

SERVQUAL SCALE FOR QUALITY MEASUREMENT: A CASE STUDY IN A COMPANY OF PUBLIC TRANSPORT

UTILIZAÇÃO DA ESCALA SERVQUAL PARA MENSURAÇÃO DA QUALIDADE: ESTUDO DE CASO EM UMA EMPRESA DE TRANSPORTE PÚBLICO

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ABSTRACT

Various services provided throughout the country in recent years, generated skilled jobs, increased internal and external competitiveness and accelerate innovation. It has expanded customer choice, preferring companies that offer differentiated services that meet their needs. Therefore, the aim of this study was to establish a measurement of services using SERVQUAL, and five dimensions of quality. It is evident in the public transport company, factors that must improve more efficiently and effectively what customers need and expect of the services received. The methodology was characterized as descriptive as it described the quality and measurement of SERVQUAL guidelines, when dealing with a case study because it involves a single company. In the analysis of results, it was used descriptive statistics and SERVQUAL scale with five dimensions of quality, taking into account the importance of each issue. The issue that stood out was the guarantee, reaching the ideal quality, both in expectancy and experience. It is suggested for future studies, management for an implementation project of the SERVQUAL methodology for continuous measurement of quality enterprise.

Keywords: Quality. SERVQUAL. Quality services. quality measurement.

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RESUMO

Os diversos serviços prestados em todo país, geraram empregos qualificados, aumentou a competitividade interna e externa, além de acelerar a inovação. Assim, ampliou-se a escolha pelo cliente, preferindo aquelas empresas que oferecerem serviços diferenciados e que satisfaçam as suas necessidades. Por isso, o objetivo do estudo foi estabelecer uma mensuração dos serviços prestados utilizando a escala SERVQUAL, e as cinco dimensões da qualidade. Evidencia-se na empresa de transporte público, os fatores que esta deve melhorar para satisfazer com mais eficiência e eficácia aquilo que os clientes necessitam e esperam dos serviços recebidos. A metodologia se caracterizou como descritiva, pois busca descrever a qualidade e mensuração da mesma sob as diretrizes da escala SERVQUAL, se tratando de um estudo de caso por envolver uma única empresa. Na análise dos resultados utilizou-se a estatística descritiva e Escala SERVQUAL com as cinco dimensões da qualidade, levando em consideração a importância de cada questão. A questão que mais se destacou foi a garantia, alcançando a qualidade ideal, tanto na expectativa, quanto na experiência. Sugere-se para estudos futuros, gerenciamento para um projeto de implementação da metodologia SERVQUAL, para mensuração constante da qualidade dos serviços da empresa.

Palavras-chave: Escala SERVQUAL. Qualidade em serviços. Mensuração de qualidade.

1. INTRODUCTION

In an increasingly critical society, because of the ease of information and means that allow it to be exploited, companies that offer the best services tend to do better in the marketplace. Clearly, the importance that companies should give to the pursuit of differentiated quality, making it clear from the customer's perspective, i.e, making visible to them the superior quality that has when compared to other companies providing similar services.

Over the last decades, due to the complexity resulting from the strong competitiveness of companies, the quality factor not only becomes a differential criterion, but also a demand from consumers who are willing to seek the best quality services possible. (POLACINSKI, 2006).

For this, the manager must keep in mind that their services must be of increasing quality, so as to satisfy the customer's wishes as assertively as possible, since this is the role of the service companies; ie, to satisfy costumers needs

The quality of services is based on this, since satisfaction and meeting the customer's needs as assertively as possible should be the driving force for companies that seek prominence in the field that operates. (FITZSIMMONS; FITZSIMMONS, 2014).

It is important to observe and understand the customer's view of quality, and this may be the first factor leading the company to the development of its business dynamics, resulting in improvement through refining and directing its core strategies to achieve quality (DE SOUZA et al., 2014).

However, in Brazil, the service sector is very large, as the annual survey shows that in 2013, there were around 1 236.187 companies in the industry, with the largest representation being the services provided to families, reaching a percentage of almost 32% (391.564) in the total amount of companies, employing a share of about 12,5 million people, thus generating revenue that comes close to the amount of 1,3 trillion reais. Such sector with this data, represents about 60% of the Brazilian GDP (IBGE, 2013).

Having this bias, and knowing the importance of quality in services, studies were being developed over time, gaining prominence in this study the SERVQUAL methodology, where through the analysis of 10 dimensions of quality, and after an austere sieve, researchers reached 5 dimensions, namely: tangible aspects, reliability, empathy, guarantee and responsibility giving subsidies, measuring the quality of services, where through the expectations and experiences the reality of the studied companies is evident. (PARASURAMAN et al., 1990).

This research is justified because it is in the interest of both the company and the clients that quality should be measured, evidenced and subsequently, according to the company's perspective, efforts should be allocated for improvement. Given this, the general objective of the research is to measure and establish a parameter, verifying the quality of services, through the SERVQUAL scale, knowing that the company belongs to the public transport sector. However, it is worth noting that the present research, where the tool is now employed, meets the improvement of the service area. The research is thus structured: theoretical framework based on service quality and the SERVQUAL tool. The methodology reports the methods employed to define the population to be researched, analyze and measure the quality of the company, following the focus of the aforementioned tool, the results found and the final considerations.

2 QUALITY OF SERVICES

In an increasingly competitive market, where companies tend to find it increasingly difficult to establish a customer roster, it is indispensable to have above-average quality, not only in product organizations, but also in providing services. We can see the importance that quality has in the decision-making process regarding the service user.

When trying to express a concept for quality of services, it is very unlikely to be achieved because what exists is a set of characteristics, attributes and properties that define the concept of services quality. (MIGUEL, 2001).

Quality of service and customer satisfaction are said to be mutually related variables for a concrete decision-making assessment of a product or service that is being made available to the end user or consumer. (MCCOLLIN et al., 2011).

It is known that the role of organizations is to satisfy the needs of their users, no matter what their line of business, for both satisfaction and services is noted from the moment that customer loyalty is achieved, seeking the future benefits, within the scope of the company's activities. Therefore, it is understood that organizations should focus on meeting customer needs to obtain the highest assertiveness possible in their service delivery.

There are many improvements when it comes to service quality, from customer loyalty to cost reduction, making the company stand out from competitors. (ABU-EL; AKROUSH; ABU-LAIL, 2013; WECKENMANN; AKKASOGLU; WERNER, 2015).

It can be seen that the quality of services is of utmost importance regarding the success of the providing organization, making it assume an important role before society, that is, it becomes a reference when it is of high quality in its activities.

2.1 SERVQUAL

The relevance of the goods means that there is a great need to make efforts to measure the quality of the services provided, making the decision-making process of activities more effective and more responsive. Therefore, it is noteworthy that the quality of services over the years has been more important in the scope of research, in order to improve them, following this principle, a model that we can mention for measurement is SERVQUAL scale.

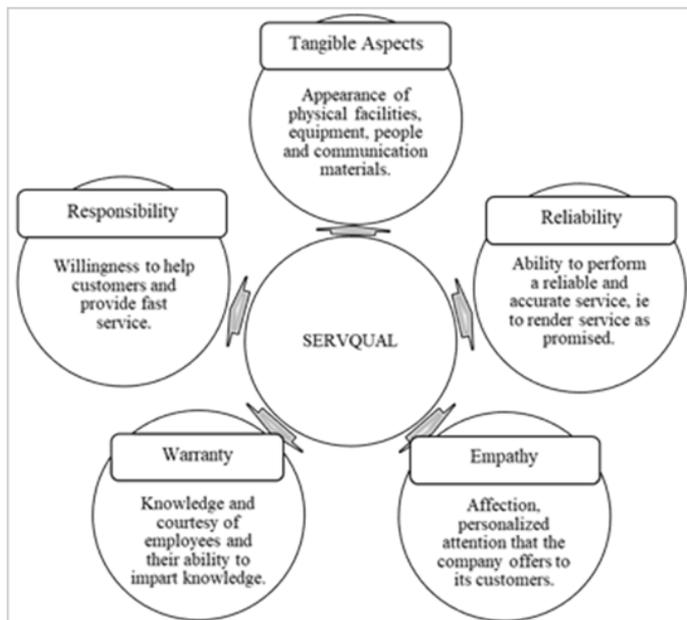
Therefore, a form of evaluation for the scale was established, the questionnaire called SERVQUAL scale, using the various occurrences of satisfaction through the Gap model based on the ten dimensions of quality of services in first-time, but after a thorough scrutiny by the authors, 5 dimensions of quality (PARASURAMAN ET AL., 1990).

Parasuraman et al. (1985) proposed measuring service quality by stating that customer satisfaction is a function of the gap between expectation and performance. The assessment (Q_i) of a service by customers with respect to dimension is made by the difference between their expectation (E_i) and their service experience (D_i) for quality in service, i.e: $Q_i = D_i - E_i$.

Therefore, Stefano e Godoy (2010) emphasized that the gap or difference between expectation and experience is a parameter for obtaining quality of service in relation to a characteristic specificity.

It is noteworthy that each dimension and its definition are shown in Figure 1, as mentioned in the present study, they are part of the SERVQUAL scale, for measuring quality of services.

Figure 1 - SERVQUAL dimensions of quality in services



Source: Adapted from Parasuraman et al. (1988)

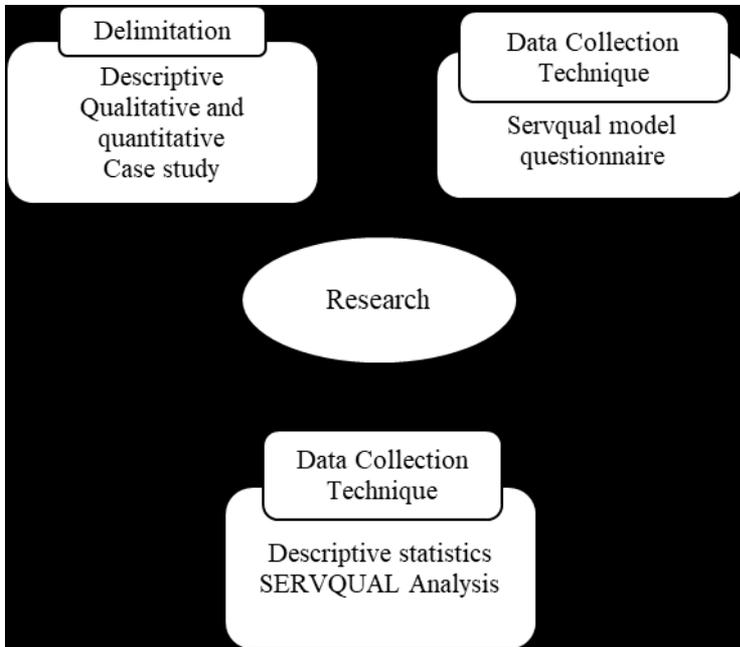
It can be said that the SERVQUAL scale has been widely discussed and used to measure the quality of services. It has also been applied to research in the most different areas of this segment (LAI *et al.*, 2007; AHMED; SHOEB, 2009).

It is noted that the willingness to help, physical appearances, ability to present a reliable service, affection and attention to the user and courtesy are determinant variables for the company to achieve a continuous and solid quality.

3 METHODOLOGY

It can be said that the methodology is the methods in which the researcher will work to achieve the desired results. Gil (2010) described that surveys are classified in order to improve organization and understanding of the surveyed data. The methodology of the present research can be seen in Figure 2, denoting delimitation, data collection technique and the technique used for data analysis and treatment.

Figure 2 - research methodological scheme



Source: Authors, 2016.

Therefore, it is denoted that the research is a descriptive research, since we sought data where there will be no manipulation by the researcher, making it have this particularity in this type of research, thus increasing the truth of the research and its information (ROESCH, 2007; ANDRADE, 2010).

Qualitative, since the data was coined as correctly as possible, that is, a qualitative research is due to the fact that reaching the most important data by making the research reach the objective outlined (ROESCH, 2007; LAKATOS; MARCONI, 2010; DEMO, 2014). At the same juncture, it was noted that the research is quantitative in nature, as it sought to measure relationships between the variables exposed by expectation and experience, while using statistical software to assist in the analysis of the data, as regards the quality of the services offered by the public transport company now studied in the research (ROESCH, 2007; SILVA, 2008).

It is noted that the research is a case study, as it consisted of a thorough observation in a public transport company, allowing a satisfactory knowledge about quality of services offered (GIL, 2010; YIN, 2010). Regarding the choice of population to be researched, an interview was conducted with the company to determine the destination route and through these data it was realized that the most relevant for the research should be that of a university located in the mesoregion, after that. The collector was asked what was the flow of passengers in the period between 7:30 am to noon, reaching the average value of 244 people, based on the value observed in the mechanism that counts passengers in the present period. For this, we used the sample calculation model based on Luis Felipe Dias Lopes, represented by the following formula:

Equation 1 - Sample Calculation

$$n = \frac{Z_{\alpha/2}^2 \cdot \hat{p} \cdot \hat{q} \cdot N}{e^2 (N - 1) + Z_{\alpha/2}^2 \cdot \hat{p} \cdot \hat{q}}$$

Where:

Z^2 = represents the tabulated value

p = the estimated percentage

q= 1-p

e= sampling error

a= significance level

N= population

n= minimum sample

It was noted that the sampling used is non-probabilistic, where the selection of respondents who composed the research was for convenience, being one of the characteristics of such type, knowing that it was through the judgment of the researcher the choice of what to be researched, observing the characteristic that fit the objective that the research wanted to reach (MATTAR, 1997; BRACAENSE, 2012).

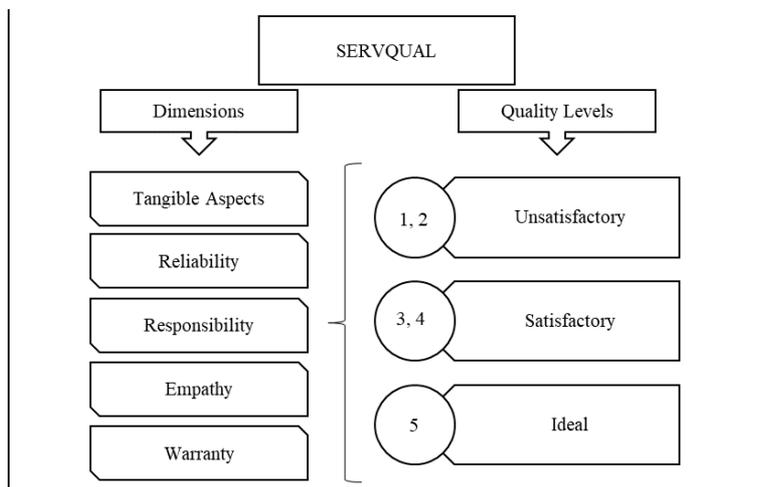
With this, we reached a sample of 150 people to be interviewed. Thus, questionnaires were applied based on the SERVQUAL model, which establishes five dimensions to be questioned, as already described in this study, highlighting the perceptions and experiences regarding the quality of services provided by the company. Thus, generating a parameter for analysis.

After the collection, a statistical tool was used, where through graphs it can be noted the discrepancy of the data, it is noteworthy that for the generation of the graphs the percentage of two questions of each dimension was used, justified by the fact that that when working with qualitative data, this information is used to establish a more satisfactory analysis of the research in question. It can then graphically demonstrated the difference in Expectation and Experiment scores.

It is noteworthy that each user questioned should evidence a degree of importance, where it went from unimportant (1), unimportant (2), indifferent (3), important (4) and very important (5), to serve as a basis for analyze.

Finally, to establish a more consistent analysis, the authors adapted a quality grade scale based on Gianese and Corrêa (1994), where they mention that the quality can be divided into three levels as can be seen in Figure 3, with the percentage of the grades as a judgment parameter, to cite in which of the levels are the chosen questions of the dimensions of the SERVQUAL scale.

Figure 3 - Quality measurement scoreboard



Source: Adapted from GIANESE AND CORRÊA, 1994.

It is noteworthy that Figure 3 shows a degree of quality satisfaction, ranging from unsatisfactory to grades 1, 2, satisfactory to grades 3 and 4 and ideal quality for questions that obtain grade 5, thus generating a more concrete way to achieve this. The analysis of the dimensions, and thus, become able to observe and propose improvement suggestions for the dimension (s), which present bad grades.

4 RESULTS PRESENTATION

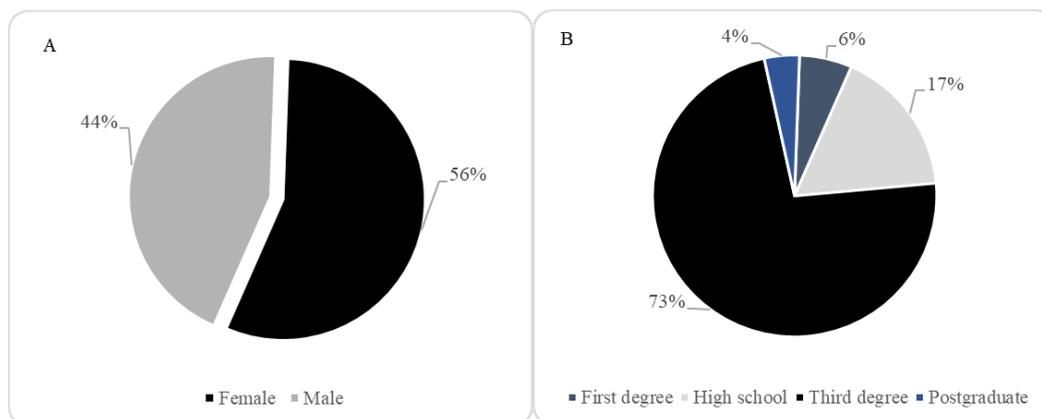
In the present topic will be presented the data obtained with the research, will use graphs, followed by explanations relevant to the results obtained. It is noteworthy that the data that obtained the largest discrepancy between the expectation and experiences of the public transport company services will be used for the income statement, showing in which dimensions there is a greater difference to establish a decision making, consequently improving the services offered by the company.

4.1 RESPONDENT PROFILE

After data collection and tabulation, it can be evidenced with regard to gender, female (56%) represents a higher percentage compared to the male gender (44%), as can be seen in Figure 4.

As can be seen, the predominant level of education is represented by the third degree with 73% of respondents falling into this category, followed by high school (17%), first grade (6%) and postgraduate (4%), respectively.

Figure 4 - A) Predominant gender of research and B) educational level



Source: Research Data, 2016.

It can be noted that the data regarding the level of education, the research proved to be concrete, since according to IBGE (2014), the rate of women (19.2%) who have higher education, or the third degree as used in the present research is higher when compared to men (11.5%), making it approximately 7.7 percentage points.

And another relevant fact is the fact that in 2010 the number of women in the labor market grew by 4.5% compared to 2000, showing evidence of why the majority of the population surveyed belongs to the gender. because it uses public transportation to go to work (IBGE, 2014).

Therefore, it can be observed that the predominance of answers were given by women, showing that they are the main users of this means of locomotion for their daily activities.

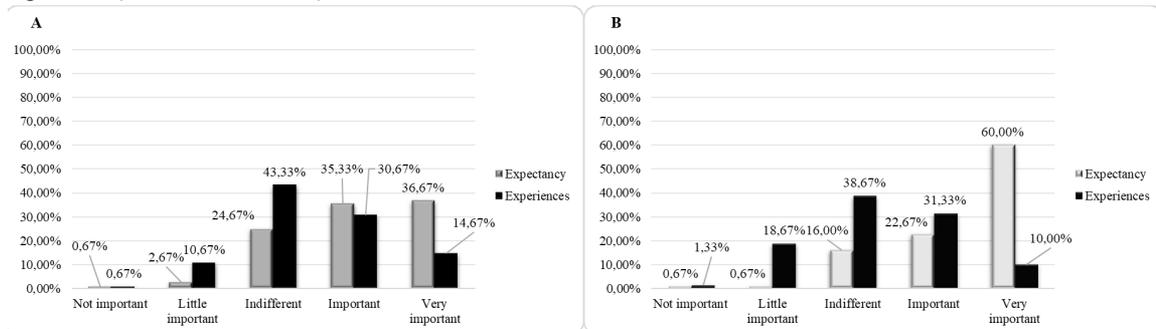
4.2 SERVQUAL ANALYSIS

In the present topic, results obtained with the application of SERVQUAL model questionnaire are being shown, and separated by the 5 dimensions of quality, as already exposed in the research, thus, demonstrating the two most relevant questions of each dimension, regarding the quality of the services of the researched company.

4.2.1 TANGIBLE ASPECTS

Regarding the tangible aspects, it can be said that the physical structure is a variable of strong impact for the quality of services, even more related to the ones that the studied company provides, so it was first questioned about the overall presentation. the vehicle (A), quality, comfort conditions (B) as can be seen in Figure 5 using the percentage of the scores obtained both in expectation and in the experiences.

Figure 5 - A) Vehicle overview B) Vehicle comfort conditions



Source: Research Data, 2016.

As can be seen in the previous figure, graph A represents the general presentation of the vehicle. The expectation showed that 36.67% of the answers obtained were grade 5, which, according to the scale used in the questionnaire, was very important. However, the grade with the highest percentage of choice (43.33%) was 3, being within satisfactory quality, thus showing that it was expected more from the overall presentation of the vehicle, giving an overview to the company where it should improve to achieve better quality and customer satisfaction.

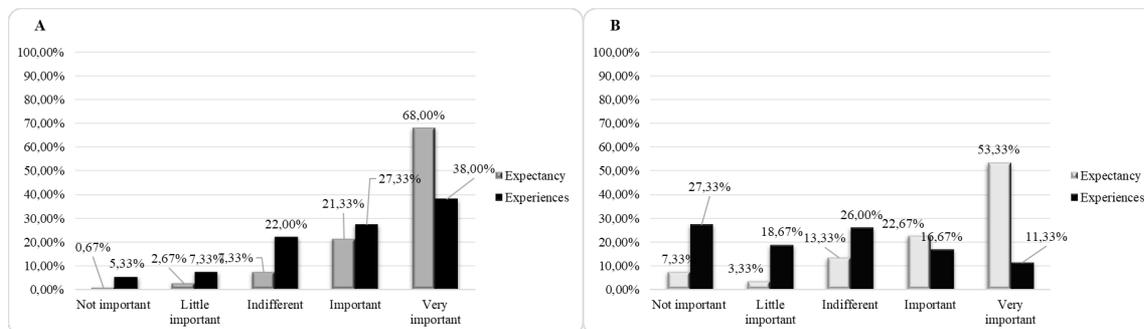
Within the same dimension, afterwards, we asked about the comfort conditions, and most respondents, 60% said that this factor is very important (5), determining that it would be the ideal quality for such questioning; however in the experience showed most of the answers, about 38.67% gave grade 3, showing that the quality is satisfactory. It is concluded that the company must examine such data and improve as much as possible these points, in order to reach the ideal quality because it may be satisfactory, but is not meeting expectations.

4.2.2 RELIABILITY

Considering this dimension, it can be said that it plays a decisive role with regard to the quality of services, since a service that is unreliable will possibly not satisfy the customer's need.

In view of this, transport service users were asked if the driver and the collector are helpful and supportive when a difficulty is presented (A) and if they receive information about the delay of the bus (B), showing the percentage of each grade. Figure 6 shows the expectation and experiences of each question of this dimension

Figure 6 - A) Driver and collector are helpful and supportive when a difficulty is presented. B) Users receive information about bus delay



Source: Research Data, 2016.

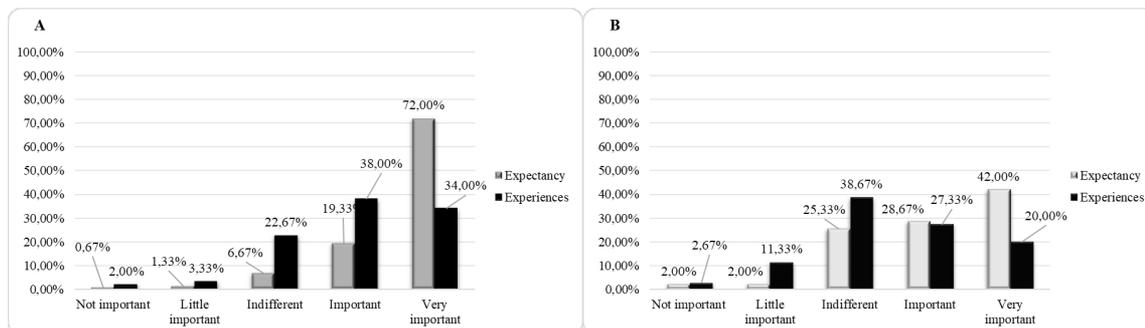
It is observed that the grade given by the respondents regarding the question if the driver and the collector are helpful and supportive when it is presented any difficulty represented by graph (A) the note that refers to the expectation of such question is 5 (68%) being very important and being in the ideal quality according to the quality table presented; however, when seen through experiments the percentage with the highest significance remained at grade 5 (38%), but it can be noted that it decreased significantly, but still, it was shown that in this regard the company is with an ideal quality, and can further improve, so that the percentage can rise increasingly.

When asked about receiving information about bus delays, the expectation proved to be very important, with the grade 5 (53.33%), fitting the ideal quality, showing that users need to receive the information. to increase the quality of the above dimension, however, when questioning the experience, the highest percentage was rated 1 (27.33%) showing that the quality is unsatisfactory, so the company needs to have a close look at it, because the grade was extremely low, showing a requirement that needs to be improved in order to achieve a better quality in this dimension. It can be said that the reliability dimension is a determining factor when a company wants to seek improvement and increase customer loyalty, denoting that the company studied has a strong gap in this regard, causing customer satisfaction regarding their services.

4.2.3 RESPONSIBILITY

Responsibility is strongly grouped with quality, where the company that owns it, will have a higher degree of assertiveness, because customers / users will be loyal to know that the company complies and wants to help them. Regarding this dimension, it was asked, if the company's services are provided within the established time (A), and then asked if the collector has attitude to the adversities during the journey (B), results obtained in such questions can be seen in Figure 7, denoting the percentages of the notes that made up such statements.

Figure 7 - A) the services of the company are provided within the established time B) the collector has attitude in the face of adversity during the journey



Source: Research Data, 2016.

It is noted that when asked about the established schedules (A) the expectation obtained a high percentage (72%) of grades 5, which referred to this being very important, according to the quality scale now evidenced by the researchers. It can be said that in expectation the quality was ideal.

However, when asked about the experiences, the grade decreased, with the highest percentage in grade 4 (38%) where, according to the scale, it had an important degree and as for the quality, this grade was satisfactory, showing that the company had responsibility in providing its services on time, thus demonstrating that it is a responsible company when it comes to deadline.

When asked how much the attitude of the collector (B) expectation had a high percentage of grades 5 (42%), saying that it is very important for the collector to have attitudes towards routes adversities, but when asked, the highest percentage rated 3, being indifferent to this statement, so it was of satisfactory quality when analyzed along the quality scale.

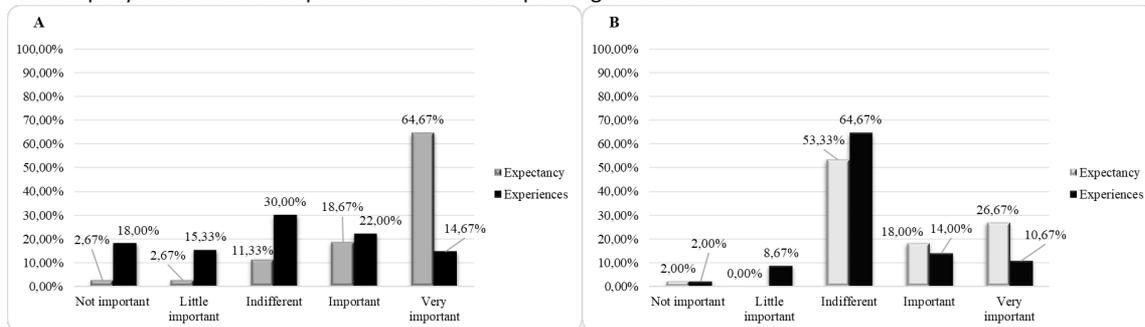
With this it can be concluded that users expect the collector to have more attitude and solve the adversities that may happen along the way, showing that the user of the services needs this help from the company, so that they are gradually being conquered. To enjoy more of what the company offers, it is noted that the company has to seek and commit more efforts to improve such requirements in order to gain more space in the market that is inserted.

4.2.4 EMPATHY

Referring this dimension, it is observed that empathy is very relevant for companies that seek to increase their market space, because the customer is conquered by the service, attention of the company and how much they are concerned to help the customer.

Accordingly, respondents were asked if the company studied has convenient opening hours for all its passengers (A) and then asked whether the driver and the collector understand the specific needs that the passenger reveals (B). Given this one can reach the numbers that are represented in Figure 8, showing the percentages of each grade obtained in each question.

Figure 8 - A) the studied company has convenient service hours for all its passengers; B) The driver and the collector of the company understand the specific needs that the passenger reveals.



Source: Research Data, 2016.

Regarding the question about the convenient opening hours for all passengers (A), it can be noted that the expectation was the highest percentage in grade 5 (64.67%), ie, this issue is very important. From the consumer’s perspective, making an ideal quality, knowing that the consumer is looking for companies that meet their needs, a convenient time can be a determining factor.

However, the percentage in the experiences, was higher in grade 3 (30%) showing that the reality of the question is different from the expected, fitting a satisfactory quality, as already evidenced, client seeks greater attention, and help, so they are loyal for such matters.

When asked about the driver and the collector understanding the specific needs that the passenger demonstrates (B), it can be noted that expectation was the highest percentage in grade 3 (53.33%) hovering over the degree of indifference when related to the scale posed in the questions, but when the quality scale is observed, such questioning was of satisfactory quality.

Following the same logic, in the experiments, the highest percentage remained in note 3 (64.67%) showing that the quality really expected is the same observed, it is important to emphasize that the company should direct efforts to improve this dimension so that the customer is increasingly happy with it.

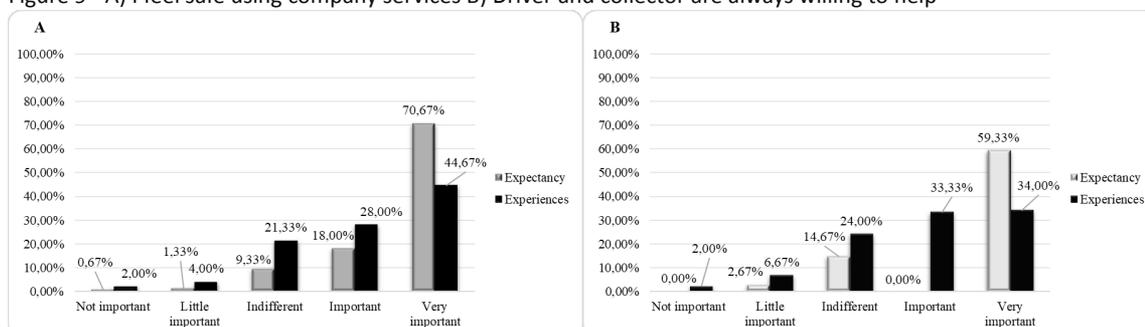
It is shown that empathy has a determining role in terms of customer satisfaction; however, it can be observed that the company should take a closer look, seeking to improve this issue because as evidenced in the above data, it is reported a satisfactory but not ideal quality, possibly bringing negative consequences.

4.2.5 WARRANTY

The guarantee is strongly convergent with the ability to pass trust and be courteous to customers, thus showing the importance of this dimension when it comes to increasing customer demand; and consequently a gradual increase in marketing space. With this, the interviewees were asked if they felt safe to use the services of the public transport company (A) gathering information about the expectation and experience, after, wondered, the driver and the collector are always willing to help (B) , noting that these are very important questions, because companies must pass security to their customers, and also attention, so that they come back and continue using the company services.

In Figure 9 we can see the percentages of the questions made, regarding the guarantee of services.

Figure 9 - A) I feel safe using company services B) Driver and collector are always willing to help



Source: Research Data, 2016.

Referring to the question about feeling safe in using the services of the company (A), it can be noted that the highest percentage in expectation was grade 5 (70.67%), thus showing that it is very important, being with an optimal quality according to the quality scale, thus showing, as expected, the high quality of the services offered in this dimension. Therefore, when asked about the experiences, it can be observed that the highest percentage (44.67%) remained at grade 5, giving subsidies to affirm that in this regard the company has the ideal quality, and such questioning is extremely important according to the perspective of the interviewees.

Subsequently, the driver and collector were willing to help (B), showing that expectation grade 5 had the highest percentage (59.33%), that is, this issue is very important when subject being willing to help customers, and also denoting that she is in the optimal quality in the expectation of the interviewee.

As for the experiences, it is analyzed that the highest percentage was with the grade 5 (34.00%), stating that is very important for the quality of the company's services, so it was classified as quality. In this dimension, expectations were met, as the experience remained with a high grade, despite the fact that the company has to improve, as it can be observed that the percentage dropped significantly, but remained in the ideal quality.

We concluded that in this dimension the company studied is ideal, because the company that transmits confidence to its customers and is willing to help, has a higher degree of assertiveness to make them continue to use the services offered.

In doing so, the research revealed many relevant results, which served as an aid to the company, and may seek to improve even more, because when the experience exceeds the expectation is perceived as an exceptional quality. (FITZSIMMONS; FITZSIMMONS, 2014).

Based on this assumption, Table 1 shows a summary showing the quality, packaged according to each dimension and question, in which it has already been described in the previous topics.

Table 1 - Dimensions according to the quality evidenced

Dimensions	Variables	Questions	Quality level
Tangible aspects	Expectancy	A	Ideal quality
		B	
	Experience	A	Satisfactory quality
		B	
Responsibility	Expectancy	A	Ideal quality
		B	
	Experience	A	Satisfactory quality
		B	
Empathy	Expectancy	A	Ideal quality
		B	Satisfactory quality
	Experience	A	Satisfactory quality
		B	
Reliability	Expectancy	A	Ideal quality
		B	
	Experience	A	Ideal quality
		B	Unsatisfactory quality
Warranty	Expectancy	A	Ideal quality
		B	
	Experience	A	Ideal quality
		B	

Source: Research Data, 2016.

It is evident that most of the dimensions, in their experiences, failed to meet their expectations, as shown in Table 1, but it is worth noting that the guarantee was out of this statement, as both expectation and experience had the same level of quality, denoting that the company is qualified when it comes to cordiality to pass security to its users, thus being a differential.

However, despite empathy and reliability in one of the issues, they were able to achieve what was expected, drawing attention to reliability, which had a worrying result, as it obtained poor quality in question B, which was about receiving information about delays, thus showing that the company sins in this regard having to improve it a lot, so that it reaches the satisfaction of its customers, because it is of the utmost importance, if the company seeks to be differentiated and optimize its marketing space. The other dimensions have remained with the optimum quality in their expectations and satisfactory in their experiences, making it possible to affirm that the quality is good, but needs to improve to really be highlighted in the field that operates.

5 FINAL CONSIDERATIONS

The objective of the research was to measure and establish a parameter, checking the quality through the SERVQUAL scale, highlighting the critical points that needed to be worked on, to improve the services offered by the public transport company studied.

In the survey, it can be observed that many dimensions did not reach the customer expectation, so the researched company should allocate efforts, so the ideal quality is achieved.

The study was relevant because it brought concrete data, which together with the theory was based, and they are in agreement, and can highlight the real situation of the company within the population surveyed.

It was observed that in one of the questions of reliability dimension, dissatisfaction has taken place, denoting a critical point or a quality bottleneck, and it is the responsibility of the company manager to try to solve this bottleneck, because in the future, it may be a determining variable to the success or failure of the company.

It is worth noting that one of the dimensions exceeded expectations, having ideal quality in both variables (Expectation / Experience), which is the guarantee, by which it is defined as knowledge and cordiality, turning to predisposition to lead to the quality of services.

In the tangible aspects dimension, the quality was not ideal, as expected, but still it remained in a satisfactory quality. The responsibility was with the same criterion, where ideal quality was expected, but, however, was of lower quality. Empathy, in one of its questions which reached the expected quality, being satisfactory, thus making the services provided within the question expected.

In short, most dimensions have achieved satisfactory quality, with a score between 3 (indifferent) and 4 (Important), thus showing that it is on the right track, and is for the moment meeting the requirements for user satisfaction. It is noteworthy that it is the duty of the company to seek continuous improvement, when it expects market expansion, because it will only have assertiveness in this fact, when put their efforts, to offer differentiated and optimal quality services, always seeking to exceed customer expectations.

It is noteworthy that one of the limitations for the study was the non-receptivity on the part of the respondents, as they often did not have time to answer the questionnaire. It is noteworthy that the study was done within a limited time, as described in the methodology, because the company serves several other routes, modifying various data; i.e, other lines served by the company, may have a quality variation, for better or for worse.

Therefore, it is concluded that the objective of the research was achieved, where it was possible to measure and highlight the critical points of quality in the transportation services of the company that was the object of study. Therefore, it is evident that as a suggestion for future studies, a management for a project to implement the SERVQUAL methodology, to constantly measure the quality of the company's services.

It is important to state that such research will help company managers to review projects and resource allocation, facilitating decision making, leaving the company with the highest priority points to improve. As a suggestion, they should give priority to those points that most impact their services.

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Contribution	[Author 1]	[Author 2]	[Author 3]	[Author 4]	[Author 5]
1. Definition of research problem	√	√	√		
2. Development of hypotheses or research questions (empirical studies)	√	√	√		
3. Development of theoretical propositions (theoretical work)	√	√	√		
4. Theoretical foundation / Literature review	√	√	√	√	√
5. Definition of methodological procedures	√	√		√	
6. Data collection	√		√	√	√
7. Statistical analysis	√	√			
8. Analysis and interpretation of data	√		√	√	√
9. Critical revision of the manuscript		√	√	√	√
10. Manuscript writing	√	√	√	√	√
11. Other (please specify)					