ABSTRACT

Purpose. The primary aim of this research is, to test service gaps model. This comprehensive study of service gaps model includes testing of predictive relationships between internal service gaps (knowledge gap, design gap, delivery gap & communication gap) with external (customer) gap; and analyzes differentiation of television brand on retail service quality.

Design/methodology/approach. Literature review using citation analysis is conducted to identify research gaps and propose a hypothesized research model. The methodology consists of a descriptive research, confirmatory factor analysis, structural equation modeling, mediation effects of constructs, and Kruskal-Wallis test, Friedman test, and Wilcoxon signed rank test with Bonferroni correction. Internal service quality measurement scale is developed; tested for validity & reliability; and used for hypothesis testing of ‘internal – external service gaps’ linkages.

Findings. The major findings of the study are; first, the factors of service gap constructs are significant contributors to the model, the constructs are valid & reliable; second, the predictive relationship between internal and external service quality is significant; third, the predictive relationship between various gaps is also significant; and fourth, none of the top three brands is able to differentiate itself on service quality.

Practical implications. Service quality can be viewed as a chain of reaction originating from service knowledge and ending up at customer service. Interrelations between internal service gaps ultimately leads to external (customer) service gap. The new found approach can be used to measure, understand and prioritize service quality.

Originality/value. The research proposes a generalized internal service quality (ISQ) measurement scale from customer perspective; and empirically confirms previously unexplored predictive nature of service gaps model.

Keywords. service quality, service gaps model, services marketing, internal service quality, structural equation modeling