ABSTRACT

This case study intended to explore the Service Quality and Client Delights at LCOM Limited. The study focused on the analysis of the difference between expected service quality and experienced service quality by client status as existing and former clients of the company, specifically in terms of creativity, responsiveness, reliability and confidentiality. The research also determined the differences between expected service quality versus experienced service quality in each of the four sub-variables of SQ on creativity, responsiveness, reliability, and confidentiality and the respective significant relationship with the client delights.

The data used in this research study were drawn from questionnaires, which were distributed to both existing and former client totally 150 respondents who were all at top management level of the company , but only 78 responded due to the constraints of executive management time. The questionnaires were created based on the research conceptual framework referring to different market mix theories. The framework represented concepts relating to public relation client behavior concepts, the marketing concept, marketing mix and the model of client behavior. The analytical tools were SPSS, ANOVA, MANOVA, Pearson Correlation that covered descriptive, correctional and differential tools for analysis.

The results of this research study showed that there was direct relationship between client delights and service quality and definite significant differences between the expectation and experienced of service quality by client status. These findings confirmed the feedback and experience of LCOM on its services to both former and existing clients and the extent of appreciation and delights these clients expressed after completion of LCOM services.

In light of the findings and conclusions of this study, it is recommended that management create every opportunity to maintain and build up relationships with existing clients. It is also important to focus on former clients to encourage them to use more and more services in order to gain loyalty and client retention. This would help to increase LCOM's reputation and business in the future.