



THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN THE HOSPITALITY INDUSTRY

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Abstract

This article focuses on the most common problem in hotels, namely customer dissatisfaction with the quality of service, and analyzes the factors influencing the quality of work of employees in enterprises.

Keywords: quality of service, customer satisfaction, factors influencing the quality.

Introduction

A hotel is a building where a complex technological process takes place throughout the day, where customers are guaranteed rooms, additional services aimed at comfortable, convenient and safe use of the hotel's products. Hotels not only provide accommodation for customers but also introducing various services to meet all the needs of the customer. These additional services, in turn, serve as a factor in increasing the length of stay of guests in the hotel. Nowadays, every company has a problem of improving the quality of work of employees. A common problem in hotels is customer dissatisfaction with service quality. This research examines the factors affecting the quality of service in hotels, analyzes the existing problems and conducts research in hotels to further improve the quality of service. As a result of the research, suggestions were made on how to achieve customer satisfaction.

Literature Review

On the quality of service, many economists have presented their developments, including Phillips [4], Anderson [5] & Zeithmal [6] in their research, noting that high quality service results in increased profits in the industry, which in turn increases efficiency. While Rabin noted that "quality" has played an important role in the service sector since the 1980s [7], researchers such as Takeuchi and Quelch (1983) confirmed that those who understand service quality better are tourists [8].

In addition, Gorbashko [3], E. A., S. D. Ilenkova, N. D. Ilenkova, S. Yu. Quality management issues have also been studied in the works of economists such as Yagudin [4].





Metodology

Methods such as observation, systematic, comparative analysis, and expert evaluation were used throughout the study. Through interviews with customers and staff at hotel facilities, the needs and suggestions of both parties were analyzed, and ways to develop quality indicators for hotel services, attract tourists through high quality and ensure that they remain loyal customers were identified.

In order to ensure the reliability of the main scientific results obtained during the research, the data of the State Statistics Committee of the Republic of Uzbekistan were used.

Analysis and Results

Quality management is a field of science that does not require proving the necessity and relevance of existence and development.

As humanity develops, it is always interested in the quality of products, services and the environment, i.e. the main thing that ultimately determines everything is the quality of life, and history lessons confirm this clear conclusion.

The first researcher of the category of quality was the Greek philosopher Aristotle, who described quality in his work "Metaphysics" in the IV century BC.

Quality reflects the stable relationship of the components of an object, which means the specific aspects that distinguish one object from another. At the same time, quality also represents the generality inherent in objects of the same type. Aristotle describes the concept of quality as an accident to things. Ibn Sina, on the other hand, believes that quality is an integral property of things and that it does not exist by itself.

Quality is a complex category that can be considered from different perspectives: philosophical, social, technical, legal, economic.

Many factors influence this process in achieving quality customer service in hotels. A factor that seems very important to some customers may not be important to others, and vice versa. Of course, depending on the individuality of each person, their desires and needs will also be different.

In addition, there are a number of factors that affect the quality of service and the resulting hotel revenue. Factors affecting the quality of services provided:

- ✓ Economic;
- ✓ Socio-economic;
- ✓ Technician;
- ✓ Organizational

The economic factor is, first of all, a motivating factor for employees to provide quality services. The more an employee is rewarded for a job well done, the better the quality





of services provided, the more responsible he or she will be, and the more the company will grow. But not every hotel is ready to give its employees extra bonuses for well-done work. Therefore, when coming to the hotel, this factor is important so that guests are greeted with a warm smile in the lobby, porters help bring things into the room, waiters serve quickly in the restaurant, or room attendants perform their duties willingly.

The socio-economic factor includes the availability of comfortable and healthy working conditions in the community. By treating each other with respect, not only will the productivity of individual links in the hotel system increase, but also a favorable environment will be created to increase competitiveness among other hotels. Typically, additional funds are allocated by the hotel management to establish such relationships in the community, maintain contacts between the hotel departments and bring them closer. For example, nature trips, entertainment complexes (bowling, paintball, billiards clubs), sports events (volleyball, basketball).

Technical factor. This factor significantly affects the quality and speed of service. The use of modern equipment by the staff helps to significantly speed up the work and avoid waiting for guests, which in turn increases the level of hotels in the local market. The following conditions are available for the activities of each department:

Reception and placement department:

- Convenient and easy-to-use automated programs for working in the hotel, for example, Fedelio, Opera, travel line, etc.;
- Special equipment for magnetization of electronic switches connected to the desired room using the program;
- Multi-line telephone network for receiving orders and fast communication with other departments;

Organizational factor. This type of factor is important for developing the level of organization of the team's work environment, adhering to standards, and adhering to them. There is a quality manager position in high quality hotels for this activity.

Its responsibilities include: introducing new service standards, overseeing the introduction of a quality approach to guests, as well as maintaining a high-end hotel.

The functions of a quality manager include: Improving the standards of restaurant (location of appliances), meeting rooms (designing a business package), banquet halls (arrangement of furniture and decorations), care of the workplace (special rooms for storage of equipment, furniture and other equipment);

Service quality control (learning to work in programs, treating guests and colleagues with courtesy, unconditional obedience to senior staff);





Maintaining hotel property and maintaining order in the halls where guests are staying, as well as inside the hotel complex;

Resolving disputes between co-workers or guests in the workplace;

Ensuring coordination between departments;

A rational approach to the wishes of employees and the creation of favorable working conditions.

The responsibilities of this position are part of the work of department administrators or department heads.

Assessing customer satisfaction is a key goal for any service firm that wants to survive in this increasingly competitive market. The most important factor in increasing hotel revenue is the development of indicators that measure the quality of service for the hotel, attracting tourists through high quality and ensuring that they remain loyal customers. The idea of the SERVQUAL model was developed in 1985 by Parasuraman et al., And includes twenty-two items that evaluate five important factors. SERVQUAL is a multi-element scale to measure customers' perceptions of service quality.

When Parasuraman first proposed a service quality measurement model, there were ten determinants of service quality. These defining factors included: reliability, sensitivity, competence, initiative, politeness, communication, assurance, security, understanding, and material wealth. This model was later improved and reduced from ten determinants to five determinants. These five factors that define the quality of service identified in 1990 include material wealth, reliability, sensitivity, warranty, and compassion. While four of the determinants are related to the human factor, only one of the determinants is based on material aspects.

If we analyze the concept of quality, the concept of quality is interpreted differently in the literature. However, the main difference between the concepts of quality is its understanding in the context of administrative and market economy.

In an administrative or command economy, quality is interpreted from the point of view of the producer. In a market economy, quality is viewed from a consumer perspective.

Studies in several countries have shown that companies that pay less attention to quality can spend 60% of their time correcting deficiencies.

The importance of quality improvement can be analyzed in the case of Japan. After World War II, Japanese industrialists actively sought ways to improve production efficiency and product quality. Teams of Japanese managers learned from experiences around the world. They met with leaders of leading industrial firms in the U.S. and Europe. While studying the experience of different countries, Japanese managers





analyzed the fact that successful firms place high demands on their employees and product quality, and also focused on these aspects in their own enterprises. [2]

As a result of research and development, a new concept of “quality culture” and “Japanese quality standards” has emerged in Japan. Japan became the founder of a new methodology for enterprise operations and moved to general quality control. The new system goes beyond the micro level and includes market control, market analysis, after-sales service.

In accordance with the Decree of the President of the Republic of Uzbekistan No. PP-4095 dated January 5, 2019, many new hotels are being opened in the country as a result of measures such as allocating subsidies to investors for construction and equipping new hotels and allocating funds from the state budget for partial financing of organizations under franchising agreements. Looking at them by region, we have seen that their number has increased again in the cities with the highest levels of tourism development. Our next task is to focus on the quality of service and its control in more than a thousand hotels across the country.

Quality service means, first of all, the satisfaction of the guest with the service provided. Under what circumstances will the customer be satisfied with the service staff? The guest feels satisfied with the service only when he feels his importance, when he is given special attention, when he hears his problem and sees the staff who are ready to solve it. In order to perform the above-mentioned tasks, employees are required to have sufficient skills in their field, enthusiasm and love for their profession.

Based on the results of the analysis, we concluded that in order to achieve customer satisfaction, the service should include the following key aspects and identified the main factors that affect the quality of service in hotels:

- The first factor is that the wishes and desires of the guests are sufficiently satisfied, as long as they are knowledgeable and enthusiastic staff, and the hotel enterprises are staffed by knowledgeable, talented, mature professionals in their field. The reason is that these specialists will always have a deep understanding of the fact that the guest is always right, the quality of services provided is very important in the field of service and the hotel.
- The second factor is that the hospitality environment i.e. the environment that surrounds the customer when he visits should be pleasant and attractive. The reason is that customers actually miss this environment and visit your business again and again. The task of service professionals is to organize all the necessary equipment and supplies to create this environment. For example, by using the aroma marketing





method, by using flowers, different decorations or very comfortable chairs to create a pleasant atmosphere, or by offering different seasonal drinks.

- The third factor is the speed of service - in the current rapidly evolving period, each customer's time is planned. Every minute of customers is precious and it is very important that service providers take this into account.
- The fourth factor is that each customer has a different approach, that is, the nature, values, needs of customers are different. The staff should approach each guest individually, provide all the necessary facilities for the guest and fully meet their needs.
- The fifth factor is building a trusting relationship with customers. Customers need to feel safe in the hotel area and be satisfied that their personal information is kept confidential. In any case, it is important to know that the hotel staff can be contacted, there are staff who are ready to solve any problems that may arise during the holiday.

Conclusions

The purpose of this study is to examine whether SERVQUAL dimensions are relevant to the hotel industry. The results of this study confirm the SERVQUAL dimensions, but suggest the inclusion of additional dimensions specific to the hotel sector. The model focuses primarily on key areas and allows researchers to uncover important issues related to SERVQUAL measurement, service quality, and their understanding of variables.

According to SERVQUAL, service quality can be measured by identifying the differences between customers' perceptions of service and the actual performance of service personnel. If the customer's expectations are met or the service quality is higher than expected, we can call such a service a quality service.

Today, one of our main tasks is to systematically organize quality control in hotel services. To do this, during the study, we first analyzed the factors influencing service quality and proposed 5 key influencing factors (knowledgeable and enthusiastic staff, hospitality environment, service speed, individual approach to each customer and building a trusting relationship with customers). The next steps to improve the process are:

- Development of quality indicators by specialists;
- Organization of various training courses, seminars and trainings to further increase the capacity of hotel staff;
- Even in small hotels, it is necessary to appoint people responsible for quality control and constantly eliminate shortcomings in the process.





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