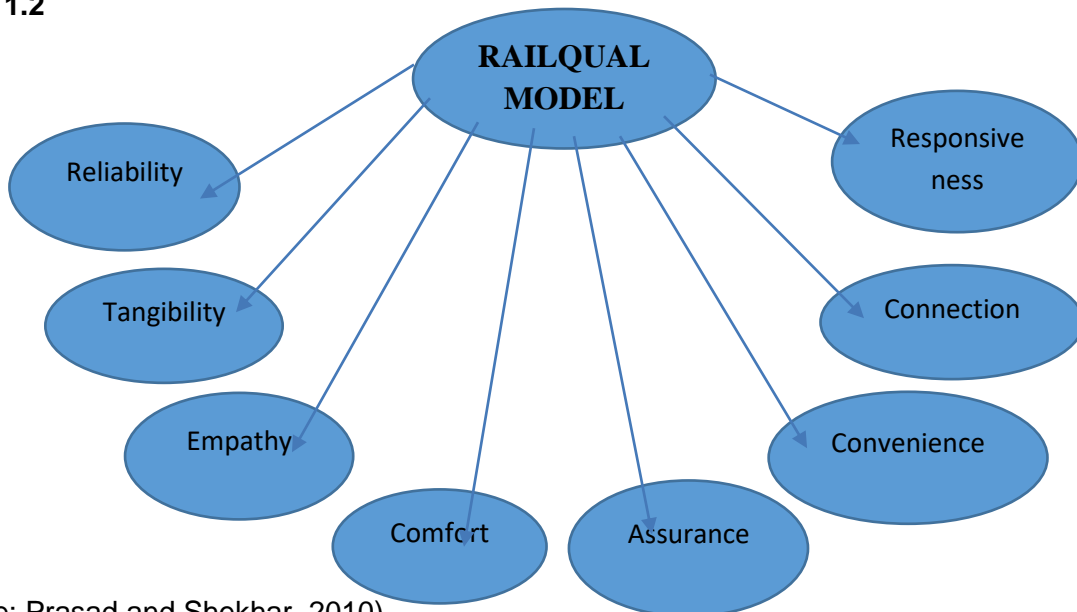
Original SERVQUAL scale measures the service quality by expectations performance gap so service quality has been described as a form of attitude related but not equivalent to satisfaction

that results from the comparison of expectations with performance (Parasuraman, Zeithmal & Berry, 1988) but literature support that consumers perception of service quality of a service provider can be adequately measure by current performance and also marketers measures service quality by assessing customers view towards performance of business processes so Cronin and Taylor used performance based scale for measuring service quality (SERVPERF) and found that SERVPERF explained more variation in service quality than SERVQUAL in selected service industries. So they said that expectation is not necessary to measure service quality but due to study in four industries, explanatory power of this service quality scale is limited.

RAILQUAL :(A Modified Version of SERVQUAL)

RAILQUAL instrument is a modified instrument of SERVQUAL model and measure the rail transport service quality (Prasad and Shekhar, 2010). In this model three new dimension of railway transport are added (comfort, convenience and connection) in SERVQUAL model (Parasuraman, Zeithmal & Berry, 1985), it is also known as RATER model. In RAILQUAL instrument 100 respondents gave response and analysed by using factor analysis and with the help of RAILQUAL instrument measure the service quality of railway.

Figure 1.2

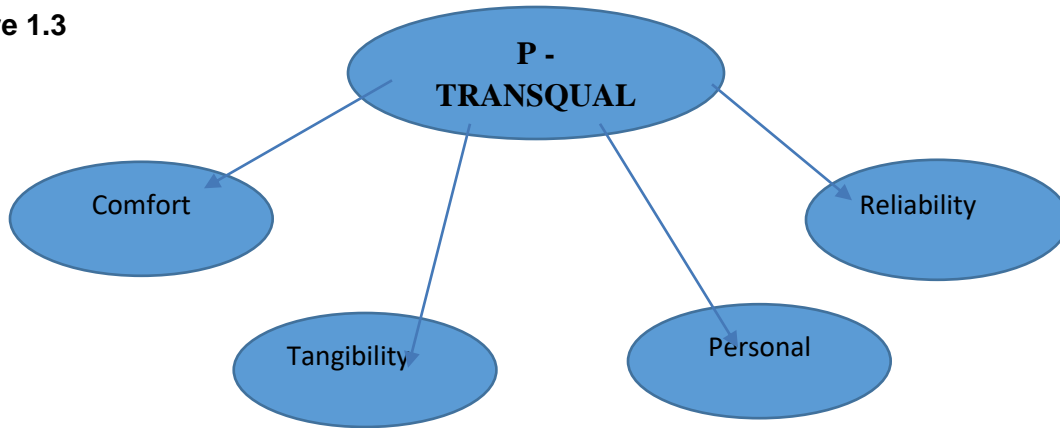


(Source: Prasad and Shekhar, 2010).

P-TRANSQUAL

P-TRANSQUAL instrument is a modified instrument of SERVQUAL model and measure the public transport service quality, Bakti and Sumaedi (2015) developed the P-TRANSQUAL a service quality scale measuring for perceived quality of public land transport services, dimension of P-TRANSQUAL were comfort, tangible, personal and reliability.

Figure 1.3

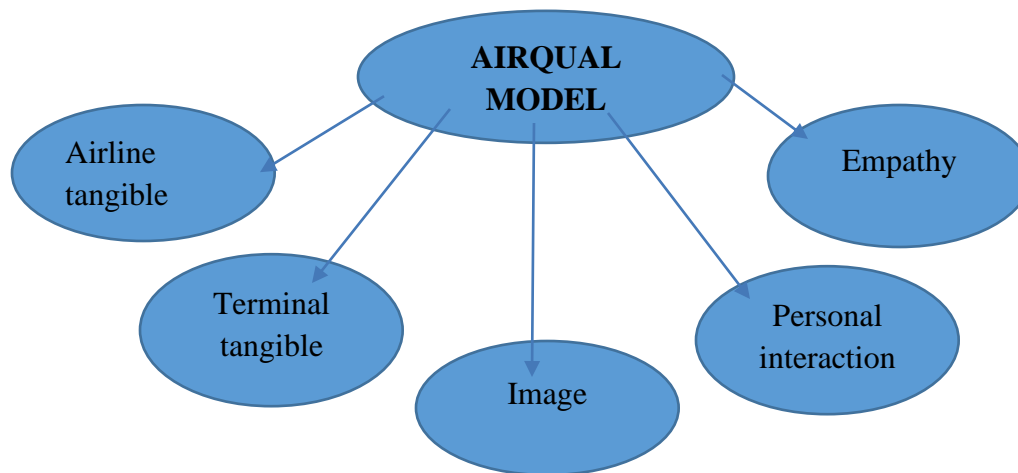


(Source: Bakti and Sumaedi, 2015)

AIRQUAL

Airqual model have five dimensions (airline tangible, terminal tangible, image, personal interaction and empathy), this model modified form of SERVQUAL. All hypothesis of the study supported customer satisfaction. Personnel interaction was very important dimension of AIRQUAL. It was suggested to provide better quality of interaction with personnel which improved customer satisfaction Faizan Ali, Bidit Lal Dey and Raffaele Filieri, (2015),

Figure 1.4



(Source: Faizan Ali, Bidit Lal Dey and Raffaele Filieri, 2015)

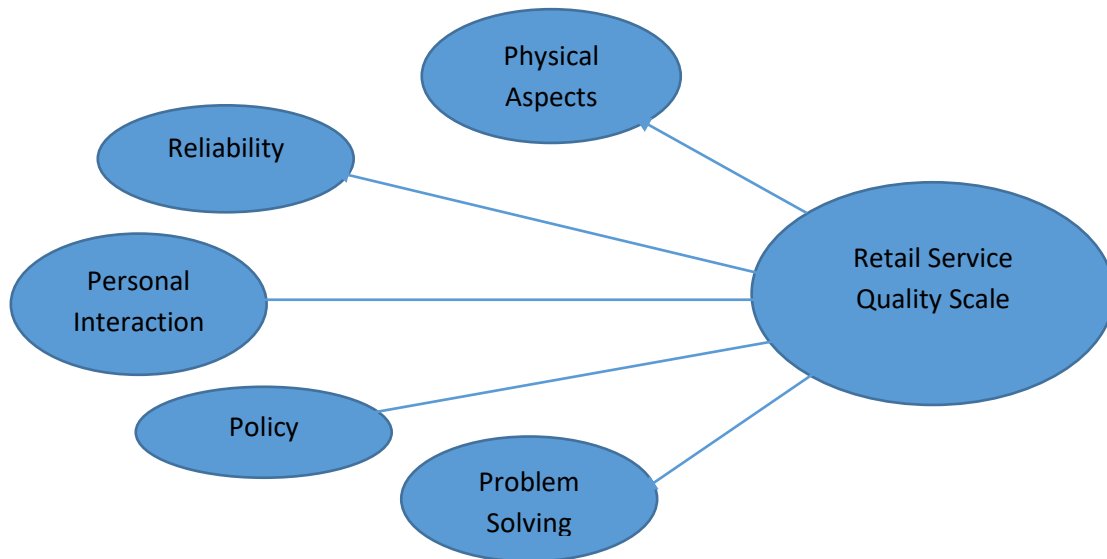
Retail Service Quality Scale (RSQS)

The SERVQUAL models are not used in retail store environment So RSQS retail service quality model was developed. Retail service quality model was developed in 1996 by Dabholker, Thorpe & Rentz. This model included 28 item scales in five dimensions which include 17 statements from SERVPERF and 11 items were developed by qualitative research and used by (Siu and Cheung, 2001; Das, Saha and Banik, 2008; Farooqi and Banerji, 2013; Singhal, 2016). These five dimensions were Physical aspects which include Retail store appearance and store

layout, Reliability which include retailers keep their promises and do the right things; Personal interaction include retail store personnel are courteous, helpful, and inspire confidence in customers; Problem solving include Retail store Personnel are capable to handle returns and exchanges, customers’ problems and complaints; and Policy include retail store’s policy on merchandise quality, parking, operation hours, and credit cards.

Figure 1.5

RSQS Model



(Source: Dabholker, Thorpe & Rentz, 1996)

KANO Model

Kano Model classifies product attributes on the basis of customer perception and effect on customer satisfaction. This classification is useful in taking decision regarding level of attributes required. This model was developed by Japan’s Noriaki Kano in 1984 for product and service development. Model describes three types of requirements:

Basis Needs or Dissatisfies: These attributes be must of a product or service’s nature. These are not point of difference but points of parity. If these needs are not met, customer will be dissatisfied but increase in these attributes may not increase satisfaction.

Satisfiers or Performance Needs: Characteristics whose’ increase leads to increase in customer satisfaction and ‘decrease in these attributes’ will decrease customer satisfaction.

Delighters or Excitement Needs: Unexpected attributes that delight the customer and leads to high satisfaction so the marketers can gain competitive advantage by fulfilling latent needs of the customers.

Kano Model determines satisfaction by comparing with customer perceptions of attribute performance so the basic assumption is that customer satisfaction is not proportional to functionality of product or service because higher quality does not always leads to higher satisfaction for all product and services attributes so customers requirement are divided in five types:

Threshold Attributes (Must be Qualities): These attributes can dissatisfy the customer when not met but cannot increase satisfaction because these are basic expected attributes.

One Dimensional Quality: Increase in satisfaction when requirement met and if companies are excelled than required, customer satisfaction increases accordingly.

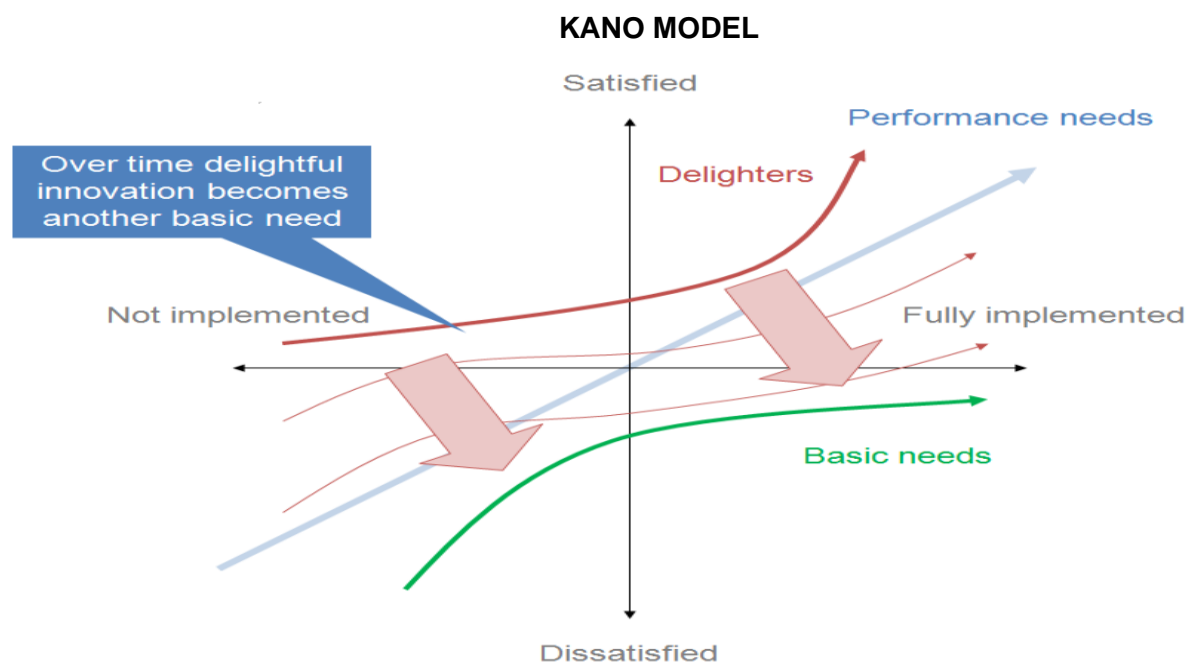
Excited Quality: If attributes are not present, it does not cause dissatisfaction but if present, it will delight customers.

Indifferent: These attributes have no effect on customer satisfaction whether present or not.

Reverse Qualities: These attributes if present then will lead to dissatisfaction.

So this model is a good tool for analysing the attributes of a product or service for making products & services in manufacturing and service sectors. This model is useful in providing input for quality function deployment process and six sigma project focused on customer satisfaction.

Figure 1.6

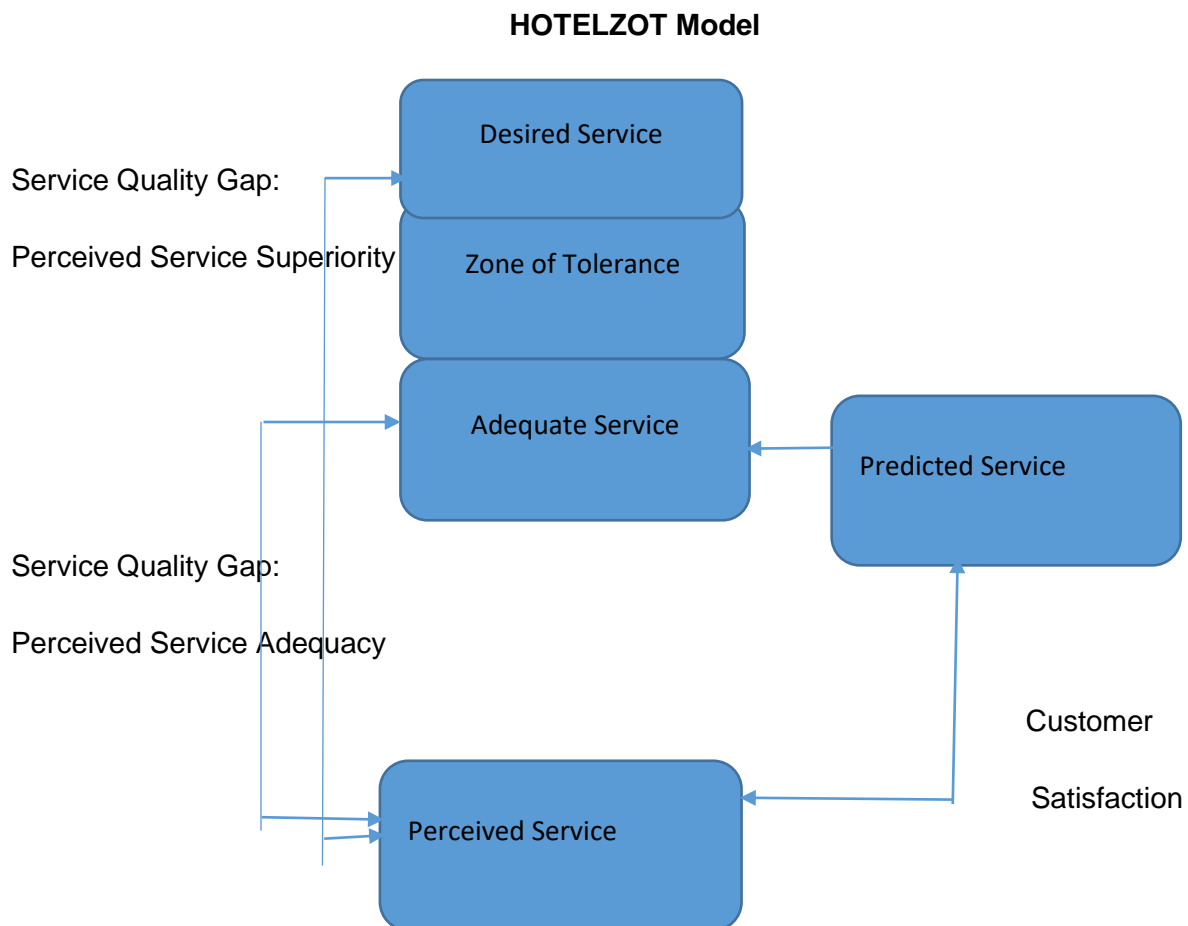


(Source: Kano Model, Wikipedia)

HOTELZOT: (A Modified Version of SERVQUAL)

This instrument incorporates zone of tolerance which will quantify desired service levels, minimum service levels and customer perceptions of actual service. It shows the differences between desired services (what customer hopes to receive) and adequate service (what customer will accept as sufficient), predicted service is a level which a customer believes the firm will actuality deliver. This model developed by Nadiri and Hussain (2005), and it differs from Parasuraman (1985) that the zone of tolerance highlights a range within which customers will be willing to accept variations in service delivery so customers will be satisfied when service delivered will fall within the zone and if service is better than desired service, customer will be delighted and customer will be disgusted when service falls below zone of tolerance.

Figure 1.7



(Source: Nadri and Hussain, 2005)

So two measures of service quality are calculated in modified model:

Measurement of Service Superiority: The gap between perceived service and desired service.

Measurement of Service Adequacy: Difference between perceived service and adequate service.

Conclusion

This study is review to various service quality model, these models cover the conventional personalized services of the transport enabled services. The models delivered useful structure for service quality. SERVQUAL model of service quality dimension is most useful/helpful to measure the public transport quality of service, Responsiveness, Reliability and Tangibility play an important role measure the service quality of public transport. The current study to enhance the understanding of the subject and highlight the following research in this field. Overall Service quality model developed with various types of service combat. Improvement of these models using the new situations and based on new concepts derived out of weakness from the existing models, including new variables with existing models and test the findings. These 7 service quality models highlighted various issues, debates, strengths and weaknesses pertaining to the models. On other side, researchers (Reynoso and Moores, 1995; Caruana and Pitt, 1997 etc.) have regularly point out the positive correlation of core service quality with business performance and the service quality delivered to the customer. It is clear from the review that none of the models currently satisfies the set framework, this clearly highlights the need for further research. This review highlighted some of the research agenda from the review of service quality models.

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