

Abstract

This study focuses on the concept of service quality and its critical role in determining the success and competitiveness of service-oriented organizations. In today's dynamic and customer-centric business environment, service quality has become one of the most important factors influencing customer satisfaction, loyalty, and retention. Service quality is defined as the extent to which a service meets or exceeds customer expectations, and it has a significant impact on the reputation and profitability of a business.

The primary objective of this research is to evaluate the different dimensions of service quality and understand how it affects customer perceptions and overall satisfaction. The study will explore the widely accepted SERVQUAL model, which measures service quality across five key dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. It will also analyze how these dimensions are perceived by customers in different industries, including hospitality, banking, retail, and healthcare, and how they contribute to the service delivery experience. The findings from this study will provide businesses with a deeper understanding of how service quality impacts customer loyalty and satisfaction. Based on the results, recommendations will be made on how companies can improve their service offerings, bridge the service quality gaps, and enhance their competitive advantage in the marketplace.