|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Expectation Survey** | **Perception Survey** | **E** | **P** | **Gap** |
| **Tangibility** | Excellent \_\_\_\_\_\_\_\_ will have modern looking equipment | "XYZ company" has modern looking equipment |  |  |  |
| The physical facilities at Excellent \_\_\_\_\_\_\_\_ will be visually appealing | "XYZ company"’s physical facilities are visually appealing |  |  |  |
| Employees at Excellent \_\_\_\_\_\_\_\_ will be neat appearing | ABC hotle’s reception desk employees are neat appearing |  |  |  |
| Materials associated with the service (such as welcome, no smoking statements) will be visually appealing at an Excellent \_\_\_\_\_\_\_\_ | Materials associated with the service (such as welcome, no smoking statements) are visually appealing at "XYZ company" |  |  |  |
| **Reliability** | When Excellent \_\_\_\_\_\_\_\_ promise to do something by a certain time, they do | When "XYZ company" promises to do something by a certain time, it does so |  |  |  |
| When a customer has a problem, excellent \_\_\_\_\_\_\_\_\_ hotels will show a sincere interest in solving it | When you have a problem, "XYZ company" shows a sincere interest in solving it |  |  |  |
| Excellent \_\_\_\_\_\_\_\_ will perform the service right the first time | "XYZ company" performs the service right the first time |  |  |  |
| Excellent \_\_\_\_\_\_\_\_ will provide the service at the time they promise to do so | "XYZ company" provides its service at the time it promises to do so |  |  |  |
| Excellent \_\_\_\_\_\_\_\_ will insist on error free records | "XYZ company" insists on error free records |  |  |  |
| **Responsiveness** | Employees of Excellent \_\_\_\_\_\_\_\_ will tell customers exactly when services will be performed | Employees in "XYZ company" tell you exactly when services will be performed |  |  |  |
| Employees of Excellent \_\_\_\_\_\_\_\_ will give prompt service to customers | Employees in "XYZ company" give you prompt service |  |  |  |
| Employees of Excellent \_\_\_\_\_\_\_\_ will always be willing to help customers | Employees in "XYZ company" are always willing to help you |  |  |  |
| Employees of Excellent \_\_\_\_\_\_\_\_ will never be too busy to respond to customers’ requests | Employees in "XYZ company" are never too busy to respond to your request |  |  |  |
| **Assurance** | The behavior of employees in Excellent \_\_\_\_\_\_\_\_ will instill confidence in customers | The behavior of employees in "XYZ company" instills confidence in you |  |  |  |
| Customers of Excellent \_\_\_\_\_\_\_\_ will feel safe in transactions | You feel safe in your transactions with "XYZ company" |  |  |  |
| Employees of Excellent \_\_\_\_\_\_\_\_ will be consistently courteous with customers | Employees in "XYZ company" area consistently courteous with you |  |  |  |
| Employees of Excellent \_\_\_\_\_\_\_\_ will have the knowledge to answer customers’ questions | Employees in "XYZ company" have the knowledge to answer your questions |  |  |  |
| **Empathy** | Excellent \_\_\_\_\_\_\_\_ will give customers individual attention | "XYZ company" gives you individual attention |  |  |  |
| Excellent \_\_\_\_\_\_\_\_ will have operating hours convenient to all their customers | "XYZ company" has operating hours convenient to all its customers |  |  |  |
| Excellent \_\_\_\_\_\_\_\_ have employees who give customers personal attention | "XYZ company" has employees who give you personal attention |  |  |  |
| Excellent \_\_\_\_\_\_\_\_ will have their customer’s best interests at heart | "XYZ company" has your best interest at heart |  |  |  |
| The employees of excellent \_\_\_\_\_ will understand the specific needs of their customers | The employees of "XYZ company" understand your specific needs |  |  |  |
| **Total** |  |  |  |  |  |

*Please refer to the article on* [*SERVQUAL Questionnaire*](https://managementweekly.org/servqual-questionnaire/)  *on Managementweekly.org to learn how to use this template. Survey adopted from Parasuraman et al, 1988*