

Psychological Service Quality Analysis - A Cross Cultural Approach

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Abstract

Until now, studies on service quality have applied SERVQUAL, SERVPERF, and Servicescape models. This study differs from previous studies as it explores the psychological and internal characteristics of customers and compares them cross-culturally. People from America, England, and Korea were surveyed and the results were compared with the experimental results of a longitudinal study conducted in 2005. A comparison between individualism and collectivism indicated that people from America and England, who are generally considered to be part of an individualistic culture, were more interested in unique and special things whereas people from Korea, who are generally considered to be a part of a collectivistic culture, based made choices on others' perception and feelings instead of their own opinions. If these results from an increasingly globalizing world are compared with the experimental results of the 2005 study, there are more similarities among the three groups. However, their preferences remain the same based on certain factors. This study will be useful in developing or evaluating service factors in multi-cultural areas.