

## The assessment of perceived service quality dimensions of hotel industry in Bangladesh

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### ABSTRACT

#### Keywords:

Service Quality (SQ), Customer Expectation, Customer Perception, SERVQUAL model, Hotel, Bangladesh (BNG).

This research aims to identify the gaps between customer expectation and customer perception on service quality of the hotel industry in Bangladesh based on five dimensions of service quality, namely "reliability, responsiveness, assurance, empathy, and tangibles". This study surveyed 300 respondents from different tourist spots of Cox's Bazar and Saint Martin based on self-administered "modified SERVQUAL questionnaire". Data were analysed using "mean, reliability test, independent sample t-test and one-way ANOVA test and single analysis of variance (ANOVA)" via SPSS version 22. The study adopts a different statistical test based on the primary data. Results indicated that tourists' perceptions failed to light their demand on the service quality of hotel sectors in Bangladesh. Results also show that tourists' expectations and perceptions in the case of tangibles and empathy dimensions are not significant in an independent sample t-test based on Gender and nationality respectively. However, in one-way ANOVA t-tests based on age, educational background and occupation; there is a significant difference between customer expectations and perception in the case of only two dimensions, which is reliability and empathy. The outcomes are anticipated to provide necessary guidelines to the service entrepreneurs for boosting the customer satisfaction level by identifying the gaps of the hotel industry in Bangladesh.

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### 1. Introduction

Service quality (SQ) becomes an important issue in today's business sectors. Service entrepreneurs are emphasizing heavily on this topic to attract their existing and potential customers. Without providing better service, achieving customer loyalty will be difficult (Hassan et al., 2019). Considering the issues, this study has been underscored to analyse the critical fact of service quality in the academic and corporate arena. Though there is a lot of research, it has been conducted on SQ but quality-related issues have not found more within the service settings context especially held in Bangladesh. Modern business is

now entirely depending on better service, so service quality has become an integral parting of the market. It is considered for attracting and satisfying clients. Today's service entrepreneurs are focusing now on how to deliver efficient service to retain their customers. Researchers are trying for a long time how to apply theory and methods in the service industry which we can say hospitality industry. Bojanic and Rosen (1994), for instance, tested the "SERVQUAL framework" in the restaurant industry, whilst the same model was applied by Saleh and Ryan (1991) in the lodging industry. Some other researchers like Knutson and colleagues have also tried to establish a scale for

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#### Research Paper

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identifying the quality of lodging facilities (Knutson et al., 1992; Patton et al., 1994). Similarly, Getty and Thompson (1994) suggested a scale to quantify for the above sectors. Along with these research efforts, Barsky (1992) and Barsky and Labagh (1992) have attempted to present a customer satisfaction research framework, called "the expectancy-disconfirmation model", into both the hotel and restaurant industry. This research attempts to identify the gaps between customer expectation and customer perception on SQ of the hotel industry in Bangladesh based on five dimensions, namely-"reliability, responsiveness, assurance, empathy and tangibles" where we have applied SERVQUAL model. Many researchers from Bangladesh and abroad used this model for different purposes. Some of them have measured the level of customer satisfaction, some of them have worked on identifying the relationship between SQ and customer satisfaction. In such context, this research especially concentrated on gap analysis. This is also the original value of this research.

## 2. Literature Review

The battle for customer satisfaction (CS) through SQ in the hospitality industry has been increased remarkably. This is happening because of customer retention through satisfaction and service quality became important issue in the hospitality industry. Nowadays, most of the lodging firms applied corporate-wide quality development programs to improve customer retention and service offering (Jeong and Oh, 1998). The researcher argued that customer loyalty and satisfaction level is significantly affected by SQ (Zaibaf et al., 2013; Donnelly et al., 2006). Quality service facilitates increased profitability, improved performance, and decreased cost which ultimately satisfies the customer and leads to positive favorable word of mouth (Seth et al., 2005; Buttle, 1995). Marketers started to formulate and consider tactics to measure and control service quality. Tourism and hospitality service providers consider these issues important due to the following justifications: tourism and hotel service, as intangible in nature, not possible to assess before consumption (Lewis and Chambers, 2000); many tourism and hospitality service offerings are considered as more risk consumptions (Lewis and Chambers, 2000); tourism and hospitality offerings are both perishable and seasonal, increasing pressure levels for service providers (Rao and Singhapakdi, 1997); the tourism and hospitality sector is highly competitive, signifying that the upper-level quality

services can deliver vital competitive advantages for them who adopt early (Zaibaf et al., 2013).

Quality means that consumers search for an offer that will meet their demand (Solomon, 2009). Quality is defined as the characteristics and totality of features of a service or services that bear on its ability for satisfying stated or implied needs (Kotler et al., 2002). Recently, many researchers have worked on SQ in the hotel industry (e.g. Juwaheer, 2004; Ekinici et al., 2003; Tsang and Qu, 2000; Mei et al., 1999). The effects of these papers have created several influences in these sectors. At the same time, these studies have proved that no hotel tin do better business without ensuring quality and resort hotels, motels, airport hotels, and convention hotels, should be established for attracting the local and foreign tourists that hotels must have different distinguishing features. Studies observed that some of the important dimensions were dissimilar from the five characteristics in a hotel setting, designated by the original SERVQUAL researchers. Akan (1995) prepared a "questionnaire adapted from the SERVQUAL instrument and investigated the application of the SERVQUAL instrument in an international environment". Mei, Dean and White (1999) examined the dimensions of the hotel industry for Australia. They used the "SERVQUAL instrument as a foundation and developed a new scale called Holserv scale, a new instrument to measure service quality in the hotel industry". Saleh and Ryan (1992) shepherded a study on the hotel industry and identified five dimensions of SQ. However, they were established "conviviality, tangibles, reassurance, avoid sarcasm and empathy", and they deviated from those in the SERVQUAL instrument. Oberoi and Hales (1990) established a scale to measure SQ in a conference on hotels in the UK. According to this study, the perception of service quality was two classes, and consisted of "tangibles and intangibles". Webster and Hung (1994) developed a questionnaire for measuring SQ in the hotel industry based on the SERVQUAL instrument.

### Measuring Service Quality Gaps

Lewis and Booms (1983) have compared the term between perception and expectation. From the perspective of business, service quality is considered as an added value of customer service. Service is defined as "any intangible act or performance that one party offers to another that does not result in the ownership of anything" (Kotler and Keller, 2009, p.789). Quality of service is the prime element, which we can distinguish

service products. Tourists' perceptions differ from person to person due to different values and beliefs for measuring service quality. (Edvardsson, 1996). By measuring the differences between expectations and perceptions of perceived quality, it will be possible to find the level of satisfaction (Mazumder and Hasan, 2014). This idea was recommended by Parasuraman, Zeithaml, and Berry (1985), which applied the "expectancy– disconfirmation theory".

- The five key differences that affect customer evaluations of service quality can be:
- The first was the gap between customer expectations and management's perceptions of those expectations.
- The second was the gap between management's perception of what the customer wants and specifications of service quality.
- The third was the gap between service quality specifications and the delivery of the service.
- The fourth was the gap between service delivery and what the company promises to the customer through external communication.
- The fifth was the gap between customers' service expectations and their perceptions of service performance.

Later to the gap model, Parasuraman, Zeithaml and Berry (1985) designed the "SERVQUAL instrument to identify and measure the gaps between customers' expectations and perceptions of service quality". Parasuraman, Zeithaml and Berry (1985) defined "service quality in 10 major dimensions that consumers use in forming expectations about, and perceptions of, services and in later research". Parasuraman, Zeithaml and Berry (1988) revised and defined the service quality into five dimensions — "reliability, responsiveness, assurance, empathy, and tangibles".

Parasuraman, Berry and Zeithaml (1990) established five service quality dimensions which are: first, "TANGIBLES-physical facilities, equipment, and appearance of personnel". Second, "RESPONSIVENESS- willingness to help customers and provide prompt service". Third, "ASSURANCE- knowledge and courtesy of employees and their ability to convey trust and confidence". Fourth, "EMPATHY-the degree of caring, individualized attention the hotel provides its guests". Finally, "RELIABILITY-the degree to which the promised service is performed dependably and accurately".

The above dimensions proposed "service quality as the gap between customer's expectations (E) and

their perception of the service provider's performance (P), hence, the service quality scores (Q) can be measured by subtracting the customer's perception score from the customer's expectations score which can be denoted by the following equation:  $Q = (P - E)$ ". Many studies of service quality popularly use the SERVQUAL. This model has been designed to be relevant across a broad range of services. SERVQUAL has obliged as the basis for assessing service quality in some contexts, comprising (i.e. "retail apparel specialty stores" (Bishop and Hathcote, 1994), "hospital service" (Jessica et al., 2003).

### **3. Research Methods**

An investigative study was administered for this study. After careful review of the literature a closed-ended and self-administered "modified SERVQUAL questionnaire" was designed to examine the gaps between the "expectations and the perceptions" of hotels' borders of Bangladesh. A 5-point Likert scale ranging from 1 for strongly disagree and 5 for strongly agree questionnaire was presented, which comprised three sections. The first section measures the tourists' expectations consisting of 22 items regarding SQ in the hotel sectors in Bangladesh by employing the "modified SERVQUAL dimensions". The second section ascertains the tourist' perceptions of SQ whilst the next section relates to the respondents' demographic characteristics. In order to accomplish the objective of this study data were 300 sample sizes were collected from the world's lengthiest sea beach Cox's Bazar and Saint Martin Island which are very famous places in Bangladesh. For determining the sample size, the "rule of thumb is larger than 30 and less than 500" (Roscoe, 1975; Sekaran and Bougie, 2010). Three hundred (300) questionnaires were distributed to the hotels' guests by using a convenience sampling technique. The guests who checked-out from the hotel and about to leave were asked in the survey. Questionnaires were handed to the ones who were ready to fill in the surveys. Data were analysed according to "mean, reliability analysis, independent samples t-tests and single analysis of variance (ANOVA)" via SPSS version 22. A relative analysis between expectations and perceptions based on demographic variables by using "independent samples t-tests and single ANOVA".

### **4. Analysis and Findings**

#### Demographic profile of the respondents

The demographic profile included Gender, age, income level, occupation, marital status, and nationality. According to table 1, the socio-

**Table 1:** Demographic characteristics of the respondents

Variables	Frequency	%
<b>Gender</b>		
Male	228	76
Female	72	24
<b>Age</b>		
Up to 25	120	40
26 – 40	117	39
41-55	48	16
56 and above	15	5
<b>Occupation</b>		
Business	78	26
Service holders	60	20
Teacher	27	9
Doctor	6	2
Student	114	38
Government Officers	12	4
<b>Other</b>	3	1
<b>Respondents Travelling With</b>		
Family	123	41
Friends	144	48
Colleagues	33	11
<b>Marital Status</b>		
Single	196	65.3
Married	104	34.7
<b>Education Level</b>		
Higher secondary	75	25
Graduate	114	58
Postgraduate	51	17
<b>Nationality</b>		
Bangladeshi	270	90
International	30	10
<b>Income (Per Month)</b>		
Up to TK 30,000	156	52
TK 31,001 – TK 50,000	60	20
TK 50,001 – TK 80,000	24	8
TK 80,001 and above	60	20

Source: Primary data

demographic profile of the respondents indicates that 76% of the respondents are male whilst 24% are female. This study includes 40% respondent's age group below 25 years, 39% respondent's age group 25 to 40 years, 16% respondent's age was 41-55 years and the smallest age group was 56 and above year's group which represents only 5%. The results also revealed that 58% of the respondents obtained a bachelor's degree whilst 25% have higher secondary education and 17% have postgraduate. The findings also show that the highest number of tourists' (52%) income level below less than TK 30000. The lowest income level of the respondents was TK 50001-80000 which represents only 8 percent. From the table, it illustrates that most of the respondents were Bangladeshi and their percentage is 90. Only 30 respondents were chosen from international, and they represent only 10%. From the data, it was

shown (38%) respondent's occupation was engaged in studies. The second highest occupation level was business which is 26 percent, 20 percent of the respondents were involved in service holders, and 9 percent of the respondents were a teacher, rest of them are very negligible, and they are doctors, government officers and others which represent 6, 12 and 3 percent.

Reliability analysis

Reliability is analysed to examine the competence of internal consistency. Reliability refers to the extent to which measurements of the particular test are repeatable (Drost, 2011). Hair, Black, Babin and Anderson (2010) assured that reliability is an "assessment of the degree of uniformity between multiple measurements of variables". The most widespread method of reliability is internal consistency or Cronbach's alpha. It represents the degree of different items that are uniform in evaluating the same underlying construct (Cooper and Schindler, 2006). In this study, Cronbach's alpha was used to test the internal consistency of 22 items for all dimensions, which are: reliability, responsiveness, assurance, empathy, and tangibles. The values of Cronbach's alpha lie between 0 to 1. It is commonly known that values of 0.70 or higher indicate good reliability (Sekaran and Bougie, 2010).

**Table 2:** Cronbach's Alpha for individual dimensions

Constructs	Number of Items	Cronbach's Alpha( $\alpha$ ) (Expectations)	Cronbach's Alpha( $\alpha$ ) (Perceptions)
Reliability	5	.788	.854
Responsiveness	4	.831	.866
Assurance	3	.780	.841
Empathy	5	.771	.843
Tangibility	5	.786	.847

Source: Primary data

From the above table, it shows that all values of Cronbach's alpha exceed 0.70 for all the dimensions. This indicates all the statements in the analysis are reliable.

**Table 3:** Mean difference between Customer Expectation and Customer Perception

Items	Mean (Expectations)	Mean (Perceptions)	Gap (P-E)
<b>Reliability</b>			
"When A Smart hotel promises to do something by a certain time, it should do so.	4.49	3.7	-0.79
When I have a problem, A Smart hotel should show a sincere interest in solving it.	4.41	3.56	-0.85
A Smart Hotel should perform the service right the first time	4.59	3.4567	-1.133
A Smart Hotel should provide its services at the time it promises to do so	4.29	3.4567	-0.833
A Smart Hotel should keep its record accurately	4.35	3.4867	-0.863
Average Reliability	4.426	3.532	-0.894
<b>Responsiveness</b>			
Employees in a hotel should give me quick service	4.7	3.5933	-1.107
Employees in a hotel should be willing to help me	4.54	3.6967	-0.843
Employees in a hotel should be never too busy to respond to my request.	4.41	3.73	-0.68
Employees in a hotel should inform customers exactly when services will be performed	4.5	3.57	-0.93
Average Responsiveness	4.537	3.647	-0.89
<b>Assurance</b>			
The behavior of employees in A Smart Hotel should instill confidence in me	4.29	3.4667	-0.823
I should feel safe in my transactions with a Hotel	4.67	4.04	-0.63
Employees in a hotel should be consistently courteous with me	4.66	3.9033	-0.757
Employees in a Smart hotel should have the knowledge to answer my question.	4.69	3.82	-0.87
Average Assurance	4.577	3.807	-0.769
<b>Empathy</b>			
A Smart Hotel should give me individual attention	4.43	3.77	-0.663
A Smart Hotel should have employees who should give me individual attention.	4.34	3.6767	-0.667
A Smart Hotel has my best interests at heart.	4.1333	3.5533	-0.58
Employees of A Smart Hotel should understand my specific needs.	4.54	3.5767	-0.963
Hotels should have convenient operating business hours.	4.88	3.57	-1.31
Average Empathy	4.465	3.629	-0.835
<b>Tangibility</b>			
A Smart Hotel should have modern-looking equipment	4.69	3.8633	-0.827
A Smart hotel's physical facilities should be visually appealing.	4.59	3.6067	-0.983
Smart hotel's employees should be neat and clean.	4.88	3.7133	-1.167
Materials associated with the service (such as forms, bills, seating arrangement) should be visually appealing at the hotel".	4.67	3.7	-0.97
Average Tangibility	4.707	3.72	-0.987
Overall	4.534	3.659	-0.874

Source: Authors Computation

Table 3 exposed that the difference between perception and expectation for all items of service quality was negative. This negative score indicates that tourists' expectation was higher than their perception. It is also revealed that the difference between the average score of expectation and perception is (-0.894). Hence the average score of expectation is 4.426 and an average score of perception is 3.532. Moreover, it shows that a clear gap between the perception and expectation of hotel service quality under the responsiveness dimension where the mean score of expectation and perception are 4.53 and 3.647 respectively and the average gap is -0.89. Under the assurance dimension, it is seen that there is a gap between customer expectation and customer perception. It reveals that the difference between the mean score of expectation and perception is (-0.769). Hence the mean score of expectation is 4.577 and the mean score of perception is 3.807. Furthermore, it shows that the mean gap between the expectation and perception of hotel services concerning empathy dimension is (-0.835) whilst the mean score of expectation and perception are 4.465 and 3.629. Finally, from the above data, it shows that there is a gap (-0.97) between the expectation and perception of hotel services for the tangibles dimension. Regarding expectation, the highest mean was found 4.88 in the tangibles dimension, and the item is "a smart hotel's employees should be neat and clean," and the lowest mean was found in perception level is 3.46 in the assurance dimension. Considering all five dimensions from the above table, it indicates that the highest gap between expectation and perception was found on tangibles (-0.97) dimension and the lowest gap were found on assurance dimension. The overall mean score of expectation and perception is 4.534 and 3.659 respectively, and the mean gap is -0.874.

**Table 4:** Independent sample t tests

Independent sample t test based on Gender for Customer Perception							
Items	Gender	N	Mean	Equality of Variances (Levene's Test)		Perception	
				F value	Significant	t value	Significance
Reliability	Male	228	3.5605	1.785	.183	1.637	.103
	Female	72	3.4417			1.712	.089
Responsiveness	Male	228	3.6930	2.717	.100	2.824	.005
	Female	72	3.5035			2.564	.012
Assurance	Male	228	3.8476	4.906	.028	2.409	.017
	Female	72	3.6806			2.182	.031
Empathy	Male	228	3.7281	11.834	.001	5.487	.000
	Female	72	3.3167			4.779	.000
Tangibles	Male	228	3.7193	7.139	.008	-.074	.941
	Female	72	3.7257			-.066	.947
Independent sample t test based on Gender for Customer Expectation							
Items	Gender	N	Mean	Equality of Variances (Levene's Test)		Expectation	
				F value	Significant	T value	Significance
Reliability	Male	228	4.4763	10.672	.001	3.820	.000
	Female	72	4.2667			3.359	.001
Responsiveness	Male	228	4.5680	3.758	.053	2.979	.003
	Female	72	4.4410			2.673	.009
Assurance	Male	228	4.6075	7.997	.005	2.547	.011
	Female	72	4.4826			2.411	.018
Empathy	Male	228	4.5526	5.491	.020	7.105	.000
	Female	72	4.1917			6.269	.000
Tangibles	Male	228	4.7083	3.373	.067	.068	.946
	Female	72	4.7049			.064	.949
Average Male =4.58, Female =4.42							
Independent sample t-test based on Nationality for Customer Expectation							
Items	Nationality	N	Mean	Equality of Variances (Levene's Test)		Expectation	
				F- value	Significant	T- value	Significance
Reliability	Bangladeshi	270	4.3822	36.074	.000	-	.000
	International	30	4.8200			9.118	.000
Responsiveness	Bangladeshi	270	4.5287	6.969	.009	1.433	.153
	International	30	4.6167			2.074	.044
Assurance	Bangladeshi	270	4.5583	16.615	.000	2.752	.006
	International	30	4.7500			3.927	.000
Empathy	Bangladeshi	270	4.4622	5.106	.025	-.483	.629
	International	30	4.5000			-.650	.519
Tangibles	Bangladeshi	270	4.6843	22.781	.000	-	.001
	International	30	4.9167			6.784	.000

Source: Authors Computation

**Table 5:** Independent sample t-test based on Nationality for Customer Perception

Items	Nationality	n	Mean	Equality of Variances (Levene's Test)		Perception	
				F value	Significant	t value	Significance
Reliability	Bangladeshi	270	3.5452	28.885	.000	.204	.103
	International	30	3.4133			.002	.089
Responsiveness	Bangladeshi	270	3.6861	14.461	.000	.000	.005
	International	30	3.3000			.000	.012
Assurance	Bangladeshi	270	3.8611	15.955	.000	.000	.017
	International	30	3.3250			.000	.031
Empathy	Bangladeshi	270	3.6089	12.450	.000	.067	.000
	International	30	3.8133			.001	.000
Tangibles	Bangladeshi	270	3.7583	5.340	.022	.002	.941
	International	30	3.3833			.947	.947
Average Bangladeshi=3.69, International =3.44							

Source: Authors Computation

**Table 6:** One –way ANOVA tests based on Age groups

Items	Age Group	N	Mean	Expectation		Mean	Perception	
				F- value	P- Value		F - value	P - Value
Reliability	Below 25	120	4.2650	14.501	.000	3.3383	13.541	.000
	26-40	117	4.4718			3.6205		
	41-55	48	4.6750			3.8458		
	56>	15	4.5600			3.3867		
Responsiveness	Below 25	120	4.4938	1.518	.210	3.6604	.349	.790
	26-40	117	4.5513			3.6154		
	41-55	48	4.5938			3.6979		
	56>	15	4.6000			3.6333		
Assurance	Below 25	120	4.5063	2.898	.035	3.7896	.654	.581
	26-40	117	4.6090			3.8419		
	41-55	48	4.6406			3.7396		
	56>	15	4.7000			3.9000		
Empathy	Below 25	120	4.3833	3.154	.025	3.4817	4.965	.002
	26-40	117	4.5060			3.6991		
	41-55	48	4.5292			3.8125		
	56>	15	4.6133			3.6800		
Tangibles	Below 25	120	4.6813	2.471	.062	3.6479	1.393	.245
	26-40	117	4.6923			3.7585		
	41-55	48	4.7344			3.8438		
	56>	15	4.9500			3.6167		

Source: Authors Computation

**Table 7:** One –way ANOVA tests based on educational background

Items	Education Levels	N	Mean	Expectation		Mean	Perception	
				F value	Sig.		F value	Significance
Reliability	Higher secondary	120	4.2080	19.514	.000	3.5013	3.107	.046
	Graduate	117	4.4586			3.4954		
	Postgraduate	48	4.6353			3.7020		
Responsiveness	Higher secondary	75	4.4500	4.292	.015	3.5833	.951	.388
	Graduate	174	4.5776			3.6595		
	Postgraduate	51	4.5294			3.7010		
Assurance	Higher secondary	75	4.3600	22.570	.000	3.6467	5.472	.005
	Graduate	174	4.6767			3.8793		
	Postgraduate	51	4.5588			3.7990		
Empathy	Higher secondary	75	4.3013	9.256	.000	3.4240	7.420	.001
	Graduate	174	4.5057			3.6701		
	Postgraduate	51	4.5725			3.7922		
Tangibles	Higher secondary	75	4.5000	17.041	.000	3.5033	6.216	.002
	Graduate	174	4.7716			3.8075		
	Postgraduate	51	4.7941			3.7451		

Source: Authors Computation

Independent sample t-test on hotel service quality

This test was used to pinpoint the comparison between customer expectation and perceptions on service quality of hotel sectors in Bangladesh based on gender and nationality (see Table 4 and Table 5). According to the result of this test, there is very little meaningful difference between males and females. The low mean difference is also observed between Bangladeshi and international tourists. However, in both cases, only the service qualities dimension 'tangibles' is not a significant difference according to gender. However, table 5 clarifies that three-dimension are significant differences between Bangladeshi and international respondents, namely, reliability, assurance, and tangibles in expectation levels. Which measures that international tourists have more expectation on reliability ( $\mu = 4.8200$ ), assurance ( $\mu = 4.7500$ ), and tangibles ( $\mu = 4.9167$ ), compared to Bangladeshi tourists. Similarly, both Bangladeshi and international respondents have significant differences in service quality perceptions, namely, responsiveness, assurance, and empathy. P values of Leven's test for equality of variances in case of independent sample t-test (see Table 4 and Table 5) are lower than 0.05 except in reliability. Thus, it can be concluded that there is a significant difference in the service quality gap between expectation and perceptions regarding the responsiveness, assurance, empathy and tangibility dimension. ANOVA test on age, education, and occupation single ANOVA test have also been applied to three different age groups

**Table 8:** One –way ANOVA tests based on occupation

Items	Occupations	N	Mean	Expectation		Mean	Perception	
				F value	Significance		F value	Significance
Reliability	Business	78	4.4846	10.224	.000	3.8026	9.016	.000
	Service holders	60	4.6700			3.5800		
	Teacher	27	4.4667			3.4889		
	Doctor	6	3.9000			2.6667		
	Student	114	4.2737			3.3684		
	Government officer	12	4.5500			3.6000		
	Others	3	4.0000			3.6000		
Responsiveness	Business	78	4.6250	4.739	.000	3.6955	2.441	.026
	Service holders	60	4.6125			3.5875		
	Teacher	27	4.5278			3.7500		
	Doctor	6	4.1250			3.0417		
	Student	114	4.4803			3.6338		
	Government officer	12	4.4375			3.8750		
	Others	3	4.2500			3.5000		
Assurance	Business	78	4.5865	2.597	.018	3.8333	4.819	.000
	Service holders	60	4.6125			3.7500		
	Teacher	27	4.6944			4.0000		
	Doctor	6	4.3750			3.3333		
	Student	114	4.5066			3.7346		
	Government officer	12	4.8125			4.3750		
	Others	3	4.7500			4.0000		
Empathy	Business	78	4.4769	4.768	.000	3.8128	3.750	.001
	Service holders	60	4.5533			3.6800		
	Teacher	27	4.6444			3.5407		
	Doctor	6	3.9333			2.9333		
	Student	114	4.3860			3.5298		
	Government officer	12	4.6500			3.7167		
	Others	3	4.2000			3.4667		
Tangibles	Business	78	4.6827	2.823	.011	3.9551	5.884	.000
	Service holders	60	4.7750			3.6042		
	Teacher	27	4.8889			3.8611		
	Doctor	6	4.6250			2.9167		
	Student	114	4.6316			3.6009		
	Government officer	12	4.8125			3.8125		
	Others	3	5.0000			4.5000		

Source: Authors Computation

namely, age, education, and occupation. The results from single ANOVA test on age groups observed that there is a significant difference in reliability and empathy except for responsiveness, assurance, and tangibility. In the case of education, it shows that there is a significant difference in reliability, assurance, empathy, and tangibility except for responsiveness. It was also observed from one –way ANOVA tests of occupation that there is a significant difference between customer expectation and perception of all service quality dimensions. However, the internal mean difference (see Table 6, Table 7 and Table 8) is also observed among age category, education level, and occupation level.

#### ANOVA test on age, education, and occupation

One-way ANOVA test has also been applied to three different age groups namely, age, education and occupation. The results from one-way ANOVA test on age groups observed that there is a significant difference in reliability and empathy except for responsiveness, assurance, and tangibility. In the case of education, it shows that there is a significant difference in reliability, assurance, empathy, and tangibility except for responsiveness. It was also observed from one-way ANOVA tests of occupation that there is a significant difference between customer expectation and perception of all service quality dimensions. However, the internal mean difference (see Table 6, Table 7 and Table 8) is also observed among age category, education level, and occupation level.

#### 5. Conclusion and Recommendations

Identifying customer need is the prerequisite to serving the customers in a proper way that can help industry professionals. Today, firms are facing different challenges from different sides which should be overcome by developing the quality of service. This is the best way for service entrepreneurs to enhance quality. Therefore, it is very important for every company to assess the service quality dimensions. After assessing they will be able to realize the importance of these dimensions. It should be kept in mind that organizations cannot achieve their target without an appropriate quality of service. From the gap analysis, it is observed that there is a gap between customer perception and customer expectation of hotel service quality in all dimensions. That means customers are not getting their expected service from the hotels. Considering all five dimensions from the above table-1, it indicates that the highest gap between expectation and perception was found on tangibles (-0.97) dimension and the lowest gap was found on assurance dimension. The hotel managers should adopt a new strategy to reduce this gap for tangibles dimensions. It can be done by designing the hotels properly. The physical facilities of hotels should be visually appealing to the tourists. Employees of the hotel should be neat and clean. From the independent sample t-test based on gender and nationality, it is observed that there does not exist any significant difference in tangibles dimension and most of the dimensions have found a significant difference. The findings show that consumer's expectations are higher than the level of perception of hotel services in Bangladesh. To reduce this gap, service organizations should have integrated planning for

providing efficient services to their clients. They need to identify the weakness of different dimensions of hotel service quality. To be successful in any organization, they need to emphasize on the service quality as one of their strategies (i.e. giving customers what they want) (Mey et al., 2006). Moreover, training is provided among employees (Kessler, 1996). As a whole, once customers' requirements are identified and understood, hotel managers are more likely to be able to anticipate and fulfill their customers' needs and wants, rather than merely reacting to their dissatisfaction (Juwaheer and Ross, 2003). Hoffman and Bateson (2001) recommended that employees must be careful and willing to serve their clients politely. In designing this study, there are some limitations, but some still need to be addressed. Firstly, the study has been accompanied only by hotels in Cox's Bazar and Saint Martin, Bangladesh. Future researches should go to examine the service industry by taking a sample from other cities in Bangladesh. Besides, this study centred only on the service quality perspective of hotels (Akan, 1995).

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