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**THE QUALITY OF THE SERVICE RELATED TO THE TRUST AND PLEASURE OF THE TIRANA BIRRA COMPANY**

**Entry**

Service Quality has been a topic often studied in service marketing literature. It has become an important tool of differentiation and the path to achieving business success, and service quality researchers have paid attention to the issue of quality dimensions of service. Researchers note that the relevant dimensions of service differ from the various industries, which emphasizes the need for the development of large-scale articles that provide adequate quality service measures in a particular context (Bolton and Drew, 1994). The importance of customer satisfaction as an essential concept in marketing has led to numerous studies over the last decades. Literature asserts that satisfied customers are willing to buy more services or products and recommend them to others as well they tend to be less sensitive to prices (Homburg et al., 2005). In recent times, search for quality of service is the most important consumer trend as consumers demand higher quality products and services than ever before.

**Methodology**

This study has quantitative character. Through this design we want to investigate the relationship that exists between the quality of service, satisfaction and consumer loyalty. Study participants were 200 people, 116 men (42%) and 84 woman (58%). The sample is unintentional, so it is randomly selected by individuals through the distribution of online questionnaires.

**Instruments**

Consumer Loyalty Questionnaire. The consumer loyalty questionnaire is compiled by Zhang and Feng (2009), Mouri (2005) and Aydin and Wzer (2005). The questionnaire was used to measure the level of customer loyalty. The questionnaire consists of 4 statements, uses a 5-point Likert scale (1 = not at all agree). Service Quality Questionnaire. SERVPERF (Cronin & Taylor, 1994) service questionnaire, which was modified as a result of criticisms of the SERVQUl Parasuraman instrument, Zeithaml and Berry (1991) was used to measure service quality. The questionnaire consists of 18 statements, uses a 5-point Likert scale (1 = not agree to 5 = completely agree) and includes five dimensional; clarity, accountability, security, trustworthiness and empathy. The higher the score level, the higher the quality of service. The questionnaire has high internal credibility with the Cronbach = .936 alpha in this study. Data analysis was done with the SPSS version 21 statistical program. The design of the method used was analyzed through Correlation and Regression.

**Descriptive data analysis**

Gender of participants %

In the study, there are 200 people, 58% of whom are male and 42% females

Age of participants

  N Minimum Maximum Average Deviation Standard

Age 24 35 200 20.91 2193

The minimum age of participants is 24 years, the maximum age is 35 years with an average M = 20.91 years and standard deviation Sd = 2.193.

Descriptive data on service quality dimensions.

N Minimum Maximum Average Deviation Standard

Clarity 200 7 20 15.93 2977

Reliability 200 8 20 2,364 17.60

Accountability 200 9 20 17.69 2245

Safety 200 6 20 17.49 2,699

Empathy 200 7 20 17.32 2,938

 Referring to the average of 1 to 20 points for each dimension, the highest average represents the average size of accountability (M = 17.69, Sd = 2.245), second reliability (M = 17.60, Sd = 2.364), third security (M = 17.49, Sd = 2.699), fourth empathy (M = 17.32, Sd = 2.938) and the last clarity (M = 15.93, Sd = 2.977).

The correlational analysis in this study showed that there is a statistically significant positive correlation (r = .749, p <0.01) between service quality and consumer satisfaction. With the increase in the quality of service quality we also have an increase in the level of consumer satisfaction and vice versa. This finding is supported by other scholars; According to (Sivadass, 2000) service quality is the main consumer satisfaction indicator, on the other hand (A. Parasuraman, Zeithaml, VA and Berry, LL, 1994) found that consumer satisfaction is influenced not only by the quality of service but also by the quality of the product as well as his price.

They concluded that overall customer satisfaction could be perceived as a function of its assessment of the quality of service, product quality and price. Moreover, consumer satisfaction is influenced by the quality of service (Duffy, 1998). Also the correlational analysis between these two variables showed a significant positive relationship between the dimensions of service quality and consumer satisfaction where (r = .608, p <0.01) (r = .598, p <0.01), security (r = .700, p <0.01) and empathy (r = .718, p <0.01) this finding is also supported by other studies.

Seeing the results from correlation analysis shows that the dimension strongly related to consumer satisfaction is empathy (r = .718, p <0.01) this result is supported by the study of (Y. Wang & Lo.H, 2002) who used the instrument SERVPERF used in this study to measure the quality of service. Correlation between Consumer Satisfaction and Customer Loyalty (r = .766) indicates that there is a statistically significant positive link between consumer satisfaction and loyalty. Thus, with increasing consumer satisfaction levels, the level of customer loyalty increases and vice versa. This finding finds support from the study of Kim and colleagues (2004) who explored the effects of consumer satisfaction on consumer loyalty.

**Recommendations**

1. Look at the relationship between these variables in other people not only to individuals but also to companies as consumers.
2. Include other variables related to the quality of service such as company image.

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