

Measuring service quality of car maintenance

吳嘉蕙, 李友錚, 張詠綺, 蔡尚斌

Technology Management

Management

ycl@chu.edu.tw

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. This research paper focuses on the link between customer expectations and service quality. The survey results have provided information showing how the industry of car maintenance service can manage its service quality. The findings indicate that customers consistently rank 'reliability' as the most important service dimension.

Keyword : Car Maintenance, Service quality, PZB Model