

# Review of: "Two New Gaps for SERVQUAL"

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The manuscript titled "Two New Gaps for SERVQUAL" proposes an update to the widely used SERVQUAL model by introducing two additional gaps that address customer-failure in value co-creation. Below is a review of the manuscript, considering its structure, content, and contribution to the field.

## Abstract

The abstract effectively summarizes the main points of the paper, highlighting the introduction of two new gaps to the SERVQUAL model, which address the customer's role in co-creating value. The abstract is clear and concise, providing a good overview of the paper's contribution.

## Introduction

The introduction outlines the importance of SERVQUAL in measuring service quality gaps and introduces the idea of co-creation as a critical aspect of service delivery. The authors argue that SERVQUAL, in its original form, overlooks the customer's role in the co-creation process, which can lead to a failure in achieving desired service quality. This section sets the stage well for the proposed updates to the SERVQUAL model.

## Literature Review

The literature review is comprehensive and provides a solid foundation for the argument presented in the paper. The authors review the origins of the SERVQUAL model and discuss its widespread application and criticisms. The review also touches on the evolution of service quality measurement and the concept of value co-creation, effectively linking it to the gaps identified in SERVQUAL.

However, the literature review could benefit from a more detailed discussion of recent advancements in service quality models and how these have attempted (or failed) to address the issue of customer participation in value co-creation. This would provide a stronger justification for the need to update the SERVQUAL model.

## Updated Gap Model

The core contribution of the paper is the introduction of Gaps 6 and 7 in the SERVQUAL model, which are intended to capture customer failures in the value co-creation process. The authors explain these gaps clearly and provide a conceptual model to illustrate their integration into the existing SERVQUAL framework.

The addition of these gaps is a novel and valuable contribution, as it addresses a significant oversight in the traditional SERVQUAL model. The proposed model recognizes that service quality is not solely dependent on the provider but also on the active participation and effective co-creation by the customer. This approach aligns well with contemporary service-dominant logic, which emphasizes the importance of interaction and mutual value creation.

### Closing Remarks

The closing remarks effectively summarize the paper's contributions and suggest avenues for future research. The authors emphasize the importance of further empirical validation of the proposed gaps, which is a crucial step in solidifying their place within the broader service quality measurement literature.

### References

The references are relevant and up-to-date, covering key works in service quality, value co-creation, and SERVQUAL. However, the authors might consider including more recent studies on service-dominant logic and customer co-creation to strengthen the theoretical foundation of their arguments.

### Overall Evaluation

The manuscript provides a significant contribution to the field of service quality measurement by addressing an overlooked aspect of the SERVQUAL model. The proposed gaps are well-justified and align with modern service theories. However, the paper could benefit from a more detailed discussion of how the updated model compares to other recent developments in service quality measurement.

### Recommendations

1. Expand the Literature Review: Include more recent studies on service-dominant logic and other models that address customer co-creation.
2. Empirical Validation: Suggest a clear methodology for empirically testing the new gaps, which could be included as a separate section or expanded upon in the closing remarks.
3. Clarify the Application: Provide examples or case studies that demonstrate how the new gaps can be applied in real-world scenarios, which would enhance the practical relevance of the proposed model.

This manuscript has the potential to make a meaningful impact on the field of service quality measurement, especially in contexts where customer participation is crucial to service delivery outcomes.