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The Quality of Services between Reality and Expectations in Misurata International Airport

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ABSTRACT

This article is from a study submitted for a master's degree in the field of Legislators and leadership has been taking them researcher this part and it indicates the researcher to measure the quality of services and methods for optimization and improvement in Misurata International Airport in order to cope with this airport modern airports around the world, as well as knowledge of the obstacles that affect the quality of services provided by the Misurata international Airport which .okadd adopted this study to measure the quality of services in Misurata international Airport to determine the level of customer satisfaction, compared to the actual performance of the service provided and the performance expected of them, and also to raise the level of services Pmaetmhy with international airports, where adopted this study to measure the quality of services of the five dimensions, namely, (reliability, responsiveness, and tangibility, safety, and empathy). Has pursued a researcher both the inductive desktop cognitive, and applied analytical descriptive and will researcher collects information from sources reliable, analyzed and measured by the statistical including programs (.SPSS) of the most important findings of this study indicate the presence of some of the obstacles that affect the level of quality services within Misurata International Airport , including the lack of attention to human resources, and show us the weakness of the airport infrastructure and facilities to H.oukd researcher proposed several proposals to overcome these obstacles by Mapenth study, including attention to human Balmorard and work training them according to plans previously thought, work to raise the level of services within the airport Bmaitwavq with the quality of services of the five dimensions of the scale, so to follow up on all that is new in the field of services and all the developments in this field developments, and to identify the customers' expectations towards the services provided to them, which would develop the airport work and improve the quality and to highlight the positive aspects of support and knowledge aspects negative and work on them at the airport and the application of quality of service and take appropriate action, so that this airport from continuing to achieve the objectives set by his plans.

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INTRODUCTION

Quality of service (between reality and expectations) in Misurata International Airport:

This section deals with the study of the services within the definition of Misurata International Airport and how the largesse of service until it becomes Knzirrh of international airports by the global data and regulations.

Service institutions in the world has been facing many challenges, and the growing competition among To meet these challenges, most service companies tended to pay attention to the quality of service and excellence in serving its customers as one of the main entrances to increase and develop their competitiveness.

Tattabar service quality of the things that are relevant to the services provided to customers in the service institutions which can increase customer satisfaction, so this research seeks to measure the quality of services in Misurata International Airport compared to modern airports, according to international norms and standards, is the present study an attempt to apply the concept of quality of service in international Misurata airport as one of the modern concepts in modern strategic thinking, and thus contributing to achieve high levels of quality of service.

Submitted:

Praise be to Allah, we praise Him and seek His help and forgiveness and seek refuge with Allah from the evils of ourselves and our evils of Allah guides not misleading him astray, God is not his Hadi and I bear witness that there is no god but Allah alone with no partner and I bear witness that Muhammad is His slave and Messenger.

There is no doubt that the quality of services to international standards at airports, the focus of researchers to gain access to the highest level of service quality and performance of airports show international and especially this Matnolh researcher in the study, which is entitled the quality of services to international standards at airports applied study on Misurata airport Ata- Libya, the researcher addressed an important part of his study to offer in the form of a scientific article to one of the areas the court will spin axes of this article this way: -

1. Reliability.
2. Almmoosayh.
3. Response.
4. Safety.
5. Sympathy.

The researcher will analyze these indicators and assess the quality of service to measure the level of services provided degree in Misurata International Airport, and to highlight the obstacles to implementing quality in performance.

Quality in the scientific concept:

Qualities in the scientific concept are: services provided, whether expected or perceived any customers expect or Adrickunha in actual fact, a major determinant of customer satisfaction or dissatisfaction with where is at the same time of the main priorities that you want to enhance the level of quality in their services. ((Mamoun Dararkh 0.2002, p. 18)).

And quality of service: that quality which include procedural dimension and the dimension of personal mission Kibaad in providing high-quality service, where the procedural aspect consists of systems and procedures specific to provide the service either the personal side of the service is how it reacts workers ((with the approval of their behaviors and practices verbal)) with the customer. ((safe Dararkh 0.2002, p. 19)).

The idiomatically, quality QUALITY which is derived from the Latin Alkimh QUALITAS and intended to sell what person or thing and the degree of goodness of the word and it means old precision and workmanship.

Entrances and improve the quality of service: - ((Khalidi 0.2006 m)):

Researcher finds that it imposed on service organizations to do the steps that help improve the quality of service is in the points as described later: -

- 1-continued use of scientific studies and research.
2. Employers to hire the best expertise and competencies.
3. Motivate those in charge of providing internal services.
4. Solve customers' problems as quickly as possible.
5. Granting broader idea to customers on the services provided.
6. Quality becomes a slogan that he believes all employees.
7. Confirm the role of the service provided teams.

Entrances to the quality of service:

First directional entrance: - that the quality of service is a form of direction as assessed and understood by the client, and relies on three dimensions, namely: -

1. Material quality and include physical aspects (Kalttaghizac, buildings and equipment ...etc.).
- 2-Institutional quality and service means the institution's reputation and image among the public.
- 3-Interactive quality, which derives from the interaction between the staff and service organization staff and their customers.

Second entrance gap theory: - the quality level of service is measured by the congruence between the level of service provided to customers and actually Maitouka between them, and measured as follows: -

1. If the expected service was greater than the perceived service (actual performance), the quality level of service to be less than satisfactory.
2. If the expected service quality equal to the perceived quality of service shall be satisfactory service quality.
3. If the expected quality of service is less than the perceived quality of service shall be the most satisfactory service quality and thus moving towards the ideal of service quality.

Thus, it follows from the literature review to the issue of the quality of service that there is a main entrances to measure the quality of services, namely: -

1. Perceived quality, which depends on the basis of customers evaluate the actual performance of the service entrance.

2. Gap entrance, which depends on the difference between the qualities that customers expect service on And the actual performance that customers realize.

Measurement model Servqual:

The model (Service Quality Model) which is known shortcut name Servqual more models known and widely used, there are several studies have contributed to the development of frameworks and scientific criteria and a process for measuring the quality of service, and the most important of these contributions, most notably those contribution made by some researchers who presented researchers famous scale (Servqual) and that was a turning point in the literature of the quality of service points.

Servqual measurement model. The measurement can be expressed by the following equation:

Quality of Service = Almtoukah- actual performance of service

Service quality = expected service - perceived service

Schedule:

Assess the quality of service indicators.

Index	Statements
Reliability	- fulfilling to provide the service in a timely manner. - Service rendered correctly (no errors). - Accurate and correct information.
Tangibility	- Exterior attractiveness of the airport. - Interior design of the airport. - Modern appliances and equipment used in the performance of the service. - Decent-looking service providers.
Response	- Speed in providing the requested service. - Immediate response to customer requirements. - Immediate response to inquiries complaints.
Security	-feeling safe in handling. - Trust service providers.
Empathy	- Analysis service 'providers' decency and good manners. - Understanding and knowledge of customer needs. - Appropriateness of working hours. - Put the client's interest at the forefront of the concerns of the senior management of the airport. - Determination of the client conditions and empathy with him. - Kindness in dealing with customers.

Conclusion:

Note from the foregoing that the quality of service constitute the five major dimensions and, as reported by researchers in this area, and is in reliability, and tangibility, responsiveness, and safety, and passion.

The assessment of service quality dimensions will vary according to customer group and the different cultures at the same time, as well as in an environment of sharply competition will change the type of service and the relative importance of the passage of time, for example at airports ground service provided by the airport by companies or enterprises specialized and approved by the Civil Aviation Authority that are to receive and relay aircraft, passengers and Matnqlh aircraft baggage and cargo and mail, including unloading and loading, as well as catering drinks, food and other materials ranging from access to the airport and even boarding the plane before take-off, and the equipment made by these matching services approved standards of civil aviation for each service . When generating customer satisfaction in the quality of the services that must be present at any interview and a matching international norms and standards approved by the Civil Aviation Airport.

The foregoing, we note that the quality of services in the international Misurata airport, the airport is still under development by working it, as recently been installed down the electronic device to the airport which makes landing it possible to Jamea weather Alrdih, which raises the quality of this airport technically. {ILS}

It is also notable lack pioneered the application of quality standards and cited a number of reasons and most important: -

1. weakness of the political climate of the country's presence in this current period of time, increasing confusion and lack of work in which the application of quality standards of service to customers the perfect way for them.
2. absence Tdrbeh courses for workers in this airport, especially in the area of quality of service provided to customers.
3. The low overall shape of the airport compared with modern airports and other. (Buildings, equipment, accessories, office, etc.).
4. The lack of delegation of authority and the distribution of tasks and responsibilities according to specialties at the airport, which confuses work and reduces the level of quality of service provided to customers.
5. The lack of awareness and the culture of the customer to the system followed the completion of the airport, travel and other measures procedures.
6. Lack of full knowledge of the laws and regulations in force in the civil aviation bodies by airport management and staff.

Through the above, we would like to study how to develop services to international standards and Metrology in Misurata International Airport, and studying the barriers between the quality of service expected and actual performance as required and work on the removal of these obstacles, and this is the core of our study.

And by seeking to find quality services and quality comprehensive and sound and appropriate for that purpose and to keep up with the progress of the times with modern technology and according to international standards. Accordingly, the researcher tried to submit How is the status of international Misurata airport now and how to develop it into an international airport contain the finest amenities and development, which serves customers and make it an international airport compete with modern airports.

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