Review of the Concept of Service Quality and its Measurement Models

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Abstract

Service quality is a fundamental concept in organizational management, closely linked to customer satisfaction and business sustainability. This paper presents a systematic review of recent literature using the PRISMA methodology, encompassing 2024 studies indexed in Scopus and WoS, with a focus on Latin American institutions. The results show the diversity of approaches and applications in different sectors, from health to transport, tourism and small and medium-sized enterprises (SMEs). While studies in Scopus cover a broad spectrum, WoS presents a more clinical and in-hospital approach. A common trend towards cultural adaptation of measurement models was identified, highlighting the importance of customer perception as a key indicator of quality. The exclusion of studies was mostly related to the lack of thematic affinity, since many studies focused on in-hospital treatments far from the main objective of this research.

Keywords: *Quality of Service, Measurement Models, Customer Satisfaction, Systematic Review, PRISM, Scopus, Wos, Latin America.*

Introduction

The quality of service is a central concept in business and public management, as it has a direct impact on customer satisfaction and organizational sustainability. In recent years, interest in developing and validating service quality measurement models has grown significantly, reflecting the need for organizations to adapt to increasingly competitive environments. This paper conducts a systematic review of recent literature, limited to the year 2024, focusing on studies indexed in Scopus and WoS, developed by authors affiliated with Latin American institutions.

The concept of service quality has been approached from various perspectives, integrating qualitative and quantitative components. For example, Bocanegra et al. (2024) explored the impact of Chatbots on healthcare, highlighting how technology can improve the user experience while posing challenges in cultural and organizational adaptation. This study underscores the importance of understanding user expectations in order to assess perceived quality of service.

In the field of health, Hurtado-Arenas et al. (2024) adapted and validated a questionnaire on patient safety in a Chilean hospital, evidencing the relevance of considering cultural particularities when implementing measurement tools. Similarly, Renghea et al. (2024) developed an instrument to assess the quality of nursing services in Mexico, focusing on internal validity and reliability. Both works emphasize the need for robust and culturally adapted instruments to ensure accurate measurements.

On the other hand, Sotomayor-Parian et al. (2024) analyzed the perception of service quality in a Peruvian tax entity, providing evidence on how administrative efficiency can influence taxpayer satisfaction. This approach is also relevant in the education sector, as demonstrated by Ruilova et al. (2024), who designed a scale to measure the quality of administrative staff perceived by university professors in Ecuador. Both studies highlight the application of measurement models in diverse contexts, broadening the understanding of the concept of service quality.

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In the tourism sector, Apaza-Panca et al. (2024) examined the quality of accommodation services as a key factor for tourism competitiveness in Peru. This study highlights the importance of maintaining high quality standards to attract and retain customers in highly competitive markets. In a complementary way, Llore and Pincay (2024) evaluated the customer experience and service quality in a utility in Ecuador, underscoring the relationship between the perception of quality and customer satisfaction.

The analysis of quality of service has also been extended to the transport sector and small and medium-sized enterprises (SMEs). Custodio Campos et al. (2024) examined how service quality influences customer satisfaction in an SME in the transport sector in Peru, providing insights on how these companies can improve their competitiveness through the continuous improvement of their services.

In the context of palliative care, Sarmiento et al. (2024) evaluated the concept of value-based care applied to an integrated palliative care program in Colombia. This study integrated qualitative and quantitative methods to provide a comprehensive view of service quality in a critical area of health.

Finally, the "Previne Brasil" program, analyzed by de Souza et al. (2024), offers an example of measuring performance in primary care in Brazil, highlighting how the evaluation of service quality can guide the implementation of more effective public policies.

This systematic review, based on the PRISMA methodology, seeks to synthesize the findings of these recent studies, offering a comprehensive view of the concept of service quality and its measurement models in Latin American contexts. The results of this analysis will contribute to enriching the academic debate and provide practical recommendations for the continuous improvement of services in various sectors.

General Objective

To analyze, from a bibliometric and bibliographic perspective, the production of research papers on the variables of Service Quality and Measurement Models, published in high-impact journals indexed in the Scopus and Wos databases during the year 2024 by Latin American institutions

Methodology

The present research is qualitative, according to Hernández, et al., qualitative approaches correspond to research that carries out the procedure of obtaining information to review and interpret the results obtained in such studies; to do this, it searched for information in the Scopus and Wos databases using the words SERVICE QUALITY, MEASUREMENT MODELS   (2015)

Research Design

The design of the research proposed for this research was the Systematic Review that involves a set of guidelines to carry out the analysis of the data collected, which are framed in a process that began with the coding to the visualization of theories. On the other hand, it is stated that the text corresponds to a descriptive narrative since it is intended to find out how the levels of the variable affect; and systematic because after reviewing the academic material obtained from scientific journals, theories on knowledge management were analyzed and interpreted.   (Strauss & Corbin, 2016)   (Hernández, Baptista, & Fernández, 2015)

The results of this search are processed as shown in Figure 1, through which the PRISMA technique for the identification of documentary analysis material is expressed. It was taken into account that the publication would be published during the year 2024 limited to Latin American countries, without distinction of area of knowledge, as well as to any type of publication, namely: Journal Articles, Reviews, Book Chapters, Book, among others.

Exclusion Criteria

The exclusion criteria applied included: (1) **Duplicates**: titles present in both databases (SCOPUS and WOS) were discarded by means of a partial similarity analysis; (2) **Low thematic affinity**: articles with little relation to the main topic "Review of the concept of service quality and its measurement models", using measures of semantic similarity.
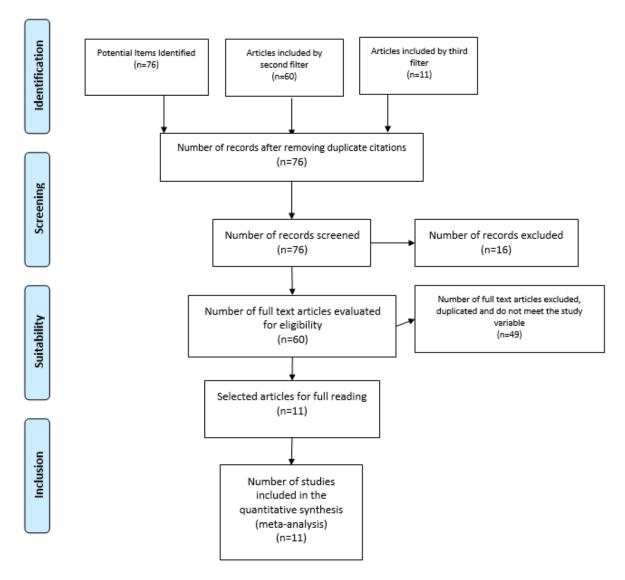

Figure 1. Flowchart Of A Systematic Review Carried Out Under The PRISMA Technique   (Moher, Liberati, Tetzlaff, Altman, & Group, 2009)

Source: Authors; Based on the proposal of the Prisma Group   (Moher, Liberati, Tetzlaff, Altman, & Group, 2009)

Results

Table 1. Shows the results after applying the search filters related to the methodology proposed for this research, after recognizing the relevance of each of the referenced works.

No.	RESEARCH TITLE	AUTHOR/YEAR	COUNTRY	TYPE OF STUDY	INDEXING

1	*Exploring the Influence of Chatbots on Healthcare: Systematic Review; [Exploring the Influence of Chatbots on Healthcare: A Systematic Review]*	Bocanegra, C. B., Peña, D., Yapuchura, E. R., & Villena-Reyes, D. (2024)	PERU	QUALITATIVE	SCOPUS
2	*Cross-cultural adaptation and validation of the Hospital Survey on Patient Safety questionnaire for a Chilean hospital*	Hurtado-Arenas, P., Guevara, M. R., & González-Chordá, V. M. (2024).	CHILE	QUALITATIVE	SCOPUS
3	*Measurement of the quality of service perceived by taxpayers in a peruvian tax entity; [Measurement of the quality of service perceived by taxpayers in a Peruvian tax entity]*	Sotomayor-Parian, R. M., Castañeda-Sulca, R. L., & Mitma-Ramirez, C. A. (2024).	PERU	QUALITATIVE	SCOPUS
4	*Primary care performance measurement in Brazil (Previne Brasil Program), 2022–2023*	de Souza, C. D. F., do Nascimento, A. L. O., de Souza, C. A. J., Machado, M. F., Araújo, M. D. P., de Albuquerque Wanderley, R., ... & do Carmo, R. F. (2024).	BRAZIL	QUALITATIVE	SCOPUS
5	*Adaptation and Validation of a Self-Assessment Work Performance Scale for Nursing Staff; [Adaptation and validation of a Self-Evaluation Scale of Work Performance in nursing staff]*	Morales-García, W.C., Sairitupa-Sanchez, L.Z., Morales-García, M. (2024)	PERU	QUANTITATIVE	SCOPUS
6	*Quality of Service and Customer Satisfaction for an SME Company in the Transport Sector; [Quality of Service and Customer Satisfaction for an*	Iván Custodio Campos, C. , Rubén Bustamante Ñopo, C.	PERU	QUALITATIVE	SCOPUS

	SME Company in the Transport Sector]	, Anali Tenorio Ortiz, Y. , of Sotomayor Nunura Relief (2024)			
7	*Scale to evaluate the quality of the administrative staff perceived by the university professor; [Scale to evaluate the quality of administrative staff perceived by university professors],*	Ruilova, J. J. C., Torres, A. C., & Lemus, K. N. M. (2024).	ECUADOR	QUALITATIVE	SCOPUS
8	*Evaluation of the Concept of Value-Based Healthcare Applied to an Integrated Palliative Care Program in Colombia*	Sarmiento, G., Benavides, J., Trujillo, C. A., Velosa, N. P., Palomino, A., Rodríguez, L. F., ... & Ávila, A. J. (2024).	COLOMBIA	QUANTITATIVE/QUALITATIVE	SCOPUS
9	*Quality of service of accommodation establishments as a factor in tourism competitiveness*	Apaza-Panca, C. M., Ramos, K. S. J. C., Ramos, A. P. T., Saico, C. R. Y., & Apaza-Apaza, S. (2024).	PERU	QUALITATIVE	SCOPUS
10	*CUSTOMER EXPERIENCE: ANALYSIS OF SERVICE QUALITY EN ELECGALAPAGOS S.A*	Llore, DM and Pincay, MV (2024)	ECUADOR	QUALITATIVE	WOS
11	*Internal validity and reliability of an instrument for evaluating quality of nursing care services for patients, nurses, and family members*	Renghea, A; Hernandez-Iglesias, S; (...); García-Madrid, MGD (2024)	MEXICO	QUALITATIVE	WOS

Table 1. List of Articles Analyzed

Source: Own elaboration

Co-Occurrence of Words

Figure 2 shows the relationship between the keywords used to search for the study material for the elaboration of the systematic analysis proposed for this research.
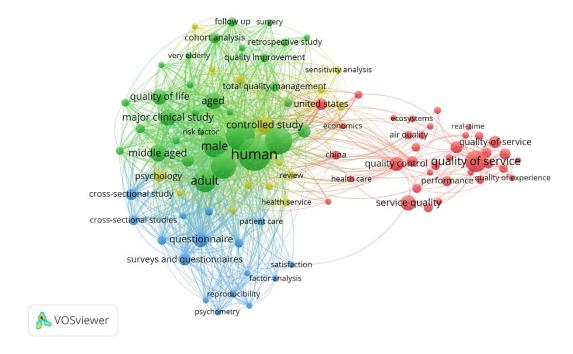

Figure 2. Co-Occurrence of Keywords

Source: Own elaboration

The graph generated in VOSviewer reflects an analysis of co-occurrences of terms extracted from scientific literature on service quality. The colors represent different thematic clusters, which group terms that usually appear together in the analyzed documents.

The green cluster is focused on health-related issues and clinical studies. Terms such as *Human*, *Adult*, *Male*, *Major Clinical Study*, *Quality of Life* and *Risk Factor* stand out. This group is related to research involving specific populations and clinical methodologies, such as cohort analyses or cross-sectional studies, suggesting a predominant focus on medical and demographic aspects.

The blue cluster includes methodological terms such as *Questionnaire*, *Psychometry*, *Surveys and Questionnaires* and *Reproducibility*. This set reflects the interest in measurement tools and their validation in different contexts. These terms are central in studies that seek to establish solid standards and criteria to evaluate quality.

For its part, the red cluster is focused on *Quality of Service* and related terms, such as *Service Quality*, *Performance Quality of Experience* and *Quality Control*. This group directly addresses evaluations on customer perception and quality management, highlighting their connection to performance in sectors such as utilities, transportation, and tourism.

Links between terms indicate co-occurrence relationships. Terms such as *Quality of Service* have significant connections to *Health Care* and *Patient Care*, suggesting that these concepts are central across multiple disciplines. The relationship between *Service Quality* and *Satisfaction* in the blue cluster highlights how the perception of quality is intrinsically linked to customer satisfaction.

In terms of disciplinary differences, the green cluster dominates in clinical and in-hospital studies, such as *Follow-Up* and *Sensitivity Analysis*, while the red and blue clusters are more associated with interdisciplinary and non-clinical applications. This highlights the thematic diversity and imbalance between areas represented in the literature.

The graph also shows the interconnection between generic and specific terms. For example, *Human*, *Adult*, and *Aged* are generic and broad terms, while more specific concepts such as *Real-Time* or *Performance Quality of Experience* reflect areas of technological innovation.

In conclusion, the representation shows how the scientific literature mostly addresses service quality from a medical and methodological approach, although studies related to customer satisfaction and organizational performance also emerge as key areas. This analysis reinforces observations about the exclusion of in-hospital studies and underscores the importance of further exploring practical applications in non-clinical sectors.

Discussion

The results obtained in this systematic review allow us to identify common trends and significant differences in the way in which service quality is addressed in various Latin American sectors and contexts. Overall, the studies analyzed highlight the need for culturally adapted tools and robust methods to assess the perceived and actual quality of the services offered.

Bocanegra et al. (2024) brought an innovative approach by exploring the impact of chatbots on healthcare, a technology that could revolutionize the customer experience, but also faces challenges in its effective implementation. This work highlights the interaction between technology and cultural expectations, a recurring theme in the studies reviewed.

In the health sector, Hurtado-Arenas et al. (2024) and Renghea et al. (2024) emphasized the importance of validating specific instruments to measure service quality. These studies not only evaluate technical aspects, but also the perception of users and suppliers, offering a comprehensive perspective.

The work of Sotomayor-Parian et al. (2024) in a Peruvian tax entity provides a practical application of quality measurement models in public administration, showing how efficiency and customer orientation are essential to improve user perception.

Apaza-Panca et al. (2024) and Llore and Pincay (2024) extended the discussion to the tourism and public services fields, respectively, showing how service quality directly impacts competitiveness and customer satisfaction. This finding reinforces the need to adapt strategies to the expectations of the target market.

Custodio Campos et al. (2024) addressed the impact of service quality on SMEs in the transport sector, highlighting that even in smaller-scale companies, customer satisfaction can be a key differentiator in market competitiveness. This study highlights the universal applicability of the principles of quality of service.

In the medical context, Sarmiento et al. (2024) and de Souza et al. (2024) offered a detailed analysis of primary care and palliative care, respectively. These works illustrate how evaluation models can guide the implementation of more effective and patient-centered public policies.

Cultural adaptation also emerged as a critical issue. Hurtado-Arenas et al. (2024) underlined the importance of national particularities in the validation of instruments in Chilean hospitals, an aspect that coincides with the observations made by Ruilova et al. (2024) in the Ecuadorian education sector. These findings indicate that service quality cannot be assessed with generic approaches, but requires methodologies adapted to local needs.

Likewise, Apaza-Panca et al. (2024) showed that accommodation services play a crucial role in tourism perception, a finding complemented by the study by Llore and Pincay (2024) in the Ecuadorian public

sector. Both studies reinforce the idea that customer satisfaction is intimately linked to perceived quality of service, regardless of the economic sector.

Notably, the measurement of performance in primary care analyzed by de Souza et al. (2024) represents a robust model for evaluating the efficiency of the health system. This example could be replicated in other countries with developing health systems, where measuring service quality remains a significant challenge.

A relevant aspect identified is the distribution of studies between the Scopus and WoS databases. While Scopus shows a greater representation of work related to measurement models in diverse contexts, WoS tends to concentrate on clinical and in-hospital studies. This imbalance reflects differences in the approaches and research domains of both databases. In this sense, it is notable that the works included in WoS, such as that of Renghea et al. (2024), provide a specific look at the hospital context, while Scopus covers a broader spectrum of sectors.

Finally, the exclusion of several studies during selection was mainly due to the lack of thematic affinity with the objective of this research. Most of the excluded papers addressed applications of in-hospital medical treatments, a topic that is far removed from the title and purpose of this review, which focuses on service quality and its measurement models in broader contexts.

Conclusions

The systematic review presented made it possible to identify and analyze the main trends and challenges associated with the quality of service in different economic and social sectors in Latin America. The results highlight that, while there is a diversity of measurement approaches and models, there is still a need to adapt these tools to cultural and country-specific contexts, underscoring the relevance of cultural validity in quality assessments.

The analysis showed that customer perception is a central axis for measuring service quality, reinforcing its importance as a key indicator of satisfaction and competitiveness. Sectors such as transport, tourism and SMEs showed how the improvement in perceived quality can have a direct impact on business loyalty and sustainability. Likewise, in the field of health, the studies reviewed highlighted the importance of implementing robust and specific models that respond to the needs of users, whether in primary care or palliative care.

In addition, significant differences were observed in the thematic representation between the Scopus and WoS databases. While Scopus offers a broader spectrum of studies related to measurement models in various sectors, WoS tends to focus on research of a clinical and in-hospital nature. This difference reflects not only the specific interests of each database, but also the areas where quality of service has been prioritized.

A relevant finding was the exclusion of studies whose focus was far from the purpose of this review. Most of the excluded studies were related to in-hospital clinical applications, which underscores the need to establish clear selection criteria that allow the focus on service quality to be maintained from a comprehensive and multisectoral perspective.

In summary, this research reaffirms the importance of continuing to develop and validate models for measuring service quality that are both methodologically sound and culturally relevant. The results obtained offer a valuable frame of reference for researchers and professionals interested in improving the quality of service and promoting customer satisfaction as a fundamental pillar for the sustainable development of organizations.

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