The Framework of Relationship Between the Quality Service and Customer Satisfaction in the Hospitality Industry

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Abstract: *Customer perception of service delivery is referred to as customer satisfaction. The degree to which the service meets the customer's expectations determines how satisfied the consumer is. This is why it's critical to comprehend how consumer expectations are established in order to pinpoint the elements that contribute to service satisfaction in the hotel sector. Depending on their familiarity with a product or service, different clients have varying expectations Reisig&Chandek (2001). It can be inferred from this that a client may project or believe that the service will function as expected. Customers will be happy if the service performance matches or is beyond their expectations. In order for the hotel to evaluate the customer's impression, the earlier study examined customer satisfaction in relation to the quality of service in every section of the establishment. This study examined the expectations and levels of customer perception of these services, identifying five elements of service quality by concentrating solely on front office staff. The findings of this quantitative evaluation of service quality may shed light on how consumers evaluate customer satisfaction and service quality.*

Keywords: Customer satisfaction, Service performance, Customer perception, Service quality, quantitative evaluation

I. INTRODUCTION

Currently, guests staying in hotels appear to have high expectations and desire top-notch service. The hotels are now more competitive and provide excellent service as a perk in addition to lovely rooms, as a means of luring guests in. Travelers rank personal service as the most important factor when choosing a hotel to stay in, and owners and managers prioritize guest happiness above everything else in a competitive market with hundreds of other hotels (Wipoosattaya, 2001). Within the hotel industry, employees range from front desk clerks, receptionists, and housekeepers to upper management personnel. When customers are deciding whether or not to return, the front desk staff is seen as a supportive factor. Global markets are clearly trending away from agricultural markets and toward service markets (Asian Development Outlook, 2007). Every service-related firm, particularly the hotel sector, is working hard to raise the caliber of the services they provide to clients so that they are happy. In order to satisfy guests' fundamental requirements and expectations, hotel operators are now placing a greater emphasis on quality standards. Hotel operators are more likely to anticipate and satisfy their client's needs and wishes after their requirements have been precisely recognized and understood (Juwaheer& Ross, 2003). Customers are more inclined to stay longer at hotels or make repeat visits when they are happier (Choi & Chu, 2001). As previously stated, the subjective comparison that clients make between their expectations and their impression of the manner a service has been provided was used to determine the quality of the service. (Sahu, 2013)Service quality was defined by Parasuraman et al. (1985) as a function of the discrepancies between performance and expectations along 10 key criteria. Five dimensions were identified and refined by Parasuraman et al. (1988) in their later research: tangibility, reliability, assurance, responsiveness, and empathy. For instance, Min and Min (1997) put forth the theory that front desk services possess the qualities deemed most crucial, especially in creating the following perceptions of service quality: tangibility (how well hotel employees are dressed); and reliability (ability to address issues raised by guests).

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Definition of Customer Satisfaction:

According to Oliver (1980), customers' subjective assessments of the performance they actually received from the product are compared to their prepurchase expectations to form their attitude or rating of satisfaction. According to Kotler (2000, p. 36), satisfaction is the emotion a person experiences based on how well or poorly a product performs in comparison to their expectations. Furthermore, Yi (1990) asserted that the cumulative result of perception, assessment, and psychological responses to the experience of consuming a good or service is customer satisfaction.

Understanding Customers' Expectations:

Davisow and Uttal (1989) proposed that a variety of uncontrollable factors, such as customers' past interactions with other businesses and their advertising, their psychological state at the time of service delivery, their background and values, and the images of the product they have purchased, shape their expectations. According to Zeithaml et al. (1990), multiple factors, such as their own pre-purchase beliefs and other people's opinions, form the foundation of customer service expectations. Miller added that varying degrees of customer satisfaction are connected to the expectations of the customers. It could be influenced by prior product usage, what is learned from commercials, and word-of-mouthrecommendations. It is possible to draw the conclusion from the variety of definitions of expectation that it is an uncontrollable component that encompasses prior experience, advertising, buyers' perspective at the moment of purchase, background, and attitude.

Objective:

To find out the impact of service quality on customer satisfaction in the Hospitality industry.

II. RESEARCH METHODOLOGY

This research is based uponreference to secondary data. Referred to various websites, peer-reviewed journals, websites, research articles, magazines etc.

III. LITERATURE REVIEW

As per Abdullah and Afshar (2019), the quality theory might be characterized as vague and evasive. Due to their distinct qualities, products and services must be distinguished from one another. The former is an item and is more concrete, whereas the later is a real performance that is intangible (Abdullah & Rahman, 2015). The fact that services are a process rather than a physical object is one of their most important and unique qualities. Consequently, service providers have interactive procedures but no products. Since services are unseen, it is challenging for customers to gauge them and for suppliers to unroll them (Ali et al. 2021). Since the provision of services in the hotel sector invariably involves human interaction, it ought to focus on personnel management.particularly on the interactions, or service encounters, between the staff and the client. The cumulative effect of customer-participated service interactions determines the success or failure of the hotel industry (Abdullah, 2018). Many scholars have put out a number of significant definitions of service quality. According to Saleh et al. (2021), service quality can be defined as the difference between the client's expectations and their evaluation of the services provided. According to another definition put out by Ottman and Abdullah (2016), service quality can be defined as the difference between what customers expect to happen when they receive a service and what they see when they receive it. The definition provided by Gefan in 2002 comes last. The quality of services actually provided and those that were anticipated (Abdullah & Othman, 2021). Quality is more challenging to define than customer satisfaction because different researchers have made different claims, which makes it more difficult to assess. Since quality is centered on what customers think, it can be defined as anything the customer considers to be a quality (Abdullah & Abdul Rahman, 2015). Anwar and Abdullah (2021) suggest that consumer perception is influenced by two variables: quality standards and expectations. Expectations refer to the actual services that a consumer should expect from a provider (Anwar &Shukur, 2015). Professionals have recently shown a notable concern for service quality.

It is evident that the subject of complete fulfillment is one that many researchers are currently debating. Proponents of the aforementioned frequently stress the importance of meeting standards, fulfilling demands, and offering customers services of the desired caliber (Anwar &AbdZebari, 2015). These days, consumer happiness is a very important factor. Client dissatisfaction will prevent him from using your service again and from coming back. If the client departs the

hotel dissatisfied, then all of the efforts made by the business to improve service quality are for naught. Fulfilling customer requirements continues to be the biggest issue today more than in the past (Anwar &2015's Surarchith).In the hotel sector, customers frequently have predetermined views about quality and service in addition to being involved in the actual consumption process. Customers in the hotel sector nowadays are becoming more smart, time-pressed, and picky (Anwar, 2017). Understanding the clientele's origins and expectations regarding satisfaction is crucial before using management techniques to improve service quality. "A person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectation" is what Anwar (2016) defines as satisfaction. Put another way, a customer will be satisfied if the level of service meets or exceeds their expectations.However, it might be challenging enough to live up to client expectations in the hospitality sector.

Customers are at the top of the chart, as can be seen; front-line employees, who welcome, meet, serve, and satisfy customers, are in second place; middle management, whose job it is to support front-line staff so they can deliver the expected level of service, is in third place; and top management, who should assist middle management, is at the bottom (Anwar &Balcioglu, 2016). Speed has emerged as the new competitive advantage and is highly prized in many industries. The life cycle of a product is being shortened by speed from years to weeks. In terms of real-time responsiveness, speed is anticipated around the clock, seven days a week. The customer base in the hotel sector demands speed.

IV. CONCLUSION

The need for high-quality services is growing among customers, which has led to the rapid growth of service businesses in recent decades. In order to maintain its competitiveness, the hotel must assess what guests anticipate and think of the level of service provided by its front desk employees. In order for the hotel to be competitive, it must examine how customers perceive the level of service provided by its front desk employees. The service industry has experienced tremendous growth in recent years, and customers' expectations for high-quality service are rising. The outcome demonstrated a good difference between the expectations of customers and their impression of the front desk staff's level of service excellence. The degree of customer perception exceeded their expectations. These elements can be taken into account for improvement. It was discovered that the least strong aspect of satisfaction was empathy. As a result, hotel management has to set up specific training programs to enhance efficient communication. It was discovered that the most significant aspect of enjoyment was tangibility. As a result, hotel management needs to keep the property's physical service quality intact.

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