

## Comparison amid the Service Quality Attributes: Pakistan Hotel Industry Analysis

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### Abstract

*Study focus was to comparatively analyze the expected and actual service quality attributes in the hotel industry of Khyber Pakhtunkhwa, Punjab and Islamabad, Pakistan. Population of the study was comprised of customers/clients of different hotels/ situated at urban areas of Khyber Pakhtunkhwa (KP), Lahore, and Islamabad Capital city of Pakistan. Statistical analysis reveals that there exist significance difference amid the customers/clients of KP, Lahore, and Islamabad Pakistan on expected and actual service quality attributes. The study considered that lodging client's/customers are the key factor in the friendliness and in up-bring the business prosperity.*

**Key Words:** *SERVQUAL, Hotel Industry, Customers*

### 1. Introduction

Sustenance, convenience and dressing are the three most basic things of human. Hotels/Inn or lodging industry alone gives two fundamental things: sustenance and convenience. Hotels/Inn is a piece of the neighborliness business which is an umbrella term for a wide assortment of administration ventures including, however not restricted to, lodgings, eateries and gambling clubs. Lodging is frequently alluded as a "Home far from home". Hotels ordinarily offers a full scope of housing and administrations, which may incorporate suites, open dinning, feast offices, parlors and amusement offices. It is considered as an industry whose principle point is likewise to make benefits for the hoteliers, however this may change now and again. As per the Tourism and Hoteling industry Pakistan was placed in 47 out of 200 countries in an examination of the world travel and tourism committee improvement figures (Kandampully & Juwaheer, 2009). Tourists are visit or spend more much of the time to Galiyat and Murree in view of quietness and stable peace circumstance (Al Khattab & Aldehayyat, 2011). Study explores that very rare amount of studies on comparison of service quality attributes in Pakistan (Al Khattab & Aldehayyat, 2011). In addition, the comparison or expected and actual service quality attribute in hotel industry is still vague (Kandampully & Juwaheer, 2009; Al Khattab &

Aldehayyat, 2011). Notwithstanding that because of unseemly business execution of hotels/inn ventures and service/administration quality, lawfulness circumstance of Pakistan the development of lodging industry in Pakistan has been declined, therefore the clients can't pull in from any current and new sections of hotels/inn industry and are not feeling fulfilled. In order to cope up with this challenging situation the objectives of this study is a) to comparatively analyze the expected and actual service quality attributes in the hotel industry of Pakistan and b) to compare the mean score difference about the customers of KP, Punjab and Islamabad Pakistan. The investigation has inspiration to numerous perspectives, for example, a) Research expected to setting directing model for the administration of lodgings and cordiality industry. The rules reason for existing is to assist them with assessing and measure consumer loyalty and interior administration adequacy consequently empowering vital administration and conclusive stakeholders to learn.

## **2. Literature Review**

Service Quality (SERVQUAL) attributes is as often as possible utilized instrument in estimating service/administration quality in the hotel/inn business along an arrangement of five measurements/factors. While building up this model Parasuraman (1985) at first recorded some administration related properties which were a) tangibility (Equipment, accommodation and uniform of staff), b) reliability (ability to deliver promised service), c) responsiveness (readiness of staff members to assist), d) competence (staff capability in executing service), e) courtesy (respect and politeness by staff), f) credibility (professional honesty, trustworthiness), g) security (safety from risk and physical danger), h) access (approachability of service provider), and communication (understanding communication).

Various examinations have hypothesized that SERVQUAL is multidimensional basically to measure hotel/lodging service/administration quality (Akbaba, 2006; Maria & Serrat, 2011). Akbaba (2006) contemplated the administration nature of hotels/inns in Turkey by breaking down the service/administration quality in light of 29 attributes, which were connected from SERVQUAL, and the most essential factor mirroring the general needs of administration quality estimation was tangibility or substantial administrations. Wilkins et al. (2007) additionally examined the administration nature of lodgings in Australia. The seven variables were produced from SERVQUAL, covering style and comfort, room quality, extraordinary offers, quality staff, identity of customers, quick administration, and quality nourishment and refreshments.

Furthermore, other research has shown and clarified that the attributes of administration quality factors and administration needs, from the clients' point of view, varied relying upon the lodging writes. Gabbie and O'Neill (1997) directed research on the administration nature of lodgings in North Ireland. Their points were to examine the holes between the desire and the impression of administration quality conveyed by two 3-star inns utilizing 22 attributes of SERVQUAL. Carrillat et al (2007) found that SERVQUAL was an outstanding instrument, and turned into an appropriate estimation device for the lodging business, one of the administration organizations concentrating on consumer loyalty. Salazar et al.(2010) likewise built up an administration quality assessment scale for the neighborliness division. The greater part of the inquires about are discovered applying SERVQUAL demonstrate which rotated around the five service/administration quality measurements, for example, tangibility, reliability, responsiveness, assurance, empathy and customer service (Parasuraman, Zeithaml ^ Berry, 1888). Studies reported that there exists

significant difference amid the expected and actual service quality attribute in the hotel industry is still vague (Al Khattab & Aldehayyat, 2011; Saunders & Thornhill, 2007).

### 3. Methodology

#### 3.1 Population

The populace outline for the investigation has been stratified on the bases of geography and the status level of the hotels/lodgings situated in chosen urban areas of Khyber Pakhtunkhwa, Islamabad and Lahore, Pakistan. Notwithstanding, the hotels/lodgings incorporated into the populace are those which have eateries and living settlement both. The example of lodging was involved 10 inns at every area and 20 clients at every inn were examined as respondents.

#### 3.2 Sample and Sample Frame

Stratification depended on the geological/geographical premise with the strata of KP, Islamabad and Lahore, Pakistan. From that point, hotels/lodgings were stratified on the bases of their facilities and magnitude as well. The 1600 questionnaires were distributed conveniently amid the hotel customers of KP, Islamabad and Lahore, Pakistan and 1429 filled questionnaires were returned. Response was 89% which was good (Sekaran, 2003). The researcher selected the respondents of the survey via convenient sampling technique. The numbers of constructs in the final questionnaire for this study were adopted from Boon and Rompho (2012) and modified suiting to local settings. Underneath is the table that depicts the sample frame.

**Table 1: Sample**

Cities	T. Hotels	Questionnaire Distributed	Questionnaire Returned	%age
Peshawar	10	200	188	13.1
Swat/Kalam	10	200	178	12.4
Chitral	10	200	183	12.8
Galiat	10	200	171	11.9
Naran/Shugran	10	200	175	12.2
Abbottabad	10	200	177	12.3
Islamabad	10	200	165	11.5
Lahore	10	200	192	13.4
<b>Total</b>	<b>80</b>	<b>1600</b>	<b>1420</b>	<b>100</b>

#### 4. Analysis

**Table 2 Demographics**

Gender	Frequency	Percent
Male	788	55.1
Female	641	44.9
Total	1429	100.0
Age	Frequency	Percent
17-27 years	823	57.6
28-38 years	151	10.6
39 and above	455	31.8
Total	1429	100.0

The above captioned table represents the demographics of the respondents.

**4.2 Paired Sample T-test****Table 3: Expected and Actual Service Quality Comparison**

Pair	Mean	N	Std. Deviation	Std. Error Mean	T	Sig
Expected Tangibility- Actual Tangibility	3.56 4.11	1429 1429	.79986 .88208	.02116 .02333	20.5	.000
Expected Reliability- Actual Reliability	4.07 4.25	1429 1429	1.01178 .98556	.02677 .02607	4.99	.000
Expected Responsiveness - Actual Responsiveness	4.34 3.40	1429 1429	.84089 .79749	.02224 .02110	38.2	.000
Expected Assurance - Actual Assurance	4.17 3.67	1429 1429	.78061 .84123	.02065 .02225	16.8	.000
Expected Empathy- Actual Empathy	3.77 3.67	1429 1429	.73406 .81206	.01942 .02148	3.37	.001
Expected Customer Service- Actual Customer Service	3.66 3.15	1429 1429	.59024 .98578	.01561 .02608	22.8	.000

The outcomes of Paired samples t-test used for comparatively analyze the expected and actual service quality. As per statistical value consequence of actual and expected tangibility, ( $t=20.5$ ,  $p<.05$ ), actual and expected reliability ( $t=4.99$ ,  $p<.05$ ), actual and expected responsiveness ( $t=38.2$ ,  $p<.05$ ), actual and expected assurance ( $t=16.8$ ,  $p<.05$ ), actual and expected empathy ( $t=3.37$ ,  $p<.05$ ) and actual and expected customer service ( $t=22.8$ ,  $p<.05$ ), there exist significance difference between expected and actual service attributes.

**Table 4 Comparing the Mean Score of KPK, Punjab and Islamabad Customer**

Pair	Mean	N	Std. Deviation	Std. Error Mean	T	Sig
KP- Punjab	4.12	1429	.882	.023	6.03	.000
	4.25	1429	.986	.026		
KP-Islamabad	4.12	1429	.882	.023	23.7	.000
	3.40	1429	.797	.021		
Punjab-Islamabad	4.25	1429	.986	.026	28.1	.000
	3.40	1429	.797	.021		

The Paired samples t-test used to compare the mean score difference about the customers of KPK, Punjab and Islamabad Pakistan. As per statistical value consequence of KP and Punjab ( $t=6.03$ ,  $p<.05$ ), KP and Islamabad ( $t=23.7$ ,  $p<.05$ ) and Punjab and Islamabad ( $t=28.1$ ,  $p<.05$ ), there exist significance difference between the mean score about the customers on service quality attribute existence in KP, Punjab and Islamabad Pakistan.

**5.1 Discussion**

This research study was based on quantitative research technique to comparatively analyze the expected and actual service quality attributes in the hotel industry of Khyber Pakhtunkhwa, Punjab and Islamabad City of Pakistan. The data was collected from the 1429 hotel customers of Peshawar, Swat, Chitral, Naran, Abbottabad and Galiat cities of Khyber Pakhtunkhwa, (KPK), Lahore (Punjab) and Islamabad capital city Pakistan. The questionnaire was used for the data collection. Questionnaire was based on five point Likert Scale. Paired samples t-test used for

comparatively analyze the expected and actual service quality. As per statistical value consequence, there exist significance difference between expected and actual service attributes i.e. (tangibility, reliability, responsiveness, assurance, empathy and customer satisfaction). The result of the study is consistent with the previous studies of (Saunders & Thornhill, 2007; Zhang et al., 2011; Akibaba, 2005; Sohrabi et al, 2012). Moreover, the comparison amid the mean score difference about the customers of KP, Punjab and Islamabad Pakistan also exhibited that there exist significance difference between the mean score about the customers on service quality attribute existence in KP, Punjab and Islamabad Pakistan. The result of the study was consistent with the previous study of (Zhang et al., 2011; Akibaba, 2005).

### **5.2 Conclusion**

Study focuses was to comparatively analyze the expected and actual service quality attributes in the hotel industry of Khyber Pakhtunkhwa, Punjab and Islamabad City of Pakistan. The first objective of the study was to comparatively analyze the expected and actual service quality attributes in the hotel industry of Pakistan. The paired sample t-test was used to accomplish the first objective and statistical result found that there exist significance difference between expected and actual service attributes i.e. (tangibility, reliability, responsiveness, assurance, empathy and customer satisfaction). The second objective of the study to compare the mean score difference about the customers of KP, Punjab and Islamabad Pakistan. In order to measure the second objective of the study researcher also used paired sample t-test and statistical consequences exhibited that there exist significance difference between the mean score about the customers on service quality attribute existence in KP, Punjab and Islamabad Pakistan.

The study considered that hotel customers services and its experience is the key factor in the hospitality industry. Customers who perceive positive experience to express positive intention revisit the place again and also recommend others to visit the same destination. Similarly positive service experience of the customers increases the level of satisfaction which reduces the number to customer's complaints in the hospitality industry. Similarly customers will not perceive positive experience unless the customers feel that service is better and greater than the money paid. Finally concluding the whole research conducted, it is found that service quality attributes i.e. tangibility, reliability, responsiveness, assurance, empathy and customer satisfaction are the significant predictors of hospitality Industry.

### **5.3 Recommendations**

It is recommended that a) services such as online booking, customer care and online car hire services should be availed online to improve the quality of customer service, b) suggestion box should be strategically put a point where customers can note them, c) set up an effective communication channel, d) the hotel management should regularly conduct audits in order to ensure accountability in the use of hotel resources, e) establish an effective Information management system and f) allow for employee participation in strategic planning

### **5.4 Limitations**

There are certain limitations of this study. First and the primary limitation is that this research study is cross sectional in the nature. Second major limitation is the small obtained sample size which is selected from only from hotels of KPK, Pakistan. Third limitation was the unavailability of the literature encompassing the variables of the study.

#### 5.4 Future Area

The area for additional and further research is, an in-depth examination of more hotels factors in Pakistan that contributing towards the service quality. In future the present hypotheses should be studied in numerous samples from different other organizations of Pakistan on longitudinal basis with inclusion of some moderation and mediating variables.

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