

## **EVALUATION OF QUALITY OF SERVICE TO CUSTOMERS OF TELECOMMUNICATIONS COMPANY IN ISFAHAN WITH GAP ANALYSIS MODEL (GAM)**

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### **Abstract**

*The main objective of this research was conducted to assess the 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 overall level of quality of the customer's perception and expectation levels of services offered in the Isfahan province telecommunication company was above average.*

**Keywords:** *Gap Analysis Model, Quality of Service Analysis, Clients, Employees, Expectations, perceptions, Servqual questionnaire*

### **1-Introduction**

Of the most important developments in the field of improving performance in the last decade of the 20th century to the outbreak of customer satisfaction issue attachment recognized as one of the main elements and requirements of the management system in enterprises and firms of business respectively. The frequency of that effort and striving toward quality management tools yield improvement today and spread the attitude of customer orientation by researchers, experts and managers of commercial organizations shall, if it is a customer now represents one of the most important factors in determining the success of organizations in the field of trade will be considered. Therefore, the establishment and implementation of quality management systems customer service as the most important indicators of performance improvement in the fundamental needs of modern organizations goes to.

In any case, this point cannot be never ignored the main Jet service for commercial organizations and who are looking to improve their development are major routes, its customers are indeed. In other words no working business survival without the customer is not able to continue. Therefore, it is very vital to commercial framework for understanding, analyzing and evaluating the quality of service to customers have made.

## **2-Expression of Problem**

Today, strategic and commercial policies on maintaining and improving customer loyalty and trust are focused towards the organization. The most important causes of such public awareness and information related to optimal 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 factors is the satisfaction in service enterprises have always had issues Within the Organization have been affected and influenced by the different variables.

That inattention to the variables they decline of customer orientation to follow. The customer is an important factor in the success of the axial as organizations will be considered. Customer satisfaction is one of the most important theoretical and experimental topics for most marketing and market researchers interested in finding the customer satisfaction is to be the world's success as the essence of today's trade was considered competitive [1]

In fact, customer satisfaction is the emotional reactions of the image of the process evaluation of the received services against the cost of acquiring the services of it in order to get paid, the customer will be such that any person may pose; what is the satisfaction to know that he wants to offer satisfaction explain, then, it seems that no soul shall be defined by it.

Customer satisfaction is generally full access to expectations [2].

In this study, most of it is going to use the conceptual model of service quality to customers (Parasuraman et al.1985) [3] in the field of literature, to the famous "Servqual" model, the factors affecting the quality of service to customers of Telecom data evaluated in Isfahan.

New developments in the present century has led to many service sector has expanded rapidly with time. So much so that other sectors of the economy, the service sector does not go to the heart of the creation of value, but as in the economy, which is in fact today, the service sector in the economy of most countries to share their data.

Perceptions and preferences of customers waiting, determinants of quality of service to the account of the c words, come along or non-satisfaction of the difference between expectations and perceptions of reality are on the customer form.

Today, companies must be in order to create customer satisfaction in addition to remove the reasons for dissatisfaction and the complaint, the provider of higher-quality products and 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 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 and the expert. Noted that the public often has a subset in terms of communications and telecommunication from known. With regard to the above during multiple sessions with

officials and Telecom managers at various levels including public relations, marketing and commerce, and hit the result information to examine the cases discussed in the form of the thesis evaluates the quality of services provided to clients.

With regard to the issues raised can be said that the main objective of this study was to assess the quality of service to clients and evaluation of Telecommunication Company of Iran is from the perspective of customers. By the same token, such as subsidiary goals to identify factors affecting the quality of service and the presence or lack of disagreement between the views of clients on the service provided, determine the priority of the corrective measures in order to improve the quality of services in different dimensions is desired.

Service companies in recent years due to an increase of competition and in order to maintain their survival and increased profitability have to provide various services have become more and more quality. Due to the importance of high-quality services has always been the question arises that how can the quality of services these companies assessed the situation. In order to study with the objective of evaluating the quality of service to customers in the city of Isfahan, Isfahan telecommunication operator, is striking in the literature research study with the factors affecting the quality of services identified

### **3-The Research Hypothesis**

*The level of quality our customers expect service provided at a higher level, Isfahan province telecommunication company, their perception of lower than average.*

### **4-The Research Method**

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 CA 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*

<b>Questionnaire</b>	<b>Cronbach's alpha</b>
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

### **4-Findings of Research**

The level of quality our customers expect service provided at a higher level, Isfahan province telecommunication company, their perception of lower than average.

Table 2-test average and standard deviation represents the average t-3 with an average Sample t test represents the amount of the overall perception and expectation of customers the quality of service provided in the Isfahan province telecommunication company.

Table 2-test and the average standard deviation average t-3 with an average level of Sample t test customers ' perception of the quality of services and

Overall dimensions	Average	Standard deviation	df	T	Significant
Total Expect	4.075	0.76	379	27.393	0.000
Whole perception	3.26	0.29	382	17.08	0.000

As table 2 shows, the average amount of waiting and the overall perception of the customers of the quality of the services provided in the province telecommunication company to arrange equal, 4.07 and is 3.26. with regard to the level of meaningful and calculated the average amount of t expect the overall perception of the quality of the customers and the services provided in the province telecommunication company is higher than the average level. On this basis, the research hypothesis that would express the level of quality our customers expect services offered at the higher level, Isfahan province telecommunication company, their perception is lower than average; not approved and the findings shows the level of expectation and the level of customer perception of the quality of service provided at the Isfahan province telecommunication company is above average.

Table 3-analysis of gap between the level of perception and the expectation of the customers of the quality of the services offered in the eightfold

Dimensions	Expected	Perception	Gap
Tangible factors	4.1	3.42	-0.74
The reliability of the	4.1	2.71	-1.4
The power of accountability	4.1	2.93	-1.2
Trust	4.1	4.29	0.11
Empathy	3.9	3.24	-0.705
The process of providing services	4.03	3.05	-.975
Social accountability	4.05	2.87	-1.178
Service organization	3.98	3.53	-0.449

As table 3-level gap analysis in terms of perception and the expectation of the customers of the quality of the services provided in the eight branches of the show except for factors related to the perception of the level of trust in other gap dimensions and the expectation of the customers of the quality of the services provided is high. This means that they have very high expectations or level or the level of their perception of the quality of the services provided is down.

## 6-Discussion and Conclusions

The General hypothesis: the level of quality our customers expect service provided at a higher level, Isfahan province telecommunication company, their perception of lower than average.

As table 2 shows, the average amount of waiting and the overall perception of the customers of the quality of the services provided in the province telecommunication company to arrange equal, 4.07 and is 3.26. with regard to the level of meaningful and calculated the average amount of t expect the overall perception of the quality of the customers and the services provided in the province telecommunication company is higher than the average level. On this basis, the research hypothesis that would express the level of quality our customers expect services offered at the higher level, Isfahan province telecommunication

company, their perception is lower than average; not approved and the findings shows the level of expectation and the level of customer perception of the quality of service provided at the Isfahan province telecommunication company is above average.

On the karyotype of this hypothesis with respect to the table 3- which implies an average overall perception and expectations of the customers of the quality of service provided at the Isfahan telecommunication company to arrange 7/4 and 26/3, which is higher than the average vine is the following reasons suggest level:

It seems that customers or service recipients under the influence of fear of compromising the quality of service by the telecommunications company and have offices and staff in turmoil would affect the results obtained and the amount of customer perception and expectation is higher than the average show. It seems a given that in previously serving recipients come and point out the middle and down the society and are mostly women and their perception that the level of expectation has been estimated.

Other factors such as culture, being the amount of income level and functional daily affairs in this important service are involved. Also due to differences in the activity of each of the centers and offices and the multiplicity and variety of related and non-related to diverse services (mail, phone, fax, etc.) and not being defined and characterized these centers and offices to the private sector has been entrusted and belongs in each region is different and the amount of customer's perception of the level of expectations and close to each other and level it up is used.

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