

Revised gap analysis by decomposition of service activities

陳日光, 李友錚

Technology Management

Management

ycl@chu.edu.tw

Abstract

The measurement of service quality is an important link in the cycle of service provision. The gap model was developed by Parasuraman et al. and it has been adopted commonly to measure service quality in many studies. However, several authors have argued that service encounters frequently operate on their own, face to face with customers, and it is difficult for management to monitor their behavior. Moreover, previous research correlating customer and service encounter views is sparse and offers mixed conclusions. Against these background, this research develops a revised gap model involving the service encounter by decomposition of service activities to enhance the indicating in contributing to the extent of gap between customers' expectation and perception.

Keyword : Gap analysis, PZB model, Service Quality