

# Service Quality Measurement in Hotel Industry

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**Abstract:** *The importance of (SERVQUAL) for business performance has been recognized in the literature by indirect effect on customer loyalty and customer satisfaction. The main objective of the study was to measure the degree of hotels service quality performance from the customer vision. To do so, a performance-just measurement scale (SERVPERF) was administered to customers stayed in three, four and five star hotels. Although, the importance of SERVQUAL and SERVPERF measurement has been, recognized, there has been limited research which included the structure and antecedents of the concept for the hotel sector. The clarification of the dimensions for managers in the hotel sectors as it identifies the bundles of service characteristics consumers found important. The results of the study show that SERVPERF is a reliable tool to measure SERVQUAL in the hotel sectors.*

*The instrument consists of five dimensions, namely "responsiveness" "tangibles", "empathy", "reliability" and "assurance". Customer are want more improved service from the hotels in all SERVQUAL dimensions. However, Hotel Customers have the lowest perception rate on tangibles and empathy through the phenomenon results, possibilities, managerial implications are looking and future research topics are recommended.*

**Keywords:** *SERVQUAL, SERVPERF, HOLSERY, LODGQUAL, LOGSERY*

## 1. INTRODUCTION

In the highly competitive hotel sectors, service becomes one of the most supreme ingredients in order to get a sustainable competitive advantage in the markets. Accordingly, the dints of service academic researchers are directed about understanding how infiltrators theorize the quality of service.

Customers are likely to view services as a multifarious of that may, in multi different ways, participation to their purchase intentions and not the quality of service. Although researchers Grönroos, Parasuraman (1984), Berry and Zeithaml (1985); Parasuraman; Zeithaml and Berry (1988); Zeithaml; Parasuraman and Berry (1990) have focused on different authority of service quality, they all approved that the emphasis should be on customer. The most used definition of the concept is behavior, results from a comparison between customers expectations with imagination of performance (Parasuraman, Berry and Zeithaml-1985, Parasuraman Zeithaml and Berry-1988). What is more, customer waiting for service quality as a multiple formats concept.

The specific nature of services makes it difficult to supply, measure and stay on quality. However, parasuraman berry and Zeithaml and Parasuraman, Zeithaml and Berry (1985, 1988) presented the SERVQUAL scale, which became the most popular tool for measuring service quality. The model has been applied in various service industries, including tourism and chain hospitality sector. In most of the articles the act has been changed to suit the features of a new service.

The study has a lot of objectives. The first is to definition the level of aware SERVQUAL in Jordanian hotels. The Second goal is to establish number of dimensions of expected service quality in the hospitality sector, using the modified the quality of service model. Finally, the third objective is to choose the reliability of the amendment SERVQUAL model.

## 2. LITERATURE REVIEW

Tsang, N, & Qu, H.(2000) Assesses the perceptions of SERVQUAL in China's hotel sectors, from the perspective of both hotel managers and international tourists. A questionnaire was used to survey a sample of 90 hotel managers and 270 international tourists who visited China and stayed at hotels in Shanghai, Beijing, and Guangzhou. A descriptive statistics analysis was used (Paired t-test and independent t-test) to evaluate the SERVQUAL of China's hotel sectors from both the managers' and the tourists perspectives, and to investigate the gaps between managers' perceptions of tourists' expectations and the actual expectations of tourists; between tourists' expectations and their actual perceptions; between managers' perceptions of a hotel's service delivery and tourists' actual perceptions of the service; and between managers' perceptions of tourists' expectations and managers' perceptions of their hotel's service delivery. The results showed that tourists' expectations of SERVQUAL provided in the hotel sectors in China were consistently lower than their perceptions and that managers overestimated the service delivery, compared to tourists' perceptions of actual SERVQUAL, in the hotel sectors in China. From the result of gap analysis, it might be noted that the Delivery Gap and Internal Evaluation Gap were the main cause contributing to the SERVQUAL shortfalls in the hotel sectors in China.

Akbaba. A (2006). The role of SERVQUAL in the development of hotel businesses cannot be denied. It is important for the hotel managers to have a good understanding on what exactly the clients want. Identifying the specific expectations of customers, the dimensions of the SERVQUAL, and their relative importance for customers for each specific sector of hotel industry would definitely help managers in the challenge of development the SERVQUAL. The objectives of this research were to investigate the SERVQUAL expectations of business hotels' customers, examine whether the quality axes included in the service quality model apply in an international environment, search for any additional axes that should be included in the SERVQUAL construct, and measure the degree of importance of each specific dimension for the guests of the business hotels. The findings of this study confirmed the five axes structure of service quality; however, some of the axes found and their components were different from service quality. The five SERVQUAL dimensions identified in this study were named as "tangibles", "assurance", "adequacy in service supply", "understanding" "convenience" and caring". The results showed that business travelers had the highest expectations for the dimension of "convenience" followed by "assurance", "tangibles", adequacy in service supply", "caring" and "understanding". The research result also showed that, the service quality scale a very important useful tool as a concept, it needed to be adapted for the Particular service segments and for the cultural context within which it was used.

Mahmoud Ramzi & Mohamed Badaruddin (2009) The aim of the service quality plays a significant role in the prosperity of hotel business. It is important for hotel managers to have good understanding customers' needs. Determine the specific expectations of clients, the dimensions of SERVQUAL and their relative importance for clients for each specific segment of hotel industry would definitely help managers face the challenge of development the SERVQUAL. This study trying to investigate the service quality vision of hotels customers, examine whether the quality dimensions listed in the service quality model apply in an international environment, search for any extra dimensions that should be included in the SERVQUAL construct, and measure the level of importance of each specific dimension for the hotels clients.

Markovi ´c Suzana & Raspor Sanja, (2010). The aim of the study is to examine guests' expectation of SERVQUAL in the creation hotel industry. The goal is to assess the perceived service quality of hotel characteristic and determine the factor structure of SERVQUAL. A modified service quality scale was used to assess service quality expectation from the perspective of international tourists and internal information were collected in fifteen hotels in the Opatija Riviera (Croatia), questionnaire used for statistical analysis and exploratory laborer analysis and reliability test has been done. The study results refers to the rather high outlook of hotel customers

regarding service quality 'empathy and 'reliability competence of staff,' 'tangibles' and 'accessibility' are the key factors that best explained customers' perception of hotel SERVQUAL. The results of the quantitative rating of perceived SERVQUAL may provide some insights on how clients rate the SERVQUAL of a specific hotel. Thus, the results can be used as a guide for hotel managers to develop the crucial quality attributes and enhance business performance and service quality.

Al Khattab. Suleiman A & Aldehayyat. Jehad S (2011) spell out the importance of SERVQUAL for business performance has been recognized in the literature by indirect effect on customer loyalty and customer satisfaction. The main objective of the study was to measure the degree of hotels service quality performance from the customer vision. To do so, a performance just measurement scale (SERVPERF) was administered to customer stayed in three, five star hotels. Although the importance of SERVQUAL and SERVQUAL measurement has been recognized, there has been limited research which included the structure and antecedents of the concept for the hotel sector. The clarification of the dimensions for managers in the hotel sectors as it identifies the bundles of service characteristics consumers find important. The results of the study show that SERVPERF is a reliable tool to measure SERVQUAL in the hotel sectors. The instrument consists of five dimensions, namely "responsiveness" "tangibles", "empathy", "reliability" and "assurance". Customer are want more improved service from the hotels in all SERVQUAL dimension. However hotel customers have the lowest perception rate on tangibles and empathy. Through the phenomenon results, possible, managerial implications are looking and some future research topics has been recommended.

"Abu Khalifeh Ala'a Nimer & Mat Som Ahmad Puad (2012)" aim: SERVQUAL has been an important subject of research includes food and beverage (F&B) sections of hotels. Despite a substantial number of research on service quality, the reasons why customer reconsider a hotel and why a good quality service from the F&B department it is necessary have remained unanswered. The purpose of this paper to review existing literature on SERVQUAL management in the F&B supreme departments of hotels, its process, and active SERVQUAL management framework. This paper discusses famous models, and discuss Parasuraman's framework dimensional of service quality management in the area of F&B and its implementation to the hotel industry. The conceptual paper application of the dimensional model in the food and Beverage department and encourages hotels to develop management to better satisfy their customers.

### 3. RESEARCH METHODOLOGY

In this study, an a revised version of service quality mainly taken from Akibaba (2005) was used to analyze the service

quality perceptions of the guests and expectations. A self-administered questionnaire was applied to find out perception and expectation of twenty nine service quality characteristics based on a review of the literature on service quality and serious interviews with practitioners in the Thai hotel sector. The questionnaire for this study in close two sections .in which first section of the questionnaire was designed to gauge the respondents' perceptions and expectations with includes to the SERVQUAL offered by the hotel in Thailand regarding recipes such as the convenience of the location, safety sufficient equipment /decoration, hotel guest–staff interaction, etc. Some service quality attributes were rectify in order to make them more flexible to the hotel setting. The questionnaire was frame so that hotel guests were asked to assess their level of accord agreement for the hotels at which they kept on a five-point Liker scale ranging from (1) refers to “very low” to (5) refers to “very high.” The second section of the questionnaire was aim to elicit demographic and tour information about the respondents. The questionnaire was pre-selection by 20 customers of multiple nationalities staying in section of business and boutique hotels in Bangkok. Based on this preflight, several items were reformulate to improve the clarification of the questions.

Prior to the main survey, the questionnaires was survey by four skilled working in the hotel industry and four other guests. This review was to ensure that the respondents understood the contents and questions in a simple. A pilot test was further conducted to level the reliability of the attributes, and to ensure that the formulations of the questionnaire were clear. Ten questionnaires collected by the guests accompanied by the writers. The troubles formulation wording were tags,so some simple revisions were made to avoid confusion.

The questionnaires were received to guest from twenty boutique hotels and twenty one hotel V.I.P. business (3–4 stars) in Bangkok, where there is a large gallery with high growth and favorites among investors and chain hotels from all over the world. A appropriate sampling method was employed and a total of 200 questionnaires and research invitation speech were distributed to all the concerned hotels. Hotel customers who had checked out from the hotel and were about to vacation were approached. The questionnaires have been delivered to the ones who were ready to complete them. A total of 108 ready of use questionnaires from 53 and 55 of those who answered boutique and business of hotels sector, respectively, were involve for further analysis, representing a fifty four percentage acceptance rate. Statistical software was used to test the data with respect to the descriptive analysis and the perception and expectation analysis of the twenty nine features. The paired sample t-test was applied using the mean and gap / difference. The comparisons between perception expectation, and gap for boutique and business hotels were dissection by an separate samples t-test.

#### 4. SERVICE QUALITY MEASUREMENT

One of the main research tools to find out the degree of quality in service industries is the service quality model, provided by Parasuraman berry & zeithaml and parasuramn ;zeithaml; &berry (1985-1988). The model includes twenty two items for assessing customer expectations and perceptions contain quality of service. And there is a degree of disagreement or agreement with a given item were classified on a seven point LIKERT-type measurement The grade of service quality is represented by the gap between expected service and perceived . The service quality model includes on service quality axes, reliability( ability to perform the promised service dependably), tangibles( physical facilities, equipment and personnel appearance) responsiveness (willingness to help people and provide prompt service) ,empathy (providing individualized attention to the customers). assurance (knowledge and courtesy of employees and their ability to gain confidence and excellence).

During the last years a variety of service quality researches have been conducted (Ladhari-2008). Among a group of things, the Quality of the service measured in: Audit and Accounting firms (Ismail,2006), health section (Snoj &Mumel 2002; markovi C, Horvat & Rasport 2014),higher education (Russel 2005; Markovi C, 2003 ; 2004 Juwaheer 2004,wang ; & Zhao 2007, Rapor 2009); insurance Tsoukatos, Marwa & rand 2004); public –transport (Sanchez Perez 2007) restaurants (Andaleeb &Conway 2006, Namkung & Jang 2008) travel agencies (Martinez Caro &Martinez Garcia 2008) and web-sites (Parasuraman, Zethaml & Malhotra 2005 Nursair and web-sites (Parasuraman, Zethaml & Malhotra 2005, Nusair & Kandampully ,2008).

Although widely used the model, they has faced criticism by a number of academics ( Carman 1990, Babakus & Boller 1992, Teas 1994). Criticism was directed at the operational and conceptual base of the model, mostly its validity, reliability, expectations, operationalization of dimensional structure. However, there is general consensus that SERVQUAL items are reliable guess of overall service quality (khan, 2003).

As a result of these objections, alternative solutions of service quality for specific service setting have improved. In the tourism and hospitality sector, Knutson.(1991) introduced a model utilized to measure SERVQUAL in the lodging sector .The model is based on five original service quality axes and includes twenty six items. Getty and Thompson (1994) introduced another LOGSERY specific model for hotel planning, called LODGQUAL, as did Wong .Ooi Mei, Dean and white (1999) who introduced a HOLSERY Model. The LODGQUAL model identified axes, namely reliability tangibles, and contact from another direction, the HOLSREY model includes twenty seven items, grouped in five original service quality axes moreover, dineserv is a model for measuring restaurant SERVQUAL (stevens, Knutson & patton

1995). It include twenty nine items and five SERVQUAL axes. . O'Neill et al. (2000) developed the diveperf model include of evaluation perceptions of diving services. The model include of five service quality axes and 27 items ecoserv was presented by Khan (2003). It was used to measure SERVQUAL expectations in eco-tourism, using 30 axis and five SERVQUAL axes. All of these models represent amendments of the SERVQUAL instrument, aiming to develop its original methodology.

Nevertheless, Cronin and Taylor (1992) argued that performance report is the, measure that best explains customers' acceptance of SERVQUAL so expectations can not be included in the SERVQUAL measurement tool. It used a performance-only scale, called SERVPERF and tested it in four sectors. Results indicated that the SERVPERF model define more of the variation in SERVQUAL than SERVQUAL; it had an excellent fit in four industries and it includes only half the number of items that must be measured ,these results were explanation incentive for the superiority of the SERVPERF approach to the measurement of SERVQUAL.

SERVQUAL in hospitality and several authors used the performance-only style to assess tourism settings. Travelers' expectation of hotel characteristics was measured in Kong's hotels (Choichu 2001), hotels of Mauritius (Juwaheer 2004) & Malaysin & Hotels (Poon & Lock-Teng Low 2005).

The question of whether SERVQUAL should be measured as the difference between customer expectations and perceptions, or if there is some alternative approach is more suitable Part of an extensive dialogue in service quality chastens.

## 5. CONCLUSION

Identifying accurately the expectations and perception of customers, the axes of the SERVQUAL around which customers make their quality grades, and their relative importance for VIP customers carries vital importance in quality development efforts (Asubonteng et al; 1996). Having knowledge about these sectors would definitely help managers in the confrontation of improving the SERVQUAL in the hotel sector. From this point of view, obtaining specific information about these areas for the hotel sectors that explain differences with regard to the customers they serve, the services they provided, and the cultural sequence from which the hotel generates its new customers would create more satisfying results in quality efforts .

This study identified five service quality axes that represent the criteria customers use to assess SERVQUAL of the business hotels named as, "empathy" ,"tangibles" "responsiveness", "reliable " and "assurance".

This study will provides to the methodological and theoretical advancement of SERVQUAL and hotel industry literature by analyzing some pivotal SERVQUAL issues in a specific class of residence.

## 6. SUGGESTIOINS:

Service in main thing in the Hotel Industry it is provided that service model in essential to considered. Despite this model consideration, in Hotel Industry Manager and M.D. should take benefit from it to provide better service quality provide. Service in main product of this study through the study we may take to my on consider a hotel and why a good quality service from the F&B department it is necessary have remained unanswered. How we can provide better service to customers in five and four and three hostel industry at National and International level.

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