

# Study on Servequal Gap Analysis and Quality Excellence in Travel Industry

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**Abstract:** *SERVQUAL Gap Analysis is important to measure the service quality in the organizations. The five SERVQUAL dimension are; Tangibles, Reliability, Responsiveness, Assurance, Empathy. SERVQUAL Gap Analysis made an attempt to “Study on SERVEQUAL Gap Analysis & Quality Excellence in Travel Industry”. Quality is considered as one of the essential figures in differentiation and excellence of services also, it is a premise of upper hand. So, its understanding, measuring, and creating it are imperative challenges for all well being administrations associations. The study deals about quality of services provided in Travel Industry and find the better strategies for providing better services to the customers (Passengers). The survey was done on 100 respondents of various travelers companies in Bangalore that have been collected through structured questionnaire. The data has been analyzed by utilizing one way ANOVA. The research findings states that Majority of passengers rated quality of services to be satisfactory in regard to Transportation Sector.*

**Keywords:** *SERVEQUAL Gap, Travel industry, Quality of service.*

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## I. Introduction

In the scenario of the economic growth of the country there is an important role played by the travel industry. There are many developments in across country due to travel industry. It helps in developing the economic status of the country by providing the employment opportunity and infrastructure development. Transportation provides connectivity to various metropolitan cities, remote and backward region throughout the country for trade and commerce.

Each Travel industry provides different type of facility and service in order to have a competitive edge over its rival. Travel industry provides various types of services but with different quality. Therefore quality can be considered as one of the important strategy to create competitive advantage.

Service Quality can be defined as an outcome whereby the consumer compares his or her expectation towards the service with the service received by them. Quality can be defined as a standard in highlighting the excellence of the service. It also gives competitive advantage in health care services. The dimensions which customers perceive in travelling services are: infrastructure, image, trust worthy, support, administrative procedure, communication, relationship. These are the areas where private sectors are working. The study is conducted to find out and analyze various facilities provided in selected Travel sectors and to know whether customers are satisfied or dissatisfied with the facilities. The study will also help in providing suggestion which will further help in improving customer satisfaction.

## II. Need For The Study

Providing quality services is the main aim of every organization. SERVQUAL gap analysis helps the organization to understand between what the customer expected and what the service provider actually given. If the gap is understood then measures for strategy for closing gap can be formulated. Once the gap is closed the brand image of the company will be enhanced in the market. The present study “A Study on SERVEQUAL Gap Analysis Quality Excellence in Travel Industry” is useful for the organization to understand the gaps that exists on various measures or to close the gaps, it’s is useful for the customer.

This study helps to know the travel industry and how they are doing their business. It helps the industry to know where they are lacking and further decision can take to improve the quality in services.

## III. Review Literature

### Service Quality in Travel Industry

The service is recognized on the behavior of the customer. There are two primary objectives, the first objective is to study the needs and wants of a consumer and also considering the negative opinion. Second objective is to know the consumer perceived value, customer satisfaction and loyalty in determining the service quality (Martina G Gallarza, Irene Gil Saura (2006). Service is an important factor that is to be provided in the transport sector. Many problems can be solved by using the SERVEQUAL model in the organization. The study conducted on the public transportation on the basis of suggestion of passengers, and the methods are suggested for the quality of services (Melike Erdogan, ihsan kaya (2013). Today competition has been increased and there are more hostile environment factors. The marketers must use SERVQUAL model to measure the quality of service. It has become the corner stone of marketing field Patrick Asubonteng, John E.Swan(2005). Service quality model proved that the quality of services is depended on service setting, situation, time and need, the customer expectation for the services changes from time and company should come up with the changes Nitin Seth, Prem Vrat (2005).

### **Dimensions of Service Quality**

There are different dimension to be considered to achieve customer satisfaction and loyalty, such as reliability , efficiency ,support , communication, security, and incentives Jessica Santos (2003). Service Quality is measured under two main streams that are Importance-Performance Analysis (IPA) and SERVQUAL (Simon Hudson, Paul Hudson (2004). The service quality can be measured under the view point of customer. The organisation can find the Gaps by seeking the opinion from the customer. There are four instruments to determine the service quality, i.e. tangible, assurance-responsiveness, empathy and reliability. Service gaps in organization are determined by the Customers opinion. Ibrahim yilmaz (2009). Vinh V. Thai (2008), says that the service quality in transport sector had six attributes consisting

of resources, outcomes, process, management, image and social responsibility. Each quality is explained by its factors. The outcome management factor will affect the service quality of an organisation. The management should focus on customer to satisfy the needs of a customer. Mohamed (2007), states that the customer perception and service provider in travel industry are tried to determine the overall satisfaction of passengers in the organisation. The result of his study determines that there are 26 attributes influencing the service quality of an organization. The outcome of study shows that the attributes are largely affected by resource and brand image, Tangibility measurement found the gap in organisation. Dror (2007), states that quality of services is known by human resource, technology, planning and organisational relationship. These factors are very important to improve the quality of services in the organisations. In the organisation team was built to meet the needs and wants of customer. This results in the good organisational performance.

Servqual model which consists of 5 demension of customer such as reliability, assurance, tangibility, empathy and responsiveness (Thomas Kolawole ojo, Dauda Suleman (2014). For every organisation customer satisfaction is very much important. If the company fails to give proper services to customer, the customer will go to best service provider Rida Khurshid, Faiza Mukthar (2012). SERVQUAL model was carried among the customers showed that tangibility, reliability, and assurance influence the customer satisfaction and there is no influence of customer satisfaction on empathy and responsiveness. (Yee and Daud (2011). SERVQUAL analysis with the dimension of Tangibility, Reliability, Knowledge, and Accessibility fully depends on the service provide by the company (Olorunniwo and Hsu 2006). Mukesh Kumar, Fan tat kee (2009), states that Tangibility, Reliability, Competence and Convenience are the four important factors on SERVQUAL model. Tangibility has smallest Gap and Convenience has largest Gap. the study showed that competence and convenience together can reduce SERVQUAL Gap to 76% it also revealed that there is a significant difference between customer expectation and their perception. Arash shahin (2007), states that idea of administration quality and the model of administration quality models. The study concentrated the SERVQUAL approach and its part in the investigation of the customers desires. A result of the review sketched out the way that in spite of the fact that SERVQUAL could close one of the imperative administration quality hole related with outer client administrations, it could be reached out to close other real crevices and along these lines, it could be produced so as to be connected for inner clients. In this manner, it is important to consider a specialist organization as a noteworthy component.

### **Gap**

From the reviews, the following are the gaps of the study. Present studies explained about customer's satisfaction and dimensions of service quality. But very few studies described about Gap analysis impact on Brand Image in Travel Industry. Even though there are many studies which explained about customer satisfaction in different sectors, but still the level of satisfaction is non-measurable as it varies from organization to organization, area to area. Therefore there is need to study particularly about level of satisfaction of customers in selected Travels.

#### IV. Statement Of The Problem

For every company customers are the back bone of the business. Without customers no company can survive in the market. The problem identified in the Travels is with regard to the services offered. It is necessary to find out how good is quality of services provided by the company, what are the gaps in the quality of the services that has to be filled and how well the company is able to provide quality services and how the quality services have an impact on the brand image of the company.

#### V. Objectives Of The Study

1. To study how well the quality of services provided by the travelers selected in the study
2. To study what are the gaps to be filled in order to provide better services to the customers in travel industry.
3. To evaluate the quality excellence provided in the selected travels
4. To provide suggestions and solutions to fill the service gaps so that customers will be better satisfied and their expectations will be met.

#### Sampling:

- The study was conducted in Bangalore city. The customers of VRL Travels, SRS travels have been chosen for the study. A sample size of 100 respondents were considered for the study
- The sample unit is businessman, employed, housewife, students, and people belonging to other profession.
- Convenience sampling method is used and research design used is causal research

#### Data Collection & Analysis

The structured questionnaire is designed by using Likert Scaling Analysis to study about the SERVQUAL Gap Analysis and quality excellence. Based on the data, analysis will be made and explained by using various methods like Percentages, Mean Score, and ANOVA.

#### Demographic profile of the respondents

The table below shows the demographic characteristics of the respondents which is collected through the structured questionnaire respondents taken into consideration on the basis of people who have visited hospitals.

**Table -1-** Demographic Profile of the respondents

S.No	Particulars		Frequency of the respondents	Percentage of the respondents (%)
1.	Gender	Male	83	83
		Female	17	17
		<b>Total</b>	<b>100</b>	<b>100</b>
2.	Age	20-30	50	50
		31-40	39	39
		41-50	7	7
		51-60	3	3
		Above 60	1	1
		<b>Total</b>	<b>100</b>	<b>100</b>
3.	Marital Status	Married	54	54
		Unmarried	46	46
		<b>Total</b>	<b>100</b>	<b>100</b>

(Source – Data Collected through Questionnaire)

**Table 2:-** Quality facility services provided by the Traveler before boarding in the bus

S.No	Particulars	No. Of respondents (out of 100 )	Percentage of the respondents (100%)
1.	Water Supply	72	72
2.	First aid kit	65	65
3.	Lightening	74	74
4.	Waiting hall	91	91
5.	Hygienic food	44	44
6.	Rest room	95	95
7.	Emergency treatment	13	13
8.	Help desk	87	87
9.	Canteen facility	16	16
10.	Telephone Booth	59	59

The above table 2 shows the quality facility services provided before boarding into the bus by the selected travelers of the study. Among the respondents it is observed that the respondents were not happy with the Emergency Treatment and Canteen facility provided by the Travelers. So, there is a need to focus on these services among the Travelers of the study.

**Table 3:-** Quality facility services provided by the Traveler while travelling in the bus

S.No	Particulars	No. Of respondents (out of 100 )	Percentage of the respondents (100%)
1.	Water facilities	46	46
2.	Light	63	63
3.	Fan/AC	78	78
4.	Television	72	72
5.	Cleanliness	53	53
6.	Blankets	81	81

The above table 3 shows the quality facility services provided by the selected while travelling in the bus by the travelers of the study. Among the respondents it is observed that the respondents were not happy with the water facility and cleanliness provided by the Travelers. So, there is a need to focus on these services among the Travelers of the study.

**Table: 4** Customers opinion on service quality provided by the private Travelers

S.no	Type of service	HS	S	N	DS	H DS	Total	Mean score
1.	Internal Space	37	43	20	0	0	100	83.4
2.	Seating Arrangement	44	37	19	0	0	100	85
3.	Right time reach of destination	89	2	0	7	0	100	93.4
4.	Hygienic in the bus station/ bus	43	47	6	2	2	100	85.4
5.	Seating arrangement in waiting hall	40	50	10	0	0	100	86
6.	Online services	25	12	39	13	11	100	65
7.	Customer care services in online	69	07	16	05	03	100	88.8
8.	Facilities provided in the bus station/bus	51	08	17	10	14	100	74.4
9.	Quality of services	43	18	31	05	03	100	78.5
10.	Service through SMS	54	20	18	05	03	100	83.4
11.	Employee services	57	13	19	08	03	100	82.6
12.	Immediate response of staff	32	11	44	08	05	100	70.2
13.	Response on Complaints/ suggestions	26	14	44	10	06	100	68.8
14.	Entertainment in the bus	37	12	43	08	00	100	75.6
15.	Fare charged by the travelers	53	17	18	11	01	100	86.4
16.	Bus working conditions	45	12	22	12	09	100	74.4
17.	Drivers behavior	62	12	22	04	00	100	86.4
18.	Bus Maintenance (quality of seats, windows, curtains, availability of water bottles, washed blankets, etc)	60	20	20	00	00	100	88

HS-Highly Satisfied, S-Satisfied, N-Neutral, DS-dissatisfied, HDS-Highly Dissatisfied

Table 4 projects on customer's opinion on service quality among the selected travelers. Based on the results of Mean Score is calculated. It is observed that respondents are not satisfied with online services (65), response on complaints(68.2), immediate response of staff (70.2).

**Table: 5-** Customers opinion on service quality and Quality Excellence in Travel industry

S.no	Type of service	Ex	G	N	B	VB	Total	Mean score
1.	Satisfaction of the customers towards service quality	39	48	11	1	1	100	84.6
2.	Quality Excellence and Ambience	33	25	39	3	0	100	77.6
3.	Customers expectation and perceived services	36	43	19	2	0	100	82.6

Ex-Excellent, G-Good, N-Neutral, B-Bad, VB-Very bad

**Hypothesis:**

**Ho:** There is no significance in level of customer satisfaction towards the quality services

**H1:** There is significance in level of customer satisfaction towards the quality services

**Table: 6 ANOVA**

	Sum of squares	DF	Mean square	F	Sig
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<b>Between groups</b>	31.466	2	10.489	133.831	000
<b>Within groups</b>	7.524	96	.078		
<b>Total</b>	38.990	98			

The above table 6 shows the significance, using a p-value at 0.05 percent level of significance, by one-way ANOVA to examine the hypothesis, Since the significance value of ANOVA test is .000 which is less than 5% level of significance so Null hypothesis is rejected means there is significance in level of customer satisfaction towards the quality services provided in the selected travel industries.

### VI. Findings

- The respondents were not happy with the emergency rooms and canteen facilities provided by the travelers selected in the study. They say that hygienic is also less. So, there is a need to focus on these services.
- Based on the analysis and application of ANOVA it is observed that there is significance difference in level of customer satisfaction
  - It's been found that private travelers provide Good services to the customers like entertainment while travelling, excellent on line services, good customer care, on time reaching destination, good bus maintenance etc. The analysis shows that the services reach the customer expectations also
  - It is observed that respondents are not satisfied with online services, response on complaints, and immediate response of staff. So, there is a need to focus on the improvement of these services for ensuring high level of customer satisfaction.

### VII. Conclusion

For any business to be successful, it has to provide top notch benefits that satisfy the needs and wants of the customer that is of good quality excellence services. The services should meet the expectations of the customers. Various models have been proposed for the estimation of service quality the SERVEQUAL scale has been largely utilized as a part of the examination to understand and analyze the quality inside the organization. According to the study the need of the customers are known by providing the quality of services and facility excellence to them. Most of the customers were satisfied with the services provided by the travelers and few had the dissatisfaction and collected valuable suggestions from the dissatisfied customers. The overall response from the customers is very satisfied with the quality services and quality excellence provided by the travelers selected in the study

#### Improvements

As per the study the following improvement in facilities and service quality can be made in health care sector, that is

- Improve the food canteen facility given to the customers
- Improve the bus conditions to 100% and response towards the customer complaints.
- Improve hygienic facilities.

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