

SERVQUAL Model

It is also known as Gaps Model. It was developed by Parasuraman, Zeithmal and Berry.

Service Quality = Customer's Perception of the service delivery – Customer's expectations of the service delivery .

The model identifies the principal dimensions of service quality. The model of service quality identifies five gaps that may cause customers to experience poor service quality.

The Gaps Model is shown in the following diagram.

Gap 1: The Knowledge Gap. – it is the difference between what top management believes about customer's expectations and the actual need and expectation of the customers.

Gap 2 : The Policy Gap – It is the difference between management's understanding of customer's expectation and the quality standards established for service delivery.

Gap 3 : The Delivery Gap – It is the difference between specified service delivery standards and actual service performance by the service delivery teams.

Gap 4 : The Communication Gap – It is the difference between what the company communicates and what is actually delivered to the customers.

Gap 5 : The Perception Gap – It is the difference between what is actually delivered to the customers, and their perception of the service that is actually delivered.

Gap 6 : The Service Quality Gap – It is the Gap between what customers expect to receive and their perception of the service that is actually delivered.

In the model , Gaps 2, 3 and 4 are internal gaps. Gaps 1, 5 and 6 are external gaps between the customer and the organization.

Thus, this model helps to measure service quality and suggests possible causes of of service quality problem.