

عنوان مقاله:

Service Quality Evaluation from the Perspective of Nedagostar Company Support Staff by Using Importance-Performance Analysis

محل انتشار:

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خلاصه مقاله:

Due to development in competition, progression is only possible for organizations which uninterrupted check the quality of their services. For this purpose, it is necessary for organizations to identify appropriate conceptual model in order to reach improve on their quality of service. One of the main issues in this debate is identifying and reducing the gap between the qualities of services. So far, many studies have been reviewed and evaluated the quality of the establishments. For this purpose, in this study by using importance-performance analysis model, the quality of provided services from one of the high-speed Internet service provider companies in Isfahan in the fall of 1395 will be discuss. This study uses self-assessment was conducted with a view of people within the organization. The results indicate considerable gaps in services. The greatest gap obtained in this study is reliability and the lowest is the tangibility dimension.

کلمات کلیدی:

Service quality; the importance-performance; SERVQUAL model; gap analysis

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