

1.	Record Nr.	UNINA990009332140403321
	Titolo	The future of broadcasting : essays on authority, style and choice / edited Richard Hoggart and Janet Morggan
	Pubbl/distr/stampa	Londra : The Macmillan Press LTD, ©1982
	Edizione	[I. ed.]
	Descrizione fisica	X, 166 p. ; 24 cm
	Disciplina	384.5 302.2344
	Locazione	BFS
	Collocazione	384.5 HOG 1
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910463267103321
	Titolo	Service quality measurement [[electronic resource]] : issues and perspectives / / L.L.R. Rodrigues ... [et al.]
	Pubbl/distr/stampa	Hamburg, : Anchor Academic Pub., 2013
	ISBN	3-95489-552-8
	Descrizione fisica	1 online resource (82 p.)
	Altri autori (Persone)	RodriguesL. L. R
	Disciplina	658.8 658.812
	Soggetti	Consumer satisfaction - Evaluation Customer services - Evaluation Service industries - Quality control Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Cover title.

Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	<p>Service Quality Measurement: Issues and Perspectives; Acknowledgement; Synopsis; Introduction; Problem Statement; Research Methodology; Significance of this Research; Limitations and Scope for future Research; Conclusions; List of Figures; Contents; 1. Introduction; 1.1. The Background; 1.2. The SERVQUAL Metric; 1.3. The SERVPERF Metric; 1.4. Criticisms on SERVQUAL and SERVPERF; 1.5. The Problem Statement; 1.6. Objectives of the research; 1.7. Significance of this Research; 2. Literature Review; 2.1. Service Quality Research; 2.2. The Service Quality Models</p> <p>2.2.1. Gronroos' Service Quality Model 2.2.2. SERVQUAL Model; 2.2.3. The SERVPERF Model; 2.2.4. The Three-Component Model; 2.2.5. The Multilevel Model; 2.3. Discussion on Service Quality Models; 2.4. Metric Development; 3. Structural Models, Hypothesis & The Metric; 3.1. Structural Model: Difference in SERVQUAL and SERVPERF based measurement of Service quality; 3.2. Research Hypothesis; 3.3. Metric Preparation; 4. Research Methodology; 4.1 Nature of Research and the Variables; 4.2 Research Framework; 4.3 Development of SERVQUAL/SERVPERF Metric; 4.4 Organizational Profile and Demographics</p> <p>4.6 Reliability, Validity and Practicality 4.6.1 Reliability of the Instrument; 4.6.2 Validity of the Instrument; 4.7 Practicality of the Instrument; 4.8 Data Collection Strategies; 4.9 Statistical Procedures; 4.10 Types of Data Analysis; 5. Analysis and Results; 5.1. Descriptive Statistics; 5.2. Reliability analysis; 5.3. Distribution Pattern; 5.4. Factor Analysis; 5.5. Comparisons of SERVQUAL and SERVPERF; 5.5.1. Department-wise Comparison; 5.5.1.1. Electronics Engineering Department; 5.5.1.2. Computer Science & Engineering Department; 5.5.1.3. Mechanical Engineering Department</p> <p>5.5.2. Institution-wise Comparison 5.5.3. Dimension-wise Comparison; 6. Findings, Implications & Conclusions; 6.1. Findings; 6.2. Implications; 6.3. Scope for future work; 6.4. Conclusions; References; Appendix I; Appendix - II; Appendix - III</p>
Sommario/riassunto	<p>Hauptbeschreibung This book is very useful for it is not just "descriptive" in its nature, but "prescriptive", too. It is descriptive in the sense that it describes the process of developing or using a metric in a problem situation, and prescriptive as it clearly prescribes how a beginner can put the theory into practice. In this globalized economy, maintaining quality of products and services has been the thrust area of interest among academicians and practitioners. Today, there are quite a good number of books and research articles available. Nevertheless, service quality measurement has</p>