



Measuring Customer Satisfaction of Textile Chemical By Using Servqual Approach : A Case Study of Bangladesh

Prof. Mihir Kumar Roy, Ph.D*

.Md.Shakil, MBM**

*Professor & Dean, Faculty of Business Administration, City University, Dhaka,

** Lecturer (Finance & Banking) Department of Business Administration, City University, Dhaka & Assistant Research Fellow, Independent Perception & Research Hub, Dhaka, Bangladesh.

Abstract

In the recent world business has become more competitive where customer satisfaction plays an important role to survive in the market. To gain a higher level of customer satisfaction servqual factor is a must. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The framework will provide the researcher with a guide on how to develop the service quality instrument to be implemented in this study. The development of framework has to start from an initial idea and concept. In this case of implementing service quality, one can start by trying to analyze the range of options available such as development of service quality dimensions as well as the existing models of service quality. The researcher discussed at the service quality. Fifteen corporate clients were selected for interview through convenience sampling techniques due to the time and cost constraints. Self-administered questionnaire was the instrument for collection of primary data. The findings of the study provides a broad based framework for the researchers in the years to come

INTRODUCTION

Textile chemical is an essential part of textile industry. Textile chemical manufacturers and suppliers deal in textile chemical wholesale. At the same time the textile chemical wholesaler as well as retailer looks for it. This textile chemical Directory is a good platform for all the traders to find each other. The categories in the directory include all types of chemicals and other relative products such as textiles Enzymes, Leather Enzymes, Textile Pretreatment chemical, Textile finishing chemicals, Dyeing chemicals and printing chemicals.

1.1 Statement of the problem:

In the recent world business has become more competitive where customer satisfaction plays an important role to survive in the market. To gain a higher level of customer satisfaction servqual factor is a must. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. This study explores overall customer satisfaction as well. of overall service quality in AUXILINE BD. LTD. by using SERVQUAL Model;

2 .LITERATURE REVIEW

This section is to explore and summaries the related research on customer satisfaction, service quality, the conceptual framework and The SERVQUAL Model. This literature review provided the basis for the AUXILINE BD. LTD service quality of the research instruments and its final analysis.

2.1Customer Satisfaction Research

Both public and private sectors have given much attention to the concept of customer satisfaction in the past couple of decades. Naturally, administrators have requested their staff to do customer satisfaction studies for their own organizations. In this section, the researcher elaborates on the importance of the customer that is the access control user and its perception towards the service provided by the access control service provider and their satisfaction on the service received. Consumer satisfaction provides the basis for the marketing concept and has been shown to be a good predictor of future purchase behavior. As a reflection of its importance, consumer satisfaction is a popular topic in the marketing literature. Most models of consumer satisfaction—and service quality—maintain that discrepancies between ex ante expectations of a good or service and the product's ex post performance are the best predictors of the satisfaction or quality perceived by the customer (e.g., Oliver 1977, 1980; Parasuraman, Zeithaml, and Berry 1985, 1988).

22 Customer Satisfaction

The concept of customer satisfaction has drawn the interest of academics and practitioners for more that three decades in the light of fact that customers are the primary source of firm's revenue without the emergence of the consensual definition of concept. Churchill and Suprenant (1992) define customer satisfaction as an outcome of purchase and use resulting from buyers' comparison of the rewards and costs of the purchase in relation to the anticipated consequences. It also has been viewed as an emotional state that occurs in response to the evaluation of a service (Westbrook, 1981). The former conceptualization recognizes that satisfaction is determined by a cognitive process of comparing what

customers receive (rewards) against what they give up to acquire the service (costs), whereas the latter view satisfaction as an emotional feeling resulting from evaluation process. Consistent with this view, customer satisfaction is defined as an emotional response, which results from a cognitive process of evaluating the service received against the cost obtaining the service (Woodruff et al., 1991; Rust and Oliver, 1994). Satisfaction is an emotional or feeling reaction. Moormann (2000) defines satisfaction as a positive feeling about a particular entity. Rust et al (1996) define satisfaction as how customer perceives service and how they feel about it. This is because customer decisions take place in the customers mind. Oliver (1991) defines consumer satisfaction as the overall attitude towards a good or services after they have acquired and used it. It is post choice evaluative judgment resulting from a specific purchase selection and the experience of using/consuming it. Customer satisfaction measure is useful for assessing the effectiveness of efforts to redesign elements of the service delivery system (Chase & Bowen, 1991)

2.3 Service Quality Research

Delivering high quality services has been recognized as the most effective means by which a service company's can create a competitive edge from the competitors (Parasuraman et al, 1991). Studies have also demonstrated the strategic advantage of delivering superior quality to market share as well as profits (Gronross, 1988). Research on services has grown correspondingly. In particular, academics and practitioners alike have exhibited considerable interest in the issues that surround the measurement of service quality. Service quality is one of the major issues facing operations managers (Gupta and Chen, 1995) but it is an area characterized by debate concerning the need for assessing customer expectations and service quality assessment (Parasuraman et al., 1994). Service marketing literature in general and service quality in particular is still evolving and not achieves the maturity stage yet, thus this study is aimed at exploring the service quality in the AUXILINE BD. LTD management services which is still lacking behind and need further explored.

2.4 Relationship between Satisfaction and Service Quality

Satisfaction is defined as a customer's perception of a single service experience, whereas quality is the accumulation of the satisfaction for many customers over many service experiences. Such post-evaluation experiences perhaps lead over time to a more general attitude. Moreover, service is equal to the perception of a single service as received and measured against the expected service received. The difference in the degree, direction and discrepancy between perceptions and expectations of a customer result in a level of satisfaction or dissatisfaction (Hill, 1992).

The relationship between customer satisfaction and quality can be explored by using Gronroos (1984) quality dimensions. In his work, Gronroos determines the technical quality of the service process that the customer is left with when the service production process and its buyer-seller interactions are over. Customers can often measure this dimension relatively objectively because of its technical nature.

The service dimension is another quality dimension, which has been used in literature as a functional or process quality of the process. The customer is also influenced by how he receives the service and how he experiences the simultaneous production and consumption process.

However, in the literature three theoretical conclusions can be found regarding the relation between satisfaction and (service) quality. First, (service) quality is understood as an antecedent of customer satisfaction (Peyrot et al, 1993 and Woodside et al, 1989). According to this interpretation, (service) quality is equated with the customer's appraisal of a concrete product or service experience (Gotlieb et al., 1994). Consequently, it does not include expectation aspects, whereas satisfaction is based on the (dis-) confirmation of expectations associated with the service or product experience.

Second, both constructs are treated as one and the same. According to this approach no significant theoretical difference between satisfaction and (service) quality exists (Gummesson, 1987; Spreng and Singh, 1993). As with the first interpretation, the aforementioned divergences concerning the higher stability of quality perception and the emotional dominance of satisfaction are ignored by this approach.

The third approach is where customer satisfaction is modeled as an antecedent of quality. Following this interpretation, the product and/or service related quality perception is as seen as the higher order and more stable variable, which is built mainly on previous experiences of (dis-) satisfaction related to discrete transactional episodes (Bitner, 1990; Bitner and Hubber, 1994; Bolton and Drew, 1991, 1994). Thus, satisfaction is regarded as a short term emotional state that results from an intrapersonal comparison of the customer's expectations with the evaluation of a single product or service encounter. This emotional state of satisfaction leads to an overall, global attitude about (service) quality (Dabholkar, 1993) which is only implicitly based on some kind of internal expectation standard. Because quality is a dynamic construct, additional consumption experiences influence and modify the existing quality perception and cause changes in this perception (Thompson and Getty, 1994). In other words, multiple satisfaction evaluations contribute to an overall quality evaluation.

In this research, it follows what Rust et al (1996) has clearly illustrated in the relationship between perceived quality and satisfaction. It has pointed out in two different situations. As illustrated in Figure 2.2, the perceived quality is higher than expected. This situation will usually result in satisfaction. Oppositely in Figure 2.3, perceived quality is not as good as expected. In this situation will result in dissatisfaction. This disconfirmation (gaps) forms the conceptual basis for the SERVQUAL model for the service quality and satisfaction.

2.5 Conceptual Framework

The framework will provide the researcher with a guide on how to develop the service quality instrument to be implemented in this study. The development of framework has to start from an initial idea and concept. In this case of implementing service quality, one can start by trying to analyze the range of options available such as development of service quality dimensions as well as the existing models of service quality. The researcher will discussed at the service quality dimensions from various studies. Service quality is multidimensional (Parasuraman et al, 1985) and a very complex phenomenon (Gronroos, 1998). Thus this section is to identify the most suitable construct and dimensions for highway management services. The framework is illustrated as Figure 1 below.

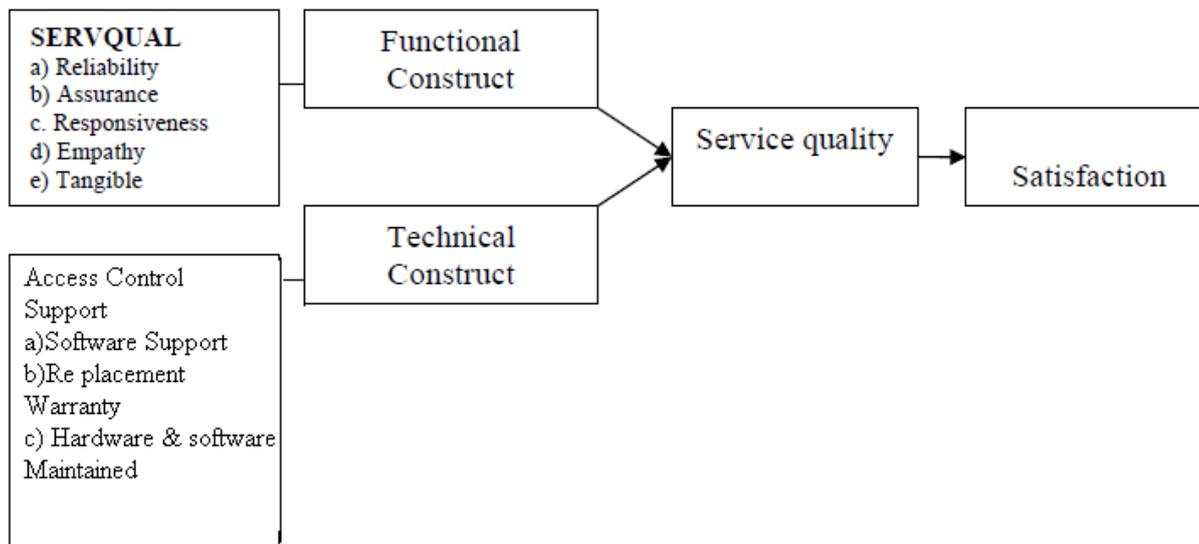


Figure .1: Proposed Conceptual Framework

Source: Web site

The model proposes that the service quality consist of technical and functional dimensions. The model also proposes that there are direct relationships between service quality perception and the technical construct and the quality dimensions, in addition to the indirect effects of technical and functional quality on service quality perception. The model also suggests that the service quality leads to customer satisfactions. There is theoretical support for a multi dimensional, multi level model of service quality (Dabholkar et al, 1996), but little effort has been taken to conceptualized and empirically tests such structure.

SERVQUAL was modified in the present study to reflect the nature of AUXILINE BD. LTD management services. Parasuraman et al (1988), indicated that such modifications were appropriate and do not represent difficulties related to the reliability and validity of the instruments.

2.6 The SERVQUAL Model

Given the growth of services in the last decades, many researchers have recognised the need to develop measures of service quality. One of the most often used measures is the SERVQUAL based on extensive research in generic determinants of perceived service quality (Parasuraman, Berry et al. 1985; Parasuraman, Berry et al. 1988; Zeithaml, Parasuraman et al. 1990; Parasuraman, Berry et al. 1991; Parasuraman, Berry et al. 1993; Parasuraman, Berry et al. 1994). The model measures the difference between customers' expectations about general quality of a certain group of service providers and their

perceptions about the actual performance of a service provider from that group. It uses a set of service quality determinants measured by a 22- item scale. The model defines customer satisfaction as perceived service quality, which is the gap between expected service and perception of service actually received (refer to Figure 2.1) Many studies in different service industries use the model as a basis for developing surveys to evaluate customer satisfaction, which was the ambition of the authors.

2.6.1 Dimension in SERVQUAL Model

Boulding et al. (1993) perceived the dimensions of service quality as a function of a customer's prior expectations of what should transpired during a service encounters, as well as the customer's most recent contact with the service quality delivery system. These perceptions of quality dimensions form the basis for a person's intended behavior. Their findings suggest that the two different types of expectations have opposing effects on perceptions of service quality and that the service quality perceptions positively affect the intended behavior.

Starting with the ten dimensions, Parasuraman et al (1988) conducted studies in several sectors to developed and refined SERVQUAL, and using factor analysis reduced the ten dimensions to five. These five new dimensions were defined as below and summarized in Table 2.3.

Tangibles

According to Kotler (1999), Bitner and Zeithaml, (2003), the appearance of physical facilities, equipment, personnel and communication materials of an organization is the tangibles. Churchill and Peter (1999) added that customer look for quantity in the equipment, facilities and communication used to provide the service.

Reliability

According to Kotler (1999), Bitner and Zeithaml (2003) the ability to perform the promised service dependably and accurately is the reliability. Churchill and Peter (1999) added that customers want performance to be consistent and dependable.

Responsiveness

According to Kotler (1999), Bitner and Zeithaml (2003) responsiveness is the willingness to help customers and provide prompt service. Churchill and Peter (1999) added that customer must see service provider as ready and willing to perform.

Assurance

According to Kotler (1999), Bitner and Zeithaml (2003) assurance means the knowledge and courtesy of employees and their ability to convey trust and confidence.

Empathy

According to Kotler (1999), Bitner and Zeithaml (2003), empathy means the provision of caring, individualised attention to the customer. Key dimensions used in this study can be summarised as Table 1 below:

Table 1: Dimensions in SERVQUAL Model

Tangible	Appearance of physical facilities, equipments, personnel, and communication materials
Reliability	Ability to perform the promised service dependably and accurately
Responsiveness	Willingness to help customers and prompt service.
Assurance	Knowledge and courtesy of employees.
Empathy	The firm provides care and individualised attention to its customers.

While being widely applied, the SERVQUAL model has also received criticism for not including prices in the assessment or for the inclusion of expectations as a variable in measuring service quality (Boulding, Kalra et al. 1993). Perhaps the most often heard criticism pertains to the lack of a clear link between satisfaction and perceived service quality identified by some research (Duffy and Ketchard 1998). An alternative model (SERVPERF) was later developed for these reasons, based on the findings that service quality does not depend on expectations and can be directly measured by simple performance based measures of service quality (Cronin and Taylor 1994).

2.6.2 Service Quality Model

According to Grönroos (1982), the quality of a service perceived by customers will differ depends on what strategy the company chooses to deliver and promote that service. The service quality model by Grönroos holds that the quality of a service, as it is perceived by the customer, can be divided into technical quality and functional quality dimensions. The former denotes what the customer receives as the output of a service production process and the latter how the technical quality is produced and transferred to the customer during buyer-seller interactions

Grönroos (1988) posits that the technical quality is the “basic condition for a positively perceived total quality, but the functional quality is the one that adds competitive edge” (Gummesson and Grönroos, 1987). Furthermore, in the relationship marketing, the growth of the 31 importance of functional quality in comparison to technical quality becomes a strategic one (Grönroos, 1993). The distinction is also made in the model between perceived and expected service quality and it is suggested that the quality is perceived subjectively. Grönroos, (1988) further develops the model by positing that in the case of a company, which extends product offer with services, it is more appropriate to talk about total perceived quality. According to him, a high perceived quality is obtained when the experienced quality meets customer expectations, i.e. the expected quality. However, if the expectations are unrealistic, the total perceived quality will be low, even if high quality was experienced

(Grönroos, 1988). Grönroos urged that the total perceived quality is not only defined by the level of technical and functional dimensions, but also by the gap between the expected and the experienced quality.

2.6.3 Discussion on the Proposed Researched Model

Based on the Parasuraman et al (1988) gaps model, this research will focus on the gaps 5, where it measures the perceived service against the expected service provided by the highway service provider to measure their service quality. According to Parasuraman et al (1988) the smaller the gap between adequate service and perceive service, the higher the perceived adequacy of the service. The gap 5 is simplifies as Fig2 below.



Figure 2.: Service Quality FRAME WORK 1

Source: Web site

According to Gronroos (1988), in order to make a list of determinant or factors of good quality useful for managerial purposes, it has to be short enough, but still provide a comprehensive list of aspects of good quality. Therefore, for the purpose of this study the researcher has chosen Parasuraman et al (1988), ie the five service quality dimensions as the most relevant study because it fit with the suggestion made by Gronroos (1988) the quality dimensions has been developed specifically for services, and the dimensions are derived from empirical studies and statistical analysis. Zarita (2006) demonstrates that these five dimensions will be one aspect of service quality construct that is the *functional/process construct*. Thus the suggestion of the conceptual model based on the above discussion is illustrated as table 3 below



Figure 3: Service Quality FRAMEWORK 2

Source: Web site

As Parasuraman et al. (1988), suggest that the five (5) dimensions above are generic dimensions which are appropriate to apply in measuring Service Quality for all service sector. However, Taylor and Baker (1994), urged that the relationship of service quality is different from industry to another industry of services as mentioned by Carmen (1990). New factors should be added and taken into account based on generic and appropriateness of the services sectors.

Gronroos (1988) urged that the quality of a service, as it is perceived by the customer, can be divided into technical quality and functional quality dimensions. The technical quality is the basic condition for a positively perceived total quality. In the AUXILINE BD. LTD management and services, the AUXILINE BD. LTD and the facilities used by the access control users represent the *technical/outcome quality* dimensions. On the other hand the highway service provider/concessionaires who provide the management and maintenance of the services and facilities represent the functional or process dimensions. Operational highway management and services consist of two main task (1) the management and (2) maintenance. The management involves all the coordination of work, toll collections, supervision and other management task, whereas maintenance involves the outcome of the physical aspect which is the road and its facilities. Figure 4 below illustrate the framework and conceptual model based on the conclusion made.

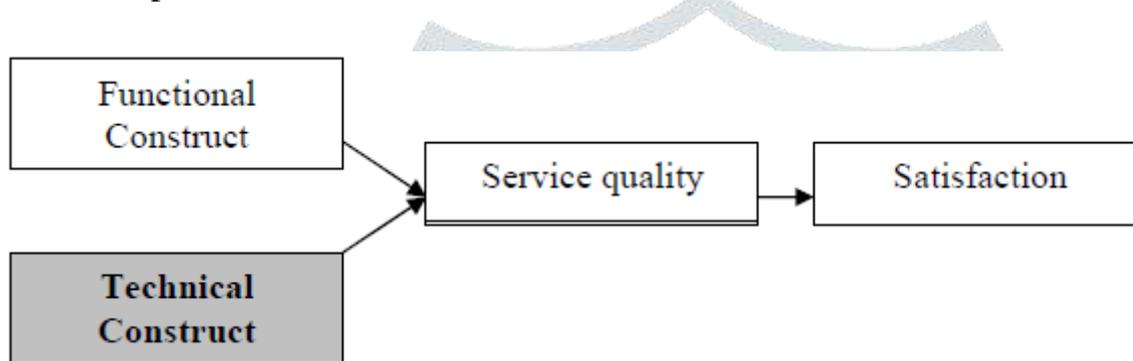


Figure 4: Service quality FRAMEWORK 3

Source: Web side

The technical or Outcome quality of the physical aspects is the second part of the framework which is the maintenance of the access control and facilities. However, in the marketing terms, it is known as the physical evidence. Zeithaml and Bitner (2003), customers often rely on tangible cues, or physical evidence, to evaluate the service before its purchase and to assess their satisfaction with the service during and after consumption.

2.6.4 Service Quality Foundations:

There are many factors regarding a products or services which have a direct impact on customer satisfaction, service quality is one of them. If the quality of service is not good, the customer will not be satisfied. So as a consequence it will be very difficult for that product or services to survive in the market any longer. So it has been chosen service quality as an important factor to assess customer satisfaction on access control AUXILINE BD LTD.

Besides, access control is also a services oriented product. So to know the customers satisfaction level on access control service quality is must. Otherwise the study would not satisfy the objective taken in this report.

3. METHODS OF INVESTIGATION

The study is based on quantitative approach and it was tried to discuss about the service quality of AUXILINE BD. LTD.

3.1 Sources of data collection:

To prepare this papert, both primary & secondary data were collected although the dominance of secondary data were higher to complete this study.

3.1.1 Primary sources:

(a) Target population: Corporate clients were considered for collecting relevant data for the study.

(b) Sample size and sampling technique: 15 corporate clients were selected through convenience sampling techniques due to the time and cost constraints. Self- administered questionnaire was the instrument for collection of primary data. The questionnaire was close-ended where 5 points linker scale was used from I= strongly disagree to V = strongly agree. Face to face personal interview was the data collection techniques since the rate of refusal is usually low under these methods.

3.2.1 Secondary Sources : Data collected from secondary sources were based mainly on journals ,research reports ,organizational documents etc, as well as web sites

3.2: Analytical Technique:

Descriptive analysis had been conducted and means analysis was done in order to find respondents perception towards Tangible, Reliability, Responsiveness, Assurance, Empathy and Service quality.

4. FINDINGS & DATA ANALYSIS

4.1 Overview

In this part, the findings of data have been analyzed on service quality of AUXILINE BD. LTD through quantitative method and different graphical presentation.

Here it has been tried to find out the satisfaction level by calculating mean value of customer response on SERVQUAL Factors.

Table 2 Shows satisfaction level by calculating mean value of customer response on SERVQUAL Factors.

Section	Question	Mean
Tangibility	1. The physical facilities at AUXILINE BD. LTD are visually appealing.	3.3
	2. Materials associated with the service are visually likable at AUXILINE BD. LTD.	3.6

Reliability	3. The products/services provided were represented accurately by the company.	3.5
	4. The product is delivered on the promised time by the company.	4.3
Responsiveness	5. Employees of AUXILINE BD. LTD give prompt service to customers.	3.1
	6. The company shows a sincere interest in solving the problem.	3.1
	7. Employees of AUXILINE BD. LTD always willing to help customers.	3.1
Assurance	8. Service time provided by the company is enough for the product.	3.5
	9. Replacement service that assured is given properly in warranty time.	4.5
Empathy	10. The employees of AUXILINE BD.LTD Understand the specific needs of their customers.	3.0
Service Quality	11. Access to overall services is satisfactory.	3.5
	12. Communication style and information provision is at satisfactory level.	2.9
	13. Security of your care is satisfied with Access control solution.	3.4
	14. Competence in overall service delivery is satisfactory level.	3.3
	15. Customers are satisfied with the up-to-date range of physical facilities of access control.	3.4

4.2 Graphical Representation of Data: In this part, the analyzed data on perception has been described on the basis of organization's Tangibility, reliability, responsiveness, assurance, empathy; service quality. Here is the explanation of the collected data one by one by diagram

4.2.1 Tangibility

We had asked our valued clients about the organization physical facility. But it is seen that most of the clients were less than agree in the case of organization Physical facility. Out of 15 sample sizes, 2 were strongly agree, 5 were agree, 5 were Neutral, 2 were disagree and rest 1 were strongly disagree about the Physical Facility. So it would not play any bad impact.

On the other hand, we also asked about the material associated. Our question was " Materials associated with the service are visually likable at AUXILINE BD.LTD " In this case Out of 15 sample sizes, 1 were strongly agree, 9 were agree, 3 were Neutral and 2 were disagree. But nobody claimed strongly disagree

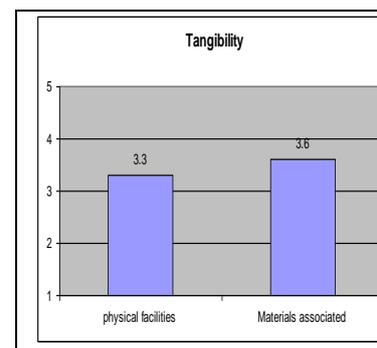


Fig. - 5

about this option. So it can conclude that most of the clients are agreeing. So it would not play any bad impact.

4.2.2 Reliability

We asked to the clients that the company represent all the products / services accurately or not. In this case Out of 15 sample sizes, 2 was strongly agree, 6 were agree, 5 were Neutral, 2 were disagree and 0 were strongly disagree that the products/services that came were represented accurately by the company. It is seen that on average the clients are between neutral and agree position. So it is quite alright and does not play any bad impact on customer product/service.

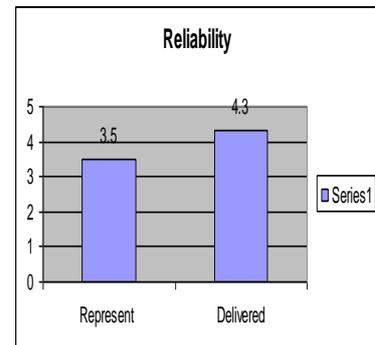


Fig. - 6

When we asked about the delivery process which the customer ordered, the clients agree that they got the products what they ordered. In this case Out of 15 sample sizes, 6 were strongly agree, 3 were agree, 3 were Neutral, 3 was disagree. But nobody claimed strongly disagree about this option. So it is seen that on average the clients are in agree position about they got the product what they ordered.

4.2.3 Responsibility

We have tried to find out the employee prompt service to customer. Out of 15 sample sizes, 2 were strongly agreed, 4 were agreed, 4 were Neutral, 3 were disagree and 2 were strongly disagreed about employee prompt service to customer. In the conclusion it is seen that the ratio is between neutral and agree. So it is quite alright. But they situation is not enough strong.

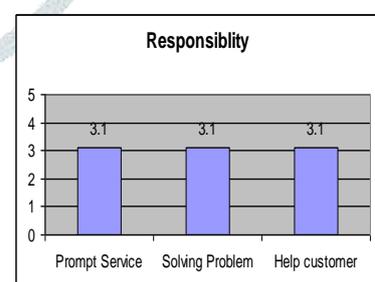


Fig. - 7

One of our questions was about the sincere interest in solving the problem. Out of 15 sample sizes, 3 were strongly agreed, 3 were agreed and 1 was Neutral, 8 disagree. Nobody strongly disagree it. In the conclusion it is seen that the ratio is neutral position. So it can play bad impact for the company to get potential customer.

When we asked the clients about the willingness to help customer Out of 15 sample sizes, 2 were strongly agreed, 2 were agreed, 7 were Neutral, 3 were

disagreed and 1 strongly disagree it. In the conclusion it is seen that the ratio is between neutral and agree. So it is not good position for willing to help customer.

4.2.4 Assurance

When we asked the clients about the time period give by the company for the product. After completing the analysis that it is seen that Out of 15 sample sizes, 2 were strongly agreed, 6 were agreed, 4 were Neutral and 5 were disagreed and 1 was strongly disagreed. Nobody strongly disagree it. But In the conclusion it is seen that the ratio is between neutral and agree. So it is also alright and does not play any bad impact on service quality.

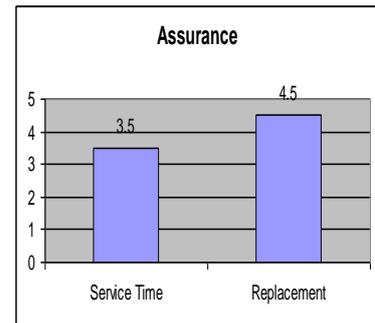


Fig:8

We asked to the clients that “Replacement service that assured is given properly in warranty time”. Out of 15 sample sizes, 7 were strongly agreed and 8 were agreed. Nobody Neutral, disagreed, strongly disagree it. In the conclusion it is seen that the ratio is between agree and strongly agree. So it is seem that most of the clients were satisfaction in this stage. And they had no claim against the question. It is also good point to get more potential clients.

4.2.5 Empathy

We are trying to find out The employees of AUXILINE BD. LTD Understand the specific needs of their customers. Depending on this issue, out of 15 sample sizes, 2 were strongly agreed, 5 were agreed, 1 were Neutral, 5 were disagreed and 1 was strongly disagreed. In the conclusion it is seen that the ratio is between neutral. So it is quite alright and it may play bad impact on looking the potential customer.

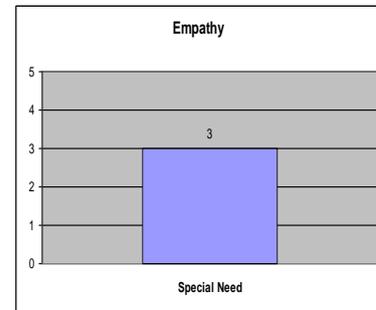


Fig. - 8

4.2.6 Service Quality

To find out the Service quality level we asked clients against Access control. The question was ". Access to overall services is satisfactory." Out of 15 sample sizes, 3 were strongly agreed, 5 were agreed, 5 were Neutral, 1 was disagreed and 1 were strongly disagreed. In the conclusion it is seen that the ratio is between Neutral and agree. So it is also alright and does not play any bad impact on service quality.

We also asked the customers that are they getting everything from AUXILINE BD. LTD what they need. Out of 15 sample sizes, 6.67% was strongly agreed, 26.67% were agreed, 26.67% were Neutral, 33.33% were disagreed and 6.65% was strongly disagreed. In the conclusion it is seen that the ratio is between neutral and disagree. So this factor may play bad impact on customer service quality.

On the survey it is seen that Out of 15 sample sizes, 3 were strongly agreed, 5 were agreed, 3 were Neutral, 3 was disagreed and 1 was strongly disagreed against the argument " Security of your care is satisfied with Access control solution." In the conclusion it is seen that the ratio is between neutral and agree. So this factor does not play any bad impact on service quality.

When we asked a question on Competence in overall service delivery is satisfactory level, out of 15 sample sizes, 1 was strongly agreed, 7 were agreed, 3 were Neutral and 4 were disagreed .Nobody strongly disagreed with the statement. In the conclusion it is seen that the ratio is neutral position. So this factor may play bad impact on service quality.

And finally when we went to know about the customers are satisfied with the up-to-date range of physical facilities of access control, out of 15 sample sizes, 4 were strongly agreed, 5 were agreed, 0 were Neutral, 5 were disagreed and 1 were strongly disagreed about their quality of services. In the conclusion it is seen that the ratio is between neutral and agree. So this factor does not play any bad impact on service quality.

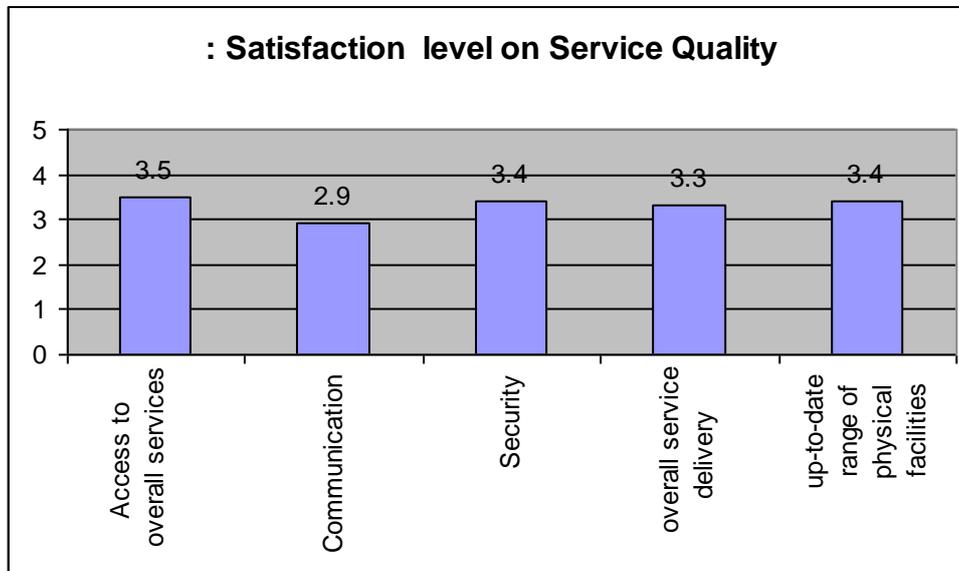


Fig. - 9

5 RECOMMENDATION, MANAGERIAL IMPLICATIONS & CONCLUSION

In this section, recommendations, managerial implications and conclusions are made on the basys of the findings of the study

5.1 Recommendations:

- From the findings as we have seen that the responsiveness is not enough strong because of the employees are not willing to help and they are not sincere in solving the problem. So they should increase the responsiveness by recruiting skilled, Knowledgeable, Expert, Educated and energetic employee;
- Most of the clients complained that they are not responded when they get a problem from a client. So they should take it seriously. If they have not enough human resource, they may hire some more engineers from other organization;
- In case of the service, most of the clients were not pleased. They should develop their service quality by training;
- One bigger thing is the promise which the company may breaks as per the clients view. So the company should keep their promise. Otherwise they will fail to satisfy their customers.

5.2 Managerial Implication:

Most of the case it is seen that the clients were unhappy because of the product and employee in AUXILINE BD. LTD. Not only that but also customers are not well satisfied regarding the after sales services. So the managing director should take special action on behalf of this issue. For ever organization service quality is like a vehicle. Without the best service quality the company may fall down and lost from the competitions market. There are lots of competitors in the market. The managing director should survey to other competitors to find out their service quality or working procedure which will add extra benefits for the organization. The MD always should be dated about the information of the competitors. An organization should be ready to provide the latest customer service.

A customer always wants quick service. So, in this case the organization should keep more service provider because they solve the problem within short period of time. If the company fails to response any query within very short time, the customer will be dissatisfied. Moreover the organization should guarantee to the customer to keep the information confidential.

From the above discussion we have to provide some curative key for the development of the company. After evaluating the objectives, it is seem that most of the clients are dissatisfied with the products, service and finally the customer services. They should sincere about the above three items to increase their sales and brand value.

5.3 Conclusion:

AUXILINE BD. LTD is one of the most potential Access control product supplies in Bangladesh. The employees of this firm are very much expert and they have the knowledge how to capture the market and provide the necessary support. But the firm needs more employees for its substantial growth.

References

- Berry, L.L., Parasuraman A., V. A. Zeithaml (1985). Quality counts in services too,. Business Horizons.
- Grönroos, C. (1988). Service Quality: The six criteria of good perceived service quality. Review of Business, 9(3):10-13
- Parasuraman A., V. A. Zeithaml and L. L. Berry (1988). SERVQUAL: A multiple item scale for measuring consumer perceptions of service quality, *Journal of Retailing*, 64, (1), 14-
- Parasuraman A., V. A. Zeithaml and L. L. Berry (1994). Reassessment of expectations as a comparison standard in measuring service quality: Implications for future research, *Journal of Marketing*, 58, 111-124.
- Zeithaml V. A., A. Parasuraman, and L. L. Berry (1992). Delivering quality services, The Free Press, New York

Khalifa, M & Liu, 5 ed (2003). Determinant of satisfaction at different adoption stage. (206-232)

Philip Kotler “Marketing Management” Millennium Ed., Prentice Hall, NJ. 2000, (Customer Satisfaction, P.36).

Parker, C & Mathews, B.P (2001). Customer satisfaction: contrasting academic and consumer interpretations. *Marketing Intelligence and Planning*, 19(1),38-44.

Salomon, M. R (1991). *Consumer Behavior: Buying, Having and Being*. Allyn and Bacon, Boston. MA.

Bitner, M. J. (1990). Evaluating Service Encounters: The Effect of Physical Surroundings and Employee Responses. *Journal of Marketing*. 54, pp 69 – 82

Bitner, M. J. and A. R. Hubbert, (1994). Encounter Satisfaction versus Overall Satisfaction versus Quality: The Customer’s Voice. In R.T. Rust and R.L. Oliver (Eds.) *Service Quality: New Directions in theory and practice*, pp 72 – 94

Bitner, M. J., and V. A. Zeithaml, (2003). *Service Marketing*, third edition. New Delhi: Tata, McGraw Hill.

Bolton, R.N. and J.H. Drew, (1991). A Multistage Model of Customer’s Assessments of Service Quality and Value. *Journal of Consumer Research*. 17, pp 375 – 384

Boulding W., A. Kalra, R. Staelin and V.A. Zeithaml, (1993). A Dynamic Process Model of Service Quality: From Expectations to Behavioural Intentions, *Journal of Marketing Research*, February, pp 7 – 27.

Carman, J. M. (1990). Consumer Perceptions of Service Quality: An Assessment of the SERVQUAL Dimensions. *Journal of Retailing*. 66(1), pp 33 -55

Churchill, G.A. and C. Surprenant (1992). An Investigation into the Determinants of Consumer Satisfaction, *Journal of Marketing Research*, 19, pp 491-504.

Cronin, J. J. and S. A. Taylor,, (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56 (July), pp 55-68.

Cronin, J. J. and S. A. Taylor, (1994). Servperf versus Servqual: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality. *Journal of Marketing*, 58 (January), pp 125-131.

Dabholkar, P.A., (1993). Customer Satisfaction and Service Quality: The Two Construct or One? In D.W. Cravens & P. Dickson (Eds.), 1993 AMA Educator’s Proceedings, pp 10 – 18

Gotlieb, J.B., D. Grewal. and S.W. Brown, (1994). Consumer Satisfaction and Perceived Quality: Complementary or Divergent Construct. *Journal of Applied Psychology*. 79 (6), pp 875 – 885

Gronroos, C., (1983). *Strategic Management and Marketing in the Service Sector*, (Report No. 83-104), Cambridge, MA: Marketing Science Institute.

Gronroos, C., (1984). A Service Quality Model and its Marketing Implications. *Journal of the Academy of Marketing Science*, 24(Winter), pp 36 – 44

Gronroos, C., (1987). Service Quality: The Six Criteria of Good Perceived Service Quality. Review of Business, 9 (Winter), pp 10-13

Gronroos, C., (1992). *Service Management and Marketing: Managing of Trust in Service Competition*. Lexington, MA: Lexington Books.

Gronroos, C., (1994). Quo Vadis, Marketing? Toward a Relationship Marketing Paradigm. Journal of Marketing Management, 10, 347-36

Gronroos, C., (2000). *Service Management and Marketing: A Customer Relationship Management Approach*. John Wiley & Sons Inc.

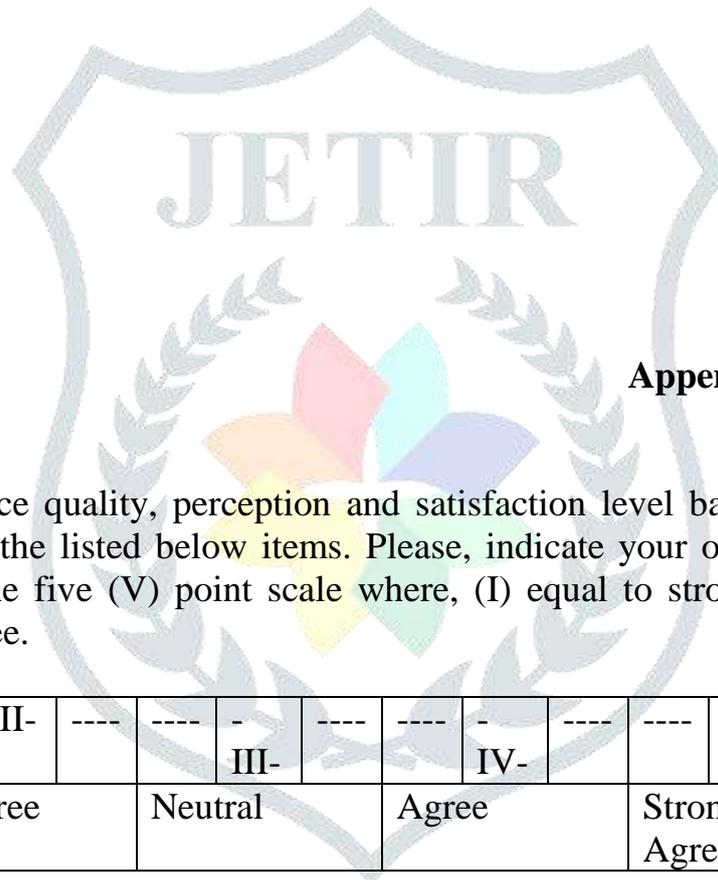
Gummesson, E. (1987). Quality – The Ericsson Approach. Stockholm: Ericsson.

■ **Documents and Reports:**

Official documents
Daily work sheet.

■ **Web Sites:**

www.gp2152.com.bd.
www.hp.com
www.dell.com
www.asus.com
www.google.com
www.ask.com



Appendix

QUESTIONNAIRE

Please, evaluate service quality, perception and satisfaction level based on how well, you think, it performs on the listed below items. Please, indicate your opinion by marking the appropriate box on the five (V) point scale where, (I) equal to strongly disagree and (V) equals to strongly agree.

----	-I-	----	----	-II-	----	----	-	----	----	-	----	----	-V-	----
							III-						IV-	
Strongly Disagree		Disagree			Neutral			Agree			Strongly Agree			

PART A

Name: -----
 Designation: ----- cell phone: -----
 Organization name: -----

PART B

Section	Question	I	II	III	IV	V
Tangibility	1. The physical facilities at AUXILINE BD. LTD are visually appealing.					
	2. Materials associated with the service are visually likable at AUXILINE BD. LTD.					
Reliability	3. The products/services provided were represented accurately by the company.					
	4. The product is delivered on the promised					

	time by the company.					
Responsiveness	5. Employees of AUXILINE BD.LTD give prompt service to customers.					
	6. The company shows a sincere interest in solving the problem.					
	7. Employees of AUXILINE BD. LTD always willing to help customers.					
Assurance	8. Service time provided by the company is enough for the product.					
	9. Replacement service that assured is given properly in warranty time.					
Empathy	10. The employees of AUXILINE BD. LTD Understand the specific needs of their customers.					



Section	Question	I	II	III	IV	V
Service Quality	11. Access to overall services is satisfactory.					
	12. Communication style and information provision is at satisfactory level.					
	13. Security of your care is satisfied with Access control solution.					
	14. Competence in overall service delivery is satisfactory level.					
	15. Customers are satisfied with the up-to-date range of physical facilities of access control.					

