

‘EVALUATING THE QUALITY OF PROVIDED BUSINESS SERVICES IN THE FIELD OF STUDY INSTALLATION AND NETWORK SUPPLY ‘

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Abstract

In recent years, the increase in the use of the Internet has brought about significant changes at companies-organizations that provide business services in the field of study, installation and provision of a network in our country. This particular corporate sector is flourishing and the competition between the companies in this sector is becoming huge. Each business tries through the quality of the services that provides to the customer, to "gain" his trust and a competitive advantage over the others. Achieving the desired quality in the provision of services is a complex process that requires effort, organization, cohesion, ambition and many more characteristics from the company's part. The main aim of the current work is the evaluation of the quality of the services provided by a company, which is active in this sector.

Initially, basic concepts such as "service", "quality", "quality of service", "customer" and "customer satisfaction" are analyzed. Then we present techniques for measuring customer satisfaction and refer to important quality of service evaluation models. In addition, we describe the statistical techniques applied in the current work, such as Principal Component Analysis (PCA) and clustering through the K-means algorithm.

For the purpose of the research, a specially designed questionnaire was constructed according to the standard ServQual model, which was completed by 120 external customers of Compugen. The whole statistical analysis was conducted using the IBM SPSS Statistics 27 statistical package. Initially, the basic descriptive measures for our initial variables were calculated. The internal consistency of the questionnaire was then tested, and the quality indicators of accessibility, personnel, installation, consistency and cost of services were constructed as weighted averages of the initial variables. The normality assumption of the new variables was then examined, compared their medians and examined their correlations. We tested the impact of demographic characteristics on the level of satisfaction of the company's external customers with the ongoing variables. Moreover, we applied Principal Component Analysis to extract uncorrelated components. Finally, the company's external customers are grouped based on their level of satisfaction into two groups (high level of satisfaction group, low level satisfaction group) and the characteristics of each group are investigated.

This diploma thesis concludes with the discussion-commentary of the results and the suggestion of proposals aiming at upgrading the quality of the services provided and the general strengthening and profitability of the company.

Key words: service, quality, service quality, customer satisfaction, design – install and supply of network, ServQual, questionnaire survey