THE IMPACT OF SERVICE QUALITY AND SERVICE TRANSPARENCY ON CUSTOMER SATISFACTION

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ABSTRACT

High-quality services that satisfy customers improve a company's capacity to compete in the market. It is crucial for the business professionals to encourage the practices that can enhance service quality and service transparency. High service quality and transparency can be attained by identifying service concerns and developing strategies for service performances, and customer satisfaction. To create and investigate a conceptual model and to study the factors with a systematic review, this research area is being provided.

Keywords: *Service Quality, Service Transparency, Customer Satisfaction.*

1. INTRODUCTION

A corporation will be seen highly and with greater respect in the market if it is honest and open with its customers. Organizations build brand loyalty by fortifying the relationship of trust between themselves and their customers [1], [2]. Business researchers have been debating the topic of business transparency, and they are encouraging businesses to be more open with their clients, particularly when they are producing goods that are used to benefit human health and setting fair prices that actually increase customer satisfaction. However, most businesses reverse course from the statement when it comes to implementation [3]–[5]. The reason is that implementing transparency in product aims is challenging because being transparent and its practices come with a number of liabilities for business management to maintain finances, market reputation, quality, raw materials, and many other related aspects [6], [7]. In order or investigate these factors this research is focuses on getting the systematic review from prior literature to assess the relationship and impact of service quality and service transparency on customer satisfaction.

2. THEORETICAL FRAMEWORK

2.1.Service Quality and Service Transparency

[8] evaluated that service quality has impact on service transparency. The level of transparency explains how quality service is made available for the customers [9]. Every business industry aiming to achieve success would always have one goal that is quality to retain customers [10], [11]. For this reason the companies has specific goals to get high revenues through customer satisfaction [12], [13]. The customer satisfaction is one of the tool increments of the business that remains the business position in market for a long period of time [14], [15]. The service quality is the major component of the business product that company provides to its customers and gain their loyalty towards the brand and its quality products and services [16]–[18]. The company is one of the talent management seeking organization that is helping to people to secure their career within their field of management and providing best quality services with customer satisfaction [19]–[22]. The service quality of any company increases the efficiency of the career -oriented people with business planning, management, designing, product manufacturing from raw material to its desired state for the customers in market [23]–[25]. The customer satisfaction always relates to the service expectations in which company get its high- income incentives through huge number of customers

retention and it is possible when business organizations only focus on the quality of the services that they are providing to their real customers [26]–[28]. The customer satisfaction always can get with the help of the reliability [29]. The reliability is the core mission of the company goals in which companies define their vision and mission through their service quality and gain huge benefits [30], [31]. The service quality in company business is one of the strategies in which business management and planning areas seeking the large number of customers retention through their satisfaction with the consultancy services that they are offering to customers [32]–[34]. The reliability helping to get business owners to provide real quality of the product and services that become the need of the customers in market and customers relay on the specific brand for long period of time [35], [36]. The reputation in business is the key part of the success of the business in which companies gain their corporate reputation in business market and they are static to provide the good quality services to the customers in market and sustain their position in front of the competitors [37], [38]. The reputation of the organization will be reliable among the customers and this is possible when business organizations gain customer sincerity and loyalty through providing the best quality services. The transparency in business is another part of the business management corporation [39], [40]. The business fair trade policies not only create the high-income revenues for business outcomes [41], it is also helping to manage the corporate reputation of the business among the customers and the market where high competition is existing [42]–[44]. The customer satisfaction always associated with the high business strategic profile in which they are providing best product quality, effectiveness [45], [46], efficient need of the consumers with great impact of service quality that become the basic need of their customers in market and sustain their position for competitive advantages [47].

2.2.Service Quality and Customer Satisfaction

[48], [49] explained the relationship where service quality has direct impact on the level of customer satisfaction. The service quality has its important role to create efficient business policies of the organizations in which strategic management department evaluate the high needs and demands of the clients of their opportunities and how they can manage the customer satisfaction for long term goals [50], [51]. The services quality always seeking customer's needs and demands [52], [53]. The customer satisfaction can get only through the high -quality product services that are offering the company groups through their quality brand product [54], [55]. The quality of the product or service hold the consumers for the product in market rather consumers switch to the

other firms for same needs. Every business has different quality and natures according to their offers that they are giving in market [17], [56]. There are number of business sectors that has different sources and strategic actions for their business sustainability in market [57]. The nature of the business also depending on their product and services that they are providing to the customers with efficient services [58]. Service quality is the tool to manage the company business reputation in market and customers associated their needs and demands for the services that has big margin for good quality and product services [59], [60]. The customers only expecting the good quality service of the company because they are ready to spend the money for the need and demand and at this time, they only chose the product that relate to the services where they find best quality with cost effective prices [61]–[64]. The quality service and ensure the business success and reputation in market. The quality services always hold the customers retention for a long period of time where business greatly doing effort to increase their customer volume and it is possible when good quality of services is mention in business vision and mission [65], [66]. Company customer volume increase is possible when business management understand the basic necessities of the product and customers' expectations towards the products. Company product reliability is possible when company understand the basic need of the service design, effectiveness, efficiency, quality and its demand in market [67], [68]. Only solutions of the services is not only focus of the business, the company business need to grow their potential through specific quality of the product and it should be sustained on same measures that was initially offered by the companies [69], [70]. The service quality and its management are a high edge competition between the business organizations in market [71]. The competitors of the same brand and product always seeking opportunities to grow their customer volume through low prices and good quality services [72]–[74]. The aim of the business corporation to manage the business efficiency through product quality in which they offer good quality of the product and services that is in need of the consumers and focusing on other measures that are also offering by their competitors for the same item [75], [76]. The competitor's activity also depending on the business market trends that continues in variance and company also doing efforts to sustain their reputation in big competitor industry [77].

2.3.Service Transparency and Customer Satisfaction

[78] stated the service transparency has impact on customer satisfaction The service transparency is one of the keys of the businesses in which it remains their trustable relationship with customers and stakeholders and eliminate any suspicious act that is related to the product that they are offering

[79]–[81]. The transparency in company business not only necessary to gain customer satisfaction, it is also helping to manage business position, reputation, brand identity, the product quality and design and services that become the basic need and demand of the consumers [82], [83]. The transparency in company create the effective business introduction in which it is clearly define the business intentions, its need in customer's life, effects on customer's pocket and how the customers gain more benefits from the product as compare to other brands [84]–[86]. There are number of product brands are manipulating in global business industry where they are offering number of good quality services to the customers and create the trust among its customers and customers retention would be possible due to their satisfaction [87]–[89]. The reliability only gains when company organization focusing on the goods quality of the product and services to their customers and gain huge profit against the product sales in market [90]. The good and transparent business expectations meet the loyalty and satisfaction of the customers and this possible only when business management do not hide any flaws of the product from their customers [91]–[94]. The business organizations have several strategic policies in which they are clearly defined the harmful impacts of the product on certain limitations where it is not suitable for human needs [95], [96]. The service companies relay on their services especially for consultancy services in which they are only focusing on transparent vision of the customers and there are no extra expectations they are associating with their clients [97], [98]. The company helping to promote the client confidence according to their best suit knowledge and careers that is helloing to gain their reliable interests [99]–[101]. The transparency in business is quite in discussion of the business researchers and they are promoting the organizations to become more transparent with their customers especially when they are manufacturing the product and its usage for human health and set the good price of the product that gain customer satisfaction in real meanings [102]–[104]. But when it comes for implementations, most of the companies go back from the statement. The reason is that to become the transparent and its practices has several liabilities for business management to sustain the finances, market reputation, quality, raw material and many other associated elements that create the difficulties to implement transparency in product objectives [105]. The good quality of the product and its services related to the customers' needs and satisfaction that is the only business goals but it has number of challenges to achieve goals [106], [107]. The given information about the services is not only necessary for customers, the customer experience also create the potential effects and impacts on services and expectations of the business [108]. The transparency in

business is required for long term business goals and it should be practicing in all business sectors of global industry.

3. LITERATURE REVIEW

3.1. The Impact of Service Quality and Service Transparency on Customer Satisfaction

Lastly through the systematic review it can be stated that service quality and service transparency have strong impact on customer satisfaction [109]–[111]. The organization always seeking opportunities for those business objectives that are helping to active their goals and it is possible when customer satisfaction is the only key part of their vision and mission of the business [112], [113]. The global business industry running its functions with the huge number of key factors that create the success of the business organizations through customer satisfaction, reliability of the product, goods quality of services [114], pricing strategy and fair and transparent policies that they are telling to their customers [115]. The customers need is one of the potential sources of the sales and income that create the customer retention towards the product if customers understand its reliability and demand in their life [116], [117]. There are number of business and industrial sectors are offering number of quality products and good services for their customers through their potential efforts that remain their image among their consumers and consumers prefer the brands of their trusts [118], [119].

The customer satisfaction in business is the basic sense of achievement of the business that is only gain by the fair -trade policies of the organization about the product what they are offering and quality services that remain the position of the product in consumers life [120]–[122]. The quality services always associated with transparent trade policies of the business organizations in which they are offering best quality items and mention the transparency of the product and its usage [123], [124]. The customer experience is the basic need of the business organization where the management analyze the quality of the product services that they are offering to customers [125]–[127]. The transparency in business is a core part of the successful business outcomes that is directly associated with the customer's interests towards the product quality and their satisfaction [128]. The fair and clear objectives of the products and their desirable need in consumer's life is the core part of the businesses [129], [130]. The customer satisfaction only can be achieved when business organizations set the goals that is only focus on customer satisfaction [131], [132]. The

service quality and transparency have great impacts on customer loyalty, reliability and satisfaction towards their products [133]. Only business success will be depending on these objectives otherwise business industries lose their potential of sales in market and also effected their reputation [134]. The organization strategic planning and development always concerning on the customer satisfaction because the customers satisfaction is associated with product sales, manufacturing and several outcomes of the business stakeholders [135]. The transparency in business polices rather it is related to quality, service offers, price and sales, the all objectives are linked with the transparent and clear business objectives [136], [137]. The industries of global business hub mainly focusing and targeting the customers through their satisfaction and good quality services that become the core need of the customers and business companies gaining huge revenues and benefits in market through their business goals in which they are insisting on good quality services and transparent business intentions to gain customer satisfaction [138], [139].

3.2. General research Model

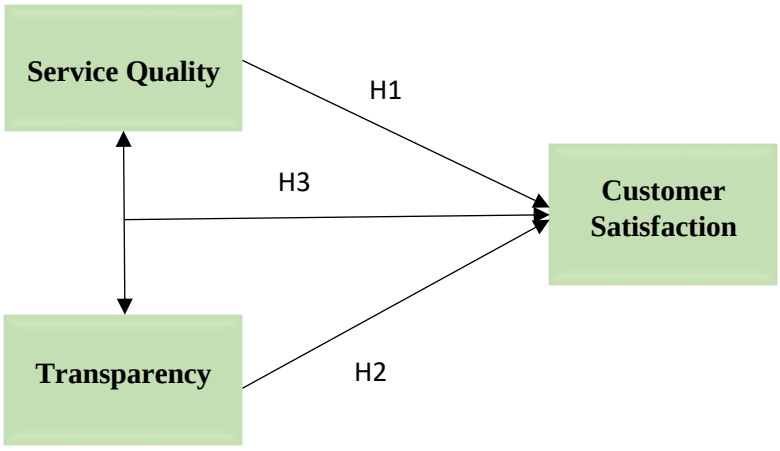

Figure 1: Conceptual Research Model

4. DISCUSSION

With the above arguments presented in literature and assessing the proposed research model, there are various factors that be employed to enhance service quality and transparency to improve customer satisfaction. Reliability is usually a good method to increase customer satisfaction. Reliability is the central goal of any business since it allows organizations to define their vision and mission and reap enormous rewards. One tactic used by corporate management and planning departments to retain a sizable customer base is to ensure that consumers are satisfied with the consulting services they are receiving from the organisation encourages the service transparency. It also encourages business owners to offer genuine goods and services that satisfy market need and keep clients loyal to a particular brand for an extended period of time.

5. CONCLUSION

When examining how service quality affects customer satisfaction, it is suggested that four characteristics of service quality, reliability, responsiveness, declaration, and empathy be improved in order to increase customer satisfaction. Additionally, customers assert that noticeable parts of service quality meet their needs and must be preserved as a result. Moreover, this research reveals that certainty, empathy, responsiveness, and reliability rank from most important to least important for improving services for each dimension.

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