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فصلنامه رسالت مدیریت دولتی
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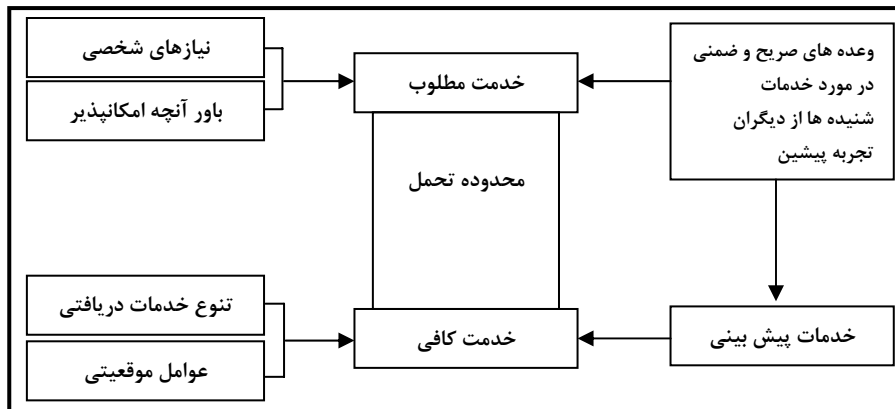
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(Lovelock & Wright 1999, 90)

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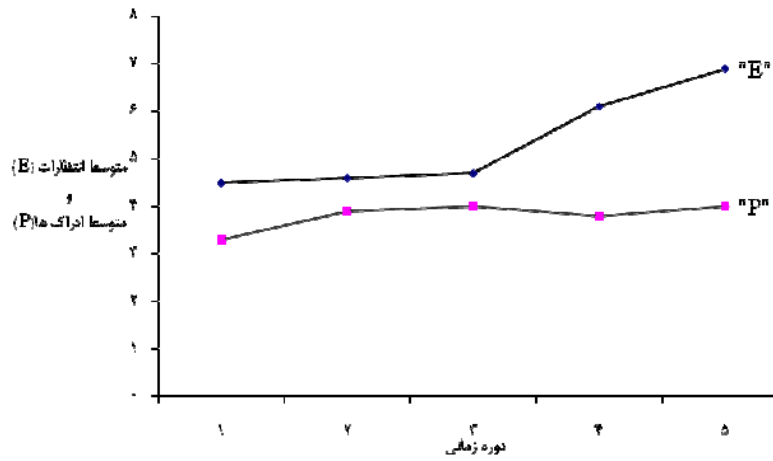
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(Zeithaml et al, 2006, 161)

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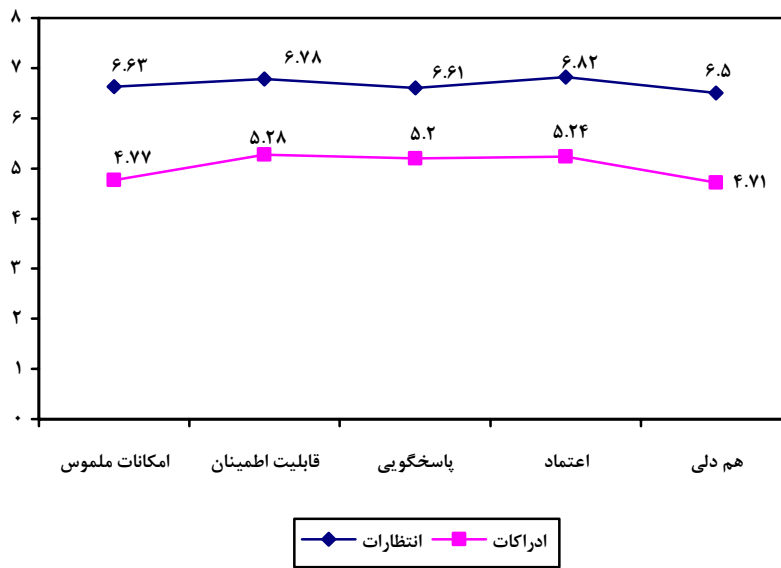
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¹ Bennett & Higgins
² Brown & Hedges
³ Wisner & Corney
⁴ Avkiran
⁵ Outsourcing
⁶ Contracting-out
⁷ Franchising
⁸ State-Owned Enterprises (SOEs)
⁹ Yonnedi
¹⁰ GNP (Gross National Product)
¹¹ Zeithaml et al
¹² Douglas & Fredendall
¹³ Grönroos
¹⁴ Caruana & Pitt
¹⁵ Lewis & Booms

- ¹⁶ Tsoukatos & Mastrojianni
¹⁷ Moore
¹⁸ Lovelock & Wright
¹⁹ Desired Service
²⁰ Adequate Service
²¹ Predicted Service
²² Zone of Tolerance
²³ Lovelock & Wright
²⁴ Philip & Hazlett
²⁵ Seth et al
²⁶ Parasuraman et al. (1985, 1988)
²⁷ Servperf
²⁸ Cronin & Taylor (1992)
²⁹ Bahia & Nantel (2000)
³⁰ Aldlaigan & Buttle (2002)
³¹ Gronroos
³² Rust & Oliver (1994)
³³ Brady & Cronin (2001)
³⁴ Kang & James (2004)
³⁵ Lovelock & Wright (1999)
³⁶ Newman (2001)
³⁷ Lassar et al. (2000)
³⁸ Amin & Isa (2008)
- ⁴⁰ Upper Confidence Limit (UCL)
⁴¹ Lower Confidence Limit (LCL)
⁴² Asubonteng, et al
⁴³ Friedman test

