

Varavva E.
S.M. Dovgan', research supervisor
National Mining University

SERQUAL MODEL AS THE ELEMENT OF MARKETING ACTIVITY PERFECTION

Organization and perfection marketing activity's problems are very actual until now, because most enterprises haven't the system of marketing organizations or it requires substantial revisions.

That's why I chosen the diploma's topic "Perfection of marketing activity at the market of services".

Notably, that company which I probed is the enterprise of small business for which marketing activity in our country is not typical. A basic type of activity of company «Soleo» to provide services in the bench of cosmeticology, namely is a vehicle sunburn.

In the process of study of company's economic activity I defined its strong and weak sides, studied the target audience, competitors.

"In order that by anything to manage, it is necessary to find a method to measure it".

Service is a specific product, not having a material form, but at the same time, he can be felt, touch and define quality. Therefore, if you wish to manage quality of client service, it is necessary first of all to find such method. For perfection of marketing activity of enterprise realizing services I offer SERVQUAL model's introduction – service and quality. This model helps complex to estimate quality of client service.

So, we can create an ideal business!

This model divides an ideal service on five components:

1. Tangibles

that is all, that a client can see, hear, feel, touch.

For the studied company this moment is especially important, because a sphere of cosmeticology is a space of wonderful. So we must spare attention the cleanness of apartment and equipment, exactness of personnel, their original appearance.

2. Reliability

It is an ability to execute the obligations, ability of company to do that was

promised a client, exactly and in time. For example, the keeping of order reception of clients.

3. Responsiveness

It is a reaction of company's personnel on requests, desires, moods of client. This moment includes such elementary things, as benevolent greeting of client, sympathy at a reaction on complaints and claims.

4. Assurance

This index is characterized by ability of company to cause the trust of client through the professionalism and competence.

If the services given by a company touch the health of client, a company needs to spare great attention to the professional level of employees, conduct the teaching trainings and seminars for them. There are not superfluous knowledges and skills in this situation.

5. Empathy

it implies individual attention to every client, account of individual features, aspiration to understand the needs of concrete client, desire and the wish to give the individualized service.

Willingness to differentiate the actions, do that you do, variously, coming from the necessities of client. A client feels that here understand him personally.

Studying these moments, finding out weak points, a company can create a questionnaire and conduct questioning of the clients, studying their wishes and realizing them, the same improving the results of the business activity.