



RESEARCH ARTICLE

Application of SERVQUAL Instrument Dimensions in Nepalese Perspective: A Systematic Review

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ABSTRACT

The main purpose of this study was to evaluate the application of service quality instrument dimensions in Nepalese perspective by conducting the systematic review of literature through identifying the major construct variables in the measurement of service quality in different sectors. Therefore, the updated Preferred Reporting Item for Systematic and Meta Analysis (PRISMA) guidelines was followed for systematic review relating to application of service quality instrument dimensions. This systematic review has covered all the article recorded in the NepJOL including website and citation search. The eligibility and inclusion of the article is recorded in the data base of NepJOL dated January 1, 2019 to June 9, 2024, to be written in English, especially, open access, empirical research relating to the topic of service quality. The initial trial and error approach was followed

to select the sample articles in NepJOL along with the website and citation search. The study revealed that responsiveness and reliability are more frequently applied dimensions of service quality followed by assurance, empathy and tangibility where others are contextualized including it. The quantitative approach is popular method of measuring the impact of service quality on customer satisfaction and loyalty. This study can provide valuable insight to the business manager, academicians, future researcher and policy maker to identify most valuable dimension of service quality useful for the success of business arena and fostering the future direction of such research.

KEYWORDS: Service quality, customer satisfaction, SERVQUAL, different field of business, systematic review

INTRODUCTION

Service quality has always consistently attracted significant attention from

practitioners, managers, and scholars due to its impact on organizational performance, cost efficiency, customer satisfaction, customer loyalty, and overall profitability (Guru, 2003). The conceptualization, modeling, measurement, data collection and data analysis of service quality have been central topics in ongoing research, creating a strong foundation for further scholarly researchers (Seth et al., 2005). However, even the basic task of defining and measuring service quality remain challenging. This complexity helps that why abstracting and assessing service quality is often considered as one of the most debated issues in services research (Brady & Cronin, 2001). Conceptually, service quality is commonly understood as a reflection of customer perceptions, determined by five key service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Cronin & Taylor, 1992).

There are numerous studies that have explored the concept of service quality for all types and sizes of business. Various models have been developed to conceptualize and measure service quality in different industries, including SERVQUAL, SERVPERF (service performance) and the quality dimensions proposed by Gronroos, Garvin, Parasuraman, Cronin and Taylor and others (Thapa, 2022). Accurately measuring users' attitudes toward service quality is essential for meaningful assessment of service quality. Among the models, the SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry (1985) which has been one of the most widely used tools for evaluating service quality (Buttle, 1996). Due to its high reliability and validity, SERVQUAL is often considered as one of the most effective instruments for assessing both service quality and customer satisfaction. On the other hand, the SERVPERF model has been widely popularized means of measuring perceived service quality across various sectors including retail, hospitality, banking, telecommunication, transportation,

healthcare, automobiles, and education (Thapa, 2022). Therefore, it is crucial to measure service quality dimension used by these Nepalese institution (Kandu et al., 2023).

Measurement of service quality is important to determine the customer's satisfaction towards the product and service offered by the institution. It is essential to evaluate and improve the service quality offered by those organizations (Lopez et al., 2015; Pai & Chary, 2013; Kandu et al., 2023). All the institutions need to deliver appropriate service to the needy people (Rechel et al., 2009). Despite the significance of service quality, the systematic literature review on the application of service quality dimension and instrument are rarely done in the Nepalese perspective. So, this gap findings motivated to conduct detailed overview of application of dimensions of service quality in Nepalese context. The researcher can pinpoint the specific areas of service quality where different businesses ignored and focused to improve by conducting the comprehensive assessment of previous studies. Through this study, systematic literature review examined on the service quality dimensions and instruments that were applied in various field of business for measuring service quality. This study does the systematic literature review by using updated version of PRISMA protocol to overcome these issues. Therefore, the research questions are aroused in following ways: Does the same SERVQUAL dimensions and instrument were used by the previous study? what and which are the most common dimensions of service quality applied in Nepalese context? What are the gaps, conclusion and recommendation for future direction of research?

The finding will provide valuable insights on the service quality dimensions and helps to the business manager, academician, future researcher, policy makers. Similarly, the future recommendations enhance their application of dimensions of service quality

in Nepalese context.

MATERIAL AND METHODS

The present study defined the particular purpose of the study of conducting systematic literature review and follow predefined method of review techniques basically using the PRISMA flow diagram. This flow diagram clearly specifies the system of conducting review process, employee in review such as manual searching, relevant publication, eligibility

criteria (inclusion and exclusion criteria), source of information (sources and search), search strategy, study and data selection process, data extraction and synthesis. In conclusion, this is a whole documentation of report findings which is presented in review process in Figure 1.

This systematic review has assessed all paper articles regarding the topic of service quality. The inclusion and eligibility criteria were presented in Table 1.

Table 1
Research Inclusion and Exclusion Criteria

Basic	Inclusion	Exclusion
Data source	NepJOL, previous systematic review, website search, citation search	Except, all mention in inclusion criteria
Study topic	Service quality/SERVQUAL	Unrelated topic articles
Study language	Only in English	Other than English language
Study time frame	Publish from 1 January 2019 to 9 June 2024	Published article before January 1, 2019 and after June 9, 2024
Types of documents	articles, reviewed articles, other sources	dissertation, report

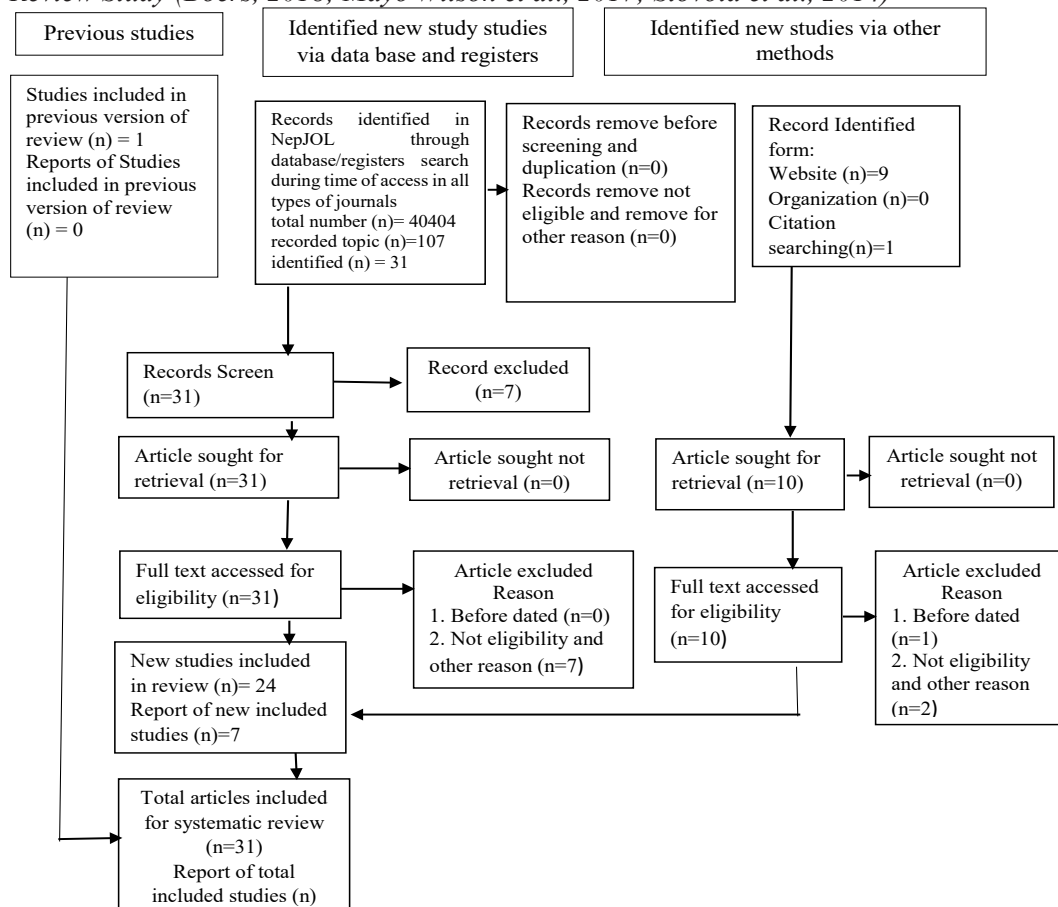
The systematic review may cover service quality dimension of different study area. Most of the systematic review has been done to select at least two authors and independently data extracted from all eligible sources (Mark et al., 2017; Sinha & Shunmugasundaram, 2023). The NepJOL database which was eligible source for systematic review. The primary objective of this study was to find out the application of the term “Service Quality” and “SERVQUAL” as a model and its dimensions for measuring service quality of any subject. In addition, supplementary electronic searches were used to likely reduce the publication bias. All sources were searched after June 10, 2024. The publication sources of this study were presented in the Table 3.

The search strategy first defined the relevant literature on the basis of defining the topic/keyword/title base topic and identified sources of searched database. For the search, it has been suggested that

two more or databases should be used for systematic literature review. If only one database was used than the reliability and accuracy of literature review will be dropped (Suarez-Almazor et al., 2000). So, an identical and updated search strategy popularly known as Preferred Reporting Items for Systematic Reviews and Meta Analysis (PRISMA) was used (Moher et al., 2009; Boers, 2018; Mayo Wilson et al., 2017; Stovold et al., 2014). This protocol assesses the quality of each element of a systematic review and report their findings. The initial literature was chosen through a trial-and-error approach. The selection of paper article was based on access time, title and contents. Overall, the selection and screening (systematic review) process were presented in Figure 1.

Figure 1

The PRISMA Flow Diagram for the Process of Articles Selectin Used in the Systematic Review Study (Boers, 2018; Mayo Wilson et al., 2017; Stovold et al., 2014)

**Table 2***Data Extracted*

Extracted data	Description
Author(s)	Name of author
Publication year	The publication year of the paper
Title	The paper's title
Sources of the paper	journal
Country/area	The area where the empirical studies took place
Research methodology	Quantitative, qualitative and mix method
Research strategy	The qualitative, quantitative and survey method
Data collection	Questionnaire, interview
Purpose	The purpose of the research
Findings	The paper's findings

This table covered the characteristics of the study which was extracted from the journal articles in systematic manner. It was essential to reduce the study bias and incorporating their findings according to research protocol (Schmidt et al., 2021). Risk of bias arises at different stage of a trial. This risk of bias assessment is supported by following trial protocol, registration results and the report of journal articles (Sterne, 2019). Therefore. The NepJoL search listed journal articles were selected and minimize the study selection of risk of bias.

RESULTS

The review highlights the dimension and instrument used in quality measurement, study selection and characteristics, articles distribution in journal, sample size, data collection tools analysis methods, results and conclusion and so on.

Selection and Characteristics

There were 423 listed journals and 40404 articles recorded during the time of access. The service quality related articles were search in between January 1, 2019 to 9 June 2024 in NepJOL search engine. Among the listed journal, total 107 articles were found the topic on service quality/ SERVQUAL of various writers during the initial search. There was total 31 article papers selected through the database search during the time of access. Beside that previous and other website search as well as citation search article paper were also selected for the study. As a result, there were 31 eligible articles selected for the full text for the study. One is previous study. There was no duplication of paper due to the single database search. There were outdated (n=8) and abroad studies (n=7) paper. There was also no issue of dissertations, reports and seminar papers and not eligible situation due to other than single database papers. All the information regarding to review paper articles has been presented in the Figure 2, 3, 4 and 5 and Table 3 and 4.

Participants

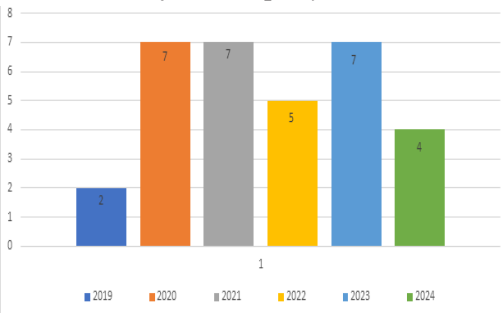
Under the systematic review, total number of 8027 participant were included. The majority of the study has been used primary sources of data collection and the participant are the final customer of bank, telecom services, hotel and restaurants. There was no clearly mentioned about male and female participator in all the study paper. While those who were mentioned were 2418 male and 1885 female participants taken as a sample. Among the systematic review paper, 3 expert, 7 stakeholder (Adhikari et al. 2023) and 20 businessmen (Bhattarai & Prompanyo, 2022) were also participating as a sample unit for contextualizing the service quality and identifying the complaining behavior of visitors in tourism sector.

Area, Field and Context of Application

The systematic review analyzed the application of service quality dimension in different field of services. The systematic analysis found that the maximum study was focused on Kathmandu valley followed by Pokhara valley and Kailali district. It was also found that some of the papers were focused on all Nepal service quality referring different fields and remaining other paper was focused on different areas: Nawalpur district, Butwal and Biratnagar. Like diverse areas of application of service quality concept, most of the papers has applied the service concept on banking sectors followed by telecommunication and cellular phone, hotel and restaurant sector, education sector, tourism sector, publication sector and online shopping. Among the journal articles, one is systematic review paper that was related to the hospital sector and other one is contextualizing the SERVQUAL instruments in tourism sector and SERVQUAL gap study in banking sector. The concept of service quality is used to measure the impact of service quality on customer satisfaction and loyalty is maximum context wise application in this study. One paper reflects the impact of service quality on purchase intention.

Figure 2

Distribution of Article per year



During the systematic review, the result

found that maximum number of journal articles were published regarding the use of term service quality or SERVQUAL in the year of 2020/2021 and 2023. Seven articles were published in each year followed by five articles in 2022. Similarly, two articles were found to be published in 2019 and four articles in 2024. For this study, different strategies were used by the researchers to collect, analyze and interpretation of data in their study and findings of their research, as Figure 3 depicted it.

Table 3

Article Distribution in Journal

Name of the journals	Number of papers
The Batuk Journal	4
Journal of Business and Social Sciences Research	2
Journal of Nepalese Business Studies	2
Contemporary Research: An Interdisciplinary Academic Journal	2
Pravaha Journal	2
Nepalese Journal of Management Research ...	1

Out of 32 journal articles, all articles were derived from journals. The majority of published articles were reviewed from Batuk journal (4 papers), followed by two each from the Journal of Nepalese Business Studies, Journal of Business and Social Sciences Research, Contemporary Research: An Interdisciplinary Academic Journal, and Pravaha Journal and remaining journals include one paper each respectively (other all single published journal list are excluded in Table 3).

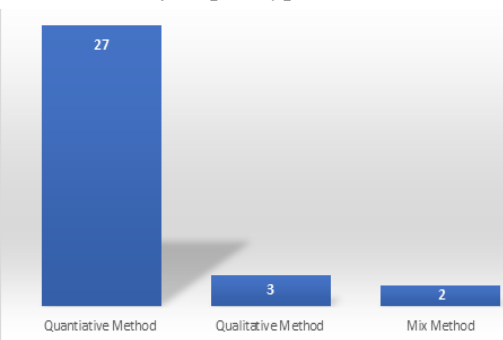
This systematic literature review has categorized the research method into quantitative, qualitative and mix method. However, the finding explored that quantitative method of research were applied in greater number. Similarly, descriptive, causal correlation and advance tool as structural equation modeling were applied as an analytical tool in those research studies.

Methodological Approach

The research method used in previous studies were found to be quantitative, qualitative and mix method. Overall research design of the research paper was based on descriptive research design followed by causal correlation and comparative research design. Some of the research design has also followed cross sectional design under descriptive research design. A few of them followed qualitative research design particularly concerned with conceptualizing the SERVQUAL model or instrumentation of the service quality concept.

Figure 3

Distribution of Paper Type

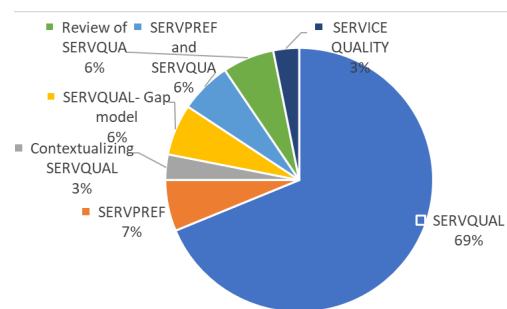


The findings regarding the methodological approaches were more concerned with sample, design, data collection and analysis. Regarding to sampling procedures of the previous research paper that the systematic review found that both probability and non-probability sampling techniques as well as mix method were used in the most of the review paper. Most of the paper has been written by using convenience sampling method followed by simple random sampling, purposive, stratified, judgmental, snowball as well as mix sampling procedures.

The term service quality is measured through primary base source than secondary base source. Therefore, most of the paper has been using structured questionnaire to collect the data and did not perform pretesting of structured questionnaire to measure the service quality in Nepalese context. A few papers adopted in-depth interview, focused group discussion and Delphi techniques to generate the objective related information from either customers or experts. Most of the previous study were related to analysis

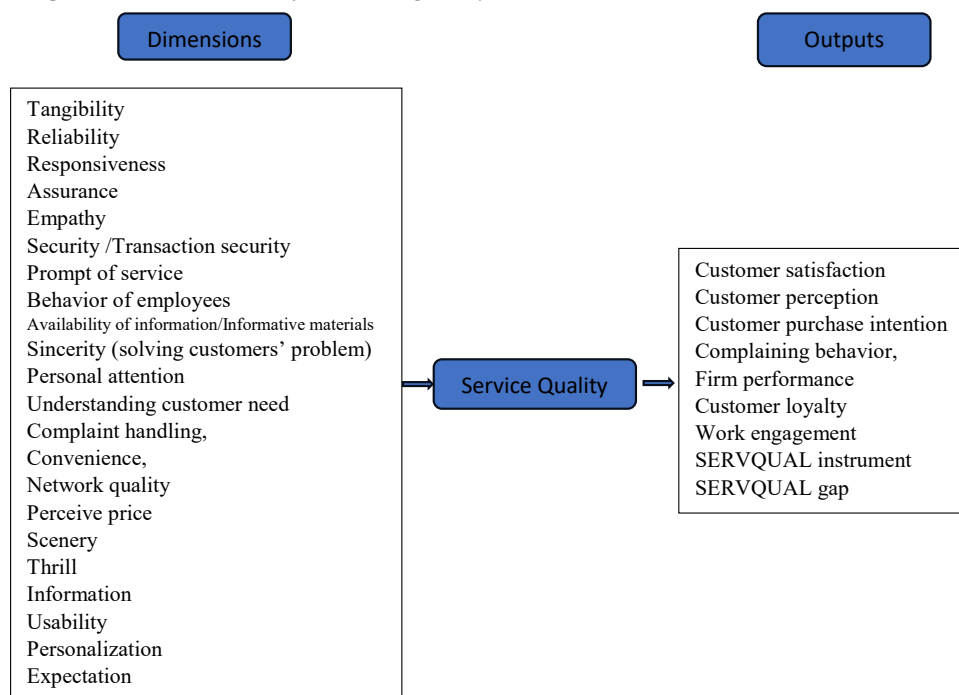
of impact of service quality to customer satisfaction or perception or purchase intention of customer. A few research papers were also found that follow narrative and content analysis.

Figure 4
SERVQUAL Model Used



There were popularly two model SERVQUAL and SERVPREF instruments which were applied to measure the service quality in the Nepalese context. These two models have been using tangibility, responsibility, reliability, empathy and assurance dimensions to measure the service quality. Figure 4 depicts it.

Figure 5
An Integrative Framework of Service Quality Dimensions



The finding of present systematic literature review regarding to the dimensions of the service quality and its outcomes are presented in Figure 5. The paper presents

the integrative service quality framework under the application of service quality or SERVQUAL dimensions used in their studies.

Table 4

The Most Frequent Dimensions in Service Quality

Dimensions	Frequency
Reliability	28
Responsiveness	28
Assurance	27
Tangibility	26
Empathy	26
Expectation	2
Security /transaction security	2
Perceive price (perceived value)	2
Availability of informative materials/ Information	2
Prompt of service	1
Behavior of employees	1
Sincerity of solving customers' problem	1
Personal attention,	1
Understanding need of the customer	1
Complaint handling	1
Convenience	1
Network quality	1
Scenery (perceived value)	1
Thrill (perceived value)	1
Usability	1
Personalization	1

The finding of present study is reported in the Table 4, which explains the most frequently used dimension as well as applied dimensions for measuring service quality. Responsibility and reliability are the most frequently used dimensions for measuring service quality in Nepalese context.

RESULTS

Among the service quality dimensions, empathy and assurance have most positive and significant impact on customer satisfaction than other factors. Reliability and responsiveness have least impact on

customer satisfaction whereas tangibility has negative impact and no relation on customer satisfaction. It concluded that in order to retain and for the higher customer satisfaction, exploratory factors should be considered (Mishra, 2020). This study of Dahal (2022) revealed that responsiveness, reliability and empathy have significant positive influence on customer loyalty whereas, assurance and tangibility have no significant relationship towards customer loyalty in public banking sector in Nepal. It concluded that finding of this study has significantly added the value to policymaker

of private and public bank in Nepal as well as in Asia in order to develop competitive strategies in banking sector. Whereas a study done by Karmacharya (2022) revealed that responsiveness, assurance and reliability are significantly positive association with the customer satisfaction. It suggested that the bank should be analyzed all the aspects of service quality. It also recommended that the banks shall adopt specific policies. It should be focused on customer desires and expectation of service characteristics by them. Likewise, a study of Rijal (2024) found that the responses towards the service quality dimensions are high. Customer feel that physical facility, location and layouts are most important determinants for customer satisfaction besides that deposit facilities, good behavior, honesty, politeness of staffs and performances as well as for customer satisfaction. Reliability is most crucial element affecting customer satisfaction. It concluded that the long-term survival of bank depends upon how well the bank offers the service quality to the customer. Assurance and responsiveness have significantly impact on customer satisfaction. Besides, the study of Subedi and Adhikari (2024) proved that structural modeling of E-banking application in service quality have strong and positive relationship of service quality dimensions. It guides the banking sector to enhance the E-banking services to maintain a high standard of service quality that increases the customer's satisfaction. Through this study, Nepalese bank can align effectively with their policies and strategies evolving the preferences of the customers in the field of E-banking.

Likewise, the study done by Shrestha (2020) discovered that the service quality dimensions like reliability, tangibility, assurance, empathy and responsiveness have positive relationship with customer satisfaction in commercial bank of Nepal. It concluded that bank should be able to satisfy the banking customer by providing superior and quality service to the customer. Another

study revealed that all the service quality dimensions are positively and significantly related with customer satisfactions except tangibility. Assurance is the most significant predictor for customer satisfaction followed by empathy, responsiveness and reliability. The study indicated that high service quality impact positively and increases the customer satisfaction. Further, researcher can conduct the mediating effect of service quality and loyalty (Joshi, 2021).

A study of Thapa (2020) revealed that there was remarkable gap in all five service quality dimensions. Empathy and assurance have more gap than other service quality dimensions. The study also found that there were no significant differences between the service quality gap on the basis of gender. This study concluded that in order to fulfill the gap, bank should identify and analyze the gap in the service delivery processes. It recommended to revise the service process design to produce positive gap in service quality. Whereas study of Joshi (2023) and Ghimire et al. (2021) revealed that higher service quality leads customer satisfaction and loyalty. There is positive relationship between the service quality, customer satisfaction and loyalty. The customer satisfaction has partial mediating role to develop the relationship between the service quality and loyalty. It concluded that bank should focus on customer satisfaction and loyalty by developing the competitive strategies.

A study has been done by Shakya and Tamang (2020) revealed that there is significant relation with empathy and work engagement but rest of the factors do not have significant relationship with work engagement. It concluded that employees' care is crucial and employers should be aware of employees' emotion. It has been shown by the relationship between empathy and work engagement.

Regarding to the study of hotel and lodge, the study found that all service quality dimensions affect to the customer satisfaction. Only tangibility has significant

relationship with customer satisfaction than other dimensions (Karki et al., 2022). Reliability is the most important component of determining repurchase intention of customer followed by other dimensions of service quality. The study concluded that high ranking service quality dimensions should be focused for better repurchase intention of customers in future (Rasaily et al. 2023). As Mahato and Goet (2020) study found that all service quality dimensions have significantly positive effect on customer satisfaction and it's with loyalty. It is also found that the customer satisfaction mediates with service quality, perceived price and loyalty. The finding revealed that there is significant relation with empathy and work engagement but not to the rest of the factors. It concluded that employees' care is crucial and employers should be aware of employees' emotion. It has been shown by the relationship between empathy and work engagement (Shakya & Tamang, 2020).

Regarding to all the study of telecommunication and cellular phone revealed that there is significantly positive effect of service quality dimensions on customer satisfaction (Thapa & Yogi, 2024; Shrestha, 2021; Sah & Pokharel, 2021; Shrestha & Ale, 2019). but one study revealed that there is moderate effect of dimension of service quality dimension on customer satisfaction. This study has been done by Goet and Kharel, (2023). The study recommended that telecom operator should be focused on the way to provide better satisfaction to the users. It concluded that there are different factors crucial to be recognized when the industry is trying to achieve customer satisfaction and to create corporate value that finally leads to customer satisfaction and loyalty.

The study has been done by Ghimire et al. (2020) revealed that patients are satisfied with service provided by private hospital in Western region of Nepal. It concluded that various factors such as nurse, doctors, reception staff and food quality of canteen

determined the quality of service. Whereas the patients have more expectation of service quality in private hospital than public hospital. The study revealed that patients received better reliability, more response, empathy and assurance from private than public hospital and focus to future study of service quality by using SERVPEFE model (Pun, 2021).

The study done by Upadhyay and Adhikari (2021) has found that all dimension of service quality has significantly positive impact on customer satisfaction. The responsiveness has a strong correlation with customer satisfaction and performance whereas, assurance showed low correlation with customer satisfaction and performance. It concluded that other variables like credibility, customer orientation and competence can be considered to measure the service quality of insurance companies.

The application of service quality dimensions is also found in the education sectors. It is done by Adhikari (2024), Shah (2023), Thapa (2022) and Paudel (2021). There is a significantly positive relationship of dimension of service quality with students' satisfaction. Empathy has significant relationship with students' satisfaction with the service provided by college. It concluded that assessing the level of satisfaction can help college management committee and employee of the college to reach the organizational success through continuous improvement of the quality of the college (Paudel, 2021) whereas a study of Thapa (2022) indicated that students' perception is positive towards service quality dimensions like reliability, assurance, responsiveness, empathy and the physical dimension as tangibility beside that all service quality dimensions are positive and significantly influence the students' perception whereas tangibility and reliability were considered strongest factors among five dimensions. It concluded that better service quality leads to more satisfaction. it is also concluded that there is low level of relationship of non-academic service quality factors to

students' satisfaction (Adhikari, 2024) and finally a study of Shah (2023) found that service quality management is poor inside the Kathmandu valley and students are not satisfied with service offered by the campuses. the study also revealed that responsiveness has strong negative impact on students' satisfaction whereas tangibility has a strong positive effect on the service quality gap compare to other dimensions. Based on the finding, it is recommended that campuses management focus on improving both responsiveness and tangible aspects to enhance overall service quality and improve students' satisfaction and perception.

The study regarding to travel and tourism by Thapa Magar and Lamichhane (2020) and Bhattarai and Prompanyo (2022). The study revealed that the perceived service quality is more important than the perceived service value for customer satisfaction to both genders. Price and thrill are important contributors for increasing perceived service value. It concluded that the satisfaction level was found as good. The further research is required to show causal relationship between the service quality and value with customer satisfaction by using other demographic variable than gender wise (Thapa Magar & Lamichhane, 2020). Nepalese tourism sector is not able to fulfill the needs of the visitor's expectations. There is significant differences between the service quality and service providers' perception in tourism services. There is little efforts to understand and not interested to provide service quality to the customer. It concluded that Nepalese tourism service must make its service friendly and make them to express their discomfort and seeking to match their expectation (Bhattarai & Prompanyo, 2022).

The study done by Bohra and Tamang (2019) revealed that customers are not satisfied with the service quality of online shopping companies. There was significant relationship between the service quality dimension except website usability, personalization and responsiveness. The

overall customer satisfaction is low. It concluded that online service providers should be reliable. Quick delivery of order goods can increase level satisfaction of customers which leads to business success.

The study done by Tamang (2022) revealed that service quality has significantly contributed to customer satisfaction. The study concluded that book shop has apply all the service quality related factor to satisfy the customer but there was still some weakness in their services like lack of training, lack of e-book, front desk staff as well online marketing. So, management should be focused on the improvement of service quality which may leads to customer satisfaction.

Adhikari et al. (2023) has contextualized the service quality dimension that is applicable in the tourist standard resort. It concluded that service quality refers to overall satisfaction of client during the stay in the resort. This conceptualization of SERVQUAL instrument can be used in another sector or context. The systematic review done by Kandu et al. (2023) identified various critical factors such as infrastructure, reliability, responsiveness, assurance, empathy and tangibility that are major service quality factors for Nepalese hospital services. The study also found that the service quality of Nepalese hospital is of moderate level. It concluded that targeted changes are necessary in Nepalese hospital services.

DISCUSSION

The existing reviews process followed the updated PRISMA procedures that specified a protocol to study the systematic review technique. Therefore, the term "Service Quality" or "SERVQUAL" was used to evaluate whether previous studies applied SERVQUAL or dimensions of service quality in Nepalese context. The most applied service quality dimension were responsibility, reliability, tangible, assurance and empathy. The responsiveness and reliability are the highest cited

dimension of service quality and significant implications for the country like Nepal. The responsiveness has played a critical role in influencing service quality (Khan et al., 2018; Darawong & Sandmaung, 2019; Cheng et al., 2018; Brusch et al., 2019; Sheng, 2019). The reliability dimension has been mentioning also highest time in service quality measurement (Suwarno, et al., 2024). It encompasses various aspects of trust, belief, delivery, timely service, maintain proper information and so on (Ahmad & Zhang, 2020; Kausik et al., 2019; Wang et al., 2021; Christobal-Fransi et al., 2019; Chiang et al., 2019; Sohn & Kim, 2020).

The results of systematic review articles indicated that at least 22 times SERVQUAL dimension have been applied to measure the service quality of different field of business. In the systematic review, there was a proof that the dimension of service quality has significant influence on customer satisfaction and loyalty. The dimensions of service quality have been applied in various sectors of businesses like bank, hotel and restaurant, tourism, telecommunication, book houses, educational sector, and so on even though a serious problem is aroused that SERVQUAL dimensions can be used and apply in every sector of business field without pretesting the instruments. Therefore, more empirical research is needed to contextualizing the instrument and to generalized the dimensions and instruments of service quality in Nepalese context.

Finally, this study has a few limitations to be address in the upcoming future studies such as relies on single database, selection of journal articles on the basis of just service quality or SERVQUAL term and particularly focused to find out the application of service quality dimension in Nepalese context only, which can create publication bias, sources of studies and time overlook bias. This study reviewed articles uploaded in between January 1, 2019 to June 9, 2034 but may overlook articles uploaded before and after

that date in NepJOL database due to lack of institutional support as well some important studies may be missed and excluded due to inclusion criteria.

Research Gap Identified

The literature review found significant research gaps in service quality studies, particularly lack of study on governmental service quality as well as fast moving consumer goods (FMCG). and gender distribution gap, and limited study on qualitative research design. There is a lack of probability sampling techniques, inadequate pretesting of questionnaire for contextualizing service quality dimensions in the Nepalese context.

Implications and Future Research Directions

This systematic review has various implications. Theoretical implication is the contribution of existing knowledge that can be used of dimension of service quality across various services field by identifying key context, concept, priorities and measurement dimensions. Methodological important provides a rigorous process employed to enhance the results reliability and validity, provide a precise framework for future study for the researchers to evaluate and measures the service quality in the field of services and well as in product by identifying the dimensions. The managerial implications contribute to manager, administrator and policy maker for prioritizing the important dimensions and improving for better service quality delivery through targeting the customers. This study has valuable insights for future research directions. The future study should be focused on more database, comprehensive key word like perception and expectation on service quality, customer satisfaction, customer perception, priorities for service quality, quality of service and so on. Moreover, applying to the specific field for measuring service quality can be the room for future study. This is the opportunities or

gap that should be addressed on future.

CONCLUSION

This review study has examined the application of service quality or SERVQUAL dimensions and instruments in the different field of business during January 2019 to June 9 2024. A comprehensive systematic review identifies the critical dimension of service quality that are applied and implemented on diverse field of business in Nepalese context. The systematic research identified the contributed service quality dimension in Nepalese context. The finding revealed that responsibility and reliability are most frequently applied dimensions of service quality followed by assurance, empathy and tangible even though other dimensions are contextualized in Nepalese context. Moreover, the previous studies of measuring service quality mostly rely on quantitative approach using convenience sampling, structure questionnaire and analysis of descriptive, correlation and regression analysis. Most of the study focuses on impact measurement of service quality in relation to customer satisfaction and loyalty. The results of this investigation have important contribution to the business manager, academicians, future researcher and policy maker. This study provides valuable insights into most important service quality dimension in the Nepalese context. In addition, researcher may be benefited from this analysis to identify the most applicable service quality dimensions in Nepalese context. Lastly, the gaps were identified in previous studies and several recommendations are given for future research.

AUTHOR CONTRIBUTORS

Amin Palikhe article extraction, introduction reviewed.

Nabin Bahadur Adhikari discussion and conclusion, reviewed manuscript.

Ganesh Prasad Niraula methodology and data presentation.

Rita Bhandari article extraction and

systematic literature re-review.

Shree ram Phuyal final revision of manuscript.

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