

Guests' Perceptions of Service Quality Performance in Saudi Hotels: Testing the Relation with Brand Loyalty, and Gender through SERVPERF

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Abstract : The purpose of this study is to explore the level of service quality performance from the perspectives of hotel guests. The aim is to examine hotel guests' perceptions of service quality performance and its relation with their brand loyalty and gender. The study utilized the instrument of SERVPERF developed by Cronin and Taylor (1992) to measure service quality performance. The study was conducted in three upscale hotels in Saudi Arabia. The study found that service quality performance is significantly correlated to both brand loyalty and gender of hotel guests. The study also found that loyal and female hotel guests have perceptions of service quality performance than do non-loyal and male hotel guests. This research is the first empirical study in the Middle East that links service quality performance with brand loyalty and gender of hotel guests.

Keywords : service quality, SERVPERF, customer satisfaction, brand loyalty, gender

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