

**HİZMET KALİTESİNİN TÜKETİCİ MEMNUNİYETİ ÜZERİNE ETKİSİ:
LYDEC, KASABLANCA'DA MÜŞTERİ HİZMETLERİ İÇİN VAKA ÇALIŞMASI**

**IMPACT OF SERVICE QUALITY ON CONSUMER SATISFACTION: CASE STUDY
FOE CUSTOMER SERVICE IN LYDEC, CASABLANCA**

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Abstract

Morocco's power sector was considered a natural monopoly of the public sector, but it has since been privatized, rebuilt, and reinvested in by the private sector. The country's energy division, which is usually referred to as backward, under-funded, and unmanaged, experiences losses of approximately 20-20% in 2009-2010. Moroccan authorities assigned LYDEC, a private sector partnership and a subsidiary of SUEZ Environment - a range of water and waste services that are part of SUEZ - to handle Casablanca's energy, water, and sanitation in 1997. The main purpose of the 30-year Agent Management Contract was to provide Casablanca residents with access to essential services (a combination of electricity, water, and wastewater), representing 4.5 million residents). Quantitative research is used for studies and also explains which method is used to collect data. The study methodology relies on the use of data analysis, descriptive analysis, and centralized programming (SPSS). The results show that there is a positive correlation between all the variables. But empathy and trust with people have a highly positive correlation with customer satisfaction

Keywords: Empathy, assurance, Reliability of people, customer satisfaction, service quality.

INTRODUCTION

The contemporary business environment is more competitive and demanding than ever before. Organizations are being pushed to adapt their products and processes to increase service quality and stay competitive in the face of a variety of difficulties and globalization demands. Yassin et al., 2004; Rod Rudy and Martin, 2001). Customer service is recognized as a critical component of any industry and determines the fate of any firm. The rapid development of Internet-based systems has led to the basic means of communication between different organizations. This also applies to an organization's relationship with its customers. In various service industries, it has been difficult to recognize the relationship between customer satisfaction and service attributes because the nature of services is invincible (Hong, Goo, et al., 2004; Nguyen and Leblanc, 2002). It is challenging for organizations to investigate how they perceive and evaluate the stated objectives of customer service excellence since the services are incomprehensible (Zeitham, 1981). Service satisfaction is related to the confirmation or validation of expectations since the consumer gauges their level of contentment by experimenting with the quality of service (Smith and Houston 1982). One of the top priorities today is to understand the impact of quality of service on profits and other financial

outcomes of the organization (Zeithaml et al., 1996). Until the 1980s, Turkey's power sector was considered a natural monopoly of the public sector, but it has since been privatized, rebuilt, and reinvested in by the private sector. The country's energy division, which is usually referred to as backward, under-funded, and unmanaged, experiences losses of approximately 20-20% in 2009-2010 and every year, with predicted transmission and distribution losses in Pakistan. Organizations are increasingly focused on the customer and are driven by customer demand. It is becoming increasingly difficult to satisfy and maintain customer loyalty. Oliver's (2009) research shows that quality of service and customer satisfaction are two separate but related constructs. This is especially true for service businesses, as increasing profitability leads to improved client satisfaction. As a result, experts argue that customer satisfaction should be the guiding concept of all service businesses because it is a significant measure of a company's effectiveness. According to Saktiwell et al. (2005), customer loyalty and satisfaction are critical to a company's long-term survival and financial performance (Jones & Caesar, 1995). Is also considered the level of products and services offered

Moroccan authorities assigned LYDEC, a private sector partnership and a subsidiary of SUEZ Environment - a range of water and waste services that are part of SUEZ - to handle Casablanca's energy, water, and sanitation in 1997. The main purpose of the 30-year Agent Management Contract was to provide Casa Blanca residents with access to essential services (a combination of electricity, water, and wastewater), representing 4.5 million residents, of which 30% are in Shintai Towns (1,200). 000 inhabitants). Since then, LYDEC has managed to increase the rate of people using electricity and water services by 20%. LYDEC was granted the operation of Casa Blanca Street Lighting in 2004. According to a poll of consumer impressions of LYDEC's services, regular customer satisfaction grew from 50% in 1997 to 70% in 2006. These settlements were initially within the city limits but later spread to the city limits. The expansion of these settlements prompted King Mohammed VI of Morocco to launch the 1st National Initiative for Human Development (INDH) in March 2005. INDH targets poverty and seeks to secure access to essential civic services for the entire Moroccan population. From 1998 to 2005, LYDEC spent more than 20 220 million on these projects. With the launch of INDH, LYDEC created a department dedicated to promoting access to essentials called "INMAE", which means "development" in Arabic. The department aims to connect more than 145,000 households by the end of 2009. All of these have hurt the industry's health (GOP, 2009, 2010 Khan and Ahmed, 2008). The agriculture industry has had an impact on the country's rising need for natural gas and energy. Electricity is used in agricultural machinery such as tube wells, while natural gas is used in the production of pesticides and chemical fertilizers (Ahmed & Zeeshan, 2014 PC PCGOP, 2012). Energy in the form of gas, oil, and electricity is required for agricultural economic development. The 1973 Middle East oil embargo resulted in a significant spike in worldwide oil prices. Economic growth and its impact on energy usage must be discussed. Oil price shocks have harmed most oil-importing countries' real supply. This extra labor force is witnessing a major decrease in income levels, which is increasing the prevalence of poverty. Similar increases in the Republic of Korea, Japan, and Taiwan have resulted in large decreases in labor demand in these countries (APO, 1996). Many studies have been conducted in recent decades to underline the importance of energy use. Its connection to economic growth in the energy and energy industries, particularly

oil and gas. (Akber et al., 2017; Mirjat et al., 2017; Naqvi et al., 2016; Rehman and Deyuan, 2018; Shah et al., 2018; Shah et al., 2018).

Consumers have become a key link in contemporary economic life as a result of the deployment of service activities in recent years. On the customer's prerogative, the balance of "business to customer" power is flipped. As a result, changing market conditions and consumer attitudes have compelled businesses to recognize the value of customer capital and to pursue and preserve highly profitable niches. This mental shift was naturally accompanied by an expansion in the service business environment.

A considerable shift in service quality is reflected in a big trend in service marketing. As differences and profits become variables, quality is brought into service firms' essential operations. It becomes an essential component of the offer, a sign of satisfaction, and an essential component of the loyalty process.

EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION

The consumer invests money as well as time, energy, and effort to acquire items and services (Zeithaml et al., 1988). Customer satisfaction and service quality have long been seen as important success and survival factors in today's competitive market. However, understanding what factors lead to client contentment is equally crucial, as this can be the key to gaining a competitive advantage. Consumers are progressively seeking higher quality things than ever before (Leonard and Sasser, 1982). One of the most significant consumer trends of the 1980s was quality search (Robin, 1983). The emphasis on quality, how it is developed and delivered to the final consumer, is an important element of service organizations. It has been observed that constant improvement in the quality of services seen as meeting customer expectations has a beneficial impact on the company's level of satisfaction and customer feedback. According to studies, an entire experience with customer quality leads to customer happiness, which increases customer loyalty. Where the total quality of service (as perceived) is viewed as a combination of fundamental and relevant factors. The main elements of services, according to service literature, are basic and relative quality. Where fundamental refers to "what is delivered" and relative refers to "how it is supplied." (McDougall and Levesque, 1992, 2000).

RESEARCH OBJECTIVES

The goal of our research is to assess the impact of quality service aspects on service quality feedback.

- This problem can be divided into two sub-questions:
- What effect does the perceived quality of services have on customer satisfaction?
- How important are the dimensions for understanding the quality of service?

RESEARCH QUESTIONS

Our research question is to determine the effect of standard service dimensions on the perception of service quality. Empathetic, dependable, and reassuring are some of our service quality dimensions.

The research questions are presented below:

- What effect does the quality of service have on customer satisfaction? Can it improve customer satisfaction?
- What is the degree of impact of each sympathy, reassurance, and reliability on customer satisfaction?

RESEARCH METHODOLOGY

The researcher describes how we collected the data and what method we used in the research paper. Quantitative research is used for studies and also explains which method is used to collect data. In addition, the questionnaire is used to collect data from LYDEC clients' respondents.

The research approach will try to test empathy, reliability, reassurance, and customer satisfaction. The study methodology relies on the use of data analysis, descriptive analysis, and centralized programming (SPSS).

DATA COLLECTION

There are various data collection techniques. Such as primary and secondary. Primary data is collected from new or updated sources such as surveys, interviews, observations. At the same time, secondary sources are data sources that have already been published, such as documentaries, magazines. For this purpose, the questionnaire technique is used as a source for data collection. The reason I chose this data collection tool was that it was a quantitative method based on my research method. A questionnaire was the best way to collect quantitative data. The questionnaire was developed on a five-point scale. (Amaanda, 2011), (Silva, 2014)

PRIMARY DATA

We are distributing research questionnaires to the general public to obtain your feedback on LYDEC Company's operational activities and employee outcomes. In the present study, the probabilistic sampling method was chosen to gather facts. Bell et al. (2018) and Sikaran & Boogie, (2016) stated that the potential sampling method has the same potential for the population to be part of the sampling. The reason may be that, in the present study, the target population living in Casablanca is using gas, water, a company name LYDEC's electricity (age, gender, level of education, type of organization, educational position). It is working on a monopoly. The sample size was 400 because it is complex and expensive to survey the entire target population for the study. A random sample of 230 clients was selected, equivalent to 30% of the study population. The research sample received 415 questionnaires, with 400 questionnaires representing 85% of the study sample.

RELIABILITY STATISTICS

Chronbach Alpha is a reliable coefficient that indicates the accuracy/reliability of devices. Value range from 0 to 1 is a more reliable device.

Cronbach's Alpha	No of items
.854	23

The value in the table above of reliable analysis shows that the Cronbach alpha is above 0.6. The internal consistency is also good in scale.

CORRELATION

		C- satisfaction	Empathy to people	Assurance to the people	Reliability to the people
C- satisfaction	Pearson Correlatio n	1	.884**	.723**	.832**
	Sig. (2- tailed)		p>0.000	p>0.001	p>0.001
	N	400	400	400	400
Empathy to people	Pearson Correlatio n	.884**	1	.770**	.688**
	Sig. (2- tailed)	p>0.000		p>0.001	p>0.001
	N	400	400	400	400
Assurance to the people	Pearson Correlatio n	.723**	.770**	1	.654**
	Sig. (2- tailed)	p>0.000	p>0.001		p>0.001
	N	400	400	400	400
Reliability to the people	Pearson Correlatio n	.832**	.688**	.654**	1
	Sig. (2- tailed)	p>0.000	p>0.001	p>0.000	
	N	400	400	400	400

The results show that there is a positive correlation between all the variables. But empathy and trust with people have a highly positive correlation with customer satisfaction with a correlation of .888 and .832, respectively. The significance level is below 0.01.

REGRESSION ANALYSIS

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	H1	2.342	.231	.593	3.414	.002
	H2	1.678	.165	.238	9.042	.000
	H3	2.461	.411	.521	8.036	.000

H1 beta value $\beta = 2.342$ means that empathy has a 59% effect on customer satisfaction. Here the T value is 3.414 because increasing the T value significantly lowers the level (0.000, which is > 0.05), so H1 is accepted because empathy has a positive effect on customer satisfaction. H2 ($\beta = 1.678$) has a 64% reassurance effect on customer satisfaction. That is less than 0.05. Therefore, this assumption is acceptable.

CONCLUSION AND RECOMMENDATION

From the overall results of this research paper and the association, the researcher found that the quality of service affects customer satisfaction. The data was collected from an LYDEC customer in Casablanca. The results reveal that the company's services are good, and clients are satisfied with the services offered by LYDEC. Consumer feedback indicates that providing good service can boost customer satisfaction. This study shows that quality of service can affect overall customer satisfaction. Overall, the researcher found that the best quality of service attracts customers. To keep the customer group satisfied, LYDEC should focus more on improving its services. LYDEC needs to be aware of the services provided to consumers. What are the expectations of consumers and what kind of services do they want? LYDEC should address credible issues that may be overshadowed by the training of LYDEC personnel. Some customers are dissatisfied with the waiting and behavior issues of LYDEC employees etc. Some users are unhappy with the information they receive from LYDEC officials. Therefore, LYDEC focuses on this issue so that customers remain loyal to the company. LYDEC should also pay attention to communication with its customers as LYDEC officials are unable to provide guidance or accurate information to customers. And a more important proposal is for LYDEC to serve a large number of customers to expand LYDEC branches. For future study, the researcher may further study the quality of service along with other areas. Sample size can be increased in these areas, and various statistical tools can be used in research. This search can bring relatively different services that can be implemented in these areas. Has a positive effect. H3 (= 0.836) shows that 83.6% of the quality of service affects customer satisfaction. Here T value is 4.491 as this value increases. Value is close to zero. Value is 0.000. Strong positive shows the effect of customer satisfaction

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