

**STRATEGIC MANAGEMENT AND QUALITY OF SERVICE OF PUBLIC
TRANSPORTATION COMPANIES FROM BAGUA – PERU**

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 20 February 2023</p> <p>Accepted 08 May 2023</p>	<p>Purpose: the general objective was to determine the effect of GE on the CS of public transportation companies in Bagua.</p> <p>Theoretical framework: The existing literature provided new findings on both strategic management and service quality. However, there is still much to be researched and learned about these variables as it is a constantly evolving development.</p> <p>Design/methodology/approach: Under a mixed descriptive-correlational, phenomenological, and non-experimental methodology, interviews were conducted with five managers and surveys with fifty-two clients.</p> <p>Findings: The SG is inadequate; the CS is inadequate by thirty-three and thirty percent and moderate by sixty-six and seventy percent. Similarly, when it is adequate, the quality of service improves by one hundred percent and rises to the moderate level. In addition, they got a p value of less than zero point zero five which consented to accept H_1, thus indicating that they maintain a highly significant relationship and the Pearson confirms it with zero point seven hundred and fourteen.</p> <p>Research, Practical & Social implications: For strategic management to work properly, it is necessary to have clear and precise policies on how to encourage teamwork, as this facilitates strategy planning and allows the proper use of allocated resources in the interest of the company and its customers, ultimately ensuring service quality in all processes.</p> <p>Originality/value: Concluding that While companies strive to ensure that their employees have a social learning experience, that they are integrated in all aspects of the organization, that they interact effectively with customers and that they complete assigned tasks correctly, there will be improvements in the organization's commitment and achievement. because customers will trust the services that these companies provide in the market, which will have a positive impact on the organization.</p>
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GESTÃO ESTRATÉGICA E QUALIDADE DE SERVIÇO DAS EMPRESAS DE TRANSPORTE PÚBLICO DE BAGUA – PERU

Resumo

Objetivo: O objetivo geral foi determinar o efeito do GE no CS das empresas de transporte público de Bagua

Quadro teórico: A literatura existente forneceu novas descobertas tanto sobre gestão estratégica quanto sobre a qualidade do serviço. Entretanto, ainda há muito a ser pesquisado e aprendido sobre estas variáveis, já que se trata de um desenvolvimento em constante evolução.

Concepção/metodologia/abordagem: Sob uma metodologia mista descritivo-correlacional, fenomenológica e não experimental, foram realizadas entrevistas com cinco gerentes e pesquisas com cinquenta e dois clientes

Descobertas: O SG é inadequado; o CS é inadequado em trinta e três e trinta por cento e moderado em sessenta e seis e setenta por cento. Da mesma forma, quando é adequado, a qualidade do serviço melhora em cem por cento e sobe para o nível moderado. Além disso, eles receberam um valor de p inferior a zero ponto zero cinco que consentiu em aceitar o Hi, indicando assim que eles mantêm uma relação altamente significativa e o Pearson confirma isso com zero ponto setecentos e quatorze

Investigação, implicações práticas e sociais: Para que a gestão estratégica funcione corretamente, é necessário ter políticas claras e precisas sobre como estimular o trabalho em equipe, pois isso facilita o planejamento da estratégia e permite o uso adequado dos recursos alocados no interesse da empresa e de seus clientes, garantindo, em última instância, o atendimento. qualidade em todos os processos

Originalidade/valor: Concluindo que, embora as empresas se esforcem para garantir que seus funcionários tenham uma experiência de aprendizado social, que estejam integrados em todos os aspectos da organização, que interajam de maneira eficaz com os clientes e que concluam as tarefas atribuídas corretamente, haverá melhorias no comprometimento e conquista. porque os clientes vão confiar nos serviços que estas empresas prestam no mercado, o que terá um impacto positivo na organização

Palavras-chave: Empresa, Cliente, Serviço, Gestão, Atividade, Estratégia, Qualidade, Confiança.

GESTIÓN ESTRATÉGICA Y CALIDAD DEL SERVICIO DE LAS EMPRESAS DE TRANSPORTE PÚBLICO DE BAGUA, PERÚ

Resumen

Propósito: Se tuvo como objetivo general determinar el efecto de la GE en la CS de las empresas de transporte público, Bagua

Marco teórico: La literatura existente proporcionó nuevos hallazgos tanto sobre la gestión estratégica como sobre la calidad de servicio. Sin embargo, aún queda mucho por investigar y aprender sobre estas variables ya que es un desarrollo en constante evolución.

Diseño/metodología/enfoque: Bajo una metodología mixta, descriptiva-correlacional, fenomenológico y no experimental, se aplicaron las entrevistas a cinco gerentes y las encuestas a cincuenta y dos clientes.

Resultados: the SG is inadequate; the CS is inadequate by thirty-three and thirty percent and moderate by sixty-six and seventy percent. Similarly, when it is adequate, the quality of service improves by one hundred percent and rises to the moderate level. In addition, they got a p value of less than zero point zero five which consented to accept Hi, thus indicating that they maintain a highly significant relationship and the Pearson confirms it with zero point seven hundred and fourteen.

Investigación, implicaciones prácticas y sociales: Para que la gestión estratégica funcione correctamente, es necesario que existan políticas claras y precisas sobre cómo incentivar el trabajo en equipo, ya que esto facilita la planificación de estrategias y permite el uso adecuado de los recursos asignados en interés de la empresa y sus clientes, asegurando en última instancia el servicio. calidad en todos los procesos

Originalidad/valor: Concluyendo que Si bien las empresas se esfuerzan por garantizar que sus empleados tengan una experiencia de aprendizaje social, que estén integrados en todos los aspectos de la organización, que interactúen de manera efectiva con los clientes y que completen correctamente las tareas asignadas, habrá mejoras en el compromiso y el logro de la organización. porque los clientes confiarán en los servicios que estas empresas brindan en el mercado, lo que repercutirá positivamente en la organización.

Palabras clave: Empresa, Cliente, Servicio, Gestión, Actividad, Estrategia, Calidad, Confianza.

INTRODUCTION

Strategic management (*SM*) is an essential element for achieving the objectives set in an organization, whether private or public. For this reason, organizations must have a good *SM* so that they can organize and execute their core activities efficiently and obtain a competitive advantage that leads to providing a good quality of service (QoS).

In the international environment, according to Pérez and Pinto, (2022) indicate that, in Mexico, factors such as informality, lack of driver training and poor management of transport companies influence CS. Likewise, in Colombia, in view of the COVID - 19 situation, drastic changes have been taking place, such as new sanitary measures, modifications in the internal protocols of the companies, inclusion of new services and new sanitary materials, etc. For which the best alternative that has been chosen has been to know how to apply a good *SG* (Restrepo et al. 2021).

Similarly, in Morelia, it is observed that the main problem that exists in public transportation, is the population growth and the lack of a legal framework in this sector by the government, being thus actuators of a low quality of service (Valencio et al. 2019). On the other hand, in Bolivia, in the city of Sucre, it was observed that there is no organization in charge of monitoring the provision of service and interaction with customers to improve the CS and it is for this reason that there are factors such as speculation and lack of control in the rates, which has led to a low quality of service (Oblitas, 2019).

In addition, lack of employee motivation, lack of internal knowledge sharing, and lack of an adequate collaborative e-culture has led to a lack of quality service to customers, which is caused by inefficient strategic management (Alsuwaidi & Sultan, 2023).

Similarly, Tam y Thuy (2023) they say that inadequate technology that is not in line with the company's field of action has led to inadequate customer perception of the quality of service offered by the organizations, as more than half believe that new technology needs to be implemented to allow them to interact in real time with the services offered by these companies.

At the national level, in Pucallpa, it is evident that one of the factors that universities have faced to improve their quality of service, are the drastic revolutions that have been evidenced in the last decade, as well as the capacity shown by administrative staff to the university community, thus relating to the *GE* to improve the quality of university educational service. (Olano & Ríos, 2020). Likewise, in the city of Lima, it was observed that high demand, vehicular congestion, and untrained drivers have led to their informality, causing dissatisfaction among users of these means of transportation (Quiñones and Pillaca, 2020).

In the city of Bagua, it was found that 31% of the organizations operating in public transportation consider that the quality of service provided is low, with the main factor being the security provided by these companies, i.e., they consider that security when traveling is not the best. They also consider that the accountability and reliability presented by these organizations should be improved. Regarding the opinion of the managers of the public transportation companies in Bagua, they consider that strategic management is a fundamental factor to be able to face the new challenges brought by the pandemic and the new restructuring of these companies. Regarding CS, they mentioned that it is an important factor to generate a good image with clients and achieve permanence in the market.

The general objective was to determine the effect of strategic management on the quality of service of public transportation companies in Bagua. Likewise, it was considered as a hypothesis that: There is significant effect of strategic management on the quality of service of public transport companies, Bagua.

LITERATURE REVIEW

On the one hand, Íñiguez and Íñiguez (2022) demonstrated that the CS of transportation in Culiacan from the social sentiment is good to fair. Likewise, Paredes and Alejandro (2022) found a fragile correlation between the variables studied and although a relationship between these variables is unlikely, it was also observed that the reason for this situation is due to the distrust created by informal transportation.

In contrast, Lema et al. (2022) revealed that strategic management is not necessary for the improvement of the company; however, considering the corresponding criteria, the company in question does have the necessary resources to be able to implement a strategic management plan. Likewise, Marulanda et al. (2021) demonstrated that there has been a drastic decrease in the income of hotels in this sector, which has led to difficulties in the payment of their operations and financial obligations. Thus, the managers, as an urgent measure, took decisions that would allow them to keep their companies afloat in times of pandemic.

On the other hand, Ramírez et al. (2020) showed that GE for people management fosters sustainable competitive advantages over time. In addition, Calderón and Quispe (2022) mentioned that there is a low correlation between the variables, so it is approved that CS has a positive influence on the image of the organization's users. Likewise, Ascona (2022) indicated that GE does have a positive influence on the order of transportation Ascona (2022). Likewise, Riveros and Santos (2021) revealed that both variables do have a relationship with each other,

and that educational management does influence CS. Similarly, Ramos et al. (2020) showed that there is a significant correspondence between the variables studied, demonstrating that quality does have an influence on the satisfaction perceived by customers.

Strategic management (SM) according to Bacilio et al. (2021) GE can be seen as the science of predicting and participatively directing change with the objective of permanently creating tactics to ensure the future of the business. Likewise, Echanove (2020) defines GE as a process that relates definition, planning, responsible actions, resources and follow-ups, i.e., GE seeks the connection between the declaration of an intention and the designation of its resources to obtain positive effects in the organization. Similarly, Cedeño et al. (2021) consider that it is a process of systemic evaluation of a company, through the long-term objectives, then the goals are recognized, and strategies are put into practice to achieve objectives and locate instruments to put them into operation.

Teamwork which favors the development of social and autonomous learning, where all the actors in education are integrated and interact, resulting in quality and effective learning (Banquez, 2017). Likewise, teamwork is sustained by the magnitude of the institution's objectives and the individual capacity of the collaborators, their collaborative support and positive attitude towards the accomplishment of the work (Quaranta, 2019).

Social learning, which according to Maldonado (2021) can be developed and defined from different points of view, however, in all areas it has as its main characteristic the transmission of skills, knowledge and information among human beings interacting in the same environment.

Social integration secondary systems that help individuals who are immersed in discrimination have diminished, and this has led to a decrease in social cohesion, which in turn increases people's sense of self-esteem and improves their personal and community well-being (Granda et al. 2021). Interaction is defined as the mutual action of behaviours between people when relating to each other, considering the environment in which they do it (Galindo, 2009).

Strategic planning it is the way to achieve the vision that management envisions based on the results it expects to obtain in the present and in the future from its collaborators, its institution, and the society in which it operates (Arranz, 1995). The strategic planning aims to make provisions that allow the momentum of organizations in a coherent and tactical way, to achieve objectives and competitive advantages (Serrato, 2019). Organization is the analysis of organizational tasks is defined as "the identification, classification and allocation of a set of activities necessary for a society to achieve its objectives (Koontz et al 2008).

Resources they are the channels that companies use to execute their activities and achieve their purposes and can also be goods or services used in the fulfilment of institutional activities. Management demands specializations and each element a specialization in the branch (Chiavenato, 1999). Although resources are rarely considered as an important part of business operation, they are important promoters of business planning and innovation work (Del Rio et al. 2015).

Execution of tasks the execution of tasks, which according to Castañeda (2021) defines it as the proposal and execution of an activity that demonstrates the skills and abilities of students or collaborators. Achieving goals encourages people to make a greater effort, to focus their attention on developing strategies that allow them to persist in the face of failure and to generate a greater commitment to this goal (Molina, 2000).

Quality of service (QoS) refers to fluidity, ease of interaction, efficiency, and degree of alignment with the perspectives and demands of customers during the interaction process (Duque, 2005). Similarly, Roy et al. (2021) considers that CS is a determining element in evaluating business performance, since it will help to retain and attract new customers. On the other hand, Jamal et al. (2021) considers that in CS the consumer plays an essential role, since they always have access to information thanks to ICTs, so leaving one of them dissatisfied would have a negative impact on the CS offered and therefore on the organization's vision.

Reliability according to Silva et al. (2021) implies the organization's ability to comply with the service objectively and confidentially it offers and the availability of collaborators to offer the service to customers. Likewise, it performs the advice offered by an organization in an unequivocal and clear way, it is the tracking of circumstances exhibited in the firm and how the collaborators evidence interest to give it a positive solution (Carrera et al. 2021).

Engagement, according to Van et al. (2018) is the one presented by workers with customers and at the same time with their own work, depends a lot on the work environment in which they develop, since it depends on how they develop bonds at work including the commitment they show in the workplace. Trust is that which is related to the achievement of good image, endorsement, a positive work climate, complicity, truthfulness, and authenticity that exists in an organization and in the relationship with its audience (Mena, 2019).

Responsibility corresponds to a moral act, in the case of business it refers to the conduct of the company both in an ethical-professional sense and in a moral sense, it is also known as corporate responsibility (Enderle, 2021). To apply responsibility in a company, strategies and

alternatives are proposed, to differentiate and create a competitive profile of the organization against the competition (Palacio, 2020).

Satisfaction, according to Gunawan et al. (2021) is a positive response from the consumer and the main reason why users become loyal and spread positive information to other potential customers, positively impacting revenue and attracting new customers for the company. Expectations are the product of an assessment of what is right and feasible for an individual taking into consideration the specific condition in which he/she perceives him/herself and the situation presented, they are the longings presented in an expected scenario (Hernadéz and Padilla, 2019).

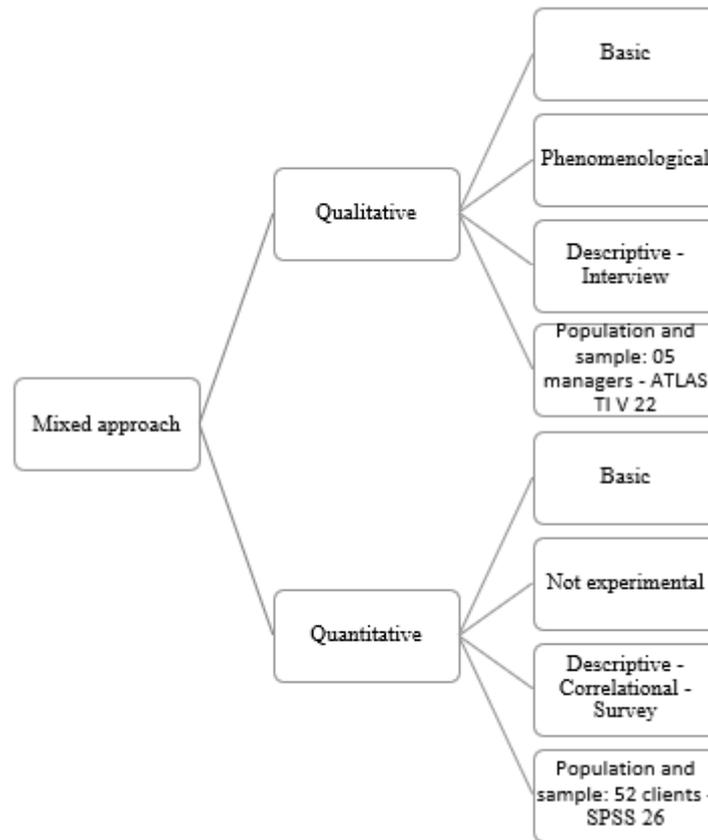
Security is the perception that the customer has when they present any incident to the company and they trust that they will have a quick and positive response, due to the confidence instilled by the staff based on the training they have received (Rogel, 2018). Security is an essential factor in companies because it is the basis for the interaction between the user and the organization, if the user of the service, evidences any dissatisfaction with the service he receives, he will choose to look for another service provider that provides the security he needs (Chauhan et al 2018).

Services are basically intangible and do not result in obtaining ownership of something, it can be any activity or benefit that a certain party can offer to another (Armstrong and Kotler, 2013). Capability, according to Luna et al. (2021) as the aptitude, which involves the performance of tasks, use of ICTs, or other work tools that have an impact on the interaction with the end consumer. Advising the customer at the point of sale is the beginning of the contact between seller and customer, in the management and delivery of the order to the customer and is also present in the after-sales service, informing the customer about the product or service so that the customer is satisfied (Carvajal and Ormeña, 2019).

METHODOLOGY

Likewise, truthfulness was applied to evaluate and analyse the data obtained from the respondents and interviewees, without misrepresenting the information obtained to obtain a true result, emphasizing that these will only be used for academic and informative purposes and that they will be of benefit for future research. Likewise, we respected the research of professionals prior to ours, considering that each of them has developed their research work in a respectful and arduous manner, therefore we did not intend to take advantage of them without referencing them.

Figure 1 Research methodology



Prepared by the authors (2023)

RESULTS AND DISCUSSION

After applying the interview to the managers of the firms that provide public transportation services in Bagua, the data were added to the ATLAS version 22 program, which resulted in the following figure.

In Figure 2, the subcategory teamwork, in its social learning code, the interviewees agreed that it is extremely necessary for public transportation companies to develop strategies to achieve efficiency in each of their business operations, but despite this, there are some organizations that continue to use empirical measures to avoid spending money, which have led to a reduction in the quality of service.

Regarding code 2 integration, respondents agree that a good relationship between employees, drivers, board of directors and clients allows firms to actively develop in the market, thus increasing business performance and thus their monetary income.

In code 3 interaction, the interviewees indicated that it is essential to maintain good labor relations in the organization, being necessary that the manager and the head of human resources interact with respect, kindness and empathy with each of the workers of the firm,

since this allows understanding the needs of the employees, leading them to feel identified with the objectives set by the company, which has a positive impact on the CS provided to the passengers.

In the strategic planning subcategory, in its code 1 results, the interviewees agree that to achieve or improve the economic results of the company, it is necessary that the mobility service is accompanied by a good service from the ticket saleswoman to the security of their luggage, as this allows customers to recommend the entity. In code 2 organization, the interviewees agree that a strategic management according to the needs of the firm and market demands allows the efficient development of the company's programmed activities, allowing to maintain order and structure the functions in an active way.

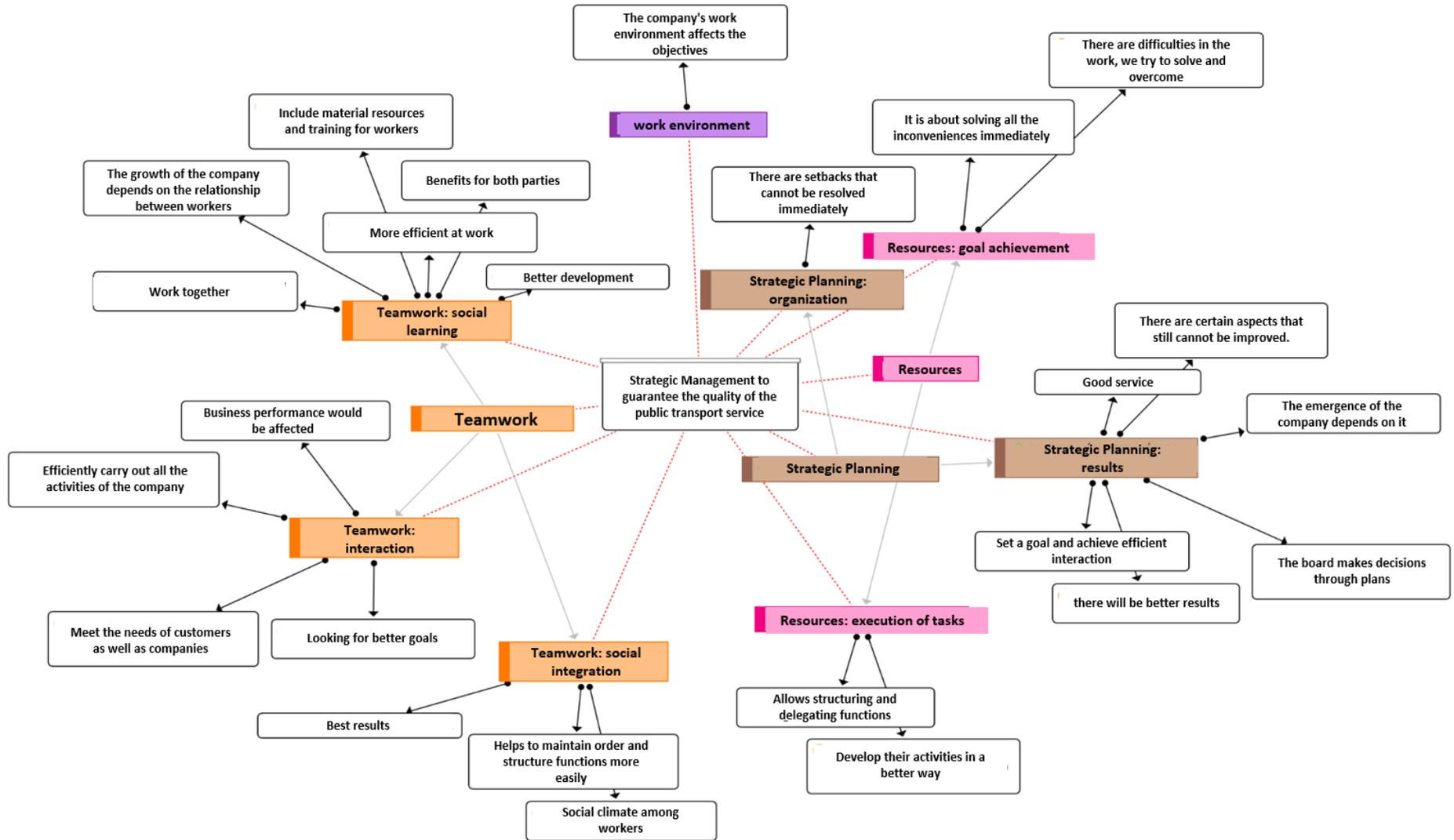
In the subcategory resources, in code 1 task execution, the interviewees agree that the adequate remuneration of resources, through a good working environment and by providing employees with facilities for the execution of their functions, allows each employee to actively perform each of their functions, which enables the company to achieve better results in the CS offered to passengers.

In code 2 goal achievement, the interviewees mentioned that to achieve this point it is necessary that there is a good analogy between the board of directors, manager, and employees, since this allows for a good working environment that will have a positive impact on the CS provided to clients in the transportation sector in Bagua.

Similarly, an emerging category Work Environment was found, where the interviewees agree that is important that organizations in the public transport sector have communication policies that promote the values of integrity in each of its employees, since this generates a good working environment in each phase of the strategic management that is developed in the firm, as this has a considerable effect on the CS offered to customers, who are commonly called passengers .

In view of this, it is important to consider the findings of Íñiguez and Íñiguez (2022), who demonstrated that the CS of transportation in Culiacan from a social point of view is good to fair. Likewise, Paredes and Alejandro (2022) because they found a fragile correlation between the variables studied and although a relationship between these variables is unlikely, it was also observed that the reason for this situation is due to the distrust created by informal transportation. Likewise, Ramirez et al. (2020) showed that GE for people management fosters sustainable competitive advantages over time.

Figure 2 Strategic management to guarantee the CS of public transportation companies, Bagua.



Prepared by the authors (2023)

After having processed the database of the surveys in the SPSS 26 package, it was found that when strategic management is inadequate, reliability is moderate at sixty-six seventy percent; likewise, when strategic management is adequate, reliability increases to one hundred percent in moderate. Shows that when strategic management is inadequate, responsibility is inadequate by twenty percent and moderate by seventy-three and thirty percent, and when it is adequate, responsibility is inadequate by twenty-five percent, moderate by fifty percent and adequate by twenty-five percent.

It is observed that when strategic management is inadequate, security is inadequate thirty-three with thirty percent and forty-six with seventy percent moderate, but when it is adequate, security improves, since it is moderate eighty-seven with fifty percent and adequate twelve with fifty percent. Shows that when the SG is inadequate, the CS is inadequate by thirty-three and thirty percent and moderate by sixty-six and seventy percent. Similarly, when it is adequate, the quality of service improves by one hundred percent and rises to the moderate level. It is necessary to consider what Calderón and Quispe (2022) mentioned, since they mentioned that there is a low correlation between the variables, so it is approved that the CS has a positive influence on the image of the organization's users. Likewise, Ascona (2022) indicated that GE does have a positive influence on the order of transportation Ascona (2022).

Table 1 Cross table of the strategic management variable with the reliability dimension

			Reliability			Total
			Inadequate	Moderate	Adequate	
Strategic management	Inadequate	Count	5	10	0	15
		%	33.3%	66.7%	0.0%	100.0%
	Moderate	Count	8	16	4	28
		%	28.6%	57.1%	14.3%	100.0%
	Adequate	Count	0	8	0	8
		%	0.0%	100.0%	0.0%	100.0%
Total	Count	13	34	4	51	
	%	25.5%	66.7%	7.8%	100.0%	

			Responsibility			Total
			Inadequate	Moderate	Adequate	
Strategic management	Inadequate	Count	3	11	1	15
		%	20.0%	73.3%	6.7%	100.0%
	Moderate	Count	9	13	6	28
		%	32.1%	46.4%	21.4%	100.0%
	Adequate	Count	2	4	2	8
		%	25.0%	50.0%	25.0%	100.0%
Total	Count	Count	28	9	51	
	%	%	54.9%	17.6%	100.0%	

			Security			Total
			Inadequate	Moderate	Adequate	
Inadequate	Count		5	7	3	15

		%	33.3%	46.7%	20.0%	100.0%
Strategic management	Moderate	Count	12	9	7	28
		%	42.9%	32.1%	25.0%	100.0%
	Adequate	Count	0	7	1	8
		%	0.0%	87.5%	12.5%	100.0%
Total		Count		23	11	51
		%		45.1%	21.6%	100.0%
			CS			
			1	2	3	Total
Strategic management	Inadequate	Count	5	10	0	15
		%	33.3%	66.7%	0.0%	100.0%
	Moderate	Count	11	13	4	28
		%	39.3%	46.4%	14.3%	100.0%
Adequate	Count	0	8	0	8	
	%	0.0%	100.0%	0.0%	100.0%	
Total		Count		31	4	51
		%		60.8%	7.8%	100.0%

Prepared by the authors (2023)

Hypothesis Testing

In the same way, it is appreciated that the p value is less than zero commas zero five, allowing to accept the H_1 , and the Pearson coefficient reached was zero points six hundred and forty-one, indicating in this way that they maintain a moderate positive correlation. Revealing in this way that while the company is concerned in developing and enhancing the skills and knowledge of its employees through relevant information then the services that the firm offers to its clients will have the commitment to offer a total quality that generates maximum confidence in each one of its potential clients.

Likewise, the p-value is higher than zero comma zero five, allowing to accept the H_0 , which shows that there is no significant relationship, also the Pearson reached was zero comma zero comma zero fifty-nine, demonstrating that there is no relationship. Demonstrating that they are two variables that work independently, and that do not depend on each other for improvement.

Also, they reached a p-value of less than zero comma zero five, which allows us to accept H_1 , revealing that there is a significant effect, confirming the Pearson of 0.715, showing that they maintain a strong authentic reciprocity. This means that if institutional values are implemented and compliance with them is constantly evaluated, there will be no discrimination to customers because of their condition, clothing, origin, etc., this would have a direct impact on the quality of service since there would be peace of mind and correct advice on the costs of tickets, parcels and the places that the company is authorized to cover, also, security is guaranteed at all times during the trip.

In addition, they got a p value of less than zero point zero five which consented to accept H_1 , thus indicating that they maintain a highly significant relationship and the Pearson confirms it with zero point seven hundred and fourteen. This reveals that as long as the companies are interested in achieving that their members have a social learning, that they are integrated to all the daily activities of the entity, that they interact effectively with the clients, that they execute correctly the assigned tasks then there will exist improvements in the commitment and achievement of the goals of the organization since the clients will trust the services that these offer in the market, which impacts in a positive way in the CS that is given to the passengers.

In view of this, the following is considered Riveros and Santos (2021) because they revealed that both variables do have a relationship with each other, and that educational management does influence CS. Similarly, Ramos et al. (2020) showed that there is a significant correspondence between the variables studied, demonstrating that quality does have an influence on the satisfaction perceived by customers.

Hypothesis	P valor	Pearson	Determinación
Strategic management - Quality of service	0.000	0.714	There is a direct and significant influence
Strategic management - Reliability	0.003	0.641	There is a direct and significant influence
Strategic management - Responsibility	0.681	0.059	There is no direct and significant influence
Strategic management - Security	0.001	0.715	There is a direct and significant influence

Prepared by the authors (2023)

CONCLUSIONS

The findings revealed that it is critical for public transportation companies to develop strategies to achieve efficiency throughout their business operations; however, some organizations continue to use deceptive practices to avoid financial penalties. A good relationship between employees, supervisors, managers, and customers allows companies to actively grow in the marketplace, increasing entrepreneurship and monetary gains.

It is essential to maintain good working relationships in the organization, with the manager and head of human resources interacting with each of the company's employees with respect, friendship, and empathy, as this allows them to understand the needs of the employees, allowing them to feel identified with the company's objectives, which has a positive impact on the CS provided to passengers.

To achieve or improve the company's economic results, the mobility service must be accompanied by excellent customer service from the ticket dispenser to the security of its equipment, as this allows customers to recommend the company. A strategic direction based on the firm's shortages and market demands allows the efficient development of the company's planned activities, enabling the maintenance of order and the active structuring of functions. Adequate allocation of resources to the areas, through a good working environment and providing employees with the comforts of work, ensures that each employee actively performs each of his or her functions, allowing the company to achieve better results in terms of CS.

It is important that organizations in the public transportation sector have communication policies that promote the values of integrity in all their employees, as this generates a good working environment at each stage of the strategic management that takes place in the company, as this has a significant effect on the CS. When the company is concerned with developing and enhancing the skills and knowledge of its employees through relevant information, the services that the company provides to its clients will be committed to providing total quality that generates maximum confidence in each of its potential clients.

If institutional values are implemented and their compliance is constantly evaluated, clients will not be discriminated against because of their condition, clothing, origin, etc. This will have a direct impact on the CS because it will provide customers with peace of mind and adequate advice on their needs. While companies strive to ensure that their employees have a social learning experience, are integrated into all aspects of the organization, interact effectively with customers, and complete assigned tasks correctly, there will be improvements in organizational commitment and achievement. because customers will trust the services they provide in the marketplace, which will positively impact quality.

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