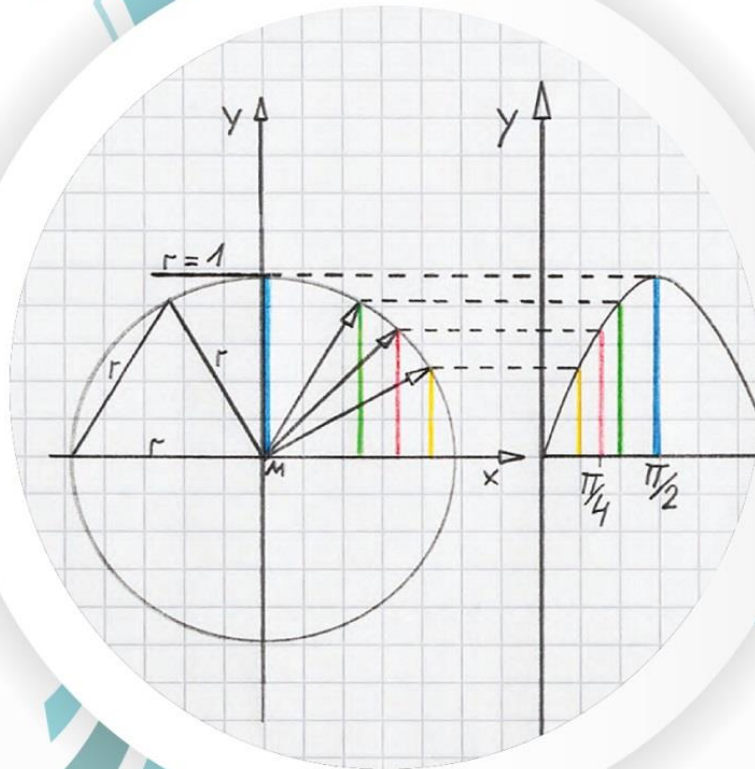


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THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND SERVICE QUALITY

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Abstract. Brilliant client benefit is fundamentally imperative in the eatery organizations. It's the main purpose of contact, between for instance, the eatery visitor and the agent of the eatery. It is the principal opportunity a foundation gets the chance to inspire and make an enduring extraordinary impression.

Keywords: service, industry, measurement techniques, customer, satisfaction reflects, control charts.

The service industry requires close employees and customers' interaction. The outcome of this interaction leads to either high or low service quality level. The high standard of service quality attracts more clients and allows building a significant and loyal customer base. The quality of the service is determined by consumers' perception of the service meaning customers' satisfaction or dissatisfaction. The research shows that it is much harder to obtain new customers than keeping the existing ones. (Tricia Morris, 2016.) Nowadays companies invest a considerable amount of money into different management programs where they can learn how to obtain and keep new customers. It is worth investing in these programs because the loyal customer base is an index of an excellent quality service. As William Foster says, "Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skilful execution; it represents the wise choice of many alternatives." William A. Foster (Goldstein, 2009.)

According to Sureshchandar et al., (2002, p. 363), customer satisfaction should be seen as a multi dimensional construct just as service quality meaning it can occur at multi levels in an organization and that it should be operational zed along the same factors on which service quality is operational zed. Parasuraman et al., (1985)



suggested that when perceived service quality is high, then it will lead to increase in customer satisfaction. He supports that fact that service quality leads to customer satisfaction and this is in line with Saravana& Rao, (2007, p.436) and Lee et al., (2000, p.226) who acknowledge that customer satisfaction is based upon the level of service quality provided by the service provider.

Fen &Lian, (2005, p.59-60) found that both service quality and customer satisfaction have a positive effect on customer's re-patronage intentions showing that both service quality and customer satisfaction have a crucial role to play in the success and survival of any business in the competitive market. This study proved a close link between service quality and customer satisfaction. Su et al., (2002, p.372) carried a study to find out the link between service quality and customer satisfaction, from their study, they came up with the conclusion that, there exist a great dependency between both constructs and that an increase in one is likely to lead to an increase in another. Also, they pointed out that service quality is more abstract than customer satisfaction because, customer satisfaction reflects the customer's feelings about many encounters and experiences with service firm while service quality may be affected by perceptions of value (benefit relative to cost) or by the experiences of others that may not be as good.

Estimating consumer satisfaction and service quality in the eateries is a critical factor in an eatery's prosperity. Estimations are important since they permit to perceive how business is going, contrast results and come up and the specific change designs. It likewise gives the likelihood to give the input to the staff individuals what influences them to work all the more proficiently. At the point when the outcomes are estimated, it is anything but difficult to see whether the eatery is developing or goes down and see the underlying foundations of the issue. In addition, it gives individuals the feeling of achievement what, henceforth, gives more inspiration to the further work and improvement.

With the measurement techniques, it is easier to reward people with their job because the results are visible and the company is aware of who did what, when and



where. Measurements lead to the higher level of productivity and greater results. (Gerson 1993, 31.)

At whatever point something is being estimated; thus, it typically shows signs of improvement, enhanced and finished. This is the motivation behind why investigation systems have turned into the fundamental piece of value change. That has additionally turned into the motivation behind why such huge numbers of eateries these days are beginning to gauge their clients' fulfillment level.

When the company has quantitative or qualitative figures, it easier to analyze certain factors to improve company's efficiency. (Gerson 1993, 6.)

All companies should keep track of their businesses to succeed. Quality control is a process which helps businesses to check the quality of a service or product as well as to check employees' work. It reduces mistakes and lowers risks at the workplace. For example, to motivate employees and provide them with qualification opportunities the company can implement various qualification courses for the better effectiveness of the staff.

There are four main types of quality control:

- The process control means that process of producing a product or delivering any service is functioned properly with all set rules. The example in a restaurant industry can be food preparation. An organisation has to make sure that everything is prepared for the process so that it goes smoothly

- The acceptance sampling. This is a process of sampling a product or service. Sometimes it can be too costly for the company to make a sample of a product; however, it has to be done to meet the business's specific needs

- The control charts. It helps a company to analyse a variation in the process. It gives opportunity to double check the actual process

- The product quality control focuses on a product itself to make sure that it meets company's standards. During this stage, a company must make sure that nothing is missing and all stages of the process are completed (Study.com)



In a period of time between 1985 and 1994, Parasuraman, Zeithaml, and Berry conducted a number of research projects in different service domains. They contended that the 'gap' between service quality expectations and the perceptions of the customers after delivery of the service could be measured with their so called Gap Model (Blešičet al., 2011).

In any service industry, one of the crucial decisions for success is to determinate the appropriate level of service quality. When customers are not satisfied with a service, they not only quit the service but also relate their unfavorable service experience to others which then resulted in decreased current and potential sales. To retain existing customers and acquire new customers, firms invest huge resources to improve service quality. In the present business scenario of cutthroat competition, customer satisfaction has become the prime concern of each and every kind of industry. Companies can win customers and surge ahead of competitions by meeting and satisfying the needs of customers. Even the best marketing companies in the world fail to sell products and services that fail to satisfy the customer's needs.

The measurement of customers expectations and perceptions has become very important towards restaurants. Due to huge potential in restaurant industry, more and more companies are entering in it. The restaurants are urged to find more innovative ways to provide added values for their customers, to gain competitive advantage.

With greater choice and increasing awareness, Uzbek consumers are more demanding of quality service and restaurants can no longer afford to neglect customer service issues. They use service quality, self scanning and own brands to gain market share , customer retention, customer satisfaction and positive worth of mouth.

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