



S. Tigor B. Tambunan <tigor_tambunan@ukwms.ac.id>

Asian Journal of Business Research (AJBR) - Unboxing SERVQUAL: SQuID Inside!

2 messages

Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Fri, Nov 11, 2022 at 1:38 PM

To: ajbr.magscholar@gmail.com

Cc: hiramparousia@gmail.com

Dear Associate Prof. Dr. Hiram Ting

I wish to submit an original research article entitled "Unboxing SERVQUAL: SQuID Inside!" for consideration by the Asian Journal of Business Research (AJBR with ISSN of 2463-4522 and e-ISSN of 1178-8933).

I confirm that this work is original and has not been published elsewhere, nor is it currently under consideration for publication elsewhere.

I believe this manuscript is appropriate for publication in the Asian Journal of Business Research because Servqual, the article's central theme, is closely related to marketing, business, and management.

The basic idea of this conceptual article comes from my academic research and practical experience for several years while implementing Servqual in several businesses in Indonesia context. The biggest question is why service cost analysis should be done separately from Servqual; as a result, the service quality improvement process becomes very long and potentially not carried out. This question was confirmed by the results of applying a limited bibliographic study on Servqual in several reputable international journals mapped by VOSviewer. The crystallization of the analysis results refers to a model that I named the Service Quality Improvement Driver (SQuID), which links service quality, cost, and price. Theoretically, SQuID can make SERVQUAL a tool to analyze and develop service quality that can be tracked comprehensively.

I have no conflicts of interest to disclose.

Please address all correspondence concerning this manuscript to me at tigor_tambunan@ukwms.ac.id or TigorTambunan@gmail.com.

Thank you for your consideration of this manuscript.

Yours sincerely,

Tigor Tambunan

ORCID ID: 0000-0001-5653-8203

Faculty of Business

Widya Mandala Surabaya Catholic University (WMSCU)

Jl. Dinoyo 42-44, Surabaya 60265, East Java, Indonesia

Office: +62 31 5678478 Ext. 125

www.ukwms.ac.id

3 attachments

 **AJBR-Unboxing SERVQUAL-SQuID Inside-Cover Letter.pdf**
296K **AJBR-Unboxing SERVQUAL-SQuID Inside-Cover-page.docx**
17K **AJBR-Unboxing SERVQUAL-SQuID Inside-Manuscript.docx**
1680K**AJBR MAG Scholar** <ajbr.magscholar@gmail.com>

Fri, Nov 18, 2022 at 5:38 PM

To: Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Dear Dr. Tambunan,

Greetings from Asian Journal of Business Research (AJBR).

Thank you for submitting your manuscript to the Asian Journal of Business Research.

We regret to inform you that your manuscript does not adhere to the submission guidelines. AJBR only considers manuscripts which discuss business in the Asian context. As clearly stipulated in the submission guidelines, authors must dedicate a section on Practical Implications for Asian Business (500 - 700 words). Once it is included and the manuscript is revised accordingly to ensure a good flow of storyline, the authors can submit the revised manuscript as a new submission to AJBR.

Please find the submission guidelines here at <https://magscholar.com/asian-journal-of-business-research/ajbr-submission-guidelines/> for your reference.

Yours Sincerely,

AJBR Editorial Office
Asian Journal of Business Research
Marketing in Asia Group (MAG) Scholar

[Quoted text hidden]



S. Tigor B. Tambunan <tigor_tambunan@ukwms.ac.id>

Asian Journal of Business Research (AJBR) - Unboxing SERVQUAL: SQuID Inside!

4 messages

Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Wed, Dec 14, 2022 at 3:10 PM

To: ajbr.magscholar@gmail.com

Cc: hiramparousia@gmail.com

Dear Prof. Dr. Hiram Ting

I wish to re-submit my original research article entitled "Unboxing SERVQUAL: SQuID Inside!" for consideration by the Asian Journal of Business Research (AJBR with ISSN of 2463-4522 and e-ISSN of 1178-8933).

I confirm that the work included is original, unpublished, and not currently being considered for publication anywhere. I hope this manuscript is appropriate for publication in the Asian Journal of Business Research because SERVQUAL, the article's central theme, is closely related to marketing, business, and management. A section for practical implication on Asian business was also added.

The basic idea of this conceptual article comes from my academic research and practical experience for several years while implementing Servqual in several businesses in Indonesia context. The biggest question is why service cost analysis should be done separately from Servqual; as a result, the service quality improvement process becomes very long and potentially not carried out. This question was confirmed by the results of applying a limited bibliographic study on Servqual in several reputable international journals mapped by VOSviewer. The crystallization of the analysis results refers to a model that I named the Service Quality Improvement Driver (SQuID), which links service quality, cost, and price. Theoretically, SQuID can make SERVQUAL a tool to analyze and develop service quality that can be tracked comprehensively.

I have no conflicts of interest to disclose.

Please address all correspondence concerning this manuscript to me at tigor_tambunan@ukwms.ac.id or TigorTambunan@gmail.com.

Thank you for your consideration of this manuscript.

Yours sincerely,

Tigor Tambunan

Lecturer

Faculty of Business

Widya Mandala Surabaya Catholic University (WMSCU)

Jl. Dinoyo 42-44, Surabaya 60265, East Java, Indonesia

Office: +62 31 5678478 Ext. 125

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3 attachments

 **AJBR-Unboxing SERVQUAL-SQuID Inside-Cover-page.docx**
17K

 **AJBR-Unboxing SERVQUAL-SQuID Inside-Cover Letter.pdf**
296K

 **AJBR-Unboxing SERVQUAL-SQuID Inside-Manuscript.docx**
1355K

AJBR MAG Scholar <ajbr.magscholar@gmail.com>

Fri, Dec 16, 2022 at 11:23 AM

To: Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Dear Dr. Tambunan,

Greetings from Asian Journal of Business Research (AJBR).

Please be informed that your manuscript, entitled "Unboxing SERVQUAL: SQuID Inside!" (AJBR9500), is well received. It is now sent to the Managing Editor and Associates for initial review to determine its suitability for AJBR. We will get back to you with an initial decision in due course. Thank you.

Yours Sincerely,

AJBR Editorial Office
Asian Journal of Business Research
Marketing in Asia Group (MAG) Scholar

[Quoted text hidden]

AJBR MAG Scholar <ajbr.magscholar@gmail.com>
To: Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Thu, Jan 19, 2023 at 9:41 AM

Dear Dr. Tambunan,

Greetings from Asian Journal of Business Research (AJBR).

Thank you for submitting your manuscript entitled "Unboxing SERVQUAL: SQuID Inside!" (AJBR9500) to AJBR for publication consideration.

After careful consideration, we are pleased to inform you that your manuscript has been accepted for review and will be sent to multiple reviewers for the review process. Specifically, your manuscript will be sent to a few reviewers, depending on the content of the manuscript, and each of them will be given one month to review. However, once we receive the comments from two reviewers, and the Editor(s) agrees with them, an Editorial Decision will be made and you will be notified duly.

Thank you for choosing AJBR as the journal of your manuscript. Should you have any queries, do let us know.

Yours Sincerely,

AJBR Editorial Office
Asian Journal of Business Research
Marketing in Asia Group (MAG) Scholar

[Quoted text hidden]

Tigor Tambunan <tigor_tambunan@ukwms.ac.id>
To: AJBR MAG Scholar <ajbr.magscholar@gmail.com>

Thu, Jan 19, 2023 at 10:00 AM

Dear Editors,

It was an honor for me when my article was allowed to enter the review stage at AJBR.
Thank you very much for the update.

Yours sincerely,

Tigor Tambunan

[Quoted text hidden]

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[Quoted text hidden]



S. Tigor B. Tambunan <tigor_tambunan@ukwms.ac.id>

Reviewers' decision_AJBR9500

12 messages

AJBR MAG Scholar <ajbr.magscholar@gmail.com>
To: Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Thu, Apr 13, 2023 at 9:30 PM

Dear Dr. Tambunan,

Greetings from Asian Journal of Business Research (AJBR).

Please be informed that your manuscript, entitled "Unboxing SERVQUAL: SQuID Inside!" (AJBR9500), has gone through its reviewing process. After reading the comments given by the reviewers, the editorial decision of your manuscript is accepted subject to major revision.

Please find below the comments of the reviewers. Kindly prepare another document to address every comment. You are strongly encouraged to include the revised words/ sentences/paragraphs and their respective page numbers in a tabulated form. You can agree or disagree with the comments but you have to support it with justification to facilitate the next review process and editorial decision.

Comments from Reviewers:

1. - Clarification on the design/methodology/approach in the Abstract.
 - The methodology is not clear how the author analyzed the SERVQUAL framework and the validity of the analysis should be demonstrated.
2. The implication to incorporate SQuID was not clarified enough why it is suitable with Asian business and how we can use the framework.
3. It would be better if the author clarified the proposed questions which will be asked to integrate the SQuID in the SERVQUAL for easy applicability of the study. For example, it will be better to elaborate on the measuring questions to calculate the expected Price to calculate Gap 7 (Gap of Service Price, see figure 4). Therefore, running SQuID will be much more efficient since it can be done when running a diagnostic for SERVQUAL.
4. Identifying and calculating service quality costs, especially on reliability, is relatively complex (Parasuraman et al., 1985) to calculate "New Service Costs." Therefore, it might be more practical for the management to implement the agreed improvement service and redo SERVQUAL again (rather than run SQuID). This might be the main reason why the cost hasn't been integrated into SERVQUAL.
5. The title is short and triggers curiosity (Unboxing SERVQUAL: SQuID Inside!); however, it's hard to understand. Since the only proposed Improvement Driver in the Service Quality added in this article is cost. Therefore, it will be better to focus on cost as the title instead of SQuID to clarify the article content unless the author expands SQuID into other variables for future research. Yet, the author only emphasizes cost for future study by a more deep cost research on various categories on various service quality dimensions.
5. Minor re-phrase for a few sentences for concise sentence, such as:
 - "Several researchers and managers argue that service quality results from comparing consumer expectations with their perceived service performance instead of the service performance they feel."
 - "Paying attention to other dimensions, especially empathy, " instead of "It is a good idea to pay attention to other dimensions, especially empathy."

Thank you for choosing AJBR as the journal for your manuscript. If possible, we look forward to receiving your revised manuscript by 13 May 2023.

Yours Sincerely,

AJBR Editorial Office
Asian Journal of Business Research
Marketing in Asia Group (MAG) Scholar

Tigor Tambunan <tigor_tambunan@ukwms.ac.id>
To: TigorTambunan@gmail.com

Wed, Apr 19, 2023 at 8:44 AM

[Quoted text hidden]

Tigor Tambunan <tigor_tambunan@ukwms.ac.id>
To: AJBR MAG Scholar <ajbr.magscholar@gmail.com>

Tue, Apr 25, 2023 at 10:50 PM

Dear Editors,

I appreciate the comments of the reviewers on my manuscript. I agree with the reviewers' opinion and have tried to revise it as best I can, including adding several citations as justification. I am sending my revised manuscript file (I activated the track changes mode in my Word file to make it easier for editors and reviewers to keep track of the parts I am revising). I have also attached another Word file containing a table of my comments on the review. Thank you for considering my manuscript.

Yours sincerely,

Tigor Tambunan

[Quoted text hidden]

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Tigor Tambunan

Lecturer

Faculty of Business

Widya Mandala Surabaya Catholic University (WMSCU)

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2 attachments



AJBR-Unboxing SERVQUAL-SQulD Inside-Manuscript-03.docx

1364K



AJBR-Review.docx

23K

AJBR MAG Scholar <ajbr.magscholar@gmail.com>
To: Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Mon, May 1, 2023 at 8:58 PM

Dear Dr. Tambunan,

Greetings from Asian Journal of Business Research (AJBR).

Kindly do not use track changes in your revised manuscript. For every revision you made, you can put on different ink colors (e.g. red ink color) or highlight the sentences.

Yours Sincerely,

AJBR Editorial Office
Asian Journal of Business Research
Marketing in Asia Group (MAG) Scholar

[Quoted text hidden]

Tigor Tambunan <tigor_tambunan@ukwms.ac.id>
To: AJBR MAG Scholar <ajbr.magscholar@gmail.com>

Mon, May 1, 2023 at 9:52 PM

Dear Editors,

Here I am re-submitting the manuscript that I have revised. The additions or changes are presented in red text.

I have also attached another Word file containing a table of my comments on the review.

Thank you for the advice.

Yours sincerely,

[Quoted text hidden]

2 attachments

 **AJBR-Unboxing SERVQUAL-SQulD Inside-Manuscript-04.docx**
1358K

 **AJBR-Review.docx**
23K

AJBR MAG Scholar <ajbr.magscholar@gmail.com>
To: Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Fri, May 5, 2023 at 9:47 AM

Dear Dr. Tambunan,

Greetings from Asian Journal of Business Research (AJBR).

Thank you. It is now sent to the reviewers and we'll get back to you in due course.

Yours Sincerely,

AJBR Editorial Office
Asian Journal of Business Research
Marketing in Asia Group (MAG) Scholar

[Quoted text hidden]

AJBR MAG Scholar <ajbr.magscholar@gmail.com>
To: Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Wed, Jun 21, 2023 at 9:21 AM

Dear Dr. Tambunan,

Greetings from Asian Journal of Business Research (AJBR).

Please be informed that your manuscript, entitled "Unboxing SERVQUAL: SQulD Inside!" (AJBR9500), has gone through its second round of reviewing process. Please find below the comments of the reviewers. Kindly prepare another document to address every comment. You are strongly encouraged to include the revised words/sentences/paragraphs and their respective page numbers in a tabulated form. You can agree or disagree with the comments but you have to support it with justification to facilitate the next review process and editorial decision.

Comments from the reviewers:

1. Referring to Point 5: Either there is mistype in the sentence below:

"Step 4. Define target costs on each dimension (SC_n , AC_n , CR_n)" or there's a mistype in Table 2, since I can't find this text in the table (SC_n , AC_n , CR_n) "

2. Additionally, it seems there's another mistype either in the sentence below (see pink font) or in the table SQulD₂: $D1_G5_{n2} < D1_G5_c$, $D2_G5_{n2} < D2_G5_c$, $D3_G5_{n2} < D3_G5_c$

3. Referring to point 6. " Minor re-phrase for a few sentences for concise sentences"

There's a miscommunication as the author copies and pastes the whole sentence.

The minor re-phrase can be seen in *pink italic text*. Therefore the sentence should be like this:

" "Several researchers and managers argue that service quality results from comparing consumer expectations with *their perceived service performance* (Berry *et al.*, 1988; Jo Bitner *et al.*, 1997; Zeithaml *et al.*, 2017)."

Just as you know, the initial research article is as follows. The minor rephrase text I refer to can be seen in *red italic font*.

Several researchers and managers argue that service quality results from comparing consumer expectations with *the service performance they feel* (Berry *et al.*, 1988; Jo Bitner *et al.*, 1997; Zeithaml *et al.*, 2017).

Thank you for choosing AJBR as the journal for your manuscript. If possible, we look forward to receiving your revised manuscript by 28 June 2023 at the latest.

Yours Sincerely,

AJBR Editorial Office
Asian Journal of Business Research
Marketing in Asia Group (MAG) Scholar

[Quoted text hidden]

AJBR MAG Scholar <ajbr.magscholar@gmail.com>
To: Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Wed, Jun 21, 2023 at 9:28 AM

Dear Dr. Tambunan,

We also have received editorial comments on your manuscript. Kindly revise your manuscript accordingly as suggested by the copy and language editors.

Editorial comments:

1. Overall, there is no major technical issue for AJBR9500. However, the author just needs to color the table 1 and 2 with a grey background. And, the title of all figures must be put at the bottom of the fig (not above the fig). To fix this, we strongly recommend the author to simply follow the paper template on the AJBR website.

2. Language and structure:

- Inconsistent spacing
- Correct Subject-verb agreement
- Punctuation needs to be addressed
- Words like total, undoubtedly, current, undoubtedly, and mainly are repetitive.

3. The following paragraphs can be looked at again:

This study succeeded in presenting gaps 6 and 7 inside a framework called the Service Quality Improvement Driver (SQulD) to clarify the significant relationship between service quality, cost, and price on SERVQUAL (*Rewrite the paragraph for clarity*)

In contrast to price, the role of cost in various service quality dimensions seems to be forgotten. (*can be paraphrased to make it more result oriented*)

Current service costs are monetary consequences of current management's perception of consumer expectations. (*Rewrite for clarity*)

Thus, a negative value in gap 5 indicates a lack of hidden service quality costs due to management's inaccuracy in understanding consumer expectations. (*Rephrase it*)

Thus, the new service cost (SC_{n1} or SC_{n2} or SC_{nx}) is not always greater than the current service cost (SC_c). (*The word greater is overused*)

Current service costs are monetary consequences of current management's perception of consumer expectations.
(Paraphrasing is required)

We look forward to receiving your revised manuscript by 28 June 2023.

Yours Sincerely,

AJBR Editorial Office
Asian Journal of Business Research
Marketing in Asia Group (MAG) Scholar

[Quoted text hidden]

Tigor Tambunan <tigor_tambunan@ukwms.ac.id>
To: AJBR MAG Scholar <ajbr.magscholar@gmail.com>

Wed, Jun 21, 2023 at 8:38 PM

Dear Editors,

In accordance with the comments of reviewers and editors, I submit:

1. Two revised manuscript files (2 versions related to comments about figure's title placement)
2. One revision table file based on the reviewer's comments
3. One revision table file based on editorial comments
4. One template file that I downloaded from the AJBR website (this file is my reference when putting the figure's title)

Thank you for the kindness of the editor. Please let me know if I need to make further improvements.

Yours sincerely,

Tigor Tambunan
[Quoted text hidden]

5 attachments

 **AJBR-Manuscript-Template.docx**
69K

 **AJBR-Editorial Review.docx**
241K

 **AJBR-Review2.docx**
113K

 **AJBR-Unboxing SERVQUAL-SQuID Inside-Manuscript-05 (caption under figure).docx**
1358K

 **AJBR-Unboxing SERVQUAL-SQuID Inside-Manuscript-05.docx**
1358K

AJBR MAG Scholar <ajbr.magscholar@gmail.com>
To: Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Fri, Jun 23, 2023 at 3:04 PM

Dear Dr. Tambunan,

Greetings from AJBR.

Thank you for your revised manuscript, it has gone through a review process. The reviewers and editors have accepted your revised manuscript subject to these minor comments:

1. Please submit the manuscript in which the Figure title is at the top. We're sorry for the inconvenience caused.
2. For tables, kindly use font size 11, and reformat them into a hanging table (no vertical lines, no inside horizontal lines). See the manuscript template (<https://ajbr.co.nz/submissionguideline>).
3. Kindly remove your Implications section. The content of this section can be placed inside the Practical Implications for Asian Business section (see submission guidelines for manuscript sections).
4. We will treat your revised manuscript later as your final submission. So, kindly remove all yellow ink highlights, and all writings should be in black ink.

We look forward to receiving your final manuscript by 26 June 2023. Thank you.

Yours Sincerely,

AJBR Editorial Office
Asian Journal of Business Research
Marketing in Asia Group (MAG) Scholar

[Quoted text hidden]

Tigor Tambunan <tigor_tambunan@ukwms.ac.id>
To: AJBR MAG Scholar <ajbr.magscholar@gmail.com>

Sat, Jun 24, 2023 at 2:57 PM

Dear Editors,

Here I send my manuscript with revisions on:

1. Figure caption
2. Table format
3. Delete the implication section and move the material to the Practice Implication for Asian Business section.
4. Remove all yellow ink highlights.

Please let me know if there is anything I need to revise.

Yours sincerely,

[Quoted text hidden]

 **AJBR-Unboxing SERVQUAL-SQuID Inside-Manuscript-06.docx**
1357K

AJBR MAG Scholar <ajbr.magscholar@gmail.com>
To: Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Mon, Jun 26, 2023 at 1:00 PM

Dear Dr. Tambunan,

Greetings from Asian Journal of Business Research (AJBR).

Your revised manuscript is well received. It is now sent to the Editors for review. Thank you.

Yours Sincerely,

AJBR Editorial Office
Asian Journal of Business Research
Marketing in Asia Group (MAG) Scholar

[Quoted text hidden]



S. Tigor B. Tambunan <tigor_tambunan@ukwms.ac.id>

Acceptance for Publication_AJBR9500

2 messages

AJBR MAG Scholar <ajbr.magscholar@gmail.com>
To: Tigor Tambunan <tigor_tambunan@ukwms.ac.id>

Wed, Jul 12, 2023 at 3:44 PM

Dear Dr. Tambunan,

Greetings from Asian Journal of Business Research (AJBR).

We are pleased to inform you that your manuscript titled " Unboxing SERVQUAL: SQuID Inside!" (AJBR9500) is recommended for publication by the reviewers. The Editors have also accepted the manuscript and endorsed it for publication in AJBR Vol. 12 Issue 2.

Publication announcement will be made via email and MAG Scholar Facebook Page <https://www.facebook.com/MAGScholar>. The manuscript will then be made available online at <https://ajbr.co.nz/>.

Before the manuscript_AJBR9492 goes into the production process, please help us to confirm that this is the final version of the manuscript. We await your soonest reply. Thank you.

On behalf of AJBR Editorial team, we wish to congratulate you and thank you for making such a fine contribution to AJBR and its community.

Yours Sincerely,

AJBR Editorial Office
Asian Journal of Business Research
Marketing in Asia Group (MAG) Scholar

 **AJBR9500_Final.docx**
1360K

Tigor Tambunan <tigor_tambunan@ukwms.ac.id>
To: AJBR MAG Scholar <ajbr.magscholar@gmail.com>

Wed, Jul 12, 2023 at 9:54 PM

Dear Editors,

I have checked the file (AJBR9500_Final) sent via this email and confirmed that this is the final manuscript. I am very grateful for all the kindness of the AJBR editors who agreed to process and publish my article.

Yours sincerely,
Tigor Tambunan