THEORIES OF SERVICE QUALITY MANAGEMENT: A REVIEW

PROF. SAMEER KORANNE

ASST. PROFESSOR,
STES’ SINHGAD INSTITUTE OF HMCT, KUSGAON (BK), LONAVALA,
TAL. MAVAL,
DIST. PUNE,
STATE MAHARASHTRA.

ABSTRACT
Service quality becomes the crucial issue for hospitality industry and the theory of service quality has evolved over long period of time through testing and trials in service sector. The demanding customers and increased sense of customer satisfaction led hoteliers to implement quality management as an effective aid. During the last few decades there is phenomenal change experienced in the hospitality industry and the reason being is Service Quality. Knowing that both service quality and value is difficult to measure, hospitality companies heavily rely on guest’s quality perception and expectations. Review of studies has been carried out to secure the dimensions of service quality and it also confirms the general acceptance of Servqual instrument to measure service quality. The theoretical research in service quality theory through brief review of related literature suggests that service quality in hospitality industry plays important role in overall customer satisfaction. The paper explores the development of service quality theory and alternate scales of measuring service quality, its role in customer satisfaction and importance of servqual instrument.

KEYWORDS: Dimensions of service quality, customer satisfaction, service quality, Servqual.