



## Impact Of Service Quality on Customer Satisfaction in The Star Category Hotels of India

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### Abstract

*The five-star hotel sector has witnessed a surge in financial significance on a global scale. Managers in the service sector face significant risks, primarily associated with waste elimination, which results in decreased consumer satisfaction. This paper examines the justification for assessing service quality, product quality, and measurement systems in the restaurant industry this year. It aims to establish a comprehensive method for quantifying customer satisfaction across the entire hospitality industry. Three prevalent models used in the hospitality sector to evaluate consumer satisfaction are SERVQUAL, HOLSERV, and the accommodation quality index. Each strategy has been implemented in various ways, each with its own durability. Additionally, the paper explores the differences in consumer attitudes and perceptions of hospitality between African and American visitors, as well as between men and women. This necessitates more comprehensive research into utilities, hotel amenities, hospitality influences, and other factors affecting their choices. The study focuses on the service quality of five-star establishments in India. Over the past decade, revenue in the construction sector has become increasingly significant. Effective management of water quality deficiencies and satisfying customer demands are significant challenges that managers in the service sector must address. Numerous organizations in the hospitality industry have made efforts to determine the fundamental steps required to quantify consumer satisfaction and service quality.*

**Keywords** – Customer satisfaction, financial, quality of service, responsible.

## 1. INTRODUCTION

In the hotel industry, present-day businesses have been grappling with formidable competition for decades, and projections indicate that this challenge will continue to intensify in the decades to come (Abdullah & Othman, 2019). Undoubtedly, the hospitality sector is

preoccupied with how customers perceive the correspondence between the provided services and their expectations, as this constitutes the bedrock of repeat business (Anwar & Abdullah, 2021). In the modern era, the success or mere survival of the hospitality industry depends on how patrons perceive the services provided. Currently, the tourism and hospitality sectors hold significant importance since they serve as a critical revenue generator for the nation. A multitude of governmental bodies are endeavouring to entice travellers and visitors to their respective locales. This is undertaken with the anticipation that it will facilitate the growth and enhancement of the standard of living within their country (Gardi et al. 2020). Hotels are widely recognised as an essential element of the tourism industry. The reason for this is that hotels satisfy the most basic need of their clientele, which is to offer lodging (Prabhu et al. 2020). Moreover, hotel visitors are not limited to mere accommodation; they may also avail themselves of the hotels' extensive array of amenities, including but not limited to swimming pools, playgrounds, tennis courts, restaurants, saunas, bars, and more. Hotel personnel are an essential component of a company's success because they are the ones who deliver and coordinate services for visitors (Anwar & Shukur, 2015). For instance, should the hotel staff be unable to provide the anticipated level of service to patrons, this may result in a negative consequence and possibly discourage them from future visits to the establishment. On the contrary, if hotel staff members are competent in providing adequate levels of service to their customers, said customers can anticipate a favourable sojourn and potentially choose to revisit the establishment (Sultan et al. 2020). Therefore, hotel management must place a high priority on employee satisfaction (Abdullah & Othman, 2015).

The hospitality industry is widely acknowledged as a highly consequential and swiftly growing sector on a global scale. In this sector of the economy, hotel accommodations are sought after by individuals from around the globe. Hospitality encompasses the wants and needs of individuals who are not in their place of residence and are seeking a satisfactory experience in the interim regarding lodging, dining, and managed services (Walker, J. R., 2010). In regard to evolving customer habits, food quality, and guest preferences, hotel administrators are required to be proactive (Liana Victorino, 2005). The hotel industry is currently experiencing substantial transformations due to advancements in technology. Revenue-generating among the most vital departments of a hotel is the food and beverage division. The department is tasked with the responsibility of delivering exceptional service in order to fulfil the essential human need for sustenance and the enjoyment of consuming food and beverages, with the ultimate goal of attaining physiological and psychological contentment. An essential relationship exists between the menu and the customer via the food and beverage service. The service department is tasked with the responsibility of ensuring that patrons approaching the restaurants or lodging in the hotel are served food that is devoid of impurities. Attire for food and beverages is diverse at hotels with a star rating of three or higher. These consist of executive lounges, specialty restaurants, coffee stores, bars, banquet facilities, room service and other establishments of a similar nature. It is imperative that every establishment features a distinct menu and operates in a manner that is unique in comparison to the others. Furthermore, waiter service is offered at this establishment, (S. N. Bagchi, 2006). The satisfaction of clients and the calibre of service provided are critical elements that determine the success of any given organisation. Ensuring customer satisfaction necessitates the ability to identify and predict their demands, in addition to physically satisfying those requirements. At present, the hotel industry is confronted with a paramount challenge: retaining clients for an extended duration. Positive relationships possess the capacity to foster increased consumer commitment and increase the frequency of their patronage.

### **1.1 Growth of Hotel Industry in India**

The number of operational brand hotel segments in the Indian hotel industry was limited to seven to eight. Conversely, it is anticipated that forty discrete hotel brand markets will be present by the end of 2010. It showcases exceptional advancements through the redefinition of the current hospitality industry's structure and character. Extremely significant changes are anticipated to occur at both the macro and micro levels, and these changes are emerging as the most pressing issues facing the sector in the future years. National and international brands engage in intense competition, and the Indian hospitality service industry is undergoing substantial organisational and managerial transformations. Furthermore, the repercussions of the industry are being perceived across various corporate divisions of the organisation. Due to the entry of new branded properties, competition for talent is becoming increasingly intense. Presently, there is construction on an estimated 55,000 to 60,000 rooms, which is scarcely sufficient to satisfy 50% of the anticipated demand for 125,000 to 100,000 rooms over the next five years. At an average of 1.5 employees per room, 187,500 new positions in operational and management capacities are in demand. At present, prospective employees in the hospitality sector are not exclusively driven by monetary incentives. Instead, they meticulously assess the organisational culture and work environment of the hotel or company, alongside the prospects for professional development and skill enhancement. It is anticipated that a limited number of multinational corporations would maintain a more extensive presence in India compared to a number of domestic companies. Existing hotel developments in numerous cities of India are being undertaken by Indian hotel companies or international brands. According to estimates by Express Hotelier & Caterer for July 2008, the permitted category of the hospitality service sector in a city like Bangalore is going to be expanded by approximately 10,000 additional rooms. Constant competition exists between every hotel that is operational in Bangalore. It is anticipated that competition gets even more fierce by the conclusion of 2011, given the commencement of 39 additional initiatives (Express Hotelier & Caterer, July 2008). Each hotel group is ultimately responsible for determining how to increase customer satisfaction, which can result in the greatest number of repeat business, in order to sustain their market position. India has been identified by the World Tourism and Travel Council (WTTC) as having one of the world's most rapidly expanding visitor economies. The figures presented in this announcement are derived from the Indian tourism industry's contribution during the previous seven years. The industry has witnessed two significant developments: an expansion in the number of employed individuals from 21.9 billion to 25.6 billion, and a rise in the Gross Domestic Product (GDP) from 958.17 billion to 2190.24 billion. The augmentation of the Indian tourism sector has resulted in a surge in both the volume of visitors and the exchange of foreign currency. The WTTC projects that the Indian tourism sector is expected to grow at an annual rate of 8.8% over the course of the subsequent decade. Furthermore, India boasts the highest volume of visitors globally, and its objective for 2010 is to attract a grand total of 10 million tourists.

## 2. LITERATURE REVIEW

**Sekar, S., & Sudha, B. (2021)** explained the Service at five-star hotels in India, happiness, and psychology. Globally, the five-star hotel industry has expanded financially. Service managers face their greatest challenge in eliminating waste that diminishes consumer satisfaction. The rationale for assessing restaurant service, product quality, and measuring systems in the current year is delineated in this chapter. Diverse studies have attempted to quantify customer satisfaction in the hospitality industry from beginning to end. Future-generation leaders improved or established an entirely new precedent model. Serving as three prevalent consumer satisfaction models within the hospitality industry are the Accommodation Quality Index, SERVQUAL, and HOLSERV. The application of each technique's unique durability varies throughout the hospitality industry. Nonetheless, it

illustrates how client perceptions of hospitality vary among Africans, men, Americans, and women. Additional investigation into the impacts of utilities, hotel facilities, and hospitality is necessary for this. It affects the decisions they make. The inquiry assesses the service provided by five-star restaurants in India. The income of the construction industry has increased over the last decade. Service administrators are responsible for attending to both water quality concerns and client requirements. Methods and justifications for assessing brand loyalty and hospitality service. Numerous organisations have attempted to quantify client contentment and hospitality service from beginning to end. Students of the following generation created or established both precedents.

**Goeltom, et. al., (2020)** described the relationship between the value and quality of services provided by five-star hotels and guests' behavioural intentions, with consumer satisfaction serving as a mediator. The purpose of this research is to increase understanding of consumer decision making through the testing of a conceptual model that incorporates the relationship between the service value and quality of a hotel's offerings and customers' behavioural intentions via a mediator, namely customer satisfaction. The sampling technique involved individuals who had prior experience of lodging at five-star hotels. In this research, a sample size of 150 valid respondents was utilised. The data that had been gathered was analysed using the statistical software Partial Least Square (PLS). The primary discoveries of this study indicate that there is no statistically significant positive correlation between the value and quality of service provided by five-star hotels and the behavioural intention of consumers to remain. However, the mediation analysis reveals that customer satisfaction partially mediates the relationship between value and quality of service and the behavioural intention of consumers to remain. This indicates that consumer satisfaction mediates the relationship between service value quality and service value in this instance.

**Kakkar, P., & Kumar, A. (2020)** discussed The effect of the Covid-19 pandemic on consumer satisfaction in the Indian hotel industry as measured by service quality. Customer satisfaction is the preeminent metric that each industry considers when evaluating the product's success and establishing a foothold in the market. The level of customer satisfaction is correlated with the product's service performance. As the hospitality industry is predicated on service, it becomes even more critical to quantify levels of customer satisfaction and service quality. Inasmuch as customer satisfaction is directly correlated with service quality, the hospitality sector has been compelled to reconsider its service delivery standards in light of the COVID 19 outbreak. Consequently, in the midst of the COVID-19 pandemic, assess the effect of service quality on client satisfaction in the Indian hotel industry. In consideration of the numerous service quality parameters—tangibility, dependability, responsiveness, assurance, and empathy—a structured questionnaire was developed. The data was gathered from hotel industry patrons across the nation. For data analysis, descriptive analysis and a ranking system were utilised. The findings indicate that the significance attributed to different services provided by the hotel industry has shifted in the wake of the COVID-19 pandemic. Furthermore, patrons express contentment with the industry-wide implementation of the revised service standards. Additionally, a few suggestions put forth by consumers have the potential to increase overall customer satisfaction.

**Subha, N. (2020)** examined An empirical investigation into the relationship between service quality and consumer satisfaction in the hotel industry, focusing on three-star hotels in Coimbatore. In order to assess customer satisfaction and service quality within the hotel industry. Quality and customer satisfaction metrics are critical components in any organization's pursuit of increased productivity and satisfied customers. In order to assess the level of customer satisfaction and service quality in Coimbatore. Personal interviews are conducted in order to capture data using the prepared questionnaire. Sixty is the sample size.

Models exist for assessing consumer satisfaction and service quality in the hotel industry. However, for the purposes of this research, the three most widely used and comprehensive models—SERV, HOLSERV, and LODGING QUALITY INDEX—are selected for examination. It also provides disabled guests' feedback regarding the hotel's amenities. In order to collect the necessary statistical data, a single survey consisting of 24 questions was administered. Following data acquisition, the information was categorised and analysed using the appropriate tables and charts. Simple statistical tools, including the simple frequency method, chi-square, correlation, and regression methods, are employed when discussing data analysis.

**Poku, K., Zakari, M., & Soali, A. (2013)** discussed An empirical study in Ghana on hotel service quality and customer loyalty. The hotel industry advances Ghana. They must exceed consumer expectations by providing better service to gain customer loyalty, which is the foundation of any business. In Kumasi, Ghana's largest city, this study investigates customer loyalty and service quality at the Golden Tulip, Miklin, and Lizzie's hotels. The investigation included 50 guests and five staff from each hotel, chosen randomly. Surveys, interviews, and the SERVQUAL model showed that customer satisfaction depends on service quality that builds loyalty and value. The most loyal and satisfied guests are at Miklin Hotel, followed by Golden Tulip Hotel and Lizzie's Hotel. The Miklin, Golden Tulip, and Lizzie's Hotels' "empathy," "assurance," and "responsiveness" and "reliability" affected customer loyalty. This shows that consumer happiness and loyalty are linked. Hotels may not retain customers because "Tangibility" failed to please the least number of visitors and may seem repetitive in their pursuit of originality. Hotel classification should prioritise comprehensive service, value, and client loyalty over tangible factors.

**Table 1. Comparative table of following data-**

<b>Author &amp; Year</b>	<b>Result</b>	<b>Finding</b>
Sekar & Sudha, 2021	Discussed the use of models such as SERVQUAL, HOLSERV, and the accommodation quality index for evaluating customer satisfaction. Noted the disparity in attitudes and perceptions of hospitality among different demographic groups, emphasizing the need for further research on factors influencing customer choices. Focused on assessing the quality of service in India's five-star restaurants.	Highlighted the importance of assessing service quality and customer satisfaction in the five-star hotel sector in India.
Goeltom et al., 2020	Found that while service quality and service value did not directly influence behavioral intentions, customer satisfaction partially mediated these relationships. Conducted quantitative research using a questionnaire survey with 150 respondents who had stayed in five-star hotels. Utilized Partial Least Square (PLS) analysis to process the collected data.	Investigated the impact of service quality and service value on consumers' behavioural intentions in five-star hotels.

Kakkar & Kumar, 2020	Identified changes in the importance of various services offered by the hotel industry postCOVID19. Found that customers generally felt satisfied with the new service standards adopted by the industry. Conducted a structured questionnaire survey across various regions in India and used descriptive analysis and ranking systems to analyze the data.	Explored the impact of service quality on customer satisfaction in the Indian hotel industry during the COVID19 pandemic.
Subha, N. (2020)	Used SERVQUAL, HOLSERV, and LODGING QUALITY INDEX models Conducted questionnaire survey with personal interviews Analyzed data using simple statistical tools (Frequency method, chisquare, correlation, Regression)	Measure service quality and customer satisfaction in the hotel industry Provided insights into the perceptions of disabled people regarding hotel services Chose three popular models for analysis (SERVQUAL, HOLSERV, LODGING QUALITY INDEX) Used statistical tools for data analysis
Poku et al., (2013)	Utilized SERVQUAL model Survey questionnaire and interviews Sampled 50 customers and 5 staff members from each of three hotels (Golden Tulip, Miklin Hotel, Lizzie's Hotel) Analyzed data to understand impact of service quality on customer loyalty	Investigate how service quality impacts customer loyalty Found that customer satisfaction is primarily determined by service quality, regardless of hotel classification Recommended focusing on comprehensive service that provides value for money to enhance customer loyalty Highlighted the importance of providing value for money and comprehensive services to foster customer loyalty in the hotel industry

### 3. Research Methodology

The complex correlation that exists between hospitality service quality and consumer satisfaction in India's star-rated hotels. An all-encompassing research methodology is formulated to accomplish this goal; it comprises the subsequent essential elements:

#### 3.1. Research Design:

It employs a mixed-methods design, integrating qualitative and quantitative methodologies. By adopting this methodology, a comprehensive examination is possible, yielding more

profound understandings of the intricate interplay between service quality and consumer satisfaction within the hospitality sector.

### 3.2. Sampling Strategy:

The population being investigated consists of individuals who have recently completed or are presently residing at star category hotels located in different regions of India. The selection of participants is conducted using a purposive sampling technique, which guarantees the inclusion of individuals from various demographic backgrounds and travel preferences. Determining the sample size involves considering factors such as feasibility and statistical significance.

### 3.3. Data Collection:

Primary data is collected from hotel guests during their sojourn or in the immediate aftermath of their departure via structured surveys. The survey instrument has been purposefully developed to gather responses regarding various aspects of service quality, including tangibles, responsiveness, dependability, assurance, and empathy, in addition to overall levels of satisfaction. To obtain qualitative insights into the dynamics of customer interaction and service delivery processes, hotel management and staff participate in semi-structured interviews.

### 3.4. Data Analysis:

Statistical methods are applied to survey-collected quantitative data, such as regression modelling, correlation analysis, and descriptive statistics. The intensity and direction of the relationships between service quality factors and customer satisfaction outcomes are clarified by these analyses. Thematic analysis is employed to discern recurring patterns, themes, and narratives that are pertinent to the provision of services and the experiences of customers, from qualitative interview data.

## 4. Result and Analysis

### 4.1 Demographic Findings

The demographic structure of the sample was created by using the data obtained from survey. The percentage values of demographic shown as per the below table.

**Table 2: Demographic Analysis**

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
18-25	23	15.3%
26-35	37	24.7%
36-45	25	16.7%
46-55	35	23.3%
56 and above	30	20.0%
<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	66	44.0%
Female	84	56.0%
<b>Educational Qualification</b>	<b>Frequency</b>	<b>Percent</b>
High School	19	12.7%
Bachelor's Degree	34	22.7%
Master's Degree	52	34.7%
Ph.D. or above	45	30.0%
<b>Frequency of Stay</b>	<b>Frequency</b>	<b>Percent</b>
Never	33	22.0%
Rarely	31	20.7%
Occasionally	28	18.7%
Frequently	44	29.3%

Always	14	9.3%
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The demographic information for a sample population across multiple categories is presented in Table 2. With respect to the age distribution of the sample, the age groups of 26-35 and 46-55 comprise the largest proportions of respondents, accounting for 24.7% and 23.3% of the total, respectively. The gender distribution indicates that females comprise 56.0% and 44.0%, respectively, of the sample, which is a minor majority over males. In relation to educational attainment, the cohort comprising the largest proportion of participants (34.7%) possesses a master's degree. This is closely followed by individuals holding a Ph.D. or higher (30.0%). The response with the highest frequency of stay is "frequently," which was chosen by 29.3% of the respondents (22.0%). "Never" is the response that follows with that percentage. The results of this study offer valuable insights into the attributes and conduct of the population that was surveyed.

#### 4.2 Anova

The ANOVA test is not directly applicable to the hypothesis stated. ANOVA (Analysis of Variance) is typically used to compare means between two or more groups to determine if there are statistically significant differences. In the context of your hypothesis, which examines the relationship between service quality and customer satisfaction, the focus is on assessing the strength and direction of the relationship rather than comparing means across different groups. Therefore, ANOVA would not be directly relevant to this hypothesis. Instead, regression analysis or correlation analysis would be more appropriate for investigating the association between service quality and customer satisfaction, as they allow for examining the predictive power and directionality of this relationship.

**H1: There is no significant relationship between service quality and customer satisfaction in the star category hotels of India.**

**Table 3: Anova Test of the Relationship between Service Quality and Customer Satisfaction.**

ANOVA					
		df	Mean Square	F	Sig.
<b>ServiceQuality</b>	Between Groups	1	794.858	32.971	.000
	Within Groups	148	24.108		
	Total	149			
<b>CustomerSatisfaction</b>	Between Groups	1	690.219	42.452	.000
	Within Groups	148	16.259		
	Total	149			

The outcomes of an Analysis of Variance (ANOVA) pertaining to two variables—Customer Satisfaction and Service Quality are displayed in Table 3. The ANOVA indicates a statistically significant difference between groups about Service Quality, as supported by the high F-value of 32.971 and the extremely small p-value of 0.000. This indicates that random variation is improbable as the cause of the variation in service quality between groups. In the same way, the analysis of variance (ANOVA) for Customer Satisfaction reveals a statistically significant distinction among the groups, as evidenced by an F-value of 42.452 and a p-value of 0.000. This suggests that the discrepancy in Customer Satisfaction among groups is improbable to have resulted from stochastic variation. The within-group mean squares are comparatively small in both instances when compared to the between-group mean squares, providing additional evidence in favour of the notion that the observed differences are



substantial. In conclusion, the results mentioned above suggest that significant differences exist in terms of Service Quality and Customer Satisfaction among distinct cohorts; thus, further investigation is warranted to ascertain the fundamental factors contributing to these discrepancies.

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