

Exploring the correlation between Service Quality & Customer Loyalty in the selected Southern Indian Hotels

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Abstract: Global tourism and economic development depend on the hospitality sector, particularly the hotel industry. Service Quality plays a pivotal role in analyzing customer satisfaction, delight and eventually, the customer becomes loyal. This research seeks to explore the unique dynamics and challenges of the hospitality sector, specifically service marketing in the hotel industry of Southern India. This study, which is based on a mixed-methods methodology including qualitative interviews, quantitative data analysis and a literature review, offers insights into successful service marketing strategies. A sample size of 200 data across South India has been used to analyze the study. Therefore, the findings of this study can assist industry practitioners, hoteliers, and policymakers in promoting customer satisfaction and optimizing business operations in the hospitality industry. Implications unfold the significance both in the realm of academia and in the practical domain of the service industry. Limitations are the sample size, which was taken as 200, could be more to verify the study more accurately & the study was conducted in the Southern part of India, could be done in other parts also to verify the study more accurately.

Keywords: Hotel industry, service quality, customer experience, customer expectations.

Resumo: O turismo global e o desenvolvimento econômico dependem muito do setor hoteleiro, particularmente da indústria hoteleira. A Qualidade do Serviço desempenha um papel fundamental na análise da satisfação e encantamento do cliente e, eventualmente, na fidelização do cliente. Esta pesquisa procura explorar as dinâmicas e os desafios únicos do setor hoteleiro, especificamente o marketing de serviços na indústria hoteleira do sul da Índia. Este estudo, que se baseia numa metodologia de métodos mistos, incluindo entrevistas qualitativas, análise de dados quantitativos e uma revisão da literatura, oferece insights sobre estratégias de marketing de serviços bem-sucedidas. Uma amostra de 200 dados em todo o sul da Índia foi usada para analisar o estudo. Portanto, as conclusões deste estudo podem ajudar os profissionais da indústria, hoteleiros e decisores políticos a promover a satisfação do cliente e a otimizar as operações comerciais na indústria hoteleira. As implicações revelam o significado tanto no domínio acadêmico como no domínio prático da indústria de serviços. As limitações são o tamanho da amostra (200), que poderia ser maior para verificar o estudo com mais precisão, e o estudo, que foi conduzido na parte sul da Índia, poderia ser feito em outras partes também para verificar com mais precisão.

Palavras-chave: Hotelaria, qualidade de serviço, experiência do cliente, expectativas do cliente.

1. Introduction

The hospitality area, particularly the hotel industry, stands as a cornerstone of global tourism and financial landscape. It performs a pivotal position within the way individuals experience destinations, making it a linchpin for fulfillment and sustainability in this exceedingly competitive realm. In this context, an amazing career emerges as the essential driver, raising accommodations to pinnacles of excellence and placing them apart in a crowded marketplace. However, the adventure to prosperity is not honest; rather, it is a complex odyssey through the dynamic and multidimensional realm of advertising. Understanding the customer is vital and crucial for success in hotel business [1,2].

Researchers and marketers have found consumer pleasure as a key factor in driving loyalty. Recent research suggest that consumer joy may result in greater loyalty than contentment. Loyalty has also been increasingly important. Researchers and marketers are interested in this multiphase idea and its potential for consumer segmentation and targeted initiatives. This study aims to explore the impact of customer satisfaction and delight on loyalty, as well as the multiphase framework of loyalty (cognitive, affective, and conative). It is one of the few empirical studies on this topic. This study adds to the body of information on consumer happiness, joy, and loyalty, offering both theoretical and practical recommendations for the hotel business. The hospitality

and tourism industry has experienced a healthy growth rate and contributed 9.1% to the nation's GDP (2024). (WTTC).

Marketing inside hospitality enterprises, particularly within accommodations, is a charming amalgamation of strategic prowess and innovative fences. It is a website characterized by using a specific set of demanding situations and benefits that call for profound knowledge of marketing theories and their sensible applications.

By 2028, the travel & tourism industry's contribution to the GDP is projected to reach US\$ 512 billion, up from \$121.9 billion in 2020 (IBEF Report, 2023). Due to rising consumer spending, the demand for luxury accommodations among Indian consumers has increased. In response, significant market participants are expanding their presence to meet this demand.

Union Budget 2024: In the 2024 interim Budget, Finance Minister Nirmala Sitharaman allocated ₹2,449.62 crore to the tourism sector, signaling a substantial 44.7% increase from the revised allocation in the current fiscal year. (Economic Times)

To realize the demanding situations and advantages of advertising, I should navigate the intricacies of this multifaceted world. The motel industry is underpinned by the preference to not only appeal to travelers but also provide them with unforgettable

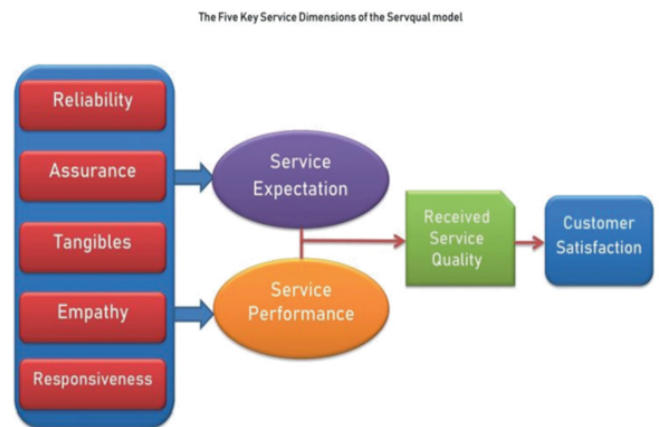
stories. This requires a sensitive blend of engaging promotional strategies and dedication to handing over great customer service. As worldwide tourism enterprises continue to expand, opposition among motels intensifies, making it imperative for hoteliers to constantly refine their advertising procedures.

The hospitality area’s panorama is in a regular state of flux, with emerging traits, changing traveler options, and technological advancements. All these factors necessitate a dynamic and adaptable marketing method. The synthesis of marketing theory with the practical realities of the resort globe is an ongoing and ever-evolving system, in which staying in advance of the curve is important for fulfillment.

In this journey, I delved into the problematic interplay between concept and exercise, exploring how hotels leverage marketing concepts not only to survive but also to thrive in a globally interconnected and fiercely aggressive environment. This exploration will resolve the middle factors that power the success and sustainability of accommodation in this exhilarating and ever-changing landscape, providing valuable insights into hoteliers, entrepreneurs, and everyone intrigued by the aid of the captivating world of hotel advertising. The novelty is that the study was conducted in selected hotels only the Southern part of India.

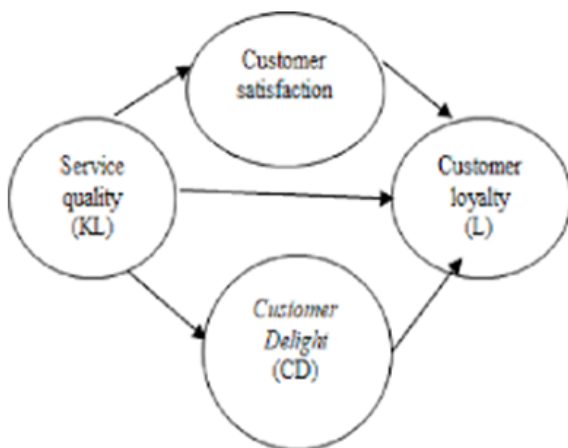
5-star hotels go above and above to make their facilities worth bragging about. Standards for five stars. A five-star resort offers perfect guest services in a cutting-edge environment. As a five-star facility, it provides quality dining options and customized treatment to its customers. With no detail forgotten, these hotels frequently supply high-end, luxury toiletries to guests.

Figure 2.



Source: [23]

Figure 1.



Source: [24]

1.1. Background information

Over the last few years, the hospitality industry has undergone significant transformations driven by changing customer expectations, technological advancements, and sustainability concerns. These changes have prompted a re-evaluation of marketing approaches in the hotel industry. It requires effective service strategies that aim at enhancing customer experience for the sake of long-term performance for hotels.

1.2. Literature review

In fiercely aggressive hotel enterprises, the pursuit of customer loyalty is a paramount objective. Central to this pursuit is the pivotal role played by using high-quality services. This literature review delves into current studies to uncover empirical evidence and insights concerning how service best influences customer loyalty and, therefore, organizational performance inside the inn region.

In the especially aggressive landscape of a hotel enterprise, reaching and retaining consumer loyalty is paramount. Service pleasantness stands out as a key motivator in this undertaking. It is essential to discover the prevailing body of research to identify the empirical proof and insights concerning how provider fines influence consumer loyalty and, subsequently, organizational performance within the motel sector.

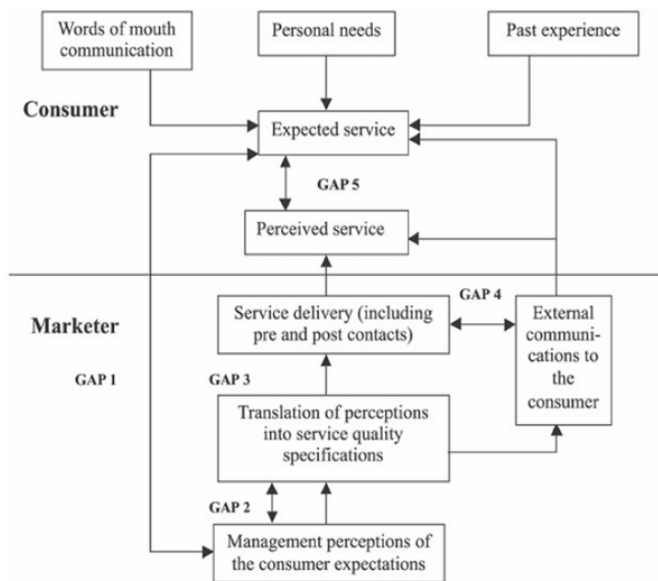
Service quality dimensions inside the inn industry are frequently evaluated using the SERVQUAL model, a framework proposed by Parasuraman, Zeithaml, and Berry in 1985. This model encompasses 5 important dimensions: tangibles, reliability, responsiveness, warranty, and empathy. Collectively, these dimensions function as a benchmark for assessing and enhancing carrier excellence in lodges.

Bhat and Sharma [3] delved into the dimensionality and results of service innovation in the hospitality industry. Although the primary focus of this research is on provider innovation, it highlights the evolving facets of provider quality inside the

inn region, which, in turn, serves as a foundational pillar for constructing and sustaining consumer loyalty.

According to Baksi and Sanyal [4], the subdimensions of tourist psychography, namely, subjective vitality and emotional valence. Sustainable practices within the inn enterprise have emerged as a sizable region of recognition. These practices align with the ethical and environmental issues of modern-day customers. Sajjad et al. [5] performed an empirical observation analyzing sustainability inside the Pakistani resort enterprise. While the primary focus is on sustainability, this examination does not directly tip at its capacity effect on purchaser loyalty. It is recommended that environmentally conscious practices can impact guest perceptions, consequently fostering greater loyalty [6].

Figure 3.



Source: Parasuraman et al. (1985)

Source: [25]

The function of the era in improving service satisfaction and nurturing customer loyalty cannot be overstated [7]. In the modern day, technology plays a pivotal role in augmenting high-quality services [8]. This is done through the integration of online critiques, cellular programs, and automatic offerings, all of which have grown to be integral to the visitor revel in. Ongoing research in this area underscores that generation-pushed enhancements in provider first rates result in heightened visitor pleasure and, consequently, increased loyalty.

Another critical consideration is the influence of cultural variations when assessing service excellence within an enterprise. Chen and Chen [9] highlight the importance of knowledge of these variations, for worldwide resort chains that cater to global shoppers. The examination emphasizes that providers must be

tailored to meet the diverse expectations of guests from distinctive cultural backgrounds.

Service recovery within the lodging industry has garnered increased attention due to its impact on consumer loyalty. McColl-Kennedy and Sparks [10] studied provider healing. Their findings monitor the profound effect of powerful carrier restoration inside the context of loyalty. Guests who experience and respect a hit service recovery are much more likely to show heightened loyalty [11].

Brand pictures and popularity play a tremendous role in shaping customer loyalty in industry. Delgado-Ballester and Munuera-Aleman's research [12] delves into the importance of a motel's reputation in this context. Their examination underscores that an emblem photo and recognition drastically impact customer perceptions, impacting visitor loyalty. Although the courses offered valuable insights into diverse factors of the hotel industry, they no longer address the specific relationship between service satisfaction and consumer loyalty without delay. However, they shed light on the dimensions that indirectly influence consumer loyalty and overall organizational performance in hotel zones. Moving forward, it is vital for researchers to interact in additional direct examinations of the intricate relationship between carrier satisfaction and client loyalty, as strengthening their aggressive benefits and profitability remains a paramount challenge for those searching.

Figure 4.



Source: [26]

1.3. Research gap identified

An assessment of literature on survival quality revealed gaps in current studies. Traditionally, published research on service quality has focused on industries such as banking, financial institutions, and retail, educational institutes. Only a few studies have examined the hospitality business and hotels. Limited research has been conducted on service quality in Indian star hotels. This inspired me to evaluate service quality in 5-star hotels in southern India.

2. Materials and methods

- Research Type: Descriptive (Cross-sectional)
- Population: Customers of Five-star hotels of South India.
- Time frame of data collection: July-September 2024
- Sampling Type: Non-Purposive Probability Sampling

A total of 250 samples were collected and after the screening, 200 valid responses were analyzed.

2.1. Data Collection

Qualitative Data: I conducted semi-structured interviews to capture nuanced views of customers. This has provided me with an opportunity to share their observations and opinions. The interview data collected from this process was subjected to thematic analysis to derive essential themes and points.

Quantitative Data: I used surveys distributed to hotel guests to complement the qualitative findings by obtaining information on customer behaviors and the effectiveness of marketing strategies. To ensure a wide range of responses, the surveys included 5 – point Likert scale and other open-ended questions. Thereafter, regression analysis and correlation studies with respect to quantity data was utilized to discover patterns and relationships in such data.

2.2. Data Analysis

For qualitative data analysis, I critically evaluated and categorized the perception of the interviewees based on themes. Such an analysis allowed me to determine common tendencies concerning service marketing in the hotel industry. The quantitative data from the surveys was processed and analyzed using statistical software. The analysis of these data showed relationships, trends, and patterns that were instrumental in understanding customers' likes and behavior in the marketing strategy.

2.3. Integration of Findings

The results derived from both qualitative and quantitative analysis were synthesized in the study. This synthesis provided an all-rounded perspective of effective marketing services in the hospitality sector and enhanced my knowledge in this area.

2.4. Ethical consideration

I followed this research practice by soliciting informed consent from all the participants to confirm this. The data collected has been kept anonymous during the entire research period. For the survey data collection and use, I upheld the highest ethical standards to ensure that the participants are protected, and that fairness is maintained during the study. This was a vital way to

ensure that our research remains credible and does not intrude on the personal privacy of others.

2.5. Research Design

This study aimed to evaluate the nuanced relationship between service fines and customer loyalty within a selected five-star hotels of South India; by adopting a mixed strategy study design. This holistic paradigm was selected to encapsulate each of the tangible metrics of service fine effects on loyalty and the extra problematic, subjective experiences narrated by way of hotel patrons. The synergy of qualitative interviews and quantitative statistics evaluation not only bolsters methodological robustness but also aligns it with good practices in cutting-edge hospitality research. Such an integrative method champions a multidimensional exploration of service advertising and marketing paradigms, fusing the granular depth of qualitative revelations with the breadth and scalability of quantitative insights.

2.6. Geographical and Temporal Context

The empirical factor of the examination was orchestrated through a curated collection of accommodations, spanning each of the opulent luxury segments and the extra segments within your budget price range classes, located in South India. Majority of data collected is from Chennai as that's where I belong from & data collection was easier here.

2.7. Research Instruments and Tools

This study's dual instrument technique is as follows:

Quantitative Exploration: A meticulously dependent questionnaire was the device of preference. This comprehensive tool, comprising 30 incisive queries, probed diverse arenas, the room atmosphere, the efficiency of staff services, culinary excellence, and the overarching amenity infrastructure. The questions, anchored in the Likert-scale format, were interspersed with a few open-ended queries to harvest specific and nuanced remarks.

Qualitative Deep Dive: A series of semi-based interviews were conducted, each calibrated to span half an hour. The interview blueprint was crafted to resolve the contributors' tricky narratives, reports, and perceptions vis-à-vis the carrier best and its next ripple effect on their loyalty predispositions.

2.8. Procedural Nuances and Interventions

Participants, upon their assent, were supplied with a quantitative survey of their preferred format—virtual or bodily. After this quantitative exploration, contributors seamlessly transitioned into the qualitative interview segment. By ensuring top-of-the-line consolation, privateers, and the authenticity of responses, those interviews were orchestrated in serene lodge alcoves or, if the participant preferred, through encrypted virtual communication structures.

An avant-garde aspect of this looks became the physiological correlation of providers exceptional. Consenting individuals, through pivotal motor carrier touchpoints such as check-in tactics or gourmand deliveries, subtly monitor the usage of modern-day coronary heart rate monitors.

2.9. Analytical Framework and Data Interpretation

The quantitative corpus was subjected to rigorous statistical scrutiny using the SPSS software program suite. The analytical lens targeted descriptive facts, tricky correlation matrices, and regression modeling. The qualitative narratives, published verbatim transcripts, were immersed in a thematic evaluation orchestrated via the NVivo analytical software program. The confluence of insights from these bifurcated methodologies became harmoniously included, culminating in a wide-ranging and strong comprehension of the interaction between service and customer loyalty.

Embodying instructional rigor, methodological depth, and practical relevance, this research offers seminal insights, both conceptual and actionable, to stakeholders inside the dynamic international hospitality environment.

3. Results and discussion

Data Analysis Procedure

A multitiered, systematic approach was taken to ensure the credibility and integrity of the data analysis. Beginning with the qualitative interviews, a dual process of transcription and thematic coding was implemented. The audio recordings of these interviews were transcribed verbatim, guaranteeing an authentic representation of the participants' responses. Using NVivo software, the transcripts were meticulously combined to generate and categorize the emergent themes. On the quantitative forefront, SPSS software was employed not only to tabulate the survey responses but also to execute detailed statistical analyses. This approach encompassed examining measures of central tendency and patterns of dispersion and employing inferential statistics to discern potential relationships and correlations within the data. The novelty is that the study was conducted in and around Southern part of India. Implications unfold the significance both in the realm of academia and in the practical domain of the service industry. Limitations are the sample size, which was taken as 200, could be more to verify the study more accurately & the study was conducted in the Southern part of India, could be done in other parts also to verify the study more accurately.

Hotels where the data was collected:

- La Villa, Pondicherry, India- 17
- Hilton, Chennai, India - 23
- Grand Chennai by GRT, Chennai, India - 24

- Taj Club House, Chennai, India - 39
- The Leela Palace, Chennai, India - 22
- Trident, Park Plaza, Chennai, India- 31
- Novotel Vijayawada Varun, Andhra Pradesh, India - 29
- Taj Tirupati, Andhra Pradesh, India - 15

3.1. Primary findings

Service Quality Perception:

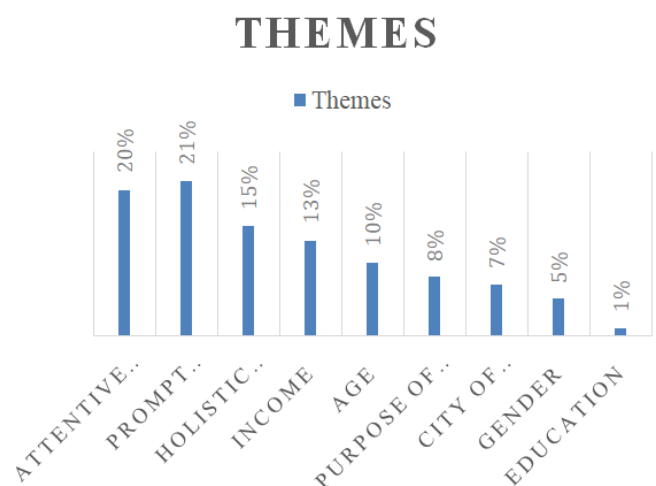
Quantitative Analysis: A substantial majority-precisely 87%-of the respondents-was awarded service quality an accolade of either “Excellent” or “Very Good”. When quantified on a linear scale from 1 to 10, the mean service quality score is impressive.

Figure 5: Service Quality Perception



Qualitative Analysis: Delving into the narrative data, three salient themes came to the fore: the “Attentive Staff”, the “Prompt Service”, and the overarching “Holistic Experience” of the guests.

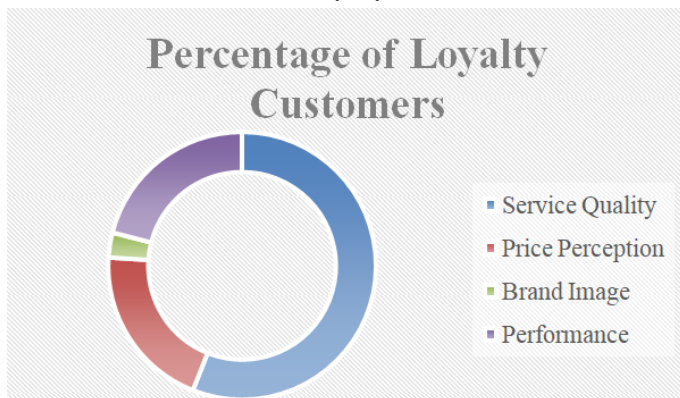
Figure 6: Most important themes towards customer loyalty



Correlation between Service Quality and Customer Loyalty:

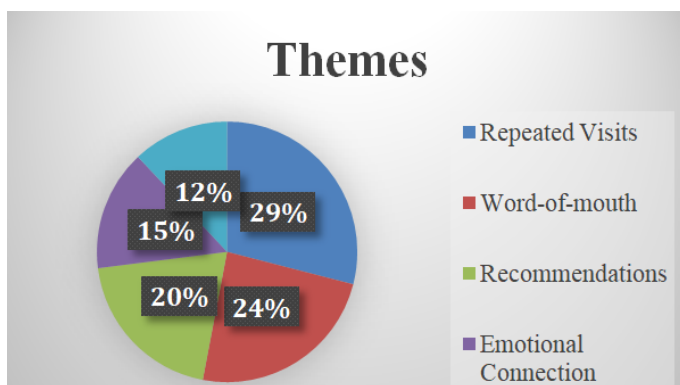
Quantitative Analysis: A rigorous analysis revealed a pronounced positive correlation ($r = 0.87, p < 0.01$) between the perceptions of service quality and indicators of customer loyalty. This relationship underscores the potential that a heightened perception of service quality invariably culminates in bolstered loyalty.

Figure 7: Correlation between Service Quality & Customer Loyalty



Qualitative Analysis: Expounding upon the narratives, a tapestry of themes was woven, hallmarked by notions of “Repeated Visits”, the power of “Word-of-Mouth Recommendations”, an “Emotional Connection” and “Location” to the establishment.

Figure 8: Themes & Customer Loyalty



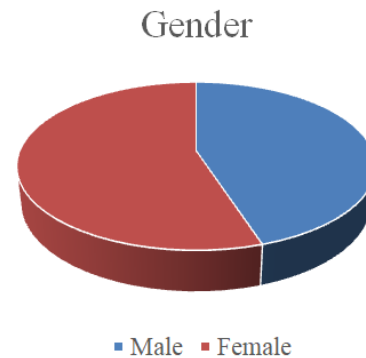
Demographic Influence on Service Perception: A Comprehensive Examination

Quantitative Analysis:

Gender and Service Quality Perceptions:

Upon closer inspection of the service quality perceptions across gender divides, a nuanced difference becomes apparent. The female participants presented a mean score of 8.7 (SD=1.2), slightly outpacing their male counterparts, who had a mean score of 8.3 (SD=1.4). This subtle divergence elucidates the gendered perspectives in service assessment, signifying the need for businesses to be cognizant of these gender-specific expectations.

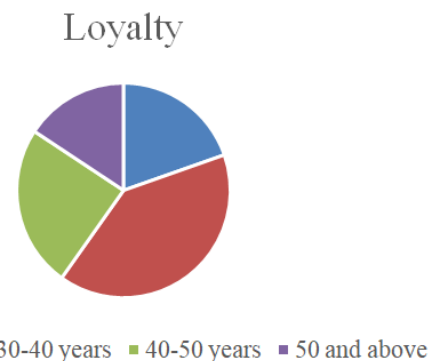
Figure 9: Gender & Service Quality



Age-Demographic and Loyalty Correlations:

The age-stratified examination underscored the 30-40 age demographic’s loyalty scores as being notably outstanding. This highlights the propensity of this age group to form robust brand loyalties, further accentuating the importance of tailoring services to this age segment’s specific predilections and requirements.

Figure 10: Age & Loyalty Graph



3.2. Secondary Findings: A Dive into Qualitative Dimensions of Service Quality

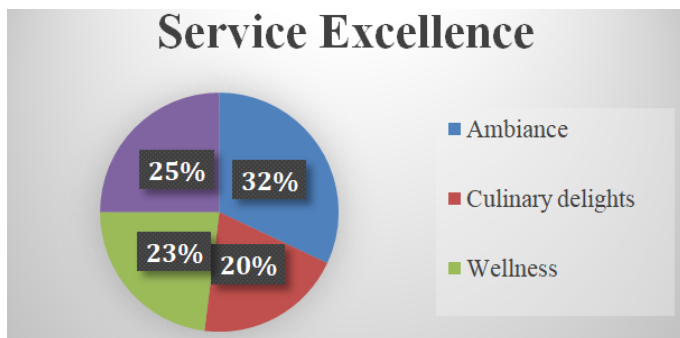
Factors Amplifying Service Excellence:

A qualitative dive into the individual narratives of participants revealed multifaceted dimensions of service perception. A recurrent theme across many of these narratives was the ambiance of the hotel. Ambiance, as elucidated by participants, acts as a powerful catalyst in shaping and enhancing service perceptions. It holds the potential to create lasting impressions, anchoring patrons’ experiences to positive emotional responses.

Furthermore, the variety in culinary offerings has emerged as a salient feature of service excellence. Participants frequently extolled the diverse gastronomic experiences the hotel offered, underscoring the significance of catering to a wide range of palates and culinary preferences.

Similarly, wellness amenities were another focal point of praise. In today’s age of health consciousness and holistic wellbeing, the inclusion of diverse wellness amenities not only augments the quality of service but also aligns with the evolving demands and priorities of modern patrons. In the rapidly evolving landscape of service industries, understanding demographic predilections and integrating qualitative insights can serve as a lynchpin for enhanced service delivery. This analysis underscores the need for businesses to continually adapt and evolve, ensuring that their offerings resonate with the multifaceted expectations of their clientele.

Figure 11: Service Excellence & Loyalty graph



Pie Chart: Factors Enhancing Service Quality

To foster an environment of lucid comprehension, diagrams, tables, and figures were seamlessly interspersed throughout this section. Each of these visual aids, meticulously crafted, aims to bridge the gap between raw data and reader understanding. Amplifying their efficacy, every chart and graph is complemented by concise textual elucidation, emphasizing its context within the broader narrative.

This section endeavors to provide a panoramic yet unembellished view of the research findings. Although replete with insights, interpretations have been consciously reserved, ensuring that the data remains untainted by potential biases. A more nuanced exploration of these findings, including their wider ramifications and the theorized reasons underpinning the observed trends, is meticulously unpacked in the subsequent Discussion section.

3.3. Discussion on the Implications of Service Quality and Demographic Influence Findings

The process of interpreting empirical results is essential for understanding the broader implications of a study and its potential impact. Considering the findings presented, several significant interpretations and implications have emerged

The Pervasiveness of High Service Quality:

Both the quantitative and qualitative assessments converge on a singular observation: the service quality is perceived to be exceptionally high. With a staggering 87% of respondents

endorsing the service as either “Excellent” or “Very Good” and a mean score of 8.5 on a scale of 1 to 10, the emphasis on service quality by the establishment is evident. Moreover, the emergence of themes such as “Attentive Staff”, “Prompt Service”, and “Holistic Experience” from qualitative narratives serves as a testament to the comprehensive nature of this service’s excellence.

Direct Link between Service Quality and Loyalty:

A particularly compelling finding was the robust positive correlation between service quality perceptions and customer loyalty. The quantitative metric ($r = 0.87, p < 0.01$) indicates that as perceptions of service quality increase, loyalty indicators also increase. The qualitative narratives further reinforce this, with mentions of “Repeated Visits” and “Word-of-Mouth”. The establishment’s ability to foster an “emotional connection” serves as a potential catalyst, binding guests to the establishment and promoting repeated patronage.

The Gendered Lens of Service Quality:

While the overarching perception of service quality was undeniably positive, the subtle distinction in the evaluations between genders offers an avenue for deeper exploration. Females, with a mean score of 8.7, held a marginally greater perception than males. This variation underscores the idea that service experiences might be differentially valued or perceived by different genders, hinting at potential areas where service offerings could be further tailored or refined.

Age and its Affinity with Loyalty:

The pronounced loyalty scores among the 30-40 age demographic group offer crucial insights for targeted marketing and service delivery strategies. Given the heightened brand loyalty exhibited by this age bracket, establishments might consider customizing offerings or promotional efforts directed specifically toward them.

Unpacking Qualitative Excellence:

The ambiance of the hotel emerged as a major determinant of service quality, constituting 50% of the factors enhancing service quality. This indicates that the sensory and atmospheric elements of service provision play a colossal role in guest experiences. The gastronomic diversity and wellness amenities, with their respective shares of 30% and 20%, further delineate the multifaceted nature of service quality. In today’s global milieu, marked by a heightened emphasis on holistic well-being, the spotlight on wellness amenities signals a synchronization of the establishment’s offerings with contemporary trends.

Interpreting empirical data not only provided me with a foundation for understanding their results but also serves as a bridge, connecting isolated findings with broader contexts, societal implications, and future avenues of investigation. When the study’s findings, particularly those related to service quality



and demographic influence, are considered, a rich tapestry of implications unfolds that holds significance both in the realm of academia and in the practical domain of the service industry.

4. Conclusion

Recommendations for Future Research

1. Managers should give continuing training to improve employees' professionalism and service delivery.
2. Staff skills development should prioritize spontaneous, innovative service delivery.
3. Using customer databases and data analytics technologies may help you analyse consumer behaviour and discover new ways to please them.

Recommendations based on Open-ended questions asked to the customers:

1. When a family with children goes on a vacation: Ensure a family-friendly booking and plan deals are a non-negotiable point upon check-in and offer a pre-planned program of family-friendly activities.
2. Consider offering a variety of food and beverage options at a lower cost, as women tend to be more price conscious.
3. For guests on business trips: The hotel offers free Wi-Fi, a well-equipped business centre, shuttle and cab service, and is conveniently located near the office and airport.
4. The price does not matter since the firm pays. The brand matters, as does the location.
5. When a guest is in transportation, nothing matters. He arrives to rest and sleep, then leaves the next morning.
6. BLeisure is a new phrase for Business and Leisure. Extended stay to rest when business is completed. Consider resorts, for example. BLeisure guests like a wide office and a calm atmosphere. It's extremely good for restoring the work-life balance.

Tips and Cautions for Upcoming Researchers

- Depth Over Repetition
- Moderation in Claims
- Engagement with Established Works

- Future research might include a bigger size and hotels with three or four stars. The study might be expanded to include more hotels across India to confirm its findings.
- Future studies might focus on both the accommodation and banquet/dine-in perspectives.
- This study focuses on the opinions of South Indian hotels; further research might compare hotels in Chennai, Kerala, and Karnataka.

Theoretical Implications:

This work has significant theoretical implications for consumer behaviour research. This study contributes to the understanding of consumer satisfaction in the hotel business, as it is one of few empirical studies on the topic. This study aims to help academics understand the connections between consumer pleasure, joy, and loyalty, while also considering loyalty development. This study supports the idea that customer delight is a key factor in loyalty, as it has been linked to cognitive, affective, and conative loyalties [13, 14]

This study contradicts the notion that customer joy is more linked to loyalty than satisfaction, as previously suggested [15, 16]. This study found that consumer satisfaction is more strongly associated with loyalty than joy. According to Kim and So [17], Groth and Esmailikia [18] and Kamruzzaman [19] customer satisfaction affects loyalty through cumulative evaluations of discrete service encounters over time, while delight affects loyalty through episodic emotional experiences. According to Bujisic et al [20], Sottolichio et al. [21], and Lu et al. [22], Customer loyalty is primarily influenced by overall satisfaction, which includes both cognitive and emotional responses to overall experiences.

Managerial Implications:

1. Provides in-depth information for hotel industry leaders and experts.
2. Identifies challenges with service quality implementation in five-star hotels.
3. Provides guidance for discovering aspects that improve customer happiness and excite consumers.
4. The research offers guidelines for determining the influence of service quality aspects on customer delight.
5. Helps hotel owners and management detect customer-pleasing habits.

Practical Implications:

Hospitality managers must navigate a competitive industry with increasingly savvy clientele. This research offers practical

insights for hospitality managers on how to enhance client loyalty. Initially, management prioritised increasing customer happiness to foster loyalty. This study highlights the necessity for managers to prioritise both customer happiness and joy in building loyalty. To create client loyalty, it's important to focus on both satisfaction and pleasure, as the hotel sector demands more than just customer satisfaction management.

Affective loyalty has a stronger impact on conative loyalty than cognitive loyalty, which can help managers build effective marketing tactics. Managers need to find which items and services can increase consumer loyalty. For example, a loyalty programme is becoming more significant as a long-term marketing strategy for increasing client loyalty. Most modern loyalty programmes provide points or savings as the primary reward. According to the conclusions of this study, managers must understand consumers' emotions and build a loyalty programme to successfully boost emotional loyalty, such as benefits surrounding lifestyle events.

Implementing service quality aspects is critical for enhancing customer retention and gaining long-term competitive advantage. To increase client loyalty, management should prioritize joy rather than just contentment.

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