

Service Quality in Indian Hospitality Industry: A Review

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Abstract. Service quality concepts are not adequately defined, despite the growing prominence of the service industry and the significance of quality as a competitive issue. The ideal way to understand this issue is up for debate in the pertinent literature because service quality is a difficult concept to grasp. Although a comprehensive definition of service quality is not yet possible, the definitions put out by the researchers centre on the notion that it is the outcome of customers comparing their expectations for a service with their impressions of how the service has been delivered. This study aims to review the existing literature on service quality and its attributes which are held accountable in the hotel industry. In order to understand the parameters of service quality management in the hospitality business, the descriptive research design is applied.

Keywords: Service quality, Hotel Industry, India

1 Introduction

In the modern world, tourism is widely acknowledged by different business organizations, international funding organizations, as well as various governments as an efficient way to boost a nation's economic development; in fact, emerging economies like India have started to view it as a potential alternative source of economic growth.

It is impossible to dispute the significance of high service standards in hotel operations (Akbaba, 2006). The ability to precisely comprehend what guests desire is crucial for hotel management. For each distinct section of the hotel industry, managers would

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undoubtedly benefit from knowing the individual expectations of customers, the components of service quality, and their respective value to customers (Dhar, 2015).

The Internet and social networking have a significant impact on everyone's lives today and are given higher precedence in every industry. The tourism industry is one such business that has made extensive use of contemporary technological technologies (Mohsin and Lockyer, 2010; Narayan et al., 2009). This has reduced the number of things people need to store before trips, assisted with comprehensive services that customers can use more readily without disrupting the environment or people's lives, and helped keep social networks up.

The tourism sector has been impacted by quick and effective technological advancements during the past few decades (Bhakar et al., 2015; Dixit, 2013; Sharma, 2014; Shirouyehzad et al., 2012). The way businesses are conducted has changed as a result of new emerging technologies, so it is crucial to comprehend consumer behaviour and perception in order to attract and keep clients in the internet-based travel sector.

The conventional paradigm of the traditional tourist industry has undergone significant modification as a result of its dynamics and rapidly accelerating development. The development of information technology, communications, and the Internet in particular has completely transformed the travel and tourism sector, creating new business models, altering the industry's production structure, and affecting stakeholders like package service providers, destinations, and governments (Borkar and Koranne, 2014).

It is crucial to be able to define service quality, identify the aspects of service quality, and determine their relative relevance for customers as the hotel business faces increased competition and the need to improve the quality of services provided. Understanding these topics could aid managers in the difficult task of raising service standards in the hotel sector (Shukri et al., 2017).

Since its inception, the hospitality business has undergone a great deal of development. Over time, there have been significant changes brought about by a variety of factors (Sharma and Srivastava, 2018). Various factors, such as shifting consumer demand patterns, industrialization, the development of transportation and aircraft, and changes in laws and regulations, may be to account for. The hotel sector has seen incredible upheaval over the past few decades hence service quality needs attention (M. J and Afza, 2019; Poku et al., 2013; Yilmaz, 2009).

2 Objective

In this study, our aim is to review previous studies conducted on the service quality of the hotel industry in India.

3 Methodology

To conduct this research, general databases like google scholar and specialized ones like Scopus, ScienceDirect and Springer were used. Keywords used to retrieve the relevant data were "Service quality", "Hotel industry", "Literature review" and "India".

Around 60 papers were selected for the research but we included the papers which described about the aspects of service quality in the hotel industry in India with respect to both the customer and managerial perspectives. We excluded the papers which concerned the research on SERVQUAL and its attributes and focused on the model and quantitative analysis. The research papers selected were from the time period of 2005-2022. An assessment of the literature on service quality in hotels was conducted in order to create a foundation and theoretical framework for the current study (Kumar et al., 2000). The analysis demonstrates that service quality in hotels is still a topic of extensive global research. Its high relevance relates to client loyalty and repeat business, which, according to numerous studies, are factors in determining a company's success. Studies have long been conducted on topics like as service quality, consumer perceptions of quality, service failures, service competitiveness, etc. However, the literature from the past 15 years roughly is cited in the current study.

4 Results

The review of articles led to the discussion of topics related to service quality which have been categorized as

- The concept of service quality in hotels
- The attributes contributing to service quality in hotels
- Service quality and customer perspective
- The managerial perspective of service quality
- Service quality and Customer Satisfaction

Table 1 gives the details of the literature review conducted and the selected research articles.

Table 1. Details of the literature review

Sl No.	Title of the Research Paper	Year of publication	Theme of the study	Authors
1	Measuring service quality in the hotel industry: A study in a business hotel in Turkey	2006	Service Quality in Hotels	Akbaba, Atilla
2	Measurement of service quality in the hotel industry	2009	Service Quality Measurement	Yilmaz, Ibrahim
3	Dimensions of service quality in tourism - An Indian perspective	2009	Service Quality Dimensions	Narayan, Bindu Rajendran, et al
4	Customer perceptions of service quality in luxury hotels in New Delhi, India: An exploratory study	2010	Customer Perspective of Service Quality	Mohsin, Asad Lockyer, Tim
5	Analysis of customer satisfaction in hotel service quality using analytic hierarchy process (AHP)	2011	Customer Satisfaction and Service Quality	Malekalket, Mohsen Khiabani, Ab

				Gupta, Parul Srivastava, R K
6	A DEA approach for comparative analysis of service quality dimensions with a case study in the hotel industry	2012	Service quality dimensions	Shirouyehzad, Hadi et al.
7	Impact of Service Quality on Customer Loyalty in the Hotel Industry: An Empirical Study from Ghana	2013	Customer Loyalty & Service Quality	Muttaqin, Indra Poku, Kofi Zakari, Mariama
8	A study of guest's expectation and perception of hotel service quality: case of Khajuraho, India	2013	Customer perception of service quality	Dixit, Saurabh Kumar
9	A Service Quality Model Applied on Indian Hotel Industry to measure the level of customer satisfaction	2014	Customer Satisfaction & service quality	Sharma, Chandrashekhar
10	Study of Service Quality Management in Hotel Industry	2014	Service quality management	Borkar, Suneeta Koranne, Sameer
11	Customer Satisfaction or Service Quality-Identifying Mediating Variable and Evaluating Behavioral Intention Model in Hotel Industry: An SEM Approach	2015	Quantitative analysis of Service quality and customer satisfaction	Singh Bhakar, Sher Bhakar, Shailja Bhakar, Shilpa
12	Service quality and the training of employees: The mediating role of organizational commitment	2015	Employee training and service quality	Dhar, Rajib Lochan
13	Service quality, customer satisfaction and customer loyalty of the hotel industry in United Arab Emirates (UAE): A measurement model	2017	Customer Satisfaction, loyalty and Service quality	Abbas Dost Mohamad, Hassan Shukri Ab Yazid, et al.
14	Factors Affecting Customer Satisfaction and Service Quality in the Boutique Hotel Industry of Kolkata, West Bengal	2017	Customer satisfaction & Service Quality	Das, Devlina Ray, Santanu
15	Relationship between Service Quality and Customer Satisfaction in Hotel Industry	2018	Customer Satisfaction & service quality	Sharma, SavitaSrivastava, Siddharth
16	An Examination of the Effects of Service Quality and Customer Satisfaction on Customer Loyalty in the Hotel Industry	2019	Customer loyalty & Service quality	Priyo, Sadoso Joko Mohamad, Bahtiar Adetunji, Ridwan Raji
17	Perceived service quality and customer satisfaction: A study of mid-scale hotel industry in Mysuru	2019	Customer satisfaction & service quality	M. J, Sujay Afza, Noor

Table 2 gives an overview of the details of the research papers on service quality selected for the study.

Table 2. Overview of research papers on service quality

SI NO	TITLE	TYPE OF RESEARCH	MODE OF DATA COLLECTION	REMARKS
1	Measuring service quality in the hotel industry: A study in a business hotel in Turkey	Mixed	Self-administered questionnaire	Study conducted in Turkey, Service quality assessment
2	Measurement of service quality in the hotel industry	Mixed	Self-administered Questionnaire	SERVQUAL & SERVPERF Dimensions discussed
3	Dimensions of service quality in tourism - An Indian perspective	Qualitative	Exploratory method which includes literature review as well	0 dimensions of service quality in tourism has been discussed
4	Customer perceptions of service quality in luxury hotels in New Delhi, India: An exploratory study	Quantitative	Interview technique	Customer's perspective of service quality in luxury hotel industry
5	Analysis of customer satisfaction in hotel service quality using analytic hierarchy process (AHP)	Quantitative	Model-based research Interview technique used	Customer satisfaction and service quality relationship has been explored
6	A DEA approach for comparative analysis of service quality dimensions with a case study in hotel industry	Quantitative	Comparative analysis	Service quality dimensions discussed
7	Impact of Service Quality on Customer Loyalty in the Hotel Industry: An Empirical Study from Ghana	Empirical research	Survey questionnaire Interviews	Customer Loyalty s A study conducted in Ghana Hotel classification and service quality relationship studied
8	A study of guest's expectation and perception of hotel service quality: case of Khajuraho, India	Mixed	Literature review and statistical analysis	Customer's expectations and perception of service quality. Service quality GAP

9	A Service Quality Model Applied on Indian Hotel Industry to measure the level of customer satisfaction	Mixed	Survey Statistical analysis	SERVQUAL model and SERVQUAL attributes studied
10	Study of Service Quality Management in Hotel Industry	Qualitative	Exploratory research	Service quality management tools analyzed and
11	Customer Satisfaction or Service Quality- Identifying Mediating Variable and Evaluating Behavioral Intention Model in Hotel Industry: An SEM Approach	Quantitative	Model based & Survey	Effect of service quality on customer satisfaction and behavioral intention
12	Service quality and the training of employees: The mediating role of organizational commitment	Quantitative	Questionnaire	Role of organizational commitment in service quality and employee training
13	Service quality, customer satisfaction and customer loyalty of the hotel industry in United Arab Emirates (UAE): A measurement model	Quantitative	Survey	Study conducted in UAE Customer Loyalty Customer satisfaction and service quality relationship
14	Factors Affecting Customer Satisfaction and Service Quality in the Boutique Hotel Industry of Kolkata, West Bengal	Quantitative	Survey	Customer satisfaction and service quality
15	Relationship between Service Quality and Customer Satisfaction in Hotel Industry	Qualitative	Literature Review	Service Quality and Customer satisfaction
16	An Examination of the Effects of Service Quality and Customer Satisfaction on Customer Loyalty in the Hotel Industry	Quantitative	Survey	Service quality and customer satisfaction and loyalty
17	Perceived service quality and customer satisfaction: A study of mid-scale hotel industry in Mysuru	Quantitative	Survey	LODGSERV

5 Conclusion

In an effort to make the hospitality industry a sustainable business venture, this study aims to investigate the function of quality improvement processes in the sector.

Although there are numerous academic and trade papers that discuss guest satisfaction, it is notable that little attention has been given to how customers perceive value, what they expect from product delivery, and how the price they pay for an experience affects satisfaction and subsequent spending.

This study helps the managers to be aware of the advantages of implementing a continuous improvement program in hotel operations and the impact that service quality management has on increasing customer satisfaction from an academic platform.

The study makes a significant contribution to the literature and offers the chance to compare service quality with other similar studies conducted in other areas of the world, it is noted that this is a noteworthy study of service quality in hotels in India (Das et al., 2017; Gupta and Srivastava, 2011; Priyo et al., 2019).

The study advises practitioners to prioritize aspects that hotel visitors value highly and how those features actually affect their actual experiences. This conclusion highlights the areas where the hotels' service and product quality differ. The managerial responsibility is to identify inconsistencies and take corrective action, striving to go above and beyond for the guests in order to earn their loyalty and repeat business. It can be difficult for any service organization to establish a commitment to service quality. Researching customer attitudes, getting feedback, and compiling that data for analysis and research can help to identify areas where performance evaluations differ from those in other areas, which can then be used to develop strategies and actions to address those differences.

This restricts the analysis to the hotel sector but leaves a direction for other hospitality service providers as well for further research.

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