HOTEL SERVICE QUALITY AND CUSTOMER SATISFACTION - A HOLISTIC PERSPECTIVE

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Introduction
One of the major existing challenges of management in service industries is to provide and maintain customer satisfaction. Service quality and customer satisfaction have gradually been identified as input factors in the conflict for competitive discrimination and customer preservation. Lam and Zhang (1999) claim that overpowering customer demand for quality products and service has in current years become more and more evident to professionals in the hotel industry. Between all customer demands and quality service has been progressively more recognized as an essential factor in the victory of any business (Gronoos, 1990; Parasuraman et al., 1988). Ramanathan et. al. 2016 indicated that Customer satisfaction is dissimilar from supposed service quality. Service quality is the customers' approach or global finding of a company's service over time, while customer satisfaction refers to a precise business operation (Lam and Zhang, 1999).

Service quality and customer satisfaction have been recognized as input essentials of the service-profit sequence (Heskett et al., 1997). Advanced levels of service quality produce advanced levels of customer satisfaction, which in turn lead to superior levels of customer support and sales revenue. Customer service quality is a vital foundation of distinguishing know-how and often measured a input victory factor in nourishing competitive advantage in service industries (Palmer, 2001). Thus, concentration to release of a superior level of service quality is an important approach by which service organizations can place themselves more efficiently in the market place. The significant associations of service quality, customer satisfaction, and purchasing behaviour have thus been a significant area of research (Pettijohn et al., 1997; Sivas and Baker-Prewitt, 2000 ; Ryu et. al. 2012). Earlier studies on customer hope and service-quality awareness in the food service industry have shown certain vital attributes, such as low price, food quality (food flavour and nourishment properties), value for money, service, place, brand name, and image (Johns and Howard, 1998; Tam and Yung, 2003). More expressly, the primary factors that have a say to customer satisfaction in restaurants include the food (hygiene, equilibrium, and robustness), physical condition (arrangement, furnishing, and purity), the ambience (emotion and soothe), and the service received (speediness, responsiveness, and worry) during the meal practice (Johns and Pine, 2002).

Literature Review
Service quality is a matter that has occupied academics and practitioners, foremost to considerable discuss over its conceptualization. The thought is often distinct as the overall differentiation among a customer's hope and perceptions of the service understanding (Parasuraman et al. 1988; Gronroos 1990; Ryu et. al. 2012; Prakash et al. 2016). Individuals' dining prospect have evolved over the years due to shifting social environment, improved education, and the growth of cookery culture, hale and hearty dieting knowledge and cultural influences. Wishna (2000) predicted that, in the prospect, customers will be more complicated in their dining decisions mainly because of their eagerness to develop their dining horizons and attempt innovative things. Customers will search for new dining experiences that will satisfy their ever-changing prospects. Thus, it is significant to identify, comprehend and meet customers' prospects. Prospects are defined as philosophy about service procedure and shape the standards and values against which actual presentation will be assessed (Zeithaml and Bitner 2003). According to these authors, there are five levels (types) of customer's prospects, ranging from least passable prospect, through suitable prospect, experience-based norms, normative "should" expectations to supreme expectations or requirements. In this research the term prospects is used to portray what customers believe about the talent of the service provider. Specially, prospects symbolize what customers believe a restaurant should offer. Mohsin et al. (2005) exposed that value for money, multiplicity and quality of the products available, staff-related skills, staff arrangement and etiquette, and well-timed service were ranked as the five most significant prospects of customers in New Zealand restaurants and cafes. According to Zeithaml et al. (1990), supposed service quality is the amount to which a firm fruitfully serves the rationale of customers. The restaurant customers' insight of service quality grades from their appraisal of dining experience and accepted service. There are numerous factors that may manipulate customers' assessments of restaurant quality. Prior studies publicized that food quality; physical situation and service are the main mechanisms of the whole restaurant service quality (Dulen 1999; Susskind & Chan 2000).

Along with these attributes, food quality is the most vital element of the restaurant knowledge (Sulek & Hensley 2004). It is an indispensable necessity to satisfy the wants and prospects of restaurant customers (Peri., 2006). While there is no agreement on the personality attributes that form food quality, the researchers centre on appearance, healthy options, flavour,

originality and warmth (Namkung & Jang 2008). Numerous studies have cited the value of service quality for customer satisfaction with a service encounter (Stevens et al. 1995; Qu 1997). Furthermore, in restaurants settings, service quality is a main determinant of customer satisfaction (Kim et al. 2009) and revisit purpose (Kivela et al. 2000; Prakash et al. 2016 ; Ni, 2015).

It is extremely correct that the service quality and the consumers satisfaction are the chief flaming topics which are addressed by all marketing practices and theories (Spreng and Mackoy, 1996).The means of achievement in today's competitive atmosphere smear in delivering quality services and this will raise the level of satisfaction (Shemwell et at.,1998). So the consumers valuation for services and its quality are incredibly essential factors for firms those which have an intention to make high-quality marketing strategies (Cronin and Taylor, 1992; Jain and Gupta, 2004; Ofir and Simonson, 2001).The organizations which provide cut-throat service qualities, they have a group of pleased and faithful customers support (Aaker and Jacobson, 1994; Gilbert et al., 2004; Gilbbert and Veloutsou, 2006; Ni, 2015). Repurchasing behaviour of customers is the foundation of satisfaction which can enlarge a firm's returns and income. As a result the question of customer satisfaction and service quality is very imperative for research. Now a day each and every company tries to advance its service quality for customer preservation and satisfaction (Gilbert and Veloutsou, 2006).

There are some studies reveal the relative of quality and customers satisfaction in relation to the hospitality contributor firms (Brady et al., 2001; Kara et al., 1995; Gilbert et al., 2004; Qin and Prybutok, 2008; Lee and Ulgado, 1997). However most of the studies are inadequate having focus on only customer satisfaction and service quality. In Pakistan's hotel industry there is a need of such studies which assist them to assess service quality and improve their service quality to get improved customer satisfaction. For this rationale subsequent questions are developed to discover solutions. (1) Is there any association between customer satisfactions with service quality perception? (2) What collision does SERVPERF creates in delivering service quality, this is an instrument developed by (Cronin and Taylor, 1992). It is the principally used and experienced scrutiny tool to determine service quality (Pawitra and Tan, 2003).

Service Quality and Customer Satisfaction
The foremost purpose a hospitality organization's members must carry out is the delivery of quality service to its customers. Service quality has been defined as how well a customer's requests are met, and how well the service delivered meets the customer's prospects (Lewis and Booms, 1983). Gronoos (1984) indicated that the supposed quality of service is dependent on a judgment between expected and supposed service, and is thus the outcome of a relative appraisal process. Parasuraman et al. (1985) defined ''service quality'' as the extent and way of inconsistency between a customer's perceptions and expectations, whereas ''perceived service quality'' is the gap between a customer's expectations and perceptions as a dimension of service quality. The smaller the gap, the better the quality of service and improved the customer satisfaction. Barsky (1996) suggests that the customers may be admirable sources of information for management on how the organization can provide quality service. Through surveys and focal point groups, customers can facilitate management to find out which service areas are most in call for enhancement.

Service Quality
The definition of service quality is time and again differ from person to person according to the situations, service quality characterization differ only in terms of phrase used but the supposed service delivery meets, surplus or fails to satisfied customer prospects(Cronin and Taylor, 1992; Oliver, 1993; Zeithaml, Berry and Parasuraman, 1993). The earlier studies show that service quality is crucial pointer for satisfaction (Spreng and Machoy, 1996). Disburse attention to service quality can help the organization to grab competitive frame (Boshoff and Gray, 2004; Ni, 2015). Usually people believe service quality when price and cost stay same (Turban, 2002) the thought of service quality was initiate in 1980s when the firms realized that only quality product sustain competitive frame (Boshoff and Gray 2004). According to Parasuraman et al. (1985), the service quality is explained as the difference between the service presentation and service anticipation. They planned service quality to be an occupation of supposed progression quality, pre-purchase customer outlook and apparent productivity quality. Based on their report of 1985, service quality is checked by the difference among customers' sensitivity of the service occurrence and their belief of service.

Extent of Service Quality
In contemporary precedent 20 years, the scholars found the service quality has stretched extremely. (Cronin and Taylor, 1992) developed 22-item SERVPERF scale for measuring service quality. According to this instrument it has five proportions; these are Tangibility, consistency, receptiveness, declaration and compassion. Afterwards various practical works have used the instrument of SERVPEREF to measure service quality in dissimilar category of businesses (Cronin and Taylor, 1992; Bojanic and Rosen, 1994; Fu and Parks, 2001; Furrer et al., 2000; Gounaris, 2005; Heung et al., 2000; Lassar et al.,2000; Lee and Ulgado, 1997).

Customer Satisfaction and Service Quality

Lots of researchers have looked into the impact of customer satisfaction. According to Hansemark and Albinsson (2004), "Satisfaction is a by and large customer outlook in the direction of a service provider, or an expressive response to the variation linking what customers look forward to and what they obtain, concerning the accomplishment of some want, purpose or aspiration". Kotler (2000) defined satisfaction as: "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". Hoyer and MacInnis (2001) said that satisfaction can be coupled with belief of reception, contentment, aid, enthusiasm, and pleasure. It has been argued that at the same time as the two concepts have things in general, "satisfaction is in the main viewed as a broader concept service quality is a constituent of satisfaction" (Zeithaml and Bitner, 2003). Customer satisfaction is defined here in Oliver's (1997) terms: that it is the consumer's realization reaction. It is a opinion that a product or service element, or the product or service itself, provides a agreeable level of consumption related execution. In other words, it is the by and large level of ease with a service/product familiarity. A current meta-analysis of the pragmatic research on customer satisfaction found that fairness exhibited a prevailing effect on satisfaction judgment with an association linking equity and satisfaction of 0.50 (Szymanski and Henard, 2001). Accepting what makes customers satisfied and satisfaction outcomes stay an input confront and significant management topic these days (Bloemer and Odekerken-Schröder 2002). It was experimental that the elementary exercise of dealing has outstandingly undergone theatrical conversion, mostly with the augmented reputation of non-store dealing (e.g. personal selling, catalogues, TV shopping, the Internet, etc.). This escalating fashion is fuelled by a consumers' increased eagerness to buy via these different channels, deeply inclined by their varying lifestyles and work patterns (Msweli-Mbanga and Lin 2003). Service quality determines an organizations achievement or collapse. Companies and organizations that practically employs customer satisfaction methods for the uncomplicated grounds that satisfied customers are indispensable for a flourishing business (Gupta, S., McLaughlin, E., and Gomez, M. 2007., Puri and Kumar, 2014). Service quality also determines a customer's satisfaction. Nevertheless, the determinants of service quality are difficult with the vibrant business settings (Pun, K.F., and Ho, K.Y. 2001). Consequently, this measurement proportions depend on the industry itself. Service quality is subjective by anticipation, process superiority and output class; in other words the principles of service is defined by customers who have practised that service and worn their understanding and opinions to form a verdict (Chen, F.P., Chen, C.K.N., and Chen, K.S. 2001, Puri and Kumar, 2014). In order to realize a quality service organization, dedication from employees and hold from all levels of management is indispensable. For that reason, it is imperative for managers who offer goods or services frequently to keep trail of information about the company's health being as far as meeting its customers' requirements are alarmed (Aigbedo, H., and Parameswaran, R. 2004). Service companies are trying to discover behaviour to get better and make available advanced quality service to satisfy their customers (Thongsamak, S. 2001). The level of customer satisfaction may be prejudiced by a variety of attribute from internal and external factors. Customer satisfaction may be recognized as internal and external customer satisfaction of an organization. From the literature review, researchers on external customer satisfaction have been acknowledged. Still, there seems also be discontent of internal customer satisfaction from organization's end. This is a question that has raised concern in the middle of certain organizations that are paying attention in employees' benefit. Such dissatisfaction has been acknowledged through opinion surveys conducted in organizations.

These dissatisfactions are based on the facilities provided by the organization for the employees, such as the staff cafeteria. As mentioned by John Feilmeier, director of retail management for Morrison Healthcare Food Service (cited from (Perlik, A. 2002), we need to run cafeterias similar to what an outside business or regular restaurant would do. Many food service providers have a perception that people only go to eating outlets for the food. There is an assumption that the primary reason people go to restaurants is for the meal (Andaleeb, S.S., and Conway, C. 2006). Josiam and Monteiro (2004) found that patron of Indian restaurants in Minneapolis (USA) metropolitan area were better educated and more affluent. The fact that Sydney is more cosmopolitan and more multicultural than Minneapolis may explain this. Food markets were the first to become globally integrated, linking distant cultures of the world (Nutzenadel and Trentmann 2008, Sharpless 1999). Food habits undergo continuous change as they adapt to travel, immigration, and the socio-economic environment (Jerome 1982; Lowenberg et al. 1974; Senauer et al. 1991; Kittler and Sucher 1995). However, Food preferences, a result of physiological and psychological development and social experience related to the degree of linking a food, play an important role in food selection because they give an indication of the amount of satisfaction an individual anticipates from eating a food. Other influences of consumer food choices include cultural and lifestyle factors, and food trends (ASP 1999). According to Zugarramurdi (2003), people are increasingly concerned about nutrition, food safety at a reasonable cost.

Conclusion

It is absolutely true that the service quality and the consumers satisfaction are the major burning topics which are addressed by every marketing practices and theories (Spreng and Mackoy,1996).The key of success in today's competitive environment lies in delivering quality services and this will increase the level of satisfaction (Shemwell et at.,1998). So the consumers

evaluation for services and its quality are very important for firms those which have an objective to make good marketing strategies (Cronin and Taylor,1992; Jain and Gupta,2004; Ofir and Simonson,2001).

The hotel industry has evolved over the last few decades from only a meals providing service to an improved amalgamation of service connected characteristics. These characteristics are emphasized to please the matching needs of its customers. This view of satisfaction is mainly recognized to the quality of service. Hence a lot of questioning has been going on for the past few decades to lessen and prove a direct relationship between the two. Many of theories and models have been reputable in this regard. Zeithaml, Parasuraman and Berry (1988) proposed an empirically copied method called *Servqual* to be used by service organizations to develop quality. The *Servqual* scale was engaged widely to assess the service quality in dissimilar industries of service sector including restaurants (Bojanic & Rosen, 1994; Fu, 1999). This attitude was based around five input proportions. All of the proportions have major impact of altering degrees on customer satisfaction.

The hotels which provide competitive service qualities they also have a lot of satisfied and loyal customers base(Aaker and Jacobson,1994;Gilbert et al.,2004; Gilbbert and Veloutsou,2006). Repurchasing behaviour of customers is the base of satisfaction which can increase a hotels revenue and profits. Thus the issue of customer satisfaction and service quality is very important for research, now a day every company tries to improve its service quality for customer retention and satisfaction (Gilbert and Veloutsou, 2006).

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