

Consumer Perception of Quality Service A Case of WAPDA Office Peshawar Pakistan

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Abstract

The objective study to research saw administration nature of Pakistan's energy administration supplier. Essential information is gathered from 130 arbitrarily pick power supply Consumers who went to diverse neighborhood places, always a one-month information gathering period. The model portrays eight segments of administration quality-which have been measured on a 5 point Likert scale beginning from emphatically differ to unequivocally concur. The Defendants were requested that fill in a review conveying 11 things in light of SERVQUAL measurements. There are significant inadequacies Numbered in the administration procurement or WAPDA However. The study utilized number likelihood examining. The extent of this examination is restricted to a solitary unit or power supply benefits which can be advocated by considering the uniqueness of thought to explore the administration nature of force supply benefit as it has been started without precedent for Pakistani connection. The study contributes hypothetically towards fruitful use of SERVQUAL to open division associations working in a creating nation and will look help the Local Authorities in enhancing the administration nature of nation's real power supply organization.

Key Words: Service, Quality, Customer perception, WAPDA Offices Pakistan.

Introduction

Support Good quality is important in different small business the way it facilitates develop the particular attachment relating to the small business and its particular buyers (Blem, 1995: 6). Within today's competing small business atmosphere, services quality is critical for you to attract along with preserve consumers. That is because of the fact that will consumers obtain the awareness connected with services quality within the degrees of fulfillment they will expertise that has a particular small business. Firms will need to satisfy consumers along with fulfill the anticipation connected with services quality in order to acquire competing advantages (Gagliano & Hathcote, 1994: 60). Hence internet marketers must continually examine customers' anticipation connected with services quality in order to avoid purchaser unhappiness (Zeithaml, Bitner, 1996: 56). A service is usually provided by any small business, as their primary aim is always to fulfill or perhaps satisfy purchaser wants. Most service providers provide a services on their consumers (Sullivan along with Adcock, 2002: 6). The study trouble presented on this page is actually that will 'customer's hope connected with services quality is normally anticipated to end up being in line with the appropriate degrees of services quality inside Energy Sector'.

Using the SERVQUAL product the particular experts assess customers' anticipation versus the awareness from the services quality connected with WAPDA company, Peshawar Pakistan. The particular goals of the examine is actually, for you to calculate the particular customers' hope degrees of services quality connected with WAPDA that is provided inside Pakistan as well as the awareness connected with people in relation to the services quality, to look for the distance concerning customers' anticipation along with the awareness from the services quality as well as the things that will added to the distance. The particular experts try and produce facts which may help in bettering the particular services quality inside Energy market. To start with produce literature in services quality. Study techniques used to accumulate data tend to be reviewed; this specific talk involves the particular account from the review musical instrument employed for data selection, the particular trial sizing 130 purchased as well as the trustworthiness from the conclusions. Study benefits along with talks tend to be presented, and then recommendations, summary as well as the restrictions from the examine customers' anticipation (Zeithaml along with Bitner, 2003: 60).

This specific research will probably stress the consumer perception in direction of Pakistan WAPDA company Peshawar. That will what's the particular perception from the consumers connected with WAPDA company Peshawar Pakistan along with what's the certainty. Study will quickly realize useful the particular distance research from the quality services provided by WAPDA company and its particular comparison together with purchaser perceived price that is certainly offering this specific services issue is actually based on the anticipation or perhaps using?

Literature Review

Service

Services are distinct as compared with goods due to some significant difference's intangibility, heterogeneity, inseparability, and perishability. Services are intangible because these are deeds, acts, and performances which can numbered be seen and touched, are very difficult to investigate (Khan, 2003). Services are heterogeneous as the quality of the performance will vary from person to person with respect to time, and are highly dependent upon the service provider and receiver's expertise (Markovic, 2006). Services are inseparable as many services are produced and consumed at the same time and the skill, knowledge, and abilities remain with the service provider; does numbered convert in consumer ownership of the service product (Parasuraman, 1985). Services are perishable because the acts, performances, and experiences can numbered be stored or to be sold some other day. It is usually quite deduced of which support high quality will be the big difference in between any kind of customer's anticipation and also ideas as well as the some unique support functions pose numerous issues for you to calculating the caliber of providers.

Quality and Consumer Perception

Buyer anticipation are generally morals regarding services delivery of which function as specifications or maybe reference point items versus which usually efficiency can be judged" (Zeithaml, along with Bitner, 1996). These types of creators create a spat that's of which consumers maintain unique variations of anticipation intended for services efficiency (Zeithaml along with Bitner, 2003). By way of example therefore energy people may well maintain distinct anticipation connected with services efficiency. Consumers evaluate the ideas connected with services delivery with one of these reference point items when considering services high quality and for that reason realizing exactly what consumers needs is vital within developing aggressive benefit (Zeithaml along with Bitner, 2003). Malfunction to understand the actual numbers of services consumer's needs could mean sacrificing a customer for you to rivals who can match customers' anticipation and for that reason be at the threat connected with sacrificing company (Zeithaml along with Bitner, 2003). Consumer's maintain unique variations of anticipation regarding services, the greatest type of these include preferred services along with sample services (Zeithaml, Bitner along with Gremler, 2009).

“Desired services can be the level of services the client expectations for you to receive” (Zeithaml, Bitner along with Gremler, 2009). It is just a mix of exactly what consumers imagine “can be” along with “should be” (Zeithaml, Bitner along with Gremler, 2009). Your anticipation transmission the level of client expectations along with desires along with opinion of which they could be fulfilled, so malfunction to meet these kinds of anticipation may well give you consumer’s discontentment (Zeithaml, Bitner along with Gremler, 2009). Consumers usually recognize the services would certainly

numbered often be performed according to the anticipation which can be previously knowns seeing that ample services (Zeithaml, Bitner along with Gremler, 2009). Sufficient services can be the level of services of which consumers will accept (Zeithaml, Bitner along with Gremler, 2009). Though customers’ expectations along with desires may well certainly excessive, many people nonetheless employ a particular a higher level understanding in cases where getting preferred services really does numbered seem to be probable at all (Zeithaml, Bitner along with Gremler, 2009).

Servqual Model of Quality

Time

The thought of occasion is actually key point which often attributes with the top quality operating organizations. It can be an action in which occasion is usually a duration which can be essential for this conclusion of a task. It has been affecting public field that the solutions provided are more occasion used with the conclusion of the action since assess to help exclusive field Bahia and also Nantel (2000).

Timelines

The timeline can be due to the firms to the end of any action to perform the idea. If the certain beneficial or perhaps program can be using offered in a provided period of time the customer may well deal with problem. Case study connected with Bahia in addition to Nantel (2000) identify the firm had to respond their own client claims in provided period of time, complaint controlling is definitely an critical in addition to vital factor. Their particular analyze signifies that exclusive sectors businesses are definitely more hypersensitive towards the deadlines in addition to period of time.

Courtesy

Oahu is the observable response my spouse and i. e. conduct regarding staff members towards their customers, The way they tend to be performing towards their consumers smoothly or about, a certain issue they will encounter. Rude or obnoxious conduct regarding employee’s results in unhappiness regarding people consequently they will show angerness.

From the research regarding Jayaraman, Shankar and also Mun (2010) explain in which throughout contact middle this courteous conduct together with purchaser carry these towards their organizational services and also influence these to purchase these products and services that had been provided to customers. The research regarding Evans and also William (1999) also suggests that polite conduct regarding entrance cubical staff members carry loyalty towards these attractions.

Consistency

It is the replicated patterns involving offerings to every single client. Most of the time a site contains several methods. A variety of methods goes easy even so the same course of action will slow leading to consumer dissatisfaction. Within the research involving Biolos (2002) identify that will retaining consistence overall performance within the firm will be more difficult in comparison with to generate the specifications for once. The learning involving Walt, Ken along with Curtis (1999) identify that will the

grounds behind the accomplishment of your industry chief will be their particular consistence overall performance in all of the aspects of their particular offerings.

Accessibility and Convenience

Case study regarding Owais (2011) explain that customer rationality is very dependent upon availability of specific program. Access may be the very first element for that rest regarding processes attached with all the promotions of a corporation. Case study regarding Owais (2011) ensures that accessibility causes it to

be convenient to the buyers for getting a great featuring far more swifter sufficient reason for fewer time. Kotler (2001) explain that position may be the element which makes comfort to the buyers of a specific manufacturer.

Accuracy

Reliability will be the assistance carried out right for the 1st a good replication. The idea taking part in a critical position with the preservation of buyer reliability. Paul along with Godfrey (1999) summarize that cause of repetitive buying of buyers the WAPDA reliability can be liable. Accurate promotions play a vital position inside achievement of buyers.

Responsiveness

Proper result, offering regular responses in order to buyer create the services giving much more superior. Realizing the down sides and also problems involving people is probably the most significant antecedent. A good agency moves over and above the objectives and also for your solution of these problem deal with in order to buyer and offer a positive unpredicted responses Jayaraman, Shankar and also Mun (2010). The non-responsive organization carries a higher purchaser moving over pace and that due to unhappiness.

Completeness

It can be an essential sizing the process or perhaps exercise for your purchaser will be fulfilled or perhaps using if the exercise or perhaps the task will be using accomplished therefore the ultimate achievement regarding buyers about the WAPDA services will probably using always be driven out. The learning regarding Deming (1986) identifies that when the overall practice will be accomplished for your purchaser it will provide worth and achievement. Martin, Molina and Esteban (2007) display that will completeness would be the practice through start to end where by every one of the tasks are offered and demands are fulfilled which in turn more steer client satisfaction.

Theoretical Framework of the Study

Following figure 1 shows the conceptual framework of the study which has 8 independent factors and quality depends on these 8 dimensions. That amount underneath exhibits that you have ten components which in turn clarify the concept of excellent operating industry. Most of these ten components are moment, timelines, completeness, politeness, uniformity, supply and reliability along with responsiveness. That analysis can assess and discover these types of ten measurements in the written content associated with excellent for that WAPDA place of work associated with Peshawar.

The study has used the descriptive analysis to find that does 8 factors which contribute to quality in Electricity company (WAPDA Peshawar). These eight factors have been adopted from the study of Zeithaml (1996).

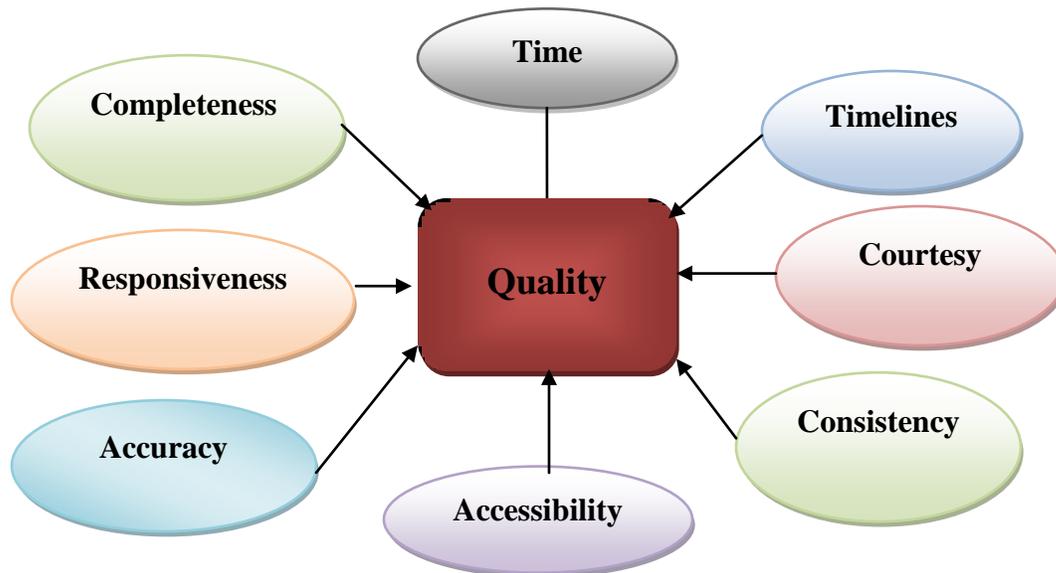


Figure 1 Theoretical Framework of the Study

Methodology

The actual examination displays to figure out the elements in which consequence the actual conception associated with buyers for your solutions which can be for sale through WAPDA place of work Peshawar Pakistan. That examination make use of next methods.

Population and Technique

The purpose of this study ended up being to measure public perceptions with regards to WAPDA companies and also the excellent which can be supplied throughout Pakistan. Process handling the particular services excellent involving power shoppers, experts used any concentrate class period getting different educational-leveled ancestors, who were additionally the particular customers involving WAPDA companies. The actual customers involving WAPDA corporation ended up the item of the evaluation. Investigation applied non probability chances trying with proper foundation an example involving 130 defendants ended up choosed. Descriptive study can be used to uncover consequence.

Survey

When it comes to files selection some sort of methodized study has been utilized as an tool. Different sort of shut ended things were being enquired through the defendants to acquire suited data. Survey has been partitioned directly into two elements, initial has been dependant on Demographics and other has been SERVQUAL proportions. The particular defendants connected with concentrate collection program underlined many critical components of assistance high quality, already contained in the SERVQUAL scale proportions, regarding achievement using Peshawar Energy source Firm (PEPCO).

Any study got its start dependant on its 11 items that tried to help gauge this assistance high quality ideas, pursuing the SERVQUAL proportions. Any cautious overview of assistance high quality in the public market books, and the concentrate collection program helped your research crew throughout creating some sort of SERVQUAL-centered tool. The services good quality impressions ended up grabbed having, A few position Likert Range by using Likert range; 5=Strongly Recognize, 4=Agree, 3=Neutral, 2=Disagree, as well as 1=Strongly take issue.

The info selection has been performed inside the city associated with Peshawar during the a few months associated with April to May well, to gauge the purchaser ideas associated with services good quality. The survey has been distributed among average person; arbitrarily choose. The trial integrated lenders, shopkeepers, businessmen's, education pros, engineer, home spouses, military, graphic artists, physicians as well as pupils to gauge this aspects, along with the major purpose of this specific research to indicate individuals aspects which influence on buyer perception to the providers and that is on offer by means of WAPDA.

Demographics

Preceding stand shows the actual demography regarding 130 defendants. Descriptive stats shows that 67.7% from the defendants tend to be man though 32.3% defendants tend to be woman, stand additionally clarify that will 67.7% defendants is based on group of earnings are in ranges between 10000-20000. Questionnaire additionally clarifies that will 7.7% defendant's earnings stages coming from 20000-30000 though 7.7% defendant's earnings stages coming from 30000-40000. The defendant's whoever earnings is usually between 40000-50000 are just 4.6% and defendants whoever earnings is usually over 50000 tend to be 12.3%. Results from the analyze reveal that this defendants tend to be graduate student and only 43.1% those people defendants which are basic are just 56.9%. Results shows that 57.7% defendants participate in education, 3.1% coming from health and fitness, 1.5% sits for you to engineering, 37.7% participate in people and 0% participate in an armed forces.

Table 1: Demographic Outcome

Measures	Items	Frequency	Percentage
Sexual category	Man	88	67.7%
	Woman	42	32.3%
Income	10> and < 20	88	67.7%
	20> and < 30	10	7.7%
	30> and < 40	10	7.7%
	40> and < 50	6	4.6%
	50>	16	12.3%
Education	Graduate	56	43.1%
	Undergraduate	74	56.9%
Profession	Education	75	57.7%
	Health	4	3.1%
	Engineering	2	1.5%
	Other	49	37.7%
	Army	0	0%

Results

The result of descriptive table give a detail for the mean values of each items asked form the defendants concerning the quality service in WAPDA office.

Below table embody that defendants for item number 1 are 16.9% defendant's choose strongly disagree, 10.8% disagree, 40.4% are neutral, 13.8% agree and 18.5% strongly agree. We can conclude from the above analysis that more than 32.3% defendants agree to above question number so time is the big constraints on services of WAPDA office to improve the quality of services.

The defendants for item number 2 signifies, only 15.4% defendants choose strongly disagree, 36.9% disagree, 26.9% are neutral, 13.8% agree and 6.9% strongly agree. We concluded from the results that majority of the defendants do not know what were the facility they thought to offer and what they were receiving from WAPDA office. Therefore equivalent ratio of defendants trust that they obtain those services which were guaranteed.

Table 2: Descriptive Statistic

Items	Scale											
	SD		D		N		A		SA		Mean	Total
	F	%	F	%	f	%	F	%	f	%		
1. I wait to receive the service for (Hours.)	22	16.9	14	10.8	52	40.4	18	13.8	24	18.5	3.0615	130
2. I receive the service when it is promised	20	15.4	48	36.9	35	26.9	18	13.8	9	6.9	2.60	130
3. I receive all aspects of the service (the bundle of the services which I expect)	27	20.8	30	23.1	42	32.3	24	18.5	7	5.4	2.64	130
4. I am received by employees cheerfully	25	19.2	46	35.4	26	20.0	21	16.2	12	9.2	2.60	130
5. I believe services are delivered in the same manner for every customer, and every time for the same customer	26	20.0	34	26.2	35	26.9	23	17.7	12	9.2	2.70	130
6. It is easy and convenient to obtain services required	25	19.2	41	31.5	27	20.8	27	20.8	10	7.7	2.66	130
7. I receive the service right the first time	22	16.9	46	35.4	36	27.7	16	12.3	10	7.7	2.58	130
8. The service personnel react quickly	26	20.0	46	35.4	26	20.0	25	19.2	7	5.4	2.54	130
9. The service personnel resolve unexpected problems	27	20.8	40	30.8	34	26.2	22	16.9	7	5.4	2.54	130
10. The service I receive is a good value for money	29	22.3	44	33.8	30	23.1	21	16.2	6	4.6	2.55	130
11. The overall quality of services is	37	28.5	36	27.7	22	16.9	18	13.8	17	13.1	2.46	130

Defendants for items number 3 proposed that, 20.8% defendants choose strongly disagree, 23.1% disagree, 32.3% choose neutral, 18.5% agree and 5.4% strongly agree. From this information we can figured out that 23.9% defendants gain the offerings which were estimated.

In the above table defendants for items number 4 signifies that, 19.2% defendants choose strongly disagree, 35.4% disagree, 20.0% are neutral, 16.2% are agree 9.2% strongly agree. We can concluded that WAPDA organization show their efforts on its defendants which are placed in the categories of strongly disagree and disagree. Above table 2 speak to that respondents for items number 5, just 20.0% litigants pick emphatically deviate, 26.2% dissent, 26.9% are impartial, 17.7% concur and 19.2% firmly concur. From these outcome it can be infer that WAPDA office convey uniform support of each client as 36.9 of respondents consent to this announcement.

From above table 2 it is cleared that litigants for items number 6, just 19.2% respondents pick firmly dissent, 31.5% deviate, 20.8% are impartial, 20.8% concur and 7.7% emphatically concur. For items number 7, just 16.9% respondents pick unequivocally deviate, 35.4% dissent, 27.7% are unbiased, 12.3% concur and 7.7% emphatically concur. Litigants of the study demonstrates that they get the administration right the first run through.

Above table 2 speak to that litigants for items number 8, just 20.0% respondents pick firmly deviate, 35.4% dissent, 20.0% are impartial, 19.2% concur and 5.4% emphatically concur. These outcomes can be decipher that more than 24.6% respondent's reaction that the staff reaction those rapidly for the administration which imply that the administration work force are productive in the administration offering at WAPDA office.

Above table 2 speak to that respondents for items number 9, just 20.8% litigants pick firmly deviate, 30.8% dissent, 26.2% are unbiased, 16.9% concur and 5.4% unequivocally concur. Results demonstrate that 22.3% respondent's issues were comprehended at the time while getting the administration. Above table 2 speak to that respondents for items number 10, just 22.3% litigants pick firmly deviate, 33.8% dissent, 23.1% are unbiased, 16.2% concur and 4.6% emphatically concur. These outcomes can be translated that 27 litigants imagine that the administration they get is a decent esteem for cash.

At the point when litigants were gotten some information about the over quality administration of WAPDA office Peshawar Pakistan in things number 11, just 28.5% respondents pick emphatically deviate, 27.7% dissent, 16.9% are impartial, 13.8% concur and 13.1% unequivocally concur. The litigants are direct about the general quality.

Agreed and Disagree Defendants

Beneath table 3 demonstrate the reactions of concurred and differ respondents to the things get some information about the quality administration offered at WAPDA office Peshawar Pakistan.

Items	Table 3 % of Agree and Disagree		
	Disagreed	Agree	Total
	F	f	
1. I wait to receive the service for (Hours.)	36	42	78
2. I receive the service when it is promised	68	27	95
3. I receive all aspects of the service (the bundle of the services which I expect)	57	31	88
4. I am received by employees cheerfully	71	33	104
5. I believe services are delivered in the same manner for every customer, and every time for the same customer	60	35	95
6. It is easy and convenient to obtain services required	66	37	103
7. I receive the service right the first time	68	26	94
8. The service personnel react quickly	72	32	104
9. The service personnel resolve unexpected problems	67	29	96
10. The service I receive is a good value for money	73	27	100
11. The overall quality of services is	73	35	108

Beneath table 3 expresses that out of 130 respondents 42 concur that they sit tight for the administration for quite a long time while just 36 accept that they did number sit tight for the administration for quite a long time. 68 respondents differ to the announcement they get the administration when it is guaranteed and 27 consent to the announcement. 31 respondents consent to the announcement that they get the normal

administration while 57 litigants differ to it. 33 respondents were gotten by workers merrily while 71 differ to this announcement.

30 defendants think that services has been uniform for you to each customer while 62 defendants think that services can be using uniform for those customers. While defendants ended up inquire about the actual convenient facets of services 66 don't agree while 37 usually are tallying on the declaration. Throughout answer associated with items range seven 68 defendants usually are don't agree as well as 26 usually are agree. Seventy two defendants answer that services staff members may using respond rapidly while thirty two defendants think that these people answer correctly.

67 defendants' feels which the unexpected difficulty had been figures settled although 29 defendants feel that the difficulties were fixed. Twenty-seven defendants recognize which the assistance is actually excellent value although 73 argue. Within previous the actual in excess of top quality involving giving, seventy eight defendants argue for you to total top quality involving WAPDA company Peshawar Pakistan although thirty five recognize which the assistance is actually involving top quality.

Key Findings

Below desk 4 demonstrates the main element discovering of the study. Most of these studies are offered by desk variety 2

Items	Table 4 Findings
1. I wait to receive the service for (Hours.)	Require severe progress and consideration in this region while 42 defendants states that they consider very long time to obtain the program.
2. I receive the service when it is promised	The particular program guaranteed 27 acknowledge and 68 don't agree
3. I receive all aspects of the service (the bundle of the services which I expect)	31 acknowledge and 57 don't agree
4. I am received by employees cheerfully	Thirty-three defendants acquired cheerfully while seventy one are generally don't agree
5. I believe services are delivered in the same manner for every customer, and every time for the same customer	Thirty five accept to the assertion while sixty are generally figures agreeing. They need to give you the program to be able to everyone in much the same.
6. It is easy and convenient to obtain services required	37 point out in which you can actually receive program while 66 are generally disagreeing.
7. I receive the service right the first time	Twenty six acknowledge and sixty eight don't agree
8. The service personnel react quickly	32 defendant's response in which employees behave swiftly while 72 are generally disagreeing
9. The service personnel resolve unexpected problems	Twenty nine defendants' response in which their own unforeseen difficulties had been solved while sixty seven tendencies will figures accept to the assertion.
10. The service I receive is a good value for money	27 defendants assume that the program is useful for cash while 73 will figures think so.
11. The overall quality of services is	Thirty five defendants had been satisfied with entire quality program connected with WAPDA company while seventy three are generally don't agree towards the assertion.

The principle proven fact that is withdrawn on the review will be the occasion element. Mentioned previously in above table 3 previously mentioned a highest number of defendants are by using numbers happy with occasion element and in addition they reaction that they can invested hour pertaining to receiving the particular program.

Discussion and Conclusion

The key objective of this exploration was to find the how eight the different parts of quality throughout WAPDA place of work Peshawar Pakistan affects purchaser belief toward their particular services. From your previously mentioned results, pursuing information as well as conclusion is actually sketched. The scale proved to be reliable that it can be used to improve the service quality of Pakistani power supply sector.

The model was used as a diagnostic tool to shed some light in the quality improvement of power sector services in Pakistani context. Given the fact that deregulation is a numbered in third world countries and many governments are also privatizing their public sector organizations, just by improving the service quality in public services which can numbered be neglected.

It truly is concluded that 8 components of top quality have to be considered seriously within WAPDA office connected with Peshawar Pakistan because the defendants suggest values have been in involving 2.46 along with 3.06, Persons consent to your assertion them to obtain WAPDA service for a number of several hours along with suggest value connected with 3.06 (42 defendants believe 34.3%).

Time period can be an important factor with regard to expounding on top quality strategy in service significant so the WAPDA office must think of this as issue a lot more seriously with regard to top quality improvement. The role of employees, their positive gestures and willingness to help, especially the frontline, can numbered be neglected in any type of face-to-face service encounters but in the case of this study a clear shortfall in meeting the customer expectations on the responsiveness domain is observed through the results.

A meager score in assurance dimension indicates that the employees do have the knowledge & courtesy while performing the services. And there is some level of discrimination, lack of customization, and absence of understanding the customer needs are the elements prevalent in the power supply service providers.

Limitations and Future Scope of Research

The analysis had been possessing several disadvantages such as timeframe, assets, data variety and defendant's disinclination for you to result toward study do the job.

Merely a modest % associated with woman's defendants have been contacted a result of the culture issue.

Study might be more enlarged and can always be explored mix sectional for you to assess your performances of WAPDA places of work services throughout Pakistan.

Study might be conducted using more trial to possess right manifestation associated with human population and final results.

Study provides used only one type to get into your assistance excellent associated with WAPDA business office Peshawar Pakistan.

Various other elements and type can even be deemed.

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