

Examining hotel service quality elements effects on overall tourists satisfaction

Abstract

Tourists concerns on the service quality elements delivered by the hotel staff. This study aims to examine the impacts of assurance, reliability, responsiveness, tangible and empathy aspects on tourists' satisfaction towards hotel service delivery. 200 respondents, who have already experienced the tourism product, patronized and received hotel services in Federal Territory of Labuan, Malaysia. Multiple regression analysis was performed to examine the relationship between independent variables and dependant variable. The results indicated that service quality is significantly associated with empathy and reliability where the first serve as the best predictor of tourists satisfaction followed by the latter. The findings imply the need for a service firm to strategically leverage on the key antecedents of empathy and reliability in its pursuit of tourists satisfaction, particularly hotel providers.