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Service Quality

The scale that became a stream.

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32

Sq

SERVICE QUALITY

FAMILY	10 · Service, Value, and Experience
ERA	3 · Competitive Advantage (1980s)
BLOCK	OUT · Outcomes
TIER	3 · Landmark
ROLE	Measurement, with a secondary defining role
LINEAGE	Cell 2 of 6 in the Service, Value, and Experience column

ANCHOR WORKS

Parasuraman, Zeithaml, and Berry (1988), *SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*, Journal of Retailing.

BY THE NUMBERS

32 anchor works cite it, across eight families

99 th percentile of citations per year among 1980s works

1 mutual link, the only one in the table

3 families receive all 12 of its links

RELATED CELLS

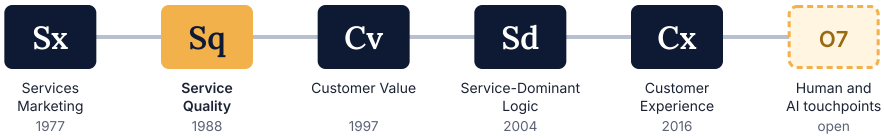
Ed Expectancy Disconfirmation · **Ci** Satisfaction Index (ACSI) · **Cv** Customer Value · **Sc** Supply Chain Orientation

Next in the series: **Cv** Customer Value, **Ae** Advertising Elasticity.

WHAT IT IS

SERVQUAL operationalized service quality as the gap between customer expectations and perceptions across five dimensions (tangibles, reliability, responsiveness, assurance, and empathy) and provided a multi-item scale for measuring it. It is the only cell among the ten anchored in the Journal of Retailing, and the one with the highest era-normalized citation rank: the 99th percentile among all 1980s works on the table.

THE LINEAGE



A column that alternates: content (what services are), outcomes (quality, value), content (service-dominant logic), outcomes (experience). Three block changes; the family keeps switching between defining service and measuring how customers judge it.

WHERE IT TRAVELS

Five curated links out: **Expectancy Disconfirmation**, **Satisfaction Index (ACSI)**, **Supply Chain Orientation** (logistics service quality), **Productivity Chain** (via the service-profit chain and return on quality), and **Manager-Customer Gap**. Seven mentions, all in Satisfaction and Supply Chain. Its traffic is concentrated: 12 links into just three families.

WHAT IT RESTS ON

One curated link in, from **Expectancy Disconfirmation** (Ed): the gap model adopts Oliver's expectation-performance logic. The anchor cites no other anchor work on the table; SERVQUAL's reference list is psychometrics and measurement, not strategy. The cell entered the strategy corpus from outside it.

DESCENDANTS YOU WOULD NOT GUESS

32 anchor works in eight families cite it, 14 in the services deep dive (performance-based quality, Cronin and Taylor, 1992; hierarchical quality, Brady and Cronin, 2001; return on quality, Rust, Zahorik, and Keiningham, 1995) and eight in satisfaction. On the Core Table: **Supply Chain Orientation** (Mentzer, Flint, and Hult, 2001), **Service-Dominant Logic** (Vargo and Lusch, 2004), and **Customer Experience** (Lemon and Verhoef, 2016). Less expected: **Technology Readiness** (Parasuraman, 2000), the **retail store environment** (Baker, Grewal, and Parasuraman, 1994), and **customer channel migration** (Ansari, Mela, and Neslin, 2008).

THREE THINGS THE CELL DOES NOT SHOW

1. **The table's only mutual link.** Of 419 documented links, one is coded as running both ways: service quality and expectancy disconfirmation. Oliver's model was built in service settings and became SERVQUAL's gap logic; the two families co-developed the construct.
2. **The gap model went into the warehouse.** Logistics service quality, order fulfillment and loyalty, and electronic logistics service quality all adopt it. A retailing scale became the supply chain's customer measure.
3. **A thirteen-year argument.** Its sub-lineage is a dispute about measurement: SERVQUAL (1988), performance-only SERVPERF (Cronin and Taylor, 1992), hierarchical quality (Brady and Cronin, 2001). The open position asks about the *Quality of AI-delivered service* (D10-O2).

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Cell 32 of 98

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