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An Investigation of Customer Satisfaction of Hospitality Industry in Islamabad through Servqual Model

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Abstract

The Quality service and the satisfaction of the customer are the important and key factor for hospitality industry to compete and sustain in this era. As customers want their expectations to be fulfilled from the service they receive from hospitality industry. In this research the satisfaction and service quality has been investigated through Servqual model. With the analysed results, the level of customer satisfaction, and the gap score of the service quality they receive were investigated with the help of Servqual model. After investigating the customer satisfaction, the issues that

were found need to be address so that hospitality industry can look in to those and work to provide the service quality that meets the expectations of customers so that the actual service receive by them will meet their expectations. With the results the hospitality industry can find out the issues that affects their survival and profitability in this competitive era. This research and its findings will provide the accurate data that can be used to improve the service and make policies for hospitality industry on national level so that it can come on the international standards.

Keywords: Hospitality Industry, Servqual, International Standards, Customer Satisfaction, Policies

Introduction

The quality service and the satisfaction of the customers are indispensable for the hospitality industry (Irshad, 2019) ^[16]. The hospitality industry of Pakistan is playing its role in the development of the economy. And this sector of country is progressing and prospering. It's creating the necessary role in promoting the tourism. In the past few years the country has come up with the tourist destinations. As Pakistan is emerging to be the tourist destination for the travelers, the different chains of hotels from national & international have been present in the country with offering their services to the customers (Mordorintelligence, 2022) ^[24]. The hospitality industry is considered to be for a lot of the segments that actually increase the value of service and hospitality. Solving all the problems of the guests is also reflection of the image of the industry (Daoust, 2021) ^[10].

The government of Pakistan focusing for the hospitality industry has reviewed its nation's visa policy which has helped in providing the travelers to visit. In last six years, more or less around 60,000 travelers had come for the vacation spots in the country in which the northern part of the country is on top. With these steps of the government it is opening the gate to advance the hospitality industry inside country & till year 2030, the nation has expectations to see the increase in the number of guests (Blog, 2021) ^[8]. The satisfaction of the customers depends on the service quality provide by the Hospitality Industry. For that purpose, the guest preferences should be fulfill and on top priority for the owners as the guest expects his preferences while making a visit to certain hotel. With the growing of this sector the demands that are set in the market would be satisfy with providing the best of service quality (Ali, 2021) ^[3].

The hotel industry of Pakistan is having great impact and importance so there should be an insight in to the impact by the service quality of hospitality or the hotel industry in order to find out that how much the customers and consumers are satisfied with the service quality provided by this sector (Irshad, 2019) ^[16]. As, measuring the service quality in the hospitality industry helps the industry because it is considered to be the key necessary factor that helps to get the sustainable advantages in the competitive market and also it will help to gain the customer confidence in this competitive market. This is why service quality would be helpful for the hospitality industry to provide the best of it to create and sustain in this era of competition. The service quality is the key of success for the hospitality industry to provide the best of it to the customers. If this sector provide the excellent service quality to its customer it will help the industry to gain the customers' satisfaction & their loyalty, creation

of the property's image, and as mentioned above it will give the sustainable advantage to this sector (Al-Ababneh, 2020) ^[2].

In today era of competition, the service quality is considered as the necessary element to attract and retain the customers for hospitality industry. Service quality is measured by the expectations and perceptions of the customers. The expectations are the beliefs that customers make in their mind for what will be the service they will get. The perceptions are formed by the actual service received by assessing the service quality given to them by the hospitality industry (Kalotra, 2017) ^[19].

The Service quality is measured by the help of the SERVQUAL Model that was presented in 1988 by the American Authors "Parasuraman, Valarie A. Zeithaml & Len Berry. In this model the important components of the service quality were mentioned. Previously these authors identified the ten components of service quality but later on with their research they have concluded these in to five. The scale for SERVQUAL model is designed in a way which contains 22 questions statement and all are grouped in to the five dimensions of the service quality that are as following (Tangibility, Reliability, Responsiveness, Assurance, and Empathy). Now the customers have to rate these all 22 statements by their expectations and perceptions towards the service quality. This response will help to measure the expectations of customers for the service quality and the perceptions (Actual service received).

The independent variable would be same the dimensions that are (Tangibility, Reliability, Responsiveness, Assurance and Empathy) and dependent variable is the "Customers Satisfaction".

According to these authors the definition of expectations is consider as the predictions that they make that what will be happening during the exchange. And perception (Actual service received) is the judgment of the customers about the service quality about the entity (Parasuraman, 1988) ^[29].

With the help of the customers' perception (actual received service) about the service quality provided by the hospitality industry it will be beneficial for the management of this industry to make the policies to improve the service quality and also to enhance the satisfaction level of the customers and consumers (Irshad, 2019) ^[16].

In the hospitality industry the customers may have different expectations & priorities towards the same services. It will be interesting to analyze the expectations and perceptions (actual service received) by customers of hospitality industry about the service quality in this industry (Kalotra, 2017) ^[19]. These days in daily routine travelling for business and pleasure many of us choose the hospitality industry where we get everything under one roof. And this industry is growing rapidly, for that purpose the satisfaction of customers matters a lot with the service quality provided by the hospitality industry. So, in order to access the service quality of hospitality Industry with in the city Islamabad, Pakistan the Servqual model will be used.

The SERVQUAL is used widely to analyze the service quality in many industries that provide service including the hospitality industry. About two decades ago, the study on the service quality became the eye attention for the researchers when Parasurman, Valarie & Zeithamil (1988) presented the SERQUAL method. It was the method which could be used by any of the service provider organization to improve the service quality. It was the multi item scaled

which was developed to analyze the perceptions of customers about the service quality (Khan, 2011) ^[20].

As it is the emerging industry in Pakistan, so there is a need of the time to see the customer satisfaction and service quality. For which the industry should have to make a benchmark of service quality to provide it the best on the customer level (Murad, 2015) ^[26].

The hospitality industry of Pakistan is playing its role in the development of the economy (mordorintelligence, 2022) ^[24].

As the Hospitality industry is largest financial industry which covers a lot of things inside one building. It is growing day by day so the main and important factors of this industry are the satisfaction of customers and the service quality. The hospitality industry cannot compete and will not be able to survive if they do not plan to fulfill the needs and expectations of customers. The service quality has been the key factor that plays an important role in fulfilling the customers' expectations, satisfying them and retaining the customers (Bayad Jamal Ali, 2021) ^[6].

Now adays, the customer have more expectations about the services in hospitality industry, which indicates the level of service quality they receive in hospitality industry (Bhuiyan, 2021) ^[7]. Therefore, the problem is decline of service quality and customer satisfaction in the hospitality Industry to make the customer satisfaction to be fulfilled as per their expectations and to meet the level of perception (actual service received) of the guest. To study more about what is the customer expectations and perceptions (actual service received) regarding the service quality provided in the hospitality Industry of Islamabad and to find out the gap score between both expectation and perceptions (actual service received).

It is proven fact that the service industry especially the hospitality industry focuses a lot on the service quality and the satisfaction of the customer. So, the evaluation of the customer satisfaction is necessary for every service industry. If the service quality is provided in a good way, it will lead to sustain in this era of competition. Servqual model was implemented in this research and the three dimensions of Servqual that are Tangibility, Reliability and Responsiveness and the customer satisfaction as dependent variable has been worked (Omar Ali, 2021) ^[28]. The customer satisfaction is the main factor that links with the perception of the guest (Malik, 2020) ^[22]. The effects of service quality on the satisfaction of the customer in the hospitality industry it was mentioned that they have study on the dimensions of service quality (tangibility; reliability, responsiveness; assurance and Empathy) by applying the Servqual Model. It was proved that the Servqual dimensions have the impact on the satisfaction of the customer (Shah, 2018) ^[36].

Pakistan has various landscapes, it is consisting of many cultures and the variety of the historic places. Many of the places for the tourist have been explored which has impacted the globe that the Pakistan is the tourist place. The Islamabad city is considered as the point which leads towards the tourism of Pakistan. It has been playing a necessary role in the promotion of the hospitality around the globe.

Islamabad has variety of tourist places which also include a lot of tremendous parks, Margalla hills and infrastructures that attract tourists. To compete in this region the hospitality industry has to focus on the expectations of customers which will ultimately attract more customers and leads toward the growth of this industry (Adnan, 2023) ^[1].

The hospitality industry in this city is progressing more rapidly and it is offering more attraction in the cultural and tourists. It is also the capital in which the Embassies of different countries are present for which this city has the importance for the hospitality industry to promote the positive image of Pakistan all over the globe. It also contributes in the progress of the economy of country. The positive hospitality of Islamabad can be the gateway for customers to travel to different cities of country which will ultimately supports this industry (GROUP, 2023) ^[13].

The city Islamabad is the capital and the hub of politics and also famous for its diverse cultural. This city consists of the various tremendous restaurants, places for the tourists and also it is famous regarding the hospitality, tourism and it is the attraction factor for the tourists and customers all over the globe (Shafiq, 2023).

So, the Islamabad is considered to be in creation of the positive image towards local and all over the globe. The hospitality industry of Islamabad has a great impact towards the attraction of customers and to help in sustaining this industry which effects the economy of country. The Independent Variables (Tangibility, Reliability, Responsiveness, Assurance & Guarantee and Empathy) directly Impact Customer Satisfaction.

The research questions of the is, what are the customers' expectations and actual service received by them regarding the service quality delivered in hospitality industry? And what are the gap scores between the expectations of customers and the actual service received by them in hospitality industry regarding service quality delivered? Likewise, the object of study is: to analyze the level of customer expectation and actual service received by them towards service quality of the hospitality industry services in five dimensions: (Tangibility, Reliability, Responsiveness, Assurance and empathy). To assess the gap discrepancy between customer expectation and actual service received by them towards quality of service.

Hypothesis

H1. Tangibility has positive impact on customer satisfaction.

H2. Reliability has positive impact on customer satisfaction.

H3. Responsiveness has positive impact on customer satisfaction.

H4. Assurance & Guarantee has positive impact on customer satisfaction.

H5. Empathy has positive impact on customer satisfaction.

Review of Literature

An article Published in 2021, regarding the impact of service quality on satisfaction of customers in hospitality industry, the authors mentioned that this industry is largest financial industry which covers a lot of things inside one building. As this industry is growing day by day so the main and important factors of this industry are the satisfaction of customers and the service quality. The hospitality industry cannot compete and will not be able to survive if they do not plan to fulfill the needs and expectations of customers. The service quality has been the key factor that plays an important role in fulfilling the customers' expectations, satisfying them and retaining the customers. In this article it was focused on investigating the impact of service quality on the satisfaction of customer. The results were oriented on the basis of dimensions of service quality to find out the

satisfaction of customers. And with their results they have found out that the service quality dimensions have directly impact on the satisfaction of customers (Bayad Jamal Ali, 2021) ^[6].

In an article published in 2023 regarding the relationship between service quality and the customer satisfaction. It was mentioned that the satisfaction of customer is the important factor to investigate the performance and the success of an organization. Service quality is the key factor that help the organizations to survive. If the service quality is delivered as per the expectation of the customer, then it will sustain the business and survival in the competitive market. If the customer expectations are understand and the service are provided as per their expectations then it will create the satisfaction of the customer because the customer judge the level of service by comparing their expectations and the actual service received (perceptions). To improve the service quality it can be achieved by doing improvements in the finding out the customer satisfaction, by measuring service performance (Muhammad, 2023) ^[25].

In this article published in 2022 regarding the satisfaction of guests in hospitality industry. The customer satisfaction was investigated in this article. To achieve the loyalty of guest it is necessary to give the highest level of satisfaction to them. In hospitality industry if the expectations of guest are very well understand and also to manage their perceptions and provide them the services that meet their level of expectations. The gap analysis was applied in this study to find out the gap score between the expectations of guest and the perception. The expectancy disconfirmation theory was applied in this study that actually explained more about the results. The theory of expectancy disconfirmation includes following integrant that are perception (actual service received), expectations, disconfirmation and the satisfaction. As the study is to find out the gap between the expectations and actual service receive which is defined as disconfirmation. This theory of expectancy disconfirmation will determine the satisfaction of customer. The results represented that the expectations were high and the perception (actual service received was low which showed dissatisfaction in the service quality components that are responsiveness, reliability and assurance. The results showed satisfaction regarding the tangibility and empathy (Christian Llego, 2022) ^[9].

The article regarding "Service quality and customer satisfaction" published in 2020 written by author "Subha", it was explained that their research is to investigate the service quality and the satisfaction of customer in the hospitality industry. The authors said that providing the higher service quality the more satisfaction of customer will be achieve and these two are the key factors for hospitality industry. The research has investigated the level of service quality and find out the satisfaction of customer. The authors also adopted the method of servqual to investigate the service quality and customer satisfaction of hospitability industry. After collecting the data it was analyzed by frequency method and results showed that to achieve the satisfaction of customer, the service quality dimensions should be improve (Subha, 2020).

The author "Bhuian, Dider" has written an article published in 2021 regarding impact of service quality on Customer satisfaction. The author said the main aim of this article was to find out the relation between the service quality and the customer satisfaction. This article presented that what will

be the benefits of understanding the expectations of customers and how the customers reacts to the delivery of service. Now days, the customer have more expectations about the services in hospitality industry which indicates the level of service quality they receive in hospitality industry. In this article it was mentioned that the dimensions of Servqual that are Tangibility, reliability, empathy, responsiveness and guarantee they have the vital role on the satisfaction of customer. The data that was collected was then analyzed using the SPSS, the results that are analyzed showed that all the dimensions of Servqual have impact on the satisfaction of customer. With the results it also showed that there is a relation between the dimensions of Servqual, and the satisfaction of customer (Bhuian, 2021) ^[7].

In 2019 the authors Sachin D. Kharde & Prof. Arvind Chaudhri have wrote an article regarding the service quality impact on the satisfaction of customer. In this article the authors said that the service quality plays an important role for the satisfaction of customers and is the key factor to the success of hospitality industry. The success of hospitality industry is connected with the best service quality that it provided to fulfill the customers' expectations so hospitality industry should offer the best quality service that will help to achieve the satisfaction of customers. It should be the main aim of hospitality industry to do so, and then to maintain the loyalty of customers by gaining the satisfaction of customers. After data collected and results analyzed the hotel, it showed that the customers showed their expectations and the service quality they received. With the final results it was investigated that there is a relationship between the service quality and the satisfaction of customer (Sachin, 2019) ^[32].

In an article published in 2021 regarding the investigation of service quality dimensions and to find the satisfaction of customer. The authors mentioned that the hospitality industry is growing more rapidly as witnessed in the past years. Which has resulted in the increase of competition in the market which leads the hospitality industry to focus on the satisfaction of customer. Also, this study has investigated on the five dimensions of servqual in the 5 stars hotels of United Arab Emirates. In this research it was aimed to find out the level of customer satisfaction by the use of Service quality. More the authors said that when the data was collected and analyzed the findings represented that the dimensions of service quality has impact on the satisfaction of customer and also it has impact on the customer loyalty. The results also showed that the most important 4 dimensions that are Reliability, assurance, responsiveness and empathy were been the important factor that impacted the customer perception towards the quality of service. The authors mentioned that with these results in this research it will be helpful for hospitality industry to investigate and to analyze the gaps in their service quality so they may be able to focus more on service quality which will help them to sustain in the market and also to make strategies so there will be more customer satisfaction and loyalty (Haitham M. Alzoubi, 2021) ^[14].

The authors Syed Zamberi Ahmad, Norita Ahmad, Avraam Papastathopoulos wrote an article regarding measuring the customer satisfaction and service quality. The research is to investigate the customer satisfaction and quality of service by applying the Servqual Model. In this research total 253 data was collected from customer. With the data collection it was analyzed that what will be the impact of the five

dimensions of servqual model on the satisfaction of customer. After the results are analyzed it was found out that the 3 dimensions of servqual which are tangibility, responsiveness, assurance have represented that these dimensions have more impact on the satisfaction of the customers of hospitality industry. And rest of two dimensions of servqual which are reliability and empathy have no such impact on the satisfaction of the customers (Syed Zamberi Ahmad, 2018) ^[18].

In a case study written by author "Said Sadick" regarding the impact of service quality on customer satisfaction. The author mentioned that this article main focus was on to investigate the impact of service quality on customer satisfaction in the hospitality industry, and the Servqual method was utilize and the service quality dimensions like tangibility, reliability, responsiveness, assurance and empathy was used. The author applied the frequencies and percentages on the data collected by the customers. With the analyzed results the author mentioned that the all dimensions of service quality have impact on the satisfaction of the customer. Moreover, the author said that if service quality is improved then it will make great positive impact on getting the satisfaction of customers (Sadick, 2020) ^[33].

An article regarding the impact of service quality on satisfaction of customers published in 2022, the author Anvarovna RN mentioned that this article was to investigate the factors of service quality that impacts the satisfaction of customers. And also to find out whether the servqual dimensions are valid for the hospitality industry or not, with the analyzed results the author said that there are key factors of service quality that plays important role in the satisfaction of customers (Anvarovna, 2022) ^[4].

In an article regarding customer satisfaction and service quality written by Syed Naseeb ullah shah & co published in 2018. The focus was on to identify and investigate the service quality and to find out the level of customer satisfaction with the help of Servqual. The authors mentioned that providing the best of service quality will provide more customer satisfaction and only assurance of providing the best service quality will be results in negative effect on customer satisfaction. And also with their results they have mentioned that the experience of the customer is the main factor in hospitality industry (Syed Naseeb Ullah Shah, 2018) ^[39].

In an article published in 2023 the authors explained that service quality and the satisfaction of the customers are the necessary part of the hospitality industry. Furthermore, there have been more addition of the dimensions in the industry to investigate the customer satisfaction. It was investigated in this research that the loyalty and expectations of customers are the core to increase the service quality & satisfaction of the customers (Shyju P.J., 2023) ^[37].

In an article published in 2023 the author researched on the quality of service and its effect on the satisfaction of the customer. It was explained in this that the quality of service is important to increase the satisfaction of the customers in the hospitality industry. In this research it was analyzed that what is the relation of quality service with the satisfaction of the customers so to check the areas and to improve it. With the results it was proved that if the service quality is given better then it will increase the level of customer satisfaction in the hospitality industry (Ejup Fejza, 2023) ^[11].

According to this article the authors (Elena Mouzaek & *et al*) said that the satisfaction of customer is the necessary point that helps to investigate the level of quality service provided by the hotel. In this article it was investigated about how the dimensions of service quality impact on the satisfaction of customers. Also, how it will help the hotel to identify the hotel to identify their performance. With the results in this article it was identified that service quality provided at best has helped to fulfill the needs of customer and also meet their expectations and resulted in gaining the customer satisfaction. The authors explained that if hospitality industry wants to gain their financial performance too, so they can get it by providing the quality services at their best level which can fulfill the customer expectations. And in return if service quality is improved it will result in achieving the customer satisfaction (Elena Mouzaek, 2021) ^[12].

In the study by authors Asif Iqbal & *et.al* they have explained in their articles that this study has focused on the service quality impact and especially on the actual service experience received and the value of perception in Pakistan. It also focused on the role of satisfaction of customer if customer perceptions are fulfilled then it will be creating the loyalty of customers. If hospitality industry wants to gain the customer satisfaction, then they must improve the quality of service. It emphasized the importance of the satisfaction of customer which is the necessary key in hospitality industry (Asif Iqbal, 2023) ^[5].

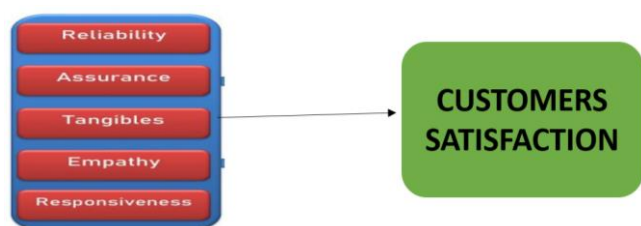


Fig 1A: Representation of Independent Variables and Dependent Variable

Material and Methods

In the research design the Descriptive study was applied to analyze the service quality in hospitality industry within Islamabad City. In descriptive approach the SERVQUAL questionnaire method was applied to find out the results. The quantitative methods were applied to examine the answers. The independent variable were the same Standard dimensions given by the authors of Servqual Model presented by (Parasuraman, Valarie A. Zeithaml & Len Berry) in 1988 that are (Tangibility, Reliability, Responsiveness, Assurance and Empathy) and dependent variable would be the “Customers Satisfaction” (Parasuraman, 1988) ^[29].

The SERVQUAL model was introduced in 1988 by the authors Valarie Zeithaml, Parasuraman & Leonard berry. It was implemented to fetch and analyze the experience of customers regarding the service quality experienced. Moreover, this model helps in finding the gap between the customers’ expectations and the perceptions. And the gap between both will be able to analyze the customer satisfaction (Steela Apfiasari, 2023) ^[38].

Theoretical framework is the main perspective which the researcher has approach. Almost most of research are based on the universally accepted theories. The present research

focuses on the customer expectations and perceptions (actual service received).

Expectancy Disconfirmation Theory

The theory of expectancy disconfirmation includes following integrant that are perception (actual service received), expectations, disconfirmation and the satisfaction. As the study is to find out the gap between the expectations and actual service receive. This theory of expectancy disconfirmation will determine the satisfaction of customer (Christian Lleo, 2022) ^[9].

The Expectation disconfirmation theory introduced by Richard Oliver is used to study the satisfaction of the customer. The theory explains the customer expectations and perception. The perceptions and customer satisfaction affects the satisfaction of customer. Disconfirmation happens when actual service received is less than expectations and the satisfaction of customer happens when the actual service received is more than the customer expectations (Peng Wang, 2022) ^[30].

The important and widely used model that is used for study of the customer satisfaction is the Expectancy disconfirmation theory by Richard Oliver in 1980. In this theory he has explained that if perception (actual service received) of the customer is higher than their expectations then it will consider as the increase in satisfaction of the customer. And when the Perceptions of customer (actual service received) are less than the expectations then it will be consider as the decrease in the satisfaction of customer (Hossain, 2019) ^[15].

Customer Satisfaction Theory

The author Fred Reichheld presented the customer satisfaction theory in his book “the ultimate question, driving good profits and true growth and the book was published in 2003. This theory covers the study of more than 25,000 customers from the time period of 1998 till 2003. He explained that the satisfaction of the customer is the key to success of every business not only in the service industry. If the expectations of customers are understand by industry and provided the services according to their expectations, then it will give the satisfying experience to customer. To gain the satisfaction of the customer, one must understand the level of the expectations of customer. If it meets or exceeds then it will be customer satisfaction (Rana, 2022) ^[31].

For the conduct of this research, the researcher had the two option of data collection that are primary and secondary. The primary data tools include are surveys, observations, experiments and interviews. The secondary data was consisting of books, journals and articles. The researcher has conducted the research on main primary data which included only the Questionnaire based on Standard SERVQUAL Method and other study & idea had been retrieved from the above tools mentioned in secondary data. As SERVQUAL questionnaire was the main tool for data collection which is consisted of 5 standard main dimensions that tangibles, reliability, assurance, responsiveness and empathy (Saleh, 2006) ^[34]. Further it was consisted of 22 variety questions. The customers were asked to respond on 22 questions and have to fill the five point Likert Scale (1-5) (McLeod, 2023) ^[23].

In this research the convenience sampling method was applied to collect the data from the hospitality industry of

Islamabad. In Convenience Sampling the SERVQUAL questionnaire was used to collect the data from the customers of hospitality industry. The customers of Islamabad inside the hospitality industry were asked to fill questions in each of 5 dimensions of SERVQUAL questionnaire using Likert Scale. After all the services given to customers then the questionnaires were filled by them to get expectations and perceptions (actual service received). As total number of Population was not known so 250 conveniently data of sample have been collected from the customers of hospitality Industry. In this research convenience sampling method was applied. Analysis of data was performed by using Statistical Package for Social Sciences (SPSS) Package. Then Frequencies percentages and T-Test were utilized for the analyzations and calculations of the data.

Results and Discussions

The results have been calculated, analyzed and consisted of Demographic data of customers, customer's expectation and perceptions (actual service received) towards the service quality and the gap score between expectation and

perceptions. Following questions were addressed in this chapter. What are the customers' expectations and actual service received by them regarding the service quality delivered in hospitality industry? What are the gap scores between the expectations of customers and the actual service received by them in hospitality industry regarding service quality delivered?

Customers Demographic Data

Total 250 customer's data were collected from hospitality industry of Islamabad. This consisted of Gender, Age. Out of 250 customers 147 male have responded the research questionnaire and 103 female responded to same. With this finding more male (58%) responded then female (41%) as presented in Table 1 & Diagram 1. The age section consisted of age between 15-20, 21-30, 31-50 & over. After the results analyzed more respondent were from 31-50 years old (42%) along with 10 % from 15-20, 23% from 21-30, and 24% from over as represented in Table 1 and Diagram 1.

Customers Gender

Table 1: Respondent Gender

Respondent Gender		Frequency	Percent
Valid	Male	147	58.8
	Female	103	41.2
	Total		100.0

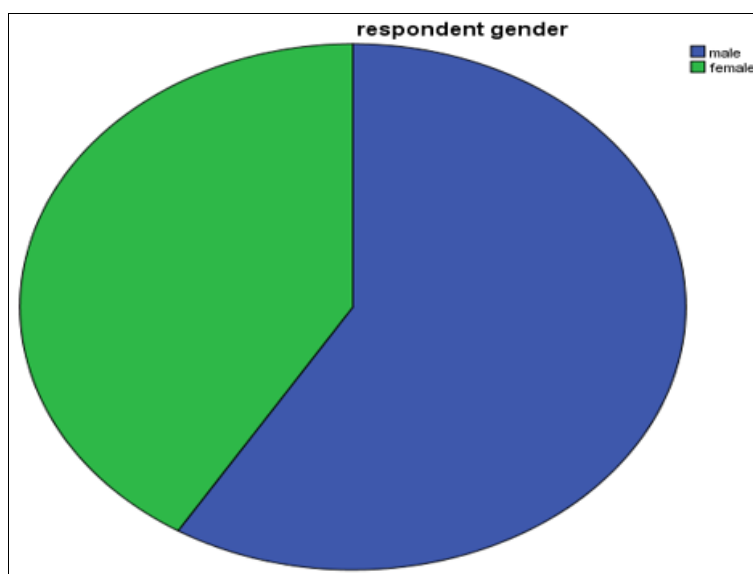


Fig 1: Represents the gender status of respondent in blue as male and green as female

Respondent Age Status

Table 2: Respondent Age

Respondent Age		Frequency	Percent
Valid	15-20	26	10.4
	21-30	58	23.2
	31-50	105	42.0
	Over	61	24.4
	Total	250	100.0

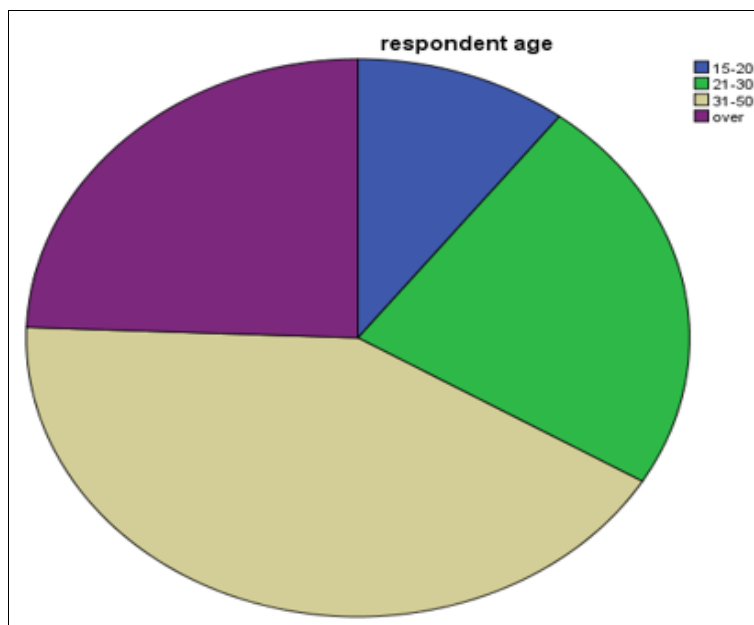


Fig 2: Represent the percentage and age of the respondent

Research Question 1: Customers' Expectations and actual service received Regarding Service Quality

This section analyzed the expectations and perceptions (actual service received) of customers toward service quality delivered in hospitality industry in Islamabad. This has addressed our first research question which was to identify the customers' expectations and perceptions of customer

toward service quality.

It consisted of five dimensions which were tangibility, reliability, responsiveness, assurance & Guarantee and empathy. The findings and results of each dimension were separately mentioned below.

1st Dimension (Tangibility)

Table-I Customers Response & mean of expectations and actual service received regarding Tangibility Dimension									
		Tangibility E1	Tangibility E2	Tangibility E3	Tangibility E4	Tangibility P1	Tangibility P2	Tangibility P3	Tangibility P4
N	Valid	250	250	250	250	250	250	250	250
	Missing	0	0	0	0	0	0	0	0
	Mean	4.15	4.24	4.20	4.14	4.08	4.18	4.50	3.86

Table A: Mean Expectations and Perceptions of Tangibility Questions 1 to 4

Tangibility	Expectations (Mean)	Actual Service Received (Mean)	Expectations (Percentage)	Actual Service Received (Percentage)
Q1	4.15	4.08	83%	81.6%
Q2	4.24	4.18	84.8%	83.6%
Q3	4.20	4.50	84%	90%
Q4	4.14	3.86	82.8%	77.2%
Average	4.18	4.15	83.65%	83%

Question 1 regarding modern equipment in hospitality industry

The question 1 consisted of modern equipment and customers rated on likert scale and the mean expectations

came 4.15 and perception came 4.08 which shows customers have more expectations and the service they received is less by their expectations as shown in Table A, Table 3 and diagram 3.

Table 3: Response of expectations and actual service received of Tangibility question 1 modern equipment

Tangibility (actual service received) Q1		Frequency	Percent
Valid	neither agree nor disagree	61	24.4
	Agree	107	42.8
	strongly agree	82	32.8
	Total	250	100.0

Tangibility (Expectations) Q1		Frequency	Percent
Valid	Disagree	4	1.6
	neither agree nor disagree	53	21.2
	Agree	95	38.0
	strongly agree	98	39.2
	Total	250	100.0

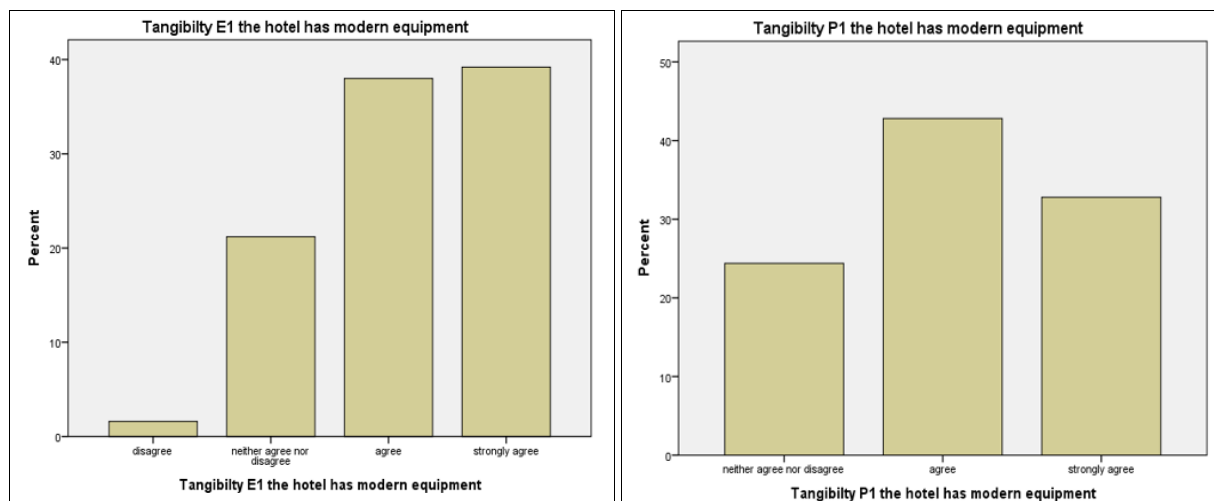


Fig 3: Response of expectations and perceptions (actual service received) of Tangibility question 1

Question 2 regarding physical facilities of hotel

Question 2 was about how the visual facilities of hotel will be and the mean results came in expectations is 4.24 and 4.18 is the actual service received. According to the results

customers' expectations were more and the service they received is less as shown in the Table A, Table 4 and diagram 4.

Table 4: Response of expectations and perceptions (actual service received) of tangibility question 2

Tangibility (Expectation) Q2		Frequency	Percent
Valid	Disagree	3	1.2
	neither agree nor disagree	43	17.2
	Agree	94	37.6
	strongly agree	110	44.0
	Total	250	100.0

Tangibility (Actual Service Received) Q2		Frequency	Percent
Valid	Disagree	6	2.4
	neither agree nor disagree	29	11.6
	Agree	130	52.0
	strongly agree	85	34.0
	Total	250	100.0

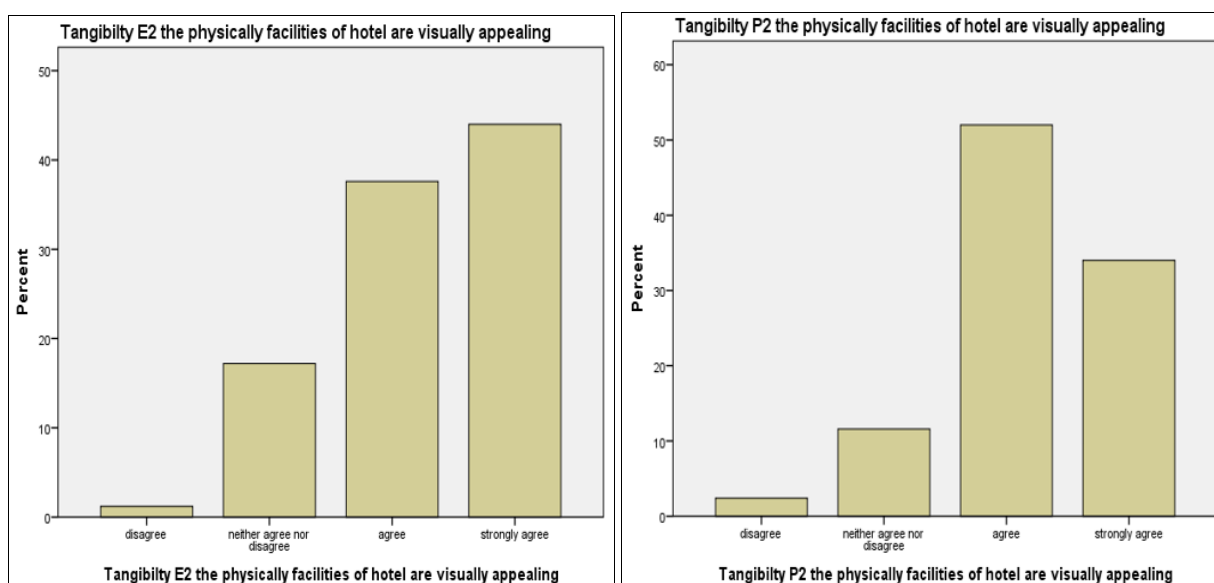


Fig 4: Representation of expectations and perceptions of tangibility question 2

Question 3 regarding the neatness of employee

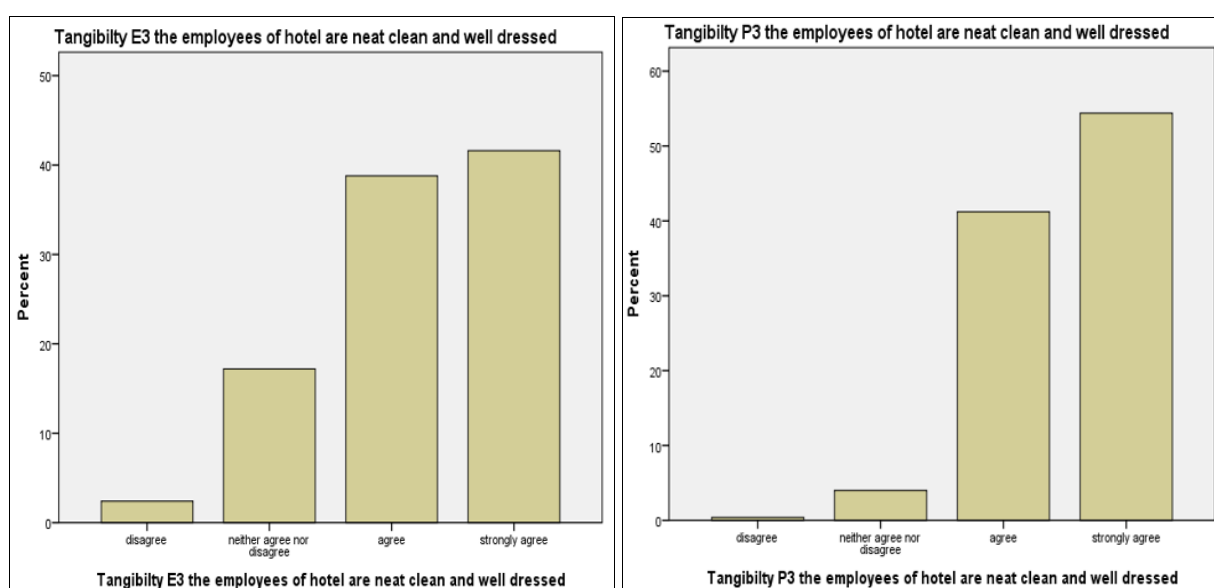
The question 3 in the Tangibility section was regarding the neatness of employee after analysing the results mean expectations came 4.20 and 4.50 perceptions. As per results

perceptions are higher than the expectations as shown in Table A, Table 5 and Diagram 5. Which shows customers are more satisfied with the dressing and neatness of employees.

Table 5: Response of Tangibility question 3 neatness of employee

Tangibility Q3 (Expectation)		Frequency	Percent
Valid	Disagree	6	2.4
	neither agree nor disagree	43	17.2
	Agree	97	38.8
	strongly agree	104	41.6
	Total	250	100.0

Tangibility Q3 (Actual Service Received)		Frequency	Percent
Valid	Disagree	1	.4
	neither agree nor disagree	10	4.0
	Agree	103	41.2
	strongly agree	136	54.4
	Total	250	100.0

**Fig 5:** Response of Tangibility question 3 neatness of employee**Question 4 regarding display of service materials**

The question 4 was regarding the service materials displayed in hotel like pamphlets etc. After results analysed the mean expectations 4.14 and mean perceptions came 3.86

which represent that the actual service received are less than their expectations and it shows the customers are not satisfied as shown in Table A, Table 6 and diagram 6.

Table 6: Response of expectations and actual service received of Tangibility question 4 service materials display

Q4 Tangibility (Expectations)		Frequency	Percent
Valid	Disagree	3	1.2
	neither agree nor disagree	52	20.8
	Agree	102	40.8
	strongly agree	93	37.2
	Total	250	100.0

Q4 Tangibility (Actual Service Received)		Frequency	Percent
Valid	Disagree	14	5.6
	neither agree nor disagree	78	31.2
	Agree	87	34.8
	strongly agree	71	28.4
	Total	250	100.0

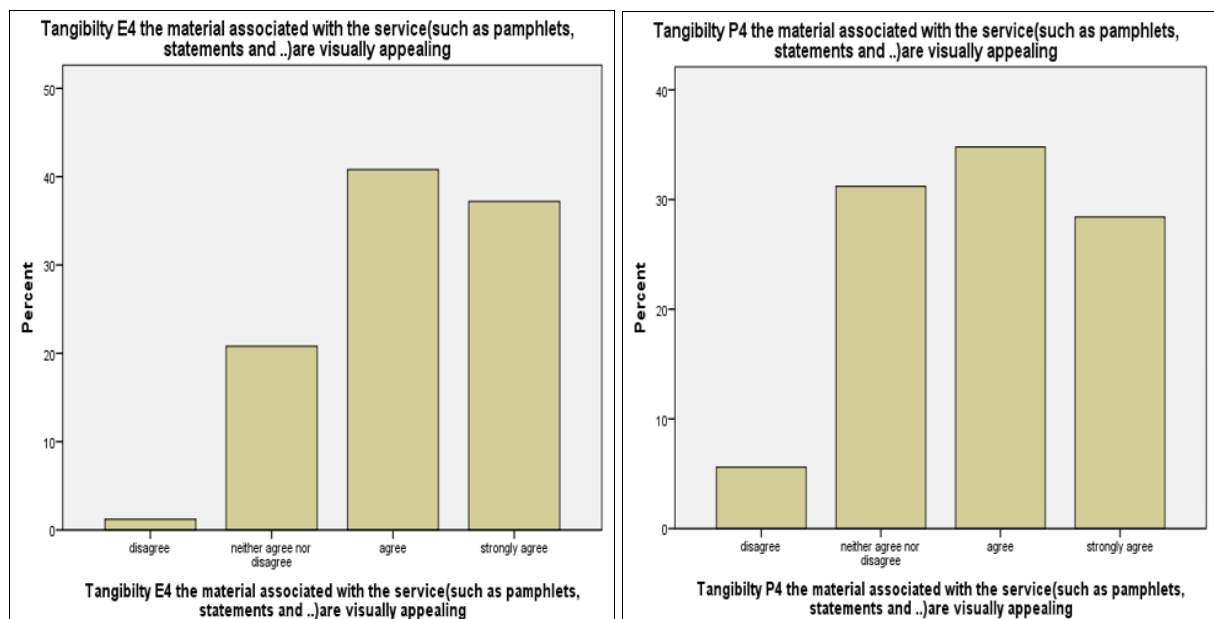


Fig 6: Representation of expectations and perceptions of Tangibility question 4

2nd Dimension Reliability

Table II: Customers Response & mean of expectations and actual service received regarding Tangibility Dimension

Statistics										
Reliability	Reliability E5	Reliability E6	Reliability E7	Reliability E8	Reliability E9	Reliability P5	Reliability P6	Reliability P7	Reliability P8	Reliability P9
N Valid	250	250	250	250	250	250	250	250	250	250
Missing	0	0	0	0	0	0	0	0	0	0
Mean	4.21	4.13	4.15	4.12	4.11	3.62	4.12	2.83	2.86	4.09

Table B: Means and percentages of expectations and actual service received of Reliability Q5 to 9

Reliability	Expectations (Means)	Actual Service Received (Means)	Expectations (Percentage)	Actual Service Received (Percentage)
Q5	4.21	3.62	84.2%	72.4%
Q6	4.13	4.12	82.6%	82.4%
Q7	4.15	2.83	83%	56.6%
Q8	4.12	2.86	82.4%	57.2%
Q9	4.11	4.09	82.2%	81.8%
Average	4.14	3.50	82.8%	70%

Question 5 regarding the hotel promise to do something in the given time

In this question the customers were asked about that whether the hotel keep its promise to do something in a certain time.

With the analysis of the results the expectations were 4.21 and the actual service received were 3.62 which shows customers are not satisfied. As shown in Table B, Table 7 and diagram 7 the expectations are more than perception.

Table 7: Response of expectations and actual service received of Reliability question 5

Q5 Reliability (Expectations)		Frequency	Percent
Valid	Disagree	3	1.2
	neither agree nor disagree	42	16.8
	Agree	105	42.0
	strongly agree	100	40.0
	Total	250	100.0

Q5 Reliability (actual service received)		Frequency	Percent
Valid	Disagree	39	15.6
	neither agree nor disagree	72	28.8
	Agree	85	34.0
	strongly agree	54	21.6
	Total	250	100.0

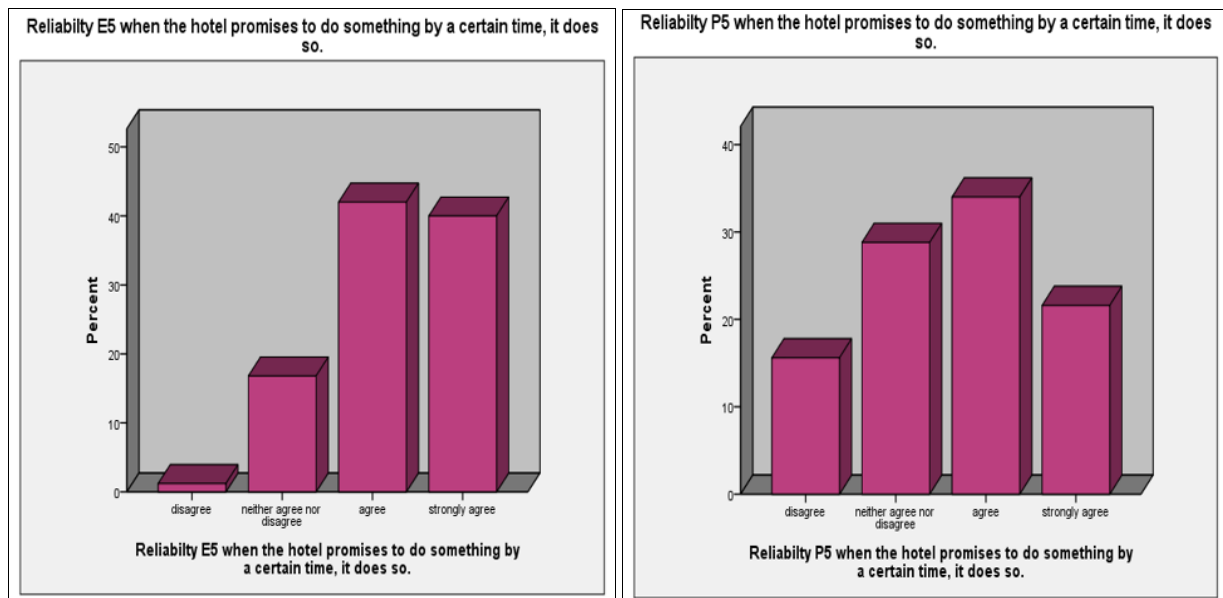


Fig 7: Response of Reliability question 5 expectations and actual service received

Question 6 regarding the sincerity and keen interest of hotel to resolve the customer problem.

The question was related to the problem faced by customers and the interest and sincerity shows by hotel to resolve it. As per the analysed results the mean expectations were 4.13

and mean perception were 4.12 which shows expectations & perceptions are nearby which represents that customers are satisfied regarding this in the Table B, Table 8 and diagram 8.

Table 8: Response of Reliability question 6 sincerity and interest of hotel

Q6 Reliability (Expectations)		Frequency	Percent
Valid	disagree	5	2.0
	neither agree nor disagree	44	17.6
	agree	114	45.6
	strongly agree	87	34.8
	Total	250	100.0

Q6 Reliability (Actual service received)		Frequency	Percent
Valid	disagree	4	1.6
	neither agree nor disagree	35	14.0
	agree	137	54.8
	strongly agree	74	29.6
	Total	250	100.0

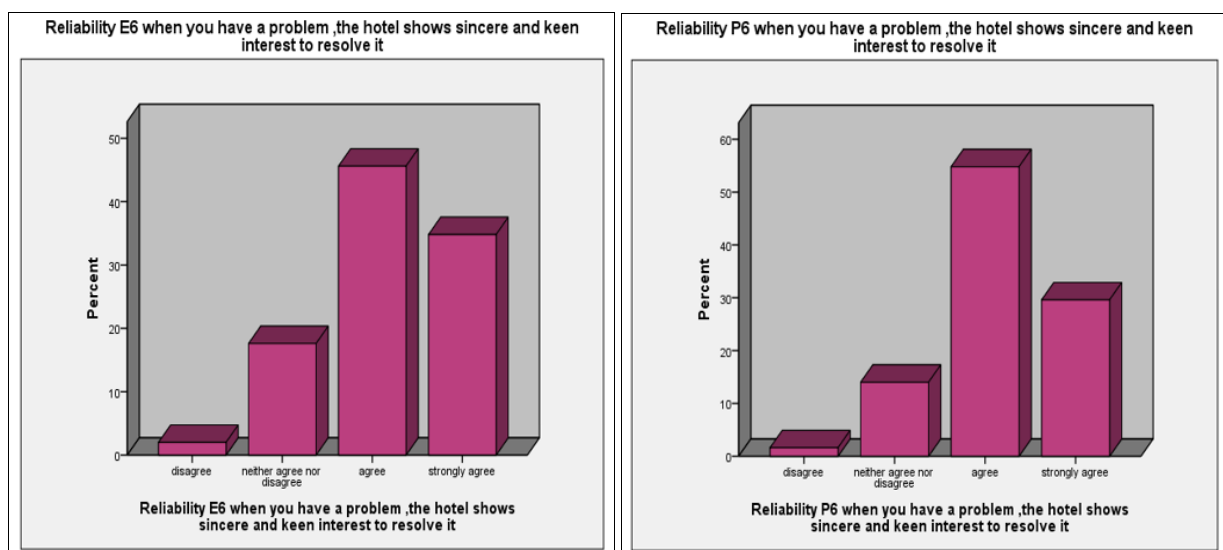


Fig 8: Response of Reliability question 6 sincerity and interest of hotel

Question 7 regarding the hotel performs the services right the first time.

In this questions the customers have to mark the likert scale for the hotel performs the services right the first time. In this question mean expectations were 4.15 and 2.83 were the

mean of the actual service received which showed that customers are not satisfied. As in Table B, Table 9 and Diagram 9 it represents the expectations are higher than actual service received.

Table 9: Response of Reliability question 7 hotel performs services right the first time

Q7 Reliability (Expectations)		Frequency	Percent
Valid	Disagree	7	2.8
	neither agree nor disagree	47	18.8
	Agree	97	38.8
	strongly agree	99	39.6
	Total	250	100.0

Q7 Reliability (Actual Service Received)		Frequency	Percent
Valid	disagree	79	31.6
	neither agree nor disagree	166	66.4
	agree	2	.8
	strongly agree	2	.8
	33	1	.4
	Total	250	100.0

**Fig 9:** Representation of expectations and actual service received of Reliability question 7**Question 8 regarding the hotel provides their services at the time it promises to do so**

The mean expectations of this question after results analysis

the mean expectations were 4.12 and actual service received were 2.86. As shown in the Table B, Table 10 and diagram 10 the customers are not satisfied regarding this.

Table 10: Response of Reliability question 8 hotel provides services at the time it promises

Q8 Reliability (Expectations)		Frequency	Percent
Valid	Disagree	6	2.4
	neither agree nor disagree	44	17.6
	Agree	115	46.0
	strongly agree	85	34.0
	Total	250	100.0

Q8 Reliability (Actual Service Received)		Frequency	Percent
Valid	disagree	115	46.0
	neither agree nor disagree	75	30.0
	agree	39	15.6
	strongly agree	21	8.4
	Total	250	100.0

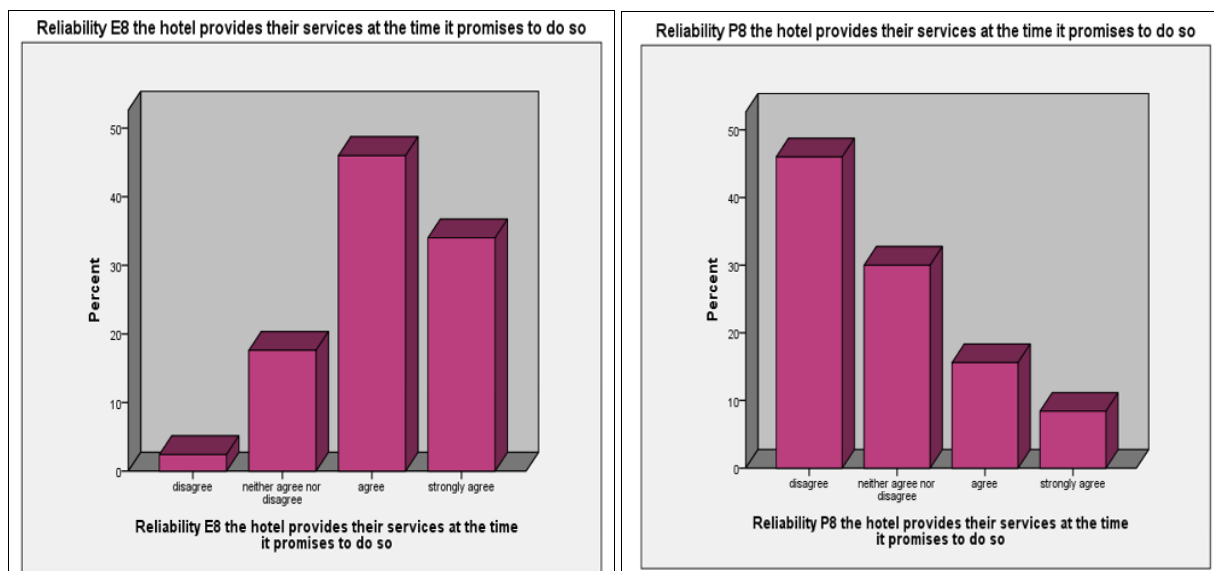


Fig 10: Representation of the response of expectations and actual service received of Reliability question 8

Question 9 regarding the hotel keeps their record accurately and error free

In this questions the customers mean expectations were 4.11

and the mean expectations were 4.09 after the results analysed as shown in Table-B, Table-11 and figure-11 which represents that customers are somehow satisfied.

Table 11: Response of Reliability question 9 hotel records accurate and error free

Q9 Reliability Perceptions		Frequency	Percent
Valid	disagree	9	3.6
	neither agree nor disagree	43	17.2
	agree	115	46.0
	strongly agree	83	33.2
	Total	250	100.0

Q9 Reliability Expectations		Frequency	Percent
Valid	Disagree	7	2.8
	neither agree nor disagree	50	20.0
	Agree	102	40.8
	strongly agree	91	36.4
	Total	250	100.0

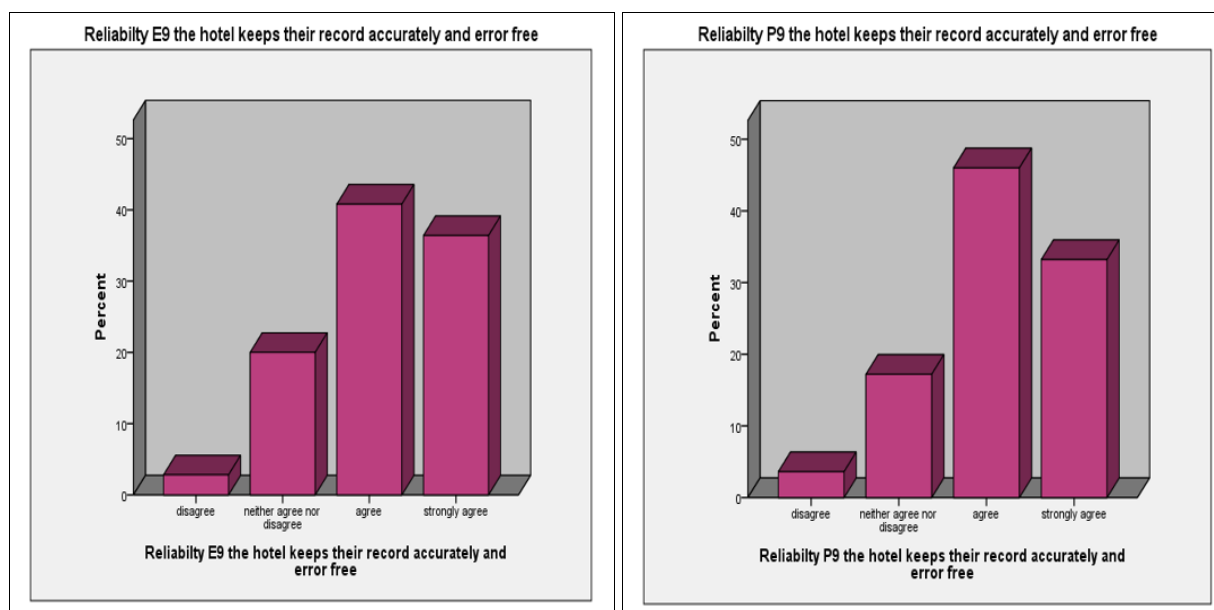


Fig 11: Representation of response of expectations and actual service received in reliability question 9

3rd Dimension: Responsiveness

Table III: Customers Response & mean of expectations and actual service received regarding Responsiveness Dimension

Statistics									
		Response E10 the hotel's employees tell you exactly when the services will be performed	Response E11 the hotel's employees give you prompt services	Response E12 the hotel's employees are always willing to help you	Response E13 the hotel's employees are never too busy to respond to your request promptly	Response P10 the hotel's employees tell you exactly when the services will be performed	Response P11 the hotel's employees give you prompt services	Response P12 the hotel's employees are always willing to help you	Response P13 the hotel's employees are never too busy to respond to your request promptly
N	Valid	250	250	250	250	250	250	250	250
	Missing	0	0	0	0	0	0	0	0
	Mean	4.21	4.19	4.21	4.18	3.43	3.45	2.92	3.38

Table C: Means and percentages of expectations & perception (actual service received) of responsiveness dimension from question 10 to 13

Responsiveness	Expectations (Means)	Actual Service Received (Means)	Expectations (Percentage)	Actual Service Received (Percentage)
Question 10	4.21	3.43	84.2%	68.6%
Question 11	4.19	3.45	83.8%	69%
Question 12	4.21	2.92	84.2%	58.4%
Question 13	4.18	3.38	83.6%	67.4%
Average	4.19	3.29	83.95%	65.8%

Question 10: Regarding the hotel's employees tell you exactly when the services will be performed

As with the above questions regarding the information provided by employees of when service performed. The

results showed that mean expectations were 4.21 and mean of the actual received were 3.43 and as shown in Table C, Table 12 and Diagram 12. Which represents that customers are not satisfied regarding this question.

Table 12: Response of expectations and actual service received of Responsiveness dimension question 10 employees tell you time of service perform

Q10 Responsiveness (Expectations)		Frequency	Percent
Valid	Disagree	2	.8
	neither agree nor disagree	46	18.4
	Agree	99	39.6
	Strongly agree	103	41.2
	Total	250	100.0

Q10 Response (Actual Service Received)		Frequency	Percent
Valid	disagree	50	20.0
	neither agree nor disagree	90	36.0
	agree	63	25.2
	strongly agree	47	18.8
	Total	250	100.0

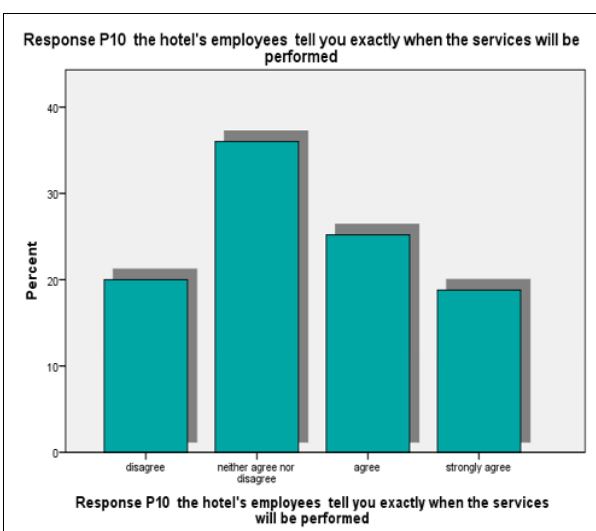
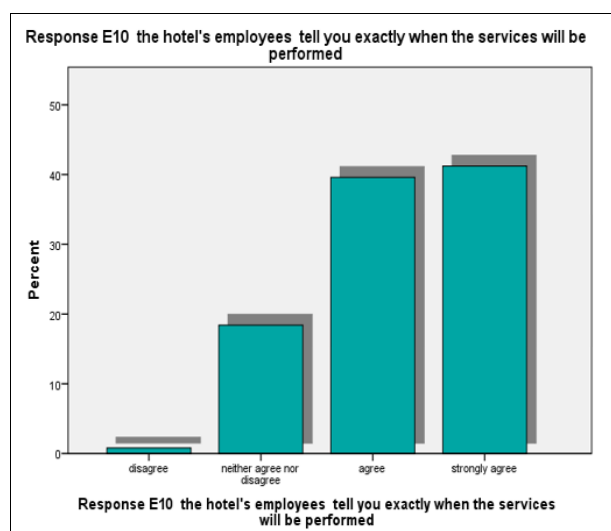


Fig 12: Representation of expectations and actual service received of Responsiveness dimension question 10

Question 11: Regarding the prompt service given by hotel's employees

Customers rated this question regarding the hotel's employees give prompt service, and the results that came after analysis showed mean expectations 4.19 and mean of

actual service received were 3.45. With the results it represented that in this question expectations of customers were more than the actual service received. The results are displayed in Table C, Table 13 and Diagram 13 which represented that customers are not satisfied.

Table 13: Expectations and actual service received of Responsiveness dimension question 11 prompt service of hotel's employees

Q11 Responsiveness (Expectations)		Frequency	Percent
Valid	Disagree	4	1.6
	neither agree nor disagree	42	16.8
	Agree	106	42.4
	strongly agree	98	39.2
	Total	250	100.0

Q11 Responsiveness (Actual Service Received)		Frequency	Percent
Valid	disagree	41	16.4
	neither agree nor disagree	96	38.4
	agree	72	28.8
	strongly agree	41	16.4
	Total	250	100.0

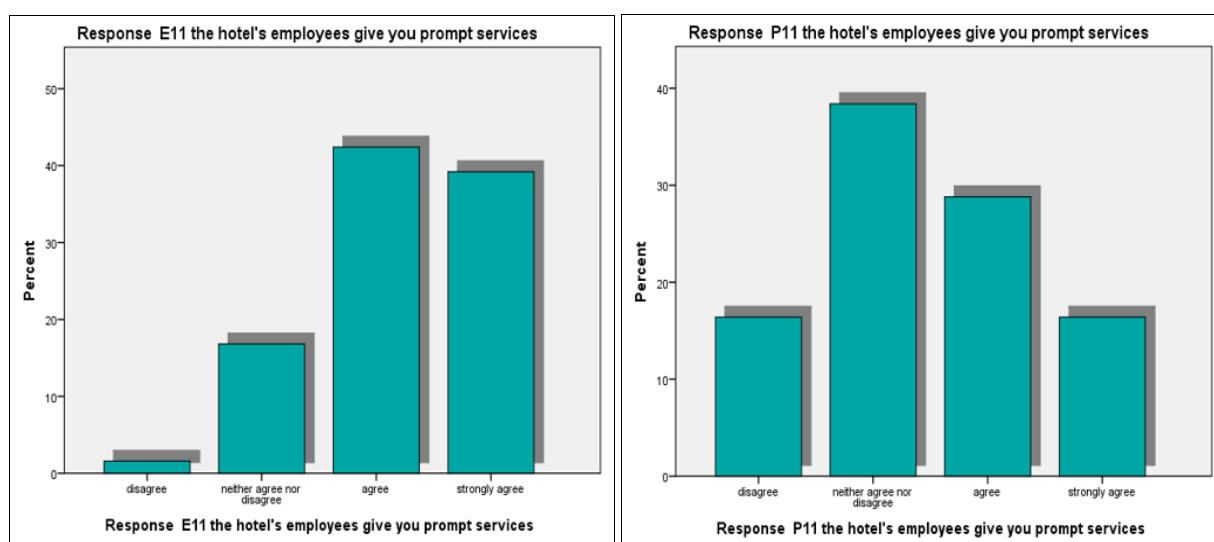


Fig 13: Representation of expectations and actual service received in Responsiveness dimension Question 11

Question 12: The hotel's employees are always willing to help you

After analysis the results of this question that hotel's employee are always willing to help you, in this the mean expectations were 4.21 and mean of actual service received

by customers were 2.92 which represented that expectations were higher than the service received. The results are displayed in Table C, Table 14 and Diagram 14 represented that customers are not satisfied.

Table 14: Response on expectations and actual service received in Responsiveness Dimension question 12

Q12 Responsiveness (Expectation)		Frequency	Percent
Valid	Disagree	4	1.6
	neither agree nor disagree	36	14.4
	Agree	113	45.2
	strongly agree	97	38.8
	Total	250	100.0

Q12 Response (Actual Service Received)		Frequency	Percent
Valid	disagree	53	21.2
	neither agree nor disagree	165	66.0
	agree	31	12.4
	strongly agree	1	.4
	Total	250	100.0

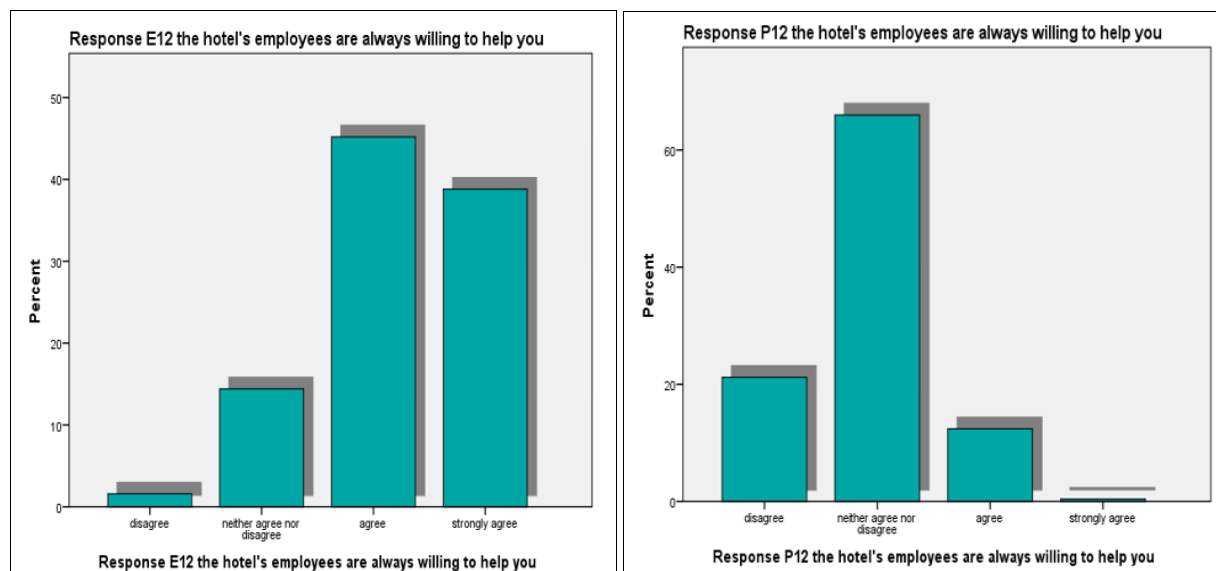


Fig 14: Representation of expectations and actual service received in Responsiveness dimension question 12 response

Question 13: Regarding the hotel's employees are never too busy to respond to your request promptly

In this question after results analysed the mean expectations 4.18 and mean of the actual service received were 3.38

which represented that expectations are more than the actual service received which showed customers are not satisfied as represented in Table C, Table 15 & Diagram 15.

Table 15: Customer expectations and actual service received in Responsiveness dimension question 13 that hotel's employees are never too busy to respond

Q13.Responsiveness (Expectations)		Frequency	Percent
Valid	Disagree	1	.4
	neither agree nor disagree	42	16.8
	Agree	104	41.6
	strongly agree	103	41.2
	Total	250	100.0

Q13 Response (Perception)		Frequency	Percent
Valid	disagree	50	20.0
	neither agree nor disagree	99	39.6
	agree	58	23.2
	strongly agree	43	17.2
	Total	250	100.0

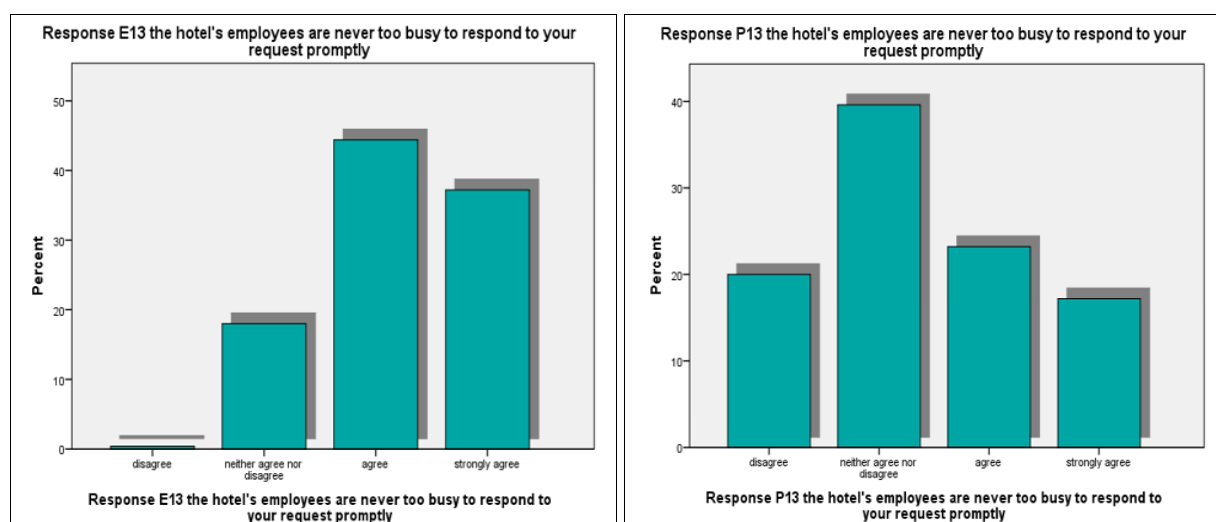


Fig 15: Representation of expectations and actual service received of Responsiveness dimension question 13

4th Dimension: Assurance and Guarantee

Table IV: Customers Response & mean of expectations and actual service received regarding Assurance and Guarantee Dimension

		Statistics							
Assurance And Guarantee		Assurance E14 t	Assurance E15	Assurance E16	Assurance E17	Assurance P14	Assurance P15	Assurance P16	Assurance P17
N	Valid	250	250	250	250	250	250	250	250
	Missing	0	0	0	0	0	0	0	0
	Mean	4.20	4.16	4.13	4.17	3.86	4.02	4.05	4.26

Table D: Means and percentages of expectations & perceptions of all questions of Dimension Assurance and Guarantee from question 14 to 17

Assurance and Guarantee	Expectations (Mean)	Perception (Mean)	Expectations (Percentage)	Perceptions (Percentage)
Question 14	4.20	3.86	84%	77.2%
Question 15	4.16	4.02	83.2%	80.4%
Question 16	4.13	4.05	82.6%	81%
Question 17	4.17	4.26	83.4%	85.2%
Average	4.16	4.04	83.3%	80.8%

Question 14: It is regarding the confidence comes in guest due to hotel staff behaviour

In this question after results analysed mean expectations 4.20 and mean of actual service received came 3.86 which

represented that expectations are more than the actual service received as represented in Table D, Table 16 & Diagram 16.

Table 16: Response of expectations and actual service received of question 14 hotel staff behaviour

Q14 Assurance & Guarantee (Expectation)		Frequency	Percent
Valid	Disagree	4	1.6
	neither agree nor disagree	42	16.8
	Agree	104	41.6
	strongly agree	100	40.0
	Total	250	100.0

Q14 Assurance (Actual Service Received)		Frequency	Percent
Valid	Disagree	14	5.6
	neither agree nor disagree	69	27.6
	Agree	104	41.6
	strongly agree	63	25.2
	Total	250	100.0

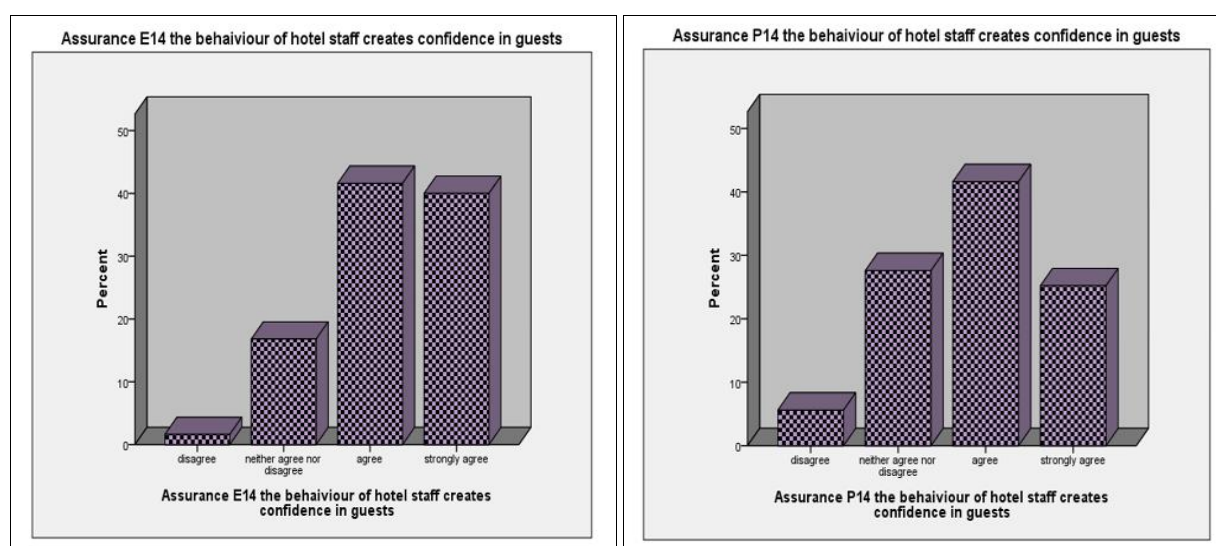


Fig 16: Representation of expectations and actual service received of question 14 of dimension Assurance & Guarantee

Question 15: The question is regarding the feeling secure of the transactions with hotel

In this question after results analysed mean expectations

4.16 and mean perceptions came 4.02 which represented that expectations are more than the actual service received as represented in Table D, Table 17 & Diagram 17.

Table 17: Response of expectations and actual service received in Assurance & Guarantee dimension of question 15 regarding secure transactions with hotel

Q15 Assurance & Guarantee (Expectation)		Frequency	Percent
Valid	Disagree	6	2.4
	neither agree nor disagree	46	18.4
	Agree	99	39.6
	strongly agree	99	39.6
	Total	250	100.0

Q15 Assurance & Guarantee (Perception)		Frequency	Percent
Valid	disagree	5	2.0
	neither agree nor disagree	70	28.0
	agree	91	36.4
	strongly agree	84	33.6
	Total	250	100.0

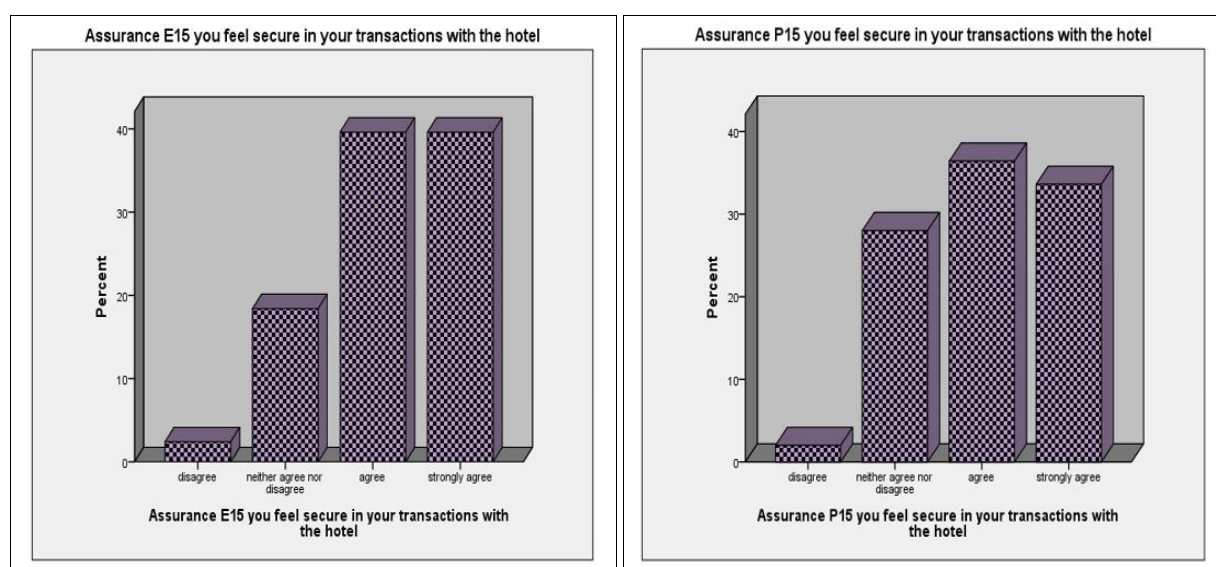


Fig 17: Representation of expectations and actual service received in question 15 of dimension Assurance & Guarantee

Question 16: Regarding the politeness of hotel's employees with customers

In this question after results analysed mean expectations 4.13 and mean perceptions came 4.05 which represented

that expectations & the actual service received are almost satisfying the customer as represented in Table D, Table 18 & Diagram 18.

Table 18: Response of expectations and actual service received in question 16 of Dimension Assurance and Guarantee

Q16 Assurance & Guarantee (Expectations)		Frequency	Percent
Valid	Disagree	7	2.8
	neither agree nor disagree	48	19.2
	Agree	101	40.4
	strongly agree	94	37.6
	Total	250	100.0

Q16 Assurance & Guarantee (Actual Service Received)		Frequency	Percent
Valid	disagree	5	2.0
	neither agree nor disagree	62	24.8
	agree	98	39.2
	strongly agree	85	34.0
	Total	250	100.0

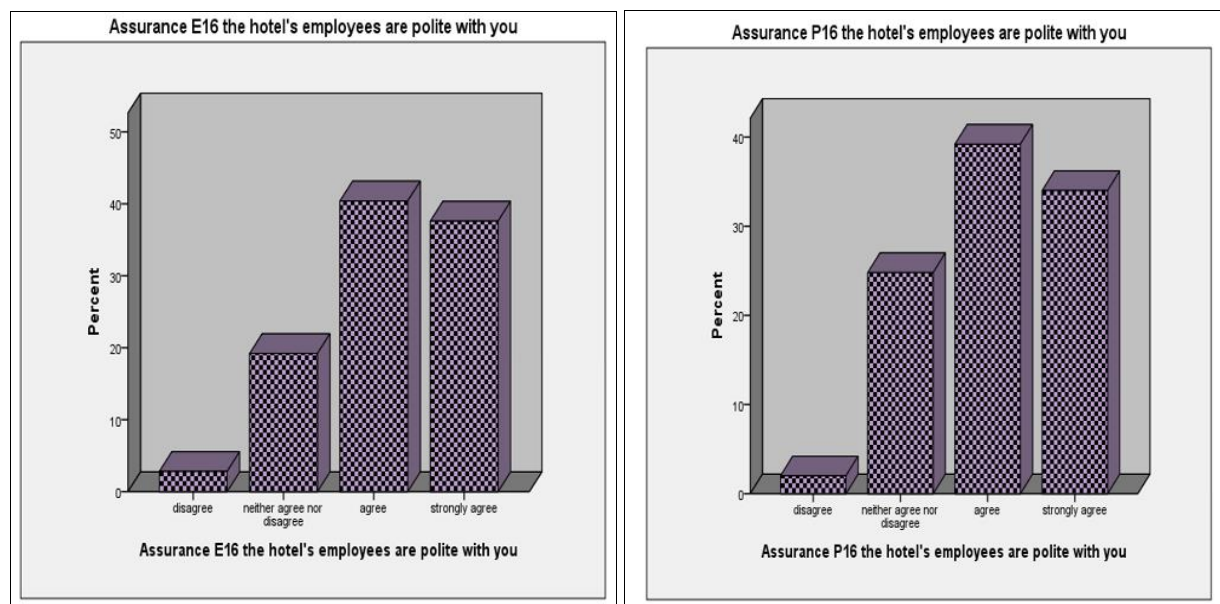


Fig 18: Representation of expectations and actual service received in Question 16 of Dimension Assurance & Guarantee

Question 17: Regarding the knowledge of hotel's employees to answer the customer questions

In this question regarding the customers were asked about whether the hotel's employees have adequate knowledge to

assist you, after results analysed mean expectations 4.17 and mean perceptions came 4.26 which represented that the customers are more satisfied regarding this question as represented in Table D, Table 19 & Diagram 19.

Table 19: Response of expectations and actual service received in question 17 of Dimension Assurance and Guarantee

Q17 Assurance (Expectations)		Frequency	Percent
Valid	Disagree	8	3.2
	neither agree nor disagree	41	16.4
	Agree	101	40.4
	strongly agree	100	40.0
	Total	250	100.0

Q17 Assurance (Actual Service Received)		Frequency	Percent
Valid	disagree	1	.4
	neither agree nor disagree	35	14.0
	agree	112	44.8
	strongly agree	102	40.8
	Total	250	100.0

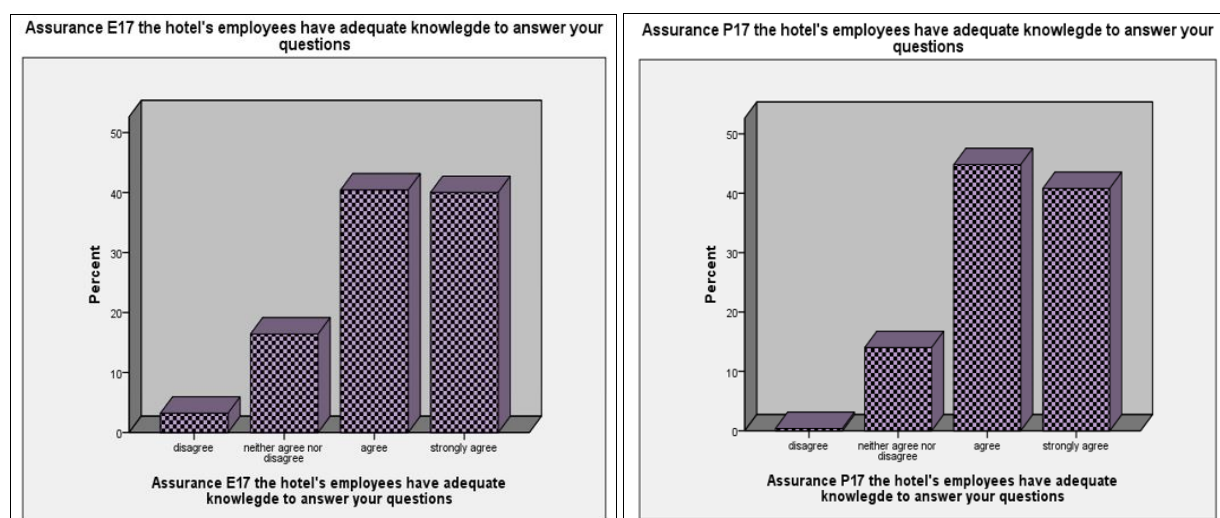


Fig 19: Representation of question 17 Expectations and actual service received in question 17 of Assurance and Guarantee dimension

5th Dimension: Empathy

Table V: Customers Response & mean of expectations and actual service received regarding Empathy Dimension

Statistics										
Empathy	Empathy E18	Empathy E19	Empathy E20	Empathy E21	Empathy E22	Empathy P18	Empathy P19	Empathy P20	Empathy P21	Empathy P22
N	Valid	250	250	250	250	250	250	250	250	250
	Missing	0	0	0	0	0	0	0	0	0
	Mean	4.19	4.28	4.18	4.22	4.18	2.53	2.87	3.15	4.05

Table E: Means and Percentages of Expectations and Perceptions (actual service received) in all questions of Dimension Empathy

Empathy	Expectations (Mean)	Actual Service Received (Mean)	Expectations (Percentage)	Actual Service Received (Percentages)
Question 18	4.19	2.53	83.8%	50.6%
Question 19	4.28	2.87	85.6%	57.4%
Question 20	4.18	3.15	83.6%	63%
Question 21	4.22	4.05	84.4%	81%
Question 22	4.18	4.08	83.6%	81.6%
Average	4.21	3.33	84.2%	66.6%

Question 18: Regarding the hotel gives you individual attention

In this question mentioned the customers were asked about whether the hotel gives you individual attention upon which after analysing the results the mean expectation came 4.19

and mean of actual service received came 2.53 which represents that expectations were higher than the actual service received as represented in Table E, Table 20, & Diagram 20. It showed customers are not satisfied regarding the individual attention given to them.

Table 20: Response of expectations and actual service received in question 18 expectations and Perceptions of question 18

Q18 Empathy (Expectations)		Frequency	Percent
Valid	Disagree	8	3.2
	neither agree nor disagree	41	16.4
	Agree	97	38.8
	strongly agree	104	41.6
	Total	250	100.0

Q18 Empathy (Actual Service Received)		Frequency	Percent
Valid	Disagree	144	57.6
	neither agree nor disagree	88	35.2
	Agree	10	4.0
	strongly agree	8	3.2
	Total	250	100.0

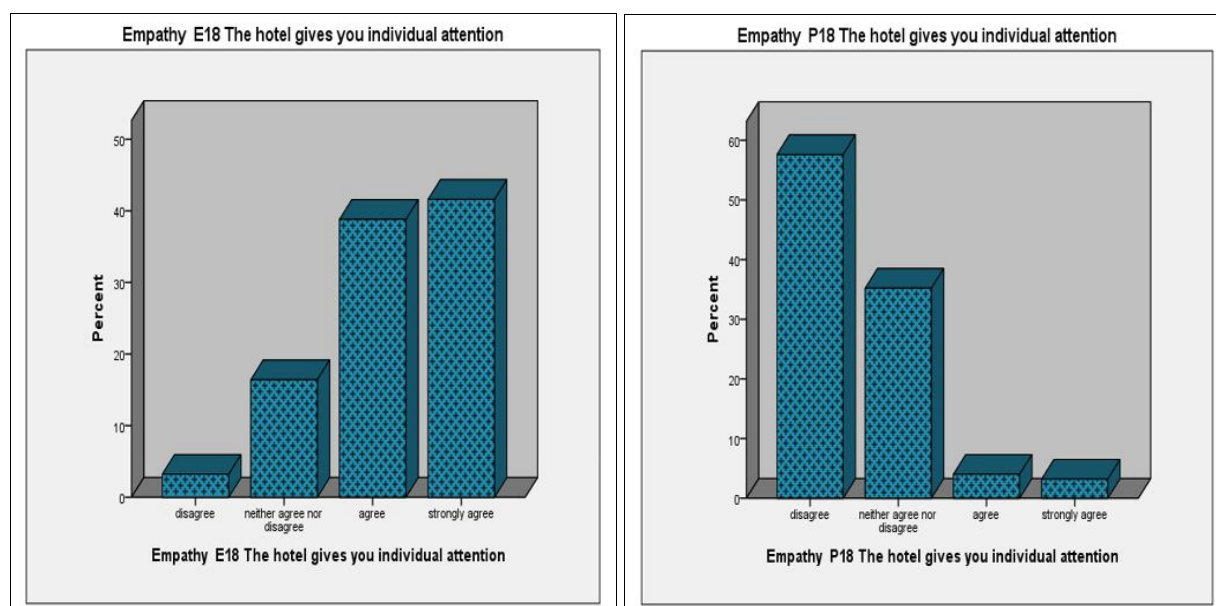


Fig 20: Representation of Expectations and actual service received of question 18

Question 19: Regarding about the personal attention given by hotel

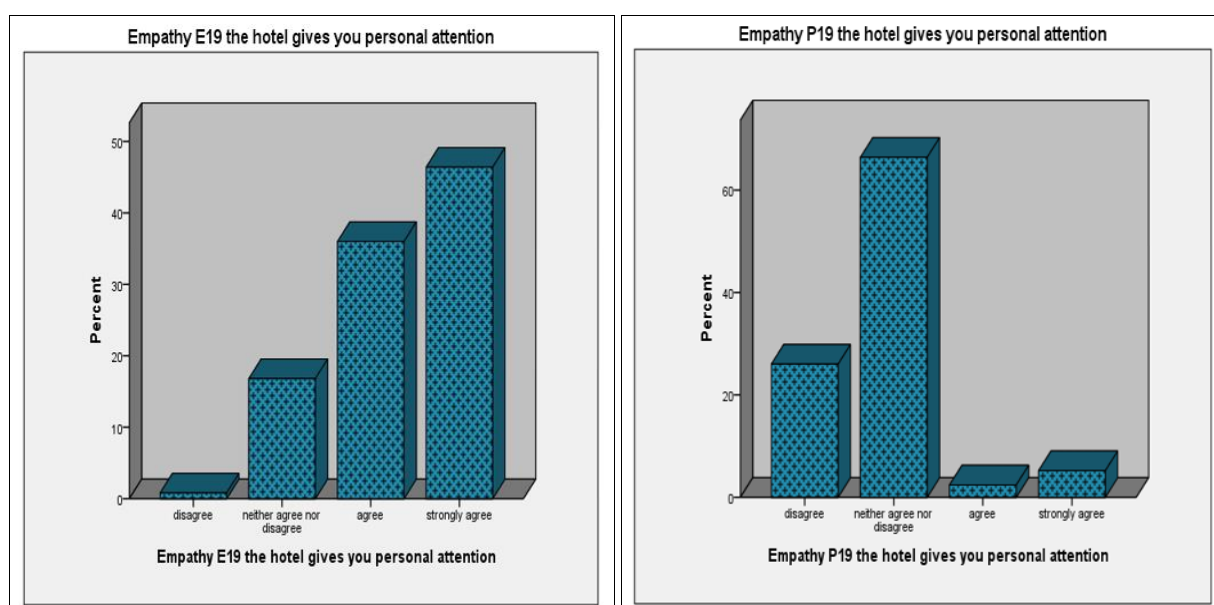
In this question the customers were asked about the personal attention they received from hotel, and after analysing the results mean expectations were 4.28 while the mean of

actual service received came 2.87 which showed the expectations of customers were higher than the actual service received by them as showed in Table E, Table 21, and Diagram 21 it represented that customers are not satisfied regarding.

Table 21: Response of expectations and actual service received of question 19 Dimension Empathy

Q19 Empathy (perception)		Frequency	Percent
Valid	Disagree	65	26.0
	neither agree nor disagree	166	66.4
	Agree	6	2.4
	strongly agree	13	5.2
	Total	250	100.0

Q19 Empathy (Expectations)		Frequency	Percent
Valid	disagree	2	.8
	neither agree nor disagree	42	16.8
	agree	90	36.0
	strongly agree	116	46.4
	Total	250	100.0

**Fig 21:** Representations of expectations and actual service received of question 19 of empathy dimension**Question 20: The question is regarding about understanding of customers specific needs**

In this question the customers had to mark their rating of expectations and perceptions, on analysing the results the

mean expectation result is 4.18 and mean of actual service received is 3.15 which showed that customers are not satisfied regarding this question as showed in Table E, Table 22, and Diagram 22.

Table 22: Response of expectations and actual service received of question 20 of dimension empathy

Q20 Empathy (perception)		Frequency	Percent
Valid	disagree	51	20.4
	neither agree nor disagree	136	54.4
	agree	37	14.8
	strongly agree	26	10.4
	Total	250	100.0

Q20 Empathy (Expectations)		Frequency	Percent
Valid	Disagree	5	2.0
	neither agree nor disagree	45	18.0
	Agree	100	40.0
	strongly agree	100	40.0
	Total	250	100.0

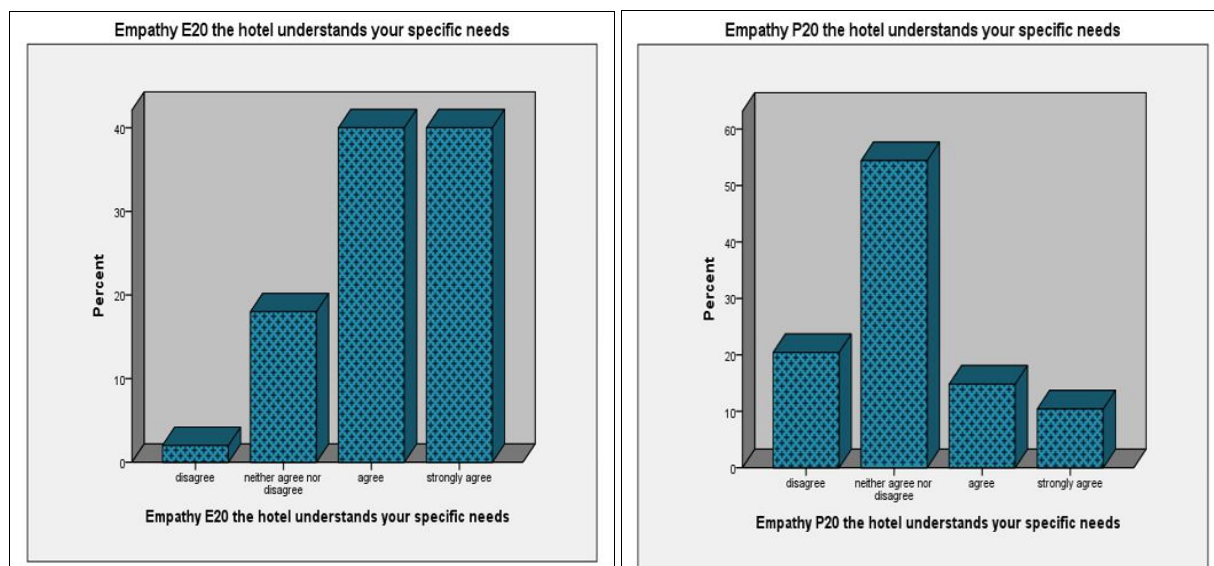


Fig 22: Representations of expectations and actual service received in question 20

Question 21: It is the Hotel will have the guests best interest at heart

Customers have to mark their rating on expectations and perceptions regarding the hotel will have the guests best interest at heart, and with the analysing of results the mean

expectations came is 4.22 and mean perception came 4.05. It showed that customers' expectations were more than the actual service received as showed in Table E, Table 23, and Diagram 23.

Table 23: Response of expectations and actual service received of question 21 of dimension empathy

Q21 Empathy (perception)		Frequency	Percent
Valid	Disagree	11	4.4
	neither agree nor disagree	46	18.4
	agree	113	45.2
	strongly agree	80	32.0
	Total	250	100.0

Q21 Empathy (expectation)		Frequency	Percent
Valid	Disagree	6	2.4
	neither agree nor disagree	40	16.0
	Agree	97	38.8
	strongly agree	107	42.8
	Total	250	100.0

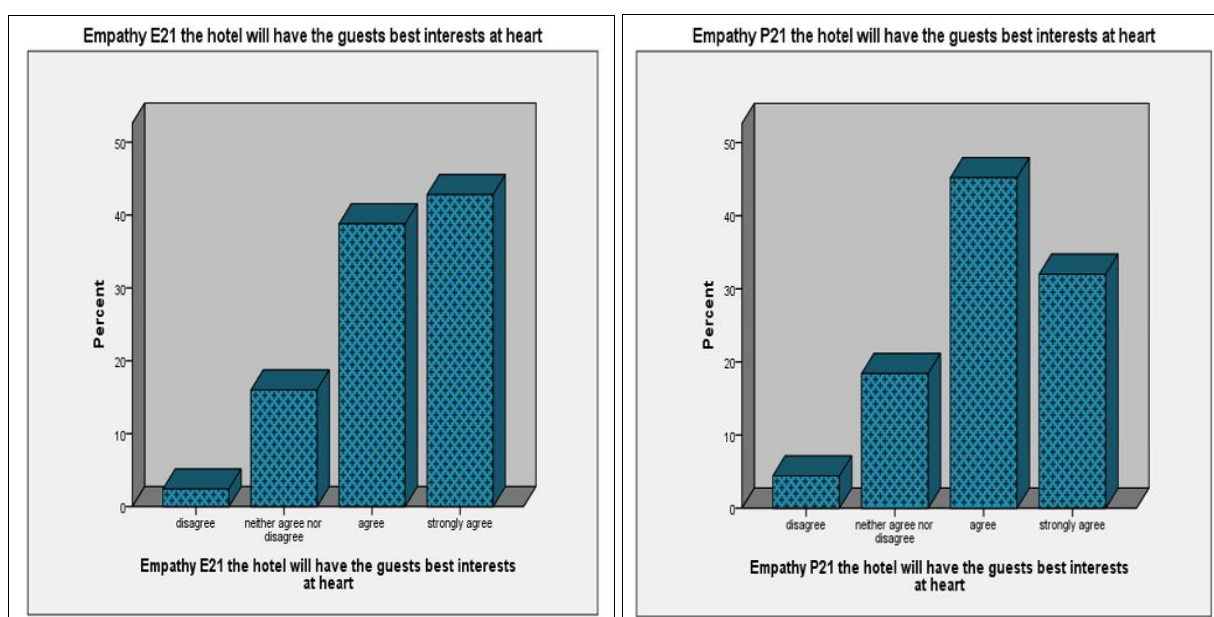


Fig 23: Representation of expectations and actual service received of question 21

Question 22: Regarding the hotels operating hours convenient to its guest

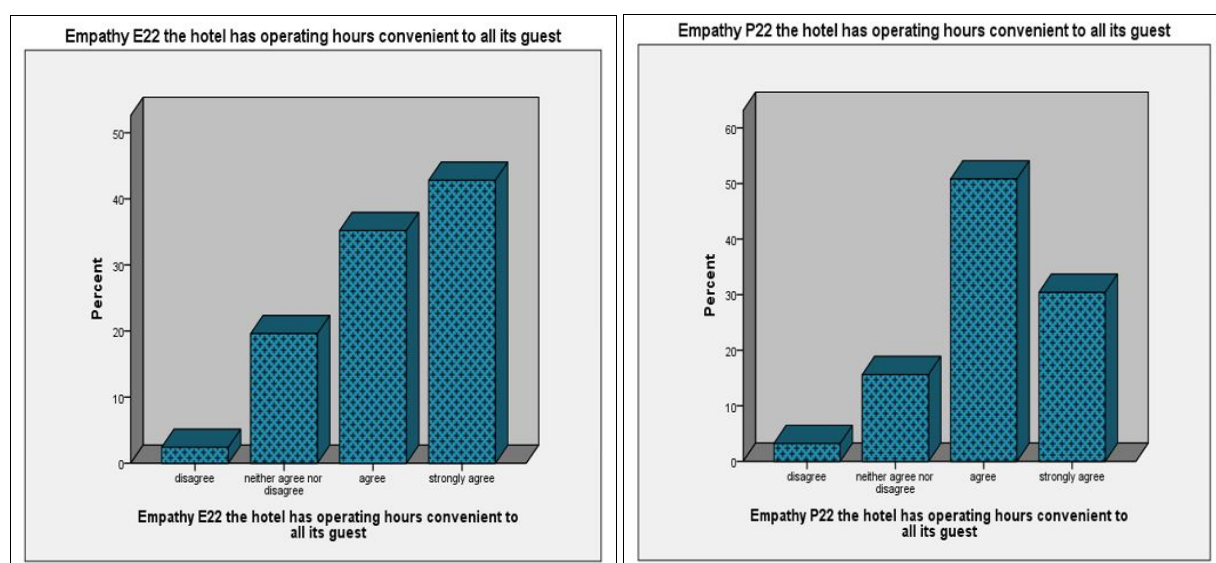
In this question the customers were asked to rate on expectations and perceptions on the hotel operating hours

convenient to them. When the results were analysed the mean expectations came is 4.18 and mean perception 4.08 which is almost near to customer satisfaction as showed in Table E, Table 24, and Diagram 24.

Table 24: Response of expectations and actual service received of question 22 of dimension empathy

Q22 Empathy (Expectations)		Frequency	Percent
Valid	Disagree	6	2.4
	neither agree nor disagree	49	19.6
	Agree	88	35.2
	strongly agree	107	42.8
	Total	250	100.0

Q22 Empathy (Actual Service Received)		Frequency	Percent
Valid	disagree	8	3.2
	neither agree nor disagree	39	15.6
	agree	127	50.8
	strongly agree	76	30.4
	Total	250	100.0

**Fig 24:** Representations of expectations and actual service received of question 22**Table F:** Mean of expectations, actual service received and Servqual gap score

Servqual Dimensions	Questions	Expectations (Mean)	Expectation (Percentage)	Actual Service Received (Mean)	Actual Service Received (Percentage)	Servqual Gap Score of Expectations - Actual Service Received = Customer Satisfaction
Tangibility	Q1	4.15	83%	4.08	81.6%	0.07
	Q2	4.24	84.8%	4.18	83.6%	0.06
	Q3	4.20	84%	4.50	90%	-0.3
	Q4	4.14	82.85	3.86	77.2%	0.28
Reliability	Q5	4.21	84.2%	3.62	72.4%	0.59
	Q6	4.13	82.6%	4.12	82.4%	0.01
	Q7	4.15	83%	2.83	56.6%	1.32
	Q8	4.12	82.4%	2.86	57.2%	1.26
Responsiveness	Q9	4.11	82.2%	4.09	81.8%	0.02
	Q10	4.21	84.2%	3.43	68.6%	0.78
	Q11	4.19	83.8%	3.45	69%	0.74
	Q12	4.21	84.2%	2.92	58.4%	1.29
Assurance & Guarantee	Q13	4.18	83.6%	3.38	67.4%	0.8
	Q14	4.20	84%	3.86	77.2%	0.34
	Q15	4.16	83.2%	4.02	80.4%	0.14
	Q16	4.13	82.6%	4.05	81%	0.08
Empathy	Q17	4.17	83.4%	4.26	85.2%	-0.09
	Q18	4.19	83.8%	2.53	50.6%	1.66
	Q19	4.28	85.6%	2.87	57.4%	1.44
	Q20	4.18	83.6%	3.15	63%	1.03
	Q21	4.22	84.4%	4.05	81%	0.17
	Q22	4.18	83.6%	4.08	81.6%	0.1

Research question 2: What are the gap scores between customers' perceptions and expectations in hospitality industry regarding service quality delivered?

Servqual Gap Score of all Dimensions using Paired T Test

In the above Table F, the Paired T test were applied on each

question of every dimension to analyse the mean of expectations, mean of actual service received and then both of them was subtracted to find out the Servqual gap which indicated the customer satisfaction.

Tangibility Dimension Gap Score

Table 25: Gap analysis and Paired T Test results of Tangibility Dimension

Paired Samples Test									
Tangibility (expectations & actual service received)		Paired Differences					t	df	Sig. (2- tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Q1 E- Q1 P	.064	1.187	.075	-.084	.212	.852	249	.395
Pair 2	Q2 E-Q2 P	.068	1.060	.067	-.064	.200	1.014	249	.311
Pair 3	Q3 E –Q3 P	-.300	.979	.062	-.422	-.178	-4.847	249	.000
Pair 4	Q4 E- Q4 P	.280	1.186	.075	.132	.428	3.732	249	.000

In question 1 to Q4 of tangibility dimension the question 3 the actual service received was more than the expectation and in rest of all question the expectations were higher than

the actual service received after analysed by Paired T test. Which represented that the customer satisfaction is less in tangibility dimension as in above Table F.

Table 26: Gap analysis and Paired T Test results of Reliability Dimension Paired Samples Test

Reliability (expectations & actual service received)		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Q5 E-Q5 P	.592	1.312	.083	.429	.755	7.136	249	.000
Pair 2	Q6 E- Q6 P	.008	1.030	.065	-.120	.136	.123	249	.902
Pair 3	Q7 E- Q7 P	.464	1.324	.084	.299	.629	5.543	249	.000
Pair 4	Q8 E- Q8 P	.336	1.232	.078	.183	.489	4.313	249	.000
Pair 5	Q9 E- Q9 P	.020	1.139	.072	-.122	.162	.278	249	.781

Reliability Dimension Gap Score

In question 5 to Q9 of Reliability dimension, the actual service received by customers were much more less than their expectations as in question 5, 7, 8. Only in question 6, and Q9 the expectations almost meet their actual service received. The average expectation mean of this dimension is

4.14 and the actual service received is 3.50. With these results in Table F, it showed that customers are also not satisfied in the services received in this reliability dimension.

Responsiveness Dimension Servqual Gap

Table 27: Gap analysis and Paired T Test results of Responsiveness Dimension

Paired Samples Test									
Responsiveness (expectations & actual service received)		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Q10 E-Q10 P	.332	1.316	.083	.168	.496	3.988	249	.000
Pair 2	Q11 E-Q11 P	.240	1.248	.079	.085	.395	3.042	249	.003
Pair 3	Q12 E- Q12 P	.252	1.074	.068	.118	.386	3.711	249	.000
Pair 4	Q13 E-Q 13 P	.216	1.152	.073	.073	.359	2.965	249	.003

In Question 10 to Q13 of Responsiveness dimension, the actual service received by customers were more less than their expectations after analysed by Paired T Test as shown in Table F. With the analysed results it represented that the

customers are also not satisfied in the services received regarding this responsiveness dimension of Servqual.

Assurance & Guarantee Dimension Servqual gap score

Table 28: Gap analysis and Paired T Test results of Assurance and Guarantee Dimension Paired Samples Test

Assurance and guarantee (expectations & actual service received)		Paired Differences					t	df	Sig. (2- tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Q14 E-Q14 P	.336	1.175	.074	.190	.482	4.521	249	.000
Pair 2	Q15 E-Q15 P	.148	1.154	.073	.004	.292	2.028	249	.044
Pair 3	Q16 E- Q16 P	.076	1.185	.075	-.072	.224	1.014	249	.311
Pair 4	Q17 E-Q17 P	-.088	1.137	.072	-.230	.054	-1.223	249	.222

In Question 14 to Q17 of dimension Assurance & Guarantee the actual service received in Q14 is less than the expectations which represented that customer are not satisfied regarding this. And in question 17 the actual service received is more than the expectations which showed customers are highly satisfied in this question. As per analysed results the average mean of customer expectation is 4.16 and mean of actual service received is 4.04 regarding this dimension Assurance & Guarantee. Which showed customers are almost satisfied regarding this dimension as in Table F.

Empathy dimension Servqual gap score

In Question 18 to Q22 of dimension Empathy, with the analysed result in Table F the actual service received in Q18 to 20 is very less than the expectations which showed customer are not satisfied. After the analysed results the average expectation mean of all questions of this dimension is 4.21 and the mean of the actual service received is 3.33. Which showed customers are not satisfied regarding this dimension.

Table 29: Gap analysis and Paired T Test results of Empathy Dimension Paired Samples Test

Empathy Dimension (Expectations & Actual Service Received)		Paired Differences					t	df	Sig. (2- tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Q18 E-Q18 P	.432	1.263	.080	.275	.589	5.407	249	.000
Pair 2	Q19 E- Q19 P	.400	1.196	.076	.251	.549	5.289	249	.000
Pair 3	Q20 E-Q20 P	-.008	1.053	.067	-.139	.123	-.120	249	.904
Pair 4	Q21 E- Q21 P	.172	1.140	.072	.030	.314	2.386	249	.018
Pair 5	Q22 E-Q22 P	.100	1.145	.072	-.043	.243	1.381	249	.169

Conclusion

In this research the main aim was that this research work will help to formulate the policies so that customer satisfaction will be improve. For this purpose, the Servqual Method presented by (Parasuraman, Valarie A. Zeithaml & Len Berry) in 1988 was applied to find out the customer satisfaction. There were two main research questions, in which the first question comprises of what are the customers' expectations and actual service received regarding the service quality delivered in hospitality industry? And the second question was what are the gap scores between customers' expectations and actual service received in hospitality industry regarding service quality delivered?. Continuing with this, the main focus was to address these questions. Servqual questionnaire was used and filled out by customers of hospitality industry of Islamabad. Servqual questionnaire consisted of 22 questions with 5 Servqual Dimensions, which are Tangibility, Reliability, Responsiveness, Assurance and Guarantee, and Empathy. The questionnaire was filled on the basis of customers' expectations and perceptions (actual service received). 250 questionnaires were filled out by the customers and analysed with the help of SPSS. The convenience sampling method was applied. Respondent from different age, and gender have responded the questionnaire, from which majority of respondent were from age 31-50 and majority of them were male. After analysing the results through SPSS, both research questions were addressed and explained in the results. With the analysed results, it was investigated that what is the level of customer satisfaction, and what was the gap score of the service quality they receive with the help of Servqual model. By finding out customer satisfaction there were the issues that were find out that need to be address so that hospitality industry can look in to those and work to provide the service quality that meets the expectations of customers. With the analysed results the hospitality industry can find out the issues that affects their survival and profitability in this

competitive era. This research and its findings can be used to improve the service and make policies for hospitality industry on national level so that it can come on the international standards. This research recommends to hospitality Industry and Government to make policies for hospitality industry that meets the customer satisfaction and to achieve the international standards.

Service Quality is important and key factor that is necessary for creating the customer satisfaction and it can be helpful to find out what will be the level and gap score of customer expectation and customer perception. As the hospitality industry of Pakistan is playing its role in the development of the economy so this research will be helpful to Government to make the national policies on hospitality industry that will apply the international standards for hospitality Industry. The hospitality Industry may find out where they have to focus more to create the customer satisfaction. Now adays as there is a lot of competition in the hospitality industry so this research will be helpful to evaluate more about the customer expectation and customer perception.

The data was not being taken from any 5-star Hotels & as well as no customers of 5 Star hotels were selected for data collection. Other researchers can do their researches for 5-star hotels. And as the exact number of population was not been known so convenience method was applied, other researchers can use more methods in their researches.

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