

Customer Expectation on Service Quality in Bed and Breakfast Establishments in Johannesburg Metropolitan

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Abstract : In Johannesburg, Metropolitan customer expectations in the hospitality industry have rapidly been increasing which has led to the need of improving service quality to help satisfy customer expectations. Businesses need to make sure that customer expectations are met, or find ways to control customer expectations. Therefore the purpose of the study is to investigate how customer expectations of services in bed and breakfast establishments affect the perceived quality of service. A quantitative approach was used through random sampling to collect descriptive and correlation study between customer expectations and perceived quality. Findings of the study indicated that customers at bed and breakfast generally expect a clean, friendly and safe environment that has a homely feel, while they are away from home. In addition, findings of the study also emphasised that the age-groups between 20 and 35 are more likely to travel, for business and vacation purposes, staying for more or less 3, have high expectations towards modern facilities and extras in the room such as coffee machines, and are more concerned about the service being provided quickly and right, and taking extra care to deal with problems promptly.

Keywords : Customer satisfaction, Service quality, Bed and breakfast, Customer retention

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