

# **Relationship between Service Quality and Customer Satisfaction: A Systematic Literature Review**

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## **Abstract**

This article aims to conduct a systematic literature review of the relationships between service quality and customer satisfaction. Forty-one papers were chosen after a search was performed in the Web of Science and Scopus databases. The findings indicate a significant relationship between service quality and customer satisfaction, including direct and indirect correlations. A variety of direct and indirect relationships between service quality and customer satisfaction are suggested in light of these findings. The finding contributes to the few earlier studies on these collaborative relationships.

**Keywords:** Service quality, customer satisfaction, systematic literature review

## **1.0 Introduction**

Service quality is prioritized to enhance customer satisfaction and the company's market share. The relationship between service quality and customer satisfaction has been amply demonstrated in numerous studies. This study's goal is to review the relationship between customer satisfaction and service quality. The relationship between service quality and customer satisfaction has only been examined in a few research (Abdullah, Prabhu, & Othman, 2022; Nurwahyudi, & Rimawan, 2021; Kalavathy & Swapna, 2019; Goumairi, Aoula, & Ben Souda, 2020; Salleh, Abdullah, Nawati, & Muhammad, 2019; Setiawan, Wati, Wardana, & Ikhsan, 2020). In other studies, the relationship dimension of service quality and customer satisfaction have been analyzed (Islam, Ahmed, Rahman, & Al Asheq, 2020; Mosimanegape, Jaiyeoba, Iwu, & Chekula-Mahama, 2020; Gaudenzi, Conference, & Russo, 2020; Shava, 2021; Zygiaris, Hameed, Alsubaie, & Rehman, 2022; Alam, & AL-Amri, 2020). Other studies also validated this assumption and obtained similar results (Goumairi, Aoula, & Ben Souda, 2020;

Salleh, Abdullah, Nawi, & Muhammad, 2019). In summary, most existing studies believe that service quality has a significant favourable influence on customer satisfaction.

Service quality is universally acknowledged as a sign of a company's competitiveness. (Parasuraman, Zeithmal & Berry, 1985; 1988). Service quality performance is viewed as a tactical tool for achieving customer satisfaction (Ladhari, Souiden & Ladhari,

2011). consequently, businesses might gain a competitive edge by providing services of a more outstanding quality (Ladhari, Souiden & Ladhari, 2011). According to Parasuraman et al. (1988), customers evaluate the differences in service quality between what they are looking for based on their needs and associated expectations and the actual perceived services that they obtain. The SERVQUAL model was proposed by Parasuraman et al. in 1985 and Parasuraman et al. in 1988 to bridge the gap between customer expectations and perceptions and actual service performance. Four parameters can be used to assess the quality of service: tangibility, reliability, assurance, responsiveness, and empathy. In many various sectors, the SERVQUAL model has been widely used to assess service quality, such as banking (Salleh, Abdullah, Nawi and Muhammad, 2019; Supriyanto, Wiyono & Burhanuddin, 2021), food and beverage (Gaudenzi, Conference, & Russo, 2020; Pan & Ha, 2021), hotel (Kalavathy & Swapna, 2019; Aladwan, Behno, & Aladwan, 2022), telecommunication (Abdullah, Prabhu, & Othman, 2022; Vu, Pham, and Nguyen, 2021), shipping (Nurwahyudi, & Rimawan, 2021) and education (Goumairi, Aoula, & Ben Souda, 2020).

Salleh, Abdullah, Nawi, and Muhammad (2019) analyzed how customer satisfaction is affected by the service quality dimensions (assurance, empathy) in banking, which are part of the service sector. Their findings indicate that customer satisfaction is critical in evaluating service delivery (assurance, empathy) and positively influences customer satisfaction. Meanwhile, reliability, responsiveness, and tangibles do not influence customer satisfaction. This could mean that a higher (lower) level of customer satisfaction is expected to increase (decrease) customer satisfaction. Hassan and Salem (2021) studied the airline industry and examined how five dimensions of service quality (assurance, empathy, reliability, responsiveness, tangibles) affect customer satisfaction. These scholars also found that the construct that affects customer satisfaction and responsiveness most directly and positively is customer satisfaction. Thus, by extending earlier studies that examined the relationship between service quality and customer satisfaction, the study contributes to strengthening the relationship between service quality and customer satisfaction. Additionally, the research aids in identifying the industries, nations, and research methods used in this study.

### ***Empirical Studies***

Some previous works have carried out systematic reviews in the field of service quality, such as Mardani, Jusoh, Zavadskas, Khalifah, and Nor (2015), Bakar, Norhisham, and Katman, Fai, Azlan, and Samsudin (2022), Bellizzi, Eboli, and Mazzulla, (2020), Park, and Jeong, (2019), Lai, Hitchcock, Yang, and Lu, (2018) and Fatima, Humayun, Iqbal, and Shafiq, (2019). Alongside these, the empirical studies show the relationships between service qualities.

### ***Relationship between Service Quality and Customer satisfaction***

Previous studies indicate that service quality may improve customer satisfaction, such as Abdullah, Prabhu, & Othman (2022), Nurwahyudi & Rimawan (2021), Kalavathy & Swapna (2019), Goumairi, Aoula, & Ben Souda, (2020), Salleh, Abdullah, Nawi, & Muhammad, (2019), Setiawan, Wati, Wardana, & Ikhsan, (2020), Ulfy, Hossin, Karim, & Suib, (2021), Islam, Ahmed, Rahman, & Al Asheq, (2020), Supriyanto, Wiyono, & Burhanuddin, (2021), Vikaliana, & Evitha, (2019), Mosimanegape, Jaiyeoba, Iwu, & Chekula-Mahama, (2020), Mohamad, Ab Yazid, Khatibi, & Azam, (2017), Hassan, & Salem (2021), Gaudenzi, Confente,

& Russo, (2020), Yorulmaz, & Taş (2022), Setyarko, (2019), Brucal, Corpuz, Abeysekera, & David, (2022), Pan, & Ha (2021), Aladwan, Behno, & Aladwan, (2022), Murad, Al-Kayem, Manasrah, Halemah, & Qusef, (2019), Dewi, Hajadi, Handranata, & Herlina, (2021), Othman, Harun, Rashid, & Ali (2019), Shava (2021), Shafiq, Mostafiz, & Taniguchi (2019), Zygiaris, Hameed, Alsubaie, & Rehman, (2022), Rahaman, Ali, Kejing,

Taru, & Mamoon, (2020), Abror, Patrisia, Engriani, Evanita, Yasri, & Dastgir, (2019), Chien, & Chi, (2019), Pakurár, Haddad, Nagy, Popp, & Oláh, (2019), Alam, & AL-Amri, (2020), Ge, Yuan, Wang, & Park, (2021), Ismael, & Duleba, (2021), Tjahjaningsih, Ningsih, & Utomo, (2020), Fida, Ahmed, Al-Balushi, & Singh, (2020), Wang, Zhang, Zhu, & Wang, (2020), Vencataya, Pudaruth, Juwaheer, Dirpal, & Sumodhee, (2019), Saricam, (2022), Gómez-Carmona, Paramio, Cruces-Montes, & Marín-Dueñas, (2022), Chuenyindee, Ong, Ramos, Prasetyo, Nadlifatin, Kurata, & Sittiwatethanasiri, (2022), Esmailpour, Aghabayk, Aghajanzadeh, & De Gruyter, (2022). This small group of studies also includes some authors who point out that service quality improves customer trust and price fairness through customer satisfaction (Setiawan, Wati, Wardana, & Ikhsan, 2020). These ideas indicate that relationships may exist between service quality and customer satisfaction.

### **3.0 Methodology**

Reviews of the literature might be quantitative, meta-analysis, qualitative, through a narrative review, or systematic (Suarez et al., 2017). To enhance earlier systematic literature studies in the area of service quality, this article provides a systematic review of the literature (Mardani, Jusoh, Zavadskas, Khalifah & Nor, 2015; Bakar, Norhisham, Katman, Fai, Azlan, & Samsudin, 2022; Bellizzi, Eboli, & Mazzulla, 2020; Park, & Jeong, 2019; Lai, Hitchcock, Yang, & Lu, 2018; Fatima, Humayun, Iqbal, & Shafiq, 2019) by analyzing the relationships between service quality and customer satisfaction based on 47 studies (Table 2). A systematic review of the literature was conducted in this regard, based on the steps suggested by Sanchez-Meca (2010) and adopted by Suarez et al. (2017). The processes suggested are: (a) developing the research questions; (b) developing the inclusion and exclusion criteria for publications; (c) conducting the search, and (d) analyzing the search results.

#### ***Formulating the question***

This section presents the constructs and concepts and outlines the questions that a systematic literature review can address.

#### ***Research questions***

- a) What are the characteristics of the articles analyzed (type of studies, tools used, sectors, and countries)?
- b) Does service quality have a positive relationship with customer satisfaction?

#### ***Constructs and concepts***

Customer satisfaction and service quality are the concepts analyzed in this article. The gap between what a consumer expects from a service and what they receive can be characterized as service quality. Service quality is defined as the "function of the difference between service expected and customer perceptions of the actual service supplied" by Parasuraman et al. in 1988. Daniel and Berinyuy (2010) stated that customers evaluate an organization's quality to be low if they receive services that fall short of their expectations and high if their expectations are met. Parasuraman et al. developed the SERVQUAL tool to assess service quality (1988). Five components make up SERVQUAL: reliability, responsiveness, tangibility, assurance, and empathy. The five components of service quality are:

- a) Tangibles: Customers compare the tangibles connected to the services offered, such as the appearance of the physical facilities, equipment, and communication materials, to determine the perceived quality of the services.
- b) Reliability: The capacity to deliver the promised service precisely and reliably
- c) Responsiveness: The amount of time a person needs to wait before receiving assistance, a response to an inquiry, or aid with an issue is used to measure responsiveness.
- d) Assurance: Employees' ability to exude confidence and trust, as well as their courtesy and knowledge, are key factors.
- e) Empathy: The business treats its clients with consideration and care.

Additionally, satisfaction is defined by Garbarino and Johnson (1999) as the actor's attitude construct that represents their likely judgment and perception of their acting abilities. When comparing expectations and the perceived quality of service, satisfaction is the subjective emotion of pleasure or disappointment.

### ***Criteria for inclusion and exclusion of articles***

Kitchenham and Charters (2007) advise the selection criteria based on the research question. Since it is nearly impossible for academics to review all the existing published publications, Okoli (2015) recommended that researchers choose the time spans they can review. According to Higgins and Green (2011), timeline publication restrictions should be applied only when it is known that relevant studies could have been reported during a specified period. Based on the search results on the chosen database, it was discovered that the number of studies connected to the relationship between service quality and customer satisfaction has increased from 2019 to 2022. Furthermore, only studies containing actual data were published in a journal. Hence, only items written in English were included in the review to minimize the understanding. In this stage, the article inclusion and exclusion criteria are determined to search (Siva et al., 2016):

- a) Temporal scope: articles included from the year 2019 to 2022.
- b) Quality of Research: articles were selected if published in journals included in Web of Sciences and Scopus.
- c) Area of knowledge: the knowledge areas are service quality and customer satisfaction
- d) Language of publication: the articles analyzed are mainly published in English.
- e) Keywords: the keywords were "service quality", "quality of service", "customer satisfaction", "industry", "company", "firm", and "organization".
- f) All non-peer-reviewed articles and also books, and conference papers were excluded.

### ***Article Search and Selection***

At this step, the papers were chosen based on the inclusion and exclusion criteria and their research questions:

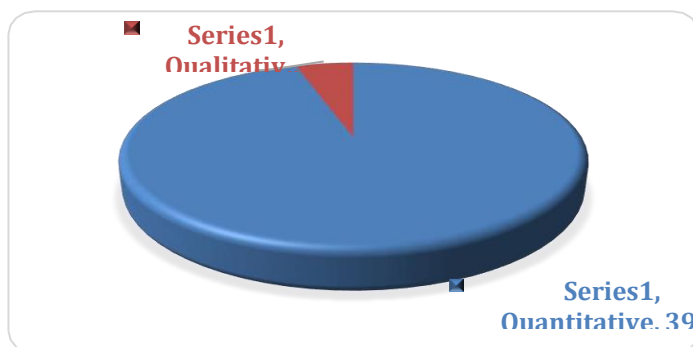
- a) Databases: The most relevant databases were utilized in terms of coverage and content quality (Siva et al., 2016): Web of Science and Scopus.
- b) Database search strategy: a combination of keywords was performed, by title, between service quality and customer satisfaction.

### ***3.4 Result of the Search***

First, these two databases (Scopus and Web of Sciences) were searched; 191 Scopus and 655 Web of Sciences. The relationship between service quality and customer satisfaction was found in 846 articles. Therefore, all 846 articles were chosen for selection using the criteria automatically chosen with the database's sorting function. Due to their failure to meet the requirements for inclusion, 736 items were removed. The remaining 48 articles related to the relationship between customer satisfaction and service quality (Table 1)

**Results**

*Qualitative studies, quantitative studies, and tools used*

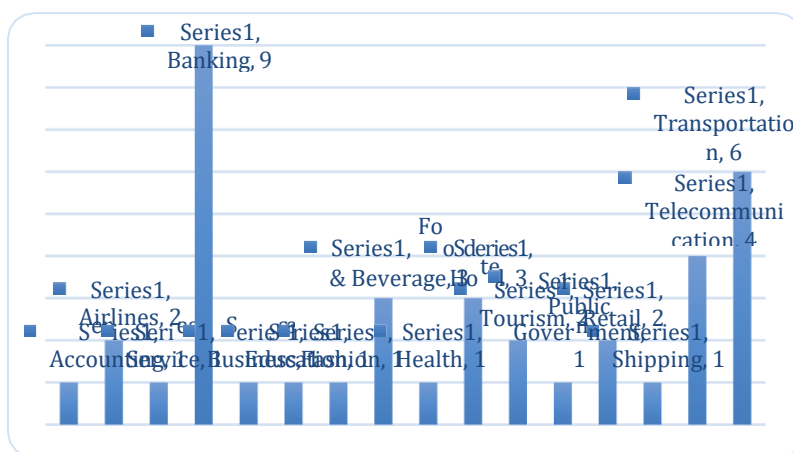


**Figure 1.** *Research approaches*

Based on these studies on service quality and customer satisfaction (Figure 1), it may be observed research approaches that a great majority of them are quantitative (96%), and there is only two qualitative (4%). In addition, out of the 39 quantitative studies, 20 used structural equation models, 12 used multiple regression, four used correlation analysis, two used descriptive analysis, and 1 used comparative analysis. Only one was analyzed manually in a coding theme based on interviews and triangulation for qualitative studies.

**Sectors**

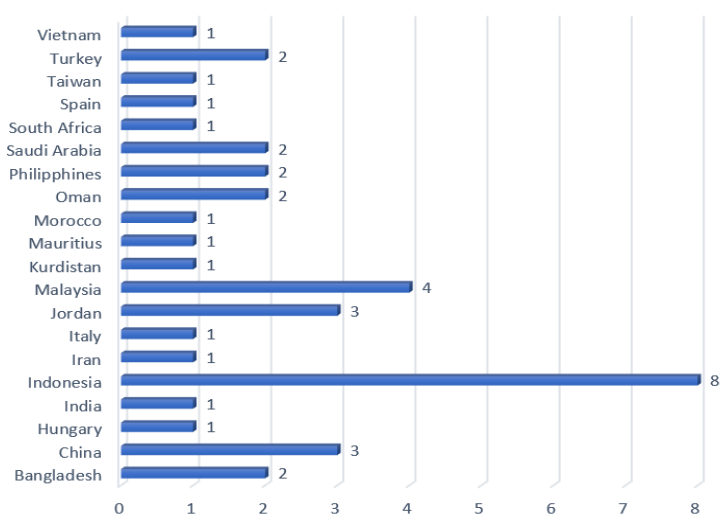
The studies relating to service quality and customer satisfaction show that they mainly studied the banking sector, in which the total was nine studies; 6 studies were based on transportation; 4 on telecommunication; 3 studies on hotel and food and beverage; 2 studies on the airline, tourism, and retail and finally, 1 study on accounting, service, business, education, fashion, health, public government, and shipping (Figure 2).



**Figure 2.** *Sectors*

**Countries**

As for studies relating to service quality and customer satisfaction, it may be observed that Indonesia is the country with the highest number of studies (8), followed by Malaysia (4), Jordan (3) and China (3) in the third place; Bangladesh (2), Oman (2), Philippines (2), Saudi Arabia (2) and Turkey (2) in the fourth places. Lastly the fifth place; is Hungary (1), India (1), Iran (1), Italy (1), Kurdistan (1), Mauritius (1), Morocco (1), South Africa, Spain (1), Taiwan



(1), and Vietnam (1).

**Figure 3. Countries**

### ***Relationship between Service Quality and Customer Satisfaction***

The review (Table 1) indicates that 18 studies show a positive relationship between service quality and customer satisfaction. Among them, there are 21 studies on the relationship between dimensions (tangibles, responsiveness, assurance, empathy, reliability) of service quality and customer satisfaction. A few studies (3) point out that there is no relationship between dimensions of service quality and customer satisfaction, such as dimensions of reliability, responsiveness, tangibility (Salleh, Abdullah, Nawi, & Muhammad, 2019), reliability (Islam, Ahmed, Rahman, & Al Asheq, 2020) and tangible (Shafiq, Mostafiz, & Taniguchi, 2019). Besides, two studies show that service quality dimensions have less impact on customer satisfaction, such as responsiveness (Shava, 2021) and tangibles, responsiveness, and assurance (Balinado, Prasetyo, Young, Persada, Miraja&Perwira Redi, 2021). Moreover, two studies by Goumairi, Aoula, & Ben Souda (2020) and Vikaliana &Evitha (2019) indicate a negative relationship between service quality and customer satisfaction due to delay of service. In addition, the study by Setiawan, Wati, Wardana, &Ikhsan (2020) presented that customer satisfaction was proven to mediate the relationship between service quality and price fairness to customer trust, with customer satisfaction as the mediator role. Thus, the finding shows that service quality is one of the predictors to evaluate customer satisfaction in various industries such as telecommunication (Shava , 2021; Setyarko, 2019; Abdullah, Prabhu, & Othman, 2022; Vu, Pham, and Nguyen, 2021), banking (Rahaman, Ali, Kejing, Taru, & Mamoon, 2020; Abror, Patrisia, Engriani, Evanita, Yasri, & Dastgir, 2019; Pakurár, Haddad, Nagy, Popp, &Oláh, 2019; Alam, & AL-Amri, 2020; Fida, Ahmed, Al-Balushi, & Singh, 2020; Vencataya, Pudaruth, Juwaheer, Dirpal, &Sumodhee, 2019; Salleh, Abdullah, Nawi, & Muhammad, 2019; Islam, Ahmed, Rahman, & Al Asheq, 2020; Burhanuddin, 2021), hotel (Shafiq, Mostafiz, & Taniguchi, 2019; Kalavathy& Swapna, 2019; Aladwan, Behno, &Aladwan, 2022), airline (Hassan, & Salem, 2021; Setiawan, Wati, Wardana, &Ikhsan, 2020;

Vikaliana, &Evitha, 2019), shipping (Nurwahyudi, &Rimawan, 2021), education (Goumairi, Aoula, & Ben Souda, 2020), tourism (Othman, Harun, Rashid, & Ali, 2019; Ulfy, Hossin, Karim, &Suib, 2021), food and beverage (Ge, Yuan, Wang, & Park,2021; Gaudenzi, Confente,& Russo, 2020; Pan, & Ha, 2021), transportation (Ismael, &Duleba, 2021; Wang, Zhang, Zhu, & Wang, 2020; Chuenyindee, Ong, Ramos, Prasetyo, Nadlifatin, Kurata, &Sittiwatethanasiri, 2022; Esmailpour, Aghabayk, Aghajanzadeh& De Gruyter, 2022; Balinado, Prasetyo, Young, Persada, Miraja&Perwira Redi, 2021; Murad, Al-Kayem,

Manasrah, Halemah, & Qusef, 2019; Yorulmaz, & Taş, 2022), fashion (Tjahjaningsih, Ningsih, & Utomo, 2020), public government (Mosimanegape, Jaiyeoba, Iwu, & Chekula-Mahama, 2020), accounting (Brucal, Corpuz, Abeysekera, & David, 2022), service (Zygiaris, Hameed, Alsubaie, & Rehman, 2022; Dewi, Hajadi, Handranata, & Herlina, 2021), business (Chien, & Chi, 2019), health (Gómez- Carmona, Paramio, Cruces-Montes, & Marín-Dueñas, 2022) and retail (Saricam, 2022).

**Table 1.** *Studies included in Systematic Literature Review*

Authors	Research Model	Sector	Country of sample collection	Sample Size	Analysis Tool	Findings
Abdullah, Prabhu, & Othman (2022)	Quantitative	Telecommunication	Kurdistan	230	Multiple Regression	A strong positive correlation between service quality and customer satisfaction
Nurwahyudi, & Rimawan, (2021).	Quantitative	Shipping	Indonesia	86	Structural Equation Modeling	Service quality has a positive effect on customer satisfaction
Kalavathy & Swapna (2019)	Quantitative	Hotel	India	100	Correlation Analysis	The most dominant factor influencing customer satisfaction in service quality (responsiveness, tangibles, empathy, assurance, and reliability)
Goumairi, Aoula, & Ben Souda, (2020).	Quantitative	Education	Morocco	53	Descriptive Analysis	Students have a negative perception of the service quality. Tangible is the most significant impact on student satisfaction.

Salleh, Abdullah, Nawi, & Muhammad, (2019).	Quantitative	Banking	Malaysia	20	Correlation Analysis	The relationship between assurance and empathy is significant for customer satisfaction, while reliability, responsiveness, and tangibility are not significant for customer satisfaction. Satisfaction was proven to mediate the relationship between service quality and price fairness to customer trust. Surveys reveal that assurance, tangibility, empathy, reliability, and responsiveness have a significant positive relationship with customer satisfaction. Responsiveness has a significant influence on customer satisfaction, and reliability is not significant influence on customer satisfaction. Service quality had indirect effects on customer loyalty through customer satisfaction.
Setiawan, Wati, Wardana, & Ikhsan, (2020).	Quantitative	Airline	Indonesia	20	Structural Equation Modeling	
Alfy, Hossin, Karim, & Suib (2021)	Quantitative	Tourism	Malaysia	300	Structural Equation Modeling	
Islam, A., Rahman, & Al Ashiq (2020).	Quantitative	Banking	Bangladesh	200	Structural Equation Modeling	
Supriyanto Wiyono, & Burhanuddin, (2021).	Quantitative	Banking	Indonesia	1190	Structural Equation Modeling	



Vikaliana, &Evitha, (2019)	Qualitative	Airlines	Indonesia	13	Analyze manually	Consumers still submit many complaints because service quality needs to meet customer expectations such as delay issues and changing flight departure schedules. Findings reveal that service quality dimensions of tangibility, empathy, assurance, and responsiveness impact customer satisfaction positively.
Mosimanegape, Jaiyeoba, Iwu, &Chekula-Mahama, (2020).	Quantitative	Public government	South Africa	135	Multiple Regression	
<b>Authors</b>	<b>Research Model</b>	<b>Sector</b>	<b>Country of sample collection</b>	<b>Sample Size</b>	<b>Analysis Tool</b>	<b>Findings</b>
Vu, Pham, and Nguyen (2021).	Quantitative	Telecommunication	Vietnam	300	Multiple Regression	Service quality and customer satisfaction have a weak positive relationship. Results revealed that service quality was a significant predictor of customer satisfaction. The responsiveness dimension was the most important dimension of service quality. Dimension of service quality led to achieving customer satisfaction
Hassan & Salem (2021).	Quantitative	Airlines	Saudi Arabia	299	Structural Equation Modeling	
Gaudenzi, Confente, & Russo, (2020).	Qualitative	Food and beverage	Italy	257	Comparative Analysis	

Yorulmaz, &Taş (2022)	Quantitative	Transportation	Turkey	452	Structural Equation Modeling	Service quality has a positive effect on customer satisfaction
Setyarko, (2019)	Quantitative	Telecommunication	Indonesia	121	Multiple Regression	Service quality has a positive effect on customer satisfaction
Brucal, Corpuz, Abeysekera, &David, (2022).	Quantitative	Accounting	Philippines	59	Multiple Regression	Service quality significantly affects only customer satisfaction
Pan &Ha (2021)	Quantitative	Food and beverage	China	450	Structural Equation Modeling	Service quality has a more substantial main effect on satisfaction
Aladwan, Behno, &Aladwan, (2022).	Quantitative	Hotel	Jordan	247	Descriptive Analysis	Customers are primarily satisfied with the quality of the hotels' services.
Murad, Al-Kayem, Manasrah, Halemah, &Qusef, (2019).	Quantitative	Transportation	Jordan	704	Multiple Regression	Service quality has a significant and positive impact on customer satisfaction. Reliability is most dominant followed by responsiveness, tangibility, assurance, and empathy.
Dewi, Hajadi, Handranata, &Herlina, (2021).	Quantitative	Service industry	Indonesia	100	Multiple Regression	Service quality positive effect of service quality on customer satisfaction

Othman, Harun, Rashid, & Ali (2019).	Quantitative	Tourism	Malaysia	384	Structural Equation Modeling	There was a positive and significant relationship between service quality and customer satisfaction. Assurance, tangibility, reliability, and empathy contributed most toward enhancing customer satisfaction. Responsiveness contributed less toward customer satisfaction.
Shava (2021).	Quantitative	Telecommunication	South Africa	1451	Multiple Regression	There was a positive and significant relationship between service quality and customer satisfaction. Assurance, tangibility, reliability, and empathy contributed most toward enhancing customer satisfaction. Responsiveness contributed less toward customer satisfaction.

Authors	Research Model	Sector	Country of sample collection	Sample Size	Analysis Tool	Findings
Shafiq, Mostafiz, & Taniguchi (2019)	Quantitative	Hotel	Malaysia	200	Multiple Regression	The elements of SERVQUAL, except tangibility, had a significant and positive relationship with customer satisfaction.
Zygiaris, H., Alsubaie, & Rehman (2022).	Quantitative	Service	Saudi Arabia	117	Structural Equation Modeling	Empathy, reliability, assurance, responsiveness, and tangibles have a significant positive relationship with customer satisfaction.
Rahaman, Ali, Kejing, Taru, & Mamoon, (2020).	Quantitative	Banking	Bangladesh	212	Multiple Regression	Reliability, assurance, tangibles, responsiveness, and empathy positively influence customer satisfaction.

Abror, Patrisia, Engriani, Evanita, Yasri, & Dastgir, (2019).	Quantitative	Banking	Indonesia	335	Structural Equation Modeling	Service quality has a positive and significant impact on customersatisfaction.
Chien, & Chi, (2019).	Quantitative	Business	Taiwan	110	Structural Equation Modeling	Service quality has a positive and significant impact on customersatisfaction.
Pakurár, Haddad, Nagy, Popp, &Oláh, (2019).	Quantitative	Banking	Jordan	825	Correlation Analysis	Service quality has a positive and significant effect on customersatisfaction.
Alam, & AL-Amri, (2020).	Quantitative	Banking	Oman	100	Multiple Regression	Three dimensions of quality of service represented by reliability, and responsiveness have a positive and significant correlation withcustomer satisfaction.
Ge, Yuan, Wang, & Park, (2021)	Quantitative	Food and beverage	China	385	Structural Equation Modeling	Service quality has a positive and significant impact on customersatisfaction.
Ismael, &Duleba, (2021)	Quantitative	Transportation	Hungary	100	Structural Equation Modeling	Service quality has a positive and significant effect on customersatisfaction.
Tjahjaningsih, Ningsih, &Utomo, (2020).	Quantitative	Fashion	Indonesia	98	Multiple Regression	Service quality has a positive and significant effect on customersatisfaction.
Fida, Ahmed, Al-Balushi, & Singh(2020)	Quantitative	Banking	Oman	120	Correlation Analysis	Empathy and responsiveness dimensions have a significantpositive impact on customer satisfaction.
Wang, Zhang, Zhu, & Wang, (2020)	Quantitative	Transportation	China	220	Structural Equation Modeling	Service quality has a positive and significant effect on customersatisfaction.

Vencataya, Pudaruth, Juwaheer, Dirpal, &Sumodhee, (2019).	Quantitative	Banking	Mauritius	200	Multiple Regression	Five service quality factors have significantly positively influenced customer satisfaction.
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Authors	Research Model	Sector	Country of sample collection	Sample Size	Analysis Tool	Findings
Sarcasm, (2022)	Quantitative	Retail	Turkey	251	Structural Equation Modeling	Tangibles, reliability, and assurance influence the customer satisfaction
Gómez-Carmona, Paramio, Cruces-Montes, & Marín-Dueñas, (2022)	Quantitative	Health	Spain	271	Structural Equation Modeling	Service quality and satisfaction were confirmed, establishing a moderate-weak relationship. A positive impact on service quality will be evident, leading to high customer satisfaction.
Chuenyindee, O., Ramos, P., Nadlifatin, K., &Sittiwatethanasiri (2022).	Quantitative	Transportation	Philippines	564	Structural Equation Modeling	Assurance was identified to have a significant on service quality and customer satisfaction. Service quality has a positive, significant dependence relationship with customer satisfaction with a large effect size.
Esmailpour, Aghabayk, Aghajanzadeh & De Gruyter, (2022).	Quantitative	Transportation	Iran	1610	Structural Equation Modeling	Assurance was identified to have a significant on service quality and customer satisfaction. Service quality has a positive, significant dependence relationship with customer satisfaction with a large effect size.

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Balinado, Prasetyo, Young, Persada, Miraja&Perwira Redi (2021).	Quantitative Transportation Philippines 256	Structural Equation Modeling	There is a significant relationship between customer satisfaction and the two dimensions of reliability and empathy, while tangibility, responsiveness, and assurance seem to affect Customers less.
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## Discussions

### *Characteristics of the Articles*

The literature review findings demonstrate that most of the examined research is quantitative. Multiple regression is used as a secondary analysis technique in the investigations, with structural equations as the primary analysis tool. However, in dataqualitative, only one study used a manual technique in analyzing the data. Thus, in this study, quantitative studies are more prevalent in identifying the relationship between service quality and customer satisfaction. Besides, the review shows that the relationship between service quality and customer satisfaction is mainly studied in the banking and transportation sector rather than others, such as fashion, retail, hotel, shipping, education, and other sectors. In addition, many studies on the relationship between service quality and customer satisfaction in some countries, such as Indonesia, Malaysia, and Jordan.

### *Relationship between Service Quality and Customer Satisfaction*

The search results indicate that service quality influences customer satisfaction, which agrees with part of the literature (Yorulmaz, & Taş (2022), Setyarko, (2019), Bruce, Corpuz, Abeysekera & David, (2022), Pan, & Ha (2021), Aladwan, Behno, & Aladwan, (2022), Murad, Al-Kayem, Manasrah, Halemah, & Qusef, (2019), Dewi, Hajadi, Handranata, & Herlina, (2021), Othman, Harun, Rashid, & Ali (2019), Shava (2021). This is the case because service quality (reliability, responsiveness, tangibles, assurance, empathy) helps to improve customer satisfaction in various industries such as fashion (Tjahjaningsih, Ningsih, & Utomo, 2020), public government (Mosimanegape, Jaiyeoba, Iwu, & Chekula-Mahama, 2020), accounting (Brutal, Corpuz, Abeysekera, & David, 2022), service (Zygiaris, Hameed, Alsubaie, & Rehman, 2022; Dewi, Hajadi, Handranata, & Herlina, 2021), business (Chien, & Chi, 2019), health (Gómez-Carmona, Paramio, Cruces-Montes, & Marín-Dueñas, 2022) and retail (Saricam, 2022). The results of the review also show a clear positive relationship between service quality and customer satisfaction, supporting the group of studies which emphasize this relationship (Abdullah, Prabhu, & Othman, (2022), Nurwahyudi & Rimawan, (2021), Kalavathy & Swapna (2019), Goumairi, Aoula, & Ben Souda, (2020), Salleh, Abdullah, Nawi, & Muhammad, (2019), Setiawan, Wati, Wardana, & Ikhsan, (2020), Ulfy, Hossin, Karim, & Suib, (2021), Islam, Ahmed, Rahman, & AlAsheq, (2020), Supriyanto, Wiyono, & Burhanuddin, (2021), Vikaliana, & Evitha, (2019), Mosimanegape, Jaiyeoba, Iwu, & Chekula-Mahama, (2020), Mohamad, Ab Yazid, Khatibi, & Azam, (2017), Hassan, & Salem (2021), Gaudenzi, Confente, & Russo, (2020). Furthermore, the higher the service quality, the higher the customer satisfaction. On the other hand, the literature is not unanimous regarding the positive

relationship between service quality and customer satisfaction. Nevertheless, some studies point out that no positive relationship exists between dimensions of service quality and customer satisfaction, such as dimensions of reliability, responsiveness, tangibility (Salleh, Abdullah, Nawi, & Muhammad, 2019), reliability (Islam, Ahmed, Rahman, & Al Asheq, 2020) and tangible (Shafiq, Mostafiz, & Taniguchi, 2019). Besides, service quality dimensions have less impact on customer satisfaction, such as the dimension of responsiveness (Shava, 2021) and tangibles, responsiveness, and assurance (Balinado, Prasetyo, Young, Persada, Miraja & Perwira Redi, 2021). Moreover, studies by Goumairi, Aoula, & Ben Souda (2020) and Vikaliana & Evitha (2019) indicate a negative relationship between service quality and customer satisfaction due to service delays.

### ***Implication***

The study's theoretical implications demonstrate to future researchers the words used to assess service quality, its relationship to customer satisfaction and service quality, the research techniques employed, and the industries and nations examined. Additionally, it shows that while analyzing the relationships between service quality and customer satisfaction, it is fascinating to consider the link between customer satisfaction and service quality aspects (reliability, responsiveness, tangibles, assurance, and empathy). In addition, it is crucial from a practical standpoint to research what customers anticipate, believe, and feel regarding the quality of services provided. Knowing what customers expect helps managers meet their expectations. It improves service evaluation, enabling customers to determine the quality of the services they receive and make the appropriate decisions. Each component of service quality needs to be given equal weight and the required steps taken to improve it.

In contrast, to attract more devoted customers, hire the most talented staff members, evaluate and reward them for exceptional service, and give them ongoing training in communication and problem-solving techniques. The management should know more about the quality of expected and delivered service, ask for input, and take action to give them the service they expect. The respondents gave service quality factors a very high importance because employees significantly impact customer satisfaction and must be adequately trained to deliver good services. Additionally, this study's results impact several fields, including research, practice, and society. Through a thorough study of the literature, all findings from earlier studies on customer satisfaction and service quality in various nations could be gathered. The issues that researchers in this field are addressing currently and previously could be combined. The results of this study demonstrated that researchers used varied research methodologies in various countries.

### ***Limitations and Recommendations***

Although academics generally accept the databases used, such as Web of Science or Scopus, the search scope may eventually be expanded to include other databases. Five service quality dimensions vital to the relationships between service quality and customer satisfaction have been considered in this study. Future studies could examine more components of service quality. Similar to this, additional moderating or mediating variables, such as consumer trust, might be included. Last but not least, despite the limited number of research that collectively empirically analyzed these interactions, it could be worthwhile to empirically analyze the direct and indirect relationships between all these variables in a single study.

## **Conclusion**

To enhance customer performance in numerous areas, capturing all the potential components of quality service is crucial. This study conducted a thorough review of the prior

research on the relationship between service quality and customer performance. A thorough examination of 48 research articles on service quality and customer performance was conducted using data from the two databases (SCOPUS and Web of Sciences). The results of the systematic literature research showed a collection of studies on the relationship between service quality and customer satisfaction. Since this

study was conducted in 2022, studies published in the previous five years, from 2018 to 2022, were chosen to recover recent outputs and new knowledge linked to service quality and customer satisfaction. The researchers used different approaches to evaluate service quality and customer satisfaction. The researcher should do a thorough literature review and confirm the findings with experts from various industries, including banking, fashion, retail, services, hotels, food and beverage, and transportation. In many industries, service quality is a tactical tool for achieving customer satisfaction. By arguing that there is a direct and positive correlation between the integrity of the service provided and the level of customer satisfaction, this finding contributes to and complements earlier studies. Service quality is, therefore, universally acknowledged as a sign of an organization's competitiveness.

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