



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

RELIABILITY	If the Product or Service meets Expectations
ASSURANCE	If the Company and its Employees convey Confidence
TANGIBLES	If Customer's Physical Experience meets Expectations
EMPATHY	If the Company understands its Customers
RESPONSIVENESS	If the Company is committed to Helping its Customers.

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

Theoretical Contributions

- 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.