



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 5.2  
IJAR 2016; 2(4): 644-649  
www.allresearchjournal.com  
Received: 14-02-2016  
Accepted: 18-03-2016

**Shahrzad Shahriari**  
Department of Commerce  
Osmania University  
Hyderabad, India.

## The evaluation of male and female tourists satisfaction with service quality in areas in the province of Semnan

**Shahrzad Shahriari**

### Abstract

Customer satisfaction is considered as one of the important criteria among the successful organizations. These organizations certainly invest in the activities that increase the customers' satisfaction. Therefore, the survey of customer satisfaction is the most important for improvement of the operation, and considered as one the basic needs of the organization nowadays.

The purpose of this research is the comparison of male and female tourists' satisfaction with Service Quality in Areas in the province of Semnan. The method of the present research is descriptive, survey in performance and applicable in purpose. According to Morgan's Table, number of samples in the population determined to be 384 people. For this purpose, 420 Research questionnaires were distributed to random customers in west, east and center cities. From this number, 394 questionnaires were collected, and analyzed by SPSS software, descriptive statistics (frequency, average, standard deviation) and inferential statistics (T-test and Mann-Whitney U) ( $p \leq 0.05$ ).

The information acquaints us that the focus in planning about tourist's satisfaction should be on what groups. There were no significant difference in average rating of tangibility (0.15), reliability (0.72), trust (0.26) and empathy (0.52) components between men and women. It was only in response (0.02) variable that there was a significant difference between men and women. This means that men reported greater grades in comparison with women. So our results suggest managers should focus on response component in order to increase female tourists.

**Keywords:** Tourists, Satisfaction, Service Quality, Protected Areas

### 1. Introduction

Nowadays competition, in order to raise their capability in competition, firms not only should constantly extend new products and improve the quality, but also should seek enhancing customer's satisfaction and loyalty (Dehghani Samani and Zamani Moghadam, 2012). The market has changed to customer-focused and the changing needs of customers lead to more competition in any industry. Today firms encounter age of service's economy. They prefer to reconsider the product's quality and price (Kang and Song, 2014).

Nowadays we see growing competition in production and services all over the world. The growth of competition in services is evident in hospitality, banking and tourism, insurance; this factor makes it harder to preserve customers and raises their loyalty in this area (Alame and Noktedan, 2010) [1].

So providing quality of services would be the main and future challenge of firms in this area. Nevertheless customer's satisfaction especially in services requires offering quality services. Based on research's results in servicing organization, quality of services is one of the most important factors in increasing satisfaction range of Customers and as a result loyalty of them. Managers need to realize the perception of their operation in effective levels of service's quality to customer's satisfaction (Finn, 2011) [2, 3]. One of the effective factors in servicing organization's success is attaining customers by enhancing quality of provided services to customers and considering their needs and desires. Today manufacturing and servicing organization assign the satisfaction level of customers as an important criterion in evaluating their work's quality and this process is increasing.

**Correspondence**  
**Shahrzad Shahriari**  
Department of Commerce  
Osmania University  
Hyderabad, India.

Customer's Importance and satisfaction is the one thing that returns to global competition. Philips *et al* (2001) describe satisfaction as a level in which the real performance of an organization could meet customers' expectations [4]. If organization's performance meets customer's expectations, they feel satisfied, otherwise they would become discontent. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. Customer's satisfaction is his/her feeling or attitude to product or service after using it (Shamsaei *et al.*, 2009) [5].

As a result of researches in servicing organizations, quality of services is one of the most important factors in customer's satisfaction level and therefore their loyalty [6]. Parasuraman *et al* (1985) define quality of services as the difference between perceptions and expectations of customer. In other words, considering the quality of services make and the organizations able to distinguish it from others and in this way obtain competitive advantage.

Customer's satisfaction is his/her feeling or attitude to product or service after using it (Shamsaei *et al.*, 2009) [7, 8]. In new perspective, customer is the person who organizations desire to affect his/her attitude with the values created by them. As a result of researches in servicing organizations, quality of services is one of the most important factors in customer's satisfaction level and therefore their loyalty. Parasuraman *et al* (1985) define quality of services as the difference between perceptions and expectations of customer. In other words, considering the quality of services make and the organizations able to distinguish it from others and in this way obtain competitive advantage [9].

High quality of services would bring significant benefits in long term and this matter is true not only for servicing organization, but also for manufacturing ones. Even the quality of services are more important than quality of products in some ways (Demory and Frid, 2012) [10, 11]. Lam *et al* (2005) believes that there is diversity in evaluation between satisfaction and quality of services; while the satisfaction depends on experience, but the quality of services isn't, means the person should experience in order to satisfy about sport stuff but for quality concepts there is no need for experience. Benesbordi *et al* (2013) conclude in a research that there is a positive and meaningful relation between motivations and satisfaction for ski tourists [12]. Dehghani Samani and Zamani Moghadam (2012) in their article derived that quality, expectation, Perceived value and the intellectual image are effective agents in satisfaction but after sales services don't have such an effect. Plus satisfaction had the most effect on loyalty [13]. Divandari *et al* (2008) evaluate quality of services provided in Tejarat Bank branches with measurement of perceptions and expectations of customers from the provided services based on SERVQUAL model. The results indicate that satisfaction level of bank customers from all the service's quality criterions was above the average. Also the highest rate of customers' satisfaction is from index of services' features and customer's complaint office and accessibility to services is the most important agent in this case.

Alidost GHahfarrokhi and Ahmadi (2012) in a research as the relation of service's quality and attendance satisfaction in host stadiums of AFC champions league came to conclusion that between the availability of services, security, designing and charisma of stadium area, there is a

meaningful relationship so that security is one of the most important factors that can include attendance satisfaction and encourage them to attend sport places. Also a significant relationship had been observed between clarity and hygiene of stadium area and manager and executive staffs' approaches with attendance satisfaction [14]. Pourheydari *et al* (2010) concludes in a research that between customers' expectations and organization's performance, there is a significant variance in any of six studying dimensions that could show full dissatisfaction of communication organization's services [15].

Kouzechian *et al* (2011) concluded that staff's interaction has a significant influence on sport complex quality [16]. From the related components of this variable, "friendly manner of staff" has the most significance. Complex quality (including parking access) is not effective on sports visitor's satisfaction. Each of sport tourism services quality's dimension has a special effect on visitor's satisfaction that should be considered. In order to increase sport tourists' satisfaction, factors like presenting favorable services in transportation, considering conduction of sport event and utilization of standard and international standards, surveillance on tendering products and services with proper price and quality, coordination between involved organizations in holding sport events in order to offering more favorable services and more accurate planning for hosting sport tourists, should be considered.

Hosseini Hashemzade (2009) in an article named "Studying effective factors in Sanat and Madan Bank customers' satisfaction" came to conclusion that services' quality variable (including 5 dimensions) has the most effect on customers to be satisfied. Hosseini and co (2014) in their research said that electronic quality, consent, trust, respectively, has the most positive influence on loyalty. Electronic quality has a positive, meaningful effect on satisfaction [17]. Theodorakis *et al* (2001) had a research on Greek professional basketball. They used a scale involving 22 items and 5 dimensions of tangibles, replication, accessibility, security and reliability. Fan and Du (2010) believed that one of the challenges in measuring services' evaluation is how to determine the perception of quality and quantity of services in order to use these actions in business with their benchmark of service's performance. Customer's satisfaction is concept summarizes in satisfactory level of a special product or service and even geographic areas of an organization. Moreover, customer's satisfaction is his/her comprehensive assessment that shows customer's reaction to different features and dimensions of organization's products (Chiu *et al.*, 2011) [18].

Customer's satisfaction considered to be the appraisal of difference between real expectations and perception of him/her about a special product (Ostrom and Iacobucci 1995). Fan and Du (2010) realized in their article that customers have high expectation in tangibility, reliability and confidence and their most preference is assurance.

Lee *et al* (2011) in an article titled "The influence of service quality on satisfaction and intention: A gender segmentation strategy" Results showed that Tangibles and Empathy were critical service quality dimensions for determining satisfaction of both male and female golfers [19]. Female golfers tended to pay more attention to physical representations, cleanliness and appearance of service encounters.

Amin Al-din and Lee (2008) realized that stadium's facility is a powerful anticipant of spectator's Satisfaction. Stadiums' facilities like elegance, security, comfort and cleaning of stadium could make spectators satisfied [20]. Rajaram and Sriram (2012) conclude that presenting qualified services is important in gaining customer's satisfaction and also behavioral intentions have a strong relationship with it. Bell *et al* (2005) stated that new procedure in Korea emphasized on creative economy in service industry. It's essential in service industry to respect customer's review in business, maintain good relationship with them and to be able to obtain their desired products and services. Jones and Sasser (1995) define customer desire to more purchase as basis and derived behavior for customer's satisfaction measurement. Kim *et al* (2014) came to conclusion in a research that effect of service's quality on satisfaction is significant. Effect of perceived value and satisfaction in recommendation was meaningful. Howat and Assaker (2013) investigated the relationship between perceived quality, value, satisfaction and perceived loyalty [21]. They understood that perceived quality has a significant effect on satisfaction and loyalty. Maxham (2001) indicated that customer's satisfaction compared to quality of services, plays a more positive role in purchase intent. Carlson and O'Cass (2010) believed that analyzing quality of services for organization is important to establish good relations with customers. Quality of services

is affected by relative attitude and satisfaction in the store [22]. Also relative attitude itself is affected by satisfaction, repurchase and recommendation but has a direct impact on store's loyalty (Sivadas and Baker-Prewitt, 2000). Bodet (2006) in his article titled "Evaluation of Customer Satisfaction in the Health Clubs" expressed that quality of human factors is determinant in formation of customer's satisfaction.

Literature continuously shows that customer's intent in oral communications; effect the quality level of services (Bitner, 1990; Rechinheld and Sasser, 1990; Oliver 1981). Zeithaml *et al* (1996) stated in their research that differences in nature of quality intent link to different dimensions of behavioral intents [23]. Choudhury (2014) in his article deduced that in order to affect customer's complaints about reliability and comfort, staff's attitude is important.

Nowadays, organizations operate in a very dynamic and competitive environment which this complex environment causes customers to have different imageries from organization's outputs. Patriotta and Brown (2011) believe that organizations should consider quality of provided services to evaluate their customer's satisfaction. Based on proposed theories above, quality of services is effective on customer's satisfaction. So the following theoretical model could be traced.

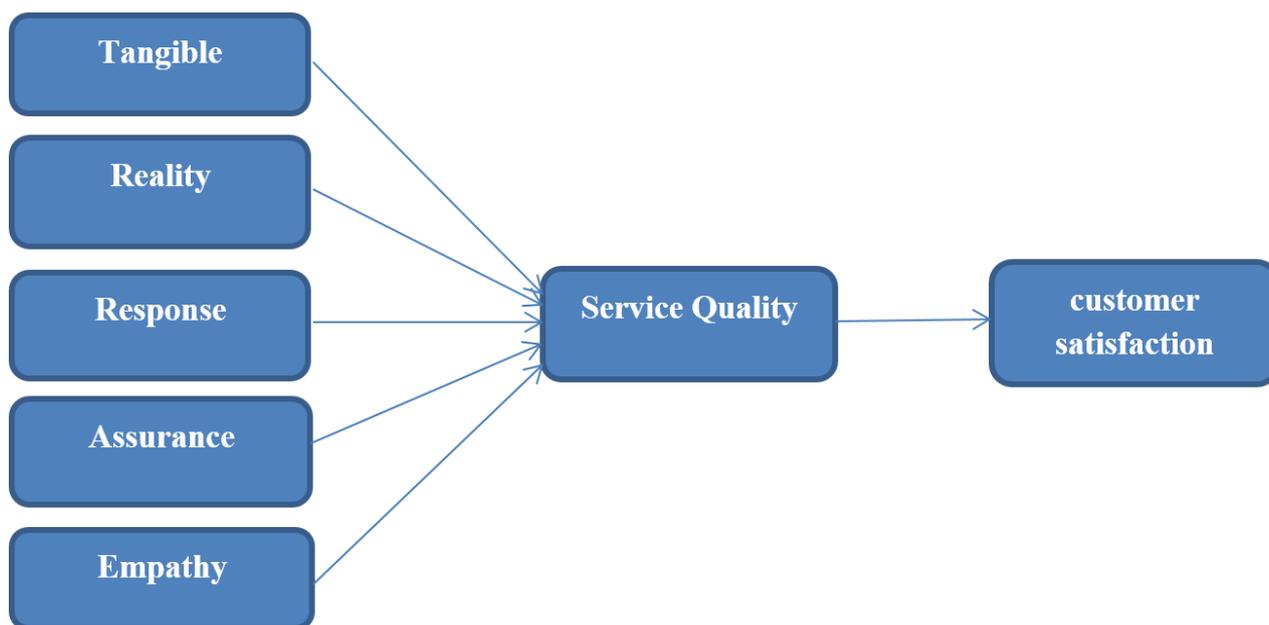


Fig 1: Theoretical model of research

**2. Materials and Methods**

The present study is descriptive-survey that collection of data was conducted in field. Number of samples according to Morgan table was determined to be 384 people. For this purpose, 420 numbers of questionnaires were distributed randomly among customers. From this number, 394 questionnaires finally were analyzed. Research tools were modified five subscales SERVQUAL questionnaire. For questionnaire design, a five-choice Likert has been used. For validity test, the questionnaire gave to 8 experts, critics and connoisseurs. All of the questionnaires were coded after completion and collected data were analyzed by SPSS software, descriptive statistics (abundance, average, standard deviation) and inferential statistics (T-test and Mann-whitney U) ( $p \leq 0.05$ ).

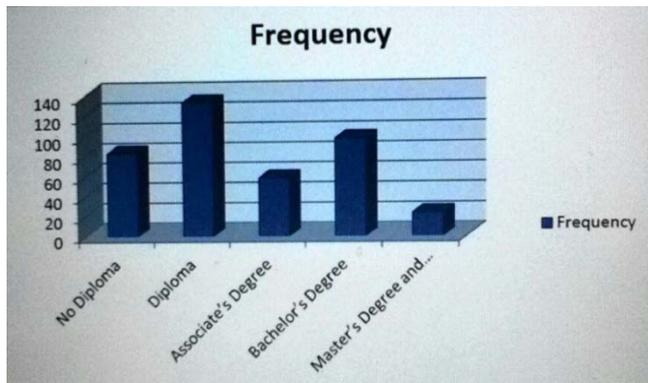
**3. Conclusion**

**3.1 Describing the demographic characteristics of in Areas in the Province of Semnan**

After data and information extraction, research findings were analyzed and the results are as follows: number of 394 of in Areas in the Province of Semnan was attended in this research which 178 (45.2%) of them were men and 216 (54.8%) were women. 155 ones were single (39.3%) and 239 ones (60.7%) were married (Table 1). Most of the subjects were between 20 to 40 years old. 133 numbers of people with diploma education assigned the most number in population. 97 people had bachelor's degree, 83 people had no diploma, 58 ones had associate's degree and only 23 ones were with master's degree and above (Fig 2).

**Table 1:** Distribution based on gender and marital status

gender	Frequency	Percent	Marital status	Frequency	Percent
Men	178	45.2	Single	155	39.3
Women	216	54.8	Married	239	60.7



**Fig 2:** Distribution of subjects based on education

### 3.2 Describing dimensions of questionnaire about quality of services

The quality of services questionnaire has five dimensions of tangible physical factors, reliability, replication, level of confidence and empathy which descriptive statistics of it are available in Table 2.

**Table 2:** Descriptive statistics about quality of service questionnaire and dimensions of of in Areas in the Province of Semnan

service's quality Dimensions	Frequency	Mean	SD	Lower	Upper
Tangible	381	2.49	0.80	1	4.75
Reality	375	2.84	0.75	1	5
Response	375	3.16	0.92	1.25	6.19
Assurance	383	2.75	0.80	1	5
Empathy	381	2.76	0.80	1	4.67

As considered in table 2, from the dimensions of questionnaire, the response components has the highest average and respectively are reliability, empathy, confidence, reliability and tangible physical factors. Also all of the components besides confidence level has under average grades and could assess these components' situation as under average in Semnan customers.

### 3.3 Testing the research hypothesis

The Kolmogorov– Smirnov test used for normality of variables in male and female groups.

**Table 3:** Test results of service's quality dimensions by The Kolmogorov–Smirnov test

Service's quality dimensions	Gender	Frequency	Mean	Kolmogorov-smirnov Z	Sig
Tangible	Men	173	2.56	1.22	0.10
	Women	208	2.42	0.74	0.01
Reality	Men	172	2.83	1.38	0.04
	Women	203	2.84	0.71	0.04
Response	Men	170	3.22	0.52	0.94
	Women	205	3.1	0.85	0.16
Assurance	Men	174	2.78	0.98	0.28
	Women	209	2.73	0.77	0.06
Empathy	Men	173	2.78	1.46	0.02
	Women	208	2.74	0.77	0.005

As observed in table 3, in male group meaningfulness level of reliability and empathy components is under alpha level (namely under and equal to  $\alpha$  -0.05), so data distribution of above components is abnormal. Therefore nonparametric binomial test used for these assumptions and according to meaningful level of tangibility, response and confidence level above the alpha, so data distribution of these components are normal and we used parametric independent t test for them. In female group, meaningfulness level of tangibility and empathy components is under alpha level (namely under and equal to  $\alpha$  -0.05), so data distribution of above components is abnormal. Therefore nonparametric binomial test used for these assumptions and according to meaningful level of reliability, response and confidence level above the alpha, so data distribution of these components are normal and we used parametric independent t test for them which the results are provided in table 4.

**Table 4:** Mann-Whitney test for checking differences in studied variables average According to gender

Variable	Frequency	Mean Rank	Z	Sig
Tangible	Men 173	199.73	-1.417	0.15
	Women 218	183.74		
Reality	Men 172	185.90	-0.384	0.72
	Women 203	189.87		
Empathy	Men 173	194.95	-0.644	0.52
	Women 208	187.72		

As we can see in table 5, there is no significant differences between tangibility ( $p>0.05$ ,  $z=$  -1.417), reliability ( $p>0.05$ ,  $z=$  -0.384) and empathy ( $p>0.05$ ,  $z=$  -0.644).

**Table 5:** Independent t test for checking differences in studied variables average according to gender

Variable	N	Mean	T	Sig
Response	Men 170	3.22	1.3	0.02
	Women 205	3.10		
Assurance	Men 174	2.78	0.618	0.26
	Women 209	2.73		

As considered in table 5, the difference between men and women's average in response component, regarding to meaningfulness level ( $p<0.05$ ) is significant, in the way that men reported greater scores compared to women. The difference between men and women's average in confidence component, according to meaningfulness level ( $p<0.05$ ) is not significant.

### 4. Discussion Conclusion

The investigator plans to express the differences between male and female's satisfaction based on research's findings. Customer's demands are growing and changing constantly, so understanding male and female customers' demands and quality of service components is an important index in evaluating customers. Moreover, staffs by extending communications with customers which is the base of offering services, reach long-term membership of customers and profitability. As well the purpose of this research is studying different dimensions of service's quality in customer's satisfaction. For this purpose, modified five subscales SERVQUAL questionnaire had provided and distributed between tourists during summer of 1391 RIC and finally 384 numbers of questionnaires were collected. Percentage distribution of respondents according to demographic properties suggests that most of the respondents were women (54.8%), married (60.7%) and

between 20 to 40 years old with low academic education. From these results it can be derived that because the existing facilities couldn't satisfy higher education people and makes them comfortable and secure, so they didn't choose this place for journey. This information, as well, informs us about groups that should be focused on planning for tourism satisfaction. By planning for making beautiful places and providing safe environment and preparing relative welfare for tourists, required facilities would be provided so tourism opportunities would not be missed.

The results suggest that there is no meaningful difference between four dimensions of service's quality including tangibility, reliability, confidence and empathy. This means that these components have equal effect on men and women's satisfaction. Based on research findings, there is a significant diversity between male and female customers' satisfaction in response component. So that men reported greater scores than women. In other words, men, comparing to women, had more satisfaction of response in quality of services in health plan of centers in Semnan. Managers, therefore, should have special attention to response component, which is an important factor in satisfaction of services, to increase female tourists. Appropriate behavior during services, mutual, intimate and respectful interaction from staff would increase female tourists' satisfaction and leads to a pleasant sense for the chosen place in their mind and encourage them for next trip. Increasing encouraging factors and decreasing inhibiting ones in tourists' intent for a tourist travel, is one of the success agents in tourism industry. Perceived risks about destination, is one of the most important inhibiting factors in tourists' trip. In planning for traveling a tourism destination, tourists usually estimate the severity and probability of trip's perceived risks and evaluate their ability in confronting them and then make a decision to take the trip. If there is a security concern about the destination, the tourist probably will change his decision. So noticing important factors in tourists' satisfaction in tourism industry leads to their satisfaction and prepares a chance for their return (Lap and Gibson, 2003). Staff should consider customers' demands. Generally it can be said that according to effect of response on female customers' satisfaction, for long-term use of beach places by women, response aspects such as availability, customer assistance and providing appropriate services in beaches should somehow satisfy the tourists. Holding training classes about best techniques of customer relationship is suggested.

## 5. References

- Alame SM, Noktedan I. Analyzing the Influence of service Quality on Customer Loyalty (A Case Study in Four and Five-Star Hotels). *Quarterly Journal of Business Management*, 2010; 2(5):109-124.
- Alidost GHahfarrokhi E, Ahmadi A. The Relationship between Service Quality and Satisfaction of Spectators in Host Stadiums of AFC Championship League. *Sport Management*, 2012; 14:31-47.
- Bell SJ, Auh S, Smalley K. Customer relationship dynamics: service quality and customer loyalty in the context of varying levels of customer expertise and switching costs. *Journal of the Academy of Marketing Science*. 2005; 33(2):169-183.
- Benesbordi A, Rahimizade M, Asadi H, Mahmoodi A. The Relationship between Tourists' Motivations and Satisfaction in Tehran Ski Resorts. *Sport Management* 2013; 3:53-69.
- Bitner MJ. Evaluating service encounters: the effects of physical surroundings and employee responses. *The Journal of Marketing*. 1990; 54:69-82.
- Bodet G. Investigating customer satisfaction in a health club context by an application of the tetraclasse model. *European Sport Management Quarterly*, 2006; 6(2):149-165.
- Carlso J, O'Cass A. Exploring the relationships between e-service quality, satisfaction, attitudes and behaviours in content-driven e-service web sites. *Journal of Services Marketing*. 2010; 24(2):112-127.
- Chiu S-I, Cheng C-C, Yen T-M, Hu HY. Preliminary research on customer satisfaction models in Taiwan: A case study from the automobile industry. *Expert Systems with Applications*, 2011; 38(8):9780-9787.
- Choudhury K. Service Quality and Customers' Complaining Behavior: A Study of the Indian Banking Sector. *Services Marketing Quarterly*, 2014; 35(2):123-137.
- Dehghani Samani N, Moghadam M. The presentation of the model and primary index for identification and measuring the effective factors on customer satisfaction and loyalty in the automobile industry. *New Marketing Research Journal*. 2014; 11(4):155-168.
- Demory D, Frid D. Evaluation and Analysis of Effective Factors on Investors Satisfaction as Customers of Broker Firms in Tehran Stock Exchange (Case Study: Tehran, Isfahan and Yazd Regional Stock Exchanges). *Quarterly Journal of Business Management*, 3(8), 61-80.
- Divandari A, Javadi R, Nahavandian M, Aghazade H, 2008. A Survey on the Relationship between Market Orientation and Performance of Iran Commercial Banks. *Tahghighate Eghtesadi*, 2012; 83:17-40.
- Fan X, Du Y. How do Consumer Personality Traits Affect their Perceptions and Evaluations of Service Quality? Paper presented at the Service Sciences (ICSS), Publisher IEEE, and 2010 International Conference on, 2010, 148-153.
- Finn A. Investigating the non-linear effects of e-service quality dimensions on customer satisfaction. *Journal of Retailing and Consumer services*. 2011; 8(1):27-37.
- Hosseini SY, Yadollahi SH, Khosravilagh Z. A study of the effective factors on users' loyalty towards email services: Investigating e-quality, e-satisfaction, and e-trust. *New Marketing Research Journal*, 2014; 11(4):77-92.
- Howat G, Assaker G. The hierarchical effects of perceived quality on perceived value, satisfaction, and loyalty: Empirical results from public, outdoor aquatic centres in Australia. *Sport Management Review* 2013; 16(3):268-284.
- Jones TO, Sasser WE. Why satisfied customers defect. *Harvard Business Review*, 73, 1-14. Kang M.S, Song E.J, 2014. A Study on the Real-time Survey System for Customer Satisfaction. *Advanced Science and Technology Letters*, 1995; 46:29-33.
- Kim MK, Lee D, Schoenstedt L, Lee S, Kim SK. Effects of Service Quality in Motor Boat Racing: Relationships among Perceived Value, Customer Satisfaction, and Word-of-Mouth. *International Journal of Sports Science*. 2014; 4:39-46.

19. Lee JH, Kim HD, Ko YJ, Sagas M. The influence of service quality on satisfaction and intention: A gender segmentation strategy. *Sport Management Review*, 2011; 14(1):54-63.
20. Patriotta G, Brown AD. Sensemaking, metaphors and performance evaluation. *Scandinavian Journal of Management*, 2011; 27(1):34-43.
21. Rajaram R, Sriram V. A Sem approach towards the measurement of service quality, customer satisfaction and behavioural intention among the hypermarkets of southern Tamil Nadu. *Indian Streams Research Journal*. 2014; 4:1.
22. Ranjbarian B, Gafari M. The Effect of Gender on Traveling Risks Perception among Inbound Tourists who Visited Isfahan. *Journal of Tourism Planning and Development*. 2012; 2:95-112.
23. Shamsaee N, Abdi H, Balochi R. Survey of private sports clubs city of Ilam with an emphasis on employment. *Olympic Journal*. 2009; 48:63-72.