

Analyzing the Quality of Translation Services in Iranian Translation Agencies: A Customer-Oriented Approach

Elahe Kianian ¹

Department of English Translation Studies, Allameh Tabataba'i University, Tehran, Iran

Salar Manafi Anari

Department of English Translation Studies, Allameh Tabataba'i University, Tehran, Iran

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Abstract

The main purpose of the present research is to use a statistical-descriptive analysis to assess the quality of translation services through the customer-oriented approach in translation agencies. In addition, the main concern in this study is to solve the problem of fatigue and ambiguities of decision makers in the field of qualitative assessment of translation services using various methods of customer orientation. This research was carried out with a sample size of 60 experts selected through a combination of purposive sampling and snowball sampling methods. In this regard, a set of data was obtained from the instrumentation and analysis of factors affecting the quality of translation services in Iran through a customer-oriented approach in translation agencies in Iran in February 2017. Considering the opinions of experts in evaluating the quality of translation services in Iran in the seven-point Likert scale, the most important factors affecting the quality of translation services were determined. Then, by comparing the current performance status mean of these factors with their importance mean, the analysis was done. Finally, the analysis of this study showed that the current performance status of factors in the service providers were rather poor in comparison to their importance mean, and managers should take the necessary measures in order to improve them.

Keywords: Customer-Oriented Approach, Descriptive Statistical Analysis, Translation Agencies, Translation Service

1. Corresponding Author. Email: e.kianian2@gmail.com