



Use bibliometrics to discuss service quality references and future prospects

Guo-Shin Huang

Department of Information Engineering, I-Shou University, Taiwan, R.O.C.

ABSTRACT

Use bibliometrics to find the direction of the overall quality of service literature, and then find the quality of service literature and reference literature to find a viable development link. In this study, a total of 6778 quality of service literature was obtained from the Scientific Core Collection Network (WoS). The results show that the quality of service literature is mainly based on scale or exploratory. In recent years, behavior, perception, loyalty, satisfaction and trust behavior patterns.

KEYWORDS : bibliometrics, service quality, VOSviewer, Citespace

INTRODUCTION

In the current era of academic development, the network and electronic convenience, the output of academic literature is more rapid than before, in many service quality published in the literature, found that service quality research mostly use the literature content analysis, More influential service quality literature, finishing into the theoretical framework of its research, research methods, structural sources or scale items (Fagan, 2014; Hersona & Calvert, 2005; Huang, Lin & Fan, 2015; Ladhari, 2010; Lee, Kim & Ahn, 2011; Liang, Ma & Qi, 2013; Papadomichelaki & Mentzas, 2012; Parasuraman, Zeithaml & Malhotra, 2005; Wolfenbarger & Gilly, 2003; Wu et al., 2012a; Zeithaml, Parasuraman & Malhotra, 2000), when a large number of literature output, the important literature will also be a large number of references, In the past, the use of bibliometrics to study a large number of literature began to appear, this study hope that through the bibliometrics The way of learning in the quality of service papers and references to find out the link with the possible development.

The use of Bibliometrics (Bibliometrics) method for service quality research, only Mardani et al. (2015) to multi-criteria decision making (MCDM) technology, applied to the quality of service assessment, and select 2001 The paper is classified into 10 applications and ranges by 2015, and the paper is classified according to the author, year, application area, author's nationality, technology, research purpose, gap, research question, result and output; Other studies are limited to regional or service or service-related areas such as: Tan, Goudarzlou & Chakrabarty (2010) to study the Asian region of the service field literature survey; Findlay & Sparks (2012) for the European retail industry Related literature; Chuan, T. K. & Goudarzlou, A. (2010) investigated the literature between 1995 and 2008 from the five service journals in the field of service science.

Because of the fact that there is no large-scale bibliometric research on the subject of service quality literature, this study uses "service quality" as the keyword and restricts the condition to the journal, and the year is estimated as 2015. IET, SDOL, SpringerLink, Taylor & Francis, Wiley Online Library, EBSCO-BSC (Business Source Complete), Emerald Insight and Web of Science Core Collection (WoS), the results show that the Web of Science Core Collection WoS 6778 the highest availability. In this large field of service quality literature sources, and there is no large-scale and complete bibliometric measurement under the study, led to the study of research motivation.

LITERATURE

Bibliometrics is based on the literature system and the characteristics of bibliometrics as the object of study, using mathematical, statistical and other measurement methods to study the distribution of literature intelligence, quantitative relations, changes in the law and quantitative management, and then explore some of the structure of science and technology, Characteristics and laws of a new branch of the discipline. Development has so far been widely used in the analysis of the number of academic literature in specific areas, authors, research institutions, to understand their

academic production activities or literature growth and aggregation analysis. Bibliometrics has become an important research method for predicting the development trend of knowledge. All kinds of bibliographic records contain the contents of various information, such as the growth of the literature to understand the rise and fall of the subject, analyze the author's information to provide the author's productivity Indicators, analysis of the subject information can provide research topics to observe the trend. When the bibliometrics is used to explore the growth and distribution of the quantity of knowledge, it can predict the social knowledge and behavior patterns by means of literature growth and literature distribution theory, and plan to develop the trend of knowledge behavior.

Since the purpose of bibliometrics is to provide information on the structure and dissemination of knowledge, the type of research can be divided into "descriptive bibliometric" and "evaluative bibliometric"; descriptive The bibliometrics focuses on describing the characteristics of the literature for the calculation of productivity, such as describing the distribution of the number of articles, books, periodicals, or other types of literature in a particular area and the characteristics of their research content; the evaluation of bibliometrics using bibliographies or Citation, to calculate the context in which the literature is cited, to examine the relationship between the connotations of the document, or to understand the academic influence of the literature (Lin Qiaomin, 2009).

As mentioned in the previous section, many service quality studies have been used to analyze the quality of service literature, which is divided into the theoretical framework, research method, faceted source or scale of the research, such as Wolfenbarger & Gilly (2003) has integrated 19 studies and presented its website service quality facets, found that fulfillment / reliability and website design, is the online retailer's overall quality and customer satisfaction forecast; Parasuraman, Zeithaml & Malhotra (2010) also reviewed the concept of online service quality, and constructed the ES-QUAL scale. Ladhari (2010) reviewed the important literature of website service quality and proposed the reliability reliability / performance, responsiveness, Site design, easy to make sexual / usability, privacy / security and information quality / efficiency of the six site service quality of the common facets, and suggested that in accordance with the type of site, the construction of the site type of unique structure Face; the researchers review the quality of the website service important literature, sort out the site service quality of the construction method, service quality facets, To suggest to the limit, and to serve the seven countries of the quality of online banking literature for comparison, we have derived a stability, systematization of online banking service quality scale (Wu et al., 2012a).

METHOD

The data used in this study are mainly from the Web of Science Core Collection (WoS), which covers Science Citation Index Expanded (SCI), Social Science Citation Index (SSCI), Arts & Humanities Citation Index (A & HCI) (CPCI) and the Book Citation Index (BCI) 7 seed

database, covering more than 3,000 journals in the social sciences, covering the range from 1900 to the present, indicating that the types and quantities are quite complete. As mentioned above, in other databases also do a considerable degree of analysis and comparison, but in the type and quantity is WOS more suitable, so this study decided to use WOS as the basis for the study data.

In this study, 6778 research papers were downloaded from the bibliographic data provided by WOS, in which the "Record and Cited References" were selected for the record, and the file format was "plain text" (.txt). The WOS download was limited to 500, So multiple files are integrated and analyzed using VOSviewer and citespace.

Using VOSviewer and citespace to analyze the outline, keywords, author, organization and reference literature, according to the visual map provided by the software can see the difference between distance and color, the distance between the degree of correlation, color on behalf of the group differences, through the analysis of the majority The use of words and the more frequently used keywords in recent years, the number of published by the author and the literature used in the majority of the field, in order to calculate and predict the future can study the trend.

CONCLUSIONS

The results show that the large number of lines is a quantitative analysis of the number of keywords and references. The keywords before 2010 can be used to predict the main literature mainly in the study of scale or exploratory type, Until 2009, extended to the consumer awareness; 2010 after the keywords to consumer behavior, perception, loyalty, satisfaction and trust and other behavioral patterns of research, from the number of keywords more clearly see the quality of service Of the research are mainly to find out the field of service quality scale or consumer behavior patterns, and the number of drawings increased year by year, the trend in the quality of service in the next few years will also be very mainstream research methods.

Some of the citations of Parasuraman (1988), which have been cited by Parasuraman (1988) since Parasuraman, Zeithaml and Berry (1985), have a long-term impact on the quality of service in the field of service quality (Parasuraman, 1988; Parasuraman, 1994; Parasuraman, 2005).

REFERENCES:

- [1] Fagan, J. C. (2014). The dimensions of library service quality: A confirmatory factor analysis of the LibQUAL+ instrument. *Library & Information Science Research*, 36, 36-48
- [2] Hernona, P. T. & Calvert, P. (2005), E-service quality in libraries: Exploring its features and dimensions, *Library & Information Science Research*, 27, 377-404.
- [3] Huang, E. Y., Lin, S. W. & Fan, Y. C. (2015). M-S-QUAL: Mobile service quality measurement. *Electronic Commerce Research and Applications*, 14, 126-142.
- [4] Ladhari, R. (2010). Developing e-service quality scales: A literature review. *Journal of Retailing and Consumer Services*, 17, 464-477.
- [5] Lee, J., Kim, H. J. & Ahn, M. J. (2011). The willingness of e-Government service adoption by business users: The role of offline service quality and trust in technology. *Government Information Quarterly*, 28, 222-230.
- [6] Liang, D., Ma, Z. & Qi, L. (2013). Service quality and customer switching behavior in China's mobile phone service sector. *Journal of Business Research*, 66, 1161-1167.
- [7] Papadomichelaki, X., Mentzas, G. (2012). e-GovQual: A multiple-item scale for assessing e-government service quality. *Government Information Quarterly*, 29, 98-109.
- [8] Parasuraman, A., Zeithaml, V. A. & Berry, L. L. (1988). SERVQUAL A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 35-48.
- [9] Parasuraman, A., Zeithaml, V. A. & Berry, L. L. (1994). Reassessment of expectations as a comparison standard in measuring service quality: implications for further research. *Journal of Marketing*, 58(January), 111-124.
- [10] Parasuraman, A., Zeithaml, Valarie A., Malhotra, A. (2005). A Multiple-Item Scale for Assessing Electronic Service Quality. *Journal of Service Research*, 7(3), 213-233.
- [11] Wolfinger, Mary, Mary C. Gilly (2003), eTailQ: Dimensionalizing, measuring and predicting etail quality. *Journal of Retailing*, 79 (3), pp. 183-198.
- [12] Wu, Y. L., Tao, Y. H., Yang, P. C. (2012a). Learning from the Past and Present: Measuring Internet Banking Service Quality. *Service Industries Journal*, 32(3), 477-497. NSC 98-2410-H-214-016-MY2.
- [13] Zeithaml, V. A. and Parasuraman, A. and Malhotra, A. (2000). e-service Quality: Definition, Dimensions and Conceptual Model. Working Paper, Marketing Science Institute, Cambridge, MA.