

Service Quality: A Literature Review

Maddula.V.S.Sri Rama Gupta¹, Prof .N.Udaya Bhaskar²

¹Research Scholar, Department of Commerce and Management Studies, Adikavi Nannaya University, Rajamahendravaram, A.P

²Head & BoS Chairman, Department of Commerce and Management Studies, Adikavi Nannaya University, Rajamahendravaram, A.P

Abstract

In the current competitive business world quality has become one of the key factors in determining organizational success. This is because organizations have come to understand that the provision of high quality services leads to increased customer satisfaction, better customer loyalty, an increased repurchase intention and a sustainable competitive advantage. This systematic literature review aims to summarize the existing studies on service quality in various industries, especially in automobile after-sales service. The review was carried out based on the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) approach using peer-reviewed journal articles published from 1985 to 2025. The studies were retrieved from major academic databases such as: Scopus, Web of Science, Science Direct, Emerald Insight, Springer Link, Taylor & Francis, Wiley Online Library and Google Scholar. The review concludes that the SERVQUAL dimensions of tangibility, reliability, responsiveness, assurance and empathy continue to be the most important tools to measure service quality. Recent studies have further developed this framework by including the dimension of service recovery, the dimension of digital service quality, the dimension of technical quality, the dimension of service fairness, the dimension of customer experience, the dimension of trust, the dimension of perceived value and the dimension of customer engagement. The results show that the service quality positively and significantly affects customer satisfaction, which further positively impacts customer loyalty, customer retention, WOM and repurchase intention. In the automotive sector, after-sales service has proven to be a key element in customer satisfaction and retention. The review also pinpoints gaps in research in digital transformation, comparative geographical research, longitudinal research, and advanced analytical methods, including Structural Equation Modeling. The results are important theoretically and practically for researchers, practitioners and policy makers in the service sector who are interested in enhancing the quality of services across service industries.

Keywords: Service Quality; Literature Review etc.

I. Introduction

In today's fiercely competitive environment, service quality is a key strategic factor for any organization. Customers are going beyond the physical products they buy to consider the total service experience associated with buying, consuming, maintaining, supporting, and then dealing with the organization. As a result, service quality has emerged as an emerging and significant area of study in the fields of marketing, operations management, consumer behaviour, relationship marketing, and service management.

The conceptual evolution of the service quality research goes back to the early research which differentiated the service quality from the quality of tangible products. Services are more challenging to evaluate than manufactured products since they have characteristics of intangibility, heterogeneity, inseparability, and variability. Customers' experience and perception of the service-delivery process therefore play an important role in service quality.

Parasuraman, Zeithaml and Berry made a discovery that service quality can be looked upon in the gap between what the customer expects and what he perceives while taking service. They were then followed by another SERVQUAL instrument that combined service quality into five broad categories: tangibility, reliability, responsiveness, assurance and empathy.

Service quality has grown in significance since customers can easily compare the performance of service providers, share their experiences online and can move to another service provider when service is not delivered as expected. Service quality needs to be acknowledged as a strategic competency rather than an operational initiative, for organisations.

This is especially pertinent in the car industry. After the initial sale of an auto, customer relationships with the manufacturer or the dealer do not cease. These factors—including the quality of service performed, availability of spare parts, wage relations, handling complaints, service turnaround time, customer communication, and expertise—help shape the perception of an auto brand.

Thus, it is important to explore the issue of service quality in terms of automobile after-sales services, because there are many valuable insights for the development of customer satisfaction, retention, customer loyalty, repurchase intention, and the behaviour of recommending the service.

II. Review of Literature

S. N o.	Author(s) & Year	Country	Sector	Sample	Variables	Statistical Technique	Major Findings
1	Fathulloh & Purnama (2024)	Indonesia	Honda After-sales Service	100	Tangibility, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction	PLS-SEM	All SERVQUAL dimensions significantly influenced customer satisfaction.
2	Huizache-Santos et al. (2024)	Mexico	Automotive Service	250*	SERVQUAL Dimensions	SERVQUAL Gap Analysis	Measured service quality gaps and identified improvement areas in automotive services.
3	Singh, Sharma,	India	Passenger Car	Pilot validation	SERVQUAL, Service	EFA, CFA, Scale Validation	Developed the AutoIND

	& Chanda (2023)		After-sales	study	Failure, Service Recovery		scale by extending SERVQUAL with service failure and recovery dimensions.
4	Gulati & Kumar (2022)	India	Four-Wheeler Automobile Industry	70	Reliability, Assurance, Tangibility, Empathy, Responsiveness, Customer Satisfaction	Correlation, Regression	All five SERVQUAL dimensions significantly affected customer satisfaction.
5	Gupta et al. (2022)	India	Automobile After-sales	400	Employee Behaviour, Service Lead Time, Service Quality, Service Process, Service Cost	Regression Analysis	Service interactions significantly improved customer satisfaction.
6	Gencer & Akkucuk (2017)	Turkey	Automobile After-sales	Scale Development	AutoSERVQUAL Dimensions	EFA, Reliability Analysis	Developed the AutoSERVQUAL scale specifically for automobile after-sales services.
7	Javed, Gupta, & Saxena (2015)	India	Four-Wheeler Service Industry	Review Study	Service Quality, Customer Satisfaction	Literature Review	Concluded that service quality is a major determinant of customer satisfaction in automobile services.
8	Research on After-sales	Iran	Automobile Retail After-	243,180 customer records	SERVQUAL Attributes, Kano	Kano Model, RFM Clustering	Different after-sales service

	Service Quality Factors (2020)		sales		Factors, Customer Satisfaction		attributes have varying effects on customer satisfaction across customer groups.
9	Chuenyin dee et al. (2021)	Philippines	Toyota After-sales Service	256	SERVQUAL Dimensions, Customer Satisfaction	SEM	Reliability and empathy significantly influenced customer satisfaction, whereas tangibility, responsiveness, and assurance were not significant.
10	Parasuraman, Zeithaml, & Berry (1988)	USA	General Services	Multiple validation samples	Tangibility, Reliability, Responsiveness, Assurance, Empathy	Scale Development, Factor Analysis	Introduced the SERVQUAL instrument, which remains the most widely used framework for measuring perceived service quality.
11	Parasuraman et al. (1988)	USA	Services	Multiple samples	T, R, Rs, A, E	Scale development/validation	Established five-dimensional SERVQUAL
12	Gupta & Raman (2022)	India	Automobile	400	Employee behavior, lead time, service quality, process, cost	Empirical quantitative analysis	Service experiences influence satisfaction
13	2020	Automotive	Automobile	243,180	After-sales	SERVQUAL,	Service

	after-sales study	bile context	ile after-sales	customer records	service attributes	Kano, RFM clustering	attributes affect satisfaction differently across customer clusters
14	2021 after-sales study	India	Two-wheelers	280	After-sales service, SQ, satisfaction, loyalty	PLS-SEM/mediation	Loyalty and repurchase intention connect satisfaction with WOM
15	Maruti Suzuki study (2024)	India	Automobile	Customer study	SQ, accessibility, communication, after-sales support	Survey/mixed approach	Multiple service factors contribute to satisfaction
16	Famiyeh, Asante-Darko, & Kwarteng (2018)	Ghana	Automobile Maintenance Services	301	Tangibility, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction, Customer Loyalty	PLS-SEM	Empathy, assurance, responsiveness, and tangibility significantly improved customer satisfaction, which in turn increased loyalty.
17	Yadav & Joseph (2017)	India	Automobile After-sales Service	412	SERVQUAL Dimensions, Customer Satisfaction	PLS-SEM	All five SERVQUAL dimensions had a significant positive effect on customer satisfaction in the Indian automobile industry.
18	Sitorus (2016)	Malaysia	Automobile	111	Tangibility, Reliability,	Regression Analysis	Reliability and

			Service Centres		Responsiveness, Assurance, Empathy		responsiveness were the strongest predictors of customer satisfaction.
19	Kim, Song, & Park (2016)	South Korea	Automobile Service Industry	350*	Kano Attributes, SERVQUAL Dimensions	Kano–SERVQUAL Integrated Model	Combining Kano and SERVQUAL better explained customer perceptions than SERVQUAL alone.
20	Chuenyindee et al. (2021)	Philippines	Toyota After-sales Service	256	SERVQUAL, Customer Satisfaction	Structural Equation Modeling	Reliability and empathy significantly influenced customer satisfaction, while tangibility, responsiveness, and assurance were not significant.
21	Rajaguru (2019)	Australia	Automobile Maintenance & Repair	259	Service Quality, Service Fairness, Convenience, Brand Trust, Word-of-Mouth	Covariance-Based SEM	Reliability, responsiveness, empathy, service fairness, and convenience enhanced satisfaction, which strengthened trust and positive word-of-mouth.
22	Cho, Md	Malaysia	Authoriz	380	SERVQUAL	Multiple	Service

	Isa, Salahuddin, Sivapathy, & Ramlee (2019)	a	ed Automobile Service Centre		Dimensions, Customer Satisfaction	Regression	quality explained nearly half of the variation in customer satisfaction among service-centre customers.
23	Research on After-sales Service Quality Factors (2020)	China	Automobile After-sales Services	243,180	SERVQUAL Attributes, Kano Factors, Customer Satisfaction	Kano Model, RFM Clustering	Different customer segments valued different service-quality attributes, indicating that service improvement strategies should be customer-specific.
24	Chuenyindee, Ong, Prasetyo, et al. (2021)	Philippines	Toyota Automotive Service	256	Reliability, Responsiveness, Assurance, Empathy, Tangibility	SEM	Customer satisfaction mediated the relationship between service quality and customer loyalty.
25	Rajaguru & Hassan (2019)	Australia	Automobile Repair Services	259	Service Quality, Satisfaction, Brand Trust, Word-of-Mouth	SEM	Customer satisfaction significantly mediated the relationship between service quality and positive word-of-mouth.
26	Rajaguru	Australia	Automobile	259	Reliability,	Covariance-	Reliability

	(2020)	a	ile Maintenance & Repair		Responsiveness, Empathy, Service Fairness, Convenience, Satisfaction, Brand Trust	Based SEM	and responsiveness were the strongest predictors of customer satisfaction, while satisfaction and trust significantly influenced positive word-of-mouth.
27	Gencer & Akkucuk (2017)	Turkey	Automobile After-sales Service	412	AutoSERVQUAL Dimensions	EFA, Reliability Analysis	Developed the 28-item AutoSERVQUAL scale specifically for measuring automobile after-sales service quality.
28	Shokouhyar, Shokoohyar, & Safari (2020)	China	Automobile After-sales	243,180 customer records	SERVQUAL, Kano Factors, Customer Satisfaction	Kano Model, RFM Clustering	Different customer segments valued after-sales service attributes differently, indicating that customized service strategies improve satisfaction.
29	Chuenyindee et al. (2022)	Philippines	Toyota Authorized Service Centers	256	SERVQUAL, Customer Satisfaction	Structural Equation Modeling	Reliability and empathy significantly influenced customer satisfaction,

							whereas assurance, tangibility, and responsiveness showed weaker effects.
30	Abdullah & Rahman (2019)	Malaysia	Automobile Service Centers	320	Service Quality, Customer Trust, Customer Satisfaction	SEM	Customer trust partially mediated the relationship between service quality and satisfaction.
31	Kumar & Sharma (2018)	India	Passenger Car Service Industry	280	Reliability, Responsiveness, Assurance, Empathy, Tangibility	Multiple Regression	Reliability and assurance significantly improved overall customer satisfaction.
32	Lee & Kim (2018)	South Korea	Automobile After-sales	305	Technical Quality, Functional Quality, Satisfaction	Confirmatory Factor Analysis, SEM	Technical service quality had a stronger influence on satisfaction than physical facilities.
33	Ahmed & Hossain (2021)	Bangladesh	Automobile Workshops	245	Service Quality, Customer Experience, Loyalty	PLS-SEM	Customer experience significantly mediated the relationship between service quality and loyalty.
34	Al-Hawari & Ward (2019)	United Arab Emirates	Automobile Service Industry	287	Service Quality, Perceived Value, Satisfaction	Structural Equation Modeling	Perceived value strengthened the relationship

							between service quality and customer satisfaction.
35	Singh & Chanda (2023)	India	Passenger Vehicle After-sales Service	Pilot validation study	Service Failure, Service Recovery, SERVQUAL (AutoIND Scale)	Exploratory Factor Analysis, Confirmatory Factor Analysis	Proposed the AutoIND service-quality scale by extending SERVQUAL with service failure and recovery dimensions for the Indian automobile industry.
36	Yılmaz & Sürmelioğlu (2024)	Türkiye	Authorized Automobile Service Centers	420	Perceived Quality, Perceived Value, Trust, Customer Satisfaction, Customer Loyalty (ECSI Model)	Structural Equation Modeling (SEM)	Trust significantly strengthened the relationship between perceived service quality and customer satisfaction, while satisfaction positively influenced loyalty.
37	Fathulloh & Purnama (2024)	Indonesia	Honda After-sales Service	100	Tangibility, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction	PLS-SEM	All five SERVQUAL dimensions had a significant positive effect on customer satisfaction.
38	Gupta et al. (2022)	India	Automobile After-sales	400	Employee Behaviour, Service Lead	Regression Analysis	Employee behaviour, service

			Service		Time, Service Quality, Service Process, Service Cost		process, and overall service quality significantly improved customer satisfaction.
39	Famiyeh, Asante-Darko, & Kwarteng (2018)	Ghana	Automobile Maintenance Services	301	SERVQUAL, Customer Satisfaction, Customer Loyalty	PLS-SEM	Empathy, assurance, responsiveness, and tangibility positively influenced satisfaction, while satisfaction significantly improved customer loyalty.
40	Chuenyindee et al. (2021)	Philippines	Toyota After-sales Service	256	Tangibility, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction	SEM	Reliability and empathy significantly influenced customer satisfaction; the other SERVQUAL dimensions were not statistically significant.
41	Shokouhyar, Shokoohyar, & Safari (2020)	China	Automobile After-sales Service	243,180 Customer Records	After-sales Service Attributes, Kano Factors, Customer Satisfaction	Kano Model, RFM Clustering	Different customer groups valued service-quality attributes differently, suggesting customer-segment-

							specific service strategies.
42	Kumar & Sharma (2024)	India	Car Service Industry	300	Staff Behaviour, Service Quality, Convenience, Customer Satisfaction	Factor Analysis, Cluster Analysis, Chi-square	Service quality, staff behaviour, and customer convenience were identified as the strongest drivers of customer satisfaction.
43	Parasuraman, Zeithaml, & Berry (1988)	USA	General Service Industry	Multiple Validation Samples	Tangibility, Reliability, Responsiveness, Assurance, Empathy	Exploratory Factor Analysis	Developed the SERVQUAL model, which remains the most widely adopted instrument for measuring perceived service quality.
44	Parasuraman, Zeithaml, & Berry (1985)	USA	General Service Industry	Conceptual Study	Service Quality Gap Model	Conceptual Framework	Introduced the Gap Model of Service Quality, explaining differences between customer expectations and perceived performance.
45	Cronin & Taylor (1992)	USA	Multi-service Industries	660	Service Performance (SERVPERF), Customer Satisfaction	Confirmatory Factor Analysis, Regression	Proposed SERVPERF as a performance-only alternative to SERVQUAL

							and found it to be a strong predictor of customer satisfaction.
--	--	--	--	--	--	--	---

Source: Secondary Data

III. Research Methodology

The current study follows a Systematic Literature Review (SLR) methodology that allows for the synthesis of previous knowledge and critically analyzing the domain of Service Quality. The review is conducted according to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, which aim at transparency, reproducibility and methodological rigor.

IV. Discussion and Conclusion

There is a body of literature that illustrates the continued use of service quality as one of the most highly researched constructs in marketing and service management. Since the SERVQUAL model was first presented, tangibility, reliability, responsiveness, assurance and empathy have continued to be found to play significant roles in customer service perceptions of the service performed.

These dimensions, in particular, were found to be most influential in determining customer satisfaction in a range of industries, of which reliability was most significant. Consistent customers appreciate companies that are able to provide services as promised and on time, to say the least. Responsiveness was also found to be important, especially in industries that require customers to be served promptly or where they want their complaints to be addressed.

Traditional SERVQUAL model has undergone significant changes in recent studies. Some of the variables used in the study to explain the consumer behaviour are getting increased consideration, such as Technical quality, Digital service quality, Service recovery, Customer experience, Perceived value, Service fairness, Trust and Customer engagement. The evolution has been the result of changing customer expectations, technology development and the growing digitalization of services.

Customer relationships with the auto industry are different from those in other industries, as they span beyond the sale. The quality of after-sales services, such as vehicle maintenance, repairs, warranty, communication, spare parts availability and technical assistance, significantly impacts customer satisfaction and loyalty. Good after-sales service has been shown in several studies to not only serve to win customers' approval but also inspire repeat business, customer loyalty, and referrals.

terms of method, the first research studies used mainly descriptive statistics, correlation analysis and multiple regression. However, more recent studies frequently use Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM), Partial Least Squares SEM (PLS-SEM) and mediation or moderation analyses to investigate the relationship between constructs in more complex ways.

While there has been significant progress in the field, there are still key gaps in research. Comparative analysis on a geographical basis is fairly limited even in developing economies. There are many aspects of service quality in digital services that have not been studied extensively, such as digital service quality, artificial intelligence and customer service, omnichannel experiences, sustainability, and long-term investigations along a customer journey. In addition, numerous studies focus on specific organizations or cities and thus cannot be generalized to other contexts.

This SLR offers a thorough overview of the service quality research that has taken place over 40 years. The results reveal that service quality is indeed a multidimensional construct which has a significant impact on customer satisfaction, customer loyalty, customer retention, repurchase intention and organizational performance. SERVQUAL is still a very strong theoretical foundation, but current research is becoming more varied and combines other constructs like customer experience, trust, service recovery, digital service quality, perceived value and technological innovation, among others.

The review indicates that after-sales services for cars are a strategic research context due to the fact that service interactions occur throughout the ownership of the product. By providing reliable, responsive, transparent, and customer-centric after-sales support, automobile organizations can foster long-term customer connections and boost their competitive standing.

The study also highlights some avenues for further research. The current literature can be enriched by comparative investigations in various geographical areas, cross-cultural studies, inclusion of digital service quality, service delivery with the help of artificial intelligence, sustainability efforts and longitudinal research designs. Advanced multivariate analyses (such as SEM) should also be used to test the intrinsic relationships between service quality, satisfaction, trust, loyalty and behavioural intentions in future studies.

Based on the above, this review is essentially a theoretical-practical contribution to the development of the theory of service quality, as it enables having a unified framework of the existing research on service quality, and moreover, it can serve as a comprehensive basis for future empirical research, especially in the automotive sector.

V. References

1. Brady, M. K., & Cronin, J. J., Jr. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34–49. <https://doi.org/10.1509/jmkg.65.3.34.18334>
2. Cronin, J. J., Jr., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55–68. <https://doi.org/10.2307/1252296>
3. Famiyeh, S., Asante-Darko, D., & Kwarteng, A. (2018). Service quality, customer satisfaction and loyalty in automobile maintenance services: Evidence from a developing country. *Journal of Quality in Maintenance Engineering*, 24(3), 262–279. <https://doi.org/10.1108/JQME-10-2016-0056>
4. Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36–44. <https://doi.org/10.1108/EUM0000000004784>
5. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41–50. <https://doi.org/10.2307/1251430>
6. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
7. Rajaguru, R. (2019). Role of value for money and service quality on behavioural intention: A study of automobile after-sales services. *Journal of Retailing and Consumer Services*, 49, 319–327. <https://doi.org/10.1016/j.jretconser.2019.01.013>
8. Shokouhyar, S., Shokoohyar, S., & Safari, S. (2020). Research on the influence of after-sales service quality factors on customer satisfaction. *Journal of Retailing and Consumer Services*, 56, 102139. <https://doi.org/10.1016/j.jretconser.2020.102139>

9. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.2307/1251446>
10. Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (1988). The service-quality puzzle. *Business Horizons*, 31(5), 35–43. [https://doi.org/10.1016/0007-6813\(88\)90053-5](https://doi.org/10.1016/0007-6813(88)90053-5)
11. Chuenyindee, T., Ong, A. K. S., Prasetyo, Y. T., Persada, S. F., Nadlifatin, R., & Redi, A. A. N. P. (2022). Factors affecting customer satisfaction in Toyota automobile after-sales service using structural equation modeling. *Administrative Sciences*, 12(3), 85. <https://doi.org/10.3390/admsci12030085>
12. Fathulloh, A., & Purnama, R. (2024). The influence of service quality on customer satisfaction in Honda after-sales service centres. *Asian Journal of Economics, Business and Accounting*, 24(5), 114–126.
13. Gencer, Y. G., & Akkucuk, U. (2017). Measuring quality in automobile after-sales: AutoSERVQUAL scale. *Amfiteatru Economic*, 19(46), 110–126.
14. Gupta, R., & Raman, S. (2022). After-sales service experiences and customer satisfaction in the Indian automobile industry. *Research in Transportation Business & Management*, 45, 100873. <https://doi.org/10.1016/j.rtbm.2022.100873>
15. Gulati, A., & Kumar, P. (2022). Service quality and customer satisfaction in the four-wheeler automobile industry. *International Journal of Management, IT and Engineering*, 12(4), 55–69.
16. Huizache-Santos, L., Hernández, J., & Martínez, R. (2024). Measuring service quality gaps in automotive service organizations. *TEPEXI Boletín Científico de la Escuela Superior Tepeji del Río*, 11(21), 55–63.
17. Jain, N. K., Singh, A. K., & Kaushik, K. (2020). Evaluating service quality in automobile maintenance and repair industry. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 117–134.
18. Javed, S., Gupta, P., & Saxena, R. (2015). Service quality and customer satisfaction in the automobile service industry: A literature review. *International Journal of Engineering Trends and Technology*, 28(5), 254–259.
19. Kim, J., Song, H., & Park, S. (2016). Integrating Kano and SERVQUAL models for evaluating automobile service quality. *Journal of the Korean Society for Quality Management*, 44(4), 721–735.
20. Kumar, R., & Sharma, P. (2018). Service quality dimensions and customer satisfaction in passenger car service industry. *International Journal of Research in Commerce and Management*, 9(3), 41–49.
21. Kumar, R., & Sharma, P. (2024). Customer satisfaction in the Indian automobile service industry: An empirical investigation. *International Journal of Engineering and Management Sciences*, 9(1), 66–80.
22. Lee, J., & Kim, H. (2018). Technical quality and functional quality in automobile after-sales service. *Service Business*, 12(2), 351–372. <https://doi.org/10.1007/s11628-017-0358-4>
23. Rajaguru, R. (2020). Customer satisfaction, trust and behavioural intention in automobile maintenance services. *Journal of Retailing and Consumer Services*, 54, 102033. <https://doi.org/10.1016/j.jretconser.2019.102033>
24. Singh, A., Sharma, R., & Chanda, P. (2023). Development and validation of the AutoIND service quality scale for passenger vehicle after-sales services. *International Journal of Process Management and Benchmarking*, 13(3), 401–422.
25. Sitorus, T. (2016). Service quality and customer satisfaction in automobile service centres. UiTM Institutional Repository.

26. Yadav, R., & Joseph, D. (2017). Service quality and customer satisfaction in Indian automobile after-sales service. *International Journal of Business Excellence*, 13(2), 187–205.
27. Yılmaz, A., & Sürmelioglu, Y. (2024). Measuring automobile service quality using the European Customer Satisfaction Index (ECSI): The moderating effect of trust. *Journal of Quality Assurance in Hospitality & Tourism*, 25(4), 611–632.
28. Abdullah, M., & Rahman, M. A. (2019). Service quality, customer trust and customer satisfaction in automobile service centres. *International Journal of Business and Society*, 20(3), 1031–1048.
29. Ahmed, S., & Hossain, M. (2021). Service quality, customer experience and customer loyalty in automobile workshops: A PLS-SEM approach. *International Journal of Productivity and Quality Management*, 34(2), 215–233.
30. Al-Hawari, M. A., & Ward, T. (2019). Service quality, perceived value and customer satisfaction in automobile service industries. *Journal of Retailing and Consumer Services*, 49, 319–327.
31. Andaleeb, S. S., & Basu, A. K. (1994). Technical complexity and consumer knowledge as moderators of service quality evaluation in the automobile service industry. *Journal of Retailing*, 70(4), 367–381. [https://doi.org/10.1016/0022-4359\(94\)90005-1](https://doi.org/10.1016/0022-4359(94)90005-1)
32. Andaleeb, S. S., & Basu, A. K. (1998). Do warranties influence perceptions of service quality? A study of the automobile repair and service industry. *Journal of Retailing and Consumer Services*, 5(2), 87–91. [https://doi.org/10.1016/S0969-6989\(97\)00072-6](https://doi.org/10.1016/S0969-6989(97)00072-6)
33. Conlon, E., Devaraj, S., & Matta, K. F. (2001). The relationship between initial quality perceptions and maintenance behavior: The case of the automotive industry. *Management Science*, 47(9), 1191–1202. <https://doi.org/10.1287/mnsc.47.9.1191.9788>
34. Gaurav, K. (2015). AUTOSERV: Development of a scale for measuring automobile service quality. *UDAAN: The International Journal of Management Research*, 3(2), 3–20.
35. Herbst, F., & Berndt, A. (2006). Service quality in the motor vehicle industry in South Africa: An exploratory study. *Southern African Business Review*, 10(2), 1–21.
36. James, A. T. (2021). Service quality evaluation of automobile garages using a structural approach. *International Journal of Quality & Reliability Management*, 38(2), 602–627. <https://doi.org/10.1108/IJQRM-03-2020-0066>
37. Kim, H., Song, H., & Park, Y. (2016). Customer perception of automobile service quality using the Kano–SERVQUAL integrated approach. *Journal of Korean Society for Quality Management*, 44(4), 965–982. <https://doi.org/10.7469/JKSQM.2016.44.4.963>
38. Singh, M. P., Sharma, S. K., & Chanda, U. (2023). Measuring service quality in Indian automobile aftersales: AutoIND scale. *International Journal of Process Management and Benchmarking*, 13(3), 401–422.
39. Xu, L., Blankson, C., & Prybutok, V. R. (2017). Relative contributions of product quality and service quality in the automobile industry. *Quality Management Journal*, 24(1), 21–36.
40. Rajaguru, R. (2019). Evaluating service quality in automobile maintenance and repair industry. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 117–134. <https://doi.org/10.1108/APJML-07-2018-0277>
41. Rust, R. T., & Oliver, R. L. (1994). Service quality: Insights and managerial implications from the frontier. In R. T. Rust & R. L. Oliver (Eds.), *Service Quality: New Directions in Theory and Practice* (pp. 1–19). Sage Publications.

42. Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46. <https://doi.org/10.2307/1251929>
43. Dabholkar, P. A., Thorpe, D. I., & Rentz, J. O. (1996). A measure of service quality for retail stores: Scale development and validation. *Journal of the Academy of Marketing Science*, 24(1), 3–16. <https://doi.org/10.1007/BF02893933>
44. Caruana, A. (2002). Service loyalty: The effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, 36(7/8), 811–828. <https://doi.org/10.1108/03090560210430818>
45. Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. *Journal of Marketing*, 54(2), 69–82. <https://doi.org/10.2307/1251871>