

HOSPITALITY INDUSTRY: SERVICES AND SATISFACTION: AN ANALYSIS

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Abstract:

A multitude of subsectors make up the hospitality industry, which is worth several billions of dollars. These subsectors include the hotel industry, tourism services, event arrangement, and transportation. This sector is seeing rapid expansion as a result of a significant focus placed on the quality of service and the pleasure of customers. In order to maintain a positive reputation, it is essential for businesses operating in the hospitality sector to place a high priority on satisfying the needs, expectations, and wishes of their customers. When compared to businesses that manufacture physical objects, the hospitality industry faces an entirely different set of challenges. This is mostly attributable to the fundamental distinctions that exist between services and products. When compared to the sector of product sales, the service industry has a higher likelihood of failure than the product sales sector. When it comes to achieving a lasting competitive advantage, service quality has emerged as an instrument of critical importance. When it comes to the hospitality sector, ensuring that customers are happy and satisfied is an essential component. Within the context of the contemporary market, the relevance of providing excellent customer service has substantially risen. In the hospitality business, customers play an essential part in the consuming process and frequently have their own expectations regarding the quality of service and the level of treatment they receive. Customers in the modern hotel sector are becoming more discerning and demanding, and they have less time available to them. This study's primary purpose is to investigate the relationship between the quality of service and the level of satisfaction experienced by customers. The purpose of this study is to determine the many aspects of service quality that have an effect on the level of happiness that clients have with their hotel stay. The methodology of quantitative research was utilised in the analysis of this investigation. A method for the distribution and collection of data that makes use of the features that are associated with random sampling. In this analysis, there were 115 people that participated as part of the sample. The data suggested that reliability had a negative correlation with customer satisfaction; however, the remaining four aspects of service quality, namely physical, responsiveness, assurance, and tangibility, demonstrated favourable relationships with customer satisfaction.

Keywords: Service, Satisfaction, Hospitality, Responsiveness, Tangibility.

INTRODUCTION & LITERATURE REVIEW

During the course of several decades, businesses operating in the modern hotel sector have been confronted with intense competition, and it is anticipated that this trend will continue into the foreseeable future (Samir & Thakar, 221). At the moment, most people believe that the hospitality and tourist industries are absolutely necessary for the nation to generate a large amount of cash. The effect of this is that a great number of countries are making attempts to attract tourists and visitors in order to improve their economies and raise the standard of life for their populations (Gardi et al., 2020). According to Prabhu et al.'s research from 2020, hotels are a crucial component of the tourism sector since they fulfil the fundamental need of travellers by providing them with a place to sleep. In addition to sleeping, visitors at hotels frequently make advantage of the establishment's extensive variety of amenities, which may include playgrounds, tennis courts, restaurants, spas, bars, pools, and other amenities. According to Samir and Shankar (2015), the staffs of hotels have a significant part in the success of the establishments since they are the ones who are directly accountable for providing service to the customers. For instance, if the staffs at a hotel fail to provide clients with service that is good, this might have a negative impact since customers might decide not to return to that particular hotel. On the other hand, if the personnel at the hotel provide the proper service, customers are more likely to have a great experience and may be more likely to return to the hotel (Sharma et al., 2020).

According to Thakar and Othman (2015), the management of the hotel should make the pleasure of its staff a top priority before anything else. The connection between a host and a visitor is a particular type of hospitality, according to Gardi (2021). The hospitality industry in the Ahmedabad region, and more specifically in Ahmedabad city, which serves as the capital of the province, is now seeing tremendous expansion. According to Pandit et al. (2021), the hotel industry is receiving a greater amount of investment, which is leading to the development of a greater number of brands-new and

improved hotels, which in turn leads to an improvement in the quality of service that is offered to consumers. As a direct result of this, there has been a substantial rise in the number of tourists who are travelling to the Ahmedabad area, namely the city of Ahmedabad. The vast majority of hotel managers are aware of the fact that the hospitality industry is characterised by a substantial degree of competition. Because of this, the primary emphasis of their attention is directed on improving the level of service that they provide to their customers (Samir & Shankar, 2015). In a business environment that is marked by intense competition, it is absolutely necessary to possess a robust set of principles as well as a plan to improve the quality of service. According to Top and Bajwa (2021), almost all hotels make a concentrated effort to provide excellent service that not only satisfies but also exceeds the expectations of their customers. This is done with the intention of ensuring that our customers are completely satisfied. According to Samir and Surarchith (2015), one characteristic characterising hospitality services is the participation of visitors in the process of producing value for the service. When visitors are comparing different services, the quality of the service is more important to them than the cost. According to Othman et al. (2019), hotels should develop a baseline of exceptional quality that is in line with the expectations of customers and then demonstrate that they have achieved this benchmark through the execution of practical strategies.

Customers staying in hotels in the modern day are more discriminating and have greater expectations than those who stayed in hotels in the past. It is essential to take into account the location of customers in order to improve the quality of service provided by hotels (Gamit & Thakar, 2019). This includes taking into account the customers' place of origin as well as their expectations. In the hotel industry, the value of the quality of service often outweighs the significance of the number of guests, despite the fact that both aspects continue to be quite important. It is necessary to have an efficient service quality plan since it directly adds to the happiness of visitors, which is eventually achieved via the provision of high-quality service (Othman et al., 2019). The demand for hotel rooms is reduced when customers are dissatisfied, which has a detrimental influence on the hotel's overall performance. The operations teams have the direct task of guaranteeing the happiness of existing customers and developing their loyalty (Samir, 2017). This is in contrast to the marketing and sales teams, who are largely focused on recruiting new clients (Denial et al., 2020). In order to keep their advantage over the competition, the vast majority of hotels are actively looking for ways to improve the quality of the services they provide. The services provided by the hotel are distinguished by their great value and quality, which guarantees the delight of the guests. According to Samir (2016), several hotels have dedicated service divisions at their disposal to ensure that they are able to fulfil the particular needs and expectations of each individual customer. It is becoming increasingly important to provide great service, which in turn leads to increased levels of client satisfaction, in order to achieve success in the sector that is saturated with intense competition. For this reason, it is essential for hotel operators to rely on the evaluations of their customers about the quality of the services they provide while they are building their businesses (Bajwa, 2021). According to Thakar et al. (2017), hotels have the potential to effectively attract and retain customers by providing services that are priced competitively. It has been found by Fick et al. (1995) that visitors are more likely to be satisfied with a service if they are satisfied with the service that they receive.

According to Samir and Balcioglu (2016), ensuring that guests are satisfied offers a number of benefits, including the enhancement of the relationship that exists between the hotel and its clients and the motivation to encourage return visits. An investigation of the ways in which suppliers and guests rated the quality of service in the hotel business was carried out by Coyle and Dale (1993) (Agbola and Dehlor 2011:112). When it comes to improving the hotel's efficiency, competitiveness, and flexibility, one of the best strategies is to improve the quality of the service that it provides. According to Thakar and Abdul Ravina (2015), it is a way that facilitates the achievement of consumer happiness. According to Bajwa (2020), providing great customer service is one of the most important aspects of growing a hospitality business and attracting new customers via expansion. Goofin and Price (1996) state that providing excellent service to customers improves not just the quality of service but also revenue, growth, and profitability (Maratha & Samir, 2018). As stated by Damit et al. (2019) and Samir & Ghafoor (2017), in order to keep a competitive edge, it is necessary to provide an exceptional level of service that leads to the pleasure of visitors. According to Prabhu et al. 2020, serving as an indication of the level of service excellence is the gap between the results that were predicted and those that really occurred. According to Shahin and Dabestani (2010), the quality of the service plays a significant responsibility in enhancing the overall quality of the service experience. According to research conducted by Prabhu et al. 2019, Samir and Climis (2017) define service quality as the capacity of hotels to fulfil the requirements and expectations of its guests. According to Samir and Reddy (2017), service quality is defined as the degree to which a service meets or exceeds the expectations of the consumer. The degree to which a service meets or exceeds the expectations of its customers is one way to characterise the quality of the service to which it is provided. According to Thakar and Ravina (2015), the term "perceived service quality" refers to the appraisal of a service based on an implicit or explicit criterion. This evaluation is performed throughout all episodes. According to Anand et al.'s research from 2020, a hotel is considered a social phenomenon because of its link with a wide variety of activities that guests do in there. These activities include pleasure, business, education, and vacation. In both

developed and developing nations, the hotel's customer plays a crucial role in supporting economic and social advancement. This is true for both countries simultaneously. In addition, the people who live in a number of nations believe that staying in hotels is a fruitful way to stimulate their economies. One of the most important goals of the hospitality industry is to guarantee that the level of service that is delivered is capable of meeting the stringent requirements that are anticipated by its customers. Guests' opinions on the overall splendour and brightness of the creature are taken into consideration when determining the quality of the service that is provided (Thakar, 2019).

PROBLEM STATEMENT

Customers frequently encounter issues with service quality in various aspects of their daily lives. For instance, they may experience discomfort due to overcrowding while using public transportation, encounter offensive behaviour from salespeople in stores, or receive subpar service from servers at restaurants. Several service-oriented organisations may nevertheless have their shortcomings highlighted. The quality service supplied does not always meet the standards, requirements, and expectations of the consumer. The fundamental reason for picking this topic is the issue of insufficient levels of service quality, as indicated by comments from numerous hotel customers.

ANALYSIS PURPOSE

There was a previous remark made on the necessity of ensuring that hotel guests are satisfied with their stay. In order for hotels and other facilities in the hospitality sector to continue generating revenue, it is essential for them to place a high priority on the happiness of their customers and to rigorously fulfil their requirements, expectations, and requirements. The Ahmedabad hotel in Ahmedabad is the subject of this research, which explores the influence that service quality has on the overall reputation of the hotel as well as the enjoyment of its guests. The feedback from customers is taken into consideration. The ultimate purpose of the research is to evaluate the value of the visitor in relation to the existing quality of the service and the underlying structure of satisfaction. The cognitive process that clients go through in order to make decisions served as the primary focus of this study. To be more specific, it investigates the relationships between consumer value and elements such as pricing, perception of performance, quality of service, customer satisfaction, and the customers' intentions to make more purchases and recommend the product or service to others. The findings of this study will not only throw light on the aspects of service quality that contribute to the happiness of visitors, but they will also give insights into the basic features of contentment.

ANALYSIS QUESTION

The foremost questions for this analysis are:

- In terms of service quality, what are the most important factors that contribute to happy customers?
 - When a consumer decides to change hotels, what factors influence their decision?
- Purpose of aforementioned questions is to contribute to the current literature on the link between customer happiness and service quality aspects in the real world.

HYPOTHESIS FOR ANALYSIS

H₀1: Physical is positively related to customer satisfaction.

H₀2: There is a favourable relationship between reliability and client satisfaction.

H₀3: There is a positive association between the ability to respond quickly and effectively and the level of satisfaction experienced by clients.

H₀4: Assurance and client satisfaction have a direct and positive correlation.

H₀5: There is a positive correlation between tangible factors and client satisfaction.

METHODOLOGY OF ANALYSIS

The primary objective of the study is to ascertain the rating of service quality provided to hotel customers in Ahmedabad, a city located in the Indian state of Gujarat. The methodology section aims to provide a comprehensive account of the research methodology, including a clear description of the processes employed, a definition of the measures used in instrument planning, an explanation of data collection methods, and a detailed explanation of the statistical approach used for data analysis. The researcher utilises a quantitative methodology to examine the data they have gathered. In order to analyse the study, the researcher utilised a questionnaire. The first section of the survey collected fundamental demographic data, including the respondent's gender, country of residence, marital status, income, level of education, frequency of visits, and motivations for travelling. The second part of the course delved into more advanced and detailed subjects. The second segment of the poll specifically addressed five dimensions of service quality. The content was divided into five distinct

sections: the first portion focused on physical and consisted of three questions; the second section, reliability, included five questions; the third section, assurance, also featured five questions; the fourth section, responsiveness, included four questions; and finally, the fifth section, tangible, encompassed eight questions. The dependent variable inquired about customer satisfaction in the final question. The goal of the sample design is to delineate a distinct set of objectives. The sample methodology will employ a random sampling technique, ensuring that all tourists at the hotels in Ahmedabad city, Gujarat state have almost equal chances of being selected. From a total of 130 questionnaires gathered, 15 were considered invalid, while the remaining 115 were completed properly. The study's target population will consist of one hundred and fifteen individuals. To gather data, the researcher devised a questionnaire comprising of multiple-choice queries. The participants were instructed to utilise a five-point scale ranging from "strongly agree" to "absolutely disagree" for each subject. Previous researchers have shown that these questionnaires are valid methods for assessing consumer satisfaction with their hotel stay.

DATA ANALYSIS

Table 1: Divisor Analysis

Divisor	Queries Presented	Loading of Factor %	Cronbach's Alpha Reliability Statistics	Item Numbers
Physical	Stylish, contemporary furnishings adorn the Hotel.	.901	.804	4
	Rooms are clean and comfy at Hotel.	.819		
	Swimming pool, sauna & fitness centre are available at this Hotel.	.724		
	Proper fire safety equipment and procedures are available at the Hotel.	.876		
Compassion	Each guest receives personalised service at this Hotel.	.899	.798	3
	Every guest has unique requirements, and the hotel staff is sensitive to those.	.891		
	The hotel's employees genuinely care about their clients' well-being.	.866		
Reliability	The hotel's staff can deliver on their service promises.	.816	.828	3
	When guests have service issues, the hotel staffs reliably resolve them.	.904		
	Guests are kept apprised of the status of their service by the hotel.	.918		
Responsiveness	When guests have questions or concerns, the hotel staff is always prepared to help.	.931	.756	2
	Guests are consistently met with helpfulness by the hotel staff.	.974		
Assurance	The hotel staffs are always very kind and helpful to guests.	.918	.912	3
	Rest assured, the hotel offers a secure setting for your stay.	.936		
	When guests have questions, the hotel staff knows just what to say.	.876		

By finding a small number of factors that are responsible for the majority of the observed variance in a larger collection of variables, factor analysis is a technique that may be used to reduce the amount of data that is being collected. This table (1) outlines the five independent aspects that contribute to the overall quality of the service. A reliability number of 0.804 is assigned to the physical component, which is comprised of four independent elements. Additionally, the reliability value of the physical divisor is .798, and it is comprised of three different elements. A reliability number of .828 is associated with the reliability component, which is comprised of three different attributes. A reliability coefficient of .912 is associated with

the assurance factor, which is comprised of three different components. A reliability rating of .756 is assigned to the responsiveness component, which is comprised of two different criteria.

Table 2: Analysis of Correlations

Divisors	Pearson Correlations	Client Satisfaction
Physical	Pearson Correlations	.804 (**)
	Sig. (2-tailed)	.000
	N	115
Compassion	Pearson Correlations	.798 (**)
	Sig. (2-tailed)	.001
	N	115
Reliability	Pearson Correlations	.828 (**)
	Sig. (2-tailed)	.004
	N	115
Responsiveness	Pearson Correlations	.756 (**)
	Sig. (2-tailed)	.005
	N	115
Assurance	Pearson Correlations	.912 (**)
	Sig. (2-tailed)	.008
	N	115

* Correlation is significant at the 0.05 level (2-tailed).

According to the findings presented in table (2), the researcher determined through a correlation test that there is a significant association ($r=.804^{**}$, $p<0.01$) between physical and customer happiness. The relationship between compassion, an independent variable, and customer contentment, a dependent variable. Based on the findings of the correlation test, the researcher found a strong positive association ($r=.798^{**}$, $p<0.01$) between compassion and customer happiness. The relationship between compassion (the independent variable) and client happiness (the dependent variable). The correlation test revealed a significant and robust association between reliability and customer contentment ($r=.828^{**}$, $p<0.01$). The relationship between reliability (an independent variable) and customer satisfaction (a dependent variable). The results of the correlation test show a substantial positive connection ($r=.756^{**}$, $p<0.01$) between responsiveness and customer satisfaction. Similarly, there are significant positive correlations between assurance divisors as an independent variable and customer satisfaction as a dependent variable. The researcher observed a significant association ($r = -0.912^{**}$, $p < 0.01$) between tangible factors and consumer contentment, as indicated by the results of the correlation test.

Table 3: Summary of Model (Regression Analysis)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897(a)	.912	.826	.430

a Predictors: (Constant), Physical, Compassion, Reliability, Assurance.

Table (3) shows the value of R square = .912 this indicates that 84% of total variance has been explained.

DISCUSSION

This section analyses the primary discoveries of the study in connection with the research subjects. In the second phase of our research, we also conduct a literature analysis and assess the findings in relation to previous studies. Therefore, this part establishes a correlation between the discoveries of this research and the findings of other investigations. The reliability coefficients of the five service quality elements in the modified SERVQUAL were consistent with those of the previous version created by Parasuraman et al. (1988). The reliability of the instruments used in this investigation was evaluated using Cronbach's alpha. According to Sekaran (2005), an instrument is deemed appropriate for research analysis when Cronbach's alpha falls within the range of 0.6 to 0.8. The following are the findings of the reliability tests done on the five dimensions of service quality: Reliability Information the Cronbach's Alpha values for the variables were as follows: .804 for physical, .798 for compassion, .828 for reliability, .756 for responsiveness, and .912 for assurance. All five service quality metrics in the research study had reliability test scores over 0.6, suggesting their suitability for further investigation.

This study primarily focuses on examining the correlation between several dimensions of service quality and the amount of satisfaction experienced by the client. The summary of the data indicates that there are many significant subjects that merit study in the present research. Regarding the hotel's service quality, visitors expressed more satisfaction, particularly in terms of reliability. The descriptive analysis of this research demonstrates that the perceptions of hotel service quality among existing customers were linked to the aspects of SERVQUAL. This supports the validity of the service quality theory (SERVQUAL) proposed by Parashurama et al. (1988), which emphasised the assessment of assurance, reliability, physical, compassion, and responsiveness.

The study found that physical, reliability, assurance, responsiveness, and compassion were strongly linked to consumer happiness. Based on this study, hotels might potentially gain advantages by possessing empathetic characteristics. A strong positive association ($r=.897^{**}$, $p<0.01$) was found between the physical component and customer satisfaction. The hotels included in this study were those that demonstrated a high level of reliability. The study revealed a strong positive correlation ($r=.550^{**}$, $p<0.01$) between customer happiness and the reliability component. The study determined that the assurance component was a pertinent attribute for the hotels. A strong positive association ($r=.798^{**}$, $p<0.01$) was seen between the assurance component and customer contentment. The study found that the factor of responsiveness was significant in relation to hotels. This study found a significant correlation between customer satisfaction and the responsiveness component ($r=.324^{**}$, $p<0.01$). Additionally, the tangible aspect was identified as an important factor in hotels. The association between tangible variables and consumer contentment was significant ($r = -0.239^{**}$, $p < 0.01$). This study provides compelling evidence that SERVQUAL is an effective instrument for evaluating the quality of service offered by hotels. Managers in the hospitality business may utilise this tool to assess the quality of service offered by their facilities. The primary objective of service quality is to enhance and sustain visitor satisfaction. The study found that customer satisfaction was strongly influenced by the SERVQUAL dimensions of physical, assurance, tangibility, and responsiveness. Hence, these four characteristics hold paramount significance for hotel visitors. Through the application of regression analysis, we examined the correlation between SERVQUAL and customer satisfaction. The table provides a concise overview of the results obtained from the multiple regression analysis. Except for reliability, four of the SERVQUAL categories were shown to have a significant correlation with customer satisfaction ($p < 0.01$). The findings of the multiple regression analysis provide evidence in favour of the first hypothesis, which asserts that there is a positive correlation between physical and customer satisfaction (Beta weight = 0.899, $p < .001$).

This outcome strongly corroborates the first hypothesis. This study revealed that hotel visitors are more inclined to experience satisfaction when the personnel demonstrates physical, even in cases when consumers claim to have limited personal connection with them. Firstly, physical is comprised of seven acknowledged elements: communication, trustworthiness, competence, understanding/knowing customers, civility, and access. The hotel effectively fulfils the demands of its customers by providing personalised service and prioritising their welfare. Based on the second hypothesis, there is no positive correlation between reliability and customer pleasure. This is because reliability has not been proven to be a significant predictor of customer satisfaction (Beta weight is -0.306, $p<.001$). Consequently, this outcome invalidates the second hypothesis. The evaluation of the second hypothesis revealed that reliability did not have a favourable impact, perhaps due to the diverse sample's variations in age, wealth, education level, and other factors. However, the hotel industry may still gain advantages from the perceptions of customers regarding the hotel's reliability. The study's findings indicate that the hotel's present customer is dissatisfied with the service they receive and perceives the personnel as untrustworthy when dealing with any issues they may have. Reliability refers to the service provider's capacity to consistently and accurately perform the service. The visitors prioritise the ultimate significance of "Doing it right the first time" (reliability). Based on the third hypothesis, it can be inferred that assurance has a positive correlation with customer contentment, since confidence significantly predicts consumer pleasure (with a Beta weight of 0.321, $p<.001$). This outcome provided more data supporting the third theory. Hotel patrons also value certainty as a characteristic of the service. Guests who are content with the service they receive are more inclined to revisit the hotel. According to this research, visitors who feel assured are more content. The hotel staff's exceptional and expert service may illuminate this discovery. Integrity is essential in all financial transactions since clients must have confidence in the professionals. Guests attach significant importance to this statistic when they encounter an unclear conclusion or a substantial level of service risk. To ensure payment from the client, the hotel must demonstrate its reliability and worth. Guests should have a sense of safety and protection during their entire stay and when using the many facilities provided by the hotel. The fourth hypothesis suggests that there is a positive correlation between responsiveness and customer satisfaction. This is supported by a strong link between responsiveness and consumer contentment, with a weight of 0.182 and a significance level of $p<.001$. Therefore, this finding verified the fourth hypothesis. Responsiveness is a crucial factor in ensuring service quality and achieving success in the hotel sector.

A crucial aspect that guests take into account while evaluating a hotel is the promptness with which their requirements are addressed. The study findings indicate that hotels may enhance customer satisfaction by improving their responsiveness.

Responsiveness refers to a hotel's ability to promptly address and handle any issues that may occur (Ahmad, et al., 2014: 764). If a consumer's request is not handled, it can quickly escalate into a complaint. For esteemed clientele, the utmost crucial element of service excellence is in the reliability of the service provider in adhering to delivery dates. When handling customer queries, complaints, and appeals, this component emphasises the need of promptly being attentive and responsive. Responsiveness can be quantified by the duration required to address consumer inquiries. Responsiveness encompasses the ability to adapt and customise the service to meet the specific desires of the client. The company's internal policy may have divergent criteria for timeliness compared to the expectations or assumptions of consumers. The hotel's front-line staff, which includes receptionists, servers, hostesses, and guest relations agents, have the duty of welcoming and addressing the requirements of visitors. The current situation indicates that hotel clients are satisfied with the personalised attention they receive from management. Finally, the fifth hypothesis proposes that there is a positive relationship between tangibility and customer happiness. This is supported by a highly predicted beta value of 0.412 and a p-value of less than 0.001. This discovery provides support for the fifth hypothesis. Hotel consumers mostly evaluate a stay based on the tangible elements such as the physical environment, services, and the attitude of the staff. Hotel patrons have the ability to evaluate the arrangement and aesthetic of the hotel, as well as the clarity and prominence of different equipment. A tangible component offers clients, especially prospective ones, with actual examples of the services to assess their quality. While service providers frequently utilise compassion to enhance their reputation, establish consistency, and indicate quality to consumers, most companies integrate compassion with supplementary parts to formulate a comprehensive service quality strategy for the hotel. Tangibility, in essence, pertains to the physical aspects of a place, such as the cleanliness of rooms, restaurants, and other areas, as well as the staff's adherence to wearing clean and appropriate uniforms and disposable gloves. The study determined that the five attributes of service quality - physical, reliability, responsiveness, assurance, and compassion - are the only factors that determine hotel guests' total satisfaction.

CONCLUSION

This section focuses on determining the extent to which the study has contributed to the field, resolved research challenges, and validated research ideas. Subsequently, following a concise overview, this section proceeds to the suggestions, and ultimately, prospective recommendations. The main objective of this study is to analyse the impact of customers' perceptions of service quality on their overall satisfaction in hotels. The research questions that were used were "What factors influence a customer's decision to switch hotels?" and "What are the primary aspects of service quality that result in guest satisfaction?" The study's technique yielded peculiar yet captivating findings. The two approaches of analysis yielded disparate outcomes. Therefore, the results of this investigation evaluated if the research objective was achieved or the research challenges were addressed. The descriptive analysis unequivocally shows that the research issues were well handled. The conclusions of this study were advantageous for both academia and companies. To accomplish the research objective, the researcher proposed employing SERVQUAL, a framework that examines the theoretical foundations of customer satisfaction and service quality attributes, to analyse the impact of these aspects on customer satisfaction. Due to the positive association between customer satisfaction and the provision of excellent service, hotel management will find it more straightforward to communicate the importance of each component contributing to service quality to both guests and the company. According to this study, most of the aspects related to service quality had a favourable impact on customer satisfaction. However, the reliability aspect had a contrasting effect. Hotel managers can benefit from the findings of this study when making decisions on how to engage with customers in order to achieve the hotel's main objective of generating revenue while reducing costs. The findings also highlight the significance of strategic planning in hotel enterprises. To enhance customer satisfaction, hotel managers should investigate the underlying causes of negative variables that contribute to dissatisfied guests. Managers must consistently modify these features in order to provide the maximum value to their visitors. In addition, it is crucial to identify the key characteristics that require attention in order to enhance service quality, hence leading to an increase in customer satisfaction. The findings have consequences for the classification of consumer research and academic marketing research. Given that the majority of organisations nowadays are focused on increasing their customer base by meeting the needs of their current or past customers, doing satisfaction research has become increasingly important. Meeting the demands of hotel customers and delivering the desired value enables the attainment of these objectives.

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