

ABSTRACT

The objective of this study is to identify the dimensions of service quality related to cellular phone service providers. The GAP Model along with the SERVQUAL model is used for this analysis. Subsequently the relative importance of these dimensions in influencing the expectation of the customer and ultimately the satisfaction in service quality is analyzed.

The Satisfaction Index is determined by 10 sets of questionnaire designed by American Automobile Association is used. The Gap Model would be used to determine the Promotional, Understanding, Procedural, Behavioral and Perception Gaps. Analysis will be done to see whether there are any distinct relationship between the gaps and the Satisfaction Index.

The six quality dimensions identified by the SERVQUAL will be used to determine whether these dimensions can be used in the cellular phone service sector. As understanding and knowing the customer is very important, factorial and reliability analysis will be done to determine these or any new dimensions are obtained, as these are very important predictors.

Recognizing the dimensions of quality and importance provide Service Providers with excellent tools for planning and developing service quality programmes. This would help in reducing the gaps and improving customers' expectations and perceptions.