

CONSUMER SATISFACTION FOR HOSPITALITY SERVICES

Strategy Implications

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Consumers have two types of expectation about a service: a desired level and a perceived level. Considering the contribution of tourism to generate employment and revenue the goal of this study is to identify the degree of consumers' satisfaction with hotel services and discuss its strategic implications. A survey was conducted with 407 customers of hotels in the Midwest of Brazil. The study employed the SERVQUAL framework with five attribute dimensions (tangibility, reliability, responsiveness, assurance and empathy) in order to confront expectations and performance. Next, the study used the Albrecht and Bradford's service attribute matrix, according to perceived satisfaction, which proposes five areas of positioning attributes (vulnerability competitive, competitive strength, relative indifference, superiority irrelevant and gray area).. The consumers' profile analysis yielded the level of satisfaction and, the identification of the variables and dimensions that should receive greater attention and investment by the hotels. The results demonstrated that the attributes with low performance were "security" and "food service". Attributes such as "courtesy", "responsiveness", "efficiency and expertise of the staff", "accommodation" and "personal attention" represent the competitive strength of the hotel chain. Therefore to achieve excellence and increase market share, the hotels should keep training the employees, deepen the understanding about the target and constantly invest in new management techniques to increase consumer satisfaction.