

RANKING FACTORS AFFECTING OF QUALITY OF SERVICES TO TELECOM CUSTOMERS IN ISFAHAN

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Abstract

The main objective of this research was conducted to assess quality of the work method of customer service company in Isfahan was the gap analysis model using. The statistical community this research clients and visitors to the offices and the number of fixed telephone service centers of Isfahan were 1500000 which of these was estimated according to the Cochran formula 384 people. Random sampling method in this study was stratified according to size. Questionnaire to assess the quality of information collected to assess validity of servqual questionnaire the questionnaire was cronbach's alpha coefficient (0.96) was used. The results showed that the levels of customer perception of service quality are not the same in all eight dimensions. Factors associated with the highest level of trust and Reliability Is at the lowest level. The following factors are also expected to have the highest level of trust and empathy is at lowest level.

Keywords: *Gap Analysis Model, Employees, Empathy, Reliability, Trust*

1-Introduction

During recent years, issues such as environmental developments, uncertainty for the future increase in costs, the enlargement over the size of the organizations, as well as legal restrictions, which has led inevitably to achieve a competitive advantage in the current business world, your organization will create new thought patterns. On the other hand, due to severe competition and the dynamics of the economy, expansion of ideals and goals of the organizations during the past few years have been a major change.

While no new customers before the capture, was a major political organizations, strategic and commercial policies on today maintain and improve customer confidence and increased focus have been towards the organization. The most important causes of such public information and awareness related to the desirable outcomes, satisfaction and loyalty of our customers and the quality of services is. In other words, customer orientation as the rock this new marketing management theory has been identified.

There is no doubt that in the age of mass production and competition, the end, entities can gain success. Their satisfaction rate up to the level of the loyalty of most of the main question and the full increase in reaching this important, providing goods or services with the expected quality of customers is the right management applied by faced with organizational issues within the realization of the product quality of the elevations. The most important a factor is the satisfactions in service enterprises have always had issues within the Organization has been affected and influenced by the different variables. That inattention to the variables they decline of customer orientation to follow. Today, successful organizations are completely different tools

as well as to renew their organization structure and managers of these organizations as a critical issue it would have to understand that the creation of the key capabilities to meet the needs of the customer is essential and should be in this way for their efforts.

2-Expression of Problem

Any product with customer needs in security features, the product is quality. The quality of service, making sure both directed a bunch of internal and external customers for their demands to be understanding. Customer satisfaction, a feeling or attitude he served against a certain production or after using it. Often the quality of service and satisfaction, as a function of perceptions and expectations discussed.

The quality of customer service with the customer's perception of quality, specify expectations and preferences has been determined by him. The problem of quality of service, there will be more companies that recognize and satisfy the needs and desires of customers do not focus.

Also considering increasing their awareness of the customers to be increased and can thereby strengthening or weakening of their thoughts and feelings should organizations be miniature work of the organizations. Therefore, the focus and attention to the demands of the people of the axial profile of the current conditions of enterprises is obvious [1].

Keep up with the era of technology and progress, increase the level of customer expectation is to have a look. In recent years a large established companies and services that this would increase competition and thus have a leg in order to maintain profitability and viability, market share, companies will have to provide more diverse and more quality services and tailored to the wishes and desires of our customers and has taste.

In fact, it can be said that nowadays the transcendent quality of service is a necessary condition for achieving corporate success. Survival and success in the move that is necessary to improve the quality of its services and the competition to gain a larger share of the market through customer satisfaction would be. In these conditions, companies are looking to strengthen their competitive position and stance. The importance of customer satisfaction and customer maintenance and compilation of company circuit and the circuit cannot market the low hand.

The lack of negative publicity can also customer satisfaction by customers, on goods and services and bringing them to other competitors and consequently reducing the company's market share will have to follow. Provided to prevent a reduction in company generating profits, except for increasing dissatisfaction about the remedy in the clients will not be affected [2].

Perceptions, expectations and preferences of customers of the quality determinants of service shall take into account the potentially positive development, satisfaction or non-satisfaction of customer's perception of the difference between expectations and reality are formed. Company today to establish customer satisfaction should be deleted in addition to the complaint and the reasons for dissatisfaction, higher quality products and provider are attractive to the customer to provide the means for happiness. Therefore a close relationship in the field of research, customer satisfaction with the evaluation of the quality of the services provided by the company.

Hosseini and colleagues (2014) in a study titled the next few measurement model for evaluation of the quality of mobile services, customers' perception of the show are the quality of the services on the basis of its assessment of the quality of the network, then the main 7 including value added services, payment of tariffs, the suitability of staff, customer service, billing and are easily formed. The results of this study also found numerous cell handling. First, the fact that managers can use the model presented in this study measured for assessing service quality management in the service industry and cell phone use. Second, the fact that the results of this research showed customers' evaluation of value added services, tariffs and service easily from the most important factors in their overall perception of the quality of forming services organization [3].

Chumpitaz et al (2014) in a study to evaluate the quality of service and customer satisfaction through product quality assessment model using parasoman; stipulate in the past 30 years and the concept of measuring quality and customer satisfaction as a key variable is located in the Center. On this basis, in response to increasing customer requests increasingly companies are trying their products based on customers ' demands to give up in the process of implementation in such a way to remain competitive [4].

Tao (2014) in a study aimed at evaluating the quality of service to customers of the trust as the most customer-employee in connection with the issue and its negative consequences to neglect and failure of service stipulates the trust as the mediator in the evaluation of the quality of service the fundamental role plays[5].

Telecommunication company of Iran with that of the beginning of the affair has been the country's communications and the steersman note to increase the services offered to our customers satisfaction is trying to attract, but rival companies seem to also sit silent and to have a large established competition arena with the launch of two fixed phone only private operators in the province share a lot of your customers is allocated. The challenge facing the telecom service quality evaluation and determine percent customer satisfaction and identify their needs and get up to date services and identify strengths and weaknesses with respect to the high volume of services, investments and reduce profitability in dire need to detect and damage and presents appropriate solutions can be noted expert that makes public this collection often has the following terms communications to and from the body Telecom know. According to the above during multiple sessions with officials and Telecom managers at various levels, including business and marketing and public relations and result statistics and information to review the cases discussed in the form of the thesis evaluates the quality of services provided to clients.

3- Hypothesis of Research

Rating the level of customer expectation and the level of perception of the quality of service provided in the dyspeptic dimensions are same.

4- Method of Research

Research methods the research was descriptive and scrolling. The statistical community this research clients and referrers to the fixed telephone service centers and offices in 1500000 people being that of the 384 people was estimated according to the Cochran formula. Random sampling method in this study was stratified according to size. Questionnaire to assess the quality of information collected to assess validity of servqual questionnaire the questionnaire was cronbach's alpha coefficient (0.96) was used.

Table 1- Alpha coefficient

Questionnaire	Cronbach's alpha
Tangible factors	0.96
The reliability of the	0.95
The power of accountability	0.94
Trust	0.95
Empathy	0.96
The process of providing services	0.95
Social accountability	0.95
Service organization	0.96
Total inventory	0.964

To examine the construct validity the questionnaires, the researchers conducted an extensive study and research literature regarding the different approaches proposed in this action is to provide the framework.

Table 2- Factor analysis of questionnaire

Factors	Coefficient	Chi ²	KMO	Significant
Staff of the unit fixed phone company customer service department the appearance adorned finished.	0.726			
Location of fixed telephone services provided to the customers a pleasant environment unit is	0.651			
Place the boards help to guide our clients optimal fixed telephone services	0.685			
Access to the fixed telephone service centers and offices easily available.	0.663			
Clear and understandable registration form being the fixed telephone services and	0.685			
Providing services to appropriately and properly (without errors) on the first visit to the fixed telephone service centers and offices	0.607			
Fixed telephone services at the agreed time	0.553			
The staff is eager and responsibility to correct errors and provide better services	0.694			
More employees to solve problems and provide customers the right solution	0.626			
The optimal approach to the fixed phone service employees with offices and customers in the rush hours	0.665			
How to optimally inform the customers about the fixed phone service ranging from new and previous	0.736	0.938	10540.5762	0.000
Tips and suggestions provided by employees (fixed phone services) according to the customer's requirements.	0.726			
Customer access to fixed telephone services officials would easily.	0.769			
Proper employee accountability speed (fixed telephone services) to telephone and written contacts customers	0.649			
About trust, Amin and the secret service sector staff being fixed phone	0.597			
The obvious answer is understandable considering the employees to customer questions	0.640			
The desired information in the event of a change in the method of fixed phone services to customers	0.671			
Dedicated time (fixed phone services) according to the customer's request.	0.678			
Help and assistance with the customer at the time of the occurrence of the problem	0.701			
Fixed telephone services provided to customers on holidays and festivals	0.686			
Employees (fixed phone service) to request clients to optimal and efficient way they listen	0.702			
Fixed telephone services to customer's steps have	0.591			

the desired standard and procedures.	
Appropriate staff work speed (fixed phone service) in the centers and offices	0.634
The use of technology (IVR, Web and SMS) fixed telephone services	0.565
Optimal support in case of problems in the provision of fixed telephone services (certain lines and downtime)	0.608
Customer's waiting time to get a landline service.	0.627
According to staff and conduct unit (fixed phone services) with customers	0.631
Optimal access to the fixed telephone service centers and offices	0.596
Optimal fixed-phone service provided to customers has special requirements (disabled, etc.)	0.790
Telecom landline services (public sector) has the popularity and fame more than the competitors (the private sector) is	0.697
Fixed phone services, tailored to the customer's requirements at different times of the day.	0.714
A variety of services (fixed telephone) provided in the different offices and centers with the needs of our customers has a fitness	0.747

According to Table 2- The Coefficient factor related to "Customer access to fixed telephone services officials would easily" with 0.769 and lowest coefficient of factor loadings of items "Fixed telephone services at the agreed time "with 0.553. KMO of sampling adequacy of the amount above (0.938) is acceptable. The factor loadings of each item are all above 4.0.

5-Findings of Research

Rating level of customer expectation and perception of quality of service provided in all eight of the same. Table 3- shows the average ratings of the eight dimensions of quality of service expected by customers of the company is the province.

Table 3- ranking of expected level of quality customer service in eight dimensions

Dimensions	Ranking Means	Chi ²	DF	Sig
Tangible factors	4.76	61.367	7	0.000
Reliability	4.49			
Power of	4.78			
Accountability	5.03			
Trust	4.05			
Empathy	4.41			
Process services	4.38			
Social Responsibility	4.10			
Service organization				

As Table 3- shows the expected level of quality customer service in all eight of the same. According to Table 3- of the highest level of trust and empathy are at the lowest level. Table 4- shows the average ratings of the eight dimensions of quality of service perceived by customers in Telecom Isfahan Province.

Table 4- rating level of customer perception of quality of services offered in eight

Dimensions	Ranking Means	Chi ²	DF	Sig
Tangible factors	5.18	914.825	7	0.000
Reliability	2.87			
Power of	3.42			
Accountability	7.08			
Trust	4.57			
Empathy	3.93			
Process services	3.31			
Social Responsibility	5.64			

As Table 4- shows the level of customer perception of service quality provided above is not the same in all eight dimensions. According to Table 4- related to the trust at the highest level of reliability at the lowest level.

Discussion and Conclusion

As Table 3- shows the expected level of quality customer service in all eight of the same. According to Table 3- of the highest level of trust and empathy are at the lowest level. Table 4- shows the average ratings of the eight dimensions of quality of service perceived by customers in Telecom Isfahan Province. As Table 4- shows the level of customer perception of service quality provided above is not the same in all eight dimensions. According to Table 4- related to the trust at the highest level of reliability at the lowest level.

In terms of ranking according to the level of expectations of the customers table 4- can be received only at a high level of trust and being the subject of most of the customers that maintenance of personal information has more important And observe the rank thread is empathy that devote time and help and assistance, and providing services outside the administrative time is located at the lowest level that it seems The quality of service and conducting accurate and without interruption of the subject under discussion is more important. According to the clients' perceptions of level factors ranking table 4- factors related to the highest level of mobility is located in the lower level appears to be the same as the level of waiting customers not to respond or have enough accuracy or extent of their perception of the level is high.

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