

# ANTECEDENTS AND CONSEQUENCES OF SERVICE QUALITY IN THE HOTEL INDUSTRY: A MIXED METHODOLOGY APPROACH

Li Jiayuan<sup>1</sup>; Dr Abdul Rahman<sup>1\*</sup>; Dr Rasheedul Haque<sup>1</sup>; Zahir Osman<sup>2</sup>; Murugan Purushothaman<sup>1</sup>

<sup>1</sup>Faculty of Business and Accounting, Linton University College, Batu 12, 71700, Mantin, Negeri Sembilan, Malaysia

<sup>2</sup>Faculty of Business Administration, Open University Malaysia, Jalan 7/7B, Seksyen 7, Selangor, 43650 Bandar Baru Bangi, Malaysia

\*For correspondence; Tel. + (60) 122368167, E-mail: [abdulrahman@ktg.edu.my](mailto:abdulrahman@ktg.edu.my)

**ABSTRACT:** Tourism is often viewed as a global business bringing tremendous value to a country's economy. Hotel service is regarded as one of the core businesses of the tourism business, which is one of the fastest growing industries in the past decade. Therefore the purpose of this manuscript is to explore consumers' perceptions of hotel service quality. This paper is unique as it has employed the use of mixed method research approach. This is accomplished via two studies. Study 1 utilizes qualitative depth interviews to identify five dimensions important to consumers in their assessment of the quality of hotels. These are termed tangibles (refers to the physical appearance of employees, the location of the hotel, and the interior decorations), reliability (refers to the ability to perform the promised service dependably and accurately), responsiveness (refers to employees willingness to assist guests, speed in which services are delivered, as well as demeanour of the workers when providing services), assurance (refers to knowledge and courtesy of employees and their ability) and empathy (as caring, individualized attention the employees provide to each other). Study 2 quantifies the five dimensions using multi-item scales and entails the use of a self-administered survey to assess the reliability and validity of the postulated model. Theoretical and managerial implications of the results are also discussed

**Keywords:** Hotel Service, Service Quality, Customer Satisfaction, Customer Loyalty, Country's economy

## INTRODUCTION

Tourism is often viewed as a global business bringing tremendous value to a country's economy. Asia has emerged as the most is a collaboration of South-East Asian countries) has seen considerable development, attracting a huge and increasing number of arrivals with 89.2 million tourists in 2012, 102.1 million in 2013, and 105 million in 2014 [1]. In China, tourism business is considered as a promising prospect towards the nation's development. It has attracted more than 9.2 million visitors in 2012, more than 12.6 million visitors in 2013, and nearly 13 million visitors in 2014<sup>1</sup>. According to statistics, as of January 2015, the total number of service hotels in China has reached 164,469, of which 10,079 were high-star hotels, economic hotels numbered 154,390, an increase of 3648, the total number of rooms were 1,525,471, an increase of 289,638 (increase of 23.44%) [2]. The total revenue of the hotel industry grew rapidly from RMB 212.379 billion in 2011 to RMB 231.482 billion in 2012, RMB 243.022 billion in 2013, RMB229, 293 million in 2014, contributing to more than 5% of China's GDP [3]. Hotel service is regarded as one of the core businesses of the tourism business, which is one of the fastest growing industries in China during the past decade. The intensively competitive market requires hoteliers to continuously renew and improve themselves to attract customers.

In this context, attention to service quality from the customer's perspective is considered as one of the most important factors influencing the success of the tourism and hotel businesses. Therefore, the measurement of service quality and the evaluation of its impact on the customer satisfaction has been a growing topic of interest for academics and practitioners in many service industries including the tourism and hotel industries. To measure service quality in a hotel, lodging, hospitality business, several frameworks have been developed such as LODGSERV [4,5,6] and many studies have adopted these scales to evaluate perceived quality in hotel services. Studies by Al Khatib and Aldehayyat [7] found that SERVPERF is a reliable and valid tool to measure service quality in the hotel industry.

<sup>1</sup>Association of Southeast Asian Nations, 2015

The instrument consists of five dimensions, namely tangibles, responsiveness, empathy, assurance and reliability. Karunaratne and Jayawardena [8] research based on the SERVQUAL model showed that customers expressed their satisfaction with the overall service they received from the hotel, as a direct influence of tangibility, responsiveness and assurance dimensions. Juwaheer and Ross [9] found that reliability and empathy are very important dimensions rated by the customers. These studies provided mixed results on the impacts of different service quality dimensions on customer satisfaction and customer loyalty in various regions including Asian countries. Despite the numerous studies on hotel service quality, the application of such frameworks in measuring service quality in the Chinese hotel businesses is still limited.

The paper starts by reviewing the empirical literature of service quality and customer satisfaction. A simple analytical framework is introduced in the subsequent section, which is followed by research methodology, data collection, measurement testing, and hypotheses testing. The last two sections are discussions and theoretical and managerial implications.

## LITERATURE REVIEW

**Customer Satisfaction and Service Quality in China Hotel Industry:** Over the past decade, the Chinese economy has risen above all other Asian countries to emerge as the leader in terms of tourism and international visitors [10]. The tourism industry in China rose from \$67.3 Billion USD to over \$85 Billion USD during the year 2002 to 2011 [11]. Ever since major reform occurred in China, whereby the industry opened up for the first time to the public, the attractiveness of the hotel industry to investment has consistently risen. The dynamic relationship that exists between international and domestic hotels in China is characterized by international hotels maintaining competitive advantage through global brand awareness, while domestic hotels possess competitive advantage through a cultural understanding of the local target market. China's hotel industry is characterized by its diversity and high quality, and this is made more evident in a market survey conducted by Ryan and Gu [12] on 941 hotel guests.

Focus groups studies in this research found out that the key motivators of customer satisfaction were the external environment, consumer-generated ratings and cleanliness of the accommodation.

However, as mentioned earlier, only a few studies have been conducted to evaluate the domestic hotel environment in China. This paper aims to provide, with the help of an adjusted SERVQUAL model, an analytical framework of the relationship between customer satisfaction and service quality in hotels of China.

**Conceptual Framework:** From the supporting literature, we see that the SERVQUAL scale [13] is the most prominent tool used to measure quality in the service industry. It has been adapted in numerous times to reflect the hotel and hospitality sector [7], Boonitt and Rompho, 2012 [14], Hossain, 2012) [15]. Following the same line of thought, this paper will adopt the SERVQUAL scale and modify it to suit the purpose of evaluating the relationship between customer satisfaction and service quality in Chinese hotels.

The following is the conceptual framework of this paper:

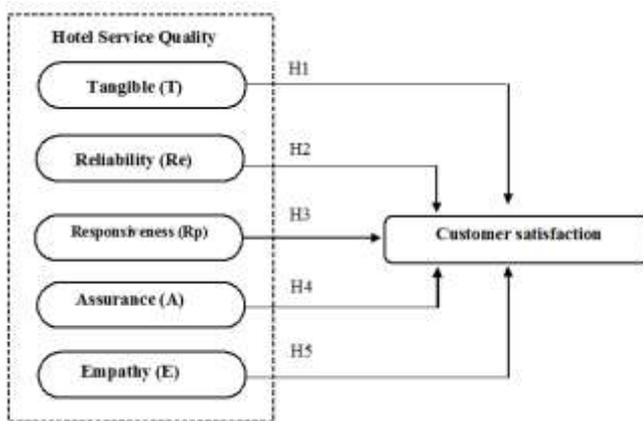


Figure 1.0 Conceptual Framework

Figure 1.0 is representative of this paper's model, which evaluates service quality through the use of the 5 dimensions framework, i.e. Tangible, Reliability, Responsiveness, Assurance, and Empathy. Its wide acceptance by practitioners and academics across different industries is a testament to its applicability for this study.

**The following hypotheses are brought forth:**

H1: There is a positive and significant relationship between tangible and customer satisfaction.

H2: There is a positive and significant relationship between reliability and customer satisfaction.

H3: There is a positive and significant relationship between responsiveness and customer satisfaction.

H4: There is a positive and significant relationship between assurance and customer satisfaction.

H5: There is a positive and significant relationship between empathy and customer satisfaction.

## RESEARCH METHODOLOGY

### Study 1

**Qualitative Research Methodology:** Interview respondents were mainly of Chinese origin, and they were selected using a purposive sampling technique. The criteria for inclusion for selection was based on a few categories, these are the age between 15-50; the respondents must have stayed in Chinese hotel for at least one night. Data were obtained from major Chinese cities such as Beijing,

Shanghai, Guangdong and Shenzhen provinces. This study collected data on people's feelings, insights and hotel experiences. Subsequently, transcripts were prepared using insight on actual feedback from the hotel guests on their experience of the encountered service quality.

Interviews were conducted using a 'retrospective verbal protocol' approach for this study[16]. Simply put, the retrospective verbal protocol is an in-depth method of conducting interviews that serves as a diagnostic tool for assessment in the field of customer judgment [17,18]. In addition to that, it is also used to assess customer decision making and customer problem-solving analysis<sup>2</sup>. As the name implies, the retrospective approach entails the recollection of past experiences from the customers/guests and provide feedback on that experience. This technique is better suited for the exploratory type of research, which is why it has been employed [19].

From the data compiled through questionnaire conducted using the verbal protocol as a framework, guests were presented with inquiries that focused on five dimensions of service quality (Tangibles, Reliability, Responsiveness, Assurance, and Empathy). The duration of the interviews were an average of 15-20mins. Interviews were conducted in Chinese (i.e. Mandarin/Cantonese) and then transcriptions were made in English for the sake of this study. All procedures outlined in the research policy were followed to uphold ethical accountability.

As previously stated, transcriptions entailed segmenting the verbal text into a 'predefined coding scheme' in order to 'break the text into units'. It is an extension of earlier works on service quality by Patrick and James [20] and; Brady and Cronin, [21]. Finally, the data were analyzed by comparing the research question with themes that emerged from the coding stage [20].

### Qualitative Result Analysis: Key Attributes in Assessing Customer Service Quality:

This section of the study focuses on the findings of the qualitative aspects of the research. An analysis of the customers' perception on the five dimensions of service quality was recorded as follows (refer to Appendix Table 1).

**Tangible:** Interviews respondents termed tangible as the physical appearance of employees, the location of the hotel, and the interior decorations. From the questionnaires and interviews conducted, the following responses were recorded. 'I think the hotel staff's clothes have a direct impact on the customer's favourability of the hotel. Clean and tidy appearance will make customers feel good.' (Respondent three, line 71-75). 'The hotel exterior decoration is very important, it can give the customer a good impression visually.' (Respondent three, line 51-62). Al Khattab and Aldehayyat [7] found that hotel managers should pay more attention to the tangible aspects of the service quality as their research recorded low customer perception scores on the tangible dimension. Further studies by Boonitt and Rompho [14] found that the most important factor reflecting the overall needs of service quality measurement was the tangible dimension.

**Reliability:** Interviews respondents termed reliability as the ability to perform the promised service dependably and accurately. This is a key factor in determining customer satisfaction, and the following comments were recorded <sup>2</sup>Ericsson and Simon, 1984 from the hotel guests. 'Hotel staff provided accurate booking, which is very important as this can save the customers' time.' (Respondent one, line

123-130). *'I think a hotel which can provide error-free records will keep hotel customers happy.'* (Respondent six, line 815-824). Vijayadurai [22] found that promises made to an organization's promotional efforts could contribute to participant expectations. In addition, consistency of performance at the highest standard is crucial to reliability. Deng [23] found that the most important factor of service quality that impacts the customers satisfaction was the reliability dimension.

**Responsiveness:** Interviews respondents termed responsiveness as the employees' willingness to assist guests, speed in which services are delivered, as well as the demeanour of the workers when providing services. The following guests had these comments on the responsiveness of the hotel. *'I think if the hotel staff are polite and able to keep smiling, will make customers more willing to choose this hotel.'* (Respondent four, line 441-457). *'Hotel staff providing timely service is very important, allowing me to return to this hotel.'* (Respondent nine, line 28-33). Jing and Xiang [24] found that hotel staff enthusiasm contributes towards customer satisfaction. Diwakar and Pushpa [25] found that hotel customers expect their requests to be handled quickly and accurately further attesting to the importance of this dimension.

**Assurance:** Interviews respondents termed assurance as knowledge and courtesy of employees and their ability. Guests staying at the hotel had the following statements recorded. *'I care about the attitude of the hotel staff towards me. It makes me feel respected.'* (Respondent two, line 694-696). *'I think the safety of the hotel is very important, to enable customers to feel safe and their properties are protected.'* (Respondent one, line 682-684). Karunaratne and Jayawardena [8] found that the highest expectation of customers was associated with staff trustworthiness, modes of payment, quietness and calmness, and security of the hotel arrangements. In addition, Heung [26] found that the assurance dimension covered organization's credibility, competence and security. It's the most significant factors in predicting customer satisfaction.

**Empathy:** Interviews respondents termed empathy as caring, individualized attention the employees provide to each other as such, the following comments were recorded. *'I think it is important for hotel staff to be patient and listen to customer complaints so that they can keep abreast of and respond to customer feedback.'* (Respondent eight, line 281-284). Juwaheer and Ross [9] found that customers place importance on hotel staff who understand their needs so that customers have a positive hotel experience. Mei et al. [6] found that the hotels should allocate resources to the training of employees so that employees will feel confident and able to provide prompt, personalized and caring service to guests.

## Study 2

**Quantitative Research Methodology:** The quantitative study was conducted with the sole aim of confirming the items generated from the previous qualitative study. Questionnaires adopting the modified SERVQUAL model were distributed to obtain the required data on the various dimensions. Data collected through the questionnaires include demographic elements ranging from age, gender, education level, position and monthly income. The questionnaire also queried respondents on their reasons for stay and choices made during their stay in Chinese hotels.

**Sampling Design:** From the sampling pool, respondents who formed the sample frame were between the ages of 15 to 50 and above. The study selected visitors regardless of their provinces and there were a total of 222 questionnaires given to both male and female respondents. All 222 questionnaires were completed and returned, giving a 100% response rate.

**Questionnaire Design:** This questionnaire was intentionally designed to be self-administered. The questionnaire featured three components. Section A focuses on demographic properties like age, gender, position, monthly income and education level. Section B offered on the 5 service quality dimensions: Tangibles, Reliability, Responsiveness, Assurance and Empathy. It contained 21 questions in relation to these service dimensions. As mentioned earlier it uses the 5-point Likert scale ranging from (1) Strongly Disagree, (3) Neutral, (5) too Strong Agree.

**Content Validity:** Content validity of the questionnaire is confirmed by intensive literature reviewing and by opinions from experts and operators in the hotel industry. The main valuable references to construct question items for this study are SERVQUAL [13] - a multiple-item scale for measuring consumer perceptions of service quality, LODGSERV [4] - a service quality index for the lodging industry, LQI [5] - lodging quality index to assess customers' perceptions of quality delivery, and HOLSERV [6] - a service quality measurement scale for the hospitality industry. Moreover, many empirical studies have applied the above scales to measure service quality in hotels such as Tsang & Qu [27], Al Khattab & Aldehayyat [7], Boonitt & Rompho [14], Karunaratne & Jayawardena [8], Juwaheer & Ross [9] are also valuable references for this study.

**Measurement Test:** The first step of measurement testing process is the reliability test. One method to measure reliability is through internal consistency which refers to the degree of intercorrelation among items that comprise the measure or summated scale [28]. The most widely accepted measure of internal consistency is Cronbach's alpha which is the average of the correlation coefficient of each item with each other item [29]. In this study, the calculated Cronbach's alpha values for all scale exceeds the minimum acceptable alpha value of 0.60 [30,31]. Most of the scales have an alpha value greater than 0.70 indicating that the scales are internally consistent.

## QUANTITATIVE DATA ANALYSIS AND FINDINGS

**Construct Validity:** Construct validity is tested through factor analysis to ensure that the scale is an appropriate operational definition of an abstract variable (Flynn et al., 1990) [28]. In this study, factor analysis is conducted with 5 summated scales - Tangible, Reliability, Responsiveness, Assurance, and Empathy - simultaneously. In KMO and Bartlett's Test, the KMO value measuring the sampling adequacy equals 0.934 (greater than 0.5) and significant. This confirms the validity of data for exploratory factor analysis. Using Principal Component Analysis and Varimax with Kaiser Normalization rotation method, 5 components were extracted with greater than 1 eigenvalues. The cumulative of variance is 97.29% which means that these 5 components explain 97.29% of service quality variance. Factor loadings of all service quality items which indicate a correlation between the variables and the factor are greater than 0.5. These results further confirm that data are valid and could be used for further analysis.

**Correlation and Multiple Regression Analysis:** To conduct the regression analysis, the data was first tested using correlation analysis. As the name implies, this analysis tests the strength of the relationship between the dependent variable (i.e. customer satisfaction) with the service quality dimensions. The results show that customer satisfaction is highly correlated to each service quality dimension. The results revealed a high VIF (Variance Inflation Factor) which is responsible for estimating the collinearities among the service dimensions used in the regression analysis. The VIF values are acceptable based on using a VIF value of 4 as the literature points out, our variables were all within the limits of acceptance as they did not pose any undue influence on estimates of the squares. As a result, all variables were maintained for further analysis.

The R square value represents the variance of the regression model. In this study, the R square is 0.498, what this implies that the five service quality variables are responsible for 49.8% of the variance in customer satisfaction. Furthermore, the beta coefficients for the variables were interesting in the sense that the lowest value belonged to 'Responsiveness' with a beta of 0.078, meaning that in Chinese hotels, this variable had the least effect on customer satisfaction. Following the same logic, the variable with the highest impact on customer satisfaction was reliability, with a beta of 0.274, followed by tangibles with a beta of 0.188. Empathy was the third variable with a beta of 0.164, followed by assurance with a beta of 0.149. Each of these variables was tested at a confidence interval (CI) of 95%.

## DISCUSSION

### Implications

**Theoretical Implications:** The findings show that service quality does indeed impact customer satisfaction in Chinese hotels. An interesting observation from the results shows that the most influential factor that determines customer satisfaction in hotels of China is Reliability (The front desk employee accurately verified the reservation requests; the employees provide error-free records). This may be as a result of the Chinese cultural background which is characterized as being high uncertainty avoidance. The second most influential service quality factor that affected hotel guests level of satisfaction in Chinese hotels was Tangible (The employees have neat appearance; the interior and exterior decoration in the hotel is visually attractive and clean). This can be also traced to the fact that the largest group of guests in the Chinese hotels are a tourist, who expressly stated they placed more importance on tangibles service than professional/hospitable.

**Managerial Implications:** As previously mentioned, the analysis of hotels in China reveals that the most important dimension of service quality in customer satisfaction of guests is reliability. This is a key factor in determining customer satisfaction. The implications of this are numerous, firstly it means that hotels should increase their customer satisfaction by placing more focus on the reliability dimension of their service. This is an important

dimension, which can impact satisfaction greatly as revealed in Juwaheer's [32] study on Mauritius hotels. Additionally, the tangible dimension of the Chinese hotels was significant and positive. This indicates that hotel managers should focus their attention on the decor, attractiveness and general appeal of their hotels. Many other studies support this dimension as being strongly predictive of customer satisfaction. Hoteliers must, therefore, apply a lot of detail in their decisions concerning tangibles.

The third significant dimension is empathy. Managers, therefore, should micro-manage their customers to identify their specific needs and to respond with a positive disposition when receiving feedback. This dimension has been supported by research carried out by Hossain [15] on the Bangladesh tourism industry to examine the impacts of the service dimensions on customer satisfaction. Assurance as an individual dimension also made a significant impact on the satisfaction levels of guests in the hotel. Being an intangible dimension, managers should ensure that their employees are adequately trained in their respective jobs, and possess the ability to impart feelings of confidence and relaxation to the customers. This dimension is also supported by a study conducted by Mei et al [6] which highlighted the importance of assurance as a service quality dimension. The importance of these five dimensions of service quality as seen from the qualitative and quantitative results of this paper imply that performance of the hotel industry will improve if these dimensions are given adequate attention. In order for hotels to create greater customer satisfaction, they must first place focus on the tangible aspects of service quality. These were things such as the physical appearance of employees, the location of the hotel, and the interior decorations, ability to perform the promised service dependably and accurately. With this, it is suggested that hoteliers should invest more in-depth training and development programs for their staff. Thereby the employees will have increased confidence in handling their duties.

### LIMITATIONS AND FUTURE DIRECTIONS

An evident limitation of this study is the use of a convenience sampling. Although there are indeed numerous advantages to using this technique; namely the ease of finding respondents; there are also certain drawbacks. Due to the convenience sampling, the results of this study cannot be generalized. Additionally, another limitation of this paper is the fact that although employees made a significant influence on service quality, they were never focused on or considered as part of the respondents.

Further limitations of this study were the time constraints set to meet the academic requirements of the paper. Since the paper was conducted as an academic research effort, there was a defined time limit, therefore data collection was kept at the maximum time period advisable to leave enough time for compilation and analysis. In future, a longitudinal study will be conducted to allow a longer time period for data collection time in order to provide better conclusions and to draw out deeper implications.

**Table 1**  
**Qualitative Analysis: Key Quotes of Interviews**

<b>Tangible</b>	<b><i>The employees have neat appearance</i></b>	'I think the hotel staff's clothes have a direct impact on the customer's favourability of the hotel. Clean and tidy appearance will make customers feel good.' (Respondent three, line 71-75)
	<b><i>The interior and exterior decoration in the hotel is visually attractive and clean</i></b>	'The hotel exterior decoration is very important, it can give the customer a good impression.' (Respondent three, line 51-62)
<b>Reliability</b>	<b><i>The front desk employee accurately verified the reservation requests</i></b>	'Hotel staff provided accurate booking, which is very important as this can save the customers' time.' (Respondent one, line 123-130)
	<b><i>The employees provide error-free records</i></b>	'I think a hotel which can provide error-free records will keep hotel customers happy.' (Respondent six, line 815-824)
<b>Responsiveness</b>	<b><i>The employees are courteous and keep smiling</i></b>	'I think if the hotel staff are polite and able to keep smiling, will make customers more willing to choose this hotel.' (Respondent four, line 441-457)
	<b><i>Employees in this hotel give prompt service to customers</i></b>	'Hotel staff providing timely service is very important, allowing me to return to this hotel.' (Respondent nine, line 28-33)
<b>Assurance</b>	<b><i>Employees in this hotel are polite and respectful</i></b>	'I care about the attitude of the hotel staff towards me. It makes me feel respected.' (Respondent two, line 694-696)
	<b><i>Customers feel safe in their transactions with this hotel</i></b>	'I think the safety of the hotel is very important, to enable customers to feel safe and their properties are protected.' (Respondent one, line 682-684)
<b>Empathy</b>	<b><i>The employee listened carefully when you complain</i></b>	'I think it is important for hotel staff to be patient and listen to customer complaints so that they can keep abreast of and respond to customer feedback.' (Respondent eight, line 281-284)

The future directions for this study are numerous regardless of the mentioned limitations. The first step for future studies is that the empirical findings from this research should be further fine tuned to produce more in-depth analysis. For instance, a large data sample should be used and focus can be made on newer hotel service quality dimensions, such as technical and functional dimensions. Future studies could include different geographical areas and analyses their effect on the customer's perception of service quality.

Future studies should also cover employees role in customer satisfaction, which is a much under-researched area currently. The relationship between job Satisfaction versus service quality and customer satisfaction could be areas to be further explored. Using the SERVQUAL model and other scales the satisfaction levels of the employees can be collected and analyzed to see if a relationship exists between their level of job satisfaction, their service quality and customer satisfaction.

## REFERENCES

- [1] Association of Southeast Asian Nations, 2015)1[1]. missing
- [2] Askci.com, 2015) [2].- Have two references- which one?
- [3] Chinabgao.com. (2014). Hotel situation analysis report \_ Chinese hotel industry in 2014. Retrieved on November 17,2016from:http://www.chinabgao.com/k/jiudian/2043.html.Knutson et al., 1990 – missing
- [4] Getty, J. M. and Getty, R. L. (2003). Lodging quality index (LQI): Assessing customers' perceptions of quality delivery. *International Journal of Contemporary Hospitality Management*, 15(2), 94-104.
- [5] Mei, A. W. O., Dean, A. M. and White, C. J. (1999). Analyzing service quality in the hospitality industry. *Managing Service Quality*, 9(2), 136-143.
- [6] Al-Khattab, S.and Aldehayyat, J. (2011). Perceptions of service quality in jordanian hotels. *International Journal of Business and Management*, 6(7), p.226.
- [7] Karunaratne, W. M. K. K. and Jayawardena, L. N. A. C. (2010). – have 2 references- which one?
- [8] Juwaheer, T. D. and Ross, D. L. (2003). A study of hotel guest perceptions in Mauritius. *International Journal of Contemporary Hospitality Management*, 15(2), 105-115.
- [9] Ye, L. (2008). Tourism and China's Development: Policies, Regional Economic Growth and Ecotourism/Tourism in China/Tourism and Hotel Development in China: From political to economic success. *Journal of the American Planning Association*, 74(1), 150-151.
- [10] RNCOS. (2007). China Tourism Industry Analysis 2007-2011. Retrieved on November 4, 2016 from: [http://www.researchandmarkets.com/reportinfo.asp?report\\_id=575245](http://www.researchandmarkets.com/reportinfo.asp?report_id=575245)
- [11] Ryan, C. and Gu, H. 2007, Perceptions of Chinese Hotels. *Cornell hotel and restaurant administration quarterly*, 48(4), 380-391,357.
- [12] Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(Spring), 12-37.
- [13] Boonitt and Rompho, 2012 - missing
- [14] Hossain, 2012) –missing
- [15] Ericsson and Simon, 1984 - missing
- [16] Payne, 1994 - missing
- [17] Berne, 2004 - missing
- [18] Kuusela and Paul, 2000 - missing
- [19] Patrick and James, 2004 - missing
- [20] Brady and Cronin, 2001 – missing
- [21] Vijayadurai. J. (2008). Service quality, customer satisfaction and behavioral intention in hotel industry, *Journal of Marketing and Communication*, 3(1),14-26.
- [22] Deng (2005) – missing
- [23] Jing, F. and Xiang, P. B. (2011). Research on the evaluation of the service quality in hotels based on grey-fuzzy comprehensive method. *Journal of International Conference on Applied Social Science*, 15(3), 195-202.
- [24] Diwakar, P. and Pushpa, R. J. (2010). Service quality management, customer satisfaction and behavior Intentions: A study in the hotel industry. *International (Summer) Conference on Asia Pacific Business Innovation and Technology Management*, 1-14.
- [25] Heung, V. C. S. (2000). Satisfaction levels of mainland Chinese travelers with Hong Kong hotel services. *International Journal of Contemporary Hospitality Management*, 12(5), 308-315.
- [26] Tsang, N. and Qu, H. (2000). Service quality in China's hotel industry: A perspective from tourists and hotel managers. *International Journal of Contemporary Hospitality Management*, 12(5), 316-326.

- 
- [27] Flynn et al., 1990 - missing
- [28] Cronbach and Meehl, 1955) - missing
- [29] Nunnally, 1978 - missing
- [30] Phan and Matsui, 2012- missing
- [31] Juwaheer, T. D. (2004). Exploring perceptions of international tourists about hotel service quality in Mauritius. *Managing Service Quality*, 14(5), 350-364.