

# EXPECTATIONS AND PERCEPTIONS IN RESTAURANT SERVICES: THREE DIMENSION GAP ANALYSIS

蔡明春, 林千鈴

Business Administration

Management

mctsai@chu.edu.tw

## Abstract

Service quality is a crucial factor affecting customer satisfaction and business performance.

The importance of service quality was recognized by Parasuraman et al. (1985).

Researchers have been deeply engaged in the studies of service quality gap.

Among them, Lin, et al. (2009) have developed the IPGA model by integrating

the strengths of the importance-performance analysis (IPA) and the gaps analysis.

This study intends to develop a three dimension service quality gap model by extending

the IPGA model through adding in the construct of management perceptions of consumer expectations.

Based on the model, the service quality gap will be identified and problems causing the gap analyzed.

This research empirically investigates the feasibility of the model at four various restaurant outlets

of a hotel in Taiwan using DINESERV, a 29-item instrument developed in 1995 by Steven, hoping to provide

a guide to researchers and the service industry as well for their future study on service quality management.

Keyword : Service Quality, Gap Analysis, Important-Performance Analysis, IPGA, DINESERV