

**A SERVQUAL-BASED INSTRUMENT
FOR EVALUATING WEB-BASED DISTANCE LEARNING MATERIALS**

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ABSTRACT

Despite their popularity, very little has been written on the evaluation of web-based distance learning materials. The purpose of this article is to present an evaluation instrument for that purpose based on SERVQUAL. Students in a Principles of Marketing course were surveyed on-line and asked to evaluate web-based distance education using SERVQUAL methodology. The authors found four major dimensions: support, empathy, technical reliability, and visual appeal.

(1) Authors are listed in alphabetical order, with equal contribution by all.