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Faculty of Tourism and Business Logistics

Четврта Меѓународна Научна Конференција

Fourth International Scientific Conference

ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС ЛОГИСТИКАТА ВО 21 ВЕК

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY

ЗБОРНИК НА ТРУДОВИ

CONFERENCE PROCEEDINGS

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19 ноември 2021 г. / November 19, 2021

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Пленарна сесија
Социо-економски импликации на КОВИД-19: намалување на
разликите и справување со дистрибутивните влијанија во различни
сектори

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Претседавач на сесијата: Татјана Бошков, вон. професор и декан на Факултетот за туризам и бизнис логистика, Универзитет „Гоце Делчев" – Штип, РС Македонија.

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Модератори

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Прва сесија: Бизнис логистика и бизнис администрација
д-р Татјана Бошков, вон. професор и декан на Факултет за туризам и бизнис логистика, Универзитет „Гоце Делчев" – Штип, РС Македонија.

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Panel session
Socio-economic implications of COVID-19: reducing disparities and
addressing distributional impacts in different sectors

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Session chair: Tatjana Boshkov, Assoc.professor and Dean at Faculty of tourism and business logistics, ,,Goce Delcev University – Stip, N. Macedonia

Panelists
1. Gligor Bishev, University professor and Management Board Chairman, Sparkasse Bank, N. Macedonia
2. Zarko Radjenovic, PhD, Research Associate, Innovation Center, University of Nis, Serbia
3. Natasha Miteva, PhD, Vice-Dean for Education, Faculty of Tourism and Business Logistics, Goce Delcev University – Stip, N. Macedonia

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Moderators

</div>

First session: Business logistics and business administration
Tatjana Boshkov, PhD, Dean at Faculty of Tourism and Business Logistics, Goce Delcev University – Stip, N. Macedonia

Second session: Tourism, hospitality and gastronomy
Natasha Miteva, PhD, Vice-Dean for Education, Faculty of Tourism and Business Logistics, Goce Delcev University – Stip, N. Macedonia

УНИВЕРЗИТЕТ „ГОЦЕ ДЕЛЧЕВ“ - ШТИП

GOCE DELCEV UNIVERSITY OF STIP

ФАКУЛТЕТ ЗА ТУРИЗАМ И БИЗНИС ЛОГИСТИКА

FACULTY OF TOURISM AND BUSINESS LOGISTICS

ЧЕТВРТА МЕЃУНАРОДНА
НАУЧНА КОНФЕРЕНЦИЈА

FOURTH INTERNATIONAL
SCIENTIFIC CONFERENCE

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19 ноември, 2021, Штип / Shtip, November 19th, 2021

Содржина – Contents

SERVICE QUALITY MODELS IN HOSPITALITY INDUSTRY

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Abstract

This research paper aims at the establishment of applicable models for service quality measurement in hospitality industry. With the implementation of various measurement models and instruments for service quality measurement and determination, it contributes to the increase of customer satisfaction and loyalty strengthening. Measuring the service quality provides specific data which can be used for quality management, with which the hospitality industry will have the opportunity to monitor, control and maintain the service quality. Due to the multidimensional concept of service quality, several models for quality measurement have been identified.

Key words: measurement, satisfaction, loyalty, hotel, restaurant

1.   Introduction

Nowadays, measuring service quality and defining it is of great interest to researchers. Many of them make great efforts to determine and define it, as well as to evaluate it in the hospitality industry. Service quality can be monitored, measured, and improved with the application of an appropriate model for measurement. Measuring the service quality enables comparison of changes before and after, determining the location of quality related problems, and setting clear standards for service delivery [1, 2]. Furthermore, the assessment of service quality provides the necessary information to properly manage the service provided and the possibility to find out the degree of efficiency with which managers meet the requirements and needs of users in accordance with their perceptions. In addition, service quality measurement in hospitality can help identify and prioritize the needs, requirements, and expectations of customers. Researchers' interests for service quality leads to the development of different models of service quality. these models cover a wide range of activities in different service industries, and each presents a different view on the issue of service quality. Conceptual models of service quality can be very useful as they provide an overview of factors that have the potential to influence service quality and identify its deficiencies [3-5].

2. Models for service quality in hospitality industry
2.1 SERVQUAL – service quality model

Parasuraman et al. in 1988 Set the SERVQUAL scale to measure the quality of perceived service. The conceptual basis for the SERVQUAL scale has been proposed by several researchers who have examined the importance of service quality and by a comprehensive qualitative research study that defines service quality and the determinant by which users view and evaluate it [6], [7-9]. At the beginning every determinant included almost 10 attributes and every attribute was established in a form of a question and a statement. The difference between the quality of the perceived service and the expected service was determined with the use of Likert scale. The SERVQUAL scale with its 97 characters underwent two phases> data collection and purification. The previous 10 determinants were reworked into a total of five determinants, namely: trust (the ability to promised service accurately and safely), responsibility (wilingness to help customers and provide prompt service), security (knowledge and courtesy open please and their ability to deliver confidence), touch elements (appearance of physical

objects, written materials, stuff), and empathy (care, individual attention of the service provider to his service user) [10].

According to the literature research, SERVQUAL scale is used to assess the service quality in small organizations, ie. to measure the perceived quality of services by users in different service industries, some researchers use a modified SERVQUAL scale and have modified determinant to meet the research objectives and the specific industry in which the research is conducted. The assessment of service quality and SERVQUAL method has been applied in various studies for service quality in hospitality industry: fast food industries [11], restaurant industry [12], hotel industry [13], tourism industry [14].

2.2. LODGSERV – model for service quality

LODGSERV model is established in order to assess the service quality in hotel industry. Knutson et al. in 1990 designed this model based on the SERVQUAL model. To prove the results they use factor analysis, in order to purify the scope of the attributes in confirm the five determinants over the service. The concept of this model is based on the expectation of service users and was first used in 1989 through an interview conducted in a telephone conversation with 201 respondents over the age of 21 who stayed in a hotel or motel for at least three nights in the past year. LODGSERV model enable managers to make a comparison between the defined determinants, as well as to determine the overall assessment of service quality. By applying this model, everything can be achieved [15]:

- Segmenting the users into groups regarding their expectations based on the results obtained (for ex., high, medium, low). An insight into more effective targeted marketing can be gained with the analysis of every segment.

- Grouping whole region or area based on users' perception. The results will be comparable over time, making it easier for management to identify key factor that facilitate or hinder the delivery of high-quality service.

- Comparing the organization with its competitors for the service quality. The duel perception – expectation makes it easier to include issues of perception for competing organizations. Management will see where they are positioned and how to compete with the competitions. This will enable advertising and better sales.

2.3. SERVPERF – model for service quality

This model measures only the perception of the received quality, and not the expectations [16]. The authors studied the original method SERVQUAL with specific accent on: expectations, given service (perception), which named it SERVPERF (service performance), and importance (individual elements for the user) (pic 1).
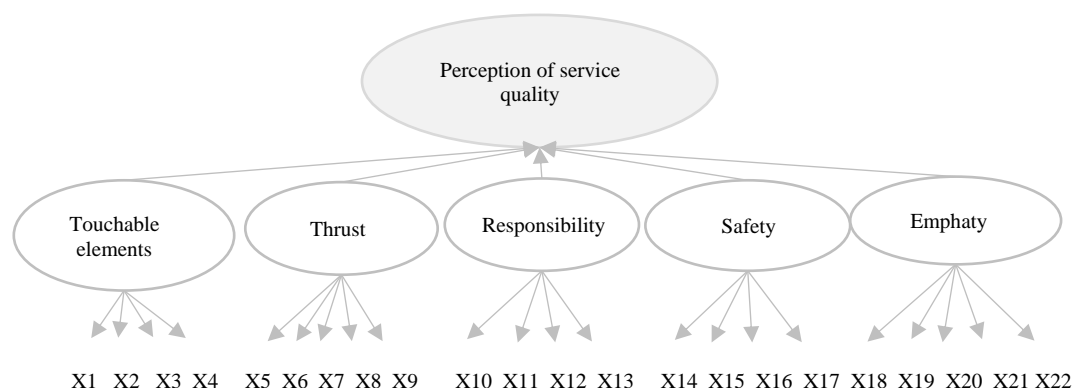
Picture no.1 Model of quality service concept SERVPERF

The model was conducted in four service organizations such as: bank, pest control company, dry cleaning, and fast-food restaurants. This model uses the SERVQUAL scale for measuring only the perception of service quality users. Furthermore, they argue that the quality of service is better

determined by perceptions of the actual service, rather than as the difference between perceived and expected quality. According to them the SERVPERF model is more efficient for measuring the service quality and is simpler for users because it has only 22 claims, not 44, 22 for perception and 22 for expectation, as in the original SERVQUAL method. The authors disagree with the definitions for service quality which is defined as the difference between users' expectations and perceptions, and they differ in the way they measure perceptions of such services. Andaleeb and Conway have adapted the SERVPERF scale for determining the service quality in the restaurant industry, Olorunniwo and its associates in the industrial production, Qin and associated in the fast-food industry, and Perez in public transport [17-23].

2.4 DINESERV – model for service quality
DINERSERV model was developed based on processed SERVQUAL method and purified LODGSERV method [24]. At the beginning, this model consisted of 40 attributes, but with the application of factor analysis they were reduced at 29.

The questionnaire was conducted on a random sample of people who said that they had eaten more than 6 times or more during the previous six months. Also, respondents were asked if and where did they eat last week. Depending on the type of restaurant visited, the respondents were asked about their expectation for the exclusive, classic, or fast-food meal. The five determinants were confirmed: touchable elements, trust, responsibility, safety, and empathy.

This model was conducted in the restaurants in China and the authors confirmed the difference in perception of service quality between the guests that visited the restaurants during lunch time or dinner time [25]. Moreover, there was a difference in the perception of service quality between regular visitors and newcomers. The instrument DINESERV is often used to measure service quality in restaurant industry: airport restaurants, exclusive restaurants, classic restaurants, and restaurants for fast food [21, 22, 26, 27].

2.5 DINESCAPE – model for service quality
According to this model, an important determinant which affects customer satisfaction is the physical environment, especially when the customer spend a long time in the restaurant and is a regular visitor, and uses the restaurant services primarily for hedonistic purposes (picture 2). This model explores the impact of the physical environment on service quality, and DINESCAPE scale is the one applied in an exclusive restaurant [28].

Based on quantitative analysis, the authors developed a scale of six factors such as: (1) interior aesthetic, (2) ambient, (3) lighting, (4) cutlery, (5) schedule, and (6) social factor. A Likert scale of seven values was applied, and the obtained results were processed and confirmed by exploratory and confirmatory factor analysis. Initially, this scale counted 34 attributes distributed in six determinants, but after a refinement, 21 attributes were retained. The positive impact of the physical environment (interior, atmosphere) on customer satisfaction has been confirmed in several studies [24, 29-31].
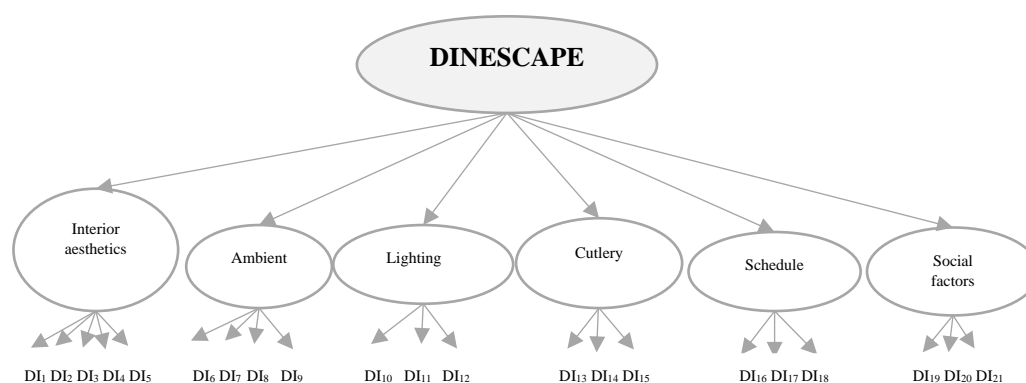
Picture.2 Model for service quality DINESCAPE

2.6 Markovic, Raspor and Shegaric model for service quality

Markovic and its associates in their model determined the model of service quality in restaurants. The objectives of this research were: assessing the expectations and perceptions of users, determining the difference between perceived and expected quality of services, identifying the number of dimensions of the scale of expectations and perceptions in the modified DINERSERV model and testing the reliability of the applied DINESERV model. Empirical research was conducted using primary data, and the level of expected and perceived quality of service was measured based on 35 attributes in the restaurant using a Likert scale of seven values. There were 156 questionnaires processed, and the obtained results were analysed by descriptive, bivariate and multivariant statistic techniques (research factor analysis and reliability analysis). The empirical results show that expectation results are higher that the perception results, which further showed low level of service quality. They identified seven factors that best explain the expectations of the customers and two factors that best explain the perceptions of the customers, regarding the service quality of the restaurant. The researchers pointed out that the ability to deliver high quality service will ensure long-term financial sustainability and sustainable business success [32].

2.7 CFFRSERV – model of service quality

CFFRSERV model researches the perception of customers of service quality in restaurants for fast food and their satisfaction from service quality [33].The authors use modified DINESERV scale, and for the data collection and processing quantitative and qualitative research approaches. Qualitative data collection consisted of a face-to-face interview and group discussion. The questionnaire was developed using three sources: interview answers, a restaurant survey, and existing literature. For the analysis 205 completed questionnaires were used. The authors created a new measurement scale CFFRSERV (Chinese Fast Food Restaurants Service Quality Scale, which contained 26 attributes arranged in 6 dimensions: safety and empathy, food quality, purity, responsibility, trust, and tactile elements (picture 3).

The results of this research showed that the six dimensions have positive impact on satisfaction of service quality, with exception of the "trust" dimension. The results showed that the food quality has highest standardized coefficient, meaning that the factor food quality is the best indicator with highest contribution the service quality. Food quality, in addition to being the most important dimension of service quality, was also the most important indicator for customer satisfaction. The findings provided a useful tool for improvement of the service quality in Chinese fast-food restaurants [20, 22, 33, 34].
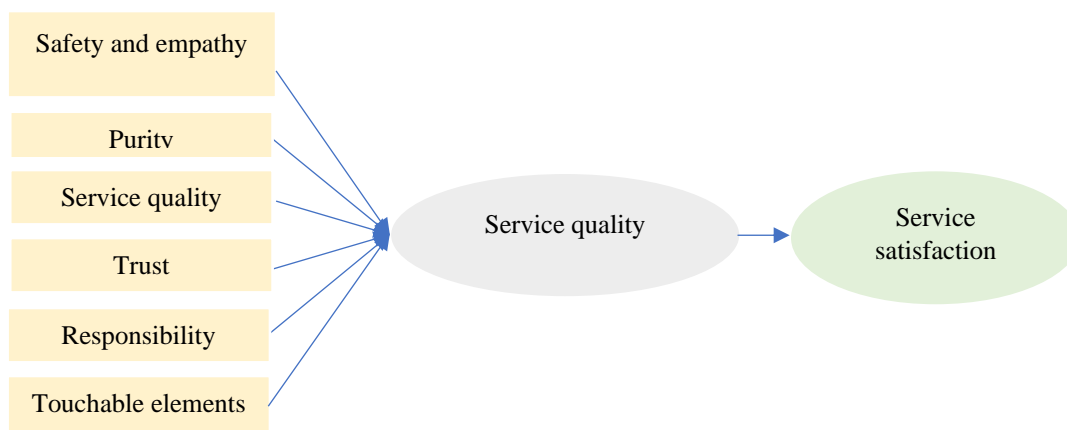
Picture. 3 CFFRSERV – model for service quality

2.8 Model of service quality by Olise, M., Okoli, M., and Ekeke, J.
The findings of most studies have shown different results and due to those differences, it is still not clear what are the factors that clearly influence the behavior of customers towards the support of fast-food restaurants. Therefore, to overpass this gap, the authors of this research define the factors which influence the behavior of customers towards the support of fast-food restaurants (picture 4). The obtained data was analyzed with descriptive analysis and linear regression. The results showed that service quality, quality of the atmosphere, environment, demographic characteristics, and modernity are important factors that influence customers' behavior in support of fast-food restaurants [35].
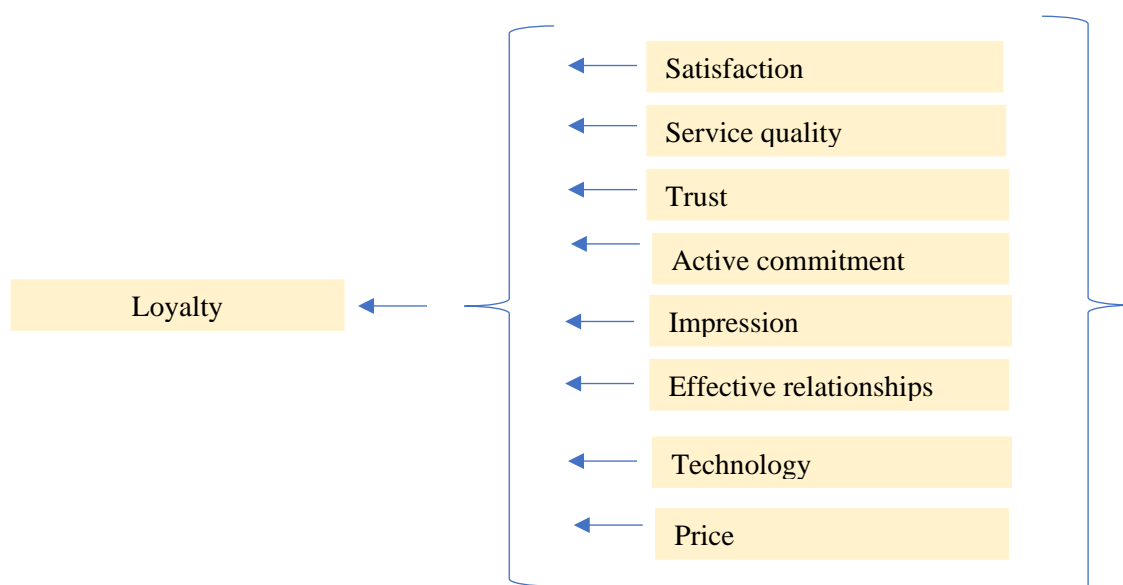
Picture. 4 Model for service quality by Olise, M., Okoli, M., and Ekeke, J.

Conclusion

Regarding literature review, the findings of this research for service quality show different results among researchers in means of content and number of determinants for service quality, which further impact the satisfaction and loyalty of customers in certain service industry. Moreover, it points out the importance of thorough exploratory research in order to develop an instrument for service quality measurement in relation to cultural and socio-economic conditions in developing countries. To understand the genesis of service quality and possible quality deficiencies, it is necessary to explore the concept and conceptual model for evaluation of the service quality in certain industry and region, and its relationship with customer satisfaction and loyalty. In general, when researching the service quality, the satisfaction and loyalty of the users of service should be considered that its necessary to make certain adjustments or modifications to the above described and existing models in relation to the context of the research or to create custom models. The modification of the models is necessary also due to the specifics of different types of service activity, as well as the specifics of the environment of the country in which the research is conducted. As for the hospitality industry, modification is also needed regarding the type of hospitality facility, given their different types of service. Previous research attempts to standardize service quality determinants, did not provide results. The research should be focused on discovering unique determinants of perceived service quality in different sectors and finding regularities between sectors of a similar type [36]. The service quality measurement must be done often and in a timely manner to determine the level of quality of the services provided by the hospitality facility, in order to increase the customer satisfaction as well as to keep their attendance in it [1, 10, 37].

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