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*The Image and Sustainability of
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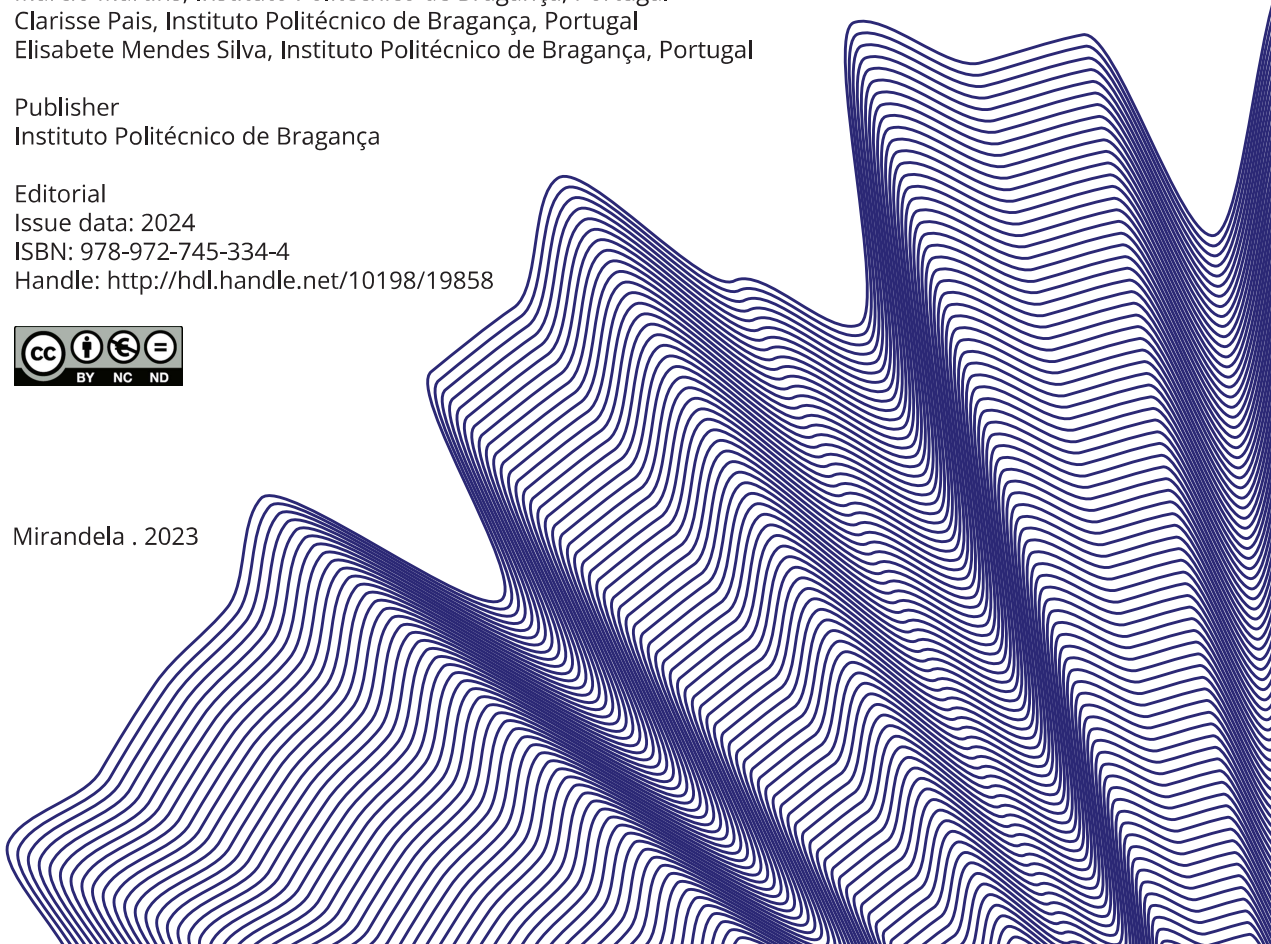
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THE SERVPERF MODEL AS A QUALITY EVALUATION TOOL IN HOTEL UNITS

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Purpose – The objective of this study is to demonstrate through the use of the Servperf model which variables are most valued by guests in accommodation units in Portugal.

Theoretical framework – This study is based on the Servperf model, which measures the quality of services from the point of view of the guest (customer), identifying each of the 5 dimensions (tangibility, reliability, responsiveness, assurance and empathy), which globally qualify the service of the accommodation unit, identifying processes that can be improved in order to increase overall guest satisfaction. This Servperf model, developed by the authors Cronin and Taylor (1992), seeks to evaluate the quality of services, pointing out alternatives for improvement to the limitations they believe exist in the Servqual model of Parasuraman et al. (1988).

Design/methodology/approach – This research was carried out using a descriptive methodology, using exploratory techniques with the application of a questionnaire with the 22 items referring to the Servperf model and which was applied to all people who had had an accommodation experience in a hotel unit in the last year. A total of 207 valid surveys were collected for analysis. The SPSS (Statistical Package for the Social Sciences) programme, version 27.0, was used for data processing.

Findings – In general, guests are satisfied with the level of service offered by the different hotel units. The item "Employees are dressed appropriately on site" stands out, which has the highest value. In the opposite direction, the item "I receive individualised attention" is the one with the lowest value.

Research, practical & social implications – The Servperf model makes it possible to measure the level of quality of any company that provides services. Thus, by knowing which items are most valued by guests, accommodation units can better adopt strategies that benefit the company (accommodation unit) and the customer at the same time.

Originality/value – Although this service quality assessment method has been applied in many sectors of activity, it has not been widely used in the assessment of accommodation units. Thus, it is intended that it can be used in greater numbers in the different accommodation units in Portugal.

Keywords – Servperf, Services, Quality, Accommodation units.

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