A SERVQUAL approach to assessing da’wah as a management function

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Structure of Research

- Conceptual

- Synthesis of Management, Educational, Consumer Behaviour and Islamic Literature

- Inductive Reasoning, Interpretive Phenomenological Analysis and Syllogisms, as a basis for Conceptual Metaphor Theory and Critical Discourse Analysis

- Evidence supported by Expert Opinions and participant observation methods
Conceptualisation of Mode of Delivery

Da’wah

Tacit

Overt

Covert

Explicit

Implicit

Obligation
Pragma paradigm for Da’wah transmission

- Consumer
- Implicit
- Tacit
- Explicit
- Implicit
- de facto in practice
- de jure in principle
- Marketer
• Muslim managers attempt to discharge a religious obligation, whilst striving for commercial excellence
• Whilst methods and approaches may change, depending on the audiences’ faith, the same intention remains
• Furthermore, it could be argued that Muslim managers’ desire for da’wah increases in aspiration - where there appears to be a lack of Islamic faith.
• **Da’wah** should be considered a **key management component**

• It rarely reaches the procedural and pastoral elements, usually associated with decision making functions

• It is **germane to the delivery of service quality** and should be **diffused through all communications**

• It needs to **permeate internal and external activities**

• Therefore, as a business strategy it **necessitates a business framework for analysis**
Application: How to align conceptually Da’wah with Halal Service Quality
Developing a service quality construct draws from **4 distinctive features:**

**Intangibility, Heterogeneity, Perishability** and **Inseparability**  
(Parasuraman et al., 1985)

Consumers evaluation of service quality is based on comparing expectations with perception on **5 dimensions**

- **Tangibles:** Physical facilities, equipment and service personnel’s appearance
- **Reliability:** The ability of service provider to accurately and dependably render services as promised
- **Responsiveness:** Service employees’ willingness to help customers and provide prompt service
- **Assurance:** Employee courtesy and their ability to inspire trust and confidence based on their knowledge of the job
- **Empathy:** How much individualized attention which a firm can provide to a customer as a way of showing that they care?

Reasons for Service Quality gaps

- **GAP 1** – not knowing what customers expect
- **GAP 2** – the wrong service quality standards
- **GAP 3** – the service performance gap
- **GAP 4** – when promises do not match actual delivery
- **GAP 5** – the difference between customer perception and expectation
Conclusion

To raise standards of business and da’wah:

Rigorous analysis needs to be undertaken, using a hybrid approach which blends conventional business models with Islamic principles to move beyond nominal quantification

...and towards robust qualitative qualification