

Year: 2013
Volume: 58
Issue: 3

STUDIA
Universitatis Babeş-Bolyai
OECONOMICA

SERVQUAL VERSUS SERVPERF: MODELING CUSTOMER SATISFACTION AND LOYALTY AS A FUNCTION OF SERVICE QUALITY IN TRAVEL AGENCIES

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Abstract. The main objective of the research was to comparatively investigate the appropriateness of the most popular service quality evaluation methodologies (SERVQUAL and SERVPERF) when modeling the impact of service quality on satisfaction and loyalty in the case of offline travel agencies, as well as to debate the inner structures of the two service quality models, and their appropriateness. An online survey was conducted among a sample of almost 300 Romanians who travelled using the services of an offline travel agency at least once during the last five years. The results showed that SERVPERF is the most appropriate methodology to be used in order to model the impact of service quality on satisfaction, repurchase intention and recommendation intention, while for actual recommendation none of the methodologies significantly help in explaining the impact of service quality.a

JEL Classification: M31, L30

Keywords: travel agency, satisfaction, loyalty, service quality, SERVQUAL, SERVPERF

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