

Customer Demographics and Hotel Service Quality: An In-depth Investigation

Jesu Frederick T, Stephan Thangaiah IS*

VIT Business school, Vellore Institute of Technology, Vellore, India. VIT Business school, Vellore Institute of Technology, Chennai, India.

*Corresponding Author's Email: stephan.thangaiah@vit.ac.in

Abstract

The hospitality industry is characterized by its dynamic and competitive nature, necessitating a nuanced understanding of customer preferences and expectations. Through a thorough analysis, this research seeks to understand the multifaceted connection between customer demographics and hotel Service Quality (SQ). The hospitality sector has to comprehend how the different demographic aspects affect how the customers perceive and they are satisfied with hotel services to customize services while enhancing the overall experience for customers. This research is experimented in the SPSS tool regarding analyzing the customers' perceptions of SQ in hotels. A standardized questionnaire was implemented to survey 550 hotel customers and the results were analyzed in terms of the demographics of the participants. To determine whether there were any significant associations or distinctions, the t-test for independent samples (IS) and the "Chi-square test" was employed. Significant variations were found in the outcomes of the 4 dimensions regarding SQ. It was typical to find that, depending on their demographics, hotel customers' opinions of the quality of the services offered differed greatly. The hotels throughout India were frequented by people from a wide range of backgrounds. Customer demographic traits probably have an impact on how well they perceive the quality of the services provided by hotels.

Keywords: Customer Preferences, Demographics, Experience, Hotels, Service Quality (SQ).

Introduction

In a dynamic environment of hospitality industry, the customer demographics particularly have a definitive significance in the development of the quality of services offered by hotels. Relationship between the characteristics of customers and services has emerged as crucial strategic business factor for hotel industry desiring to meet many needs of consumers as it is possible (1). Customer demographics are defined by the characteristics such as age, gender, income, nationality and visit intentions. These are important variables that define guests' expectations, which in turn define, their demands, which is a core determinant of the standards of service that guest lodging entities such as hotels have to deliver. Awareness of these non-uniformities ensures that hotel management formulates strategies that would appeal to the targeted demographic group hence improving guests' satisfaction or loyalty (2).

With the competition of the hospitality business is enormous, the focus shifted to the provision of excellent service quality (3). Managers are relying on the obtained insights regarding the customer

characteristics, meaning that solutions provided to clients meet not only organizational needs but also appeal to demographics of travelers. This aspect of overlapping of the customer characteristics with the nature and quality of service provision is a vibrant and highly fluid space with growth that turns into a tool of necessity, innovation and creativity (4). Thus, this research gives a study of how the customers determine the level of service from the hotel industry. Investigated the relationship between SQ and customer fulfillment, faith, and commitment. Moreover, they synchronously explored the effectiveness of those characteristics on strengthening customer loyalty and confidence in the hotel sector. A total of twenty purposively selected and interviewed respondents for the study were administered a semi-structured questionnaire which involved a qualitative approach to data collection. Their prime findings revealed that majority of the responses emphasize the importance of the substantially high value of both the parameters of hotel SQ and customer satisfaction (5).

This is an Open Access article distributed under the terms of the Creative Commons Attribution CC BY license (<http://creativecommons.org/licenses/by/4.0/>), which permits unrestricted reuse, distribution, and reproduction in any medium, provided the original work is properly cited.

(Received 05th April 2024; Accepted 15th July 2024; Published 30th July 2024)

Investigated the influence of service price and quality equality on customer trust, with customer satisfaction acting as an intermediary variable. Various tests such as demographic analysis and gap analysis were utilized. The data indicated an advantageous connection between SQ and pricing equality with customer satisfaction, hence supporting their hypothesis. Their research indicated that customer trust was completely influenced by customer pleasure, with pricing fairness acting as a mediator (6). Aimed to show how SQ affected customer fulfillment. The results of the research demonstrated the impact of several elements of SQ on the degree of satisfaction in hotels. A methodical approach was employed to examine the study. However, it was found that reliability has a negative correlation with customer fulfillment (7).

Aimed to enhance the comprehension of the correlation among SQ, customer fulfillment and customer trust in the hotel sectors. The study examined the mediated impact of customer fulfillment on the link between SQ and customer trust at the hotel, using insights from Customer Loyalty theory and social exchange theory. The investigation verified the existence of a positive correlation between SQ and customer fulfillment, a correlation between SQ and customer trust, along with a correlation between customer fulfillments as well as customer trust (8). Examined the immediate as well as secondary impacts of SQ and customer fulfillment on customer trust in the hotel service sector. They aimed to validate a theoretical framework that was not previously discovered in existing research on the hotel sector. They have yielded empirical data about the direct and indirect relationships among "SERVQUAL, customer fulfillment and customer trust" within the hotel services business. The findings of the research demonstrated that SERVQUAL has a beneficial impact on both customer fulfillment and customer trust (9).

Examined the elements that influence consumers' perception of SQ and how it was connected to customer fulfillment and retention. The study addressed a gap in research and provided insight to fitness companies on the significance of evaluating consumers' views of SQ in a declining market. It is highlighted the need for developing specialized tactics to acquire a competitive edge

(10). Demonstrated that the impact of financial congruity and SQ can affect consumer-brand recognition and loyalty. The findings of the research showed that both consumer-brand recognition and consumer-brand involvement were significant predictors of customer loyalty towards the brand. The study showed that consumer-brand identity, perceived SQ and value consistency were important factors influencing consumer-brand interaction. Furthermore, the level of SQ and the alignment of value had significant, immediate impacts on the relationship of the customer with the brand (11).

Investigated the impact of four categories of SQ on customer assessment of SQ in two hotels. The data indicated that customers prioritize meal quality as the most significant criterion when evaluating SQ. According to the analysis results, it was advised that hotel workers in suburban areas should focus on strategies to enhance or preserve customer fulfillment (12). Examined the impact of "Customer Relationship Management (CRM)" aspects on SQ, using "the Resource-Based View (RBV)" concept as a framework. The study employed a quantitative methodology, gathering data from hotel general managers. The findings indicated that CRMs had a favorable influence on SQ. Conversely, the CRM structure hurt the SQ (13).

Evaluated the connection between perceived servant leadership and workers' self-efficacy and how it influenced employees' SQ in the hospitality sector. They utilized a polynomial regression equation in conjunction with surface analysis. The findings indicated that a greater disparity between the perceived degree of servant leadership and confidence was positively correlated with better levels of SQ among workers (14). Focused on the restaurant and hotel industries. The examination of the combined outcomes of two surveys conducted among executives, utilizing SEM methodology, reveals that quality procedures exert an indirect yet favorable impact on a company's success. Nevertheless, when examining smaller groups in the data, inequalities across hotels and restaurants become apparent. They demonstrated that, while operating in the same industry, the two subgroups achieve distinct outcomes when following quality policies (15).

Examined a dataset containing digital hotel evaluations from four majorities over a year to clarify the distance fulfillment bond. The findings

demonstrated a nonlinear association between the distance of travel and the level of fulfillment with the service, characterized by an inverted U-shaped pattern. The findings had significance for the field of tourist geography and enable tourism marketers to devise more efficient differential marketing methods (16).

It is difficult for the hotel sector to analyze and apply the demographic data to enhance the standard of its services. Optimum client happiness is hampered by the absence of an adequate structure and the requirement of determining the important social variables impacting consumer pleasure and retention. To solve this, creative approaches and technologies have to be created that combines the demographic information using continuous service improvements. Thus, the useful information that promotes a mutual beneficial relationship among the standards in hotel amenities and the age range of its patrons. The creation of novel methods and approaches that can smoothly combine the continuous service level improvements using the consumer demographics information is necessary to solve this issue.

H0: There is no apparent connection between the annual income of customer and their perceptions of SQ.

H1: There is no notable connection between customers' education and their perceptions of SQ.

H2: There is no notable connection between customers' profession and their perceptions of SQ.

H3: There is no notable connection between customers' age and their perceptions of SQ.

H4: There is no notable connection between customers' gender and their perceptions of SQ.

Methodology

The conceptual framework is illustrated in Figure 1, whether the main predictors that are referred to as customer's annual income, customer's education, customer's profession, customer's age and customer's gender. The dependent variable SQ perception, which is set up by the interaction of these components, is going to be used as the subject of the research in the end. The data for this study were collected through structured method to ensure that all aspects of SQ in hotels are as perceived by the consumers. The primary research tool administered was a survey that was designed to capture detailed information concerning various demographics, common organizational attributes, quantitative variables such as annual household income, education level, employment status, age as well as gender and their perception towards service quality. This strategy ensured the systematic collection of data from the patrons, vigorously, irrespective of gender, aged twenty and above with at least an overnight stay in the Indian hotels. Given that the patrons of the hotels are diverse, more specifically, both short-term guests from India and other countries, the poll was developed. In an effort to obtain a more subjective insight into the various consumer segments and the extent to which their perceptions of SQ are directed by demographical caveats, the questionnaire made use of both qualitative and quantitative data.

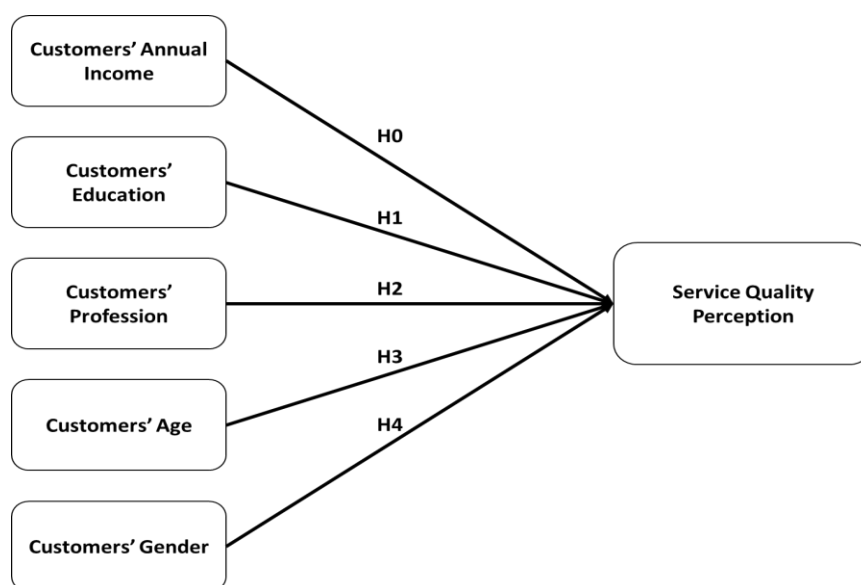


Figure 1: Conceptual Framework

In selecting the sample of hotels for this research, a combination of the cluster, stratified, and basic random sample was used in a multiple-phase sampling technique. The sample of hotel customers used in this research was determined by convenience sampling. In the sample selection method employed in the study, convenience, basic random, stratified, and cluster sampling was employed in order to ensure that patrons of the hotel were covered across all the demographic characteristics.

- **Cluster Sampling:** Hotels were grouped according to some criterion such as organizational affiliation or geographical location. Due to the need to have distribution and service differentiation, the study randomly chose some clusters that included different types of hotels.
- **Stratified Sampling:** Hotels were further divided into categories within each cluster which was selected based on various factors such as hotel size, star rating as well as the service dimension, namely luxury, mid segment and lower segment hotels so on. This helped in ensuring that the sample included in the cross section of the hotel population reflected the proportion of each category.
- **Basic Random Sampling:** Cluster sampling was used, whereby the hotels that were going to participate in the study were randomly selected from each category. This approach tried to reduce bias and ensure that any hotel that would be selected regardless of its size and popularity had the same likelihood of being selected.
- **Convenience Sampling of Customers:** Participants for this study were chosen using the technique referred to as convenience sampling from customers who stayed at the designated hotels during the period of the fieldwork. It was possible with this approach to achieve a sufficient number of respondents with recent hotel check-in and check-out experience.

The research attempted to obtain a representative and varied sample of hotel patrons across a range of demographic attributes, including age, gender, income, education, and occupation, by combining several sampling methodologies. As a result, a sample of customers who stayed at the hotels in the fieldwork period was taken, including those who

checked in and left. In the hotels, customers who matched this description were given questionnaires. To conduct adequate tests for validity, reliability and provide empirical validation of the results, the questionnaires were pretested. The instrument's internal reliability and consistency were established by pre-testing.

This research used SPSS for Windows version 17.0 to analyze data quantitatively. All of the variables descriptive statistics, including means, frequencies and clear percentages, were computed and used to summarize as well as to describe the information along with other aspects of the topic. To investigate the customers' travel, demographics, rates and proportions were employed. The association between the hotel class and the prior experiences of the customers as well as the connection between the customers' overall assessment of the standard of the service and their previous characteristics were examined using a statistical approach based on inference, such as the "Chi-square test" of independence. This research employed the IS t-test as well as one-way "Analysis of Variance (ANOVA)" to evaluate the association among customers' demographic and travel-related factors along with their assessments of aspects of SQ.

Results

Customer Demographics

The most widely used basis for client classification and segmentation is demographic factors. Demographic factors are connected to the desires, inclinations and usage patterns of customers. Although there has been a limited effort to connect the demographic features of customers with their opinion of SQ, demographic information is crucial for the understanding and explanation of attitudes toward SQ. The investigation of the impact of demographic features on customer behavior is a crucial concern. The study's demographics, which include marital status, gender, age, education, profession and revenue per month, are shown in Table 1. The majority of the respondents in this survey was married, between the ages of 20 to 40 and had completed college or university education. The majority of them were professionals making over 15,000 Indian rupees a month. The majority of respondents (41.82%) belonged to the 20–40 age groups, with 39% from the 41–60 age groups.

Table 1: Customer Demographics

Demographic Characteristics		Frequency (N=550)	%
Age (in years)	20-40	230	41.82
	41-60	225	40.91
	60 and above	95	17.27
Gender	Male	396	72
	Female	154	28
Marital Status	Never married	229	41.64
	Married	321	58.36
Education	Primary school	15	2.73
	High school	99	18
	University	260	47.27
	Postgraduate	176	32
Profession	Independent workers	150	27.27
	Professional	290	52.73
	Retired	80	14.55
	Student	30	5.45
Monthly Income (INR)	<17000	80	14.55
	17000-23000	160	29.09
	23000-35000	120	21.82
	35000-38000	110	20
	38000 and above	80	14.55

According to Table 1, there were more men (72%) than women (28%) in the research sample. Males were believed to travel more than females, which could have contributed to the low number of female customers. The small number of female customers can include more non-Indians than Indians since females are not encouraged to use hotel facilities in Indian culture. About 41.64% of the respondents were single, while nearly 58.36% of the participants were married. This result defies the widely held belief that single people travel more since they might not have commitments or responsibilities to their families.

Table 1 shows that considerably half of the respondents (47.27%) were graduates. The people with postgraduate degrees (32%) come next to them.

Experts such as medical professionals, staff nurses, pharmacy technicians, attorneys, financial analysts, financiers, instructors, engineers, drivers and supervisors made up the majority of the

customers (76.6%). independent workers like entrepreneurs and businessmen came in second (23.4%). When it came to monthly revenue, respondents who made at least 38,000 INR (30%) made more than 13 percent of those who made less than 17000 INR. Every other income category had an equal representation. This suggests that there isn't a minimum income needed to stay in a hotel. This is because various hotel grades and categories have varying expenses for lodging. 5-Star hotels charges more for rooms than 3-star hotels.

Hotel Grade and the Demographic of the Customers

A substantial significant correlation ($p = 0.003$) was discovered between the hotel and the education of customers as shown in Table 2. Similar to educational achievement, there was a significant correlation ($p = 0.000$) determine among hotel class such as 5-Star hotel (SH) along with 3-star hotel and profession.

Table 2: Hotel Grade and the Demographic of the Customers

Characteristics		Number	5-SH (%)	3-SH (%)	X ²	P value
Age (in years)	20-40	350	66.87	33.13	0.542	0.843
	41-60	155	29.60	70.40		
	60 and above	18	3.44	96.56		

Gender	Male	390	83.87	16.13	5.481	0.080
	Female	75	16.13	83.87		
Marital Status	Never married	145	35.80	64.20	14.952	0.083
	Married	260	64.20	35.80		
Education	Primary school	18	4.14	95.86	22.952	0.003*
	High school	93	21.38	78.62		
	University	250	57.47	42.53		
	Postgraduate	74	17.01	82.99		
Profession	Independent workers	84	17.36	82.64	52.865	0.000*
	Professional	360	74.38	25.62		
	Retired	15	3.10	96.90		
	Student	25	5.17	96.83		
Monthly Income (INR)	<17000	54	11.49	88.51	52.866	0.000*
	17000-23000	98	17.42	82.58		
	23000-35000	280	23.17	76.83		
	35000-38000	60	21.04	78.96		
	38000 and above	80	26.87	73.13		

It's possible that students don't make enough money to stay in 5-star hotels, which naturally charge more for rooms. Nevertheless, the explanation for this discovery can be that the students' travels were funded by organizations or schools and they were supposed to be educational or scientific. It might imply that these students were not the ones who remained at the hotel rather; they might've done so at the cost of customers from other professional organizations. Anticipated, a noteworthy correlation was found between hotel class and income ($p = 0.000$). The findings indicated that patrons of the 5-rated hotels were those with monthly revenue of over 38000 INR, while those with less than 17000 tended to stay in the 3-star hotel establishments.

SQ and the Demographic Customers

An independent "Chi-square test (X^2)" was employed to examine the association between the characteristics of the customers and their impression of the quality of the services. The test of the association between overall impressions and customer features is shown in Table 3. The features of the customers consisted of independent variables, while the general impression served as the dependent variable.

Table 3 demonstrates noteworthy correlations between the general evaluation of SQ and certain customer demographic factors, including gender, education, and occupations as well as monthly revenue. This finding indicates that gender could

have an impact on the way customers believe the quality of the services provided by hotels.

According to research, less educated people had greater opinions about the quality of the services they received. This might be because, previously, those with lower education have not been exposed to a lot of knowledge on the quality of service provided by hotels and as a result, they might not find many problems, if any, with the service provided by the hotels. Furthermore, a high association was found between the consumers' work status and their perception of the SQ as a whole.

Table 3 illustrates the substantial correlation ($p = 0.125$) between customers' monthly revenue and their overall SQ assessment. Unexpectedly, customers who made less than 17000 INR were many (82%) of the individuals who thought the SQ was good. This can cause the widespread belief that customers make more than 38000 INR. A comparatively higher proportion of customers who made between 38000 and above INR were among those who thought the hotel's service was good.

Five of the seven demographic factors that were examined gender, education, profession were shown to be correlated with the general assessment of SQ. This suggests that factors influencing total SQ include the demographic characteristics that show significant connections in the levels of satisfaction with SQ. Therefore, based on these outcomes, hotel management can discover it advantageous to create novel

approaches. Stated differently, advertisements might be targeted by segmenting customers based on factors like gender, revenue, employment, and education. Hotel management can find areas where SQ needs to be improved by using demographic information about their customers.

Dimensions of SQ and Demographics

An ANOVA and the IS t-test were employed to decide how much background factors affected the way

that SQ measures were assessed. The five-point “Likert scale” that was utilized to gather information was compressed to three indications to make it easier to analyze the results. By contrasting the P value against the predetermined “level of significance” ($P=0.315$), it was possible to establish if there were any significant changes. Average responses to the SQ measures broken down by demographic factors are shown in Table 4.

Table 3: Conception of SQ Overall and Demographic Characteristics

Demographics		F	High	Low	Moderate	X2	P – value
Age (in years)	20-40	291	71.4%	11.7%	22.9%	9.159*	0.054
	41-60	71	81.3%	13.4%	9.2%		
	60 and above	202	76.0%	13.0%	16.0%		
Gender	Male	137	69.4%	10.2%	26.4%	9.562	0.258
	Female	16	86.6%	2.0%	17.4%		
Marital Status	Never married	118	74.1%	13.7%	18.2%	1.654	0.963
	Married	244	73.7%	11.3%	21.0%		
Education	Primary school	13	82.0%	12.0%	12.0%	26.564*	0.050
	High school	75	79.9%	16.2%	9.9%		
	University	189	71.1%	13.6%	21.3%		
	Postgraduate	89	73.3%	6.6%	26.1%		
Profession	Independent workers	82	71.1%	21.1%	13.8%	4.5645*	0.000
	Professional	247	69.5%	10.8%	25.7%		
	Retired	14	97.7%	2.0%	6.3%		
	Student	23	74.2%	18.7%	13.1%		
Monthly Income (INR)	< 17000	45	84.0%	4.0%	18.0%	31.823*	0.125
	17000-23000	89	67.8%	22.0%	16.2%		
	23000-35000	58	61.7%	22.3%	20.4%		
	35000-35000	49	56.7%	15.3%	33.0%		
	38000 and above	102	80.5%	4.1%	22.6%		

Table 4: Dimensions of SQ

Demographic Characteristic		F	MT	DEP	FLX	CON	EMY
Gender	Male	292	5.47	5.72	5.22	5.38	5.37
	Female	72	5.46	5.59	5.53	5.48	5.53
	P value		0.315	0.065	0.295	0.645	0.548
Age	18 – 39	209	5.50	5.47	5.28	5.23	5.14
	40 – 59	142	5.50	5.39	5.41	5.24	5.51
	60 and above	16	5.50	5.65	5.62	5.70	5.51
	P value		0.720	0.584	0.695	0.136	0.984
Education	Primary school	14	5.55	5.71	5.58	5.39	5.72
	High school	76	5.39	5.34	5.39	5.19	5.21
	University	190	5.45	5.48	5.63	5.35	5.32
	Postgraduate	90	5.48	5.53	5.40	5.40	5.25
	P value		0.241	0.007	0.095	0.265	0.351
Profession	Independent workers	83	5.39	5.65	5.63	5.35	5.32
	Professional	248	5.58	5.58	5.73	5.63	5.65

	Retired	15	5.71	5.48	5.53	5.343	5.50
	Student	24	5.51	5.53	6.01	5.984	6.01
P value			0.756	0.365	0.886	0.925	0.957

Table 4 indicates that worries about Material Things (MT), Dependability (DEP), flexibility (FLX), confidence (CON) and empathy (EMY) indicated on SQ evaluations in hotels varied little among the education groups, except for the dependability dimension. The findings indicate that customers who had completed high school agreed with every measure. This suggests that they thought highly of the MT, certainty, responsiveness and sympathy that comprise service excellence. Similar findings were seen with customers who had dropped out of elementary education, except in the dependability dimension, where they showed neutrality, suggesting an average opinion of the quality of the service.

Table 4 shows that there were not any significant differences found for any of the SQ parameters among the different professional categories. Nonetheless, several noteworthy and intriguing patterns surfaced. Self-employed customers and professions differed on MT, whereas retirees and students. All professions expressed varying degrees of ambivalence regarding problems with the adaptability and dependability elements of SQ. Despite this, every group supported concerns about the compassion and confidence aspects of SQ.

Identifying Disparities

Table 4 indicates the following differences in the expected degree of service quality (SQ) between various demographic groups:

Gender: Although male and female respondents scored somewhat better on some SQ aspects (e.g., Dependability [DEP] at 5.59 versus 5.72), there were no significant variations in overall SQ perception.

Age: There were small differences in SQ ratings between the age groups (18–39, 40–59, and 60 and above), with the older age groups exhibiting somewhat higher ratings in several dimensions such as Flexibility (FLX) and Empathy (EMY), albeit these differences were not statistically significant.

Education: Differences in SQ perceptions were more pronounced across education levels. Compared to respondents with lesser educational attainment, postgraduate respondents consistently evaluated SQ higher across all aspects;

this was especially true for characteristics like Dependability (DEP) and Material Things (MT).

Profession: Views on the SQ dimensions vary between independent contractors, professionals, retirees, and students. SQ was often scored higher by professionals, suggesting higher standards and potentially more critical assessments of service elements such as Empathy (EMY) and Confidence (CON).

Monthly Income: It's interesting to note that perceptions of SQ varied significantly according to monthly income levels. Consumers with monthly incomes under 17,000 INR scored SQ higher than those in higher income levels in a number of categories, indicating that their expectations or experiences may vary depending on their financial situation.

Discussion

The first limitation of the study (2) is the reliance on subjective data, second, the small number of respondents used for the study, and third, there is focus on a specific hotel so the results could be limited when generalizing the results to other scenarios. The following limitations are also noteworthy: It is difficult to avoid reliance on self-reported data; there is selection bias inherent in subordinate-supervisor dyad evaluations; and the study's focus on FTH may limit generalisability to another industry or cultural context (3). Some of the research limitations noted in the study include; limited sample size; focus on the hotel sector, which may not represent the complete hospitality industry and reliance on self-generated data, which may be bias (7). They concluded that the findings may not be generalizable to other conditions. To address the limitations of previous studies, this research has gathered participants with a wide age range from different hotels in India. This approach increases the correspondingly generalizable nature of the research outcomes. Furthermore, proper protection of patients' identity reduces cultural and sampling biases and statistical tools like t-tests and Chi-square provide a way around self-reported data.

Impact of Training Programs on Service Quality and Customer Satisfaction

The need to increase customer satisfaction and enhance services in the hotel industry cannot be over emphasized because training programmes should be embarked on. Various considerations is given on demographic factors directly affect customer perceptions of service aspects such as tangible aspects like material goods, reliability, adaptability, confidence, and empathy are the key area of this study. Thus, training prepares employees in order to meet clients' diverse needs and learn about these demographic nuances and respond accordingly with proper respect and attention. This method helps to increase customer satisfaction and their loyalty due to the better understanding of staff requests and their ability to respond to clients' needs. Implementing focused training programmes enables organizations establish markets competitive edge by delivering services flexibly to adjust to the demographic reality of the economy.

Implication

This article focuses on the basic assumptions of SQ and proposes that by identifying the demographic characteristics of consumers and addressing their marketing and service expectations directly, hotel management could potentially increase customer appreciation and demand given the subsequent investigations of services quality. The dependability of promises or agreements may be improved as well as the empathy level for elderly consumers whilst the dependability for less educated consumers may also be increased to efficiently and effectively deliver services. They enhance guests' satisfaction, create competitive advantages amidst saturated range of rivals, and inform such decisions as specific employee training or building upgrades. Overall, hotels can effectively meet the various requisite from their consumers by leveraging on demographic data as this fosters healthy business progression and consumer satisfaction in the hospitality industry.

Conclusion

This research evaluated the SQ based on demographic variations among hotel customers. The demographic features of customers can impact the category of hotel they choose to stay in. The demographic features of customers might have an impact on their overall assessment of SQ in hotels.

The hotel management must try to strengthen these components of SQ while considering the characteristics of the customers and the related areas that require improvement. Furthermore, the customer's assessment of SQ differs depending on gender and education when considering the dependability aspect. Hotels should develop ways to ensure that every group of customer is contented with the quality of service provided. Numerous global organizations have prioritized the distinctions among customers and achieved success by catering to the diverse desires and needs of these customer groups. The hotels will thereafter have the capacity to appeal to a wider range of customers with diverse demographic characteristics and cater to their requirements. Customers' impression of SQ at hotels is impacted by their characteristics, including gender, profession and education. The majority of female customers reported a favorable assessment of SQ. The limitations may encompass inadequate sample dimensions, potential bias in self-reported information, absence of longitudinal evaluation, and restricted generalization due to a particular demographics emphasis or geographic accessible. The overall assessment of SQ that H4, customers have of hotels is determined by various customer attributes, including gender, profession, and educational level. Customers with lower education had positive opinions of SQ, while the retired demographic was considered to be high. Although both Structural equation modeling (SEM) and inferential statistical methods entail hypothesis testing, they tackle distinct sorts of hypotheses that are associated with diverse research issues and data architectures. SEM primarily examines the cause-and-effect relationships between variables, whereas inferential statistical primarily focuses on predicting the membership of individuals in specific groups depending on predictive characteristics. Consequently, they typically do not endorse the same hypotheses. The results of this study demonstrate how hotel management choices are influenced by knowledge about consumer demographics. Hotels may increase guest happiness, loyalty, and competitive positioning by customizing service enhancements and marketing initiatives based on demographic analytics. These insights might range from preferences in service quality parameters to targeted promotional approaches. By utilizing these data, hotels can

maintain a competitive edge in the highly competitive hospitality sector while successfully meeting the different demands of their guests.

H0: These two factors do not significantly correlate or associate with one another. Stated differently, there is no correlation between a consumer's annual income and the degree of excellent service they perceive. These shows the disparities in the yearly revenue of a consumer aren't always reflected into consistent variances in the way people view the efficacy of a given service. H1: The hypothesis that there is no significant association among customers' total assessment and quality of service and their degree of education was discarded based on this outcome. It was observed that customers' with a primary/basic education had a greater impression quality of service compared to other customers'. The most postgraduates evaluated the total service quality to be average. H2: There is no substantial association among customers' total impressions quality of service and their profession was declined depending on this data. A higher proportion of retired customers perceived the total service quality as high, whereas a larger percentage of professional customers perceived it as intermediate. This discovery validates that there is a strong correlation between a heightened sense of service quality and individuals who are retired, while individuals who are working or students tend to have lower levels of perception in this regard. H3: According to this outcome, the hypothesis stating that there is no substantial correlation between customers' total assessment of service and their age was not disproven. However, they had comparatively higher perceptions than younger customers. Age has always been regarded as a crucial determinant in services marketing, as it enables marketers to ascertain the shifting and developing preferences and demands of individuals as they mature. H4: The overall assessment of SQ that H4, customers have of hotels is determined by various customer attributes, including gender, profession, and educational level. Customers with lower education had positive opinions of SQ, while the retired demographic was considered to be high.

Recommendation

To enhance the model's reliability, it can be replicated using various hospitality services and solutions. The findings of this study are not widely

applicable due to the exclusive focus on luxury hotels. Further research is required to assess the model's consistency and suitability across other market groups, products, and sectors. The definition and assessment of perceived value, service quality, and customer satisfaction are ongoing subjects of controversy among researchers, mostly due to defining and quantitative challenges. Further conceptual work should be performed with specific concentration on the characteristics of hospitality services. An option is to combine the notions of service quality and perceptions, as these two variables appear to have comparable psychometric features in empirical measurement.

Abbreviations

Nil.

Acknowledgement

We would like to thank the VIT Business School for encouraging us to research real-time scenarios which created an interest in this topic.

Author Contributions

Jesu Frederick T and Stephan Thangaiah IS contributed equally to the conceptualization, methodology, data analysis, and writing of this article.

Conflict of Interest

The authors declare that they have no conflicts of interest to report regarding the present study.

Ethics Approval

Even though no ethical committee approval needed for this study, all participants provided their informed consent before to their participation in the study.

Funding

No funding has been received for this research work.

References

1. Unkoo R, Teeroovengadam V, Ringle CM, Sunnassee V. Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*. 2020;91:102414.
2. Aras M, Persada IN, Nabella SD. The influence of service quality, trust, and facilities on the decision to choose SP Hotel Batam. *International Journal of Accounting, Management, Economics and Social Sciences (IJAMES)*. 2023;1(4):417-431.
3. Wang CJ. Managing emotional labor for service quality: A cross-level analysis among hotel

- employees. *International Journal of Hospitality Management*. 2020;88:102396.
4. Alauddin M, Ahsan SH, Mowla MM, Islam MM, Hossain MM. Investigating the relationship between service quality, customer satisfaction, and customer loyalty in hotel industry: Bangladesh perspective. *Global Journal of Management and Business Research*. 2019;19(1):1-8.
 5. Alketbi S, Alshurideh M, Al Kurdi B. The influence of service quality on customers' retention and loyalty in the UAE hotel sector with respect to the impact of customer satisfaction, trust, and commitment: A qualitative study. *PalArch's Journal of Archaeology of Egypt/Egyptology*. 2020;17(4):541-561.
 6. Malik SA, Akhtar F, Raziq MM, Ahmad M. Measuring service quality perceptions of customers in the hotel industry of Pakistan. *Total Quality Management & Business Excellence*. 2020;31(3-4):263-278.
 7. Ali BJ, Gardi B, Jabbar Othman B, Ali Ahmed S, Burhan Ismael N, Abdalla Hamza P, Mahmood Aziz H, Sabir BY, Sorguli S, Anwar G. Hotel service quality: The impact of service quality on customer satisfaction in hospitality. *International Journal of Engineering, Business and Management*. 2021;5(3):14-28.
 8. Myo YN, Khalifa GS, Aye TT. The impact of service quality on customer loyalty of Myanmar hospitality industry: the mediating role of customer satisfaction. *International Journal of Management and Human Science*. 2019;3(3):1-11.
 9. Priyo JS, Mohamad B, Adetunji RR. An examination of the effects of service quality and customer satisfaction on customer loyalty in the hotel industry. *International Journal of Supply Chain Management*. 2019;8(1):653-663.
 10. Pradeep DS, Vadakepat DV, Rajasenan D. The effect of service quality on customer satisfaction in fitness firms. *Management Science Letters*. 2020;10(9):2011-2020.
 11. Rather RA, Camilleri MA. The effects of service quality and consumer-brand value congruity on hospitality brand loyalty. *Anatolia*. 2019;30(4):547-559.
 12. Padlee SF, Thaw CY, Zulkiffli SNA. The relationship between service quality, customer satisfaction and behavioural intentions. *Tourism and Hospitality Management*. 2019;25(1):121-139.
 13. Al-Gasawneh JA, Anuar MM, Dacko-Pikiewicz Z, Saputra J. The impact of customer relationship management dimensions on service quality. *Polish Journal of Management Studies*. 2021;23(2):24-41.
 14. Qiu S, Dooley LM, Xie L. How servant leadership and self-efficacy interact to affect service quality in the hospitality industry: A polynomial regression with response surface analysis. *Tourism Management*. 2020;78:104051.
 15. Bagur-Femenías L, Perramon J, Oliveras-Villanueva M. Effects of service quality policies in the tourism sector performance: An empirical analysis of Spanish hotels and restaurants. *Sustainability*. 2019;11(3):872.
 16. Park S, Yang Y, Wang M. Travel distance and hotel service satisfaction: An inverted U-shaped relationship. *International Journal of Hospitality Management*. 2019;76:261-270.