

Measuring service quality from distribution viewpoint

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Abstract

SERVQUAL has widely accepted and applied in the domain of service quality measurement, but there were many arguments raised. However one of them is rarely discussed, i.e. the gap scores only being considered mean, without considering the variance and the characteristics of probability distribution. The techniques of statistical inference are widely used to quality control in manufacturing industry for years, and fully displayed its efficiency and necessity, while service quality is still measured by the simplest method. Therefore, this research suggests a conceptual method to describe customer perception and expectation by Beta distribution, which replaces the only mean considered by gap analysis with variance coefficient through the characteristics of probability distribution and inferential statistic. An empirical case of three commercial banks in Taiwan to verify the efficiency of this method; comparing the differences between the conventional gap analysis and summarizes the findings, providing the strategic direction of improvement to bank managers.

Keyword :