

GUEST'S PERCEPTION OF QUALITY AFTER FAILURE OCCURRENCES
A Study of Service Recovery on the Lodging Segment

*Aline Regina Santos
Tiago Savi Mondo
Jane Iara Pereira da Costa
Universidade do Estado de
Santa Catarina – Florianópolis - Brasil*

This paper presents the quality of recovery performance practiced on hosting branch. It aims to show guest's perception of recovery actions that hosting companies do after a failure occurrence. The study has exploratory descriptive character and it uses quantitative approach. In order to describe guest's perception, an online survey was sent to Brazilian guests, obtaining 418 valid responses. Data were analyzed by both descriptive statistic and Student "T- test" Student. Results pointed that all expectative from recovery actions overcame the perceptions of what was experienced – which indicates unsatisfactory quality of recovery actions. The study suggests that instead of neglect guests complaining, hosting companies should improve marketing strategies, including recovery actions on its organizations practices.

KEY WORDS: *recovery actions, hosting marketing, hosting management and quality.*