



Assessment of Quality Need for Informal Service Sector: A Case Study of News Paper Distribution

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Abstract—*In every field of work, for successful performance plenty of information, decisions & thoughts are present, some of the major decisions are possible in society. It is important to assure & control the quality of statistics which requires addressing many questions. Moreover, the statistics so produced is after use of resources very efficiently. This paper discusses and studies service quality and customer satisfaction in service delivery. The main objective is to find out what the service quality level in customer service at Newspaper Distribution is and whether there exists a difference between customer expectations and perceptions of service quality. The objective is also to identify areas of strength and weakness for customer service for purpose of process improvement. The questionnaire designed for the study will be used for measuring the quality of service.*

Keywords:—*Critical Success Factor, Critical To Quality, Quality Management System.*

1. INTRODUCTION

The fierce competitive business environment has made the Quality as the key to survive and compete in today's market. Organizations are striving not on providing "high quality" products but also emphasizing to provide their "high quality services" to customers. If organizations cannot provide

quality in their services, then customers will lose faith in the organization and could spread their word of dissatisfaction to other prospective customers who may choose not to purchase services with such organizations. It has been a well proven fact that poor service quality will increase costs in terms of rework, warranty, complaints, etc.

There are different quality management practices adopted by the organizations like Total Quality Management (TQM), ISO 9000, Kaizen, Six Sigma etc. Quality management philosophy focuses on the work process and people, with the major concern for satisfying customers and improving the organizational performance.

2. LITERATURE REVIEW

The increasing importance of services in the economies of developed and developing nations have necessitated the focus on service quality (Chakrabarty and Tan, 2007). Nowadays almost all organizations are realizing the significance of customer centered philosophies. One of the key challenges they are facing is how to manage service quality, which holds a great importance to customer satisfaction (Shahin, 2012). Quality is a concept of several meanings, subjective and individual to the interpreter. When mentioning that something is of a certain quality, it is assumed and associated to be good in some

way. More generally, the definition of quality has changed over time. More dimensions have been added and its complexity has increased. Quality attributes, no matter how they are described, have to be seen as part of a delicate balance between expectations and experiences.

Services:

It is becoming increasingly important that the production and distribution of products be carefully coordinated. In this paper we study a problem from the newspaper industry where production and distribution are especially closely coupled since there can be no finished goods inventories.

Talankar et al. (2011) suggested need of quantitative analysis based on the parameters in ISM a questionnaire can be administered, which gives us the most critical to quality parameters in view of the customer. This data can further be used to develop CTQ and formulate the problem. Weightage of every parameter can be called.

Questionnaire Design

A critical element in a survey study is preparation of a properly designed questionnaire. A questionnaire is simply a data collection instrument that sets out the questions design to elicit the desired information. For this study, a well designed questionnaire consists of 20 questions covering most of dimensions of service quality measure is administered. The questions are designed to stimulate the non-formal service organization. All questions give the full depth attitude of the Successfulness of delivery.

The first part of questionnaire addresses the demographic profile, the second part is dedicated to explore the type and objective of organisation and third part address the quality of service delivery. The aim of this research is to verify the ISM model shown in fig. 1, of service delivery on customer end. calculated by using analytical hierarchy process (AHP).

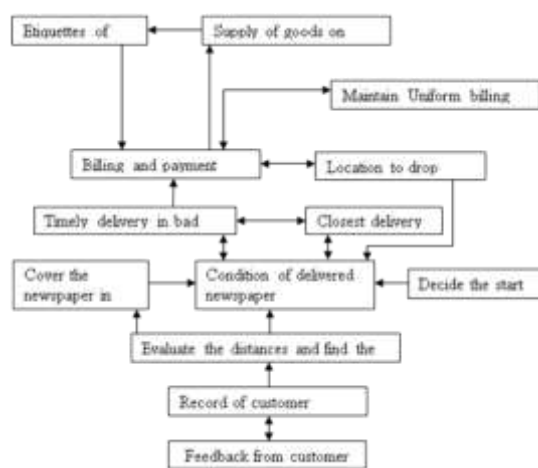


Figure 1 ISM Model depicting Linkage B/w Parameters.

3. DISCUSSIONS AND CONCLUSION

A review of relevant literature is used to identify two proposed components of organizational readiness: organizational experience with improvement programs and organizational understanding of processes. This paper describes and analyses the trends and developments of factors along distribution channel. In particular, the study focuses on retailers and distribution network based on the empirical material from one particular case study. Two stakeholders of networks and their needs were basically focused: the customer and the hawker. The study has three main goals:

1. To investigate the challenges arising during the distribution of newspapers so as to cater the customers requirement to utmost satisfaction
2. To conduct a preliminary customer value analysis relating to the distribution channel of newspapers.
3. Objective of study to identify the critical success factor for newspaper distribution service system, to assess the quality need and readiness of sector for QMS implementation,
4. To study the various Quality Assessment methodology, to

develop the framework for Quality Assessment for newspaper distribution service system, to validate the framework.

Table 1.

CSF No.	Critical Success	Mean	Std. Dev.
1.	Decide the Start Point	3.5250	0.78405
2.	Closet delivery time	3.4750	0.75064
3.	Timely delivery in bad climate	3.600	0.74421
4.	Location to drop the newspaper	3.6250	0.77418
5.	Condition of delivered newspaper	3.600	0.87119
6.	Billing and payment collection	3.250	0.70711
7.	Etiquettes of hawker	4.4250	0.63599
8.	Record of customer demand	3.500	0.50637
9.	Evaluate the distances and decide the shortest path	3.4250	0.71208

Responses 20%
 Registered 50%
 Non Registered 50%

The study has taken an exploratory and qualitative research approach with an adductive reasoning process. A case study strategy was adopted, which studied a distribution channel consisting of a case study of newspaper distribution in supply channel. Non-participating observations were carried out by informal discussions with the customers of different age group

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