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DEPARTMENT OF BUSINESS MANAGEMENT

SERVICE QUALITY MANAGEMENT: A Case of Chiredzi Town Council's Beer halls.

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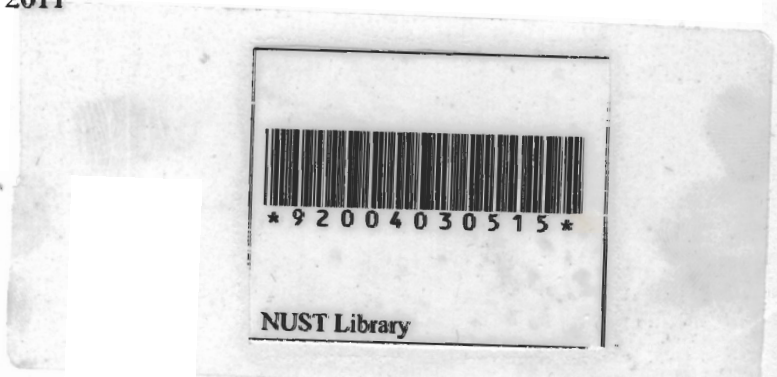
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## ABSTRACT

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The research intends to investigate how service quality management can be effectively used by the management of Chiredzi Town council's beer halls in order to improve the beer halls' competitiveness in view of growing intense competition emanating from bottle stores, restaurants and night clubs that have emerged due to deregulation of liquor undertaking licenses. The preliminary chapter introduces the reader to the research problem and the literature review was meant to be an expansion on the research background. A number of authors were consulted and their views were analysed and related to the research problem. The researcher employed the descriptive research design which is the overall plan for how the research was conducted. This design was chosen because it was relatively cheap and less time consuming. The survey and observation methods were used to collect data from the field. However, research instruments used were questionnaires and observation guidelines to solicit for data from the respondents. The researcher restricted himself to samples of one hundred and twenty customers due to budgetary constraints.

Data was analysed qualitatively for unstructured questions and statistically for structured questions. Pie charts, bar graphs, line graphs and tables were used to explicitly present the found information. The findings substantially revealed that Chiredzi town council beer halls did not place more emphasis on service quality management as compared to privately run liquor undertaking outlets. It was also discovered that the council beer halls were still in the sales era and could not adapt to new changes due to bureaucratic nature of the leadership style. The results also revealed that the council beer halls were rated lowly in terms of SERVQUAL variables of reliability, assurance, tangibles, empathy and responsiveness than their competitors.

The research concluded that there was a strong relationship between service quality management and the performance of an organization.

*Implications ? where are they ?*  
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