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RELATIONSHIP BETWEEN QUALITY ASSURANCE AND CUSTOMER SATISFACTION IN HOTEL INDUSTRY: A CASE STUDY OF JORDAN HOTEL

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ABSTRACT

The hotel sector has seen a significant change over the last decade. Hotels sector today is an integral part of the human life whether in small scale or a commercial scale. Although, the hotel industry is seen to be booming as new structures are being put in a continuous form, it is yet to strike a major impact in the country as compared to other hospitality businesses different countries. The participation of employees and staff in contributing to improve quality of services, to identify the link between customer satisfaction and quality, and to find out the benefits of ensuring quality in the hotels sector. The study touched on the following application of quality assurance in the Jordan hotels that maximizes customer satisfaction. The researcher used non- probability sampling techniques in the application of this research. From the research that previously worked, it is quite clear that ensuring quality is a great importance to customers and companies as well. On a whole it is one of the bases of progress in the industry economy because it brings cash inflows and profits to the economy through encourage tourism attraction. The writer found that upon the various benefits of ensuring quality, there is room for development in the service delivery to customers. The hotel management should not focus on customer service but should rigorously improvement and development the already high quality of the services which they provide to their client. On the question of recommending other customers to the hotel, almost all the people involved. And give answer in position direction, the reason is very clear. In spite of the quality standards of Capital view Hotel is high and different. In spite of all the remarkable impact of quality assurance on customer satisfaction in the hotel sector, the writer believes that more can still be done to increase and improve the impacts.

KEYWORDS

quality assurance (QA), customer satisfaction, service quality (SQ).

INTRODUCTION

Hotel sector refers to the services rendered by resort, restaurants, and entertainment sector of the economy. This also includes tourism which happens to be the third highest foreign exchange earner which contributes immensely to the improvement of the economy by the injection of foreign exchange into the country, Amman (city of Jordan) is not left out in this development. Many structures have been established in Amman to improve the image of the hotel sector. This great step is a collaboration of the private sector and government in the economy. Like any other source of foreign exchange, those generated from the hotel industry help reduce the country's debts.

Quality assurance systems are an important factor of any business strategy in hotel sector. As Porter (1985 and 2004) suggests, quality is now seen as a main motive for gaining competitive advantage among others, particularly with the consumer. There is no activity where this great significant than in the hotel sector. As Yavas et. al (1995) state, "the question is no longer whether to have quality assurance programmers, but rather how to make these programmers work quality assurance," within this of hospitality sector.

Management and Quality assurance within the hotel environment focused upon satisfying the customer and the achievement of its needs. Therefore, this review concentrates on the existing literature relating to customer satisfaction and the frameworks and various methods of service quality related to this focus.

LITERATURE REVIEW

Borkar, Suneeta & Koranne, Sameer, (2014), state that It is a try to understand the role of quality development process in hospitality sector and effectiveness in making it sustainable business enterprise. it is a wide of the presently diverse quality management tools which are making the hotels operations more comprehensive and reliable and meet the customer expectations and perceptions.

Descriptive research design is used to clarify the parameters of service quality management in hospitality sector. Exploratory research resolve is undertaken to dig out the service quality management practices and quality. Data analysis is done and clarified and display; hypothesis is tested versus the collected data. Since the industry permanently tries to perfection upon their services to meet the level of customer satisfaction and perception; Study present tools necessary for continuous improvement process and how it serves all the stake holders. It can be inferred from that hotel implement continuous quality management and improvement process tools to remain competitive in the large market. The research involves hotels of highly competitive market with limited number of participants. This reduces the study to hotel sector and has scope of including other hospitality service providers as well.

Abukhalifeh, Nimer Ala'a & Som, Puad Mat Ahmad, (2012), Service quality has been an important axis of studies involving food and beverage (F&B) departments of hotels. On through a substantial number of researches on service quality, the reasons why customers revisit a hotel and why a high-quality service from the food and beverage F&B department is needed have remained unanswered. This paper focus to review previous studies on service quality management in the F&B departments of hotels, its process, and very effective service quality management framework. This paper examines famous models, and show Parasuraman's framework dimensional of service quality in which used which is tangibility, ratibility, responsiveness, assurance, empathy management in the area of (F&B) and its implementation to the hotel industry. The conceptual paper suggests application of the dimensional model in the (F&B) department and stimulate hotels to improve management in the department to better satisfy their guests usually.

Gunarathne, umesh, (2014), Point out that, as a country Sri Lanka has a great chance to improve tourism industry and there are lot of tourists visit to enjoy the holidays in Sri Lanka from around the world. In tourism sector Hotels play an important role. Therefore, the luxury hotels should be provided excellent services quality for their guests.

Services quality is considered substantial when it comes to determine organizational success. The gaining strategy is to deliver best services quality to guests. Today, need to develop services quality in Sri Lankan hotel sector have come under limelight due to stiff competition where hotels are aspiring to attain competitive advantage through the human factor staff. Excellent quality service not only results in a profit strategy but also it is motivated for staff to perform to their potential to face challenges. Through providing quality service, hotels can sustain guests' confidence and gain competitive advantages over their competitor's hotels. This study referring the relationship between Customer Satisfaction and Services Quality in Sri Lankan hotel industry.

In this research, quantitative methods were used. The data were collected by questionnaire which included five point likert scale Statements. Finding of different correlations, t-test and hypotheses testing revealed a great deal of based services with customer satisfaction. In order to generate the feedback employed confirmatory explain factor by using Smart PLS. Mainly courtesy of attendants, cleanliness and environment and comfort in guestroom, of hotel have played vital role in creating subsequent contentment and serenity among customers. This research confirms direct relationship between customer satisfaction and Service Quality. It seems judicious to believe that knowledge of customer satisfaction role is extremely important as it appears key factor in progress of modern organization specially hotels sector.

Sumarjan, Norzuwana & Arendt, Susan W, (2011) This study is to discover Malaysian hotel quality executives or general managers (HGMs) (HQEs) experiences in implementing total quality management (TQM) practices. Specifically, the purpose of the study to understand the benefits of applying total quality management (TQM) practices, difficulties faced during the implementation process, and success factors or strategies in implementing total quality management (TQM). Will conduct personal interviews with HGMs or HQEs, currently or previously responsible for quality programs at four, and five star rated hotels be located in the nation's central region. Results on benefits, strategies and challenges or critical success factors will provide quality management best practices for use as benchmarks by the owners of the other hotels.

In addition, this research will provide practical solutions to help owner of the hotels better organize, strategize and take advantage of the resources in ensuring the success and development of quality management programs.

Naseem, Afshan et. al, (2011), Service quality has great important when it comes to define organizational success. The profit strategy is to deliver excellent quality service for established customers. In the present milieu, need to develop service quality in Pakistan hotel sector have come under limelight due to ongoing competition where hotels are trying to create competitive advantage through the human factor by being able to create this competitive. Excellent quality service not limited to the results in a profit strategy but also it motivates employees to perform to their potential to meet difficult challenges. Through providing quality service, organizations can sustain customers' confidence and provide competitive advantages over their competitors. This research scrutinizes the effects of various factors of hotel industry which affects customer satisfaction and perceptions. In this research paper, both quantitative and qualitative studies were used. The data was obtained through questionnaire which contained multiple choices. Results of different correlations, t-test and sequence graphs revealed a great deal of provide services with customer satisfaction. Mainly courtesy of attendants, comfort in guest room, environment and cleanliness of hotel have played vital role in creating subsequent and serenity contentment among customers. Our study confirms direct relation between customer satisfaction and organizational success. It seems judicious to believe that understanding of customer satisfaction key factor role is extremely significant as it appears in the success of modern organization. Anderson, Elizabeth. A. (1995) Describes research conducted to assess the quality of service arrived by a public university health clinic. The service quality instrument was managed to patients of the University of Houston Health Center in order to assess customer perceptions of service quality (SQ). The finding of this study is currently being incorporated into the clinic's strategic planning operation, specifically with respect to future resource allocation for quality improvement projects.

Tangibility

The tangible Quality Assurance Dimension refers to the appearance of the physical surroundings equipment and facilities, personnel and the way of communication with others. In other words, the tangible dimension is about creating first hand impressions for customers. A company should want all their customers to get a good service positive and never forgetting first hand impression, this would make them more likely to return and impact of development in the future (Delgado and Ballester, 2004).

Reliability

The reliability Quality assurance refers to how the company are performing and completing their promised service, products quality within the given set requirements between the customer and the hotel. Reliability is just as important as a good first hand impression of the customer, because every customer want to know if their supplier is trust worthy and fulfil the set requirements with satisfaction (Delgado and Ballester, 2004).

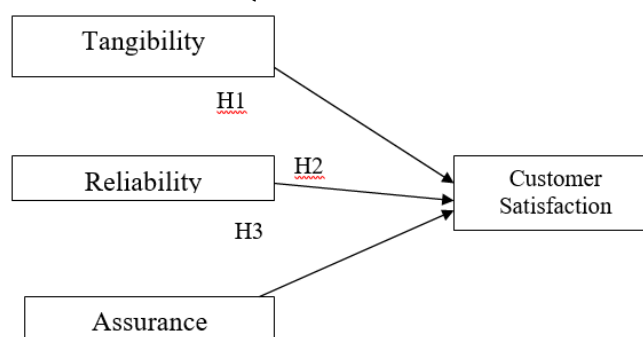
Assurance

The quality assurance refers to the company's employees. Are the employees skilled workers and have a good experience which are able to gain the trust and confidence of the customers? If the customers are not comfortable with the employees in hotel or company, there are a rather large chance that the customers will not return to do business with the company or hotels (Delgado and Ballester, 2004).

Customer Satisfaction

Customer satisfaction is a creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their demand needs. Customer satisfaction and Quality of service is critical factors for success of any business (Gronoos, 1990; Parasuraman et al., 1988). As Valdani (2009) points out: enterprises exist because they have a customer to serve. The key to achieve sustainable advantage lies in delivering good quality service that results in satisfied customers (Shem wellet al, 1998). Service quality and customer satisfaction are key factors in the battle to customer retention and obtain competitive advantage. Customer satisfaction is the outcome of customer's perception of the value received in a transaction or relationship, where value equals perceived service quality, compared to the value expected from transactions or relationships with competing vendors (Blanchard & Galloway, 1994; Heskett et al., 1990; Zeithaml et al., 1990). In order to achieve customer satisfaction and needs, it is important to recognize and to anticipate customers' demands and to be able to satisfy them. Enterprises which are able to rapidly understand and satisfy customers' needs, make greater profits and competitive advantage than those which fail to understand and satisfy them (Barsky & Nash, 2003).

FIG. 1: CONCEPTUAL FRAMEWORK AND HYPOTHESES
QUALITY ASSURANCE



OBJECTIVES OF THE STUDY

1. To identify major quality assurance and customer satisfaction.
2. To identify major quality assurance and customer satisfaction in hotel industry.

HYPOTHESES OF THE STUDY

- Ho 1: There is a positive relationship between Tangibility and customer satisfaction.
 Ho 2: There is a positive relationship between Reliability and customer satisfaction.
 Ho 3: There is a positive relationship between assurance and customer satisfaction.

METHODOLOGY

SAMPLING DESIGN: The research on quality assurance in Jordan hotels. Hotel industry requires multiple methods of multiple data sourcing helped various resources contributed in different ways of collection of data and analyzing it for the research paper. The questionnaire method was used in this research has been the distribution of a questionnaire to 50 different staff hotels taken the obvious sampling method is used for conducting this research study.

METHODS OF DATA COLLECTION: Primary data sources- the study required survey of current quality assurance approaches used in hotel sector. It also involved the continuous discussions with service providers and the service developer's procedures. The visit to hotels proved as major source of collection information. For this study observation method and questionnaire through the hotel staff survey were selected for primary data collection.

IMPORTANT SOURCES OF PRIMARY DATA INCLUDE THE RESPONDENTS: Front line staff and senior management. Multivariate questions were presented to the staff and responses formed the important part of data. Purposive sample method with more than 30 respondents and staff from various leading hotel is used for this search. It also included the brief interview with employ and discussion to know and understand the presence of quality improvement and develop practices implemented in their hotels. The study required survey of current quality assurance practices used in hotel sector.

RESEARCH METHODS: Descriptive research design is used to know the recipes quality assurance in hotel industry, exploratory research design is undertaken to develop a new service quality assurance practices and its effectiveness. Data analysis is done and displayed by the tables. The hypothesis is tested against the collected data.

DATA ANALYSIS

Results

The analysis of collected data was carried out through various statistical techniques and Structural equation modelling (SEM) is used to test the study hypotheses. A confirmatory factor analysis (CFA) is undertaken on the data to verify the dimensionality and reliability of the scale used to measure the customer satisfaction and service quality. And spss

Validity and reliability

Based on the data illustrated in the following table 1 final model column, it is seen that (KMO) coefficient questionnaire is 0.868, indicating the sample adequacy. Chi Square value 1995.561, Degree of Freedom 380 and Also Bartlett value is meaningful at 0.000 indicating that factors' separation has been appropriately done based on factorial loads and factors do not overlap each other.

TABLE NO. 1: KMO AND BARTLETT'S TEST

	Initial Model	Final Model
Kais-Meyer- Olkin Measure of Sampling adequacy	.850	.868
Bartlett's Test of Sphericity	2045.604	1995.561
Approx. Chi-Square Degree of freedom	420	380
Sig.	.000	.000

TABLE 2: CONFIRMATORY FACTOR ANALYSIS

Constructs and Indicators	Standardized loading t- value	Composite reliability AVE
Tangibility		.84/.53
➤ Furniture in the hotel is modern and comfortable.	.82 (16.12)	
➤ The interior and exterior decoration in the hotel is quite appealing.	.81 (15.92)	
➤ The employees have neat appearance.	.73 (12.50)	
➤ The hotel facilities are up to- date.	.63 (7.80)	
➤ The brochures and pamphlets are visually presented.	.70 (12.98)	
➤ The hotel is clean	.73 (11.89)	
Reliability		.84/.67
➤ The front desk employee accurately verified the reservation request	.63 (8.91)	
➤ The time it took to check in or check out is not too long	.74 (12.5)	
➤ The reservation system is easy to use telephone and internet reservation	.70 (8.72)	
➤ Transport facilities are available.	.71 (11.85)	
➤ The employees provide error-free records.	.80 (15.55)	
Assurance		.85/.70
➤ The staff in hotel is polite	.81 (16.00)	
➤ The staff important confidence to the guests.	.80 (28.44)	
➤ The staffs are friendly.	.89 (32.12)	

Table no 2 Shows the confirmatory factor analysis. Confirmatory factor analysis assesses the degree to which the hypothesized structure of item is capable of representing the relationship in the data. All composite reliabilities are .84 or higher, which indicates internal consistency among the measures far above the recommended level of .60 (Bagozzi and Yi, 1988). Second average variance extracted (AVE) ranged from .53 to .70. Bagozzi and Yi (1988) suggested a target level >.50.

TEST OF THE HYPOTHESES

The Structural Equation Modeling (SEM) methodology was employed to test the hypotheses. Based on the values computed through the software it represents that the theoretical model fit the data well.

TANGIBILITY AND CUSTOMER SATISFACTION

Hypothesis H1 states that there is a positive relationship between Tangibility and customer satisfaction. The hypothesis supported by the data because contribution to the customer satisfaction has taken positive value (+ 0.259). Therefore, developed hypothesis can be accepted. It means that there is a positive relationship between Tangibility and Customer Satisfaction.

RELIABILITY AND CUSTOMER SATISFACTION

Hypothesis H2 predicted that there is a positive relationship between Reliability and Customer Satisfaction. This prediction is supported by the data because contribution to the Smart PLS software Reliability contributes to the Customer Satisfaction by positive value (+ 0.116). The hypothesis which is developed by the researcher can be accepted.

ASSURANCE AND CUSTOMER SATISFACTION

Hypothesis H3 states that there is a positive relationship between Assurance and Customer Satisfaction. The hypothesis not supported by the data because the contribution to the customer satisfaction has taken a negative value (-0.002). The hypothesis which developed is not match with the findings. Finally conclude that there is a negative relationship between Assurance and Customer Satisfaction.

TABLE 3: THE RELATIONSHIP BETWEEN QUALITY ASSURANCE AND CUSTOMER SATISFACTION

Relationship	Quality Assurance and Customer Satisfaction Hypothesis Number and Direction	
Tangibility and Customer Satisfaction	H1 (+)	Supported
Reliability and Customer Satisfaction	H1 (+)	Supported
Assurance and Customer Satisfaction	H1 (+)	Not Supported

DISCUSSION AND CONCLUSION

The relationship between Quality assurance and customer satisfaction (Caruana, 2002; Oh, 1999; Cronin et al., 2000; Parasuraman et al., 1988) has been the concern of many previous studies in the context of service industry. The purpose of this research is to investigate the relationship between Quality assurance and Customer satisfaction. In the literature review section of the paper three dimensions (Tangibility, Reliability, Assurance) of quality assurance are identified. The table 1 shows the major findings of this research study.

In conclusion, knowing how consumers perceive quality assurance and being able to measure quality assurance can benefit management of hotel service. Measuring quality assurance can help management provide reliable data that can be used to maintain improved and develop quality assurance. Using the (QA) model to measure quality assurance enables management to better understand the various dimensions and how they affect quality assurance and customer satisfaction. This will help them to identify those that have strengths and weaknesses.

Further, through this study the findings show that the quality assurance model is not a good tool to measure (QA) in hotel industry because a dimension (Assurance) did not prove reliable for measurement and therefore the managers of the hotel industry can implement the good strategies in order to enhance to improve employee performance through proper training and development programs and team work about the provide superior quality service and hospitality. In conclusion, further the findings imply that different methods, way and models could be used to measure quality assurance and customer satisfaction in hotel industry.

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