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Nota di contenuto	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 2.2.1. Gronroos" Service Quality Model2.2.2. 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; 4.4 Development of SERVQUAL/SERVPERF Metric; 4.5 Organizational Profile and Demographics 4.6 Reliability, Validity and Practicality4.6.1 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 5.5.2. Institution-wise Comparison5.5.3. 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

Sommario/riassunto

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
