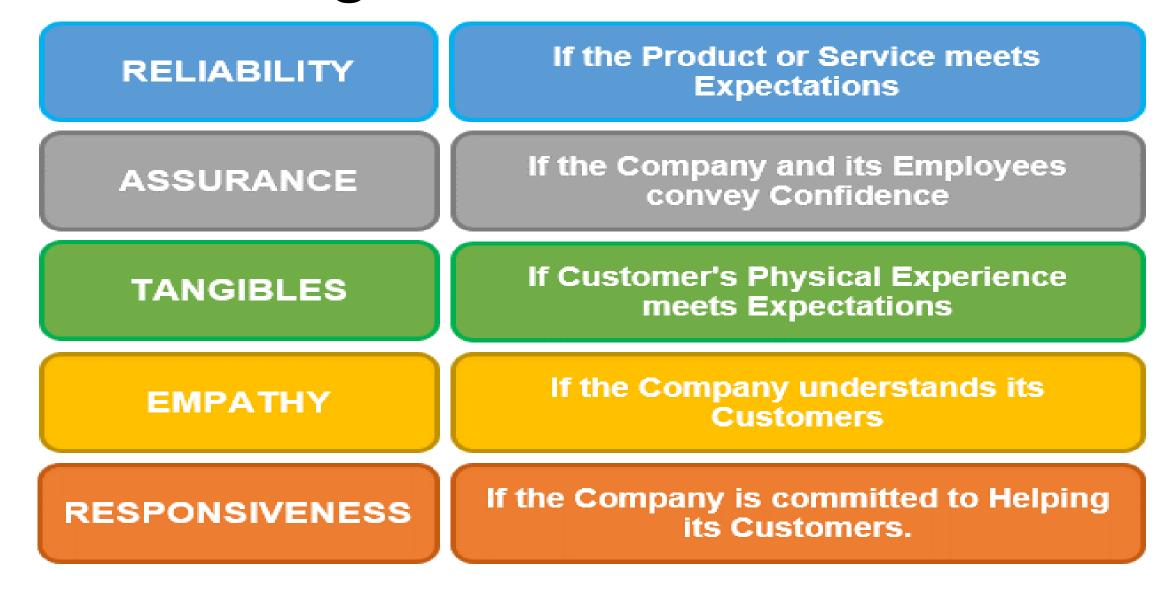


# Revising Hotel SERVQUAL Amid COVID-19

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### Background

- Service Quality (SERVQUAL) Model is a "multi-dimensional research instrument" used to capture customer expectations of a service along five dimensions and was developed by Valarie Zeithaml, A. Parasuraman and Leonard Berry in 1988.
- ➤ It was first developed for the purpose to analyze a services quality performance against the service quality needs of its customers
- The SERVQUAL model started with 10 dimensions in 1985 but was later reduced to the following 5 dimensions In 1988



## Methodology

#### 1. Focus Group Interview

- > Sample: 20
- > Semi-structured interview questions:
  - How often do your travel?
  - How much did you travel during COVID?
  - Biggest concern when staying at a hotel?
  - Have expectations changed during COVID?
  - What is your "go-to" brand?
  - Purpose of travel?

#### 2. Online Survey Questionnaire

- Design a survey questionnaire based on the focus group interview results including COVID-19 related protocols such as contactless check-in, sanitizing procedures, social distancing policy, etc.
- Sample size: 500
- Data collection via online panel data platform
- Procedure: Ask participants to rate how important each service quality dimensions are for them to choose a hotel to stay in.

#### 3. Data Analysis

Exploratory factor analysis will be conducted to identify the underlying dimensions of SERVQUAL that better reflects customers' hotel service quality expectations.

### Research Objectives

- ➤ It is necessary to revise the current SERVQUAL model because the current SERVQUAL does not adequately reflect travelers' service quality expectations today with the COVID-19 pandemic.
- The aim of our study is to see what are the most important aspect of service is in today's climate and revise the SERVQUAL model based on our findings

## Significance of Study

#### **Supplied the Contraction of the**

 Identifying the specific expectations of customers, the dimensions of the service quality, and their relative importance for customers for each specific segment of hotel industry

### Managerial Contributions

- Allows managers to get insight on how people's service quality expectations have changed with COVID-19 outbreak
- Hotels can revise their operations and communication strategies addressing travelers' health and safety concerns.