

ANALYSIS OF SERVICE LOGISTICS IN THE CITY OF KOŠICE

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Abstract: Services, as one of the main means of meeting human needs, were already created in early stages of development of human society. The more advanced society, the higher demands on the quality of their provision. The problem addressed by the article lies in the insufficient resp. uneven distribution of services within a particular region, city Košice. Services are an indispensable part of the everyday existence of man and society itself, therefore they should be provided at least at a standard level. The article deals with the analysis of whether the level of services is at the required level due to the wide range of services provided within the city of Košice.

1 Introduction

Services as one of the main means of meeting human needs emerged early in the development of human society. The more advanced society, the higher demands on the quality of their provision. The problem addressed by the article lies in the insufficient resp. uneven distribution of services within Košice. Services nowadays represent inseparable needs of everyday life because they ensure its everyday existence. This necessity was not always considered as positive, as in the past, the term service was understood as “slavery”.

Since the service sector is very diverse, it is very difficult to define a general definition of this term. There exists quantum of service definitions from different authors who come from defining them from different perspectives. These definitions can be found further described in the book Theory of services [1], [3].

As an example of the most commonly cited service definition can be used the definition whose authors are Armstrong and Kotler, according those [2], [3]:

“Service is any activity or advantage that can be offered by one party to another. It is basically intangible and its result is no property. Service production may or may not be associated with a tangible product.”

Based on this, we will understand the service as a result of the activities and performances provided in the city of Košice, which aims to meet the needs of the residents of the Košice city. Among the basic characteristics of services belongs features such as intangibility, inseparability, variability, inability to store. In addition to these basic characteristics there are also other typical features such as e.g. the inability to own services or indestructibility [1], [3].

Other factors by which the services can be divided are e.g. the criterion whether the services are charged or free of charge or based on what is the aim of the services [1], [3]. Services are divided according to Footem and Hattem into “tertiary, among which we include e.g. restaurants, hairdressers, solarium, etc., quaternary, there belongs shops, transport, etc., quinary, to this group we assign services focused on education, recreation, etc.” [2].

As mentioned, services are inseparable part of everyday life, so they should be provided at least at a standard level. The article deals with the analysis whether the services level is or is not provided at the required level. Divisions, based on the sectoral principle due to the wide spectrum of provided services within the Košice city, were used for the analysis.

2 Analysis of services within the specific region

System of services of the Košice city is created of several subsystems, specifically of subsystem of the services, population, infrastructure, engineering networks and finally territorial-administrative division (Figure 1).

Services as a subsystem consist of a set of elements of the provided services such as e.g. grocery store, hairdresser, etc. This subsystem is influenced by other subsystems, elements of the system. The service subsystem is significantly affected by the infrastructure subsystem, since this subsystem is composed of the elements such as e.g. roads, buildings. It would be impossible to use the services without them. It would be also impossible to use the services without elements such as electricity, water, eventually gas. These elements are a part of the engineering network subsystem.

Another subsystem, which affects the services, is population subsystem. It is created of all the residents of Košice. They represent the set of potential customers. As the last defined subsystem of the services system of Košice is territorial-administrative division. This subsystem consists of the set of city parts such as e.g. Barca, Šaca, Vyšné Opátske, etc.

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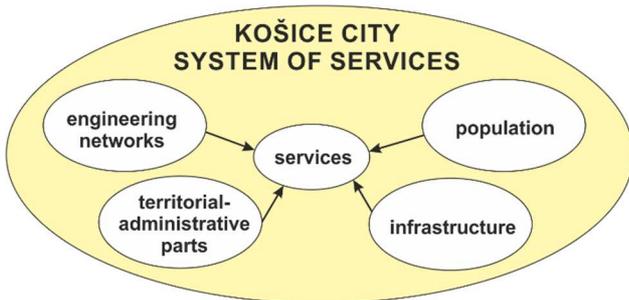


Figure 1 Service system of the city of Košice

63 319 companies that offers services were filed in the statistic register during the realization of current state analysis of the Košice city. Based on this it is possible to conclude that every fourth resident of the Košice city is provider of certain service. For the analysis there were chosen only certain types of the services. The number of chosen economical subjects providing services that are physically situated in Košice is 1138 (Figure 2).

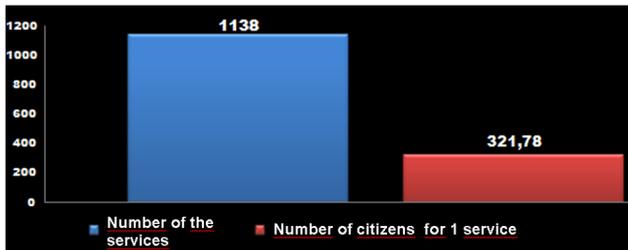


Figure 2 Graph of comparison of the number of services to the number of services per one resident

Košice offers wide spectrum of providing services (Figure 3). Individual estates of the services are relatively evenly delegated in each part of Košice city parts, as well as in the city center itself (Figure 4). Individual estates of the services create clusters not only in the area of the residential zones of the city parts but also in their suburb.

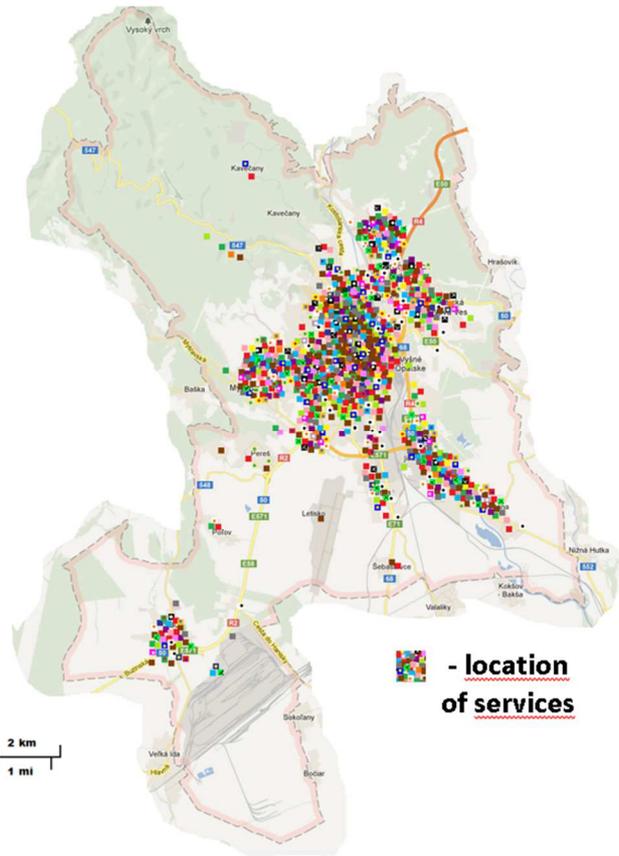


Figure 3 Map of the layout of the provided services in Košice

For better imagination of the representation of individual service estates provided in the Košice city is shown on the picture no.4. Mentioned graph on which it is possible to see ascending arrangement of single service estates resp. from the most numerous the least numerous. To the most numerous services it is possible to assign restaurants, grocery stores or ATMs and to the least numerous services it is possible to assign cinemas, swimming pool or shoes repair, etc.

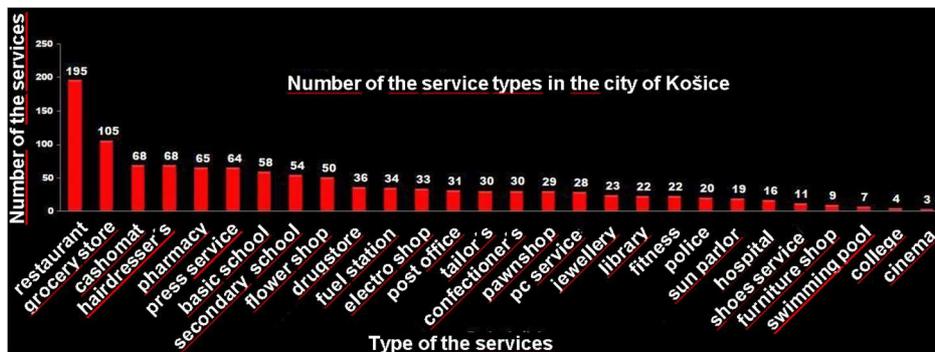


Figure 4 Graph of the number of the service types in the city of Košice

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3 Analysis of the public opinion on service satisfaction within the researched region

Analysis of the public opinion was performed within the region of the Košice city in the form of a questionnaire. Internet was used as a form of communication. The questionnaire was offered to wide sample of respondents, from teenagers through adults to seniors. The questionnaire was oriented to the service problematics within the Košice city and it was offered to 6 797 residents. It is possible to conclude from the results of the survey (Figure 5) that 67,74 of all the responding respondents is satisfied with the level of providing services within the Košice city. There is 29.03% of respondents who are not satisfied with the level of providing services and 3,23% of respondents had not even known whether they are satisfied or not.

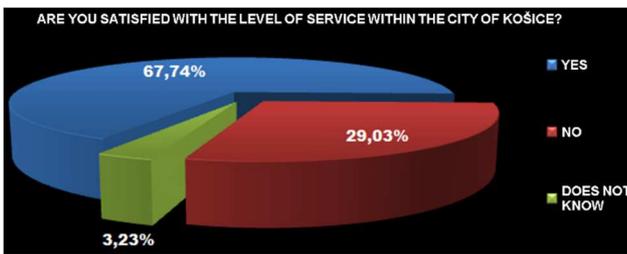


Figure 5 Graph of public opinion oriented to the service problematics within Košice

Another fact is that respondents placed between the most important stores not only the grocery stores, ATMs, drugstores, post offices but also PNS stores, pump stations and bet offices. Next fact shows the will of the respondents to travel certain distance for the quality of services. 71% of respondents is willing to travel for better quality services.

Figure number 6 shows the rating of the level of the providing services within the arrangement and frequency of respondents. 67,74% of respondents assigned average satisfaction with the providing services within the arrangement and frequency. 3.23% of respondents is

highly satisfied and 0% of respondents think that the level of services is insufficient. The number of respondents who have not responded to this question is as big as the number of satisfied respondent and so 3,23%.

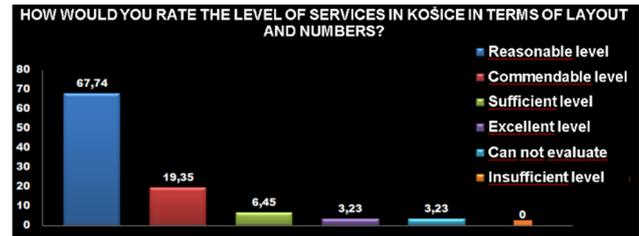


Figure 6 Graph of public opinion oriented to service problematics within Košice

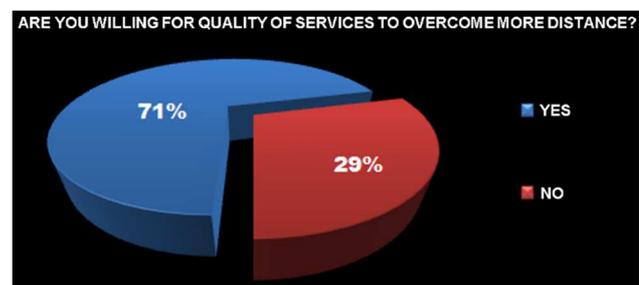


Figure 7 Graph of public opinion no.3 oriented to service problematics within Košice

Figure number 7 shows the fact that 71% of respondents is willing to overcome greater distances for the better quality services and only 29% of respondents is not willing to overcome greater distances for the better quality services.

From the figure number 8 results that to the most frequently used services, that are used by the respondents, belong e.g. grocery stores that are used by the 93,55% of adepts. To the less the most frequently used services belong ATMs. Those are used by 70,97% of respondents. On the other hand, only 3.23% of respondents marked florist's, bet offices and pawn shops as the most frequently used services.

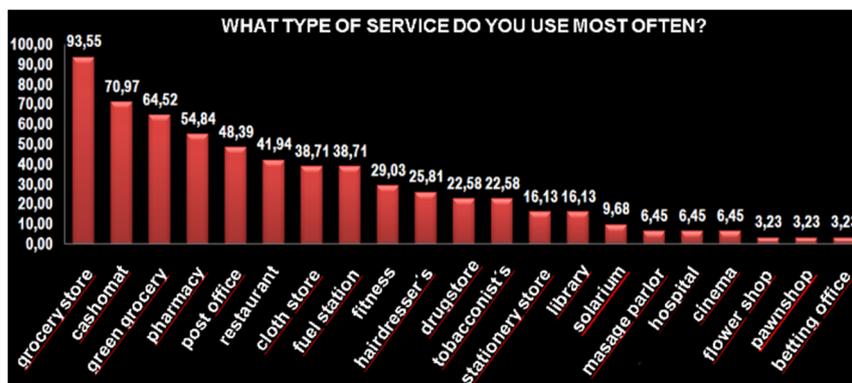


Figure 8 Graph of public opinion no.4 oriented to service problematics within Košice

4 Conclusions

Nowadays, services represent essential need of every human life because they ensure its everyday existence.

Their insufficiency within the certain region negatively shows off within the quality of life.

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Since the main problem of ensuring the services lies in the uneven resp. insufficient arrangement of the services within the region Košice. This is the reason why is the bigger part oriented to system analysis of current state of arrangement of given services within Košice. Analysis of public opinion was used in this problematics in the form of questionnaire.

According to the individual analysis resp. their results it is possible to sum up that some of the service estates within the Košice city are arranged more evenly and some are arranged less evenly. To the main deficiencies resulting from the analysis belong allocation of the stores hairdresser, allocation of polyclinic, swimming pool and allocation of cinema.

References

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