

Service Quality, Its Importance in Marketing and Competitive Strategies

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Abstract

The development of a modern competitive environment and those of information technology through globalization has encouraged companies to focus more on the context of Service quality. These service qualities should be especially oriented toward customer satisfaction and that of the aspects associated with those of customer loyalty, its effect on increasing the revenue. In the era of customers, they are in search of the companies who provide good service, this is one of the most important strategies for their organizational success and satisfies the urge of survival in today's competitive environment. The methodology of critical value analysis is put into use for the setting of the customer service according to their priorities. Furthermore, an approach is being undertaken to evaluate the importance of the customers is also adopted. This research paper ends with an appropriate conclusion that discusses the relevant findings of the survey and proposes a way to conduct more research in the future. The main purpose of this research paper is to develop a contextual understanding of the subject and to examine in a better way the relationship that lies in between the aspect of the service quality (SQ), the context of the satisfaction or CS and that of the customer loyalty (CL). All the mentioned aspects are instrumental in leading a company toward competitiveness advantages.

Keywords: *Service quality, customer satisfaction, Customer Loyalty.*

1. Introduction:

The quality of the Service is considered to be undoubtedly significant in the form of an element that is related to the services that lead to the design process of the product. It is instrumental in influencing the required volume of the market demand toward a catered service. It also influences the customer profiles related to the choice of a particular service or a product. It is for that reason, believed that the level of service quality also represents most of the significant positioning that is related to the tool as used by the service providers (Kaura et al., 2015).

Diversity of definitions has been guided by the multidimensionality of service quality and also it tends to be better at the time it enters into the way of comprehending its dimensions. The multiplicity of service quality has ensued in the improvement of a great number of models related to service quality. The complexity of the definition of service quality led to a better understanding of the concept and lead to an effective aspect of management. There exists a penetrating rivalry in today's commercial world has headed numerous businesses to find a variety of ways to beat their competitors. In recent years, many organizations have focused more on the quality of customer service (Hussain, et al., 2015).

Therefore, quality customer service has become an important means of sustainable competition. It is fully based on their respective offers on the context of the service and the contextual competitive market place. It is, therefore, very significant in the process of marketing the services in order to understand the

requisite impact of the service quality. It is furthermore based on the context of earned profit and those of the financial indicators that are associated with the performances of the business. Not only the contextual quality of the catered services should be observed as in the form of a strategic force, but also at the same time, it acts as in the form of a key problem that is related to the aspect of the service marketing and its management. Greater success of the organization can only be achieved when the requirements and needs of the client are recognized then satisfied (Bustinza et al., 2015).

With the prevalence of stiff competition in the market, the aspect of customer satisfaction is considered to be a necessary survival strategy in the context of the contextual market. It is at the same time that these customers are altogether getting equipped with all the requisite knowledge related to the aspect of catering quality services. For that reason, in the hope that the relevant findings will be able to enrich and at the same time strengthen the requisite knowledge base that is pre-existing in the academic circles associated with the Service quality, and its importance. The study is thought to be an essential piece of work to all the companies and their respective contestants as the relevant results will be helping them to completely evaluate the contextual influence or the aspect of effectiveness of their owned quality of services (Dhar, 2015).

2. Statement of the research problem

The emerging research problem from the background literature dwells upon studying the impact of customer service on buying behavior. Particularly among the younger generation, the context of service quality is making a lot of impact on their cognitive, conative and affective components of their attitude. There is a need to study them in context of their usage and impact. This research aims at finding the existence of a contextual relationship in between the buying pattern of the customer and those of their influences on brand preferences towards the associated services. In this context, there is a need to study these aspects of the customer services and its impact on the marketing process.

3. Objectives of the study

The research study for that reason set out:

- To weigh the helpfulness of the care strategy those are related to the customer with its associative impact on their respective attraction and toward the process of retaining the manufacturing industry
- To estimate the contextual perception of those customers who are concerned about the level of service quality that too within the context of the industrial community
- To consider the extent of a quality customer service that is instrumental in serving as in the form of a competitive tool

4. Review of Literature

Creating and overseeing associations with some lesser-known or less-specific customers is the move from customer marketing to service quality. This segment gives general writing on the literary works that are associated with those of customer satisfaction as well as customer service quality, customer loyalty and its relationship to business execution.

Izogo and Ogba (2015) stated that the main explanation behind working together in the work environment was to make a benefit and fulfill the customer. Customers are fulfilled when they live up to their desires and are incorporated into publicizing, past experience, individual needs, and oral discourse. Contemplating customer service, planning a phenomenal service framework and successful utilization of data and innovation is moving initiative and corporate culture to accomplish better service benchmarks and service marketing. They said that quality guidelines are basic to keep up the progress and accentuated that shopper consumption over the coordination of service quality over the framework ought to be the focal point of any association.

4.1 Quality of the service

According to Talib and Rahman (2015), the expression "quality" is a troublesome and inadequate word that is hard to characterize in light of the fact that it contains a wide scope of implications and thoughts for various individuals. Disarray about numerous clarifications and ideas of highlights are particularly clear in service regions since it highlights that recognized services from items. A typical meaning of service quality is whether the service addresses customer issues or desires. Quality is normally a key factor in making esteem and influencing customer satisfaction. To give unrivaled service, organizations need to test customers' affectability and assumptions regarding service quality.

As commented by Chiedu (2015), in a large portion of these organizations today, there is a gigantic difference between quality customer service and veritable customer service commitment. The powerlessness of the management board to characterize a particular idea that mirrors the authoritative culture and a successful customer service methodology keeps numerous associations from perceiving how much their services meet customer desires. While many have performed well at giving propelled services and established the framework for long achievement haul, there is still proof that many are as yet attempting to execute approaches that improve the issue in a fruitful business system. A considerable lot of them won't have the option to contend in light of the fact that they don't have better customer service. Numerous customers are disappointed with the sort of service they get, others get into awkward positions as well as experience the ill effects of genuine offense and a wide range of representative conduct. Quality customer service is one of the most significant services for the fast advancement of the business in any creating nation.

Harbour (2017), stated that quality be isolated into five related measurements: quality as excellent, (for example, top-notch), quality as consistency, (for example, zero mistakes), target quality, for example, wellness (customer standard determination), esteem for cash and productive rapture (procedure, for example, continuous strengthening of the customer's interest and customer satisfaction without interference). Practically all have been connected to quality affirmation methodology. Quality confirmation alludes to "an arranged and deliberate procedure, requiring adequate certainty that the item or service meets certain quality prerequisites." Many analysts estimated various characteristics. Some have discovered that the standard of estimation is divided and hard to get it.

Ngo, *et al.*, (2016), commented after an escalated examination, buyers indicated various degrees of comprehension, including access to their involvement in various customer cares. As per him, purchasers confound and confuse the pointer. Others picture quality pointers and how shoppers see them. The quality of service is a proportion of how much a customer's desire coordinates the experience of a specific service. Quality and satisfaction are two related terms that a few specialists can use rather than one another. The quality of the service is comparative, where the worth demonstrates that the worth is associated yet not equal to satisfaction.

As stated by Kondasani, and Panda, (2015), the idea of quality is the totality of the attributes of an item or service that influences its capacity to meet the expressed or fundamental needs of the contextual customers. Along these lines, esteem is the way to building worth and customer satisfaction. In this way, accomplishing customer desires implies that the worth a customer gets from customer satisfaction service builds customer loyalty and believability. Other scholarly works uncover the number of organizations that are delicate to their customers.

The development of prosperity and communication tools and increased levels of knowledge and awareness among customers brought new challenges to the strategic business processes of different companies (Archer-Brown and Kietzmann, 2018). It had a significant impact on their competitive structure and the organizations need to improve communication with strategic programming and enterprise value chains to inform customers. It affects their behavior and is not exempt from the rule,

based on the expansion of private companies and the conversion of some of them into public companies tends to face many challenges. Currently, the manufacturing industry is engaged in customer-based relationship-based marketing, such as establishing long-term relationships with interest groups, especially customers, so it does not appear on the company's balance sheet, but the truth is more important than its other components.

Personal value is essential to retaining profitable customers, understanding the ability to establish the right relationship with them, understanding customer needs and satisfaction can lead to the success of the different organizations (Thakur and Workman, 2016). They are encouraged to deal with customers; more references are similar to strong loyalty that already exists. Fidelity is an element of relationship-based marketing, especially in today's industrial market, to the extent that it achieves the best results, reconciles customer relationships, and assumes that customer value increases the cost of the customer. In fact, the structure of the encrypted approach to meeting customer loyalty requirements in order to identify and better understanding the customers is probably one of the other reasons for dealing with customer attitudes towards the improvement of the organization's effectiveness.

4.2 Competitiveness in contemporary services marketing

Kamp and Parry (2017) stated that the challenge for contemporary marketing services includes considering the effect of numerous elements. Without a doubt, the cost is a significant factor in the challenge for services, yet as purchaser income builds, the quality of service likewise assumes a significant job in marketing rivalry. Most creators think about cost and quality as the most significant factors in service rivalry. Be that as it may, the connection among quality and quality of service isn't in every case clear. As a rule, service costs live up to purchasers' desires of quality and quality of service. At times, the cost can be considered as the quality of the service; it is extremely clear in expert services and different services that it is exceptionally self-conflicting. Quality of service prompts manageable monetary outcomes and competitive advantage. This service-based marketing methodology is an obstruction to building up a competitive marketing system for reinforcements. Service quality is well-defined then achieved by the facility suppliers, whereas in the course of the service given procedure, quality is perceived by the customers. Some main areas which are significant to attain quality must be focused by the management of the quality-based service organization.

- service design;
- The corporate culture of the service provider.
- service encounters (moments of truth);
- The productivity of services.

This is reflected straightforwardly in the manner customers see the quality of taxpayer driven organizations, particularly those that are frequently associated, which means an expert perspective to manufacture and keep up long haul customer connections. In the service structure basic leadership process, the key wavering identifies with the specialized help for the service conveyance process, contingent upon whether the service supplier's greatest effectiveness and complete satisfaction with the customer's needs.

4.3 Customer satisfaction, loyalty, and business performance

Hill and Alexander (2017) stated that Satisfaction and dissatisfaction are two parts of the bargains, where the area is dictated by looking at desires and results. Customers will be fulfilled when service results are met. At the point when the estimation of the service surpasses desires, the service supplier wins a glad customer. Inadequacy happens when generally speaking desires for quality service are not met. Here and there the customer's desires are met, yet the customer isn't fulfilled. This happens when desires are low. The undeniable requirement for the organization to persuade its customers is to extend the business, increase a higher piece of the overall industry and get rehash business and referrals, all of which improve benefit. Customer satisfaction and service quality significantly affect future buy aims.

4.4 Sustaining Competitive Advantage

As Yadav, *et al.* (2017), put it, comprehending the resources and behaviors of the firm that guide to the maintainable viable profit is measured as the basic matter with regard to the marketing strategy. The longstanding achievement and endurance of each firm are essentially grounded on the maintainable competitive advantage. Competitive advantage is continued once additional firms are incapable to spare the welfares of one's approach. Competitive advantage is an illusorily unpretentious notion of evaluating the capabilities of a company and the position of the market through the way they provide it advantage comparative to the competitors. Competitive advantages are transient and worth according to the value proving by the market.

5. Research Gap

In the context of finding the research gap, there is a shortage of the contextually published form of related literature work that is required to study the contextual effects of the related cues that are ongoing further is instrumental in facilitating the service quality. In the context of brand recollection, the aspect of recognition, the context of customer engagement with the brand and those of the words of mouth that play an important role in the process of choosing the brand. A very limited amount of studies that have been published on the above-mentioned variables that are in context to the service quality is considered to be highly influential on the aspect of marketing and building up of the strategies to survive in the competitive market. Later this research gap was making the whole process a bit of the complex concept including the creation of some sort of issues related to studying the impact of service quality while making the purchase decisions.

6. Research Methodology

The research methodology is beneficial for the researcher as it helps the researcher to discover techniques, approaches, methods, and problems related to the research as well as research methodology guide the researcher to take care of various research issues (Mackey and Gass, 2015). The researcher will use a qualitative research methodology. This research study is based on the qualitative assumption, the researcher has utilized secondary resources to collect potential data from past studies and published the journal in context to service quality, its importance in marketing and competitive strategies.

With regard to the extent of the research about the Service quality, its importance in marketing and competitive strategies, it is significant and equitable to make the use of the positivist philosophy. As it has assisted the researcher to build up an appropriate arrangement, a suitable explanation for the objective or scope of the research has been given by the arrangement outline comprises methods, as well as approaches selected by a researcher, is a descriptive, exploratory, explanatory research design has been used. In the context of this research study, an exploratory research design has been applied by the researcher, in order to conduct the research study as well as gain a better result. Moreover, this research design strengthens the study to attain the outcome and will incorporate it to attain the research with an optimistic result.

In order to conduct successful research, the usage of the inductive approach has been considered to build an efficient framework. With regard to the present study about the Service quality, its importance in marketing and competitive strategies, the researcher has applied the inductive approach to gain a better outcome. With regard to this present study secondary method of collecting data has been used. This research study is based on the qualitative assumption, the researcher has utilized secondary resources to collect potential data from past studies and published a journal.

Yuen, K.F. and Thai, V.V., 2015. Service quality and customer satisfaction in liner shipping. *International Journal of Quality and Service Sciences*, 7(2/3), pp.170-183.

Yuen and Thai (2015), wishes to recognize the extent of service quality in context to the liner shipping and analyzing their impacts on the satisfaction of the consumers. By completing the literature review as well as interviewing six competent business specialists, the pointers of service quality in context to liner shipping were recognized. Then a survey online was managed to 183 shippers of the liner in Singapore. Consequently, regression analyses along with exploratory analysis were performed in order to gain a better outcome.

The purpose of this paper is to improve the quality of service of regular shipping companies and investigate the deployment of Quality Function in terms of standardization procedures. The shipping line is characterized by a wide range of companies, especially with container transportation and other logistics activities. The main customers in logistics are industry customers. Customer satisfaction is a fundamental management task because competitiveness in the shipping industry is a growing problem. The study was conducted on the quality of service in the shipping industry. One of the major discoveries is that a shipping service client tends to purchase a full transportation service along with other logistics services.

In the downward direction of their effect on consumer fulfillment, they're dependability, rapidity, approachability, and worth. It is observed that greater consumer satisfaction occurs by differentiating service through time-related attributes in comparison to the applying cost leadership. Additionally, "the development measurement model" for service quality can cater as a reference for the firms of liner shipping to evaluate the quality of their service.

Zameer, H., Tara, A., Kausar, U. and Mohsin, A., 2015. Impact of service quality, corporate image and customer satisfaction towards customers' perceived value in the banking sector in Pakistan. *International journal of bank marketing*, 33(4), pp.442-456.

Zameer, *et al.* (2015), discover the effect of consumer satisfaction due to the service quality and the value perceived by the consumer in context to the banking sector of Pakistan. In order to depict the association in the middle of the independent and dependent variables, a model is developed. By means of a survey, interview and questionnaire data are gathered from 200 respondents. Regression along with Correlation is practiced in order to assess the association in the middle of variables and discover the amount to which the independent variables devise influence on the dependent variable.

This paper is designed to measure the intermediate role of customer satisfaction (CS) in four distinct service sectors of Pakistan. The first one measures the strength of service quality (SQ) compared to brand loyalty (BL) during customer service mediation. The first model indicates that customer service intermediaries were positive and important, moreover, when customers were satisfied with the services provided. Going forward, customer service is a part of these four service sectors in Pakistan. This investigation confirmed the involvement of CS in four sectors of the service industry. As a result, managers of these fields should focus on customer satisfaction, as these formulas are available as key drivers for increasing brand loyalty. In summary, this study looks at the effect of service quality on the customers. The company mediates the image and appreciates customer loyalty in terms of brand loyalty and relationships. Also, the results of this survey indicate that brand loyalty among customers in these four service sectors can be improved through improved quality service, maintaining high quality, and creating a market image.

An optimistic association in the middle of service quality and consumer satisfaction is shown by the outcomes of the study. It's too examined through the outcomes that service quality then consumer satisfaction partakes extraordinary influence on the consumer perceived value some place customer perceived value also effected by means of the corporate images. By recognizing the effect of consumer

satisfaction due to the service quality and impact of the corporate image upon customer perceived value aids the various organizations particularly banks by guiding them about the way of improving their facilities and quality of their service.

Conclusion

This examination is generally led to contemplate the quality of client care that assumes a fundamental job in building up a manageable competitive advantage. While conducting the research, the idea of the quality of service demonstrates was considered too significant in terms of commitment to the manageability of each organization. This exploration features the significance of improving the quality of client care while looking to accomplish and keep up a practical competitive advantage by expanding client trust and certainty based on loyalty. An examination of client and representative reactions demonstrated that to make better execution, ceaseless quality execution must be made to accomplish a competitive advantage.

The study additionally shows that customers consent to pay more significant expenses when there is advancement as far as services. The investigation likewise shows that different components, paying little respect to the quality of services, additionally add to a competitive advantage, and that worth varies from the point of view of various buyers. Another exercise of the investigation is that buyers, particularly in developing nations, are starting to perceive the changing business environment and make it more pressing than at any time in recent memory. Thusly, giving quality services finds this is a key factor in retaining clients and helps in the plan of marketing and competitive strategies.

Hence, the investigation has demonstrated that the idea of client assistance quality assumes a significant job in accomplishing a competitive advantage. Then again, the hypothesis of competitive advantage accentuates more on other contributing factors. A portion of these elements supplements the organization's endeavors, paying little mind to how significant they are. They are tolerating the need to address these objectives of improving the quality of service. It laid accentuation on the organization's training in the market for accomplishing a competitive advantage over the accessible services. The angles that are identified with the quality of service is viewed as valuable as far as handling the marketing rivalry. It is a wellspring of manageable competitive advantage in the contemporary service advertises, as it speaks to the edified and moderately becoming stronger of one service supplier contrasted with that of the others.

Limitations of the study

The limitations as associated with the researcher while conducting the research is that a problem was encountered while collecting the information. The reason behind it was that, the workers and at times the managers of the companies were way too reluctant in the process of releasing the requisite information. Even if they were told about the purpose of conducting this research and was informed that it was required for the academic purpose. On the other hand, the contextual investigation based on real facts coupled with a fact that the collected primary data from different sources were also used to make the contextual limitation at a negligible amount. Some of the specific people in the course of conducting this research program were initially identified so as to conduct an indirect form of investigation in order to specify certain administrative areas in which the intending researcher was not allowed to access (Dissanayake, 2013).

Scope for future research

There are a number of theories and contextual concepts that were taken into consideration while conducting this research program. In addition to the research, the especial implications toward the formation of the marketing strategy and associated tactics in the form of a completely different geographical setting would make this study a bit more interesting. There is also an important scope for futuristic research for the conducting of comparative research that has to be carried out in other forms of service-based industries. It is to be done to serve the sole purpose to get a broader picture of the ways in

which the quality of the service as catered to the customers is instrumental in playing an important role in the development of the firm.

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