

Integrating SERVQUAL, QFD, and IPA for Enhancing Hotel Service Quality: A Case Study of a Hotel, Oman

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Abstract:

As global tourism continues to surge, the hotel industry faces heightened competition where delivering superior service quality is essential for retaining customers and expanding market share. This study aims to assess and enhance service quality at Citadines Hotel in Oman by integrating three powerful methodologies: SERVQUAL, Quality Function Deployment (QFD), and Importance-Performance Analysis (IPA).

A SERVQUAL-based survey was administered to 30 guests who stayed at the hotel for at least one night, capturing their perceptions and expectations across five service dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The Wilcoxon signed-rank test was applied to identify significant gaps between customer expectations and actual service experiences.

To further explore the impact of each service dimension on overall satisfaction, regression analysis was conducted, offering insights into their relative importance. Additionally, QFD and IPA were employed to translate customer feedback into actionable improvement strategies, pinpointing critical service areas that require enhancement.

The study demonstrates a structured, data-driven approach to refining hotel services, empowering management to align their offerings with customer needs. SPSS software was utilized for data analysis, ensuring accuracy and reliability. This integrated framework provides a strategic roadmap for continuous service improvement, enhancing guest satisfaction and competitiveness in the dynamic hospitality market.

Keywords:

Hotel Service quality, Customer Satisfaction, SERVQUAL, Quality Function Deployment, Importance-Performance Analysis.