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Assessing Conceptual Dimensions of Quality Service

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Abstract---*The study aims at examining various literatures on service quality dimensions to dupe prefers strategy and policy for service oriented organizations. It also aspires to identify the relative importance of service quality dimensions analysis as one of the most important factors which influence the organization directly. This study also introduces the ROPMIS quality dimensions. This study, fully focused on service quality issues, will help to understand service dimensions issues for an organization of the earlier research work, which can be followed by service sectors to promote true quality service. Moreover, this model can be guideline for the top levels managers to understand the different aspects of service quality dimensions so that they can be able to choose the right dimensions and instruments to offer competitive service for the sate of holding sustainable growth and profitability of the organizations.*

Keywords---*assessing, conceptual dimensions, quality service, organization directly, profitability*

Introduction

Quality of service is the difference between customer expectations of service provider performance and their evaluation of the service they received, In this way, the relationship between service quality and customer satisfaction has emerged as a top significant and strategically Bolton & Drew (1991); Cronin & Taylor (1992), In general, research in this area suggests that service quality is an important indicator of customer satisfaction. On the other hand, most researchers focus on the debate about the basic dimensions of service quality as well as the measurement of dimensions. A number of researchers have provided some of the factors that determine the quality, Basically, the factors that determine the quality of service comes from two research groups, namely Parasuraman and colleagues from the United States and Johnston and colleagues who came from England (Naudé & Buttle, 2000; Mian, 1997).

In this paper, the researchers sought to develop a conceptual framework taking into account the dimensions of the quality of the most common and frequently used by other researchers. The main purpose of this study to evaluate the literature is about the quality of service that has been developed by previous researchers that apply to different types of organizations, while specific objectives are; 1), To evaluate the different dimensions of quality of service, 2), To know approach makes it possible to check the dimensions of service quality, and to propose an instrument of the dimensions of service quality (Lavender et al., 2015; Horlings & Marsden, 2011).

Methods

The study will examine the literature about the service, service dimensions, and quality of service from different countries base on the UK and other developed countries such as the European Union counties. Library research method used in this study, a wide range of books, journals, magazines, and journals online papers used by researchers to determine the different issues in the dimensions of service quality (Ladhari, 2010; Brady & Robertson, 2001).

Discussion

Service quality (quality of service)

Service is a human activity whose main focus is to provide service to others, with or without a particular item. This means that the service itself as an intangible (intangible), while in the process of service delivery allows use instrument (tangible). Services are delivered in good and able to meet the needs of service users said to be a quality service. The issue is whether a service is deemed to have or do not meet the needs of consumers (of very), the answer depends on the subjective and objective assessment of the consumer. The quality of service received by the consumer perception of the value of quality service is the essence of a thorough assessment of the excellence service, for marketers, one of the ways to make services more superior than its competitors the company is to provide quality services that are able to meet the level of service the interests of consumers. Parasuraman et al. (1994), explains that the quality of service in elucidate the extent to which the difference between customer expectations a reality with the services they receive. From the statement it is implied that the quality of service is the result of the perception of the quality of service received by the quality of service expected. Thus the consumer a quality service like when received exceeded expectations (Vandenberghe et al., 2004; Simansky, 1995).

Quality of service is the company's ability to provide services of a higher quality than its competitors consistently. The key is to meet and exceed customer expectations of service quality targets (Kotler, 1997). Statement above suggests that customer expectations shaped by past experiences. Discussion of mouth and the information received from promotional activity services company. Thus the customer will determine the choice of service providers based on such information. Furthermore, they compare the quality of service perceived by the quality of service expected. Implications when the quality of service received meets or is better than the quality of service expected, then they will still use these services, conversely, if the perceived service quality is below the expected quality of service, then they are no longer interested in buying the service or leave it.

Zeithaml et al. (1996) identifies the quality of services is an effort to fulfill the needs and wants of customers as well as the accuracy of the delivery of these services to offset customer expectations. Further it is said that there are two main factors that affect the quality of services such as: expected service and perceived service. If the quality of services received (perceived service) as expected (expected service), then the perceived service quality is good and satisfying. If the quality of services received exceed customer expectations, the quality of service perceived as the ideal quality. Conversely, if the quality of service that received lower than expected service quality, the perceived poor quality of service, which means that whether or not the quality of the service depends on the ability of service providers to meet customer expectations consistently (LeBaron, 1999; Udomkun et al., 2017).

Based on some explanations above we can conclude that the quality of service has an important role to meet the needs and desires of customers. It thus becomes imperative for service providers to always consider the quality of service delivered to their customers in order to meet the target consumer needs and wants can be achieved. Quality services provide benefits for consumers and for companies such as: first, the service was very satisfactory privileged consumers, and companies can establish a significant premium price level. The second special servicing opportunities for diversified products and prices (for example, a more expensive fare charged for services that require the most rapid completion), three satisfactory service creates. Customer loyalty, where customers are loyal not only the potential for sales of existing products, but also for company's new product, fourth, a satisfied customer is positive source of information for the company and its products to outsiders, fifth, satisfied customers who become advocates for the company especially in warding off negative issues from the outside, to be six satisfied customer source of information for the company for the company's marketing and service development in general, seventh, good quality will save cost (the cost to acquire new customers, to improve customer) and eighth services quality designed and implemented appropriately will satisfy customers and employee satisfaction.

Dimensions of service quality

As mentioned, that one of the characteristics of the services are invisible (intangible), quality engineering services (outcomes) cannot always be evaluated accurately, and try to assess the quality of customer service based on what she feels, that is by providing an assessment of threat tributes represent the process and quality of service. In various studies the attributes that accompany the service is seen as a dimension of quality of service, experience development. The development of the concept of service quality dimensions started by Sasser, Olsenand Wychoff, (1978) with seven dimensions of quality services include: security (security), consistent (consistency), attitudes (attitude), completeness (completeness), condition (condition), availability (availability), and training (training).

Basically, these dimensions are classified by the physical asset quality, service reliability and quality of service delivery processes.

Gronroos (1988); Gronroos (2001) suggests a three-dimensional quality of service that is quality engineering, from the outputs (technical quality of outcome), the functional qualities associated with the process (functional quality of outcome), and corporate image. These dimensions include all dimensions of both the functional and technical dimensions plus corporate image and reputation (Sasser et al., 1978). Lehtinen & Lehtinen (1982), suggests three dimensions of service quality include: quality interactive (interactive quality), the physical quality (physical quality) and the quality of the company (corporate quality). The essence of the foregoing dimensions are similar to the dimensions of service quality by Gronroos (2001), where the interactive qualities associated with the company's quality processes to deliver services to consumers. This means that the intensity of the interaction depends on quality of service delivered, the quality of a service, the more often consumers purchase this service. Physical qualities associated with the quality of facilities used in delivering the service. While the quality of the company is related to the image or reputation of the company in the eyes of consumers means that the better the reputation of the company, the corporate image is also getting better and positive

Parasuraman et al. (1985), details the dimensions of quality of service over a ten dimensions are: reliability (reliability), responsiveness (responsiveness) capability (competence) approval (access), honor (courtesy), communications (communication), credibility (credibility), safety (security), consumer understanding (understanding / knowing the customer) and intangible (tangibles), Then the ten dimensions of service quality by Parasuraman et al (1988), is reduced to five dimensions then known as SERVQUAL include tangible, reliability, responsiveness, assurance and empathy. Table 1 below shows the five dimensions of service quality and its definition of Parasuraman et al:

Tabel 1
Five dimensions of quality of service

No	Dimensional	Definition
1	Tangible	In connection with the is real from such facility or equipment used in the process of service delivery
2	Reliability	Related to the reliability of the company or the ability of service responsiveness associated with response or the responsiveness of the company to what consumers really want
3	Assurance	Relating to guarantees given by the company that it would be safer for consumers receiving service
4	Responsivenss	Associated with respon or corporate responsiveness to what consumers relly want
5	Emphaty	In connection with the share in the company's attention to what is actually experienced by consumers

Source: Parasuraman et al (1988)

Haywood, Farmer (1988) stated dimensions quality services include: physical facilities (physical facilities), procedures and processes (processes and procedures), the behavior of the people (people behavior), and professionalism (professional Judgement). The statement is similar to Sasser et al., (1978); Gronoos (1984); Parasuraman et al. (1988), states the six dimensions of quality of service include: expertise and professional (professionalism and skill); behavior and attitude (attitude and behavior); flexibilities and access services (accessibility and flexibility); trust and reliability (reliability and trustworthiness); recovery (recovery); credibility and reputation (reputation and credibility). In this case there are additional elements of recovery (recovery) is an element of professional development providers.

Le Blanc & Nguyen (1988), states that the five dimensions of service quality: the degree of consumer satisfaction (degree of customer satisfaction); internal organization (internal organization), the neighborhood physical and support equipment production system services (physical environment and supporting service instruments producing system). If we observe what was raised by Le Blane & Nguyen (1988) is still in line with the previous opinion, Brown (1988), proposed a three-dimensional quality of the service include: fulfillment (accomplishment), and behavior (behavior) and the product (product). This dimension aims to reveal what was once delivered from previous studies. Dimensions of compliance (accomplishment) essentially deals with the efforts of service providers of

services in accordance with the wishes of consumers. Thus, service providers should behave fun, friendly and attentive service that was in line with consumer expectations.

[Babakus & Boller \(1992\)](#) states that the dimensions of service quality performance. Although simple, the determination of a one-dimensional portrait of this may not be true scope of quality of service, and is devoted to the study of a unique case with remarkable characteristics, means that service quality dimensions [Babkus & Boller \(1992\)](#), is still in line with Cronin and Taylor 919 920 stating that in in practice it is not as simple as the concept. because it speaks actual performance in relation to all dimensions of the cause or affect performance. For example, a salesperson in providing services to customers or prospective customers would be affected by the extent of understanding (knowing / skills) to the consumer, though the understanding is not enough without the support and other means eg, communications equipment, information, data, work environment, and so on.

[Ovretveit \(1993\)](#), suggested a three-dimensional quality of the service include: the quality of clients or customers (customer or client quality); quality engineering or professional (professional or technical quality), quality management (quality management). This dimension is a development of previous studies, the new dimensions are show quality management aspects of internal and external management. This means that the quality of both internal and external management is an important aspect of quality of service. [Johnston & Chestnut \(1996\)](#), suggested eighteen dimensions of quality of service delivered Parasuraman et al (1985, 1988) namely: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding / knowing the customer, assurance, empathy.

From the dimensions of service quality were developed [Garvin \(1993\)](#); [Lovelock \(1994\)](#); [Peppard & Rowland \(1995\)](#); [Tjiptono \(1997\)](#), framework for strategic planning and analysis as follows: first, the performance (performance), the principal operating characteristics core products and second features or additional privileges (features), which is a secondary or complementary characteristics; Third reliability (reliability), which is less likely to suffer damage or failure; fourth, in conformity with specifications (conformance to specification), the extent to which characteristics of the design and operations meet the standards set previously; fifth endurance (durability), with regard to how long a product can continue to be used; sixth (serviceability), including speed, competence, comfort, easy (repaired) and the satisfactory handling claims; seventh (aesthetics), the product appeal to the five senses, and eighth perceived quality (perceived quality), the image of the company's services and responsibilities to it.

[Harte & Dale \(1995\)](#), revealed six dimensions of service quality such as: the time limit (Timelines), empathy (empathy); insurance (assurance); remuneration (fees); tangible (tangibles) and reliability (reliability). Basically, dimensions similar to SERVQUAL, where Timelines is a development that includes reliability. [Buttle \(1996\)](#), proposed six dimensions of service quality such as SERVQUAL dimensions plus the one-dimensional outcomes, as stated by Gronroos (1988). In development [Genestre & Herbig \(1996\)](#) suggest six dimensions of quality services comprising; SERVQUAL plus, one dimension of the quality of the product, as shown by Brown (1988). Then Mels, Boshosff, and Nel (1997) proposed a two-dimensional quality of the service quality of the extrinsic (extrinsic quality) and intrinsic quality (intrinsic quality). Two dimensions also has similarities with quality engineering and functional quality developed by ([Gronross, 1978](#); [Gronross, 1984](#), [Gronross; 1988](#)). [Zeithamal et al. \(1996\)](#), states that service quality is a concept that consists of five dimensions. The five dimensions include: tangible, reliability, responsiveness, assurance and empathy are often known SERVQUAL term. According to this concept of service quality is measured through the customer's perception of the five dimensions of service quality. A description of the five dimension of service quality.

[Zeithaml et al. \(1996\)](#), are as follows: first, tangible is the view that the company provides to its customers such as physical facilities, office equipment, employee performance, and other means: both reliabilities, is the ability to provide services promised accurately and satisfactorily; Third responsiveness is associated with the willingness of employees to provide a good service and the willingness and ability of employees to help solve everything related to the employee's needs while receiving services; fourth assurance is the ability of employees to areas of job that thus may lead to a sense of freedom from danger, risk or doubt the customer, and the fifth empathy is associated with a friendly attitude and behavior of employees are always appreciated, listened to, and give attention to customers.

For the purposes of the study required a series of service quality research instruments as measured by using a scale. SERVQUAL scale development is done [Zeithaml et al. \(1996\)](#), included questions about expectations and consumer perceptions of the quality of service they receive. While [Cronin & Taylor \(1992\)](#), shows alternative measures that became known term SERVPERF (service performance) include questions relating to the performance of the company's quality of service delivered. [White & Galbraith \(2000\)](#) stated thirteen dimensions of service quality are: reliability(reliability), responsiveness (responsiveness), competence (competence), commitment (commitment), access (access), availability (availability), communications (Communications) comprehension (understanding),

flexibility (flexibility), tangible or functional or technology (tangible/ functionality/technology), or integration credibility (credibility/integrity), honor or friendship (courtesy/friendliness), attention (helpfulness/care).

Basically, acceptable dimensions and more comprehensive than the SERVQUAL, and has similarities to previous studies, means that the dimensions of service quality delivered by White & Galbraith (2000), more fully than SERVQUAL. Imrie et al. (2000), revealed seven dimensions of service quality, among others: intangible (tangible), reliability (reliability), responsiveness (responsiveness), guarantee (assurance), generosity (generosity), courtesy and honoraria (politeness and courtesy), chastity (sincerity). Brady & Cronin (2001), suggests three dimensions plus three sub-dimensions of service quality include: output (outcomes), interaction (interaction), environmental quality (environmental quality). These dimensions correspond to the model of Gronroos (1984, 1988, 2001), is the quality of output techniques (technical quality of the process); functional qualities associated with process (function quality of process), and the image or reputation of the company (corporate image). Dimension includes all dimensions as stated Sasser et al. (1978), and even added dimensional image or reputation of the company.

Aldaigan & Buttle (2002), Expressed the four dimensions of service quality such as: quality of their service system (service system quality), quality of service behavior (behavioral service quality), the accuracy of transaction services (service transactional accuracy), and quality of service machines (machine service quality). Dimensions by Gronroos clarified into two dimensions namely functional quality of service and quality of service techniques. Sureshchandar et al. (2002), presented the five dimensions of service quality among others: the human element (human element), intangible (tangible), services (core services), non-human elements (non-human element) and social responsibility (social responsibility). Taking a new dimension here, there are three core services that is more or less on par with the output (outcome) or a product dimension, and nonhuman elements have a common focus on the quality of management, while the overall social responsibility is in line with the concept of consumer constructs actualization.

Santos (2003), states that two dimensions of service quality: The first dimension is related incubate ease of use (ease of use), appearance (appearance), in association (linkage), the layout and structure (structure and layout), and content (content), second dimension is related to the active reliability (reliability), efficiency (efficiency), support, communication, safety (security), and incentives development dimension by Gronroos (1984, 988, 2001) are classified into two dimensions include: service-quality functional and technical service quality (functional service your technical quality). Jun et al. (2004), proposed six dimensions of service quality such as: trustworthy (reliable / prompt response), access (access), ease of use (ease of use) attentive (attentiveness), safety (security), and product portfolio (product portfolio). Based on these explanations seems they both put forward six dimensions roommates is the development of the SERVQUAL dimensions.

Kang & James (2004), Expressed as a three-dimensional quality of their services in the models Gronroos namely: engineering output quality (technical quality of outcome), Functions proses quality (functional quality process) and the image of the company (corporate image) dimension is Essentially confirming the validity of the models and find compliance Gronroos than SERVQUAL. while Li (2004) suggested three dimensions of service quality, among others: the interaction between employees with the consumer (the customer-employee interaction), the environment in Provided services are roommates (the service environment) and what result (outcomes).

Srikatanyoo & Goth (2005), states six dimensions of service quality such as: the availability of facilities and academic support (academic and supporting facilities), databases must address satisfying academic staff (academic staff performances), the environment (environmental condition), the incoming re quest (entry requirements), academic reputation of the country, and the reputation of academic institution in the national institutions (academic reputation of domestic institution). Six dimensions were actually originated and Perfected Gronross model (1984, 1988, 2001 and Parasurahman et al. (1996), specifically used in international education. While Fowdar (2005), argued consist of seven dimension of service quality: SERVQUAL service quality dimensions plus two dimensions of the output of the medical core (core medical outcomes) and the professionalism or competence (professionalism / skill / competence). If you look at the dimensions of roommates are disclosed based on SERVQUAL and specifically used in the medical world.

The conceptual dimension of service quality ROPMIS

Studies conducted Thai (2008) is a development of the concept of service quality dimension in the sector of transport and telecommunications. In this his study Thai (2008), explores the factor that affect the quality of service which is then presented to six dimensions namely: (Resource, Outcomes, Process, Management, Image, Social Responsibility) the six indicator known ROPMIS, Thai (2008) stated that despite more than the decades of improving the quality of service is important and critical to have the advantage to be more competitive, he added that there are still very few

studies that implement service quality dimension ROPMIS, while earlier studies mostly use more Parasurahman (1996), SERVQUAL dimension. The development dimension of the quality of transport services and telecommunications sectors began when Pearson (1980) suggested two dimensions, among others: The first dimension is the output (outcome) indicators of speed, reliability and regulation; second dimension is the process (process) indicators flexibility. Then Brooks (1985); Brooks (1990), to develop a four-dimensional service quality include: first, the resource (resource) associated with the ability to explore, sales representative. Both outputs (outcomes) associated with sailing frequency, transit time, shipping directly, timely delivery, and cost of services; these three processes (process) related to the cooperation between employees. And flexibility in transport, and the fourth, image or reputation (image / reputation) associated with a reputation for reliability, damage and loss experience, information, advertising and transport eligibility

Slack (1985), revealed three dimensions: first, the resources (resource) related to the size of the dock, pier and proximity to supplementing the dock, the two outputs (outcomes) related to security pier, dock and load and third, management with indicator many faults. Then Murphy et al. (1989, 1992) states that the three-dimensional quality transportation services sector, among others: the first dimension of resources (resources) with a carrying capacity indicator measures the breadth, the breadth of the volume of services, special handling, available equipment, and shipping information; dimensions of the two outputs (outcomes) and indicators of loss and damage, freight and delivery and load control, while the third dimension is the process (process) indicators out of control or claim. While Lopez & Poole (1998), suggest two dimensions of service quality, namely: first dimension; is output (outcome) indicators of timeliness, and's security; second dimension is the management (management) is the efficiency indicators. Durvasula et al. (1999) describes three-dimension quality of service among others the first dimension of resources (resource) indicator is tangible; second dimension is the output (outcomes) and indicators of reliability, and the third dimension is the process (process) indicators responsiveness, assurance, and empathy.

Furthermore Tongzon (2002) five dimensions of service quality such as: resources (resources) with a sufficient indicator of infrastructure, location and frequency of service visits; outputs (outcomes) and indicators of competitiveness; process (process) with a response speed indicator needs; management (management) with efficiency indicators; image or reputation (image / reputation) with an indicator for the damage cargo dock reputation. Eliades (1992); Gratsos (1998); Ruitter (1999), argued that the three-dimensional quality of service; outputs (outcomes) with indicators of safety and reliability; management (management) with efficiency indicators; and social responsibility (social responsibility) with indicator activities and behaviors that are responsible for security and the environment. Furthermore Ugboma et al. (2004), represent four dimensions of service quality: resources (resource) with the intangible tangible and measurable indicators; outputs (outcomes) and indicators of reliability, process (process) indicators responsiveness and empathy; management assurance indicators, based on these explanations, the quality of services in the context of research in transport and telecommunications sectors generally include the dimensions of resources (resources), outputs (outcomes), process (process), management (management), reputation (image) and social responsibility. (Social responsibility). So it can be formulated ROPMIS dimensions.

Similarly, in a study conducted Thai (2008) with dimensions of service quality include: resources, outcomes, process, management, image, social responsibility (ROPMIS), whereas for the measurement using SERVPERF approach (ie measurement of service quality performance based on results). With regard to service quality measurement Cronin & Taylor, (1992; 1992; 1994) review SERVIQUAL differences with SERVPERF, as follows; SERVQUAL, to measure the quality of service based on the gap between expectations and performance, while SERVPERF measure the quality-of-service performance base on service quality indicators. Similarly, the context of the study to be carried out later, the quality of service is measured by the performance of quality of service, measuring the quality of service is important to know the indicators that have an important role determining the performance and quality of service.

Conclusion

This paper focuses on the issue of service quality and its dimensions of service quality. In this paper, researchers also proposed a model of service quality dimensions ROPMIS (resources, outcome, process, management, image and social responsibility) which is a combination of these instruments or dimensions of service quality in previous studies, in improving the quality of service that's right. In addition, this model can be a guideline for the upper-level managers to understand the different aspects of the dimensions of service quality so that they can be able to choose the exact dimensions and instruments to offer competitive services for holding sustained growth and profitability of the organization.

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