

## Evaluation of Service Quality using the "servperf" Model in SONALGAZ Company - Tamanrasset Unit

Received date: 13/07/2023 Accepted date:18/09/2023 Published date: 31/12/2023

Benayache Ahsene<sup>1</sup>, Boulekouas Zerfa <sup>2</sup>

<sup>1</sup> University of Tamanrasset, Algeria,

*Email:* [benayache.ahsene@univ.tamanrasset.dz](mailto:benayache.ahsene@univ.tamanrasset.dz)

<sup>2</sup> University of Biskra, Algeria, *Email:* [boulekouas.z@univ.biskra.dz](mailto:boulekouas.z@univ.biskra.dz)

### Abstract:

This study aims to analyze the extent to which the service quality in the public company (SONELGAZ) using "the servperf" model, which approves on actual performance approach only of the service. Through the five dimensions :Tangibility, reliability, responsiveness, assurance, and empathy. To achieve this study in the field, the descriptive approach was relied upon, and using the questionnaire to measure the degree of approval of the quality service dimensions of a sample estimated at 60 individuals selected in an accidental manner. This study found the limited application of quality of service at the level of the SONALGEZ public company – Tamanrasset unit.

**Keywords:** Service quality; "Servperf" model; Service quality dimensions.

**Corresponding Author:** Benayache Ahsene, **Email:** [benayache.ahsene@univ.tamanrasset.dz](mailto:benayache.ahsene@univ.tamanrasset.dz)

## 1. INTRODUCTION

In this era of global competition and advancement in all areas, modern organizations are placing a great emphasis on the excellence of their services, regardless of their field of operation. To ensure this, they are implementing comprehensive quality management systems and international standards to enhance and develop their services. To fulfill their goals and objectives in their overall strategy, Algerian public organizations, particularly those in the economic sector, are putting in place new administrative procedures which prioritize the customer experience and offer remarkable services that are in line with their expectations and desires. The Algerian Electricity and Gas Production and Distribution Company is one of the critical institutions in the energy sector that has strived to improve its strategy in recent years by enhancing management practices and customer service. Complete client satisfaction is one of the Sonelgaz company's strategic goals and priorities. To achieve this, a Canadian partner was hired to transfer their experience to its executives and direct them toward the approach of total quality management, continuous improvement, and development of service quality, as it is the primary determinant of customer satisfaction, a concept adopted by many researchers and experts in the quality field, such as Parasuraman and his colleagues, Cronin and Taylor, and others, using scientific methods and modern statistical techniques. To avoid customer complaints and dissatisfaction, scientific studies, and research have addressed this issue in terms of measurement and evaluation using well-known measurement models such as the Gap Analysis Model and the Service Performance Model with its five dimensions,

which indicate that there is integration and correlation between these dimensions and that any malfunction will affect the quality level. It is crucial to engage customers in determining the quality of the service, as their expectations and desires have yet to be fully met, and the implementation of these aspects has not been experienced in reality. The current study examines the extent to which service quality is applied in the Sonelgaz unit by investigating customer opinions and trends, using the actual service performance model SERVPERF.

## **2.Study problematic:**

It should be noted that the findings of previous studies in various sectors such as banking and postal services underscore the urgent need for in-depth research in other critical areas, particularly the energy sector. Given this backdrop, the Sonelgaz Tamanrasset unit, a pivotal entity in electricity and gas production and distribution, grapples with the intricate challenge of consistently delivering top-tier service quality as understanding and incorporating customer attitudes becomes essential in this field. The SERVPERF model, created to capture the nuances of service quality, is a strategic tool for Sonelgaz.

Therefore, this study seeks to bridge this gap by evaluating the levels of service quality, understanding customer opinions and attitudes towards the service delivered, and assessing the degree of service quality implementation in Sonelgaz. This will not only contribute to the existing literature but will also allow Sonelgaz and other public companies to improve their service quality levels.

Based on the above, the following question is raised:

**" What is the extent of implementing service quality through customer attitudes using the SERVPERF model for the electricity and gas production and distribution company - Sonelgaz - Tamanrasset unit? "**

Through this central question, the following sub-questions are presented:



- 1- What is the extent to which service quality is implemented through the dimensions of the SERVPERF model?
- 2- What is the extent of different levels of service quality through the dimensions of the SERVPERF model?

## 2. Study hypotheses:

The study hypotheses were formulated and built into two main hypotheses:

- **The first hypothesis:** There is a limited implementation of service quality in the public company Sonelgaz - Tamanrasset unit.
- **The second hypothesis:** There is variation in the levels of service quality in the public company Sonelgaz - Tamanrasset unit.

## 4. Importance of study:

- The current study's importance is emphasized by the fact that it addresses one of the topics that enterprises are interested in: the quality of Service, which is measured by customer trends and their views using the actual service performance model "SERVPERF";
- The importance of study also lies in fact that it provides a scientific addition to the library and objectively helps the institution under study to evaluate the Service Quality across the five dimensions of "SERVPERF" model;
- . -This study could contribute to a set of recommendations that would raise Service Quality levels in public institution, and meet the needs and desires of customers.

## 5. Study objectives:

The study objectives are as follows:

- To identify the levels of service quality by measuring its dimensions using the actual service performance model.
- To evaluate the actual performance of the service through the opinions and attitudes of customers towards the level of service provided.

- To determine the extent of service quality implementation in the public company Sonelgaz.

### **6.Study methodology:**

The study used a descriptive approach that does not stop at simply collecting and tabulating data but instead relies on understanding, interpretation, measurement, and analysis, using a set of statistical methods. This study used the SERVPERF scale to measure the five dimensions of service quality on a sample of Sonelgaz customers(Tamanrasset-unit ), the survey instrument comprised 35 items, each dimension containing seven items (tangibility, reliability, responsiveness, assurance, empathy).

### **7.Previous studies:**

1- Fatima-Zahra Ben Yemina and Othmane Bouziane's study in 2018 in the Journal of Economic Policies entitled "SERVPERF" Model for Measuring the Quality of Banking Services from the Customer's Perspective. The study targeted a sample of customers of the Agricultural and Rural Development Bank in Ain Temouchent to measure and evaluate the quality of banking services from the customers' perspective using the actual performance model of the service, relying on the five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. The researchers distributed a questionnaire to measure the degree of agreement (using a five-point Likert scale) for these dimensions on a sample of 140 customers. After analyzing the data using the statistical program SPSS.V21, the means, standard deviations, and agreement degrees for the five dimensions were identified. This study found a set of results, including a variation in the degree of agreement for the service quality dimensions for this bank, with high agreement degrees for responsiveness and moderate degrees for tangibility, reliability, and assurance. At the same time, empathy received a weak agreement degree. (Benyemina.F,Bouziane.O, 2018)

2- A study conducted by Attallah Yassine and Bouhali Mohammed in 2021, published in the journal Al-Acil for Economic and Administrative Research, entitled "Evaluating the quality of Algerian Post service using the Servperf model: A study sample of Algerian Post customers in the province of Laghouat." The study aimed to



evaluate the quality of Algerian Post service using the actual performance of the service in the province of Laghouat, relying on a questionnaire to collect data from a sample of 111 individuals purposefully selected. After analyzing the data using the statistical program, the study found that the service quality of Algerian Post, in terms of the four dimensions: tangibility, reliability, responsiveness, and empathy, was below customer expectations, while the fifth dimension, assurance, was at the level of his expectations. According to the servperf model, the overall service quality was below (Attallah.Y,Bouhali.M, 2021).

Through the two previous studies, it becomes clear that they are consistent and close in their approach to measuring and evaluating service quality using the serverperf model with its five actual dimensions of reliability, responsiveness, assurance, empathy, and using a questionnaire to collect data that includes the five dimensions as mentioned above according to the five-point Likert scale. The studies found a variation in the level of service quality from the customers' perspective and that the service quality needs to meet their aspirations.

Therefore, these previous studies are a piece of knowledge and theoretical foundation for establishing and building the study's subject. They approach it similarly, measuring service quality using the Servperf model through the five dimensions mentioned above, relying on the questionnaire tool and methodology used. However, they differ in using a quadripartite Likert scale to measure the agreement degree among a randomly selected sample and also in the field of study (the public company of Sonelgaz).

## **8. Theoretical framework:**

**8.1 Service quality concept:** Researchers have defined service quality differently due to its different components, characteristics, and distinctiveness from goods. Therefore, we will present two prominent attitudes in service quality from the researchers' point of view:

. **The first attitude:** the majority of definitions in this attitude fluctuate around the idea that service quality is "a standard for the degree of match between the actual performance of the service and the customers' expectations of that service" (Qasem Nayef, 2006,p.90). In other words, the service delivery level should align with the service user's desires and expectations.

- According to Bery and Zeithaml, it is "the degree of difference between customers' expectations and desires and their perception of actual service performance" (Ramsook.Munhurrun, 2010,p.38). Gronroos defines it as "the result of an evaluation process in which the customer compares his expectations with the level of service provided to him" (Gronroos, 1984, p. 37).

This attitude focuses on analyzing the gap and difference between customers' expectations and perceptions of the actual level of service provided and evaluating it through the five dimensions of service quality (tangibility, reliability, responsiveness, assurance, and empathy).

.**The second attitude** considers service quality as a perceived value or form of performance, according to( Cronin and Taylor 1992), which centres on the actual performance of the service and the customer's evaluation of the fundamental level of service provided to him, rejecting the idea of the gap between expectations and perceptions as a measure of service quality. According to this attitude, service quality is a form of perceived value that reflects the customer's viewpoint and evaluation of the actual performance of the service only.

.**The procedural concept** of service quality is the viewpoint and opinions of the company's customers and their evaluation of the actual performance level of the service through the five dimensions mentioned above, which is the focus of this study.



**8.2 The importance of service quality** is highlighted in modern institutions at three levels, according to (Hafez & Abbas, 2015, p. 42):

• **For society:**

- The reputation and fame of the institution are derived from the quality of its services by providing services that meet its customers' aspirations, needs, and desires.
- Achieving global competition, improving the economy in general, and gaining a foothold in international markets according to international standards are all interdependent. There is a direct relationship between the quality level and profits, as the higher the quality of services, the greater the institution's profits. This ultimately benefits the country's balance of payments. Conversely, lower quality levels can damage profits and the country's balance of payments.

• **For the institution:**

- Providing distinguished services that lead to customer satisfaction, which in turn leads to higher loyalty and commitment to the institution.
- Paying more attention to the quality level of the service and providing services that meet the necessary specifications for customer requests and desires ensures retaining current customers and attracting new ones.
- Excellence in service performance through continuous improvement and development of the provided service.
- Employees' organizational commitment and pride in providing distinguished services reflect the institution's ability.

• **For the customer:**

- Quality achieves the following benefits for the customer (Hafez & Abbas, 2015, p. 43):

- Understanding his needs and desires to achieve what he wants.
- Providing services according to his requirements.





- Keeping and adapting to technological, economic, and social changes that achieve the required service quality.
- Predicting future customer needs and desires and making it a continuous action.

In this context, it can be said that the success and global leadership of institutions today are not limited to their focus on service quality alone but extends to their practical implementation and highlights its importance at the macro-sociological level, as it seeks to meet the needs and requirements of individuals in society.

This enables the achievement of global competition intending to improve the economy as a whole. At the institutional level, excellence in service delivery, quality focus, and the provision of high-quality services that satisfy customers' needs and expectations guarantee the retention of existing customers and loyalty to the institution, in addition to attracting new customers, while employees' pride and commitment enhance the institution's capability and reputation. At the micro-sociological level, at the customer level, institutions strive to satisfy their needs and desires, providing services according to their requirements while adapting to all possible technological, economic, and social changes.

### 8.3The 'Servperf' approach:

The interest in service quality started with the writings of the famous trio (Parasuraman, Zeithaml, and Berry) in 1985, where they identified ten service quality dimensions. In 1988, they condensed and merged the ten dimensions into five main dimensions, known as the "Servqual" model (Susan.S.White & Benjamin, 2004, p. 31) :

- Dimension of tangibility:** The physical aspects that relate to the material facilities, design, equipment, and communication tools belonging to the service provider, as well as the appearance of employees and workers.(Linda.L & Chester A, 2003, p. 9).



- **Procedural Concept:** Operationally, it's gauged by assessing the organization's internal design, the comfort and accessibility of facilities, the professional appearance of staff, the quality of reception areas, the efficacy of communication tools, the efficiency of payment outlets, and the modernity of employed equipment.
- **Dimension of reliability:** One of the more stable elements essential in determining customers' perceptions of service quality. It refers to the institution's ability to provide the service professionally and competently and fulfill its promises with credibility and accuracy. (Qerna, 2019, p. 250).
- **Procedural Concept:** operationally defined by an institution's consistent ability to perform services accurately, promptly, and sincerely. It encompasses the timeliness of staff responses, the exactness of service provision by customer requests, and the genuine commitment depicted through staff promises. Integral to this dimension is the alignment of services with customer aspirations, and the attentive and respectful handling of any customer issues or concerns.
- **Dimension of responsiveness:** The ability of the institution to respond quickly to complaints, meet customer requirements, and convince them. (Rania, et al, 2019, p40)
- **Procedural Concept:** responsiveness dimension operationally characterized by the organization's promptness in action and attentiveness to customer needs. This includes the immediacy of employee reactions to customer requests, their perpetual readiness to address concerns, and minimized wait times for service reception. It also embodies the accuracy of company communications, particularly concerning disruptions, the swift response to inquiries, and the unwavering commitment of staff to prioritize and value customer interests.

- **Dimension of assurance:** It can be defined as the employee's knowledge and courtesy and the ability of the company and its employees to inspire trust in their customers (Ramia, et al, 2019), i.e., the efforts of service providers to instill trust in customers.
  - **Procedural Concept:** operationally defined by the organization's ability to instill confidence and security in its customers. It encompasses the feeling of safety customers experience when engaging with the organization and their unwavering trust in the technical expertise displayed during services like network repairs. Crucial indicators include the courtesy and respectful treatment extended by staff, the willingness of customers to remain loyal even in the face of competition, and the consistent delivery of trustworthy services.
  - **Dimension of empathy:** The care and attention given to customers and everything related to their needs and requirements.
  - **Procedural Concept:** Empathy within service quality is procedurally characterized by the continual warm interactions, reflected in consistent smiles from the company's staff. It embodies the respect shown towards customers' engagements, the acknowledgment and adaptability to their specific circumstances, and the overall gracious treatment they receive. Integral to this dimension is the genuine advisory support offered, the convenience of the company's operational hours tailored to customers' needs, and a committed management ensuring prompt problem resolution.

However, this measure was soon criticized through subsequent studies, including those by (Cronin and Taylor 1992), who proposed a measure that focuses on the actual performance of the service provided, considering that service quality can be judged through customer attitudes and rejection of the gap concept in evaluation. (Gilmore, 2003, p. 43) adopted this model, which relies on the exact five dimensions mentioned earlier and is expressed by the following equation:



**Service Quality=Actual Performance**(Cronin&Taylor, 1994, p. 130)

Here, quality refers to perceived quality, and actual performance refers to customers' perceptions, which is the same concept as SERVQUAL with rejecting customer expectations.

Empirically, SERVPERF is a superior measure of service quality in comparison to SERVQUAL as it has the capability to clarify more variance in the overall service quality as it is assessed with a single-item measure (Sadiq Sohail, 2022,p.56).

Although the SERVPERF model has advantages in measuring and evaluating service quality, it still needs to diminish the importance and suitability of models that include expectations in their measurement.

## **9. Applied Framework:**

### **9.1 Study population and sample:**

The study population represents all customers (subscribers) of the Sonelgaz-company – Tamanrasset unit - Due to the large size of the study population. It is difficult for the researcher to observe all customers' opinions, which leads him to choose a non-probability sample. This study selected the sample by convenience sampling and estimated at 60 individuals. The questionnaire was distributed to male and female customers, and all questionnaires were retrieved.

### **9.2 Study tool and data collection methods:**

During the field study, a questionnaire was used as a tool for collecting data and information, based on the 'servperf' model to measure the five dimensions of service quality, consisting of 35 items, each dimension containing seven items (tangibility, reliability, responsiveness, assurance, empathy).

### **9.3 Statistical analysis tools used:**

After collecting, coding, and processing data using the social science statistical package SPSS version 20, the following non-parametric statistical tests and methods were used: percentages and frequencies, means and standard deviations, and Cronbach's alpha test to determine the reliability of the questionnaire items.

### 9.4 Measuring the validity and reliability of the tool:

The questionnaire was relied upon to measure the degree of agreement on the five dimensions of service quality to determine the trend of the sample, using a 4-point Likert scale as shown in Table (1). The "Cronbach's alpha" test was applied to the study variables, which consist of the questionnaire items (from Q1 to Q35) using the "SPSS V20" program. The reliability coefficient was found to be 0.955, according to Table (2), indicating that the study tool has high reliability.

**Table 1:** Quadrupole Likert scale scores for sample orientation (degrees of agreement)

Attitude	Excellent	Good	Average	Poor
Category	From 3.26 to 4	From 2.51 to 3.25	From 1.76 to 2.50	From 1 to 1.75

Source: prepared by the researchers

**Table 2:** Reliability of the Measurement Tool

Scale	Items number	Cronbach's alpha coefficient
Service quality dimensions	35	0.955

Source: The results were based on the SPSS.v20 program

## 10. Presentation and analysis of results:

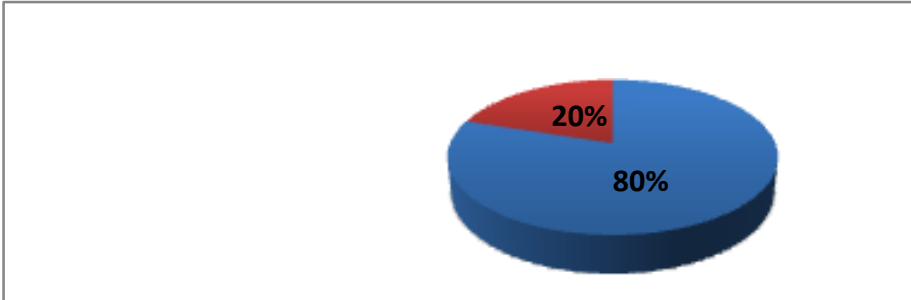
### 10.1 Descriptive analysis of the study sample:

**Table 3 : presents the descriptive data of the study sample.**

Variable	Category	Frequency	Percentage
Gender	Male	48	80%
	Female	12	20%
Age	From 20 to less than 30year	8	13.3%
	From 30 to less than 40year	20	33.3%
	From 40 to less than 50year	18	30%
	From 50 and over	14	23.3%
Education level	Substandard	2	3.3%
	Primary	2	3.3%
	Middle	10	16.7%
	Secondary	14	23.3%
	Collegiate	32	53.3%
Job title	Employee	36	60%
	Retired	2	3.3%
	Other	16	26.7%
	Unemployed	6	10%

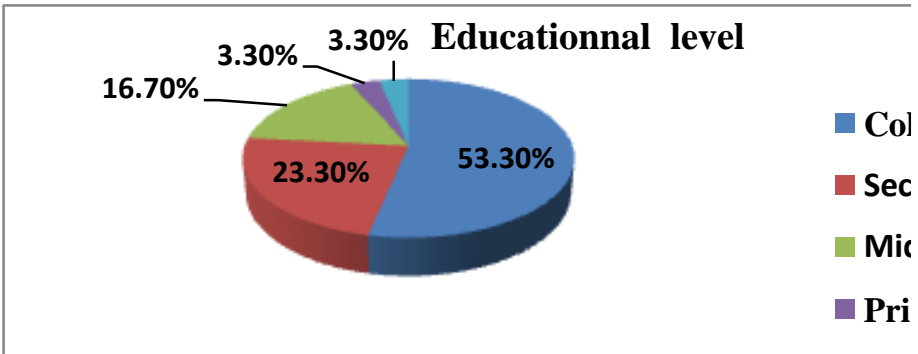
Source: spss.v20 output

**Figure 1:** Distribution of the sample by gender



**Source:** Prepared by the researchers based on the results of the spss.v20 program

**Figure 2:** Distribution of the sample by educational level



**Source:** Prepared by the researchers based on the results of the spss.v20 program

It can be deduced from Table (02) and Figure (01) that the targeted category of males, with a percentage of 80%, is higher than females, with a percentage of 20%. This explains why the frequency of males in the company is higher than that of females.

As for the educational level, the previous Table and Figure (02) show that the majority of the sample has a university degree, with a

percentage of 53.3%, followed by the secondary level with 23.30%, then the middle class, with a rate of 16.70%. The primary and substandard levels represented only 3.30%. Most of the respondents are university graduates, which helps to enrich the study with their ideas and opinions properly.

Regarding age, the two age groups of 20 to 40 years old and 40 to 50 are the two targeted groups with the highest percentages, with 33.3% and 30%, respectively, followed by the age group above 50 with a rate of 23.3%. Finally, the age group from 20 to 30 years old comes with a percentage of 13.3%.

As for job titles, employees represent the highest percentage, estimated at 60%, followed by freelancers at 26.7%, than those without jobs at 10%, and the most nominal rate is for retirees, estimated at 3.3%.

**10.2 Analysis of data related to service quality through customer attitudes using the SERVPERF model for the production and distribution of electricity and gas company - Sonelgaz - Tamanghasset unit:**

**10.2.1 Tangibility (Physical aspects):**

**Table 4:** Customers' attitudes about the tangibility dimension

N°	Item	Frequency				Mean	Standard deviation	Agreement degree
		Excellent score 4	Good score 3	Average score 2	Poor score 1			
01	The internal design of the institution is organized and makes it easy for you to order from	6	20	26	8	2.40	0.855	Moderate





**Evaluation of Service Quality using the "servperf" Model in SONALGAZ company- Tamanrasset unit**  
**Ahsene Benayache/Zarfa Boulekouas**

	the staff							
02	The offices you go to get your service available have comfortable waiting seats.	6	12	20	22	2.03	0.999	Moderate
03	The employees you deal with appear decent and respectful.	8	24	22	6	2.57	0.858	Good
04	Sonelgaz has attractive reception areas	10	8	14	28	2.00	1,145	Moderate
05	Sonelgaz relies on telephone services to contact you.	8	2	18	32	1.77	1,040	Moderate
06	The company has enough payment windows to provide the best service.	2	10	22	26	1.80	0.847	Moderate
07	The company has	6	12	18	24	2.00	1,017	Moderate



modern equipment that provides distinguished services to you								
Tangibility dimension					2.08	0.724	Moderate	

**Source:** The results of the questionnaire using the spss.v20 statistical program

The table above indicates that the tangibility dimension was average according to respondents' answers, as shown by the mean of the dimension, estimated at 2.08, and its standard deviation, calculated at 0.724. This is because respondents' attitudes and evaluations focus on the availability of modern facilities, attractive reception areas during waiting periods, and the limited number of payment windows to facilitate the payment process. This means that the company does not have the necessary modern means and equipment to provide the service according to the quality standards that include tangible elements, one of the criteria for determining service quality. This was confirmed by respondents' answers to items (1, 2, 4, 5, 6, 7), which were moderate. On the other hand, their answers to item 3 were rated with a good agreement, which confirms their commitment and the management's interest in the appearance of its employees and their keenness on an elegant appearance for service providers. Therefore, the tangibility dimension of service quality was moderate.

### 10.2.2 Reliability dimension:

**Table 5:** Customer attitudes towards the reliability dimension.

N <sup>o</sup>	Item	Frequency				Mean	Standard deviation	Agreement degree
		Excellent score 4	Good score 3	Average score 2	Poor score 1			
01	The staff takes care of your requests in a timely manner	2	8	22	28	1.73	0.828	Weak
02	The staff is skilled in providing services	00	12	32	16	1.93	0.691	Moderate
03	The staff delivers what you ask for with accuracy and honesty.	4	12	28	16	2.07	0.868	Moderate
04	The staff is keen to provide you with the service without any errors.	6	14	24	16	2.17	0.950	Moderate
05	The promises of the institutio'employees to you are sincere.	2	6	26	26	1.73	0.785	Weak
06	The company's services meet your desires and aspirations.	4	4	24	28	1.73	0.868	Weak
07	Solve your problems with care and respect.	00	14	20	26	1.80	0.805	Moderate
	Reliability diemension					1.88	0.586	Moderate

**Source:** The results of the questionnaire using the SPSS.V20 statistical program

Table 5 indicates that individuals' attitudes and perceptions towards reliability were within the moderate agreement range, as shown by the mean of 1.88 and standard deviation of 0.586 for this dimension. This is due to employees' lack of sufficient skills in providing services according to customers' specific and truthful requests. These services are not error-free, with the mean of attention paid to solving customer and service user problems. This means that the company does not focus enough on these essential elements in determining perceptions of service quality, as confirmed by respondents' answers to items (2, 3, 4, 7) of moderate agreement. Their attitudes towards items (1, 5, 6) were weak, with a mean of 1.73 for each item. This confirms that employees do not promptly consider customers' requests, make false promises that do not deliver on time, and provide weak services that do not meet their desires and expectations. This reflects that the company's management does not give enough attention to the elements of this dimension. Therefore, it can be confirmed that the reliability dimension of service quality was of good agreement.

### 10.2.3 Responsiveness dimension (responsiveness speed):

**Table 6:** Customers' attitudes about responsiveness dimension

N <sup>o</sup>	Item	Frequency				Mean	Standard deviation	Agreement degree
		Excellent score 4	Good score 3	Average score 2	Poor score 1			
01	Employees respond to your requests when they are made.	00	8	16	36	1.53	0.730	Weak
02	The staff is always ready to take care of your concerns	00	4	28	28	1.60	0.621	Weak
03	The waiting period to receive the service is short.	00	8	22	30	1.63	0.718	Weak
04	The company's announcements to you regarding power outages are accurate	00	6	12	42	1.40	0.675	Weak
05	The company's response to your inquiries is immediate	00	6	26	28	1.63	0.669	Weak
06	Sonelgaz staff is always ready to welcome you	2	12	28	18	1.97	0.809	Moderate
07	Your interest is a priority for Sonelgaz employees.	00	8	26	26	1.70	0.702	Weak
	Responsiveness dimension					1.64	0.451	Weak

**Source:** The results of the questionnaire using the spss.v20 statistical program

Table 6 shows that individuals' attitudes and perceptions towards responsiveness were within the weak agreement, as indicated by the mean value of 1.64 for this dimension with a standard deviation of 0.451. This is due to employees' low and poor response to customer requests, the absence of constant readiness for their concerns, the weakness in the speed of response to their inquiries, and the long waiting period to receive the service, with inaccurate announcements regarding power outages. Additionally, customer satisfaction was not a priority for the company's employees, indicating that the company is not capable of immediately responding to customer requests and complaints and lacks convincing ability due to the absence of a clear strategy for dealing with customer requests and complaints, as indicated by the weak agreement of the respondents' answers to items (1, 2, 3, 4, 5, 7). On the other hand, the response to item 6 was of moderate agreement for this dimension, with a mean value of 1.97. They confirmed that Sonelgaz employees are only sometimes ready to receive customers. Therefore, it can be demonstrated that the responsiveness dimension for service quality could have been of better agreement.



### 10.2.4 Assurance and reliability dimension:

**Table 7:** Customers' attitudes about the assurance and reliability dimension

N <sup>o</sup>	Item	Frequency				Mean	Stand ard deviati on	Agreeme nt degree
		Excell ent score 4	Good score 3	Avera ge score 2	Poor score 1			
01	You feel safe when dealing with the interests of the organization	4	20	22	14	2.23	0.898	Moderate
02	Your complete confidence in the technical interest when repairing electricity networks and gas	6	26	14	14	2.40	0.968	Moderate
03	The staff is polite and treats you as a customer.	12	20	16	12	2.53	1,042	Good
04	You will continue to deal with the institution if competing institutions	00	12	20	28	1.73	0.785	Weak



**Evaluation of Service Quality using the "servperf" Model in SONALGAZ company- Tamanrasset unit**  
**Ahsene Benayache/Zarfa Boulekouas**

	appear							
05	The employees provide services to you that live up to the required trust	00	8	36	16	1.87	0.629	Moderate
06	Employee performance of their duties makes you feel reassured	4	20	18	18	2.17	0.950	Moderate
07	The skill of Sonelgaz employees increases your confidence in them.	4	16	24	16	2.13	0.90	Moderate
	Assurance dimension					2.15	0.738	Moderate

**Source:** The results of the questionnaire using the spss.v20 statistical program

Table 7 reveals that individuals' attitudes and perceptions towards assurance and reliability were within the moderate agreement, as indicated by the mean of 2.15 for this dimension with a standard deviation of 0.738. If competitive institutions appear in the sector, customers will abandon them, which the respondents' answers to item 4 showed with a weak agreement degree. The level of customer's





sense of assurance when dealing with the company’s services, confidence in the technical assistance, employee performance in their tasks, and the customer's feeling of complete reassurance and required faith all had amoderate degree of agreement. This indicates that the efforts made by service providers do not instill the desired level of confidence in customers. The higher the level of trust and commitment between the service seeker and provider, the higher the likelihood of strengthening the relationship and the customer's sense of assurance. This was confirmed by the respondents' answers to items 1, 2, 5, 6, and 7, which had a moderate degree of agreement according to the mean.

On the other hand, the company’s employees showed good manners and treatment of customers, as indicated by the respondents' agreement to item 3 with a good degree. This positive attitude from the company strengthens the customers' confidence more. Therefore, it can be confirmed that the degree of trust and assurance was moderate.

**10.2.5 Empathy and concern dimension for customers:**

**Table 8:** Customers' attitudes about the dimension of empathy and concern for customers

N°	Item	Frequency				Mean	Standard deviation	Agreement degree
		Excellent score 4	Good score 3	Average score 2	Poor score 1			
01	The staff of the company greets you with a permanent smile.	2	18	16	24	1.97	0.928	Moderate
02	Sonelgaz staff respects your business.	6	12	26	16	2.13	0.937	Moderate



**Evaluation of Service Quality using the "servperf" Model in SONALGAZ  
company- Tamanrasset unit Ahsene Benayache/Zarfa Boulekouas**

03	The company's staff appreciates your special circumstances	4	10	20	26	1.87	0.937	Moderate
04	The company's employees show good treatment towards you	10	12	22	16	2.27	1,048	Moderate
05	Providers Services are keen to advise you.	00	14	22	24	1.83	0.791	Moderate
06	The company's working hours are convenient for you	8	16	24	12	2.33	0.959	Moderate
07	The management of the company helps you solve your problems	2	10	18	30	1.73	0.868	Weak
	Empathy dimension					2.02	0.668	Moderate

**Source:** The results of the questionnaire using the spss.v20 statistical program



Table 8 shows that most individuals' attitudes and perceptions towards the empathy dimension were within the moderate agreement, as indicated by the mean score of 2.02 with a standard deviation of 0.668. The respondents' answers to six items (1, 2, 3, 4, 5, 6) were within moderate agreement for this dimension, with a mean ranging from 1.83 to 2.33. This means that the degree of reception, respect, appreciation for customers' concerns and circumstances, good employee treatment and advice, and the appropriateness of the company's working hours were moderate. This indicates that the company's management needs to pay more attention to customers' needs and requirements as required, this confirmed by the previous items. Furthermore, individuals' attitudes towards item 7 could have been more strongly agreeable, with a mean of 1.73, indicating that the company's management needs to assist in improving customers' problems. Therefore, it can be confirmed that the degree of empathy and care for customers at Sonelgaz company was moderate.

**10.2.6 The quality of the overall service according to the respondents attitudes :**

**Table 9:** The mean, the total standard deviation, and the degree of agreement of the respondents' attitudes to the five dimensions according to the (SERVPERF) model

Five dimensions	Mean	Standard deviation	Degree agreement
Tangibility	2.08	0.724	Moderate
Reliability	1.88	0.586	Moderate
Responsiveness	1.64	0.451	Weak
Assurance reliability	2.15	0.738	Moderate
Empathy	2.02	0.668	Moderate
General Average	1.95	0.533	Moderate

**Source:** The results of the questionnaire using the spss.v20 statistical program

From the results shown in Table 9, we conclude that the degree of customer agreement for the overall quality was moderate, which explains that the services provided to them do not live up to the level of their aspirations and desires, that reflects the availability of service quality through the five dimensions in the Sonelgaz company in an average manner, this is confirmed by the overall average of means and standard deviations of the five dimensions, which have a mean of 1.95 and a standard deviation of 0.533.

### 10.3 Study hypotheses testing:

- **First hypothesis:** From the data obtained by presenting the results of the hypothesis that there is a limited application of service quality in the public company of Sonelgaz - Tamanrasset unit - through the dimensions of the 'servperf' service performance model and from the previous tables (4 to 8) for the five dimensions, and Table 9 for the overall service quality. The views and attitudes of the sample individuals towards the extent of applying service quality in the company came with a moderate level of agreement, as indicated by the mean of 1.95 and the standard deviation of 0.533. The customers' attitudes and opinions about the weakness in the speed of response in the company are due to the employees' low and weak response to customers' requests, lack of preparedness for their concerns, as well as the weakness in responding to their inquiries, and the long waiting period to receive the service, the inaccuracy of advertisements regarding power outages, and the interest of customers are not a priority for the company's employees.

Therefore, customers perceive a low level of service and poor responsiveness to their requests. Customers' attitudes and opinions regarding the four dimensions (tangibility, reliability, assurance, empathy) were moderate. Based on these results, there is a limited application of service quality in the public company of Sonelgaz - Tamanghasset unit - which reflects its validity.

- **Second hypothesis:** states that there is a variation in the levels of service quality in the public company of Sonelgaz - Tamanrasset unit. Based on the results obtained in Table 9 for the overall service quality, the four dimensions (tangibility, reliability, assurance, and empathy) came with moderate agreement degrees according to the means shown in the previous table, and as for the fifth dimension, which is the responsiveness dimension, had a weak agreement degree, confirming that there is a difference and variation in the levels of service quality in the public company Sonelgaz.- Tamanrasset unit, which explains that the second hypothesis is statistically significant and accepted.

- **Results summary:** Based on the obtained results, we conclude the following:

Customers' attitudes towards the quality of services provided by Sonelgaz-Unit Tamanrasset, according to the "Servperf" model and its five dimensions, were of moderate agreement regarding the four dimensions of tangibility, reliability, assurance, and empathy. This reflects a limited availability of these criteria in the company. However, the responsiveness dimension was of weak agreement, indicating that this criterion is very limited in Sonelgaz-Tamanrasset unit, which is consistent with the study by Atallah Yassine and Bouhali Mohamed. On the other hand, the survey by Fatima Zahra Benyemina and Othmane Bouziane at Bank for Agriculture and Rural Development, Ain Temouchent, showed a high degree of agreement due to the different perspectives of customers regarding the criterion of responsiveness and the variation between the production and distribution company (Sonelgaz) and the banking institution (Bank of Agriculture) regarding the service provided.

Therefore, we can conclude that despite the reforms that have affected the Algerian public institution since independence to date and the efforts made to reform the public service in sensitive sectors and primarily on the customer and raise the level of service quality,



this service has not met the aspirations of customers, indicating customers, which suggests that the implementation of service quality standards represented in the five dimensions mentioned above is limited in the field. This is explained by the fact that Algerian employees (service providers) do not have the required service quality culture to meet customer needs, which researchers attribute to the management system of the Algerian public institution that still needs to establish quality concepts among its employees and modify their behavior through continuous training in this field. On the other hand, the existence of a compulsory relationship between the service provider and the customer, due to the absence of internal or external competing institutions in this sector, reduces the importance of prioritizing customer interests by the institution's management and employees. Consequently, customers seek low levels of service and weak responses to their requests, as confirmed by the study by Atallah Yassin and Bouhali Mohammed, which concluded that the quality of service according to the servperf model at Algeria Post in the province of Laghouat was below the level of customers' aspirations. Similarly, the study by Fatima Zohra Ben Yemina and Othmane Bouziane indicated that customers of the Agricultural and Rural Development Bank of Ain Temouchent province considered that the quality of service provided was of moderate level and needed to meet their satisfaction.

## **11. Conclusion:**

The current study focused on understanding the quality of service provided by the Sonelgaz unit involved in the production and distribution of electricity and gas in Tamanrasset. Using the SERVPERF model, the study aimed to provide a structured evaluation of service quality through its five dimensions (responsiveness, tangibility, reliability, assurance, and empathy).

The objectives of the basic study were successfully achieved, and presumed hypotheses were confirmed. The analysis revealed insights

into the implementation of the quality of service within this unit of Sonelgaz. The study's main findings are as follows:

**Study results:**

- The responsiveness dimension criterion provided by the public company Sonelgaz - Tamanrasset unit is very limited.
- Availability of the four dimensions of tangibility, reliability, assurance, and empathy in the organization is moderate
- There is variation in the levels of service quality in the public company Sonelgaz - Tamanrasset Unit.

In summary, the implementation of the service quality provided by Sonelgaz Public Company is limited.

Despite Sonelgaz's efforts to follow the comprehensive quality management approach to improve service quality and focus on customer service, the application of service quality through its five dimensions still needs to be improved and meet customers' expectations and desires. This leads us to propose some suggestions that serve the management of the company and the beneficiary alike, including:

**Suggestions:**

- Prioritizing customers by responding to their complaints and demands by designing a strategy to deal with complaints and requests that meet the needs and desires of each customer.
- Developing service providers' skills through applying specialized training programs for service quality.
- Establishing values of quality culture among Sonelgaz employees and workers is the only way to guide their behavior to provide distinguished services.
- Evaluating service quality by monitoring customer feedback periodically.
- Utilizing technology to reduce the pressure on payment windows and reduce waiting times by using electronic payment methods.

**12. Refernces List :**



1. Abdel Nasser Alak Hafez, and Hussein Walid Hussein Abbas. (2015). *Academic accreditation and quality applications in educational institutions*.
2. Alwan Al-Mehyawy Qassem Nayef .(2006) .*Quality management in services concepts, processes and applications*.
3. Attallah.Y, Bouhali.M. (2021). *Evaluating the quality of Algerian Post service using the Servperf mode:A study sample of Algerian Post cutomers in the province of Laghouat*. Journal Al-Acil for Economic and Administrative Research ,5(1),353-370.
4. Benyemina.F,Bouziane.O. (2018). *"SERVPERF" Model for Measuring the Quality of Banking services from the customer's perspective.The study targeted a sample of customers of the Agicultural and Rural Development Bank in Ain Temouchent* . Journal of Economic Policies,6(1)1-18 .
5. Cronin.J, &Taylor.S .(1994).*Servperf Versus Servqual Reconciling Performance-based and Perception -minus-expectations Measurement of Service Quality* .Journal of Marketing58 (1) ,131-125 .
6. Gilmore, A. (2003). *Evaluation and Measurement of Services Marketing and Management* . Sage Publication.
7. Gronroos. (1984). *A Service Quality Model and its Marketing Implication*. European Journal of Marrketing, 18(4), 36-44.
8. Linda.L, N., & Chester A, S. (2003). *Assurance :Knowledge and Courtesy of Employees and the Ability to inspire Trust and Confidence,(New Directions in HRM)*.
9. Majid Qerna. (2019). *Modern trends in hotel management*. Dar Al-Ranim for publication and distribution.
10. Ramsook.Munhurrun. P, (2010). *Service Quality in the Public Service*. International Journal of Management and Marketing Research, 3(1), 37-50.





11. Ramya.N , Kowsalya .A, Dharanipriya. K, (2019).*Service Quality and its dimensions* .EPRA International Journal of Research and Development (IJRD),4(2),38-41.
12. Sadiq .S,Mehedi.H,(2021).*students' perceptions of service quality in Saudi Universities the SERVPERF model .Learning and Teaching in Higher Education: Gulf Perspectives*, Emerald Publishing Limited,17(1),54-66.
13. Susan.S.White, & Benjamin, S. (2004). *Service Quality :Research Perspectives*. London: Sage Publication.

