



A Adequação dos modelos SERVQUAL e SERVPERF na medição da qualidade de serviço: o caso RAR Imobiliária [

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text (article)

Analítica

Consumer satisfaction alongside with a high service quality is the basis for any company to be able to succeed. Consumer satisfaction leads to repeated purchases, positive word - of - mouth, and probably it is the most reliable indicator of the service quality that is being delivered to the customers. However, there is still no agreement on which service quality model should be used neither in each activity sector nor about the type and number of dimensions consumers use when making their evaluations. The main objective of the present study is to evaluate the quality service provided by RAR Imobiliária, from the perspective of models SERVQUAL and SERVPERF. The main conclusion of this research suggests that the SERVPERF model is more indicated to evaluate the services quality of RAR Imobiliária. This model explains about 70%, whereas SERVQUAL model was only able to explain about 50% of the service quality variation of RAR Imobiliária

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