

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.

Customer Expection GAP 5 Customer Perception Service Delivery GAP 3 Service Delivery Policies GAP 2 Understanding of Customer Needs