
UNIVERSITY OF THE PEOPLE



BUS 4406-01 QUALITY MANAGEMENT- AY2025-T2

LEARNING JOURNAL 1

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QUALITY AND CONSUMER EXPERIENCE: A PERSONAL PERSPECTIVE

Introduction

My perception of quality has changed dramatically because of both academic research on consumer behavior and personal experiences. This essay looks at quality from my point of view and how it affects my choices and interactions with other organizations.

Definition and Personal Meaning of Quality

Quality, in my opinion, is the level of perfection that continuously satisfies or above set criteria and expectations. Juran and Godfrey (1999) define quality as "fitness for use," which supports my belief that high-quality goods and services should deliver value and successfully carry out their intended function. The idea includes dependability, longevity, and the whole experience of utilizing a good or service.

Impact of Quality on Consumer Experience

As a consumer, quality significantly influences my purchasing decisions and brand loyalty. When I encounter high-quality products, I feel confident in my investments and develop trust in the brand. Conversely, poor quality experiences lead to frustration, wasted resources, and diminished trust. According to Zeithaml et al. (2018), perceived quality directly affects customer satisfaction and repeat purchase behavior, which I've personally experienced in my consumer journey.



Memorable Quality Experiences

One notable experience that exceeded my expectations was with Apple's customer service. When my laptop malfunctioned during finals week, their support team provided immediate assistance, offered a temporary replacement, and resolved the issue within 24 hours. This experience strengthened my loyalty to the brand and justified their premium pricing in my mind.

Conversely, a disappointing experience occurred with a local food delivery service that consistently delivered cold food and had poor communication. Despite their competitive pricing, the subpar quality led me to discontinue using their service and share my negative experience with peers.

Impact on Brand Perception

These experiences have significantly shaped my perception of organizations and their offerings. The satisfying encounter with Apple validated their premium stance in the market and strengthened their reputation for quality. I have turned into a brand evangelist, urging people to buy their goods because of their superior quality and customer service.

Conclusion

When it comes to influencing customer experiences and brand relationships, quality is crucial. I have learned from my experiences that real quality encompasses the full customer experience in addition to product standards. In today's competitive market, companies who continuously provide high quality get devoted clients and devoted brand ambassadors, while those that fall short of quality standards risk losing market share.



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References:

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