Service Quality

➢ **Service quality** refers to the overall perception of **how well a service meets or exceeds customer expectations.**

➢ It is a critical aspect of delivering exceptional customer experiences and can **significantly influence customer satisfaction, loyalty, and the reputation of a business.**

Dimensions of Service Quality

Consolidated Dimension	Specific Illustrative Criteria
Tangible: Appearance of physical facilities, equipment, personnel, and communication materials	• Appearance of physical facilities • Appearance of service personnel • Appearance of tools or equipment used to provide service
Reliability: Ability to perform the promised service dependably and accurately	• Accuracy of billing or record keeping • Performing services when promised • Dependable and accurate performance
Responsiveness: Willingness to help customers and provide prompt service	• Providing prompt service • Readiness to service • Handling of urgent request • Promptness and Helpfulness
Assurance: Knowledge and courtesy of employees and ability to convey trust and confidence in service provider	• Competence, courtesy, creditability and security
Empathy: Caring and individual attention provided by employees to its customer	• Listening to customer needs • Caring about customers' need • Providing personalized attention • Easy Access • Good communication and customer • Understanding

Source: A.Zeithaml, A.Parasuraman and Leonard L.Berry, "Delivering Quality Service", 1990
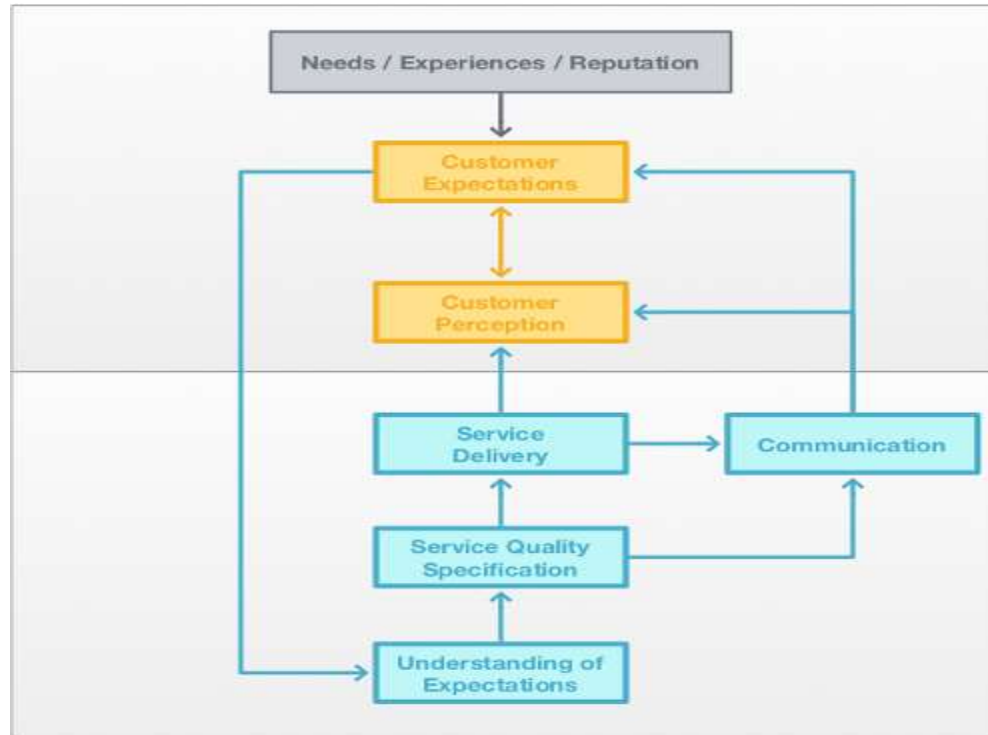
Measuring Service Quality

Service quality in service marketing is measured by comparing a customer's expectations with their actual experience. This is done by using models and tools to collect customer feedback.
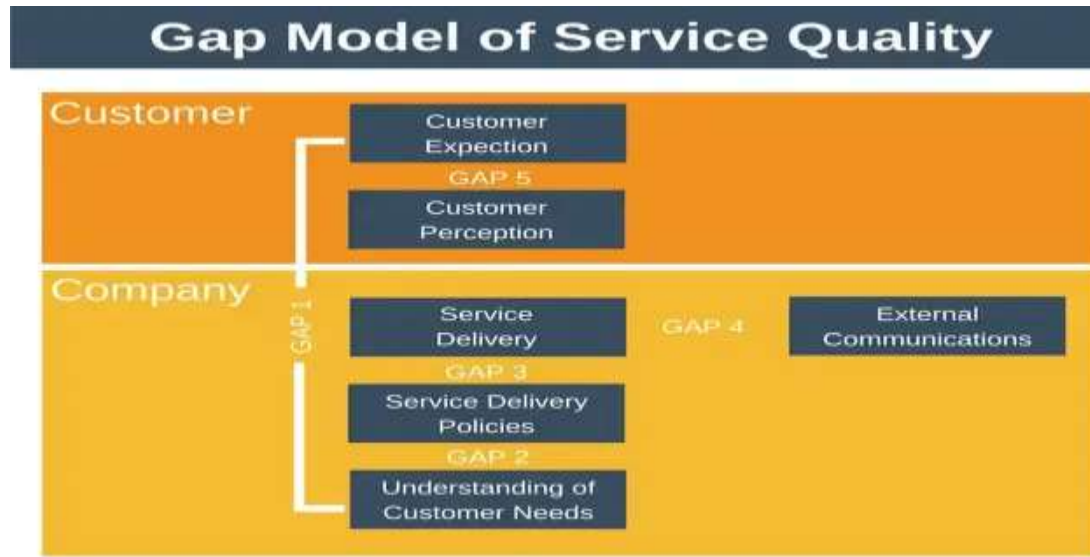
Measuring Service Quality

GAP MODEL OF SERVICE QUALITY

➤ The "gap model of service quality" in service marketing refers to a framework that **identifies and analyzes the discrepancies between customer expectations for a service and their perceived experience of that service, highlighting areas where improvements can be made to enhance customer satisfaction;** essentially, it examines the **"gaps"** between what customers expect and what they actually receive from a company's service delivery.

SERVQUAL

➢ Servqual is a model that is generally used to measure service quality. It was made by **Parasuraman, Zeithaml, and Berry in 1980.**

➢ It helps businesses measure and control the quality of their services.

➢ In 1988, Parasuraman developed the Servqual model to look at the different parts of service quality and how people see them.

➢ The SERVQUAL model is a research tool that measures service quality by comparing customer expectations with their experiences.

➢ It's used in service marketing to help businesses improve customer satisfaction and meet customer expectations.