

Defining and Measuring Service Quality (Ch. 14)

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Agenda

- Satisfaction VS Service quality
- Gap analysis Model
- Customers' expectations
- SERVQUAL model
- Service Quality information systems

Satisfaction VS Service Quality



Satisfaction VS Service Quality

PERCEPTIONS VS EXPECTATIONS



Customer satisfaction: specific evaluation of the service experience from the client (short period).

Satisfaction VS Service Quality

Service Quality:

- ✓ Is the process that makes the customer happy!
- ✓ Long-term attitude
- ✓ It's a mean for reaching the competitive advantage. Main effect: new clients; perpetual purchasing; increased customer loyalty



Gap Analysis Model - Service gap (5)

The distance between a customer's **expectation** of a service and **percpetion** of the service actually delivered.

Main effects:

- ✓ A confirmation of bad quality
- ✓ Negative word of mouth
- ✓ Negative impact on firm's image

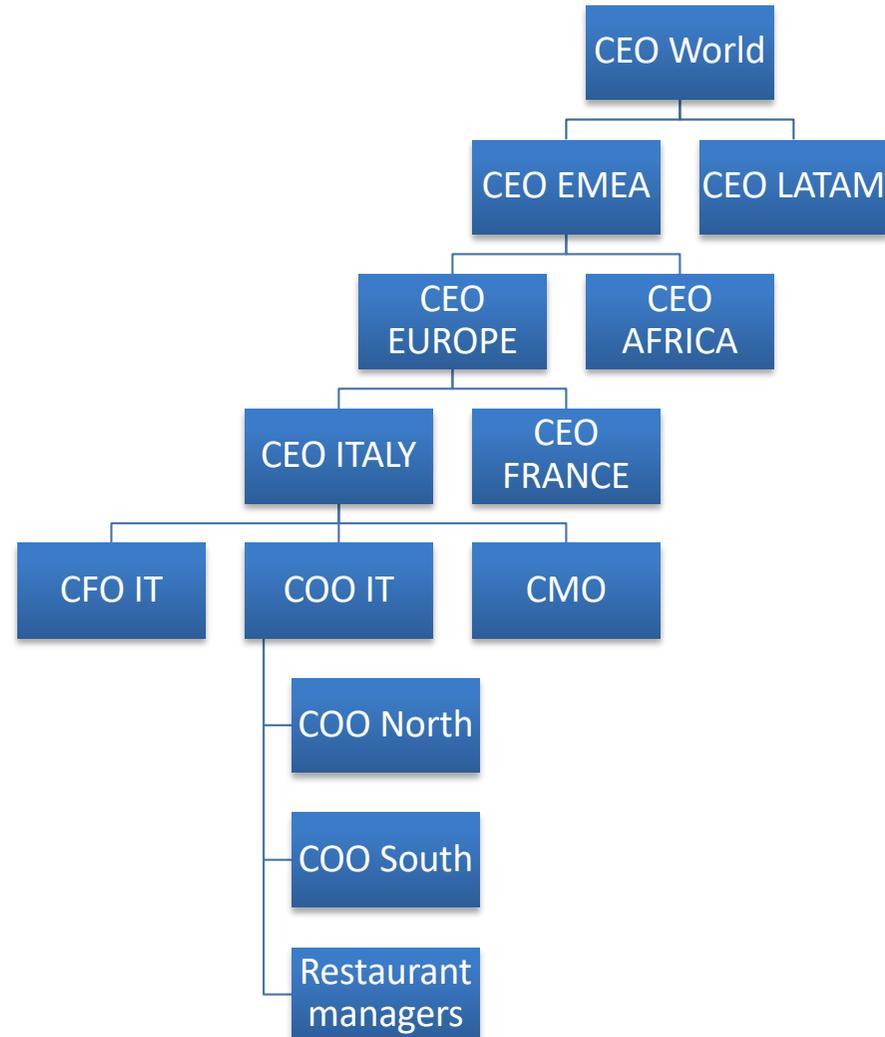
It dipends on 4 gaps.....

Gap Analysis Model – Knowledge gap(1)

The difference between what customers expect of a service and what management perceives the customers to expect.

- ✓ **Firm's research orientation:** the greater is the willingness to conduct customers' research, the less the knowledge gap.
- ✓ **Upward communication:** bottom-up information flow.
- ✓ **Levels of management:** the greater the complexity of the organizational hierarchy, the greater the distance from the customers.

Gap Analysis Model – Knowledge gap(1)



Gap Analysis Model- Standards gap (2)

The difference between what management perceives about the customers expectations and the specifications for service delivery.

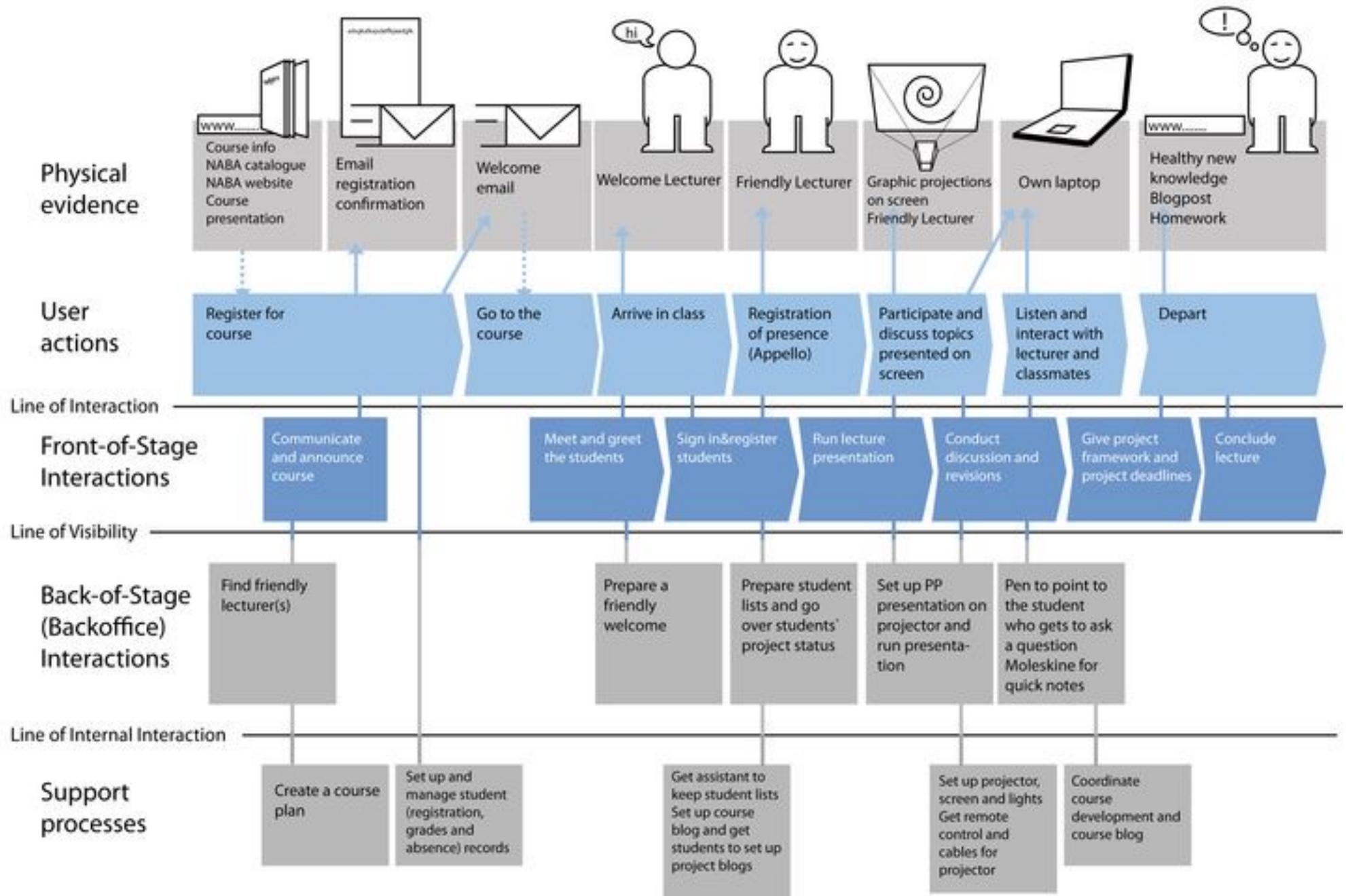
- ✓ profit goals struggle with the service goals
- ✓ No culture of service quality
- ✓ Difficulties in converting measurements into standards

Solutions: flowcharts or *blueprint*.

Gap Analysis Model- Standards gap (2)



Service Blueprint for the Urban Marketing Class, NABA Design



Gap Analysis Model – Delivery gap (3)

The difference between the quality standards for service delivery and the actual quality of service delivery

- ✓ Employee-job fit
- ✓ Role conflict
- ✓ Dispersion of control
- ✓ Inadequate support (training and/or technological)
- ✓ Delivery details are too complicated and/or the employee does not agree with them

Gap Analysis Model – Delivery gap (3)



Gap Analysis Model – Communications gap (4)

The difference between the actual quality of service delivered and the quality of service described in the external communications.

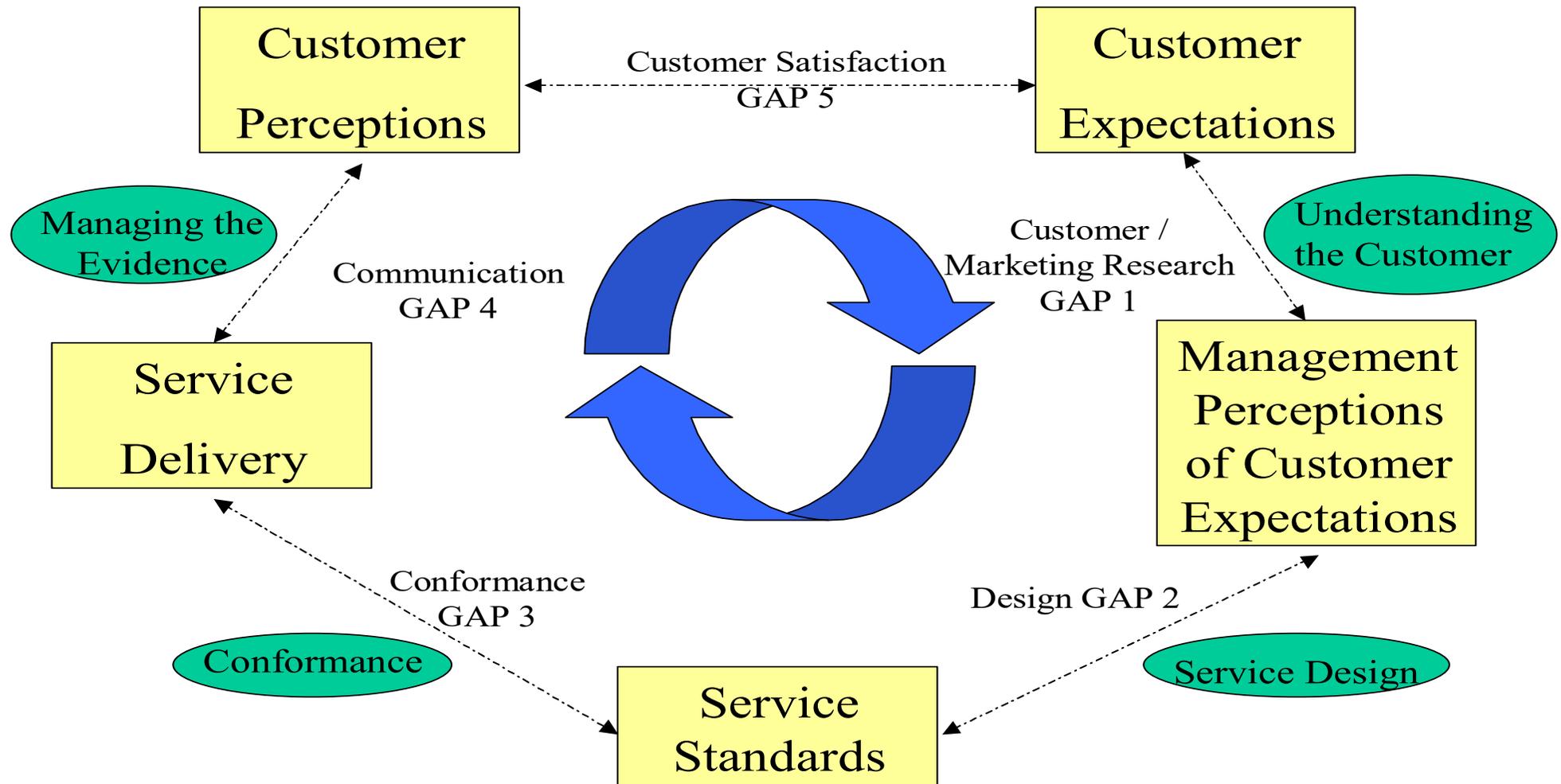
- ✓ Overpromising (due to the hypercompetition)
- ✓ Lack of a correct horizontal communication: Does the left hand know what the right hand is doing?

Gap Analysis Model – Communications gap (4)



7% advertised to customers was only a 'mirror for larks'. Only in the last year, after signing for a five-year bond, that interest would have been recognized... which was not evident in from advertising.

Gap Analysis Model



ATTENDING VS NON ATTENDING

ATTENDING STUDENTS

- 11 out of 16 lectures attended
- 4 group assignments delivered (summing up in-lecture and extra-lecture ones)

Written test + extra points
(if you are sufficient at
the written test)

Studying only chapter
contents debated during
lectures

NOT ATTENDING STUDENTS

Written + oral test
(if sufficient at the written
test)

Studying the whole book
+ material for non
attending students

Exam calls

- A.Y. 2023-2024 Summer Session I Call
For attending students: Apr 4, 2024 Written test at: 16:00
For non-attending students: Apr 4, 2024 Written test at: 16:00 and Oral at 17.30
- A.Y. 2023-2024 Summer Session II Call
For attending students: Jun 3, 2024 Written test at: 10:00
For attending students: Jun 3, 2024 Written test at: 10:00 and Oral at 12.30
- A.Y. 2023-2024 Summer Session III Call
For attending students: Jun 19, 2024 Written test at: 10:00
For attending students: Jun 19, 2024 Written test at: 10:00 and Oral at 12.30
- A.Y. 2023-2024 Autumn Session I Call
For attending students: Sep 9, 2024 Written test at: 10:00
For attending students: Sep 9, 2024 Written test at: 10:00 and Oral at 12.30
- Here, you have all the info:

<https://economia.uniroma2.it/ba/business-administration-economics/corso/1999/>

Exam rules (a)

- The exam is differentiated between “attending” and “non-attending students”
- For attending students, the exam is only written (i.e., to be performed on Google Forms). It is based on open- and closed-ended questions (TIME: 40 minutes).
- If a student’s written test is evaluated as “not sufficient” (<18 out of 30) in the first call of the summer session, the student is NOT allowed to repeat the test in the second call of the summer session... If you fail on April 4th, you cannot come on June 3rd!
- When receiving the test in any given call, the student has the initial 10 minutes to withdraw; in this case, the test is considered as “not performed”; thus, the student can try the test again in the second call.

Exam rules (b)

You are allowed to sit for the exam only with a regular DELPHI exam registration

The written test is articulated in:

- 15 close-ended questions. Each close-ended question has 3-4 options, but only 1 is correct

Evaluation

- ❖ 1 point for a correct answer
- ❖ 0 points for a NO answer

- Two open-ended questions focused on the book + slides

Evaluation

- ❖ Each open question is evaluated from 0 to 7.5 points

And now, something for me and future students

<https://forms.office.com/e/y3SHd2dN3B?origin=IprLink>

