

Measuring Service Quality

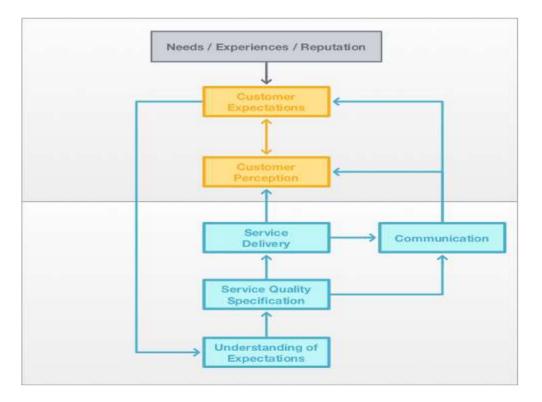
Service quality in service marketing is measured by comparing a customer's expectations with their actual experience. This is done by using models and tools to collect customer feedback.



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