

THE DEVELOPMENT AND MEASUREMENT OF DIFFERENT SERVICE QUALITY MODELS

by

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Abstract

This article outlines the development of service quality models, from the earlier Nordic model, the Gaps model, SERVQUAL and SERVPERF models, to the most recent, the service quality of internet search engines (adapted from SERVQUAL), and perceptions of educational service quality (adapted from SERVPERF). The author presents and discusses the basis of development of each service model, service quality structures, and element of each service industry. Finally, the implications for service quality model improvement and further research are discussed.

INTRODUCTION

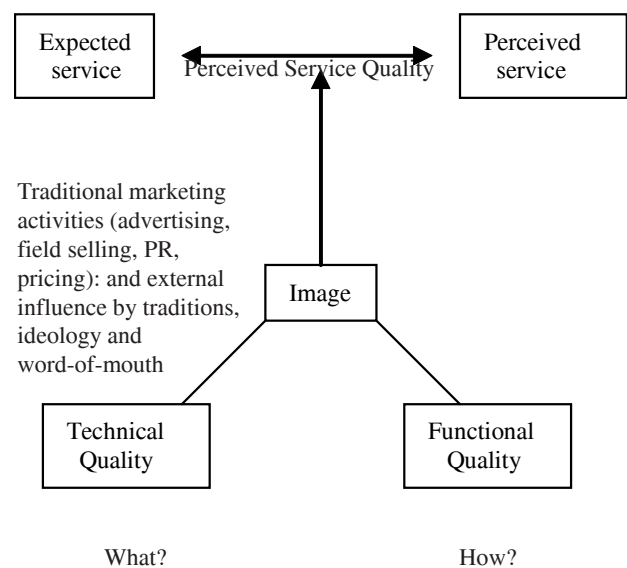
Service quality models have been adapted and developed by many researchers. Each subsequent development has been an attempt to define more precisely the five dimensions of the service quality structure or to correct the inadequate attention paid to customers' expectation, perception, and satisfaction in the previous model. The original service model was developed by Gronroos (1982). The most popular service quality model is SERVQUAL and SERVPERF which consists of a scale designed to measure five dimensions. However, both models have not been supported or successfully adapted in all service industries. Many researchers have tried to test and adapt these models to fit with their particular service sectors. The objective of this article is to understand the development and adaptation of service quality models used in different service sectors.

The Original Service Quality: The Nordic Model

An early measure of service quality was developed by Gronroos (1982, 1983, 1984) who applied a traditional CS/D (Customer Satisfaction/Dissatisfaction) model to explain service quality. The researcher identified two service quality dimensions: technical quality and functional quality. Technical quality focuses on the outcome of the service, or what the customers received from

their interactions with service providers to satisfy their basic needs. Functional quality or process-related dimension represents the process which evaluates the manner of delivery of the service. It defines customers' perceptions of the interactions during service delivery (see Figure 1). The Gronroos service quality model or the Nordic Model has been used to measure consumers' perception of service quality. Many researchers have applied and adopted this model to measure service quality in different industries.

Figure 1: The Nordic Model



Source: Gronroos (1984), "A Service Quality Model and Its Marketing Implication" *European Journal of Marketing*, 18(4), p.40.