

Master 1 Marketing	1 st Lesson	Dr. GOURI M
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Management of Service Quality-Correction

-Explain how to measure the service quality according to some dimensions.

Answer chosen from students' answers:

Measuring the quality of the transportation as a service in marketing requires studying lots of dimensions that contribute to the costumer's satisfaction and realization of the service quality for example:

-Comfort and convenience provided for costumers that use transportation is very important such as providing comfortable seating, good quality, security and many additional services like wifi access, etc.

-Safety and security is an important dimension as well that relates to insuring safe use of transportation for costumers like having emergency systems, well trained employees, etc.

-The employees being well knowledgeable and well trained is also very important into the costumer's realization for the service quality.