

The Significance of Quality Dimensions and Behavioral Intention on the Resort Hotel Industry of Bangladesh

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Abstract

The history of resort hotel businesses has always been indicative of the influential roles played by the superior service. Thus, a thorough understanding of what necessarily the visitors cherish during their stay in resort facilities acts as the crucial antecedent for customer retention. The SERVQUAL, an effective instrument for assessing the quality of service, has been successfully measuring customers' perception regarding hospitality industry. The purpose of this study is to empirically explore the magnitude of the dimensions of service quality and their impact on behavioral intention of the customer. Moreover, the level of importance of each dimension were also identified from the empirical findings. This study followed a mixed-method research design thus data had been collected from 200 sample through administering a structured questionnaire among various resort hotel guests. This study dealt with the resort hotel industry of Bangladesh and the findings implied that the physical establishment played the most significant role in hotel guest visit intention where service providers empathy came second to play the next most significant role. Moreover, the other three dimensions of service quality- assurance, responsiveness and reliability were emphasized by the resort hotel guests as deem relevant. The theoretical and managerial implication hinted on elevating the now-existing service quality performance by the resort hotel industry of Bangladesh to drive customer from their behavioral intention to repeat purchase and improve the industry's performance along the way.

Keywords: Service quality, Servqual dimensions, Behavioral intention, Resort hotels

1. Introduction

In the fiercely competitive market of services industry, a firm's service must be consistently remarkable to gain sustainable competitive advantage. The accomplishment of any services can only be achieved if the customers are pleased, even delighted, as their delight may drive them to repeat purchase (Zeithaml et. al., 1990). In light of services industry, unfailingly performed service has been referred to as a competitive weapon to be on the top of mind of customers. Thus, practitioners suggest the services firm managers to put more emphasis on stellar service performance as a point of differentiation in the midst of highly imitable services dimensions. Success seems to depend on improving the offering provided by the services industry (Zeithaml et, al., 1990). Literature on service always indicate that the services firm must offer a wow factor to the customer, be it in tangible design or in being attentive to the

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customers' need. Elevating services quality is said to be linked to financial soundness and other various outcome. The relationship between services quality and other outcomes are of course difficult to evaluate. This study intends to understand the association between quality services dimensions and the behavioral outcome of resort hotel guests.

Services quality has been linked to numerous outcome, profit and customer retention are the most studied on. The academicians and managers have always suggested how increasing the quality of service can relate to behavioral intention. If this behavioral intention is favorable towards the offering, this leads to create a loyal customer base (Cronin, 1992; Rust et. al., 1993). Customers' behavioral intention can be many and this intention can lead to various different outcomes but the practitioners must be aware of the fact, they need to invest on improving their quality of services. Previously, when making business decision, managers intuitively decided on providing superior services and that decision was rewarding as they could reap more benefit. Through advertising and other promotional efforts, the resort hotel guests may pay a visit to the services facility but managers task don't end with the guest's visit. The guests must be satisfied with services so as to ensure customer retention.

The paper probes into the degree of influence service quality dimensions have on resort hotel guests' behavioral intention in the context of Bangladesh. Moreover, the level of importance placed by resort hotel guests on the tenets of service quality are assessed from collected first hand data. For theoretical and managerial implication, the dimensions' applicability in regards of resort hotel industry of Bangladesh has been tested, in search of further avenues of studies and for practical implications.

The study is designed as following: section 2 consists of the conceptual background followed by the methodology and sampling. Next, data analysis part has been included along with empirical findings. Lastly, conclusion and implications have been discussed.

1.1 Resort Hotel Industry of Bangladesh

A resort hotel can be defined as a physical facility which offers luxurious accommodation and leisure facilities to vacationers and visitors. Resort hotels choose to build their facilities near attractive locations may it be historical places or places with natural, scenic beauty; sea beaches or ski park. Resort hotels are sought after as they provide a chance for utter relaxation and recreation for the vacationers. These are commonly built on the premises where vast natural and cultural resources can be ensured. These hotels provide packaged tours, lodging, food & beverages and related facilities for leisure and recreation for the purpose of serving an enjoyable experience all together.

In Bangladesh, only six hotels can be considered as resort hotels and their descriptions are listed below. The list includes resort hotels from Chattogram and Sylhet and Cox's Bazar region.

Table 1: The Present Scenario of Bangladesh’s Resort Hotel Industry (authors’ constructed)

Resort Hotels of Bangladesh	
<p>Grand Sultan Tea</p> <p>★★★★★</p> <p>Resort & Golf</p>	<ul style="list-style-type: none"> • The first five star in Sylhet region • Located in Tea capital, Srimangal • Focused on greenery and luxury experience
<p>The Palace Luxury Resort</p> <p>★★★★★</p>	<ul style="list-style-type: none"> • Largest five-star resort hotel in Bangladesh • Located at Bahubal, Habiganj • State of the art architecture and focused on regal experience
<p>DuSai Resort & Spa</p> <p>★★★★★</p>	<ul style="list-style-type: none"> • First five-star boutique resort and spa in Sylhet • Best Luxury Forest Resort nominated by World Luxury Hotel Award Asia • Focused on Eco-tourism.
<p>Sayeman Beach Resort at Cox’s Bazar</p> <p>★★★★</p>	<ul style="list-style-type: none"> • First private resort hotel in Cox’s Bazar • Provide suites with 180 degree view of Bay of Bengal • Offer beach entertainment facilities
<p>Royal Tulip Sea Pearl Beach Resort & Spa</p> <p>★★★★★</p>	<ul style="list-style-type: none"> • Exclusivity with natural sandy private beach • Popular for business meetings and conferences • Focused on all-kinds-of-leisure entertainment through the whole stay experience
<p>Radisson Blu</p> <p>★★★★★</p> <p>Chittagong Bay View</p>	<ul style="list-style-type: none"> • Upscale international hotel in Chattogram • Near the city business hub and airport • Focused on luxury experience for executives

1.2 Research Problem

The service industry has always picked up the interest of academicians due to its various uncharted avenues. Meanwhile, resort hotel industry has been a new topic in the service arena. There have been rarely any study regarding this matter. Under this circumstance, this gap in literature has been identified by this paper. The study also portrayed a synopsis of previous studies conducted on these service quality drivers in light of hotelier services. The key focus is on the magnitude of servqual dimensions on the behavioral intention of the resort goers of Bangladesh. Based on the empirical data, the proposed conceptual model was analyzed and the major findings were discussed on later section.

1.3 Research Objectives

The general objective for conducting this study is measuring the degree of influence service quality dimensions have on resort hotel guests' behavioral intention in the context of Bangladesh.

The specific objectives bring up the definite purpose of pursuing the work and they are:

- i. To find out the effect of tangibility dimension on behavioral intention of the resort hotel guest.
- ii. To find out the effect of reliability dimension on behavioral intention of the resort hotel guest.
- iii. To find out the effect of responsibility dimension on behavioral intention of the resort hotel guest.
- iv. To find out the effect of assurance dimension on behavioral intention of the resort hotel guest.
- v. To find out the effect of empathy dimension on behavioral intention of the resort hotel guest.

1.4 Research Questions

RQ1: What is the impact of services quality on the behavioral intention of customers?

RQ2: What are the effects of servqual dimensions on the behavioral intention of resort hotel visitors?

RQ3: Which dimensions are being more emphasized on by the visitors when assessing service quality of resort hotels?

RQ4: Which dimensions are meaningfully relevant to resort hotel visitors when assessing service quality of resort hotels?

2. Conceptual Background

The literature on services and services quality have long mentioned the importance of the elements of service quality in measuring the customer satisfaction or loyalty. In the previous literature, the academicians and the practitioners alike suggested service-based firms, be it hotels or airlines, to make improvements of services in light of service recipients' preferences and demand. The continuous upgradation of service quality delivered is the cynosure of firm's success (Parasuraman et. al., 1985; 1988; 2001).

2.1 Service Quality

Services and services quality have been pivotal in literature in light of the fact that no offering is pure good or pure service. Thus, for marketers, its quintessential to evaluate the quality of offering. Be it tangible products or intangible services. In relation to that, earlier studies hinted on how evaluating services quality can be arduous than evaluating product quality (Parasuraman et. al., 1985; Zeithaml et. al., 1990). Perceived service quality is being referred to as the distinction between expected service and service performance (Zeithaml et. al., 1990; Gronroos, 1982; Babakus, 1992; Bojanic, 1994; Brady & Cronin 2001). Therefore, service quality can be reasoned as an outlook composed through an overall evaluation of a service entity's performance. Services quality construct has been studied on mostly in regard to hotels, restaurants, motels, airlines, health care, customer care services industry. The service quality dimensionality scale questionnaire SERVQUAL had been developed by Parasuraman et. al. (1985).

2.2 Synopsis of Literature on SERVQUAL

The vast literature on service quality and its application on different context and industry have been listed in Table 1. This synopsis shows the gap of literature in view of the resort hotel industry of Bangladesh. The previously tested models and its resulting implications surely provide a framework to work upon more paths.

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Table 2: The Synopsis of Service Quality Literature (Authors' constructed)

Study	Model	Dimensions	Application
Gronroos, 1984.	Service Quality Model	3 Dimensions: Functional quality, Technical quality and Corporate image.	Among the Service Management Executives
Parasuraman et, al., 1985.	GAP Model	10 Dimensions: Reliability, Access, Courtesy, Security, Understanding/Knowing the Customer, Communication, Credibility, Tangibles	For measuring customers' perceptions of service quality
Ekinci, et. al., 1998.	Services Quality	2 Dimensions: Tangibility & Intangibility	Sea-side resort hotels in Turkey
Mei, et. al., 1999.	HOLSERV scale	3 Dimensions: Tangibles, Employees and Reliability	Hotel industry of Australia
Brady & Cronin, 2001.	Service Quality Model	3 Dimensions: Physical environment quality, Personal interaction quality and Outcome quality	Performance based measures of services quality
Akbaba, A., 2006.	Service Quality	5 Dimensions: Tangibility, Convenience, Assurance, Adequacy in service supply, Understanding & Caring.	Business Hotel Industry of Turkey
Ramsaran-Fowdar, R. R., 2007.	SERVQUAL scales	5 Dimensions: Tangibles, Assurance, Reliability, Responsiveness & Empathy.	Hotels & Resorts industry of Mauritius

Vast researches have been conducted on this subject matter but none on resort hotel context, let alone in the context of Bangladesh resort hotel visitors. This paper intends to find out the association between service quality and behavioral intention of resort hotel visitors.

2.3 SERVQUAL Scale for Resort Hotel Industry

For the resort hotel industry, the five dimensions of services quality construct were considered for this study due to the fact there have been rarely any studies conducted on this particular industry. These five pivotal dimensions are Empathy, tangibles, reliability, responsiveness and assurance.

This SERVQUAL scale to assess the service performance provided to the service recipient was first introduced in 1985 and had been refined multiple times in 1988; 1991; 1994. The resultant five dimensions are in the following:

2.3.1 Tangibility

Tangibles are clues of a service that can be sensed by all five human senses. The clues are crucial in gratifying the customers' expectation and performance. The universally known fact that services are too difficult to evaluate makes it harder for service recipients to measure the quality or their satisfaction even after consuming the service. Thus, these tangible clues are employed by the services marketers to boost customers visible and external satisfaction (Armstrong, 1997; Brown et. al., 1993; Cronin & Taylor, 1994; Zahorik et. al., 1992). According to the literature on service quality and customer retention; tangibles or these physical clues drive customer satisfaction through visible aspects and in turn, lead on creating favorable perception toward the entity's service to ensure their loyalty and retention (Parasuraman et. al., 1985; Asubonteng, 1996; Bojanic& Rosen, 1994; Brady & Cronin, 2001). The tangibility indicators for this study are: the exterior décor of the resort hotels, service cleanliness ensured by resort hotels, exterior & interior facilities (restaurants, lobby area, spa, parking areas, indoor game zone and others).

H1: Tangibility is positively correlated to favorable behavioral intention of resort hotel guests.

2.3.2 Reliability

The reliability dimension is considered to be one of the important facets to evaluate the service performance (Zeithaml et, al., 1990; Oberoi& Hales, 1990). Service is considered to be reliable when the firm is capable to perform the service as promised. Most importantly, the service is referred to as being reliable if the service can be delivered accurately and consistently (Parasuraman et al. 1985; Philip & Hazlett, 1997). The consistency of the delivered service may lead to a loyal base of customer and their intention to repurchase or revisit the service entity. The reliability indicators may include the following: service delivered as promised; delivered on time, proper management of service performance and complaints; services attributed as dependable, error-free, accurate, consistent and so on.

H2: Reliability is positively correlated to favorable behavioral intention of resort hotel guests.

2.3.3 Responsiveness

This particular element of service quality conveys willingness and promptness in serving the service recipients. The firm's inclination toward serving the customers' as quickly and responsively as possible may lead the customer to form a favorable perception toward the service, in turn, the firm. Prompt responses to customers' request, demand, preferences and most importantly complaints take the company in a higher position in the mind of the customer (Zeithaml et. al., 1990; Saleh & Ryan, 1992). The dimension of responsiveness covers the following areas: informing and updating the customer about services to be performed; promptness and willingness to serve customer quickly; quick responses to service recipients request as well as complaints.

H3: Responsiveness is positively correlated to favorable behavioral intention of resort hotel guests.

2.3.4 Assurance

This aspect of quality deals with the service providers' knowledge, civility, courtesy, good manners, thoughtfulness and experience that create an aura of trust and confidence in the service environment. The previous literature on assurance and service quality have long studied the importance of instilling assurance among service employees. Service recipients are found to be satisfied if they think highly of the expertise of the service providers (Cronin & Taylor 1992; 1994). The items of assurance dimension include: knowledgeable employees; courtesy and politeness of personnel; employee's ability to make-feel-safe the service recipients; implant confidence and trust among customer.

H4: Assurance is positively correlated to favorable behavioral intention of resort hotel guests.

2.3.5 Empathy

This tenet of quality entails the caring attitude of employees as well as the individualized attention paid to the service recipients. The intangibility of services offering makes it harder to evaluate the service performance and the state of quality. The personalized attention provided to the customer lead on creating favorable perception in the mind of recipients as well as instill loyalty in their hearts. Service employees must be trained on customer orientation (Parasuraman et al., 1985- 1988; Saleh & Ryan 1992; Webster, 1994). The dimension of empathy includes: personalized attention to service recipients' requirements; caring attitude of staff; customer orientation training of employees; customer centricity in mind of service employees.

H5: Empathy is positively correlated to favorable behavioral intention of resort hotel guests.

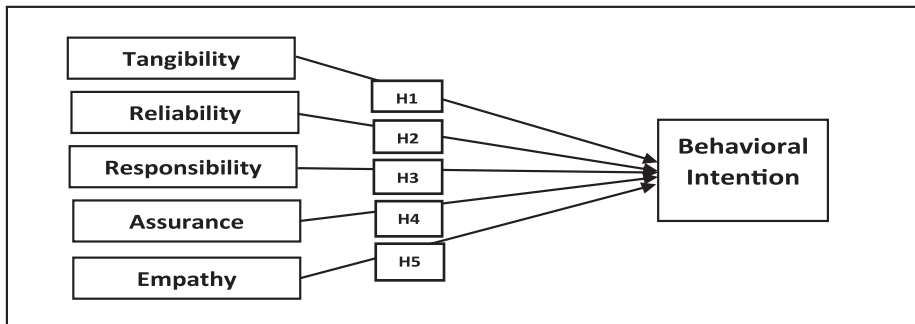


Figure 1: The conceptual model of the association of service quality dimensions and behavioral intention of the resort hotel guests.

2.4 Behavioral Intention

Academicians have long studied the consequences of service quality and the initial reaction have been their behavioral intention (Zeithaml et. al., 1990). Both positive and negative behavioral intention can result from service quality effect on customer mind. Service recipients exhibit favorable behavioral intention when they perceive the offering to be off superior. On the other hand, unfavorable behavioral intention results from service recipients' perception of inferior offering. Therefore, customers' preferences tend to be driven by this favorable behavioral intention. Previous researchers have found a strong correlation of services quality and behavioral intention (Parasuraman et. al., 1988; Zeithaml et. al., 1990; Cronin & Taylor, 1994; Webster & Hung, 1994). Most of the studies relating to behavioral intention were described in a unidimensional way. The prevalent outcomes resulted from behavioral intention have been willingness of recipients to pay premium price (Zeithaml et. al., 1990); immense loyalty to the service firm (Rust et. al., 1993); propensity to shift among customers (Reiccheld et. al., 1990); external and internal response (Reiccheld et. al., 1990); willingness to recommend to others (Zeithaml, et. al.,1990) and most importantly customer retention or their willingness to repeat purchase (Rust et. al., 1993; Zeithaml et. al., 1990, Lee 2004). These indicators have been used to measure the behavioral intention of this study.

3. Methodology

3.1 Research Design

This study followed the mixed method design. Both qualitative and quantitative research approach were followed. Primary data were collected using survey and interview methods; secondary data were assembled and analyzed from previous literature. As this is a causal research, regression analysis was conducted among the two major constructs, namely; services quality and behavioral intention.

3.2 Data Collection and Sample Selection

This study concentrated on the level of quality of resort hotel industry of Bangladesh. The researchers used a two-phase research design for collecting primary data; one is the

survey method and another is the in-depth interview method. The first phase was the in-depth interview session which had been conducted among six resort hotel managers. These managers were asked to rank various items of service quality dimensions based on relevance and importance. After that, the remaining items were tested among 10 resort hotel visitors.

In the second phase, the study conducted an online survey among visitors through a structured questionnaire with Google form. The questionnaire was sent to 250 visitors who've had a visit to the resort hotels at least twice in a year. The population consists of mostly private and public job holder and business professionals; only a few students and housewives, the questionnaire was sent. This study used the judgmental sampling technique which is under the non-probability sampling technique. Here, the major reason for employing judgmental sampling technique was due to the criteria set for collecting data from only those visitors who have already visited resort hotels for at least twice in a year. Among the 250 sent questionnaire, 233 responses were received. Among the 233, 200 responses were complete thus useable. Data were missing in the other 33 responses. Finally, the study continued with 200 data.

3.3 Measures and Scales

To ensure consistency, the scale was adapted from Parasuraman et. al. (1985). The study used Likert scale, ranging from least important (1) to most important (5) where neutral is 3. The questionnaire was structured, and the first part consisted of the filter questions; the second part concentrated on all the items of independent variable and dependent variable; the last part concentrated on the demographic profile of the visitors.

3.4 Statistical Tool

This study employed SPSS version 23 to conduct the regression analysis.

4. Analysis of Data and Result

4.1 Respondents' Profile

The interview session was conducted among the managers of six resort hotel industry. The expertise of these managers helped ranking the most important items to be included in the study, weeding out the non-important ones on the basis of Bangladesh's resort hotel perspective. In the second stage, online survey was conducted among the resort hotel guests. The characteristics of sample may help identify the level of importance they place on quality dimensions and their intention to revisit or repurchase.

Table 3: Profile of Resort Hotel Guests (Respondents) (n=200)

List of Variables	Attributes	Frequency	Percentage (%) of Total
Gender	Male	153	76.1
	Female	47	23.9
Age	16-25	19	9.5
	26-35	67	33.3
	36-45	55	27.4
	46-55	41	20.4
	55-65	15	8.5
	More than 65	3	2.5
	Marital Status	Unmarried	72
	Married	128	72.0
Occupation	Students	20	12.0
	Private Job Holder	53	27.0
	Government Job Holder	35	16.0
	Service professionals	45	23.0
	Businessmen	37	20.0
	Homemaker	10	2.0
Level of Income	Under 20000	51	25.5
	20001-40000	09	4.5
	40001-60000	25	12.5
	60001-80000	79	39.5
	80001-100000	28	14.0
	More Than 100000	8	0.5
Education	Primary School	-	-
	Higher School	2	2.0
	College Degree	5	2.5
	Graduate	94	46.8
	Post Graduate	91	45.3
	PhD	09	5.0
Frequency of Visit	Less than once a year	14	7.0
	One time visit in a year	16	8.0
	Two visits in a year	71	35.5
	Three visits in a year	62	31
	Four visits in a year	28	14
	Five visits in a year	9	4.5
Purpose of Visit	Vacation	35	17.5
	New Experience	30	17.0
	Escape from work life	45	21.5
	Stress relief	30	17.0
	Official programs	40	19.0
	Co-existence with Nature	20	8.0

From the observation of the respondents' profile, the data indicate that most of the respondents include: private and public job holders; business professionals and service professionals. Only a handful of students and homemakers had responded. The male respondents accounted for 76.1%; the female respondents accounted for 23.9%. The major proportion of respondents were married. The response mostly came from 26-35 age group; followed by 35-44 age group (See Table 3). The education level exhibited that 47% of resort hotel visitors were graduate, 45% were post graduates and the rest were the other degree holders. In respect to the goal of visiting the resort hotels, most of the respondents marked the leisure aspect, the official programs, to gain new experience respectively.

4.2 Reliability Test

To conduct the reliability test, Cronbach's Alpha had been used. To ensure reliability the value of coefficient must range between 0 to 1 and cross 60 percent, the result of the value will be referred to having satisfactory internal consistency reliability (Cronbach, 1970). From Table 4, it can be inferred that all the values have more than satisfactory level of internal consistency.

Table 4: Cronbach's Alpha

Service Quality Dimensions	Number of Variables	Coefficient Value of Cronbach's Alpha
Tangibility	3	.809
Empathy	4	.915
Reliability	4	.866
Responsiveness	2	.867
Assurance	2	.853
Total Dimensions: 5	Total Variables: 15	

4.3 Regression Analysis

The independent variables are the drivers of service quality and dependent variable is the behavioral intention of resort hotel guests. The model equation is in the following:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \beta_{12} X_{12} + \beta_{13} X_{13} + \beta_{14} X_{14} + \beta_{15} X_{15} + e$$

Here, intercept is β_0 and slopes are β_1 - β_{15} . The error term is measured by the e_i

The equation can be translated as follows:

$$\text{Behavioral Intention} = \beta_0 + \beta_1 * \text{Appealing_Exterior} + \beta_2 * \text{Service_Cleanliness} + \beta_3 * \text{Physical_Facilities} + \beta_4 * \text{Service_Delivery} + \beta_5 * \text{Service_Accuracy} + \beta_6 * \text{Service_Reliability} + \beta_7 * \text{Service_Empathy} + \beta_8 * \text{Service_Responsiveness} + \beta_9 * \text{Service_Assurance} + \beta_{10} * \text{Service_Tangibility} + \beta_{11} * \text{Service_Reliability} + \beta_{12} * \text{Service_Empathy} + \beta_{13} * \text{Service_Responsiveness} + \beta_{14} * \text{Service_Assurance} + \beta_{15} * \text{Service_Tangibility} + e$$

$$\beta 6 * \text{errorfree_service} + \beta 7 * \text{Transportation_facilities} + \beta 8 * \text{Listen_Request} + \beta 9 * \text{Service_Promptness} + \beta 10 * \text{Knowledgeable_Staff} + \beta 11 * \text{Quick_Transaction} + \beta 12 * \text{Listen_Customer_Demand} + \beta 13 * \text{Individualized_Attention} + \beta 14 * \text{Customer_Best_Interest} + \beta 15 * \text{Manage_complaints} + \text{error}$$

By analyzing Table 5, the value of R is found to be .853 which is greater than .50 and the value indicates high degree of positive relationship (Malhotra & Dash, 2011) in between independent and dependent variable, i.e. service quality and behavioral intention of the resort hotel guests. The value of R² indicates the variation explained by the independent variable. Here, in this study R² is found to be .727 and therefore, service quality can be found to explain 72.7% variation in the behavioral intention of the resort hotel guests. Another measure, the adjusted R² indicates the goodness-of-fit for regression model. If the gap between R² and adjusted R² are lower then it can be asserted that the number of non-significant variables is minimal in a model. In this study, the difference between R² and adjusted R² is low. This indicates that the number of independent variables used in this model significantly contribute explaining the dependent variable.

Table 5: Regression Analysis

Model Summary				
Model	R Value	R ²	Adjusted R ²	Standard Error
1	.853 ^a	.727	.705	.41138
a. Predictors: constant, Exterior Décor of the resort hotels, service cleanliness provided by resort hotels, Exterior & Interior Facilities, hotel service delivery, service accuracy, error free service delivery, proper transportation facilities, listens to hotel guest’s requests, provide prompt service, knowledgeable hotel staff, quick transaction, listens to guest demand, personalized attention to every hotel guests, hotel guest’s best interest at heart, listening to visitors’ complaints.				

By analyzing Table 6, the ANOVA shows the mean square, the F statistics and the significance level. In this study, the null hypothesis was rejected as the significance level was found to be less than .05 (.000<.05). The table shows the F-statistics is 32.920. By considering the degrees of freedom of both regression and residual, the critical value is 1.96. From the empirical interpretation of the ANOVA table, calculated F is higher than the critical value at 0.05% level of significance. Therefore, the null hypothesis is rejected. Hence, service quality dimensions have positive association with the behavioral intention of resort hotel guests.

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Table 6: ANOVA Table

ANOVA						
Model		Sum of Squares	Degrees of Freedom (df)	Mean-Square	F-statistics	Sig.
1	Regression	83.567	15	5.57113	32.920	.000 ^a
	Residual	31.308	185	0.16923		
	Total	114.876	200			

a) Predictors: constant, Exterior Décor of the resort hotels, service cleanliness provided by resort hotels, Exterior & Interior Facilities, hotel service delivery, service accuracy, error free service delivery, proper transportation facilities, listens to hotel guest’s requests, provide prompt service, knowledgeable hotel staff, quick transaction, listens to guest demand, personalized attention to every hotel guests, hotel guest’s best interest at heart, listening to visitors’ complaints.

b) Behavioral Intention

The study dealt with all the 15 items of the said five dimensions and they were: Exterior décor of the resort hotels, service cleanliness provided by resort hotels, exterior & interior facilities of the resort hotels, resort’s promised service delivery, service accuracy, error free service delivery, proper availability of transportation facilities, listening to hotel guest’s requests, provide prompt service, knowledgeable hotel staff to tend to the guest, quick transaction, listening to guest demand, personalized attention to every hotel guests, hotel guest’s best interest at heart and listening to visitors’ complaints.

The three significant variables are: modern facilities, promised delivery and listening to complaints of the resort hotel guests. They are found to be significant. The resort hotel guests want to have the state-of-the-art facilities for visual satisfaction, service delivered to them as promised and proper complaint management system in place, so they can be heard by the management.

From Table 7, the some of the coefficient values were found to be less than 0.05 and therefore indicating their significance. Resulting equation is in the following:
 Behavioral Intention=.315+(.050)*Appealing_Exterior +(.071)*Service_Cleanliness+ (.150)*Physical_Facilities+(.138)*Service_Delivery+(.070)*Service_Accuracy+(.001)*errorfree_service+(-.045)*Transportation_facilities+(.023)*Listen_Request+

$$(.072)*Service_Promptness+(.013)*Knowledgeable_Staff+(.067)*Quick_Transaction+ (.109)*Listen_Customer_Demand+(.095)*Individualized_Attention+(.013)*Customer_Best_Interest+(.116)*Manage_complaints+error$$

Therefore, the three significant variables are found to be: exterior décor of the resort hotel facilities, service delivery as promised and listening to complaints of the resort hotel guests. To interpret, it can be said that the resort hotel guests mostly marked their level of importance on these three criteria. The resort hotel guests want to have the state-of-the-art facilities for visual satisfaction, service delivered to them as promised and proper complaint management system in place so they can be heard by the management.

Table 7: Analysis of Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(constant)	.315	.220		1.433	.153
	Appealing_Exterior	.050	.064	.049	.775	.439
	Serv_Cleanliness	.071	.065	.068	1.097	.274
	Physical_Facilities	.150	.046	.180	3.248	.001
	Serv_Delivery	.138	.068	.136	2.024	.044
	Serv_Accuracy	.070	.063	.077	1.117	.265
	Errorfree_service	.001	.046	.001	.022	.982
	Transport_facilities	-.045	.051	-.055	-.881	.380
	Listen_request	.023	.064	.025	.368	.714
	Serv_promptness	.072	.065	.079	1.115	.266
	Knowledgeable_emp	.013	.059	.016	.219	.827
	Quick_transaction	.067	.058	.073	1.155	.250
	Listen_Custdemand	.109	.065	.129	1.678	.095
	Indv_attention	.095	.058	.123	1.639	.103
	Cust_bestinterest	.013	.061	.017	.212	.832
	Manage_Complaint	.116	.050	.143	2.299	.023

a. Dependent Variable: Behv. Intention

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The outcome of the hypotheses is exhibited in the following:

Table 8: The Outcome of Hypotheses

Service Quality Constructs	Decision	Implication
Tangibility	Found to be significant	Accept the hypothesis 1 (H ₁)
Reliability	Found to be significant	Accept the hypothesis 2 (H ₂)
Responsiveness	Found to be insignificant	Reject the hypothesis 3 (H ₃)
Assurance	Found to be insignificant	Reject the hypothesis 4 (H ₄)
Empathy	Found to be significant	Accept the hypothesis 5 (H ₅)

5. Findings and Discussions

Service quality has always been much talked about as evaluation of intangible service quality is harder than tangible product quality. The quality of services can be evaluated based on customer expectation and real-life service performance outcome. In 1985, ten major dimensions were proposed by Parasuraman, Zeithaml and Leonard Berry to assess and evaluate the performance of the quality service and in 1988, these dimensions were reduced to five major drivers of quality service in the context of airlines, hotels and information technology sectors. This study dealt with the significance of quality dimensions and behavioral intention in the resort hotel industry of Bangladesh. The findings implied that married people visit these luxury establishments more often than the single people; 44% in comparison to 33%. Based on the analysis, it's been found that business professionals, service providers and the private job holders whose income level ranges between BDT 80,000 - BDT 1,00,000 mostly pay a visit to these establishment owing to their official trips. The public service holders, housewives and the students make a trip to resort hotels to spend their vacation. The findings suggest that, these leisure trips aren't so frequent than those official trips. The major intention to pay a visit to these establishments mostly span from leisure trip to business trip, from assuaging stress to reconciliation with nature and attaining new experience.

The findings suggest that the resort hotels guests' preferences for modern facilities and luxurious accommodation so to gratify their visual satisfaction and deliver the service as promised. In absence of lucrative physical facilities, guests wouldn't have favorable behavioral intention toward the service offering. The resort hoteliers must ensure reliability in their service offering so as to provide promised service as it is and also on time. This reliability is a quintessential measure to upkeep consistency in the service delivery. On top of everything, the service facility must have an aura of empathy and personalized care provided to the guests. There should be proper complaint management system in place so the guests know that the services firms genuinely care for their problems and preferences. In every act, the resort hotels service must exude

superior quality service. The up-keeping of this quality service will result in favorable word-of-mouth, loyalty among guests and ensure their repeat visit and retention.

5.1 Limitations and Implications

Literature on services quality suggest that there have been vast studies on how to measure services quality. There have been rarely any studies regarding the resort hotel industry of Bangladesh. The goal was to determine the positive association between performed service quality and behavioral intention of the resort hotel guests.

In the research design, two of the methods have been followed; survey and interview. Interpretation bias might be found. But, to minimize that error, extrapolation method has been used.

This study concentrated on the six major resort hotels of Bangladesh in Sylhet and Chattogram and Cox's Bazar region, further studies can extend beyond these regions and include other resorts, parks or recreation facilities.

Here, the tested five drivers of service quality were employed in judging the performance of delivered services to the hotel guests. This study can be resourceful as a guideline for further studies. Here, regression analysis was conducted in search of relationship between service quality and behavioral intention. Further statistical method can be conducted, keeping this present study as a basic framework.

6. Conclusion

Services have always been the focal point in developing perception among customer's mind. Superior quality service is key to customer satisfaction, loyalty, in turn, decreased customer defection (Parasuraman et. al., 1988). Thus, a thorough understanding of what necessarily the visitors cherish during their stay in resort facilities acts as the crucial antecedent for customer retention. The significance of connection in between quality dimension of services and behavioral intention as outcome was the purpose of conducting this study. Meanwhile, service quality dimensions, an effective instrument for assessing the quality of service, have been successfully used to measuring customers' perception regarding the service quality and ensuring their retention. There can be many possible outcomes if customer perceive the service offering to be superior. This is the pivotal task of service marketers to elevate their quality in whatever they do and in turn, ensure their service recipients' satisfaction, loyalty and retention.

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