

# **Evaluation of satisfaction of operations management by consumers of an educational services company**

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## **Abstract**

This research aims to evaluate the satisfaction of operations management by consumers in an educational services company. The main results show that the factor "teacher" is the one with greater interference in the satisfaction of operations management of: a) class; b) used methodology; and c) teaching materials.

**Keywords:** Operations Management, Service Operations, Educational Services, Satisfaction

## **INTRODUCTION**

In the present scenario where customers are becoming increasingly demanding and highly influential administrative practices in organizations, the focus is totally geared to your settings and how organizations should provide higher quality services ideas. In view of this principle, the value of introducing this very thorough study, to find out what really makes the customer satisfied with the company, is of great importance. This study aims to identify and classify some among the many factors that bring this sense of satisfaction to customers (Maso 2010).

The importance of this study is from the improvement in the provision of services by companies, covering various administrative sectors, to the very organizational environment. The issue has raised major questions about how it should be the treatment and customer loyalty as their satisfaction after having enjoyed certain goods or services, depends on the supply of performance against expectations. So if the performance after the service provision and its

expectations of consumption are not met, you will feel totally dissatisfied with the company (Silva and Herbele, 2012).

With increasing competition in the market customers become more demanding about the level of services offered by companies. As a result, companies have prized the satisfaction and loyalty of its customers in an attempt to override the flaws that arise. To keep living in unstable markets, organizations must use an integrated approach whose purpose is to unify company / client (Leivos et al. 2013).

So to have a satisfied customer, some measures must be taken daily, and small businesses have fared better in this direction to please them the facility to maintain a close relationship. Thus identifies the questioning to which is to be found a rational response. Before the above question, determine the point of this article: What induces customers to have a satisfactory perception of the company? This study is designed to measure the customer satisfaction of a company in preparatory branch for competitions in Teresina - Piauí.

Given this reality a possible strategy that will ensure the survival of businesses, it is customer loyalty maintained through the provision of a high level of satisfaction that meets the requirements and desires of the same (Bezerra et al. 2013). Thus, the results that emanate from this paper will indicate the possible dissatisfaction factors that the company will have to solve and detect aspects that collaborate for the customer contentment, looking for ways to improve them.

We can not hide the importance of this study project for the company, since through this construct, which is presented here, the company in question will provide information that will give you draw effective strategies aimed at minimizing these defects, and thus attract new customers through the Word of mouth made by customers who had supplanted their expectations after obtaining a service offered by the company

For this, we used a semi-structured interview guide containing seven questions, which was applied to the 30 students / customers, who have purchased the company's services over the years. A qualitative approach was used in data collection.

Therefore, the study was structured as follows: at first a literary study on the subject was made to form the theoretical basis, which will be appointed, among other topics, the conceptual aspects of marketing, customer satisfaction and brand. Soon after comes the study methodology describing the method used in the case study, the following section reports the analysis of the results and promotes discussion of them. Finally, the last section discusses the final considerations of the study and suggestions for future studies.

## **CLIENTS SATISFACTION**

The arduous search for the companies to meet the needs of your target audience, although initially have advertising expenses tools, telemarketing and other factors should be valued by their future benefits, with the understanding of the way of thinking and customer recognition brand the organization as a sociable and great interactivity institution, creating a concept of loyalty and appreciation in their minds to form an image much more solid and satisfying. The new concepts of marketing are directly linked to customer value, and formulated guidance one being necessary (Churchill and Peter, 2000).

The perception of satisfaction by the customer happens when meeting their needs by the company is at least similar to those imposed expectations, Lemos et al. (2011). Through an in-

depth study, relationship marketing, allows managers to see what motivates the consumer to use the product or service provided by the organization, also allows the profile of the knowledge of your audience as well as their wants and needs, and thus create more targeted marketing strategies. However, there is still a rigidity in organizations regarding the implementation of relationship marketing, because three basic factors: the difficulty to change the current culture of the company; the inability to change existing business processes; the lack of financial resources to invest in technology (Saito 2009).

The last few years have been marked by several changes in customer behavior and requirements impacting in a direct way in corporate marketing managerial, forcing these to be in a constant search to detect what elements make up the customer satisfaction of state, and the left this finding could strategize that matches the factors sought by consumers within the service delivery process (Leivos et al. 2013).

According to Kotler and Keller (2006), satisfaction is the feeling of pleasure or disappointment that consists of comparing the perceived performance of a product and consumer expectations. Customers will be dissatisfied when their expectations are not met and will be highly satisfied when their expectations are met.

More and more consumers are becoming more demanding and always searching for the best service, products and services that appeal, for it is essential to understand the market in which the company operates and knowing for research support and other communication materials your requirements and needs. Therefore, customers are indispensable for any company and serve them well as to make them loyal to the company, is a major focus of organizations these days. For it is they who enable the company's growth in an increasingly competitive market. So careful are due to be customer needs. (Haubert 2009).

The brand is the symbolic image of an entity that identifies goods or services of a particular vendor allowing its distinction and prominence in the market, among its competitors, Kotler (1991). From this concept, there is a direct association with the senses of customers in relation to the organization as an assumption many extrinsic and intrinsic attributes trainers satisfaction.

The formation of this expectation built on the company's image has great relevance in decision making on the use of a good or service by consumers because through studies became clear the importance the organization earned the mark of quality in the market. The interest in this area, in brand building, has been the subject of several journals, articles and conferences, the creation of this dissemination method the company's image in the market should have a special focus of managers, given the current relevance. This concept is still very difficult to understand and ranked by the leaders for failing sure of the strength and value to the customer (Aaker 1998).

With the constant growth of the technological advances in the current digital age has provided similarities between the goods or services offered by the company and quality standards, generating more difficult to physically tell them apart. Has also affected as the marketing communication channels are often the same or are close to having the same impact on the market. Inevitably, targeting a specific focus on the enhancement of the brand as a key factor for the distinction (Pinho 1996).

All this combined leads to a common purpose to all managers, who now seek to build a leading brand in the market. However it requires a thorough study of customers, competitors and the company's business strategies, analysis this should not be only be defined by short-term performance calculations, such as sales and profits, but the brand awareness that It should reveal what the brand wants to communicate. An analysis of each of the above points is of utmost obligation to develop and achieve this goal effectively (Aaker 2000).

## **METHODOLOGY**

Among the qualitative techniques the case study will be used. According to Yin (2001) This study is an empirical investigation and comprises a comprehensive method that involves since the logic of the plan, up specific procedures for collecting and analyzing data. For such research has been adopted as an object of study a company in the preparatory branch for competitions in Teresina-PI.

The nature is applied, since it aims to generate knowledge for practical application, targeted to solving specific problems, involving truths and local interests (Gerhardt and Silveira, 2009).

With regard to methodological goals this study is descriptive. Gerhardt and Silveira (2009) define descriptive as the type of study that aims to describe the facts and given reality of phenomena.

The research in question brings to the company the information needed to pinpoint and understand what factors leads to customer satisfaction and dissatisfaction, while these reach full satisfaction of state and adopt strategies to address aspects that represent a source of dissatisfaction.

To collect data, cross-sectional study in which data will be collected in a single period of time (Rodrigues 2012). For the construction of this study it was used as data collection instrument a semi-structured interview guide containing 5 questions, all questions were consistent with the research problem and objectives. As for the procedures: 1st - will take the knowledge of the company's database, where they will be collected from 30 customer contact information they have acquired the services provided by the company between September and October 2015; 2 - Conducting interviews through phone calls; 3 - Recording of calls; 4th - Transcripts of customer lines; 5th - Analysis by a method that investigates customer lines.

The process of analyzing customer interviews has as its foundation the content analysis technique that allows meanings to be found among the reports of respondents (Bardin 1979). Then categories will be formed following the Spiggle methodology (1994) which argues that the information can be seen clustered within a rectilinear sequence of significance giving the origins theories.

## **RESULTS AND DISCUSSIONS**

Amid such a competitive market, a differential is required to win new customers, serve them well and make them loyal to the company (Limeira 2007). For a company to be able to estimate and achieve its growth targets it is necessary to analyze several factors of satisfaction and dissatisfaction of customers in relation to services rendered.

### **Satisfaction**

Regarding the level of satisfaction, the data show that 2.8% of students interviewed gave a rating of 1 and 2, because of the workload which was smaller than expected, causing the student had not time required to meet their expectations in relation to preparation. Also in relation to the disorganization of the company and the lack of attention to the class. So pay special attention to establish a climate of trust and maintain direct contact with students during and after preparation, are attitudes that assist in the retention of the company's customers.

*"Because it was a much smaller number of hours than planned, and honestly did not meet my expectations." (Student 02)*

*"For lack of organization that the company has before the class, they did not give attention to us." (Student 15) "[...] Regarding the handouts, I did not find it interesting to have to pay every day". (Student 22)*

Another portion of the students (20.8%) gave a rating of 3. In some of these, a common factor was the complaint associated with the Xerox payment (copy) every day. On this report, we can see the dissatisfaction of customers and the continuous distribution of copies, for values to variables during the course.

*"[...] Regarding the handouts, I did not find it interesting to have to pay every day" (Student 22)*

Classrooms with a large number of students was another issue pointed. Some students reported getting to the point of failing to attend class due to lack of sufficient space in the room. For them, it means that the company is concerned with the number of students rather than the quality of services.

*"They are putting many people in the classes are too crowding the classes [...]" (Student 14)*

*"Because I found the number of students in the classroom, very student in the classroom [...]" (Student 10)*

Yet, 55.6% of respondents gave a rating of 4 students, this note should be associated with the benefits was mentioned by customers in relation to its dissatisfaction with factors such as the constant changes of schedules and teachers. The lack of notification about the cancellation of classes, that is, this lack of communication with students generated a big hassle on their part and a clutter of times on the company. In which there should be more communication with the students, leaving them refreshed regarding class schedules.

*"Because during the course had an exchange of schedules, lack of teachers [...]" (Student 31)*

*"[...] Because left to be desired in the question of keeping informed classes, right? Thus, with respect to the absence of some teachers, is I got to go twice and arrived at the course and got no information [...]" (Student 01)*

Finally, on the level of satisfaction, 20.8% of students interviewed gave a rating of 5, which may be related to the satisfaction they have with the company in relation to well-qualified and

trained teachers, the approach of the issues that is passed a clear, flexible schedule form. It may be noted that the company has an excellent faculty and the schedule of preparations are in accordance with the needs of students as it has availability for all shifts, which creates a great delight of students.

*"[...] There's a proper time for everyone who works in the morning and afternoon is to attend class, the teachers are great, give it to understand the whole class, the methodology they use is great, you know? Give it to take our questions, solve the exercises [...]" (Student 03)*

## **Clients satisfaction**

In the interview script sequence by asking consumers about what they thought when speaking in the company it was perceived by the reports that the main meanings that emerged were related to terms such as "approval", "competence" "rapid learning "and" quality ". Emphasizing the large number of approved students.

*"Because I liked the quality of teachers, the dedication of teachers, quality of education, teachers' attention give and with respect in taking doubts that were emerging and the teachers were always attentive and well oriented to the teaching to ask questions" (Student 09)*

To examine how the students decided to study in the company, there have been several responses, such as the appointment of former students or friends. We found that there are a lot of publisher client, which for some specific factor or set of them, disclose the company's brand and his experience with the services provided. Advertising (television and pamphlets) was another factor cited by many students, which was added to the propaganda significant importance value, when customers have decided to study in the company. Credit should be given this marketing technique, increasingly looking to improve this activity.

*"[...] Through television, newspapers, especially television, means of communication [...]" (Student 13)*

*"It was through those flyers you give on the street, you distribute and also did a market research [...]" (Student 19)*

To deliver to students about what they would say to a friend who is considering studying in JM Courses company, we obtained several meanings that are associated with "indicate" "recommend" and "motivate", it is clear that despite some customers have issues involving dissatisfaction still recommend the company due to it providing educational services, signifying to customers an investment in education.

*"I encouraged him to study, say it's a serious company that has good teachers, teachers who motivate students and well trained." (Student 37)*

## Customer dissatisfaction

When asked what they liked least the company can be verified on the basis of statements, many dislike factors related to the physical structure, teachers, disorganization, study materials, location, stocking the rooms, among others. One of the most cited factor was the physical structure of the rooms, the bathrooms, the resources used in the classroom as air-conditioned, stage presentation, wallets and also the lighting of the rooms.

*"Structure is desired. I think so sometimes the air conditioning is too cold, the rooms super crowded, the people are so stunned. That's all. " (Student 04)*

*"From the stairs, and the noise of the air conditioner and the taboo that the teacher is on, the palcosinho, that board to get bigger." (Student 18)*

Another aspect that was highlighted is related to the disruption of coordination or even the secretaries to inform on possible defaults or arrears of teachers, exchange schedules, delays materials.

*"Regarding the transmission of information, the lack of communication at times." (Student 23)*

*"Delays, not perfectly meet the target date, and by the fact that I did and had some change of class, class together, these same issues." (Student 25)*

By asking consumers about what they think when speaking at the company JM courses had many negative points that are related to a disability that the company has to do what they promise and do not care about customer satisfaction. There is a lack of commitment to customers, not worrying to know what satisfaction even in relation to the general company. If no satisfaction surveys with customers can not know what is good and what is bad. In addition to making constant research it is necessary to establish satisfaction levels with acceptable standards and corrective measures when they have undesirable results.

*" Company unable to fulfill that pledge, I did not nominate anyone to do a woe course [...] " (Student 08)*

*"[...] Currently I think about a company like many, like many, not concerned about customer satisfaction." (Student 23)*

When inquiring students about what they would say to a friend who is considering studying in JM courses now, many spoke not indicate, that there is a great discontent generated by several factors related to the company in general mode.

*"Honestly, right now I do not indicate. Not indicate. "(Student 14)*

*"For God's sake never in your life think of making progress there." (Student 35)*

Thus, this analysis sought to evaluate how the company is perceived by its customers, through the interviews that were conducted was identified and were transcribed the opinions and

suggestions for improvement, given what pleased and reached customer expectations, as well as the that displeased or not at the level they expected. It was noted that they have a well-formed opinion on each of the aspects that were cited, and mostly managed to express their thoughts about the company.

This research method provided a deepening on customer ideas and created to a company's interest in learning more about what they know and what they aim to find the company when they are willing to use their services. The provision or customer interest in answering your interview script was a very significant point for the realization of this research.

## CONCLUSION

This article is designed to measure the degree of satisfaction and what factors influence the full satisfaction of the company's consumers in question to the point of these disclose the company's brand to new customers, by analyzing the data obtained in this study it was observed that the quality of service, excellent and qualified teachers, approval of students and the efficient performance of the staff of the company are the main aspects that influence the level of consumer satisfaction.

The findings of this research, added to the results of the studies of other authors such as (Oliver 1997, Bezerra, 2013, Brambilla, 2013) show changes in behavior and consumer demands where these are increasingly seeking "the satisfaction of satisfaction" because "only to satisfy" the customer no longer result in a competitive advantage, or it will not mean another loyal customer so far as to disclose the brand of the organization customer prospects.

However, this study identified practices present in the process of providing the service company concerned leading to customer satisfaction status. The data analysis pointed out as the main causative aspects of that feeling: qualification of teachers, teaching materials and methodology used by teachers, as the main cause aspects of dissatisfaction: the delay and shortages of teachers, changing class schedules, lack of feedback customers. Martins and Rodrigues (2013) emphasize that to retain a customer is necessary for this within the service delivery process, receive such a high benefit charge that his state of satisfaction exceeds the drawn expectations if amid the process occurring unwanted situations the company will risk that consumers switch suppliers.

The result of this study provides the company access to a portfolio of information about the perception of consumers in relation to services rendered, especially with regard to dissatisfaction points. This requires encouraging employees to always can be improving and enhancing increasing their knowledge in the area of human relations.

So the progress that can be identified in the organization will trigger benefits beyond your experience in the market, because if the necessary corrective actions are taken, will provide through the provision of its services with a quality education in the city of Teresina raising the level of education future professionals who are graduating, winning their place in the labor market through the preparation for offered contests, becoming a benchmark in the region in contributing towards the qualification of students / customers using the services of this preparatory company for competitions.

During the construction process of this study, outdated and incorrect reporting of the company's database has been one of the bottlenecks imposed limitation to research, as had



invalid numbers and incorrect reporting customer's name. Among other elements the refusal of some customers in the survey prevented the conclusion of a greater number of interviews.

By deepening the analysis of the interviews we can identify a proposal for a study in the future, having as its central theme the difficulty in adapting the companies to accessibility issues for people with disabilities and how you can turn this into a factor of differentiation and Featured marketing for organization medium is a market that has been providing increasingly similar services.

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