

Bridge the gaps: examining restaurant service quality from the perspectives of customers, management and employees

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Abstract

From the service triangle perspective, the three interlinked groups including customer, management and providers must work together to deliver quality service. Few studies have reported on the investigation of the gaps between the three. In this study, an international tourist hotel in Taiwan was chosen to empirically examine the gaps between customers' service expectations and actual service received, and the gaps between customers' service expectations and the perceptions of these expectations by the restaurant managers and employees. Then, the revised importance-performance analysis was used to construct service attribute evaluation matrix to identify areas for improvement in the hope of giving some insight into service management for the hospitality industry.

Keyword : service quality, Gap Analysis, IPGA