

The SERVQUAL Questionnaire

Directions: This survey deals with your opinions of ----- services. Please show the extent to which you think firms offering ----- services should possess the features described by each statement. Do this by picking one of the seven numbers next to each statement. If you strongly agree that these firms should possess a feature, circle the number 7. If you strongly disagree that these firms should possess a feature, circle 1. If your feelings are not strong, circle one of the numbers in the middle. There are no right or wrong answers – all we are interested in is a number that best shows your expectations about firms offering ----- services.

Expectation Section:

- E1. They should have up-to-date equipment.
- E2. Their physical facilities should be visually appealing.
- E3. Their employees should be well dressed and appear neat.
- E4. The appearance of the physical facilities of these firms should be in keeping with the type of services provided.
- E5. When these firms promise to do something by a certain time, they should do so.
- E6. When customers have problems, these firms should be sympathetic and reassuring.
- E7. These firms should be dependable.
- E8. They should provide their services at the time they promise to do so.
- E9. They should keep their records accurately.
- E10. They shouldn't be expected to tell customers exactly when services will be performed.
- E11. It is not realistic for customers to expect prompt service from employees of these firms.
- E12. Their employees don't always have to be willing to help customers.
- E13. It is okay if they are too busy to respond to customer requests promptly.
- E14. Customers should be able to trust employees of these firms.
- E15. Customers should be able to feel safe in their transactions with these firms' employees.
- E16. Their employees should be polite.
- E17. Their employees should get adequate support from these firms to do their jobs well.
- E18. These firms should not be expected to give customers individual attention.
- E19. Employees of these firms cannot be give customers individual attention.
- E20. It is unrealistic to expect employees to know what the needs of their customers are.
- E21. It is unrealistic to expect these firms to have their customers' best interests at heart.
- E22. They shouldn't be expected to have operating hours convenient to all their customers.

Perception Section:

- P1. ABC has up-to-date equipment. (TAN1)
- P2. ABC's physical facilities are visually appealing. (TAN2)
- P3. ABC's employees are well dressed and appear neat. (TAN3)
- P4. The appearance of the physical facilities of ABC is keeping with the type of services provided. (TAN4)
- P5. When ABC promises to do something by a certain time, it does so. (REL1)
- P6. When you have problems, ABC is sympathetic and reassuring. (REL2)
- P7. ABC is dependable. (REL3)
- P8. ABC provides its services at the time it promise to do so. (REL4)
- P9. ABC keeps its records accurately. (REL5)
- P10. ABC does not tell customers exactly when services will be performed. (RES1)
- P11. You do not receive prompt service from ABC's employees. (RES2)
- P12. Employees of ABC are not always willing to help customers. (RES3)
- P13. Employees of ABC are too busy to respond to customer requests promptly. (RES4)
- P14. You can trust employees of ABC. (ASS1)
- P15. You feel safe in your transactions with ABC's employees. (ASS2)
- P16. Employees of ABC are polite. (ASS3)
- P17. Employees get adequate support from ABC to do their jobs well. (ASS4)
- P18. ABC does not give you individual attention. (EMP1)
- P19. Employees of ABC do not give you individual attention. (EMP2)
- P20. Employees of ABC do not know what your needs are. (EMP3)
- P21. ABC does not have your best interest at heart. (EMP4)
- P22. ABC does not have operating hours convenient to all their customers. (EMP5)

Source: Parasuraman, Berry, and Zeithmal (1988)

Remark: The code inside the parenthesis represents the service quality dimensions:

TAN represents Tangibles.

REL represents Reliability.

RES represents Responsiveness.

ASS represents Assurance.

EMP represents Empathy.