

# LECTURE NOTE ON QUALITY MEASURES IN TRANSPORTATION

## 1 INTRODUCTION

The 1980s saw many service industries placing increased emphasis on managing quality. Traditional ideas of quality, which had evolved from manufacturing industries and had been based on the conformance to standards defined by operations management, began to be replaced by customer-focused notions. This required close consideration of what the customers wanted and how their needs could be met.

Different dimensions of service were defined and customer satisfaction, considered to be the gap between perceived and expected service, was assessed. Quality management began to be viewed as an overall process which involved everybody from top management down to junior staff rather than just to do with concentrating on the employee customer interaction. New approaches such as total quality management and continuous improvement programmes began to be applied by an increasing number of service industries (Lockwood and Wright, 1999).

The transport industry was not immune to this 'quality revolution' which was taking place although it was rather late in adopting some of the principles. Structural changes such as commercialization, privatization, and globalization, together with increased competition between airports, encouraged the management of transport modes to place more emphasis on quality. The air transport industry will be cited for illustration in this lecture. For instance, airports which had become regulated in their post-privatization stage, such as the London and Australian airports, also found that their service quality became the subject of increased scrutiny.

## 2 AIM AND OBJECTIVES

The aim of this lecture is to understand the quality measurement in transportation.

The objectives are to:

- understand the rationale for quality measurement; and
- establish how quality measurement can be effectively carried out in transportation.

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