

THE IMPLEMENTATION OF SERVICE QUALITY METHODS

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Abstract

This study examines the literature on the use of the Service Quality Method to improve the quality of service in a variety of industries. The research background emphasizes the importance of customer service as the key to company success in today's increasingly competitive business environment. These methods, particularly models like SERVQUAL, provide a comprehensive framework for assessing customer satisfaction across the dimensions of dependability, responsiveness, accuracy, care, and physical appearance. However, there are some flaws, such as limitations in measuring subjective dimensions, the difficulty of measuring emotional aspects, and rapid changes in consumer behavior. Some of these weaknesses have been addressed through the use of technology, such as big data analysis and artificial intelligence. According to literature analysis, technology allows for a better understanding of customer behavior, increased service personalization, and more effective response to market dynamics. Despite the significant benefits, the use of technology raises concerns about data security and privacy. In conclusion, this literature review demonstrates that the Service Quality Method contributes significantly to service quality management, but companies must consider the limitations and challenges of technology when implementing it. More work is required to keep this method relevant in the face of ever-changing consumer behavior and technological advancements.

Keywords: *Methods, Service, Quality*

1. INTRODUCTION

In the current era of globalization and intensifying business competition, customer service has emerged as a crucial factor that determines a company's success or failure. The company's primary goal in striving to meet and surpass customer expectations is service quality. A methodical technique for assessing and raising the caliber of services rendered by a company is called the Service Quality Method (Effendi et al., 2022). Businesses can make sure that every facet of their interactions with customers is handled successfully and efficiently by comprehending and putting these strategies into practice. The Service Quality method concentrates on the whole set of procedures that go into providing services, rather than just assessing the end products of transactions or services. This covers direct customer-employee interactions, internal communication channels, reacting to customer feedback, and handling complaints. Businesses can provide happy customer experiences and establish enduring relationships by focusing on each of these phases (Wahyani, 2019). The SERVQUAL model, which identifies five key dimensions—reliability, responsiveness, accuracy, caring, and physical appearance—is a well-known tool for assessing service quality. This method offers a solid foundation for assessing and enhancing service performance by accounting for the elements that clients value.

Furthermore, the Service Quality approach makes use of contemporary technology, including artificial intelligence and big data analysis, to comprehend customer trends, foresee needs, and offer solutions ahead of time (Romana Ligoresi et al., 2017). With customers' power and expectations rising, the Service Quality method is becoming more than just a tool for measurement—it's a vital tactic for gaining a competitive edge. Businesses can maintain their reputation for providing excellent customer service and cultivating a favorable customer base by merging human and technological methods (Joelio et al., 2022). For businesses to be successful and relevant in this quickly evolving market, they must thus comprehend and apply Service Quality techniques. In order to boost and sustain customer satisfaction, the Service Quality method has

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become a primary focus due to the significance of customer service as a strategic component in a company's success. Rapid advancements in business have made in-depth research on the application of Service Quality methods increasingly necessary, particularly in light of globalization and technological advancements. A thorough grasp of the critical role that this strategy plays in boosting business competitiveness, cultivating client loyalty, and upholding brand reputation is provided by the literature analysis on this topic.

As the market develops, customers have more sophisticated expectations, and the primary factor influencing their decisions to buy is not only the quality of the product but also the quality of the services. A review of the literature can shed light on how top businesses across a range of sectors use Service Quality techniques to both meet and surpass client expectations (Daffa Ardiansyah et al., 2022). Designing successful strategies in the face of fiercer and fiercer business competition requires a solid understanding of the successes and challenges faced by these companies. Aside from that, research can investigate how technology fits into the implementation of Service Quality methodologies through literature analysis. Businesses can now better understand the preferences and behavior of their customers thanks to technological advancements like artificial intelligence and big data analytics. This helps them create more individualized and responsive services.

This study can delve further into the ways in which technology can be used to enhance the effectiveness of service processes, deliver better customer experiences, and spot trends in the market that could be profitable. This study can also identify current knowledge gaps and suggest new directions for future research by carefully examining the literature on the application of Service Quality methods. This is crucial because, in order for businesses to stay relevant and creative in their delivery of top-notch services, they must constantly adapt to the dynamic business environment and its frequent changes. As a result, this research will significantly advance our knowledge of and ability to apply Service Quality techniques more successfully in a variety of business contexts.

2. IMPLEMENTATION METHOD

The primary method used in this study to find and examine the literature on the application of service quality techniques is the Systematic Literature Review (SLR) approach. The reason the SLR approach was selected is that it offers an organized and methodical framework for gathering, assessing, and thoroughly synthesizing pertinent research. In order to ensure the validity and reliability of research findings, this approach enables researchers to carefully identify the most relevant and significant literature in the domain of application of the Service Quality method. The creation of precise and well-defined research questions is the first stage in the SLR method, and it will direct the selection of relevant literature. Subsequently, scholars conducted an organized search for relevant literature across a range of platforms, including scholarly databases, scientific journals, and conferences. Only pertinent and excellent literature will be included in the research thanks to a meticulous literature selection process that follows preset inclusion and exclusion criteria (Han & Lin, 2023). The process of evaluating the literature includes a critical examination of the research methodology, key findings, and advantages and disadvantages of each chosen work. After that, the data are combined to create a comprehensive image of how Service Quality techniques are being applied, complete with trends, knowledge gaps, and other noteworthy discoveries. All things considered, the SLR method offers an organized and transparent way to describe how this research adds to a thorough comprehension of the use of Service Quality techniques, which lays a strong basis for the creation of suggestions and future research avenues (Akhigbe et al., 2017). Using this approach, the research hopes to significantly advance our knowledge of successful customer service tactics in the context of contemporary business.

3. RESULTS AND DISCUSSION

Based on the SLR results of 5 journals that match the searched keywords, namely Method, Service and Quality, the following results were obtained :

No.	Article Title	Writer	Research Findings/Results
1	Application of the Service Quality Method (Seqvqual) as a basis for improving service quality at Brigjend Katamso II Vocational School Medan	(Sari & Puspasari, 2023)	The use of the Servqual method has supported schools in setting more detailed and measurable service standards.
2	RSIA Siti Hawa Patient Satisfaction Level in Efforts to Improve Service Quality Using the Service Quality Method (SERVQUAL)	(Apriani & Nurcahyo, 2021)	This test resulted that the five service quality dimensions, which consist of 14 question attributes, showed a positive value gap when using the Seqvqual method.
3	Application of the Service Quality Method in Efforts to Improve Service Quality in Tungke Village, Bengo District, Bone Regency	(Arjunis et al., 2023)	Applying service quality methods can provide valuable insight for organizations in efforts to improve service quality. By assessing how customers perceive their expectations, organizations can identify disparities between expectations and reality, and take necessary corrective steps.
4	Application of Excellent Service and Service Quality Methods to Increase Patient Satisfaction with the Quality of Nursing Services in Hospital Inpatient Rooms: Literature Review	(Agustian & Arisanti Yulanda, 2020)	Superior service or Excellent Service and service quality or Service Quality refers to service that is very good and exceeds patient expectations.
5	Application of Service Quality Methods at UD. Triple-X to Measure Customer Satisfaction Levels	(Daffa Ardiansyah et al., 2022)	The Servqual method is an approach to precisely determine and test the role of satisfaction as a causal factor in decreasing sales through structured measurements.

The literature review on the use of methods for service quality application reveals a deep and broad conceptual basis for comprehending how businesses oversee and enhance the caliber of their offerings. The majority of studies in this field emphasize how well this technique has been applied as a tactic to raise customer satisfaction. It is widely acknowledged in the literature that customer loyalty and brand image are significantly impacted by service quality. As a result, businesses frequently employ SERVQUAL and other Service Quality methodologies as a tool to gauge and comprehend the degree to which customers' needs and expectations are met (Falmon, 2020). The literature review also emphasizes how important technology is to the application of Service Quality techniques. Utilizing information technology, such as artificial intelligence and big data analytics, opens up possibilities for more effective customer data collection, analysis, and understanding. This makes it possible for businesses to improve service personalization and react swiftly to shifting client preferences (Anhar & Kalsum, 2016).

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Employee involvement is also a prerequisite for the successful implementation of Service Quality methods. This involvement entails education, inspiration, and a realization of the value of offering top-notch services. The literature review underscores the significance of bridging the perception gap between employees and customers regarding the quality of the services provided, as well as the necessity of management tactics aimed at raising employee involvement (Anhar & Kalsum, 2016). Overall, this review of the literature offers a comprehensive image of how different industrial sectors use Service Quality techniques. But there are also drawbacks and obstacles to take into account, like the difficulty of quantifying the dynamic and subjective aspects of service quality. In order to overcome these challenges and expand our knowledge of how to apply Service Quality techniques in the face of constantly changing market dynamics, more research must be done (Duha et al., 2023).

In this digital age, meeting customer expectations and enhancing service effectiveness now heavily depend on the integration of technology into SQM practices. A review of the literature demonstrates that information technology, particularly artificial intelligence and big data analysis, significantly advances our understanding of consumer behavior and preferences (Romana Ligoresi et al., 2017). Businesses can gather and evaluate client data at scale and gain profound insights into buying habits, requirements, and preferences by utilizing these technologies. Using technology in the Service Quality method has several benefits, one of which is its capacity to deliver more individualized and prompt service. Thorough examination of consumer information enables businesses to provide individualized solutions, boosting client happiness and fortifying the relationship between consumers and brands (Falmon, 2020). Businesses can anticipate future needs, spot consumer trends, and create more flexible service plans by utilizing artificial intelligence algorithms.

Utilizing digital platforms and mobile applications is another way that technology is applied to improve accessibility and customer convenience. Customers are able to communicate with the company directly, offer feedback, and easily resolve issues thanks to this technology-integrated customer service. Effective communication systems can also lower the risk of conflict, improve transparency, and close the information gap between clients and service providers (Joelio et al., 2022). Incorporating technological advances in improving service approaches comes with risks and challenges. Among the concerns that require attention are data security, customer privacy, and an organization's capacity for moral data management and analysis. Therefore, to maximize the advantages of the technology while reducing any potential risks, ongoing research and development are required. In general, new avenues for enhancing effectiveness, responsiveness, and general service quality are made possible by the incorporation of technology into Service Quality methodologies. Businesses can meet growing customer demands and maintain their competitiveness by keeping up with and implementing the newest technological advancements.

There are a few shortcomings to be aware of with service quality methods, despite the fact that models like SERVQUAL have greatly aided in the understanding and improvement of service quality. Weaknesses first have to do with subjective measurements. This approach depends on customer opinions and evaluations of the quality of the service, which can be skewed by subjective factors that are challenging to quantify. This may lead to divergent interpretations and complicate the process of obtaining a precise representation of the real quality of the service (Falmon, 2020). Measuring emotional service quality and customer experience can be challenging. Certain dimensions of service quality, like emotional or experience-based satisfaction, might be challenging to gauge using these conventional techniques. Consequently, the whole customer experience may not be fully understood if intangible aspects of service quality are not fully covered.

Furthermore, according to Sari and Puspasari (2023), Service Quality Methods might be less successful in addressing dynamic elements and quick changes in consumer behavior and market trends. This approach has a tendency to be less flexible and less able to adapt to sudden changes in the needs of the customer. These restrictions may lessen the method's applicability in delivering comprehensive and real-time insights in a business environment that is always changing. It's also critical to remember that putting Service Quality Methods into practice takes a lot of time and

money. For certain organizations, particularly small or medium-sized ones that might not have the necessary resources or capabilities, complex measurement processes, employee engagement, and in-depth data analysis can be a burden (Apriani & Nurcahyo, 2021). Recognizing that the Service Quality Method, like other research methods, is not a perfect and all-encompassing solution is crucial when assessing these weaknesses. Therefore, before implementing these strategies, businesses must carefully weigh the benefits and drawbacks of doing so in their particular situation.

4. CONCLUSION

It is clear from the literature review on the application of the Service Quality method that this approach is valuable for comprehending, assessing, and enhancing service quality across a range of industrial sectors. Models like SERVQUAL, which outline aspects of service quality like dependability, responsiveness, accuracy, caring, and physical appearance, offer a solid conceptual basis for assessing and managing customer satisfaction. However, there are a number of drawbacks that should be taken into account, including the inability to measure subjective aspects of service quality, the challenge of measuring emotional aspects of the customer experience, and the inability to adapt quickly to changes in consumer behavior and market trends.

In an attempt to better understand customer behavior, personalize services, and increase operational efficiency, the literature also emphasizes the significance of applying technology, particularly big data analysis and artificial intelligence. Despite all of its advantages, there are still obstacles to be addressed, like concerns about privacy and data security. Overall, the research demonstrates that using service quality methods not only yields a thorough understanding of service quality but also offers a framework for customer-satisfying business strategies. Businesses must understand that this approach is not a perfect fit and must be evaluated in the context of their particular situation. To ensure that these approaches remain relevant and effective in the future, more research and development is needed as technology develops and the business environment changes quickly.

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