

An extended zone of tolerance analysis to measure service quality

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Abstract

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SERVQUAL has been widely applied in the domain of service quality measurement, but it has also been some arguments raised. However, an issue is less proposed to discuss, that is, the gap score only calculated by Central tendency, i.e. mean, but Variation tendency is not involved, i.e. standard deviation. Such variation concepts have been applied widely to the quality management of manufactory industries, and demonstrate fully its' essentiality and effectiveness. Hence, this study propose an extended ZOT analysis method, it involves the Variation tendency into SERVQUAL to measure service quality, and via integrate with the concept of Zone of Tolerance, then adopt Box plot and Process Capability Index to replace the traditional ZOT analysis which is Mean based, therefore increase the measuring precision. Furthermore, through a case study to compare the traditional ZOT analysis with the Extended ZOT analysis, thus demonstrate its' validity.

Keyword : SERVQUAL; Zone of tolerance; Service quality.