A Comparative Study of Online Service Quality between Google Meet and Zoom App in Punjab

Amit Sethi

Punjab College of Technical Education, India

Business suffered greatly during the Covid 19 outbreak, and with physical meetings not possible, businesses had little choice but to turn to online video conferencing apps. Using the Gap Model, this study attempted to investigate the online service quality of the two most popular apps Zoom and Google Meet using the E-Seroquel scale, which includes essential aspects such as Information Quality, Reliability, Responsiveness, Assurance, and Convenience. On a 7-point scale (Strongly agree to Strongly Disagree), 118 Punjabi professionals who are users of both these apps filled out a questionnaire with Expectation and Perception statements on the above dimensions. The study discovered that security is a major aspect influencing customers' decisions to engage in online video conferencing, with males finding online conferencing apps to be more secure than females. Furthermore, the service quality gap research revealed that there are more gaps in consumer expectations and perceptions. The average gap score (Difference of Perception and Expectation) for Google on all dimensions was 2.4, while the gap score for Zoom was 1.5, indicating that Zoom is a far better platform in terms of service quality. The smaller the service quality gap, the better for businesses, and they must close it in order to improve service quality. Google Meet must bridge this gap by providing personalized personal attention, quality and assurance to meet the needs of each consumer. The findings of this study suggest that new video conferencing apps, as well as current apps, should focus on improving service quality dimensions. Customers' data privacy protected online video, customer trustworthiness, and performance consistency are all areas where video apps need to improve.