

Review of: "Two New Gaps for SERVQUAL"

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Potential competing interests: No potential competing interests to declare.

The paper is excellent and should be published

This paper brings symmetry to the SERVQUAL Gap Model by explicitly addressing an omitted gap/*i.e.*, customer co-creation failure remains under-detected. SERVQUAL is a widely used instrument to detect service quality gaps. It detects flaws between customers' expectations and perceptions that correlate with service quality and tasks associated with satisfactory service delivery to consumers (Parasurman *et al.*, 1985).

Introduction is good

Literature is good

Results are good