



# Customer Satisfaction and Service Quality in the Marketing Practice: Study on Literature Review

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## Abstract

Both public and private parts have given considerable keenness with respect to the perfect customer satisfaction in the current decades. Customer satisfaction has been a renowned point in advertising practice and educational research since *Cardozo's (1965)* a basic examination of customer effort, expectations and satisfaction. The service quality and customer satisfaction are associated with their definitions to their associations with alternate points of view in business. The service quality is an attracted assessment that mirrors the customer's perception of reliability, assurance, responsiveness, empathy and tangibility; and significant quality while satisfaction is more careful and it is affected by point of view of service quality, item quality and cost, also situational fragments and individual components. This paper concentrated on the literature on the key elements of this study which was service quality, customer satisfaction and expectation. In particular, the accompanying principle focuses were demonstrated about service quality, customer expectation, customer satisfaction, theory of *SERVQUAL*, and related studies on Customer satisfaction and service quality. This study used a descriptive design, by exploring some of the literature that discusses on customer satisfaction and service quality how to improve the both public and private business parts in marketing practice.

**Keywords:** Customer satisfaction, Service quality, Customer expectation, *SERVQUAL*.

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## 1. Introduction

Both public and private parts have given much thoughtfulness regarding the ideal customer satisfaction in the recent decades. Normally, managers have asked for their staff to do customer satisfaction considers for their own particular associations. An expert or specialist must operationalize the idea of customer satisfaction keeping in mind the end goal to gauge it. All the more critically, with a specific end goal to have legitimacy for any estimation, the examiner is required to accept some model of the topic. The investigator must utilize exceptionally unequivocal conceptualizations of the topic (at the end of the day, models) in the event that she/he hopes to do research and examination that have importance for authoritative choices.

Customer satisfaction has been a famous point in marketing practice and scholastic research that introductory investigation of customer exertion, expectations and satisfaction (*Cardozo, 1965*). In spite of many endeavours to quantify and clarify customer satisfaction, they still do not give off an impression of being an accord with respect to its definition (*Joan and Joseph A., 2000*). Customer satisfaction is the main basis for deciding the quality that is really delivered to customer through the production and service, and by the going with servicing (*Abraham and Taylor, 1999*; "Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analysing and Reporting Customer Satisfaction Measurement Programs," 1999). Service quality is extraneously seen attribution in view of the customer experience about the service that the customer perceived through the service encounter, and service quality appraisals are shaped on judgments of result quality, collaboration quality and physical environmental quality (*Zeithami and Leonard 1990*). Service

quality is one of the fundamental measurements, which are figured into the consumer's satisfaction judgments, and service quality is a demeanour shaped by long-time overall assessment of a company's executive (Jenet, 2011).

This paper studied the literature on the key elements of this study which was service quality, customer satisfaction and expectation. Specifically, the following main points were indicated: 1) service quality, 2) customer expectation, 3) customer satisfaction, 4) theory of SERVQUAL, and 5) related studies on customer satisfaction and service quality.

## 2. Literature Review

### 2.1. Service Quality

Service quality is merely a disposition shaped by long haul general assessment of an unmistakable performance. Service quality is naturally seen attribution in view of the customers experience about the service that the customer perceived through the service encounter. Service quality appraisals are created on judgments of result quality, interaction quality and physical environmental quality. Service quality is one of the key measurements, which are figured into the customer's satisfaction judgments (Zeithami et al., 1990).

Services are created and expended in the meantime, which makes it hard to gauge; test and thusly particular uniform quality can seldom be set. Subsequently, it is hard to decide how customers assess the service quality (Parasuraman, Zeithaml and Berry, 1985). On the other hand, the heterogeneity of service suggests its delivery differs from producer to producer, consumer to consumer and day-to-day (A. Parasuraman et al., 1985). That is additionally in light of the fact that the consistency of staff conduct is difficult to guarantee since what the customer gets may vary from what the firm expected to deliver.

There are natural challenges in executing and assessing what constitutes service quality. For one, quality perceptions regularly rely on upon a rehased examination of the customer's expectation about a specific service. Accordingly, if a service over and again neglects to experience the customer's expectations it will be seen as poor service. Furthermore, in services customers assess the service procedure and additionally the ultimate result (Hoffman and Bateson, 2006). On account of transport travel, that will be whether the transport leaves on an opportune way, how smooth the excursion was, the manner by which lovely the experience with the transport conductor was and on the off chance that they landed at their last goal on time.

Other illuminated of Parasuraman, Zeithaml and Berry (1985) battled that "A company can finish a strong reputation for quality service exactly when it dependably meets customer expectation". In any case, there are constantly crevices between the refinements of acceptances and expectation among contrasting endeavours in the midst of the service methodology. As indicated by (Candido and Morris, 2000) proposed five gaps crevices as take after: Gap 1 is the hole between customer perception and management's perception of service; Gap 2 is the hole between Customer-driven service plans and gauges, and management perceptions of customer expectation; Gap 3 is the hole between customer - driven outlines and norms and service delivery; Gap 4 is the hole between service delivery and outer correspondences to customers; and Gap 5 is the structure of the other four gaps' disagreement that suggested the between service quality's expectation and perception.

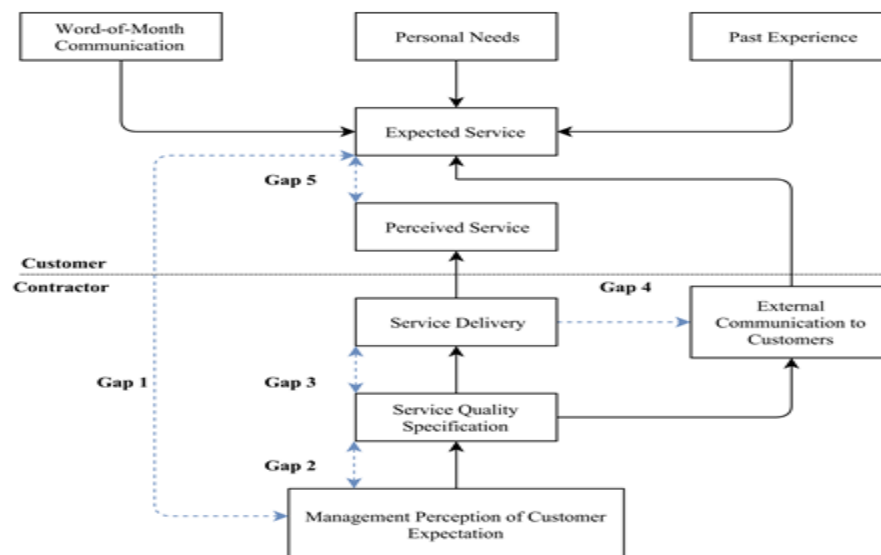


Figure-1. The model of gaps.

Source: Parasuraman, Zeithaml and Berry (1988).

### 2.2. Customer Expectation

There are many reviews on "customer expectation" to figure out what customers truly require, so that business operations can quickly offer the Products and service that can take care of customers' needs and

demand. Pervious research said expectation as "desires or needs of customers which are what they feel a service provider ought to offer instead of would offer" (Parasuraman, Zeithaml and Berry, 1988); as the customers' past experience will probably influence their future expectation (Zeithaml, Berry and Parasuraman, 1993). In this manner, their past experience will, in somehow, impact their future expectation; moreover, the : expectation-satisfaction relationship" likewise impacts the customers' decision making whether to use or not to use the service once more, contingent upon their positive or negative past understanding. At the end of the day, customers' expectations influence the arrangement of their satisfaction inside discriminative circumstances and furthermore the expectation is some of the time more significant just when they are unambiguous (Nyer, 1996).

After customer experienced great service, they would inform other regarding the service quality of the supplier. Thus, if service providers comprehend their customer's preference along service quality estimations and staying to give some quality of service which will precisely diminish the gaps in service quality between customers and satisfied by the service providers those great words from the customer's preference on service quality will acquire unwaveringness from the other service users (Manjunatha and Shivalingaiah, 2004).

As per, Hong Kong Association in 2001 gave the customer service excellence as follow: (1) Interview staff at basic process regions or lead inside and out interviews with customer to outline questionnaire before directing overview; (2) Typical point canvassed in a customer satisfaction overview which incorporates (Overall Satisfaction, Performance of forefront Staff, Punctuality and appearance, Service Skill, Enthusiasm , Tidiness and cleanliness after work, Level of bolster gave, Decision to keep on purchasing products/service, and Comparison of products/service with contenders.); (3) Design a criticism and request that customer rate service quality customer satisfaction; and (4) Use a specialist to outline and, if fundamental, direct a study. These are four treks to comprehend the customer need and expectation which is the fundamental methodology for the transportation service provider as it can help in keeping the organization from getting dissensions from those customers who feel disappointed.

### 2.3. Customer Satisfaction

Customer Satisfaction is a key component of business methodology which determines the bearing of service performance. Customer Satisfaction was given a few definitions which can be in various circumstances and they are constantly identified with both products and services. The customer satisfaction was characterized as the customer's evaluation a product or service as far as whether that product or service has addressed the customer's needs and expectation (Alan, Mary and Dwayne 2012); as indicated by them, there are variables that impact customer satisfaction, for example, product/service quality, perceptions of value or reasonableness, value, individual elements (buyer's mind-set or passionate state), and different purchasers et cetera. The definition and specified that customer satisfaction is a affective term and they distinguish five unique sorts of satisfaction, which is pleasure, relief, novelty and surprise (Oliver and Swan, 1989).

Martin and Pranter (1989) likewise specified that in innumerable service environments, customers possibly impact the satisfaction or disappointment of different customers. Notwithstanding that pleasurable experiences with kindred customers add decidedly to the service experience and appear to improve the impression of service quality too (Martin and Pranter, 1989). Bitner (1990) said that if the service is affective it has an immediate and prompt impact on the customer satisfaction; accordingly it is critical to urge the staff to deliver the correct service to the ideal people in sensible time and indicating great conduct (Bitner, 1990).

Customer satisfaction has likewise turned into a noteworthy benefactor for improving a service company, for example, long-term gratefulness, customer dependability customer maintenance. Numerous analysts additionally contend that customer satisfaction has a big effects customer expectation for repurchase (Cronin, Brady and Hult, 2000). Besides, satisfied customers spread positive informal exchange and it pulls in new customers and makes long-term business benefit. The measuring customer satisfaction gives a sign on how an organization is performing or giving products or services; hence, customer satisfaction will be the degree of accomplishment to every one of the organizations including the public sectors too (Tirimba, Richard, Robert, Thomas and Tom, 2013).

The item and service quality traits when were enhanced, the customers' satisfaction would extend as the expanding number of customer satisfaction dependably prompt more noteworthy greater customer retention and loyalty (Eugene and Vikas, 2000). These would lead the association to increment more prominent gainfulness. The model of chain reaction of customer is provided as follow:

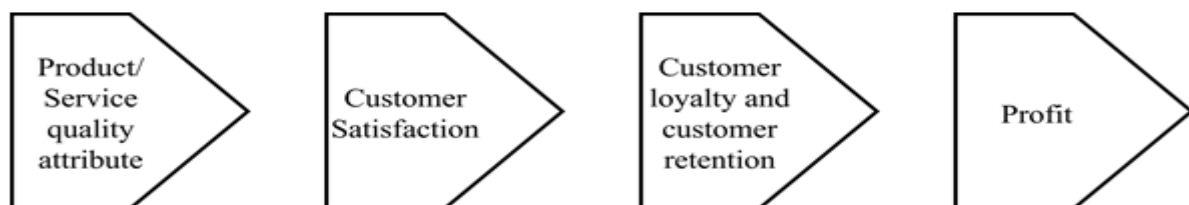


Figure-2. The Chain Reaction Model of customer.

Source: Eugene and Vikas (2000).

#### 2.4. The SERVQUAL

The SERVQUAL scale which is otherwise called the crevice demonstrate by [Parasuraman, et al. \(1988\)](#) has appeared to be one of the most ideal approaches to gauge the quality of services gave to customers. This service assessment technique has been demonstrated steady and dependable by some authors ([Brown, Churchill and Peter, 1993](#)). They held that, when seen or experienced service is not as much as the expected service; it infers not as much as palatable service quality; and when seen service is more than anticipated service, the undeniable surmising is that service quality is more than acceptable ([Jain and Gupta, 2004](#)). From the way this hypothesis is exhibited, it appears the possibility of SERVQUAL best fits the assessment of service quality from the customer perspective. This is on account of when it is expressed "perceived" and "expected" service; it is certain this goes to the individual, who is going to or is devouring the service; who unquestionably is the consumer/customer ([Jenet, 2011](#)).

In first SERVQUAL show that came had 22 sets of Likert-sort things, where one section measured saw level of service gave for a specific association and the other part measured expected level of service quality by respondent ([Kuo, 2003](#)). Assistant examination prompted the finding that the five of ten measurements were corresponded as demonstrated as follows: (1) Tangibility: physical offices, hardware, and appearance of faculty; (2) Reliability: capacity to play out the guaranteed service constantly and precisely; (3) Responsiveness: readiness to help customers and give incite service; (4) Assurance: learning and obligingness of employees and their capacity to move trust and confidence; and (5) Empathy: minding individualized consideration the firm gives to its customers.

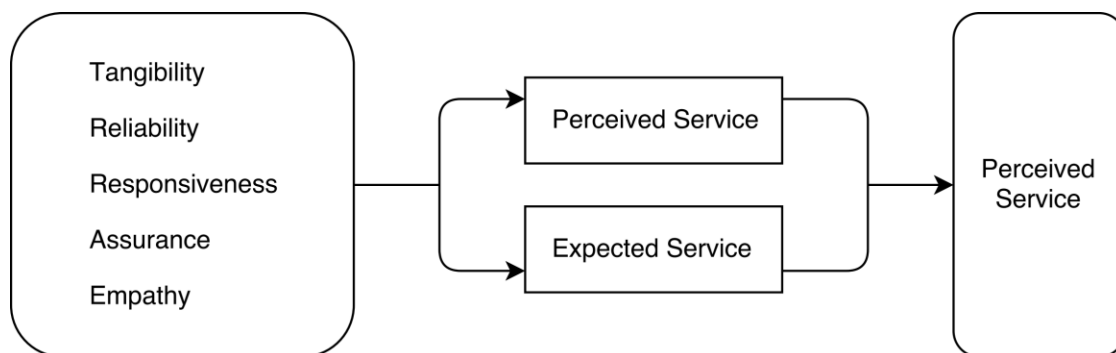


Figure-3. The Model of SERVQUAL.

Source: [Parasuraman, Zeithaml and Berry \(1988\)](#).

The collected total of distinction between perceptions and expectations from the five measurements shapes the worldwide see Quality Construct ([Laroche, Kalamas, Cheikhrouhou and Cézard, 2004](#)). Taking after this view, customers' expectations were fulfilled through the result dimension (reliability) and surpass it by methods for the procedure measurement (tangibility, assurance, responsiveness, and empathy). To affirm the legitimacy of SERVQUAL model in the evaluation of service quality, expressed that "service quality is an engaged assessment that mirrors the customer's perception of reliability, assurance, responsiveness, sympathy, and tangibles" ([Zeithaml, Mary and Dwayne, 2006](#)). They included that among these measurements, "Reliability" has been indicated reliably to get the most critical measurements in service quality ([Zeithaml et al., 2006](#)). Different analysts saw the need of components of service expectations that are practical and specialized measurements ([Grönroos, 1984](#)). The idea was that, consumers make service evaluations in view of the specialized measurement that is what is delivered and on the practical measurements that is the way, why, who, and when it is delivered ([Grönroos, 1984; Laroche et al., 2004](#)).

In spite of the fact that the components recorded in SERVQUAL model have been turned out to be the fundamental strategy for assessing service quality from the consumer's perspective ([Brown et al., 1993](#)), downsides in utilizing SERVQUAL in measuring service quality has been the reason that the SERVPERF scale was proposed ([Jain and Gupta, 2004](#)). After they raised doubt about the theoretical premise of the SERVQUAL, having discovered it, prompted perplexity with service satisfaction ([Jain and Gupta, 2004](#)). These analysts disposed of the "E" for 'expectation' asserting rather that "P" for 'performance' alone ought to be utilized. They implied that higher perceived performance involves higher quality service. Lamentably, amid this previous century, customers have changed their behaviours in ways that sometimes fall short for hierarchical conduct. Till date, it is misty as to which of SERVQUAL and SERVPERF is predominant in measuring service quality ([Jain and Gupta, 2004](#)).

This review measured service quality with other service quality measurements, for example, specialized and utilitarian measurements proposed by [Grönross \(1983\)](#). Thus it was demonstrated that the SERVQUAL display must not be utilized as a part of assessing service quality in organizations. This could imply that; distinctive businesses may require diverse estimations for service quality.

### 3. Method

This study used a descriptive design, by exploring some of the literature that discusses on customer satisfaction and service quality how to improve the both public and private business parts in marketing practice.

## 4. Discussion

### 4.1. Customer Satisfaction and Service Quality

Concerning relationship between customer satisfaction and service quality, initially recommended that service quality would be forerunner to customer satisfaction paying little respect to whether these builds were total or exchange particular. A few specialists have discovered observational backings for the perspective of the point said above (Claes and Michael, 1996) where customer satisfaction came subsequently of service quality.

In relating customer satisfaction and service quality, scientists have been more exact about the significance and estimations of satisfaction and service quality. Satisfaction and service quality have certain things in like manner; however satisfaction by and large is a more extensive idea, though service quality concentrates particularly on measurements of service (Alan et al., 2012). In spite of the fact that it is expressed that different elements, for example, cost and item quality can influence customer satisfaction, saw service quality is a part of customer satisfaction (Valarie, Mary and Dwayne, 2006). This hypothesis agrees to the possibility of Alan et al. (2012) and has been affirmed by the meaning of customer satisfaction introduced by different specialists.

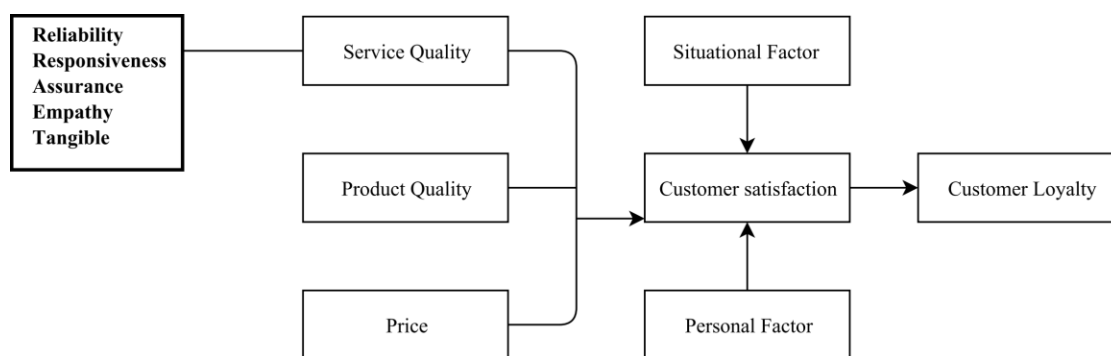


Figure-4. Customer perceptions of quality and customer satisfaction.

Source: Alan et al., (2012).

The above figure demonstrates the relationship between customer satisfaction and service quality. The creator exhibited a circumstance that service quality is an engaged assessment that mirrors the customer's perception of reliability, assurance, responsiveness, empathy and tangibility and substantial quality while satisfaction is more comprehensive and it is affected by view of service quality, item quality and cost, likewise situational components and individual variables (Alan et al., 2012).

It has been demonstrated from past looks into on service quality and customer satisfaction that customer satisfaction and service quality are connected from their definitions to their relationships with different perspectives in business. Parasuraman et al., (1985) in their review, recommended that when seen service quality is high, then it will prompt increment in customer satisfaction. Some different authors comprehended with the thought raised by Parasuraman et al., (1985) and they recognized that "customer satisfaction is based upon the level of service quality that is given by the service providers" (Saravanan and Rao, 2007). Investigating Figure 4 relating it to these authors' perspectives, it is obvious that meaning of customer satisfaction includes anticipated and saw service.

Notwithstanding what alternate scientists have discovered from customer satisfaction and service quality, some different authors, went into points of interest to acquire customer value in the investigation of the relationship between customer satisfaction and service quality. Accentuation was then paid to the investigation of the dynamic relationships among service quality, customer value, customer satisfaction and their impacts on future practices after the key drivers of customer value and customer satisfaction were distinguished (Wang, Po Lo, Chi and Yang, 2004). This review mixed the investigation of customer satisfaction and service quality with customer value which added more weight to the linkage between customer satisfaction and service quality because value is the thing that customers look in an offer.

## 5. Conclusion

The service quality is a drawn in evaluation that mirrors the customer's perception of reliability, assurance, responsiveness, empathy and tangibility and substantial quality while satisfaction is more thorough and it is influenced by perspective of service quality, item quality and cost, moreover situational segments and individual factors. The service quality and customer satisfaction are connected from their definitions to their

relationships with different perspectives in business. This review mixed the investigation of customer satisfaction and service quality with customer value which added more weight to the linkage between customer satisfaction and service quality because value is the thing that customers look in an offer. Customer satisfaction and service quality are basic considers business look into for customers, that analysed the relationship between service quality, value, satisfaction and behavioural goals in both public and private business parts.

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