

SERVQUAL GAP Model

- The SERVQUAL Model is an empiric model by Zeithaml, Parasuraman and Berry to compare service quality performance with customer service quality needs. It is used to do a gap analysis of an organization's service quality performance against the service quality needs of its customers. That's why it's also called the GAP model.
- It takes into account the perceptions of customers of the relative importance of service attributes. This allows an organization to prioritize.

5 Gaps

- 1. expectation – Management perception gap (Gap 1).-Knowledge gap
- 2. Service Quality Specification gap (Gap 2)-standard gap

Messung Management Dienstleistungsqualit T Gap Modells Servqual

Martin Hagemann



Messung Management Dienstleistungsqualität T Gap Modells Servqual:

Messung und Management von Dienstleistungsqualität mit Hilfe des GAP-Modells und SERVQUAL Martin Hagemann, 2015-06-17 Studienarbeit aus dem Jahr 2015 im Fachbereich BWL Unternehmensführung Management Organisation Sprache Deutsch Abstract Ziel dieser Arbeit ist es Möglichkeiten des Managements von Dienstleistungsqualität anhand von Messergebnissen darzustellen Dazu werden vorab theoretische Grundlagen vermittelt sowie anschließend zwei Methoden zur Messung von Dienstleistungsqualität vorgestellt Der Aufbau der Arbeit gliedert sich entsprechend in einen Definitions- und Grundlagenteil 2 Kapitel gefolgt von einer Übersicht der Verfahren zur Messung von Dienstleistungsqualität und der Vorstellung des GAP-Modells und der SERVQUAL-Methode 3 Kapitel Danach werden Implikationen für die Unternehmenspraxis abgeleitet 4 Kapitel und schließlich ein kurzes Resümee und Fazit 5 Kapitel gezogen Die Bedeutung des Dienstleistungssektors nimmt in Deutschland seit Jahrzehnten konstant zu Lag der Anteil der Erwerbstätigen im Dienstleistungsbereich 1970 mit knapp 45% noch in etwa gleichauf mit dem produzierenden Gewerbe so sind 2009 bereits ca 72% aller Erwerbstätigen in diesem Bereich tätig Zur Erklärung ist diese Entwicklung vor allem auf eine Zunahme der Dienstleistungsnachfrage die wiederum zu einem verschärften Wettbewerb und einer zunehmenden Marktsättigung in der Dienstleistungsbranche geführt hat

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