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**Literature Review on Service Quality in Hospitality and  
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Literature Review on Service Quality in Hospitality and Tourism (1984-2014): Future Directions and Trends

### **Abstract**

**Purpose** – The purpose of this study is to examine the development of service quality research in hospitality and tourism from 1984 to 2014, to identify research gaps, and to suggest directions for future research.

**Design/methodology/approach** – This review comprised three steps with the first being the generation of a structural map by using the online pathfinder network (PFNET) to identify potential research themes. The second research step involved an online literature search covering 2,211 academic journal articles to obtain basic information for planning an additional content investigation concerning the research themes. The final step was to investigate the content of the articles published in top-tier journals or frequently cited ones in three different stages (1984-1993, 1994-2003, and 2004-2014) in order to explore potential research topics.

**Finding** – The study identifies 17 research themes that comprise two main research themes, seven sub-stems, six outer-leaves, and two little-leaves. The developments of service quality research in each theme are explored. The role of each theme in service quality study is revealed. Finally, this study identifies research opportunities for service quality research within each theme.

**Practical implications** – This study demonstrates how to use PFNET to effectively perform a systematic literature review. By referring to previous publications reviewed in this study, researchers can contribute by extending existing theories in their further research on the seventeen themes.

**Originality/value** – This study contributes a systematic literature review method by applying an online PFNET approach, provides a well-researched list of references for

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3 researchers conducting service quality research, and highlights research gaps for  
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5 researchers who plan to pursue service quality research.  
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7  
8 **Keywords** service quality, literature review, pathfinder network, content investigation,  
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10 citation  
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14 **Paper type** Literature review  
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## 16 17 18 19 **1. Introduction**

20 After Gronroos (1984) and Parasuraman *et al.* (1985) published their service quality  
21 models, a large quantity of papers on service quality research began to appear. Ever  
22 since, service quality in hospitality and tourism has remained an important field of  
23 inquiry that has attracted a great deal of research attention. Some researchers have  
24 developed their own scales to measure service quality in different hospitality and  
25 tourism sectors (e.g., Wong and Fong, 2012), whereas others developed their own  
26 research models to investigate the consequences of service quality in these sectors  
27 (e.g., Kim, 2011) because different hospitality and tourism areas have varied business  
28 settings. Such has been the volume of publications that researchers have been  
29 challenged to identify research gaps and to make novel contributions to service  
30 quality research. To address this issue and to identify opportunities for further  
31 research, it is necessary to conduct a systematic literature review that is able to  
32 identify the main research themes that have emerged over time in hospitality and  
33 tourism service quality.  
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51 The main objective of this study is to review the literature on service quality in  
52 hospitality and tourism to explore the future directions and trends of service quality  
53 research in hospitality and tourism. In this study, an online pathfinder network  
54 (PFNET) approach is developed to review the literature on service quality in  
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hospitality and tourism. Using the online PFNET approach, a structural map is created to illustrate current research and the interconnections between the different themes that have emerged over time. Then, an online database search is undertaken to explore the significance of the research themes in 3 different stages (1984-1993, 1994-2003, and 2004-2014). Additional content investigation of 17 research themes in each stage is manually conducted to identify the focus of each theme in each stage. Using this three-step systematic literature review approach, the structure of current research themes can be visualized, their potential effects on the development of further research can be foreseen, research opportunities for service quality research in each theme can be identified, and a well-researched list of references can be provided as a real service for anyone conducting service quality research. For the research methodology, this study introduces a systematic literature review method by using an online PFNET approach. Thus, this study provides guidance for researchers who plan to pursue service quality research and on conducting a literature review in hospitality and tourism.

## 2. Methodology

This review comprises three steps, with the first being the generation of a structural map that is used to show current research and the interconnections between the different themes that have emerged over time.

### 2.1. The construction of an intellectual structural map

Following Lee and Chen (2012), an intellectual structural map was constructed from the data drawn from a free online search engine for academic research papers – Microsoft Academic Search. This database contains metadata (bibliographic information and citations) for research articles published in journals and conference proceedings. The steps for building an intellectual structural map for this study were as follows:

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- 4 (1) keywords “hospitality tourism service quality” in one block were used to search
- 5 out the seek papers from Microsoft Academic Search (a designated citation
- 6 database),
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- 10 (2) the articles cited (in the references) of the seek papers were then retrieved,
- 11
- 12 (3) the citation count was used as a threshold to filter out less cited papers,
- 13
- 14 (4) an adjacent matrix was transformed from the results of step 3, and a co-citation
- 15 matrix was derived,
- 16
- 17
- 18 (5) the top 20 components from factor analysis were identified as the main research
- 19 themes, and
- 20
- 21
- 22
- 23 (6) a PFNET graph was derived from the Pathfinder computation.
- 24

25 This PFNET graph was derived from the Pathfinder computation that was  
26 developed by Dearholt *et al.* (1985) in the 1980s. In the PFNET graph, items are  
27 represented as nodes, and relationships between items are represented as links  
28 between these nodes (Schvaneveldt *et al.*, 1985). A weight corresponding to the  
29 strength of the relationship between two nodes is associated with each link and  
30 reflects the distance between the nodes. The PFNET graph generated by Pathfinder  
31 not only shows the hierarchical relationships but also presents the structure generated  
32 by hierarchical cluster analysis. Therefore, in this study, the PFNET graph is applied  
33 as an intellectual structure method for citation analysis (Garfield, 1975) and  
34 co-citation analysis (Small, 1993). In the PFNET graph, articles are nodes, and the  
35 direct citation and the induced co-citation relationships are shown as links between  
36 nodes. These citation relationships between multiple nodes are conveniently  
37 represented by a matrix to which factor analysis is applied as a data reduction and  
38 structural detection method. Accordingly, 20 main research themes were identified.  
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40 The articles within the same theme were grouped together to form ‘theme nodes’  
41 indicating by size their respective contributions to and influence on the literature. The  
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3 linkages between theme nodes trace the development of a given area of research. Thus,  
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5 their ending points can be viewed as new directions of research.  
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8 For Microsoft Academic Search, there is only one block for entering keywords.  
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10 The intelligent software sent the keywords to Microsoft Academic Search and  
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12 obtained the seek papers. Then, the articles cited in these seek papers were retrieved  
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14 via Microsoft Academic Search to address both 'hospitality service quality' and  
15  
16 'tourism service quality'. Referring to the above Pathfinder computing mechanism, a  
17  
18 PFNET graph was created based on a sample of 215 papers identified by using the  
19  
20 intelligent software in April 2014 (see Figure 1).  
21  
22

23 Take in Figure 1  
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25 In the PFNET graph, articles addressing the same theme are clustered together to  
26  
27 form 'theme nodes' exemplifying research themes. Through the use of this approach,  
28  
29 seventeen distinctive research themes are identified. The linkages between the various  
30  
31 theme nodes illustrate the development of service quality research in hospitality and  
32  
33 tourism over time. An analysis of the PFNET graph reveals that the central part is the  
34  
35 main-stem, comprising two main research themes: service quality scales and the  
36  
37 consequences of service quality. The seven sub-stems consist of areas that are  
38  
39 comparatively underdeveloped, whereas the six outer-leaves comprise potential areas  
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41 that have not yet been thoroughly investigated. Two little-leaves remain that could  
42  
43 well have a potential for further investigation. Table I lists these 17 research themes.  
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46 Take in Table I  
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## 48 2.2. *Online database searching* 49

50 The second research step involved an online literature search that aimed to obtain  
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52 basic information for planning an additional content investigation concerning the  
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54 above research themes. In this study, all articles published in English were initially  
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56 filtered by setting the 1<sup>st</sup> search term(s) = 'service quality' and publication type =  
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‘Academic Journal’ through the ‘Hospitality & Tourism Complete’ database. To explore the development of each research theme according to its history, a chart of the number of publications per year was plotted as shown in Figure 2. This chart showed the life cycle of research publications; thus, the online database search was classified into three different stages: introduction stage (1984-1993), growth stage (1994-2003), and maturity stage (2004-2014). Thus, the relevant articles in different periods were identified to support planning a further content investigation. There were in total 2,211 academic journal articles published on the subject between 1932 and 2014 (searched in May 2015). From 1932 to 1983, only 9 articles were identified and all were published in the *Cornell Hotel & Restaurant Administration Quarterly* (CHRAQ); however, none of them was on service quality research. There were only 42 articles published from 1984 to 1993. However, in the last decade, the number of publications grew from 329 (1994-2003) to 1,831 (2004-2014). This volume of outputs underpins the importance of service quality as a research area in hospitality and tourism.

Take in Figure 2

### 2.3 Content investigation

The third step involved a content investigation of the above 17 research themes. Human desk research on content analysis was conducted to identify the focus of each theme at every stage. For searching articles for content investigation, the 1<sup>st</sup> search term(s) was set to be ‘service quality’, the 2<sup>nd</sup> search term(s) was set as the title of each research theme or its keywords listed in Table I, publication type was set to ‘Academic Journal’, and date published was set as the range of three different stages. Even with the above searching criteria set for each theme in each stage, there remained one thousand or more papers to be reviewed, so it was necessary to prioritize the articles. Some researchers prefer to review only articles published in

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3 top-tier journals (e.g., Tsang and Hsu, 2011), whereas others prefer to focus on  
4 frequently cited papers (e.g., Law *et al.*, 2009). In this study, the articles that were  
5 published in top-tier journals such as the journals covered by the Social Science  
6 Citation Index (SSCI) or that had many citations were selected for content  
7 investigation because both of these factors can provide insights into the development  
8 of research themes in service quality analysis. The literature revealed that between  
9 1984 and 1993, few studies were concerned with research themes beyond the two  
10 main research ones. Therefore, the discussions below concerning other research  
11 themes commence with the growth stage and concentrate on the maturity stage.  
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### 23 **3. Results**

24 As mentioned above, the aim of constructing the PFNET graph was to identify the  
25 research themes for further content investigation. The results of the content  
26 investigation are presented as follows.  
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#### 30 *3.1. Service quality scales*

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32 In the introductory stage (1984-1993), researchers developed and tested different  
33 service quality scales in hospitality and tourism (Lewis, 1984; Wyckoff, 1984). In the  
34 growth stage (1994-2003), many researchers further developed distinctive dimensions  
35 for measuring service quality in different industries such as DINESERV for  
36 restaurants (Stevens *et al.*, 1995) and TANGSERV for food services (Raajpoot, 2002).  
37  
38 In the maturity stage (2004-2014), authors began to focus largely on subordinate areas  
39 such as GPTCCC for group package tours (Wang *et al.*, 2007), THEMEQUAL for  
40 theme parks (Tsang *et al.*, 2012), FESTPERF for festivals (Tkaczynski and Stokes,  
41 2010), E-S-QUAL for electronic service quality (Parasuaman *et al.*, 2005), and  
42 CASERV for casino (Wong and Fong, 2012). Table II summarizes the measurement  
43 scales for different industries in the growth and maturity stages. Because one hundred  
44 more measurement scales have been developed in different hospitality and tourism  
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sectors in the last thirty years, the development of measurement scales of service quality represented maturity.

Take in Table II

### 3.2. *Consequences of service quality*

In the introductory stage (1984-1993), few studies could be found that studied the relationship between service quality and other variables (Wiley and Larson, 1993; Boulding *et al.*, 1993). In the growth stage, more studies of the consequences of service quality could be identified. Most of these studies were focussed on the effect of service quality on customer satisfaction and/or customer loyalty (Qu *et al.*, 2000; Kayis *et al.*, 2003). One hundred twenty articles were searched through using the keywords “service quality” and “satisfaction”, and a further 24 articles have been examined searching for keywords concerned with “service quality” and “loyalty”; 16 articles were listed in both areas; fifteen articles have more than 10 citations. Wong and Law’s (2003) study of tourist shopping satisfaction in Hong Kong was published in *Tourism Management (TM)* and attracted the highest number of citations (n = 32). When looking at the maturity stage, 192 articles were searched using the keywords ‘service quality’, ‘satisfaction’, and ‘loyalty’ in the database. Researchers started to extend the “service quality-satisfaction-loyalty” model with other variables; some research models contained seven or more variables; twenty-two articles have more than 10 citations.

Table III shows the details of frequently cited ( $\geq 20$  times cited in EBSCO database) articles. In the growth stage, highly cited articles were largely in retail sectors such as retailing and banking. However, in the maturity stage, the topics of highly cited articles changed to restaurants (4 articles), resorts and hotels (3 articles), tourists (3 articles), tourism firms (1 article), and e-travel (1 article). Ladhari *et al.* (2008) was the most cited article published in the *International Journal of Hospitality*

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4 *Management (IJHM)*; it identified determinants of dining satisfaction and post-dining  
5 behavioural intentions and received 42 citations.

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8 Take in Table III

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10 In the maturity stage, other than satisfaction (158 articles) and loyalty (192  
11 articles), the most common consequences of service quality included value (43  
12 articles), image (29 articles), trust (26 articles), commitment (25 articles), employees  
13 (20 articles), and brand (7 articles). The majority of the research was performed in  
14 hotels (41 articles), restaurants (23 articles), and wholesale outlets (23 articles).  
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16 Researchers tended to build complicated models with these variables for testing the  
17 mediating and moderating effects between service quality and satisfaction/loyalty in  
18 the hospitality sector.  
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### 27 *3.3. Determinants of service quality*

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29 The literature search revealed that Bitner (1990) was the first to study the  
30 determinants of service quality. She found that physical surroundings (environment)  
31 and employee responses (explanation and offer) affect service encounter satisfaction  
32 and the perceived quality that ultimately influences behavioural intentions.  
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39 In the growth stage, researchers began to study the determinants of service  
40 quality in restaurants (Tucci and Talaga, 2000), banks (Johnston, 1995), food  
41 consumed by tourists (Hjalager and Corigliano, 2000), destinations (Qu *et al.*, 2002),  
42 airlines (Ostrowski *et al.*, 1994), clubs (Chang *et al.*, 1998), and hotels (Choi and Chu,  
43 2001). However, these studies did not concentrate on one or two specific industries.  
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50 In the maturity stage, 20 articles were identified that contained the keyword  
51 'determinant' in their titles. Unlike the growth stage, research was concentrated in  
52 clearly identified areas such as in tourism destinations (Wang *et al.*, 2012), hotels (De  
53 Jorge and Suarez, 2014), and restaurants (Yim *et al.*, 2014). Some researchers  
54 identified the determinants of service quality in other service sectors such as food and  
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3 beverage (F&B) (Chen and Hu, 2010), exhibitions (Jung, 2005), parks (Chen *et al.*,  
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5 2011), online air-ticket booking (Llach *et al.*, 2013), cruising (Juan and Chen, 2012),  
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7 and travel agencies (Huang, 2008). Some constructed research models for customer  
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9 satisfaction and loyalty; thus, their research focus was not only on the determinants of  
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11 service quality but also on the determinants of customer satisfaction and loyalty.  
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13 Therefore, researchers started to build more-comprehensive models in which service  
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15 quality is treated as a mediator between determinants and customer satisfaction and  
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17 loyalty.  
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### 20 21 3.4. Destination

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23 In the growth stage, only 4 articles were published containing the keyword  
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25 ‘destination’ in their titles. All 4 studied the relationship between service quality and  
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27 destination selection (Ko, 2000; Santos-Arrebola, 2002; Seddighi and Theocharous,  
28  
29 2002; Tian-cole and Crompton, 2003).  
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33 In 2004-2014, 68 articles were published containing the keyword ‘destination’ in  
34  
35 their titles. Compared with the growth stage, this number represented a significant  
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37 increase. Most of the researchers studied destination marketing topics that  
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39 investigated the relationship between service quality and destination elements such as  
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41 destination image (Assaker, 2014), destination branding (Chang *et al.*, 2012b),  
42  
43 destination attractiveness (Owusu-Frimpong *et al.*, 2013), destination loyalty (Gursoy  
44  
45 *et al.*, 2014), and post-purchasing behaviours (Moutinho *et al.*, 2012).  
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49 Furthermore, some researchers studied the relationship between service quality  
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51 and non-marketing aspects such as destination development (Zhang and Xiao, 2014),  
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53 destination risks (Fuchs and Reichel, 2006; 2011), tourist hesitation (Wong and Yeh,  
54  
55 2009), destination evaluation (Weaver *et al.*, 2007), and destination benchmarking  
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57 (Fuchs and Weiermair, 2004). As a result, the studies of destinations were extended  
58  
59 from marketing issues to safety (and risk) issues and destination development topics.  
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Fuchs and Weiermair's (2004) publication in the *Journal of Travel Research (JTR)* received the highest number of citations (n = 35).

Festivals can be generally viewed as cultural events that occur within a given destination and are thus often closely associated with branding and destination marketing. These types of events include not only traditional festivals that over time have become associated with tourism but also events that have been created with the distinct purpose of attracting visitors. The authors of these papers are also well aware that many festivals exist that have no direct link with tourism, although tourists might find their way to them, as well as festivals that are deliberately kept apart from tourism. In this search, 13 articles with titles containing the keyword 'festival' were identified as belonging to the maturity stage. Some researchers have developed different service quality dimensions for different festivals such as film festivals (Park *et al.*, 2011), FESTPERF (Tkaczynski and Stokes, 2010) and programming quality of festivals (Yan *et al.*, 2012). Some researchers studied the effects of the service quality components of festivals with respect to other variables such as satisfaction and behavioural intentions (Mason and Nassivera, 2013). Cole and Illum (2006) in the *Journal of Vacation Marketing (JVM)* employed the tourist-experience model to study festival visitor satisfaction and received the highest number of citations for a festival study (n = 29). Studies of festivals have become a popular research area in tourism destination research.

### 3.5. Economics

Relatively little research was undertaken with respect to the economic aspects of customer satisfaction between 1994 and 2003. Only three articles contained the keyword 'economics' in their titles. Kanters *et al.* (2001) studied the economic effects of sport and recreation services. Genco (1997) analysed the role of the economic environment in satisfying firms' new quality-based service requirements. Finally,

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3 Thibault *et al.* (1999) interpreted the economic, political and social pressures on  
4 delivering local leisure services in Canada.  
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8 Within the maturity stage, twelve studies contained the keyword 'economics' in  
9 their titles. Some of them analysed economic data pertaining to tourism services, such  
10 as David (2014), who developed a service sector classification scheme using  
11 economic data. Garin-Munoz and Montero-Martin (2007) developed a dynamic model  
12 for tourism demand using panel data and found that tourism demand is heavily  
13 dependent upon the evolution of economic activity at the destination. Some  
14 researchers studied the economic effects (including economic crises) in tourism  
15 development in the service quality context (Martinez-Rulz *et al.*, 2012), but the  
16 number of articles associated with this research theme has declined in recent years  
17 (2004, 2 articles; 2005, 2 articles; 2007, 2 articles; 2008, 2 articles; 2011, 1 article;  
18 2012, 1 article; 2013, 1 article; 2014, 1 article).  
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### 31 32 3.6. Relationship quality

33 Relationship quality can be considered to be the quality of interaction between a  
34 customer and a supplier (Gummesson, 1987) and can be described as a customer's  
35 perceptions of relationship fulfilment with regard to given provider (Jarvelin and  
36 Lehtinen, 1996). Between 1994 and 2003, Rees (1998) explored new service concepts  
37 of relationship service quality. However, other researchers studied different aspects of  
38 relationship marketing, such as the link between customer relationship and  
39 profitability (Kaj *et al.*, 1994), the importance of customer-perceived service quality  
40 designed to establish relationships with customers (Holmlund and Kock, 1996), the  
41 effect of relationship quality on student loyalty (Henning-Thurau *et al.*, 2001),  
42 buyer-seller relationships (Brencic and Zabkar, 2003), and the dimensions and  
43 domains of relationship quality (Holmlund, 2001). 'Satisfaction' and 'trust' came to  
44 be viewed as second-order elements within relationship quality (Crosby *et al.*, 1990).  
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4 Within the maturity stage, 15 articles were published with the keyword  
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6 'relationship quality' in their titles. Most were empirical studies that largely studied  
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8 the antecedents (service quality, perceived value, brand equity, and corporate  
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10 reputation) and consequences (customer loyalty and relationship value) of relationship  
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12 quality. These inquiries were conducted in various hospitality settings and Table IV  
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14 lists examples of these studies. Jin *et al.* (2013) studied the relationships among  
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16 experiential value, relationship quality, and loyalty within the context of full-service  
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18 restaurant patronage. Jin *et al.* (2013) was published in the *Journal of Hospitality*  
19  
20 *Marketing & Management (IJHMM)* and received the highest number of citations (n  
21  
22 = 9), although their study only employed 'satisfaction' and 'trust' as the dimensions of  
23  
24 relationship quality, most recent researchers have attempted to re-cast 'commitment'  
25  
26 as an affective element of relationship quality.  
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30 Take in Table IV

### 31 32 3.7. Customer behaviour

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34 In the growth stage, there were relatively few studies on the effects of service quality  
35  
36 on customer behaviour. Five articles contained the keyword 'behaviour' in their titles.  
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38 Within this limited repertoire, Tse (2003) examined the effects of  
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40 expectancy-disconfirmation on tipping behaviour, Mattila *et al.* (2001) studied college  
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42 student spring break behaviour, and Brady and Cronin (2001) investigated the effect  
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44 of being customer oriented on service performance perceptions and outcome  
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46 behaviours.  
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50 In sharp contrast, many researchers in the maturity stage studied the effects of  
51  
52 service quality on post-purchasing behaviours, such as Kuo *et al.* (2012a) on the hotel  
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54 sector, Moutinho *et al.* (2012) on destinations, Dholakia *et al.* (2010) on automotive  
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56 services, and Chen *et al.* (2008) on airlines. Some researchers studied special types of  
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58 activities such as tipping behaviours in green hotels (Chou and Chen, 2014),  
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3 restaurant branding (Hwang and OK, 2013), and destination branding (Jalilvand *et al.*,  
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5 2010). Some studied demographic differences with respect to consumer attitudes (e.g.,  
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7 Kwun, 2011: in foodservice; Lee and Hwang, 2011: in luxury restaurants). Some  
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9 researchers were also interested in special topics such as destination familiarity  
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11 (Horng *et al.*, 2012), and dining habit perceptions of travel centre managers and truck  
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13 drivers (Mandaback *et al.*, 2005).  
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17 The literature also revealed a trend with respect to studying topics related to  
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19 sustainability (28 articles) and corporate social responsibility (CSR) (13 articles).  
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21 Examples of these topics include green lodging (Han and Kim 2010), forest recreation  
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23 tourism (Lee *et al.*, 2010), CSR practices in hotels (Kucukusta *et al.*, 2013), CSR in  
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25 quick-service restaurants (Swimberghe and Wooldridge, 2014) and the effects of  
26  
27 quality and CSR on loyalty (Chomvilailuk and Butcher, 2014). Sustainability and  
28  
29 CSR have gained wide attention in recent research because consumers are aware of  
30  
31 the sustainability and CSR practices of the service providers in the hospitality and  
32  
33 tourism industries.  
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### 36 3.8. *Human resources*

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38 The hospitality and tourism sectors represent one of the fastest growing service  
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40 sectors, requiring the deployment of skilled employees who are able to engage and  
41  
42 interact directly with customers in order to co-create experiences. Therefore, many  
43  
44 papers concerned with human resource matters were identified within the growth  
45  
46 stage. These studies focussed on different fields, such as the enhancement of service  
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48 quality with job standardization (Hsieh and Hsieh, 2001), implications of hotel  
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50 employee attitudes for the development of quality tourism (Sharpley and Forster,  
51  
52 2003), factors that act as a driver in quality service provision in tourism (Sharpley and  
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54 Forster, 2003), attitudinal and behavioural responses from customer-contact employee  
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56 influence of customer perceptions of service quality (Hartline and Ferrell, 1996), and  
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3 knowledge management for enhancing employee knowledge about customer  
4 preferences and the corresponding service procedures within the hotel industry  
5  
6 (Bouncken, 2002).  
7  
8

9  
10 Within the maturity stage, 17 papers appeared with 'human resources' in their  
11 titles, and 62 included the term 'employee(s)' in their titles. The studies on human  
12 resources included human resource development (Semone, 2012), human resource  
13 practices (Hurrell and Scholarios, 2014), and the challenges encountered in human  
14 resources development (Maxwell and Watson, 2006). The articles using 'employee' in  
15 their titles were largely concentrated on job satisfaction (Al-Zoubi, 2012) and  
16 employee behaviour (Lages and Piercy, 2012). Additionally, there are studies  
17 concerned with 'employee commitment' (He *et al.*, 2011) and 'empowerment' (Raub  
18 and Robert, 2013).  
19  
20

21  
22 More recently, Tracey (2014) provided a review of human resource management  
23 research in hospitality-specific journals that offered researchers a foundation for  
24 future hospitality human resource research. Wall and Berry's (2007) study of  
25 employee behaviour in relation to customer perceptions of restaurant service quality  
26 was published in the *CHRAQ* and accrued the highest number of citations (n = 37).  
27 Because employees are the source of the employee-customer interface for delivering  
28 services to customers, their knowledge, attitudes, and productivity in the service  
29 process will affect the quality of service delivery. Because employee-customer  
30 interaction affects customer satisfaction (Lee, 2014), organizations would like to  
31 educate employees on essential knowledge and influence their attitudes and  
32 behaviours; the organization-employee interface in the form of human resource  
33 management practices is directly related to service quality. Researchers studied the  
34 role of human resources to identify factors in both employee-customer and  
35 organization-employee interfaces and to examine the interrelationships that influence  
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3 employee performance on service delivery.

### 4 5 3.9. Service failure and recovery

6  
7 Service failure and recovery in hospitality and tourism attracted relatively little  
8  
9 research attention between 1994 and 2003. Eight articles contained the keyword  
10  
11 'recovery' in their titles, and 2 articles contained the keyword 'failure(s)' in their titles.  
12  
13 Smith *et al.* (1999) were the pioneers, developing a model to study the effects of  
14  
15 service failure/recovery encounters on customer satisfaction in the context of  
16  
17 restaurants and hotels. Some researchers started to examine the effects of service  
18  
19 failure and recovery on customer satisfaction and/or repurchase intentions in different  
20  
21 hospitality and tourism areas. Examples include Oh (2003) in the meetings and  
22  
23 conventions industry, Leong and Woo (2002) in restaurants, and Howat *et al.* (1999)  
24  
25 in sports and leisure centres. Some researchers undertook related studies; Brown *et al.*  
26  
27 (1996) measured the cost of recovery in relation to service failures, and Laws (2001)  
28  
29 used a case study to illustrate how strategies could be adapted to minimize the  
30  
31 negative consequences of future service failures.  
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34  
35

36 More studies on service failure and recovery were found in the period 2004-2014,  
37  
38 which included 26 articles with the term 'failure(s)' in their titles and 32 with the  
39  
40 word 'recovery'. Some researchers continued to study the effects of service failure  
41  
42 and/or recovery on consumer satisfaction and/or loyalty in hotels (Iglesias, 2009),  
43  
44 restaurants (Susskind and Viccari, 2011), e-banking (Marimon *et al.*, 2012), and  
45  
46 wholesalers (Varela-Neira *et al.*, 2008). Some researchers started to study the  
47  
48 strategies and actions undertaken for service recovery (Weber *et al.*, 2014). Perhaps  
49  
50 one of the most renowned studies was Kim *et al.*'s (2009a) paper on the effects of  
51  
52 perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention  
53  
54 in upscale hotels, which was published in *TM* and received one of the highest citations  
55  
56 (n = 33). Researchers sought to isolate the effects of service failure and recovery on  
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customer satisfaction and loyalty because superior recovery can increase customer loyalty; therefore, firms try to recover the most profitable customers.

### 3.10. *Electronic tourism*

The number of studies on electronic tourism was very limited in the second stage, although the potential was undoubtedly quite significant. No article contained the keywords 'electronic' or 'online' in its title. Two and seven articles contained the keywords 'internet' and 'technology' in their titles, respectively. The first publication found in the search was Smith (1994), who analysed the behaviour of complex service systems. After the millennium, the situation began to change, with studies on Internet services appearing such as Kuo (2003) on the service quality of virtual community websites, Gianni and Franceschini (2003) on electronic commerce services, Feinberg and Kadam's (2002) evaluation of e-CRM web services, and Jeong *et al.* (2003) on website quality.

By the maturity stage, studies on electronic tourism became relatively extensive, with 24, 42, and 24 articles respectively containing the terms 'internet', 'online', and 'technology' in their titles. There were diversified studies in areas such as internet banking (Santouridis *et al.*, 2009), website quality (Liang and Chen, 2009), online travel reviews (Browing *et al.*, 2013), internet complaint forum (Lee and Hu, 2004), and travel blogs (Bing *et al.*, 2007). There were four studies on self-service technology (SST). For example, Kokkinou and Cranage (2013) examined the use of SST for reducing customer-waiting time. Law *et al.* (2009) contributed a literature review on information technology applications in hospitality and tourism.

Industry-wide, studies on online travel agencies received the highest number of citations. Four studies alone had over 10 citations, but Ho and Lee's (2007) study of e-travel service quality published in *TM* received the highest number of citations (n = 21). New technologies and applications for hospitality and tourism have altered the

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2  
3 means of service delivery. Some researchers successfully caught these trends and  
4  
5 made their contributions in studies of electronic tourism.  
6

### 7 8 3.11. Strategy

9  
10 Between 1994 and 2003, 10 papers appeared with the word 'strategy' in their titles.  
11  
12 However, by the following decade (2004-2014), this number had more than  
13  
14 quadrupled to 43. Articles such as Blumberg (1994), Naipaul and Parsa (2000), and  
15  
16 Cheng *et al.* (2012) focussed on service quality improvement strategies. By 2014,  
17  
18 Chen (2014b) had developed a novel framework for customer-driven service  
19  
20 strategies for a restaurant chain. Other researchers studied marketing strategies  
21  
22 (Wildes and Parks, 2005), service failure and recovery strategies (Tsai and Su, 2009),  
23  
24 emotional labour acting strategies (Kim *et al.*, 2012), and risk strategies (Fuchs and  
25  
26 Reichel, 2011).  
27  
28

29  
30 The term 'strategic' also began to appear in titles, with three mentions in the  
31  
32 1994 to 2003 period, rising to 15 in the decade 2004-2014. In the growth stage, Lin  
33  
34 and Su (2003) undertook a strategic analysis of customer relationship management in  
35  
36 hotels. However, by the maturity stage, Dror and Sukenik (2011) were studying the  
37  
38 strategic service quality framework, whereas Ku *et al.* (2011) were examining the  
39  
40 determinants of strategic alignment. Because these studies of strategy linked to  
41  
42 service quality could be somewhat broad in scope, many different types of strategies  
43  
44 were studied in hospitality and tourism sectors. Accordingly, there appears to have  
45  
46 been a loss of focus accompanied by a decline in the number of citations (to fewer  
47  
48 than 10). Although strategy is a key research area in management studies, compared  
49  
50 with other research themes, researchers in hospitality and tourism were less interested  
51  
52 in this theme. Thus, the effect on service quality research of studying strategy (in  
53  
54 terms of citation numbers) is less compared with other themes.  
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### 57 58 3.12. Research methodology

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4 Most of the quantitative studies encountered in this literature search were concerned  
5  
6 with multiple regression or structural equation modelling (SEM). However, after 2000,  
7  
8 importance-performance analysis (IPA) was introduced to determine the key elements  
9  
10 of quality service associated with various hospitality and tourism areas, including a  
11  
12 zoological park (Tomas *et al.*, 2003), an association meeting (Choi and Boger, 2000),  
13  
14 and water-based recreational activities (Burns *et al.*, 2003). This research method was  
15  
16 widely employed in the period 2004-2014, with researchers applying IPA for  
17  
18 prioritizing improvements to upgrade the quality of service. Table V lists examples of  
19  
20 these studies. Some researchers extended traditional IPA in different forms such as the  
21  
22 IPA-Kano model (Kuo *et al.*, 2012b) and fuzzy-IPA (Deng, 2008). A total of 63 IPA  
23  
24 articles were identified in the search; Liu and Jang's (2009) study on using IPA for  
25  
26 Chinese restaurants in the USA published in *IJHM* received the highest number of  
27  
28 citations (n = 38). Clearly, IPA had become a well-recognized research approach in  
29  
30 hospitality and tourism.  
31  
32

33  
34 Take in Table V  
35

36  
37 Interestingly, the conduct of a literature review might also be considered a  
38  
39 variant of research methodology as Kim *et al.* (2010) used this approach to examine  
40  
41 complaint behaviour and service recovery. Overall, seven articles in this vein secured  
42  
43 more than 10 citations, with Pizam and Ellis' (1999) review of customer satisfaction  
44  
45 and its measurement in hospitality enterprises, which was published in *International*  
46  
47 *Journal of Contemporary Hospitality Management (IJCHM)*, receiving 67 citations.  
48  
49 Literature reviews are a basis for research in every academic field. They can provide  
50  
51 researchers overviews of sources and long reference lists and can help to identify gaps  
52  
53 in the literature that help direct researchers in planning their further research. Thus,  
54  
55 Pizam and Ellis' article created a large impact on the further study of service quality  
56  
57 in hospitality and tourism.  
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### 3.13. *Motivation*

The existence of 536 articles in the database with 'motivation' in their titles indicates the popularity of this field of inquiry in hospitality and tourism. However, studies of motivation in relation to service quality are far less frequently encountered; only 16 of these articles include 'motivation' in their titles. The first article is Kini and Hobson (2003), which showed that expectancy plays a dominant role in the tested motivational theories related to total quality initiative successes in Thailand. Next was Awaritefe (2004), who explored the motivators (attractiveness of destination, quality services, facilities/amenities, and favourable location and accessibility of centres) associated with destination choice in Nigeria. Some researchers tested the effects of motivation and service quality on satisfaction and behaviour intention in different industries such as local festivals (Lee and Beeler, 2009) and nature-based resorts (Fang *et al.*, 2008). Other researchers studied e-WOM motivation (Jeong and Jang, 2011), repurchase motivation (Chang and Yang, 2008), employee motivation (Michel *et al.*, 2013), motivations for future travel to Hawaii (Johanson, 2008), and travel motivations of eco-lodge patrons (Kwan *et al.*, 2008). Not only were the number of articles relating to this theme limited but also the level of citations was not especially high (fewer than 10). Researchers considered motivation a marketing element that could be used to predict consumer behaviours; therefore, motives and services quality items were commonly grouped as predictors of consumer behaviours in hospitality and tourism studies.

### 3.14. *Residents' attitudes*

Only two studies concerning residents' attitudes in continuing care retirement communities were found: Young and Brewer (2002), who identified the factors that influence residents' behaviours and satisfaction with quality service, and Lee *et al.* (2003), who examined the dimensionality of service quality for foodservice in

1  
2  
3 continuing care retirement communities.  
4

5 Although 28 articles contain 'resident' in the title, abstract, or keywords, only  
6  
7 two papers address tourist-resident relationships in terms of service quality, although  
8  
9 the authors of these papers are well aware that there is a substantial literature  
10  
11 concerned with tourist-resident relations in general. In particular, attention is drawn to  
12  
13 Wong and Kwong's (2004) identification of important selection factors for  
14  
15 all-inclusive package tours as perceived by outbound tourists-residents in Hong Kong  
16  
17 and Nawijn and Mitas' (2012) study of resident attitudes towards tourism from the  
18  
19 viewpoint of guests in Palma de Mallorca. Tourists are concerned with the attitudes of  
20  
21 residents towards them as shown in service quality during interaction with residents  
22  
23 during visits (Lai and Hitchcock, 2016). However, few researchers considered the role  
24  
25 of residents' attitudes in service quality studies as an element that affects the service  
26  
27 quality encountered by tourists at a destination.  
28  
29

### 30 31 32 *3.15. Consumer dissatisfaction*

33 Referring to the PFNET graph shown in Figure 1, the research theme of consumer  
34  
35 dissatisfaction was extended from the theme of service failure and recovery. A  
36  
37 customer with a dissatisfying experience in services can either directly complain to  
38  
39 the service provider or complain to a third party (Kim *et al.*, 2010). According to  
40  
41 Kano's (1984) three-factor theory, certain factors generate satisfaction, but their  
42  
43 absence does not necessarily generate dissatisfaction, and vice versa. Therefore, some  
44  
45 researchers treated satisfaction and dissatisfaction as being composed of two different  
46  
47 dimensions (e.g., Johnston, 1995; Ngobo, 1997). Recently, Alegre and Garau (2010)  
48  
49 suggested that some negative or unsatisfactory tourist experiences must be defined  
50  
51 within a specific context of evaluation. Conversely, researchers studied the causes and  
52  
53 responses of customer dissatisfaction in different sectors, such as Foster and Botterill  
54  
55 (1995) in hotel chains in the UK and Mattila and Ro (2008) in casual restaurants in  
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3 the U.S.A.  
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5 Another keyword obtained from the online PFNET approach is ‘complaints’ (see  
6 Table I). In the growth stage, researchers started to study customer complaints (e.g.,  
7 Zins, 2002) and, as has been discussed previously, most dissatisfaction is concerned  
8 with service failure. In the maturity stage, 12 articles were published with the term  
9 ‘complaints’ in their titles, notably Sanchez-Garcia and Curras-Perez (2011), who  
10 studied the emotions triggered by dissatisfaction. They concluded that ‘anger’ has a  
11 significant influence on the switch, complaint, and negative WOM, whereas ‘regret’  
12 only affects switch and negative WOM. Young *et al.* (2011) indicated that highly loyal  
13 customers like to complain more than do less loyal customers when a service failure  
14 occurs in a restaurant, whereas Bell and Luddington (2006) found that customer  
15 complaints are significantly and negatively associated with service personnel  
16 commitment to customer service. Researchers studied the interrelationships among  
17 service failure, complaint, emotion, customer dissatisfaction, service personnel  
18 commitment, customer loyalty, and WOM.  
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### 36 3.16. Finance

37 Articles containing the keyword ‘financial’ in their titles numbered 4 and 16 in the  
38 growth and maturity stages, respectively. Although a limited number of studies were  
39 identified in this thematic area in all of the stages, Crilley *et al.* (2002) was  
40 noteworthy for its use of financial and non-financial metrics to measure performance  
41 in operational management and customer service quality. In contrast, Sutton *et al.*  
42 (2003) used a case study of five-star hotels in Dubai to explain how perceived  
43 empowerment relates to their organization’s quest for service quality, customer  
44 satisfaction, and financial return. Some researchers studied cost analysis for  
45 nature-based tourism (Chen *et al.*, 2014), and some researchers prioritized  
46 investments in marketing activities based on their effect on business performance  
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(Martensen and Mouritsen, 2014). Recently, Alonso-Almeida and Bremser (2013) studied the phenomenon of the 2008 financial crisis and concluded that hotels that focussed on high quality, brand image, and a loyal customer base were best equipped to handle the crisis. Different researchers used different research methods to evaluate the effects of service quality on financial performance.

### 3.17. *Organizational behaviour*

The majority of papers on organizational behaviour in relation to service quality appeared in the 1990s; four articles appeared on organizational citizenship behaviours (OCB) (e.g., Castro *et al.*, 2004), nine articles on the entrepreneurs (e.g., Farrell, 1990), and eight articles on leadership (e.g., Brymer, 1991). Recently, Mackenzie and Peters (2014) examined hotel managers' perceptions of leadership styles and their interpretation of the CSR role in the industry and the community. However, because organizational behaviour is a very broad topic, most of these studies suffer from a lack of focus.

## 4. **Research Opportunities and Agendas**

Based on the resultant PFNET graph (as shown in Figure A1 in the Appendix) and the review insights in the previous section, future research opportunities are recommended as follows.

### 4.1. *Measurement scales*

Although many researchers remain interested in the development of measurable scales of service quality, the majority of the measurement scales for most hospitality and tourism sectors have been well established. Thus, there are limited opportunities for researchers to find gaps in this research theme. However, researchers could direct their attention to new rapid-growth hospitality sectors (such as casino resorts) or new tourism products (such as medical tourism and cruise tourism). Furthermore, researchers can narrow their studies to focus on a specific sub-area such as developing



1  
2  
3 a measurement scale for 'consumer fairs' that house local and overseas exhibitors,  
4 including traders and manufacturers, who sell their products at a large discount to  
5 attract a large number of visitors to consume. Of course, researchers can try to revise  
6 existing measurement scales for adopting the development of the hospitality and  
7 tourism sectors, but the development of only a single measurement scale as a  
8 knowledge contribution becomes less attractive for those seeking publication.  
9  
10 Researchers are advised to examine the new or revised measurement scale and  
11 investigate its effects on other variables such as satisfaction and loyalty. Furthermore,  
12 researchers can enhance existing measurement scales with second-level dimensions  
13 and further examine the effects of second-level dimensions on other variables.  
14

#### 15 4.2. Consequences of service quality

16  
17 In the literature, a huge number of studies use the 'service quality-satisfaction-loyalty'  
18 model in the various hospitality and tourism sectors; however, researchers continue to  
19 try to add different variables to the 'service quality-satisfaction-loyalty' model and to  
20 apply them in different hospitality and tourism sectors. Researchers should not try to  
21 add variables without considering grounded theory, because the knowledge  
22 contribution is only making the research model more complex. Oh and Kim (2017)  
23 reviewed 313 articles published over in 2000-2015 and concluded that most studies on  
24 service quality, customer satisfaction, and customer value are not grounded in robust  
25 theoretical models. Therefore, researchers should focus on building a new theory or  
26 refining an existing theory that creates results rather than simply adding more  
27 constructs into the service quality model. For example, according to the theory of  
28 customer satisfaction, there are two common types of customer satisfaction:  
29 transactional satisfaction and overall satisfaction. However, recent studies have  
30 indicated new types of customer satisfaction such as integrated satisfaction (Gao and  
31 Lai, 2015) and longitudinal satisfaction (Ying *et al.*, 2016); thus, researchers can

1  
2  
3 contribute by examining the effects of different service quality dimensions on  
4  
5 different types of customer satisfaction. Researchers also can use following research  
6  
7 themes as a reference point to plan further research, particularly with respect to the  
8  
9 consequences of service quality.  
10

#### 11 12 4.3. *Determinants*

13  
14 Studies of the determinants of service quality are highly dependent upon the service  
15  
16 sectors. It is perhaps not surprising that a large number of studies have been devoted  
17  
18 to destinations, hotels, and restaurants; gaps in the literature can be found in relatively  
19  
20 under-studied areas such as theme parks. Another potential research direction is the  
21  
22 supplementation of the determinants devised from previous studies of growing and  
23  
24 expanding sectors such as casino resorts and wellness spas.  
25  
26

27  
28 For the introduction of new determinants or predictors, researchers can explore  
29  
30 new determinants that are in the process of service deployment such as studying the  
31  
32 effects of co-production, co-creation, and self-creation on the service experience and  
33  
34 service quality in different service sectors (e.g., Minkiewicz *et al.*, 2016). Conversely,  
35  
36 researchers can trace service-marketing process aspects such as brand experience,  
37  
38 brand preference, personality, and ethical consumption to investigate their effects on  
39  
40 service quality.  
41

42  
43 Many studies of service quality are associated with other variables and its  
44  
45 consequences such as customer satisfaction and loyalty. Therefore, it is recommended  
46  
47 that the study of the determinants of service quality also be extended to the study of  
48  
49 the mediating effect of service quality on the relationship between determinants and  
50  
51 their consequences.  
52

#### 53 54 4.4. *Destination*

55  
56 In the PFNET graph, the research theme 'destination' is classified as a sub-stem. It is  
57  
58 not like other sub-stems that can be applied in other service sectors. 'Destination' is  
59

1  
2  
3 defined as a tourist destination that attracts visitors and is therefore a part of tourism  
4  
5 (as a tourism product). In accordance with the trends observed in this literature review,  
6  
7 it appears likely that destination marketing will remain a core topic in hospitality and  
8  
9 tourism research, although the authors of this paper are aware of other approaches that  
10  
11 are used to develop and maintain a visitor base, particularly with respect to the  
12  
13 cultural sector (e.g., theatres and museums). Studying the effects of service quality at  
14  
15 a destination and its marketing elements (such as post-visit and pre-visit tourist image,  
16  
17 brand passion, self-brand, and attractiveness) with respect to the selection of the  
18  
19 destination will remain an important topic because tourism is a source of economic  
20  
21 growth and employment for many developing and developed countries. However,  
22  
23 because most previous studies have focussed on a single destination, researchers are  
24  
25 encouraged to study the service quality of destination routing because a long trip with  
26  
27 multiple destinations is relatively common in tourism.  
28  
29  
30

31  
32 Conversely, this literature revealed potential in non-marketing topics such as  
33  
34 destination risk and safety. In recent times, perceived destination safety has become a  
35  
36 major concern for tourists when selecting a destination because the threat of terrorism  
37  
38 looms everywhere, London, Barcelona, Bangkok and Paris being among the  
39  
40 best-known tourism destinations that have been attacked.  
41

42  
43 To attract more first-time and repeat tourists, a great deal of money has been  
44  
45 invested in promoting festivals, not least because they often have distinctive cultural  
46  
47 and natural features that are difficult to replicate, an important antidote to tourism  
48  
49 product homogenization. Conversely, researchers can compare the perceived quality  
50  
51 between first-time and repeat tourists at a destination or festival. However, the study  
52  
53 of service quality in relation to festivals is relatively rare, indicating that this field has  
54  
55 rich research potential. However, it should be borne in mind that these events are  
56  
57 often highly localized and have a significant cultural attachment, with tourism being  
58  
59

of limited importance.

#### 4.5. Economics

Although the research theme 'economics' is classified as a sub-stem in the PFNET graph, there were few studies on this theme. This research theme would appear to underpin many reasons for conducting research in service quality, but the use of keywords such 'economic', 'performance', and 'examination' yielded comparatively limited results when examining the literature. Although economics is a core research area in business, the results of this literature review indicated that there is an opportunity for researchers using economic data to study the effects of the service quality of a destination and evaluate the economic changes that affect the service quality of different hospitality services. Clearly, studies of the economics of service quality in hospitality and tourism could provide rich opportunities for further research.

#### 4.6. Relationship quality

Great potential exists for studying relationship quality in tourism and hospitality despite the prior existence of a significant number of such studies, because many hospitality sectors remain relatively unexplored such as fast-food outlets, restaurants, luxury hotels, parks, and destinations.

Furthermore, there is a debate with respect to the construction (elements) of relationship quality. Some studies used 'satisfaction' and 'trust' as the elements of relationship quality (e.g. Kim and Han, 2008), whereas more-recent studies referred to 'commitment' as a third element of relationship quality (e.g. Lai, 2014). Although most studies have treated service quality as an antecedent of relationship quality, Jin *et al.* (2012) have treated service quality as a dimension of relationship quality. Because the creation of relationship quality theory remains in its development stage, other elements could be amended to examine the topic in more detail and to examine the construction of relationship quality in various hospitality sectors. For example,

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‘interactive communication’ and ‘social bonds’ show mediating effects on the trust-commitment relationship in Ponder *et al.* (2016).

Previous studies have indicated that service quality is an antecedent of relationship quality; however, researchers have rarely investigated the effects of the components (dimensions) of service quality on the elements of relationship quality. Therefore, there is a need to fill this knowledge gap and to explore other antecedents of relationship quality in different hospitality and tourism sectors.

#### 4.7. Customer behaviour

In the PFNET graph, the research theme ‘customer behaviour’ was extended from the studies of the ‘consequences of service quality’. Post-purchasing behaviour is one consequence of service quality, in which consumers take further action after purchase (Kotler and Armstrong, 2004). Studying post-purchasing behaviour remains an important topic in customer behaviour in hospitality and tourism research because analysing behaviour after an actual sale can help reshape service quality to retain existing customers, particularly with respect to the provision of new services.

Likewise, an understanding of consumer attitudes towards various hospitality and tourism services remains an important field of consumer psychology that shapes the nature of marketing in hospitality and tourism. The results of this literature review indicate that a promising area of research concerns how service quality influences consumer attitudes and behaviours, particularly when compared with the different psychological and demographic segments within the various hospitality sectors.

Because many companies in the hospitality and tourism sectors aim to pursue more-sustainable and socially responsible practices, the study of customer attitudes towards green, environmental, and CSR in conjunction with service quality has become a potentially rewarding research area. Thus, researchers are encouraged to examine how these attributes of service influence customer pro-ecological and

1  
2  
3 pro-environmental behaviour in choosing hospitality and tourism providers.

#### 4 4.8. *Human resources*

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6  
7 As is true with economics, 'human resources' is a core research theme in management,  
8  
9  
10 but the number of studies in the latter field is considerably greater, which is perhaps  
11  
12 not surprising when one considers that the hospitality and tourism sectors constitute  
13  
14 one of the largest service sectors. In addition to job satisfaction, commitment, and  
15  
16 empowerment, the above themes of customer behaviour, CSR and sustainability  
17  
18 would appear to be potential forthcoming areas in terms of research. For example,  
19  
20 Zientara *et al.* (2015) investigated the links between the CSR experiences, job  
21  
22 satisfaction, and organizational commitment of Polish hotel employees. Researchers  
23  
24 can tailor-make a measuring scale of service quality to investigate employees in a  
25  
26 specific hospitality and tourism sector (e.g., Lee, 2014), use this scale to test the  
27  
28 effects of service quality on employees in terms of job satisfaction and performance,  
29  
30 and investigate the effect of service quality on interpersonal-interaction between  
31  
32 employees and customers on customer behaviour. Recently, human resources  
33  
34 researchers explored the relationships between compassion at work, work-family  
35  
36 conflict, employee creativity, employee emotions, and job performance. Researchers  
37  
38 can test the relationship between the service quality of employees and these variables.  
39  
40 Accordingly, it is argued that the study of human resources in hospitality and tourism  
41  
42 remains a highly promising field of research.  
43  
44

#### 45 4.9. *Service failure and recovery*

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48 In the PFNET graph, the length of the research theme 'service failure and recovery' is  
49  
50 the longest among all sub-stems. Although many studies on this theme have been  
51  
52 published, we can foresee that researchers will continue their studies on the causes  
53  
54 and consequences of service failure and recovery. Because tourists are drawn from all  
55  
56 over the world, it is perhaps not surprising that they have different preferences and  
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3 expectations concerning service recovery; no single solution exists that can resolve all  
4 cases. Some tourists prefer monetary compensation, but others might seek a simple  
5 sincere and apologetic message. Therefore, studies concerned with the strategies and  
6 actions (e.g., economic recovery, speed of correction, and simple apology) undertaken  
7 for service recovery across different sectors and different countries are essential.  
8 Additionally, researchers can compare the post-recovery customer relationships under  
9 different service recovery strategies.

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20 Significantly, the precautions taken to limit service failure can be viewed as risk  
21 management, and the actions for service recovery can be treated as crisis management.  
22 Researchers can extend existing risk and crisis management models to create a model  
23 that is suitable for managing the risks and crises of service failures across all  
24 hospitality and tourism sectors. The use of risk management techniques can identify  
25 new types of potential service failures, assess the severity of each failure type, and  
26 prioritize efforts to prevent the service failures.

#### 27 28 29 30 31 32 33 34 4.10. *Electronic tourism*

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36 In the PFNET graph, the research theme 'electronic tourism' is located at the top. The  
37 theme was directly extended from the main research theme 'service quality scales';  
38 thus, previous studies on electronic tourism have concentrated on the development of  
39 e-service quality scales and their consequences. Due to the rapid growth of internet  
40 technologies, it seems likely that more internet applications for tourism will continue  
41 to be developed. One popular study area of electronic tourism is the acceptance of  
42 e-service technological internet applications for tourism such as app-based mobile  
43 tour guides (Lai, 2015). Because different internet applications have individual  
44 characteristics, with applications covering a range of tourism sectors (hotels,  
45 restaurants, cultural attractions & heritage sites, entertainment & leisure activities,  
46 tourism departments, and transportation), studies on e-service acceptance, adoption,  
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3 and diffusion, and on the infusion of internet applications for tourism promise to  
4 remain a rich field of inquiry.  
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7 In the past, most studies of electronic tourism were concerned with tourist  
8 behaviours online. In fact, electronic tourism is not limited to internet applications,  
9 because information and communication technologies (ICT) have become widely  
10 adopted in all tourism sectors; thus, many ICT products exist for tourism. A good  
11 example of the ubiquitous spread of ICT is a wearable device that can be used as a  
12 room key, digital wallet, and hotel room controller (Wareable, 2016). To relieve staff  
13 of routine duties and to concentrate their efforts on personal touch services, more SST  
14 applications in the hospitality and tourism sectors are likely to be developed. Thus,  
15 there is a need to study tourist attitudes towards the e-service adoption of those new  
16 SST applications. Other than studying technology acceptance of SST applications,  
17 researchers can also study the benefits and drawbacks of employing SST applications  
18 in marketing the services. Of course, more ICT products for tourism will be  
19 developed in the future. Because different ICT products have different features, their  
20 e-service adoption can be influenced by different e-service factors. Therefore, there  
21 are many research opportunities in studying tourist behaviour regarding ICT products.  
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40 Recently, the term 'big data' has become increasingly recognized in tourism and  
41 hospitality in the sense that business processes and intelligence are harnessed to create  
42 a 'big picture' with which to drive a business forward. Researchers can study the  
43 benefits and barriers for the e-service adoption of such products and study the success  
44 factors related to the implementation of such e-service systems.  
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#### 51 *4.11. Strategy*

52 In the PFNET graph, the research theme 'strategy' is classified as an outer-leaf.

53 Although there were few previous studies on this theme, it shows great potential for  
54 service quality research because a strategic service quality framework embraces the  
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3 important components of a service system. On the one hand, researchers can develop  
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5 different strategic service quality frameworks for different hospitality and tourism  
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7 sectors. On the other hand, they can establish service-quality improvement strategies  
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9 that are designed to address quality issues in the various hospitality and tourism  
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11 sectors. For example, researchers can use IPA to prioritize the improvements of  
12  
13 service items and select appropriate strategies for gaining competitive advantage.  
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15 Recently, Harrington *et al.* (2014) identified fifteen strategic topics, including  
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17 corporate strategy, strategy process, strategy practice, strategic leadership and  
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19 governance, and competitive strategy. Researchers can explore the effects of  
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21 implementing these strategies on service delivery.  
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#### 24 25 4.12. *Research methodology* 26

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28 In the PFNET graph, the research theme 'research methodology' is located on the far  
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30 left. Many researchers have developed different research methods for studying service  
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32 quality in hospitality and tourism. IPA is one method that includes an appropriate  
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34 research tool for hospitality and tourism research, although some researchers  
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36 criticized its poor discriminatory and predictive validity (Oh, 2001; Bacon, 2003;  
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38 Azzopardi and Nash, 2013). To address those reliability and validity issues, Lai and  
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40 Hitchcock (2015) have provided a straightforward guide for using IPA. However, a  
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42 few shortcomings remain, particularly with respect to using indirect IPA such as linear  
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44 and symmetric issues (Matzler *et al.*, 2004; Matzler *et al.*, 2004). Thus, further studies  
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46 can be conducted to address these shortcomings in conducting service quality  
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48 research.  
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51 When studying the consequences of service quality, researchers should try to  
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53 include more variables within their research models. Most researchers tend to use  
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55 SEM to test the mediating effects on those complex research models, but, as was  
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57 mentioned above, there is a trend towards studying the moderating effects of the  
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relationship between service quality and other variables such as customer loyalty. Researchers have begun to apply partial least squares (PLS) in the study of moderating effects (e.g., Gao and Lai, 2015) because PLS is better suited for evaluating them (Lee *et al.*, 2009). Additionally, researchers can further explore how to perform PLS in hospitality and tourism research by following Valle and Assaker's (2016) review.

The publication of extensive literature reviews in a given area is not especially popular with researchers. The absence of a systematic approach for reviewing the literature might reign in researcher intentions; however, a good literature review can generate rich rewards that expand the scope of researchers to engage in further research. The systematic literature review method proposed by this study can help researchers to conduct more holistic literature reviews on service quality research and on other research areas.

#### 4.13. Motivation

Although the length of the research theme 'motivation' is short (thus, few studies exist on this theme), this PFNET graph was directly extended from the studies of the 'consequences of service quality'. Therefore, there is great potential in service quality research because motivation can take different roles in studying the consequences of service quality. Motivation can be a factor that combines with service quality to influence customer satisfaction and behavioural intention. Moreover, motivation can be an outcome of service quality and thus can influence repurchasing motivation. Motivation can also be a theory (the motivational theory) that explains how employees can be encouraged to enhance service quality within their daily operations. Existing research in motivation with respect to service quality is comparatively limited, although some researchers might be interested in investigating motivational preferences linked to service quality among individuals within a specific hospitality

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3 and tourism sector. As there are different types of motivations such as push and pull  
4 factors, researchers can verify the roles of different types of motivations in different  
5 service-quality research settings.  
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#### 8 9 10 4.14. *Residents' attitudes*

11 Previous studies of residents' attitudes to service quality were limited, but more  
12 studies in this area have appeared in recent years (e.g., Schofield, 2011). In the  
13 PFNET graph, the research theme 'residents' attitude' is located at the bottom. The  
14 theme was extended from the studies of 'tourist (customer) behaviours' because  
15 residents' attitudes are closely related to tourist behaviours such as whether or not  
16 residents' attitudes have a significant influence on creating a hospitable environment  
17 for tourists (Coccosis and Parpairis, 1992). Studies of the relationship between  
18 residents' attitudes and tourism service quality appear to have significant potential as  
19 a research field. Furthermore, because tourism service quality within a given  
20 destination is a key factor for attracting tourists, researchers could study the  
21 relationship between residents' attitudes and service quality and their influences on  
22 destination choice.  
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#### 38 4.15. *Consumer dissatisfaction*

39 In the PFNET graph, the research theme 'consumer dissatisfaction' is located on the  
40 far right. The theme was extended from studies of 'service failure and recovery'.  
41 Therefore, when studying consumer dissatisfaction, one of the commonest research  
42 approaches is to study its causes – service failures. Researchers commonly believe  
43 that negative emotions are able to generate dissatisfaction; accordingly, they identified  
44 four discrete emotions – anger, disappointment, regret, and worry – that could be  
45 triggered by service failures. However, individuals can express different emotional  
46 reactions to the same types of service failure and can show different levels of  
47 dissatisfaction with the same case. Moreover, people with different cultural  
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3 backgrounds can react to the same phenomena in markedly different ways. The  
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5 question of whether expectation or other any other theory can explain the above  
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7 symptoms remains unresolved.  
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10 Another common research approach is to study the behavioural consequences of  
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12 dissatisfaction with services. Researchers have already shown that dissatisfaction with  
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14 services can lead to complaints, negative WOMs, and switching to alternative service  
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16 providers, but readers, particularly from industry, are likely to be interested learning  
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18 about any other possible outcomes for dissatisfaction and their links with discrete  
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20 emotions.  
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23 Some variables that are commonly employed in studying service quality and  
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25 customer satisfaction can affect the level of dissatisfaction experienced during service  
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27 failures. For example, guests might have a stronger feeling of dissatisfaction with a  
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29 service failure in a hotel with a highly acclaimed brand compared with a less famous  
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31 one. Accordingly, researchers can combine these variables to construct new research  
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33 models to enhance further studies.  
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#### 36 4.16. *Finance*

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38 The number of articles in finance concerned with service quality is small, although  
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40 outcomes of service quality can be measured in terms of financial performance, and  
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42 the financial situation of a tourism or hospitality company can influence its service  
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44 quality. Therefore, there is a need to understand the relationship between financial  
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46 factors (such as financial consideration) and service quality, particularly with respect  
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48 to the occurrence of global financial crises. Researchers can also evaluate those  
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50 financial factors as determinants with service quality to study their influences on  
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52 customer satisfaction, loyalty, and revisit intention towards a destination.  
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#### 55 4.17. *Organizational behaviour*

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58 In the PFNET graph, the research theme 'organizational behaviour' is located on the  
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far left; thus, it is a great potential research theme that has seen few previous studies. The topics concerned with organizational behaviour are very broad, and previous studies that address this theme are infrequent. The relative infrequency of papers concerned with organizational behaviour in the hospitality and tourism industry indicates a rich potential area for researchers. Likewise, business ethics, social responsibility, sustainability, and corporate governance are also important concerns for management in hospitality and tourism. Recently, Kang *et al.* (2016) have performed a panel regression analysis to examine the effect of Hofstede's national culture dimensions on the total CSR activities of hospitality firms. Furthermore, service innovation and creativity can also provide a rewarding research focus. Organizational culture, ownership structure, entrepreneurship, leadership styles, ethical behaviours, supervisor-employee relationship, job security, teamwork, work motivation, living-to-work and working-to-live, prosocial values, and organizational citizenship can also affect the setting of service quality strategies and the outcomes of service quality in the tourism business and thus merit further scrutiny. Of course, the studies of organizational behaviour in hospitality and tourism are not limited to the above recommendations; researchers are presented with many opportunities to understand further how organizational behaviour influences the service quality of the hospitality and tourism industry.

## 5. Discussion and Conclusions

### 5.1. Conclusions

This study applied a systematic method to conduct a literature review of service quality in hospitality and tourism. This systematic review ensures reliability by applying online PFNET approach. Seventeen research themes were identified through the application of principal component analysis. The results of this study explored the development of each research theme, and the most heavily cited articles and articles

published in top-tier journals have been investigated by using human desk research on content analysis when exploring 17 research themes. Based on the insights of this review, researchers can fully understand what has been addressed in the past in terms of service quality research. This study also indicates future potential research opportunities and provides an agenda of 17 research themes for researchers to plan their future activities.

### 5.2. Theoretical Implications

This study contributes a systematic method for conducting a literature review by integrating the online PFNET approach, online database searching, and content investigation. To visualize important topics in service quality in hospitality and tourism research, a PFNET graph was generated by an intellectual structure method for citation and co-citation analysis on 215 representative papers. The resultant PFNET graph is shown in Appendix A. In the graph, 215 nodes correspond to the 215 representative papers, and links between nodes correspond to the citation and co-citation links. Seventeen research themes were identified by the principal component analysis. The PFNET graph showed the current research structure and the interconnections between the different themes that have emerged over time. The central part of the graph is the starting point of the research (service quality scales). The results of online database searching and content investigation confirmed that researchers initially developed distinctive dimensions for measuring service quality in different industries in the introduction stage (1984-1993). Many studies of the consequences (satisfaction and loyalty) of service quality were found in the growth stage (1994-2003). The results of online database searching and content investigation further indicated that studies on seven research themes (identified as sub-stems in the graph) were started in the period 1994-2003 and were widespread in the maturity stage (2004-2014). Furthermore, the results of the study identified six research themes

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3 (presented as outer-leaves in the graph) as potential research areas in which few  
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5 studies were found within the maturity stage. The two research themes, located at the  
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7 outer side of the graph (presented as little-leaves), show that a limited number of  
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9 studies was found that might have potential for further investigation. The results of  
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11 online database searching and content investigation validated the results of the online  
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13 PFNET analysis.  
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17 When investigating the development of service quality research, through using  
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19 the graph created by applying the online PFNET approach, researchers can observe  
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21 how the various research themes are interrelated and interconnected. For example, if  
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23 one wants to study the causes of customer complaints, one must know dissatisfaction  
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25 theory; if one wants to understand dissatisfaction, then one must know the difference  
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27 between dissatisfaction and satisfaction; if one wants to measure customer satisfaction,  
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29 then an understanding of the delivery of service quality is required. An understanding  
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31 of the network of research themes, the root of knowledge, and the ground theories of  
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33 each theme are useful for researchers wishing to obtain a full picture of how research  
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35 has accordingly been developed. Therefore, the network graph can facilitate  
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37 researchers' design of their research in ways that will make new theoretical  
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39 contributions in novel or existing research areas.  
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43 The research themes located at the far left, far right, top, and bottom show great  
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45 potential for the further study of service quality. A new research theme can be formed  
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47 by extending the studies of sub-stem research themes into a new research area. New  
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49 research topics can be captured in the cross-research themes. Therefore, an  
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51 understanding of the network of research themes will enable researchers to generate  
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53 new research ideas in cross-research themes and to explore new research themes.  
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56 However, data mining and big data technologies such as the PFNET graph can  
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58 help researchers to systematically review the literature to explore further research  
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3 directions. At this moment, human desk research on content analysis remains a core  
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5 step. For doing content analysis, researchers can only investigate the most ‘important  
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7 articles’ due to time and resource constraints. However, there is a question of how to  
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9 prioritize articles as ‘important articles’ for review. If only frequently cited papers are  
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11 selected as ‘important articles’, then potential research topics could be overlooked  
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13 because articles on these topics do not appear ripe for further investigation. Therefore,  
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15 this study also assessed articles published in top-tier journals to identify research  
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17 topics with a lack of papers but that are worthy of continued research. The prioritizing  
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19 method adopted in this study should be the most effective means of identifying gaps  
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21 in the research. Of course, researchers can further enhance this prioritizing method.  
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23 However, whatever methods are employed, the results will still conflate ‘high number  
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25 of articles’ with ‘no need for further investigation’.  
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### 29 30 *5.3. Practical Implications*

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32 As the discussion above indicates, this study shows the development of service  
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34 quality research, the interconnection of various research themes, and the research  
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36 agenda of various research themes. This coverage helps researchers to select their  
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38 research directions and explore their research topics when undertaking service quality  
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40 research.  
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43 In addition, this study contributes a well-researched list of references that can be  
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45 used as a guide, checklist or starting point for future research on service quality in  
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47 hospitality and tourism. The list provides not only an addition to the literature but also  
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49 supplies a real service to anyone conducting research in the field of service quality.  
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52 When writing an article for publication or a thesis for graduation, researchers and  
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54 students face the same challenge in ensuring that no important references are missed.

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56 This study introduces the online PFNET approach for effectively performing a  
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58 systematic literature review. By using online PFNET approach, researchers may be  
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3 freed up to spend more time doing other research activities as well as to improve the  
4 quality of their research.  
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#### 7 5.4. *Limitations and Future Research*

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10 The Pathfinder algorithm was developed over three decades, and its ability to generate  
11 high-quality schematic visualizations for very large scientific domains has been  
12 demonstrated in previous studies (Quirin *et al.*, 2008). However, the software used in  
13 this study for generating the PFNET graph remains under-developed and is not yet  
14 commercially available. Accordingly, the intellectual structures and research themes  
15 classified in this study might have missed some minor research themes, and  
16 researchers might be advised to try other mechanisms or tools to generate a more  
17 comprehensive network of research themes for studying service quality in hospitality  
18 and tourism.  
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30 There is a limitation on the classification of three different stages of service  
31 quality research in hospitality and tourism. This classification is for the whole  
32 research area and cannot be simply applied to individual research themes. Each theme  
33 has its own research life cycle. For example, the introductory stage of ‘relationship  
34 quality’ theme was in the growth stage of the overall research area. Researchers must  
35 further investigate the research lifecycle for a particular theme on which they are  
36 conducting research.  
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46 There are also limitations in the data sources that were accessed, such as the  
47 Microsoft Academic Search database that was used for generating the PFNET graph  
48 and the ‘Hospitality & Tourism Complete’ database in EBSCO that was employed to  
49 select articles for content investigation. Furthermore, the number of citations of select  
50 articles is only counted within the ‘Hospitality & Tourism Complete’ database;  
51 therefore, it is suggested that future researchers could utilize other databases to  
52 conduct literature reviews on service quality.  
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**Table I** Seventeen research themes for service quality research

No.	Research theme	Theme (No.)	Keywords
1	Service quality scales	main (2)	Measuring service quality, dimensions, attributes, weighting variables, attribute matrix, service quality index, measurement scale
2	Consequences of service quality	main (4)	Satisfaction, loyalty, perceived value, switching costs, image, trust, commitment, behavior intentions
3	Determinants of service quality	sub-stem (9)	Determinants, perceptions and expectations, brand, reputation
4	Destination	sub-stem (11)	Destination, destination choice, festival, attractiveness, destination image, awareness
5	Economics	sub-stem (19)	Economics, performance, examination
6	Relationship quality	sub-stem (5)	Relationship marketing, relational benefits, relationship-intentions, customer retention, satisfaction, loyalty, trust, commitment
7	Customer behavior	sub-stem (8)	Post-purchasing behavior, consumer attitudes, belief, intention, habit, brand, planned behavior
8	Human resources	sub-stem (13)	Human resources, employee, job satisfaction, retention, empowerment, employee commitment
9	Service failure and recovery	sub-stem (3)	Service failure, recovery efforts, service recovery, recovery evaluation
10	Electronic tourism	outer-leaf (1)	Web site analysis, internet applications, information communication technologies
11	Strategy	outer-leaf (10)	Strategy, strategic management, strategic frameworks, improvement strategies
12	Research methodology	outer-leaf (16)	Research techniques, research trends, literature review, content analysis, research methodology, importance performance analysis
13	Motivation	outer-leaf (17)	Motivation scale, motives, motivations
14	Residents' attitudes	outer-leaf (7)	Resident support, residents attitudes, tourism impact
15	Consumer dissatisfaction	outer-leaf (14)	Consumer dissatisfaction, consumer complaints
16	Finance	Little-leaf (12)	Finance, financial performance, financial management
17	Organizational behavior	Little-leaf (20)	Organizational behavior, entrepreneur, leadership

**Table II** Measurement scales for different industries

Industry	Author(s)
<b>1994-2003</b>	
Airline services	Gilbert and Wong (2003)
Banking services	Aldlaign and Buttle (2002); Sureshchandar et al. (2001); Blanchard and Galloway (1994)
Call centers	Gilmore and Moreland (2000)
Conference centers	Robinson and Callan (2001, 2002)
DINESERV for restaurants	Stevens et al. (1995)
Fitness services	Chang and Packianathan (2003)
Health systems	Schlegelmilch et al. (1992)
Hospitality enterprises	Pizam and Ellis (1999)
Hotels	Callan and Bowman (2000); Tamagni et al. (2003)
Insurance broker and motor vehicle repair services	Mels et al. (1997),
Internet retailing	Yang and Peterson (2002)
Meeting business	Hinkin and Tracey (2003)
Mystery shopping	Beck and Miao (2003)
Restaurants	Cathy and Brian (1997)
TANGSERV for food services	Raajpoot (2002)
<b>2004-2014</b>	
Airline	Chen et al. (2008)
CASERV for casino	Wong and Fong (2012)
Customer empowerment scale in hotel service recovery	Pranic and Roehl (2013)
E-S-QUAL for electronic service quality	Parasuaman et al. (2005)
FESTPERF for festivals	Tkaczynski and Stokes (2010)
GPTCCC for group package tours	Wang et al. (2007)
Hotels	Akbaba (2006); Wilkins et al. (2009)
Rural accommodation	Albacete-Saez et al. (2007)
Sports tourism	Martin and O'neill (2010)
Travel agencies	Johns et al. (2004)
THEMEQUAL for theme parks	Tsang et al. (2012)
Tourist shopping	Wong and Wan (2013)



**Table III** Frequently cited studies searched by the keywords 'service quality' and 'satisfaction'/'loyalty'

Authors	Journal	No. of citations	Sector	Sample size	Variables	Results
<b>1994-2003</b>						
Wong and Law (2003)	<i>TM</i>	32	Retails	610	service quality, quality of goods, variety of goods, price of goods	(1) significant differences exist between the expectations and perceived satisfaction of the seven tourist groups studied for service quality, quality of goods, variety of goods and price of goods; (2) Western travellers were more satisfied with almost all the individual attributes than were Asian travellers.
Brady and Cronin (2001)	<i>JSR</i>	29	Express auto lubrication, amusement parks, video rental stores	649	customer orientation, employee service performance, physical goods quality, servicescape quality, overall service quality, satisfaction, value, behavioral outcomes	(1) customer orientation → employee service performance, physical goods quality, servicescape quality; (2) employee service performance, physical goods quality, servicescape quality → overall service quality; (3) overall service quality → satisfaction, value; (4) overall service quality, satisfaction, value → behavioral outcomes.
Butcher et al. (2001)	<i>IJSIM</i>	29	Cafes, hairdressing, naturopaths	406	Service encounter satisfaction, perceived core service quality, value of money, social	(1) social regard, social comfort → perceived core quality (2) social comfort, perceived core quality, value for money → service encounter satisfaction (3) perceived core quality → value for money

					comfort, social regard, friendship	(4) friendship, service encounter satisfaction → customer loyalty.
Varki and Colgate (2001)	<i>JSR</i>	25	Banking	640	price, quality, customer value, customer satisfaction, behavioral intentions	(1) price perception → value perception (U.S.); (2) price perception → value perception, satisfaction, behavioral intent (New Zealand); (3) quality perception → value perception, satisfaction, behavioral intent (U.S. and New Zealand); (4) value perception → satisfaction (U.S. and New Zealand); (5) satisfaction → behavioral intent (U.S. and New Zealand).
Silvestro and Cross (2000)	<i>IJSIM</i>	21	Retails	450	internal service quality, service capability, employee satisfaction, employee loyalty, productivity, output quality, service value, customer satisfaction, customer loyalty, profit	(1) service value → internal service quality (negative correlation), output quality, productivity; (2) customer satisfaction → service value; (3) financial performance → customer loyalty; (4) employee satisfaction → financial performance (negative correlation); (5) internal quality → financial performance (negative correlation); (6) productivity → financial performance.
<b>2004-2014</b>						
Ladhari et al. (2008)	<i>IJHM</i>	42	Restaurants	338	perceived service quality, positive emotions, negative	(1) perceptions of high service quality → positive emotions; (2) perceptions of low service quality → negative emotions; (3) positive emotions → satisfaction;

					emotions, satisfaction, recommendation, loyalty, willingness to pay more	(4) negative emotions → (negative) satisfaction; (5) satisfaction → recommendation, customer loyalty, willingness to pay.
Kim et al. (2009b)	<i>IJHM</i>	37	Restaurants	770	Institutional DINESERV (food quality, service quality, price and value, atmosphere, convenience), customer satisfaction, return intention, word-of-mouth, customer loyalty	(1) all Institutional DINESERV dimensions → customer satisfaction; (2) customer satisfaction has a high and positive relationship with revisit intention; (3) customer satisfaction has a high and positively correlated with word-of-mouth; (4) word-of-mouth is strongly correlated with revisit intention.
Lee et al. (2004)	<i>JTTM</i>	30	Tourists	395	service quality, satisfaction, behavioral intention	(1) service quality is an antecedent of satisfaction; (2) satisfaction plays a mediating role between service quality and behavioral intention; (3) service quality has a direct effect on behavioral intention.
Lee et al. (2007)	<i>LS</i>	29	Visitors	359	service quality, activity involvement, satisfaction, destination loyalty	(1) service quality → activity involvement, satisfaction; (2) activity involvement, satisfaction → loyalty; (3) activity involvement and satisfaction mediate the relationship between service quality and loyalty.

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7	Hu et al. (2009)	<i>SIJ</i>	26		1500	service quality, perceived value, customer satisfaction, corporate image, behavioral intention	(1) service quality → perceived value, satisfaction, corporate image; (2) perceived value → satisfaction, corporate image, behavioural intentions; (3) customer satisfaction → corporate image; (4) corporate image → behavioural intentions.
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16	Ha and Jang (2010)	<i>IJHM</i>	25	Restaurants	607	service quality, food quality, atmospherics, customer satisfaction, customer loyalty	(1) service quality → customer satisfaction, customer loyalty; (2) food quality → customer satisfaction, customer loyalty; (3) atmospherics moderates in the relationship between service quality and customer satisfaction; (4) atmospherics moderates in the relationship between food quality and customer satisfaction; (5) atmospherics moderates in the relationship between service quality and customer loyalty.
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27	Alexandris et al. (2006)	<i>IJCHM</i>	24	Resorts	264	physical environment, interaction quality, outcome quality, place identity, place dependence, loyalty	(1) place identify, place dependence → loyalty; (2) physical environment, interaction quality, outcome quality → place identity; (3) Physical environment, interaction quality → place dependence.
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34	Wilkins et al. (2007)	<i>IJHM</i>	23	Hotels	664	service quality	This study clarified a structure of service quality. (1) there are three main types of service quality (physical product, service experience, quality food and beverage);
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						(2) a second order set of relationships rather than first order factors best describes hotel service quality.
Hutchinson et al. (2009)	<i>TM</i>	22	Hotels	309	service quality, value, equity, customer satisfaction, behavioral intention, intention to revisit, word-of-mouth, search for alternatives	(1) service quality → equity; (2) equity → value, satisfaction; (3) value → satisfaction, intention to revisit, word-of-mouth; (4) satisfaction → intention to revisit, word-of-mouth.
Ho and Lee (2007)	<i>TM</i>	21	e-travel	289	e-travel service quality	This study has successfully constructed a scale that consists of five e-travel service quality dimensions: information quality, security, website functionality, customer relationships, responsiveness and fulfillment.
Kim (2011)	<i>JHMM</i>	21	Restaurants	169 for employees, 508 for customers	service orientation, service quality, customer satisfaction, customer loyalty	(1) service orientation → customer's perception of service quality; (2) favorably perceived service quality → customer satisfaction; (3) customer satisfaction → customer loyalty; (4) perceived service quality mediates the effect of contact employees' service orientation on customer satisfaction; (5) customer satisfaction mediates the effect of service quality on customer loyalty.
Matzler et al.	<i>SJHT</i>	20	Travelers	1555	Friendliness & service,	(1) friendliness & service, reception, room, wellness area,

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7	(2006)				reception, room,	breakfast & restaurant → service satisfaction, price
8					wellness area,	satisfaction;
9					breakfast & restaurant,	(2) service satisfaction, price satisfaction → loyalty;
10					price satisfaction,	(3) high Satisfaction: reception, wellness area, breakfast &
11					service satisfaction,	restaurant → service satisfaction;
12					loyalty	(4) low Satisfaction: friendliness & service, reception, room,
13						wellness area, breakfast & restaurant → service satisfaction;
14						(5) high & low Satisfaction: room, wellness area, breakfast &
15						restaurant → price satisfaction.
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20	Loureiro and	<i>JTTM</i>	20	Tourism firms	Extremadura	perceived quality,
21	González (2008)				(n =344);	satisfaction, trust,
22					Alentejo	image, loyalty
23					(n = 335)	
24						(1) perceived quality → satisfaction, loyalty;
25						(2) satisfaction → loyalty, trust;
26						(3) image → perceived quality, satisfaction, trust, loyalty;
27						(4) trust → loyalty.
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**Table IV** Examples of research studies in relationship quality (2004-2014)

Industry	Author(s)	Relationship quality components
Airlines	Cheng et al. (2008)	N/A
Banks, hospitals, photograph developing shops	Hsieh and Hiang (2004)	Satisfaction, trust
Charitable organizations	Bennett and Barkensjo (2005)	N/A
Container shipping	Jang et al. (2013)	N/A
e-tourism	Chiu (2009)	N/A
Exhibitions	Jin et al. (2012)	Service quality and relationship satisfaction, trust & affective commitment, communication, calculative commitment
Financial services	Liang and Wang (2006)	Satisfaction, trust, commitment
Hotels	Castellanos-Verdugo et al. (2009)	Satisfaction, trust
Internet services	Lin and Ding (2005)	Satisfaction, trust
Mobile phone dealer	Chang et al. (2012a)	Trust, communication, commitment
Museums	Carmen and Ma (2011)	satisfaction, trust, the intention to maintain a long-lasting relationship
Restaurants (full-service)	Jin et al. (2013)	Satisfaction, trust
Restaurants (luxury)	Kim et al. (2006)	Satisfaction, trust
Telecommunications	Chen and Myagmarsuen (2011)	N/A
Travel agencies	Lai (2014)	Satisfaction, trust, commitment

Note: N/A = Not applicable



**Table V** Examples of research studies using IPA (2004-2014)

<b>Industry</b>	<b>Author(s)</b>
Airline check-in kiosks	Chang and Yang (2008)
Airline services	Choon (2007)
Airport services	Tsai et al. (2011)
Destinations	Caber et al. (2012)
Fitness clubs	Albayrak and Caber (2014)
Foodservices	Park et al. (2013)
Hotels	Chen (2014a)
HR service agencies	Lin et al. (2009)
Mystery shops	Rood and Dziadkowiec (2013)
Parks	Tonge and Moore (2007)
Restaurants	Su (2013)
Retailing	Ayeh and Chen (2013)
Ski-resorts	Zemia (2008)
Tour guides	Zhang and Chow (2004)
Tour operators	Hudson et al. (2004)
Tourism services	Obenour et al. (2006)
Travel agencies	Ayeh and Chen (2013)

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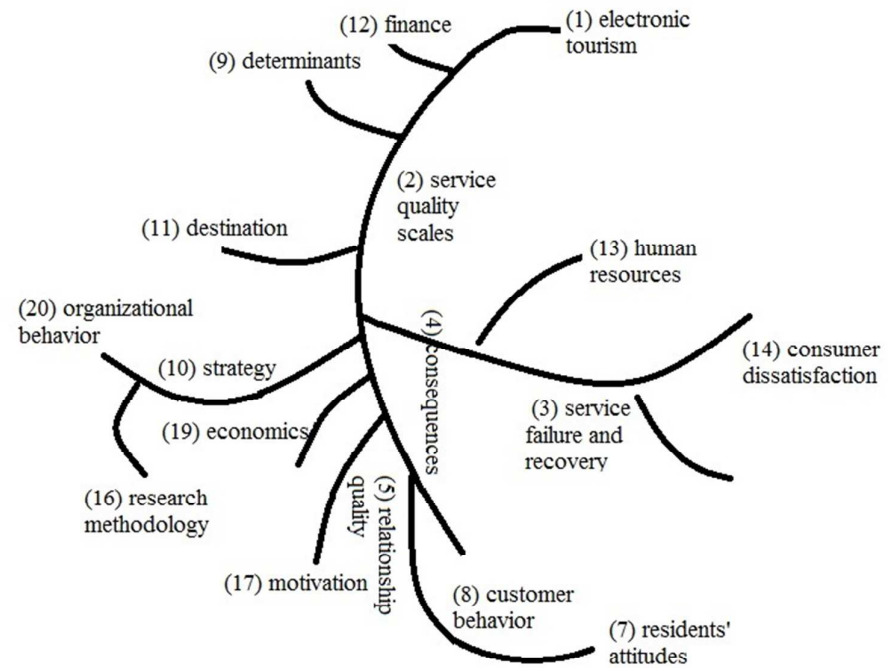
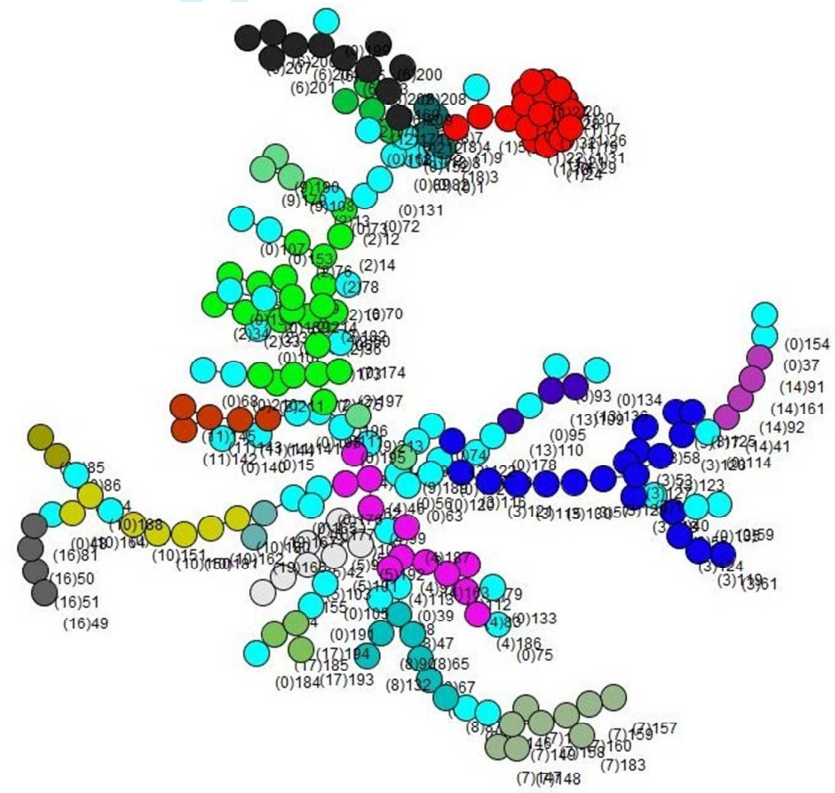


Figure 1 A PFNET graph showing main research themes for service quality research

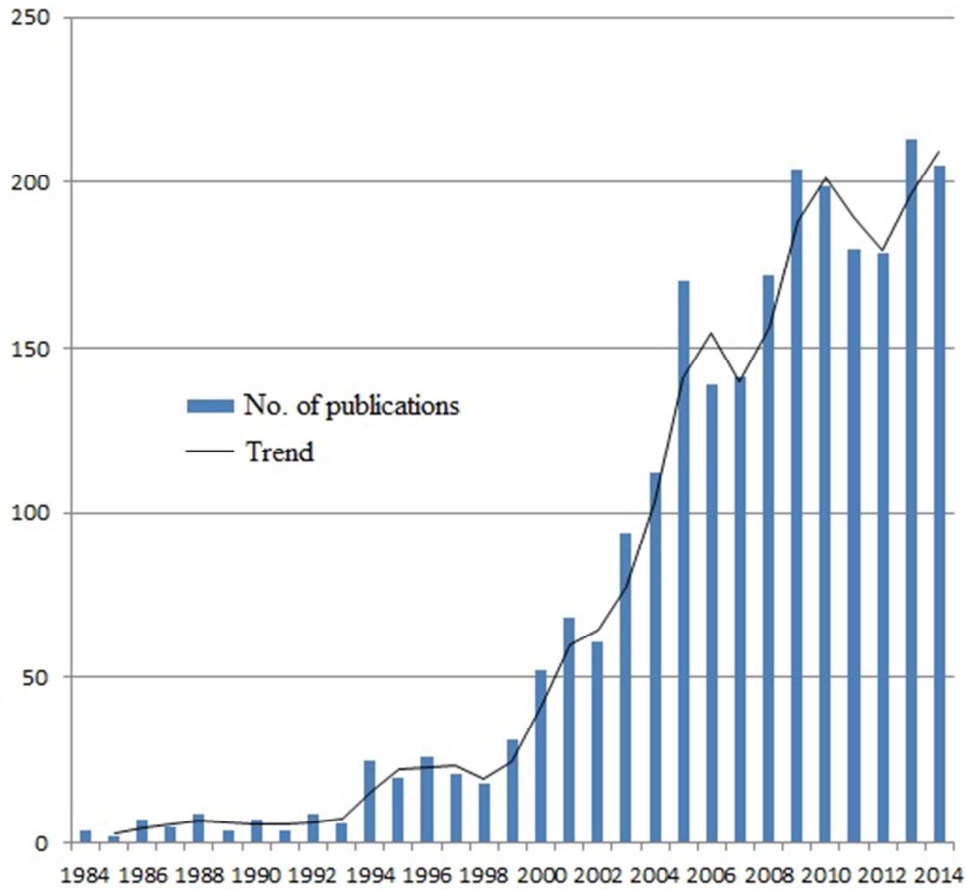


Figure 2 Number of publications per year (1984-2014)

Appendix A: The Resultant PFNET Graph

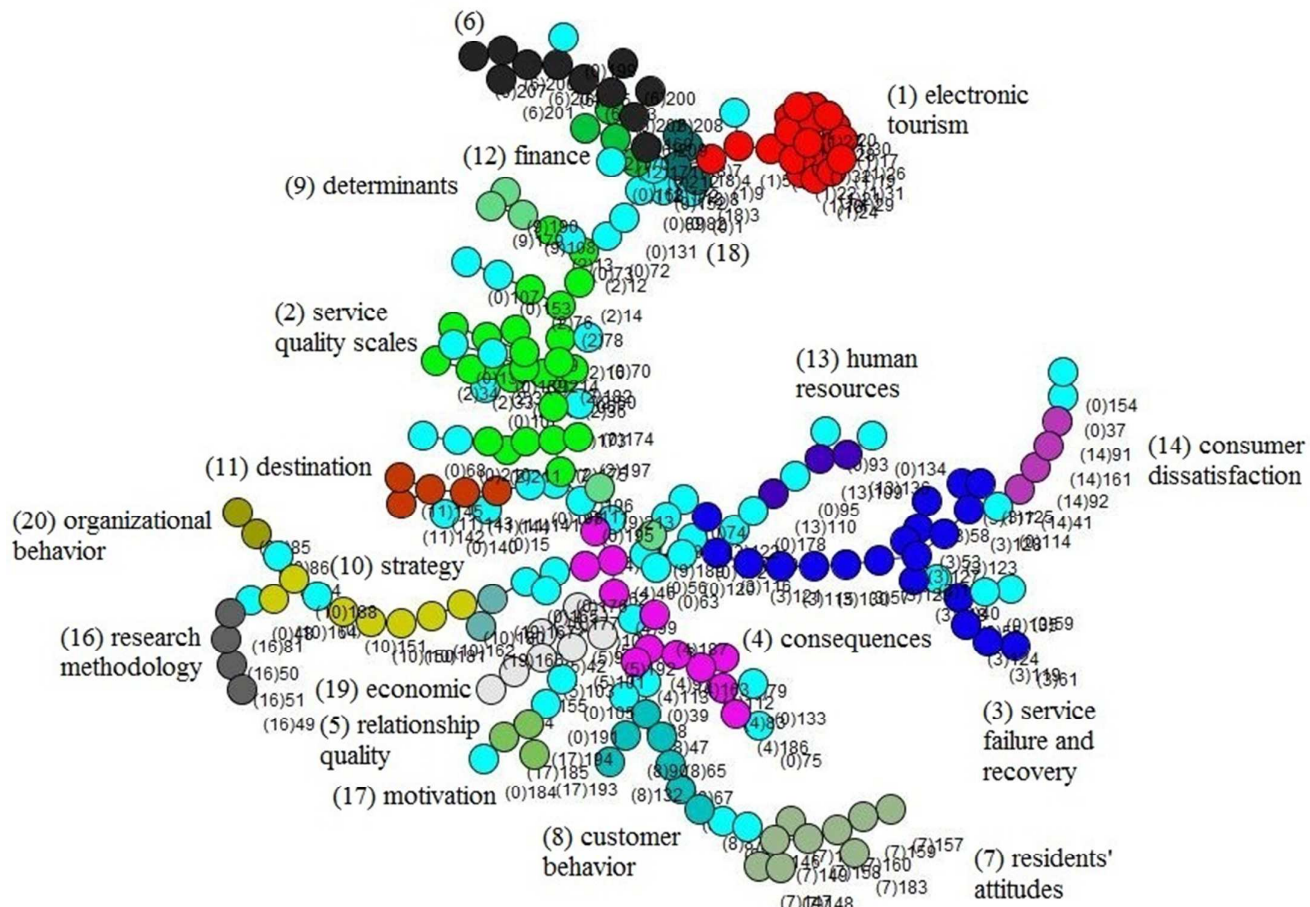


Figure A1 The resultant PFNET graph

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4 **Response: Thanks to reviewer's comments. No revision was needed according to**  
5 **reviewer's comments.**  
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9 2. Make sure to follow IJCHM author guidelines closely:

10 [http://emeraldgroupublishing.com/products/journals/author\\_guidelines.htm?id=ijchm](http://emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=ijchm) For  
11 example, when there are three or more authors, you need to use Adam et al., XXXX (or  
12 Adam et al., XXXX) format for the first time and after.  
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14 **Response: We have checked and followed IJCHM author guidelines.**  
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18 3. Revisit the Discussion and Conclusions sections one more time to better answer the  
19 "So What" question. There should be four sub-sections under this section: (1)  
20 Conclusions, (2) Theoretical Implications, (3) Practical Implications and (4) Limitations  
21 and Future Research.  
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23 **Response: The Discussion and Conclusions sections have been revised as four**  
24 **sub-sections.**  
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28 4. Cross check all references within text with your reference list. You may like to add more  
29 recent and relevant references published in recent months/years.  
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31 **Response: All references have been cross checked.**  
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34 5. Run your article through iThenticate, Crosscheck or any similar software to check the  
35 similarity between your study and previous studies. Try to minimize similarity percentage  
36 below 1% with any previous study. After you run your article's final version through  
37 iThenticate or other similar software, you should upload the similarity report to the system  
38 for our records.  
39

40 **Response: The article has been run through iThenticate. The similarity percentage is**  
41 **below 1% with any previous study. The similarity report was attached.**  
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45 6. Keep your article below 9000 words including references, tables and figures.

46 **Response: Since it is a literature review, the editor has approved to keep the article/word**  
47 **limit as it is.**  
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51 7. Proofread your article one more time and also you may ask a technical writer/copy  
52 editor to proofread it for you. After the manuscript is accepted, we will not ask you to  
53 proofread it again. In short, after I send you an official acceptance e-mail, you will not be  
54 able to make any further changes in your manuscript.  
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56 **Response: The article has been proofread one more time.**  
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8. Submit a clean version of your paper. You don't need to show/highlight all the changes made in the paper. I will read its final version anyway.

Response: A clean version was prepared.

9. Include a brief report showing how you have responded to the above requests. You don't need to show/highlight all the changes made in the paper. I will read its final version anyway.

Response: This brief report was included.