

# The Effect of Services Quality Level on The Customer Satisfaction (A Case Study On five-stars Hotels in Amman)

1. Dr .Bader AlQaied

Department of Business Administration, Ajloun National University-Ajloun- Jordan.

2. Dr.Hani Irtaimeh, 3. Dr. Marzouq AL-Qeed, 4. Sherien Aldajah

2&3&4 Faculty of Business and Finance, Department of Management

The World Islamic Sciences & Education University . Amman-Jordan

## Abstract

The study aimed to reveal the importance of the quality of services in hotels and assess the extent of customer satisfaction with the services provided to them, and try to reach some of the suggestions and recommendations. The importance of the study of the importance of service quality .that have helped enrich the Subject of the study and operational productivity by revenue for hotels where the study population of customers from five-star hotels in the capital Amman.

The most important findings of the study that the evaluations customers of the quality of services to hotels in Amman were negative. Study recommended the need to work to increase the interest level of services, especially food and beverage services provided by hotels from five-star hotels because the evaluation of customers for these services was negative, And the necessity of adopting departments Supreme program the application of total quality management through moral and material support technician

**key words:** Service Quality, Customer Satisfaction, Hotels, Jordan

## Introduction

Hotel industry provides services that consist of three main components: amenities, food and beverage. The basic configurations of these three elements provided by each hotel turned out to be intended not only to provide food and beverage or accommodation for the traveler, but goes beyond that to promote these services to be more attractive through designing them in a way to meet the needs and desires of the different sections of the targeted market in an atmosphere that is characterized by warmth, friendship and mutual trust between the hotel and the customers or guests; thus the hotel will be promoted when the quality of those services provided meet the desires of the customers or guests which will enhance the continuity of the relationship between them.

Services provided and the quality of these services (such as the accommodation and food, as well as any other hotel services)has taken all the attention of all the hotel departments due to the fact that these services work to promote the good reputation of the hotel among customers. The food and how it is presented is considered the visible and tangible aspect of the services provided to the guest. The services provided by the hotel's restaurants play an important role of the general appearance of the hotel, but it is difficult to make it profitable due to the lack of demand by hotel guests. In addition to that, the competition between independent operators and operators in other hotels is considered a direct and local competition. Using a simple psychological comparison, we can find that the problem stems from the guests 'desire to go out of the hotel to see something different, in addition to the need for discovery.

## Significant of the study

The importance of the study arises from the importance of the quality of the operational and productive services that are considered the source of revenue for the hotels. This section provides three elements; food, beverage and service. Providing food and beverage is one of the physical factors that affect the reputation of the hotel, thus the importance of dealing with this issue which affects hotels activity and occupancy degree of the hotel, which is directly reflected in tourism and hospitality in Jordan.

## Objective of the study:

1. Explore the importance of the quality of services provided in hotels.
2. Assess customer satisfaction with the services provided in hotels.

3. Reach some suggestions and recommendations that will help to enrich the study.

### **Problem Statement :**

The process of assessing the level of services provided in hotels requires the understanding and analysis of many aspects that affect the state of satisfaction, in addition to other factors that affect the satisfaction of guests, such as food and beverage services in hotels. The study attempts to answer the following question :What are the most important factors in the evaluation of services provided by hotels of five-star?

### **Hypothesis:**

**Ho1.** The level of the provided services affects the satisfaction of the guests in Jordanian five-star hotels.

**Ho2.** Food and beverage services affect the increase of the hotel's capacity to attract guests to Jordanian five- star hotels.

**Ho3.** Guests trends towards the provided services vary depending on personal variables (Age .Gender. educational level).

### **Methodology:**

The Current study used a theoretical methodology, using the descriptive approach and the field analytical approach, as they are the most suitable approaches to the nature of the study and because they are more suitable for the test hypotheses and for the results of the study. This kind of quantitative studies helps in reaching the study sample and population properly.

### **Study Population:**

The study population consists of guests of five-star hotels in the capital, Amman. Due to the difficulty of covering all the study population because of the large sample size, the study population will be limited to the Sheraton, the Holiday Inn and the Regency Palace hotels guests.

### **The Study Sample:**

A random sample from the guests of the Holiday Inn Hotel, the Sheraton and the Regency Palace is selected. The sample is made up of (50) individuals.

### **Data Collection:**

**The main tool:** The study is based on a questionnaire; as it is the best tool to collect data on the subject of the study.

**The secondary tool:** books, periodicals and previous studies on the subject of the study will also be used as a reference.

### **Data Analysis:**

The statistical analysis software (SPSS) Version(17) used in the analysis of the study data, so that the values of variables found and the study hypotheses will be tested.

### **Theoretical Framework and Previous Studies:**

The researcher has not found any previous study that has directly addressed the current research subject, but most studies have addressed some aspects of the research.

HaraheshStudy (2012). entitled "the impact of the organization culture on the innovation and the competitive advantage: a field study that was carried on the hotel sector in Jordan. The study has aimed to identify the effect of the impact of the organization culture on the innovation and the competitive advantage in the hotel sector. It also addresses the need for awareness and understanding of the concept of the culture of the organization and its

importance due to its significant impact on achieving success Abdullah, A., and Kassim, N. M. (2009) through the adoption of the senior management of a special culture that encourages innovation and excellence in work, in addition to the promotion and development of entrepreneurship and innovation through the availability of an environment that stimulates and encourages employees on being creative; and that attracts competent and trained human forces through the availability of physical, technical and technological potentials in the hotel sector and their involvement in the decision-making process, Alafi. K .and others(2013).

Al-Henawi study (2012).entitled "total quality management systems in public shareholding companies in Jordan": a comparative study that compares local companies with foreign investment companies. The study has aimed to identify the level of adoption of total quality management systems in public shareholding companies in Jordan and the impact of foreign investment. The study has recommended increasing attention to local companies applying total quality management systems and disseminating its culture as a means of exchange of experience among workers to maintain quality of services and to increase the interest in knowledge transfer linked to quality by focusing on team creation and continuous improvement.

abuZyadeh study (2012)."time management and total quality management and their impact on job performance": the study has aimed to identify the nature of the relationship between time management and their impact on job performance in the Palestinian commercial banks. It recommended consolidating the awareness and the serious conviction among senior management and employees at all management and technical levels of the importance of the application of the total quality management in an integrated and meaningful way and linking it to the affectivity of time management due to its effect on improving the job performance of employees Alafi. K .(2013)

Ibrahim study(2002).The impact of the promotion policies on doctors and pharmacists trends regarding the use of medications in Jordan. This study has pointed to the need for Jordanian pharmaceutical companies to use promotional means and to determine the most effective means by conducting marketing researches which will result in increasing the effectiveness of convincing the doctor and pharmacist of the medication.

The study has also noted that there are differences in the promotional means pursued by pharmaceutical companies of Jordan. The personal approach of selling was the most positive approach for doctors, followed by the sales promotion approaches (using free samples, scientific lectures and the advertisement tools), followed by public relations activities and advertising in scientific journals. Finally the use of the Internet had negative impact. For pharmacists, the sales promotion approach using payment facilities and free incentives was the highest positive approach, and then it was the same order as it was for doctors Abdullah, A., and Kassim, N. M. (2009).

Obaidat and Tmaileh (2000) . In a study carried out by on the impact of the promotional means on the Jordanian women trends towards skin care products

The results of this study have pointed to the importance of using the combination of the promotional means in influencing the attitudes of working and non-working women. This study confirmed that 98% of women are affected in their trends of purchasing skincare products by the methods of promotion. The study has also pointed to the order of the means of promotion according to their importance in affecting the purchasing trends of women as follows: personal selling, advertising, public relations activities and sales promotion approaches. The study has also confirmed that the methods of promotion used in the Jordanian market by producers who promote cosmetics are unconvincing and do not reach the customers in the target markets Abdullah, A., and Kassim, N. M. (2009).

Sqour study (1999).on the promotional policies used for the industrial products and their development methods This study has pointed that 73% of private sector companies are using television to convey advertising messages about their products and services, while 42% of private sector companies are using wall and printed advertisement. The study has also confirmed that 30% of public sector companies and 20% of private sector companies do not have any interest in the development of promotional policies and do not use the latest promotional tools. 85% of public sector companies and 68% of private sector companies reported that they do not use e-marketing.

Edilbi study (1998).the marketing of food products in the Syrian Arab Republic in terms of Price- Distribution-promotion.

The researcher has pointed to the need to pay more attention to the promotional activity because of its guiding and educational role on the one hand and its role in sales promotion and in the achievement of competitive goals on the other hand. The study has also noted the importance of adopting distinct marketing purposes from which marketing strategies are established to control the performance of marketing activities that include producing, pricing, distribution and promotion.

## **Theoretical Framework**

### **Definition of Service:**

The service is a sensation or feeling (good or bad) felt by the recipient of the service (the applicant) towards the service providers.

Quality Control: a management philosophy that seeks the continuous improvement in all the functions of the organization

### **Specifications and Service Elements:**

Service is considered as an intangible product, which has a sensory nature in usual and that cannot be touched due to the fact that they are not physical. Most products are characterized by the possibility of submitting samples, but talking about services, it is difficult to give a sample to the client. Services have multiple types that vary based on the levels of experience and culture. Workers in service provision have different natures, as each of them comes from a different environment, and each worker affects the service according to his/ her environment. Service is characterized by continuity, for example, room service continues to work twenty-four hours. Service cannot be stored, so if the customer is not given an excellent service during his presence in a certain period, it cannot be postponed. The service is affected by several elements, including internal elements from within the place that offers the service and external services Alafi. K.(2013).

### **Hotel services are characterized by the following features:**

1-They are intangible; they cannot be measured and they tend to be more sensuous than physical. When the hotel or the restaurant provides a romantic atmosphere which relaxes the guests, that means that it is providing a sensuous service that cannot be measured by the physical scale.

2-These services can be sold, but the client cannot get a sample to show it to his/ her fellows.

3-When the hotel or restaurant provides this romantic atmosphere for the client to enjoy, it gives him the confidence that is considered a nonphysical and a psychological factor, thus he did not get anything physical for what he had paid.

4-We can look at the provided service in different ways:

5-This service can be provided by the same person, but at different times with changing his psyche (laughing, crying, smiling, frowning, wandering, not concentrating and unaware of).

6-The type of service and the way of providing it vary according to the geographical and social factors.

7-The type of service varies depending on the level of education, culture and experience.

### **Good Service Effects:**

The customer or guest may get all his requirements, but without human effects, and thus there will be a lack of satisfaction... so human effects are the primary factor in the evaluation, and for this we come to the following question:

What are the human effects required for the success of the service?

These effects can be summarized as follows:

- 1-Smiling
- 2-Direct eye contact.
- 3-Using the name of the client or guest when you talk with him/ her.
- 4-The personality of the host, which is composed of the following factors:
- 5-The ability to control his actions.
- 6-The ability to pay attention to others and their service.
- 7-The ability to control the pressure felt by.
- 8-Loving others and serving them.
- 9-The ability to face the client and paying attention to him/ her. That is called "body language".
- 10-Appearance and behavior.
- 11-Etiquette (the taste).
- 12- Performing the work with others.
- 13-Public Relations.

### **Outstanding Management:**

It is difficult for hotel departments to provide outstanding services as compared to competitive hotels, that is particularly the case in universal hotel chains, because they all try to provide services of a high standard and world-class quality that is appropriate to the price. When the guest feels that the hotel management is offering quality services in high prices intended primarily to satisfy the guests, his loyalty will increase, and he will visit the hotel repeatedly, and this is the goal sought by the hotel management. Chakrabarty, S., Oubre, D. T., & Brown, G. (2008).

Hotel industry is an industry that deals with people to please them, and make them happy and reach loyalty and this can only be achieved if the hotel has an educated and well trained staff that can guarantee the guest satisfaction, and for this we can say that the equation of satisfaction becomes as follows: Chakrabarty, S., Oubre, D. T., & Brown, G. (2008).

### **Quality Control Service:**

Environmental factors affecting the perception of the hotel management are considered important in the development of quality hotel services, there are three key factors:

1. Expectations and perceptions of customers.
2. Technology.
3. The competitive environment.

The advanced technology has brought a lot of applied implications in the field of hospitality industry that allowed the hotel management to provide a better standard of hotel services, and with more convenient specification, however , the human touch in providing hotel services will remain the main part in the evaluation of the level of hotel services as compared with the technical level which is shown be the available equipment and facilities linked to the service provided by the hotel institution. In addition to that, given the degree of the typical high level of the service content, which prevents a lot of excellence potentials, the quality represents a unique

area for excellence in its presentation and it is considered a competitive advantage in the hotel industry market. Chakrabarty, S., Oubre, D. T., & Brown, G. (2008).

The quality of hotel services is considered by two points of view, an internal and an external one. The internal viewpoint is based on the compliance with the specifications that the hotel services have been designed on. The external view focuses on the quality of service perceived by customers. The first viewpoint represents the hotel management, while the second viewpoint represents customers and their attitudes towards the hotel services. When the concept of modern marketing can be applied, we tend to adopt the second view, which considers that the concept of service quality of the hotel lies in the perceptions of customers; therefore, the quality of service must be measured by scales that are linked to it and that represent it. This concept of quality of service differs from that concept that is supported by the hotel management, as there is a discrepancy between what the customers see as a source of satisfaction and what the hotel management sees as a source of that satisfaction. Alafi . K .(2013)

## **Results**

### **3-1 Statistical Methods:**

Statistical methods that are appropriate for the nature of the study and the testing of its hypotheses will be used, The arithmetic mean, The standard deviation, Ratios and frequencies, Testing relationships.

### **3-2 Study Tool:**

The study tool consisted of two parts:

1. Personal information including gender, age, monthly income and educational level.
2. Study scale (quality of services) this scale consists of (21) paragraphs, each having answers on a scale gradient (strongly agree, agree, neutral, disagree and strongly disagree), each was given (1,2,3,4 and 5) weights respectively.

### **3- Testing Hypotheses:**

(Ho1) The customers' evaluations of the quality of services of hotels in the capital Amman were negative.

(Ho 2) The customers' evaluations of the quality of services of hotels in the capital Amman were positive.

We note from the general arithmetic mean value, which was equal to (2.64) which is lower than the average study tool so we reject the alternative hypothesis and accept the null hypothesis, which states that the customers' evaluations of the quality of services of the restaurants in the hotels in Amman were negative.

### **The first hypothesis:**

Ho1: study sample members do not have different trends according to the gender.

Ho2: study sample members have different trends according to the gender.

**Table (1)**

**The results of the analysis of variance (ANOVA) in testing the differences by gender**

The independent variable	Source of variation	Squares Total	Freedom Degrees	Squares Average	Tabulated (F) value	Significance Level	Hypothesis testing decision
Gender	Within groups	0.292	4	0.073	0.274	0.894	Accepted Ho
	Between groups	15.129	57	0.267			
	Overall	15.484	61				

The results of the analysis of variance show that there are no statistically significant differences at the level of significance (0.05) in trends by gender, as the value of calculated (F) is found to be (0.274) and the level of significance is (0.0.894) and therefore the first null hypothesis of the study Ho1 is accepted and the alternative hypothesis Ho2 is rejected.

**The second hypothesis:**

Ho: study sample members do not have different trends according to the age.

Ha: study sample members have different trends according to the age.

**Table (2)**

**The results of the analysis of variance (ANOVA) in testing the differences by age**

The independent variable	Source of variation	Squares Total	Freedom Degrees	Squares Average	Tabulated (F) value	SignificanceLevel	Hypothesis testing decision
Age	Within groups	6.270	4	1.567	2.545	0.0494	Rejected Ho
	Between groups	35.101	57	0.616			
	Overall	41.371	69				

The results of the analysis of variance show that there are no statistically significant differences at the level of significance (0.05) in trends by age, as the value of calculated (F) is found to be (2.545) and the level of significance is (0.0.049) and therefore the null hypothesis of the study Ho is rejected and the alternative hypothesis Ha is accepted.

**The third hypothesis:**

Ho: study sample members do not have different trends according to their monthly income.

Ha: study sample members have different trends according to their monthly income.

**Table (3)**

**The results of the analysis of variance (ANOVA) in testing the differences by gender**

The independent variable	Source of variation	Squares Total	Freedom Degrees	Squares Average	Tabulated (F) value	significance Level	Hypothesis testing decision
Monthly income	Within groups	5.286	4	1.321	1.580	0.192	Accepted Ho
	Between groups	47.682	57	0.837			
	Overall	52.968	69				

The results of the analysis of variance show that there are no statistically significant differences at the level of significance (0.05) in trends by the monthly income, as the value of calculated (F) is found to be (1.580) and the level of significance is (0.192) and therefore the null hypothesis of the study Ho is accepted and the alternative hypothesis Ha is rejected.

**Table (4)**

**The results of the analysis of variance (ANOVA) in testing the differences by educational level**

The independent variable	Source of variation	Squares Total	Freedom Degrees	Squares Average	Tabulated (F) value	SignificanceLevel	Hypothesis testing decision
Scientific qualification	Within groups	1.622	4	0.406	0.587	0.673	Accepted Ho
	Between groups	39.362	57	0.691			
	Overall	40.984	61				

The results of the analysis of variance show that there are no statistically significant differences at the level of significance (0.05) in trends by the educational level, as the value of calculated (F) is found to be (0.587) and the level of significance is (0.673) and therefore the fourth null hypothesis of the study Ho is accepted and the alternative hypothesis Ha is rejected.

**3-7 Recommendations:**

In light of the results of the study, the researcher recommends the following:

- The need to pay more attention to the level of services, especially food and beverage services provided by five-star hotels because the evaluation of customers for these services was negative.
- The need to provide higher departments with the application of total quality management program through moral, financial and technical support



- Higher departments should adopt a quality understanding through a commitment to the slogans and the main guideline principles of quality by influencing the educational level of workers
- The need to pay more attention to the standards of the quality of service in hotels (tangible physical evidence, reliability, responsiveness, empathy and security).
- The need to understand the needs of customers and clients of the services provided in hotels in order to work on the development of the level that suits them.

## References:

- Abdullah, A., and Kassim, N. M. (2009). Measuring perceived service quality in Qatari Islamic banks. *Journal for International Business and Entrepreneurship Development*, 4(2), 90-106.
- Ahmed Donia Khalid (2009), The effect of technical innovation in the development of accommodation service. *Administration and Economics Journal* 74 1-21 University of Baghdad, Iraq
- Alafi. K .and others(2013) Prevalence and Factors Affecting Employee Satisfaction International Journal of Business and Management; Vol. 8, No. 23; 2013*
- FarajHarahesh(2012),entitled "The impact of the organization culture on the innovation and the competitive advantage, unpublished Ph.D.thesis, Amman Arab University, Amman- Jordan
- Al-Henawi, Ahmed OdehHassan,(2012),.Total quality management systems in public shareholding companies in Jordan, unpublished MA thesis, Jordan University
- AbouZyadeh, Zaki,( 2011),. the effect of the application of the concept of total quality management on the regulatory performance, *Al-Najah University Journal for Research* ,25, 4
- Al-Tai, Hamid Abdel-Nabi (2006), *The entrance to the hotel management*, Warraq Printing and Publishing, Amman.
- Amer, Sa'id and Khalaf, Khaled Youssef(1981) , *The standard productivity, performance standards, measuring actual performance*, Al-Marrikh Publishing, Riyadh, 1981.
- Abdul Qadir, Sami, (2005) *Hotel service in restaurants*, Arab Nile Group, Cairo.
- Al-Adwan, Marwan Mohsen Al-Sukkar,(1996).*Tourism Services*, Al-Majdalawi for Publishing and Distribution, Amman,.
- Afifi , Abdul Majeed (2006), *contemporary management in the hospitality industry*, the first edition, Cairo.
- Chakrabarty, S., Oubre, D. T., & Brown, G. (2008). *The impact of supervisory adaptive selling and supervisory Kanah*, AlaaYousif (2004), *Human Resources in restaurants*, Dar Wael for publication and distribution, first edition.
- Al-Masri, Ahmed Mohammed (1998), *Hotel Management*, University Youth Foundation, Alexandria.
- Ibrahim, Tony,(2002). *The impact of the promotional policies on doctors and pharmacists trends towards the use of medication in Jordan*, Unpublished MA Thesis, University of Jordan, Amman
- Edilbi, Thourayya Hussein, (1998).*Marketing of food products in the Syrian Arab Republic in terms of Price-Distribution- promotion*, unpublished MA thesis, Faculty of Economics, University of Damascus.
- Obeidat, Tomlyah,(2000).*The impact of the promotional means on the Jordanian women trends towards skin care products*, *Journal of Studies*, Volume 27, Administrative Sciences, Issue no. 1, Amman, University of Jordan,
- Sqour, MajdWanous,(1999).*The promotional policies used for the industrial products and their development methods*, unpublished MA thesis, University of Damascus

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:

<http://www.iiste.org>

## CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

**Prospective authors of journals can find the submission instruction on the following page:** <http://www.iiste.org/journals/> All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

## MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

## IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

