

Measuring and increasing service quality combining the Three-Column format
SERVQUAL scale and SIPA analysis

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Abstract

In addition to understanding enterprise performance and customer satisfaction, the measurement of service quality must provide companies with directions for improvement and optimal management decisions under resource limitations. The three-column format SERVQUAL scale clearly indicates the service dimension and quality element that enterprises should focus on improving to optimize their resource allocation. Simultaneous importance-performance analysis (SIPA) can be used to analyze the three concepts of quality element importance, performance, and competitors' performance to understand the competitive conditions of the market. In this study, we recommend using the integrated three-column format SERVQUAL scale and SIPA methods to measure enterprise service quality. By employing this approach, enterprise measurements can be obtained, and priority orders and promotion strategies for improving service quality can be established based on industry competition. This enables enterprises to achieve optimal effects when improving service

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