Subject: Service Quality

Bezerra, G. C. L., & Gomes, C. F. (2016). Measuring airport service quality: A multidimensional approach. Journal of Air Transport Management, 53, 85-93. doi:10.1016/j.jairtraman.2016.02.001

In this article, the author provides a framework for airport service quality (ASQ) is assessed and measurement model for perceived service quality within the airport context is provided. The article has an extensive bibliography. Therefore, more than likely a reliable source. The article provides charts and an ample amount of data to add value to reporting.

Bruce, P. J. (2011). Understanding decision-making processes in airline operations

control. Burlington, VT; Farnham, Surrey, England: Ashgate. doi:10.4324/9781315549231

In this book, the author explores within the aviation industry a multitude of crucial aspects such as policy, airline service quality, and revenue management. The book contains a substantial bibliography. Therefore, the information is likely accurate. However, the book focuses predominantly on pilots and air traffic controllers and Understanding Decision-Making Processes in Airline Operations Control. The book provides limited value in regard to addressing service quality within airline operations.

Curtis, T., Rhoades, D. L., & Waguespack, B. P., Jr. Satisfaction with airline service quality: Familiarity breeds contempt Scholarly Commons.

In this study, the authors delve into the differences between frequent and non-frequent flyers’ levels of satisfaction and the importance attributed to overall airline service quality and select attributes. The authors are experts in the field and provide an extensive list of references; therefore, information is likely accurate. The article will provide valuable data analysis in the topic.

Kotler, P. T., & Armstrong, G. (2017). *Principle of Marketing.* Upper Saddle River: Pearson.

In this textbook, the authors develop a wide range of marketing topics and ideas to include part of chapter in service quality. The authors are experts in their field and the textbook has a substantial bibliography. Therefore, the information is most likely accurate. The text will provide limited value but can address a wide variety of concept and ideas pertaining to the selected topic

Lippie-McGraw, J. (2017, Apr 11). *Today.com*. Retrieved from Here are the 10 best airlines in the world: http://www.today.com/money/best-airlines-us-world-ranked-tripadvisor-t110280

In this website article, the author descirbe the best airlines and some insight on customers grading factors to include service quality. The author does not provide creditials nor is there any referene cited. The article provides limited value but is current perception of quality service in the airlines.

Lotich, P. (2016, May 4). *The Thriving Small Business*. Retrieved from 12 Steps to Implementing a Quality Management System: http://thethrivingsmallbusiness.com/12-steps-to-implementing-a-quality-management-system/

On this website, the author discusses quality management system for small business and how to apply theories and concepts for a successful business. The author does not provide any credentials nor is there any references. The article provides limited value since it cannot be validated but contains good general common-sense concepts to consider.

Rust, R. T., & Oliver, R. L. (1994). *Service quality: New directions in theory and practice* (1st ed.). Thousand Oaks, Calif; London: SAGE.

In this book presents the research and theory in customer satisfaction and services marketing with a wealth of stimulating ideas. Topics discussed include: the measurement of the managerial impact on service quality improvement; new methods of assessing the various elements of service quality; and philosophies of the nature of customer value. The author has a Ph. D. in Business Administration and the book contains substantial bibliography. Therefore, the information is likely accurate. The book is might be a little outdated with current times but should provide good groundwork for understanding the basics.

Sahai, V., & Jain, A. K. (2014). ‘Respons’ible service quality. Strategic HR Review, 13(4/5), 165-169.

doi:10.1108/SHR-04-2014-0028

In this article, the authors lays out Service quality models such as SERVQUAL The dimensions of service quality here are evaluated from the customer’s point of view. The semantic mapping of the dimensions of the service quality with descriptors of the functional fluency model. Findings Out of the five dimensions of the SERVAQUAL model, four being behavioral are mapped with four descriptors belonging to four different modes of the functional fluency model. The four modes are positive manner in which people can respond to improve service quality. The author is an expert in the field and there is a extensive bibliography; therefore, the information is more than likely accurate. This article will provide valuable information to the topic.

Stamenkov, G., & Dika, Z. (2015). A sustainable e-service quality model. Journal of Service Theory and Practice, 25(4), 414-442. doi:10.1108/JSTP-09-2012-0103

This journal article provides a sustainable e-service quality model by presenting results from a mixed-method study conducted in the Republic of Macedonia’s banking industry. Sustainable e-service quality is the ability to deliver services continually with sustainable high quality, and the ability to manage and maintain customer satisfaction and loyalty. It contains several references; therefore, the information is likely accurate. However, the focus of the article is very specific and could have limited value. It can provide examples and real-life scenario of quality service.

Tohid, K. (2015). Factors influencing total service quality. Advances in Management, 8(4), 3.

In this article, the author, evaluates Total Quality Management. As services move from the realm of quality service into the domain of total quality management, they are asking themselves some serious questions about the way they do business. Both internal and external procedures are being examined, measured and improved to deliver quality service that is consistent throughout the services. The author has a Ph.D. in the field and article has extensive bibliography. Therefore, the information is likely accurate and valuable to the topic.