

Paper
MARKETING OF SERVICES

MBA IV SEMESTER (CBCS)

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Lecture on
Service Quality Model

Faculty

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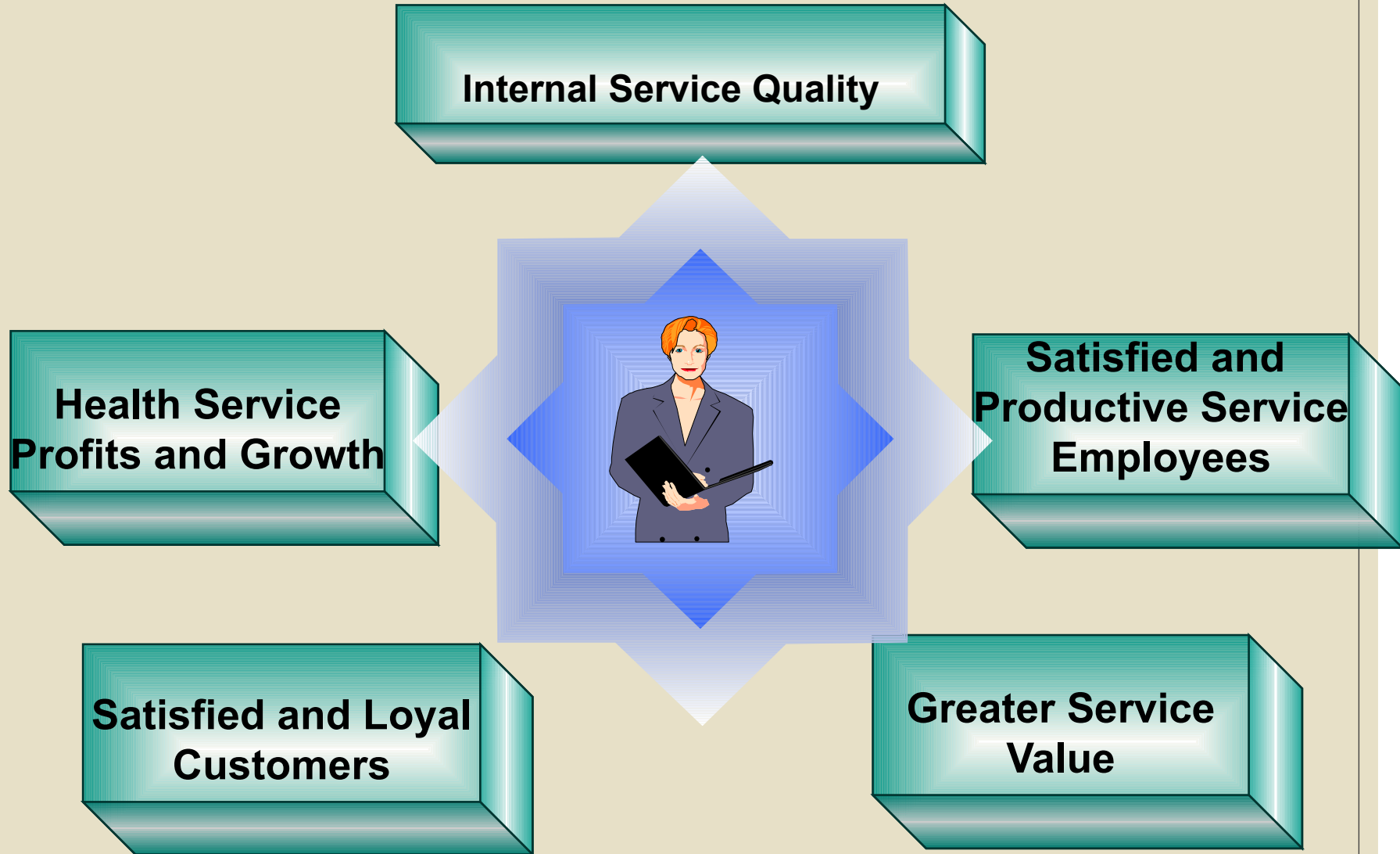
Service Quality

Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either (Wisniewski, 2001).

Managing Service Quality

There service quality of a firm tested at each service encounter. There are five major gaps in the service quality concept, which are shown in next slide.

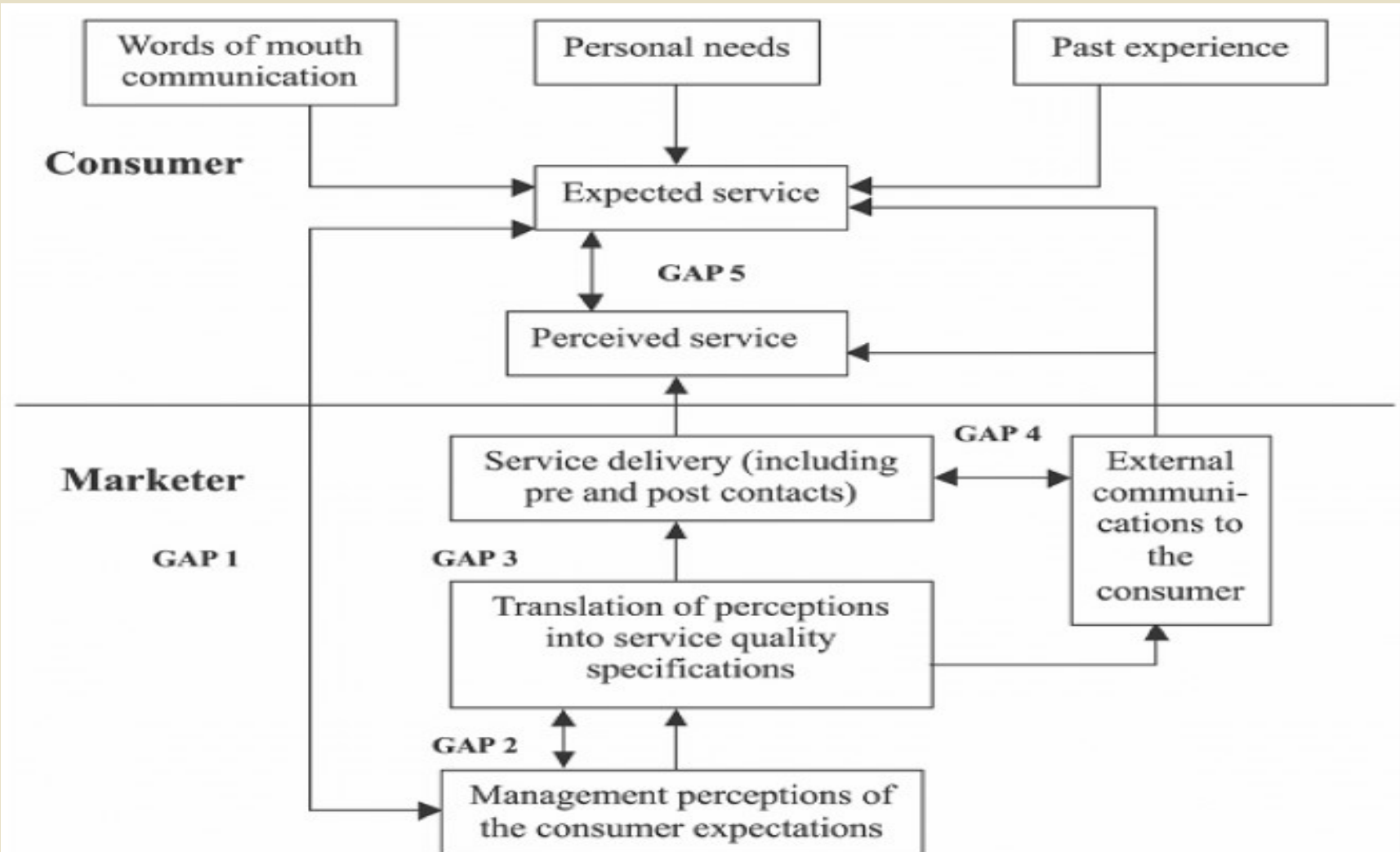
Service Quality Issues



Concept of SERVQUAL Model

The Service Quality Model or SERVQUAL Model was developed and implemented by the American Marketing Philosopher Valarie Zeithaml, A. Parasuraman and Leonard Berry in 1985. It is a method to capture and measure the service quality experienced by customers.

SERVQUAL Model



Source: Parasuraman *et al.* (1985)

Extension Model of Service Quality Gaps

There are seven major gaps in the service quality concept, which are shown in next slide.

The model is an extension of Parasuraman et al. (1985).

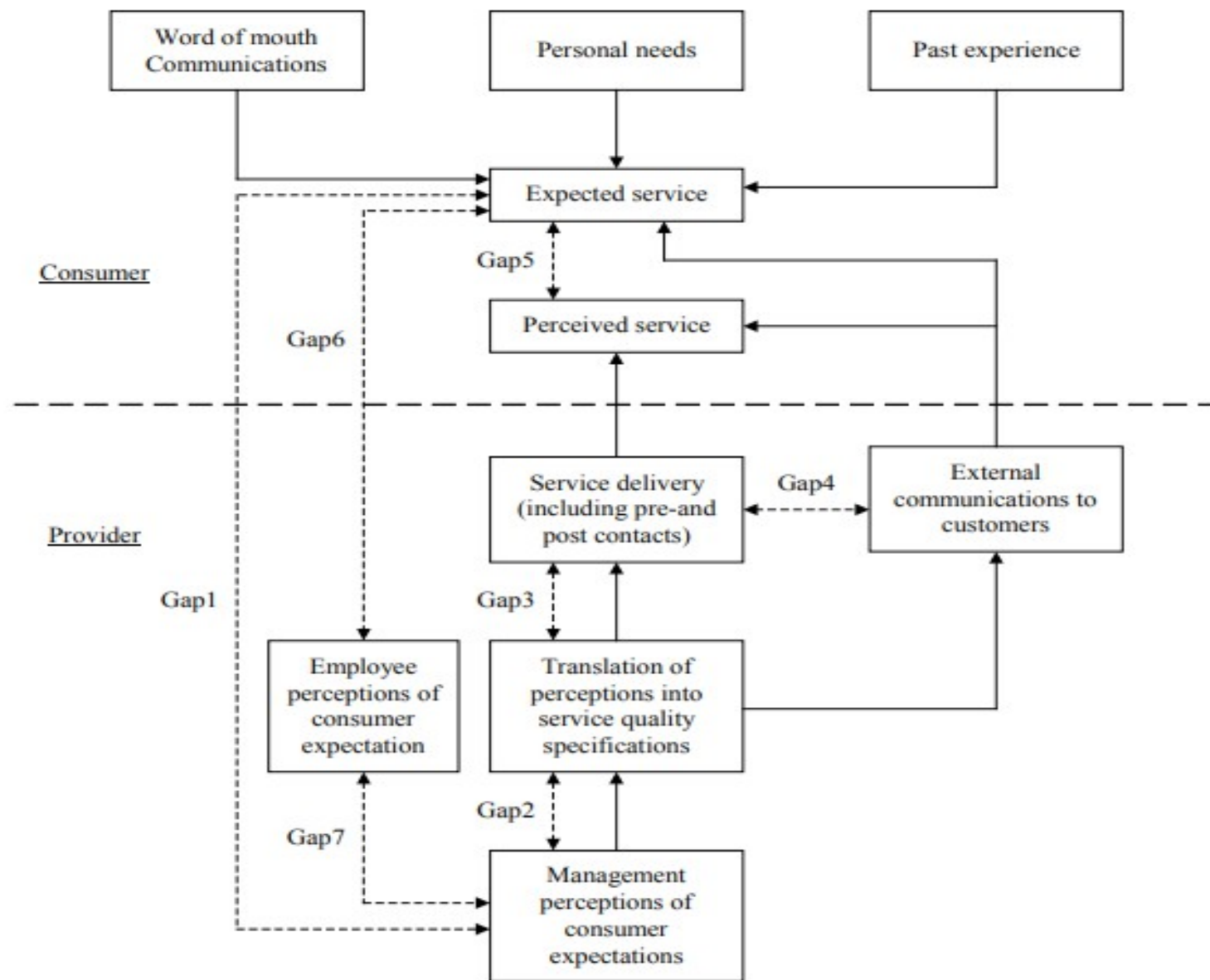


Figure 1. Model of service quality gaps (Parasuraman et al., 1985; Curry, 1999; Luk and Layton, 2002)

Best Practices of Service-Quality Management

Well-managed service companies share following common practices:

Strategic Concept

**History of Top Management
Commitments to quality**

Self Service Technologies

**System for Monitoring Service
Performance & Customer Complaints**

Emphasis on Employee Satisfaction



Thank you

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