

Servqual model of marketing flashcard



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The Service Quality Model or ServQual model is used to measure the differences between consumers' perception and expectation of service quality. According to the servqual model there are five gaps:

I Gap - refers to the difference between customers' expected service and management's perceptions of customers' expectations. This gap means that management may not correctly perceive customer expectations.

II Gap - refers to the difference between management perceptions of customers' expectations and service quality specifications. This gap means that although the people in management level may perceive the correct expectations of the customers, they may not have suitable and sufficient service quality specifications.

III Gap - refers to the difference between service quality specifications and the real service delivery. This gap means that although the service providers may have suitable and sufficient service quality specifications, they may not have the satisfactory service delivery in the real situation. That may be because service providers lack well-trained employees to deliver satisfactory service.

IV Gap - refers to the difference between the service delivered and external communication about the service with customers. That is, the service providers may not have suitable and sufficient communication with the customers or the service providers may have commitments that exceed what they can do or they may not sufficiently inform the customers of what they have done. V Gap - is the difference between consumer expectation and their perception of service quality - measured by the difference between

what customers expect and what customers perceive about the service. In addition, gap 5 is a function of gap 1, gap 2, gap 3, and gap 4; that is, $Gap\ 5 = f(gap1, gap2, gap3, gap4)$. This means that the service quality is closely related to management perception, marketing, personnel management, communications with customers, service specifications and delivery.