

Service quality of information system center evaluated by revised gap
analysis

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Abstract

The gap model is adopted widely to measure service quality, however several authors have argued that service encounters not be involved properly. This study aims to develop a revised gap model involving the service encounter by deposition of service activities to enhance the indicating in contributing to the extent of gap between customers' expectation and perception. Via a case of information system center is conducted, the results show that manager should constant contact with students, in order to gain first-hand knowledge of students' expectation, thus, spend more time interacting with students and experiencing real service delivery. Thus, conduct regular investigation to assess the problems of contact employees why unable to perform the service quality at the level required to meet students' expectation. It also indicates the revised gap model is a meaningful and appropriate way to identify the gaps between expectation and perception of customers and management as well as service encounters involved measurement.

Keyword : Gap model, Gap analysis, PZB model, Service Quality.