

Service quality improvement frameworks

Abstract

Service means a function, procedure, or process that performs an action requested by a client. Production is the process of taking resources and changing them into products. In addition quality means the characteristics of a product or service that help satisfy customers' needs (ISO-8402). Service quality is a concept that has aroused many interest and debate in the research literature because of the difficulties in both defining it and measuring it. There are a number of different definitions for service quality. One that is commonly used defines service quality as the extent to which a service meets customers' needs. Service quality can thus be defined as the difference between customer expectations of service and perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory, hence customer will dissatisfaction.