

The use of Importance-Performance Analysis (IPA) in evaluating bank services

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Abstract

The survey was based on SERVQUAL, a diagnostic tool developed in the 1980s, which measures service quality in terms of customer expectations and perceptions of service and integrates importance-performance analysis (IPA) which substitute for the original ones to produce a revised matrix. Beside that, we identifying critical service attributes to improve overall quality under resource-limiting conditions have become absolutely necessary. From the results of the study, managers can focus their efforts on providing quality service and facilities that customers perceive as being important in determining their view of the overall service quality of the bank service.

Keyword : Bank , Service quality, IPA