

Moderating Role of Gender in the Relationship between Hotel Service Quality Dimensions and Tourist Satisfaction

Abstract

Gender has frequently been identified as one of the key attributes and predictors in developing marketing strategy. This study examines the moderating role of gender in the relationship between hotel service quality dimensions and tourist satisfaction with hotel service delivery. The results derived from multi-group structural equation modeling via the AMOS 5.0 computer program revealed that gender significantly moderated the relationship between service quality dimensions and tourist satisfaction with hotel service delivery. Empathy and tangibles both contributed as the most important significant predictors of tourist satisfaction with hotel service delivery for male tourists as opposed to female tourists. It is statistically confirmed that men and women appear to respond to different aspects of a service encounter when making judgments about their satisfaction.