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HOTEL SERVICE QUALITY ASSESSMENT: THE GENERATION Z PERSPECTIVE

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Table of contents

Figures list

Tables list

Graphs list

Acknowledgements

Abstract

The main purpose of this study was to define the assessment of hotel attributes by Generation Z, which comes to the tourist market as the most popular customers in this area. Targeting Generation Z tourists is one of the newest trends abroad. Such travellers adhere to the thought of "YOLO", that is, "you only live once".

The questionnaire was created as a knowledge of the collection method, within which 412 participants took part. The questionnaire was divided into three main sections: sociodemographic and general section, assessment of service quality and assessment of hotel attributes divided into hotel departments section. All data collection and obtained statistical results were analysed and presented by the program SPSS V.28 (Statistical Package for the Social Sciences).

The research has found that the most important three attributes for Generation Z while booking a hotel are location, comfort, and wi-fi. And the least three important are staff, facilities, and cleanliness. As well were identified the attributes with the highest agreement on importance in five parameters of service quality, which are criteria for evaluating hotel attributes, such as tangibles, reliability, responsiveness, assurance, and empathy. Such as the attributes that were divided into departments' performance: the front office, food and drink, cleaning, entertainment, and widespread characteristics of the hotel.

The main value of this study is its contribution in terms of the characteristics of generation Z, their behaviour during hotel booking, and their assessment of hotel attributes.

Keywords: generation Z, service quality, hotel attributes, hospitality.

1. Introduction

For several decades now, the modern hospitality industry has been experiencing intense competition and the situation looks even more difficult shortly (Abdullah & Othman, 2016). To succeed in the hospitality industry these days, it is necessary to provide services by expectations, which, is the n of repeated business (Anwar & Abdullah, 2021), as tourism and hospitality are important resources of income for every country. That is why many countries want to interest tourists with INR destinations, as a result of which they will be able to develop and improve the quality of life of their nation (Gardi et al. 2020).

The main success factor of a hotel is customer satisfaction, service quality, and customer loyalty, which is also confirmed by research and practice (Yung & Chan, 2001; O'Neill, Mattila, & Xiao, 2006; Matzler & Pechlaner, 2001; Shanka) and Taylor, 2003). Several empirical studies have been conducted to understand the level of influence of satisfaction with hotel performance on the desire of guests to return. Fornell (1992) thought about this issue and concluded that customer satisfaction can lead to incredibly good advertising if people use a word of mouth and, of course, subsequent repeat purchases. Kotler (1991) hypothesized that the best measure of a company's profitability would correspond to an elevated level of customer satisfaction. Some important attributes of a hotel were several studies (Qu, Ryan, & Chu, 2001; Shanka & Taylor, 2003) as well as satisfaction with various hotel attributes (Fornell, 1992; hotel attributes were several studies (Qu, Ryan, & Chu, 2001; Shanka & Taylor, 2003) and Yung & Chan, 2001). As time changes, so do the attributes. With the development of technology and new amenities, the demands of hotel guests began to change.

Generation Z will become one of the two dominant demographics in the travel industry over the next few decades. "Generation Z", which was born in 1995-2010, is popularly nicknamed "digital natives" constantly connected to an incredibly considerable number of different devices, trusting information published by friends and popular, as well as the recommendations of bloggers and opinion leaders. The communicative model of representatives of this generation is the concept of "word of mouth", which is already an integral part of communication. Straightforwardness, isolation, a special ability to multitask, frugality and thoughtfulness are all qualities that accurately characterize this generation.

Lisa Lindberg, vice president of product management at Expedia Group Media Solutions, said: "Like their millennia-old predecessors, Gen Z prioritizes travel, but they are much more receptive to inspiration and information and rely more on their smartphones for nearly every step of the buying journey than other generations. Being influenced by social ads and networks, especially online attention-grabbing images and offers, concerns Generation Z travellers, the first fully digital generation, so marketers need to use imagination to implement a rich content, mobile-friendly and multi-platform approach to successfully reach this valuable audience".

The main goal of this work was to determine which attributes of hospitality for generation Z are more important and which are less important, to allow this knowledge to be applied to increase customer attraction in hospitality and increase tourism revenue in general.

2. Literature review

2.1 Concept of services

Today, because the economy is dominated by the contributions of the service sector, this industry must be explored. For marketers, defining and evaluating the quality of services is difficult, as they have unique characteristics in contrast to the production sector of goods and products, thus providing a holistic bouquet for customers to achieve their satisfaction is even more problematic (Siddique & Khandaker, 2007). To become successful within the service sector, corporations must develop higher-order strategies and core competencies like knowledge and skills which can allow them to determine, develop and maintain an interdependent relationship with the purchasers (Cronin & Taylor, 1994).

Over the years, many researchers have done their research about the services, and everyone believes that good service quality can lead to retaining existing customers and attracting new ones. As well as reducing costs and time, improving corporate image, positive word-of-mouth communication and everything that leads to maximum profitability and long-term competitive advantage (Parasuraman et al., 1988; Reichheld & Sasser, 1990; Rust & Zahorik, 1993; Kang & James, 2004). The essence of many corporate strategies today is to increase the loyalty of existing customers since attracting new customers can take longer and be more costly than retaining them. It is used as a

good weapon to differentiate and build a particular advantage over others which can be difficult to repeat and a sustainable competitive advantage will be achieved (Lim & Tang, 2000).

To define the stated service quality, we would like to begin by answering the straightforward question about the definition of service. Any activity or benefit by one of the two parties that is not tangible and does not result in the ownership of anything specific is a service (Kotler, Armstrong, Saunders, and Wong, 2000). An economic activity that creates value and delivers benefits to every customer at a particular place and at a particular time as a result of the implementation of desired changes is called a service (Christopher Lovelock, 1992).

2.2 Service Quality

The most studied area of service marketing (Fisk et al., 1993) is service quality. This concept was explored in a series of in-depth focus group interviews conducted by Parasuraman et al. (1985). As a result, they concluded that the quality of service is based on a comparison of what the client thinks should be offered and what is provided to him.

Other marketing researchers (Grönroos, C., 1982; Sasser, et al., 1978) also support the notion that service quality is the discrepancy between customers' perceptions and expectations. There's support for this argument within the data system literature. Conrath and Mignen (1990) report that the second most significant component of user satisfaction, after the total quality of service is the match between users' expectations and actual data system service. According to Rushynek (1986), the satisfaction of user expectations has a strong influence on overall satisfaction.

Users' expressions of what they require are revealed by their expectations and their perceptions of what they think they are getting. As was suggested by Parasuraman and colleagues (Parasuraman, et al., 1985; 1988; 1991; Zeithaml, et al., 1990), service quality can be assessed by measuring customer expectations as well as perceived performance levels to propagate service attributes. Before finally measuring the gap between perceptions and expectations, it is imperative to calculate and average the difference between perceptions and expectations of actual performance.

The main factors determining the expected quality of service, according to Zeithaml, et al. (1990) include word-of-mouth communication, past experiences, and communication between the service provider and user who discuss with each other and

share stories about their relationship, and personal needs. These conversations are thought about fashioning users´ expectations of data system service. The manager's need for urgency differs depending on whether he or she simply wants to install replacement software, or whether it includes a PC crash the day before the annual presentation. Of course, the prior experience could be a key factor in expectations. Users may adjust or raise their expectations supported by previous service encounters. For example, users who find that the assistance desk frequently solves their problems are likely to expect answers to future problems. The three factors just discussed are related to user expectations.

Service quality may be a major issue because it is the result of a judgmental value that involves both the expectations and further because of the perceptions of the purchasers. According to Bitner Hubbert (1994:77), the consumer's overall impression of the relative inferiority/superiority of an organization and its services is called quality of service. In keeping with Parasuraman et al., 1988 (cited by Musaba, C. N. A., Musaba, E. C., & Hoabeb, S. I., 2014) defined perceived service quality as "global judgment or attitude referring to the prevalence of the service". The prevalence of the service is confirmed by the result, which is evaluated after its implementation, and the way the service is provided, that is, the process and is evaluated during its provision. It will be said that quality is the ability of the organisation to fulfil or exceed customer expectations. For the needs of this present study, service quality is the ability of an organisation to produce products and services for a customer in a rare way. Service is an action or activity performed by one person for the benefit of another, and it will be described as a by-product of the quality of the product (Kotler, 1996: 58). Quality is taken into account to be one in every of the organisation's management top competitive priorities that are important for the organisation's growth. Parasuraman, Zeithaml, and Berry (1988) argue that service quality and customer experience are not the same, although very interrelated concepts. The authors argue that researchers believe that customers' perceptions about service quality are supported by future, cognitive evaluations of an organisation's service delivery (Parasuraman et al., 1988 as cited in Musaba, Musaba & Hoabeb 2014). Each client should experience the service before being satisfied or dissatisfied with the result, so that the degree of satisfaction or dissatisfaction can be assessed and, thus, use this knowledge to update the perception of the quality of the service.

In the 1980s, quality assurance of goods and services became a marketing priority (Leon and Sasser, 1982; Rabin, 1983). Though marketers of tangible goods have defined and measured quality with increasing levels of precision (Crosby 1979; Garvin 1983),

marketers of services experience - difficulty in understanding and controlling quality. Because services are an activity, not an object, production specifications to ensure consistent quality are rarely set and strictly adhered to by the firm. The quality of services is not developed by the manufacturer and then delivered to the consumer in an unchanged form. Most services cannot be counted, measured, inventoried, assessed, and verified beforehand of sale to confirm quality delivery. Furthermore, the performance of services-especially those with a high labour content-often differs among employees, among customers, and from day to day.

In most cases in the provision of services, quality arises during the provision of services, usually, it occurs in the interaction between the client and the contact personnel of the service agency. From this, it turns out that the quality of service directly depends on the organizational resource, which cannot be controlled, and the productivity of employees.

2.3 Service quality dimensions

The concept of service quality implies both the result of the service and the process of providing the service. The consumer's evaluation of the outcome of the process of producing a service is called the outcome of the service (Lehtinen, U., & Lehtinen, J. R., 1991). The service delivery process is concerned with how the result of the process is communicated to the client (Parasuraman et al., 1985). This means the process by which employees provide and perform their respective tasks, what they say and how they provide their services to customers or guests. Parasuraman et al. (1985) define service quality as a form of attitude that results from the comparison of service expectation and performance.

Recently, the quality of service causes serious concerns among specialists. Looking at the different meanings of service quality, it can be seen that this is a consequence of the correlation that customers establish between their desires and what they receive from the relevant service provider (Anwar & Abd Zebari, 2015). Numerous studies have been conducted to identify aspects of service quality that contribute most to fundamental quality assessments in the service industry. Distinctive evidence of the determinants of service quality is critical because it will help measure, control, and subsequently enhance the perceived quality of the customer experience (Anwar & Surarchith, 2015). Ten service quality dimensions have been defined by Parasuraman et

al. (1985). These dimensions fit the quality-of-service field from which these items were derived for the SERVQUAL model. The dimensions are as follows (Anvar, 2017):

- Reliability is a prerequisite for the successful business of any company and financial stability, is an unquestioned reputation. Reliability is a high degree of stability and the ability to fulfil the obligations and promises taken, the ability of the company to provide guaranteed services.

- Responsiveness means the willingness of employees to help customers and provide fast and quality service.

- Competence involves employees' knowledge and measure of required skills.

- Access is a scope to which employees are approachable.

- Courtesy is a special attitude of successful employees to the client (mainly respect, goodwill, the ability to provide due attention, politeness, and friendliness).

- Communication, quality one, means delivering the right information and building loyalty and trust with the customer.

- Credibility involves honesty and trust in the service supplier.

- Security means providing freedom from danger or doubt.

- Understanding/knowledge implies the ability, the ability to penetrate the meaning of the needs of the consumer, to assimilate and realize it (as an example, to study the specific requirements of the consumer).

- Tangibles include physical appearance.

After studying and refining, later, the above parameters were revised and considered, in the course of the results, five parameters were developed, more precisely reduced (three original and two combined), Parasuraman, et al., (1988) to assess the quality of service (Anwar, 2016) :

- Tangibles
- Reliability
- Responsiveness
- Assurance
- Empathy
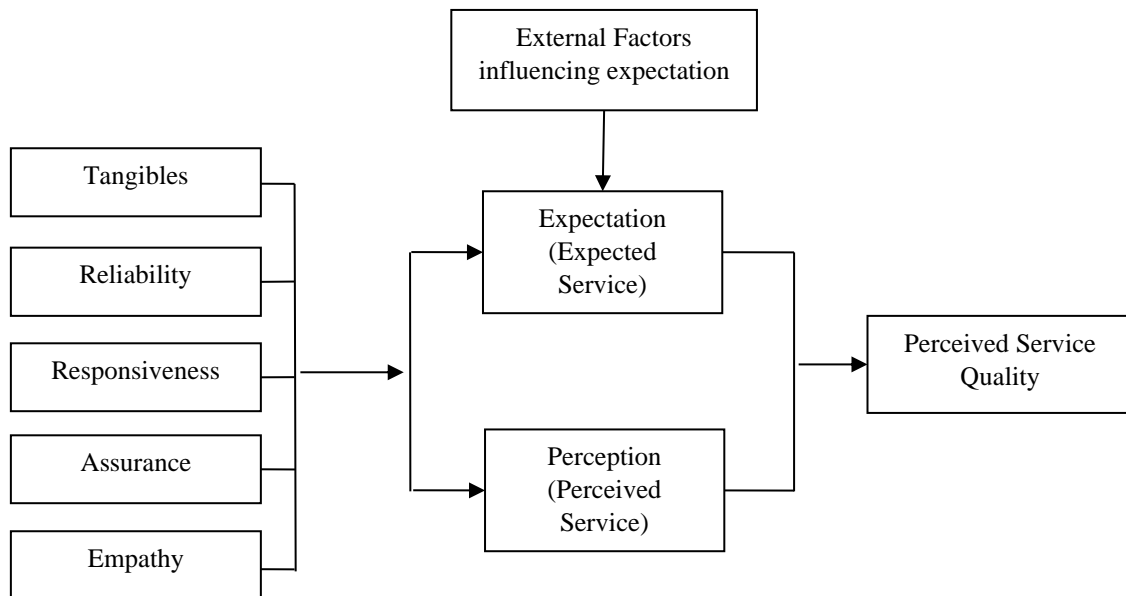
Figure 2.3 - SERVQUAL Dimensions

Source: Parasuraman, et al., (1988)

Tangibles are defined as the "appearance of physical equipment, facilities, personnel, and communication materials." Physical appearance is the appearance of the equipment, the appearance of the building and repair, and the appearance of the personnel. Tangibility refers to the cleanliness of rooms, cleanliness of reception areas, restaurants and other areas, clean and ironed uniforms used by employees, and the use of disposable gloves (Abdullah et al., 2017). Tangibles to the consumer are the most significant element among all the other five aspects. It gives a physical representation of the possible services that customers, especially new ones, will use to evaluate quality. While service providers often use tangibles to enhance their reputation, consistency, and quality assurance for the customer, most organizations combine tangibles with others to establish a service quality method for the company (Anwar & Balcioglu, 2016).

Reliability measures whether the service provider keeps its guaranteed promises and how valuable it is in what it does. Prompt response to customer requests is essential (Hameed & Anwar, 2018). Reliability "reflects the ability of a service provider to deliver services reliably and accurately". This includes "doing it right and perfect the first time", and in the case of the client, this is one of the most important dimensions of Berry and Parasuraman (1991), as cited in (Anwar and Ghafur, 2017). In particular, reliability implies that the organization provides its guarantees - guarantees about delivery, services,

problem-solving and pricing policy. Clients prefer to work with organizations that maintain their service outcome guarantees (Anwar & Climis, 2017).

Responsiveness as a "readiness to help" – refers to the willingness of the organization to solve problems and the willingness to provide prompt service. It is important to respond to all customer requests, otherwise, the appeal may turn into a complaint and ruin the reputation. The ability of service providers to deliver services on time is a major part of the quality of service for large customers. This aspect emphasizes diligence and responsiveness in managing appeals, questions, complaints, and other client issues. Responsiveness is communicated to clients by the length of time they must wait for a response to requests. Responsiveness also captures the idea of adaptability and the ability to redesign a service to suit the needs of the customer. The standards of responsiveness that specify requirements in a company's internal policies may not match what customers require or expect. Frontline staff in hotels such as front desk, waiter, host, and guest liaison, must be very well trained and also responsive to customers (Anwar & Qadir, 2017).

Assurance indicates "the knowledge and courtesy of employees towards customers and their ability to inspire confidence and trust in each of them." The hotel needs to prove that it is trustworthy and worth the money that the client pays. During their stay at the hotel, every consumer would like to feel safe and when using the diverse services of the hotel, he must be safe (Anwar & Louis, 2017). Also based on research (Cronin & Taylor, 1992), consumers should feel secure in all financial transactions, firstly employees must be trustworthy. This aspect is especially important for services that consumers consider extremely dangerous, or for services where the outcome seems uncertain to the buyer (Anwar & Abdullah, 2021). Confidence and empathy include the originally developed seven dimensions: communication, safety, trust, competence, customer understanding/knowledge, courtesy, and access (Anwar & Abdullah, 2021).

Empathy is "caring and individual attention to clients" (Zeithaml et al., 2018). This is when each client feels that he is special, and his needs are clear and understandable, adapted by the company. Each client wants to feel important and understood by the firms that provide services to him. Staff at small service firms often know customers by name, know customer needs, and build relationships better than larger firms. This dimension tries to convey to each client that he is special to the company and unique through a personalized or specialized service experience. A variety of services that are unique to the needs of clients, personalized and individualized services highlight

the focus in this dimension. In this case, service providers need to know the personal needs or desires and preferences of customers.

The above parameters show how customers think they sort their quality-of-service data. Sometimes clients will use each of the five dimensions to focus on service quality recognition, but sometimes they will only use a subset of them (Anwar & Shukur, 2015).

All these dimensions are mainly focused on the delivery of services in the form of human aspects (responsiveness, reliability, assurance, and empathy) and material aspects of service – tangibles of service. According to a study by Ladhari (2009), useful to use the SERVQUAL model as a scale to measure in various specific industries of service quality, but it would be appropriate to select the most important parameters of this model for each company that corresponds to this service being measured to ensure reliable and reliable results. This model takes into account the expectations of customers regarding the service, as well as the perception of the service, which is the best way to measure the quality of service in the service sector (Shahin, 2005). Buttle, (1996) makes mentions several researchers that have used the SERVQUAL model in various industries (retailing, restaurants, banking, telecommunication industry, airline catering, local government, hotels, hospitals, and education). The author also suggests that service quality has become one of the important topics due to its obvious relationship with cost, profitability, customer satisfaction, customer retention and positive reputation, and is widely considered to be the driving force behind corporate marketing and financial performance. According to Eshgi et al. (2008), service quality and customer satisfaction have received a lot of attention from both academics and practitioners due to their relevance and interrelationship and following Magi & Julander (1996) the main reason for focusing on these issues is to improve the overall performance of organizations.

The SERVQUAL scale is defined as the main measurement tool for measuring customer perception. Perceived quality is defined as "customers' judgment of the overall excellence or superiority of an organization" (Parasuraman et al., 1987). Quality of service evaluation leads to performance improvement only if the consumer expresses the quality. The SERVQUAL employs a questionnaire of twenty-two items related to fixed dimensions (tangibles, reliability, responsiveness, assurance, and empathy), averaged to yield a Total Quality Management 1331 global quality measure (Parasuraman et al., 1988). According to the research literature, the need to consider specific measures of service quality does exist, the need to provide customized, niche, and innovative services to meet specific customer needs makes the development of new flexible tools for

measuring service quality a priority for both academics and practitioners. The systematic result of the study of service quality is called SERVQUAL, which began in 1983. The model defines quality as the difference between customer expectations and perceptions of a service provided in the past. Respondents must answer two sets of questions concerning the same topic. One set of questions is general (for example, the quality of service in the hospitality industry), and the other is specific to the company in question (for example, the quality of service in a particular hotel). A seven-point modified Likert scale is used to express the degree of agreement with each of the statements used by respondents.

2.4 Hotel attributes

The attributes of the hotel can be called the amenities and services that the hotel provides, whether the characteristics affect the client and his choice among a large number of products (Lewis, 1983). Attributes that directly affect the final decisions are "defining attributes" that can cause the desire to buy and differentiate this desire concerning various offers of competitors (Alpert, 1971). The perception of hotel attributes can be said in another way as the degree of importance that tourists can provide to many hotel services and facilities to satisfy needs and wants (Wuest, 1996). Various and numerous studies, the results of which show that when choosing a hotel, guests choose the location, the price of accommodation or the ratio of quality and price of service, physical safety, cleanliness, the attraction of the hotel and the reputation of the hotel as an important attribute (Ananth, 1992; Atkinson, 1988; Rivers, 1991). The behaviour of guests when choosing a hotel, as research has shown, was manifested and differences in the priorities of choice factors between several types of guests were investigated. Also have been seen the difference in other studies between business and leisure guests. They suggest that business guests put cleanliness and location in the first place (Lewis, 1989; Taninecz, 1990; McCleary, 1993), while leisure guests choose safety, personal contact, and accommodation prices as the most principal factors (Clow, 1994; Marshall, 1993; Parasuraman, 1988). From the aforementioned, it can be concluded that hotel attributes have different values in selecting a hotel. There are differences in priorities between diverse types of hotel guests, but there are factors that are important for absolutely everyone. At least two main aspects of customer attributes should be considered when analysing the importance of a hotel's attributes in deciding whether to select a particular

hotel, such as experienced and presented. Experienced attributes would be from people who experienced them during their residence in the hotel. These attributes can influence guests' return to the identical hotel. The attributes presented are people that he has never encountered before, because before it was not possible to stay at a particular hotel so they could be presented to a potential guest only through various communication channels. It is usually better to evaluate attributes such as personal contacts or cleanliness when there is some experience, and the price and location can be easily imagined.

The perception of hotel attributes is seen because of the degree of importance that customers attach to a spread of hotel features that match the desires and desires of consumers (Wuest, Tas & Emenheiser, 1996). Each client has different priorities and different values when deciding which hotel features are important (Crnojevac, Gugić & Karlovčan, 2010). Hotel attributes can be obtained from numerous studies Kowisuth and Phetvaroon (2016) identified eight core attributes of a hotel: hotel location, hotel image, service quality, friendly staff, customer safety, room quality, value for money, and price. Meltem and Tahir (2014) identified four main attributes of a hotel in their opinion: affordable entertainment, friendly staff, value for money, and food. Hao and Har (2014) identified six main attributes of a hotel in their study: hotel location, price, level of amenities, cleanliness, safety, and service. Baruca and Civre (2012) determined six hotel attributes: location, recommendation, price, personal experience, promotions, and facilities. A study by Liu and He (2013) identified seven main attributes of a hotel: hotel location, brand, recommendation, VIP program, online information, travel agency, and package.

The study of hotel attributes is prominent in the hospitality and tourism literature (Dolnicar, 2002; Wilkins, 2010), but relatively few studies have compared business and leisure travellers and examined the importance they place on certain hotel attributes (Lewis, 1984a; Knutson, 1988; Dolnicar &Otter, 2003; Robinot & Giannelloni, 2010). Lewis (1984b) found significant differences between leisure and business travellers and the attributes related to their perception of a hotel. In his study, business travellers' perception of hotel attributes was much more important for their choice of a hotel than that of leisure travellers. Knutson (1988) also compared business and leisure travellers; she found that business travellers were less concerned about price than leisure travellers and that leisure travellers were more concerned about safety and security issues. The results of her research showed that regardless of the category, travellers rated several characteristics highly: fast and friendly service, clean and comfortable rooms, friendly

and polite employees, safe and secure environment, the study was conducted among frequent travellers in three categories of hotels (economy, average price, and luxury). In a follow-up study, Robinot and Giannelloni (2010) found that guests rated green attributes as part of the overall hotel product, but guests in their study did not view them as differentiating attributes that shape their overall hotel satisfaction.

Ferreira and Salazar (2012) identified eight attributes of a hotel: price per stay, certification, hotel rating, communication policy, brand awareness, staff friendliness, service quality, and value for money. Choorichom (2011) identified five hotel attributes: security and safety, staff service quality, location, and room quality. Specific twelve attributes of a hotel were identified by Dolnicar and Otter (2003): location, price, quality of service, reputation of the establishment, friendliness of the staff to guests, presence of cleanliness of the room, feeling of safety, standard of the room, pool, comfort of the bed, parking, room size. Nikolaides (2008) emphasized the most important attribute for guests, namely excellent service quality.

A variety of hotel attributes have been identified from more popular online sources. Bookings.com (2021) determined seven hotel attributes: cleanliness, comfort, location, facilities, staff, value for money, and free Wi-Fi. Agoda (2021) determined five hotel attributes: cleanliness, location, service, facilities, and value for money. Trip Advisor (2021) determined four hotel attributes: value, location, cleanliness, and service. Expedia (2021) determined four hotel attributes: cleanliness, service and staff, amenities, property conditions and facilities. From the lists of hotel attributes above, we can divide them into twenty-four attributes, starting with the highest frequency of inclusion and ending with the lowest, which could be used for this study, but Booking.com attributes are taken into account and will be used.

2.5 Booking and decision-making behaviour

Despite the problem of homogenizing the tourist as a consumer, it is important to the management of tourism to know the way during which consumers make decisions and consume tourism activities while appreciating the variety of demand, particularly for the marketing of tourism products and services where an understanding of tourist consumption and consumer behaviour is crucial (Heitmann, 2011). If we understand what makes the buyer tick, we can cater for his or her needs and supply the correct product and service. It also explains why some recreational activities are often more successful than

others, and what new services and products are trending in popularity. The tourist as a consumer purchases goods and services for private consumption. The behaviour process consists of five stages (Kotler et al., 2010). First, a need is popular; the potential tourist senses a difference between his/her actual state and his/her desired state. This need may be triggered by internal stimuli and from experience – the person has learned what objects, products or services may satisfy this need. The second stage involves information searching. Some consumers may not hunt for more information because the consumer's drive is robust, and an appropriate product/service is near at hand. Information is obtained from an enormous range of sources, like personal sources (family, friends, neighbours, acquaintances, colleagues), commercial sources (advertising, salespeople, displays, other marketing material) or public sources (reviews, newspapers). Once the customer has gathered sufficient information, the third stage of deciding is the evaluation of alternatives. Given the competitive nature of the tourism industry, there is usually a spread of products and services catering for similar needs and also the consumer must settle on one product, service, brand, or holiday. The evaluation depends on needs and, as tourism products and services are a mix of various elements or attributes, it depends on what element or attribute caters more towards that requirement. Once the acquisition intention is obvious, the patron chooses the foremost preferred product or service during the acquisition decision stage. However, the special attitude of partners, friends, children, family, or other social networks, as well as the presence of unexpected situations such as a price increase, loss of income, illness or other negative external factors that are independent of the consumer, will matter even before how the new acquisition will be made. The fifth and finish is post-purchase behaviour. Once a product or service has been purchased and consumed, the buyer is going to be satisfied or dissatisfied. This successively depends on the connection between the expectation the patron had pre-purchase and also the perceived performance of the merchandise or service. The client will always be satisfied if his expectations are met or exceeded. If the merchandise or service falls short, customer dissatisfaction is the result.

To complicate this further, the patron and his/her purchase behaviour are influenced by cultural, social, personal, and psychological characteristics. Societies are made from small groups or large populations – what makes their society is the interrelationship that connects them; they are united by structured social relationships and share a singular culture. Demographics like age, gender, and class influence consumer behaviour as people within a given class or age bracket tend to exhibit similar behaviours,

tastes and preferences for sure products, services, or information sources. Personal factors play a significant role as life cycle, occupation, level of income, lifestyle and personality have a major influence when it involves choosing a vacation.

Traditionally, tourism products are distributed by following a linear distribution model: travel supplier - tour operator – retailer – the consumer. Travel agencies distributed tourism products according to this model (Buhalis, 2001; Buhalis & Licata, 2002; Copeland, 1991; Copeland & McKenney, 1988; French, 1998; Kärcher, 1996; Truitt, Teye, & Farris, 1991). The marketing that potential travellers are using remains identical (i.e., travel agency), but the medium to book accommodation has been moved to online. Through the power of online travel agencies and official hotel websites, people can book rooms on their own. Currently, online is one of the foremost widely used distribution channels for patrons to buy their tourism products (Buhalis & Law, 2008; Buhalis& Licata, 2002; Christodoulidou, Connolly, & Brewer, 2010). Having access to information for the buyer to be able to compare prices for rooms, choose the right type of room, and availability of rooms and breakfasts at a certain price is one of the most important advantages of using online travel agencies or official hotel websites. However, when potential travellers book accommodation, they need to depend upon limited information. as an example, hotel websites and online booking sites provide information on what number of rooms are on the market at a selected price, what percentage of rooms are sold within a particular fundamental measure, and the way other consumers perceived their stay within the room. Consumers' reliance on limited information before a purchase has become more important because of the event of mobile technology.

Inspecting tourism products before purchasing or returning after an unpleasant experience if they do not meet requirements is impossible because they are inherently intangible (Murray & Schlacter, 1990; Sirakaya Woodside, 2005). This means that the perceived risk for the buyer is more than with ordinary retail products. To cut back the uncertainty and risk, people tend to look for information on the web (Cezar & Ögüt, 2016; Peterson & Merino, 2003). According to Babić, Sotgiu, De Valck, & Bijmolt, 2016; Bonabeau, 2004; Floyd, Freling, Alhoqail, Cho, & Freling, 2014; Huang & Chen, 2006 watching consumer ratings, i.e., other people's behaviour, and studying it, this is the method to reduce uncertainty. Since, in today's world, people can easily access other consumers' product ratings online (Avery, Resnick, & Zeckhauser, 1999; Racherla, Connolly, & Christodoulidou, 2013). More than information generated by marketers, consumer attitudes are influenced by the ratings that are presented in the online

marketplace (Chiu and Cheng, 2003). Furthermore, these online consumer ratings are considered more credible because the ratings are independent of the interests of the marketer (Bickart & Schindler, 2001; Cheong & Morrison, 2008; Hung & Li, 2007).

Choosing a hotel may be a fundamental decision-making process, the determinants of which are studied profusely in related literature (Kim and Perdue, 2013). The method of selecting a hotel itself is potentially complex (Lockyer, 2005) and most studies fail to acknowledge that travel might follow a nested process (Jeng and Fesenmaier, 2002). Determining the most efficient hotel among a suitable selection of alternatives on the market is difficult for people, despite being free on the Internet, and can easily make a reservation with a few clicks of the mouse with little search effort (Boffa and Sucurro, 2012; Guo et al., 2013). They will simultaneously consider all the available hotels and so select one among them that supported certain criteria, or they will group these hotels supported by particular criteria or by consciously or unconsciously using some heuristics.

Many factors, called hotel attributes, such as brand, availability, amenities, and price, influence the decision to book a particular hotel. The choice of customers, as Lewis (1983) suggested, is influenced by the quality of the hotel services provided. Because of such importance, numerous previous studies have examined various hotel attributes and their influence on people's booking decisions (Dubé & Renaghan, 2000; Qu, Ryan, & Chu, 2000). As a result of a study by Qu et al. (2000) reported that among a selection of thirty-three attributes of a hotel, the most important was the quality of the staff based on customer satisfaction, followed by attributes such as room quality, value for money, variety and efficiency of services, business -services, and security. Some attributes of online hotel booking were put forward as a suggestion by Noone and Robson (2014), in particular the name of the selected hotel, its images, location, price, and user ratings in the context of online booking. Despite a massive selection of literature on topics on hotel booking attributes, most studies have treated hotel booking attributes, regardless of the time of booking, as static in the decision process.

Travellers also search online for information to assist them to anticipate the standard and availability of the required products or services while making reservation decisions earlier (Goes et al., 2014). Peer feedback may be accessed anonymously by visitors among the foremost sources (Mauri & Minazzi, 2013). Since users are more likely to believe peer-generated content (e.g., internet reviews) than that posted by product suppliers (Chen & Xie, 2008; Zhang et al., 2019), the reliability, of online reviews, is

taken into account to be greater than that of traditional advertising received by product distributors and sales notices on third-party websites (Gretzel & Yoo, 2008). Because online reviews can often provide valuable information to a few hotels, online reviews are reported to play a significant role in encouraging visitors to go to the hotel (Park et al., 2018; Sparks & Browning, 2011). When a series of online reviews for a hotel is overwhelmingly negative, customers tend to believe that the hotel performs poorly, leading to negative emotions and an efficient response to the hotel and a decline in the purpose of booking (Casado-Díaz et al., 2018; Ye et al., 2009).

Undeniably, the use of blog pages, forums, or review sites in product decision-making is a basic online search strategy that consumers increasingly rely on (Li & Bernoff, 2008; Xiang & Gretzel, 2010). There is currently unrestricted growth in Internet search engines where consumers seem willing to search and browse for products that are specifically backed up by a combination of consumer and business information, and for service-type products, this is especially true such as accommodation, travel, phones, and computers or even banking services. As Xiang and Gretzel (2010) note, social media also play a key role as information sources for travellers. This may, in part, result in consumers having to reduce risk and acquire 'independent' third-party opinions regarding online purchasing. The reputation of a firm or website is one of the building blocks of online trust according to Riegelsberger, Sasse and McCathy (2005). The web eWOM is probably going to contribute to the event of reputation and trust.

2.6 Generation Z and their characteristic in the literature review

Born during a technological explosion, most of the traits described below have not yet fully manifested, but most writers and people associate Generation Z with the lifelong use of communications and technology (Wiedmer, 2015).

Consistent with Étienne et al. (2008), segregating the population into generations aims to characterize a group of people who were born within the same period and have similar cultural and social backgrounds, leading to commonalities between their perceptions, interests, and behaviours. However, all generations suffer changes counting on the context of every period. Each generation is defined not only by a sample of the same population of people who had a certain demographic event (in this case, a birth) in the same period, but also by a group of concepts, values, concepts, and lifestyles that they share (Silva, 2017).

Generation Z's age range varies considerably. In Figure 2.6 samples of different ranges are provided.

Age range	Author(s)
Born in 1990 or later	Świerkosz-Hołysz, (2016, p. 441); Żarczyńska-Dobiesz and Chomątowska (2014, p. 407); Wiktorowicz and Warwas (2016, p. 22); Wojtaszczyk (2013)
Between 1990 and 1999	Half (2015)
Between 1991 and 2000	Tulgan (2009, p. 5)
Between 1993 and 2012	White (2017)
Between 1993 and 2005	Turner (2013, p. 18)
After 1995	Opolska-Bielańska (2016, p.37); Ensari (2017, p.53); Dudek (2017, p. 144)

Figure 2.6 - Generation age range – literature review

Source: Anna Dolot (2018)

None of the previous generations has as many terms as Generation Z, for example, iGeneration, Gen Tech, Online Generation, Post Millennials, Facebook Generation, Switchers, and "always clicking." Generation Z is additionally known as – C Generation – this expression comes from: "connected", as its representatives are "connected to the internet"; "computerized"; "communicating"; "content-centric"; "community-oriented", "changing" (as it´s said that this generation likes changes) (Świerkosz-Hołysz, 2016, p. 441; Hysa, 2016, p. 389; Dudek, 2017, pp. 144–145), – R Generation – this expression comes from Responsibility generation (Csobanka, 2016, p. 67).

To better study and understand Generation Z, it should be noted that "they were born in the 1990s and grew up in the 2000s during the most profound changes of the century, such as the Internet, laptops, smartphones, digital media and freely available networks that exist in the world itself" (Singh, Dangmei, 2016, p. 2). There is an opinion that "this generation is on the point of spend their youth and adult years in an era of economic and social renewal" (Sidorcuka, Chesnovicka, 2017, p. 809).

Based on the facts of experts - generation Z functions both in the real and in the virtual world. Perceiving them as additions to each other, they easily switch between the two worlds (Żarczyńska-Dobiesz, Chomątowska, 2014, p. 407). The consequence of this circumstance is the rapid exchange of information with others and the fact that representatives of generation Z can easily find any information and check their knowledge. Communication processing among them is continuous, as they use a large

choice of communication devices or social media. Most Internet users have many contacts on social networks, and in most cases, they live their daily relationships in them. Maintaining network contacts is important to them, but they also have an interest in personal meetings (Csobanka, 2016, p. 68).

Mangles (2017) states that digital natives are no longer influenced by traditional marketing techniques and are less sensitive to traditional media. In keeping with Törocsik et al. (2014), marketing plays a key role in focusing strategies on these consumers, since they represent a substantial percentage of the population and have an increasing purchasing power. This generation's online research behaviour serves exclusively to seek out the knowledge needed to support purchase decisions, search for online recommendations and form reservations (Monaco, 2018). According to Tutek et al. (2015), this generation is in demand from companies, in terms of their justified expectations in terms of having reliable information in real-time as well as the ability to interact and share their experiences on social media.

Tapscott (2010) named eight attributes to characterize this generation:

• Freedom: Generation Z individuals value their freedom, from freedom of option to freedom of expression. He also mentions that this generation has the will to decide on the way they work, using technology to search out new routes to develop their professional activity, aside from the standard rules of the workplace while combining business with domestic and social life.

• Customization: creating a wide range of product modifications, each of which is focused on the target audience, Generation Z likes to personalize everything around them to their tastes. This customization also extends to the scope of labour, where these individuals value more highly to follow new paths for his or her professional careers more.

• Integrity: the internal unity of the object, its relative autonomy, and independence from the environment in which they strive for honesty and openness, whether in the role of a consumer or an employee, they create confidence that their values are in line with the values of the company.

• Scrutiny: it is considered acceptable for them to search for relevant information about products, services, and companies to provide a greater understanding of their reputation.

• Collaboration: Generation Z is additionally referred to as the generation of collaboration and relationships. They participate online in diverse groups, prefer online

gaming, interact with other participants, and use the web to share information. They mainly share their opinions and discuss them (companies, products, services, brands) through social networks

• Entertainment: this generation values the provision of getting entertainment in their workplaces, in their education or in their social life.

• Speed: because Gen Z was born in the digital age, they appreciate the speed of things. They´re accustomed to having instant responses and virtual conversations in real time - this will make communication faster than ever. This population prefers instant responses and the same delivery when ordering any services and even food.

• Innovation: they have to innovate and develop modern products, thus contributing to a positive social status and prosperous self-image.

2.6.1 Hypertext mindset

Since digital technologies have a huge influence on the education of Generation Z, the development of the characteristics of their behaviour is formed from the world around them, therefore, due to the lack of physical interaction and obsession with the digital world, Generation Z recognizes that they interact poorly in person and use less brain logic when talking about thinking, dependence on the Internet allows them to get any information very quickly by Merriman (2015). Although they lack physical social interaction, they are highly multi-tasking with reliance on social media (Cowan, 2014). The skill comes from their routine of multiple activities performed just once, for example, while reading a textbook, they may make out while being attentive to the iPod and at the identical time updating their social media status.

As Jaleniauskiene & Juceviciene, (2015) study showed, due to the constant use of the Internet, generation Z likes to watch videos more than read books, to the earlier method of obtaining information through newspapers, books, and tutorials, the generation prefers to receive information from websites that are much more interesting to them.

Being tech-savvy with an attachment to navigation technologies and using information for your skills in the Factual Knowledge Base remains under-mature and less related to information literacy (Cowan, 2014).

2.6.2 Overprotected

According to a study by Cowen (2014), Generation Z is referred to as the "Curling Generation" in Scandinavian countries because parents tried to remove all obstacles in the way of their children so that they could move freely towards their future. On the opposite meaning, they are being spoon-fed by their parents. During this case, it is presumed they might demand an identical atmosphere to be created at universities (Jaleniauskiene & Juceviciene, 2015). Parental overprotection deprives Generation Z of the opportunity to gain experience and life skills, which hinders emotional, social, and intellectual development (Lukianoff and Haidt, op. cit., 2018). That is why it is difficult for them to become independent adults who could easily cope with life's difficulties, including in the workplace. Becoming autonomous involves learning the way to make responsible decisions and take action in ambiguous and unsure situations. Parents can foster autonomy in their children by loosening control, having them make choices, and allowing them to require more responsibility while not shielding them from unpleasant facts or outcomes (Murphey et al., 1963).

2.6.3 Lack of communication skills

Generation Z is explained as individualistic, self-absorbed, and less collaborative than the previous generation (Turner, 2015). As a research article by Prelude Consulting Limited (2016) found, most Generation Z parents are either unemployed or work part-time, so, likely, these children have not attended kindergarten where peer interaction is needed. There is correct systematic training, a certain degree of independence and sufficient activity. The reason is that most of their communication takes place individually, online and in "shorthand." This 'Google' generation deems granted that the knowledge is usually ready for them, instant, immediate, and free. Such upbringing makes children recalcitrant, impatient, and unable to wait for the result (Turner, 2015). They're a generation that has the power to create huge communities and a relentless communication loop with people they need never met, and never will meet on the net; paradoxically this generation is collaborative, chatty, and sociable on the web, yet in 'the real world' they tend to be less well ready to develop personal relationships (Riva, et.al., 2012).

2.6.4 Instant gratification

Prelude Consulting Limited (2016) in their research article explained that with extensively exposed to the net had made Generation Z impatient and need instant gratification, introverted, and disengaged with society. They are the generation with a lower span. Such a high dependence on technology has led to some psychologists suggesting that there is a presence of 'Acquired Attention Deficit Disorder.' Dr Edward Hallowell, Psychiatrist, former Harvard graduate school academic and a specialist in attention deficit disorder claims people have "become so busy aiming to such a lot of inputs and outputs that you just become increasingly distracted, irritable, impulsive, restless and over the long run, underachieving. you reside at a far more surface level." A clinical prof of psychiatry at Harvard, specializing in neuropsychiatry, Dr John Ratey, uses the term "Acquired Attention Deficit Disorder" to explain how technology is restructuring the fashionable brain (Watkins, 2009).

2.7 Generation Z as a tourists

Generation Z (born after 1995 (Bassiouni and Hackley, 2014; Fister-Gale, 2015)) is the youngest generation of customers; service providers must specialize in. They need to grow up during challenging economic and socio-cultural times (Sima, 2016); therefore, they are the new conservatives embracing traditional beliefs and seeking realness even in services (Williams and Page, 2011). They are true digital natives as they need to grow with technology (Berkup, 2014, Fister-Gale, 2015, Turner, 2015). From childhood, they were exposed to the Internet, social networks, and mobile systems. A hypercognitive generation emerged as a result of this context, which made it easy to gather data from a wide range of sources, cross-reference them, and integrate their online and offline experiences (Francis and Hoefel, 2018). The youngest of the generations prefer the Internet channels to go looking for information because it is the most affordable, fastest channel and allows one, with no help, to urge lots of knowledge (Lipowski, 2017, p.166). Generation Z is savvy consumers, they know their needs, and have a complete glut of fashion brands (Four Hooks, 2015). Interest in newly invented technologies, an insistence on ease of use, an absolute desire to escape reality for a while, and a desire to feel safe are the four pillars that Wood (2013) describes Generation Z as consumers. They create decisions and relate to institutions in a highly analytical and pragmatic way, they consider consumption as access instead of possession, consumption is an expression of individual identity, and they develop more ethical

concerns (Goh and Jie, 2019; Francis and Hoefel, 2018). Ozkan and Solmaz (2015) found that this generation portrays self-confidence, embraces brotherly love, requires assurance for his or her future, looks for happiness and desires independence over authority.

The creation of cheaper, faster, and more efficient travel booking, and distribution mechanisms has led to technological advances that were once unthinkable and unexplored in the past (Gardiner, Grace, and King, 2014). Consumers search and book travel products while outwork, at lunchtime and through commuting to figure (Wang, Xiang, and Fesenmaier, 2014). The convenience allows consumers to get when travelling (Tan, et al., 2017), bookings using m-devices for hotels are conducted on an identical day, and consumers profit from last-minute bargains which results in saving in costs and time (Wang, Xiang, and Fesenmaier, 2014). These elements explain the complex changes in tourism consumption behaviour and therefore they have to understand and analyse its patterns and trends.

The current literature on consumer behaviour in tourism, without any recourse to a life cycle model, reports that the most important demographic characteristics that influence the choice of a hotel stay are income, family size and composition, education level, and occupation (Bernini and Cracolici, 2015). However, issues related to tourism consumption are in turn highly dependent on cohort effects. Generation Z is young tourists in the tourism market, they are educated enough to expect great deals from travel, following Haddush and Salomone (2018). The travel profile of Generation Z is idiosyncratic, so much so that it differs from traditional tourism due to the method of choosing the travel and accommodation, and the special relationship with the local population and their culture, with the environment (Van de Walle, 2011). For example, when posting selfies, Generation Z often points to incredible modesty during experiences in tourist destinations, while this generation is narcissistic (Haddouche and Salomone, 2018). Lived as an unprecedented moment, the tourist experience requires interrupting the daily routine, and thus also with the utilization of social networks (Carù and Cova, 2006). At the same time, the cultural context plays a less key role for them than in previous generations (Negruşa and Toader, 2018). Principal elements describing the tourism consumer behaviour of Generation Z (Mignon, 2013):

    - inclination toward last-minute decisions,

    - continuously seek opportunities,

    - use of word-of-mouth recommendation sources to decide on their destinations,

- increasing use of low-cost services.

For tourism professionals, the rapid growth of such a tourism segment can be a challenge that requires a rethinking of tourism models (Haddouche and Salomone, 2018, p.70). Generation Z customers are heavy internet buyers of apps and customised applications, thus being especially important for marketers to know how their consumer behaviour is expounded to smart purchase (Priporas, Stylos and Fotiadis, 2017).

3. The customer satisfaction

3.1 Satisfaction concept

Based on the study by Skogland & Siguaw (2004), it is possible to assess the overall performance based on all previous experience with the company, which can be attributed to the satisfaction definition. Client who gets good impressions and unforgettable moments during their stay in the hotel will be satisfied (Bowen & Shoemaker, 2004). According to Choi & Chu (2001), customer satisfaction with a hotel can be attributed to many different hotel factors such as improved service as well as the hotel atmosphere we provide to the customer. The provision of dependable and quality services, as well as a significant increase in customer satisfaction, are among the main factors leading to the success of a company in a wide variety of areas of hospitality: hospitality and tourism (Barsky & Labagh, 1992; Legoherel, 1998; Choi and Chu, 2001).

According to Giese and Cote (2000), there is still no consensus on the definition of customer satisfaction, despite countless attempts to measure and explain it. As Gundersen, Heide, and Olsson (1996, pp. 72-81) have written, customer satisfaction is defined as an assessment of the value of certain products and services. Conflicting results of expectations and perceptions before and after the consumption of any product is the result of a process (Oliver, 1980, pp. 460-469). Satisfaction is the difference between the expected and perceived performance of a product, and that Satisfaction occurs when a service or product exceeds expectations, while Disappointment occurs when the performance of a service or product is worse than expected, and Satisfaction is the difference between expected and perceived product efficacy (Oliver, 1980, pp. 460-469). While short-term goals and those that are financially oriented will be rejected - customer satisfaction, expected value and perceived value should play a decisive role in management decisions (Blešić et al., 2009, pp. 93-110).

The concept of satisfaction can be determined by two factors: objective factors (characteristics of services or goods) or subjective ones (the emotional state of the user and his needs). Numerous studies over the years have examined the characteristics of hotel products that are particularly important to customers. For example, Atkinson (1988, pp.12-14) found that purity, safety, "value for money" and friendly staff determine the degree of satisfaction of hotel guests. Referring to other authors, these are the behaviour of the staff, the speed of service, the accuracy, the use of the office and the convenience. The factors that determine customer satisfaction are among the important ones the value for money, the quality of the staff, and the quality of the rooms (Choi and Chu, 2001, pp. 213-217). According to Hokanson (1995, p.16), there are battalions' factors that affect customer satisfaction as shown in Figure 3.1.
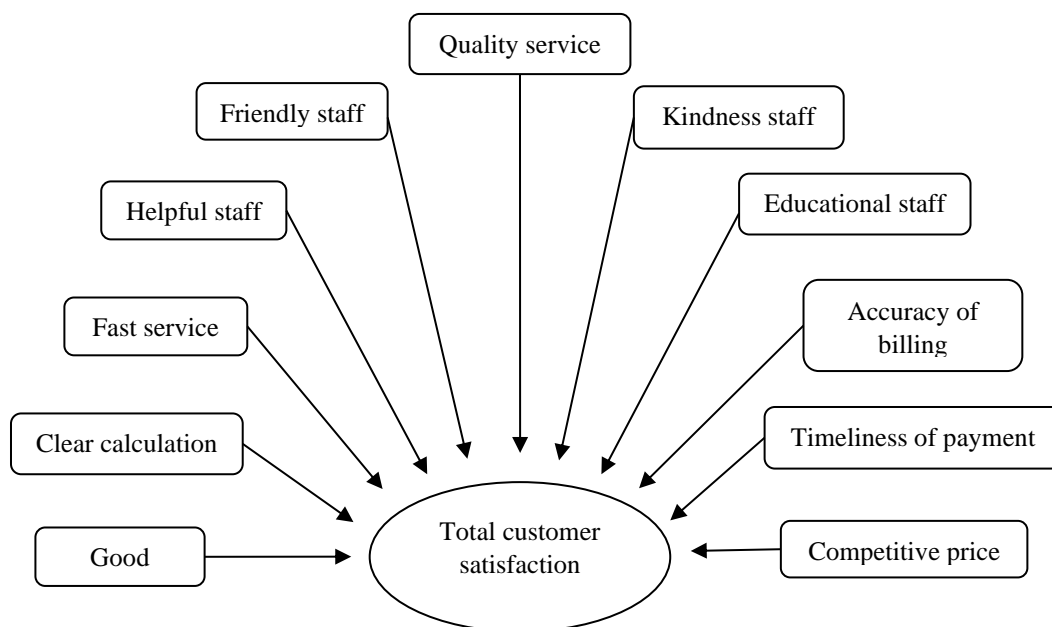
Figure 3.1 - Factors that affect customer satisfaction

Source: Hokanson (The Deeper You Analyse, The More You Satisfy Customers, Marketing News, 1995)

Numerous studies show that customer satisfaction has a direct and indirect impact on business results. Customer satisfaction leads to repeat purchases, positive brand advertising and customer loyalty, as it is believed that satisfied customers are the key to any successful business (Hoyer and McInnis, 2001).

3.2 The evolution of national satisfaction index models

Established in 1989, the Swedish Customer Satisfaction Barometer (SCSB) was the first truly national customer satisfaction index for domestically purchased and consumed products and services (Fornell, 1992). According to the literature, it included about 130 companies from thirty-two of the largest and most successful industries in Sweden. Another index was introduced in the fall of 1994 and described the satisfaction results collected from 200 companies in 34 industries, and this index is called the American Customer Satisfaction Index (ACSI) (Fornell et al., 1996). The Norwegian Customer Satisfaction Barometer (Andreassen & Lervik, 1999; Andreassen & Lindestad, 1998a) was introduced in 1996 and, as of 1999, reports results for 42 companies in 12 different industries (both business-to-consumer and business-to-business). The most recent development among indices is a pilot test of the European Customer Satisfaction Index (ECSI) across four industries and 11 countries in the European Union (Eklöf, 2000).

Considering satisfaction as a cumulative construct provides a boost and insight into how to treat possible measures of expectation - no confirmation (perceived performance versus expectations). According to Oliver (1980), the absence of no confirmation is the logical precursor to satisfaction when modelling such an episode or transaction. Conversely, for the assessment of overall experience, when operationalizing a client's assessment of their experience to date, expectation-non-confirmation is only one of the few possible benchmarks that clients can use. Comparisons are also made to, for example, competing for products, category norms and personal values, all of which should reflect cumulative satisfaction as a latent construct (Johnson & Fornell, 1991). The solution within the national models is to operationalize satisfaction using three survey measures: overall satisfaction, expectancy-disconfirmation, and performance versus an ideal product or service in the category.

3.2.1 The original Swedish Customer Satisfaction Barometer (SCSB)

The original SCSB model (Fornell, 1992), shown in Figure 4, contains two primary antecedents of satisfaction: perceptions of a customer's performance experience with a product or service, and customer expectations regarding that performance. In particular, perceived performance equates to perceived value or perceived level of quality received about price or prices paid. According to Emery (1969), the common denominator that consumers use to compare categories and brands is quality per value or dollar. As

perceived value increases, so does satisfaction, which is the main prediction.
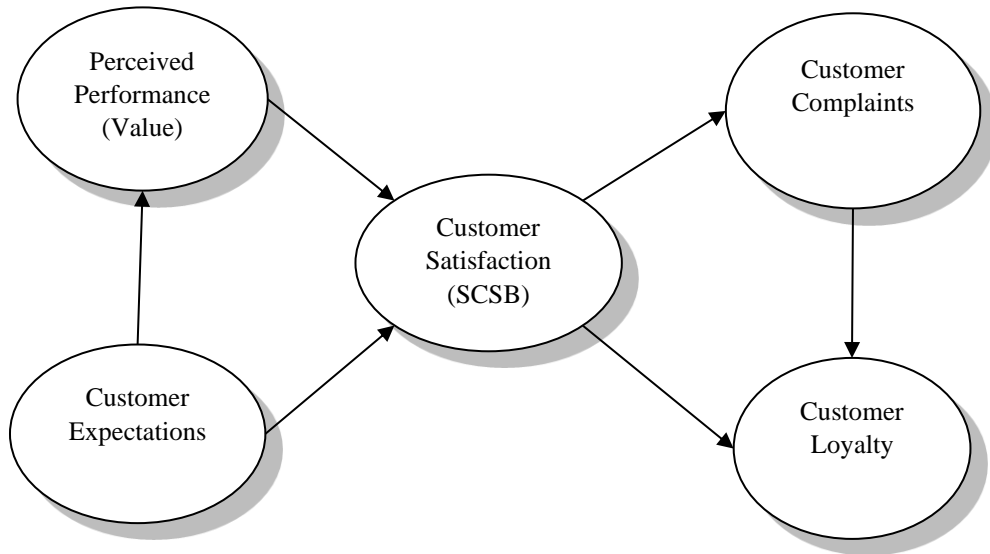
Figure 3.2 - An original SCSB (Swedish Customer Satisfaction Barometer)

Source: Fornell, (1992)

A positive customer expectation that a product or service will function is another prerequisite for satisfaction. According to Boulding, Kalra, Staelin, & Zeithaml (1993), customer expectations are generally defined not as a normative benchmark or standard, but as what the customer predicts. It has been argued that since such expectations serve as cognitive anchors in the evaluation process, they have a positive effect on customer satisfaction (Oliver, 1980). While recent experience is weighed against perceived performance, their previous experience with the firm's services or products, as well as advertising and word of mouth, are weighed against customer expectations. Expectations affect a firm's ability to deliver positive future results and are therefore said to have a positive effect on satisfaction in the Swedish Customer Satisfaction Barometer model (Fornell, 1992). As a result, perceived performance, more precisely value, should be closely and positively related to expectations. Because it facilitates the ability of customers to learn from experience and make predictions about the level of performance they will experience in the future.

3.2.2 The American Customer Satisfaction Index (ACSI)

The ACSI model, developed in 1994 and illustrated in Figure 4, builds upon the original SCSB model specification (Fornell et al., 1996). In 1994, this model was evaluated for every two hundred firms surveyed, based on a random sample of approximately 250 firm clients. The survey questions were all rated on 1 to 10-point scales except price tolerance and complaint behaviour (a dichotomous variable indicating whether the customer has complained or not). In each case, the dimension variables are specified as Latent construct reflective indicators, and the dimension variables in that model are specified.
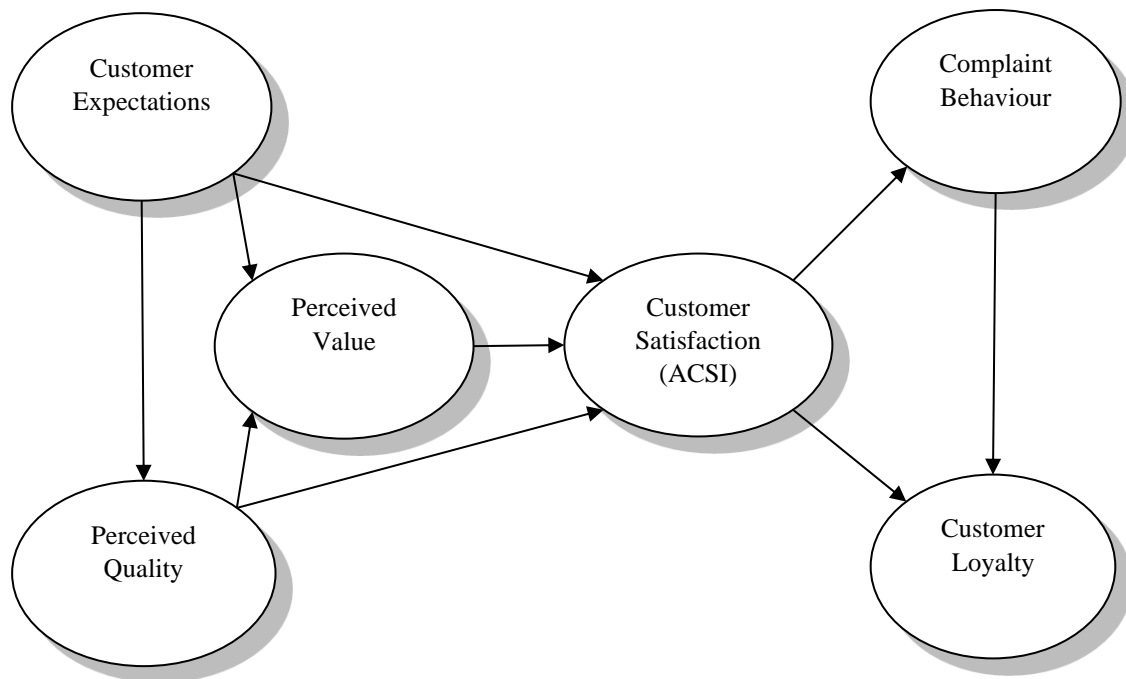
Figure 3.3 -The ACSI (The American Customer Satisfaction Index)

Source: Fornell et al., (1996)

The addition of a perceived quality component other than perceived value, such as a measure of customer expectations, is the main difference between the original SCSB model and the ACSI model. According to Fornell et al. (1996), important diagnostic information is provided by incorporating perceived quality and perceived value into the American model of the Customer Satisfaction Index. Price becomes the most important determinant of satisfaction as the impact of cost increases relative to quality, and the model links quality to cost as quality is an integral part of it.

3.2.3 The Norwegian Customer Satisfaction Barometer (NCSB)

The first Norwegian model of the customer satisfaction barometer was completely identical to the original American model, but at the same time, it included a distinctive feature, a corporate image and its relationship with customer loyalty and satisfaction. Positive or negative associations, stored in the memory of the client, and associated with the organization, are the main key to the perception of the corporate image. These associations are similar to schemas in cognitive psychology (Brandsford and Franks, 1971, Brandsford and Johnson, 1972). Attitudes that likely predict behaviour are functionally related to behavioural intentions (Fischbein and Eisen, 1975). As a type of relationship, the corporate image must be updated as patterns change, including customer satisfaction. Behavioural intentions that imply loyalty should be influenced by the corporate image. In a completed study of four companies from different industries, Selnes (1993) advanced his hypothesis and formally documented its impact on brand reputation. Finally, a study by Andreassen and Lindestad (1998) of the influence of corporate image on customer intentions found a positive correlation between constructs.

3.2.4 The European Customer Satisfaction Index (ECSI)

The ECSI represents another variation on the ACSI model (Eklöf, 2000). This model has the same attributes as the American Customer Satisfaction Index model and consists of customer satisfaction and loyalty, perceived quality, perceived value, and customer expectations. But there are certain differences, such as customer loyalty score, service quality, and product quality. Measures such as the likelihood of possible retention, the likelihood of an increase in the amount customers can buy, and the likelihood that a company or brand will be recommended are included in the European Customer Satisfaction Index model.

There are two fundamental differences between the American and European models of the customer satisfaction index. First, the European model does not include instances of dissatisfaction as a consequence of satisfaction. Second, according to the original Norwegian Customer Satisfaction Barometer, the European model includes corporate image as a latent variable. Expectations, loyalty, and customer satisfaction are directly affected by the image of the company.

3.3 Customer loyalty

Loyalty may be a phenomenon that received an excellent deal of interest among marketers, (Reddy et al 2011) though recent years have shown a growing interest in customer loyalty Kuusik (2007) even during the 1980s customer loyalty was on most marketers' minds and various companies spent millions on customer relationship management programs to build customer loyalty (Pitta et al 2006). Over the past few years, loyalty has become more important due to increased competition in the respective industries.

Consistent with Pitta et al (2006) the concept of customer loyalty is not something that buyers recognize. For many companies, the customer or brand loyalty issue is, in behavioural terms, nothing quite a repeat purchasing. A lot of time and effort of the company is spent exclusively on increasing a certain share of repeat purchases among current and regular customers. Marketing strategies, with these efforts, developed second models that show the important impact on revenue of a sharp increase in the share of repeat purchases among customers of existing Customer loyalty has been the favoured topic among business workplaces (Leong et al 2012) and up to date years have shown a growing interest in customer loyalty (Kuusik 2007) so has been widely researched within the domain of promoting (BOSE and RAO 2011). Loyalty could be a positive belief within the value that an organization provides, resulting in increased purchases over time. "Loyalty may be a positive belief, generated over the course of multiple interactions, within the value that an organization and its products or services provide, which results in continued interactions and purchases over time" (Oracle Corporation, 2005). However, within the business world, there are still considerable differences of opinion about the particular elements of loyalty (Thompson, 2007).

Basarir & Dhaheri (2009) argued (referring to Stoneet al., 2000) that the term customer loyalty refers to the emotional and physical commitment of customers to a particular area in exchange for meeting their needs. It is associated with the behaviour of purchasers who visit the markets repeatedly. It is particularly important to keep a customer happy to own more business. To keep the customer for more business' customer satisfaction must be warranted by the market. Customer satisfaction may be thought of as a key element of the strategies that supermarkets can gain loyalty. However, Oracle Corporation (2005) argued that loyalty must not be confused with customer satisfaction.

Although loyalty is constructed on satisfaction, organizations can have satisfaction without loyalty.

Razavi et al (2012) squeezing from several studies expressed that a lot of service providers consider customer loyalty as a big source of competitive advantage. Empirical studies demonstrate that keeping a customer may be up to 10 times cheaper than capturing a brand-new one. This importance is emphasized, of course, when she, her statement that the current behaviour of customer loyalty takes the form of more cooperation and fewer complaints, less attention to cost and generally higher profitability of buyers. The percentage of consumers who recommend a certain product or service to others is the strongest evidence of customer loyalty. Sustained loyalty is attainable when customers exhibit both a cheerful outlook toward the item and repeat patronage behaviour. Overall, loyalty conceptualization has two dimensions, namely attitudinal and behavioural. Sensitivity to price, as well as attachment to a certain brand as well as a certain frequency of buying a beer brand, can be called the attitude to the components of consumer loyalty. The opposite dimension is behavioural which is defined because of the intention to remain with the service provider in the future. Loyal customers are inclined to indicate two behaviours: repurchase behaviour and favourable word-of-mouth. supported the related literature, word of mouth is often interpreted because of the frequency or potential to recommend others to patronize the services of a customer's primary company. Customer satisfaction influences the loyalty of shoppers.

4. Objective and conceptual map

In an investigation, the objective "constitutes a declarative statement that specifies the key variables, the target population and the orientation of the investigation, indicating, consequently, what the researcher intends to do during the course of the study" (Freixo, 2011, p. 164).

Therefore, the present research work has the general objective of discovering the importance of hotel attributes for generation Z, which comes to the tourist market as the most popular customers in this area.

In an investigation, the first difficulty is "translating what is commonly presented as a relatively vague focus of interest or concern in an operational research project" (Quivy and Campenhoudt, 2008, p. 31). As such, it is essential to "state the research project in the form of a starting question" (Idem, p. 32).

Thus, since the investigation aims to ascertain the preferences associated with generation Z in the hospitality sector, the starting question is "Which hotel attributes are more important for generation Z to use these preferences to attract customers of this generation."
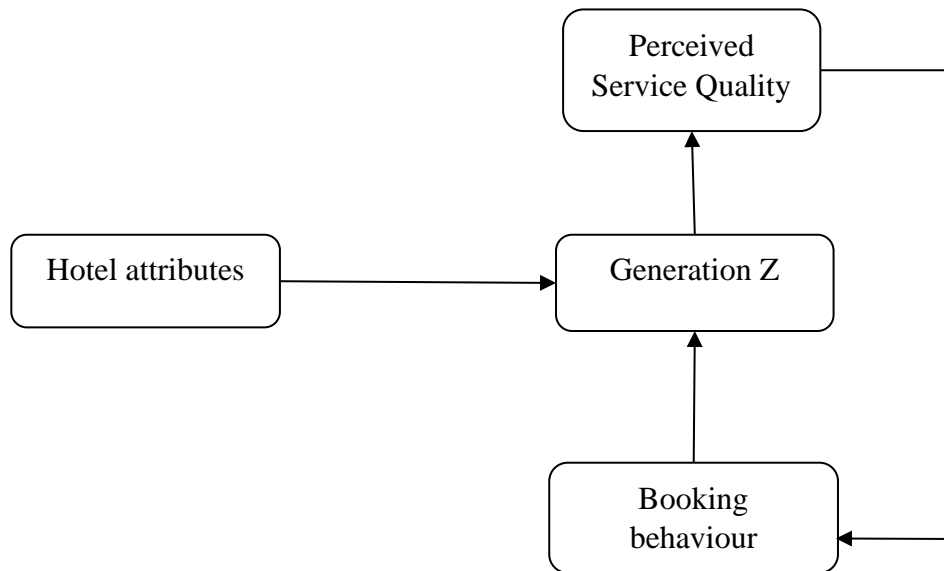
Figure 4 - Conceptual map

Attribute	Question nº
Generation Z	1-2
Booking behaviour	11-16
Perceived Service Quality	19-24
Hotel attributes	26,28,29,31,32

Table 4.1 - Attribute correspondence with a questionnaire

5. Methodology

People's perceptions, at best, often go beyond opinions on their chosen subject of interest - behaviour, experience, and, rarely, such observations then become key aspects of qualitative research. Consequently, during this paper, a qualitative methodology is

utilized as a analyse of the literature review to know perceptions of service, service quality, hospitality attributes and generation Z. Per Veal (2011: 35) qualitative approach is mostly concerned with information within the kind of words, conveyed orally or in writing. Thus, it makes it possible to collect a relatively large amount of data about the research subject. Qualitative research methods provide the collection and analysis of information about human behaviour and personality characteristics to understand concepts, opinions, or experiences. The qualitative approach underlies the natural scientific method in human behavioural research and holds that research must be limited to what we can observe and measure objectively (Welman & Kruger, 2005: 6).

The bibliographic search of literary sources on the chosen topic was identified and analysed, to better comprehend the material that is contained in the published works of other scientists, as well as numerous studies, because the key issues of the problem are almost always laid down in earlier studies. It was advisable to look through all kinds of sources, the content of which is related to the research topic. These include materials published in various domestic and foreign publications and official materials. The collection of literature on the research topic (normative, primary sources, scientific and educational) began with the preparation of a bibliographic list, which should comprehensively cover the research topic.

The questionnaire, which was composed of thirty-two questions, was created to be able to receive and analyse information about current research. It was anonymous and all responses were kept private and used only in the final part of the presentation and analysis of the results. The questionnaire was divided into three sections, the first section consisted of demographic and general questions; starting with the respondent's age, period of birth, gender, qualifications, occupation, monthly net income, clarification on hotel stay in 4* and 5* hotels for the last 3 years and their type, the main travel purpose, accompanied by whom, the booking platforms, the most 3 and the least 3 important attributes while choosing the hotel. The second part of the questionnaire was regarding the importance of five service quality dimensions. The first part was tangible; consisted of four affirmations, the second part was reliability, the third part was responsiveness, the fourth part was assurance and all of them consisted of four affirmations and the last dimension, the fifth part, was empathy which consisted of five affirmations. The third part of the questionnaire was related to the importance of hotel attributes divided into hotel departments, such as front office performance, Food and Beverage performance, Housekeeping and Entertainment performance, and some general phrases of attributes in

hospitality. In the second and third parts of the questionnaire, a 7-point Likert scale was used (from 7 – totally agree to 1 – totally disagree), to measure the level of agreement or disagreement of the respondents.

The data collection was conducted among Generation Z who were born between January 1, 1995, and December 31, 2010. In total, 412 people were interviewed, of which thirty-five did not answer the second and third parts of the questionnaire because either they had not been to hotels in the last 3 years, or the star rating did not meet the requirements. Many responses were collected in the Algarve region of Portugal in tourist zones through face-to-face meetings with strangers on the street, in a shopping centre, in the city and in hotels. Also played a significant role in the set of answers with the help of friends and their acquaintances who sent the questionnaire to each other. Groups on the social network "Facebook" such as "Dissertation Survey Exchange" and "Survey Exchange/Survey Group/Survey Participants – Dissertation, Thesis" was used to publish the questionnaire and collect the data. And the final method that was used to collect information was the site "SurveySwap.io", the largest survey exchange community.

For data analysis, the IBM SPSS V. 28 program, which is a package of computer statistical programs, was used. This software can perform many types of data-centric tasks such as variable recoding (e.g., "flipping" values point of the survey with the reverse wording). It can perform these tasks for every case in the dataset, even if there are tens of thousands of cases (demanding work by hand). IBM SPSS can also perform an enormous number of statistical procedures, ranging from calculations of simple descriptive statistics such as mean, standard deviation, and standard error that is, by using some fundamental procedures such as correlation and linear regression to such multivariate procedures as discriminant function analysis, correlation analysis, and multivariate scaling. SPSS stands for Statistical Package for the Social Sciences.

The writing standards for master's works from the Higher School of Management, Hospitality and Tourism at the University of Algarve (Renda, Perdigão and Baleiro, 2020) were used.

6. Presentation and analysis of results

6.1 Sociodemographic and general section

6.1.1 Sociodemographic characterization of respondents

A total of 412 respondents who took part in the survey stated that they were born between the 1st of January 1995 and the 31st of December 2010, which is 100% of the respondents. According to the three age categories presented in the questionnaire, the results are distributed as follows: the period of the birth of respondents from 1995 to 2000 years is 68.2%, from 2000 to 2005 years is 28.6% and from 2005 to 2010 years is 3.2%. It was found that men represent 49.3% and women 50.2%, as well as non-binary is 0.2% and the option "other" - 0.2% consequently.

In terms of education degrees, there is 0.5% with Primary education, 17.2% with High school, then 25.5% and 31.3% of respondents with Graduation and Post-Graduation, while with a master's degree 23.5% and with a Doctorate 1.7%, and finally with an option "Other" represented 0.2% of respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary education	2	,5	,5	,5
	High school	71	17,2	17,2	17,7
	Graduation	105	25,5	25,5	43,2
	Post Graduation	129	31,3	31,3	74,5
	Master's Degree	97	23,5	23,5	98,1
	Doctorate	7	1,7	1,7	99,8
	Other	1	,2	,2	100,0
	Total	412	100,0	100,0	

Table 6.1.1.1 – Qualifications

Most of the respondents are employed which is 43.4%, and more than 14.6% are self-employed. It revealed that exist 14.8% of respondents study and work at the same time. The number of students composes 24,3%, on time as unemployed only 2.9%.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	100	24,3	24,3	24,3
	Self-employed	60	14,6	14,6	38,8
	Employed	179	43,4	43,4	82,3
	Student & employed	61	14,8	14,8	97,1
	Unemployed	12	2,9	2,9	100,0
	Total	412	100,0	100,0	

Table 6.1.1.2 – Occupation

By type of employment, out of a total of three hundred respondents with a job and a stable income, 79.7% were identified as full-time workers and only 20.3% - as part-time.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full time	239	58,0	79,7	79,7
	Part time	61	14,8	20,3	100,0
	Total	300	72,8	100,0	
Missing	System	112	27,2		
Total		412	100,0		

Table 6.1.1.3 - Type of employment

Regarding monthly net income, it was found that 9% of working respondents have less than five hundred€ per month, followed by 52.7% with income from 500€ to 1000€ and 38.3% with income over 1000€.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 500 €	27	6,6	9,0	9,0
	[500 € - 1000 €]	158	38,3	52,7	61,7
	> 1000 €	115	27,9	38,3	100,0
	Total	300	72,8	100,0	
Missing	System	112	27,2		
Total		412	100,0		

Table 6.1.1.4 - Monthly Net Income

6.1.2 Hotel accommodation, star rating hotel, the way and time of booking

Over the past 3 years, 94.4% have stayed in hotels, while 5.6% of respondents have not visited any hotel for 3 years - which amounts to twenty-three people who were automatically not allowed to continue the survey. Therefore, the number of survey participants became 389 people.

The 4* and 5* hotels rating was the basis for the options under consideration, which represented 36% and 15.9% of participants. As well as 45% who visited both hotels in the last 3 years. And only 3.1% stayed in hotels with a lower star rating, which means that another twelve people stopped the survey at this stage. In the continuation of the study, the total no longer involved thirty-five people, which means that all further results were based on 377 people.

Among the type of accommodation, it was checked that the Chain hotels and Hotel resorts are the most popular among the respondents, which compose 38.5% and 34.5%. Much less tourist attendance, but there is also a minimum demand for three types of hotels which the participants visited: All-suite hotels – 8.2%, Boutique hotels – 6.4% and Eco hotels – 6.1%. And the least popular hotel, as the results showed, is a casino hotel, which was visited by 2.7% of respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chain hotel	145	35,2	38,5	38,5
	Hotel resort	130	31,6	34,5	72,9
	All-suite hotel	31	7,5	8,2	81,2
	Conference/convention center hotels	14	3,4	3,7	84,9
	Boutique hotel	24	5,8	6,4	91,2
	Eco hotel	23	5,6	6,1	97,3
	Casino hotel	10	2,4	2,7	100,0
	Total	377	91,5	100,0	
Missing	System	35	8,5		
Total		412	100,0		

Table 6.1.2.1 - Type of accommodation

Because of the assorted reasons considered for staying in hotels the Vacation option scored 62.3% of the answers, followed by the City break option with 25.5%. 6.9%

of respondents named Work as the main reason for staying at the hotel, and 5% - Family visits. And the least number of responses was scored by the Sport option – only 0.3%.

According to the results of the answers, 17% stayed at the hotel alone, with family and friends were observed 24.4% and 23.6%. A considerable proportion of the answers were defined that staying in the hotel with a boyfriend/girlfriend – 29.2%. Then 5.3% of respondents were accompanied by colleagues and only 0.5% did not choose any of the above answers and answered as "Other".

Regarding the platforms to book the hotels, was indicated that the official website of the hotel and the booking sites were used by 28.6% and 35.5% of respondents, social media by 16.4% and 19.4% who contacted a travel agent.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Official hotel website	108	26,2	28,6	28,6
	Booking sites	134	32,5	35,5	64,2
	Social media	62	15,0	16,4	80,6
	Travel agent	73	17,7	19,4	100,0
	Total	377	91,5	100,0	
Missing	System	35	8,5		
Total		412	100,0		

Table 6.1.2.2 - Platform of booking

The most popular booking site by the number of responses, of 134 participants that chose this type of booking, is "Booking.com" which received 74.6% of responses. Followed by sites like "TripAdvisor" and "Google Hotels" with 10.4% and 6%. The rest 3%, 3.7% and 1.5% were using the sites as "Kayak", "Trivago" and "Agoda".

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Booking.com	100	24,3	74,6	74,6
	TripAdvisor	14	3,4	10,4	85,1
	Kayak	4	1,0	3,0	88,1
	Google Hotels	8	1,9	6,0	94,0
	Trivago	5	1,2	3,7	97,8
	Agoda	2	,5	1,5	99,3
	Other	1	,2	,7	100,0
	Total	134	32,5	100,0	
Missing	System	278	67,5		
Total		412	100,0		

Table 6.1.2.3 - Booking sites

While of the sixty-two participants who chose social media as their preferred booking method, "Instagram" was found to be the most helpful with 56.5% of responses. The next two sites are "Facebook" and "Twitter" with 24.2% and 11.3% of responses. "LinkedIn" was used by 8.1%.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	15	3,6	24,2	24,2
	Instagram	35	8,5	56,5	80,6
	Twitter	7	1,7	11,3	91,9
	LinkedIn	5	1,2	8,1	100,0
	Total	62	15,0	100,0	
Missing	System	350	85,0		
Total		412	100,0		

Table 6.1.2.4 - Social media

The hotel booking period also differs for our respondents. It was revealed that 23.1% made a booking more than 3 months before arrival, 26% - 1 month before, 35.8% indicated that made a choice 1-2 weeks before arrival, 14.6% - 1-2 days before and only 0.5% of respondents did it on the same day.

6.1.3 The most and the least three important attributes

		Count	Column N %
The most 3 important attributes	Location	291	77,2%
	Comfort	246	65,3%
	Wi-Fi	195	51,7%
	Value for money	156	41,4%
	Cleanliness	117	31,0%
	Facilities	92	24,4%
	Staff	15	4,0%
	Total	377	100,0%

Table 6.1.3.1 - The most three important attributes while booking a hotel
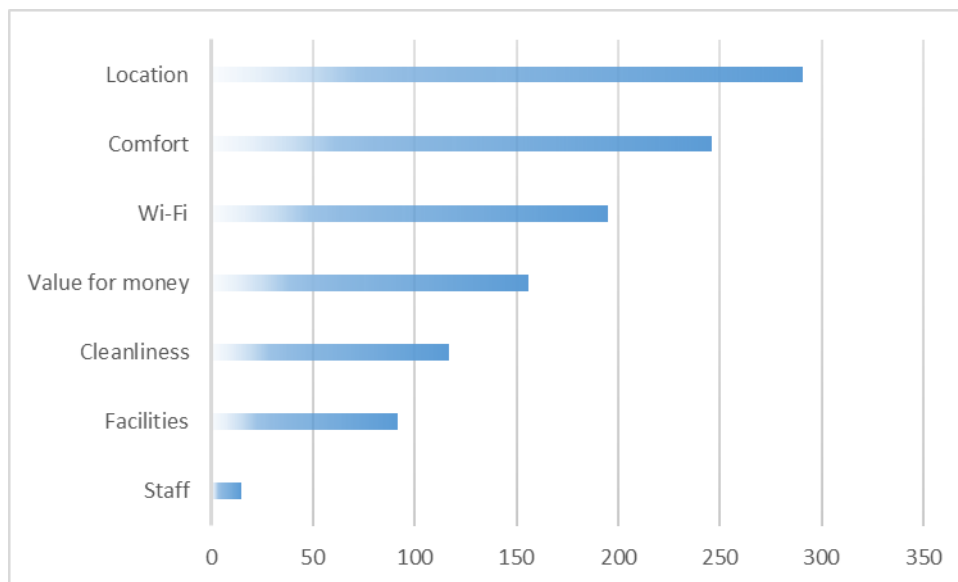
Graph 6.1.3.1 - The most three important attributes while booking a hotel. Elaborated by own based on Table nº 6.1.3.1

Following table 6.1.3.1 and graph nº 6.1.3.1 was ascertained that Generation Z, first of all, relies on location when choosing a hotel, which, according to the percentage, is 77.2. The second place was given to such an attribute as Comfort, which accounted for 65.3% of all respondents and the third final place was reserved for Wi-Fi, with 51.7% of respondents, proving that for this generation this attribute is one of the most important.

		Count	Column N %
The least 3 important attributes	Staff	299	79,3%
	Facilities	218	57,8%
	Cleanliness	166	44,0%
	Value for money	161	42,7%
	Wi-Fi	136	36,1%
	Location	90	23,9%
	Comfort	51	13,5%
	Total	377	100,0%

Table 6.1.3.2 - The least three important attributes while booking a hotel
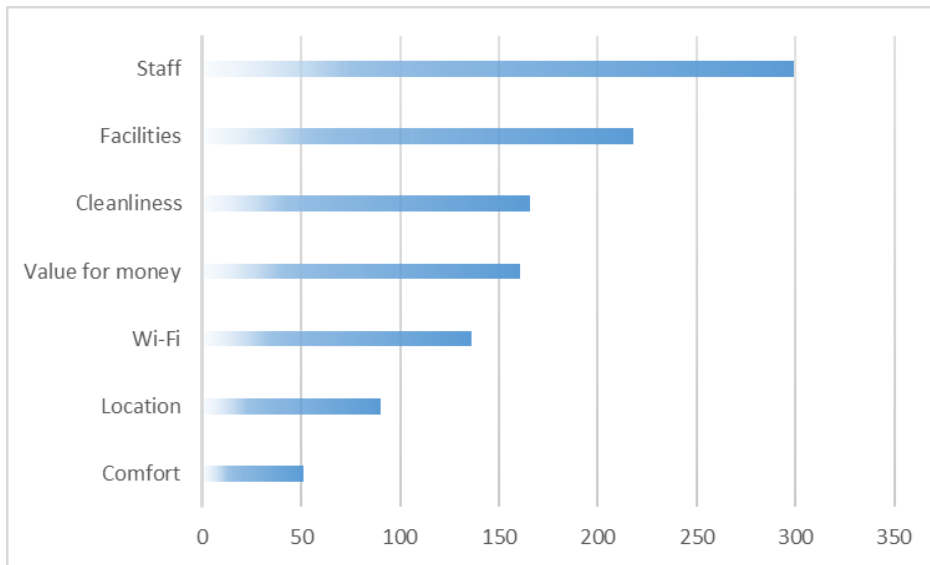
Graph 6.1.3.2 - The least three important attributes while booking a hotel. Elaborated by own based on Table nº 6.1.3.2

Based on table nº 6.1.3.2 and graph nº 6.1.3.2, the three least important attributes of hospitality for Generation Z were identified. In the last place, the attribute that pays the least attention is staff, which amounted to 79.3%. Followed by facilities with 57.8% and cleanliness with 44%.

6.2 Assessment of service quality section

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tangibles	40	9,7	10,6	10,6
	Reliability	124	30,1	32,9	43,5
	Responsiveness	109	26,5	28,9	72,4
	Assurance	47	11,4	12,5	84,9
	Empathy	57	13,8	15,1	100,0
	Total	377	91,5	100,0	
Missing	System	35	8,5		
Total		412	100,0		

Table 6.2 - The five service quality dimensions
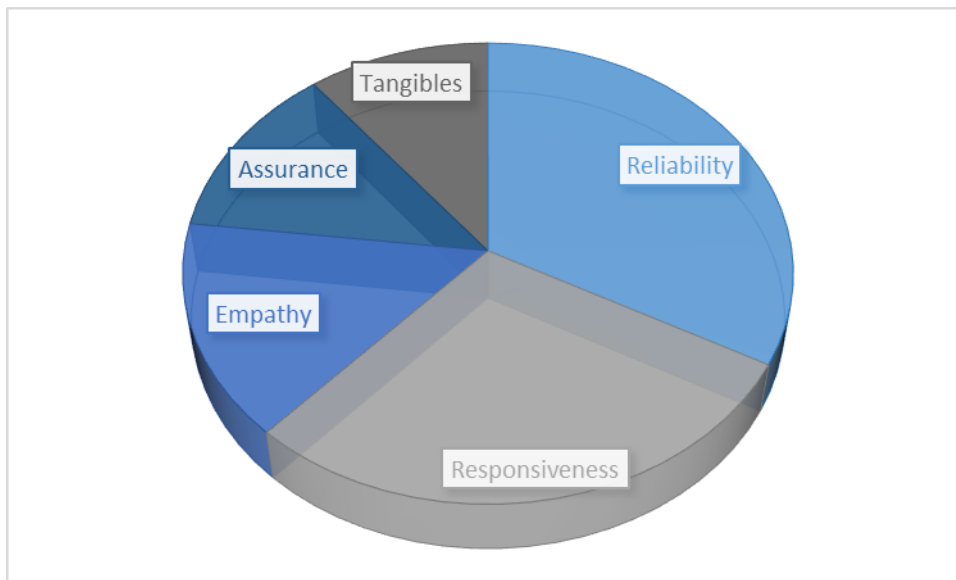
Graph 6.2 - The five service quality dimensions

Relying on table nº 6.2 and graph nº 6.2 displays a sequence of service quality dimensions in the order of the most important, according to the opinion of 377 participants. Reliability (ability to perform the promised service dependably and accurately) is in the first place, with 32.9%. Followed by responsiveness (willingness to help customers and provide prompt service) with 28.9% of respondents. In third place with 15.1% is empathy (caring, individualized attention the firm provides its customers). The assurance (knowledge and courtesy of employees and their ability to convey trust and confidence) and tangibles (appearance of physical facilities, equipment, personnel, and communication materials) are in the last two places with 12.5% and 10.6%.

6.2.1 Tangibles dimensions

		Count	Column N %
Modern office equipment	Totally disagree	1	0,3%
	Disagree	3	0,8%
	Somewhat disagree	17	4,5%
	Neutral	89	23,6%
	Somewhat agree	142	37,7%
	Agree	91	24,1%
	Totally agree	34	9,0%
Room interiors	Totally disagree	1	0,3%
	Disagree	0	0,0%
	Somewhat disagree	14	3,7%
	Neutral	65	17,2%
	Somewhat agree	127	33,7%
	Agree	103	27,3%
	Totally agree	67	17,8%
Appearance and cleanliness of workers	Totally disagree	0	0,0%
	Disagree	1	0,3%
	Somewhat disagree	4	1,1%
	Neutral	65	17,2%
	Somewhat agree	155	41,1%
	Agree	115	30,5%
	Totally agree	37	9,8%
Appearance of information materials (booklets, prospectuses)	Totally disagree	1	0,3%
	Disagree	6	1,6%
	Somewhat disagree	22	5,8%
	Neutral	78	20,7%
	Somewhat agree	136	36,1%
	Agree	95	25,2%
	Totally agree	39	10,3%

Table 6.2.1 - Tangibles dimensions

Analysing table 6.2.1 it can be seen that concerning the importance of tangibles dimensions (physical facilities, equipment, and appearance of personnel), the expressed agreement is observed from the respondents in all questions, so office equipment scored 70.8% of agreement, the interior of the rooms remained with 78.8%, the appearance of employees and the appearance of information materials accounted for 81.4% and 71.6% agreement on importance.

6.2.2 Reliability dimensions

		Count	Column N %
Fulfilling the promises to provide service at the appointed time	Totally disagree	0	0,0%
	Disagree	1	0,3%
	Somewhat disagree	7	1,9%
	Neutral	86	22,8%
	Somewhat agree	135	35,8%
	Agree	105	27,9%
	Totally agree	43	11,4%
Sincere attempts to solve problems of clients	Totally disagree	0	0,0%
	Disagree	2	0,5%
	Somewhat disagree	9	2,4%
	Neutral	60	15,9%
	Somewhat agree	136	36,1%
	Agree	102	27,1%
	Totally agree	68	18,0%
Reliable reputation of the institution	Totally disagree	0	0,0%
	Disagree	1	0,3%
	Somewhat disagree	6	1,6%
	Neutral	53	14,1%
	Somewhat agree	154	40,8%
	Agree	118	31,3%
	Totally agree	45	11,9%
Services are provided carefully and on time	Totally disagree	0	0,0%
	Disagree	0	0,0%
	Somewhat disagree	7	1,9%
	Neutral	69	18,3%
	Somewhat agree	116	30,8%
	Agree	130	34,5%
	Totally agree	55	14,6%

Table 6.2.2 - Reliability dimensions

According to table 6.2.2 - reliability dimensions (ability to perform the promised service dependably and accurately) show an elevated level of agreement about the importance of given attributes. In the first place as shown is the reliable reputation of the institution with 84% of agreement, then the sincere attempts to solve a client's problems and provide services accurately and on time with 81.2% and 79.9%, and no less important attribute as fulfilling the promises to provide service at the appointed time with the consent of 75.1% of all respondents.

6.2.3 Responsiveness dimensions

		Count	Column N %
The staff is disciplined	Totally disagree	0	0,0%
	Disagree	4	1,1%
	Somewhat disagree	7	1,9%
	Neutral	62	16,4%
	Somewhat agree	148	39,3%
	Agree	118	31,3%
	Totally agree	38	10,1%
Staff provide fast service and promptly	Totally disagree	0	0,0%
	Disagree	1	0,3%
	Somewhat disagree	5	1,3%
	Neutral	61	16,2%
	Somewhat agree	134	35,5%
	Agree	120	31,8%
	Totally agree	56	14,9%
The staff is always helpful to the customers	Totally disagree	1	0,3%
	Disagree	2	0,5%
	Somewhat disagree	9	2,4%
	Neutral	54	14,3%
	Somewhat agree	138	36,6%
	Agree	115	30,5%
	Totally agree	58	15,4%
The staff of the organization quickly respond to customer requests	Totally disagree	0	0,0%
	Disagree	1	0,3%
	Somewhat disagree	13	3,4%
	Neutral	64	17,0%
	Somewhat agree	125	33,2%
	Agree	125	33,2%
	Totally agree	49	13,0%

Table 6.2.3 - Responsiveness dimensions

Analysis of table 6.2.3 allows stating that there is the same high importance of attributes of responsiveness dimensions (willingness to help customers and provide prompt service). Disciplined staff, the service provided by staff fast and prompt, and helpful staff about the customers represent 80.7%, 82.2% and 82.5% of agreement of importance, respectively. The quick response to customer requests stays at 79.4%.

6.2.4 Assurance dimensions

		Count	Column N %
Atmosphere of trust and mutual understanding between clients and staff	Totally disagree	0	0,0%
	Disagree	1	0,3%
	Somewhat disagree	10	2,7%
	Neutral	71	18,8%
	Somewhat agree	148	39,3%
	Agree	109	28,9%
	Totally agree	38	10,1%
Client Security	Totally disagree	0	0,0%
	Disagree	1	0,3%
	Somewhat disagree	6	1,6%
	Neutral	33	8,8%
	Somewhat agree	124	32,9%
	Agree	138	36,6%
	Totally agree	75	19,9%
All kinds of support to staff from management for efficient service clients	Totally disagree	1	0,3%
	Disagree	1	0,3%
	Somewhat disagree	12	3,2%
	Neutral	82	21,8%
	Somewhat agree	116	30,8%
	Agree	129	34,2%
	Totally agree	36	9,5%
Employees are polite to the clients	Totally disagree	0	0,0%
	Disagree	0	0,0%
	Somewhat disagree	4	1,1%
	Neutral	31	8,2%
	Somewhat agree	128	34,0%
	Agree	146	38,7%
	Totally agree	68	18,0%

Table 6.2.4 - Assurance dimensions

Table 6.2.4 reports that the most important attribute in the presented assurance dimensions (knowledge and courtesy of employees and their ability to inspire trust and confidence) is the politeness of employees to the clients with 90.7% of importance agreement. Followed by client security with 89.4%. The atmosphere of trust and mutual understanding between clients and staff shows 78.3% and all kinds of support to staff from management for efficient service clients 74.5%.

6.2.5 Empathy dimensions

		Count	Column N %
Individual approach to clients	Totally disagree	0	0,0%
	Disagree	3	0,8%
	Somewhat disagree	8	2,1%
	Neutral	63	16,7%
	Somewhat agree	131	34,7%
	Agree	124	32,9%
	Totally agree	48	12,7%
The staff knows the needs of their customers	Totally disagree	0	0,0%
	Disagree	1	0,3%
	Somewhat disagree	19	5,0%
	Neutral	56	14,9%
	Somewhat agree	134	35,5%
	Agree	128	34,0%
	Totally agree	39	10,3%
The staff oriented for clients problems	Totally disagree	0	0,0%
	Disagree	1	0,3%
	Somewhat disagree	10	2,7%
	Neutral	75	19,9%
	Somewhat agree	120	31,8%
	Agree	118	31,3%
	Totally agree	53	14,1%
Employees have the best interests of the customer in mind	Totally disagree	0	0,0%
	Disagree	0	0,0%
	Somewhat disagree	16	4,2%
	Neutral	60	15,9%
	Somewhat agree	119	31,6%
	Agree	128	34,0%
	Totally agree	54	14,3%
Operate at convenient times	Totally disagree	0	0,0%
	Disagree	1	0,3%
	Somewhat disagree	3	0,8%
	Neutral	29	7,7%
	Somewhat agree	94	24,9%
	Agree	165	43,8%
	Totally agree	85	22,5%

Table 6.2.5 - Empathy dimensions

Results of table 6.2.5 show that in empathy dimensions (caring, individualized attention the service provider gives its customers) all the answers about the agreement are above 77.2%, which specifically describes the oriented staff for client problems. The

almost the same level of importance agreement has the knowledge of staff about the needs of their customer and that employees have the best interests of the customer in the mind with 79.8% and 79.9%. Individual approach to the clients has 80.3% of respondents, while operation at convenient times represents 91.2%.

6.3 Assessment of hotel attributes divided into hotel departments section

6.3.1 Front Office performance

A total number of 377 respondents were asked about the interaction with a front desk during their stay in the hotel, of which we have 84.9% answered positive and 15.1% denied any contact with it. As a result, 320 respondents answered this part of the questionnaire.

		Totally disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Totally agree	Total
Smiling and friendly staff	Count	0	0	4	60	106	118	32	320
	Row N %	0,0%	0,0%	1,3%	18,8%	33,1%	36,9%	10,0%	100,0%
Communication just while standing, not sitting	Count	3	6	9	60	102	86	54	320
	Row N %	0,9%	1,9%	2,8%	18,8%	31,9%	26,9%	16,9%	100,0%
Helpfull and well-organized staff	Count	0	1	5	53	114	115	32	320
	Row N %	0,0%	0,3%	1,6%	16,6%	35,6%	35,9%	10,0%	100,0%
Cleanliness and appearance of the reception	Count	0	1	3	39	102	128	47	320
	Row N %	0,0%	0,3%	0,9%	12,2%	31,9%	40,0%	14,7%	100,0%
Availability for all questions at any time of the day	Count	0	2	5	57	87	99	70	320
	Row N %	0,0%	0,6%	1,6%	17,8%	27,2%	30,9%	21,9%	100,0%

Table 6.3.1 - Front office performance

Based on table 6.3.1 there is a high degree of agreement of importance in front office performance regarding expectations from the front office performance. 80% of respondents agreed that smiling and friendly staff is important, and the same 80% agreed that availability for all questions at any time of the day plays a significant role during their stay in hotels. Communication just while standing, not sitting represents 75.7% agreement of importance and helpful, well-organized staff – 81.5%. The cleanliness and appearance of the reception have 86.6%.

6.3.2 Food and Beverage performance

Regarding visiting the hotel restaurant and bars, where our 377 respondents stayed, only 71.9% visited them. The remaining 28.1% of respondents did not visit the hotel restaurant and bar, which is 106 people who did not rate this section. The total number of respondents was 271.

		Totally disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Totally agree	Total
Always be greeted at the entrance	Count	8	7	8	35	95	93	25	271
	Row N %	3,0%	2,6%	3,0%	12,9%	35,1%	34,3%	9,2%	100,0%
Always be called by name	Count	7	21	45	80	57	40	21	271
	Row N %	2,6%	7,7%	16,6%	29,5%	21,0%	14,8%	7,7%	100,0%
Be accompanied to your table at every meal	Count	4	5	25	46	109	63	19	271
	Row N %	1,5%	1,8%	9,2%	17,0%	40,2%	23,2%	7,0%	100,0%
The cared presentation of employees	Count	1	2	7	33	99	109	20	271
	Row N %	0,4%	0,7%	2,6%	12,2%	36,5%	40,2%	7,4%	100,0%
Different items in menu	Count	0	0	3	24	63	127	54	271
	Row N %	0,0%	0,0%	1,1%	8,9%	23,2%	46,9%	19,9%	100,0%
Design of restaurants and bars	Count	0	1	6	25	88	105	46	271
	Row N %	0,0%	0,4%	2,2%	9,2%	32,5%	38,7%	17,0%	100,0%
Presentation of drinks	Count	2	8	13	27	68	86	67	271
	Row N %	0,7%	3,0%	4,8%	10,0%	25,1%	31,7%	24,7%	100,0%

Table 6.3.2 - Food and Beverage performance

Following table 6.3.2, it is observed that in food and beverage performance the presence of assorted items on the menu is the main and more important attribute in this section, which scored 90% agreement of importance among the respondents. The design of restaurants and bars, the cared presentation of employees and the presentation of the served drinks are no less important attributes with 88.2%, 84.1% and 81.5%. Followed by greeting at the entrance with 78.6% and accompanying staff during every course of the meal with 70.4%. And only 43.5% of respondents highlight address by name as an important attribute which is below average.

6.3.3 Housekeeping performance

		Totally disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Totally agree	Total
Well decorated room	Count	0	2	9	52	154	112	48	377
	Row N %	0,0%	0,5%	2,4%	13,8%	40,8%	29,7%	12,7%	100,0%
Comfortable pillows and mattresses	Count	0	0	13	48	114	89	113	377
	Row N %	0,0%	0,0%	3,4%	12,7%	30,2%	23,6%	30,0%	100,0%
Room cleaning at least every other day	Count	0	1	8	65	127	122	54	377
	Row N %	0,0%	0,3%	2,1%	17,2%	33,7%	32,4%	14,3%	100,0%
Sufficient amenities in a room	Count	0	0	9	63	137	131	37	377
	Row N %	0,0%	0,0%	2,4%	16,7%	36,3%	34,7%	9,8%	100,0%
Changing of towels by request	Count	1	7	19	62	132	105	51	377
	Row N %	0,3%	1,9%	5,0%	16,4%	35,0%	27,9%	13,5%	100,0%
Friendly staff	Count	0	3	3	39	112	141	79	377
	Row N %	0,0%	0,8%	0,8%	10,3%	29,7%	37,4%	21,0%	100,0%

Table 6.3.3 - Housekeeping performance

Table 6.3.3 reports that in housekeeping performance the friendly staff is the most important attribute of these options with 88.1% of agreement. The availability of comfortable pillows and mattresses and the beautifully decorated room has 83.8% and 83.2%. Followed by a sufficient number of amenities in a room and room cleaning at least every other day with 80.8% and 80.4%. The changing of towels by request represents 76.4% of respondents.

6.3.4 Entertainment performance

Based on the results of the survey, the majority of respondents did not have entertainment in their hotels, which is 72.9% of the total of 377 persons. And only 27.1% of the respondents had entertainment, which amounted to 102 people who rated this section.

		Totally disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Totally agree	Total
Informaition about daily activities	Count	0	1	1	10	47	37	6	102
	Row N %	0,0%	1,0%	1,0%	9,8%	46,1%	36,3%	5,9%	100,0%
Sports activities throughout the day	Count	2	1	0	12	33	38	16	102
	Row N %	2,0%	1,0%	0,0%	11,8%	32,4%	37,3%	15,7%	100,0%
Availability of a daily evening show	Count	2	2	0	13	26	44	15	102
	Row N %	2,0%	2,0%	0,0%	12,7%	25,5%	43,1%	14,7%	100,0%
Well-performing staff	Count	0	0	3	12	28	43	16	102
	Row N %	0,0%	0,0%	2,9%	11,8%	27,5%	42,2%	15,7%	100,0%
Kids club with various activities for children of different ages	Count	4	1	10	29	30	18	10	102
	Row N %	3,9%	1,0%	9,8%	28,4%	29,4%	17,6%	9,8%	100,0%
The presence of many toys, appropriate decorations and a well-equipped kids club	Count	7	12	12	22	26	15	8	102
	Row N %	6,9%	11,8%	11,8%	21,6%	25,5%	14,7%	7,8%	100,0%

Table 6.3.4 - Entertainment performance

Analysing table 6.3.4, it´s observed that in entertainment performance the information about daily activities has scored with 88.3% agreement of importance. Sports activities throughout the day and well-performing staff have the same at 85.4%. The availability of a daily evening show represents 83.3% of respondents. Kids club with various activities for children of different ages has 56.8%. And only 48% agreed on the importance of the presence of many toys, appropriate decorations, and a well-equipped kids club.

6.3.5 General hotel performance

		Totally disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Totally agree	Total
Appeareance of the common areas of the hotel	Count	1	1	11	71	146	110	37	377
	Row N %	0,3%	0,3%	2,9%	18,8%	38,7%	29,2%	9,8%	100,0%
Free Wi-Fi	Count	2	2	9	24	88	119	133	377
	Row N %	0,5%	0,5%	2,4%	6,4%	23,3%	31,6%	35,3%	100,0%
Selection of treatments in SPA	Count	3	22	58	81	107	65	41	377
	Row N %	0,8%	5,8%	15,4%	21,5%	28,4%	17,2%	10,9%	100,0%
Security of the hotel	Count	0	1	2	43	153	127	51	377
	Row N %	0,0%	0,3%	0,5%	11,4%	40,6%	33,7%	13,5%	100,0%
Parking of the hotel	Count	2	5	24	67	102	80	97	377
	Row N %	0,5%	1,3%	6,4%	17,8%	27,1%	21,2%	25,7%	100,0%
Availability of maintance	Count	1	3	5	47	158	115	48	377
	Row N %	0,3%	0,8%	1,3%	12,5%	41,9%	30,5%	12,7%	100,0%

Table 6.3.5 – General hotel performance

In general hotel performance, based on table 6.3.5, the free wi-fi, security of the hotel and availability of maintenance are on the top of more important attributes with 90.2%, 87,8% and 85.1% respectively. Followed by the general appearance of the public areas of the hotel and availability of parking with 77.7% and 74% of agreement. The selection of treatments in SPA has only 56.5%.

7. Conclusion, limitation, and future research path

The purpose of this study was to investigate how Generation Z evaluates hotel attributes and service quality in terms of being able to use the results of what is more important to this generation to attract them to the hotel industry, namely 4-5* hotels.

The precise definition of specific customer expectations, the service quality parameters by which customers make their quality ratings, and their relative importance to customers are vital in quality improvement efforts (Asubonteng et al., 1996). Knowledge of these areas will help managers in their task of improving the quality of service in the hotel business. Thus, gaining some knowledge about hotel attributes in different areas that show differences in customer attitudes towards them, the services they offer, and the method of service, will necessarily lead to more positive results in the quality assurance effort. This study contributed to the theoretical and methodological development of the literature on service quality and the hospitality industry by analysing some of the key issues of service quality in hotels of a certain type - 4-5 *. In this study,

the first part of the attributes was defined as five dimensions of service quality, which are the criteria for evaluating the attributes of the hotel, which were evaluated by the respondents. Such as tangibles, reliability, responsiveness, assurance, and empathy. In each criterion, the attributes with the highest agreement on importance were determined. In the tangibles dimension is the appearance and cleanliness of workers with 81.4% of respondents. In reliability with 84% the sincere attempts to solve the problems of the clients. The helpful staff to the customers represents 82.5% responsiveness and 90.7% politeness of workers to the customers in assurance dimensions. Operation at convenient times represents 91.2% of respondents in the empathy dimension. To sum it all up, the attitude of the staff towards the customers plays a key role in their satisfaction. The second part of the attributes was divided into departments' performance such as front office, food and beverage, housekeeping, entertainment, and some overall performance of the hotel. In front office performance, the cleanliness and appearance of the reception were defined as the more important attribute with 86.6% of respondents. The presence of distinct items in the menu of restaurants and bars with 90% is regarding the food and beverage department. In housekeeping performance, 88.1% agreed on friendly staff as the most important attribute in the options that have been. The one who interacted with the entertainment department scored the information about daily activities with 88.3%. The free wi-fi in this second part of the attributes is the most important and represented 90.2% of respondents.

According to Zeithaml et al. (2006), apart from the outcome quality, consumers evaluate the service quality based on interaction quality - the process by which the service outcome is delivered - as well as physical environment quality, which is the quality of the physical surroundings where the service is delivered. Hospitality hosting behaviour is the element of interaction quality, while servicescape represents the physical environment quality in the study. This study is relevant because it provides not only strong theoretical implications but also offers important managerial implications on which hotel establishments can base their designs.

As with most research, this study has limitations. Despite the amount of literature on service quality, it has been difficult to fully describe the essence of the design of hotel service quality. This study represents a major step in understanding issues related to the implementation of the quality of hotel services and the assessment of hotel attributes. One of the limitations of this study was the hasty data collection of the number of participants

that were determined. Data collection took place within 1 month, so it´s needed to allocate more time for this.

For future research, it would be useful to develop a more objective approach, a model for collecting data with a bigger number of participants that can assess the impact of the service environment on satisfaction, as well as other consumer emotions. Since the concept of familiarity plays a significant role in the satisfaction of tourism-related experiences, it would be interesting to conduct a comparative study between local and foreign hotel guests to study the impact of service and hospitality levels on overall guest satisfaction, while surveying Generation Z in specific hotels, not in general. And also provide more specific attributes of hotels in the survey, with the ability to notice and evaluate every detail that affects customer satisfaction.

The main value of this study is its contribution in terms of characteristics of generation Z, their behaviour during hotel booking and their assessment of hotel attributes. Consumers, according to the attributes they think are important, generally evaluate the quality of products and services (Deming, 1986; Berry et al., 1990).

The importance of being able to offer high-quality experiences which are meaningful to hotel guests is unquestionable. For hotels to ensure customer satisfaction requires knowledge of what guests deem as important when evaluating the hotel experience which is being provided. Therefore, the results of this study can be useful to hotel managers in how to treat guests and maintain and improve the hotel's main goal of maximizing revenue and minimizing costs. In addition, the results show good strategic planning for the hospitality industry. The manager must constantly adjust these factors to be able to provide the best value to his guests, as well as indicate important parameters that should be paid more attention to improve the quality of service, which leads to increased customer satisfaction.

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Appendix 1

Questionnaire

UNIVERSITY OF ALGARVE

HIGHER SCHOOL OF HOTEL AND TOURISM MANAGEMENT

Master of hospitality management and administration

The Academic Year 2021/2022

The questionnaire was created as an auxiliary framework for the Master of Hospitality Management, at the University of Algarve, in Portugal. The questionnaire is anonymous, and all the answers are private and were used just in the final part of the results. The dissertation work is entitled "Hotel service quality assessment: The perspective of Generation Z".

Section 1

Demographic and general questions

1. Were you born between the 1st of January 1995 and the 31st of December 2010?

   __Yes   __No

2. In what period of years were you born?

   __ [1995-2000]   __ [2000-2005]   __ [2005-2010]

3. What is your gender?

   __Male   __Female   __Non-binary   __Other

4. What are your qualifications?

   __Primary education   __High school   __Graduation   __Post Graduation

   __Master´s Degree   __Doctorate   __Other

5. What is your occupation?

__Student   __Self-employed   __Employed   __Student & employed

__Unemployed

6. What is your type of employment?

__Full time   __Part time

7. What is your monthly Net income?

__< 500€   __ [500-1000]   __> 1000€

8. Did you stay in the hotels during the last 3 years?

__Yes   __No

9. What was the hotel star rating?

__4*   __five*   __Both   __Neither

10. What type of accommodation did you stay in?

__Chain hotel   __Hotel resort   __All-suite hotel   __Conference/convention

centre hotels   __Boutique hotel   __Eco hotel   __Casino hotel   __Other

11. What was the main reason for staying in the hotel?

__Vacation   __Work   __Visiting family   __City break   __Other

12. With whom did you stay in the hotel?

__Alone   __Family   __Friends   __Colleagues   __Boyfriend/girlfriend

__Other

13. What platform did you use to book the hotel?

__Official hotel website   __Booking sites   __Social media   __Travel agent

__Other

14. What booking site did you use?

__Booking.com   __TripAdvisor   __Kayak   __Google Hotels   __Trivago

__Agoda   __Other

15. What social media did you use?

__Facebook   __Instagram __Twitter   __LinkedIn   __WhatsApp   __Other

16. When did you book the hotel?

__More than 3 months before   __1 month before   __1-2 weeks before   __1-2 days before   __On the same day   __Other

17. What are the most three important attributes for you while choosing the hotel

__Location   __Comfort   __Cleanliness   __Facilities   __Staff   __Value for money   __Wi-Fi

18. What are the least three important attributes for you while choosing the hotel

__Location   __Comfort   __Cleanliness   __Facilities   __Staff   __Value for money   __Wi-Fi

Section 2

Service quality questions

19. What kind of service dimension in the hotels is more important in your opinion?

__Tangibles   __Reliability   __Responsiveness   __Assurance   __Empathy

20 - 24. Rate the degree of agreement about the importance of SERVQUAL dimensions in hospitality, considering that 1 is totally disagree and 7 is totally agree							
20. Tangibles	1	2	3	4	5	6	7
Modern office equipment							
Room interiors							
Appearance and cleanliness of workers							
Appearance of information materials (booklets, prospectuses)							
21. Reliability	1	2	3	4	5	6	7
Fulfilling the promises to provide service at the appointed time							
Sincere attempts to solve problems of clients							
Reliable reputation of the institution							
Services are provided carefully and on time							

22. Responsiveness	1	2	3	4	5	6	7
The staff is disciplined							
Staff provide fast service and promptly							
The staff is always helpful to the customers							
The staff of the organization quickly respond to customer requests							
23. Assurance	1	2	3	4	5	6	7
Atmosphere of trust and mutual understanding between clients and staff							
Client Security							
All kinds of support to staff from management for efficient service clients							
Employees are polite to the clients							
24. Empathy	1	2	3	4	5	6	7
Individual approach to clients							
The staff knows the needs of their customers							
The staff oriented for clients problems							
Employees have the best interests of the customer in mind							
Operate at convenient times							

Section 3

Hotel attributes are divided into hotel departments questions

25. Did you interact with a receptionist at the hotel where you stayed?

__Yes   __No

26. Rate the degree of agreement about the importance of **Front Office performance**, considering that 1 is totally disagree and 7 is totally agree							
	1	2	3	4	5	6	7
Smiling and friendly staff							
Communication just while standing, not sitting							
Helpfull and well-organized staff							
Cleanliness and appearance of the reception							
Availability for all questions at any time of the day							

27. Did you visit the restaurants and bars of the hotel you stayed?

__Yes   __No

28. Rate the degree of agreement about the importance of **Food & Beverge performance** in hospitality, considering that 1 is totally disagree and 7 is totally agree							
	1	2	3	4	5	6	7
Always be greeted at the entrance							
Always be called by name							
Be accompanied to your table at every meal							
The cared presentation of employees							
Different items in menu							
Design of restaurants and bars							
Presentation of drinks							

29. Rate the degree of agreement about the importance of **Housekeeping performance** in hospitality, considering that 1 is totally disagree and 7 is totally agree							
	1	2	3	4	5	6	7
Well decorated room							
Comfortable pillows and mattresses							
Room cleaning at least every other day							
Sufficient amenities in a room							
Changing of towels by request							
Friendly staff							

30. Was there any entertainment at the hotel you stayed at?

__Yes   __No

31. Rate the degree of agreement about the importance of **Entertainment performance** in hospitality, considering that 1 is totally disagree and 7 is totally agree							
	1	2	3	4	5	6	7
Informaition about daily activities							
Sports activities throughout the day							
Availability of a daily evening show							
Well-performing staff							
Kids club with various activities for children of different ages							
The presence of many toys, appropriate decorations and a well-equipped kids club							

32. Rate the degree of agreement about the importance of **general phrases** below in hospitality, considering that 1 is totally disagree and 7 is totally agree							
	1	2	3	4	5	6	7
Appeareance of the common areas of the hotel							
Free Wi-Fi							
Selection of treatments in SPA							
Security of the hotel							
Parking of the hotel							
Availability of maintance							

Appreciate your attention

Appendix 2

The theoretical foundation of the questionnaire

Question nº	Author
1	Adapted from: Törőcsik, M., Szűcs, K., & Kehl, D. (2014). How generations think: research on generation Z. *Acta Universitatis Sapientiae, Communication*, 1, 23-45.
2	Adapted from: Törőcsik, M., Szűcs, K., & Kehl, D. (2014). How generations think: research on generation Z. *Acta Universitatis Sapientiae, Communication*, 1, 23-45.
3	Adapted from: Karabulatova, T., Kormishova, I., Ekaterinovskaya, A., & Troyanskaya, M. (2021). Tourism industry management in the global transformation: meeting the needs of generation Z. 23(2).
4	Adapted from: Karabulatova, T., Kormishova, I., Ekaterinovskaya, A., & Troyanskaya, M. (2021). Tourism industry management in the global transformation: meeting the needs of generation Z. 23(2).
5	Instituto Nacional de Estatistica (2011). *Questionário Individual*, accessed in September 2022. Retrieved from: https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_censos2011_asp_org_questionario
6	Adapted from: Sakdiyakorn, M., Golubovskaya, M., & Solnet, D. (2021, 4). Understanding Generation Z through collective consciousness: Impacts for hospitality work and employment. *International Journal of Hospitality Management*, 94, 102822.
7	Adapted from: Tabela de retenção do IRS (2022). *Autoridade Tributária e Aduaneira - Portal das Finanças.* Retrieved from: https://info.portaldasfinancas.gov.pt/pt/apoio_contribuinte/tabela_ret_doclib/Pages/default.aspx
8	Elaborated by own

9	Adapted from: Rajaguru, R., & Hassanli, N. (2018). The role of trip purpose and hotel star rating on guests' satisfaction and WOM. *International Journal of Contemporary Hospitality Management*, 30(5), 2268-2286.
10	Adapted from: Wiastuti, R., & Lestari, N. (2020). The generation Z characteristics and hotel choices. *African Journal of Hospitality, Tourism and Leisure*, 9(1), 1-14. Retrieved from https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_24_vol_9_1__2020_indonesia.pdf
11	Adapted from: Rajaguru, R., & Hassanli, N. (2018). The role of trip purpose and hotel star rating on guests' satisfaction and WOM. *International Journal of Contemporary Hospitality Management*, 30(5), 2268-2286.
12	Adapted from: Schwartz, Z. (2008). Time, price and advanced booking of hotel rooms. *International Journal of Hospitality & Tourism Administration*, 9(2), 128-146. Retrieved from https://www.tandfonline.com/action/journalInformation?journalCode=wjht20
13	Adapted from: Christina, Y., Nyoman, N., & Yasa, K. (2021). Application of the theory of planned behaviour to study online booking behaviour. *International Journal of Data and Network Science*, 5, 331-340. Retrieved from www.GrowingScience.com/ijds
14	Adapted from: Christina, Y., Nyoman, N., & Yasa, K. (2021). Application of the theory of planned behaviour to study online booking behaviour. *International Journal of Data and Network Science*, 5, 331-340. Retrieved from www.GrowingScience.com/ijds
15	Adapted from: Christina, Y., Nyoman, N., & Yasa, K. (2021). Application of the theory of planned behaviour to study online booking behaviour. *International Journal of Data and Network Science*, 5, 331-340. Retrieved from www.GrowingScience.com/ijds
16	Adapted from: Christina, Y., Nyoman, N., & Yasa, K. (2021). Application of the theory of planned behaviour to study online booking behaviour. *International Journal of Data and Network Science*, 5, 331-340. Retrieved from www.GrowingScience.com/ijds

| 17 | Adapted from:

Shanka, T., & Taylor, R. (2013, 1). An investigation into the perceived importance of service and facility attributes to hotel satisfaction. *Current Issues and Development in Hospitality and Tourism Satisfaction*, 119-134. |
|---|---|
| **18** | Adapted from:

Shanka, T., & Taylor, R. (2013, 1). An investigation into the perceived importance of service and facility attributes to hotel satisfaction. *Current Issues and Development in Hospitality and Tourism Satisfaction*, 119-134. |
| **19** | Adapted from:

Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 64(1), 12-40.

Rani, L. (1994, January). SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality. *The Journal of Marketing*, 58, 125-131.

Yousapronpaiboon, K. (2014, 2). SERVQUAL: measuring higher education service quality in Thailand. *Procedia - Social and Behavioral Sciences, 116*, 1088-1095. |
| **20** | Adapted from:

Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 64(1), 12-40.

Rani, L. (1994, January). SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality. *The Journal of Marketing*, 58, 125-131.

Yousapronpaiboon, K. (2014, 2). SERVQUAL: measuring higher education service quality in Thailand. *Procedia - Social and Behavioral Sciences, 116*, 1088-1095. |
| **21** | Adapted from:

Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 64(1), 12-40.

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| 22 | Adapted from:

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Yousapronpaiboon, K. (2014, 2). SERVQUAL: measuring higher education service quality in Thailand. *Procedia - Social and Behavioral Sciences, 116*, 1088-1095. |
|---|---|
| 23 | Adapted from:

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Yousapronpaiboon, K. (2014, 2). SERVQUAL: measuring higher education service quality in Thailand. *Procedia - Social and Behavioral Sciences, 116*, 1088-1095. |
| 24 | Adapted from:

Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 64(1), 12-40.

Rani, L. (1994, January). SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality. *The Journal of Marketing*, 58, 125-131.

Yousapronpaiboon, K. (2014, 2). SERVQUAL: measuring higher education service quality in Thailand. *Procedia - Social and Behavioral Sciences, 116*, 1088-1095. |
| 25 | Elaborated by own |
| 26 | Adapted from:

Durna, U., Dedeoglu, B., & Balikçioglu, S. (2015). The role of servicescape and image perceptions of customers on behavioural intentions in the hotel industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1728-1748. Retrieved from www.emeraldinsight.com/0959-6119.htm |
| 27 | Elaborated by own |

28	Adapted from: Durna, U., Dedeoglu, B., & Balikçioglu, S. (2015). The role of servicescape and image perceptions of customers on behavioural intentions in the hotel industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1728-1748. Retrieved from www.emeraldinsight.com/0959-6119.htm
29	Adapted from: Durna, U., Dedeoglu, B., & Balikçioglu, S. (2015). The role of servicescape and image perceptions of customers on behavioural intentions in the hotel industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1728-1748. Retrieved from www.emeraldinsight.com/0959-6119.htm
30	Elaborated by own
31	Adapted from: Durna, U., Dedeoglu, B., & Balikçioglu, S. (2015). The role of servicescape and image perceptions of customers on behavioural intentions in the hotel industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1728-1748. Retrieved from www.emeraldinsight.com/0959-6119.htm
32	Adapted from: Durna, U., Dedeoglu, B., & Balikçioglu, S. (2015). The role of servicescape and image perceptions of customers on behavioural intentions in the hotel industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1728-1748. Retrieved from www.emeraldinsight.com/0959-6119.htm