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Quality service process, a generic semantic model proposition

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Introdução
The service sector has been in development. The companies are relatively unable to develop competitiveness just based on the advantages of products. The service sector has primordial importance. Economics tends to develop in the service sector. It can be associate to another tendency: the creative economy. The increase of new services has improved marketing complexity. In advance, management of knowledge capabilities had influential effect on quality service, according to Tseng (2016). The importance of the study quality service is related to increasing the competitiveness of organizations

Problema de Pesquisa e Objetivo
This article reflects the quality service management process, proposing a model that considers contextual environment and contexts. Quality service can improve competitiveness based on attendance to the needs of customers. Digital economy imposed a new competitive environment in the informational era. Because it, quality service can represent a constant item for attention; and manage in advance to improve competitiveness. Secondary objectives consider discussions and reflections about the model proposed.

Fundamentação Teórica
Classical theoric studies had crucial importance to compose the theoretical structure. Kotler (1991) considered characteristics of service: a) Intangibility; b) Inseparability/ simultaneously; c) Variability/ heterogeneity, and d) Perishability. Parasuraman, Zeithaml e Berry (1994) show that quality service can be measured by customer expectations, and the model SERVQUAL can provide, based on expectative to the customer, a roll of indicators that can identify areas of weakness in service quality, about the company.

Metodologia
This research utilized the semantic approach to compose a model related to the quality service management process. The principal resource composing data collection is delivered from google platform, with social networking database. Theoretical background was considered, and the thematic involving articles about quality service process management subjects was considered for selection of data. The data was analyzed by propositional logic and classic qualitative output to support data interpretations. Reflections and discussions were provided in advance.

Análise dos Resultados
The classical background theory recognizes the difficulty of designing services, and is supposed that design models to management are difficult, because there are several aspects of the environment, indicating complexity; quality service process management is recognized, a complex environment. The initial experimental model proposed to manage quality service process, developed through semantic methods, and validated from logic propositions, providing results to improving discussions, and reflections.

Conclusão
The process of quality management in services using the managerial process of planning was shown in literature, and the importance was demonstrated. Customers are the central part of the process. These perspectives are compatible with a model that can be able to interpret quality service process management and environments associated, but not in terms deterministic, in considering the complexity of environment and contexts; it is possible to conclude that these dimensions cited are present in the model shown; had evidence of compatibility. Future studies are a possibility.

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Palavras Chave
Quality service, Strategic Marketing , sustainable

Quality service process, a generic semantic model proposition

1. Introduction

The service sector has been in development. The companies are relatively unable to develop competitiveness just based on the advantages of products. Service sector has a primordial importance. Economics tends to develop in the service sector. It can be associate to another tendency: the creative economy. The increase of new services has improved marketing complexity, in advance, management of knowledge capabilities has an influential effect on quality service, according, Tseng (2016). Is possible that these changes can develop entrepreneurship and relate to economic increment, and the quality service has a substantial importance to it. Probably this cycle of development will be continued, without a perspective of finish.

The importance of the study of quality service is related to increasing the competitiveness of organizations, societies, and cities. Digital economy has become a new factor to consider. Relatively quality service Tseng (2016) considers that information and the internet are improving access to information for customers, and this context can improve competitiveness because the customer can compare, in real time, different supplies of services and products by the internet. This can suggest a new competitive environment in the informational era. Because it, quality service can represent a constant item for attention, and management of this environment, and context in advance.

2 Service, concepts, and contexts

Service is the activity or benefit that an organization can offer to another, or a customer,service is essentially intangible. Additionally, services can be integrated with tangibles products. The intangibility of the service is comparable to an abstraction. Thus, implicate the evaluation of service is perceived in terms of results. The customer and your perception about the performance service will result in an evaluation about quality and in perceptions about satisfaction related to service, service operators, and organizations. In complex markets the competitive, and participative environment result in a need for integrations between sectors and organizations, to improve performances. In this case, the main objective is to provide excellent service attendance and maintain the level of satisfaction and quality of service in the excellence stage. But it is not a simple activity because the service has a sui generis particularities. Knowing these characteristics are essential for planning operation, managing to excellence. According to Kotler (1991, p.541-543), the main features are: a) Intangibility; b) Inseparability/ simultaneously; c) Variability/ heterogeneity, and d) Perishability.

Perishability according to Cooper et al (2001) is characterized by an impossibility to maintenance or stocking.

According to Oakland (1994), heterogeneity in service occurs as a result of visible and invisible elements, and elements that are derived from perceptions, and individual preferences, resulting in different perceptions by the customer.

Intangibility is a natural characteristic of service, because service is intangible. Inseparability is the need of customer and service operator to stay, simultaneously, in a determined place.

Other tips of attributes are described by Oakland, considering various attributes of the services, important for project operations:

a. The intensity of work
b. Contact
c. Interaction
d. Customization
e. Service Receiver

These different attributes represent the differences between services. Knowing the attributes is important to think about service operation, and provide adequate services to the consumer's needs.

2.2 Service production

According to Levitt (1990), tangible production has an intense spectrum of control in comparison to intangible production. Intangibles involve people in the process, thus controlling the quality of tangible production is simple. Production of intangible needs caution and attention to adequate level of quality.

Heizer & Render (1999 p. 16) indicates singularity of services, and expose these features and examples: 1) Typically intensive human labor, (education); 2) Often processed individually (investment advice); 3) Often a single task performed by professionals (medical diagnostics); 4) Often difficult to mechanize and automate (haircut); 5) Often relative difficult to be evaluated quality (law consulting).

According to these authors, productivity in the service sector is difficult to measure. It is because of the characteristics of service. But it is not impossible; Measurement is possible in terms of: productivity, man/ time/ feature; measurable too is possible by problem solving, multi-factor analysis, considering the labor, capital, energy, and consum of material support, the convergent factor can be the money. Then, productivity in services includes adapting to specific situations in business units, in different controls requireds.

3 Quality, classical theories

"Quality is the maximization of customer success" (Shiozawa, 1993, p.59). Quality refer ability to provide products with characteristics that customers need, and wand, in terms of cost, service, and other factors and specifications. Leibfried (1994, p.147) considers the quality of a process and performance to deliver the product and service correctly, since the first time. Deming considers quality, defined in terms of who evaluates. And, products can be designed and modified to improve satisfaction, and price considered acceptable (Deming 1990). Then, consider the customer's needs, substantially.

Feigenbaum (1961) considers the quality, the customers requirement, product specifications, conditions, the appropriate sales price, to attend to the customer. Juran (1990) considers the product performance resulting from the features of the product, resulting satisfaction in terms of quality. Crosby (1992) defines quality as conformance to customer requirements. Also report the importance of management for quality, and the way to improve process efficiency. These elements probably are relevant for the management quality of the process.

Ishikawa, (1993, p 44) considers the amplitude term quality as "work quality, service quality, quality of information, quality process, personnel quality, and others concepts, including agents, for example: workers, engineers, managers, and executives, in different contexts: system quality, business quality, quality objectives etc. Across these agents, interactions can be represented as essential factors to improving quality performance. Ishikawa approach considers not only the role of the individual for quality, but also, the importance of company contexts identify the desire of the client to provide quality of product, and service.

3.1 Importance of quality

Quality has importance for companies, because it represents part of marketing performance. The perception of the consumer can improve the quality process by identification of product requirements if the companies are able to interpret customer's needs and to provide outputting products and services, with consistent quality service.

Quality can improve productivity, minimizing rework, and reducing costs. Quality furthermore, can be associated with positive financial results in the company.

Heizer & Render (1999) explain three reasons that evidencing importance of quality: i) Reputation of companies, quality of new product and service; ii) Product Reliability, referring goods and services consumer, without risk, and damage to health; iii) Global reference and universal standard acceptance of products, and organizational operations.

Nevertheless, the adequate management of service can help organizations to improve reputation, profitability, quality, reduce costs, productivity, reduce rework, and to implement warranties.

3.2 Characteristics of service quality

According Juran (1993) quality characteristics and particularities of service are identifiable and directing for applications:

a. Psychological perceptions;
b. Time of waiting for service;
c. Contractual aspects of service and warranty;
d. Ethics: honestly, courtesy, right advertising relate to service;
e. Truthful promotion;
f. Technology.

These characteristics and particularities of service are important for companies and for the satisfaction of customers, complementary, these requisites involving time and ethics" (Juran, 1993). This proposition may be relevant for improving quality. The characteristics and factors are considered relevant for the quality service process, and for management quality service.

3.3 Quality service

In accordance with the process of management quality service, relative to quality service, Oakland (1994), relates quality of projects for service recognizing three distinct elements, the physical elements, the visible service or benefits perceived in terms of psychological benefits.

Reporting characteristics of service: a) Intangibility; b) Perishability; c) Simultaneously; d) Heterogeneity. The author considers the difficulty of designing the intangible aspects of a service. Consumers frequently must use their experience, perceptions and reputation related to service to evaluate quality service. Because of this, these elements are relevant to service quality management, because these factors are present in personal customer evaluation.

Overall quality design services must have a development that respect the customer's thinking and needs. Consequently, a suitable quality design service includes engagement of marketing functions, design, and operations.

3.4 Quality service determinants

Relatively to quality service determinants and your importance to the project and design of quality service environment, Zeithaml & Berry, apud HEIZER (1999, p 70) consider a roll of the determinants of quality in services Table 3. Parasuraman, Zeithaml e Berry (1994) show that quality service can be measured by customer expectations, and the model SERVQUAL

can provide, based to expectative to the customer, a roll of indicators that can identify areas of weakness in service quality, about the company. The comparative between expectations and perceptions can provide insights to know gaps in related qualities in the company. Determinants of quality service are a reflection of this way, those items represent elements of SERVQUAL models, and the model proposed for this article and correspondent studie consider these models also. Zeithaml & Berry consider “tangibles, knowledge, safety, credibility, communications, courtesy, access, competence, responsiveness, and truth”, determinants factors of quality.

3.5 Quality service management

Heizer & Render (1999) note the difficulty of measuring the quality of services, but consider that the customer's selection process considers alternatives and features of the service, on a basis of comparison itself. So, in the purchase decision process the client will make a comparison between what the enterprise offers and what Company B offers. Is possible to compare the attributes and identify superior service of a company in relation to another, and tends to decide for high quality. Having concluded that measuring systems is an important recourse to identify quality, and this system can be integrated with others, specifically can be thinking about customer satisfaction.

Additionally, to it, conclusions of Zeithaml and Berry, apud HEIZER (. 1999, p 70) consider that important aspect of total quality management in services:

a. The perception of service quality by consumers results in a comparison between previous expectations of service with experience of real service. In other words, the quality of service is judged in terms of care and real service performance, and not substantially for expectations of customers.
b. The perceived quality comes from both, the service process as the result of the service. From a consumer point of view, the service can be run itself and there is an own evaluation of service.
c. The service quality has types: normal and exceptional. First, there is the quality level that indicates regular service planning: a) there is the quality level where the exceptions and problems are processed. This implies that a system quality should recognize, and have prepared alternatives for no optimal operating conditions.

Considering these factors, "Managing for quality is in use of the processes:. managerial Planning, control, and improvement (...) It is the Juran Trilogy" (JURAN 1993).

3.6 Quality planning

Quality planning corresponds to the development of the product/service and processes necessary to meet customer needs. It is essential to outline a guide to quality, preparing the company to achieve goals; a planned process from design, it is always able to achieve the quality goals under operating conditions. It involves universal steps, but they are basic elements of needs; b) Identifying customers and their goals; f)quality; e) Development of the product/service with features as requirements; c) Customer identification of processes that impact on expectations/needs. This establishes quality about model Process capability assurance to achieve goals.

3.7 Quality control

Quality of control has represented in the past an important element of managing quality service, today quality control has importance minimized in a process of managing quality. Moreover, control of procedures, the definition of measurement systems, fixation of a performance index, and comparing to the expectations of customers, represent relevant elements of quality service.

In this way, determining the needs of customers, identifying deficiencies of service, adopting remedial actions to correct wrong things, measuring performance, and monitoring processes are importants conditionals factors to managing quality service.

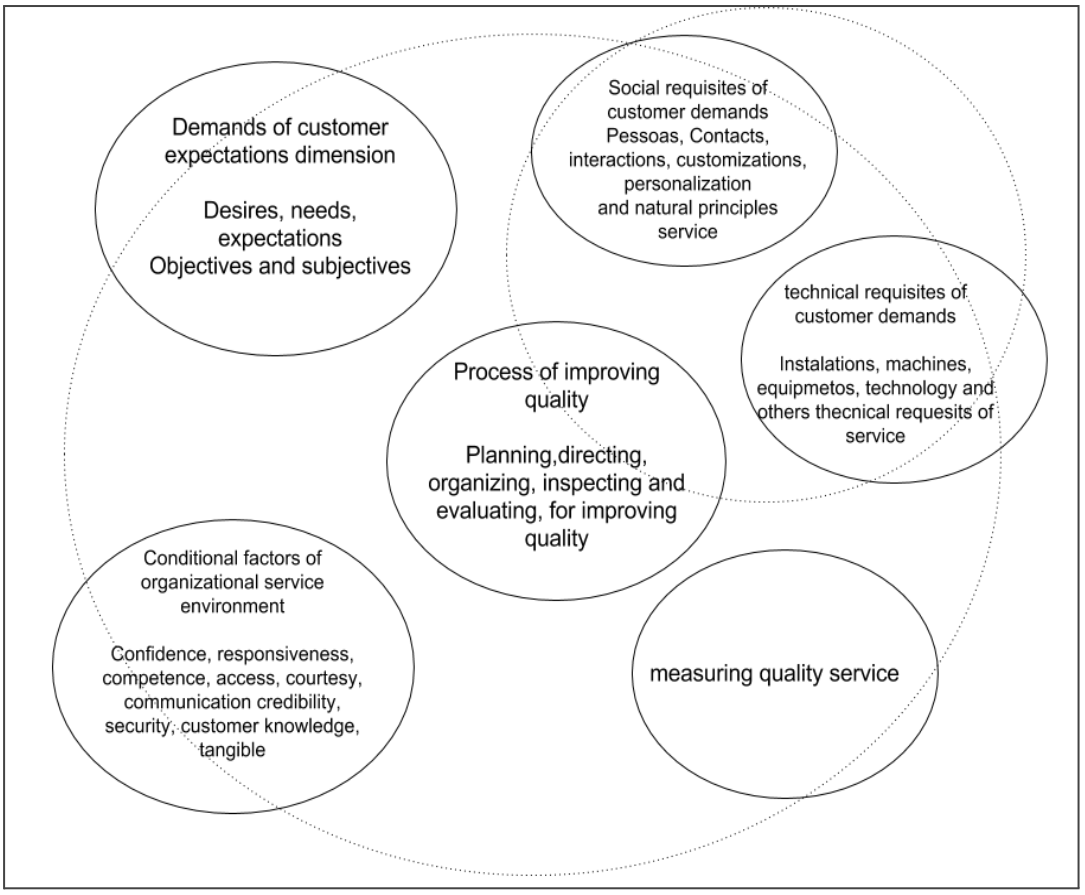
Is possible to conclude, managing quality service is necessary to give attention to differences in attributes, and factors including a technical dimension and social dimension. This argument will be explored in the next section.

3.9 Sociotechnic Tavistock model perspective

This study considers the Tavistock model as a reference to the analysis of paradigms and consequent reflections. For the model proposition of this research, the dimensions of the socio-technical model are considered relevant and suitable to formulate propositions. The model Tavistock considers two subsystems. The first, subsystem technical; this dimension involves installations, machines, equipment, and other technical and technological requisites. The second dimension cited is a social subsystem, involving people, relationships, capabilities, and abilities.

3.10 Initial model proposition

The initial framework of the model involves the mains approach cited in a section of the literature review; And, objective to output a model that is representative to the quality service process environment. This model is intended to explain and represent a model for subsiding analyses of managers and scientists when analyzing the environment of the managerial process of quality service.



Framework model proposed
Source: based in theoretical developments

3.11 Hypotheses and propositions

Considering the model proposed is necessary considering these propositions, to test validity of arguments and propositions, and established conclusions about model validation:

P_1 There are social demands requisites associate to environment quality service process

P_2 There are technical requisites associate to environment quality service process

P_3 There are subjective and objective demands related to environment quality service process

P_4 Conditional factors of organizational services are related demands of environment to promote quality service process

P_5 The customer recognize managerial factor on environment to promote quality service process

P_5 There are evaluating of customer needs related to quality service process environment

3.11.1 Possible results about model proposition

P_7 *The model confirmed according quality service process management is considering plausible*
P_8 *model is totally acceptable according to empirical evidences*
P_9 *The model is partially performed; based empirical evidences*
$P_{10} = \neg P_7$

4. Methodological research design

This research utilized the semantic approach to compose a model related to quality service management process. The principal resource composing data collection is google platform with Twitter social networking. Theoretical background was considered, and the thematic involving articles about quality service process management subjects was considered for selection of data. The second data source was provided from a focus group with undergraduate students. The data was analyzed by propositional logic and classic qualitative output to support data interpretations. Reflections and discussions were provided in advance. The techniques and precedents are described below.

Sample and data collection

There are two samples considered for this research. The first was collected from twitter social networking, and the second, was provided from a focus group with undergraduate students.

Big data on social networking

A requisite for big data collection is: an original and big volume of data with ample access to the data; then the first sample of this research was considered a big data. The criteria selection of this data collection was refined by subject "quality", "service", and "tourism". This selection was intentional to capture an environment of quality service, and contextual factors. The third analytic category for data selection was defined to capture touristic contextual elements of service. Logically, the proposition of this study is to provide a model for management service, but the tourism context was considered for this research to delimit an extension of this research.

Focus group students, and mental images ideas

The second sample of research was composed of "conditional factors and memories of quality service about destinations" referring here to the touristic destinations. Those destinations were selected for a group of students. The undergraduate students that responded to the subject indicated to identify these factors, and memories ideas about destinations. The dynamic of data collection was implemented in a classroom of Brazilian faculty of Administration graduation course.

Semantic analysis approach, an analysis of data collection

The data were interpreted searching relevance categories of semantics. Was possible to observe cloud words in the first stage of this selection and interpretation. After this, was used histograms and statistics, to identify groups of semantic categories. This method to test a model proposition by empirical evidence. Then, a table was provided to demonstrate and test the correspondence between a theoretical proposition and empirical evidence. Sequentially are presented any reflections and discussions. In advance, analysis of the results provide a reinterpretation of the quality service process model, and a model was suggested.

Analysis of data consistency

Social Networking database considered for composing the data of this research, in this case, was considered requisites of big data classification, that include a big volume of data, and access to these data. Them twitter was the elect platform for composing this data set. The

characteristic of data can be considered partially non structured, because the data in the initial stage, considered the needed filtering. But, was considered valid because in the proceeding of the composition of data, the semantic dimension "quality service" was considered base to collect data. The other type of reflection about consistency and validation of data was running. In the initial attention of the researcher the question: Those data are valid, and is the database consistent? After discussions, and reflections, the answer considered is, yes. This is because of the technique of association psychic thematic consider the phrasal composition an access to conscience of respondents. Then, the validity of the data is similar to another type of data collection. considering in this methodology of data collection, the data considered for this research.

5. Reflections

Relatively to *priori* reflections, this section advances consider the model proposed, to analyze the context of quality service based on different evidence, perspectives and studies.

Referring to the tourism product, a possible environment for empirical evidence, an approach that considers the tangible, intangible, goods, and services; evidence the process of management quality in tourist services.

Regarding the quality of services provided relative to the characteristic of heterogeneity, it indicates enormous variability to perception of quality service, indicating any difficulty to manage quality service.

The design of the services business operations, involves significant and important attributes for the service activity, evidence of heterogeneity.

Levitt (1990) presents an alternative to producing intangible quality, replacing the processes where there is a large number of technologies, people, hard, soft, or hybrid as means to increase quality. However, the importance of processes to support quality is important to consider. Analyzing the productivity in the service sector, observe some singularities of service production, that difficulty an automatization.

Possibility and model propositions to future

Expanding the use of classic models, a new perspective from this model was proposed, for other areas in the service sector, and generic uses to test and provide reflections for managers, and students. Possible examples, the medic turistic, spirituality studies, thematic tourism, hospitality sector, restaurants, food and drink commerce, and every other possible areas that model can be considered suitable for reflection about actions, plans and strategies. In this case, the final results of this study proposed a model to consider in management of service quality process, and contexts associates.

The next section provides reflections about the new model proposition considering the background proposition, but the output refers to analysis to validate the new model and environmental and contextual reflections about it.

6 Results, empirical evidence, and discussions

Empirical results and analysis are subsidized from: a semantic analysis with a cloud of words analysis, histograms, mind image ideas. The presentation of results is distributed in two stages that correspond to two samples used. Results from dialogic and reflections, presented discussions and conclusions, the subsequent section.

Empirical evidences demonstrates a strong relationship between service quality dimensions, service performance, and satisfaction of customers. Agus, Barker, and Kandampully (2007) has related that any determinants of quality has obtained a relationship to satisfaction and quality service, evaluated to customer; responsiveness, courtesy, access are factors related. Credibility was another factor that these authors identified, improving customer satisfaction,

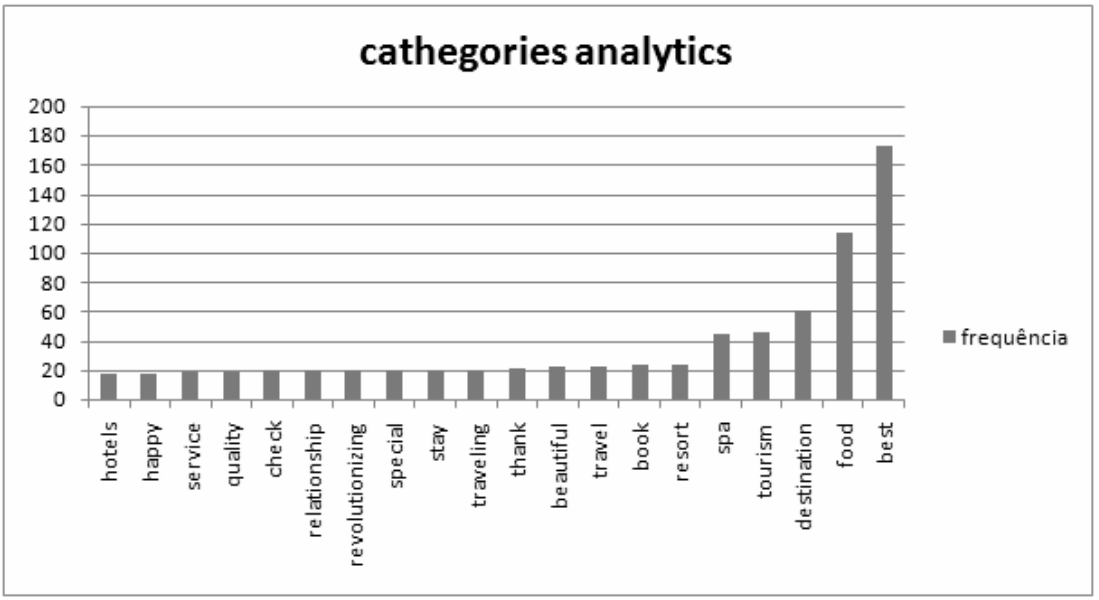
and service performance. Empirical evidences has demonstrated that Servqual, and your determinants of quality are completely compatible with service quality and satisfaction of customers. In this sequence, it is interesting to respond to explore others factors that are associated with the contextual environment of quality service, and managerial environment. This study provides evidence of emergence to semantic categories.

Semantic Analysis

Semantic analysis of this study considers the empirical evidence to compose the analysis. Semantic categories were established by emerging qualitative data evidence. More frequential words were utilized to compose a roll of graphics and tables that permit a quantitative analysis. There are two databases in this study, the first, providing social networking big data and the second, provided by a classroom of business students. The first involves more intensity quantitative data, the second more intensity involves qualitative dimension, no volume, but the quality of data, diversity, and mental images ideas.

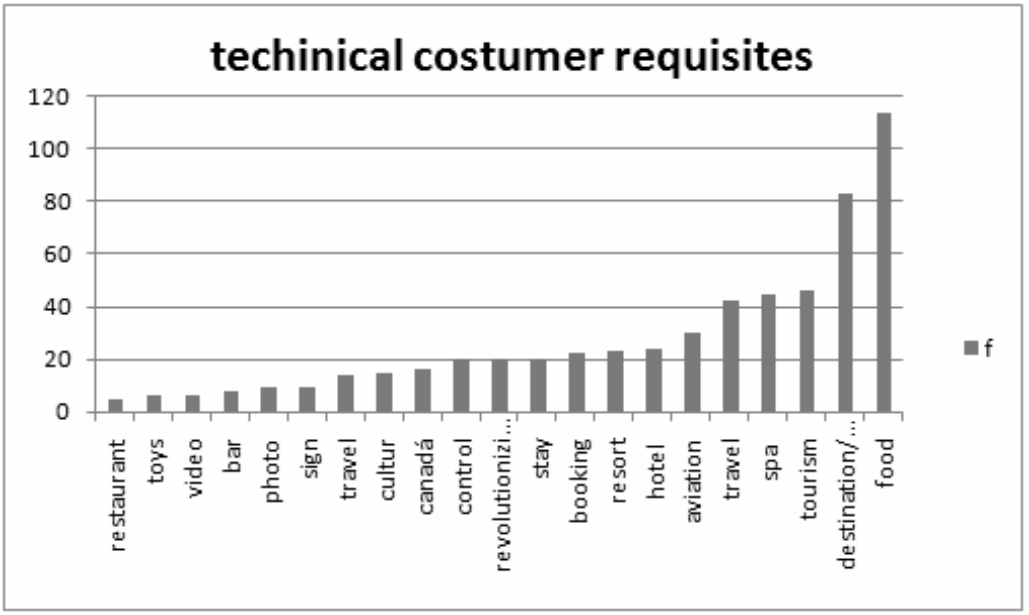
Database complete and Database selection of criteria

The first database needed a selection by criteria, because the data was extracted in a rusty stage, then, the criteria "quality service" was utilized for selecting a part of data that is confluent with research interest. In this case, the *psique* semantic associative was considered for this analysis. The analysis of the consistency of this data gets a special section in this article. See below the more relevant analytic categories, criteria data selection.

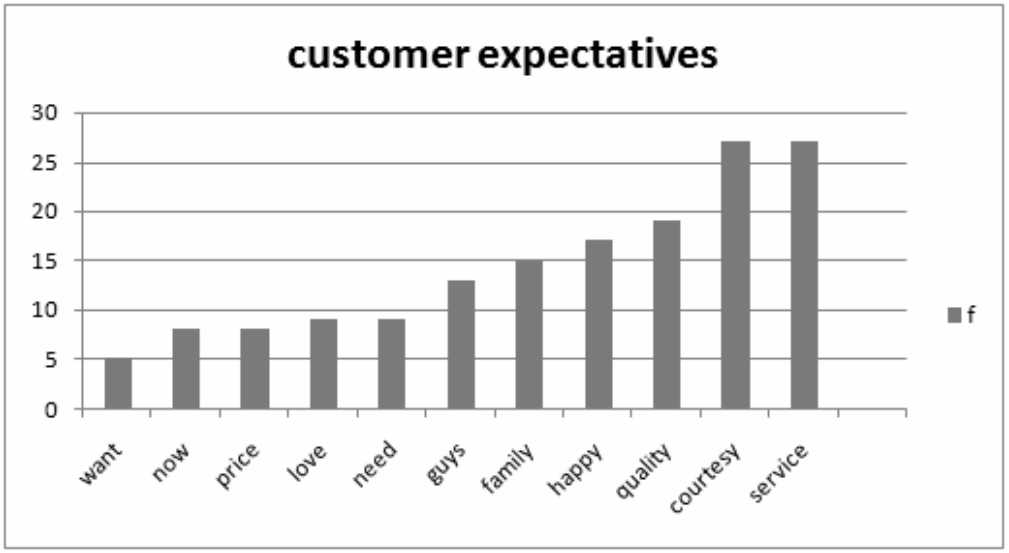


Resource: data collection.

This graphic represents the "analytic categories" with a selection of just part of data from the semantic categories, more representatives for quality service, the dispensed part data, and comments not relevant for a quality service environment. The next sequence of graphics represents any categories of quality service process model. In this sequence will be demonstrated a correspondence between empirical evidence and proposal model. The next sequence of graph evidencing, separate in dimensions about model proposition; more relevance and frequents empirical evidence, related the environment of the quality service process. The distribution of these graphs considering, how shown: "technical customer requisites", "customer expectations", "conditional factors of service quality" and "measurement evidence dimension".



Resource: data collection.



Resource: data collection.

Resource: data collection.

The next section will provide a systematic classification of empirical evidences that shows a distribution of empirical evidences, analytic categories and respective dimensions, in the context of the quality service process management environment model.

Figure: Histogram summarization, and the categorization of information

Classifications Accord model proposition	Technical requisites	Expectations of customer dimension	Conditional factors of quality service	Measuring dimension
Number of empirical evidences First sample	230	70	50	160
Percentual relative	45%	13%	10%	31%
Data normalized	1	0,304	0,217	0,695

Resource: data collection.
Observation: quantify of empirical evidences ⁓3 more frequents semantic categories, counting in approximately

The second sample, and evidences from students mental images ideas
The second sample of this study considers three destinations, three countries indicated from students to data collection, with tourist potentiality. Implemented a focus group in the business class, it was solicited that students answer this question: " What do you think when considering relevant memory or mind ideas relative to this tourist destination?"
Considering: Mental images, no literal meaning, but represent ideas, a metaphoric signification from mental ideas.
The histogram analysis permits identifying a compendium of relevant, and frequents attributes, it permits to conclude that different attributes are related to quality process management, in the service environment. Forward these attributes cited, are categorized, Figure A. The analyze proposed considers these categories to consolidate the environment model proposition of quality service process management. Supported by the validation process showed, and propositional logic.

Figure A: Summarization of qualitative evidences, and the categorization of informations according model proposed - quantify of semantic categories

Classifications Empirical evidences - semantic categories	Technical and social requisites demands	Expectations of customer	Conditional factors of quality service	Measuring dimension
Evidences of semantic categories citeded	References to social interaction, brands, and things, for example: Food, equipe sports, personalities	Social interactions, dance and sports, For example: futbol, tango	Reference to quality of social interactions and spirituality, for exemplo: religion and sports	Implicity and subjective evidences of satisfaction, and quality, for example: sky, language, knowledge

Resource: data collection.

This framework corresponds to the theoretical model and empirical evidences.

Service quality process management, a environment model, validating process

Classifications True or false	Technical requisites	Expectations of customer dimension	Conditional factors of quality service	Measuring dimension
Theoretical propositions dimensions	t	t	t	t
empirical evidences Sample 1	t	t	t	t
Empirical evidences sample 2	t	t	t	Not evaluating in this sample

Resource: data collection.

5.8 Logical analysis results

Proposition	Description	Conclusion
P_1	*There are social demands requisites associate to environment quality service service process*	*acetable*
P_2	*There are social and technical requisites associate to environment quality service service process*	*acetable*
P_3	*There are subjective and objective demands related to environment quality service process*	*acetable*
P_4	*Conditional factors of organizational services are related demands to environment quality service process*	*acetable*
P_5	*The customer recognize managerial factor on environment quality service process* $P_{5a\ sample\ 1}$ $P_{5b\ sample\ 2}$	*Acetable in sample 1* *Not evaluating in sample 2*
P_6	*There are evaluating of customer in related to quality service process* $P_{6a\ Sample\ 1}$ $P_{6b\ Sample\ 2}$	*Acetable in sample 1* *Not evaluating in sample 2*

Propositional calculating

Considering P_n = true

$(P_1+P_n+P_6) \dashrightarrow P_7$

Considering any P false $\dashrightarrow P_8$

Considering any P false $\dashrightarrow P_9$

Considering every P false $\dashrightarrow P_{10}$

Proposition	Description	Conclusion of syllogism
P_7	*The model confirmed according quality service process management is considering plausible*	*T*
P_8	*The model is totally confirmed according empirical evidences*	*Sample 1 T* *Sample 2 F*
P_9	*The model is partially confirmed according empirical evidences*	*T*
P_{10}	$\neg P_7$	*F*

Service quality management process, discussions of results from organistic characteristics of model proposition

Related to the model propositions, it is perceptible that a categories are corresponding to the evidence, for example, conditional factors of organizational service are confluent in any case with technical and social requisites of customer, and demands. It showed that 6 dimensions distributed for semantic categories are not closed, on the contrary, the model should be compatible with an environmental organic, not static. Nevertheless, the analysis imposed to test this model has rigorosity of method. The propositional logic considered a binary coding establishing "true" and "false", for each proposition. It can be a requisite to consistency of analysis, and reliability of propositions and results. This model is not a deterministic model to analyze the environment of quality service but is a model that permits a reflection about the management of the quality service process environment.

7. Conclusions

Firstly, a model proposition for service quality process management considers: the environment of quality service process management, contexts of quality service process management, theoretical classical bases, empirical evidence, and consequent conclusions; suggesting future studies and implications.

The classical background theory recognizes the difficulty of designing services, and is supposed that design models to management is difficult, because there are several aspects of the environment, indicating complexity; quality service process management is recognized, a complex environment.

The process of quality management in services using the managerial process of planning was shown in literature, and your importance was demonstrated. Customers are the central part of the process. These perspectives are compatible with a model that can be able to interpret quality service process management environments, but not in terms deterministic, in considering the complexity of environment and contexts.

Tseng (2016) observed that customer relationship management and knowledge management capability are related to quality service. In this case this study provides two dimensions that are similar to those constructs, that are interactions, and relationships in social dimensions and the dimension related to management process of quality; it is possible to conclude that these dimensions cited by Tseng(2016) are present in the model shown. Other dimensions are

substantially evidentes, and are identified by this study and model. Because of those empirical evidences, it is possible to conclude that the model presents empirical results compatible with good adaptation.

Despite this, the logical test of analysis of propositions, was evaluated and four propositions are aceptables, and the others two propositions tested had adjusted to sample 1; According to the test demonstrated. Empirical evidences demonstrated that the model proposed is plausible in the sample analyzed.

The implications of this study to managers is that the environment of management quality service is more complex than supposed, and this model can provide a possibility to increase knowledge about this context. The analytical categories related in the model showed can provide a group of insights, and elements to attention in managerial practices. This model was able to improve knowledge related to the environment of quality service management. This model is generic and your amplitud can be tested.

Behara, Fischer and Lemmink (2002) has tested a model of quality service by neural network analysis, results relate the importance of expectative relate a quality service models, in fact the expects are important determinant of quality, according studies of Parasuraman, Zeithaml e Berry, (1994). Similar to this finding, Yoo and Park (2007) relate that customer satisfaction is mediator to expectations and financial performance.

The value of the model shown in this article and study is reflecting about quality service process, considering an amplitude of variables, and reflecting about environmental context factors, to improve managerial capacity.

Future research can test this model using structural equation models, because these models are able to test hypotheses of relationship between many variables, by mathematical models, complementary to this study, that was substantially anchored in qualitative, and quantitative data; and propositional logic.

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