

Quality of services in Police + 10 Offices from point of view of customers (case study: Abgarm)

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Abstract

The present research intends to examine Quality of services in Police + 10 Offices from point of view of customers in Abgarm-Qazvin. Descriptive survey has been used as the research method. The statistical population consists of the customers who refer to Police + 10 in Abgarm-Qazvin. In general, 321 individuals among these customers attended in study. Convenient non-probable sampling has been used as the sampling method. Descriptive and inferential statistics including one-sample t-test, linear regression and hierarchical regression have been used for data analysis. The obtained results indicated that five dimensions of quality of services include physical factors, reliability, accountability, validity and empathy have a significant impact on customers' satisfaction with quality of services in +10 Police Offices; further the customers' satisfaction with quality of services has an intervening role in customers' loyalty.

Key words- quality of services, customer's satisfaction, customers' loyalty, +10 Police Offices

Introduction

In today's business world, despite significance of services compared to other industries, the required techniques to administrate the organization which provides services have been proposed. As the level of quality of the commodity has improved due to competition, this has been mentioned about services which this sector has faced severe competition. Nowadays, most of institutions and companies have considered the principle of customer orientation, because customer is the capital and existential philosophy in the current organizations, so that the companies require acquisition of customer so as to play their effective role as the economic leverage for which they must ground their activities on the favorable services and people's satisfaction (Sojoudi, 2004). Overview and detection of customer satisfaction indices and measurement of customers' satisfaction are of great importance as they have an inevitable role in success

or failure of organizations. Satisfied customers are the source to gain benefit for the companies. The companies which cannot satisfy the customers will not remain at market at long time. Supply of product with better quality and/or supply of favorable services to the customers raise creation of competitive advantages for the company, thus supply of high-quality services has been considered as a reality that must be accepted and believed by the institutions. According to Rousta(2011), customers pay us to meet their expectations, whereby we are responsible against them. Quality of services has been recognized as the major determinant for success of an organization in today's competitive environment, which any reduction in customer's satisfaction due to poor quality of service is a major concern. The problem of poor quality of services raise more likely in the organizations that do not focus on meeting customers' needs and expectations (Ghobadian, 1994). The present research has intended to discover effect of various factors contributing in quality of services on customers' loyalty in +10 Police Offices and specify role of customers' satisfaction in this context, hoped that the results from this research are taken into consideration by the officials of Police + 10 Offices.

Theoretical basis of research:

Police + 10 Offices

To provide police services as good as possible and realize e-government, the plan of police e-services to facilitate and increase speed of access to services, growth and development of information and communication was formulated in use of +10 Police Offices was started in 2003. Naji research and Development Company is the custodian of licensing for establishment of police e-services centers (Police + 10) which has taken effective steps to establish e-government using the latest information and relational technologies by attracting domestic experts (Journal of the labor market, 2011). Assigning 10 services of police services to private sector has been the aim of these offices. For this, firstly these offices were called +10 Police Offices that was changed to police e-services, yet it is still well-known among people (labor market press, 2011).

Quality of services

During recent years, the studies on quality of services have been drawn into attention by researchers at the field of service marketing. Quality of better services enables a company to differentiate itself from other competitors and gain a series of competitive advantages compared to them. Increasing quality of services causes an increase in customers' satisfaction and customers' attention, positive oral advertisements, decrease in employee turnover and improvement in financial performance (Ladhari, 2009). In competitive environments, customers do not purchase a service due to its appropriateness, so that they purchase the service because the service and the quality related to it have suggested the best perceived value to them (Groth & Dye, 1999). In general, quality of services implies the perceived judgment as the result of assessment process that the customers compare their expectations with their understanding from the received service (Wong, 2004). Therefore, structure of quality of services has appeared as an important issue for the researchers at marketing area. Parasuraman et al. (1994) have defined quality of services as follow: the difference between customers' expectations from services and their perception from performance of services is a universal definition. Parasuraman et al.(1994) suggested ServQual to measure quality of services. In this pattern, quality of services has been found as the result from

comparison of five dimensions of this model including physical factors, reliability, accountability, validity and empathy.

Customer's satisfaction

Satisfaction or dissatisfaction refers to an emotional response given to the assessment from the good or service that has been consumed or provided (Wilkie, 1994). Oliver (1997) has known satisfaction as the response for consumer's satisfaction. From his point of view, satisfaction refers to a judgment on this point whether feature of a product or service has provided a pleasurable level of satisfaction with the consumption or not. Jamal & Naser have defined customer's satisfaction as the customer's feeling or attitude towards a product or service after using it (Jamal, 2002). Satisfaction refers to the customer's assessment from the product or service considering this fact that whether the product or service has met the customers' needs and expectations or not; failure in meeting needs and expectations will led to dissatisfaction with the product or service (Hopson, 2003). According to the aforementioned definition, it can perceive that satisfaction associates to the mental assessment from the feelings. Feeling has been regarded as a function of incompatibility of output to data which is the ultimate result from a positive or negative feeling from satisfaction (Andressen, 2000). At the beginning of the third millennium and with changes in the business environment (intra-organizational and extra-organizational), the organizations have turned from the product-oriented strategy to customer-oriented strategy; one of the most important factors in this strategy is to monitoring and improving customer satisfaction.

Customers' loyalty

Customer's loyalty refers to the deep tendency to repurchase for preferred product/service consistently in the future (Oliver, 1999). Loyal customer is called to the one who purchases the goods and services from a seller and keeps having a positive attitude towards him, under which he insistenty suggests purchase from his to all his relatives (Shahin & Teimouri, 2008). The starting point of attention to customers' loyalty dates back to 1793 AD when the American merchants gave the certain signs to their customers through which the customers enabled to purchase another product, whereby this way of interaction with customers grounded the sense of trust among the customers appeared as the best way to accept the modern strategies of these programs.

Research Background

The related works in Iran

Ahmadi et al.(2012) in a research entitled "assessment of extent of customers' loyalty on Refah and Shahrvand chain stores across Tehran" perceived that the relationship between quality of services(tangible dimension of services, reliability of the services, the assurance of services offered, staff's accountability in service delivery, staffs' empathy to services) and customers' trust and satisfaction with the chain store has been suitable and favorable from point of view of customers who referred to these two chain stores, deduced that there is not a significant difference between these dimensions in two chain stores. Further, these dimensions have different priority and rank in creation of loyalty.

Samadi & Eskandari(2011) conducted a research entitled "an overview on effect of quality of services on customers' satisfaction in Melli Bank across Tuyserkan based on SERVQUALmodel" and deduced that

customers' expectations from tangibility, reliability, assurance and empathy are greater than their perceptions, which the existing service gap indicates customers' dissatisfaction with quality of provided services by bank. Further, from point of view of customers, assurance has the first priority than rest of factors.

The related works in other countries

Johnston (1997) in a research has used the correlation coefficient to examine effect of dimensions of model on each other so as to present a model for the customer's satisfaction, dividing the dimensions of quality of services likewise Herzberg motivation model into two categories of satisfiers and dissatisfiers. Findings of this research indicate that intangible aspects of communication between staffs and customers have a positive, negative and important effect on quality of services.

Suki(2008) in a research examined the relationship between perceived quality of service and customer's satisfaction and loyalty. The results from research indicated the more customers' understanding from services increases, they will be more satisfied with the perceived quality, paved the way to repurchase that service in future.

Research methodology

The population, sample and sampling

This research is an applied study in terms of aim and a descriptive survey in terms of data collection method, which field method was used to collect data. The statistical population consists of all the clients who referred to +10 Police Offices in Abgarm-Qazvin. With regard to uncertain number of customers, Cochran formula has been used to determine sample size for the infinite populations, among which 384 individuals were selected as the sample size.

Research tools

The questionnaire has been regarded as the instrument used in this research developed from three sections, that is, Parasuraman SERVQUAL questionnaire has been used in the first section and the areas relating to satisfaction and loyalty have been used in the next sections. It should be noted that reliability of this questionnaire has been calculated and confirmed via Cronbach's alpha. Cronbach's alpha of all the questions relating to each hypothesis is greater than 0.7.

Data analysis

Data are analyzed via descriptive and inferential statistics. In this study, the descriptive statistics including frequency, frequency percent and descriptive tables have been used to describe demographic variables and one-sample t-test has been used to examine status of variables and linear regression test and hierarchical regression test have been used to test hypotheses.

Research Findings

The first hypothesis: quality of services in +10 Police Offices has a significant effect on customers' satisfaction.

Table 1. Regression coefficients for the first hypothesis

Model	Standardized coefficients		Non-Standardized coefficients	t	(sig)
	B	Standard deviation	Beta		
Fixed	0.177	0.406	-	0.436	0.663
(X)Variable	0.986	0.103	0.471	9.547	0.000

With regard to table 1, since value of sig is under 0.01, the null hypothesis concerning lack of effect of quality of services in +10 Police Offices on customers' satisfaction has been rejected, whereby the first hypothesis of research is confirmed. This implies that quality of services in +10 Police Offices has a positive significant effect on customers' loyalty regarding beta coefficient (0.471).

The second hypothesis: quality of services in +10 Police Offices has a significant effect on customers' loyalty.

Table 2. Regression coefficients for the second hypothesis

Model	Standardized coefficients		Non-Standardized coefficients	t	(sig)
	B	Standard deviation	Beta		
Fixed	-1.061	0.412	-	-2.575	0.010
(X)Variable	1.143	0.105	0.521	10.906	0.000

With regard to table 2, since value of sig is under 0.01, the null hypothesis concerning lack of effect of quality of services in +10 Police Offices on customers' loyalty has been rejected. This implies that quality of services in +10 Police Offices has a positive significant effect on customers' loyalty regarding beta coefficient (0.521).

The third hypothesis: customers' satisfaction in +10 Police Offices has a significant effect on customers' loyalty.

Table 3. Regression coefficients for the third hypothesis

Model	Standardized coefficients		Non-Standardized coefficients	t	(sig)
	B	Standard deviation	Beta		

Fixed	2.532	0.237	-	10.672	0.00
(X)Variable	0.517	0.057	0.507	3.770	0.000

With regard to table 3, since value of sig is under 0.01, the null hypothesis concerning lack of effect of customers' satisfaction on customers' loyalty has been rejected. This implies that customers' satisfaction in +10 Police Offices has a positive significant effect on customers' loyalty regarding beta coefficient (0.507).

Hierarchical regression test for the fourth hypothesis

To analyze the fourth hypothesis regarding the Confounding variable (customer satisfaction), hierarchical regression test via Kenny & Barron method (1986) has been used, which this method is as follow:

The fourth hypothesis: customers' satisfaction has a Confounding effect on the relationship between quality of services in +10 Police Offices and customers' loyalty.

Table 4. output of SPSS for mediator variable to test the fourth hypothesis

	Adj. R2	F-Ratio	Beta	P
Regression of quality of services(X) on customers' loyalty(Y)	0.269	118.942	0.521	0<0.01
Regression of quality of services(X) on customers' satisfaction(M)	0.220	91.151	0.471	0<0.01
Regression of customers' satisfaction(M) on customers' loyalty(Y) with control of quality of services(X) and beta of quality of services(X)	0.274	59.887	0.250 0.445	0<0.01 0<0.01

Since the regression coefficient reduces, it can deduce at 99% confidence level that customers' satisfaction increases effect of controlling quality of services. As a result, the null hypothesis is rejected and the research hypothesis is confirmed. Since quality of services directly affects customers' loyalty, the customers' satisfaction has been accounted at the mediator between quality of services and customers' loyalty, which this confounding variable intervenes in effect of quality of services on customers' loyalty to the extent of 0.076.

Conclusion

With regard to critical role of service organizations at different economic areas and significance of issue of quality at competitive areas, issue of quality of services has been recognized as one of the strategic levers and key axes at competition area. For this, any service organization should detect the customers' needs and expectations at the first place to assess and improve quality of services and then examine extent of customers' trust and satisfaction with services at a certain period of time and put all their effort to improve it. If the organizations enable to provide, maintain and increase customers' satisfaction and

loyalty, they will succeed. With regard to the results from this research, it can say that quality of services in their five dimensions including physical factors, assurance, accountability, reliability and empathy has a positive effect on customers' satisfaction with quality of services in +10 Police Offices, among which the empathy with coefficient(809%) has been introduced as the strongest predictor for customers' satisfaction for which the reason can be the intimacy between the staffs and customers in +10 Police Offices, then the variables of physical factors and accountability with coefficients equaled to 479% and 443% have the most effect on customers' satisfaction. Concerning quality of services and satisfaction, it can say that when the customer feels received a value in receiving the services in the transaction, satisfaction raises. Further, positive and direct effect of customers' satisfaction and quality of services on customers' loyalty have been other results from this research. Further, with regard to the results from this research, customers' satisfaction intervenes as the confounding variable in effect of quality of services on customers' loyalty.

Applied suggestions

Findings of this study cannot be just used by the officials and directors in +10 Police Offices, but also by other organizations and institutions. However the results from this research indicate customers' satisfaction with quality of services in +10 Police Offices, the suggestions below are proposed to gain more satisfaction on dimensions of quality of services:

- 1-concerning physical factors: the places with unsuitable façade are detected and improved. Supply more comfort for the customers in +10 Police Offices.
- 2-concerning reliability: improving the people's awareness from various types of services in +10 Police Offices and giving counseling on how to use the considered services.
- 3-concerning accountability: employ the required staffs for better accountability to the customers regarding number of clients and informing the staffs through training about significance of accountability to the customers
- 4-concerning assurance: staffs' secrecy in +10 Police Offices through concealing customers' identity and behaving honestly with them
- 5-concerning empathy: making intimate relationship with customers, paying attention to their needs and expectations and making effort to resolve their problems by empathizing with them

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