

# THE STUDY OF SATISFACTION RATE OF RETURNEE FROM URBAN SERVICES ADJUTANCY PERFORMANCE OF RASHT MUNICIPAL BASED ON SERVQUAL MODEL

Zeinab Jafarinejad Nargesi<sup>1</sup>, Hasan Givarian<sup>2\*</sup>

<sup>1</sup>Department of Management, Central Tehran Branch, Islamic Azad University, Tehran, IRAN

<sup>2</sup>Faculty Member in Azad University, Central Tehran Branch, Islamic Azad University, Tehran, IRAN

## ABSTRACT

Customer satisfaction provides significant advantages for organization; in fact, higher levels of customer satisfaction cause to higher loyalty. The aim of this study is to investigate satisfaction rate of returnees from urban services adjutancy performance of Rasht municipal based on SERVQUAL model. All of returnees who use from the services of different parts of urban services adjutancy of Rasht municipal, form study statistical society. Findings show that the index of returnee satisfaction from urban services adjutancy performance based on 7 is 4/41. On the other hand, despite of returnees, some services that provide by urban services adjutancy performance of Rasht municipal, meet 63 percent of their expectations.

Published on: 25<sup>th</sup>– Sept-2016

### KEY WORDS

customer satisfaction,  
services quality,  
municipality performance

\*Corresponding author: Email: [Givarian\\_hasan@yahoo.com](mailto:Givarian_hasan@yahoo.com) Tel.: +989381324277 Fax: +98-133-312-7567.

## INTRODUCTION

Knowing modern strategies, paying attention to important points in relationship with customer's establishment, maintenance and development, trying to atone in all steps, from research step and market measurement to some services after selling and measurement of satisfaction rate increase efficiency and effectiveness of an organization to gain a customer-based ends and will gift a set from loyalty customers. Customer satisfaction will have a significant effect on present and future life of organization. Directing on customer satisfaction is not a new phenomenon. Most of successful practitioners in aeon have recognized the importance of focusing on customer satisfaction. Satisfaction is caused by customer judgment about this topic in an extent which the characteristic of this product or service is able to supply customer expectations in a desirable level [1]. Customer satisfaction provides significant advantages for organization; in fact, higher levels of customer satisfaction are cause to higher loyalty. Also, pleased customers probably talk about their experience for others. This topic has a significant importance, especially in eastern cultures that social life is formed such that social relationship is more with other people. Customer satisfaction is a key factor in forming of trend for immediate purchase of customers. Today's, organizations finding that customer satisfaction are a guarantee for organization survival. The importance of this topic is such that customer satisfaction is the most importance in quality length like European Firm Quality model (EFQM) [2].

Urban services adjutancy performance of Rasht municipal which is include seven organization (residuum organization, beautification, fire-fighting, bus, terminal, calm and taxi organization) is one of the most important of Rasht municipal adjutancy that its services has a direct relationship with civil routine life. Development of burgess, increasing the expectations and society disposability needs and respond to civil orders has promoted undertakers to provide requires modern services of society. Naturally, represent the modern services and along with society needs and in a proper time and place, proper quality and quantity in desirable space, environment beauty, human relationship and good moral and so on gain some indexes that make evaluable the performance of services by urban services adjutancy of Rasht municipal. In the same regard, urban services adjutancy of Rasht municipal with a long history and also as one of the organizations that supply different parts civil required services, should enterprise along with other similar services organization and in some cases farther than it, using scientific models than its performance evaluation and enterprise to improve its performance with knowing and understanding internal strength and weak parts and external opportunity factors. This topic is showing the importance and efficiency present study.

For this reason that municipalities need to seek supply the best quality in providing services to citizens. The results of several studies show the quality of services is a prelude to customer satisfaction and there is a strong positive relationship between service quality and customer satisfaction [3]. Quality services can be used as a measure of the size of the service provided to the customer expectations are defined [4]. Quality services play an important role to achieve important results such as trust, customer satisfaction and loyalty plays [5]. Efforts that company does to improve service quality through increased quality services, it is essential for keeping customers satisfied [6]. Today, the quality of products and services received by our customers is very important, and this has become a task for companies in the supply of quality products and services in the market. Therefore, it is obligatory carefully following the necessary steps to meet its customers' expectations and the urgency of doing something [7]. There are many temples to measure the rate of quality services that SERVQUAL is one of the most specific tools between them to measure expectation and understanding of customers and is an evaluation method to introduce strength and weak points of quality services of organization, this tool is used for measurement and comparison of understanding and expectation of customers outside of the organization. Now, according to titled topics, we can say that requirement and feedbacks received from Rasht municipality (Deputy municipal services) is one of the most important resources for design and development of new services, promote and improve the systems and operation process. So, this study is sought to find a response for following topic: Services provided by the City of Rasht (Department of Civil Service) offered to provide what clients satisfaction?

## MATERIALS AND METHODS

### Hypotheses

The research hypotheses have been developed based on SERVQUAL gap model:

**H1:** There is a difference between client expectations of service quality and their perception of service quality which are provided by the mayor of Rasht (Department of Municipal Utilities).

**H2:** There is a difference among the various department managers inferred northern city of Rasht (Rasht deputy municipal utilities) the expectations of the clients and their real expectations.

**H3:** Deputy municipal utilities Rasht performance standards (standards and indicators compiled available to measure Quality of Service) doesn't have capabilities Rasht Evaluation concluded by managers and municipal officials (including the mayor and senior managers of the municipality).

**H4:** Municipal Utilities Department staff Rasht do not have the ability to fully realize the performance standards. (Continuous performance standards are not observed.)

**H5:** There are differences among the services that they are committed to doing Rasht deputy municipal utilities and services that are practical.

### Sample size and data collection

All references to deputy municipal utilities from different parts of Rasht services they use constitute the study population. Therefore, by visiting different parts of urban Rasht refer clients to receive services there, were studied to distribute questionnaires and data extraction. In some cases questionnaires directly to the addresses of people who had used the service as well as through social networks, was sent and was developed to collect preliminary data. Given that the subject of study and measure the satisfaction level of users of services provided by the Department of Municipal Utilities Rasht, As well as various parts of urban sprawl city of Rasht, was used from stratified sampling method. A total of 439 questionnaires were delivered 28 due to incomplete version was not used, and the number of completed questionnaires that were used in 411 copies.

### Reliability and Validity

All questions are plan based on theoretical hypotheses and according. After designing items, the questionnaire were for professionals, managers and experts Deputy Municipal Utilities Rasht (managers and individuals with a history of different parts of Rasht deputy municipal utilities) and professors and their opinion about the validity of the questionnaire was applied, and the questionnaire was positive in terms of their validity. So we can conclude that it is a content validity of the questionnaire. Cronbach's alpha coefficient used to assess the validity and value of this index was calculated for all variables that optimal value is higher than 0.7.

## RESULTS

Of the 439 people participated sample group to meet 269 men (61 percent) and 170 women (39%) were formed. Of the 439 people participated sample group to meet; 89 (28/20%) between 20-30 years, 112 patients (51/25%) between 31 and 40 years, 152 patients (62/34 percent) between 41- 50 years and 86 patients (59/19 percent ) over 50 years of age, with an average age of respondents was 39 years.

In SERVQUAL, slots 1 and 2, (hypotheses 2 and 3 R) are management gaps that are managers, key employees associated with these gaps. Slot 1 compared to the expectations of clients comes from lack of understanding of managers and Slot 2 represents the failure of managers is in determining the service appropriate specification. But slots 3 and 4 (hypotheses 4 and 5 research) related to front-line employees serve more, because these employees, people who are likely to provide services in the service profile (slot 3) or promises offered notification to clients shortened through foreign notices (slot 4). So the most appropriate respondents to the survey regarding the measurement gap of 1 and 2 (hypotheses 2 and 3 R) Directors and to slots 3 and 4 (hypotheses 4 and 5 research) are front-line employees.

The normal test data obtained from testing the K-S, was used, which its results is coming in [Table-1]. As highlighted in [Table-1] can be seen, the significance level calculated is for each of the five dimensions of SERVQUAL of  $\alpha < \text{Sig}$ . Thus, assuming of  $H_0$  normal distribution was rejected in five dimensions and is not mentioned as a normal distribution. In other words, decision criteria (P-Value) whose value is less than 05/0, indicate rejection of the null hypothesis. It means that "sample has not been achieved from the normal distribution."

**Table: 1. data normalization using K-S test**

Dimensions name	K-S	Sig ( P-Value )	Probability of error level (α)	Test results
Appearance and facilities	4.758	0.00	0.05	Distribution is not normal
Reliability	4.681	0.00	0.05	Distribution is not normal
Propensity for responding	3.997	0.00	0.05	Distribution is not normal
Guarantee	3.747	0.00	0.05	Distribution is not normal
Communion	3.706	0.00	0.05	Distribution is not normal
Total	4.880	0.00	0.05	Distribution is not normal

**H1:**There is a difference between client expectations of service quality and their perception of service quality which is provided by the mayor of Rasht (Department of Municipal Utilities).

In fact, the most important measures are SERVQUAL questionnaire gap, ie the gap between expectations and understanding of users Deputy Municipal Utilities Rasht (first hypothesis). 4 other slot (hypothesis 2 to 4 of this study), if any, is affected on the gap. Therefore, we can know the results from the measurement of the satisfaction of users of municipal services Municipal Services Department of Rasht in the previous section were calculated determinant the gap. In fact, according to data extracted from the sample, it can be concluded that the function of deputy municipal services based on client satisfaction index 7, the number is 41/4. In other words, according to the clients, the services provided by the Department of Municipal Utilities Rasht, 63 percent meet their expectations.

**H2:** There is a difference among the various department managers inferred northern city of Rasht (Rasht deputy municipal utilities) the expectations of the clients and their real expectations.

As previously noted, this gap is the gap management. To test this hypothesis (gap a Servqual) questionnaire distributed among company managers, company executives expect customers to express their views. A total of 100 questionnaires were distributed to managers of various departments Department of Municipal Utilities Rasht, of which were received 83 questionnaires; The number 4 of the questionnaire was incomplete and end up with a total of 79 questionnaires were tested this hypothesis. According to data extracted can be concluded that Client satisfaction index based on seven deputy managers, the questionnaire is completed by the managers 48/4 number.

In other words, the deputy directors believe that references to the 02/64 percent, services in various sectors Rasht deputy municipal utilities against their expectations.

**H3:** Deputy municipal utilities Rasht performance standards (standards and indicators compiled available to measure Quality of Service) doesn't have capabilities Rasht Evaluation concluded by managers and municipal officials (including the mayor and senior managers of the municipality).

To investigate this hypothesis, deputy managers were asked which aspects of the research questionnaire, points 1 to 7 is allocate based on official standards (written, clear and communicated to employees) or informal (verbal, non-committal and incomprehensible for staff ) the examination and or if no target is not defined in the standard, announce their opinion. A form was designed for this purpose that the number of deputy directors filled 29 of them.

They were calculated after collecting the forms, as many points as deputy managers, functional standards, given the importance and privilege to each dimension of the questionnaire. This score is a number from 7 4/4 to 90/62% of existing standards of other words they knew their perceived expectations.

**H4:** Municipal Utilities Department staff Rasht do not have the ability to fully realize the performance standards. (Continuous performance standards are not observed.)

As mentioned earlier, the gap is more related to front-line employees. To test this hypothesis (slot 3 Servqual) of front line staff have been asked to points 1 to 7 based on the ability of employees in achieving performance standards available, to allocate each dimension; as the number given to the best indication of the ability of employees to achieve performance standards developed in each of the dimensions. If employees are able to fulfill existing standards, do not tell your comment in the space provided. For this purpose, a form was prepared and 100 forms were distributed between front-line employees, 96 of these forms were delivered. Of this number 12 was incomplete, which 84 form was used eventually to review this slot (hypothesis).

It was calculated the total rate (based on importance and the rate that employee give to each dimension of questionnaire to receive performance standards) after collecting front employee's opinion. This rate is 4/16 based on 7. On the other hand, company's employee has capability 59/44 percent of performance standards.

**H5:** There are differences among the services that they are committed to doing Rasht deputy municipal utilities and services that are practical.

As we said previously, this gap is more related to front employees. To test this hypothesis (slap 4 SERVQUAL model), it was asked from front employee to despite of their rate 1 to 7 allocate each one of the questionnaire dimensions based on some services that different parts of Rasht deputy municipal is responsible to doing it; as above number is best showing employees' understanding in each one of the dimensions. If employees are able to state their understanding from providing services' level are not in each of questionnaire dimensions, they are saying their opinion in related part. For this purpose, we provide a form that is distribute in 100 numbers between front employees that 96 from these forms are delivered. Of the 12 numbers were incomplete that at last 84 numbers of forms is used to investigate this slot (hypothesis test).

The total rate is calculate after collecting front employees' opinion, that is given based on their believe for Rasht deputy municipal, in providing services' level that are invite to references. This rate is 4/20 based on 7. On the other hand, they know employee as a successful person in the rate of 59/98 percent of Rasht deputy municipal in acting to their commitments.

## CONCLUSION

According to this topic that the step of dependency and necessity exploit in this study has done and at last, after collecting and their categorization, it was provided final questionnaire and it was investigate its Reliability and Validity, it is not necessary to do these steps. But also, executive team is comprise human resources exports, financial, design and program and ... programming such that at least twice a year control the needs and place new requirements in questionnaire. Of course, the change of questionnaire tools (questionnaire) in appropriate time gap

is due to don't enter a disorder in reliability of system and data analysis and the results were comparable with previous period. First, it is necessary for doing this project that all parts of Rasht deputy municipal introduce the members of executive team who are the main factor of confirmation of this project in Rasht deputy municipal and has been provided necessary trainings to them. Much as it should be programming such that questionnaires distribute twice a year in different time gap and their data exploit by executive teams and was calculate the index of references satisfaction after data analysis. At last, different department of all of done proceeding and send the results of information analysis to executive undertakers in Rasht deputy municipal to calculate the total satisfaction index by collecting information and their analysis by executive team in Rasht deputy municipal. Sent information from different departments of key point and improvable is character in final analysis and some points that have the ability of fast improvement, has returned to order trustee to has done the necessity to improve them and necessary programming is done to improve some points that are need to expertise and more time to was touchable the results of pervious works in the further reliability.

### The most important of purposes and advantages of using from offered method

**A** – First, the aim of execution of this study is recognize the present status of references satisfaction from the performance of different parts of Rasht deputy municipal.

**B** – Form the information banking from references needs and update this bank by executive team.

**C** – Acknowledgement from references' satisfaction rate from Rasht deputy municipal and use from references' opinions to improve operational process and design and development the new services.

**D** – Use from references' opinion and criticism in strategic programming process.

**E** – Recognize the executive method to increase the references' satisfaction from services of different parts of Rasht deputy municipal.

**F** – Recognize the internal strength and weakness points and external opportunity points and try to their managements.

**G** – Being low – cost of this method and encourage a group-work of the advantages of this system in municipality.

### CONFLICT OF INTEREST

Authors declare no conflict of interest

### ACKNOWLEDGEMENTS

None

### FINANCIAL DISCLOSURE

None

## REFERENCES

- [1] Orel FD, Kara K.[2013].Supermarket self-checkout service quality, customer satisfaction, and loyalty: Empirical evidence from an emerging market. *Journal of Retailing and Consumer Services*.21(2):118-129.
- [2] Sedghi A, Ghazizadeh M, Maqbooli MM. [2012].Identifying the relationship between service quality and customer satisfaction and loyalty with the company's image" the bank's marketing articles, 3: 1-46.
- [3] Kundu S, Datta SK.[2015]. Impact of trust on the relationship of e-service quality and customer satisfaction. *EuroMed Journal of Business*, 10(1):21-46.
- [4] Hien NM. [2014] A study on evaluation of e-Government service quality. *International Journal of Social, Management, Economics and Business, Engineering*, 8(1).
- [5] Zhao L, Lu Y, Zhang L, Chau PYK. [2012] Assessing the effects of service quality and justice on customer satisfaction and the continuance intention of mobile value-added services: an empirical test of a multidimensional model. *Decision Support Systems*, 52:645-656.
- [6] Santhiyavalli G.[2011]. Customer's Perception of Service Quality of State Bank of India-A Factor Analysis. *International Journal of Management & Business Studies*, 1(3): 78-84.
- [7] Cirpin B, Sarica A[2014] Measurement of Service Quality in Banking Industry: A Case Study from Turkey. *Istanbul University Journal of the School of Business*.43(2):205-217.

article is published as it is provided by author and approved by reviewer(s). Plagiarisms and references are not checked by IIOABJ