

ANALYSIS OF THE RELATIONSHIP BETWEEN QUALITY IN THE SERVICE AND THE PROFILE OF THE CLIENTS OF THE MICRO-BUSINESS OF DZITYÁ, YUCATÁN

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Abstract:-

The micro-business in the Dzityá which is a suburb of Mérida, Yucatán, compete at a disadvantage against the big companies, being the quality in the service of the few competitive advantages that the owners can develop because they can establish close relationships with their customers given to the nature of these business. The objective of this research is to analyze the relationship that exists between the quality of the service and the client profile of the microbusiness of the Dzityá, Yucatán that do not belong to the artisanal branch. This is a research with a quantitative approach with a descriptive scope and a non-experimental cross-sectional design, the study population was 12 285 clients with a non-probabilistic sample of 373 clients out of a total of 12 micro-business from the Dzitya. For this study we used the modified SERVQUAL model, which allows us to assess the expectations and perceptions of clients in five dimensions such as: Tangibles, Reliability, Responsiveness, Assurance, Empathy. The model showed a general rating of -0.408 which means that customers expect more than they receive and by dimension the following qualifications were obtained: Tangibles (-0.680), Reliability (-0.433), Responsiveness (-0.294), Assurance (-0.369) and Empathy (-0.265), which being negative represent that the micro-businesses studied are not able to fulfill the minimum attention that customers expect from them, so they do not feel satisfied with the service received. Regarding the profile of the owner, it was found that most of them are women (67%), between 34 and 41 years of age, with a minimum level of secondary education, in the case of clients, the majority are men (53%), in one Age between 18 and 41 years, most are employed in some company (64.9%), have secondary education (49%).

Keywords: - Quality in service, SERVQUAL. Socioeconomic.

INTRODUCTION

At the end of the 20th century, a new business culture emerged with quality as a center. Driven by globalization and the opening of international markets. One of the sectors that has been most affected has been services, which has shown growth, providing greater economic resources to countries (Parasuraman, Zeithaml, & Berry, 1993). In Mexico there are 1367287 economic units dedicated to services and 7340216 people working in this sector (INEGI, 2014).

Ulibarri, Madero, & Vázquez, (2013), mention that this growth brought with it the incorporation into the offer of an increasingly large number of companies, one of the consequences being the need to incorporate quality management tools, seeking a vision oriented to customer satisfaction.

The companies have the need to reach quality standards that demonstrate that the activities comply with the requirements worldwide, so many have resorted to international certifications.

Micro and small companies need to have an image and an identity to differentiate themselves and satisfy a certain market, because if they do not, these companies will not achieve this differentiation, and the chances of survival in the market will be limited (Carrasco, 2005).

The economically active population in the state of Yucatan is 421,961 (INEGI, 2014). The municipality of Mérida is divided into 11 communities and 36 sub- communities. In Yucatan, in recent decades, these business have faced economic and production problems, as well as the dominance of the market segment (Ceballos, 2014).

With regard to the above, the micro-businesses in the municipality of Mérida are the main generators of employment and development in rural areas. Rural micro-business are considered those located in the sub-communities according to the criteria of (INEGI, 2014).

The micro-business of the Dzityá belong to the trade and services sector, facing similar problems, when competing in unequal conditions with transnational business chains. Being one of the strategies to implement the offer a better quality in the service, since one of the advantageous situations is that they can take advantage of establishing close relationships with customers.

So the objective of this research is to analyze the relationship between the quality of the service and the profile of the client of the micro-business of the Dzityá, Yucatán that do not belong to the craft branch.

Theoretical framework

With respect to literary review, the first concept defined is that of quality in the service, based on the authors Horvitz and Jurgen (1993), Larrea (1994), Zeithaml and Bitner (2008), Hoffman and Baeston (2011).), Diago (2005), Aguirre, Sáenz and Villaruel (2006), for this study it can be concluded that the quality in the service, is the comparison between what the client expects from the service that an organization provides (expectations) with respect to the actual service received from that organization (perceptions). The quality of the service seeks at least to satisfy the client, and at most the return and recommendation of the business to other people.

Currently Quality in the service has become a very important aspect within companies to compete. Companies compete with each other in the service area, not only with the organizations in their environment, but with the rest of the globalized world.

When competing with large corporations and consortiums, micro-business need to have an image and identity to differentiate themselves and satisfy a certain market niche, since otherwise they will not achieve differentiation and their chances of survival in the market are limited (Carrasco, 2005).

Hernández (2014) states that in the image of microbusinesses the great components are:

design, talent and identification of why I am different along with what large corporations produce.

A particular advantage that microenterprises have is that they have the possibility of establishing personal relations of approach with their clients, the company must understand that the client can be the object of attention, considerations and special treatment so that he prefers to continue doing his purchases in that establishment (Pickle, 1995).

There are several schools dedicated to analyzing the quality of service, among them the North American school with the model SERVQUAL Parasuraman, Zeithaml and Berry, (1990), whose purpose is to improve the quality of service offered by an organization. It uses a type questionnaire that evaluates the quality of service along five dimensions: 1) Reliability: Ability to perform the service in a careful and reliable way, 2) Responsiveness: Willingness and willingness to help users and provide a service fast, 3) Assurance: Knowledge and attention shown by employees and their abilities to arouse credibility and trust, 4) Empathy: Personal attention that the organization dispenses to its clients, 5) Tangibles: Appearance of physical facilities, equipment, personnel and communication materials.

Dzityá is located in the Mexican state of Yucatán, in the municipality of Mérida. It is one of the 47 communities and sub communities with the municipality account.

Materials & Method

This research is quantitative, and correlational in scope, since the relationship between the five dimensions of the SERVQUAL model that measure service quality with the client's profile was evaluated.

The investigation was carried out without the manipulation of the variables; that is to say, only the phenomena were observed in their natural environment and then analyzed by what, according to Hernández, Fernández and Baptista. (2014), the research design for this case is non-experimental cross-sectional.

The unit of analysis was the microbusinesses not belonging to the artisanal branch of the Dzityá police station, located in Mérida, Yucatán. And it was taken as study elements to the clients. The population consisted of 12,285 clients.

To select the size of the sample, the formula provided by Castañeda, De la Torre, Morán and Lara (2002) was applied, when the population size was known, which provided a sample of 373 clients, which were distributed among the following way:

Table 1. Distribution of the surveys by store

Micro business	Monthly average	Percentage	Surveys
Store 2 de Febrero	675	5%	20
Molino 6 de agosto	1800	15%	55
Store Lluvia clarita	750	6%	23
Store Daniel el travieso	1050	9%	32
Store la guadalupana	900	7%	27
Molino San Miguel	3450	28%	105
Store Don Fer	180	1%	5
Bakery Los 3 Reyes	1350	11%	41
Taquería La norteña	600	5%	18
Store Las angelitas	375	3%	11
Store La Ceiba	105	1%	3
Store Ríos de Agua viva	1050	9%	32
Total	12285	100	373

Source: self-mad

The formula, according to these authors, is as follows:

$$n = \frac{z^2 pq N}{Ne^2 + Z^2 pq}$$

We used a confidence level of 1.96, a variability of 0.5, and an estimated error of 5%.

Two instruments were used, the first was the SERVQUAL model, which consists of a structured questionnaire to measure the expectations and perceptions of the clients and allows to quantify the quality in the service by evaluating separately the expectations and perceptions, by means of two questionnaires of 22 Items, the measurement scale is based on five dimensions: tangibles, reliability, responsiveness, Assurance and empathy.

In this research, 19 items were used in the two questionnaires. This questionnaire was adapted to the language of the micro-business clients and the type of company. In both questionnaires there are reagents that evaluate the five dimensions of quality in the service. A

Likert scale was used to evaluate both questionnaires with the following scores:

Table 2. Likert scale

7	Totally agree
6	Strongly agree
5	Agree
4	Neither agree nor disagree
3	In disagreement
2	Strongly disagree
1	Totally disagree

Source: self made

In order to characterize the client's profile, a questionnaire applied to clients was used, the following aspects were asked:

- Gender
- Age
- Scholarship
- Occupation

To capture and process the data obtained from the interviews conducted, a capture mask was built in Excel® software, where the data were processed based on central tendency measurements.

Results

Below are the results that were obtained when relating quality in the service with the client's profile, starting with gender, with respect to expectations it was found that women have higher expectations in the Assurance (6.69) and the dimension where less expectations are in the reliability (6.61) compared to men who have higher expectations is also the Assurance dimension (6.68) and the dimension that lower expectations are responsiveness (6.41), see table 3.

Table 3. Expectations of the dimensions by gender

Gedner	Tangibles	Reliability	Responsiveness	Assurance	Empathy
Female	6.62	6.61	6.6	6.69	6.68
Male	6.43	6.54	6.41	6.68	6.64

Source: Own elaboration based on the results of the surveys applied

Regarding perceived service, the dimension that women rated best is empathy with 6.4, the worst rated is the dimension, of tangibles with 6.01 with respect to men, the dimension with the best rating is Assurance with 6.26 and the dimension with the worst rating. it is also that of tangibles with 5.68, see table 4.

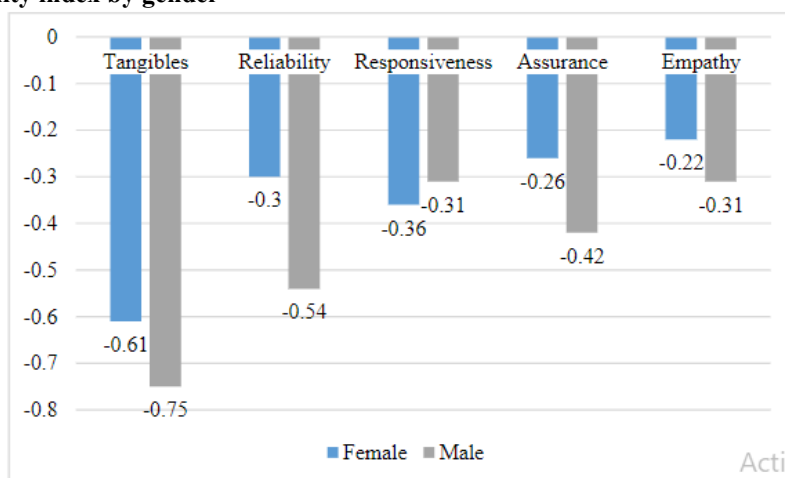
Table 4. Perceptions of customer dimensions by gender

Gedner	Tangibles	Reliability	Responsiveness	Assurance	Empathy
Mujer	6.01	6.31	6.24	6.43	6.46
Hombre	5.68	6	6.1	6.26	6.33

Source: Own elaboration based on the results of the surveys applied

Figure 1 shows the quality index in the service of the dimensions divided by gender, it is observed that all the dimensions have a quality index in the negative service, with the dimension of tangibles being the most negative for men and women and the dimension empathy the least negative for the two genders.

Figure 1 Service quality index by gender



Source: Own elaboration based on the results of the surveys applied

According to age, customers between 18 and 29 years of age who have higher expectations in the Assurance dimension (6.61), customers who are 30 to 41 years of age have larger expectations in the Assurance dimension (6.71). Afterwards, clients between 42 and 53 years have higher expectations in the empathy dimension, customers between 54 and 65 have higher expectations in the dimension of tangibles and finally, customers between 66 and 77 years of age have higher expectations in the reliability dimension although the latter do not represent a representative number within the sample, see table 5.

Table 5. Expectations of clients according to their age

Age	Tangibles	Reliability	Responsiveness	Assurance	Empathy
18-29	6.42	6.51	6.39	6.61	6.58
30-41	6.52	6.63	6.5	6.71	6.67
42-53	6.67	6.66	6.72	6.84	6.86
54-65	6.9	6.62	6.86	6.84	6.88
66-77	6.5	7	5.25	6	6.4

Source: Own elaboration based on the results of the surveys applied

The service that is perceived according to the ages of the clients is shown in table 6, customers between 18 and 29 years rated the dimension of tangibles better (6.79) and gave the lowest rating to the reliability dimension (6.04). , clients between 30 and 41 years old gave the best rating to the empathy dimension (6.43) and the worst qualification to the dimension tangibles, clients with ages between 42 and 53 years gave the best rating to the dimension responsiveness (6.47) and the worst rating to the dimension tangibles, customers between 54 and 65 years assigned the best qualifications to the dimension tangibles (6.75), or the worst rating to the empathy dimension and finally customers between 66 and 77 years gave the highest ratings to the dimensions of tangibles and reliability (7) and the lowest to the Assurance dimension (5.66).

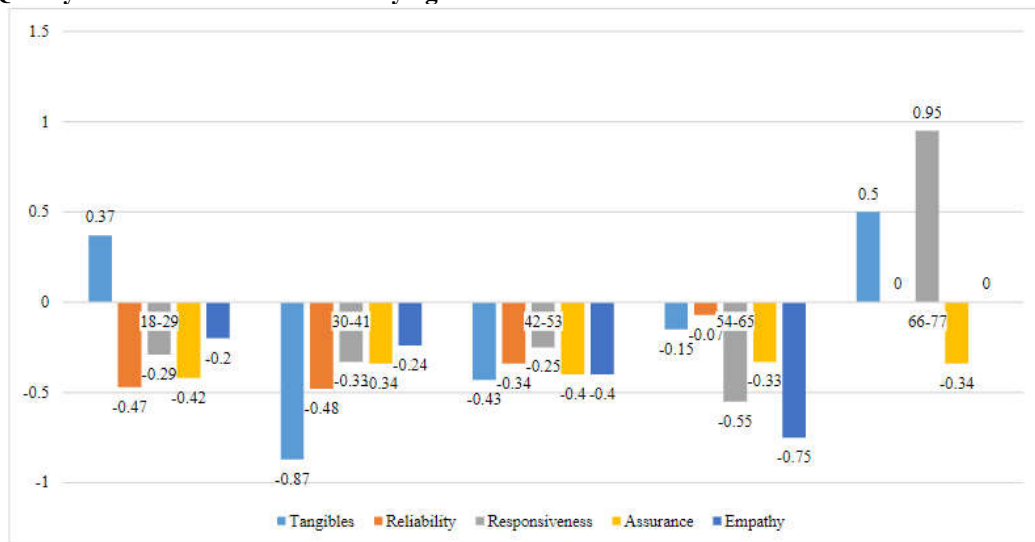
Table 6. Perceptions of clients according to their age

Age	Tangibles	Reliability	Responsiveness	Assurance	Empathy
18-29	6.79	6.04	6.1	6.19	6.38
30-41	5.65	6.15	6.17	6.37	6.43
42-53	6.24	6.32	6.47	6.44	6.46
54-65	6.75	6.55	6.31	6.51	6.13
66-77	7	7	6.2	5.66	6.4

Source: Own elaboration based on the results of the survey applied to clients.

Figure 2 shows the quality index of clients divided by age, in which it is observed that for customers between the ages of 18 and 29 the tangibles dimension is positive, which means that the service perceived exceeds the expectations of These customers, for customers aged between 30 and 41 years, all dimensions were negative, with the dimension of tangibles being the most negative (-0.87). Clients between 42 and 53 years of age, assigned a quality index in the negative service to all dimensions, with the dimension of tangibles being the most negative with a value of -0.43, customers between 54 and 65 years old. they also obtained all the negative dimensions, being the dimension of empathy the highest negative value -0.75, and finally the clients between 66 and 77 years presented two positive dimensions that of tangibles (0.5) and responsiveness (0.95)

Figure 2 Quality index in customer service by ages



Source: Own elaboration based on the results of the surveys applied to the clients.

Regarding schooling, the expectations of the clients with primary education are higher in the Assurance dimension (6.76) and the lowest expectations are the dimension of Tangibles, the clients with secondary education have more expectations in the security dimension (6.67) and the dimension of the least expectations are the Responsiveness (6.43), for customers who have a high school have higher expectations in the reliability dimension (6.72) and in the dimension in which fewer expectations is Responsiveness (6.55), clients with a university studies or postgraduate have higher expectations in the security dimension, however they have lower expectations in the reliability dimension (6.33) and finally customers who do not have any schooling have higher expectations in the dimension of Assurance (6.86) and that of least expectations is that of reliability (6.6), although the latter do not represent a large part of the population, see table 7.

Table 7. Expectations of the clients according to their schooling

School level	Tangibles	Reliability	Responsiveness	Assurance	Empathy
Primary	6.35	6.56	6.49	6.76	6.72
Secondary	6.55	6.58	6.43	6.67	6.66
High school	6.66	6.72	6.55	6.61	6.61
University or graduate	6.5	6.33	6.53	6.91	6.58
Any	6.85	6.6	6.9	6.86	6.69

Source: Own elaboration based on the results of the surveys applied to the clients.

Regarding perceptions, clients with primary education rated the perceived service with the highest score in the Reliability dimension (6.47), and with a lower score in the dimension of Tangibles (5.93), the clients with secondary education rated the dimension of Empathy (6.43) and with lower qualification to the dimension Tangibles (5.19), the clients with High school qualified better to the dimension Empathy (6.48) and they gave the lowest qualification to the service perceived to the dimension Tangibles (6.11), the clients with a University studies or postgraduate they rated the a and Empathy dimensions better with a grade of (6.39) and the lowest qualification for the dimension of Tangibles and finally the clients that do not have any schooling better qualified the dimension of Tangibles (6.37) and with lower rating the Empathy dimension (6.39), see table 8.

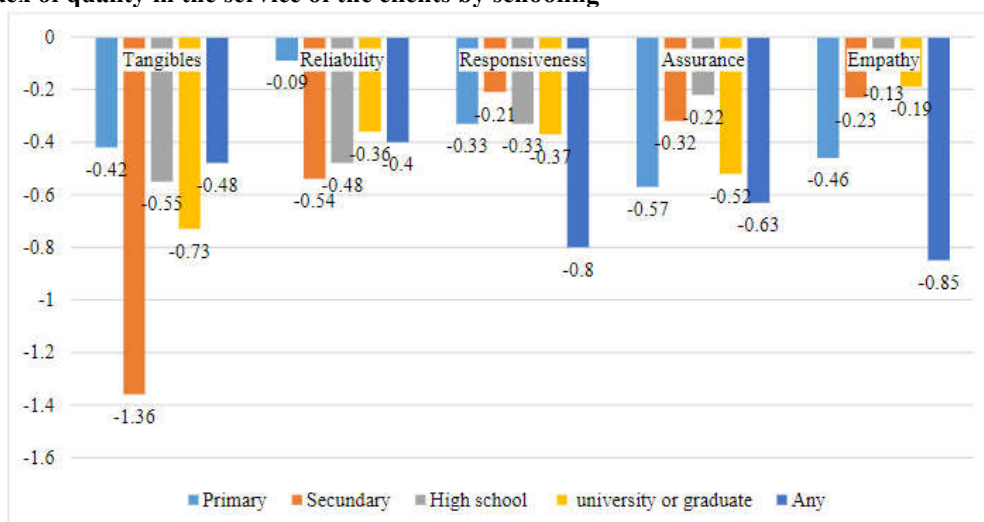
Table 8. Perceptions of clients by school

School level	Tangibles	Reliability	Responsiveness	Assurance	Empathy
Primary	5.93	6.47	6.16	6.19	6.26
Secondary	5.19	6.04	6.22	6.35	6.43
High school	6.11	6.24	6.22	6.39	6.48
University or graduate	5.77	5.97	6.16	6.39	6.39
Any	6.37	6.2	6.1	6.23	5.84

Source: Own elaboration based on the results of the surveys applied to the clients.

Although the ratings that the clients gave to the perceived service are high, they are not enough to overcome the exceptions of these and as can be seen in figure 3 none of the dimensions obtained positive results in any level of studies, being the dimension of Tangibles has the most negative service quality index (-1.36) for clients with secondary schooling.

Figure 3 Index of quality in the service of the clients by schooling



Source: Own elaboration based on the results of the surveys applied to the clients.

Regarding the occupation, customers who are employed in a company have higher expectations in the dimension of Tangibles (6.69), and in the dimension that have less expectations is the Responsiveness (6.46), customers who are students have more expectations in the dimension of Assurance (6.71) and in the dimension that has least expectations are Tangibles (6.39), customers who are housewives have higher expectations in the Assurance dimension (6.72) and the dimension that has fewer expectations is that of Tangibles (6.4), finally the clients who work on their own have higher

expectations in the Assurance dimension (6.78) and less expectations in the Responsiveness dimension (6.56), see table 9.

Table 9. Expectations of the clients by occupation

Profession	Tangibles	Reliability	Responsiveness	Assurance	Empathy
Employee	6.69	6.56	6.46	6.68	6.65
Estudiante	6.39	6.51	6.45	6.71	6.51
Housewife	6.4	6.6	6.51	6.72	6.71
Work on your own	6.73	6.63	6.56	6.78	6.58

Source: Own elaboration based on the results of the surveys applied to the clients.

In the case of perceptions, customers who are employed in a company gave a better rating to the perceived service to the Empathy dimension with 6.56, the clients that are students gave the best rating to the Reliability dimensions and followed both with 5.99, customers who are housewives gave the best rating to the Empathy dimension with 6.37, customers who work on their own gave the best rating to the Assurance dimension with 6.55, regardless of occupation the least qualified dimension is that of Tangibles. See table 10.

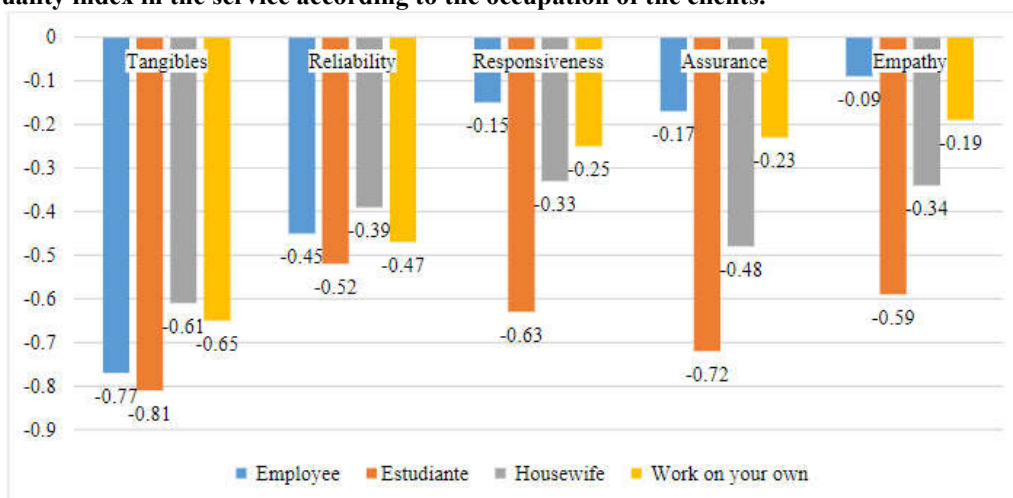
Table 10. Perceptions of clients according to their occupation

Profession	Tangibles	Reliability	Responsiveness	Assurance	Empathy
Employee	5.92	6.11	6.31	6.51	6.56
Estudiante	5.58	5.99	5.82	5.99	5.92
Housewife	5.79	6.21	6.18	6.24	6.37
Work on your own	6.08	6.16	6.31	6.55	6.39

Source: Own elaboration based on the surveys applied to clients.

The perceptions do not meet the expectations of the clients since in all the dimensions according to the occupation of the clients they went negative which indicates that the quality in the service is inefficient, being the dimension Tangibles the most negative for all the clients as it can be seen in figure 4

Figure 4 Quality index in the service according to the occupation of the clients.



Source: Own elaboration based on the results of the surveys applied to the clients.

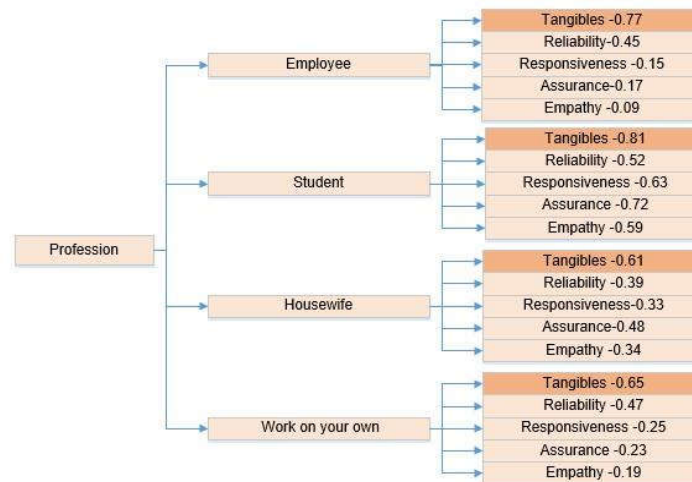
Conclusion

Based on the result of the analysis of the quality in the service with respect to the profile of the client, it is concluded:

- Men and women have higher expectations in the Assurance dimension, the Empathy dimension was the one that received the best rating in the perceptions of men and women, however none of the dimensions met the expectations of the clients being the dimension Tangibles with the greatest gap between expectations and perceptions.
- According to the age of the clients, most have more expectations in the Assurance dimension, only customers who are in the range of between 66 and 77 years of age have higher expectations in the Reliability dimension, although these do not represent a large amount of customers (1.1%). Clients from 18 to 29 years old and from 54 to 77 years of age rated the Tangible dimension better, the rest of the clients gave the highest rating to the Empathy dimension, the tangible elements dimension managed to exceed the expectations of the clients of between 18 to 19 years of age and customers between 66 and 77 years old, however for customers between 30 and 41 years of age this dimension was the most negative. The Reliability and empathy dimension obtained a quality index of zero for clients between 66 and 77 years old, that is, they met expectations but did not exceed them.

- Regarding academic training, clients with primary, secondary and university studies or postgraduate education have higher expectations in the Assurance dimension, those with high school have higher expectations in the Reliability dimension and that do not have studies have higher expectations in the Responsiveness dimension, clients with secondary, high school and university studies or postgraduate education assigned the highest rating to the perceived service to the Empathy dimension, on the other hand the clients with primary education gave the highest rating to the perceived service to the Reliability dimension and the clients with no education offered it to the dimension Tangibles, with respect to the difference between the expectations and the perceptions for the clients with primary, secondary and preparatory education the dimension Tangibles obtained the index of more negative quality, for the clients with primary the most negative index was the Assurance dimension and for clients with no education, the index of quality in the most negative service is the Empathy dimension. see figure 5

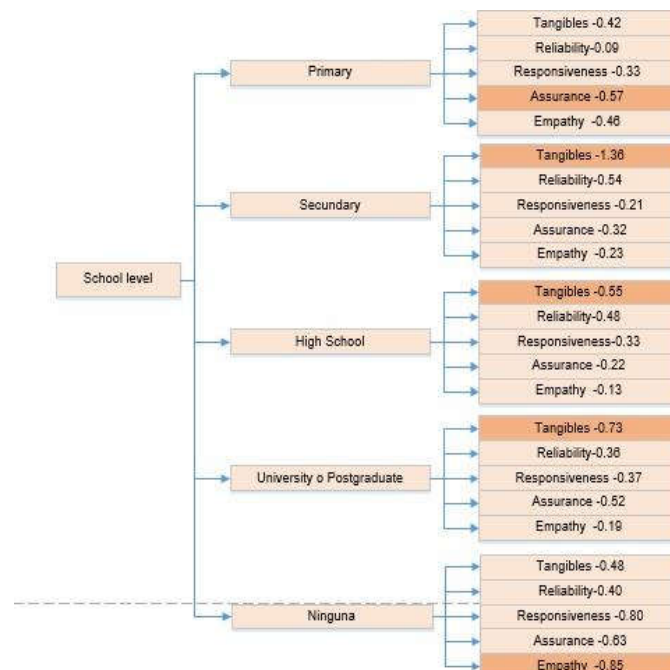
Figure 5 Relationship of the quality index in the service with respect to the schooling of the clients



Source: self-made

- Regarding the occupation, clients who are students, housewives and self-employed have higher expectations in the Assurance dimension, on the other hand the clients that are employees have higher expectations in the dimension of Tangibles. For clients who are housewives and employees, the empathy dimension obtained the best rating with respect to the perceived service, the clients who are students and work on their own provided the highest qualification to the service perceived to the Assurance dimension, however none dimension obtained positive quality indexes and for all clients according to their occupation the dimension with the greatest gap between expectations and perceptions is that of Tangibles. see figure 7

Figure 7



Relationship between Service Quality Index and Customer Occupancy

Source: self made

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