

Journal

of the

Oriental Institute

M.S. University of Baroda

ISSN: 0030-5324

LINKAGE OF SERVICE QUALITY DIMENSIONS AND CUSTOMER SATISFACTION RESULTING BEHAVIORAL INTENSIONS OF LUXURY HOTELS

Dr.K.G.NALINA, Assistant Professor & Head, Department of Corporate Secretaryship,
Sourashtra College, Madurai, Tamilnadu

Abstract

The purpose of this article is to study the linkage of service quality dimensions, customer satisfaction resulting behavioral intensions of the South Indian luxury hotels. In spite of wide research on service quality dimensions and its significances, there is still a lack of empirical research investigating these variables in the context of luxury hotels. In filling the research gap, this study aims to assess service quality as a linkage of customer satisfaction resulting Behavioral Intensions (BI) in the luxury hotels of Tamilnadu. The study also identifies the linkage of SQ dimensions on Customer Satisfaction (CS); CS on Behavioral Intensions (BI) in the top twelve 5-star hotels in Tamilnadu, India. The sample of the study consists of 640 hotel guests from Tier I cities of Tamilnadu namely Chennai, Trichy, Madurai and Coimbatore. The data were collected through a structured questionnaire using a 5-point Likert scale based on stratified simple random sampling. Then, the authors were measured the behavioral intensions of the customers by linking service quality dimensions, customer satisfaction empirically to validate a model using structural equation modeling (SEM) through path analysis. The findings revealed that tangibility (SQ TAN), assurance (SQ ASS), responsiveness (SQ RES) dimensions were the most important interpreters of CS compare to other dimensions like reliability (SQ REL) and empathy (SQ EMP). Same way SQ dimensions had a positive impact on CS. Consequently, the study revealed that CS also had a positive impact on behavioral intensions (BI). The results also validate that CS acts as a linkage between SQ dimensions, Behavioral intensions (BI) of the luxury hotel industry. Finally, the research article presents the conclusion, implications, limitations and directions for further research.

Key words: 5-star luxury Hotels, Service Quality (SQ) dimensions, Behavioral intensions (BI), Customer Satisfaction (CS).

Introduction

Southern India is encompassing with the Indian states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana, union territories of Andaman and Nicobar, Lakshadweep and Pondicherry, occupying 19.31% of total India area. Among the south Indian states, Tamil Nadu is well-known for magnificent and ancient historical temples. The purpose of the study is to study the linkage between service quality (Parasuraman, Zeithaml, & Berry (1985) and customer satisfaction (Fornell, 1992) resulting behavioral intensions (Han and Ryu (2009)) to compare hotel guest's behavior in the luxury hotel industry and specified that hotel guests revisit intentions were positive function of customer satisfaction by using SEM model. The researcher had chosen top twelve 5-star hotels of Tamilnadu for study because the number of tourists visiting Tamilnadu had gone up to 2.17 lakh in 2017 from 1.22 lakh in 2016, which is an upsurge by 78%. When compared to 2010, the number of foreign tourists in 2017 was four times upper and there was also a good increase in the number of domestic tourists. Tamil Nadu is a state in South India known for temples and architecture, food, movies, classical Indian dance, Carnatic music etc., It is the ancient home of the famous Chera, Chola, Pandya and Pallava kingdoms which flourished in feudal India. Hence the researcher selected the top twelve 5-star hotels for the study from Tamilnadu. The purpose of the study is to study the behavioral intension of the customers by SEM validating different linkage on Service Quality dimensions,

customer satisfaction of the hotel industry.

Framework for Hypothesis Development

Service Quality

Service Quality (SQ) is an important construct for a firm's competitiveness (Parasuraman, Zeithaml & Berry, 1985, 1988). It refers to the grade of quality of service performance (Zeithaml et al., 2011) which is considered as an important tool which ends to a satisfied customer in the hotel service industry (Karatepe, Yavas & Babakus, 2005; Ladhari, 2008), and in turn increases company's profitability to gain a competitive edge by contributing superior SQ (Cronin & Taylor, 1992; Ghobadian et al., 1994; Ladhari et al., 2011). Berry Zeithaml Parasuraman (1988) contend that in every service sector, the customers evaluate SQ by associating their wants and service offerings perceived by them. Likewise, Parasuraman et al. (1985, 1988) suggested in his study called gap model of SERVQUAL, SQ can be measured by the customer expectations with their observations towards actual service performance based on five dimensions of SQ, viz., tangibility, reliability, assurance, responsiveness, empathy. During the last years, researchers and experts have unfocussed their attention towards the concept of service quality because of its significant influence on business performance, customer satisfaction, retention and profitability (Amin *et al.*, 2013; Ali, Khan & Rehman, 2012; Cronin & Taylor, 1992; Seth, Deshmukh & Vrat, 2005; Sultan & Wong, 2013; Suresh Chander, Rajendran & Anatharaman, 2002). Hence the researcher studied the behavioral intensions of the hotel guest by linking the dimensions of Service Quality (SQ) ,customer satisfaction by SEM model.

Customer Satisfaction

In services marketing, the customers' satisfaction plays a very important role in determining customer beliefs, attitudes, experiences which results from service performance (Solomon, Russell-Bennett & Previte, 2012). The results of customer satisfaction or dissatisfaction depends on the post-purchase behavior of services done by customers while matching their expectations (Kotler and Armstrong (2012) and evaluation of a product or service offering to meet a customer's needs or expectations (Ganga Bhavani & I.A.Pawar (2013);(Zeithaml et al.2011).Therefore, customers will be satisfied when the performance matches their expectations, and vice versa (Kotler et al., 2009). For example, CS is an emotional reaction resulting from one specific transaction (Oliver, 1993). CS is a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service (WTO, 1985).Engel, Blackwell & Miniard (1990) suggested that CS/dissatisfaction is the result of the comparison of a customer's pre-purchase expectation and their post-purchase evaluation. The CS theories have developed by customer behaviorists in the areas of lodging (Ekinci & Riley, 1998; Barsky, 1992; Barsky & Labagh, 1992) to investigate CS applicability to the hospitality and tourism industries. Moreover, exceeding performance results in customers being more delighted; consequently, a highly satisfied/delighted customer base plays an important role in customer retention and loyalty which are treated as a firm's strategic factors in the competitive services industry across the world (Berry, Seiders & Grewal, 2002; Caruana & Malta, 2002; Ennew & Waite, 2013).

Relationship between SQ Dimensions and CS

In services industries, many researchers highlighted the link between SQ and CS. The study originates that the higher the SQ, the higher is the CS in the luxury hotel services (Caruana & Malta, 2002; Jamal & Naser, 2002; Lee & Moghavvemi, 2015; Shanka, 2012; Siddiqi, 2011; Suresh chandar et al., 2002). Parasuraman et al. (1988) contended that SQ and CS are two different concepts but are closely related to each other in the service framework. Oliver (1993) recognized that SQ is a predecessor to CS and it is an important tool to measure CS. The current studies in India have highlighted the relationship between these two important constructs and they initiate that SQ is a strong forecaster of CS (Choudhury, 2014; Karim & Chowdhury, 2014; Krishnamurthy et al., 2010; Lenka, Suar & Mohapatra, 2009; Selva kumar 2015; Siddiqi, 2011). Hence, the SQ dimensions, namely, tangibility, reliability, assurance, responsiveness, empathy are the most important predictors of CS in hotel services.

Relationship between Service quality Tangibility (SQTAN) and CS

The tangibility dimension of SQ can be sketched by tangible constructs of the hotel services industry, such as materials associated with the service should be visually appealing, easily assessable rooms, modern equipment, physical facilities like clean attractive, comfortable rooms, well-dressed employees and visually appealing materials (Parasuraman et al., 1985; Suresh chandar et al., 2002). Hence, the study says that there is a positive impact of tangibility on CS in the hotel services (Ananth, Ramesh & Prabakaran, 2011; Olorunniwo & Hsu, 2006; Sanjuq, 2014) and the above findings are explained in the Indian hotel services (Choudhury, 2008; Krishnamurthy et al., 2010; Selvakumar, 2015). Based on the above influences, the study recommends the following hypothesis.

H₁: SQTAN had a significant impact on CS in the hotel industry.

Relationship between Service quality Reliability (SQREL) and CS

The reliability dimension of SQ positively influences CS (Parasuraman et al., 1985, 1988) and this can be taken to the extent to which customers can be reliant on a company's promised service with accuracy (Ennew & Waite, 2013). In India, many researchers confirmed that reliability had an important impact on CS like efficient telephone & internet systems; accurate billing system & accurate information on prices; variety & quality of sports/recreational facilities; efficient checkout and check inn procedures (Krishnamurthy et al., 2010; Lee & Moghavvemi, 2015; Shanka 2012) of the luxury hotels. Based on the above influences, the study recommends the following hypothesis.

H₂: SQREL had a significant impact on CS in the hotel industry

Relationship between Service quality Assurance (SQASSU) and CS

The assurance dimension of SQ refers to the employees' well trained and knowledgeable employees, competence, polite, friendly, experienced, courtesy, good communication skills, ability to inspire confidence among the customers (Parasuraman et al., 1985) of the hotels. It is also connected to the degree to which a customer senses in relation to staying safe environment. It had a positive and direct relationship with CS (Selvakumar, 2015; Shanka, 2012). Hence, the study recommends the following hypothesis.

H₃: SQASSU had a significant impact on CS in the hotel industry.

Relationship between Service quality Responsiveness (SQRES) and CS

In hotel services marketing ,the responsiveness dimension of SQ denotes to a company's readiness to help customers and its ability to provide response to customers when they were in need of services like getting quality food and prompt service (Kotler et al., 2009), and thus it is related to the suitability of services by handling complaints (Parasuraman et al., 1985). Many researchers established that responsiveness had a direct significant relationship with CS and hence the research developed the following hypothesis.

H₄: SQRES had a significant impact on CS in hotel services.

Relationship between Service quality Empathy (SQEMP) and CS

The empathy dimension of SQ is mainly concerned with factors such as good communication with the customers, understanding of customer needs by responding immediately to hotel guest (Ennew & Waite, 2013), which are directly related to the facility of care and personalized attention to customers (Parasuraman et al., 1985). Similarly, in the hotel sector empathy dimension plays an important role in satisfying customers (Krishnamurthy et al., 2010 Selvakumar, 2015; Shanka, 2012). Therefore, this research proposed the following hypothesis.

H₅: SQEMP had a significant impact on CS in hotel services

Behavioral intension (BI)

Many researchers had confirmed the positive impact of customer satisfaction and behavioral intention in hospitality and tourism industry. For example, Getty and Thompson (1994) examined service quality dimensions and satisfaction as factors of customers' behavioral intentions. In their research, they specified that high level of customer satisfaction increases customers' intentions to re-purchase and recommend the product. Another study by Han and Ryu (2009) also studied about the hotel guest's behavior in the lodging industry specified that guests revisit intentions had a positive impact on customer satisfaction. In hotel services marketing, Kao, Huang and Wu (2008) hypothesized

that improving customer satisfaction would increase revisit and recommendation intentions. Hence, it was hypothesized that:

H₆: Customer satisfaction (CS) has a significant influence on behavioral intention (BI) in hotel services

The debate above indicates that due to its multifaceted nature, service quality dimensions should be measured by using multiple dimensions which influences customer satisfaction and behavioral intentions.

Methodology

Research Design

This study was based on a conclusive research where several hypotheses were used to prove the relationship between the variables. In this research, behavioral intentions (BI) were taken as dependent variable which relies on the various SQ dimensions in luxury hotels, such as tangibility, assurance, reliability, responsiveness and empathy. Customer satisfaction plays a mediating role between BI and the various SQ dimensions of hotels. The results were obtained through a structured questionnaire.

Sample Design

The data were collected from April 2019 to June 2019 in the top twelve 5-star hotels from Tamilnadu, South India by using a stratified simple random sampling. For the study, data were obtained from hotel guests which are shown in Table 1. The sample size of this study includes 640 hotel guests. More than 1,000 questionnaires were distributed to hotel guests out of which only 64 percent of the questionnaires were found to be suitable for the research. Respondents were selected from the hotel guests who visited for different reasons. The constructed questionnaire consists of various demographic profiles of the respondents namely age, gender, educational qualification, occupation. The level of relationship on various SQ dimensions (tangibility, reliability, empathy, responsiveness and assurance), CS, BI were studied. The study used 5-point Likert's scale ranged from 1 = 'strongly disagree' to 5 = 'strongly agree' to collect the data from the hotel guest. All the constructs were derived from secondary sources as follows:

- Service Quality-Tangibility (SQTAN) was taken from Keisidou, Sarigiannidis, Maditinos, Thalassinou (2013), Ladhari et al. (2011), Culiberg and Rojsek (2010), Agarwal (2012).
- Service Quality -Reliability (SQREL) constructs were adopted from Agarwal (2012), Culiberg and Rojsek (2010), Sanjuq (2014)
- Service Quality -Responsiveness (SQRES) constructs were taken from Siddiqi (2011), Ladhari et al. (2011), Culiberg and Rojsek (2010), Sanjuq (2014).
- Service Quality-Empathy (SQEMP) variables were taken from Sanjuq (2014), Loke, Taiwo, Salim, Downe and Petronas (2011), Agarwal (2012).
- Service Quality-Assurance (SQASS) variables were taken from Culiberg and Rojsek (2010), Agarwal (2012).
- Customer Satisfaction (CS) were taken from Yee, Yeung and Cheng (2010), Vera Trujillo (2013).
- Behavioral intentions (BI) were taken from Getty and Thompson (1994), Han and Ryu (2009), Kao, Huang and Wu (2008).

Table 1: Name of Selected twelve 5 -star luxury hotels in Tamilnadu

S. No	Name of the Hotel	No of Hotel guests	No of questionnaires selected
1	The Gateway, Madurai	100	55
2	Fortune Pandiyan	100	55
3	Heritage, Madurai	100	60
4	ITC Grand Chola, Chennai	100	50
5	The Leela Palace, Chennai	100	60

6	The Park Hyatt, Chennai	100	60
7	SRM Hotel, Trichy	100	50
8	Hotel Blossoms, Trichy	100	50
9	Grand Inn, Trichy	100	50
10	Vivantha, Coimbatore	100	50
11	Lemon Tree Hotel, Coimbatore	100	50
12	The Residency Towers, Coimbatore	100	50

Descriptive Statistics

Amongst the hotel guests, 52 percent were from the younger generation of India aged 20–35, whereas 22 percent were in the age group 36–55; 67 percent of the hotel guests were males, 33 percent were females. While we talk about education, 39 percent were graduates, whereas 28 percent were postgraduates. Hence, the majority of the 67 percent of the guests were well educated. Most of the guest's occupation 45.6 % were from business class and 33.3 percent from services business, while a few of them were from professional and other occupations in the study. The respondents were polite, young, educated, employed and they had given valuable responses.

Factor Analysis

In this study, the researcher evaluated the validity of the constructs through exploratory factor analysis (EFA) by SPSS on 27 items to identify the original factors for the study. The value for Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy was 0.888, justifying the applicability of factor analysis on the sample. Bartlett's test of sphericity value of 12,165.233 was also found significant ($p = 0.001$). Table 2 shows the final output of the factor analysis using principal components with varimax rotation. Factors with eigen-value greater than 1 and factor loading greater than 0.50 have been retained for further analysis (Hair et al., 2015). All the five constructs were accepted, totally 27 factors explained 89.332 percent of the variance after varimax rotation.

Reliability and Validity

In order to test the constructs reliability & discriminant validity, confirmatory factor analysis model was estimated using AMOS through maximum likelihood procedure. The result indicates that the good to model fit was found acceptable up to the recommended level (Hair et al., 2015; Malhotra & Dash, 2011), that is, chi-square/df = 1.70, goodness-of-fit index (GFI) = 0.955, adjusted goodness-of-fit index (AGFI) = 0.950, incremental fit index (IFI) = 0.977, normed fit index (NFI) = 0.981, comparative fit index (CFI) = 0.977 and root mean square error of approximation (RMSEA) = 0.036.

Table 3 displays standardized loadings (standardized regression weight), composite reliability and average variance extracted (AVE) of luxury hotels in Tamilnadu, South India. The standardized loading ranged from 0.7 to 0.998 which is greater than are equal to the standard value of 0.70. The construct reliability, AVE are shown at the bottom of Table 3. The AVE estimates range from 53.63% to 93.89%. The AVE estimate for responsiveness to 88.72; tangibility to 93.89; assurance to 89.91%; 53.63% to reliability ;58.32% to empathy; CS to 85.30%; BI to 87.01%. All the values exceed the 50 percent rule of thumb (Hair et al., 2015). Construct reliability ranged from 1 to 0.822, again exceeding the standard value of 0.70, suggesting adequate reliability (Hair et al., 2015; Malhotra & Dash, 2011).

All the AVE estimates for each construct shown in Table 3 are greater than the corresponding inter-construct squared correlation estimates in Table 4. Therefore, this test indicates that there are no problems in the constructs reliability and discriminant validity in the measurement model of the hotel industry (Hair et al., 2015).

By Structural Equation Model

After analyzing the measurement model, the structural model can now be assessed and estimated by path diagram as shown in Figure 1. The model fit was found to have adequate data (chi-square/df = 2.64, GFI = 0.933, AGFI = 0.914, IFI = 0.961, NFI = 0.946, CFI = 0.961 and RMSEA=

0.05). Overall, the model fit shows little changes from the measurement model fit because of the change in the chi- square value and the difference of two degrees of freedom (Hair et al., 2015).

Results

As shown in Figure 1, the dimensions of SQ, that is, tangibility ($b = 0.293$), assurance ($b = 0.286$), responsiveness ($b = 0.284$) empathy ($b = 0.157$), reliability ($b = 0.143$) were positively and significantly affect CS in a decreasing order. On the other hand, the dimensions of SQ positively influence CS. CS mediates the influence of service dimensions on behavioral intentions and shows a standardized regression weight of $b = 0.269$, which is found to be significant and shows that CS significantly influences behavioral intentions (BI).

Table 2: The final output of the factor analysis using principal components with Varimax rotation

Variables	Constructs of Service Quality (SQ)	Initial	Extraction
SQTAN1	Materials associated with the service should be visually appealing	1	0.894
SQTAN2	Rooms should be easily accessible	1	0.908
SQTAN3	Modern Equipment's are available in the hotel	1	0.899
SQTAN4	Hotels are clean, attractive with comfortable rooms.	1	0.883
SQASSU1	Staff are well trained and knowledgeable	1	0.887
SQASSU2	Staff should be skillful, polite, friendly and experienced	1	0.909
SQASSU3	The employees are very much courteous while interacting with the customers.	1	0.907
SQASSU4	Staff should have good communication skills	1	0.859
SQEMP1	Staff should be willing to help guests	1	0.88
SQEMP2	Never be too busy to respond to guest request	1	0.908
SQEMP3	Staff should appear neat and professional	1	0.905
SQEMP4	Staff perform services right the first time	1	0.89
SQRES1	Immediate response to customers when they are in need of services like getting quality food and other services.	1	0.789
SQRES2	Employees are always willing to help.	1	0.81
SQRES3	Hotels has an effective complaint handling process.	1	0.816
SQRES4	Employees are well trained in delivering the services and solving the queries.	1	0.715
SQREL1	Efficient telephone and internet system	1	0.793
SQREL2	Accurate billing system and accurate information on prices	1	0.878
SQREL3	Variety and quality of sports/recreational facilities	1	0.879
SQREL4	Efficient check inn and check out procedure	1	0.857

Extraction Method: Principal Component Analysis.

Table 3: Factor Loadings, Composite Reliability, Average Variance Extracted for Hotels in Tamilnadu

SQTAN1	0.998			
SQTAN2	0.995			

SQTAN3	0.996						
SQTAN4	0.882						
SQRES1		0.954					
SQRES2		0.965					
SQRES3		0.956					
SQRES4		0.891					
SQEMP1			0.886				
SQEMP2			0.7				
SQEMP3			0.7				
SQEMP4			0.759				
SQASSU1				0.952			
SQASSU2				0.986			
SQASSU3				0.952			
SQASSU4				0.901			
SQREL1					0.725		
SQREL2					0.731		
SQREL3					0.752		
SQREL4					0.721		
CS1						0.915	
CS2						0.953	
CS3						0.902	
BI1							0.932
BI2							0.883
BI3							0.943
BI4							0.973
CR	1	0.969	0.8482	0.972	0.822	0.945	0.936
AVE	93.89%	88.72%	58.52%	89.91%	53.63%	85.30%	87.01%

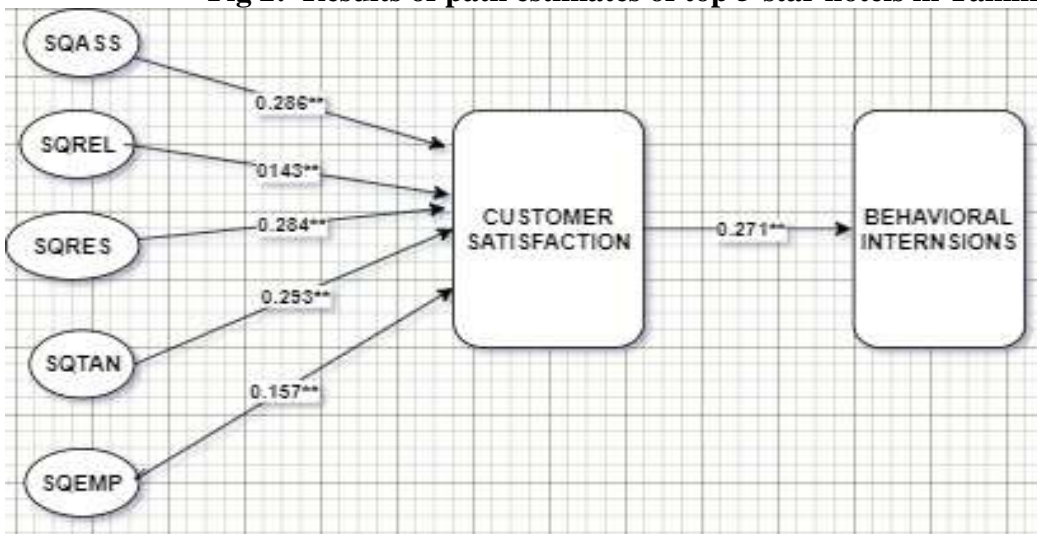
Table 4: Comparison of Squared Correlation and Variable Extracted

	TAN	ASSU	RES	EMP	REL	CS	BI
TAN	(0.913)						
RES	0.389	(0.913)					
EMP	0.233	0.085	(0.921)				
ASSU	0.180	0.156	0.030	(0.825)			
REL	0.361	0.387	0.180	0.207	(0.824)		
CS	0.009	0.174	0.066	-0.276	-0.207	(0.895)	
BI	0.250	0.211	0.096	0.319	0.332	-0.576	(0.920)

Source: Authors' own.

Note: Diagonal elements are the values of AVE. Off-diagonal elements are the correlations among constructs. For discriminant validity, diagonal elements are larger than the off-diagonal elements (Nath, et al., 2013).

Fig 2: Results of path estimates of top 5-star hotels in Tamilnadu



Conclusions and practical Implications of the study

This article identified the dimensions of Service quality (SQ) in the luxury hotels of Southern India using factor analysis, and studied the impact of the dimensions of SQ on Customer satisfaction (CS), followed by the effect of CS on behavioral intentions (BI) with an importance on South Indian luxury hotels of Tamilnadu. The five dimensions of SQ namely tangibility, reliability, assurance, responsiveness and empathy, were predictable as interpreters of CS in this study. Results showed that all the five dimensions of SQ have a significant relationship with CS in the luxury hotels in South India. The findings revealed that tangibility (SQTAN), assurance (SQASS), responsiveness (SQRES) dimensions were the most important interpreters of CS were supported by previous studies of Ahmad, S.Z., Ahmad, N. and Papa Stathopoulos, A. (2019) when compare to other dimensions like reliability (SQREL) and empathy (SQEMP) on CS. Consequently, the study revealed that CS also had a positive impact on behavioral intentions (BI). The results also validate that CS acts as a linkage between SQ dimensions, BI of the South Indian hotel industry. Hence, the present article tried successfully to fulfil the research gap in the literature of service marketing, especially in the luxury hotel services in South India, Tamilnadu. The idea is that higher SQ, CS leads to higher BI in the luxury hotels sector; therefore, a favorable SQ dimensions, Customer satisfaction, behavioral intentions directly influences the hotel guests to revisit gain, and considered one of the key strategic service marketing factors which acts as a source of differentiator for behavioral intentions of the customer. Moreover, the present study also revealed that high level of customer satisfaction increases customer intentions to repurchase and recommend others to revisit again (Getty and Thompson (1994)). Therefore, luxury hotels should focus more on revisit, positive word of mouth by the customer to retain customer base. Hence, the concept of service quality significantly influences on business performance, customer satisfaction, retention and profitability (Amin *et al.*, 2013; Ali, Khan & Rehman, 2012; Cronin & Taylor, 1992; Seth, Deshmukh & Vrat, 2005; Sultan & Wong, 2013; Sureshchander, Rajendran & Anatharaman, 2002).

In addition, tangibility, assurance, responsiveness dimensions were found to be most important predictors of CS among all five dimensions of SQ in luxury hotels in Tamilnadu. This study had emphasized more on luxury hotels tangible facilities, such as modern looks, equipment and modern infrastructure, with the aim of building positive word of mouth, choice of the hotel, and revisit of the hotel in the minds of target customers as a differentiator factor.

Assurance' is the second most important aspect of SQ which influences CS and this dimension deals with the human aspects of SQ, that is, knowledge and courtesy of employees and their ability to communicate trust and confidence (Parasuraman et al., 1985). As said by Donthu and Yoo (1998) every hotel guest would expect service providers to show respect and care towards them, and thus

every hotel guest were more focused on assurance aspect which leads to belief in and respect for the service provider. The hotel service provider must create trust and confidence among the guest so that the customer would be satisfied on the aspect of SQ assurance as supported by Donthu and Yoo (1998), Ahmad, S.Z., Ahmad, N. and Papa Stathopoulos, A. (2019).

Responsiveness is the third most important aspect of SQ which influences customer satisfaction. This deals with willingness or readiness of employees to help hotel guests. It is the utmost important aspect in people-based industries including tourism as well as hospitality industries (Lee, Lee & Yoo, 2000). The study research had a positive impact of responsiveness on CS and supported the opinion of Johnston (1997) and Krishnamurthy et al. (2010).

On the other hand, reliability is the ability of giving consistent performance by a service provider to the customers. It also relates to the technical aspect of SQ; for example, nowadays hotels have an issue related to internet to access WIFI, e- billing system with accurate price and check in and check out procedures. It helps in creating a safe image of the luxury hotels in the minds of the guests in solving problems and keep their promise of providing accurate service. The study found a positive impact of reliability on CS (Krishnamurthy et al. (2010) and Shanka (2012).

Lastly, the SQ dimension empathy also showed a positive effect on CS (Krishnamurthy et al. (2010) and Shanka (2012). Hence, luxury hotels should focus on improving their existing reservation services and aligning them with the modern technology. Luxury hotels may offer reservation services via virtual channels such as their web sites and social media channels. Luxury hotels should also think of developing dedicated apps for smartphones which can help customers to access reservation services from multiple channels regardless of their location so that the guest revisit and recommend to others by word of mouth. Some of the SQ dimensions were less ideal because of poor employee service attitude, employee's willingness to help hotel guests at the right time. Employee on-the-job training should be given, specially concentrating on the delivery of promised service and courtesy to guests is desirable. As service had an intangible quality, hotel managers must encourage hotel employees to share their knowledge regarding service skills and to help avoid customer complaints. Moreover, hotel managers should take the chance to offer a variety of employee training programs like apprenticeship training and orientation programs to new employees by senior employees to acquire certificates related to hotel industry.

Although the results of the current study have shed light on several important issues, some limitations need to be considered in future research. For instance, the findings should be interpreted with caution when applied to different types of hotels or different industries. Future research should examine the proposed relationships in other types of hotels, industries and countries with a larger sample size. Service quality is an area which has been heavily researched in the past two decades. Therefore, it is advisable to use a more comprehensive operationalization of service quality in future studies. Future studies might also consider how people having different characteristics perceive service quality and its effect on their satisfaction and behaviors. Another avenue for future research can be using additional variables such as perceived value and customer loyalty which can determine the unexplained variance in customers' price acceptance. Besides, future research may also include emotions of customers in the existing framework.

References

1. Jo Ann M. Duffy and Alice A. Ketchand, Examining the Role of SQ In Overall Service Satisfaction, *Journal of Managerial Issues*, Vol. 10, No. 2 (Summer 1998), pp. 240-255 (16 pages), Published by: Pittsburg State University
2. Shah, Syed Naseeb Ullah; Jan, Shahid; Baloch, Qadar Bakhsh (2018) : Role of SQ and CS in firm's performance: Evidence from Pakistan hotel industry, *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, ISSN 2309-8619, Johar Education Society, Pakistan (JESPK), Lahore, Vol. 12, Iss. 1, pp. 167-182
3. Akbaba, A. (2006). Measuring SQ in the hotel industry: A study in a business hotel in Turkey. *International Journal of Hospitality Management*, 25(2), 170–192.
4. Farouk Saleh, C. R. (2006). Analysing SQ in the Hospitality Industry Using the SERVQUAL Vol. 72, Issue. 01, No.3, January-March: 2023

Model.

5. Akibaba, A. (2006). Measuring SQ in the hotel industry: a study in a Business hotel in Turkey. *Hospitality Management*, 5(3), 170-192.
6. Amin, M., Yahya, Z., Ismayatim, W. F. A., Nasharuddin, S. Z., & Kassim, E. (2013). SQ dimension and CS: An empirical study in the Malaysian hotel industry. *Services Marketing Quarterly*, 34(2), 115-125.
7. Bloemer, J. (1999). Linking perceived SQ and service loyalty: a multidimensional perspective. *European Journal of Marketing*, 33(11, 12), 1082-1106.
8. Boon-itt, S. and Rompho, N. (2012). Measuring SQ Dimensions: An Empirical Analysis of Thai Hotel Industry. *International Journal of Business Administration*, 3 (5), 52- 63.
9. <https://www.tandfonline.com/doi/abs/10.1080/14783363.2018.1426451?scroll=top&needAccess=true&journalCode=ctqm20>
10. Hung-Che Wu, An Empirical Study of the Effects of SQ, Perceived Value, Corporate Image, and CS on Behavioral Intentions in the Taiwan Quick Service Restaurant Industry, *Journal of Quality Assurance in Hospitality & Tourism*, Vol 14,2013-Issue 4.
11. https://en.wikipedia.org/wiki/South_India
12. <https://timesofindia.indiatimes.com/city/madurai/tourism-boom-in-madurai/articleshow/63587412.cms>
13. <https://theculturetrip.com/asia/india/articles/10-reasons-why-you-need-to-visit-the-the-indian-state-of-tamil-nadu/>
14. <https://www.agoda.com/en-in/city/madurai-in.html?cid=1844104>
15. https://www.researchgate.net/publication/233456373_The_Influence_of_a_Hotel_Firm's_Quality_of_Service_and_Image_and_its_Effect_on_Tourism_Customer_Loyalty
16. https://www.researchgate.net/publication/315910233_Impact_of_hotel-restaurant_image_and_quality_of_physical-environment_service_and_food_on_satisfaction_and_intention
17. Hotel image and reputation on building customer loyalty: An empirical study in Macau, Ilvan KaWai Lai, *Journal of Hospitality and Tourism Management*, Volume 38, March 2019, Pages 111-121)
18. Hotel Attributes and Visual Image: A Comparison Between Website and User-Generated Photos, January 2015 DOI: 10.1007/978-3-319-14343-9_45, Francesca Negri, Vania Vigolo, University of Verona.
19. Customer's Expectations of Hospitality Services- A Study on Five Star Hotels in Hyderabad City, November 2013, DOI: 10.26524/jms.2013.54, Ganga Bhavani, J.A. Pawar, Amity University Dubai
20. Ali, F., Hussain, K. & Omar, R. (2014). An assessment of service experience, emotions and behavioral intentions in resort hotels. In V. Nair, K. Hussain, P. Mura, K. H. K. Hui & N.A. Ragavan, (Eds.), *Breaking Barriers – Shifting Gears Proceedings of the 12th APacCHRIE Conference 2014*. Kuala Lumpur, Malaysia: Taylors University.
21. Gonzalez, M. E. A., Comesana, L. R. & Brea, J. A. F. (2007). Assessing tourist behavioral intentions through perceived service quality and customer satisfaction. *Journal of Business Research*, 60(2), 153-160.
22. Jani, D. & Han, H. (2011). Investigating the key factors affecting behavioral intentions: Evidence from a full-service restaurant setting. *International Journal of Contemporary Hospitality Management*, 23(7), 1000-1018.
23. Ryu, K., Lee, H. & Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200–223.
24. Jani, D. & Han, H. (2011). Investigating the key factors affecting behavioral intentions: Evidence from a full-service restaurant setting. *International Journal of Contemporary Hospitality Management*, 23(7), 1000-1018.