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Assessment of customer satisfaction for the "PROVINCE" event hall using the SERVQUAL MODEL

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Abstract: The aim of the conducted study is to identify the expectations and perceptions of customers regarding the Province event hall in the town of Bencecul de Jos, Timis county, in order to provide high-quality services. The questionnaire was designed based on the SERVQUAL Model, which facilitates the assessment of customer satisfaction with the presented product (event hall). Quality perception in this case, and not only, is a highly subjective concept, as it depends on the expectations of each individual.

• Introduction

Through the Province event hall, the owners have restored a former Agricultural Production Cooperative (C.A.P.) dating back to 1965 and aimed to create a venue capable of hosting events throughout the year. The present work aims to assess the quality of services provided by the 'Province' event hall, as well as the expectations of customers and their impressions following the provision of services.

• Material and method

SERVQUAL, a key tool in service quality assessment, examines customer-centric dimensions—Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Tangibles assess physical attributes, Reliability evaluates consistent service, Responsiveness gauges promptness, Assurance measures competence, and Empathy focuses on understanding individual needs. Through surveys, SERVQUAL quantifies the gap between perceived and expected service, aiding organizations in targeted improvement for enhanced service quality.



Fig. 1: The variables in the
SERVQUAL model

• Results and discussions

	Expected value (EV)	Perceived actual value (PAV)	EV-PAV
Tangibles	4,70	4,62	-0,08
Reliability	4,82	4,70	-0,12
Responsiveness	4,75	4,64	-0,11
Assurance	4,78	4,67	-0,12
Empathy	4,56	4,61	0,05

Table 1: Expected and perceived values for the five variables in
the SERVQUAL model

In our research, we observed that the expected values slightly exceed the perceived service quality for four variables in the SERVQUAL model—Tangibles, Reliability, Responsiveness, and Assurance. However, in the case of Empathy, the perceived value was higher than the expectations. It is noteworthy that these differences were minimal, as detailed in Table 1.

The results suggest that, overall, customers' perceptions align closely with their expectations across key dimensions of the SERVQUAL model in the case of the Province event hall.

• Conclusions

Empathy scores higher in perceived value than in expectations, suggesting that customers perceive a higher level of understanding and consideration than they initially anticipated. This could be indicative of a positive customer service experience, as exceeding empathy expectations may contribute positively to overall customer satisfaction.