A proposed model of the descriptors of service process

Karl J. Mayer (Assistant Professor, William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas, Nevada, USA)
John T. Bowen (Professor, William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas, Nevada, USA)
Margaret R. Moulton (Assistant Professor (retired), College of Education, University of Nevada, Las Vegas, Nevada, USA)

Abstract
This paper presents a two-dimensional model of service process that is linked to customer encounter satisfaction and is modified by a customer's perceptual filters, including brand image and customer mood. The first dimension is comprised of fixed (structural) descriptors, while the second dimension consists of variable (situational) descriptors. The proposed model delineates eight descriptors in each dimension. Their origin in the services marketing literature is explained. The model suggests that service process and a customer's perceptual filters both have a direct influence on encounter satisfaction. The utility and limitations of the proposed model are discussed.

Keywords
Service delivery systems, Services marketing, Service operations, Customer satisfaction, Brand image, Process efficiency

Citation
https://doi.org/10.1108/08876040310495645

To read the full version of this content please select one of the options below

You may be able to access this content by logging in via Shibboleth, Open Athens or with your Emerald Account.

To rent this content from DeepDyve, please click the button.

If you think you should have access to this content, click the button to contact our support team.