

**SELECT STUDIES IN SERVICE
QUALITY MANAGEMENT:
CONCEPTUALISATION, ASSESSMENT
AND MODELLING**

by
BIPLAB DATTA
Department of Management Studies

Submitted
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DOCTOR OF PHILOSOPHY

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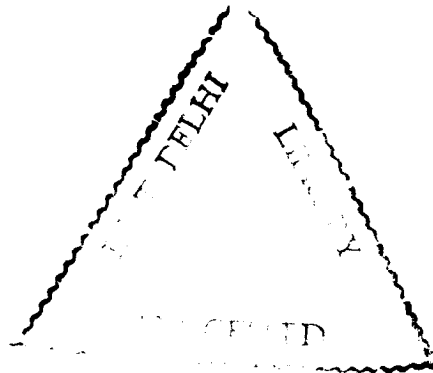
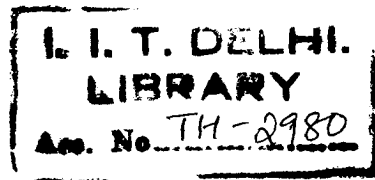


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CERTIFICATE

The thesis entitled “**Select Studies in Service Quality Management: Conceptualisation, Assessment and Modelling**”, being submitted by Mr. Biplab Datta to the Indian Institute of Technology, Delhi, for the award of the degree of Doctor of Philosophy (Ph. D.) is a record of *bona fide* research work carried out by him. He has worked under my supervision, and has fulfilled the requirements for the submission of this thesis which has attained the standard required for a Ph.D. degree of this Institute. The results presented in this thesis have not been submitted in part or full to any other university or institute for award of any degree or diploma.



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ABSTRACT

Global economies are progressing from being industry and manufacturing based to being primarily dependent on services. Quality of services have been the focus of research primarily during the last two decades. The nature of services remain unexplored and consensus is lacking among researchers regarding the factors that influence the quality of services. However, they are convinced that service quality can lead to business growth and profitability.

This study was undertaken with an aim to address this gap in the service quality literature. A model of the service delivery model has been constructed. Customers are the final arbiter of service quality. In order to improve and enhance the quality of services, their perceptions must be captured and analysed. Accordingly, literature pertaining to the measurement of service quality was scanned. Popular questionnaire was adopted, modified and extended in order to assess the quality of services being delivered in five cases. This addressed an important objective of this study.

The distinction between service quality and customer satisfaction was read from extant literature. Customers' satisfaction was measured along with their post-consumption intentions. These measures provided data for empirical examination of the relationship between the determinants of service quality, customer satisfaction and post-consumption intentions.

How do customer satisfaction and post-consumption intentions in one period affect their intentions at a later period? In order to address this issue, the temporal relationship between customer satisfaction and post-

consumption intentions at two points in time was examined using a causal path framework.

Conceptual models were constructed in order to study the causal relationships. The structural equation modelling technique was employed to test how well the model was endorsed by the collected data.

The study was undertaken at a restaurant and at an educational institute. Students are the primary customers of educational services. Accordingly, their perceptions of service quality was measured and used to examine how the quality of various sub-services affected students' overall perception of the quality of services being delivered at the institute.

This study is likely to be useful for service managers especially those managing educational institutes in assessing the deficiencies in the quality of services that they deliver. They can also explore the factors that influence customers' perceptions of service quality and manage the same to ensure business growth and success. The study provides useful directions to academicians and researchers in investigating issues related to service quality, thereby extending the knowledge base in this area.

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