

Evaluation of Customer Orientation Service Organizations (Case Study: Municipality of Mazandaran province, Iran)

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Abstract

In line with the importance given to customer focus, the aim of the present study is to evaluate the customer-oriented municipality province. A conceptual model was used to evaluate the customer-orientation and has a reputation as Zismel, Parasoraman and Berry (2005). We have a five-dimensional model of service quality (customer satisfaction index) including: responsiveness, reliability, empathy with customers, tangible has to be paid for the services and assurance services. Based on the comprehensive review of the relevant literature, in the form of library and field research, data collection tools and documents to particular questionnaire reliability was 82%. In the research population and sample was 700 and 248 respectively. Statistical tests were used. Binomial and Cronbach's alpha test were performed by SPSS software. The overall results showed that there was gap between customers' expectations and their satisfaction with municipal services. Finally, the study presents detailed results and findings gained from these cases. The research offers practical suggestions and follow up can be made with more research in future.

Keywords: Assessment, Customer Orientation, Municipality, quality of service.

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