THE QUALITY OF SERVICES - EXPRESSION OF EFFICIENCY IN RELATIONSHIP WITH THE CONSUMER REQUIREMENTS

CALITATEA SERVICIILOR - EXPRESIE A EFICIENTEI IN RELATIE CU EXIGENTELE CONSUMATORULUI

SIMONA CRISTINA MARTIN[1], OANA IANOSEVICI[1], ROZSA MESZLÉNYI [2], T. MATEOC[1], MONICA OCNEAN [1], C.I. DOBRA[1], IULIANA IOANA MERCE[1]

[1] Banat's University of Agricultural Sciences and Veterinary Medicine Timişoara, Agricultural Management Faculty, Timisoara, Romania; simi_con@yahoo.it
[2] Tomori Pál Föiskola Kalocsa, Hungary

Abstract: *Through a service quality, it is assigned "its ability to satisfy the needs of consumers or beneficiaries". Providing quality services leads to attraction of new clients, the growth of activity volume with current customers and also to the loss of as few customers. The quality achieving in the services field is a very difficult objective that requires skills, wisdom, determination and energy. We consider that in the services field, the quality defined from the customer perspective, the way he appreciates it and assesses it on their subjective elements has a crucial role. In this sense, the consumer perception ranks first, the provided service quality being assessed by subjective criteria, which he defines himself. Opposed to the material goods, the evaluation of a service quality can be performed only after the purchase and consumption by the applicant.*

Key words: *services, consumer, elements, orientation, quality, requirements*

INTRODUCTION

While competitors appear to provide similar services, in terms of content, they view the benefit of the material, the facilities, consumers do not view services equally, appreciating their value differently.

Consequently, they will opt for the benefits of companies offering valuable services within their personal sense.

Although the provision of quality services benefits are obvious and widely known by both consumers and producers, the quality is a problem for most enterprises in the services, service characteristics and features being service delivery process elements that influence the definition of quality in the field, evaluation methods, strategies to improve quality, etc.

In evaluating the quality of services by the customers, of particular importance turn out to be the impressions (eg, a market research report, written in neat, surprises in a positive way the research beneficiary in assessing the content) and circumstances in which the services are performed (within "normal" conditions, tourists seeking accommodation, appreciate features such as price, comfort, cleanliness, etc., but when the tourists are in difficulty, in an isolated area, they will require only a refuge).

MATERIALS AND METHODS

The authors of this paper have completed two phases. In the first phase, it has been required a theoretical and bibliographical documentation concerning services and their quality. It has been defined the issue and formulation of the main hypotheses in order to constitute an explanatory and convincing model, inducing the importance and activity of the researched subject. The final phase has been drawn up and completed by the collected information. The drafting of this paper was made in laboratory, based on the notes from the ground, the existing material and consulted bibliography.

RESULTS AND DISCUSSIONS

Verbal communications (or confidential informations) are crucial in forming the first image regarding the services of a company among consumers. Typically, consumers are more receptive to the opinions of friends, relatives, colleagues, than of publicity provided by the media. To achieve the benefits of quality, the manager of a service company must take into account at all times, "the 250 rule" respectively the fact that an

individual knows, on average, 250 individuals who share positive or negative experience. Therefore, a dissatisfied customer transmits his opinion to other customers, thus contributing to deteriorate the company image.

The personal exigencies of the consumers can influence, in a certain

manner, their expectations. They depend on consumer training, education, culture, personal habits, etc.. Consequently, a consumer can appreciate a service as being mediocre, while another may assess the same service as very bad.

Advertising, respectively direct and indirect messages sent by the company provider to the consumers, have a key role in shaping consumer expectations. For example, the price is part of the external information provided by the company: a service with a high price claims more than one with a much lower price.

We must remember that the intensity of the impact of five factors on requirements vary by industry and provider fields, types of needs, etc., consumer expectations integrating in a unitary system in which is created a exact hierarchy and who has a certain stability over time. *Knowledge intensity factors and their influence on consumer demands and their hierarchy is an indispensable prerequisite for advanced services with high levels of social efficiency.*

Therefore, neglecting or ignoring these elements by the companies can cause temporaryor permanent failure as a factor of non-quality. We can easily deduce that there is a complex of factors influencing quality of service, encompassing both this technicality elements related to service (or technical features), competitiveness issues and aspects that reflect the service impact on the environment.

Theorists concerns in the field of quality have resulted in a multitude of definitions, which can be grouped into the following categories as in figure 1:

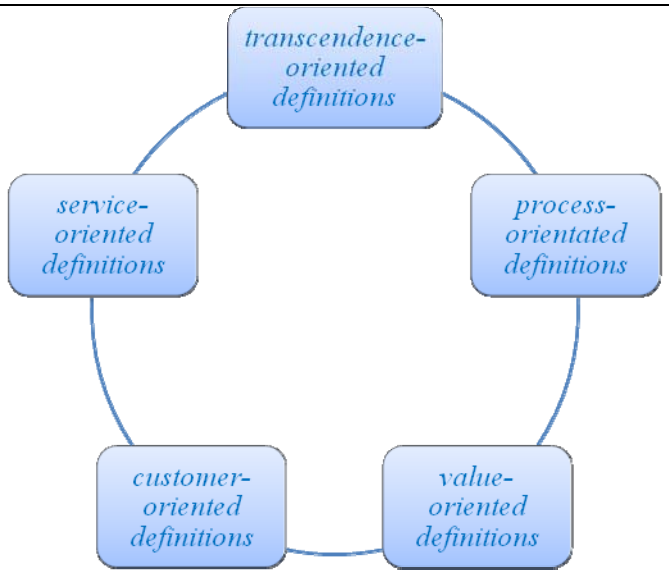


Figure 1. Different definitions of quality guidelines

1) *transcendence-oriented definitions*, such as: "quality is neither idea, neither matter, but a third category, independent of the two and therefore it can not be defined" or "the quality is achieved by the best standards";
2) *service-oriented definitions*: "qualitative differences relate to differences between the features that present the services" or "the quality refers to the amount of attributes contained within each service and it has a price";
3) *customer-oriented definitions* such as: "the quality is the ability to meet expectations, wishes; it depends on how well they satisfy the requirements of the consumer" or "the quality reflects all the attributes of Use";
4) *value-oriented definitions*: "the quality is the degree of excellence at an affordable price" or "quality means "appropriate to the customer requirements", regarding the utility and pricing";
5) *process-oriented definitions*: "quality is the degree that meets the specifications" or "quality means compliance with the requirements".

Approaching quality as providing company capacity to meet or exceed the consumer expectations, we can say that the quality of services is, ultimately perceived by the final consumer. Customer satisfaction ratings, the quality service respectively can be determined as the ratio between the

perceived quality and the quality expected by the client.

In a field full of uncertainties, as the services, one thing is certain: consumers appreciate the quality. The consumer does not use more rational evaluation criteria because, usually, he is not familiar with them, but apply more often, satisfaction criteria.

In perceiving the quality of services, consumers use four key criteria, which are, in fact, elements of service quality:

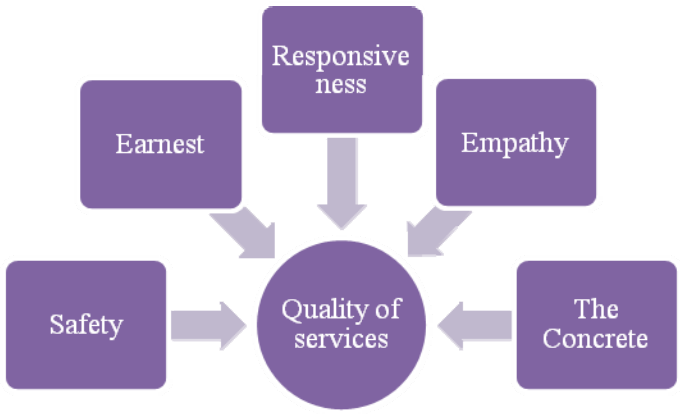


Figure 2. Defining elements of service quality

- Seriousness, expressed by providing accurate service by honoring just the customer promise made;
- Responsiveness, willingness to help customers, to serve promptly, to answer to their requests; providing seif service, expressed through employees' ability to inspire confidence;
- Safety;
- Empathy, caring for each client, attention to customer needs and preferences;
- The concrete (tangible), expressed by equipment, facilities, attractiveness of materials used in the performance information.

Of the five evaluation criteria of quality, reliability (or correctness) is considered the most important in meeting the needs of consumers. This is not a separate dimension of services, it is included in all the elements that define quality.

For consumers, the quality and accuracy are inseparable, a company of questionable fairness is a company providing poor quality services.

Seriousness of the company services provides credibility. Consumers appreciate credibility after the delivery process. All other dimensions of quality (responsiveness, reliability, empathy, tangibility) are evaluated during the providing process.

Measurement of service quality, as perceived by customers, allows the service company to understand how they estimate the services, namely: attributes important to customers, issues that require immediate improvement, impact of provider staff on customer satisfaction etc.

If the quality level achieved by the company does not coincide with the one proposed, it is necessary to identify the causes of low quality. Through appropriate communication with the customers and by strictly fulfill their promises, many problems can be avoided, consumer satisfaction being higher.

Some items that have to be taken into account:

1) full knowledge of consumer expectations;
2) provision of quality expected by consumers through the development and observance of quality standards;
3) effective management of resources involved in the performance - of which human resources have a vital role;
4) effective communication with customers for their loyalty and strengthen a positive image of the business in the competitive environment.

Development of reliable service is to provide a difficult but not impossible for companies providing services aimed at ensuring a highly level of satisfaction to their consumers and which imply provision of services without errors, in due time, as well as knowing and understanding subjective requirements of consumers and their full compliance.

CONCLUSIONS

We conclude that the issue of quality assessment is extremely complex, but also essential, since knowing the consumer response to the received service, the company can achieve effective quality control and improve the performance.

Achieving quality in services requires effective internal communication, which is mainly aimed at creating conditions that encourage employees' ability to provide quality services and to establish lasting relationships with clients.

In conclusion, it is clear that the development of quality services to ensure customer satisfaction, requires skills, respectively hiring appropriate personnel.

It is considered that the quality strategy is the actual successful strategy because it brings benefits both to consumers and providers. The market performance of a service company depends on how they are perceived by the effective consumers, on the impressions of potential customers.

Through continuous service-oriented management of organizations in the knowledge and completely satisfying consumer demands, respectively a deep understanding of their behavior – in order to provide reliable service – can be assured services of a high level of social efficiency.

REFERENCES

1. BRAKHOHN W., VOGT U., 1998, ISO 9000 pentru servicii. Rapid şi sigur pentru certificare, Editura Tehnică, Bucuresti
2. JONES P., 1989, Management in Service Industries, Pitman London,
3. OLARU Marieta, 1998, Mangementul calitatii, Editura Economica, Bucuresti
4. MARTIN SIMONA CRISTINA, CSÖSZ I., MARINĂU CĂLINA, CIOLAC RAMONA, 2009, Quality and efficiency in tourism services, Agriculture and countryside in our changing world,

University of Szeged, Faculty of Agriculture, Hódmezövásárhely, Hungary
5. TEBOUL J., 1980, La dinamique de qualite, Paris, Editura D'Organisation,
6. TOCQUER G., LANGLOIS M., 1992, Marketing des services: le defi relationament, Dunod, Paris,