Total Quality Management, 2024
Vol. 35, No. 10, 1124–1166, https://doi.org/10.1080/14783363.2024.2357805

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REVIEW ARTICLE

A comprehensive analysis of service quality: a systematic literature review

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Purpose: The goal of this research is to provide researchers with a comprehensive literature review while demonstrating how service quality (SQ) led to the development of viable research avenues for future analysis and research.
Research Methodology: In this study, the review protocol PRISMA approach and meta-literature review are used to analyse the relevant literature using the Scopus database from 1984 to 2023. This analysis takes into account top authors, top keywords by using Publish or Perish and page rank analysis by using Gephi software. Second, the VOS viewer is employed to engage in co-citation analysis and keyword co-occurrence analysis aiding in uncovering the core literature and research within this area of study.
Findings: Initially, analysis reveals that the number of publications follows a general upward trend. Top authors and SQ keywords were identified in the most-cited papers in the Scopus database. The United States, followed by India, Hong Kong, Jordan, and the Philippines, published most of these papers. This study critically analysed data characteristics, labels, measures objectives and key findings of SQ top-cited papers. In addition, this paper provides additional details regarding the evolution of the research topic's trends and offers insights into future research directions. Finally, this study additionally elaborated key results of 88 top-cited papers.
Implications: The paper demonstrates that SQ is a topic when taken as a whole, is both relevant and emerging and it necessitates future research about the skills of business, management and accounting professionals, as well as their activities and how their customers perceive quality in an environment that is subject to continuous change.
Originality: This is the first study to analyse and review relevant research on service quality using the review protocol PRISMA and meta-literature review. This is helpful for researchers since it allows them to easily grasp its development and trend. This evaluation indicates potential paths for future research and acts as a valuable reference for additional investigation.

Keywords: service quality; systematic literature review; meta-literature review; VOS viewer

1. Introduction

The statement 'we live in a changing society' has never been more accurate than now. The shift from a linear to a circular economy has put existing production and consumption patterns under pressure to adapt to new requirements and demands. This development may be

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seen in wholly new startup companies as well as proven business models altered by existing organisations, both of which aspire to capitalise on possibilities while being socially and ecologically responsible (Rohn & Nylund, 2018). The expansion of the sharing economy throughout several industries indicates worldwide transformations in consumer expectations, beliefs, behaviours, and lifestyles. Consequently, service quality is critical in the management of customer satisfaction (Park et al., 2023).

The service quality in the sharing economy is generating a lot of attention (see Figure 1). In its early stages, the emphasis was on the extent to which new entrant sharing economy actors were putting existing incumbent enterprises in jeopardy and challenging them (Kraus et al., 2020), with complexities on ethical, economic, social, and legal grounds. Consumers in the sharing economy also have responsibilities that enterprises have historically filled, such as generating and providing value to customers and society at large, quality control, interpersonal interaction, and promotion. In addition, customer satisfaction measurements are also recognised as an important indicator for future financial importance and are the non-financial performance indicator (Hallencreutz & Parmler, 2021). Companies in the new context, unlike conventional enterprises, find it difficult to monitor product or service quality and ensure consistency in quality (Eckhardt et al., 2019). Based on the industry, keeping high-quality services might be difficult (Su et al., 2019), but good service is a decisive factor in obtaining customer repurchases and recommendations (Chang et al., 2021). Also, managers believe that improving service quality management effectiveness can increase the firms' competitiveness and performance (Lin et al., 2023).

Service quality is a key component of company success and customer loyalty in both conventional and online environments (Zuo et al., 2019). Since the initial research of Parasuraman et al. (1988), service quality has been extensively researched in conventional settings, with incremental modifications and expansions to various (particularly online, web-based, and pure service) contexts. In contrast to the conventional economy, service quality has several peculiar characteristics that make it a unique environment to investigate perceived service quality.

At least four major arguments support this contention. First, new settings introduce previously unknown and, therefore unexplored and thus disregarded factors, calling into doubt the conceptual replicability and application of current measurement frameworks.

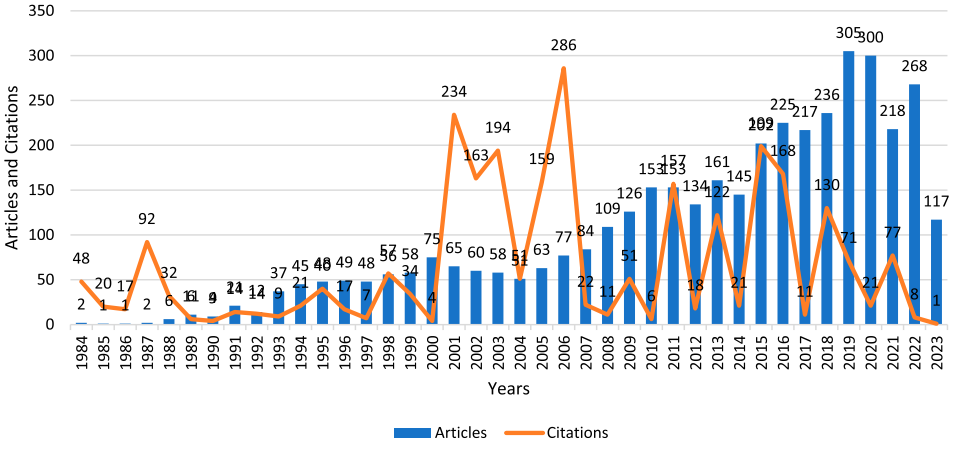


Figure 1. Publication Trend from 1984 to 2023.
Source: Scopus database.

Second, the variety of players, intermediaries, and configuration of the actor-network, as well as the nature and extent of the relationships required in a sharing economy (SE) transaction, are so complex that careful examination and breaking down of the international notion of service quality is required, with careful consideration given to phases (such as antecedents, decisions, and outcomes) and perspectives (the user's, the provider's, and the platform's). The third contention pertains to the prevailing position of hybrid business models that incorporate online and offline settings, as well as competent and unprofessional services as operational principles at the core of sharing economy players, which adds complexity as well as arguments for paying special attention when analysing, interpreting, and comprehending the service quality construct in sharing economy environments. This perspective has further consequences for how value is presented by sharing economy platforms and co-created by SE users (Zhang et al., 2019), how confidence in the platform and among SE users is built (Ter Huurne et al., 2017), and how quality may be strengthened (Zuo et al., 2019). Lastly, not only are the dimensions of perceived quality different from those in traditional settings (Marimon et al., 2019) but there are significant differences between numerous processes that influence and shape service perception as a component of the sharing experience.

Comprehensive research may propel current endeavours into a new level of growth. The present study highlights the current status of service quality, offering further evidence and recommendations for future research. Bibliometric citation analysis (Helbing, 2019; Zhang et al., 2019) and content analysis (Garner et al., 2016; Vigne et al., 2017) were used to capture the abundance of service quality. This analysis summarises the important articles' data sources, methodologies, and their contents. Top authors, major study fields, articles/topics, and networks have also been identified. Finally, compelling future research topics for further investigation are presented (see Table 8).

As a consequence, the current work contributes significantly to the academic debate on this subject. To maximise the benefit of the researchers' understanding, this is the first effort to organise research on service quality by providing a framework for identifying the primary study topics through an input-process-output model grouped across many dimensions. Determining various kinds of analysis (i.e. co-citation, co-authorship, cartography, and content analysis) contributes specifically to the literature on service quality, as does describing the phenomenon along the service quality (i.e. antecedents, process, and outcomes). From an alternate viewpoint, the paper makes an important theoretical addition to the literature by connecting the gap among research on service quality and providing a new perspective on the subject by illuminating why firms pursue service quality strategies. In addition, the theoretical contribution emphasises the potential of the thematic map to give a comprehensive framework to help academics understand the connections among significant variables in service quality and the theories necessary to analyse them. Based on this, the current study identifies key gaps and offers various research avenues to pursue. The current study's findings have practical implications as well since they could be used as a starting point for future policy initiatives focused on identifying characteristics that might help service quality implement sustainable practices.

1.1. *Highlight gaps in the body of extant research on service quality*

A systematic literature review paper becomes useful when an overarching appears across existing studies and enables a scholar to determine critical gaps e.g. critical research questions which have yet to be addressed, critical unforeseen circumstances for which previous

study has not accounted (see Appendix Table A1 and Table A2) that impede ongoing advancement in comprehending the phenomena.

Therefore, the following research questions have been raised in the present study to answer: (1) What are the major research streams in the literature on service quality? (2) What are the key elements of the service quality? and (3) What are the topic's future research questions? This analysis summarises the important articles' data sources, methodologies, and their contents. This analysis summarises the important articles' data sources, methodologies, and their contents. Top authors, major study fields, articles/topics, and networks have also been identified (see Figures 3–5). Finally, compelling future research topics for further investigation are presented (see Table 8).

One caveat: just recognising a gap does not guarantee that it is significant. For instance, following multiple investigations that have frequently replicated a phenomenon, the fact that no one has examined the phenomenon in a specific industry, country, or method is only significant if the study can build a persuasive argument that received knowledge from previous studies may not hold in the new context (see Table 6 and Table 7).

2. Research methodology

The research methodology is divided into two major sections: the review protocol and the meta-literature review. The review procedure is segmented into four specific sections, including the review protocol (PRISMA), the formulation of the research question (PICo), systematic search strategies, and the combined data abstraction along with analysis.

2.1. *The Review Protocol – PRISMA*

Following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) standards allowed for completing a systematic review of the relevant body of literature (Ikram & Kenayathulla, 2023; Rethlefsen et al., 2021). These recommendations show review authors what to include, helping evaluate review quality. Although PRISMA's primary concentration is on conducting systematic reviews of randomised trials, it remains applicable for conducting other types of systematic reviews (Moher et al., 2009). Sierra-Correa and Cantera Kintz (2015) listed some PRISMA benefits: It categorises exclusion and inclusion standards, identifies clear research topics, and quickly analyses literature from an extensive database. The PRISMA statement enables a thorough search for the term service quality in the business domain which is this study's subject (Page et al., 2021). Therefore, this methodology can be used to investigate the service quality.

2.2. *Formulation of research question*

This study's research topic was formulated using PICo. In the realm of systematic reviews, the PICo tool has been uniquely developed to assist and guide researchers in the creation of a suitable research topic (Dhir & Gupta, 2021). This tool uses the following criteria: Interest, Context, and Population/Problem. In this systematic review, the criteria articles (Population), service quality (Interest), and business domain (Context) guided the authors to their research question.

2.3. *Systematic search strategies*

Identification, screening, and eligibility are the three primary phases that make up the process of using a systematic search approach.

2.3.1. *Identification*

In the context of this particular inquiry, a significant number of articles that may be applicable were opted for. The selection procedure consisted of three steps. In the first stage, keywords were identified, and then a search for related terms and synonyms from various vocabularies and previous research was conducted (Ikram & Kenayathulla, 2022). The authors employed these keywords to create a comprehensive search query within the Scopus database. Scopus is one of the most widely used databases in the world (Mehmood et al., 2022). The reason for this is its multidisciplinary orientation and a mechanism to guarantee the quality of its included articles, making it well-suited for a systematic literature review. A database (Table 1) containing articles with the most relevant keyword was compiled using the Scopus search query in May 2023. During the initial phase of the systematic review procedure, the authors retrieved 9706 articles from the Scopus database Table 2.

2.3.2. *Screening*

The goal of the screening stage was to get rid of unrelated articles (Ikram et al., 2021; Mehmood et al., 2022). The type of literature was the initial criterion for screening. The authors directed their efforts toward research articles in scholarly journals, as they are rich sources of empirical data and represent primary information. This led to the exclusion of publications such as systematic reviews, meta-analyses, critical reviews, novels, book chapters, book series, and conference papers. In addition, only articles from business, management, and accounting were considered for this review. Accordingly, 5696 documents were excluded based on these criteria (Table 3).

2.3.3. *Eligibility*

The remaining 4010 studies were narrowed down even further during the third step of the selection process. To meet the study's objectives and ensure alignment with the research criteria, a comprehensive examination of the articles' titles, abstracts, and primary content was carried out. After the eligibility screening, only the most-cited articles remained for analysis (see Figure 2).

2.4. *Data abstraction and analysis*

Within this investigation, an integrative review strategy was adopted, which entailed the fusion of analyses and syntheses through the utilisation of multiple research designs such as quantitative, qualitative, and mixed methods (Chatterjee et al., 2023). According to Whittemore and Knafl (2005), this can be performed by converting one sort of data into another. Specifically, this can be done by either qualitizing quantitative research or quantising qualitative studies. This research aimed to combine a review of qualitative studies with a review of quantitative studies.

2.5. *Meta-Literature review*

The term 'meta-analysis' was coined by Glass (1976) to refer to 'the analysis of analysis.' Five phases of numerous testing comprised the meta-literature review: (1) recognising the key elements within the literature, (2) co-citation, (3) co-authorship, (4) cartography, and (5) content analysis. In accordance with the research carried out by Apriliyanti and Alon

Table 1. List of Previously Published Literature Review.

Citation	Author	Contribution	Methodology	Findings
1572	Zeithaml et al. (2002)	This article reviews and synthesises the literature on website-delivered service quality.	Review paper	e-SQ is a multifaceted entity however its content differs across investigations.
518	Seth et al. (2005)	This paper explores new directions in service quality research.	Literature review	The review of various service quality models revealed that the service quality outcome and measurement are dependent on the type of service setting, situation, time, need, etc.
495	Asubonteng et al. (1996)	Service quality, reliability, and validity of SERVQUAL measures are defined and measured in this paper.	Review paper	The most popular measure, SERVQUAL, subtracts subjects' service expectations from service delivery for specific items.
337	Yang and Fang (2004)	Service quality and customer satisfaction in online securities brokerage services are the focus of this study.	Literature review	Online customer satisfaction, except for ease of use, is strongly comparable to traditional services, while dissatisfaction is linked to information systems quality.
302	Ghobadian et al. (1994)	This article discusses 'service quality' and numerous 'service quality improvement' models.	Literature review	The gap analysis model has greater applicability than the other discussed models.
263	Sousa and Voss (2006)	Virtual, physical, and integration quality are distinguished in the article's multichannel service quality framework.	Literature review	Integrating quality into service quality is an important factor.
242	Ladhari (2008)	Besides SERVQUAL, this study compares many service-quality measuring models.	Literature review	The study found flaws in some alternative service-quality measures, but these flaws do not invalidate the scales.
221	Lassar et al. (2000)	Examines service quality's impact on customer satisfaction using two methods: SERVQUAL and Technical/Functional Quality.	Literature review	The earliest customer satisfaction models show similar impacts on overall satisfaction and technical satisfaction. The functional, technical and empathy-based components of service quality positively affected both dependent variables.

(*Continued*)

Table 1. Continued.

Citation	Author	Contribution	Methodology	Findings
137	Robinson (1999)	This paper reviews the debate on six key issues: measurement instrument's purpose, definition of service quality, models for measuring service quality, dimensionality of service quality, expectations, and instrument's format.	Literature review	In the service quality measurement debate, the results showed many points of disagreement.
80	Mardani et al. (2015)	This paper reviews multiple-criteria decision-making (MCDM) methods for service quality assessment.	Systematic literature review	This survey found that 2011 had the most MCDM papers. Analytic hierarchy process (AHP) and fuzzy AHP approaches were the most popular integrated methodologies.
79	Sultan and Wong (2010)	This study explores higher education service quality antecedents, dimensions, and effects.	Review paper	Five critical higher education service quality research agendas are identified in the paper.
73	Worsfold (1999)	Hotel and catering HRM is compared to other industries, particularly small to medium-sized ones.	Review paper	Service quality measures performance. HRM factors affect service quality.
58	Tsitskari et al. (2006)	This paper reviews sport-service quality evaluation literature.	Review paper	The results showed that the evaluation of the quality of sports and recreation organisations and installation services is multi-dimensional.
51	Mukherjee and Nath (2005)	Service quality is measured using gap models in marketing literature.	Review paper	Alternatives to the gap model from interdisciplinary literature provide equally good measurement with greater applicability under certain conditions.
47	Silvestro (1998)	This paper compares and integrates perspectives on manufacturing and service TQM.	Review paper	This research proposes some asymmetries between manufacturing TQM and service quality management literature.
47	Lai et al. (2018)	This work applies an online PFNET technique to a systematic literature review, presents a well-researched list of references for service quality researchers, and identifies research gaps.	Systematic literature review	The study identifies 17 research themes: two main themes, seven sub-stems, six outer-leaves, and two little-leaves.

(*Continued*)

Table 1. Continued.

Citation	Author	Contribution	Methodology	Findings
46	Rhoades and Waguespack (2008)	Airline reliability and timeliness are crucial to the transportation sector. Understanding service problems can help airlines and governments make process and infrastructure decisions.	Review paper	Amid economic downturns, airlines trim their flight schedules, leading to improved on-time arrivals and fewer customer complaints, incidents of denied boardings, and mishandled baggage.
39	Sangeetha and Mahalingam (2011)	The cultural and country contexts affect the relevance and importance of the dimensions which have been highlighted.	Literature review	The similarities in the underlying dimensions of various banking service quality models suggest that service quality may be universal.
38	Alzaydi et al. (2018)	This article examines how customer co-production affects service quality.	Literature review	The review shows that service delivery is complex and difficult, especially given the services' unique characteristics and high customer involvement in their creation.
32	Kalia (2017)	This paper analyses online retail service quality scale development studies.	Literature review	Highlights research and sampling methods, survey administration, item generation and purification, dimensionality, reliability, and validity assessment.
29	Barrutia and Gilsanz (2009)	The authors identify e-SQ study gaps and suggest future research.	Literature review	Market research must develop new conceptualisation and assessment approaches for e-SQ to effectively manage it.
27	Sherden (1988)	The paper explained different ways to gain service quality.	Concept paper	Findings described service quality, quality control and competition.
23	Roy et al. (2015)	The paper's contribution is a deeper knowledge of perceived service quality, which could benefit academics and industry.	Systematic literature review	This systematic review highlights major research streams, highlights issues and debates within each stream, and tracks conceptualisation and measurement developments.
11	Biscaia et al. (2021)	This study examines service quality assessment, viewers' perceived value, satisfaction, and behavioural intentions, and culture and sports settings as moderators.	Meta-analytic review	Functional and aesthetic quality moderated perceived value and had a slight effect on satisfaction and behavioural intentions.

(*Continued*)

Table 1. Continued.

Citation	Author	Contribution	Methodology	Findings
9	Abd-Elrahman et al. (2020)	The reported study describes and contrasts a large number of SQ measurement constructs and highlights the usage of dimensions.	Critical review	The commonalities in the underlying characteristics presented in different telecoms SQ models suggest that SQ may have some universal aspects.
7	Upadhyai et al. (2020)	The study summarises extensive knowledge base on healthcare service quality, its determinants, and measuring methodologies.	Literature review	Despite being a professional service, user-defined service quality dominates health care.
4	Azzari et al. (2021)	This paper contributes to the ongoing debate about how competition, technology and innovation are changing the landscape for accounting and auditing services providers.	SLR and bibliometric	Most papers were published in services and marketing journals, according to bibliometrics. Accounting service quality has rarely been studied.
3	Chen et al. (2021)	This study discussed the evolution of quality from quality control to quality management and service quality.	Bibliometric analysis	During the analysed period, research papers on 'essentials/enablers,' 'methods and techniques,' and 'effects/results' have continuously increased, while 'frameworks/ models' and 'culture/ characteristic' have somewhat dropped.

Table 2. The Search String.

Database	Search String
Scopus	'Service quality'

Table 3. The Exclusion and Inclusion Criteria.

Criterion	Eligibility	Exclusion
Type of literature	Journal (research articles)	Journals (review), book, book chapters, book series, conference proceedings
Subject area	Business, management and accounting	Non-business, management and accounting

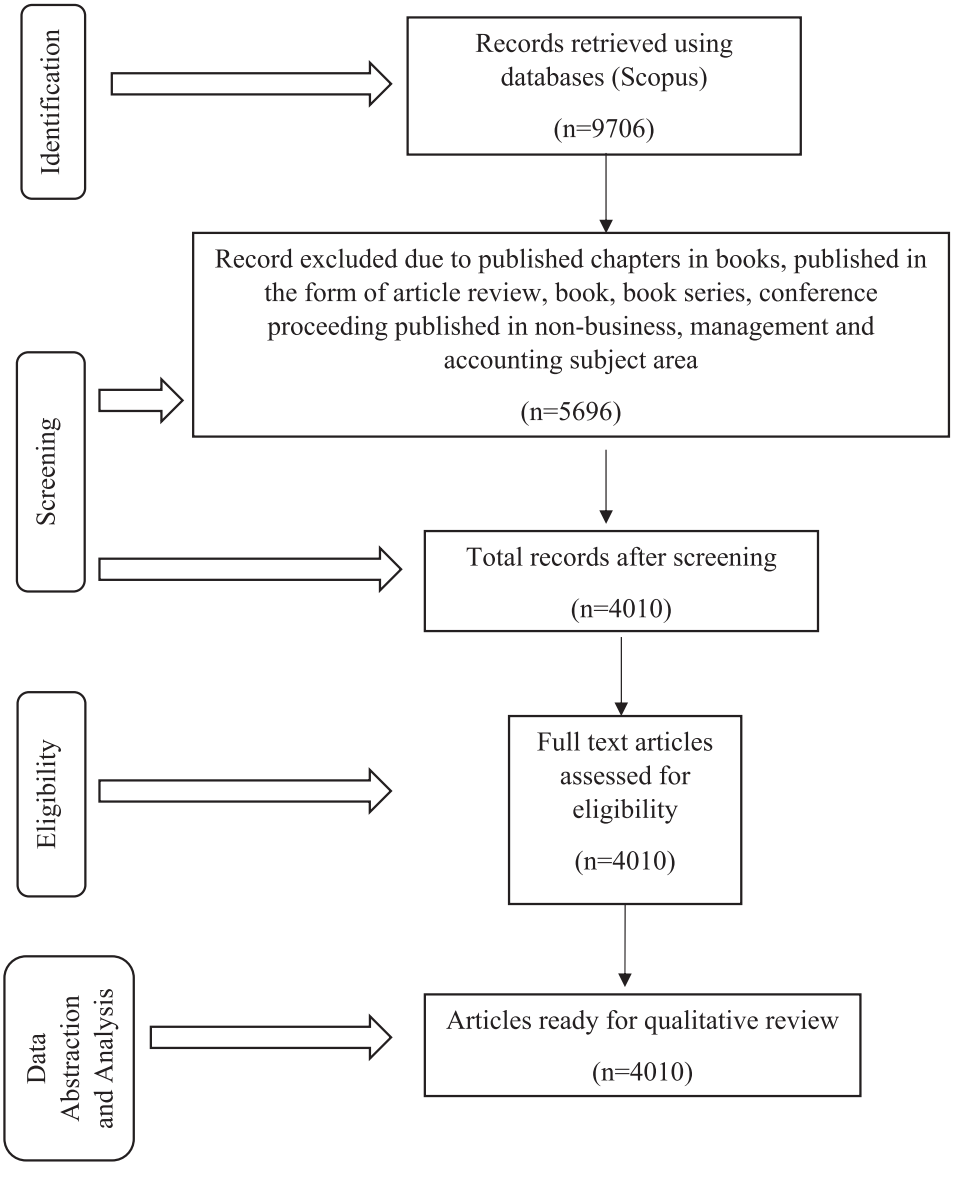


Figure 2. Flow Diagram of the Study.
Source: Ikram et al. (2021).

(2017), Fetscherin and Heinrich (2015) and Zamore et al. (2018), the primary dataset is designed for quantitative appraisal through bibliometric citation analysis, whereas the secondary dataset facilitates qualitative evaluation through content analysis. Publish or Perish along with VOS viewer were utilised for the bibliometric citation. The input and output of Publish or Perish software consisted solely of Scopus' bibliometric data. As per the insights of Van Eck and Waltman (2010), the VOS viewer is known for its effectiveness and relies on a distance-centric mapping technique for visualising elements. The following section will go into greater depth about each analysis.

Stage 1. Identification of the influential aspects of the service quality literature

Using Publish or Perish, a citation analysis was carried out to determine the most influential components of the service quality literature (Zakaria et al., 2020). There are 159172 citations in the 4010 Scopus papers by 161 authors in 160 journals. Top authors, highly cited publications, and top keywords are only some of the influential features of the service quality literature that can be uncovered using this software.

Stage 2. Co-citation analysis

Articles are co-cited based on their respective citation data. Alon et al. (2018) note that co-citation differs from the simple citation count. Using the VOS viewer software and the bibliometric co-citation method, this research found networks of related articles and authors with similar research interests and methods Van Eck and Waltman (2014). The co-citation analysis determined which research streams or clusters can be found in the literature (see Figure 3).

Stage 3. Co-authorship analysis

To establish the co-authorship network, the recommendations from Liu et al. (2005) and Piette and Ross (1992) were employed. Because the literature about service quality is typically less developed than that concerning other subjects, this study makes it easier to investigate the networks that will be the subject of future research (see Figure 4).

Stage 4. Cartography analysis

Subsequently, the cartography analysis involves identifying the most frequently used keywords within each category, as suggested by Van Eck and Waltman (2010) and in line with the guidance of Zamore et al. (2018). This process aims to double-check the authors' choice of search terms for the literature review on service quality. The cartography analysis was performed using the VOS viewer software, guided by the notion that keywords reflect an article's content and that keywords within the same research field form clusters or networks, as suggested by Ding et al. (2001). After that, keywords and percentage of growth in the literature associated with each stream were determined (see Figure 5).

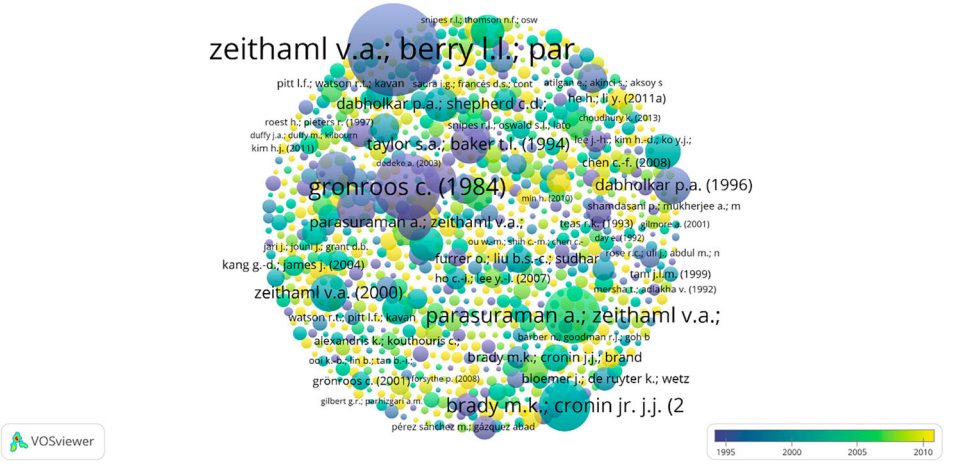


Figure 3. Network visualisation map of the citations by the document. Minimum number of citations for a document = 20.

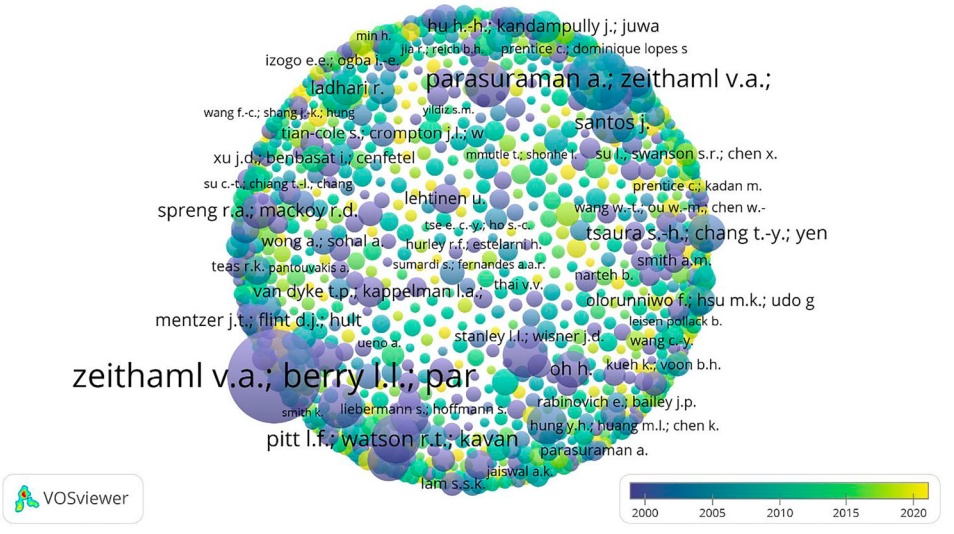


Figure 4. Network visualisation map of the citations by author. Minimum number of citations for a document = 20.

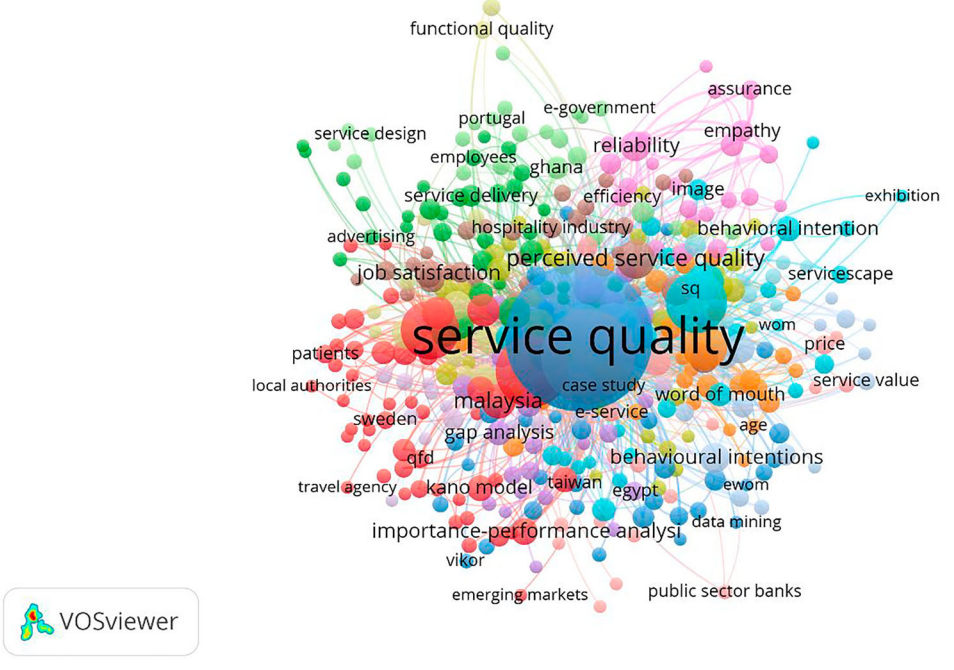


Figure 5. Network visualisation map of the authors' keywords. Minimum number of citations for a document = 20.

Stage 5. Content analysis

The concluding step involved a content analysis of 4010 articles pertaining to service quality, serving the purpose of thorough review and investigation. Within the social

sciences, the work of Gaur and Kumar (2018) highlights the importance of content analysis, a method for systematically examining and validating information within a particular research domain and for offering insights into potential directions for future research.

3. Findings

3.1. *Preliminary findings*

3.1.1. *Top authors*

Researchers in the field of service quality literature might benefit from identifying the best authors for future collaborative efforts. Based on the information within the Scopus database, it was apparent that 161 authors, representing 160 distinct institutions, had produced papers on the subject of service quality. Shahin A (who has contributed 14 articles) and Prybutok V.R (who has contributed 13 articles) are the most notable among the contributing authors. Yavas U, Prentice C, Parasuraman A, and Alexandris K all published 10 articles on service quality.

3.1.2. *Top keywords*

In this study, keyword and keyword co-occurrence analyses were conducted to determine the themes within the service quality literature. 'Customer satisfaction' is the most popular search term in the research on service quality, as seen in Figure 5. This is a reasonable observation, given that the primary emphasis in most service quality studies has been on ensuring customer satisfaction. 'SERVQUAL' is the second most commonly used keyword, suggesting that the SERVQUAL scale and its dimensions are widely utilised in studies of service quality. SERVQUAL is the most well-known service quality scale; it has been adapted to many industries (Amat-Lefort et al., 2023). Customer loyalty and perception are also common keywords in the literature on service quality.

3.1.3. *Page rank analysis*

An article's prestige may be ascertained through its page rank, which mirrors the number of citations it receives from other highly cited publications (Goyal & Kumar, 2020). An article's level of popularity can be determined by the number of times it has been cited by other highly cited articles. It would be unwise to make the assumption that a considerable number of citations automatically translates to a high degree of prestige for an article. PageRank is a measure that combines eminence and prestige, and it was initially developed by Brin and Page in 1998. PageRank was first deployed to assign priority to web pages in the context of Google search queries. It is possible to utilise it as a tool for measuring linkage in citation networks. It is assumed that Paper A has been cited in Papers T_1, T_2, … , T_n, and that Paper T_i has cited works in $C(T_i)$. The following formula is used to derive an estimate for the page rank, denoted as PR(A), of Paper A inside a network including N total papers:

$$\mathrm{PR(A)} = \frac{(1-d)}{N} + d\left(\frac{PR(T1)}{C(T1)} + \cdots + \frac{PR(Tn)}{C(Tn)}\right)$$

where 'd' represents the damping factor, which is a constant between 0 and 1 (Chen et al., 2007). It indicates the proportion of random walks that appear alongside citations. The initial value of the parameter 'd' in the Google algorithm was chosen under the assumption that an average internet user clicks on six hyperlinks before starting a new search. This assumption

Table 4. Top Publications Based Citation Count and Page Rank.

Sr No.	Article	Citations	Articles	Page Rank
1	Zeithaml et al. (1996)	6347	Zeithaml et al. (1996)	0.056528303
2	Gronroos (1984)	3276	Gronroos (1984)	0.02534194
3	Parasuraman et al. (2005)	2399	Parasuraman et al. (2005)	0.01869594
4	Brady and Cronin (2001)	1946	Brady and Cronin (2001)	0.014365643
5	Dabholkar et al. (1996)	1170	Pitt et al. (1995)	0.01002379
6	Pitt et al. (1995)	1125	Harrison-Walker (2001)	0.00971819
7	Taylor (1994)	1084	Dabholkar et al. (1996)	0.009685124
8	Zeithaml (2000)	1064	Zeithaml (2000)	0.008860367
9	Dabholkar et al. (1996)	1047	Dabholkar et al. (1996)	0.008440935
10	Harrison-Walker (2001)	951	Taylor (1994)	0.008436856
11	Parasuraman (1994)	903	Grover et al. (1996)	0.008184327
12	Dabholkar et al. (2000)	868	Tsaura et al. (2002)	0.007714825
13	Santos (2003)	852	Parasuraman (1994)	0.006806882
14	Caruana (2002)	832	Dabholkar et al. (2000)	0.006240053
15	Brown et al. (1993)	737	Caruana (2002)	0.006133983

has now been proven incorrect. The overall probability distribution of all of the papers can be represented by the number 1, which is equal to the sum of their page ranks (Goyal & Kumar, 2020). The most important papers, as determined by PageRank, are presented in Table 4. When the number of citations received by each manuscript was compared to its PageRank, the researchers discovered contradictory results.

Upon analysing the top 15 papers using both citation count and PageRank, it was apparent that merely 4 out of the 15 highly cited papers were also among the top papers in terms of PageRank. Other top four papers according to PageRank, include Pitt et al. (1995), Harrison-Walker (2001), Dabholkar (1996) and Zeithaml (2000). These papers were among the most influential primary studies as the field matured over time. They either discussed the behavioural consequences of service quality (Zeithaml et al., 1996) or the service quality model and its marketing implications (Gronroos, 1984). Others discussed E-S-QUAL, a multiple-item scale for assessing electronic service quality (Parasuraman et al., 2005) and conceptualised perceived service quality (Brady & Cronin, 2001) thus contributing to the rest of the quality papers.

3.2. *Main findings*

Upon reviewing the literature, it is evident that numerous studies have employed various research methods to gauge service quality. Table 5 lists 36 studies that used a quantitative research approach. These studies involved collecting and analysing numerical data to examine the relationship between variables. Qualitative research focuses on understanding phenomena through non-numerical data such as interviews, observations, and textual analysis. Mixed methods research combines both quantitative and qualitative methods to gain a comprehensive understanding of a research topic. Most of the highly cited studies followed a quantitative approach. The research objective section lists various studies that outline the research objectives of the studies mentioned. These studies represent publications that have investigated specific research objectives in the field. The role of SQ highlights the studies that have investigated different combinations of variables in relation to service quality. These references likely discuss the service quality variable as a dependent, independent, moderator or mediator variable. Overall, Table 5 provides a

Table 5. Research Objectives related Information of Notable Service Quality Studies.

Main theme	Types	References/studies
Research Approach	Quantitative	Zeithaml et al. (1996); Gronroos (1984); Parasuraman et al. (2005); Brady and Cronin (2001); Dabholkar (1996); Pitt et al. (1995); Taylor and Baker (1994); Dabholkar (1996); Harrison-Walker (2001); Parasuraman et al. (1994); Dabholkar et al. (2000); Caruana (2002); Brown et al. (1993); Tsaura et al. (2002); Collier and Bienstock (2006); Grover et al. (1996); Oh (1999); Spreng and Mackoy (1996); Bauer et al. (2006); Brady et al. (2002); Mentzer et al. (2001); Furrer et al. (2000); Gorla et al. (2010); Kettinger and Lee (1994); Donthu and Yoo (1998); Cristobal et al. (2007); Sureshchandar et al. (2002); Hu et al. (2009), Alshurideh (2022); German et al. (2022); Chan et al. (2022); He et al. (2022); Chuenyindee et al. (2022); Zhang et al. (2023); Ahmed et al. (2023); Alarifi and Husain (2023).
	Qualitative	Santos (2003); Dagger et al. (2007); Arasli et al. (2023)
	Mix method	Mir et al. (2023); Nandankar et al. (2023); Hijazi et al. (2023); Hampel (2021)
Research Objective	Effects/ Factors	Zeithaml et al. (1996); Gronroos (1984); Parasuraman et al. (2005); Brady and Cronin (2001); Dabholkar (1996); Pitt et al. (1995); Taylor and Baker (1994); Dabholkar (1996); Harrison-Walker (2001); Parasuraman et al. (1994); Dabholkar et al. (2000); Santos (2003); Caruana (2002); Brown et al. (1993); Tsaura et al. (2002); Collier and Bienstock (2006); Grover et al. (1996); Oh (1999); Spreng and Mackoy (1996); Bauer et al. (2006); Brady et al. (2002); Mentzer et al. (2001); Furrer et al. (2000); Gorla et al. (2010); Kettinger and Lee (1994); Donthu and Yoo (1998); Cristobal et al. (2007); Dagger et al. (2007); Sureshchandar et al. (2002); Hu et al. (2009); Alshurideh (2022); German et al. (2022); Chan et al. (2022); He et al. (2022); Chuenyindee et al. (2022); Zhang et al. (2023); Arasli et al. (2023); Ahmed et al. (2023); Alarifi and Husain (2023); Mir et al. (2023); Nandankar et al. (2023); Hijazi et al. (2023); Hampel (2021)
Role of Service Quality	Variable combinations	Zeithaml et al. (1996); Gronroos (1984); Parasuraman et al. (2005); Brady and Cronin (2001); Dabholkar (1996); Pitt et al. (1995); Taylor and Baker (1994); Dabholkar (1996); Harrison-Walker (2001); Parasuraman et al. (1994); Dabholkar et al. (2000); Santos (2003); Caruana (2002); Brown et al. (1993); Tsaura et al. (2002); Collier and Bienstock (2006); Grover et al. (1996); Oh (1999); Spreng and Mackoy (1996); Bauer et al. (2006); Brady et al. (2002); Mentzer et al. (2001); Furrer et al. (2000); Gorla et al. (2010); Kettinger and Lee (1994); Donthu and Yoo (1998); Cristobal et al. (2007); Dagger et al. (2007); Sureshchandar et al. (2002); Hu et al. (2009), Alshurideh (2022); German et al. (2022); Chan et al. (2022); He et al. (2022); Chuenyindee et al. (2022); Zhang et al. (2023); Arasli et al. (2023); Ahmed et al. (2023); Alarifi and Husain (2023); Mir et al. (2023); Nandankar et al. (2023); Hijazi et al. (2023); Hampel (2021)

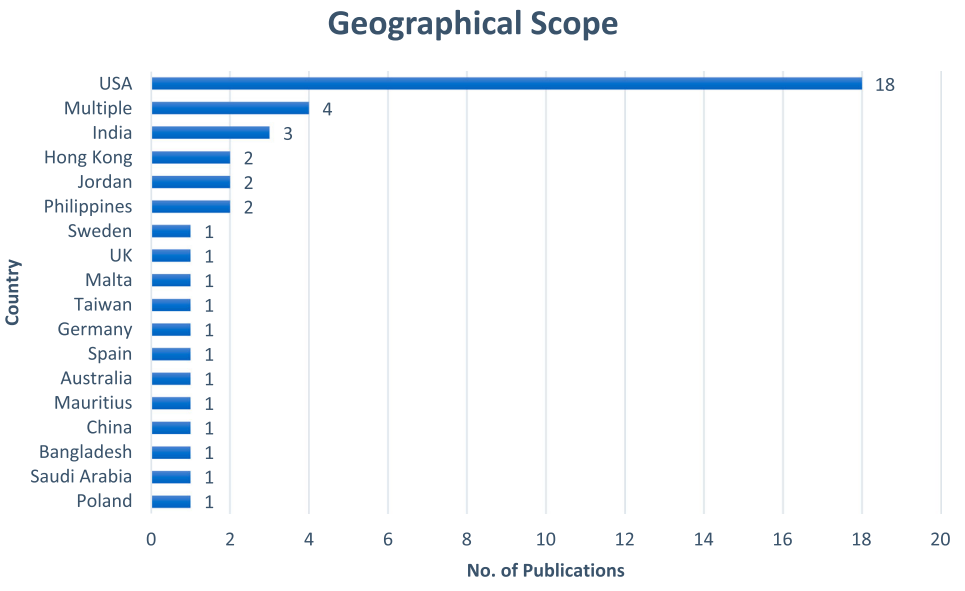


Figure 6. Geographical Scope of Highly Cited Papers.

comprehensive list of highly cited studies related to the article's research approach, objectives, and the role of service quality.

Table 6 includes information about highly cited studies conducted in different geographical scopes, along with details such as the period of study, sample size, sample unit, and respondents. Figure 6 and Table 6 show the geographical scope of selected papers. USA published most of the papers in service quality, with a total number of 18. Whereas 4 studies found who selected multiple countries for SQ data collection. 3 studies were found to be conducted in the scope of India and 2 studies each for Hong Kong, Jordan and the Philippines. Sweden, the UK, Malta, Taiwan, Germany, Spain, Australia, Mauritius, China, Bangladesh, Saudi Arabia and Poland have only 1 study against each country.

The sample unit refers to the individual entities or groups that make up the sample as a whole. Depending on the objective of the study, it may include customers, students, professionals, organisations, or other relevant units. In addition, most of the respondents were customers. By examining Table 6, readers gain a comprehensive understanding of the geographical diversity, study period, sample sizes, sample units, and respondent groups across a wide range of SQ studies. This information helps researchers and practitioners assess the generalizability and applicability of the findings to their respective contexts. Additionally, it offers insights into the scope and breadth of consumer behaviour research conducted worldwide.

The Appendix (Table A1) provides information on notable service quality labels and the measures used in various studies. SQ labels list the different service quality labels or constructs that have been studied in various research papers. Each label represents a specific aspect of SQ that researchers have focused on in their studies. The labels mentioned in the table are derived from the works of multiple authors, but most of the authors used service quality in their studies. Only 7 studies found e-SQ and 4 studies for perceived SQ and 2 studies found for health service quality. Furthermore, most of

Table 6. Data Characteristics of the Notable Service Quality Literature.

Study	Geographical Scope	Study Period	Sample Size	Sample unit	Respondents
Zeithaml et al. (1996)	USA	1996	12470	companies, computer manufacturers, and end customers of a retail chain, automobile insurer and life insurance.	Customers
Gronroos (1984)	Sweden	1981	219	Banks, insurance companies, hotels, restaurants, shipping, airline companies, cleaning and maintenance, car rental companies, travel agencies, engineering consultants, architects, business consultants, advertising agencies, and a range of institutions from the public sector.	Service firms executives, top management, marketing and other business functions, mainly internal training and personnel.
Parasuraman et al. (2005)	USA	2005	549	Customers who shop online during last 3 months at least 10 times and shopped 3 items (apparel, books, CDs, computer software and hardware, drugs, electronics, flowers, groceries, toys)	Customers
Brady and Cronin (2001)	USA	2001	1133	Four service industries: fast food, photograph developing, amusement parks, and dry cleaning.	Customers
Dabholkar et al. (1996)	USA	1996	277	Seven stores from two department store chains	Senior management personnel
Pitt et al. (1995)	South Africa, UK, USA	1995	237,181, 267	South African financial institution, consulting firm, services business.	Users of online production systems: in the accounting and consulting firm and information service business, respondents were internal users of the information systems.
Taylor and Baker (1994)	USA	1994	426	Health care, (2) recreation (amusement park) services, (3) transportation (airlines), and (4) communications (long-distance telephone) services.	Individuals chosen through mall intercepts in 7 cities geographically dispersed throughout the United States

Dabholkar (1996)	USA	1996	505	University students	Undergraduate students
Harrison-Walker (2001)	USA	2001	471	Individual consumers	Customers
Parasuraman et al. (1994)	USA	1994	300	Customers of a retail chain, a computer manufacturer, an auto insurer, and a life insurer	Customers
Dabholkar et al. (2000)	USA	2000	397	Churches	Ministers
Santos (2003)	UK	2003	30 focused group, and 6–10 participants	UK business school	Students
Caruana (2002)	Malta	2002	194	Households having bank accounts	Households
Brown et al. (1993)	USA	1993	230	Undergraduate students enrolled in business courses	Undergraduate students
Tsaura et al. (2002)	Taiwan	2002	211	Tour guides	licensed tour guides
Collier and Bienstock (2006)	USA	2006	266	University students	Students
Grover et al. (1996)	USA	1996	188	Manufacturers or were involved in banking, insurance, health care, and utilities	IS top executives
Oh (1999)	USA	1999	545	Hotel industry	Customers
Spreng and Mackoy (1996)	USA	1996	273	University students	Undergraduate marketing class
Bauer et al. (2006)	Germany	2006	100	German market research institute	Members
Brady et al. (2002)	USA	2002	660		Customers
Mentzer et al. (2001)	USA	2001	3371	Individual	Customers

(*Continued*)

Table 6. Continued.

Study	Geographical Scope	Study Period	Sample Size	Sample unit	Respondents
Furrer et al. (2000)	USA and Singapore	2000	302	Students who use banking services	University students
Gorla et al. (2010)	Hong Kong	2010	90	Society of Accountants membership	Accounting managers
Kettinger and Lee (1994)	USA	1994	342	University students	Undergraduate and graduates
Donthu and Yoo (1998)	Canada, Great Britain, India, USA	1998	281	Marketing research firms	Middle-class men and women professionals
Cristobal et al. (2007)	Spain	2007	461	Internet users	Participants
Dagger et al. (2007)	Australia	2007	28	Health care context	Participants
Sureshchandar et al. (2002)	India	2002	277	Banking sector	Customers
Hu et al. (2009)	Mauritius	2009	1500	Hotels	Customers
Alshurideh (2022)	Jordan	2022	393	Health care	Patients
German et al. (2022)	Philippines	2022	400	Customers who used delivery services	Customers
Chan et al. (2022)	Hong Kong	2022	267	Local residents using Public library	Local residents
He et al. (2022)	China	2022	350	Chinese Tourist company	Tourist
Chuenyindee et al. (2022)	Philippines	2022	564	Public using vehicle	Public
Zhang et al. (2023)	United States	2019	286	US MTurk workers who had m-shopping experiences	US MTurk workers
Arasli et al. (2023)	All around the world	2020	1250 customer reviews	Hotel industry	Customer reviews posted through booking.com.
Ahmed et al. (2023)	Bangladesh	2021	326	Consumers of fast-food restaurants	Customers
Alarifi and Husain (2023)	Saudi Arabia	2019, 2023	588	Current bank clients who have encountered online banking and e-services in Saudi Arabia	Customers

Mir et al. (2023)	India	2023	240	Banking users	Customers
Nandankar et al. (2023)	India	2023	335	Industrial buyer	Customers
Hijazi et al. (2023)	Jordan	2023	417	Mobile payment	Customers
Hampel (2021)	Poland	2021	23	Private hospitals	Patients

Table 7. Findings from the most Cited Papers.

Study	Citations	Objectives	Key Findings
Zeithaml et al. (1996)	6333	To provide a conceptual model of how service quality affects specific behaviours.	A multi-company empirical study found that service quality strongly affects customers' behavioural intentions.
Gronroos (1984)	3257	To develop a service quality model.	Functional quality matters more than technical quality to service perception.
Parasuraman et al. (2005)	2387	To conceptualise, build, refine, and test a scale (E-S-QUAL) to measure online websites' service quality.	The scale has good psychometric properties based on reliability and validity tests.
Brady and Cronin (2001)	1940	The goal is to uncover a new and unified definition of service quality.	Customers evaluate service quality based on outcome, interaction, and environmental quality.
Dabholkar et al. (1996)	1170	To investigate retail service quality and develop and evaluate a scale.	The suggested measurement technique is suitable for examining retail businesses.
Pitt et al. (1995)	1120	To find an IS service quality measurement tool for researchers.	The utility of the SERVQUAL framework, a prevalent marketing tool for evaluating service quality, extends to the realm of Information Systems (IS).
Taylor and Baker (1994)	1079	To examine how service quality perceptions and consumer satisfaction affect purchase intentions.	Adding the service-quality-satisfaction interaction term considerably improves purchase intentions.
Dabholkar (1996)	1044	To design and test consumer decision-making-based service quality models for technology-based self-service options.	Service delivery, self-service, and technological products use this study's model hypotheses. In all three situations, enjoyment and control affected service quality.
Harrison-Walker (2001)	947	To create a sender-perspective WOM communication measure and test its psychometric features.	Affective commitment is favourably correlated with WOM Praise in both industries.
Parasuraman et al. (1994)	898	To compare various service quality evaluation scales on psychometric and diagnostic criteria.	The findings highlight psychometric and practical considerations in determining the best scaling strategy for measuring service quality.
Dabholkar et al. (2000)	866	To study critical service quality conceptual and measurement issues longitudinally.	Customer satisfaction strongly mediates the effect of service quality on behavioural intentions, perceptions and measured disconfirmation have several advantages over computed disconfirmation, and a cross-sectional measurement design for service quality is better than a longitudinal design.

(*Continued*)

Table 7. Continued.

Study	Citations	Objectives	Key Findings
Santos (2003)	849	To present a conceptual model of e-service quality determinants.	Active e-service quality depends most on reliability.
Caruana (2002)	828	To integrate service loyalty, quality, and satisfaction into a conceptual framework.	Service quality affects service loyalty through customer satisfaction.
Brown et al. (1993)	734	To improve the measurement of service quality.	An alternative service quality measurement method is psychometrically sound and more efficient than SERVQUAL.
Tsaura et al. (2002)	688	To assess Taiwan's three largest airlines' services.	The physical aspect of the service is more important to customers than the empathy aspect.
Collier and Bienstock (2006)	652	To build and empirically test a conceptual framework for consumer e-service quality evaluation.	Satisfaction mediates outcome and recovery quality to future behaviour.
Grover et al. (1996)	636	To investigate outsourcing firms, their success, and possible factors.	This study illuminates its outsourcing arrangements and relationships.
Oh (1999)	639	To develop and test an integrative model for service quality, customer value, and customer satisfaction.	The results of this research showed a slightly detrimental effect of perceived price on service quality.
Spreng and Mackoy (1996)	625	To evaluate service quality, satisfaction, and comparison standards.	The study's model supports perceived service quality and satisfaction with several modifications.
Bauer et al. (2006)	561	To investigate e-service quality's economic relevance.	Website functionality and usability depend on aesthetic appeal.
Brady et al. (2002)	546	To clarify research on service quality and satisfaction constructs.	The study found that service quality predicts satisfaction.
Mentzer et al. (2001)	540	Identify logistics service quality components that are pertinent to multiple customer segments and examine if these segments assign distinct levels of significance to them.	The proper conceptualisation of LSQ involves seeing it as a process rather than confining it to just one concept or a second-order construct.
Furrer et al. (2000)	524	Hofstede's dimensions determine how cultures view service quality.	Cultures value service quality dimensions differently.
Gorla et al. (2010)	523	Model the relationship between information systems' (IS) quality and organisational impact.	Service quality has the biggest impact of all three quality categories, emphasising its importance to internal efficiency and strategic benefits.

(*Continued*)

Table 7. Continued.

Study	Citations	Objectives	Key Findings
Kettinger and Lee (1994)	508	To evaluate the USISF measurement and introduce SERVQUAL to IS.	The outcomes suggest that the initial USISF questionnaire may not offer a comprehensive perspective to incorporate SERVQUAL's more intricate aspects of IS service quality.
Donthu and Yoo (1998)	508	To study how cultural orientation affects service quality expectations.	Low-power distance users want timely and reliable service. Individualistic customers expect empathy and certainty from service providers.
Cristobal et al. (2007)	507	To construct a multiple-item measure for e-service quality and research how perceived quality affects consumer satisfaction and website loyalty.	Scale validation suggested that perceived quality is a multi-dimensional construct: web design, customer service, assurance, and order management; that perceived quality influences satisfaction; and that satisfaction influences consumer loyalty.
Dagger et al. (2007)	495	To establish and validate a measurement instrument for appraising the quality of healthcare services and to examine its efficacy in predicting service satisfaction and behavioural intentions.	The results provide additional evidence for the theory that service quality influences both service satisfaction and behavioural intentions, playing a mediating role in the connection between dimensions and intentions.
Sureshchandar et al. (2002)	454	To examine service quality, customer satisfaction, and their relationships.	Service providers must view service quality and customer satisfaction separately because, despite a strong correlation, they are different constructs.
Hu et al. (2009)	446	To understand how service quality and perceived value affect customer satisfaction, corporate image, and behaviour.	High service quality increases perceived value, customer satisfaction, and corporate image.
Alshurideh (2022)	86	To assess private Jordanian hospitals' electronic customer relationship management.	Electronic customer relationship management improved service quality.
German et al. (2022)	33	To examine how the COVID-19 outbreak influences Philippine customers' package delivery and carrying choices.	Perceived environmental concern, perceived authority support, subjective norm, attitude, service quality, customer-perceived value, and customer satisfaction all play a significant role in shaping consumers' preferences for pandemic package delivery services.

(*Continued*)

Table 7. Continued.

Study	Citations	Objectives	Key Findings
Chan et al. (2022)	30	To examine how the pandemic affects users' loyalty to public library apps using the updated IS success model and S – O-R model.	Only brand image and customer satisfaction affect user loyalty.
He et al. (2022)	29	Analysing how the quality of service provided by staff members influences tourists' ERB.	Tourist ERB and destination employee service quality are completely negated by the environmental commitment and destination social responsibility (DSR).
Chuenyindee et al. (2022)	24	Philippine Public Utility Vehicle (PUV) service quality during the COVID-19 pandemic was examined.	PUV service quality and customer satisfaction were influenced by COVID-19 protocols, tangibility, and assurance variables.
Zhang et al. (2023)	12	To test a conceptual model of m-retailing service quality, customer trust, and loyalty.	Trust plays a mediating role in the connection between five essential m-shopping service quality dimensions, namely, responsiveness, personalisation, ease of use, aesthetics, and perceived risk, and their impact on customer loyalty.
Arsali et al. (2023)	10	The aim is to recognise individuals staying at Muslim-friendly hotels who have given either high or low satisfaction ratings on booking.com.	The study identified nine primary themes, encompassing aspects like hotel, staff, food, room, location, pool, facilities, cleanliness, and Wi-Fi. This analysis was instrumental in categorising themes connected to satisfaction and dissatisfaction within halal hotels.
Ahmed et al. (2023)	9	To determine how Bangladeshi consumers view restaurant service and how service quality and price fairness affect customer satisfaction and loyalty.	Restaurant customers' satisfaction and loyalty are directly influenced by the fairness of pricing. Furthermore, the influence of service quality and price fairness on customer loyalty operates indirectly through their impact on consumer satisfaction.
Alarifi and Husain (2023)	6	To assess e-customer satisfaction by assessing Saudi banks' e-service quality before and during the COVID-19 pandemic.	E-customers' satisfaction with Saudi Arabian banks depends on efficiency.
Mir et al. (2023)	4	To experimentally construct a reliable and valid instrument to measure the Indian	In this study, digital banking service quality and e-customer satisfaction were also linked.

(*Continued*)

Table 7. Continued.

Study	Citations	Objectives	Key Findings
		banking industry's online service quality.	
Nandankar et al. (2023)	1	The goal is to scrutinise e-marketplace service quality (EMSQ) solely from the standpoint of the key decision-maker in industrial buying.	An improvement in e-service quality positively impacts online buyers' perceived value, satisfaction, and loyalty.
Hijazi et al. (2023)	0	The determination of M-payment continuance intention (CI) following the COVID-19 pandemic integrates the self-efficacy construct and the electronic service quality model into its measurement.	The findings support the key roles of MPSQ and self-efficacy in the formation of CI and reveal how self-efficacy operates as a mediator between MPSQ and CI.

the studies employed regression following a quantitative research approach, whereas few studies found as qualitative and mixed method studies.

To enhance consumer satisfaction and foster loyalty, businesses must possess a comprehensive grasp of the elements that impact service quality. Table 7 presents a summary of various important studies that have been conducted on service quality, along with their primary objectives and findings. These studies have made significant contributions to the conceptualisation, measurement, and understanding of service quality in a variety of different fields of business.

4. Discussion

In the first stage, this paper conducted a systematic literature review while considering the growing demand for more methodological rigour in business and management literature studies. This study conducted a qualitative and quantitative meta-literature review of studies published between 1984 and 2023. The review protocol PRISMA has been utilised to formulate the research questions. In this work, a dataset was evaluated by using the search string 'Service quality' in the Scopus database, utilising the literature review to examine 4010 articles after the screening process. With the help of this literature review, the research is able to discover major research streams in the literature on service quality, key elements of service quality and future research questions. It is further noted that an increase in service quality activities may have detrimental effects on the global economy and communities, making service quality a topic that concerns not only businesses but also education and corporate conditions.

In the second stage, the meta-literature review was conducted, which included (1) bibliometric citations to discover influential aspects of the literature, (2) bibliometric co-citation analysis, (3) co-authorship analysis, (4) cartography analysis and (5) content analysis. This study revealed that there are 159172 citations in the 4010 Scopus papers by 161 authors in 160 journals. Top authors, highly cited publications, and top keywords are only some of the influential features of the service quality literature that were uncovered using Perish or Publish. Shahin A (who has contributed 14 articles) and Prybutok V.R (who has contributed 13 articles) are the most notable among the contributing authors.

'Customer satisfaction' is the most popular search term in the research on service quality. This is a reasonable observation, given that the primary emphasis in most service quality studies has been on ensuring customer satisfaction. 'SERVQUAL' is the second most commonly used keyword, suggesting that the SERVQUAL scale and its dimensions are widely utilised in studies of service quality. Furthermore, upon analysing the top 15 papers using both citation count and PageRank, it was apparent that merely 4 out of the 15 highly cited papers were also among the top papers in terms of PageRank which comprises of Zeithaml et al. (1996), Gronroos (1984), Parasuraman et al. (2005) and Brady and Cronin (2001). These papers were among the most influential primary studies as the field expanded over time.

This study revealed that from the most cited studies, 36 studies were quantitative, 3 were qualitative and 4 studies employed mixed methods. All 43 notable studies have effect and variable combinations. While talking about the geographical scope of the notable studies, the USA published most of the papers on service quality, with a total number of 18. Whereas 4 studies found who selected multiple countries for SQ data collection. 3 studies were found to be conducted in the scope of India and 2 studies each for Hong Kong, Jordan and Philippines. Furthermore, analysing these key findings across 88 studies (Appendix 1, Table A2) reveals several overarching themes and insights into the complex relationship between service quality, customer satisfaction, loyalty and various other factors. Here are some main findings to consider.

The studies consistently highlight that service quality significantly impacts customer perceptions, satisfaction and behavioural intentions. It is interesting to note that different dimensions of service quality (e.g. functional, technical, environmental) may vary in importance depending on the context (e.g. retail, information systems, e-commerce). The role of psychometric properties in measuring service quality cannot be overstated, as reliable and valid scales are crucial for accurate assessment. The finding that functional quality often matters more than technical quality suggests that customers prioritise the functionality and effectiveness of services over purely technical aspects. Additionally, customer satisfaction consistently emerges as a crucial mediator between service quality and behavioural intentions. This underscores the importance of meeting or exceeding customer expectations to drive loyalty and positive word-of-mouth.

Loyalty itself is multifaceted, including dimensions like word-of-mouth, purchase intentions, price sensitivity, and complaint behaviour. This complexity indicates that loyalty is not a one-dimensional concept and can be influenced by various factors, including perceived service quality and customer satisfaction. Furthermore, cultural differences play a significant role in how customers perceive and value service quality dimensions. For example, individualistic cultures may prioritise empathy and certainty, while low-power distance cultures may value reliability and timeliness. The impact of culture extends to areas like customer loyalty, where preferences and behaviours can vary based on cultural backgrounds. The comparison between different measurement models (e.g. SERVQUAL vs. SERVPERF) highlights ongoing debates and challenges in assessing service quality effectively. Moreover, the importance of considering methodological issues, such as longitudinal vs. cross-sectional designs, in studying service quality and its outcomes is evident.

The influence of technology, particularly in e-commerce and IT-based services, on service quality perceptions and customer behaviours is a growing area of interest. Likewise, digital transformation, including electronic customer relationship management and self-service technologies, reshapes how service quality is delivered and perceived. The findings offer practical implications for businesses, emphasising the need to prioritise

service quality, customer satisfaction, and loyalty enhancement strategies. Understanding the specific dimensions of service quality that matter most to customers in different industries or contexts can guide targeted improvements and resource allocation.

In a nutshell, these studies collectively underscore the intricate interplay between service quality, customer satisfaction, loyalty, cultural factors, and emerging technologies. By addressing these complexities, businesses can enhance their service offerings, build stronger customer relationships, and ultimately improve their overall performance and competitiveness.

5. Conclusion

In order to describe the connection between service quality and pertinent aspects in the business context, the literature on service quality over the past three decades has produced a number of prediction frameworks. However, prior investigations of the pertinent literature exposed discrepancies, uncertainty, and gaps, underscoring the existence of knowledge gaps and creating a challenge for theoretical advancements. In order to close these gaps, this study strives to deliver an extensive review of articles originating from a vast array of literature. These articles constitute a current thread of research on service quality.

This study revealed that Shahin A is the top author in the field of service quality, whereas 'customer satisfaction' is the most popular keyword. Likewise, the top paper according to citations and PageRank is Zeithaml et al. (1996), and most of the studies are quantitative in nature. In addition, the USA has published the most papers in the field of service quality.

The study highlights service quality's multifaceted nature and its significant impact on customer perceptions, satisfaction, and loyalty. It emphasises the varying importance of different service quality dimensions depending on the industry or context, stressing the need for tailored approaches. Moreover, the study underscores the critical role of psychometric properties in accurately measuring service quality, emphasising the need for reliable and valid assessment tools and the mediating effect of customer satisfaction on behavioural intentions and loyalty.

Cultural nuances are identified as influential in how customers perceive service quality, requiring sensitivity and adaptation in diverse markets. Methodological considerations like measurement models and research designs are discussed, offering insights into best practices. The study recognises the evolving landscape shaped by trends like e-commerce and digital transformation, urging continuous adaptation in service delivery.

Overall, while the study provides valuable insights into service quality, customer satisfaction, and loyalty enhancement strategies, there are opportunities to broaden the scope of analysis to include qualitative research, diverse geographical perspectives, emerging technologies, longitudinal studies, industry-specific analyses, and stakeholder perspectives. These additions can enrich the understanding of service quality dynamics in today's complex business environment.

Ultimately, the research provides valuable practical implications for businesses, highlighting the importance of prioritising service quality, customer satisfaction and loyalty enhancement strategies by leveraging the insights gained from this study. Organisations can refine their service offerings, strengthen customer relationships and bolster their competitive advantage in today's dynamic business landscape. In addition to that, this research suggests future research questions that can be used to determine the important antecedents and effects of service quality in the context of the commercial industry.

Table 8. Future Research Suggestions.

Study	Future Research Question
Zeithaml et al. (1996)	How service quality impact actual customer behaviour and the financial impact of service quality at the individual level?
Gronroos (1984)	To what extent do consumers' service quality perceptions influence their satisfaction and loyalty towards a company?
Parasuraman et al. (2005)	Does the nature of the benefits sought (hedonic vs. goal-directed) moderate the impact of a website's service quality on customers' evaluation of the benefits?
Brady and Cronin (2001)	How do service quality and various other service-related concepts, including customer satisfaction, customer loyalty, perceived value, and service recovery, interact with one another?"
Dabholkar et al. (1996)	How the Retail Service Quality Scale can be used to improve service quality in retail stores?
Pitt et al. (1995)	How does Q-method analysis provide a unique perspective on analysing service quality compared to traditional methods?
Taylor and Baker (1994)	How does the utilisation of structural equation analysis, incorporating correlated measurement errors and the creation of a technique factor, contribute to the modelling and understanding of complex relationships in service quality?
Dabholkar (1996)	How to investigate the link between expected service quality and the selection of technology-based self-service options in an actual service encounter?
Harrison-Walker (2001)	What are the structural relationships between the constructs that influence service quality?
Parasuraman et al. (1994)	What further insights can be gained through additional research on the dimensions of SERVQUAL items?
Dabholkar et al. (2000)	What further insights can be gained through additional research on the dimensions of SERVQUAL items?
Santos (2003)	How does e-service quality compare to traditional service-quality models?
Caruana (2002)	Is there an influence of corporate reputation on service quality, customer satisfaction, or a combination of both?
Brown et al. (1993)	What are the relative merits and effectiveness of different approaches in assessing and improving service quality?
Tsaura et al. (2002)	How can fuzzy set theory be applied to evaluate service quality in other industries?
Collier and Bienstock (2006)	What steps can be taken to enhance e-service quality by encompassing aspects such as website interactivity, the quality of outcomes, and recovery quality?
Grover et al. (1996)	How might the ongoing investigation into outsourcing be extended by encompassing specific elements and insights from resource-based theory, resource-dependence theory, transaction costs theory, and agency theory?
Oh (1999)	How does the adoption of single-item overall measurements in this study offer preliminary insights into the development of an integrated approach to research on service quality and customer satisfaction?
Spreng and Mackoy (1996)	What modifications can be made to the proposed model of service quality and satisfaction to better understand the relationship between the two constructs?
Bauer et al. (2006)	How can a more complete conceptual framework be developed to effectively study the market orientation and innovativeness of service providers?

(*Continued*)

Table 8. Continued.

Study	Future Research Question
Brady et al. (2002)	Are there additional factors that might exert an influence on the extent of satisfaction that consumers attribute to a service provider?
Mentzer et al. (2001)	How does the concept of service quality as a segment-customised process vary across diverse industries and cultural contexts?
Furrer et al. (2000)	How does culture affect the level of satisfaction?
Gorla et al. (2010)	What are the specific strategies that Chief Information Officers (CIOs) can use to improve IT quality?
Kettinger and Lee (1994)	How differences in end-user usage of directly and indirectly provided systems and services influence evaluations of service quality of the ISF?
Donthu and Yoo (1998)	To what extent do the tested hypotheses regarding service quality in the banking context hold true when examined using different scales of service expectations?
Cristobal et al. (2007)	How does the utilisation of the newly developed multiple-item scale to assess e-service quality facilitate an examination of the influence of perceived quality on consumer satisfaction across diverse contexts?
Dagger et al. (2007)	How customers' perceptions and evaluations of service quality change over time?
Sureshchandar et al. (2002)	How do the relationships between service quality and customer satisfaction manifest in sectors beyond the banking industry?
Hu et al. (2009)	How the model work across services categories?
Alshurideh (2022)	How do website design and usability affect healthcare electronic customer relations?
German et al. (2022)	How do subjective norms and attitudes affect package delivery service selection?
Chan et al. (2022)	How other hierarchical models and other service quality variables effect users' loyalty to library apps?
He et al. (2022)	How other destination quality determinants, including service quality perceptions provided via AI relative to employees, affect tourist ERB
Chuenyindee et al. (2022)	How to assess PUV customer expectations?
Zhang et al. (2023)	What are the differences in m-retailing service quality and its impact on customer loyalty in the US and other countries?
Arsali et al. (2023)	What are the prevailing themes among Muslim-friendly hotel travellers in different types of lodging centres (e.g. three – or four-star hotels), and how do these themes vary in relation to satisfaction ratings and the overall hotel experience?
Ahmed et al. (2023)	How do factors like repurchase intention and word-of-mouth promotions impact consumer satisfaction?
Alarifi and Husain (2023)	How can banks effectively evaluate and improve the organisation of their websites to enhance ease of use and ultimately improve customer satisfaction?
Mir et al. (2023)	How the DBSQual scale relate to various outcome variables such as e satisfaction, e trust, and e loyalty?
Nandankar et al. (2023)	How does the development and validation of the EMSQ (E-Service Quality) model for B2G (Business-to-Government) e-commerce contribute to enhancing e-service operations and improving the overall quality of electronic services provided in the B2G context?
Hijazi et al. (2023)	How can M payment service providers improve their services to increase customer satisfaction, trust, response efficacy and response cost?
Hampel (2021)	How do patient-driven changes affect healthcare facilities' efficiency, reputation, and competitiveness in Public hospitals?

6. Limitation and future research

Publications based on survey data and statistical methods of analysis, as well as qualitative and mixed-method research, are reviewed in this study, which goes up to the year 2023. It may not have been possible to cover all extant articles in the business management and accounting field. Nonetheless, a substantial number of studies were included in the evaluation. Since it would be challenging and nearly impossible to cover every study that has ever been written in the field of business management and accounting SQ, the writers choose to concentrate on 4010 widely referenced studies. Subsequently, the paper analyses the dimensions of business, management, and accounting SQ to determine the direction of future research in this area. Future research and possible future research questions are given below in Table 8.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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Appendix 1

Table A1. Labels (alternative names if any), Measures, and Techniques used by Notable Service Quality Literature.

Notable Service Quality		
Service Quality labels	Service quality	Zeithaml et al. (1996), Gronroos (1984), Brady and Cronin (2001), Dabholkar (1996), Pitt et al. (1995), Taylor and Baker (1994), Dabholkar (1996), Harrison-Walker (2001), Parasuraman et al. (1994), Dabholkar et al. (2000), Caruana (2002), Brown et al. (1993), Tsaura et al. (2002), Collier and Bienstock (2006), Grover et al. (1996), Oh (1999), Bauer et al. (2006), Brady et al. (2002), Mentzer et al. (2001), Furrer et al. (2000), Gorla et al. (2010), Cristobal et al. (2007), Sureshchandar et al. (2002), Hu et al. (2009), Alshurideh (2022), German et al. (2022), Chan et al. (2022), He et al. (2022), Chuenyindee et al. (2022), Arasli et al. (2023).
	Electronic-service quality	Parasuraman et al. (2005), Santos (2003), Zhang et al. (2023), Alarifi and Husain (2023), Mir et al. (2023); Nandankar et al. (2023); Hijazi et al. (2023)
	Perceived service quality	Spreng and Mackoy (1996), Kettinger and Lee (1994), Ahmed et al. (2023), Cristobal et al. (2007)
	Health service quality	Dagger et al. (2007), Hampel (2021)
Measures Used	Regression	Zeithaml et al. (1996); Gronroos (1984); Parasuraman et al. (2005); Brady and Cronin (2001); Dabholkar et al. (1996);

(*Continued*)

Table A1. Continued.

Notable Service Quality		
		Pitt et al. (1995); Taylor and Baker (1994); Dabholkar (1996); Harrison-Walker (2001); Parasuraman et al. (1994); Dabholkar et al. (2000); Caruana (2002); Brown et al. (1993); Tsaura et al. (2002); Collier and Bienstock (2006); Grover et al. (1996); Oh (1999); Spreng and Mackoy (1996); Bauer et al. (2006); Brady et al. (2002); (2001); Furrer et al. (2000); Gorla et al. (2010); Kettinger and Lee (1994); Donthu and Yoo (1998); Cristobal et al. (2007); Sureshchandar et al. (2002); Hu et al. (2009), Alshurideh (2022); German et al. (2022); Chan et al. (2022); He et al. (2022); Chuenyindee et al. (2022); Zhang et al. (2023); Ahmed et al. (2023); Alarifi and Husain (2023)
	Qualitative	Santos (2003); Dagger et al. (2007), Arasli et al. (2023)
	Mix Method	Mir et al. (2023); Nandankar et al. (2023); Hijazi et al. (2023); Hampel (2021)

Table A2. Detailed Findings of Top Cited 88 Papers.

	Key Results / Findings	Studies
1	A multi-company empirical study found that service quality strongly affects customers' behavioural intentions.	Zeithaml et al. (1996)
2	Functional quality matters more than technical quality to service perception.	Gronroos (1984)
4	The scale has good psychometric properties based on reliability and validity tests.	Parasuraman et al. (2005)
4	Customers evaluate service quality based on outcome, interaction, and environmental quality.	Brady and Cronin (2001)
5	The suggested measurement technique is suitable for examining retail businesses.	Dabholkar et al. (1996)
6	The applicability of the SERVQUAL model, widely used in marketing to gauge service quality, can also be extended to Information Systems (IS).	Pitt et al. (1995)
7	Adding the service-quality-satisfaction interaction term considerably improves purchase intentions.	Taylor and Baker (1994)
8	Service delivery, self-service, and technological products use this study's model hypotheses. In all three situations, enjoyment and control affected service quality.	Dabholkar (1996)
9	Affective Commitment is favourably correlated with WOM Praise in both industries.	Harrison-Walker (2001)
10	The findings highlight psychometric and practical considerations in determining the best scaling strategy for measuring service quality.	Parasuraman et al. (1994)
11	Customer satisfaction strongly mediates the effect of service quality on behavioural intentions, perceptions and measured disconfirmation have several advantages over computed disconfirmation, and a cross-sectional measurement design for service quality is better than a longitudinal design.	Dabholkar et al. (2000)
12	Active e-service quality depends most on reliability.	Santos (2003)
13	Service quality affects service loyalty through customer satisfaction.	Caruana (2002)

(*Continued*)

Table A2. Continued.

	Key Results / Findings	Studies
14	An alternative service quality measurement method is psychometrically sound and more efficient than SERVQUAL.	Brown et al. (1993)
15	The physical aspect of the service is more important to customers than the empathy aspect.	Tsaura et al. (2002)
16	Satisfaction mediates outcome and recovery quality to future behaviour.	Collier and Bienstock (2006)
17	This study illuminates its outsourcing arrangements and relationships.	Grover et al. (1996)
18	This study demonstrated a slight negative effect of perceived price on service quality.	Oh (1999)
19	The study's model affirms the connection between perceived service quality and satisfaction, with a few alterations.	Spreng and Mackoy (1996)
20	Website functionality and usability depend on aesthetic appeal.	Bauer et al. (2006)
21	The study found that service quality predicts satisfaction.	Brady et al. (2002)
22	The proper conceptualisation of LSQ involves seeing it as a process, rather than confining it to just one concept or a second-order construct.	Mentzer et al. (2001)
23	Cultures value service quality dimensions differently.	Furrer et al. (2000)
24	Service quality has the biggest impact of all three quality categories, emphasising its importance to internal efficiency and strategic benefits.	Gorla et al. (2010)
25	The results suggest that the original USISF instrument may not be comprehensive enough to capture SERVQUAL's more detailed dimensions of IS service quality.	Kettinger and Lee (1994)
26	Low-power distance users want timely and reliable service. Individualistic customers expect empathy and certainty from service providers.	Donthu and Yoo (1998)
27	In the relationship between customer loyalty and perceived quality dimensions, including web design, customer service, assurance, and order management, the results suggest that perceived quality is a multidimensional construct and has an impact on satisfaction, which in turn affects consumer loyalty.	Cristobal et al. (2007)
28	The results add further weight to the hypothesis that service quality has an effect on service satisfaction and behavioural intentions, and it acts as a mediator in the relationship between dimensions and intentions.	Dagger et al. (2007)
29	Service providers should treat service quality and customer satisfaction as distinct entities, as even though they are closely related, they represent separate concepts.	Sureshchandar et al. (2002)
30	High-quality service elevates the perception of value, customer satisfaction, and the overall image of the corporation.	Hu et al. (2009)
31	Trusted medical staff with professional competence of health care is the most important criterion and mutually affects service personnel with good communication skills and immediate problem-solving abilities.	Shieh et al. (2010)
32	Service loyalty has four dimensions: word-of-mouth, buy intention, price sensitivity, and complaining conduct.	Bloemer et al. (1999)
33	There are numerous conceptual and empirical issues with SERVQUAL.	Dyke et al. (1997)
34	It has been discovered that there was no significant difference in the influence of perceived service quality on satisfaction, satisfaction on loyalty, and trust on loyalty, despite the similar cultural backgrounds of Qatari and Malaysian customers.	Kassim and Asiah Abdullah (2010)

(*Continued*)

Table A2. Continued.

	Key Results / Findings	Studies
35	Across different cultures, the outcomes highlight that consumer satisfaction serves as a mediator in the connection between service quality and behavioural intentions.	Brady and Robertson, (2001)
36	Image, quality, and satisfaction all influence customer loyalty with banks.	Bloemer et al. (1998)
37	Communication effectiveness is the single most powerful determinant of relationship commitment.	Sharma and Patterson (1999)
38	Perceived value and overall satisfaction directly affect passengers' behavioural intentions, while perceived performance indirectly affects overall satisfaction as moderated by value.	Chen (2008)
39	This study discovered five consumer quality characteristics for Internet retailers. Performance, access, security, sensation, and information.	Janda et al. (2002)
40	Value plays a moderating role between service quality and satisfaction.	Caruana et al. (2000)
41	Reliability, responsiveness, access, and accuracy are the most common dimensions of satisfaction or dissatisfaction.	Jun and Cai (2001)
42	Front desk, housekeeping, and parking employee performance affects perceived quality and value, respectively. Only housekeeping performance affects word-of-mouth intentions. Value increases word-of-mouth intentions more than quality.	Hartline and Jones (1996)
43	Gronroos' model better represents service quality than the American one, which focuses on functional quality.	Kang and James (2004)
44	Service quality directly affects behavioural intentions in some service contexts, but consumer satisfaction appears to strengthen this effect.	Olorunniwo et al. (2006)
45	In the service factory, Tangibles, Recovery, Responsiveness, and Knowledge dominated SQ. In the service factory, the indirect effect of SQ on behavioural intentions (BI) is stronger than the direct effect.	He and Li (2011)
46	Service loyalty has three dimensions: preference, price indifference, and dissatisfaction response. Perceived service quality positively correlated with choice and price indifference loyalty. Service quality did not affect dissatisfied response.	Ruyter et al. (1998)
47	The large satisfaction effect on perceived quality is due to technique variance, and the results show that pre-enrolment attitude does not directly affect post-enrolment attitude.	Athiyaman (1997)
48	OCBs (Organisational Citizenship Behaviours) provide meaningful framework for businesses trying to improve their service provision capabilities to achieve the levels of customer satisfaction.	Bell and Menguc (2002)
49	Food and service improve consumer satisfaction and loyalty. Good employee service can increase customer satisfaction and loyalty more for customers with a low impression of atmospherics than for those with a higher view.	Ha and Jang (2010)
50	services and e-business serve clients differently due to the lack of human interaction on Web sites.	Cox and Dale (2001)
51	Technical service quality is thought to influence customer loyalty more than functional service quality. As switching costs rise, technical and functional service quality may decrease consumer loyalty.	Bell et al. (2005)
52	Global quality judgements affect purchasing intentions, which affect business profitability.	Bienstock et al. (1997)

(*Continued*)

Table A2. Continued.

	Key Results / Findings	Studies
53	Business travellers expected the most convenience, followed by assurance, tangibles, service adequacy, and understanding and care.	Akbaba (2006)
54	A 5-factor scale is designed and evaluated for reliability and validity to predict online customer satisfaction and loyalty intention.	Ho and Lee (2007)
55	Satisfaction has a larger indirect or mediating effect on web service quality and behavioural intentions than web service quality itself.	Udo et al. (2010)
56	SCS (Self-checkout systems) service quality positively influences loyalty through the customer satisfaction path.	Demirci and Kara (2013)
57	The model shows that service quality strongly influences customers' behavioural intentions. The quality-goals connection also differs among behavioural intentions.	Zeithaml et al. (1996)
58	This study found that e-service quality affects customer satisfaction and loyalty, with high-value consumers being more loyal.	Chang et al. (2009)
59	Store image, service quality, and perceived product risk all positively affect PLB purchase intention.	Wu et al. (2011)
60	SERVQUAL outperforms SERVPERF in diagnosing service quality issues and identifying managerial actions.	Jain and Gupta (2004)
61	Overall satisfaction has an influence on overall service quality.	Tian-Cole et al. (2002)
62	Service value, passenger satisfaction, and airline image all affect travellers' behaviours.	Park et al. (2004)
63	Service quality affects behaviour directly and indirectly through emotional satisfaction.	Ladhari (2009)
64	IT-based services directly affect SERVQUAL and indirectly affect consumer-perceived service quality and satisfaction.	Zhu et al. (2002)
65	Service quality affects customer satisfaction and future intentions. The results also support the idea that customer satisfaction judgements are mediated by value perceptions.	Murray and Howat (2002)
66	Mechanic clues favourably affect customers' service expectations, but humanic clues predominate.	Wall and Berry (2007)
67	The study found that place identification and place reliance substantially predicted skiers' loyalty.	Alexandris et al. (2006)
68	Patient satisfaction affects hospital loyalty. Gender affects regression weights, but not marital status or age.	Meesala and Paul (2018)
69	SSF enhances service quality-based consumer perceptions and behaviour predictions.	Cenfetelli et al. (2008)
70	Two of the five SERVQUAL aspects of traditional service quality – reliability and responsiveness – are important in e-commerce. Online, SERVQUAL qualities like 'empathy' are less important. The review also demonstrates that e-retail has unique e-SQ dimensions.	Ladhari (2010)
71	Contact employees' job satisfaction and trust in managers are significantly related to OCB (Organisational citizenship behaviours) and that active engagement in OCB positively affects service quality.	Yoon and Suh (2003)
72	Interaction quality, environmental quality, and outcome quality all positively affect cumulative satisfaction, but only interaction quality affects transaction-specific satisfaction.	Zhao et al. (2012)
73	The loyalty of employees in high-contact service sectors has implications for service quality, customer satisfaction, and the overall profitability of the organisation.	Yee et al. (2010)

(*Continued*)

Table A2. Continued.

	Key Results / Findings	Studies
74	Non-academic, academic, reputation, access, programme difficulties, and understanding were six different and conceptually apparent. Student perceptions of service quality may be a six-factor structure with the six dimensions stated.	Abdullah (2006)
75	Service quality increases customer loyalty and is stronger at the company level than at the interpersonal level. In particular, tangibles predict company-level consumer loyalty, while empathy predicts interpersonal loyalty.	Wong and Sohal (2003)
76	Electronic customer relationship management improved service quality.	Alshurideh (2022)
77	Consumer decisions regarding pandemic package delivery services are substantially guided by their perceptions of environmental concern, support from authorities, subjective norms, attitudes, service quality, customer-perceived value, and satisfaction.	German et al. (2022)
78	Only brand image and customer satisfaction affect user loyalty.	Chan et al. (2022)
79	Tourist ERB and destination employee service quality are completely negated by environmental commitment and destination social responsibility (DSR).	He et al. (2022)
80	PUV service quality and customer satisfaction were influenced by COVID-19 protocols, tangibility, and assurance variables.	Chuenyindee et al. (2022)
81	In the relationship between customer loyalty and five key m-shopping service quality dimensions – responsiveness, personalisation, ease of use, aesthetics, and perceived risk – trust serves as a mediating factor.	Zhang et al. (2023)
82	The analysis identified nine key themes (hotel, staff, food, room, location, pool, facilities, cleanliness, and Wi-Fi). This helped researchers distinguish themes related to halal hotel satisfaction and dissatisfaction.	Arsali et al. (2023)
83	The fairness of pricing in restaurants directly affects customer satisfaction and loyalty. Additionally, service quality and price fairness have an indirect impact on customer loyalty through their influence on consumer satisfaction.	Ahmed et al. (2023)
84	E-customers' satisfaction with Saudi Arabian banks depends on efficiency.	Alarifi and Husain (2023)
85	In this study, digital banking service quality and e-customer satisfaction were also linked.	Mir et al. (2023)
86	The enhancement of e-service quality contributes to elevated levels of perceived value (PV), satisfaction (SAT), and electronic loyalty (ELOY) for online buyers.	Nandankar et al. (2023)
87	The results provide confirmation of the critical roles played by MPSQ and self-efficacy in CI development, and they highlight self-efficacy's role as a mediator in the relationship between MPSQ and CI.	Hijazi et al. (2023)
88	The findings provide ways to improve the surveyed units.	Hampel (2021)