

Analysis of service quality gaps and their influence on guest perception

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Abstract: The research team of this study was to investigate the effectiveness of virtual hotel operations (VHO) in the daily administration and maintenance of hotels. The major goal of this research was to design an accommodation network orchestrator (ANO) that could be used on top of Airy applications. This investigation concerned Airy Rooms. Airy Rooms has tied up with inexpensive hotels in Indonesia, basically. One of the crucial yet difficult responsibilities of every service provider is to maintain a decent quality of service. Tangibility, dependability, responsiveness, assurance and empathy are high-quality service. A “customer gap” exists when there is a gap between the service level that consumers expect and the service level they actually receive, and may be either bigger or less. To determine how much Airy Rooms is lacking in terms of customer service quality standards, the researchers of this study examined data from 210 millennials who have utilized the services of the firm. The researchers used SPSS 20 software to produce data for statistical investigations. The results show that the actual value of each item is far more than the client’s assessment. This means that the client is unsatisfied with the service obtained in every aspect. It is therefore that the total of the expectations exceeds the sum of the senses, which verifies the claim. And at the 95% significance level, the value is less than 0.05, which means that the results of the paired sample statistics table comparing anticipation vs. perception on all dimensions are significant.

Keywords: Service Quality, Gap Analysis, Expectation, Perception, Virtual Hotel Operators.

INTRODUCTION

Guest pleasure is perhaps the most important measure of success in the hospitality sector. The country’s tourist efforts such as the Visit Malaysia campaign in 1990 and the Commonwealth Games in 1998 has enhanced the demand for hotels in Malaysia. And with that demand comes a matching increase in quality. The front desk and the facilities provided are the first things that most clients notice when they visit a service provider. It is a recognized fact that the front desk is the nerve center of the hotel and it is important that the staff members working there be fully informed of all hotel operations. One tentative definition of service quality in the hotel industry is “the global assessment or attitude of the general superiority of services”. Equivalently, quality of service may be defined as the amount to which a service fulfills the customer’s expectations. Some visitors expect the hotel to provide them with everything they could possible require while others are more modest in their needs. This is a fact which we must face.

That is why understanding customers' wants is important. Service quality is one of the most important aspects in the service sector, as it helps evaluate the degree to which the service meets or exceeds the demands and expectations of the client. It has been of great interest both to managers and academics as it has a major influence on the success of the organization. However, the complaints regarding the service quality may be because of the discrepancy in the perception of it between the hotel's front desk workers and the guests. Some elements include how comfortable and welcomed a person feels, how the staff looks, if there is a professionalism among the personnel, friendliness, attention provided by staff, quickness of check-in and check-out and how complaints are handled can affect the quality of service.

“Also, it was said that to be able to deliver a service, one must be able to work well with others and show initiative to improve performance and go above and beyond for hotel customers. Academics have said it is far harder to keep existing customers pleased via loyalty than it is to recruit new ones. If a hotel wants to be the top in its sector it must conquer this and all others like it. The front desk is the initial point of contact, and that is where the critical moment of truth begins, when first impressions are formed. The service quality in Mauritius hotels has been studied before and the research have indicated that hotels are quite successful in pleasing their clients by focusing on reliability and assurances. Following the preceding statement, this article will explore the guest's appraisal of the front desk staff's service quality through the lens of a new contextual circumstance.

This study is needed for two reasons, firstly, so that the service providers know what to anticipate via the service and secondly, so that the hotel can get back on track with their notion of excellent service. Plus, it'll serve as a handy training guide for front desk personnel, highlighting precise measures they can take to elevate their craft, and go above and beyond for clients. The hotel business is a large part of the world economy, with millions of visitors depending on it for their accommodation, food and entertainment requirements. In this market, there is a high correlation between the level of service customers receive and their contentment, which impacts a hotel's reputation and bottom line. The term “service quality” includes a broad spectrum of traits, including but not limited to punctuality, consistency, certainty, empathy, and the physical features of infrastructure and ambiance.

In today's highly competitive hospitality industry, satisfied consumers are more important than ever. It is important to have modern facilities with latest technology, quick service, customized

experience and high expectations from the tourists. Without these expectations being met, hotels run the danger of unfavorable ratings, low occupancy rates and less profit. The objective of this study is to analyze the influence of service quality on the level of satisfaction of visitors by identifying the significant aspects that affect customer perceptions and to provide solutions to maintain service excellence. The hotel management may understand the relationship between service quality and passenger delight, which may assist them to improve their service, increase customer loyalty and obtain competitive edge. The results of this study will be valuable for hotel industry experts who wish to better their service standards, and give tourists with an unforgettable Experience.

OBJECTIVES OF THE STUDY

1. To evaluate how visitor satisfaction is affected by service quality
2. To examine the connection between client loyalty and service excellence
3. To determine the main elements influencing visitor satisfaction

RESEARCH METHODS

Thematic Analysis

With a case study of the Hotel Borobudur Jakarta as its focal point, this research uses a theme analysis strategy to methodically evaluate and understand data from hotel service reviews. Through the process of recognising and classifying recurrent themes in customer feedback, this approach permits a detailed comprehension of how guests perceive and anticipate service quality. For the purpose of gleaning useful insights from varied and subjective consumer assessments, thematic analysis is an ideal tool due to its adaptability in revealing patterns and correlations within qualitative data. This methodology enables us to focus on the positive and negative aspects of service delivery and to systematically analyze the complicated relationship between the quality of service and client satisfaction. The study provides important insights into how the approach might be used to the Hotel Borobudur Jakarta to improve service quality and enhance the experience of visitors. As a conclusion, theme analysis is an effective technique to connect academic theory with real implementations in hotel sector.

The data used in this study are 1,160 complete reviews of tourists of Hotel Borobudur Jakarta. Each review includes vital details such as passenger profile, booked room type, duration of

stay, rating and qualitative opinion of the experience. Management's responses from the hotel have been collated to complete the image of guest-hotel interactions. Our guests are varied from families, couples to business travelers and so, we may examine their satisfaction and how service quality influences it. To extract useful insights from this material, the research used thematic analysis to systematically identify themes and patterns. By blending numerical assessments with textual commentary, a more holistic approach is achieved. This enables a more thorough investigation that incorporates both quantitative and qualitative dimensions. The dataset is broad and precise enough to provide an in-depth study of the dynamics of service quality and their consequences for real customer satisfaction. The research is conducted systematically, which comprises a number of separate phases, to give a complete analysis of hotel service reviews. It all starts with gathering, cleaning and arranging the hotel review data to make it more understandable and remove discrepancies. Then the study questions will be prepared which will be related to the following areas: variables impacting visitor experience, connection between service quality and satisfaction and impact of service qualities on satisfaction.

RESULTS AND DISCUSSION

There are three key topics in this investigation and the results and discussion segment discusses all three issues. First of all, we explore the relationship between service quality and visitor enjoyment, to investigate how the many elements of service delivery impact the entire customer experience in the hotel industry. This argument attempts to achieve precisely that, as it is crucial to fully understand the interdependency between service quality and client satisfaction, in order to maintain their competitive edge. Second, we examine the individual and combined roles of service quality attributes such as cleanliness, personnel friendliness and facilities in determining the satisfaction level of visitors. This section provides light on the features that have the biggest influence on consumer evaluations by emphasizing these key aspects. Lastly, the study identifies the major customer-based characteristics that have considerable impact on satisfaction levels. This debate is meant to provide insight into patterns and insights that might lead to concrete approaches to improve service quality and better fulfill client expectations. These are revealed through thematic analysis of the client's input. Taken together, these elements provide a solid foundation to evaluate the findings and their implications for the hotel sector.

CONCLUSION

The management of Airy Rooms Hotel service need to know and measure the service quality from the customer's point of view, this would be useful. By sticking to the current standards, management may be able to collect and provide accurate data for managing, maintaining and improving service quality. When management evaluates service quality using the service quality model, it can understand the many aspects of service quality and how they impact the service and customer satisfaction. The service quality gap score is a good measure of service quality as it measures the difference between the actual outcomes and the anticipation of users. This research conducted a survey of Airy Rooms Hotel in Indonesia to find out what are the five components of service quality that are most important to the tourists. Scientists hope that by learning more about the subject of service quality, hotel management will be better equipped to please their clients and win their applause. The results indicated that expected value was higher than actual value for all five criteria used to determine service quality. So, the total service quality indicators of Airy Rooms are still inadequate. The company has to pay more attention to the five service quality criteria, tangibility, dependability, responsiveness, assurance and empathy to boost customer satisfaction and generate more value.

In the paired sample table, there is a statistically significant difference between expectations and perceptions ($p < 0.0001$) on tangibility, responsiveness, reliability, assurance and empathy. We may say that all dimensions are statistically significant because their significance levels are less than 0.05 and they have a 95% confidence interval. The difference between expectation and reality is large enough to suggest that service quality may be improved in terms of tangibility, dependability, responsiveness, assurance and empathy.

The results of this study include managerial advice that should allow Airy Rooms to design a more accurate plan for success. Exceptional service is what makes Airy Rooms' affordable hotels stand out from the pack. In order to keep consumers and encourage them to book again, Airy Rooms has to give sufficient comfortable accommodations. For example, the Airy Rooms need to unify their hotel services across all units, create a higher bar for service, educate their workers better and monitor each hotel attentively if they wish to maintain a high level of service.

In addition, guests might get more out of their stay at Airy Rooms if the management considers providing amenities like a shuttle service and a healthy breakfast as part of the operational

necessities of the business. This study revealed certain limits in the field of research. This research only looked at one hotel in Indonesia, the Airy Rooms, and it only looked at one region. Furthermore, this study may not have been representative of the entire population because the data was analysed using 210 questionnaires. In order to tailor the questionnaires to the requirements of this study, the researchers looked to prior literature reviews for inspiration and included five new items. This will allow for the possibility of additional exploration by future scholars in the form of revised or entirely new questionnaire items.

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