

1. Record Nr.	UNINA9910779126503321
Titolo	Service quality [[electronic resource]] : new directions in theory and practice // editors, Roland T. Rust, Richard L. Oliver
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c1994
ISBN	1-5063-3267-6 0-8039-4919-7 1-322-41861-6 1-4522-6248-9
Descrizione fisica	1 online resource (ix, 289 p.) : ill
Altri autori (Persone)	RustRoland T OliverRichard L. <1945-2016.>
Disciplina	658.812
Soggetti	Customer services - Quality control Consumer satisfaction
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Introduction to the Series; 1 - Introducing Service Quality; 2 - Conceptualization and Measurement of Service Quality; 3 - Service Operations and the Presence of the Customer; 4 - Service Climate; 5 - Where Are We and Where Do We Go From Here?; Author Index; Subject Index; About the Authors
Sommario/riassunto	Discussing the latest research and theory in customer satisfaction and services marketing, the topics include: the measurement of the managerial impact on service quality improvement; new methods of assessing the various elements of service quality; and philosophies of the nature of customer value.