
**SERVICE QUALITY LEVEL AND THE PERCEPTION OF CUSTOMERS: A STUDY
ON NIJHOOM TOURS – A 5* RATED TRAVEL AND TOURISM COMPANY IN
BANGLADESH**

***Md. Zainal Abedin**

* Senior Lecturer, World University of Bangladesh

ABSTRACT: *The study investigates and measure the service quality level of Nijhoom - through SERVQUAL-model statements that means that we measure customer expectations and customer perceptions and make a comparison between different areas of service given by the organization. (Parasuraman et al, (1990), to do this Five-Point Likert Scale has been used to survey on tourists. The study actually reveals the state of service quality level and the customer perception on this service and whether the service quality level, its standard and customer perceptions are able to increase market share in the industry and be able to make a strong brand image. The current study aims to analyze the performances of The Nijhoom Tours by focusing on the SERVQUAL dimensions. The main purpose of the study is to measure the service quality level of customers and their perceived value of the services given by the Nijhoom Tours. The study also has the objective to find out and analyze the service gaps.as well as on the basis of service gaps and other findings, a comprehensive recommendations will be given. The study found that different service quality and dimensions bound customers to perceive service quality differently and its service quality level is moderate though it is leading company in the country. So the company should analyze the customer expectations first and then it should make a diagram so that the company can give the best services to the customers*

KEYWORDS: Service Quality Dimension, Tourists Behavioral Patterns, Sustainable Tourism, Public-Private Partnership, Competitive Advantage. Customer expectations, Customers satisfaction, Customer perceptions, SERVQUAL-model.

INTRODUCTION AND THE SIGNIFICANCE OF THE TOPIC

Now this is a competitive, constant changing and information age world, where past is replaced by dynamic present and the dynamic present is being replaced by more challenging future, the old ways of doing things is no longer valid. Change is a reality and continuous process. Those who are not able to keep pace with the changes are destined to lose the race. Tourism is emerging as a leading global economic driver for the 21st century. It has enormous potential as a catalyst for future economic and social development. So the tourism sector in Bangladesh has enormous potentials for economic and social development.

Service quality is needed for creating customer satisfaction and service quality is connected to customer perceptions and customer expectations. Oliver (1997) argues that service quality can be described as the result from customer comparisons between their expectations about the service they will use and their perceptions about the service company. That means that if the perceptions would be higher than the expectations the service will be considered excellent, if the

expectations equal the perceptions the service is considered good and if the expectations are not met the service will be considered bad.

Oliver (1997) argues that customer satisfaction can be described as a judgment that a product or service feature, or the product or service itself, provides pleasurable consumption. Satisfaction can also be described as a fulfillment response of service and an attitude change as a result of the consumption. Gibson (2005) put forward that satisfied customers are likely to become loyal customers and that means that they are also likely to spread positive word of mouth. Understanding which factors that influence customer satisfaction makes it easier to design and deliver service offers that corresponds to the market demands. Service quality linked explicitly to customer satisfaction that marketer too seen as having an important role to play. Making service processes more efficient does not necessarily result in a better quality experience for customers, or does it always lead to improved benefits for them. Likewise, but at other times it may sometimes be welcomed by customers, but at other times it may make them feel rushed and unwanted)

Marketing's interest in service quality is obvious when one thinks about it. Poor quality places a firm at a competitive disadvantage, potentially driving away-dissatisfied customers. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or meet surpass expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. "Management must think of itself not as producing products but as proving customer creating value satisfaction. "Customer satisfaction has a vital role in sustaining and improving the whole on the market.

The customers always think negatively towards marketing. Sometimes they do not want to realize the power and strength of modern marketing forces in the service oriented business. Tourism services are intangible. The rationale of the study lies in the fact as the provision of high quality service aids in meeting several requirements such as customer satisfaction and its consequent loyalty and market share, acquiring new customers, improved productivity, and financial performance and profitability of the firm. It has also become an important research topic because of its important relationship to corporate marketing and the perception of customers. In the current study we will try to find out the customer service performance of Nijhoom Tours Limited. This piece of research effort will be helpful for the tourism entrepreneurs, researchers, and policy makers.

- Theoretical Framework of the Study

Service Quality

From the viewpoint of business administration, "Service Quality is an achievement in customer service. It reflects at each service encounter. Customers form service expectations from experiences, word of mouth and advertisement. In general, Customers compare perceived service with expected service in which if the former falls short of the latter the customers are disappointed".

The measurement of subjective aspects of customer service depends on the conformity of the expected benefit with the perceived result. This in turn depends upon the customer's expectation in terms of service, they might receive and the service provider's ability and talent to present this expected service. Successful Companies add benefits to their offering that not only satisfy the customers but also surprise and delight them. Delighting customers is a matter of exceeding their expectations.

Pre-defined objective criteria may be unattainable in practice, in which case, the best possible achievable result becomes the ideal. The objective ideal may still be poor, in subjective terms.

Service quality can be related to service potential (for example, worker's qualifications); service process (for example, the quickness of service) and service result (customer satisfaction).

Importance of Service Quality

The importance of service has obtained a significant amount of attention by many managers and academic scholars in a variety of fields. Identifying the nature of the relationship between service quality and relevant constructs appears to be advantageous as it assists in the development of better managerial decisions. This realization is reflected by the increasing number of publications devoted to such topics as customer satisfaction, service quality, customer service, and service marketing. Prior to discussing the concept of service quality and its relationships with other constructs, it is necessary to be concerned with the three fundamental characteristics of a service product. In these circumstances it is very important to pay attention to study of service quality, its dimensions and measuring method in order to improve it continuously. Continuous offer of high quality service is extremely important to reach consumer satisfaction, which is reflected positively to competition and to profitable business of service companies. [Sources: Website, Zeithaml, V.A., Parasuraman, A. and Berry, L.L.(1990), *Delivering quality service; Balancing customer perceptions and expectations*, The Free Press, New York, NY]

Measuring of Service Quality

Measuring the quality of a service can be a very difficult exercise. Unlike product where there are specific specifications such as length, depth, width, weight, color etc. a service can have numerous intangible or qualitative specifications. In addition, there is the expectation of the customer with regards the service, which can vary considerably based on a range of factors such as prior experience, personal needs and what other people may have told them.

Method of analysis

To analyze the result we use the SERVQUAL- model statements (Parasuraman et al, (1990)). That means that we measure customer expectations and customer perceptions and make a comparison between different areas of service. Each answer alternative is given a score and the score for expectations is summarized and the score for perceptions is summarized. Then the difference between expectations and perceptions is counted and a judgment about the service quality is given. The overall service quality level is showed through counting the score of each dimension and then summarize them. Jannadi and Al Saggaf (2000) explains that the

calculation shows a gap between perceptions and expectations and through that gap the service will be evaluated through the following formula.

n_i

$$\sum P_i - E_i = 1$$

$$SQ_i (\text{feature}) = P_i - E_i \quad (1)$$

$$SQ (\text{dimension}) = (-) \rightarrow 1/n \quad (2)$$

When n = number of items in the dimension

$$\text{Overall SQ} = / = 1 \quad (3)$$

When n = total number of features

i = each feature

SQ = Service Quality

P = Perception score

E = Expectation score

Standard deviations are also used to measure dispersion of data around the mean. To be able to analyze the different answer options we gave each option different points, this method is called Likert scale. The expectations and perceptions are evaluated through 22 statements and the answer options are rated through five point Likert scale. The result is also linked with theory to identify which areas the company should improve. We used Microsoft Excel to transform the raw data from the questionnaires into diagrams and tables that are easier to facilitate.

Parasuraman later revises the SERVQUAL model, where the differences are shown as follows:

1. Firstly, the term “should” in its original version may lead to unrealistically high results related to expectations, so the new model introduces somewhat different terms. Revised terms focus on what users’ expectations should be from the company that delivers excellent service. For example, item “City Public Transportation should have accurate timetable“, has been modified into an item “Distinctive public transportation in the city will insist on accurate timetable“.
2. Secondly, all negative items’ formulation in an original version of the SERVQUAL is changed by positive formulation. For example, “The employees of XYZ are not always willing to help users“, has been changed into “Employees are not always willing to help you“.
3. Thirdly, two original items, one within the perceptibility, and another one within the safety, have been changed by two new ones that explain dimensions in a better way: perceptibility and safety.
4. In the fourth place, evaluation of significance of each of five dimensions in original model is gained indirectly by regressive analysis. Revised model introduces the third set of questions for users that directly measures relative significance of each of five dimensions for users. These results are then used to evaluate the indicator of each dimension of perceptive service quality. The main purpose is to obtain the most accurate result of perceptive service quality.

Various Dimensions of Service Quality

A Customer's expectation of a particular service is determined by factors such as recommendations, personal needs and experiences. The expected service and the perceived service sometimes may not be equal, thus leaving a gap. The service quality model or the ‘GAP model’ developed by a group of authors- Parasuraman, Zeithaml and Berry at Texas and North Carolina in 1985, highlights the main requirements for delivering high service quality. It

identifies five 'gaps' that cause unsuccessful delivery. Customers generally have a tendency to compare the service they 'experience' with the service they 'expect'. If the experience does not match the expectation, there arises a gap. Parasuraman, Zeithaml and Berry described ten determinants that may influence the appearance of a gap. in the SERVQUAL model: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer and tangibles.

Later, the determinants were reduced to five: tangibles; reliability; responsiveness; service assurance and empathy in the so-called RATER model.

Found that the following ten dimensions affect expectations and perception of service quality:

1. Reliability
2. Sensibility
3. Competitiveness
4. Accessibility
5. Politeness
6. Communicability
7. Credibility
8. Safety
9. Understanding and consumer commitment
10. Tangibility

[Sources: MA.Parasuraman,A.,Zeithaml,V.A.andBerry,L.L.(1988),"SERVQUAL: a multi-item scale for measuring consumer perceptions of the service quality ",Journal of Retailing,Vol.64,No.1,pp.12-40.]

Later development of a model for measuring service quality brought Parasuraman, Zeithaml and Berry to a conclusion that awareness solution is more acceptable for above-mentioned ten dimensions converted into the following five ones:

1. Tangibility (physical objects, equipment, appearance of service staff)
2. Reliability (potential to deliver a promised service)
3. Sensitivity (willingness to help consumers and to provide fast service)
4. Safety (knowledge and politeness of the staff and their capability of getting trust)
5. Empathy (care, individual attention for consumers)

Safety and empathy represent in fact seven original quality dimensions: competitiveness, accessibility, politeness, communicability, credibility, safety and understanding and commitment for consumers. Reducing number of dimensions has not reduced accuracy in quality measurement.

It is obvious that there are different opinions on dimensions of service quality. It would be hard to extinguish some of above approaches as the most acceptable in explanation and understanding the essence of perceived service quality; however, when speaking on quality measurement the Parasuraman's concept of five dimensions is mostly used.

Maintaining Service Quality:

After having attained the desired service level, the next great challenge faced by service providers is to maintain service standards at levels of excellence. This is as important, and as tough, as establishing service standards and attaining to them in the first place.

There are two approaches that any organization can have towards maintaining service standards - a proactive approach or a reactive approach.

Proactive: A proactive approach entails actively reaching out to customers and trying to gather their feedback on service quality and suggested areas of improvement. This can be done by way of

- Surveys and administering questionnaires
- Gap Analysis, and

- **Staff training**
 - a. Surveys and questionnaires: Such an approach helps a brand to anticipate customer demands and expectations and align its service offering accordingly. In addition, the findings of such surveys can help to identify common issues and demands of customers hence helping a company to customize its service offering.
 - b. Gap Analysis: Another approach that is adopted for analyzing service quality is that of the gap analysis. The company has an ideal service standard that it would like to offer to its customers. This is contrasted with the current level of service being offered. The gap thus identified serves both as a measure and as a basis for planning a future course of action to improve the service offering.
 - c. Staff Training: Another crucial aspect of the proactive approach is staff training. Companies nowadays spend generously on training their personnel to adequately handle customer queries and/or complaints. This is particularly true if a company is changing its service offering or going in for a price hike of its existing services. For example, when a fast food chain increases the price of its existing products, the staff has to handle multiple customer queries regarding the hike. Lack of a satisfactory explanation would signify poor service standards and lead to customer dissatisfaction.
- Reactive: A reactive approach consists of resorting to a predetermined service recovery mechanism once a customer complains about poor service quality. It usually starts with apologizing to the customer and then taking steps to redeem the situation. The fundamental flaw with this approach is that, here the customer has already had a bad experience of the brand's service.

[Sources: Internet, Management Study Guide. Maintaining & Measuring Service Quality]

Research Objectives:

The study aims at exploring the grounds on which a promising tour operating organization should stress. However, some other objectives pertain:

- The main purpose of the study is to measure the service quality level of customers and their perceived value of the services given by the Nijhoom Tours.
- To prescribe some suggestions for the improvement of service quality of The Guide Tours Limited.

Research Design (Methodology)

1. Research Approach:

- This is a quantitative research, in some cases qualitative approach has been applied.
- At first phase an exploratory research has been conducted to understand the nature of problem and its subcomponents.
- After analyzing all relevant data by excel and SPSS, a descriptive method has been applied to present the findings.

2. Sources of Data

To meet the research objectives both primary and secondary sources of data have been used. More emphasis is given on primary data to conduct the research program authentically.

a. Primary Source:

1. A model questionnaire has been developed to elicit essential data. The Questionnaire is structured in nature and is based on Likert Scale method.

Population: All Customers of Nijhoom Tours and some selective samples.

Sampling technique: Random sampling technique was used to select specific students who are the regular tourists of the company.

Sample Size: Total of 120 Customers.

Survey area: Dhaka

2. Informal interviews with tourist experts and managers of Nijhoom Tours.

3. Observation of tourists while taking services.

b. Secondary Sources:

- Books and articles on service quality levels
- Various websites

Data Analysis Techniques:

- Excel and SPSS software has been used to analyze data
- Various statistical methods and formulae has been used.

(Mean, standard deviation, Correlations, Regressions and Frequency distributions.)

- Different Graphs, Tables, Charts and others instruments are used to make presentable the research results (Findings).

Analysis and Findings of Service Quality and Customer Satisfaction Level

Descriptive analysis and frequency distribution to analysis the despondence answer.

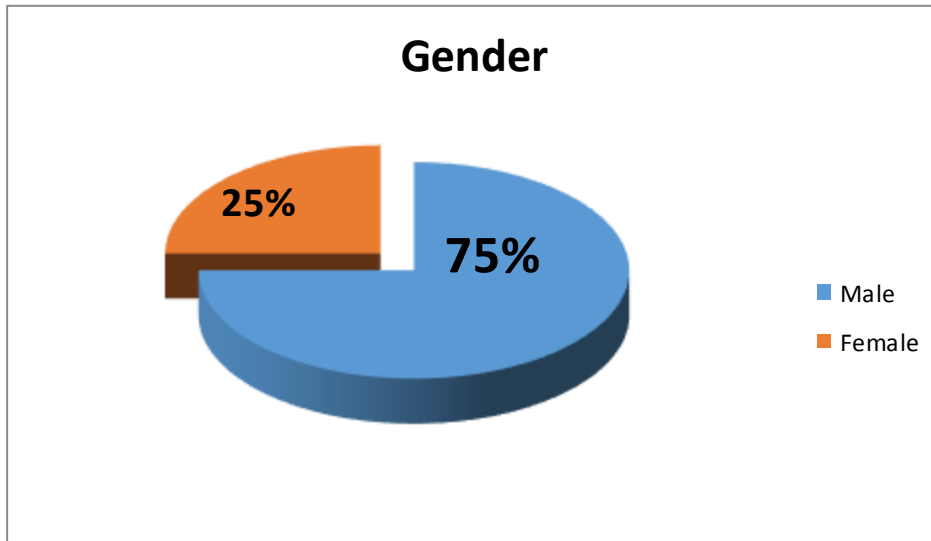
- Descriptive Analysis:

It refers the transformation of raw data into a form and that will make them easy to understand and interpreted; rearranging, ordering manipulating data to provide descriptive information.

	Gender	Frequency	Percent	Valid percent	Cumulative Percent
Valid	Male	90	75	75	75
	Female	30	25	25	100
	Total	120	100	100	

Table: 4.1: Gender Sample

Sample size is 120. Among them, there are 75% male and 25% female. The ratio can be seen graphically in the pie chart.



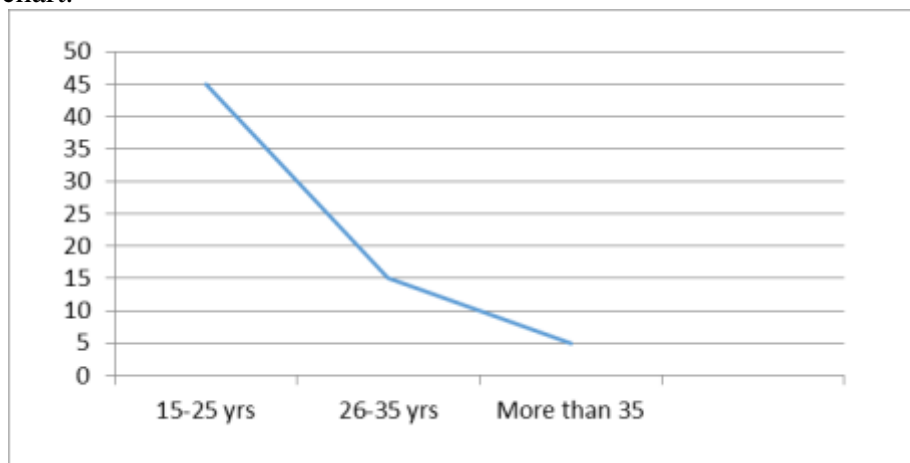
Pie-Chart show participant’s Gender

4.1.2 Age Group:

Age				
Valid	15 - 25	80	80	80
	26 - 35	30	40	40
	More Than 35	10	120	120
	Total	120	120	

Table: Age Group

Respondent’s age group divided into four classes. Among them 15-25 years old are 80 peoples, 26-35 years old are 30 peoples and more than 35 years old are 10 peoples. So most of the respondents are between 15 – 25 years old. The ratio of the different age’s group people are follows in bar chart.

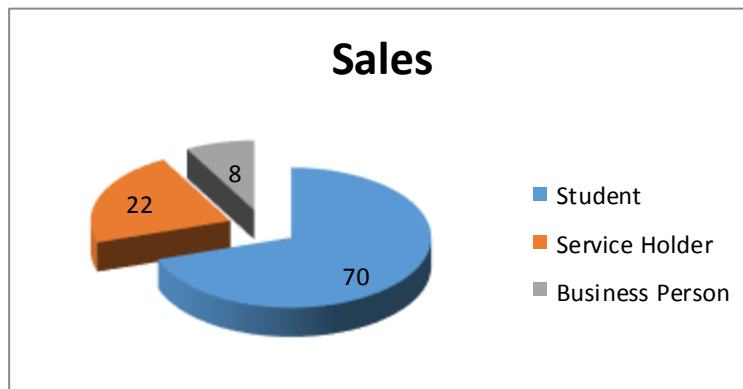


Bar Chart: Respondents According to Age

4.1.3 Professional Group:

	Profession	Frequency	Percent	Valid percent	Cumulative Percent
Valid	Student	80	70	70	75
	Service Holder	30	22	22	
	Business Person	10	8	8	100
	Total	120	100	100	

Table: 4.1.3: Professional Sample



Pie-Chart show participant's Profession

Respondent's Profession group divided into three classes. Student 70%, Service Holder 22%, and Business Person 8%. The ratio of the different professions in the chart is covering students.

4.2. Perception Statement in the Reliability Dimension

4.2.1. When Nijhoom Tours promise to do something by a certain time, it done so for its customers

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	12	10%	12
	Disagree	16	13.33%	16
	Neutral	42	35%	42
	Agree	32	26.67%	32
	Strongly Agree	18	15%	18
	Total	120	100%	120

Sample size was 120, with this statement most of the respondents were neutral. The numbers were 42, Here strongly agree were 18 and agree were 32 rest were, disagree and strongly disagree are the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are dissatisfied because they do not keep their promise.

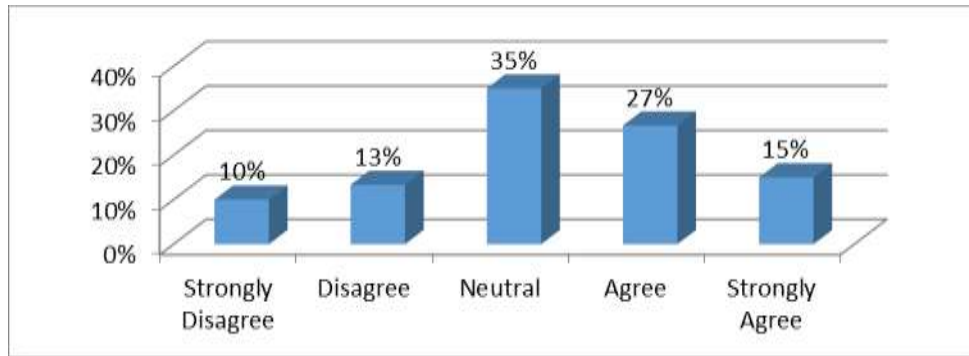


Chart: Nijhoom Tours promise to do something by a certain time

4.2.2 When you got a problem with S@ifur's, solving the problem by the organization is very fast.

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	10	8.33%	10
	Disagree	20	16.67%	20
	Neutral	30	25%	30
	Agree	40	33.33%	40
	Strongly Agree	20	16.67%	20
	Total	120	100%	120

Sample size was 120, with this statement most of the respondents were Agree. The numbers were 40, Here strongly agree were 20 and disagree were 20 rest were, disagree and strongly disagree were 10, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are satisfied because they solve problem very fast.

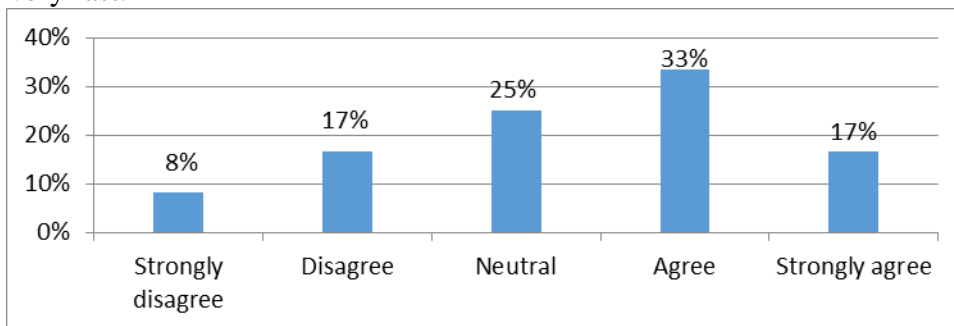


Chart: Nijhoom Tours solving the problem by them is very fast.

4.2.3 People like Nijhoom Tours

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	10	8.33%	10
	Disagree	16	13.33%	16
	Neutral	14	11.66%	14
	Agree	56	46.67%	56
	Strongly Agree	24	20%	24
	Total	120	100%	120

Sample size was 120, with this statement most of the respondents were Agree. The numbers were 56, Here strongly agree were 24 and disagree were 16 rest were, disagree and strongly disagree were 10, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are like Nijhoom Tours brand.

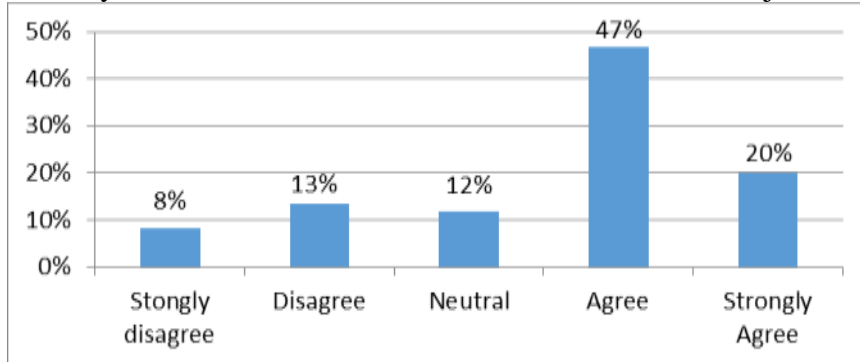


Chart: People like Nijhoom Tour as Brand

4.2.4 Nijhoom Tour communicate with their customer after completed their course

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	16	13.33%	16
	Disagree	20	16.67%	20
	Neutral	24	20%	24
	Agree	36	30%	36
	Strongly Agree	24	20%	24
	Total	120	100%	120

Sample size was 120, with this statement most of the respondents were Agree. The numbers were 36, Here strongly agree were 24 and disagree were 20 rest were, disagree and strongly disagree were 16, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customers are agree with their communication strategy.

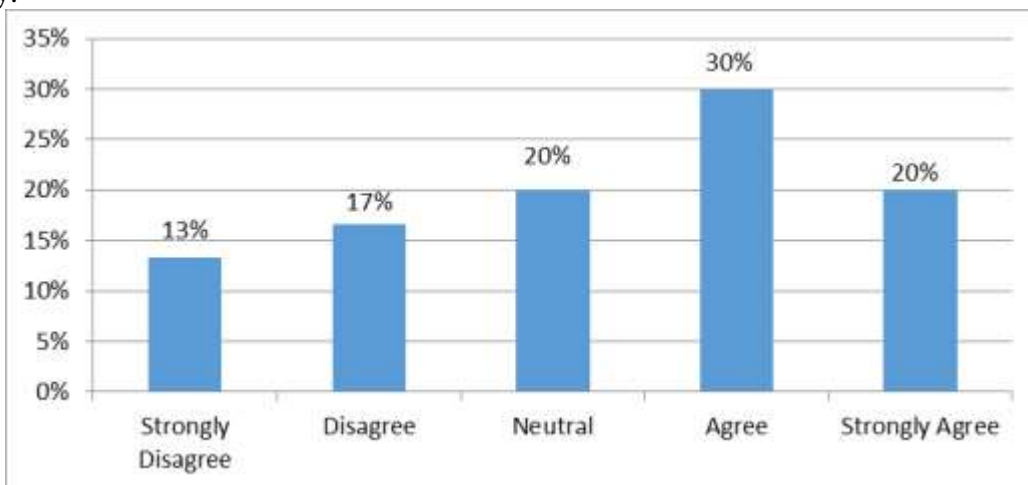


Chart: Nijhoom Tour communicate with their customer Instantly

4.3 Statement in the Responsiveness Dimension

4.3.1 The Sales people of Nijhum Tour always help you to find the best services.

Valid	Position	Frequency	Percent	Valid
	Strongly disagree	18	15%	18
	Disagree	14	11.67%	14
	Neutral	20	16.67%	20
	Agree	24	36.67%	24
	Strongly Agree	24	20%	24
	Total	120	100%	120

Sample size was 120, with this statement most of the respondents were Agree. The numbers were 48, Here strongly agree were 24 and disagree were 20 rest were, disagree and strongly disagree were 18, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are agree. Nijhum Tour sales people always help the customers to find the best option or services.

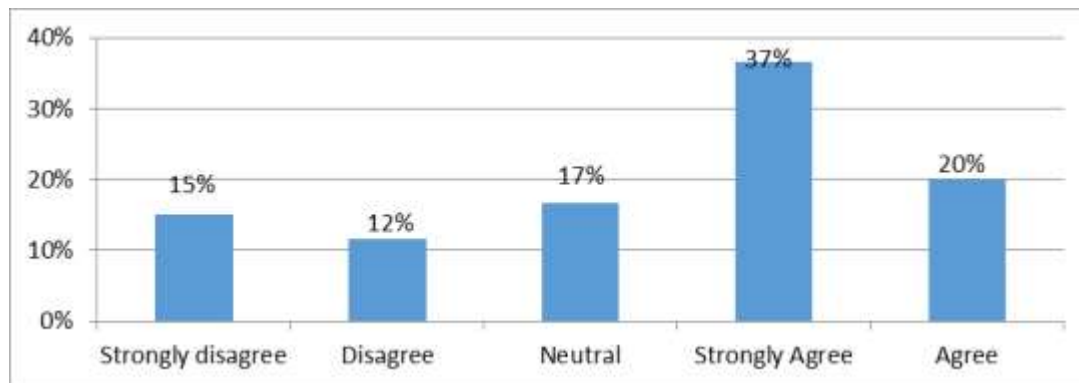


Chart: The Sales person of Nijhum Tour always help you to find the best services.

4.3.2 Customer care department of Nijhum Tours always respond rapidly

Valid	Position	Frequency	Percent	Valid
	Strongly disagree	16	13.33%	16
	Disagree	24	20%	24
	Neutral	30	28.33%	30
	Agree	26	21.67%	26
	Strongly Agree	24	16.67%	24
	Total	120	100%	120

Sample size was 120, with this statement most of the respondents were Neutral. The numbers were 30, Here strongly agree were 24 disagree were 24 rest were, disagree and strongly disagree were 16, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are agree.

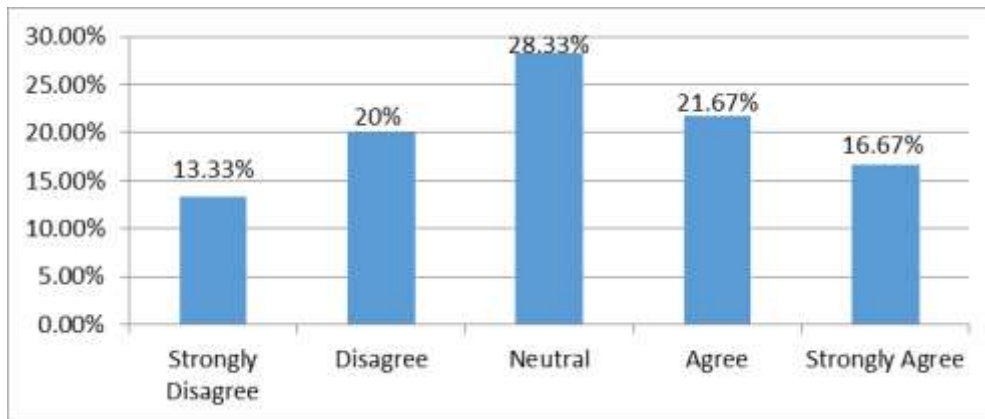


Chart: Customer care department of Nijhum Tour always respond rapidly

4.4 Statement in the Assurance Dimension

4.4.1 Nijhum Tour employee’s behaviors for inspiring confidence on their services are very good.

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	18	15%	18
	Disagree	14	11.67%	14
	Neutral	20	16.67%	20
	Agree	44	36.67%	24
	Strongly Agree	24	20%	24
	Total		120	100%

Sample size was 120, with this statement most of the respondents were Agree. The numbers were 44, Here, strongly agree were 24 disagree were 14 rest were, disagree and strongly disagree were 18, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are agree about Nijhum’s employee’s behaviors for inspiring confidence on their services are very good..

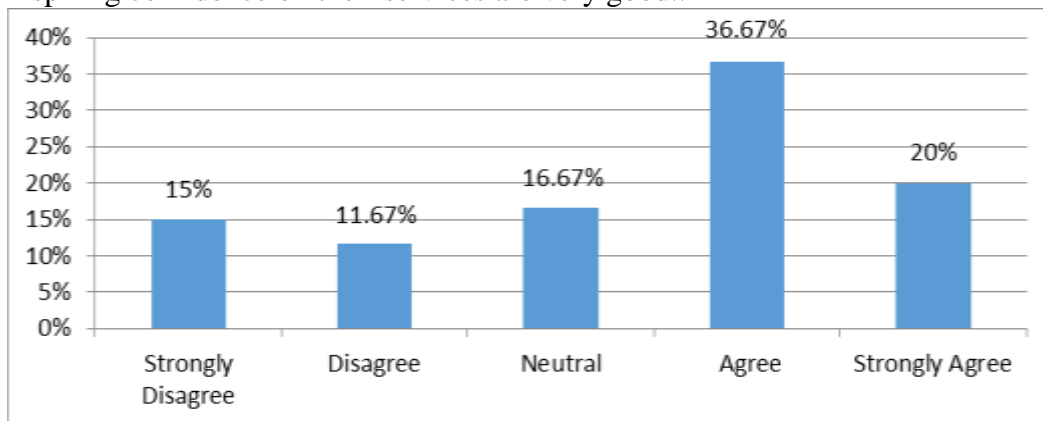


Chart: Customer care department of S@ifur’s always respond rapidly

4.5 Statement in the Empathy Dimension

4.5.1 S@ifur’s understands your needs.

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	16	13.33%	16
	Disagree	20	16.67%	20
	Neutral	24	20%	24
	Agree	36	30%	36
	Strongly Agree	24	20%	24
	Total	120	100%	120

Sample size was 120, with this statement most of the respondents were Agree. The numbers were 36, Here strongly agree were 20 disagree were 24 rest were, disagree and strongly disagree were 16, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are neutral.

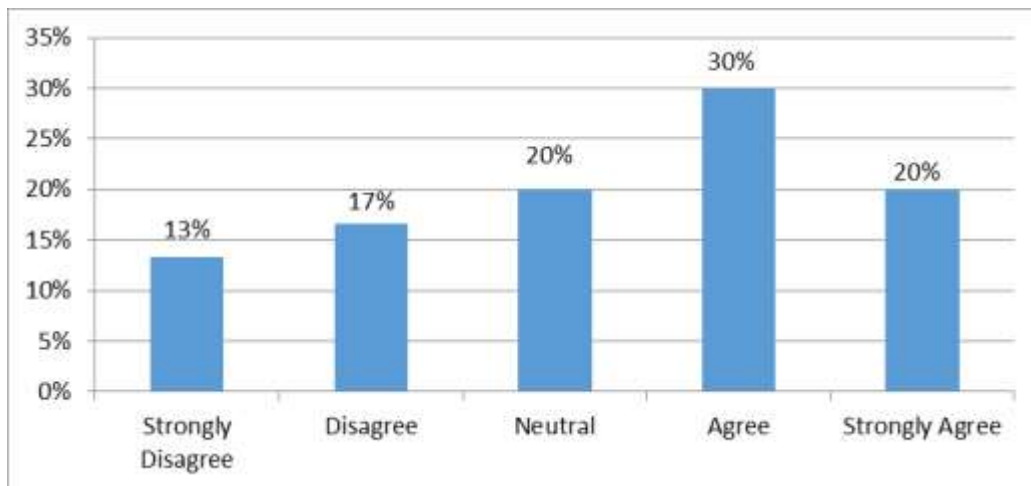


Chart: Customer care department of Nijhum's always respond rapidly

4.5.2 Nijhum's services quality is good.

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	10	8.33%	10
	Disagree	20	16.67%	20
	Neutral	30	25%	30
	Agree	40	33.33%	40
	Strongly Agree	20	16.67%	20
	Total	120	100%	120

Sample size was 120, with this statement most of the respondents were Agree. The numbers were 40, Here strongly agree were 20 disagree were 20 rest were, disagree and strongly disagree were 10, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customers are satisfied and positive of Nijhun's quality.

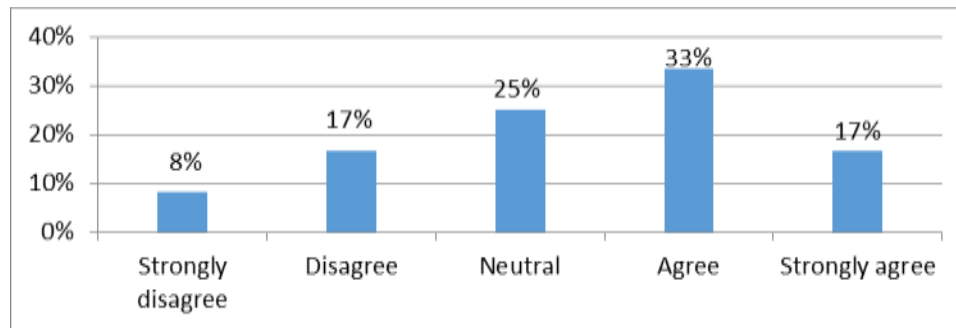
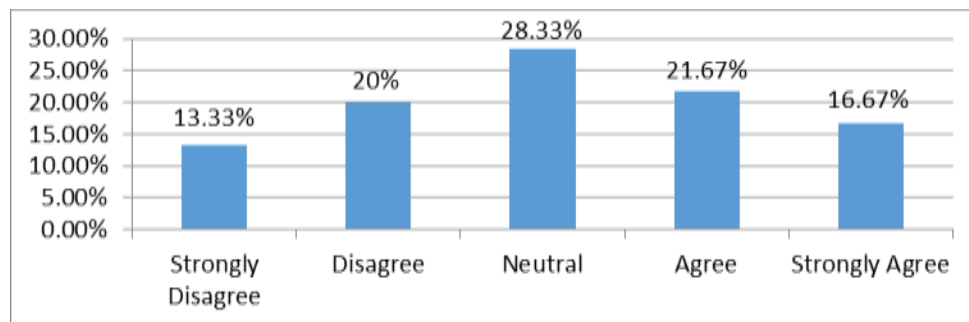


Chart: Customer care department of Nijhum's always respond rapidly

4.5.3 Nijhum Tour is able to Meeting expectation of customers related to service quality.

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	16	13.33%	16
	Disagree	24	20%	24
	Neutral	34	28.33%	34
	Agree	26	21.67%	26
	Strongly Agree	20	16.67%	20
	Total	120	100%	120

Sample size was 120, with this statement most of the respondents were Agree. The numbers were 34, Here strongly agree were 20 disagree were 24 rest were, disagree and strongly disagree were 16, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are neutral.



RECOMMENDATIONS OF THE STUDY

After exploring and analyzing all relevant data, information and from the questionnaire to find out some recommendations has given below:

- Since Nijhum Tours is a service-oriented organization, its business profit depends on its service quality. So the management of the company always should be aware about their service quality and performance, as service quality can lead to increased customer satisfaction and build strong brand image with good positioning.

- The company should consider the factors to maintain service quality for a service firm is its ability to enhance customer positive feedback. Effectively managed customer feedback helps to create numerous opportunities for the development of interpersonal relationships between the customer and a firm's employees.
- The Nijhum Tours is a service providing firm where the completion of one process depends on another. Hence, lack of cooperation and cohesion should be minimized to provide prompt service. Different departments of the organization should work like a team to provide prompt and efficient services to the customers. This will ultimately help to offer consistent and reliable services where the employees will be more knowledgeable about what they are offering and how this should be proceeded on.
- The behavior of employees should be modified enough through proper training to maintain positive attitude toward their job. They should always think of the firm as it is a fully service oriented one in which their attitudes are vital and can change the direction of the business to a great extent and build good image. They should remember it almost every time while at office or outside, so that they could be able to grow in terms of an empathic viewpoint.
- The company should focus importantly on concentrated Marketing (one on one marketing) to explore and fulfill individual needs and wants of tourists.
- Nijhum Tour is leading company in the country in the industry sector. To survive with its leading position, the company should analyze the customer expectations first and then it should make a diagram so that the company can give the best services to the customers.

CONCLUSION

In the modern competitive environment, the pursuit of service quality is now considered to be an essential strategy. Offering a superior product is no longer sufficient, as firms in the 21st century economy compete on a much broader platform. In terms of the tour operation, service quality has become an increasingly important factor for its success and survival. From the analysis it is well observed that there is a considerable linkage existing between the perception of service quality and the performance of the organization. Most of the customers of an organization ask for more quality service, especially, quick and accurate service and good behavior from employees as they think a tour operating firm should provide such quality sufficiently. Travel and Tourism is a dynamic business. The Industry is beset by momentum changes in virtually every facet of industry activities. To achieve the objectives of Nijhum Tour, it should work for improving the quality by identifying customer expectations as well as different problems related with management, employees and customers. To achieve this desired goal it has intention to pursuit of excellence in the climate of continuous improvement. Because it believes the line of excellence is never ending, it also believes that its strategic plans and business will its strengths in competitive environment. Its motto is providing every single customer services available in today's Tourism procedure for their customers.

LIMITATION OF THE STUDY

Despite our sincere effort to keep flawless in our survey, some limitations cannot be ruled out like, it is not possible to verify to what extent samples are representative. And if someone might have not expressed his/her heartfelt opinion, the same is also beyond scrutiny. However, we have made our sincere most endeavor to select in a neutral and proper way.

REFERENCES

- Lovelock, C. and Wirtz, J. (2007) Service Marketing Sixth Edition: Copyright by Pearson Education International. Printed in the United States of America.
- Kotler, P. and Armstrong, G. (2010) Principle of Marketing 13 Edition: Copyright by Pearson Education International. Printed in Upper Saddle River, New Jersey.
- M. Nurul Islam (2011)-Research Methods, Second Edition: Published by Mullick & Brothers, Dhaka New Market, Bangladesh.
- Parasuraman, A. zeithamal, VA and L.L. Berry, (2000) "SERVAQUAL: A multiple item scale for measuring service quality and customer satisfaction"
- Valarie, A. Zeithmal & Mary Jo Bitner. (2009), International Edition 2006.- Service Marketing. Exclusive rights by McGraw-Hill Education (Asia). Published by The McGraw-Hill Companies, Inc. New York. Printed in Singapore.
- Website, Zeithaml, V.A., Parasuraman, A. and Berry, L.L.(1990), Delivering quality service; Balancing customer perceptions and expectations, The Free Press, New York, NY.
- MA.Parasuraman,A.,Zeithaml,V.A.andBerry,L.L.(1988),"SERVQUAL: a multi-item scale for measuring consumer perceptions of the service quality ",Journal of Retailing, Vol.64,No.1,pp.12-40
- Baron, R.M. and Kenny, D.A. (1986), "The moderator-mediator variable distinction in social psychological research", Journal of Personality and Social Psychology, Vol. 51, pp. 1173-82. - See more at: <http://www.emeraldgrouppublishing.com/authors/guides/write/harvard.htm?part=2#sthash.4Kisg5c9.dpuf>
- Stauss, B. and Weinlich, B. (1995), "Process-oriented measurement of service quality by applying the sequential incident technique", paper presented at the Fifth Workshop on Quality Management in Services, EIASM, Tilburg. - See more at: <http://www.emeraldgrouppublishing.com/authors/guides/write/harvard.htm?part=2#sthash.4Kisg5c9.dpuf>
- Strandvik, T. and Storbacka, K. (1996), "Managing relationship quality", paper presented at the QUIS5 Quality in Services Conference, University of Karlstad, Karlstad. - See more at: <http://www.emeraldgrouppublishing.com/authors/guides/write/harvard.htm?part=2#sthash.4Kisg5c9.dpuf>
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). "Customer satisfaction, market share and profitability". Journal of Marketing. 58(3). pp. 53-66.
- Asubonteng, P., McCleary, K.J. and Swan, J.E. (1996). "SERVQUAL revisited: a critical review of service quality". Journal of Services Marketing. 10(6). pp. 62-81.

- Bahia, K., & Nantel, J. (2000). "A reliable and valid measurement scale for the perceived service quality of banks". *International Journal of Bank Marketing*. 18(2), pp. 84-91.
- Brown, S. W., & Swartz, T. A. (1989). "A gap analysis of professional service quality". *Journal of Marketing*. 53. pp. 92-98.
- Cook, L.S., D.E. Bowen, R.B.Chase, S. Dasu, D.M. Stewart and D.A. Tansik, (2002) "Human Issues in Service Design". *Journal of Operations Management*, 20. pp. 159-174.
- Gronroos, C. (2001). "The perceived service quality concept – a mistake?". *Managing Service Qualit*. 11(3). pp. 150-152.
- Lehtinen, U., and Lehtinen, J.R. (1982). "Service quality- a study of dimensions". Unpublished working paper, Service Management Institute, Helsinki. pp. 439-460.
- Lewis, B. R., & Mitchell, V. W. (1990). "Defining and measuring the quality of customer service". *Marketing Intelligence & Planning*. 8(6). pp. 11-17.
- Parasuraman, A., Zeithaml, V., & Berry, L. L. (1988). "SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality". *Journal of Retailing*. 64(1). pp. 12-40.
- Perreault, W. D., Jr. (1973). "The Role of Physical Distribution of Customer Services in Industrial Purchasing Decisions". Ph.D thesis (p. 15), University of North Carolina.
- Seller, P. (1989, March, 13). "Getting Customers to Love You". *Fortune*.
- Sureshchandar, G.S., Rajendran, C., and Anantharaman, R.N. (2003). "Customer perceptions of service quality in the banking sector of a developing economy: a critical analysis". *International Journal of Bank Marketing*. 21(5). pp. 233-242.
- Taylor, S.A. and Baker, T.L. (1994), "An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions". *Journal of Retailing*, 70(2), pp. 163-178.
- Zeithaml, V.A., Parasuraman, A. and Berry, L.L. (1990). "Delivering quality service; Balancing customer perceptions and expectations". The Free Press, New York, NY.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). "The behavioral consequences of service quality". *Journal of Marketing*, 60, pp. 31-46.

Appendix:

Questionnaire

Title: Service Quality Level and The Perception of Customers: A Study on Nijhoom Tours – A 5* rated travel and tourism company in Bangladesh

I am a faculty member of World University of Bangladesh conducting a survey on Service Quality Level and The Perception of Customers: A Study on Nijhoom Tours and would like to know your views and opinions. Please give few minutes to help me by completing this Questionnaire. The collected data through the survey will be used for only developing the thesis and will not be disclosed elsewhere.

Please put the tick (√) marks in the appropriate box.

1. Name of the Respondent:
2. Occupation:
 Student Businessperson Service holder other
3. Name of the Organization:

Measurement of Scaling:

Strongly Agree	Agree	Agree Neither/ Disagree	Nor	Disagree	Strongly Disagree
5	4	3		2	1

The usual measures of Service Quality level from the customer perspectives involve a survey with a set of statements using a likert Technique or scale. The customer will be asked to evaluate each statement and in term of their perception and expectation of service quality and performance of the organization, their satisfaction will generally be measured on a five-point scale.

All measures will capture both affective and cognitive aspects of satisfaction.

Perception Statement in the Reliability Dimension

When Nijhoom's promises to do something by a certain time, it does so.

Strongly Disagree
 Disagree
 Neither Agree / Nor Disagree
 Agree
 Strongly Agree

- When you got a problem with Nijhum's, solving the problem by the organization is very fast.

Strongly Disagree

Disagree

Neither Agree / Nor Disagree

Agree

Strongly Agree

- People like Nijhum Tour brand Image.

Strongly Disagree

Disagree

Neither Agree / Nor Disagree

Agree

Strongly Agree

- Nijyum's always communicate with their customers after completing their courses

Strongly Disagree

Disagree

Neither Agree / Nor Disagree

Agree

Strongly Agree

Statement in the Responsiveness Dimension

- The Sales people of Nijhum's always help you to find the best services.

Strongly Disagree

Disagree

Neither Agree / Nor Disagree

Agree

Strongly Agree

- Customer care department of Nijhum's always respond rapidly

Strongly Disagree

Disagree

Neither Agree / Nor Disagree

Agree

Strongly Agree

Statement in the Assurance Dimension

- Nijhum's employee's behaviors for inspiring confidence on their services are very good.

Strongly Disagree

Disagree

Neither Agree/ Nor Disagree

Agree

Strongly Agree

- Service Charges of Nijhum's services compares to others are reasonable.

Strongly Disagree

Disagree

Neither Agree/ Nor Disagree

Agree

Strongly Agree

Statement in the Empathy Dimension

- Nijhum's sales person always give attention to individual customer.

Strongly Disagree

Disagree

Neither Agree/ Nor Disagree

Agree

Strongly Agree

- Nijhum's understands your needs.

Strongly I agree

Disagree

Neither Agree/ Nor Disagree

Agree

Strongly Agree

Statement in the Satisfaction Dimension

- Nijhum's services quality is good.

Strongly Disagree

Disagree

Neither Agree/ Nor Disagree

Agree

Strongly Agree

- Nijhum's can meet the expectation of customers

Strongly Disagree

Disagree

Neither Agree/ Nor Disagree

Agree

Strongly Agree