

EE382 1/2021

Group Assignment 8: Service quality part 1

1. Base on the concept of five dimensions of service quality, give examples of at least two concerns in each dimension of your group service industry.
2. Base on the service quality gap model, give examples of possible service quality gap (for all 5 GAPs) in your group service industry.
3. Design questionnaires to measure quality of your group service industry in both in the form of customer satisfaction survey and walk-through audit.

Deadline: October 14th, 2021 (midnight)

Note: Please name your file in the group assignment folder as

Assignment_8_Service_quality_part_1