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MARKETING RESEARCH OF SERVICES QUALITY AND CUSTOMER SATISFACTION BY PRICES OF THE COMPANY «AQUASPECSTROY » LTD.

1. To estimate quality of service much more difficult, than quality of commodities. In fact the client perceives not only result of service, but becomes the accomplice of its rendering (Edvardsson 1994; Gronroos 1998).

2. Research actuality is related to the fact that the company «Aquaspecstroy» works at the market, overwhelmed with competitors. Accordingly surviving is here possible not only due to the wide spectrum of services and affordable costs but also to their quality.

3. Building company «Aquaspecstroy» Ltd. performs hydraulic engineering works on all territory of Ukraine.

4. Management problem for this research consists in the following: research of quality of services of enterprise and satisfaction of consumers prices for these services.

5. A problem of marketing research:

 1) whether it is necessary to improve the quality, a provided set of services;

 2) whether it is necessary to change the prices for services.

6. Proceeding from the put problems of marketing research, that is its problems, it is possible to allocate following **components**:

➢ Definition of clients of the enterprise;

➢ The Assessment clients of quality of services of the company;

➢ Whether the assortment of services of the company Conforms to market requirements;

➢ The Level of satisfaction the prices.

7. Search questions and hypotheses:

1) SQ: The overwhelming number of our clients are large, medium or small firms? **H:** More than 60% of the company's customers are large firms.

2) SQ: Are customers satisfied by quality of maintenance of personnel? **H:** More than 80% said the lack of complaints to the staff of the enterprise.

3) SQ: whether It was necessary after work by enterprise «Aquaspecstroy» to address for the help in debugging to other firms or once again to our company? **H:**

Only in 5 % of cases the repeated reference to firm with objective of elimination of the problems which have arisen after works that has been connected with the incomplete information, the provided company before rendering of services is fixed.

4) SQ: How much quality of services of the enterprise differs from quality of the services, rendered to the client other firms? **H:** More than 70 % of clients consider, that quality of services of enterprise " Акваспецстрой " above, than the similar enterprises.

5) SQ: whether clients consider, what the enterprise has enough wide range of services, for satisfaction of their demands? **H:** More than 75 % of clients consider, that the enterprise has a wide range of services.

6) SQ: whether justify expectation of clients accompanying services of the enterprise? **H:** Clients do not state discontent with the given services.

7) SQ: the price of the enterprise justifies complexity and quality of provided services? **H:** 90% of consumers consider, that the price is more than comprehensible to the given works.

8) SQ: How much the price of the enterprise differs from the prices of competitors? **H:** all clients consider, that, as a whole on branch, the identical price for the same services is established.

8. Unfortunately, hypotheses about quality of services, acceptabilities of the prices and difference of the prices from competitors have not proved to be true. However deviations from expected results insignificant. Other hypotheses have proved to be true.

9. In research I used a database of clients for 2009.

The quantity of the served clients for 2009 has made 30 establishments, from which 5 – state. A method of sample – not representative. Sample determined, superficial, repetition-free. 30 representatives of the companies-clients have been interrogated.

10. Processing of the received data I conducted by means of the program SPSS 13.0, using a Data clustering (Hierarchical cluster analysis, then cluster analysis of K-Meanings).

11. Data clustering – a task decomposition given sample of objects (situations) into subsets called clusters, so that each cluster consisted of similar objects, and objects of different clusters differed significantly.

12. As a result of data clustering it was formed 4 clusters, i.e. rather

homogeneous groups of clients of «Aquaspecstroy» Ltd.

13. Cluster 1: cluster is formed by a large company "Poltavtransstroy" Plc. A whole cluster was distinguished, because only it had problems with consequences from works of company «Aquaspecstroy». By quality of services he also is not satisfied, counting him below, than for competitors. However the spectrum of services satisfied this enterprise. On the whole it is possible to draw conclusion, that this cluster, more faithful a company which in him is included is unpromising for providing to her services.

14. Cluster 2: this cluster is formed by large companies. They estimate work of personnel of «Aquaspecstroy» as good. Quality of services, as members of cluster consider, higher, than for competitors. However the spectrum of services was appraised by them, as wide not enough. This cluster estimated quality of services and cost of enterprise well. These the company included in the number of clients, with which «Aquaspecstroy» hopes to continue to co-operate.

15. Cluster 3: the third cluster is formed by shallow companies. The members of cluster estimated work of personnel as bad. This cluster gave the negative estimation of quality of services and costs of enterprise, however remained content with the assortment of services of «Aquaspecstroy». Collaboration with enterprises from this cluster possibly only during realization of policy of improvement of quality and prices by guidance of company.

16. Cluster 4: large companies are included in a cluster. Respondents are content with quality of services and count him higher, than for competitors. It is the most profitable and perspective cluster for the enterprise of «Aquaspecstroy». In addition to everything, it is also the biggest (in 16 times exceeds a 1 cluster, more than in two times exceeds 2 and 3 clusters). On these clients all basic works and orders repose on the future. The members of cluster are content with both quality and assortment of services, and by prices on them.