

https://dspace.org/

Profit and service quality in selected motor retailers for servicing of passenger vehicles.

Cipolat, Riccardo Angelo.

2011-10-06
http://hdl.handle.net/10539/10485

Downloaded from a DSpace repository. https://dspace.org/

Abstract

In this research the link between a measure of profit and service quality was investigated. The service quality was measured through two models: SERVQUAL and SERVPERF. SERVQUAL measured the service quality through the expectations the interviewees had, of the service to come, and their perceptions of the service received. SERVPERF measured service quality by means of the perceptions of the interviewees. Both models were completed by the customers and employees of the dealership. At the same time the results gathered from the SERVPERF data were then compared to the findings measured in the industry. The latter included the Synovate Quality Awards and the J.D. Power and Associates Customer Satisfaction Index (CSI) Study[SM]. Only SERVPERF was used in this comparison as it measured perceptions similar to those of Synovate and J.D. Power and Associates. The effect on service quality due to the type of employment within which the customers are involved, was also investigated during this research. Finally the results of the SERVQUAL and SERVPERF models were evaluated with a series of statistical tests and comparisons.

The results of this research, indicated that neither SERVQUAL nor SERVPERF had a positive relationship with a measure of profit measured “today” and therefore no correlations could be made. Also concluded from this research was the fact that no difference between the way in which the SERVQUAL and SERPVERF models measured service quality was found. This, therefore, did not allow one to choose a superior model for the measurement of service quality. Finally, it was recommended that this type of research continue but the effect of service quality measured “today” and its effect on a measure of profit for “tomorrow” be investigated.