

Chapter 8

SERVQUAL–Based Evaluation of Service Quality of Energy Companies in Turkey: Strategic Policies for Sustainable Economic Development

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ABSTRACT

The aim of this chapter is to measure the service quality of energy companies. Within this context, seven different energy companies that are listed on İstanbul Stock Exchange are considered. For this purpose, five dimensions and 14 criteria are identified by considering the details of SERVQUAL methodology. In the analysis process, fuzzy DEMATEL method is used to weight these dimensions and criteria and the performance of the energy companies are ranked by using fuzzy MOORA approach. The findings show that feedback is the most significant dimension and data security and physical security are the most important criteria. Another important conclusion is that the companies, which have high profitability, have better performance regarding service quality. Thus, it is recommended that the companies should mainly focus on the ways of getting necessary feedback from their customers, such as conducting a survey.

INTRODUCTION

Especially after the globalization, it is seen that competition increased in almost all different sectors (Greer and Hauptmeier, 2016). It can also be said that energy industry was affected for this situation significantly (Wessler and Drabik, 2016). In order to survive such a competitive environment, energy companies should take some actions. Otherwise, it may be very difficult for these companies to survive in this market. For this purpose, energy companies can generate new products or services, focus on new investment areas or consider minimizing their costs

Focusing on service quality is another example to increase their competitive powers in comparison with their rivals (Dabholkar, 2015). In other words, energy companies can take actions to increase the quality of the services to their individual and corporate customers. If they achieve this objective, it can be possible to attract the attention of their customers. Hence, because they are preferred, it will have a positive influence on the financial performance of these companies. Therefore, it is obvious that these companies should take necessary actions to have higher service quality, such as considering customer expectations (Dhar, 2015; Aryee et. al, 2016).

SERVQUAL refers to the methodology that considers expectations of the customers. This method is very helpful to measure the service quality of the companies. Within this context, it focuses on 5 different dimensions. With respect to the reliability, performing the services in an accurate way plays a key role. Moreover, for the dimension of assurance, the quality of the employee is taken into the consideration. Furthermore, the physical facilities of the companies are analyzed for the dimension of the tangibles. Also, caring of the customers and the ability to solve their problems are considered regarding the dimensions of empathy and responsiveness (Parasuraman et al., 1988).

Parallel to the issues emphasized below, the main purpose of this study is to evaluate the service quality of energy companies in Turkey. Within this framework, SERVQUAL-based 5 dimensions and 14 criteria are identified by considering the similar studies in the literature. Furthermore, fuzzy DEMATEL methodology is used so as to weight these dimensions and criteria. In addition to this aspect, fuzzy MOORA method is taken into the consideration to rank the performance of the energy companies in Turkey.

According to the results of these analysis, it can be possible to understand which dimension and criterion are more important in comparison with the others. Therefore, it can be obvious for energy companies to focus on which areas in order to increase the service quality. Another important point is that it can be possible to identify which energy companies have higher performance. Hence, necessary recommendations can be presented to improve the performance in the energy industry so that strategic policies can be identified for sustainable economic development.

This study consists of 4 different sections. After giving general information about the study in the first part, the second section explains the similar studies in the literature. As a result, it can be possible to understand the missing part in the literature. The third section details the application in Turkish energy industry. Within this scope, first of all, fuzzy DEMATEL and fuzzy MOORA approaches are identified. After that, the details of the analysis are shared by considering these methodologies. In the final section, necessary recommendations are given according to the analysis results.

Literature Review

Service quality is a very old subject in the literature. It can be seen that the first context in service quality studies is related to hospitality and tourism studies. Wong Ooi Mei et al. (1999) studied service quality

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