

# STUDIU DE CAZ ÎN DOMENIUL MARKETINGULUI SERVICIILOR

## A SERVICE MARKETING CASE STUDY

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**Abstract:** There have been numerous analyses and studies conducted worldwide, which reveal the fact that the quality dimensions are the main determinants of the customer satisfaction. Generally, the main goal of the companies is to sell products and services, to produce and deliver respectively these products or services, which highly satisfy the needs of the consumers or of the users, depending on their own needs. For determining the satisfaction degree, marketing studies and research are being conducted, which have a great importance, because it is necessary to know the behavior of the individuals regarding the society, the lifestyle, their way of thinking, what they appreciate, in order for us to know what products or services we must offer them, so that the satisfaction degree after consuming a certain product or service be as high as possible. For this purpose, a study has been conducted, which aims at analyzing the consumer satisfaction degree regarding the services provided by the W. location. The research of this aspect is necessary for the improvement of the service quality in this field.

**Keywords:** client satisfaction, service marketing, marketing research