



Education and Culture DG

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R6 – Quality of system method: Abstract

The method chosen, SERVQUAL, to measure the quality of services provided by the IN.TRA.NET system has been developed in academic context and has had several developments over the years. Currently there are measurement system more widely in both academic and corporate and is being investigated its application to services provided through the Internet. It is mainly dedicated to estimate the differences between expectations and perceptions of a user regarding a specific service, through a methodology of interviews that allows to obtain a precise numerical value representative of the client satisfaction.

The method is based on a conceptual model of the perception of service by the customer/user, considering the factors contributing to the creation of expected service expectations. In particular we consider the same service information from various sources such as word of mouth, personal needs, past experience and reporting by the service provider. The actual perception, however, stems from the use of the service. The level of service quality is the difference (gap) between expectations and actual customer perceptions.

The client, based on information in its possession, defines two types of expectation for a specific service: a level of adequacy, defined as the minimum threshold to reach to consider the service acceptable and the level that the customer believes can and should be achieved by the supplier, indicated as expected service level. Any service which is higher than the perceived level of adequacy is generally acceptable, although corrective actions to achieve the desired level are necessary, therefore the two levels of service mentioned identify a particular zone named zone of tolerance.

Crucial stage of the method concerning a survey on a representative sample of the population of users involved, aiming to acquire, through questionnaires, scores for both expectations and perceptions relating to each of the parameters, and for the relative importance attributed to them. The questionnaires are made combining a numerical score to each feature of the service, in order to clearly identify the level of adequacy and the corresponding desired level.