METHOD TARIFFS COMPLY - METHOD FOR DETERMINING THE PRICE OF THE SERVICES

Dan BODESCU[1]

E-mail: dbodescu@uaiasi.ro

Abstract

Method tariffs comply with the principles of price formation in a market economy as a result of interaction between supply and demand. This includes the following steps: needs analysis service offered to potential customers, prioritizing composition of services, establish correlations to quantify the quality and compliance services, determining the area of research based on indicators such as "maximum acceptable distance" and centers of concentration of supply; sampling the area of research, actual research, the database, information processing and determining the weighted average price. The price obtained by this method is corrected so the market price and the quality and composition of services offered in the area investigated.

Key words: services price, method, services market

Tariff level is influenced by supply and demand characteristics and relations of power between them. The relationship between demand and supply of services meet two situations (Ioncică Maria, 2006).

In the first case, the elasticity of demand for services is an important part of high market power most customers hold. They can choose to buy certain services to and do it themselves if they think the price too high. The price of such services will be influenced largely by clients (Ioncică Maria, 2006).

In the second situation is vital to customer service and a high degree of difficulty. In this case customers are relatively helpless in relation to the tenderers who have the strength needed this time to determine the price.

However, all bidders are those who tempers prices through competition. Instead, for many services such mental association is found in the customers' service quality - great price "and even reverse" high price - quality services. This is the effect of psychological factors determining the market.

Pricing services is a constant concern of service providers as is the means of valuing their effort (Plumb I., Ionescu Manuela, 2004).

His interest is to obtain as high a price to cover expenses and obtain a profit margin. Buyer interest is to obtain services at a price as low. It takes charge depending on the utility of disposable income and effort and makes it alone.

MATERIAL AND METHOD

Method tariffs comply with the principles of price formation in a market economy as a result of interaction between supply and demand. Service is established on the market price.

The method is based on one of the main characteristics of services - heterogeneity. This feature is manifested as the entire tertiary sector and in the same type of services. Service prices are and they vary from one provider to another. Instead they are assigned to services in conjunction with the composition and quality. Moreover, these prices are supported by some customers who have used these services. An average price of these prices would still be unrepresentative weighting for market but its composition and quality service provides a fairly realistic answer to the question "What kind of services are sold?" And "At what price are they selling?".

The method by which this model was developed methodology was to analyze the system in which economic phenomena were analyzed from the service provider and external variables.

RESULTS AND DISCUSSIONS

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[1] University of Agricultural Sciences and Veterinary Medicine of Iaşi

composition and quality service provides a fairly realistic answer to the question "What kind of services are sold?" And "At what price are they selling?". It is therefore necessary to quantify the quality and composition of services. This can be done with some common methods used to analyze the demand for services and offer analysis services. If previously, these tests have been made can be used some results of this analysis.

Stages of implementation of tariff method accepted: 1. needs analysis service offered to potential customers, 2. prioritizing services composition, 3. establish correlations to quantify the quality and compliance services, 4. determining the area of research based on indicators such as "maximum acceptable distance" and centers of concentration of supply, 5. sampling the area of research, 6. actual research, 7. the database 8. processing information and determining the weighted average price.

1. Needs analysis of potential customers to the service offered is to determine customer expectations to service or package analyzed. These expectations relate to quality and composition of services.

This analysis is based on client objectives, actions that the client wants to achieve when using the service, that state will have the satisfaction they expect. All these needs will be reviewed rigorously both in principle and in relation to existing services on the market or by other innovative provider performing this analysis. For example: a patient's main objective is healing but is also concerned the waiting time to physician, as treatment will be painful, as long as you have to be hospitalized, the period of inactivity, etc.. An example analysis summary for patients' needs may take the form of table.

Table 1

Determining priorities and weighting of the criteria

Needs	Facility and quality service offered to the market
recovery	competent staff, advanced equipment, effective medication
reduced waiting time	programming system on the Internet or by phone
conditions comfortable	appropriate waiting room
conditions comfortable	competent staff, advanced equipment, effective medication
hospital conditions comfortable	appropriate rooms, helpful staff, polite, attentive to the wishes of patients
Medical assistance in period of inactivity	operative consultation at the clinic or by telephone needs where possible, home care staff

All these needs will be reviewed rigorously both in principle and in relation to existing services on the market.

2. Setting priorities in the composition of services based on priorities set using technology to offer services. The role of this stage is establishing order components and aspects of service quality and customer after determining the importance weight of each element that has the final mark of quality and compliance - notice of reliability of service. Practical needs are analyzed in importance after that will be linked to services, facilities and quality.

Table 2

Determining the weighting of the criteria

Needs	Facility and quality service offered to the market	Calc.	Ni	Imp	%
Recovery	competent staff, advanced equipment, effective medication	1111 1111 1111 111	15	1	41,7
Reduced waiting time	programming system on the Internet or by phone	111	3	4	8,3
Conditions comfortable	appropriate waiting room	11	2	5	5,6
Conditions comfortable	competent staff, advanced equipment, effective medication	111	3	4	8,3
Hospital conditions comfortable	appropriate rooms, helpful staff, polite, attentive to the wishes of patients	1111	4	3	11,1
Medical assistance in period of inactivity	operative consultation at the clinic or by telephone needs where possible, home care staff	1111 1111 1	9	2	25,0

The information results (tab. 2) the most important features and characteristics necessary medical clinics are competent, efficient equipment, effective medication because it corresponds to the most important needs - the need for recovery.

3. Establishing correlations minimum score - the minimum to fulfill the criteria and maximum correlation score - the highest level of fulfillment of the criteria. This step requires thorough information on the quality level of existing services. The table illustrates a simplified form of this analysis given the complexity of the field.

Table 3

Establishment of the intervals correlation

Facility and quality service offered to the market	Minimal correlation (0 points)	Maximum correlation (10 points)
Competent personal	Unqualified staff	Certified personal performance level
Advanced equipment	No	Performance of last generation
Effective medication	No	Institutions authorized and recommended medication profile
By programs in the system	Do not have this feature	24-24 programming hours by phone and internet, emergency services
Appropriate waiting room	No	Waiting room properly equipped
Appropriate wards	No	Properly equipped rooms, hygiene, ventilation, temperature, environment favorable
Helpful staff, polite, attentive to the wishes of patients	Personally regardless	Certified personnel skill level
Operative consultation at the clinic or by telephone needs	No	Operative consultation at the clinic or by telephone needs where possible,
Personal care home	No	Certified personnel skill level

4. Determining the area of aria research based on indicators such as "maximum acceptable distance" and centers of concentration of supply.

5. Quota sampling procedure involves the area of research by determining the most important characteristics of bidders and training services representative sample will be analyzed service offering. For example the supply of medical services that could sample and features: • the size of the treatment capacity, • the area where these units are will determine the ranges of these characteristics: • the size of the treatment capacity: 0-10 seats, 10 -20 seats over 20 seats, • the area where these units are: X, Y, Z.

The sample will include all options and combinations of these two features will be composed of: 1 unit with capacity of 0-10 seats situated in Area X, a unit with a capacity of 0-10 seats located in the Y, a unit capacity 0-10 places located in the Z, a unit with capacity of 10-20 seats found in the X, a unit with capacity of 10-20 seats located in the Y, 1 unit with capacity of 10-20 seats located in the Z , a unit with a capacity greater than 20 places found in the X, a unit with a capacity greater than 20 places found in the Y, a unit with a capacity greater than 20 places found in the Z. In fact, for this analysis will be investigated the characteristics of its predecessor units.

6. Actual field research will be done by direct observation or by means of documentation. However, even if documentation will be made using existing information will be verified by direct observation. Observation will be the criteria for each criterion by assigning one note. Scoring will be done after the boundaries were retained scoring intervals. It is advisable to assess several people to meet customer profile (minimum 3 persons). The notes will be placed on an evaluation sheet that will include identification of the unit observed a table based on grades. For the previous example the evaluation form can be presented in table form.

7. The database is the stage where they are grouped all the information for determining simple applications of statistical indicators on the sample investigated.

Table 4

Evaluation of facilities and services according to quality

Facility and quality service offered	Note		
	1	2	3
Competent personal	5	6	8
Advanced equipment	5	3	5
Effective medication	7	4	6
By programs in the system	0	4	5
Appropriate waiting room	2	5	2
Appropriate wards	6	5	8
Helpful staff, polite, attentive to the wishes of patients	2	3	1
Operative consultation at the clinic or by telephone needs	0	0	0

Table 5

The database on service quality

Facility and quality service offered	Unit							Average
Assessor	1				9			
	1	2	3		1	2	3	2,0
Competent personal	5	6	8		5	6	8	6,3
Advanced equipment	5	3	5		5	3	5	4,2
Effective medication	7	4	6		7	8	6	6,7
By programs in the system	0	4	5		0	0	0	0,0
Appropriate waiting room	2	5	2		2	5	0	1,2
Appropriate wards	6	5	8		6	5	8	6,3
Helpful staff, polite, attentive to the wishes of patients	2	3	1		2	3	1	2,0
Operative consultation at the clinic or by telephone needs	0	0	0		0	0	3	0,5
Personal care home	0	0	0		0	0	0	0,0
Price (lei/zi)	115				140			127,5

8. Information processing and determination of the weighted average price consists in determining the weighted average Note Depending on the importance of the criteria and then performing a weighted average correlation between the recording of services for which the research is performed and the average price of the offer of services. For example shows that the weighted average note of similar services in the market and the price is the 3.9 average sales of the previous stage is 127.5 lei.

Table 6

Informations processing

Needs	Need average	Share note	Note on criterion
recovery	5,7	41,7	2,4
reduced waiting time	3,8	8,3	0,3
conditions comfortable	2,6	5,6	0,1
conditions comfortable	6,3	8,3	0,5
hospital conditions comfortable	2,0	11,1	0,2
medical assistance in period of inactivity	1,2	25,0	0,3
Note the average bonity			3,9

If after analysis of their own services to obtain a weighted average of 4.2 note then the price will be determined by the relationship

$$Pv = \frac{NBi}{\overline{NB}} * \overline{Pv}$$

Pv- price unknown,

$\overline{NB}$ - average note bonity,

$\overline{Pv}$ - average selling price,

NBi – Note bonity of service review.

It appears that the market price of the asset can be analyzed by 137,3 lei.

CONCLUSIONS

The proposed method for determining the price of services is based on the relationship between the average market price accepted by customers in relation to the composition and quality of service.

This method involves: prospective clients needs fixing in relation to the service provided; setting priorities in the composition of services; the establishment of relations in order to quantify the quality and completeness of the services; the area of research; research area sampling; the establishment of a database and processing of information for determining the weighted average price.

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