THE ROLE OF SERVICE QUALITY IN ORGANIZATIONS

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Abstract
Service quality is one of the most important topics in the field of services management and marketing. Managers of service organizations are aware that superior quality would be lead to better performance and have benefits like customer loyalty, responding to their needs, market share growth and productivity for enterprises. Service quality is as one of the significant structures to explain and justify behavioral objectives related to future and the desired effects on the financial results and consequences of company. Also it is defined as "an attitude or general judgment of customers in relation to supremacy of a service. It is the most important factor that affects the performance of organization.

Keywords: Service Quality, Organization, Performance

1. Introduction
Nowadays people live in an environment that is increasingly moving towards a service-based economy. Other services are not small part of the economy, but are considered as the heart of value creation in economy. Due to the increasing role of service organizations in the areas of the economy and the importance of quality in the areas of competition, service organizations must look to service quality management with dynamic and strategic approach and have a clear understanding of the quality status of services, the expectations of the client (customer) and the general characteristics of their quality. Service with regards compared to goods are intangible and are considered an integral part of service providers, thus their assessment by their customers are more difficult. Recognizing dimensions of service quality and the importance of each of these dimensions for customer as well as expectations and perception analysis in relation to each of these dimensions is first step to provide service with quality to customers and satisfy him/her (Kimasi & et al, 2014). Service quality is as one of the significant structures to explain and justify behavioral objectives related to future and the desired effects on the financial results and consequences of company and service quality is as one of the key strategies for the survival of a company that have examined and evaluated it and considering importance of service quality, there's no wonder that many researchers have dedicated themselves to understanding the dimensions of service quality (Gilaninia & et al, 2013). Since the first model of services quality provided by Parasuraman & et al, different models are presented and tested to determine the dimensions of service quality in target population. Some models presented in this area are as follows: (Iranzadeh & et al, 2009):
- Gronroos model
- Lehtinen model
- Johnston model
- Parasuraman model
Behavioral model of Bedos & et al

In addition to the above mentioned models, Kitapci & et al in 2013 in his article entitled "The paths from service quality dimensions to customer loyalty: An application on supermarket customers" determined paths between five dimensions of SERVQUAL model, customer satisfaction and customer loyalty.

Various researchers have proposed different dimensions for service quality; so that the main aim of assessing Service quality is focusing on the three dimensions of physical space (facility), interpersonal interactions (staff interaction and customers and or interaction among customers) and service or basic services (Koozehchian & et al, 2011).

2. Service Quality

Services quality is defined as a measure of meet customer needs and expectations by the service. Therefore, services quality can be defined difference between customers' expectations of service and services received. In addition, services quality has been defined as "an attitude or general judgment of customers in relation to supremacy of a service" (Koozehchian & et al, 2011). Services quality in marketing literature is defined as: overall assessment of customers from company services. The concept of service quality includes service delivery process and also the results offered services (Najafizadeh & et al, 2013).

Many experts have commented about constituent elements of service quality that their common factors include: (Gilaninia, 2013)

Process quality: process quality or operational quality is quality of processes and production procedures and deliver quality service to customers given the nature and coincide of production and consumption of services.

Output Quality: output quality or technical quality is evaluated after presentation and service creation. Output is what customer receives from service organizations or something that will remain after the end of transaction for the customer and customers have less forgiveness for service output deviation from their expectations to process deviations.

Physical quality: physical quality is the products, or the support of the products and services.

Interaction quality: interaction quality points to the relationship and interaction between customer and service provider and interactions may be in different methods.

Organization quality: Organization quality is the conception and public perception of the organization and quality of organization is one intangible aspect of quality.

3. Theories and Models of Service Quality Dimensions

Many conceptual models of service quality are provided by various researchers and scientists. These patterns were used as a tool in service organizations to help quality improvement programs. Continue to introduce six models to improve the quality of services (Mikaeili & et al, 2014):

1) Model of service quality gap analysis: In general, this model is a diagnostic tool of management that facilitate diagnosis of management multiple gaps and for efforts to improve the quality, service continues is useful.

2) Model of servicing quality improvement: This model provides a framework for a quality improvement program. This model specify step of the research process for organizational quality steps and factors discussed in every step.

3) Model of service quality exchange: In general, this model facilitates diagnosis of quality exchanges in three important features of service. These three features include: degree of customization, the motivation of employees, the degree of communication and interaction.

4) Model of service explore and the processing of customer: Generally, these models focus on practical issues. They describe the steps of providing a service; in addition,
try to show effect of experience on every stage in the formation of expectations and perceived quality these two models are appropriate for the identification of the components of a service organization that have an effect on quality.

5) Behavior model of service quality: the model express importance of behavior of the service provider's staff in the perceived quality. According to this model, the quality factor is the balance between customer expectations and employees. It also expresses importance of the service delivery system.

6) Customer satisfaction model of Kano: This model focuses on the characteristics of the goods and services and they have categorized into three categories: basic requirements, performance requirements and the motivational requirements.

Model proposed by Grönroos is the most famous model of service quality used in Europe. This model is expressed in figure (1) and is based on three main dimensions including functional quality, technical quality and mental image. This model suggests that there are a direct relationship between service quality and dimensions of technical and functional. Also there is indirect relationship between functional quality and technical quality in line with the perceived quality of services. Finally, the model suggests that service quality will be customer satisfaction (Iranzadeh & et al, 2009).

![Grönroos' Service Quality model](Kang & James, 2004)
Research conducted and different dimensions of services quality shown briefly in table (1). (Majidi & et al, 2009).

Table 1) dimensions of service quality in various studies (Majidi et al., 2009)

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A conceptual model of service quality was proposed beginning with providing a concept called service quality gap in framework of gap analysis model by Parasuraman et al. They expressed that service quality is gap between customer expectations and perceptions of services received (Bahreinizadeh & et al, 2012).
Parasuraman and et al continue their research, based on previous studies and conceptual model of gap analysis considered a tool for assessing service quality. This tool was called service quality scale and became a standard tool for measuring service quality. This tool in the literature of service quality has been introduced SERVQUAL model (Bahreinizadeh & et al, 2012). Five dimensions of SERVQUAL model include reliability, assurance, empathy, tangibles, responsiveness (Oliae, 2014).

Aldlaigan, and Buttl Following a series of research about quality of banking services offered a new scale with title "scale of system transaction of bank service quality" as the
model Systra - SQ that includes 21 indicators in four dimensions: quality of services system, quality of behavioral service, accuracy of services transactions, quality of machine services. They concluded that customers are evaluated service quality in both level of the enterprise and the transactions (Hosseini & et al, 2010).

About quality service must say that several authors have tried to introduce various aspects for services quality. For example Lehtinen and Lehtinen (1982) introduced physical, interactive and corporate (image) quality (Keyser & Lariviere, 2014).

4. Impacts and Importance of Service Quality

One reason of attention to service quality in recent years is that service quality has a significant effect on the performance of the organization. Service quality is an input variable for customer satisfaction and leads to customer satisfaction. This relationship could be clarified in a way that quality of products and services is lead to customer satisfaction and customer satisfaction also lead to profitability. Figure (3) shows this relation (Azar & et al, 2009).

![Quality of Service / Product](image1) ![Customer satisfaction](image2) ![Profitability](image3)

Figure 3) relationship between quality, satisfaction and profitability (Fecikova, 2004)

Among the reasons for attention to service quality can be expressed as follows (Gilaninia & et al, 2013)

Increasing customer expectations: The truth is that customer expectations have increased compared to the past. Increasing customer expectations can be linked to several factors; including increased awareness and knowledge of customers, advertising organization and competitor performance...

Activity of competitors: competitors by changing their services and how to deliver it to customers are constantly changing market and by this approach are seeking to increase their market share. This will increase the customers' expectations and compels others to take steps to improve their service quality.

Environmental factors: environmental factors, including political factors, legal, economic, social and cultural enforce organizations to provide better quality of services.

Nature of the service: assess the quality of service according to service characteristics is difficult for its recipients. For this reason, customers assess service quality with regard to physical evidence surrounded of services and behavior and attitudes of staff that are considered two main factors in evaluating service.

Factors within organization: organizations with their promotional activity raise expectations and demands of customers. As a result customer in referring to organization is waiting for promised services. Therefore, organization performance should be respond to expectations created in customers.

Service quality is an important issue in sectors of public, private, service, industries and businesses (Yusoff, Ismail, & Newell, 2008). Today competition to improve service quality is known as a key strategic issue for organizations that are active in the service sector. Organizations that have a higher level of service quality, thus will have a higher level of customer satisfaction as a prelude to achieving sustainable competitive advantage (Guo, Duff, & Hair, 2008). Service quality has a very important impact on customer loyalty (Prentice, 2013; Prentice, King, & Ohtsuka, 2012). Also Several studies has explored the relationship between Service quality and customer satisfaction And have confirmed this effect. Shi,
Prentice, & He (2014) performed a study about the influence of service quality on customer satisfaction and loyalty. They examined 40 entertainment centers located in Macau and in the end concluded that service quality will have a positive effect on customer loyalty through customer satisfaction; service quality could also directly affect the customer loyalty (Shi, Prentice, & He, 2014).

Keyser & Lariviere did a research on 809 customers of Belgian companies to determine whether the quality of technical and financial services can affect customers' happiness? They finally concluded that service quality in each of 2 parts have a positive effect on customer happiness (Keyser & Lariviere, 2014).

Vera & Trujillo (2013) did a study to determine the relationship between service quality and customer perceived value among banks in Mexico and in the end concluded that service quality on perceived value by customers is not effective (Vera & Trujillo, 2013).

5. Factors Affecting Services Quality
Hosseini & Ghaderi (2010) study conducted to identify factors affecting the quality of banking services. In this regard, after two stage of distributing questionnaires and analysis of results obtained of them, 50 indicators was achieved as the most important factors affecting the quality of banking services. After putting the 50 indicators in the final questionnaire and its distribution, factor analysis method was used to analyze the data and reducing variables. Results obtained of factor analysis showed that about 65% of the total variance explained by 9 factors and about 35% of the variance is explained by other variables that is not measured. As a result, 9 factors was identified as the most important factors affecting the quality of banking services that order of importance are: 1) employee behavior; 2) the competence and skills of employees; 3) innovation in banking services; 4) interest and facilities; 5) way of accountability and providing banking services; 6) the physical facilities of the bank, 7) reliability; 8) diversity in services 9) ease of service.

A study by Khaibzadeh, Koozehchian and Afshar was conducted on audience in play of Persepolis and Esteghlal in 2011/3/30. 265 viewers were evaluated using simple random sampling. At the end of using the software SPSS 16 and LISREL, and structural equation modeling concluded that any 3 variables the quality of access, the quality of sports complex, and the quality of racing has a significant effect on the quality of sports tourism services and effect of the quality of racing has the greatest impact.

Radghasbeh, Ganjinia and Gilaninia (2014) explored the relationship between quality of electronic services on policyholders satisfaction in insurance companies of Guilan Province. To measure the quality of electronic services used based on the theory of Zeithaml, Parasuraman and a Malhotra and to measure electronic satisfaction based on the theory of Hung Vuong. Results show that the quality of electronic services affects policyholder’s satisfaction. In evaluating the quality of electronic services, 7 dimensions of efficiency, reliability, security order, privacy, accountability, compensation and contacts stated as factors affecting the quality of electronic services. Since the relationship between service quality and electronic satisfaction of policyholders was confirmed, so there are significant correlation between quality of electronic services and its seven dimensions with electronic satisfaction. In prioritization of the quality dimensions of policyholders, “Privacy”, “accountability” and "reliability" have the highest ranking and "efficiency” has the lowest ranking. Today quality is defined as customer wants and the customer's perception and expectations is considered as main determinant factor. Dhar (2015) published an article that examined the effect of education on organizational commitment and service quality of staff working in the hotels of Hindi. He conducted his research for 494 employees of these hotels and model of research
analyzed using structural equation modeling. Finally Dhar concluded that education can have a positive effect through organizational commitment on service quality; It also was approved a direct impact education on service quality (Dhar, 2015).

6. Discussion and Conclusion

Today service quality is one of the most important topics in the field of services management and marketing. Executives of service organizations are aware that superior quality would be lead to better performance and have benefits like customer loyalty, responding to their needs, market share growth and productivity for enterprises. They use the quality of service as a lever to create competitive advantage. This is fulfilled if organizations know how customers perceive the quality of their services. Quality is a multi-dimensional phenomenon; thus ensures the quality of product or service, without specifying the outstanding aspects of quality is not possible. The highest aim of assessment of services quality is focused on physical conditions (facilities), interpersonal (among employee and customer and customer- customer) and basic services.

The desire to offer services with quality plays a crucial role in service industries such as insurance services, banking and…; because service quality is vital for the survival and profitability of organizations. In fact, today customer satisfaction and quality is considered critical issues in most service industries; In particular, this issue about financial services that generally service differentiation is difficult, it is more important. Quality of products and services in strategic business units is the most important factor that affects the performance of these units. According to their statement, superior quality through higher prices will create more profits as well as is a way to growth units.

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