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A BIBLIOMETRIC NETWORK ANALYSIS OF SERVICE QUALITY RESEARCH IN THE GCC COUNTRIES OVER THE PAST TWO DECADES

Abstract:

Despite the growing number of studies on service quality worldwide, research on this topic in the Gulf Cooperation Council (GCC) countries has been relatively sparse. This bibliometric analysis examines 204 refereed publications on Web of Science from the last ten years to identify current research gaps in GCC countries. The study identifies the most productive universities and researchers in service quality research, as well as the leading service journals, to highlight productive universities represented in each journal. Data from the Web of Science were analyzed using R software and visuo, focusing on research published from 2001 to 2021 in the six GCC countries using the keywords 'service quality' and 'six countries.' The findings reveal that there is still a significant lack of development in service quality research in the GCC countries, particularly in terms of quantitative studies that measure satisfaction and behavioral intentions using traditional quality models. Additionally, publication venues for GCC researchers are relatively limited. This study provides suggestions for filling the research gaps in service quality in GCC countries and contributing to existing literature on service quality in developing countries.

Keywords:

GCC, service quality, SERVQUAL, economic diversification, bibliometric analysis

JEL Classification: M11, M10, M19