

A Survey on the Performance of Siahat Gasht Tour and Travel Agency from the Viewpoint of Customers Using SERVQUAL Model

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Abstract

This research intends to recognize customer's expectations and conception of from the Viewpoint of customers Using SERVQUAL Model Siahat Gasht to determine the gap between these expectations and present guidelines to fill or remove this gap or reduce it .in this order based on Parasorman model, five dimensions such as sensible, validity, responsiveness, sympathy and trust have been studied among 384 customers. This research aspect of goal is applicable and aspect of gathering data is descriptive from surveying kind. For gathering data, field and library studies have been used. Used tool in field research has been questionnaire which it has been designated based on research mode. to determine the validity of tool, a questionnaire and to determine reliability of Corenbach Alpha coefficient have been used respectively. for studying significant difference of customers' expectations and conceptions about performance of Siahat Gasht Tour, paired –T test has been used. The results of the research show that exist significant difference among expectations and conceptions of customers in all dimensions of servqual model.

Key words: Sensible dimension, validity dimension, responsiveness dimensions, sympathy dimension and trust dimension, servqual model, Parasorman.

Introduction

Although goods and services are considered among the sectors with rapid growth in the developing countries, the quality of service providing in these countries is less addressed. In addition, thanks to different conditions of sale market in the economy of developing countries, the studies relevant to service have been neglected to a high extent (Yangui, et al., 2003: 72). A part of this negligence and apathy arises from the fact that there has been less understanding about the distinction between management of services and management of public organizations (Birtan & Lojo,1993). Our country is not an exception to this rule and it has not been properly active in this field. Since one of the issues in measuring the efficiency of administrative system is the level of satisfaction with the quality of services provided by the organizations and also in order to provide the necessary mechanisms for offering desirable and effective to people, appropriate behavior of the staff with customers and to respo nd the plan for respecting the people and meeting the satisfaction of clients in the administrative system, we need models and patterns based on which we can fulfill the said goals. Although obligation is one of the priorities of quality-oriented organizations, personnel may have not become fully aware of the priority and importance of the quality of services and this may result in increase of complaints from deficiencies caused between clients' expectations and organizational performance. However, tendency in offering high quality services play a significant role in the industries of services because service quality is essential for organization's survival and profitability in most service industries. In their studies Philip et al. concluded that the quality of services and products of strategic commercial units is the most important factor affecting those units. They argue state that top quality provides higher profits through higher prices. In addition, Bazzel and Gul declare that thanks to the effect of quality on the value perceived by customers, service quality is not only associated

with the profitability of organization, but also it is related with the growth and development of organization.

Despite the fact that many researchers have worked concerning definition of service, it is not possible to provide an accurate definition of that. Service is a very complicated word with different meanings and it includes a range of personal services to service as a product. It even includes a broader field as well. If a seller resorts to a series of activities in parallel with fulfilling a customer's needs, this activity is considered as providing a service to the customer. Machine is a physical product (Gronroos, 2000:46). Due to this broadness and complexity in 60-80 decades, a broad range of definitions were provided in relation to service.

Quality of services is considered as the main explainer of an organization's success in the modern competitive world. Any decrease in customer's satisfaction due poor quality of services is a great concern. Quality means to meet customers' demands and needs and it is the customers who make them. Service quality problem mostly occurs in organizations that do not focus on understanding and meeting the customers' needs and demands. Service organizations should pay attention to the customers and should set their policies based on the customers' attitudes (Ghobadian ,1994:p43). Failure to establish a direct relation with customers will result in failure of decision makers and programmers to accurately determine the priorities and this in turn will result in failure of service function to meet customers' expectations and as a result there will be disagreement between the customers in respect of quality service (Sewell, 1997: p20).

By disagreement, it is meant disagreement between the customers concerning the desirable situation and his perception of the existing condition (mike , 1995 :15). The main step to compensate for this disagreement is to understand the customer's perceptions and expectations from the quality of service and determination of disagreement level. In this way, not

only prioritization and allocation of resources are facilitated, but also a base will be prepared to improve and promote the quality of offered services (parasuraman, 1995). As to Damavand Gasht Tour and Travel Agency that provides services to the people of city, the necessity and importance of surveying their expectations and perceptions and making effort in parallel with their adaptation and minimization of the said disagreement are specially addressed.

Research hypotheses

There is a significant difference between perceptions of customers and their expectations from company performance with respect to tangible cases.

There is a significant difference between perceptions of customers and their expectations from company performance with respect to credit.

There is a significant difference between perceptions of customers and their expectations from company performance with respect to accountability.

There is a significant difference between perceptions of customers and their expectations from company performance with respect to trust.

There is a significant difference between perceptions of customers and their expectations from company performance with respect to sympathy.

The process of development of organizations has been accompanied by the development of people's demands, needs and interests. Although organizations have played different roles and has met different missions and approaches over time, their functions in the contemporary age have become more extensive and the expectations of society from them is permanently increasing in the manner that the present age can be considered as the age of organizations' governance in order to meet human needs in different dimensions. Consideration of demands, interests, norms and expectations of society are among the objectives which are expected from the organizations in addition to technical and economic objectives and success in this way requires the establishment of a close and constant communication with society in order to get feedback from their activities. Establishment of an effective communication with society in order to become aware of one's level of utility and quality of activities, especially in complicated and dynamic environments requires a performance assessment system.

Lack of any appraisal and guidance system in the organization means non-establishment of communication with internal and external environment and its consequence will be nothing except agedness and destruction of organization. Therefore, there is a direct relation between optimum evaluation, guidance and adjustment of an organization and survival and even its development.

Evaluation of Service Quality by SERVQUAL

Evaluation of quality is a challenge because customers' satisfaction is determined by several intangible elements. Despite a goods with superficial characteristics which can be observed and evaluated (such as the body and design of a car), service quality is formed by several mental characteristics such as warm and sincere space in a restaurant). In addition, service quality is often developed after immediate contact of consumer

and service provider because it affects the quality of future life of that person. Several aspects of service quality are included in SERVQUAL monitoring tool. SERVQUAL is an effective means for monitoring customer satisfaction which is based on service quality gap model. Designers of service quality gap model which is seen in figure 2 have designed a multi-item scale called SERVQUAL to evaluate the quality of services (reliability, accountability, assurance, empathy, maintaining appearance). This designed tool is considered to be used in different credible services. Designers of this tool have proposed several applications for SERVQUAL; however, the most important application of this tool is to track the process of quality changes. By performing periodical proposals offered by customer for the services which are supplied from more than one place, management can use SERVQUAL to determine if a unit has a poor service quality (specified by a low score). If the answer is yes, management can correct the source of customer's perceptions in this regard. SERVQUAL can also be used in marketing studies and comparison of a service with a similar competitive service and the quality of poor or top services can be identified once again. Parsorman believed that quality of services can be measured by obvious indexes such as durability and No. of sizes, but such a clear scale cannot be used for the services.

Therefore, he believed that in the absence of a clear measurement method to determine and identify service quality of a company, customers have expectations that if not fulfilled, they will be dissatisfied. The only way to keep the customers of an organization satisfied is to have an efficient performance in a high level and to achieve an optimum performance. Parsorman et al. have discussed the problem as the differences between customers' expectations and demands and their perception of quality of services, a way in which the expectations of customers are formed, which includes the followings.

- 1) Verbal communications
- 2) Personal demands
- 3) Experience
- 4) Foreign relations which affect customers' expectations

Principally, firms lose an average 10-30% of their customers per year, but most of them do not know where, when and why they lose them or how much such loss of customers is in their interests and the profit obtained from the firm's sale. Major concern of these companies for loss of customers is that most of them traditionally emphasize on replacement of customers and getting new customers. Companies can be considered as a bucket with hole at the bottom of that from which the customers exit gradually. Instead of focusing on blocking the hole, directors of these companies place the resources at the top of the bucket to attract and to lose more customers. Liff studies on the causes by which the customers cut off their relation with some of the suppliers and describes his results as follows: 3% of them stop their relation with their suppliers without any reason. 5% establish relations with other suppliers. 9% leave the first supplier for competitive reasons. 14% refer to other suppliers due to dissatisfaction with the product. The other 68% leave the supplier because they feel a sense of indifference by the owner, managers or some of the personnel.

In generally, it can be said that service quality model is the most ordinary means to review service quality of organizations

and companies which is based on gap model which was developed by Parasoraman et al. Gap model defines service quality as a gap function between customers' expectations and their perception of actual services offered by the organization. Parasoraman et al. proposed that this gap is influenced under several gaps (G1-G2). At first, Parasoraman et al. discussed five main aspects of services including physical facilities, trust, empathy, responsibility and trust. Over time, modifications were made to the indexes by which the expectations changed and for each issue, its importance is addressed as well. Now, expectations are considered as the range or degree of toleration from sufficient to excellent. In the recent years, several expectations have been made from indexes of aspects of service quality indicating that there is no unique understanding and perception from the result of process and expectations. In addition, authorities believe that the aforesaid scale ignores the price factor and the reason for providing average level of measured gaps faces a multilateral correlation problem. Hadizadeh Moghadam and Shahedi conducted a study in 2010 in which they dealt with comparative survey of the quality of public and private banking services based on SERVQUAL.

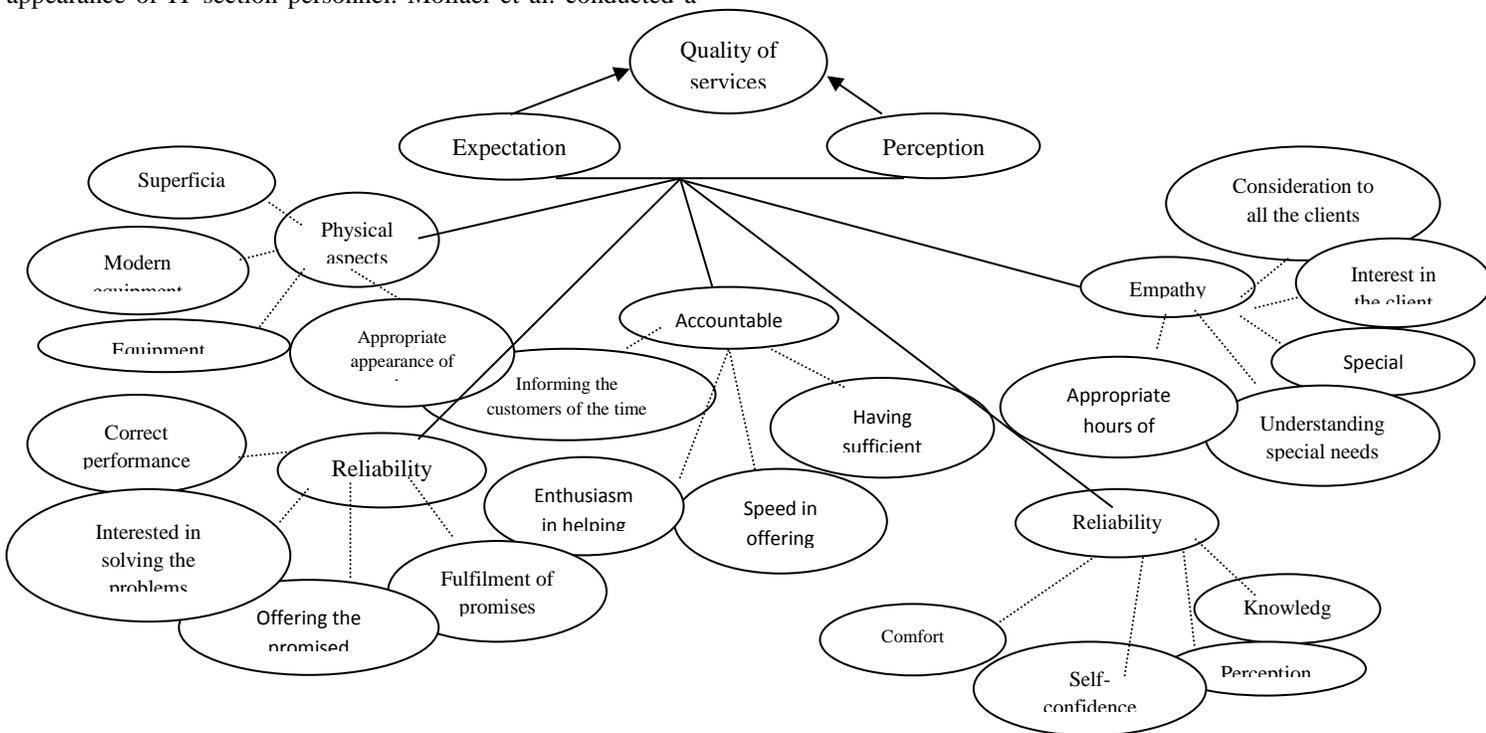
The results of their study indicate that customers believe that no significant difference is found between the two banking system with respect to the price of services. However, in other aspects of service quality such as effectiveness, guaranty, accessibility, physical aspect, diversity and reliability there are significant differences between public and private banking. Gheisari and Pishdad conducted a study in 2012 in which they assessed the service quality of IT unit together with a case study in transportation industry by using SERVQUAL model. None of the 22 components of service level had a complete satisfaction level. The lowest performance degree is for informing the personnel of other sections of the time of service supply by IT unit and the highest quality was for clean and appropriate appearance of IT section personnel. Mollaei et al. conducted a

study in 2012 in which they surveyed the quality of initial health services from the viewpoint of the women who referred to Bandarabbas City Health Center by using SERVQUAL model.

The results indicate that women have different ideas for each of the five aspects of service quality. The least average quality difference (-0.76) was for guaranty aspect and the highest average quality difference (-0.98) was for empathy. The difference observed between women's ideas for service quality was significant in all the five aspects. Negative difference indicates that the expectations of clients were beyond their perceptions of the existing condition and there is still a long space for improvement and modification in order to meet customers' satisfaction and to provide desirable health services. Mohammadi and Shoghli conducted a study in 2008 in which they surveyed the quality of initial health services in Zanjan City

Health Centers using SERVQUAL model. The findings of the study show that quality gap exists in any of the five aspects and this is a negative gap; i.e., expectations were beyond the perceptions. The least score for average quality gap was for tangible and physical components and the highest score was for service confidence. In a study which was conducted in 2003 in Flex Co., a Dutch Company, to survey the extent of customers' satisfaction and its relation with the business performance of company, the results indicated that there was a relation between company performance and satisfaction level of customers.

Moreover, quality-related factors are closely related to the performance of organization and quality of services has a special effect on sale and profit level. On the other hand, there is a negative relation between behavioral factors (complaint, use of the services offered by other units) and the expected quality in service. These factors show their position in the organization performance. Of course, the manner of problem solving affects customer's perception of total quality and company performance.



Conceptual Model of Study

Research Methodology

This research describes and surveys the existing condition and identifies the level of customers' expectations from performance based on SERVQUAL model or the scale of service quality. Therefore, the most appropriate method for this study is a descriptive method of surveying type. Necessary

information for performing this study is collected by library and field methods. Statistical community in this study includes all customers of Sihat Gasht Tour and Travel Agency. In this study, based on the following sampling volume formula, 384 people out of total customers of Sihat Gasht Tour and Travel Agency are elected as statistical sample.

$$n \geq \frac{Z^2 \cdot \frac{\alpha}{2} \times P \times (1 - P)}{d^2} = \frac{1.96^2 \times 0.05 \times 0.5}{0.05^2} = 384$$

In the above formula, sampling is made with a confidence level of 95% and by inclusion of 5% error.

$$= 0.05 \alpha = 0.025, \frac{\alpha}{2} \text{ and } Z(0.025) = \pm 1.96$$

P,q amount is 50% by using a precautionary method. Moreover, measurement tool error is 5%.

Sampling method in this study is a random classification method. Sampling method will be classification method based on customers' gender and in the final selection for completion of simple random questionnaire. In this study, descriptive study is used to describe the data and inferential statistics is used to analyze the data. Using descriptive statistics, frequency of subjects is described in numbers and percentages based on demographical variables (gender, education, etc.) and research variables are described based on the level of expectations and perceptions of the five aspects of SERVQUAL model (tangible

cases, credibility, responsibility, trust and empathy) in terms of tables and diagrams. In inferential statistics, Paired Sample T-test is used to analyze the level of adaptation and/or gap between expectations and perceptions of customers from the performance of Sihat Gasht Tour and Travel Agency.

Conclusion

First hypothesis of research

In order to review the first hypothesis, first of all, average expectations and perceptions of respondents to each of the items representing tangible aspect is presented in the following table. Significant of the difference is then reviewed by using paired t-test.

Table 1- Average expectations and perceptions of respondents to each of the items representing tangible aspect

	Appearance	Geographical condition of company	Cleanliness of space	Tangible aspect
Expectations	6.81	5.85	6.82	6.9
Perceptions	5.84	5.48	5.09	5.64
Gap	0.97	0.37	0.92	0.85

Results obtained from paired t-test for comparing the customers' expectations and perceptions with respect to tangible aspect of SERVQUAL model are presented in table 2.

Table 2- Comparison of customers' expectations and perceptions of tangible aspect of SERVQUAL model

Mean	Standard deviation	Mean standard deviation	Paired distances		Amount of statistic t	Freedom degree	Significance level
			Distance within a confidence level of 95%				
			Min.	Max.			
0.8516	0.90	0.046	0.76	0.94	18.368	383	0.000

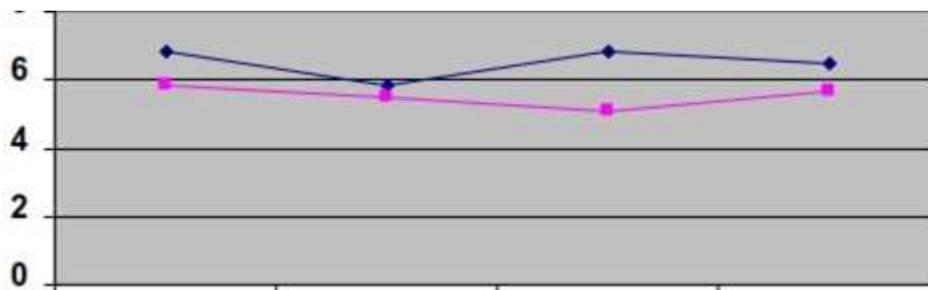


Diagram1- Diagram of average expectations and perceptions of respondents to each of the items representing tangible aspect

According to table, average difference of customers' expectations and perceptions with respect to tangible aspect of Siahat Gasht Tour and Travel Agency is 0.8516. In fact, this figure indicates the gap between customers' expectations and perceptions with respect to tangible aspect of the services offered by Siahat Gasht Tour and Travel Agency.

Since the significance level of this test is lower than the standard level of 5%, it can be argued that there is a significant statistical difference between the expectations and perceptions

of the customer of this agency with respect to tangible aspect of SERVQUAL model.

Second hypothesis of research

In order to review the second hypothesis, first of all, average expectations and perceptions of respondents to each of the items representing credit aspect are presented in the following table. Significant of the difference is then reviewed by using paired t-test.

Table 3- Average expectations and perceptions of respondents to each of the items representing credit aspect

	Manner of information dissemination	Promising the customers	Matching of services with the promises	Credit aspect
Expectation	6.45	6.48	6.53	6.48
Perceptions	5.09	4.91	4.60	1.46
Gap	1.36	1.57	1.93	2.86

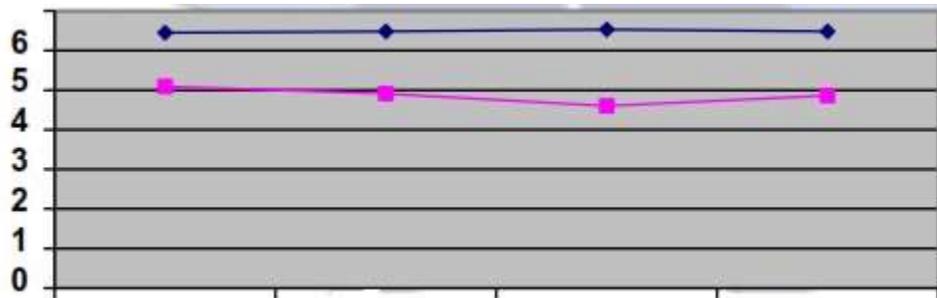


Diagram 2-Diagram of average expectations and perceptions of respondents to each of the items representing credit aspect

Results obtained from paired t-test for comparing the customers' expectations and perceptions with respect to credit aspect of SERVQUAL model are presented in table 4.

Table 4- Comparison of customers' expectations and perceptions of credit aspect of SERVQUAL model

Paired distances					Amount of statistic t	Freedom degree	Significance level
Mean	Standard deviation	Mean standard deviation	Distance within a confidence level of 95%				
			Min.	Max.			
1.61	1.48	0.07	1.46	1.76	21.371	383	0.000

According to table 4, average difference between customers' expectations and perceptions with respect to credit aspect of Siahat Gasht Tour and Travel Agency is 1.61. In fact, this figure indicates the gap between customers' expectations and perceptions with respect to credit aspect of the services offered by Siahat Gasht Tour and Travel Agency.

Since the significance level of this test is lower than the standard level of 5%, it can be argued that there is a significant statistical difference between the expectations and perceptions of the customer of this agency with respect to credit aspect of SERVQUAL model.

Third hypothesis of research

In order to review the third hypothesis, first of all, average expectations and perceptions of respondents to each of the items representing accountability aspect is presented in the following table. Significant of the difference is then reviewed by using paired t-test.

Results obtained from paired t-test for comparing the customers' expectations and perceptions with respect to accountability aspect of SERVQUAL model are presented in table 6.

Table 5- Average expectations and perceptions of respondents to each of the items representing accountability aspect

	Information preparation	Staff accountability preparedness	Clear answers to questions	Commitment to follow-up complaints	Accountability aspect
Expectations	6.64	6.51	6.58	6.54	6.56
Perceptions	5.11	5.16	5.25	4.88	5.1

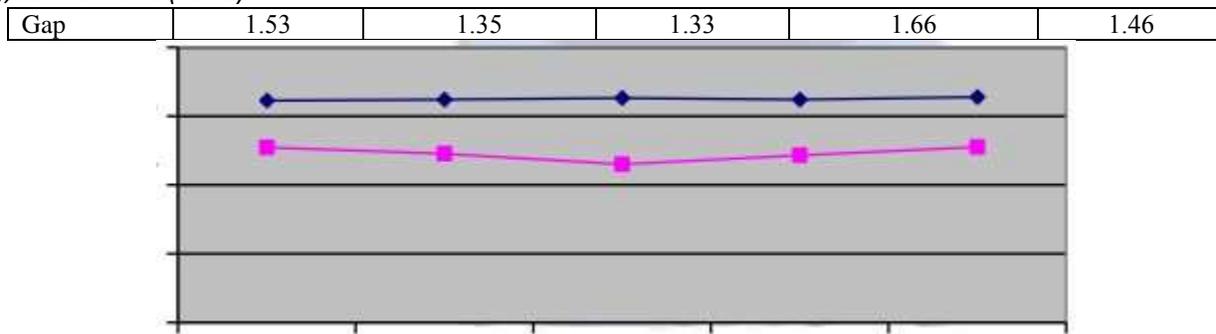


Diagram 3- Diagram of average expectations and perceptions of respondents to each of the items representing accountability aspect

According to table 6, average difference of customers' expectations and perceptions with respect to accountability in Sihat Gasht Tour and Travel Agency.

Table 6- Comparison of customers' expectations and perceptions of accountability aspect of SERVQUAL model

Paired distances					Amount of statistic t	Freedom degree	Significance level
Mean	Standard deviation	Mean standard deviation	Distance within a confidence level of 95%				
			Min.	Max.			
1.39	1.46	0.453	1.24	1.54	18.737	383	0.000

Since the significance level of this test is lower than the standard level of 5%, it can be argued that there is a significant statistical difference between the expectations and perceptions of the customer of this agency with respect to accountability aspect of SERVQUAL model.

In order to review the fourth hypothesis, first of all, average expectations and perceptions of respondents to each of the items representing empathy aspect are presented in the following table. Significant of the difference is then reviewed by using paired t-test.

Fourth hypothesis of research

Results obtained from paired t-test for comparing the customers' expectations and perceptions with respect to empathy aspect of SERVQUAL model are presented in table 8.

Table 7 - Average expectations and perceptions of respondents to each of the items representing empathy aspect

	Addressing the needs of each customer	Empathy with customers	Making effort to prevent from loss of rights of customers	Use of capability to solve the customers' problems	Empathy aspect
Expectation	5.55	5.96	6.45	6.33	6.06
Perceptions	4.69	4.95	5.08	5.01	4.93
Gap	0.86	0.98	1.37	1.32	1.13

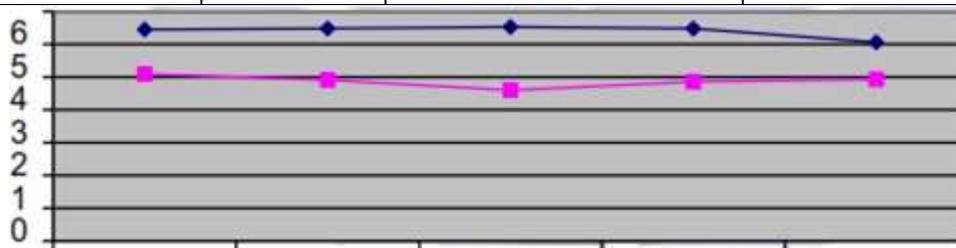


Diagram 4- Diagram of average expectations and perceptions of respondents to each of the items representing empathy aspect

According to table 8, average difference of customers' expectations and perceptions with respect to empathy aspect of Sihat Gasht Tour and Travel Agency is 1.13. In fact, this figure

indicates the gap between customers' expectations and perceptions with respect to empathy aspect of the services offered by Sihat Gasht Tour and Travel Agency.

Table 8- Comparison of customers' expectations and perceptions of empathy aspect of SERVQUAL model

Paired distances					Amount of statistic t	Freedom degree	Significance level
Mean	Standard deviation	Mean standard deviation	Distance within a confidence level of 95%				
			Min.	Max.			

1.13	1.42	0.07	0.98	1.27	15.529	383	0.000
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Since the significance level of this test is lower than the standard level of 5%, it can be argued that there is a significant statistical difference between the expectations and perceptions of the customer of this agency with respect to tangible aspect of SERVQUAL model.

Fifth hypothesis of research

In order to review the fifth hypothesis, first of all, average expectations and perceptions of respondents to each of the items representing trust aspect is presented in the following table. Significant of the difference is then reviewed by using paired t-test.

Results obtained from paired t-test for comparing the customers' expectations and perceptions with respect to trust aspect of SERVQUAL model are presented in table 10.

Table 9- Average expectations and perceptions of respondents to each of the items representing trust aspect

	Respecting the customers	Attraction of customers' trust	Attention of company to its personnel	Accurate performance of duties	Trust aspect
Expectations	6.67	6.33	6.60	6.66	6.56
Perceptions	5.39	5.33	5.12	5.28	5.28
Gap	1.28	1	1.48	1.38	1.28

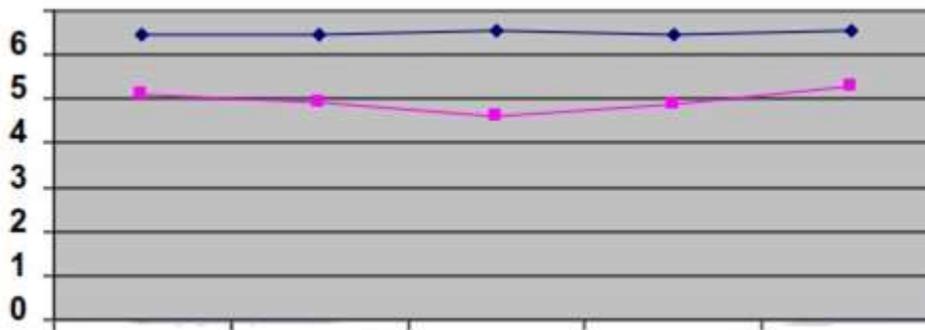


Diagram 5- Diagram of average expectations and perceptions of respondents to each of the items representing trust aspect

According to table 10, average difference of customers' expectations and perceptions with respect to empathy aspect of Siahat Gasht Tour and Travel Agency is 1.28. In fact, this figure

indicates the gap between customers' expectations and perceptions with respect to trust aspect of the services offered by Siahat Gasht Tour and Travel Agency.

Table 10- Comparison of customers' expectations and perceptions with respect to trust aspect of SERVQUAL model

Mean	Standard deviation	Paired distances		Amount of statistic t	Freedom degree	Significance level	
		Mean standard deviation	Distance within a confidence level of 95%				
			Min.				Max.
1.28	1.16	0.05	1.17	1.4	21.71	383	0.000

Since the significance level of this test is lower than the standard level of 5%, it can be argued that there is a significant statistical difference between the expectations and perceptions of the customer of this agency with respect to trust aspect of SERVQUAL model.

Discussion and Analysis

Executive institutions, organizations and systems with any mission, objective and perspective ultimately act within a national or international territory and they should be accountable against clients, customers and stakeholders so that the company or institution the objective of which is profitability and customer satisfaction and the organization that has set as its objective the complete and accurate execution of legal duties and assisting in fulfilment of national development can be accountable. Therefore, survey of performance results is considered as an

important process. Quality and effectiveness of management and its performance is the essential determinant for fulfilment of

development and welfare programs of the society. Offering services, production of several products and funding the costs from resources have resulted in sufficient sensitivity for surveying the fulfilment of objectives, constant improvement of quality, promotion of satisfaction of customers and citizens, and performance of organization, management and personnel. If performance evaluation is accurately and constantly made by a procedural attitude, in public sector it will result in promotion and accountability of executive systems, public trust in performance of organizations and efficiency and effectiveness of government.

In the private sector it will result in promotion of resource management, customer satisfaction, assisting in national development, establishment of new capabilities, stability and promotion of international class of companies and institutes.

Analysis of results is presented as follows by a review on research hypothesis.

Conclusion from the first hypothesis: Based on the tangible aspect of SERVQUAL, there is a significant difference between customers' expectations and perceptions of performance of Siahat Gasht Tour and Travel Agency. The results showed that there was a significant difference between the expectations and perceptions of customers of the aforesaid agency with respect to tangible aspects of SERVQUAL model. This means that before using the agency services, customers expected that the appearance of agency staff must be very appropriate and that they must be quite distinguished. However, after using the agency services, what the customers observed was somehow different from what they imagined; i.e., their expectations were beyond what they saw in practice.

Conclusion from the second hypothesis: Based on the credit aspect of SERVQUAL model, there was a significant difference between the expectations and perceptions of customers from the performance of Damavand Gasht Tour and Travel Agency. The results showed that there was a significant difference between publications and perceptions of the customers of that agency with respect to SERVQUAL model. This means that before using the services of that agency, customers expected that the company must have appropriate information dissemination and it must provide the customers with certain promises and above all, it must fulfil its promises on the due date; however, after using the agency services, what the customers observed was somehow different from what they imagined; i.e., their expectations were beyond what they see in practice.

Conclusion from the third hypothesis: based on the accountability aspect of SERVQUAL model, there is a significant difference between expectations and perceptions of customers from the performance of Damavand Tour and Travel Agency. The results showed that there is a significant difference between the expectations and perceptions of the customers of that agency with respect to accountability aspect of SERVQUAL model. This means that before using the services of that agency, the customers expected that the company must provide them with all required information, the staff must have the necessary preparedness to answer to all their questions, the provided answers must be quite clear and free from any ambiguities and complexities, and finally the agency must be committed to follow-up any of the objections or claims of customers. However, after using the services of agency, what the customers observed was somehow different from what they imagined; i.e., their expectations were beyond what they observed in practice.

Conclusion from the fourth hypothesis: Based on empathy aspect of SERVQUAL model, there is a significant difference between expectations and perceptions of customers from the performance of Damavand Gasht Tour and Travel Agency. The results showed that there is a significant difference between the expectations and perceptions of customers of that agency with respect to empathy aspect of SERVQUAL model. This means that before enjoying the services of agency, customers expected that the company must pay attention to each of the needs and demands of customers; it must show empathy with customers, it must prevent from any violation to the customers' rights and it

must use all its efforts to solve the customers' problems. However, after enjoying the agency services, what customers observed was somehow different from what they perceived; i.e., their expectations were beyond what they saw in practice.

Conclusion from the fifth hypothesis: Based on the trust aspect of SERVQUAL model, there is a significant difference between the expectations and perceptions of customers from the performance of Damavand Gasht Tour and Travel Agency. The results showed that there is a significant difference between the expectations and perceptions of customers of the agency with respect to trust aspect of SERVQUAL model. This means that before enjoying the services of agency, customers expected that the company staff must have quite a polite and respectful behaviour with the customers and they must be able to completely attract the trust of customers, the company must pay the necessary attention to its personnel as internal customers of agency and the staff must fulfil their duties in the best and most appropriate manner. After enjoying the services of agency however, what the customers observed was somehow different from what they perceived in practice; i.e., their expectations were beyond what they saw in practice.

Recommendations for Future Researchers

1) Finally, future researchers are recommended to test and review SERVQUAL model to see if it can fully and comprehensively measure customers' satisfaction. In this way, organizations, companies and institutes that offer services can be provided with more complete and more comprehensive information and they will be able to choose the most comprehensive model for evaluation of quality service in order to measure the satisfaction of their customers.

2) In this study, SERVQUAL model was used to survey the expectations and perceptions of customers from the performance of Siahat Gasht Tour and Travel Agency. The next researchers can use Rabinson model to determine the expectations and perceptions of company customers.

3) It was specified in this study that customers' perceptions of company performance was below the expectations. It is recommended to compare service quality in Siahat Gasht Tour and Travel Agency and in other companies which are engaged in the public tour sector to find the extent of customer satisfaction.

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