
QUALITY OF SERVICE IN THE HOTEL INDUSTRY AND ITS IMPROVEMENT

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ABSTRACT

The quality of hotel services is one of the indicators of a hotel's reputation. Quality service makes a good impression on consumers and allows them to reuse these hotel services. If the customer has a good impression of the hotel, he can recommend this hotel to his acquaintances and provide usage of 5 more people from the services of this hotel. Therefore, it is necessary to provide them with high quality services without fear of the costs associated with maintaining a regular customer.

Keywords: *tourism, service quality, hotel, expectation, satisfaction, customer*

Service quality is a set of features that enable a service to meet its identified or anticipated needs. It may be based on certain standards.

For a service to be of high quality, the service provider must have the following qualities:

- Reliability - the ability of an employee to perform a service. In this case, the employee must be able to perform this service.
- Dedication is the willingness to serve a customer promptly and sincerely.
- Reliability is the ability of employees to build self-confidence. It involves the customer's trust in the employee.
- Speed is the ability of an employee to complete a service in a short period of time.
- Seriousness - individual service to the customer with special attention. That is, to take into account the specifics of the customer in the process of service.

The consumer thinks of what he expects as quality, and it is important for the employee to know this. What the consumer expects is that the customer will have unique characteristics based on their unique experience and knowledge.

The customer evaluates the quality of service on 3 different levels:

1. Basic quality
2. The quality offered
3. The desired quality

A core quality is a set of features that a service considers to be a customer. The quality offered is the sum of the services offered by the hotel. This includes the facilities and equipment available at the hotel.

The quality you want is the level of service your customer desires. This level is not required by the client and may not be expected. But if the hotel has this service, the customer will be satisfied.

Hotel services are not prepared in advance because they are not explicitly stated. Several factors can affect the quality of hotel services:

- Knowledge of the service provider. The person performing the service must have sufficient knowledge to perform the service. It is known that the hotel staff mainly serves foreigners. Because of this, their language skills are also an important factor. A well-educated employee will definitely provide high quality services.
- Qualification of the Service Executor. The employee must be sufficiently qualified to provide services. Then the service will be both high quality and fast. A qualified employee provides faster service than an unskilled employee.

- Mood of the service provider. The mood of the employee during the service affects both the quality of service and the mood of the customer. A good service is better than a bad one.
- Employee satisfaction with the work performed. The employee must be satisfied with the service provided. Only then can he serve with kindness.
- Satisfaction of the employee with the income he receives. When an employee earns a higher income from the service he or she provides, this factor encourages the employee to provide a higher quality of service. Low-income earners can do the job at hand.
- Hotel conditions. The hotel must have adequate facilities to perform the service. Inadequate conditions may result in service interruptions.
- Emergencies. Various emergencies affect the quality of service. In such cases, the service may not even be provided at all.

Through RADAR logic technology it is possible to check and evaluate the quality of processes in hotels. The name RADAR technology is derived from the capital letters of the following English words:

- Results
- Approaches
- Deployment
- Assessment
- Review / Refine

In this type of inspection technology, all of a number of indicators (results, approaches, application) are first identified, and only then are assessments and ways to improve improved. Features of this technology include:

- In this case, the inspection begins with the determination of the results obtained, rather than the inspection of documents or processes in the hotel.
- This technology both checks the quality of the hotel's services and identifies its capabilities.
- This technology allows the hotel to self-check and evaluate.

Results

At this stage, the hotel's performance is assessed. Errors are detected. The following results are determined:

- Number of hotel customers for a certain period of time;
- Number of customers satisfied with hotel services over a period of time;
- Achievements of the hotel;
- Achieved results for their employees.

Approaches

- Management policy → management style of hotel management
- Hotel strategy → future plans, tasks, decisions
- Hotel staff → employees have a correct understanding of the chosen policies and responsibilities and the ability to adapt to them, the inner state of mind
- Partners and resources → Establishing relationships with the resources needed to achieve the goal

Use

- Proper implementation of hotel decisions, full use of available resources, efficient use of resources;
- Products and services created during the work.

Evaluation

Evaluation of hotel services is one of the important steps. Because at this stage the full capacity of the hotel is determined. Shortcomings and strengths are identified. And then the corrections are made.

Correction

Deficiencies identified in the hotel will be rectified at this stage. Future plans will be identified. It will ensure that there are no shortcomings in the future.

After completing these steps, you can see that the quality of the hotel has improved. Carrying out these steps on a regular basis will determine the future of the hotel.

The use of this technology in the hotel industry is effective for the hotel. With this technology, the hotel can become a leader in its field.

In conclusion, the quality of the hotel is one of the most important indicators. Because every customer, whether he is a foreigner or a local, wants to use quality service, and if poor service is provided, he will have a bad impression of the hotel. The level of quality determines the competitiveness of the hotel. The higher the quality of the hotel, the more competitive it will be. The hotel should not be afraid of the cost of quality service. Customers will appreciate the quality of his services, even if they are expensive. It is only necessary to take into account the characteristics, wishes and requirements of the customer when providing services. When servicing, it is important to remember that the customer is always right. It is important to act on the principle of "consumer is king".

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