SERVQUAL: A LITERATURE REVIEW

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Abstract: In order to satisfy client wants and succeed in a competitive market, all service businesses, including banks, hotels, hospitals, etc., must offer excellent services, therefore understanding the specific SERVQUAL dimensions is essential. SERVQUAL is the term for the client's overall evaluation of the service's qualities providers made by contrasting their expectations with actual results. Customers' perceptions of SERVQUAL are based on five SERVQUAL dimensions, which are as follows: Empathy is the ability to care for and individually attend to clients. Reliability is the ability to consistently and precisely provide the service that was promised. Response is the readiness to help clients and deliver fast service; assurance is the expertise, politeness, and capacity of staff to inspire confidence. and material things, such as tools, people, physical infrastructure, and written information. Numerous SERVQUAL model benefits and limitations were discovered as a result of this investigation. The study not only offers insights into SERVQUAL, but also future actions for evaluating the service quality.

Keywords: SERVQUAL, empathy, reliability, responsiveness, assurance, tangibles

I. INTRODUCTION

SERVQUAL is one among the well proven and widely accepted model in the current scenario to evaluate service quality. Current scenario witnesses the application of SERVQUAL in various fields of service. In order to have an assessment on the recent works in SERVQUAL, certain literatures are surveyed and results are shown here with. SERVQUAL (Parasuraman et al.1985) has five dimensions named as (i) Reliability, (ii) Empathy, (iii) Responsiveness, (iv) Assurance and (v) Tangibility.

II. APPLICATIONS IN DIFFERENT AREAS

A.   Wireless Communications

For the purpose of assessing the calibre of services for wireless communication in the United Arab Emirates, Jadayil et al. (2020) looked at SERVQUAL. By administering a questionnaire to four age groups of both men and women and considering these five criteria, they assess the quality of the telecom services offered by the Etisalat organisation.. The major goal was to compare men's and women's expectations, perceptions, and discrepancies regarding the five characteristics. The findings indicated that while responsiveness is fair and requires only minor work, tangibility is the area that both men and women find to be most problematic. Men believe that the service is dependable and guaranteed, while women have the opposite view. Women are quite satisfied with the service's empathetic nature, whereas men do not appreciate it at all. The study's conclusions showed that other nations offering comparable telecommunication services can still use the SERVQUAL to assess quality of service in a multicultural setting.

B.   Public Transport

According to Sam et al. (2017), by utilising the SERVQUAL approach, it was possible to investigate the hopes and perceptions of Kumasi, Ghana's public bus riders regarding service quality as well as how these factors affected their overall happiness with the system. For the investigation, a clustered random sample technique sampling plan was used. A total of 103 questionnaires were judged to be valid and useful for data analysis following the survey. Workers that use transport to get to their places of employment make up the majority of the clientele. Comparing the perception score to the expectation score allows one to determine the difference in service quality. A positive score denotes that the client's expectations were met or surpassed, whereas a negative score denotes the exact reverse. The findings show that participants' expectations for the quality of the services they received considerably outstripped their perceptions, leading to significant discrepancies (negative gap values) between the two and creating the "Quality Paradox Effect." The study finds that the bus companies do not deliver the precise services that one would anticipate, nor are they based on time schedules. A gap score of -3.68 was found, suggesting a 50% difference between the existing and expected levels of satisfaction. In contrast to expectations, the services were regarded unreliable and less compassionate. The study also showed that responsiveness and dependability of the service were key components of the public bus transportation service quality. The journal came to the conclusion that the quality of the bus service should be improved by taking the necessary actions and procedures.

C.   Higher Education

According to Gregory (2019), service quality is defined as the student expectations and perceptions of their experience differing. This study explains how assessing service quality views might give higher education institutions information that helps them allocate their limited resources more effectively. In October 2017,

57 students participated in the survey that the study used to get its data. To enable qualitative comments on the survey's domains or questions, there was one open-ended remark box provided in the survey. The study did not ask any demographic questions, but according to the programme, 63.8 percent of students identified as female and 36.2 percent as male. In each of the five SERVQUAL areas, the study's findings indicated areas for programme development, although the gaps weren't all equal. The characteristics of reliability (the ability to provide the service that was promised consistently and correctly) and tangibles have the highest disparity, while those of empathy and responsiveness have the smallest. For this programme, assurance, which stands for interpersonal interactions, had the third-largest deficit. The SERVQUAL methodology offers a quantitative framework for evaluating past endeavours without ego investment and spotting growth opportunities. The current study demonstrates how SERVQUAL, compared to more extensive self-study methods, can deliver specific data on a programme to guide decisions and evaluate change initiatives.

D. Retail Banking

Hamzah et al. (2017) investigated consumer perceptions in different aspects of service quality (SERVQUAL) in relation to how overall SERVQUAL is perceived in retail banking. Additionally, they investigated the connections between perceived SERVQUAL overall and client happiness, trust, and bank reputation. The research identified safety and internet-based banking as additional SERVQUAL dimensions that impact the overall viewed SERVQUAL and the way these general impressions will eventually impact trust among consumers, satisfaction with service, and the credibility of banks as being legitimate and trustworthy in the retail banking sector. The three traditional SERVQUAL dimensions—tangibles, empathy, and reliability were also identified. An inquiry form for surveys was developed, and information was gathered from 375 loyal customers from neighbourhood banks. To acquire data from current clients of local banks doing business in Malaysia's Klang Valley, the convenience sampling technique was used. Data analysis using structural equation modelling (SEM) was done. The study's observations show that customers' perceptions of SERVQUAL as a whole are significantly and favourably correlated with four key SERVQUAL dimensions: tangibles, reliability, empathy and security in banking online. The findings indicated that if local banks want to increase customer happiness, trust, and reputation, SERVQUAL needs to be improved. Additionally, it is concluded that consumer contentment, bank trust, and bank repute are all impacted by customer experience as measured by SERVQUAL as a whole.

E. Public Sector

Using the SERVQUAL instrument, Hirmukhe (2013) investigated how to gauge the calibre of services offered in a remote Tehsil office in Maharashtra, India. The 'gap' between the five service quality categories was examined using a questionnaire with 24 items developed on a Likert scale of 1 to 7. Genuine clients were chosen at random, and those without literacy received assistance. 26 clients completed the questionnaire, and 24 of those responses were reliable. Reliability had the largest gap score (-1.438), followed by responsiveness (-1.074), and tangibles (-1.072), according to the study's findings. According to the results,

customers have unfavourable opinions of the services they receive. As a result, the organisation needs to take quality problems and solutions seriously.

F.   Mobile Communication

Lai and Hutchinson (2007) carried out an empirical evaluation and implementation of SERVQUAL in the mobile communication industry in mainland China. The study's objective was to evaluate the SERVQUAL instrument's validity and dependability before using it to analyse the level of customer service in China's mobile communication ecosystem. The SERVQUAL instrument developed by Parasuraman was somewhat modified to fit the mobile communication environment in China. Cronbach coefficients were utilised to assess the reliability and validity, and exploratory and confirmatory factor analyses were also completed. Following the investigation, a three-tier structure was developed, with Tier 1 comprising Empathy, Assurance, Responsiveness, and Tier 3 comprising Reliability, Convenience, and Tangible. For clients to properly assess the service quality of China's mobile communication firms, a sixth dimension of "Convenience" was added to Parasuraman's five dimensions of SERVQUAL. The "convenience" dimension assesses how simple it is to get to the business office, how simple it is to switch between service alternatives (such as call-waiting and call-forwarding), and how simple it is to pay bills or contact customer support personnel. They were able to assess the focus on the strengths and weaknesses of the company in terms of service quality by examining the competitive gap scores between those scores and those of its main competitor.

G.   Multi-Specialty Hospitals

The service quality at multi-specialty hospitals in India's National Capital Region (NCR) was investigated by Mehrotra and Bhartiya in 2019. Delhi, Faridabad, Ghaziabad, Gurugram, and Noida are notable NCR cities. Understanding the important elements that patients believe are essential to providing high-quality healthcare using SERVQUAL was the study's main goal. Technical quality (the degree of accuracy of diagnoses and treatments) and functional quality (the way in which services are delivered) are the two categories of quality that a hospital possesses. The SERVQUAL Model determines the discrepancy between consumer perception and expectation, Exploratory factor analysis was used to identify a typical five-dimensional tool—RATER (Parasuraman's five dimensions of SERVQUAL—from a 97-item questionnaire. The patient's demographic information was gathered in the first section, and questions about several hospital service quality characteristics were asked in the second. EMPATHY, or the "ability of Healthcare Provider to understand the feelings and need of the patient," is one of the factors that loads highly on factor 1. The second factor, reliability, is focused on the hospitals' reliability in providing healthcare services. The behaviours of the hospital staff are indicated by Factor 3's "RESPONSIVENESS" component. The variables that can "enhance trust and confidence" of the patient in utilising medical services are loaded into factor 4, referred to as "ASSURANCE." The "Physical and Visible Aspects" influencing patients' judgements while choosing hospitals are covered by factor five, "TANGIBILITY." In terms of the variance's overall weighting, "TANGIBILITY" is given a low weight. The study was subsequently expanded to look at how patient classifications such as gender, indoor/outdoor location, age, and

frequency of visits affected decisions. The investigation discovered a considerable difference in patient opinions based on their age and the frequency of hospital visits.

H. Hotel Industry

Generation Y (Gen Y) perceptions of quality of service and how it affects customers' happiness with the Malaysian hotel industry are measured by Shafiq et al. (2018) using SERVQUAL. The "Travellers of the Future" or Generation Y are those who were born between 1980 and 2000. Gen Y's contentment with the Malaysian hotel business was impacted by Parasuraman's classic SERVQUAL five dimensions. This study was carried out in Malaysia, and it involved the distribution of questionnaires among a few Klang Valley districts. 400 Gen Y hotel visitors were given a questionnaire, and the results were examined using reliability, correlation, and multiple linear regression. All of the SERVQUAL characteristics were found to have a good correlation with consumer contentment, and it was significantly influenced by four of them: tangibility, dependability, certainty, and empathy. By employing SERVQUAL, it could be claimed that this study provided us with sufficient information to comprehend Gen Y's contentment with the Malaysian hospitality sector. The conclusion is that better service quality can result in more customer satisfaction, which eventually leads to greater profitability in the Malaysian hotel business by increasing the likelihood of creating and maximising sales income.

I. Healthcare

Singh and Singhi (2018) examined SERVQUAL's effects on consumer satisfaction in general and brand loyalty in the healthcare sector. Several hospitals in Delhi NCR were surveyed as part of the study's initial phase. SERVQUAL helped to discover the gaps in the regions that need improvements as well as the mismatch between what consumers want and what they get. The service quality gaps were assessed by comparing the perceived score and the anticipated score. When a consumer gives a score, a positive score means their expectations were met or surpassed, whereas a negative score means the exact opposite. Finding out the impact of Parasuraman's five SERVQUAL model of service quality was the study's main goal. A sample of 328 patients was used, and a series of 24 questions was created to assess brand loyalty, overall satisfaction, and each SERVQUAL characteristic on a Likert scale from 1 to 7. Both the SPSS and the AMOS programmes were used to analyse the data. The findings demonstrated that SERVQUAL positively impacts overall satisfaction, and overall satisfaction positively impacts brand loyalty, supporting the achievement of both hypotheses.

J. Public utility vehicle service

Chuenyindee et al. (2022) measured the Public Utility Vehicles' (PUV) service quality using the SERVQUAL measures during the Covid-19 outbreak in Philippines. The study was intended for all Filipino citizens who have had experience riding a PUV during epidemic times. Google Forms was used to make the questionnaire available online. The 58 questions in the online survey were completed by 564 people in total, which explored all of the SERVQUAL elements. SEM was used to determine the ad hoc linkages between Covid-19 security system, SERVQUAL

parameters, and customer happiness. Tangibility, dependability, responsiveness, empathy, assurance, COVID-19 procedures, perceived customer satisfaction and perceived service quality were the factors that were used in the study. The three important dimensions are assurance, tangibility, and COVID-19 protocols. The COVID-19 protocols were found to be the most significant of the three key dimensions. Commuters' positive reaction to COVID-19 guidelines shows that the PUV driver is abiding by government regulations. Reliability, responsiveness, and empathy, the other three characteristics, were found to be unimportant for PUV service quality and client satisfaction.

III. CONCLUSION

All service-related companies, such as banks, hotels, and hospitals, must provide superior services in to provide satisfy consumer expectations and succeed in a competitive market, therefore understanding the unique SERVQUAL dimensions is essential. By contrasting expectations and actual performance, the customer evaluates a service provider's attributes overall (SERVQUAL). The following five SERVQUAL dimensions are influenced by how customers view SERVQUAL: Empathy is the caring and individualised attention provided to clients. Reliability is a capacity to deliver the assured aid consistently and precisely. Responsiveness is an eagerness to help clients by offering immediate assistance. Tangibles are the physical amenities, equipment, and signage appearance. Numerous SERVQUAL model benefits and limitations were discovered as a result of this investigation. The study not only offers insights into SERVQUAL, but also future actions for assessing the level of service.

Conflicts of Interest: "The authors declare that they have no conflicts of interest to report regarding the present study."

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