

# Service Quality

## Component Factor

Yes, part of Experience Priority ([view](#))

## Ranking

Service Quality	Rank	Score	Descriptor
Influence	27 <sup>th</sup> out of 237	4.24 out of 5	Highly Influential
Control	22 <sup>nd</sup> out of 237	3.67 out of 4	Controllable
Priority	6 <sup>th</sup> out of 237	15.54	Very high priority

## Description/Definition

In broad terms, service quality is the result of the overall impression of the level of service from a centre. In an urban context, service quality can refer to the comparisons that customers and visitors make between expectations around services and their perceptions about how such services are received and/or performed during their stay in a high street/town centre/shopping centre (De Nisco and Warnaby, 2013).

## Why does it matter? (Influence)

Whereas service quality has been widely regarded as positively linked to customer loyalty and thus closely related to confirmation and disconfirmation regarding service experience and performance from customers' responses (Caruana, 2002), service quality in high streets and town centres also relates to external/environmental conditions, such as:

- the overall ambience of the street
- the urban space layout and functionality
- the external appearance of buildings and shops (De Nisco and Warnaby, 2013).

As De Nisco and Warnaby (2013) purport, the look and feel of the overall street, as well as the amenities offered for visitors, can have a positive influence on desire to stay, as well as repatronage intentions.

## What can you do about it? (Control)

Place managers need to carefully examine consumers' evaluations about the layout and functionality (pedestrianisation, parking provision, cleanliness) of the high street in order to achieve high service quality perceptions without making significant alterations to the urban environment (De Nisco and Warnaby, 2013).

## See also

Attractiveness, Experience

## References

Caruana A (2002) Service loyalty: The effects of service quality and the mediating role of customer satisfaction, *European Journal of Marketing*, Vol. 36 (7/8): 811-828.

De Nisco A and Warnaby G (2013) Shopping in downtown: The effect of urban environment on service quality perception and behavioural intentions. *International Journal of Retail & Distribution Management* 41(9): 654–670.