Método SERVQUAL aplicado a las salas de cine, Cinemark y Cinépolis: Un análisis comparativo sobre la calidad en el servicio, caso Hermosillo, Sonora

SERVQUAL method applied to movie theaters, Cinemark and Cinepolis: A comparative analysis of the quality of service, case Hermosillo, Sonora

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Resumen

Al hablar de servicio no se puede intentar verificar la calidad a través de un departamento de aseguramiento de calidad, pues la mayoría de las veces, el cliente sólo tiene una oportunidad de evaluar el servicio brindado; en ese sentido y con base en la necesidad de evaluar la calidad en los servicios que las empresas brindan a sus clientes, en 1985, Parasuraman, Valerie A. Zeithaml y Leonard L. Berry, establecen SERVQUAL, el cual se fundamenta en la teoría de los GAPS, que explica las diferencias entre las expectativas y la percepción de los clientes respecto a un servicio. Para el presente trabajo de investigación empírica, se determinó trabajar con Cinemark de México, S.A. de C.V., y Cinépolis; las dos salas de cine más representativas en la ciudad de Hermosillo, Sonora, y que compiten por el mismo

mercado y sector, con el objetivo de medir la diferencia entre las expectativas generales de los clientes y sus percepciones respecto al servicio que reciben, mediante un análisis comparativo entre las dos empresas, a manera de comprobar si las cinco dimensiones de calidad evaluadas en el SERVQUAL influyen en el grado de satisfacción del cliente de las salas de cine objeto de estudio.

Palabras Clave: SERVQUAL; Calidad en el Servicio; Expectativa; Percepción.

Abstract

Speaking of service you can not try to verify quality through a department of quality assurance , as most of the time, the client only has an opportunity to evaluate the service provided in that sense , and based on the need to assess the quality of services that companies offer to their customers, in 1985 , Parasuraman, Valerie A. Zeithaml and Leonard L. Berry, SERVQUAL established , which is based on the theory of GAPS , which explains the differences between expectations and perceptions of customers regarding service . For this work of empirical research, it was determined to work with Cinemark de Mexico SA de CV and Cinepolis , the two most representative film halls in the city of Hermosillo , Sonora, and competing for the same market and industry , with the aim of measuring the difference between the general customer expectations and perceptions regarding service they receive , through a comparative analysis between the two companies , a way to check if the five quality dimensions assessed in the SERVQUAL influence the degree of customer satisfaction theaters under study.

Key Words: SERVQUAL, Service Quality, Expectation, Perception.

Introduction

The subjective nature of the services provided by companies in combination with a stereotype of a much and increasingly demanding client, has developed the need to concentrate efforts on the study of their

quality; as well as in its measurement, assurance and monitoring, in order to continuously improve the services provided.

One of the main indicators of quality in a service is customer satisfaction. However, the general result of this type of business depends on aspects and variables such as the perception of each individual and the particular characteristics of each service, which represents and makes its study more complex.

The importance of offering a quality service has been the subject of many studies, and this has led to the interest in developing models that allow its measurement, such as the one developed by Parasuraman, Zeithaml and Berry (1998): SERVQUAL. The authors propose an instrument represented by a questionnaire, to measure the quality of a service with the SERVQUAL scale, based mainly on the difference between the perceptions and expectations of the clients regarding the most important dimensions of a particular service. The quantitative results presented by the model can serve as a guideline to determine the costs of "poor quality" in services, and the value of the investments that can be made (economic and human) to improve quality.

The objective of this empirical research work is to make use of the SERVQUAL model, in order to expose a useful instrument to quantify customer satisfaction; that is, the difference between the perceived value of the service and the expectations generated prior to its provision.

After exposing the theoretical framework, the methodology used is presented and with which it is intended to apply the tool proposed in this work, in order to analyze the advantages (and disadvantages, if any) and the impact they can have on quality. of a service. Likewise, build the necessary bases to be able to propose the following null hypothesis that is proposed for this investigation, which is **H0: The five quality dimensions evaluated by the SERVQUAL method influence the degree of customer satisfaction in a movie theater**

In the last section, the main results obtained after applying the methodology described above are presented; as well as the presentation of the conclusions and recommendations that arise from the study carried out.

Theoretical framework

Currently, the importance of offering quality goods and services is increasingly essential in a market that demands more every day. Consumers or clients are more demanding and have a great notion of what it means for a product (good or service) to have quality or to be recognized for its quality. To meet these expectations, numerous techniques and tools have been developed to measure and ensure the quality of the goods offered by the industry; however, in the case of services, this is even more complex, given the subjective nature that characterizes them.

When the issue of quality is addressed, it does not only refer to a good, it also refers to a service, only that quality in this case is intangible. They are personal experiences that customers have with the employee who represents the company. Due to the interest shown by companies to meet the quality and needs of customers in terms of the service provided, the need arose to define the term "service quality". (Llorens and Fuentes, 2000)

Quality service is not just "fitting the specifications", but rather it is fitting the customer's expectations. There is a big difference between the first and the second perspective. Service organizations that get customers wrong, no matter how quickly, are not delivering quality service. (Berry, Bennett and Brown 1989).

In this sense, the quality of services has become a fundamental element of the supply of many economic sectors. Currently, it represents a differentiating aspect, an essential attribute for consumers or clients of a given service, where the evaluation of said quality is located in the competitive plane. Therefore, it is up to organizations to compare their performance with their main competitors even when they are not direct substitute service providers, because customers compare the service received from the different provider organizations. That is why it is important for service providers to worry about managing quality if they want to be successful in a particular market, maintain or increase their profits, or simply "survive" in an increasingly competitive environment.

According to specialists such as Cantú (2006), Hoffman and Bateson (2002), the analysis of service quality is given by a series of conceptual models and instruments. These are tools that allow, from the user's point of view, to measure the quality of the service provided by providers of various branches of service, conceptualizing quality as the difference between perceptions and expectations. Although quality has been conceived from the customer's point of view, its measurement cannot be different. For Cantú (2006), intangible aspects are not easy to quantify, and customer expectations are commonly misunderstood, which should not be an excuse for not measuring. According to Denton (1991), Pride and Ferrell (1997), the measurement must be carried out so that service providers know how their clients evaluate them and why they prefer some service providers over others.

Some of the most widely used service quality measurement models, referenced by Díaz et al. (2006), Hoffman and Bateson, (2002), Gutiérrez (2001) and Setó (2005), are the model of differences between expectations and perceptions, the model of the five dimensions or criteria, the integral model of the gaps on quality service, the SERVQUAL scale and the SERVPREF scale. Undoubtedly, one of the most important models to measure service quality is the SERVQUAL scale, in which the models of differences between perceptions and expectations and the five dimensions of service quality or GAPS are summarized; This scale is based on questionnaires applied directly to users, incorporating quantitative and qualitative aspects grouped into five dimensions, which gives a total of 22 statements that try to collect the expectations of an excellent service and the perceptions on the same dimensions of the services received. For Lovelock and Wirtz (2008) and Zeithaml et al. (1993), performance measures from the customer's perspective offer advantages. For this reason, in the present investigation the application of said method was considered for the measurement of the quality of the service in the two most representative movie theaters for the city of Hermosillo, Sonora, by the market or population that they serve, being Cinemark of Mexico, S.A. de C.V., and Cinépolis, the capital of cinema.

The model was developed as a result of research done on different types of services. The model defines the quality of service as a mismatch between the expectations prior to the consumption of the service and the perception of the service provided and this can be measured from the difference between both

concepts. The greater the difference between the perception of the service and the expectations, the higher the quality. As can be seen in Figure 1, the general mismatch (Gap 5) can be the consequence of four mismatches (Gap 1, Gap 2, Gap 3, Gap 4). The SERVQUAL model has been of interest to a large number of researchers (Ekinci et al., 1998).

The measurement scale and the five generic attributes that define the quality of service (tangible elements, reliability, empathy, responsiveness and security) have been the elements that have meant a widespread use of this model to study the quality of service in different areas of the service sector. On the other hand, the data obtained from said source allows identifying and quantifying the 5 most important gaps that determine the degree of customer satisfaction, and therefore, the quality of a service.

The gaps of the SERVQUAL method.

The gaps proposed by the authors of SERVQUAL indicate differences between the important aspects of a service, such as the needs of customers, the service experience itself and the perceptions that company employees have regarding customer requirements. . Below are the top five gaps in service quality:

Gap 1. Evaluates the differences between the expectations of the client and the perception that the personnel (generally the manager) have of these. It is important to analyze this gap, since managers generally consider the degree of satisfaction or dissatisfaction of their clients based on the complaints they receive. However, that is a poor indicator, since it has been studied that the relationship between customers who complain and dissatisfied customers is minimal. That is why it is recommended that companies have good communication with the staff that is in direct contact with the client, since it is the latter who can best identify their attitudes and behavior.

Gap 2. It occurs between the perception that the manager has of the expectations of the client, the norms and the procedures of the company. This gap is studied because in many cases the rules are not clear to the staff, which creates a certain inconsistency with the objectives of the service.

Gap 3. It is presented between what is specified in the service standards and the service provided. The main cause of this gap is the lack of orientation of the regulations towards the needs of the client, which is directly reflected in poor service and poor quality.

Gap 4. It occurs when the customer is promised one thing and delivered another. This occurs mainly as a result of poor promotion and advertising, in which the message that is transmitted to the consumer is not correct.

Gap 5. This gap represents the difference between the expectations that customers generate before receiving the service, and the perception they obtain of it once received.

Figure 1. SERVQUAL model.
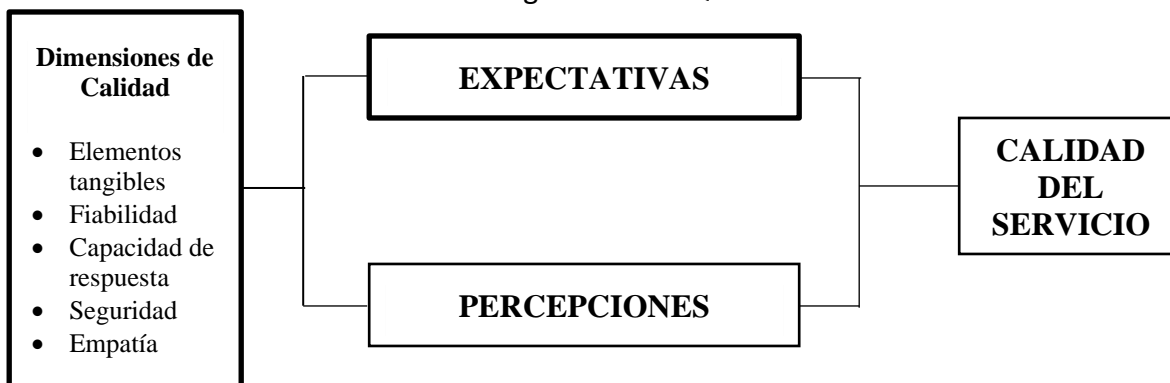
Source: Own elaboration, based on Zeithaml, Parasuraman and Berry (1993).

In this model, it is established that the client expects a service (expectation) and assumes that he will receive it, consciously or unconsciously, evaluates certain characteristics (service dimensions) during its provision, which allows him to have impressions about it (perception) and makes a judgment once this is finished. For this reason, SERVQUAL is one of the main sources of information for service companies

to know the level of satisfaction of their clients, locate areas of opportunity and propose and/or implement improvements to have satisfied clients. Customer satisfaction is the most important thing for companies, which is why they have begun to look for ways to grow in this aspect, providing quality service to be at the forefront of other companies and retain customers.

Research Hypothesis and Methodology.

Given the above, it is pertinent to investigate the quality of the personal services of companies that provide entertainment, such as the cinema. Based on the SERVQUAL method, the aim is to measure the quality of the personal services provided in the two most representative movie theaters in the municipality of Hermosillo, Sonora, during the last week of May 2013 (from May 25 to 31, 2013).), in order to formulate and propose the following null hypothesis:

H0: The five quality dimensions evaluated by the SERVQUAL method influence the degree of customer satisfaction of a company in the film industry sector.

This research is part of the quantitative approach with the procedure for the acquisition of deductive-inductive knowledge. It is registered at an empirical research level, starting from the exploratory, descriptive level, through a non-experimental-transversal design, since the information is handled in a qualitative way for a better interpretation, but the original arguments of the observations are not modified. sources of primary information, but phenomena and situations were observed in a period of time, specifically one week, from Wednesday to Tuesday, and the opinion of the clients who went to the two rooms that provided movies and food (snack) was taken. for registration and subsequent analysis (Kerlinger & Lee, 2002).

The analysis units are made up of the two most representative movie theaters in the city of Hermosillo, Sonora, and the users or clients who come to visit either of the two options. In this way, there were two entities under study: the users or clients who go to the Cinemark de México, S.A. de C.V., and the clients of the Cinépolis theater, the capital of cinema.

Regarding the size of the sample of the population of clients and with the purpose of generalizing the results to the population of users, a sample was selected according to the criteria for a probabilistic sampling and for an infinite population (Hurtado, 2000), which yielded a sample size of 96 people or customers for each of the rooms, with a confidence coefficient of 95% and an estimation error of 10%, as shown:

$$n = \frac{Z_{\alpha/2}^2 * p * q}{e^2}$$

As:

Z = Confidence level;

p = probability of success;

q = probability of failure;

e = maximum permissible error;

When the probability or proportion of success is unknown, it is necessary to use a conservative criterion, such as (p = q = 0.5), which maximizes the sample size. If the security of Zα is equal to 95%, then the coefficient is 1.96.

In this research, secondary and primary sources were used; For the latter, the survey technique was used through the application of a questionnaire aimed at collecting perceptions about the service provided in the two most representative cinemas in the city of Hermosillo, Sonora, being 2 Cinemark theaters and 3 cinemas. Cinepolis. The instrument used is made up of 25 items on a 5-point LIKERT scale, which was subjected to validity and reliability tests. To assess the reliability of the instrument scale and for the purposes of this research, the technicalized LIKERT scale was used as follows: Totally satisfied (5); Satisfied (4); Neither satisfied nor dissatisfied (3); Dissatisfied (2) and; Totally dissatisfied (1); The Alpha statistic or Cronbach's internal consistency model (Carmines and Zeller, 1983) was used, which showed

a coefficient of 0.934 for Cinemark, while for Cinépolis it was 0.905 in all the scales analyzed. For this reason, the measurement instruments used in the research are considered reliable.

Next, each of the variables that have been used are described. Tangible elements (7 items); referred to the physical appearance of the facilities, equipment, personnel and communication material. Reliability (5 items); It is about the ability to offer the promised service in a serious, safe, formal way, free from harm, doubts, risks and insecurities. Response capacity (5 items); it is the desire and willingness shown by the staff to help the customer and provide them with the best service quickly. Security (4 items); considered as courtesy, knowledge, professional competence and the ability to inspire confidence in users. Empathy (4 items); understood as respect and personalized consideration towards the client. Likewise, two open questions were taken as a basis, to learn more in detail what did not meet the customer's expectations and what they expect from the service.

In some cases, the items were increased by degree of importance, while in others they were reduced and adapted in the wording for each of the movie theaters. It was decided to use the same Likert scale used by SERVQUAL, reduced to 5 levels or points, since it simplifies the completion of the questionnaire and facilitates the interpretation of the information provided by the survey (see Table 1).

Table 1. Meaning of the LIKERT scale to interpret customer satisfaction.

Nivel de LIKERT	Significado	Rango de porcentaje de satisfacción del cliente
1	Totalmente insatisfecho	0-20
2	Insatisfecho	20-40
3	Ni satisfecho ni insatisfecho	40-60
4	Satisfecho	60-80

5	Totalmente satisfecho	80-100

Source: Hernández, R., Fernández, C., Baptista, P. Research Methodology. McGraw Hill, Mexico, D.F.

Table 1 shows the Likert level and its meaning, each level has a percentage that consists of 20 percent each, this was agreed between the three research professors responsible for this article. The scale allows you to see at what level of satisfaction the client is in each area, allowing you to establish the percentage of satisfaction in each one.

Surveying customers required statistical calculations to determine how often they would be surveyed. The application was carried out in a period of one week, being from Saturday May 25 to Friday May 31, 2013. The formula and the results are shown below:

K = N / n

Donde:

K = Sampling constant.

N = 4,571 (It was obtained based on the information provided by the Cinépolis room, which indicates that an average of 32,000 customers attend in one week. It was divided by 7, which are the days of the week in which the surveys were applied. (Cinemark did not provide their frequency of clients in the period mentioned as it is considered confidential information).

n = 96

K = 47.61 ≈ 48 personas

This means that the questionnaire was applied to one of every 49 people who went to the movie theaters (3 from Cinépolis and 2 from Cinemark), to enjoy a movie and the snacks that each of these rooms offers.

It is important to point out that, in the city of Hermosillo, Sonora, there are five movie theaters, which make up the two most representative movie theater complexes in the city, being Cinemark Mirador (48 questionnaires); Cinemark Metrocentro (48 questionnaires); Cinépolis Sendero (33 questionnaires); Cinépolis Luis Encinas (33 questionnaires) and; Cinépolis Galerias Mall (33 questionnaires). The distribution and frequency of application of the questionnaires were applied on different days and times of the week, in order to have better and more reliable results. The distribution of application days and times is shown below in the following tables.

Table 2. Questionnaire application plan in the Movie Theater, Cinemark Mirador.

Horario de aplicación	Sábado 25/05/13	Domingo 26/05/13	Lunes 27/05/13	Martes 28/05/13	Miércoles 29/05/13	Jueves 30/05/13	Viernes 31/05/13
14:00-15.00							
15:00-16:00	7						
16:00-17:00		7	7				
17:00-18:00							
18:00-19:00				7	7		
20:00-21:00						7	6
21:00-22:00							

Source: self made.

Table 3. Questionnaire application plan in the Movie Theater, Cinemark Metrocentro.

Horario de aplicación	Sábado 25/05/13	Domingo 26/05/13	Lunes 27/05/13	Martes 28/05/13	Miércoles 29/05/13	Jueves 30/05/13	Viernes 31/05/13
13:00-14.00	7						

14:00-15:00							
16:00-17:00		7					
17:00-18:00			7	7			
18:00-19:00							
20:00-21:00					7		
21:00-22:00						7	6

Source: self made.

Table 4. Questionnaire application plan in the Movie Theater, Cinépolis Luis Encinas.

Horario de aplicación	Sábado 25/05/13	Domingo 26/05/13	Lunes 27/05/13	Martes 28/05/13	Miércoles 29/05/13	Jueves 30/05/13	Viernes 31/05/13
14:00-15.00	6						
15:00-16:00		5					
16:00-17:00			6				
17:00-18:00				4			

18:00-19:00							
20:00-21:00					4	4	4
21:00-22:00							

Source: self made.

Table 5. Questionnaire application plan in the Movie Theater, Cinépolis Plaza Sendero.

Horario de aplicación	Sábado 25/05/13	Domingo 26/05/13	Lunes 27/05/13	Martes 28/05/13	Miércoles 29/05/13	Jueves 30/05/13	Viernes 31/05/13
14:00-15.00							
15:00-16:00	6	5					
16:00-17:00			6				
17:00-18:00				4			

18:00- 19:00							
					4		
20:00- 21:00						4	
							4
21:00- 22:00							

Source: self made.

Table 6. Questionnaire application plan in the Movie Theater, Cinépolis Galerías Mall.

Horario de aplicación	Sábado 25/05/13	Domingo 26/05/13	Lunes 27/05/13	Martes 28/05/13	Miércoles 29/05/13	Jueves 30/05/13	Viernes 31/05/13
14:00- 15.00	6						
15:00- 16:00		5					

16:00- 17:00			6				
17:00- 18:00				4			
18:00- 19:00						4	
20:00- 21:00					4		
21:00- 22:00							4

Source: self made.

Assuming that customers expect to receive a fully satisfied service, the value received according to the Likert scale is five (5); In this sense, when using the SERVQUAL tool, the behavior of the average of the ratings of the clients' perceptions at the moment of receiving a service is analyzed.

On the other hand, the data obtained in the applied questionnaires were manually captured and processed in a database that was designed by the researcher himself for this purpose. It was decided to use the Statistical Package for Social Sciences (SPSS V.21), for data capture due to its ease of use and operation; as well as the statistical software of MS Office Excel 2013, for the generation of the graphs that are presented.

Results

Result of the analysis of the surveys. The first finding consists of the weighting that the respondents gave to each of the dimensions of service quality for both cinemas, which are presented in Table 7 and Table 8.

Table 7. General average for the five dimensions for the Cinemark Room (perceptions).

	Elementos Tangibles	Fiabilidad	Capacidad de respuesta	Seguridad	Empatía
Promedio	3.95	3.69	3.36	3.72	3.69
PROMEDIO GENERAL = 3.68 = 73.60% (SATISFECHO)					

Source: Own elaboration based on the results obtained in SPSS, V.21

Table 7 shows that the general result for the Cinemark Room was 3.68, which is equivalent to 73.60% of the satisfaction percentage range of 0-100 on the Likert scale, which means that there is a satisfactory range. based on customer perception. Now, when using the SERVQUAL tool, the behavior of the average rating of perceptions can be analyzed, considering that customers expect to receive a totally satisfactory service, which is equivalent to five points (5) or 100% on the scale of Likert, as shown in Figures 2 and 3, where the gap between what the customer expects (expectations) and what the customer receives (perceptions) in the Cinemark and Cinépolis theaters, respectively, is delimited.

Table 8. General average for the five dimensions for the Cinépolis Hall (perceptions).

	Elementos Tangibles	Fiabilidad	Capacidad de respuesta	Seguridad	Empatía
Promedio	3.94	3.79	3.81	3.87	3.85
PROMEDIO GENERAL = 3.85 = 77.04% (SATISFECHO)					

Source: Own elaboration based on the results obtained in SPSS, V.21

In Table 8 it can be seen that the general result for the Cinépolis Room was 3.85, which is equivalent to 77.04% of the satisfaction percentage range of 0-100 on the Likert scale, which means that customers have a satisfactory range according to their perceptions.

On the other hand, it can be inferred in the foreground that the chain of cinemas in Hermosillo, Sonora, Cinépolis, from the perception of the client, provides a better quality of service than Cinemark in its five dimensions according to the SERVQUAL tool.

Figure 2. Size gaps in the Cinemark Rooms.
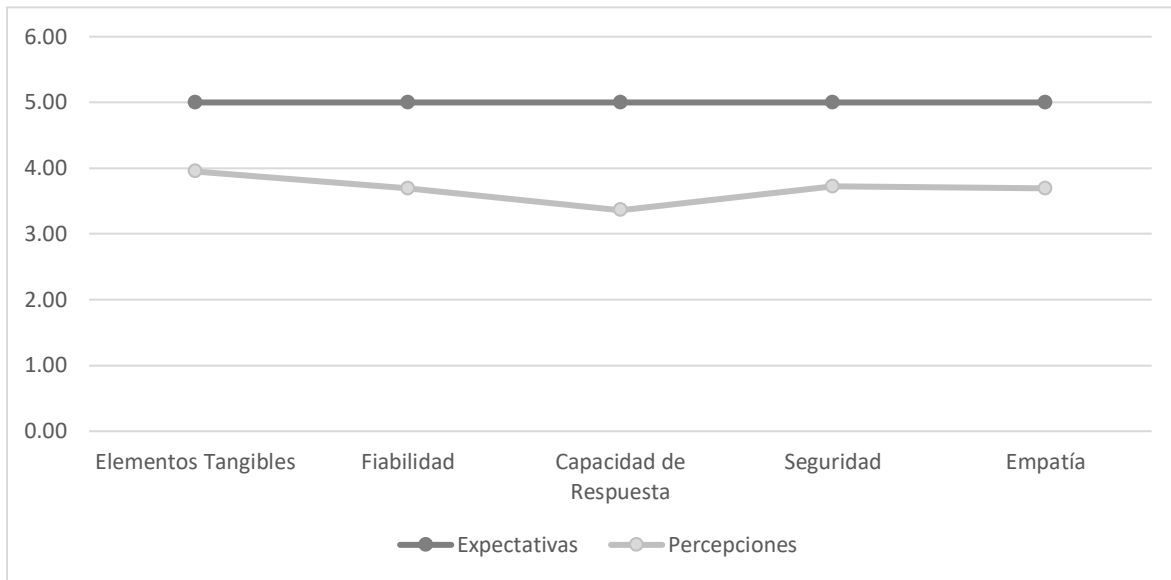
Source: Own elaboration based on the results obtained from SPSS, V.21

Figure 3. Dimensional gaps in the Cinépolis Cinemas.
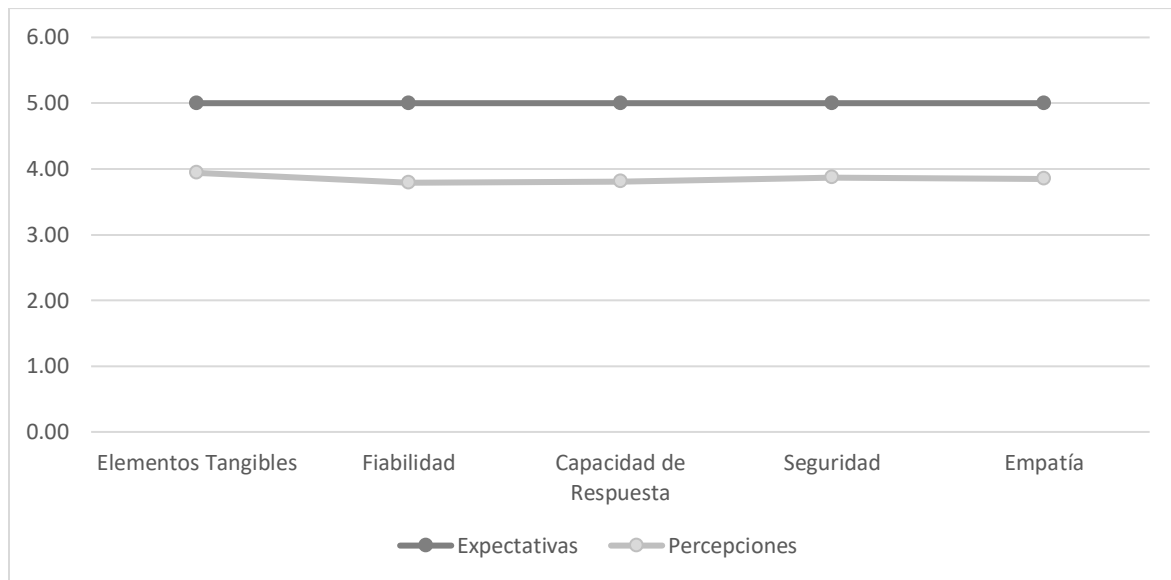
Source: Own elaboration based on the results obtained from SPSS, V.21

Regarding Figure 2, the gaps that exist between the expectations and the perceptions of the clients are shown, which means that it is the difference that exists between what the client expects to obtain from the service and what he has received from it. When analyzing the graph, it is observed that the closest dimension is the tangible elements, followed by security; of empathy and reliability, to conclude with the lowest, which is responsiveness, this in the case of movie theaters, Cinemark; while Figure 3 shows the gaps for movie theaters, Cinépolis. Analyzing the graph, it is observed that the closest and narrowest dimension to the expectation are the tangible elements, followed by security; empathy; responsiveness and finally, reliability.

It seems that customers greatly appreciate physical appearances, the equipment used, the communication materials and the prices offered, since dimension number one was the one that obtained the highest score or percentage for both movie theaters. ; however, for Cinépolis the global behavior of its five dimensions was almost linear, which infers that customers equally characterize the quality of the services offered.

Once the gaps between the perceptions and expectations of the service for each one of the dimensions and the level of perceived quality were obtained, the service quality index (ICS) was calculated for each dimension, based on the items that make it up for comparison purposes, for which the following formula was used: ICS = (Perceptions - Expectations); Likewise, the Global Service Quality Index was calculated, with the same previous formula including the division between the five dimensions SERVQUAL and, the results are shown in Tables 9 and 10 respectively.

Table 9. Index of Quality in the general Service for the Cinemark Room.

	Elementos Tangibles	Fiabilidad	Capacidad de respuesta	Seguridad	Empatía
Expectativas	5.00	5.00	5.00	5.00	5.00

Percepciones	3.95	3.69	3.36	3.72	3.69
Diferencia	-1.05	-1.31	-1.64	-1.28	-1.31
ICS General	**-1.32**				

Source: self made.

Tabla 10. Índice de Calidad en el Servicio general para la Sala Cinépolis.

	Elementos Tangibles	Fiabilidad	Capacidad de respuesta	Seguridad	Empatía
Expectativas	5.00	5.00	5.00	5.00	5.00
Percepciones	3.94	3.79	3.81	3.87	3.85
Diferencia	-1.06	-1.21	-1.19	-1.13	-1.15
ICS General	**-1.15**				

Source: self made.

For Cinemark customers, as shown in Table 9, the dimension furthest from zero is responsiveness; that is, customers receive less than what they expected from the service in terms of its speed, the availability and willingness of employees to help them and the quality of a good service; Likewise, it can be seen that the dimension closest to zero are the tangible elements, this means that customers are satisfied with the facilities, the projection equipment, the necessary elements of comfort, quality in the snacks and everything at a Reasonable price; In this sense, it follows that the closer it is to zero, the higher the quality of the service according to the methodology used in this investigation. More specific can be seen in Table 11, in the statistics generated in SPSS, V.21, where the question "The time you waited to get the service at the snack bar was satisfactory", has a higher typical or standard deviation. , which indicates a greater dispersion of the data with respect to its arithmetic mean; that is, the data are further away from their mean associated with a much lower variance than the others.

Table 11. Statistics generated for the dimension: Responsiveness in Cinemark.

		Los empleados de Cinemark siempre están dispuestos a ayudar a sus clientes	Si necesitó resolver alguna duda, se le atendió en un tiempo razonable o adecuado	Los empleados de Cinemark ofrecen un servicio rápido y de calidad a sus clientes	El tiempo que aguardó para obtener el servicio en taquilla fue satisfactorio	El tiempo que aguardó para obtener el servicio en la barra de snack fue satisfactorio
N	Válidos	96	96	96	96	96
	Perdidos	0	0	0	0	0
Media		3.63	3.42	3.32	3.47	3.00
Error típico de la media		.073	.090	.093	.096	.100
Mediana		4.00	3.00	3.00	4.00	3.00
Desviación típica		.715	.879	.912	.940	.984
Varianza		.511	.772	.831	.883	.968
Suma		348	328	319	333	288

Source: Based on the information processed and the results obtained in SPSS, V.21

On the other hand, Cinépolis customers are less satisfied with the reliability of the service; that is, the service does not fully respond to what the customer expected in terms of solving problems and performing the functions of the employee; while customers are more satisfied with tangible elements, as are Cinemark customers, since their value is very close to zero. More specific can be seen in Table 12, in the statistics generated in SPSS, V.21, where the question "The employee performs the service well the first time" has a much higher typical or standard deviation than the others, associated to a variance

of the same behavior; that is, the data is much more spread out about its mean than the rest of the valid data provided by the clients.

Table 12. Statistics generated for the dimension: Reliability in Cinépolis.

		Cuando Cinépolis y/o el empleado prometen hacer algo en cierto tiempo, lo hacen	El servicio responde a lo que usted esperaba, usted obtiene el servicio que esperaba	Cuando un cliente tiene un problema, Cinépolis muestra un sincero interés en solucionarlo	El empleado realiza bien el servicio la primera vez	Cinépolis cumple en proyectar las películas en los horarios que publica o difunde
N	Válidos	96	96	96	96	96
	Perdidos	0	0	0	0	0
Media		3.66	3.75	3.54	3.81	4.19
Error típico de la media		.089	.074	.084	.090	.075
Mediana		4.00	4.00	3.00	4.00	4.00
Desviación típica		.868	.725	.820	.886	.730
Varianza		.754	.526	.672	.786	.533
Suma		351	360	340	366	402

Source: Based on the information processed and the results obtained in SPSS, V.21

Negative numbers were obtained in both movie theaters when calculating the ICS, this indicates that the two movie theaters are below the customer's expectations, considering this as a maximum of 5.00, which is equal to total satisfaction. Based on the above, if the value that is determined is equal to zero, the client received what he expected; if the value is positive, the customer received more than he expected and if the value is negative, then the customer received and received less than he expected.

If the above is translated or qualified in terms of the general service that Cinemark provided to its clients in the period of application of the measurement instrument, it can be verified in Table 13, that the general service provided corresponds to a rating of good to fair. , according to the results shown.

Table 13. Scale of the general service provided by Cinemark

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
	Servicio Pésimo	5	5.2	5.2	5.2
	Servicio Regular	32	33.3	33.3	38.5
Válidos	Servicio Bueno	40	41.7	41.7	80.2
	Servicio Excelente	19	19.8	19.8	100.0
	Total	96	100.0	100.0	

Source: Based on the information processed and the results obtained in SPSS, V.21

In the case of Cinépolis, the general service provided to its customers is much better than Cinemark, since the frequency that appears in the ranges from fair to good, has a much better behavior, as shown in Table 14. and Table 15; as well as graphically in Figure 4.

Table 14. Scale of the general service provided by Cinépolis.

|		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
	Servicio pésimo	9	9.4	9.4	9.4
	Servicio regular	22	22.9	22.9	32.3
Válidos	Servicio bueno	50	52.1	52.1	84.4
	Servicio excelente	15	15.6	15.6	100.0
	Total	96	100.0	100.0	

Source: Based on the information processed and the results obtained in SPSS, V.21

Table 15. Statistics of the general service provided by Cinépolis.

N	Válidos	96
	Perdidos	0
Media		3.74
Error típico de la media		.085
Mediana		4.00
Moda		4
Desviación típica		.837
Varianza		.700
Rango		3
Mínimo		2
Máximo		5
Suma		359

Source: Based on the information processed and the results obtained in SPSS, V.21

Figure 4. General service provided by Cinépolis.

Servicio pésimo
Servicio regular
Servicio bueno
Servicio excelente
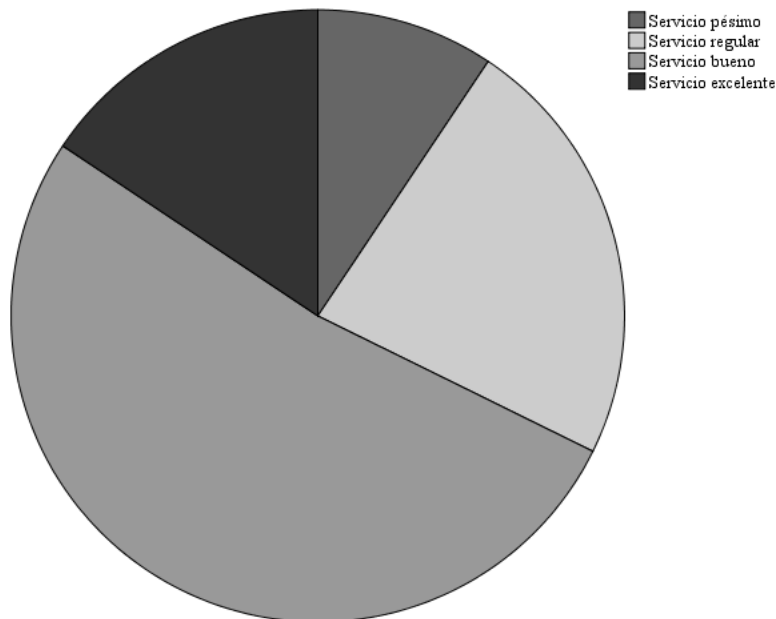
Source: Based on the information processed and the results obtained in SPSS, V.21

conclusion

The hypothesis raised in this research can be accepted, since the results obtained in each of the dimensions evaluated using the SERVQUAL tool, it is inferred that they influence the degree of satisfaction of the customer who comes to enjoy a movie at any of the the two most representative cinemas in the city of Hermosillo, Sonora; however, Cinépolis obtained a Service Quality Index equal to -1.15 and a Service Quality Index of -1.32 in Cinemark, which indicates that the closer the value is to zero, the higher the quality in the service. the service.

It can be seen that the satisfaction percentage of customers who regularly attend Cinemark is 73.60%, while customers who attend Cinépolis is 77.04%. When analyzing the graphs, the importance that customers give to each of the SERVQUAL quality dimensions was concluded, with the responsiveness dimension being the one that needs the most attention in the case of Cinemark; since the customer does not think the quality or the time they wait to get a service at the snack bar is appropriate. In the case of Cinépolis, the reliability dimension is where customers feel dissatisfied, since the service does not fully respond to what they expect in terms of problem solving and performance of employee functions.

The importance that customers give to each of the SERVQUAL quality dimensions is described, the most important for both cases, Cinemark and Cinépolis, being the dimension of Tangible Elements, which indicates that customers care more about modern facilities. , reliable, comfortable, state-of-the-art equipment and technology; as well as affordable prices for the enjoyment of a movie.

Likewise, through the application of the comments section, some suggestions could be appreciated regarding options for improving the service; as well as concerns from customers who use the services of both cinemas. As a final recommendation, it is suggested that further studies be carried out focused on detecting with greater accuracy, areas of opportunity based on the quality gaps of the SERVQUAL method.

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