

THE QUALITY OF SERVICE AND ITS IMPORTANCE IN SERVICE ORGANIZATIONS

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Abstract

Service is process consists of a set of activities more or less intangible. Service is activity or benefit offers one party to other party. Supply of high quality product and services to customers a continuous basis, makes creating higher competitive advantages such as competitive barriers, increase customer loyalty, production and supply differentiated products, reduce marketing costs and determine higher prices for companies. Service quality is a very mental. Service organizations have been realized this for maintain their customers and gain competitive advantage, one of the key issues that must be considered is improve their quality of services. Providing continuous high quality service is one of basic ways that an services organization can do differentiate itself from other competitors. (Sehat et al. 2012)

Keywords : Services, Quality of Service

Introduction

Service is work or experience offered by one party to the opposite party. Although may be in this process be closely associated with a physical product. But this act is necessarily intangible and usually does not result in ownership any of the factors of production. Willingness to provide high quality services plays an important role in service industries. Because quality of service is critical to the survival and profitability of such organizations and also it is a profitable strategy for the organization . Today, customer satisfaction and service quality are critical issues, in the most service industries.

Definition of Services

Service is process consists of a set of activities more or less intangible naturally occurs in interactions between customers and staff, physical resources, goods and or service providers systems that will be solutions to customer problems. Service is an activity or benefit that offers one party to other party. Essentially is intangible and hasn't ownership. (Monavarian & Amiri 2005)

Previous research

1. Hekmat Poor et al. (2012) in research as "Quality of health services hospitals affiliated to University of Medical Sciences and Health Services in Arak" concluded that in all dimensions of quality, perception quality (available quality) were not exceeded on expectation of quality (optimal conditions of patients) or does not comply with it. Most weaknesses in different quality dimensions was related to access to services.
2. Ghafari et al (2011) in research as "Study of the relationship service quality dimensions and customer satisfaction in the banking industry" concluded that customer perception from electronic service quality has a positive effect on the rate

preferred than traditional service. Also customer perception from e-service quality have more effective than customer perception from traditional service quality on customer satisfaction.

3. Kumar et al.(2010) in research as "Modelling and evaluating quality measurement using neural networks" found that proper presence of signs and guidelines In Islamic banking in Malaysia, about how to use e-banking services is one of the factors affecting customers perception of the total service quality.
4. Cronin & Taylor (2008) in research as "Measuring Service Quality: A Reexamination and extention" found that service quality is the arrangements of customer satisfaction and customer satisfaction will have a significant impact on purchasing decisions.

Features of Services

Services have four distinctive feature that can affect marketing plans. These features include :

1. Intangible : Services are immaterial and intangible. These features may be reduce customer trust.
2. Inseparable : Services come to consumed at the moment of produced, conversely goods, process of production, storage and distribution are not separate.
3. Heterogeneous : Services always is unique and never their duplicated are not identical.
4. Non-store : Services are destroyed in other words, they are non- stored.

(Gilaninia 2012)

Quality of Service

Service has quality that if can satisfy the customer's needs and demands, and the provided service consistent with customer expectations or will be beyond it. The common factors of service quality are as follows :

1. **Process Quality** : Refers to processes and production methods quality and provide services to customers.
2. **Product Quality** : is evaluated after the provide service. In fact, product is what the customer gets from organization.
3. **Physical Quality** : Refers to goods or services the product support cases. (Grace & Ocase 2008)
4. **Interactive Quality** : Refers to interactions between customers and service providers.
5. **Organization Quality** : Is related to mental image and perception total from organization. Generally, The organization quality is an intangible dimension. (Evans & Lindsay 2009)

Dimensions of Services Quality

Dimensions of services quality included :

1. Available
2. Communications
3. Competencies
4. Humility
5. Reliability
6. Trust
7. Responding
8. Security
9. Understand
10. Tangible factors

(Saei Asri et al. 2010)

Necessity of Paying Attention to of Services Quality

The reasons for the provided high quality services by the organizations included :

1. **Increasing Customer Expectations** : Generally, customer expectations have risen than past. Increasing customer expectations may relate to several factors including increased customers' awareness and knowledge, organization advertising, and competitors' performance.

2. **Competitor Activity** : Competitors by continuous changing of own services and how to provided to customers are constantly do changing markets and they are seek to increase their market share. This act will compel others take steps in order to improve their services quality. (Gronroos 2010)
3. **Environmental Factors** : Forced to provide high quality services factors of legal and political, economic, social and cultural to organizations. Additionally Today by expanding access to the internet, customers can easily obtain information from around the world.
4. **Services Nature** : Evaluation of the services quality is problem considering attributes of services for its recipients. For this reason, customers considering services' physical evidence and employees' behavior do evaluation the service quality. (Porter 2007)
5. **Organizational Internal Factors** : Organizations by own promoting activity raise customers' expectations and demands. As a result, when customer comes to organizations, has expected promised services. Thus, organization performance should will be responsive to the expectations of the customers.
6. **Benefits Arising From Service Quality** : Benefits arising from service quality is another factor that encourages organizations to provide high quality services. One of the direct effects is increasing the organization's ability to provide efficient services for customers. Because organization found their customers have what demands and needs. So reduce or even eliminate from non-essential services. Organization's profit will increase by increasing the efficiency and effectiveness in providing services. Also provide a better service to customers makes repeat of purchase and spreading positive mouth to mouth advertising. (SeyedJavadian & Kimasi 2005)

Customers' Satisfaction Factors Than Service Organization

1. Type deal service employees
2. Interact with equipment
3. The appearance and internal and external specifications of service facility under as physical - environment factors
4. Features and behavior of other customers

(Gilaninia 2013)

Conclusions

Service is a work and practical offered by one party to the opposite party. Services has four distinctive feature included intangible, inseparable, heterogeneous, and non-store. A service has quality can satisfy customers needs and demands. Common factors of service quality included process quality, product quality, physical quality, interactive quality, and organization quality. Service quality is more important and necessary due to increasing customer expectations, competitor activity, environmental factors, services nature, organizational internal factors.

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