

# The Service Industry

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**ABSTRACT:** Service recovery, or "doing things very right the second time" has been identified as a strategic issue in the services marketing and management literature. So far, much of the research on this phenomenon has departed from the disconfirmation paradigm.

**Keywords :** Service industry, Customer satisfaction , service levels

## I. INTRODUCTION :

An increasing body of the marketing literature has been dedicated to the area of services. The distinctive features of services marketing in comparison to goods marketing have been highlighted widely (e.g. Berry and Parasuraman, 1991.

In conclusion, we will address the theoretical as well as the managerial implications of our findings

## II. REVIEW OF LITERATURE :

S . N O	YEAR	TITLE AND YEAR PUBLISHED	AUTHOR	FINDING
1	2000	Customer equity considerations in service recovery: a cross-industry perspective (2000)	<ul style="list-style-type: none"> <li>❖ Martin Wetzels</li> <li>❖ ko de nyter</li> </ul>	✓ Service recovery, or "doing things very right the second time" has been identified as a strategic issue in the services marketing and management literature. So far, much of the research on this phenomenon has departed from the disconfirmation paradigm. However, since perceptions of fairness play such an important role in service recovery situations, it seems desirable to supplement extant literature with the equity paradigm.

				<ul style="list-style-type: none"> <li>✓ Furthermore, our results suggest that the effects of equity considerations in a service recovery situation are idiosyncratic to specific service industries.</li> </ul>
2	2001	<b>Tradeoffs in Responses to Work Pressure in the Service Industry ( 2001 )</b>	❖ Rogelio Oliva	<ul style="list-style-type: none"> <li>✓ While imbalances in supply and demand eventually translate into consequences for customers (long waiting times or reduced attention from service personnel) and for the profitability of service enterprises (excess capacity or reduced revenues due to unsatisfied customers), they first manifest as work pressure for the servers.</li> <li>✓ Under work pressure, service personnel struggle to keep a balance between the flows of incoming and outgoing orders while maintaining reasonable working hours and sustaining service quality.</li> <li>✓ the introduction of new resources (computers or employees without experience) or the adoption of new technologies is disruptive in the short term</li> </ul>

3	2003	<b>Board Members in the Service Industry: An Empirical Examination of the Relationship Between Corporate Social Responsibility Orientation and Directorial Type</b>  <b>(2003)</b>	<ul style="list-style-type: none"> <li>❖ <a href="#">Nabil A. Ibrahim</a></li> <li>❖ Donald P. Howard</li> <li>❖ John P. <a href="#">Angelidis</a></li> </ul>	<ul style="list-style-type: none"> <li>✓ One area of business performance of particular interest to both scholars and practitioners is corporate social responsibility. The notion that organizations should be attentive to the needs of constituents other than shareholders has been investigated and vigorously debated for over two decades.</li> </ul>
4	2006	<b>A MULTIGROUP ANALYSIS OF THE MODERATING ROLE OF CONSUMER CHARACTERISTICS ON E-LOYALTY IN THE FINANCIAL SERVICE INDUSTRY</b>  <b>(2006)</b>	<ul style="list-style-type: none"> <li>❖ <a href="#">Ame Floh</a></li> <li>❖ <a href="#">Horst Treiblmaier</a></li> </ul>	<ul style="list-style-type: none"> <li>✓ In the following section we have a look at scholarly literature pertaining to e-banking. We especially concentrate on those papers which have already developed models explaining user behavior in the e-banking context. Next, we develop a model investigating the antecedents of e-loyalty, including cognitive and affective constructs (trust, satisfaction) and quality</li> </ul>

				<p>aspects (Web site quality, service quality). Additional variables, such as gender or involvement are hypothesized to have an moderating influence on e-loyalty [Seethamraju 2004].</p>
				<p>✓ Our results confirm that loyalty of e-banking customers is directly affected by satisfaction and trust in an online bank, which themselves are determined by Web site quality and service quality. Moderating variables such as gender, age, involvement, variety seeking behavior and technophobia exert a significant influence on some of the proposed relationships. These results have several implications for those banks which want to increase loyalty on the World Wide Web.</p>

5	2008	<b>Configuration of innovation and performance in the service industry: evidence from the Taiwanese hotel industry (2008)</b>	<ul style="list-style-type: none"> <li>❖ Chun-Yao Tseng</li> <li>❖ <u>Hui-Yueh Kuo</u></li> <li>❖ <u>Shou-Shiung Chou</u></li> </ul>	<ul style="list-style-type: none"> <li>✓ During recent decades, the importance of services to the global economy has steadily grown while the importance of goods has somewhat declined. In fact, the service industries comprise approximately 70% of aggregate production and employment in the <u>Organisation for Economic Cooperation and Development (OECD)</u> nations and contributing about 75% of US gross domestic product (GDP) (Berry et al., 2006)</li> <li>✓ Overall <u>innovation Focus</u> on <u>organisational</u> innovation. Low participative and cooperative <u>innovation</u>.</li> </ul>
				<u>Less innovation.</u>

6	2011	<p><b>Service improvement by business process management using customer complaints in financial service industry (2011)</b></p>	<ul style="list-style-type: none"> <li>❖ Chong Un Pyon</li> <li>❖ Ji Young Woo</li> <li>❖ Sang Chan Park</li> </ul>	<ul style="list-style-type: none"> <li>✓ Intangibility and simultaneity of services: For the service improvement, it is required to monitor and measure results of service. Results of service are expressed as customer satisfaction or dissatisfaction, which is hard to get information about.</li> <li>✓ In this study, we apply a systematic service improvement framework to a credit card service industry. In the credit card service industry, companies create value by supporting customers' financial assets and the value creation is highly related with internal business processes. However, business</li> </ul>
				<p>processes have been mostly managed based on experts' experiences or leaders' insights.</p>

7	2016	<b>Service Provision in the Framework of Industry 4.0 (2016)</b>	<ul style="list-style-type: none"> <li>❖ <a href="#">Frank Rennung</a></li> <li>❖ <a href="#">Caius Tudor Luminosu</a></li> <li>❖ <a href="#">Anca Draghici</a></li> </ul>	<ul style="list-style-type: none"> <li>✓ More and more reviews and research conducted by industry-related institutes observe that the penetration and the progress of the concept of Industry 4.0 is very slow. In parallel, challenges to the industry increase very rapidly and competing concepts from other continents increasingly exert competitive pressure.</li> <li>✓ The content of the results of the study shows that service engineering and management can be an important component of the project "Industry 4.0"</li> <li>✓ In recent years, the concept: "Industry 4.0" is gaining great importance in Europe.</li> </ul>
				<p>Current concepts and studies focus almost exclusively on the production of goods</p>



8	2018	<b>A Survey on Chatbot Implementation in Customer Service Industry through Deep Neural Networks (2018)</b>	❖ <u>Mohammad Nuruzzaman Phd</u> ❖ <u>Omar Khadeer Hussain</u>	✓ Customer satisfaction with a company's services is often seen as the key to success and long-term competitiveness for a company. The insurance industry such as credit card insurance, is getting a lot of attention as customer satisfaction. Credit card insurance is a competitive market so a strong marketing strategy is vital [1]. Its inclusions are confusing and complex, in a world dominated by cashless payments, consumers are using credit cards at a
				growing rate. Most credit cards offer their consumers some form of embedded complimentary insurance product.

**Research gap:**

The feedback of Service Industry was done in various methods but not particularly in Madurai, Tamilnadu, India hence we have catered to it.

**Data Collection:**

We used a closed ended questionnaire to collect

data. Data collection was done in person in hospitals in Madurai-Tamil Nadu. The nurses were ever co-operative.

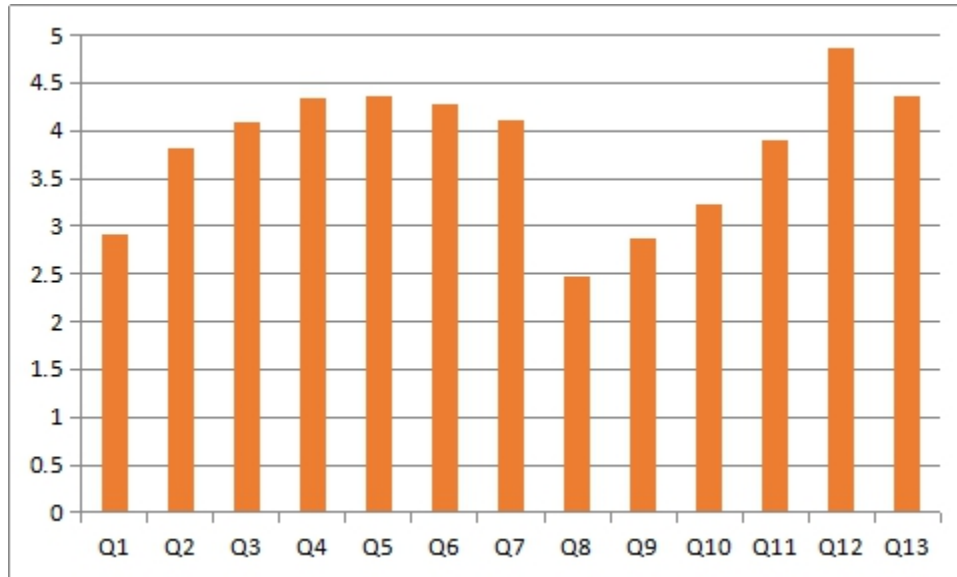
We gave more than 120 questionnaires and received 100 valid questions with which we did the analysis.



### III. DATA ANALYSIS AND CONCLUSION :

We use excel sheet to analysis data and we use

simple random sampling to pick data. Convergent and Discriminant was proved.



**Highest Question:** Question 12:  
 Career development clinical opportunity existed-4.862745  
 Question 13:  
 Supervisors used mistakes as learning opportunity-4.372549  
 Question 5:  
 physicians and nurses had good working relationship-4.372549

**Lowest Question:** Question 08:  
 Staff development or continuing education program existed

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#### Appendix

TRAINEE NAME :		TRAINING CENTRE	
JOB ROLE ENROLLED :		BATCH ID	
TRAINER'S NAME :		CENTRE ID	

Surver for : Eating disorders Referral :

	Excellent	Very good	good	fair	poor	N/A
Speed of response to referral						
Waiting time for assessment						
Waiting time for treatment						
Communication regarding the treatment plan						
Communication regarding management of physical care / risk						
Communication and updates regarding progress of treatment						
Planning and managing discharge						