

A Statistical Approach to Evaluating and Revising the SERVQUAL Instrument for Use in the Philippine Fast-food Industry

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ABSTRACT

The SERVQUAL provides a generic system of measuring the gap between customer expectations and customer perceptions across a wide variety of services. However, there are areas for improving the SERVQUAL, in terms of both the questionnaire design and the manner by which the results are analyzed, if one is to apply it to a specific kind of service such as fast-food services. This study seeks to evaluate the generic SERVQUAL for specific use in studying the fast-food industry in the Philippines. The methodology employs different statistical analyses including point bi-serial correlations; reliability and item analysis; and factor analysis, with the objective of identifying instrument response patterns.