PART IV

ANALYSIS OF DATA OF

RESPONDENTS OF SERVICES
1. **Statement of Problem:**

Firm’s perspective it’s important to satisfied customer wants over the service. This is true for companies producing services.

- One importance of customer satisfaction is that the company should know their customer's needs and expectations.
- The gap between a service provider and customer perception which relate to service delivered which satisfying the customer wants.
- This indicates that service providing companies and to have more profound understanding or their crucial question.

Against this background it is worthwhile to study the degree of customer satisfaction in selected sectors of service industry under the title:

“A Study of Customer Satisfaction in Selected Sector of Service Industry”

2. **Objectives of the Research:**

(1) The main aim of this research is to examine contemplates to undertaken the in-depth study and analysis of the three fundamental dimensions of service quality, internal services, external value and customer satisfaction.

(2) The investigation is conducted both from a theoretical and functional point of view.

- The theoretical findings are further supplemented by an empirical analysis emphasizing internal service operation, the service product and development, service quality, service recovery, and customer loyalty within different service branches.
- The empirical research will probe into the fact that service companies in different service branches demonstrate significant differences concerning the elements in question.

(3) The researcher will make suggestions to improve and enhance the degree of customer satisfaction in these industries.
3. **Hypothesis:**

**H_1:** There is a significant difference of degree of importance on every service attribute among users from different service industry.

**H_2:** There is a significant difference of degree of importance on every service attribute among different users.

4. **Research Methodology:**

The research shall be completed in a period of 2 years (i.e. 720 days).

5. **Universe:**

This research proposal shall be consider as a pilot study to have the rational assessment of existing Customer Satisfaction on Selected Service Industry and its policies. From the point of view, the project is undertaken as a study. The universe for this project shall be restricted to:

(1) Hotels
(2) Restaurants
(3) Tourism
(4) Telecommunications
(5) Banking

6. **Sample Size:**

<table>
<thead>
<tr>
<th>Time frame</th>
<th>= 5 years (2005-2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Respondents</td>
<td>= 50 respondents from each of the five selected sector.</td>
</tr>
<tr>
<td>Total sample</td>
<td>= 250 respondents.</td>
</tr>
</tbody>
</table>

The sample is well justified on the following grounds:-

(1) Sample size seems to be large and adequate.
(2) Sample fairly represents the customer satisfaction in selected service industry under study.
(3) The sample has considered the various service industries, which would be studied for the purpose of project.
(4) Considering the sample size, various statistical as well as other techniques can be applied to evaluate the data.

7. **Research design:**
The proposed research is analytical in nature. It proposes to analyze and compare the degree of customer satisfaction in selected industries and will suggest means and methods of enhancing the same.

8. **Sampling technique:**
The research will make use of random sampling technique to select 50 respondents from each of the five selected industries.

9. **Sources of Data:**
The researcher will make use of both primary as well secondary data to achieve objectives and establish hypotheses.
   (1) Primary data will be generated from a closed ended questionnaire administered to 250 respondents selected randomly from different industries under consideration.
   (2) Secondary data will be sourced from government publications, trade journals of industries, research articles and annual reports of these industries.

10. **Tools of Analysis of Data**
Besides averages and bar diagram, appropriate statistical tools will be utilized considering the availability and nature of data.
Question 1: We regard our employees as the most important asset.

Yes. Each and every service company the first priority is given to the employees as they are one of the important part to run the company.

Therefore, we can see that the highest percentage is in Bank (27%) as they perform the major part in financial transaction i.e. to sell the financial products and rendering services to the clients.

As compared to other service sector (hotel, restaurant, tour operator, telecommunications) banks requires more number of employees whereas other service sectors can also take help of modern technologies.
Question 2: Our employees are all familiar with the company’s overall vision and mission

Every company has their certain kind of vision to be achieved in a particular time for the growth of the company. To achieve the target they plan a mission and perform accordingly.

So as to achieve the visualized target of the company the mission has to be implemented by all the employees of the company with full dedication towards their job.

Hence we can see all the service sectors have their respective percentage for strongly agree 31% and Agree 69%. But there are few disagreements in telecomm sector (3%) and restaurants (5%) because few employees are only interested in their monthly salary and not towards the goal of the company.
Question: 3: All our employees have a strong feeling of being member of a team.

Team efforts are essential for the growth of the company. A group of people where they work together towards the same goal and target to be achieved is known as a team.

As per the above chart bank (16 %) is the highest ranked sector to work as a team which is followed by tour operator (13%), telecommunication (12%) and hotel restaurants (10% respectively). Few companies in their respected sectors as we can see the disagreements in restaurants (2%) , tour operators (2%), and telecommunications (4%) because few employees of the company focuses on their personal interest rather in working for the company’s interest to achieve the goal.
Question 4: We are convinced that our employees are satisfied with their working environment.

Working environment in the company such as infrastructure, basic facilities, working hours should be provided to the staff to gain 100% productivity from the employees.

As we can see all the companies in their respected sectors tries to provide the best of working environment to the employees of the company.

As we can also notice the highest disagreement in Telecommunication (4%) due to lack in infrastructure facilities, working hours, health problems

Hence the employees fail to perform well towards their job.
Every company has Top level, Middle level and Lower level management.
It’s good to have small distance level between the top management and the employees so as to avoid delay in work.

As we can notice the highest ranked sector is telecommunication (14%) and hotel where they there is small distance between the management and the employees so that they can provide the service to the clients as soon as possible

Whereas in banking sector there is a long distance level of management as they deal into financial products. As they also have to follow the hierarchy levels of management to avoid mishandling of the information of the investors.
Question 6: There is an intense exchange of information between the management and the employees.

It is essential to exchange the information in the company from lower management to the higher management and vice versa. The information provided from the lower management to the higher management helps to know the higher authority about the feedback of the services and the products and also about the new demands of the customers as per the market.

Whereas it is also essential to exchange the information from the higher authority to the lower management about the advanced facilities provided in the company for the employees so that they can perform better in regards future prospect.
A company has to perform like a team to achieve the target of the company where all the different departments perform the job efficiently by exchanging the information. Working in the company is more over like a chain where a different department performs for the same goal following each and every department.

Hotels (strongly agree 13.6 %) have different departments of laundry service, housekeeping reception following one target to achieve is customers satisfaction which is bifurcated into different department because one department cannot work for 10 different things.

In tour operator companies (10 %) there in no intense exchange of information as they have a fixed nos. departures at fixed hours that has to be performed which is irrelevant to the nos. of passengers travelling. In restaurants the work job is divided into different departments which have to be performed irrespective to the amount of food the customers had.
Question 8: Motivation (hike in salary) is an important strength for the employees.

Every company to lead in their respective sectors need to motivate their employees to perform at its best by giving hike in a salary or in the form of higher designation where they carry powers to run the company.

Since the bank has long distance management the powers with the higher authority is more than the lower management staff. Bank motivates the employees not with the hike in the salary but to promote them to higher level of management in the way of giving them a higher designation

Hence bank disagree (4.5%) to motivate the employees only by giving a hike in the salary than to promote them to higher levels of management.
A good team work will always get a better result. Hence for every company it is important to work as a team and have good coordination between the management and the employees of the company.

It is important because the employees are in the direct contact with the customers and the management who comes up with the new ideas to satisfy the needs of the customer gets all the relevant information from the employees. It also helps in solving the problems of the customers and to provide them what they require.

But in certain cases, some companies in tour operator and restaurants (7.5 %), there is a problem to have coordination due to their absence in the company at that point of time, or at times to take decision over that particular moment to sort out the problem of the customer it’s difficult for the employees or the management to coordinate. There is also a possibility of discontinuing of the employees in the company.
Question 10: The management formulates detailed standards concerning how the customers should be served.

Every service sector has their benchmark standards services to be given to the customers because for them every customer is important.

But in few cases like telecommunication companies disagrees (6.5%) the services matters from the customer to customers because of the plans they take from the company depending on those plans the services are being provided to the customers as the company also keep in mind to satisfy the customer which is irrelevant to the services they provide.

In tour operator companies (6.5%) the requirements are different from customer to customer and on those requirements the services are being provided keeping the main target in their mind of customer satisfaction.
Question 11: The most important element in service marketing mix is process.

In service marketing mix there are external 3P’s out of which Process is important so as to deliver the services to the clients on time.

The process is followed to provide the accurate services and as fast as possible to the clients. But few Tour operator companies disagree for the same (2%) one cannot follow a regular process.

Because the services are dependent as per their needs and has to be customized as per their choices and preferences which is also believed by the Telecommunication companies (2%) as they too provide services to the clients as per their requirements. Hence these sectors can’t have a regular process for every client.
Question 12: The ability of the employees to satisfy the customers is continually controlled.

The main aim of the company is to satisfy the customers as much as possible and within the limit of their company’s policies. The company will try their level to satify the customers needs and to fullfill their requiremnets. But in certain cases few companies & Hotels (10%) cannot control the customer satisfaction continuously because of the prior commitments to the other customers they cannot fullfill the other customers requiremnents.

It is not possible in the hotel industry to satisfy the two different customers for the same particular room at the same time. thou the hotel employees will try to provide a similar room but the same room not possible.

Whereas for the few companies of telecommunication and restaurants (4%) at times it is not possible to give the customers the most of benefits for the least usage. And in restaurant it is not possible at times to fullfill their requirements for the seasonal varities served in the restaurant which the raw materials are available in the market as per the season.
Question 13: We have established training programs where the employees are being trained in satisfying the customers.

As there are different kind of customers having different kind of needs so as to understand their different needs the special training programmes are been held and the employees are being trained accordingly so that they do not face any problems to tackle them and understand the customer’s needs and serve them as per their choices and satisfy their needs. As mostly all the companies of service sectors held a training programme but few of those still faces some problems.

Some telecommunication companies (3%) do not agree is just because as they are being trained on a standard level they find a bit difficult at times to solve the customer problems as per their choices as the problems cannot be standard measured. Problems or dissatisfaction of the services by the customers differs from customer to customer. And the same reason goes for few Restaurant companies and Hotels (4%)
Question: 14: When recruiting new employees the personality is more important than professional competencies.

Professional competencies are just not enough to recruit an employee. The overall appearance of the personality is also important to be judged.

The recruited employee is judged on the basis of educational qualification but along with it how well is groomed, how well he can carry himself, the way they present themselves, their speech, language, how confident he is also all the matters to recruit an employee.

Majorly all the service sectors recruit the employees more on the basis of personality over professional competencies. But very few banks disagrees (3%) as they emphasize on their professional competencies and their experiences and on those basis they recruit the employees.
Question 15: We believe in internal marketing before delivery the services.

Before coming into the market the companies want to be sure enough if service can satisfy the customers.

Before launching the services in the external market, companies would want to promote their product internally to the employees to know the pros and cons of the services provided and if the services satisfy the internal market then they launch it externally.

Because of number of financial products the banks have they cannot try all those products in the internal market and so they do not get proper result of the same. Hence, few banks (3%) do not agree with the above statement.
Question 16: New service offers are created in cooperation with the employees.

As the employees are in constant touch with the customers they know well to what does the customer wants. And eventually it’s them who are in direct touch with the customers. The employees can also promote the new offers to the customers as employees are the mediator between the management and the customers.

But few companies in few sectors like telecommunication (2%) do not agree because as their new offers are standard or it depends on the individual numbers usage of the client.

Whereas few restaurants (5%) and tour operators (3%) does not agree it is because they have a standard service to serve which is also seasonable thence they do not find necessary to create the offers in cooperation with the employees.
Question 17: Both existing and potential customers are part of the development of the new service offers.

As the company keeps coming with the new ideas and new offers and services the existing customers are the part of the development of the new service offers but the potential customers are also the part of it as keeping them in the mind the new ideas with the new services have come up. Once it satisfies the existing customers along with the potential customers it is an acceptance of the new services in the market.

But few companies in telecommunication (2%) does not agree the same because they feel that there is a possibility of new services which would not be accepted by the existing customers and the alteration in the plans would affect their business.

They believe the existing customers would give them more business rather trying on potential customers by satisfying them by their needs.

Likewise with the few companies of Hotel (5.5%), Restaurant (6.5%), Tour Operator (5%), and Banks (6%) also disagrees the above because the change in the existing services would disturb their existing customers and which would break down their loyalty in the eyes of the customers.
Question 18: When developing new service offers we consider our competitors service package.

There is lots of competition in the market in every sector. Hence every company comes up with the new ideas, schemes and services to gain the maximum part of the market. So as to amend the plans and services the companies consider the new service offers of developing companies and try to either come up with the better plan in comparison or same as them.

If the companies want to exist in the market, they need to adopt the new changes and keep satisfying their customers by coming up with the better ideas or to run at par as compared to other companies.

Few restaurants (5%) does not agree with the same as the quality of the product differs from restaurant to restaurant they use to make food and also some restaurants specialize in some particular taste which cannot be compared because of their secret recipes.
Question 19: When enhancing our service package we take “the best practice” into account.

Almost all the company services are at par. Hence to attract more of the customers, companies enhance the services by putting in more efforts and the best of services to capture the market. The company plans are more or less the same so as to stand little different from other companies they put in the best of practice to satisfy the customers.

Few companies does not put in much of efforts to enhance the services its because of their cost which is comparatively less in the market. Some customers wouldn’t mind in compromising the services where they can save little money and hence very few companies do not believe in enhancing the services.
Question 20: We believe in on the spot service recovery, with possible solution

As we all know time is precious and Customers needs the best service in a short period of time. The best of services given by the company as per the choices and requirements provided in a shortest period of time is the company that sustains in the market. In the matter of making mistakes and then recovering it within the shortest period of time helps the customers to be loyal to the company. Few companies in telecommunication, restaurants and Hotels strongly agree (16%) to the concept of on the spot service recovery and provide the services to the customers as asked for it earlier.

But few companies are not able to recover their mistakes on the spot is due to the further commitments made to other customers and also because of no availability of the service after the certain particular time. And also because of the long procedure to rectify the mistake on the spot service of recovery is not possible.
Question 21: We constantly develop new service attributes and improve the existing ones.

As time is changing and keeping the modern technologies in mind we need to update our products and services as per the market and as per the customer needs.

Every company needs to adopt new technologies and accept the changes and come up with new ideas which meet the customer needs to sustain in the market.

Few companies in Tour operator, Bank, Hotel believes that it is not a good idea to bring out new kind of services and do not take the courage to bring up the changes because they have fear of loosing their loyal customers and business.
Question 22: We believe that the secondary services are of equal importance as the core service:

In today’s competitive world core services are dependent on the secondary services. All the difference that is made by the company among all the other competitors is that of secondary services they provide. It is important to take care of the secondary services of the customers as it builds the goodwill and the trust in customers mind.

But few banks in service sector (5%) and companies in tour operator (5%) do not agree because as per the each individual the secondary services cannot be provided as per their needs which may cost the company more than their actual cost and which may also not be feasible enough to provide looking at the benchmark services provided by the company.
Question 23: The development of customized service offers are regarded as a long-term investment, hence we accept eventual short term losses.

To gain long term profits companies wouldn’t mind suffering short term losses. Every company eventually wants to do business and earn profits. In today’s scenario where the competition level is too high, to retain the loyal customers, companies wouldn’t mind to suffer a short term loss which can be turned as a long term investment which will give them a long term profit after a certain point of time. This is also done to gain loyalty and trust of the customers which will help the company to offers them their services for a long time. The services offered for a short term to the customers, companies cannot afford to suffer a loss as they period of offering customized services is valid for few days of the year but which can be prorogated later as per their needs. Hence few companies of Telecommunication (6%) do not believe in suffering a short loss where their customized particular services are offered for a particular period of time which is also followed by Restaurant & Hotels (5%).
Question 24: The management dictates exclusively all new services offers.

The managements cannot dictate exclusively all new services offers because coming up completely with the new service would be as good as taking a huge risk because it may not be liked or acceptable by the customers.

Few alternates in the services can be done as per the customer’s needs but a complete change is not feasible. As it takes time for the customers to accept and adopt a change in their plans.

There could also be a possibility in a loss of goodwill and may also affect the current customers as they might also feel the change in their current services provided by the company which may lead to a negative impact of the company.
Question 25: There is a difference in coherence (quality) between the management’s and the customers’ perception of good service.

There is a difference in quality of service between the two elements is perception.
It is just because of customer’s needs are different and to match those differences the company changes their plans and their services to match the needs of the customers.

Customers would also want the best of services in the least of cost if possible. So as to work on those economical plans company try to give the best possible service to the customers as well.

Customer’s wants and needs are infinite and at the same time they also require quality in it. To match the maximum needs at a single service is the criteria of the customer.
Question 26: Our service offers are much better than our competitors.

Majorly Companies which adopts the changes faster and provides the services to the customers in a short period of time has a confidence to provide better services than their competitors because of the availability of the resources and good infrastructure.

Few companies disagrees that their service offers are better than the competitors its because they know that they lack in infrastructure, human resources and cannot compete with the giant companies in their respective sectors and so not easy for these companies to adopt the changes in a short period of time.
Question 27: We believe in making “relationship marketing” with customer which will give long term profit.

Relationship marketing is an essential part to have a long term relation with the customers. With the growing competition in the market, it is important to keep hold of old customers by giving them best of services and offers.

The long term relationship shows trust and loyalty towards the company of the customers which will also help us to make few more customers on their mouth - mouth publicity and also based on their trust on the company which will also bring in more business and leads to earn long term profit.

Few banks disagrees with the statement because for them it’s important to capture more of market and so they can’t emphasis more into relationship marketing.
Question 28: We regard our customers as being most important.

“Customer is the King”

Companies takes all the efforts to give the best of services to the customers because eventually only if customers are happy with the company’s offers and services which will help the companies to sustain in the market and increase the business with the growing market share leading to earning more and more profits.
Question 29: We treat our customers equally and individually, independent on their profitability.

For the company all the customers are equally important irrespective for the profit they make out of their individual business. But depending on the number of transactions the customers get the secondary services and additional benefits on the offers.
Large numbers of companies follow the idea of more the business more is the benefits. As per the above chart 10% of all the Banks follows that if the customer is doing more and more transactions with them, they would provide them with more benefits and complimentary services whereas others are being charged for the same
Tour operators & Telecommunications (6 & 8 %) respectively believes the same if the customers has purchased many services from them, the company would provide them more discounts and in telecommunications they would provide some free services on calls or on the usage of internet. Hotels & Restaurants (2%) few provide some additional discounts on their next visit if their bill exceeds certain amount.
Question 30: We provide our customers with a friendly treatment from the very first contact.

As we know that to lead in the market we need to provide the best of the services to the customers. In this competitive world only few companies retain is just because the companies have their loyal customers and that is build through trust over years and years.

It is believed that “The First Impression is The Last impression” and so the companies try to build the best of impression in their first introductory contact with the customers. A friendly contact with the customers makes them feel special by giving extra services as compared to other companies.

Hence, Bank (18%) provides the major friendly contacts with the customers by wishing them on their birthdays, anniversaries etc. which is also followed by other service sectors.
Question 31: We are interested in developing long-lasting relationships.

Long lasting relationship is build on the basis of trust and loyalty. And every company needs the loyal customer who shows trust in them. It is required because to sustain in the market with the adopting changes as per the demand of the customers which has to be satisfied.

There is almost 70% of all the service sectors strongly agrees for the long lasting relationship with the customers but in certain cases they only agree because due to change in services the company is unable to satisfy the customers and which leads to chances to switch over other companies to seek the best of services as per their choices.

Question 32: A large share of our customer base is loyal.
Loyalty is the best reward that a company gets from the customers. As every day a new company is launched in the same sector but the loyal customers have trust in the same old company that they would provide them the best of services irrespective to the new companies come up with the new services.

Banks are the highest ranked (14%) in terms of loyal customers because once the customer is satisfied with the services of the particular bank its then followed by their family members too from years to years and this concept is followed by other service sectors too.

But in few restaurants disagreements (2%) is because in certain restaurants they don’t follow a specific recipe of which there are chances of change in the taste of the food and also change in chef leads for the customers to switch over other restaurants.

Question 33: We have methods for identifying loyal customers.
Every company has their own methods to judge the loyal customers for their company. Though it is never disclosed the methods of identifying their loyal customers.

But it is shown by the number of purchase made by the customers who last for years and years. It is an assurance that customers should be satisfied on the base of services provided and the quality of it and also that the customers are not cheated by the company.
Question 34: We measure the repurchase frequency of selected customers.

Repurchase of the services shows that customers are happy with the services which is provided by the firm. It also proves that the customers are loyal to the company and fulfills firm all their requirements and understand their needs.

It is important to measure the frequency of the repurchase because it shows the falls and pickups of the quality of services provided by the company and if at all it goes down it helps them to know the reason for a downfall and resolve the problems occurred if any. But few companies of restaurants & hotels (4%) are not able to measure it’s because of the seasonal fulfillments of the customers and as there are number of varieties of food and simultaneously number of customers for different food so it is difficult to measure the same.
Question: 35: We offer special attention and care to our loyal.

It is not possible for the companies to give a special attention and care to their only loyal customers. Each and Every customer is important for the companies. To build more and more loyal customers every customer should be treated with the same attention and care. Whereas few Telecommunication companies and Tour Operator strongly agrees (14%) to treat their loyal customer’s special by giving them better offers, deals, discounts which is not openly shown. It is in the form of giving some better discounts, door to door service where customers don’t have to visit the offices but their company executive provides them at their door step. Restaurants do not strongly believe in giving any special attention to their loyal customers because for them every customer is important. Hence few restaurants majorly disagree (8%) it’s also because restaurants are providing their services openly to all of their customers. So, if one customer is treated with extra attention the other customers at the same are being felt neglected which will lead to a negative impact of the restaurants.
Question: 36: The relationship is pleasant with the customers and our employees.

The company to run their business needs to work as a team and for which it is necessary to have a pleasant relationship between the employees and the company.

Company has to look into the welfare of the employees by having suitable working conditions and no hazardous to their health. This all is required because it is only then the employees work wholeheartedly and with dedication.

It is important to understand the company that they should maintain good relation with the customers by understanding their needs, providing them the better quality services which led to have profits in future. Having good and long term relationship with the customers would lead to have goodwill for the company.
Question 37: We follow service quality dimension in our respected services.

It is necessary to know the customer needs and giving these entire dimensions in the services by putting themselves into customer shoes and to understand the customer’s point of view. Few Banks (3%) cannot follow all the dimensions in their service because of various needs of customer in financial services which is difficult to fulfill it.
Question: 38: Our overall goal is to satisfy customers.

The reward for any company is to see their customers satisfied with the services they provided as per their requirements and choices.

This will help the company to build loyal customers and hence it is then easy for the company to survive in the competitive market.

Only a profit-making company cannot be sustained in the market due to lot of competition that exists in every sector. Hence, every company has to follow the goal to satisfy customer needs and also to adopt the changes of the customers and provide them the services accordingly.
Question: 39: We measure customer satisfaction:

![Bar chart showing customer satisfaction levels in different sectors.]

There is no such training provided in any sector to achieve 100% customer satisfaction level at its first shot.

Customer satisfaction is essential to be measured to up to what level the customer is satisfied so that the company can improve their services and give better and better services and improve their presentation in the market as per the customer needs.

As the customer’s needs are not constant they change as per their needs and other favorable conditions to which even companies need to provide them the services accordingly to achieve customer satisfaction and which needs to be measured in the form of feedback to know how can they be better in their next performance of providing the services.
Question 40: Professional agencies conduct our customer satisfaction schemes.

Companies hire the professional agencies to conduct the customer satisfaction schemes so that they come out with new offers as per the customer needs and capture the maximum market.

Professional agencies come out with the schemes by doing lots of research and to read the market as per their needs.

Few companies in telecommunication (6%), tour operator (2%), hotel (4%), restaurants (6%) disagrees because few of those are newly entered in the market, which may also raise off their budget, also because of competitor companies having better schemes and most importantly only big profit making companies can afford professional agencies to conduct customer satisfaction schemes.
To attain that 100% satisfaction from the customer for the company, company shall try all its best to satisfy the customer and will look forward for the customer to come back to the company again - n - again. For customer the most important thing is that he should get the services what he is paying for and at the end of the day he should be completely satisfied for the money he has spent. The company needs to put in all the efforts to gain customer satisfaction which can be achieved only if they put in their best of efforts and try all its resources to get the services done for the client. In few cases of service industry of tour operator and restaurants (2%) and hotel and Telecommunication (3%) do not agree to possess all the resources to satisfy customer needs it is because of the limited resources available in infrastructure, lack of employees knowledge and also due to lack of research on optimum usage of the resources.
Question 42: We are aware of our strengths and weaknesses in relation to service quality.

As we know that strength and weakness are the internal factors of the company so the company should understand their internal environment of the company.

Yes the company needs to know the strengths and the weaknesses of the company so that they can give the best of what they have and overcome of all those weaknesses where they lack into.

Strengths can help them to do the best in a particular field and can also use it as a “unique selling point” of the company.

Whereas the weaknesses is concerned the company will try to work on the same and cut down the losses which is also known as Loop holes as much as possible occurred because of it and try to overcome such weaknesses.

As an exception in banks (2%), because the changes in the external factors i.e. changes in technology which intends to change the internal factors of the company.
Question 43: We believe that our customers are satisfied with our reliability.

Reliability is one of the dimensions to be followed by the company towards the customers to provide service Quality.

Reliability means the Ability to perform the services dependably and accurately towards the customers.

Reproaching of the customers to the company for the services proves that the customer is satisfied with our reliability of services that has been offered to them.

It gains trust towards the company, company gains loyalty of the customers and eventually the goodwill of the company is also raised accordingly.
Question 44: We believe that our customers are satisfied with our employees.

As the employees are the company’s representatives they need to know the entire knowledge of the services they offer.

They employees are been thought to satisfy the customer and give them the best of services as per their needs and which are also in the limits of the company’s policies. When Employees are in regular touch with the customers they exactly know, what does the customer wants and they try their level best to satisfy the customer in the best possible way.

But few companies in service sectors of Bank (1%) and telecommunication (2 %) faces the complaints is because at certain point they are unable to come out with the instant solution for a problem and so with the certain ratio the customers are not satisfied with the employees.
Question 45: Our physical evidence is a quality for our customers.

Physical evidence is one of the 7 Ps of Service marketing mix. It is important to have proper physical appearances wherever it represents our company. It shows the value of the company and also helps by very few ratio to gain the trust in the customers mind. It shows the quality and the status of the company.

But few companies do not depend on their appearances towards the customers as they think the services provided is more important than the physical appearances where majorly the work is done over the telephonic equipments. The costs of the huge offices are actually being charged to the customers by levying higher rates as compared to other companies. So to actually cut down the cost and to provide the services at the cheaper rates these companies do not emphasis of the physical evidence of the company.
Question 46: We constantly try to minimize the waiting time.

“Time is money”. Every customer values the time and it’s important for the company too who offers service to their customers. Quick services are always being considered as an important element while offering services.

In today’s scenario every customer does not like to wait for any kind of services except for the few condition where there is no option left.

As we can see in above chart in every sector they do agree with the statement of giving quick services and to minimize the waiting time as if not performed on time, there are chances for the customers to switch over other competitive company.

But in certain service sectors like Bank (3%), Tour Operator (2 %) and restaurants (3%) few companies unwillingly cannot accept the above statement it is because of the customized services offered to them.
Question 47: We believe empathy will give outline to customer touch to buy the services.

Empathy is one of the dimensions to provide the quality services by the company to the customers.

Empathy means to give an individual attention by the company to the customer to understand their needs and choices and accordingly offer them the services.

Very Few restaurants (3%) cannot follow empathy towards the customers every time as the preferences and the tastes of an every individual differs from each other and to provide them a very special attention is a bit difficult as they have to satisfy many customers within the fraction of seconds.

Few employees in the very few banks believes that even after giving full attention to the customer and hypothetically even after providing all the services customer may yet feel that they are not interested or not properly trained to provide the services.
Question 48: We take the received complaints into account, and use them as a source of inspiration.

To maintain a customer feedback register is essential to improve the quality of the service and to perform well with every visit or meet with the customer. It has to be maintained so that we can provide better services to the customer who will lead for the company to build long lasting relationship and have loyal customers.

Customer feedback register consists of compliments and complaints too, which is important to maintain, so that the company can realize where they lack in and accordingly they can improve their performances.
Question 49: We have procedures to register the customer defection.

Defection is to switch over from one service to the other of the same company. It is necessary to maintain the customer defection register because it helps to know the customer well and provide them the services further as per their preferences and also helps to know the history of their choices. It also helps to know the customer’s needs and preferences properly so that we can provide them better of such services hence forth. But few restaurants believe (12 %) that they can’t maintain the customer defection register because there are very less customers who visit restaurants to have only one kind of food every time, when there is a variety of food available. Customers would also want to enjoy the other varieties of food that is provided in the restaurant for which it is not possible to maintain the register.

Whereas Banks do believe that it is essential for them to maintain the register which helps to know the requirements of the customers and as also they provide multiple schemes to compare which schemes were preferred by the customers.
Question 50: We believe in “on time quality service” in 21st century in today’s competitive world.

Yes, we should follow “on time quality service” because it is now people do not have much time.

Every second and minute is important. If the company fails to provide the service that very moment, there are chances for the customer to get things done from the other companies available in the market who can also satisfy their needs at that moment and build more trust over the other company compared to the old company.

The company should have the ability to perform on time quality service using new advanced technologies to achieve more customers needs and requirements.
PART V

HYPOTHESIS PROVED
Hypothesis:

H1: There is a significant difference of degree of importance on every service attribute among users from different service industry.

<table>
<thead>
<tr>
<th>BANK</th>
<th>TOUR OPERATOR</th>
<th>RESTUARANT</th>
<th>HOTEL</th>
<th>TELECOMMUNICATION</th>
</tr>
</thead>
</table>

1. BANK

Perceived quality of service attribute tends to play an important role in high involvement in banking services. Banks have traditionally placed a high value on customer relationships with both commercial and retail customers.

The nature of customer relationships in retail banking has been changing, especially since the advent of automatic teller machines and internet banking.

The measurement of perceived service quality may remain a challenge. Previous research suggested that the dimensionality of service quality might depend on the type of services under study.

Based on this background, studies have investigated various attributes, which determine that services changes from companies to companies in terms of quality services in retail banking industry

2. TOUR OPERATOR

Quality is something that almost every person and every organization think they have-and yet very few people can define what it means. The problem in using superlatives in defining quality is that we tend to equate. Accordingly, it would be impossible to run a "quality" in travel agency
that sells package tours charged average rates and sold to the average tourists. In addition, the vast majority of tourists would be unable to reach quality.

Quality is not a function of how much something costs but, rather, how well it meets the expectations of customer.

In the service industry, service quality focus on meeting customers' needs and requirements, and how well the service delivered meets the customers’ expectations.

3. RESTAURANT

Restaurants are a sector presenting a mix between production and service elements. In Restaurant clients use three quality elements to judge their service experience:
(i) Functional, concerning quality of the food, variety of offered items, drinks, ingredients, and so forth;
(ii) Mechanical, associated with ambience, layout, lighting, decor, physical facilities, and
(iii) human, determined by staff performance, behavior and appearance.

Researchers reported food quality (functional dimension) as the most significant predictor of customer assessments and customer satisfaction. Suggests that ambience or atmosphere and food quality have a decisive role in the final choice of service provider.

But it differs from industry to industry, knowing how customers perceive the quality attributes in the dining service can be a means to achieve a competitive advantage and to differentiate themselves from competitors.

Service quality and customer satisfaction issues are important as companies attempt to differentiate their services and compete effectively in the marketplace.
4. HOTEL

In the hotel industry confirmed the five-dimensional structure of service quality, but some of the dimensions were also different. All these findings support the claims that the numbers of service quality dimensions vary depending on the particular service being offered, and different measures should be developed for different service and it differs from companies to companies.

Mostly, the same or adapted to original SERVQUAL formats have been used to measure service quality in the hotels. However, there is performance measurement of service quality in the hotel industry.

The findings indicate that while service quality is an important driver of customer satisfaction and behavioral intention, the managers should give more importance not only on their customers’ satisfaction but their delight.

The terms “satisfaction” and “quality” have been a central hospitality management philosophy, and their importance continues with the promise of a renewed, foreseeable prosperity for the hotels of the future. Nevertheless, hospitality research has not, on the whole, developed any substantive theories and innovations.

5. TELECOMMUNICATION

Service quality helps to create the necessary competitive advantage by being an effective differentiating factor Price plays a vital role in telecommunication market especially for the mobile telecommunication service providers.

It includes not only the buying price but also the call charges. Generally, a price-dominated mass market leads to customers having more choices and opportunities to compare the pricing structures of diverse service providers.
A company that offers lower charges would be able to attract more customers committing themselves to the telephone networks, and, significant number of "call minutes" might be achieved.

The success of telecommunication industry depends on prudent efforts and feasible investments. In a competitive market, service providers are expected to compete on both price and quality of services and also it is necessary for the service providers to meet the consumers' requirements and expectations in price and service quality.

Service quality helps to create the necessary competitive advantage by being an effective differentiating factor. Price plays a vital role in telecommunication market especially for the mobile telecommunication service providers.

It includes not only the buying price but also the call charges. A company that offers lower charges would be able to attract more customers committing themselves to the telephone networks, and, significant number of "call minutes" might be achieved.
**H2:** There is a significant difference of degree of importance on every service attribute among different users.

**BANK**

The main objective of this study is to find the interrelationships between service quality attributes, customer satisfaction and customer loyalty in the retail banking sector.

The study sought to identify the most important attributes in bank settings, which may be used to review characteristics of the banks as experienced by customers.

The researchers pointed out that there is a positive relation between the service quality attributes and customer satisfaction and customer satisfaction is positively related to customer loyalty.

Empathy demonstrates the highest positive correlation with customer satisfaction and tangibility shows the least positive correlation with customer satisfaction.

The provision of superior bank service influences a customer’s choice of bank. In short, a bank that offers superior service in comparison to its competitors provides customers with an incentive to select and maintain an ongoing relationship with that bank; correspondingly, a bank that offers inferior service is unlikely to attract or retain customers.

Informants made it clear that they expected staff to possess a range of capabilities; chief amongst these was the ability to deal with the queries and grievances of customers.

At the same time, informants emphasized the need for staff to be knowledgeable of the products and services available at the bank, and the importance of staff to be able to offer proactive and helpful advice as to which services would best meet the needs of customers.

In this respect, the general consensus amongst informants was that in order to offer proactive and helpful advice, it was imperative that staff had an understanding as to customers banking requirements.
TOUR OPERATOR

The purpose of this study was to assess customers' expectations and perceptions of service provided by travel agents, and to discover how the service factors were related to overall satisfaction.

Thus, service quality is very important to be in competition, it is a key factor in differentiating service products and building a competitive advantage in tourism.

The overwhelming customer demand for quality service and value product has become clear to the management of travel agents recently. Among all these customer demands, service has been increasingly recognized as a critical factor for the success of any business.

However, it is important to understand customers' attitudes towards the quality of the service provided by travel agents, before implementing any service-improvement programs.

The purpose of the study is to assess the customers' expectations and perceptions of tour operator service quality and to identify the gap between these expectations and perceptions. In this context, the targeted objectives of this research are:

First to identify customers' expectations and perceptions of the service quality, and the gap between the expectations and perceptions

And second, to explore the impact of factors determining service quality on overall customer satisfaction.

“Quality” as the right quality is achieved when expectations are fulfilled needs satisfied and demands meet those of the customers, staff and owners.
RESTAURANT

The importance of this work lies in its contribution to research carried out in the restaurant industry, since the findings suggest that quality and price attributes are differently prioritized by customers as a function of their reason for using the service.

The growing importance of service sector in the world economic context and the need to retain and attract clients to ensure market survival require that the criteria according to which clients evaluate service excellence be identified.

Thus, service providers can prioritize their efforts to meet those attributes considered most important by customers.

Service customers find it difficult to judge prices for the vast majority of services offering a large variety of products, as in to eliminate this difficulty; the term perceived price rather than price is used.

Although customer perception of price has been considered an essential determinant of purchase behavior in service. The factors that explain customer satisfaction in the full service restaurant industry and concluded that service quality (responsiveness), price expectation, and food quality (or reliability) are the major elements of customer evaluation and satisfaction.

Responsiveness dimension was the most important to customers, comprising all personal contact attributes of employees with customers.

These findings also suggest that such quality attributes are differently prioritized by customers as a function of their reason for using the service.
Hence, managers should look into these factors that would affect customer judgments of quality and price to position their services according to client characteristics.

**HOTEL**

The main objective of the study was to measure hotels’ service quality performance from the customer perspective. To do so, a performance-only measurement scale (SERVPERF) was administered to customers stayed in three, four and five star hotels. The instrument consists of five dimensions, namely "tangibles", "responsiveness", "empathy", "assurance" and "reliability".

Hotel customers are expecting more improved services from the hotels in all service quality dimensions. Since customers participate in delivery and consumption of services, they interact closely with various aspects of organizations.

Hotels with good service quality will therefore improve their market share and profitability. On using the firm’s service, customers are said to form an attitude towards service quality performance.

This satisfaction level with regard to the products / services indicates how the firm performs. The performance of an industry (i.e. its service quality) all that is required is to collect data by directly asking the customer through a simple survey and a questionnaire.

Furthermore, this knowledge allows managers to concentrate on those dimensions that offer the greatest opportunity to enhance customer satisfaction and their loyalty.

A number of studies on customer satisfaction in the hospitality industry have focused on identifying service attributes; that is, a customer’s needs and wants.

The clarification of the dimensions is important for managers in the hotel industry as it identifies the bundles of service attributes consumers find important.
The results in that customer' perceptions regarding the statements relating to the empathy dimension appear to be less positive than their perceptions of the other previous dimensions.

Interestingly, this result also confirmed exactly the customers’ perception towards this dimension. Hence, hotels must understand that not all customers are the same, and indicates the potential importance of market segmentation - grouping customers sharing similar requirements, expectations and demographic profiles.

Here, the role of service quality can be very important and afford hotels the ability to build strong relationships with targeted customers

TELECOMMUNICATION

A research study was conducted with an objective to understand the Indian consumers’ perception choice in selecting cellular mobile telecommunication service providers.

Consumers' perception is widely varied in accordance with the Communication quality, call service, facilities, price, customer care and service provider's attributes.

The study shows communication and price were most influential and most preferential factors in selecting telecommunication service provider. However, product quality and availability has a significant impact on consumer perception choice in selecting cellular mobile service provider.

Customers are mainly purchase this product for instant communication and various services provided by the companies. Services mainly depend on some factors and customers are always try to buy that product which has many factors or attributes fulfilling their desire. Recently the concept of customer satisfaction has received much attention.
The consumers want and expectations are altering all the time, this directs to a condition where customers create ever higher benchmarks. Applying customer satisfaction approach means recognizing customers, and then finding their wants and expectations, and to end with their perceptions.

To examine and understand the consumers' perception choice in selecting cellular mobile telecommunication service providers. Consumers' perception is widely varied in accordance with the Communication quality, call service, facilities, price, customer care and service provider's quality.

Hence, from the result of our study, researcher can deliberately conclude that price has significant positive impact on consumer perception choice in selecting telecommunication service provider.