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**Article**

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CES Working Papers

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*Suggested Citation:* Remesovski, Natalia (2012) : The Imperatives of Quality Services in Condition of European Integration, CES Working Papers, ISSN 2067-7693, Alexandru Ioan Cuza University of Iasi, Centre for European Studies, Iasi, Vol. 4, Iss. 1, pp. 88-93

This Version is available at:

<https://hdl.handle.net/10419/198158>

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# THE IMPERATIVES OF QUALITY SERVICES IN CONDITION OF EUROPEAN INTEGRATION

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**Abstract:** *Quality includes the technical side or strictly linked to intrinsic characteristics and properties of the product or service and it can be defined as a set of properties and characteristics of a product or service, which gives it its ability to meet the needs expressed or implied. The liberalization of international trade by value, internationalization and globalization and the development spheres of service, the bar in quality always rises and quality is a key factor in customers decision to choose a particular company or another.*

**Keywords:** JEL: Quality, dimensions of service quality, service quality, European quality policy, imperatives of the service quality

**JEL Classification:** M31, M38

The meaning of the term quality should be best. It includes the technical side or strictly linked to intrinsic characteristics and properties of the product or service. From this point of view goods or services can have a quality level higher than another. Quality is the main characteristic of goods and services that makes them sell. Factors that determine success are many and varied. They include market conditions, the nature of the product/services, the image created by advertising, socio-cultural characteristics of customers, etc. A major factor that ensures marketability of a product and service is, however, its quality, as was proven by customers.

Quality can be defined as a set of properties and characteristics of a product or service, which gives it its ability to meet the needs expressed or implied. Standard quality is defined in different ways by various researchers, as follows:

J.M. Juran called quality "fitness or appropriate to use." And, P. Crosby said "a quality product that is suitable for their needs." These definitions show the customer, that good quality is suitable and appropriate for use that is established according to the needs of the client.

G. Taguchi gave another definition: "Quality is the minimum cost of a product that society requires." This definition is based on the supposition that is cheaper to prevent rather than to produce an excellent product from the beginning. A great field researcher Peter Drucker, noted that quality is "what the customer is willing to pay according to what he obtains."

Philip Kotler, the father of Marketing said, regarding quality, that it can be viewed under two aspects: the level and consistency. "The quality of a product is the ability to carry out its functions. This concept includes durability, reliability, accuracy, ease of operation and repair, along with other

attributes."

**Quality** is a key factor in customers' decision to choose a particular company or another. The liberalization of international trade by value, internationalization and globalization and development of the service area, the bar in quality always rises.

Now is the time for quality to be a key for all companies and direction for understanding and promoting quality goods and services. Unlike material products, quality service can be appreciated only after having a taste of it. This assessment is not always clear enough, being more subjective and difficult to quantify in relation to quality of goods. Lack of correlation between quality and quality that is expected by customers creates immediate dissatisfaction.

There is a tendency of increasing importance in service quality. The trend is characteristic for the whole European area, supported by EU bodies because of the obvious advantages that these surveys are presented: shortening dispute resolution, lower cost solution, identification and quality assurance services.

Starting from the European Commission's objective quality, which is to use management of quality and ensure quality, so that Europe may become the most competitive dynamic economy, one based on knowledge of the world, the mention that Europe will be a viable and growth economy, which will ensure a greater number of jobs, better paid and an increased social cohesion.

Local companies are operating in a national framework harmonized with European standards. In the EU there is a vast campaign to form **a culture of quality**, imposing on the Member States and the ones in the process of accession to cultivate the same standards. The vastness of this campaign is manifested by:

1. Achieving a common infrastructure quality;
2. Dissemination of large volumes of information on quality in order to strengthen the single European market;
3. Europeanized enterprises by promoting a European quality.

The European strategy is a policy of transcendent quality that determines national policies affecting them. This requires the development of EU documents such as:

- "European quality promotion";
- "The path to an excellent Europe";
- "European Program for promotion of quality" etc.

They provide measures to achieve a strategic vision of quality in all Member States and to identify key points of this approach.

The European Quality Award, awarded annually since 1991, called "The European Model of

Excellence”, is managed by the European Foundation for Quality Management (EFQM) and is a system of criteria relating to both determinants (as received) and the results (which was obtained), while analyzing the performance to customers, staff and society. Free movement is based on mandatory certification for all that may harm the security of people, animals and the environment and voluntary for all other products.

The European Quality Charter was signed at the end of the European Convention. It states that quality is quality and competitiveness of European companies and key signatories required states to work towards a common goal, namely to promote quality in all EU countries.

The main provisions extracted from the European Quality Charter, appreciate them as follows:

- Competition in the global economy is everywhere.
- To win, European products and services should be the best if our continent is to have a chance on the international market;
- Quality has become the key to competitiveness;
- Quality is an objective and a methodology that promotes participation.

For **the optical service firms**, the above definitions require rehabilitation to specific strategic objectives pursued by them. The **quality** of the service level of perfection expressed (level of excellence) that a company aims to achieve and maintain customer preferences to meet the target. In this way, quality is the extent to which firms fail to comply with this strategic objective of prime importance.

Thus, the basic issues that differentiate the service quality are the characteristics of the service quality that the consumer evaluates and are somewhat different from those of goods: experience, knowledge, competence, security, confidence, courtesy, credibility etc.

Also, the services and features appear more difficult to define - understanding and affection, love of the job. Quality of service is identified by some authors as characteristic of the tangible part, namely reliability, courtesy, safety, empathy.

For this purpose, the service can be achieved if firms and management understand, implement and take into account the idea that the consumer is the only reason the quality, service quality is imperative. Therefore one can identify two critical points:

1. The consumer is one reason for the quality of service; they assess service by comparing the received desired level.
2. The company will achieve a strong reputation only when it consistently meets consumer expectations;

When a customer has assessed the quality of a received service, he did not separate its various components. The overall impression is what mattered.

Unfortunately the client tends to stop at the detail of the worst quality and not the benefits. Hence the tendency is to generalize a minor deficiency of the entire set of services that benefit the customer.

So as a policy on services, it is essential to ensure the greatest possible uniformity between the diverse components of the benefits. Supply, whether it refers to a simple benefit, whether the benefit is associated with the consumption of goods, should be considered in the world market.

It follows that, in services, the quality is total or not at all. Studies on service quality and customer satisfaction knowledge often lead to confusing results, because some customers do not open and manifest dissatisfaction in services. The reason is simple and resorts to the intervention of a person who performs the requested service.

In the eyes of the client, expressing dissatisfaction of that person is tantamount to criminalization, putting him or her in difficulty and, therefore, in many cases, clients prefer to remain silent, but not to overlook the deficiencies found. This silence is even more serious for providing the unit with dissatisfied customers will increase as necessary to take into account that a dissatisfied customer, the first experience in use of services is almost always lost to the company.

So it's essential that managers of service satisfaction have a good association with their customers, knowing that the consumer will depend on positive feedback reputation and thus providing the company brand image.

Addressing these issues provides future quality, which is influenced by global market changes:

- Customers are the main criteria for buying quality (ranked 4-5) 10 years ago of 10 possible positions;
- Customers perceive quality and features not only by functions but also by its integration with the total amount, that is the existence of prompt delivery and service networks;
- The buying selling process works on the principle of value.

Quality involves motivation and responsibility of staff or quality that determines success in business, they are reasons of professional excellence is a way of promoting active participation of people as a priority, is a measure of efficiency.

Economic competition requires organizations to always be better. Quality should be a priority for each and every time.

Quality takes into account all functions and every individual in the organization; it concerns all sectors regardless of their size.

Quality can not exist without a quality environment; quality chain unites and binds all economic and social actors. This concerns each and asks everyone to be involved. In competitive market conditions, such as the EU, the question is not to sell what is produced, but to sell what customer satisfaction and harmless.

The eight dimensions of quality identified by G. Garvin, are not directly applicable to services. A study by Berry, A. Zeithaml and A. Parasuraman (1990) identified five main dimensions of service quality, namely:

- \* Reliability;
- \* Sensitivity;
- \* Ensuring;
- \* Empathy;
- \* Tangibleness.

Reliability of service is the ability to make it safe.

Sensitivity refers to always being ready to help the customers and provide prompt service at all times.

Ensuring the client is the ability to communicate the level of competence and to provide service with the required courtesy.

Empathy is the ability to access and communicate with customers in order to provide them individualized attention and understand their needs.

Tangibleness relates to physical facilities, equipment, personnel and communication materials.

Performances on these dimensions of quality are measured, usually based on the customer opinions.

**The European market plan** cultivates quality based on the European policy concept of "**Made in Europe**", which will become the modern emblem of European products and services in all areas of international trade, a philosophy of quality and respect for the consumer and the consumer front and the service offered. All these issues require companies which are competitive in the European Economic Area and also worldwide.

In this context, the approach to service quality should be in a much larger form, from the environment in which they are made, respective management systems covering quality and safety in use and consumption.

**The future quality of the single market can be prefigured in the form of six dimensions, namely:**

1. Achieving high customer value, associated with quality, reflected in the products / services;
2. Successful use of high technology and required shorter cycle tht involves launching of new products, quality output for the customer;
3. The relationship quality-effectiveness of human resources involves the application of methods and tools to help every employee to think, decide individually and in groups, act, learn to achieve quality;
4. The ability to build new partnerships, new strategies with suppliers, new forms of cooperation, reduce delivery time;
5. Integration with other economic aspects of quality indicators of the company. So far it has created an accurate indicator that expresses the cost of delivering complete customer satisfaction;
6. Synthesis of five previous dimensions, namely the shift from focusing on quantity management to focus on quality management.

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