

HOSPITALITY SERVICE QUALITY: A THEMATIC REVIEW ON THE IMPACT OF SERVICE QUALITY ON TOURIST GUEST SATISFACTION

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ABSTRACT

This literature review explores the vital link between service quality and tourist satisfaction within the hospitality industry. It draws on a range of studies to highlight how service quality acts as a fundamental factor in driving customer satisfaction, loyalty, and overall business performance in a highly competitive environment. This study aims to explore the major concept of Service Quality and Tourist Satisfaction experienced by tourist or customers. Finally total 33 literature materials were analysed. The concepts of Tourist Satisfaction were analysed based on three primary dimensions: accommodation, facilities, and food. These dimensions are widely recognized and commonly adopted in the evaluation of service quality, as they represent key elements that significantly influence tourists' overall experiences and satisfaction levels. The discussion also addresses major challenges in managing hospitality services, such as frequent staff turnover, shifting customer expectations, and the integration of new technologies. Furthermore, the review considers how cultural factors and the influence of online customer reviews shape service experiences and satisfaction. It identifies current research limitations and calls for more robust and adaptable methodologies to capture the complexities of today's hospitality landscape. In conclusion, the review reaffirms the essential role of service quality in securing and sustaining a competitive edge in the hospitality sector.

KEYWORDS: Hospitality; Service quality; Tourists; Satisfaction; Hotels; Malaysia

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