HOTEL SERVICE QUALITY AND CUSTOMER LOYALTY: AN INTRODUCTION

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Introduction
Various numbers of features for the booming movement of the business organisation, is appearance, arrangement and regular enhancement of qualitative services, which fulfils the hope of customers. The selection of hotels becomes one of the foremost issues of debate: the diversity of the hotel services, superiority, class, trustworthiness and worth are essential. As there are numerous hotels in the market given that the similar or parallel services, it is very vital not only to catch the attention, but also to retain the customer. With the intention to sustain the place held and to fight in future, it is essential to offer qualitative services by which old customers may be retained, and new customers may be fascinated. With a rising enthusiasm and competitive skill of the business environment, a growing number of companies pay consideration to the formation, management, willpower and increase of customers' trustworthiness. Lots of scientists have the same opinion with the proposal that the customer trustworthiness is a fundamental concept of marketing science (Aaker, 2002; Berzosa, Davila, & de Pablos Heredero, 2012; Jones & Sasser, 1995; Reichheld, 1993; Virvilaite, Piligrimiene, & Kliukaite, 2015). The satisfaction and trustworthiness of customers have both straight and tortuous impacts on the hotel industry (Kandampully & Hu, 2007). The faithfulness of already existing customers is very imperative, as it was intended that the magnetism of new customers is a lot more costly than the maintenance of existing ones (Balciunas, Jasinskas, & Koisova,2014; Dabija, Dinu, Tachiciu, & Pop, 2014; Holmund & Kock, 1996; Jasinskas, Reklaitiene, & Svagzdiene, 2013; Reichheld & Sasser, 1990; Wong & Sohal, 2002; Ramanathan et. al. 2016). The increasing devotion of customers allows the establishment to make savings, lessening the expenses for marketing and dealings, also the costs related to the customers' change decreases, the spending of related products increases, positive announcement 'word of mouth' is pursued, the expenditure of failures decreases (Griffin, 1997).
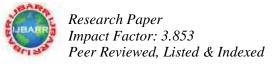
Literature Review
In order to provide hotel service, two fundamentals are required: material base and service, due to these dissimilar essentials the owners of hotels face an undecided problem of quality - two unlike quality aspects: technical quality, which shows a material basis, and purposeful or course quality (service) (Vitkiene, 2004).

Kinderis, Zalys, and Zaliene (2011) observe that technical quality is what the customer gets during their stay. The hotel guest gets space, the restaurant visitor gets foodstuff. This is an outer side of quality. Frequently, but not all the time, these essentials may be measured by the customer, their temperament depends on the technical explanation applied by the enterprise to explain the customers' problem. Their accessibility and position may be shown to the customer before choosing the service, since the belief related to quality is exaggerated in this manner. Therefore, technical quality is typically related to material measures and technologies, the quality of which is recognized by the normal assessment methods of the quality of the goods. Nevertheless, the parameters of technical quality do not guarantee by themselves that the hotel will satisfy the customers' requirements, even if they met progress commitments and promises of the provider. The quality of even the uppermost class of hotel may be unenthusiastically evaluated by the customer in, for example, the case of the disagreement with service personnel or in case of thievery. Thus, a customer is always affected by the way in which a technical service is given to him. This method defines an additional aspect of the quality, i.e., functional quality. This is the deeds of provider and other conditions - concentration, notice, admiration, courtesy of personnel, privacy, ability to find a solution in case of a *force majeure,* etc. A functional quality is more complicated to manage, because high quality variation is probable.

There is no one judgment in which technical or functional quality is more significant (Kinderis et al., 2011). Lockwood (2005), in his explanation of the management of hotel activity, claims that service cannot be shown and described in advance. Also, the assessment of customers in this respect is biased; therefore he focussed on physical proof of every process, i.e., the core of a room, communication with a guest, etc. However, Vengriene (2006), citing the other authors, states that the research shows that customers be pleased about the professionalism and ability of hotels' employees. This argument shows two major groups of essentials, the quality of which should be managed by the owner of a hotel. However, some hotel experts proposed taking into account what is more cherished by a customer (Kinderis et al., 2011; Ramanathan et. al. 2016).

The Servqual method is generally applied for appraisal of quality of hotel services in Taiwan (Su & Sun, 2007), in the tourism industry of Mauritius (Ramsaran-Fowdar, 2007), in Turkey (Yilmaz, 2009), Croatia (Markovic & Raspor, 2010), Lithuania (Kinderis et al., 2011), Malaysia (Boon-Liat & Zabid, 2013) and other countries.

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Yilmaz (2009) noticed the service quality and customers' expectations of Turkish 2-5 star hotels. The research results shows that there is no momentous gap stuck between the probable and received service quality. The main hope of customers at Turkish hotels was related to the criteria of trustworthiness, declaration and awareness; somewhat lower expectations were related to material values and understanding. The lowest gap among the probable and practiced quality was determined for the criterion of understanding, and the highest was determined for the quality criterion of material values.

Markovic and Raspor (2010), analyzed the service quality of Croatian 2-4 star hotels under the Servqual method, states that with the rationale of high expectations of hotel visitors are associated to the following service quality criteria: consistency, understanding and capability of personnel', convenience, 'material values'.

Kinderis et al. (2011), had assessed service quality in the hotel business, recognized that 3-4 star hotels provide services of normal quality. Though the service quality fails to beat customers' expectations though, it is well thought-out that the situation would change if hotels provided more qualitative services to the customers and were more kind to their requirements. The utmost hope of customers was related to friendliness, security, thoughtful, tangibility criteria, and the skilled service quality was the paramount evaluated under the subsequent criteria: security, tangibility, assurance, warmth. The nominal gap between anticipated and received service was determined at the criterion of security service, and the uppermost gap between anticipated and received service was assessed at the criterion of reaction. It was determined by the earlier mentioned research that the service providers should center on the quality of responses and take proper measures in order to supply expected services.

Boon-Liat and Zabid (2013) and Kinderis et al. (2011), states that in order to ensure service quality in the hotels have to follow general organization requirements. The plan for the enhancement of hotel service quality was to carry out diagonally in three levels, taking into notice the development of process quality, outcome quality and structural quality throughout the pressure of spongy and tough service segments and the surroundings, or impact on them. In addition, it is suitable to relate some measures more usually, such as the rules, lists of quality confirmation, secret guests, personal examination, expert discussions, ideal system of customers' service, meetings, methodologies for service measurement, etc. It is compulsory to pay more attention to the enhancement of the hotel's management itself, in relation to a general quality management and improvement of service supply culture, linking all employees of the organization in this process.

In the research performed it was resolute (Boon-Liat & Zabid, 2013; Markovic & Raspor, 2010; Ramsaran-Fowdar, 2007; Su & Sun, 2007; Yilmaz, 2009) that the elevated the hotel class according to the star categorization system, the superior the quality of services provided by them. The customer paying a high price usually expects superior quality; nonetheless, he remains faithful and stays in the same hotel again after having received the superior quality was not determined by this research. Succeeding to the analysis of the already performed scientific research it may be claimed, that in the research of the association between service quality criteria of the hotel industry and customers' expectations there is a high concern. It was not intended however to reveal the quality effect on customers' faithfulness by these studies, and this is significant, since it is not essentially the greater gap sandwiched between probable and received quality which will affect customers' faithfulness.
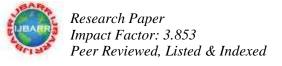
Generally it is cheaper to keep accessible customers than to attract new ones. Growing dependability among customers allows the association savings when declining marketing costs, transaction costs, and also the costs as the result of customers' change are lessening. Moreover, the scopes of sales to existing customers are larger. Organizations having long-term customers may set elevated price for their products and services, since the customers believe them (Reichheld & Sasser, 1990). Thus for the hotels it is essential to have loyal clients, especially in the case where the hotels belong to a chain, and their customers are often travelling.

According to Dekimpe, Steenkamp, Mellens, and Abeele (1997) all customer loyalty research may be classified as *behavioral* (customers' loyalty is determined referring to purchase behavior pursued by the customer, which is pragmatic for a certain time period) and of *attitudes* (customers' faithfulness is determined referring to named main concern or target to purchase).

Most research about the faithfulness of customers is performed following the attitude of customers' behaviour, therefore it is not clear which factors state repeat purchases (Zikiene & Bakanauskas, 2007).

When analysing customers' loyalty from the viewpoint of attitudes, many authors (Hallowell, 1996; Jones, Mothersbaugh, & Beatty, 2000) claim that satisfaction positively affects the aim of customers to purchase constantly.

A Research performed by Kuo, Chang, Cheng, and Lai (2013) in Chinese hotels proposed the impact of service quality for the faithfulness of customers. After the research of hotel customers performed in Spain it was determined that the valuation of service quality is elevated by the customers who are more reliable (Gil, Hudson, & Quintana, 2006).

Boon-Liat and Zabid (2013), have interviewed the guests of Malaysian hotels, ascertained that perceived service quality is extremely related to customers' satisfaction, which ensures elevated faithfulness of customers.

It is said that customers' satisfaction may be applied to measure customers' faithfulness; wherever the approaches subsist where customers' faithfulness cannot be explained only by satisfaction. Prus and Brandt (1995), says that even though satisfaction is compulsory to ensure customers' faithfulness and devotion, it cannot, on the other hand, be recognized as customers' faithfulness. Reichheld (2006) criticized the use of customers' satisfaction research to determine customers' faithfulness, saying that research fails to know what organizations should in fact recognize.

Conclusion
Estimation of service quality is a problematical process, ever since service quality may be assessed both independently and personally. Further which, it is tough to appraise the impact of split service essentials on quality. However in the research of service quality several quality research models should be followed, but the best in the analysis of service quality, the Servqual quality model is usually accepted. It was exposed during the research that the impact of hotel services' quality on customer loyalty was positive: customers highly evaluating service quality were more loyal, tended to use the hotel services frequently and suggest it to friends and connections.

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