

Customer Perceptions of Service Quality at Small Medium Micro Enterprises (SMME): The Case of Crossley Holdings, Durban South Africa

Maxwell Agabu Phiri¹ and Sudeshni Pillay

University of KwaZulu-Natal, School of Management, Pietermaritzburg, Private Bag X01, Scottsville 3209, South Africa

¹Telephone: +27 33-2605843, ¹Fax: +27 33-2606150, ¹E-mail: phirim@ukzn.ac.za

KEYWORDS Service Quality. Reliability. Responsiveness. Assurance. Empathy and Tangibility

ABSTRACT This study measures customers' expectations and perceptions of service quality using the SERVQUAL model. It focuses on a Small Medium Micro Enterprise (SMME) called Crossley Holdings in Carpet supply in Durban, South Africa. The paper attempts to assess the difference between customers' expectations and perceptions in all five dimensions of the service quality model. The study population consisted of 89 Crossley Holdings customers as research respondents. The authors of this paper utilized both a qualitative and quantitative research methods and analyzed the data using the Statistical Package for the Social Sciences (SPSS). The findings of this study help SMMEs to better understand customer needs in terms of service quality and in order to retain current clientele and attracting new clientele. The findings from this study can be adopted by service providers operating in a similar environments and assist them in meeting the expectations of their customers.