

ABSTRACT

The Measurement of Service Quality: The Case of two Service Firms in Trinidad and Tobago

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This paper investigates the measurement of service quality and the impact of customer assessments of corporate reputation and customers' demographic characteristics on perceived service quality in the banking and fast food industries in Trinidad and Tobago. In carrying out this study, both the SERVPERF and SERVPEX measurement scales were utilised in data collection.

A survey of customers from one service organisation in both the banking and fast food industries was carried out, resulting in 455 usable questionnaires. The data analysis showed that the 5-factor structure of service quality originally proposed in the SERVQUAL scale did not hold in two firms examined. Results also indicate that SERVPEX explained more of the variance in overall service quality than

SERVPERF. In addition, the dimensions of service quality rated as critical varied between the two industries. Correlation analysis suggests that there is a significant positive relationship between service quality and corporate reputation. Findings from the discriminant analysis indicate that demographic items do moderate customer perceptions of service quality. However, the significance of the particular demographic variables varied by industry.

Keywords: Veronica Georgetta Reid; Banking industry; Brands; Corporate reputation; Demographics; Fast food restaurants; Service quality; SERVPERF; SERVPEX; SERVQUAL; Trinidad and Tobago.