

**ON FIRM'S PERCEPTION OF PERIODICAL BUSINESS
TENDENCY SURVEYS – PROCEEDINGS OF A STUDY IN THE
SERVICE SECTOR**

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This project analyzes firm's perception of business tendency surveys. A meta questionnaire was set up to survey a sample of companies from the Swiss service sector. We investigate aspects such as response burden, firm's general perception of the significance of business tendency surveys, job description and number of responsible persons, as well as relevance of specific drivers or information w.r.t. answering flexible questions (e.g. business situation). This information is also related to the original answers stemming from the business tendency surveys as well as to information that was generated during the data generating process (i.e. paradata). Further we contribute to the debate on how the concept of capacity utilization can be adapted to the service sector. We find that firms use concepts similar to capacity utilization in order to evaluate their efficiency. As opposed to the manufacturing sector in which capacity utilization is driven by technical capacities, capacity utilization in the service sector rather focuses on the utilization of human resources with billable work instead of (unbillable) administrative tasks.

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