

Service Quality Gaps Analysis at SCECO-East, Saudi Arabia

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This research examines the Saudi Consolidated Electric Company in the Eastern Province, a typical service provider in Saudi Arabia in which service quality is of primary importance. Four gaps have an impact on the consumer's evaluation of service quality: consumer expectation-management perception, service quality specification, service performance, and external communication. The study revealed that Gap 3 (service performance) is more critical than the others in affecting perceived service quality, making service delivery the main area of improvement. Frontline staff also agree that Gap 4 contributed to the problem (i.e., when delivery does not match the company's promises) but to a lesser degree than Gap 3.