A Review of literature on Identifying Service Gap in Indian Manufacturing Industry

Sandeep Gadkari[1]
Research Scholar, NWIMSR, Pune

Satish Warpade[2]
Director, Lotus Business School, Pune

Abstract:

This paper's goal is to review the maintenance management literature and identify any gaps that might exist from the perspectives of scholars and practitioners. Also discussed is a new paradigm change in maintenance. There is virtually little literature on maintenance management classification at this time. The study offers a classification into numerous domains and sub sections after reviewing a significant number of works in the field. The study concludes that crucial challenges in maintenance management include different optimization models, upkeep methods, scheduling, and information systems, among others. Gaps within each category have been noted. In order to help academics identify gaps in the literature and appropriately focus their research efforts, a variety of developing trends in the subject of maintenance management are subsequently recognized. Researchers, maintenance specialists, and those interested in maintenance will find the study valuable in understanding the significance of maintenance management.

Keywords: Service Gap, Manufacturing Industry, Distillery Plants, Critical Equipment Maintenance

Review of Literature:

The idea of service quality has seven significant gaps, which are represented in Figure 1. The model is a continuation of Parasuraman (1985). The three significant gaps that are more closely related to external consumers are Gap1, Gap5, and Gap6, according to the following explanation (ASI Quality Systems, 1992; Curry, 1999; Luk and Layton, 2002). This is because these gaps have a direct connection to customers.

- **Gap 1: Expectations of customer's vs. those of management:** As a result of a lack of a marketing research orientation, poor upward communication, and an excessive number of management layers.
- **Gap2: Management views against service requirements:** due to a lack of commitment to service quality, a belief that it is impossible, poor task standardization, and a lack of goal-setting.
- **Gap3:** Inconsistent supervisory control systems, a lack of perceived control, a lack of cooperation, position ambiguity and conflict, poor employee-job and technology-job fit, and service requirements that don't match service delivery are all factors.
- **Gap4:** Due to poor horizontal communication and a tendency to overpromise, service delivery and external communication are at odds.

Figure 1 Service Gap Model by Parasuraman 1985
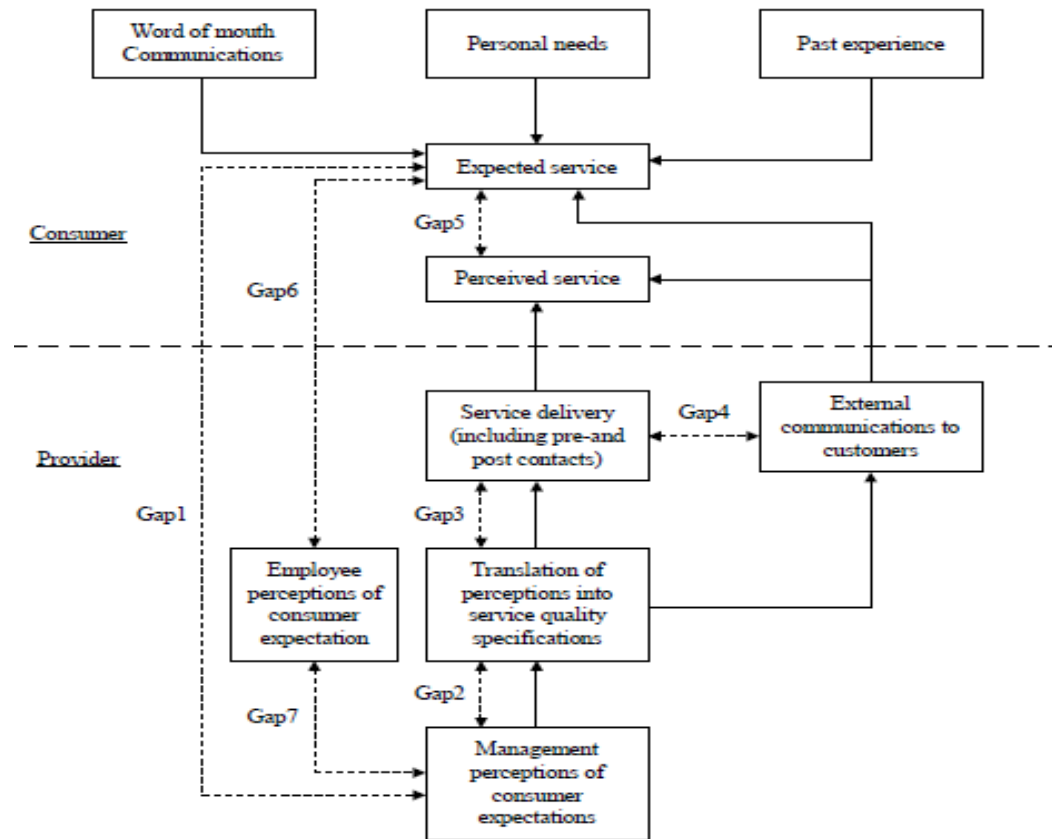
- **Gap5:** The mismatch between what customers anticipate and how they perceive the services they receive as a result of the customer's influences and the service provider's shortcomings (gaps). In this instance, the degree of personal requirements, word-of-mouth recommendations, and prior service experiences all affect client expectations.

- **Gap6:** Customers' expectations and workers' perceptions diverging due to variances in front-line service providers' comprehension of customers' expectations.

- **Gap7:** Employee views and management perceptions diverge because managers and service providers have different perspectives on what customers want and expect.

Due to the numerous industrial uses of alcohol, including those in chemicals, medicines, cosmetics, drinks, food, and the fragrance industry, distilleries are expanding significantly over the world. Large amounts of highly potent liquid wastes are released as a result of the industrial fermentation process used to produce ethanol.

Alcohol consumption as a beverage has a long history. It suggests that fermentation and distillation methods were used in India even during the Vedic era. Additionally, alcohol is a crucial component of the Ayurvedic medical system. In 1805, Carew & Co. Ltd. established the first distillery in the nation at Cawnpore (Kanpur) to produce rum for the British troops. On the basis of methods used outside, mainly in Europe, India created the methods for fermenting, distillation, and combining alcoholic drinks. Alcoholic fermentation was naturally first

used to preserve fruit juices. The fermentation process has now been modified to create fermented grain drinks, which are subsequently followed by distilled beverages.

Concerns about a variety of issues have fuelled research, with one of the main ones being the importance of people in the creation, distribution, and consumption of services, which makes it impossible to do traditional quality control on them. With the development of e-services and business-to-business interactions, this issue is still relevant today, but maybe to a lesser level. A variety of consumer marketplaces have seen an increase in interpersonal contacts and relationships, and additional study has shown connections between customer service, satisfaction, customer loyalty and retention, and profitability. For instance, one might consider the benefits and drawbacks of keeping current clients vs acquiring new ones, the customer lifetime value, and the connections between client retention, revenue growth, and profitability. Zeithaml (2002) has examined the data pertaining to the effects of service quality on profits. Additionally, studies have looked at the effects of staff productivity, loyalty, and retention on customer satisfaction, retention, and business success (e.g. Heskett et. al., 1994).

The well-known significant contributions to the comprehension of service quality in consumer markets have been in relation to definitional, dimensional, and measurement difficulties. Early definitions were provided by Zeithaml et al., Berry et al., and Gronroos et al. in 1985 and 1984, respectively (1988). The potential of technology to successfully customise service offers, recover from service failures, and address the infusion of technology as a facilitator of both staff and consumers in attempts to attain these goals were examined more recently by Bitner et al. (2002).

Early analyses of service quality dimensions concentrated on process and outcome (e.g., Grönroos, 1988; Lehtinen and Lehtinen, 1982); design, production, delivery, and relationship aspects (Gummesson and Grönroos, 1987); and technical, integrative, functional, and outcome (Edvardsson et. al., 1989). The most generally reported collection of service quality determinants was developed by Parasuraman et al. (1985 and 1988), and it has been utilised in a variety of research across several sectors and cultural contexts, with various degrees of success in reproducing the factor structure. Furthermore, the frameworks of hygiene, enhancing, and dual threshold elements are provided by Silvestro and Johnston (1990).

Gap analysis is described as "An assessment of disparities between the organization's intended future and its existing position." The dimensions of the models were investigated, and three major groups that comprise of service quality dimensions were generated. This allows a firm to compare its actual performance to its prospective performance and then identify the areas in which it must improve. They have a connection to the three components of the 7P services marketing mix, such as the physical environment, people, and process. To improve the caliber of their services given, practitioners were urged to pay attention to the 7P and service marketing techniques.

It is a widely recognized symbol of unwavering standards and exceptional success that can only be understood through experience. Quality is seen as "a precise and quantifiable variable" in the product-based approach, and variations in quality correspond to variations in the quantity of a component or characteristic, meaning that higher quality can only be attained at a greater expense. Quality and satisfaction are compared in a user-based manner. The finest quality ensures that consumers' preferences are best satisfied. Making things correctly the first time is how quality is defined in a manufacturing-based approach. It focuses on engineering and production procedures and is supply-based. In a value-based approach, cost and price are used to determine quality. It is thought to be related to pricing.

Due to the aforementioned factors, the approaches for evaluating service quality and its many aspects have grown to be a significant topic in marketing literature in recent years. The service quality measurement models were the main focus of this investigation. The study's approach involved a chronological evaluation of the current service quality models in the literature. The relationships among models were demonstrated in the discussion section. Three major groupings were discovered to be made up of the service quality aspects. Sweeney et al. (2001) investigated how perceived value and customer desire to buy are impacted by service quality at the service encounter stage. The study's findings revealed that consumers are more influenced by service quality judgments during the service encounter stage than by product quality.

Additionally, since market rivalry has grown, many businesses now view quality as a strategic weapon. Service providers should increase the quality of their services in order to obtain a lasting competitive advantage and increase client satisfaction and loyalty. According to studies in the literature, clients who are unhappy with a service tell more than three other people about it (Horovitz, 1990).

In general, the supply chain comprises controlling the distribution of a good or service from the raw materials to the final consumer. Numerous elements, including but not limited to suppliers, logistics, procedures, customers, and technology, have an influence on this supply chain. This research aims to examine many facets of the customer in the supply chain and adopt a broader perspective on supply chain management. Customer loyalty has always been, and will continue to be, a key factor in quality management, which also has an influence on purchasing choices. Additionally, technology has shown to play a crucial role in controlling not just the various elements of the supply chain, but also how customers make purchases, impacting the customer experience.

Conclusion and Discussion:

Only a small amount of research has attempted to take maintenance strategy into account when designing MRPII. Utilizing the right system design, maintenance management may be seamlessly integrated into MRPII. This strategy can be used in future study to improve the MRPII system, logistics management, and physical distribution capabilities inside any firm. Integration of maintenance management with other functional

departments, such as manufacturing and quality control, is necessary. Manufacturing firms use computer-aided integrated maintenance management (CIMM) to integrate, schedule, and manage production and maintenance.

The installation of an object-oriented maintenance management model and its connection with ERP may present problems that need to be addressed in the future. Designing a tailored maintenance concept may benefit based on the experienced judgment and knowledge of maintenance engineers. The responsibilities involved in changeover and maintenance appear to be comparable. Well-documented improvement techniques that are used to enhance changeover performance do not seem to be widely applied. The relationship between the two will make for an intriguing research topic.

One potential area for research is additional work in this direction. More modules, such as those for material selection, data administration, maintenance policy, standardization, etc., should be added to the customized maintenance concept framework in the future, and the content of each module should be carefully developed on. Through the use of modules, it should be possible to choose the modules for which a decision support module is planned. This module's design has a future research focus.

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