The Effect of Service Quality on Customer Satisfaction and Loyalty: A Case Study of Hotel Industry in Afghanistan

Mohammad Dawude Temory, Ph.D
Justus-Liebig-Universität Gießen
mohammad.temory@geogr.uni-giessen.de

ABSTRACT: *The contemporary business world is very much competitive and success in the competition is achieved mainly through giving satisfaction to the ultimate consumer. In a service-oriented industry, it is very difficult to set a standard rule to satisfy customers. Several factors influence customers' decision-making to take the service from an organization. The Hotel industry is a service industry; it provides the customer with various hospitality services. So a Hotel must be keen in identifying the factors that influence their decision to take the hospitality service. Thus the Hotel also needs to know the perception and satisfaction level of the customers about their performance. Referring to social exchange theory, the present study investigated a conceptual model SERVCUAL. The model examined the impact of service quality on customer satisfaction and customer loyalty by five dimensions of service quality. The result of this study was based on the sample gathered from 180 customers in four hotels in Afghanistan. Based on the results, this study suggested that the quality of service in hotels and its direct effect on customer satisfaction and customer satisfaction respectively has a direct and positive impact on customer loyalty.*

KEYWORDS: hotel industry, customer satisfaction, customer loyalty, Afghanistan

INTRODUCTION

Service quality is a prevalent topic in the literature on which many researchers have conducted numerous investigations. Service quality is an important element that peruses and encourages the customers towards the activities of trade. In this case, the service industry is becoming a more popular industry here and the Hotel industry is an important service-oriented and customer-enteric sector that is considered more essential than other industries for improving service quality. Hotel service has been recognized as one of the prime businesses which is an emerging industry in Herat City during the past decades. Some characteristics of the successful activity of the business organization are presentation and constant improvement of qualitative services, which meet the

expectations of customers. The choice of hotels becomes one of the main issues of discussion: the variety of hotel service qualities such as (reliability, assurance, responsiveness, tangibility, and empathy) are important. Since many hotels provide the same or similar services, it is very important not only to attract but also to keep the customer. To maintain the position held and to compete in the future, it is necessary to provide qualitative services by which old customers may be retained, and new customers may be attracted. With an increasing dynamism and competitive ability of the business environment, an increasing number of companies pay attention to creation, management determination, and increase of customer loyalty. Due to this intensive competitive situation, all the Hotels must maintain improved service quality to customers by providing technologically developed innovative instant service to satisfy them as they are often evaluating and comparing the entire services put forward in the competitive market. Any lack of services or quality may cause dissatisfaction among them and may lead to a switch over to the competitors thereby causing a horrible to the organization. Hotel performance in today's competing environment, where most hotels share similarities in the type of physical facilities they possess, largely depends on how service quality is delivered to result in customer delight (Mohsin et.al, 2010). Above all, improving service quality is becoming imperative for the hotel industry based on customer expectations (Yilmaz, 2010). Customers are, usually the final judges of how well the quality of the service delivered matches up to their requirements and satisfaction, and, by their continued support, determine the establishment's long-term success (Gronroos, 2016, & Johnson et.al, 2012). To this effect, customer satisfaction being a corporate competitive and a strategic issue in most service industries, is linked to the delivery of quality services (Back, et.al, 2015). Service quality plays a significant role in conventional and service industries. Customer satisfaction in the service industry depends on the quality of service and overall experience. Firms with a satisfied customer base have a competitive edge over others (Arokiasamy, at. al, 2014). Service quality has been documented as a major matter in the tourism and hospitality industry in a progressively competitive market, providing extraordinary quality service is viewed as a critical factor for the triumph of tourism and hospitality businesses (Cheng, et.al, 2012). Therefore, organizations concentrate on customers' expectations and attempt to satisfy them by delivering superior quality of service which is a central issue in retaining satisfied and loyal customers (Lim, 2014). Marketers have recently begun to consider and advance strategies to manage and measure service excellence to their advantage (Zaibaf, et.al, 2013). The scope of the hospitality business comprises a variety of businesses that provide services and facilities, such as hotels, restaurants, and spas (Hjalager, et, al, 2011). Numerous service quality explanations take their origin in gap examination and the SERVQUAL model and accordingly, clients understand service quality in the form of the differences between their expectations and the service performance or at least apparent performance (Parasuraman, et.al, 1988). The purpose of this research is to explore customer satisfaction and customer loyalty in the hotel industry in Afghanistan, especially in the targeted Hotels in the research area to achieve this purpose we state the following research question

What are the effects of service quality on customer satisfaction and customer loyalty in the Hotel industry in Afghanistan?

Research Objective

This study aims to recommend and test a research model that explores the effects of service quality with the indicators of tangibles, reliability, responsiveness, assurance, and empathy on customer satisfaction and the effect of this concept on customer satisfaction and loyalty in the Hotel industry in Afghanistan. The specific objectives are:

1- To investigate the effect of service quality on customer satisfaction in the hotel industry in Afghanistan.
2- To estimate the effect of service quality on customer loyalty in the hotel industry in Afghanistan.

Problem statement

The quality of service in the hotel industry is an important factor in the success of this business. The existing trend of complete quality management in the hotel industry ensures the achievement of competitive advantage in the hotel industry and is, therefore, the subject of contemporary research into service quality in the hotel industry.

All Needs Hotel faces the challenge of attracting and sustaining the interest of its customers in its services. Customers have to be satisfied with the hotel's physical environment (tangibles), with the interaction of staff (responsiveness), and the ability of the staff to provide services (reliable) needed by them (customers). Furthermore, customers are affected significantly when the staff of the hotel fails to solve their (customers) needs and problems (Assurance). The mentioned challenges appear to affect the quality of service delivery, consequently affecting the loyalty of customers. In addition to the above problems, the all-needs hotel environment appears to hinder effective reservations. Thus, customers who wish to engage in further explanation with staff seem not to have the opportunity to do so, thereby creating dissatisfaction among customers. For example, the lighting system and green area seem to be inadequate. Therefore, this research is purposed to identify whether there is a positive effect of service Quality on customer satisfaction and loyalty in the hotel industry by applying the existing model and theories to find out a result for the hotel industry in Afghanistan. Throughout this research we hope to find a solution for the following research question, to identify major service Quality and Customer Satisfaction elements and loyalty in the hotel industry in Afghanistan, this research is significant and relevant for the following reasons: First, there is a lack of hospitality and hoteling industry-specific literature related to the service quality. Secondly, it appears that there is a gap between customer expectations and the performance of the service.in the Hotel industry in Afghanistan.

Significance of the study

This study aims to examine the importance of understanding customer satisfaction and how the customer perceives service delivery. According to the Scientific literature, customer satisfaction is a function of service performance compared to customer expectations. Thus, it is important to

understand how customer expectation is made to find the factors of service satisfaction in the hotel industry. As different customers have different expectations, based on their knowledge of a product or service and this can be inferred that a customer may estimate what the service performance will be or may think what the performance should be. The customers will be satisfied if the service performance meets or exceeds customers expectations (Rao et.al, 2013). It is found that the customer's perception of service quality depends on the range gap distance between what the customer expects before receiving a service in a service center and what he or she perceives after seeing and using the service on their own (Parasuraman, et.al, 1985). Thus, service quality is defined as the gap between customers' expectation of service and their perception of the service experience. A service quality gap exists when there is a shortfall that occurs in which the service provider would like to close (Bitner, et.al, 1994). Taking, for instance, insufficient sales, planning procedures, and marketing research, organizations do not focus on the demanding quality, unsystematic service development service, lack of personnel training, and so forth. This gap model is one of the best-received discoveries, a practice of problem-solving, and the most heuristically valuable contributions to the service literature (Bolton, 1998). In light of the evidence given above, this study aims to recommend and test a research model that explores the effects of service quality with the indicators of tangibles, reliability, responsiveness, assurance, and empathy on customer satisfaction and the effect of this concept on customer satisfaction and loyalty. Considering the strategic importance of service quality, the researcher embarked on this study using four targeted hotels in Afghanistan as the case analysis. This is because service quality has not been highly regarded as a competitive tool at these hotels in the research area. For this purpose, the researcher aims to evaluate the effect of service quality in the Hotel industry in Afghanistan on customer satisfaction and loyalty, which this research will examine theoretically and empirically.

Theoretical Framework
This study investigates the effect of service quality on customer satisfaction and customer loyalty in the hotel industry. More specifically this study tries to investigate the effect of tangibles, reliability, empathy, assurance, and responsiveness, the indicators of service quality on customer satisfaction and loyalty. This study examines the relationship between the above-mentioned variable on customers of the Hotel industry in Afghanistan. Social exchange theory is a social psychological and sociological perspective that explains social change and stability as a procedure of negotiated exchanges between parties. Social exchange theory states that all human relationships are formed by the use of subjective cost-benefit analysis and the comparison of alternatives. The social exchange context argues that people calculate the overall worth of a particular relationship by subtracting its costs from the rewards it provides (Monge, 2003). Repeat purchases of service probability by hotel customers are a result of overall service quality satisfaction (Liu et al., 2020). For customers and other stakeholders to be able to evaluate the level of satisfaction with the overall hotel service offered via various platforms including digital ones emotions play an important role (Nyagadza et al., 2021). Currently, more focus has been drawn towards consumers compared to product marketing and consumption. Customer satisfaction is built on the quality of services offered by an enterprise (Sharma & Srivasta, 2018). When making

a product or service purchase, the main aim of every customer is to achieve satisfaction. In the current marketplace setting, winning customers entails not only the provision of the required products but also building customer relationships (Fida et al., 2020). According to social exchange theory (Blau, 1964), the individual would adopt exact behaviors based on the norm of reciprocity to express appreciation to the group or business. Within this situation, individual perform assuredly and they understand the sense of the activities and they form their behavior to achieve goals and bring benefits for them to adopt a specific behavior to express their gratitude to the industry. By applying social exchange theory, the relationship between service quality and Customer loyalty will be explained. Also, the performance of service quality is being evaluated mainly by the principal tool called "SERVQUAL", The SERVQUAL, which Parasuman, Zeithaml, and Berry first developed in 1985, basically measures the difference between the customer's perceptions and expectations regarding services. It is based on the principle that customers' service expectations must be fully satisfied or a service exceeding their expectations must be provided to ensure high-quality services. Studies by the researchers who developed SERVQUAL have demonstrated that the scale applies to SERVQUAL dimensions across all sectors. These studies revealed important information regarding the factors that affect SERVQUAL as perceived by the customers, as well as the dimensions of SERVQUAL (Parasuraman et. al, 1994). The initial studies conducted by Parasuraman & Zeithaml et al. (1985) indicate that SERVQUAL consists of ten quality dimensions; however, later statistical studies showed that some of these ten dimensions were internally related to one another. The number of dimensions affecting SERVQUAL was hence reduced from ten to five, resulting in a measurement method known as SERVQUALThere is a positive correlation between service quality and customer satisfaction (Markovic, et.al, 2013). Since most businesses aim to satisfy their customers, the main area that most researchers seek to study entails achieving customer satisfaction (Gopi & Samat, 2020). Service quality is an antecedent to customer satisfaction (Markovic, et.al, 2013). SERVQUAL Scale is one of the most accepted service quality assessment scales, it was developed by Parasuraman, et al., 2005. It uses a 44-item scale which is further grouped into five categories (tangibles, reliability, assurance, empathy, and responsiveness) to measure service quality before and after service consumption (Khan, et.al, 2014). The gap between a customer's expectation before and after service consumption affects the level of a customer's satisfaction or dissatisfaction and also supports the view that customers who are exposed to additional promotional material about a service could have their expectations of service quality influenced (Clow, et.al, 1993). It is also suggested that service delivery firms with developed customer relationship management can track complaints and give an indication of the service quality perception of the customer (Naidoo, 2011). The use of a gap theory to analyze service quality is suggested and the gap theory addresses service quality by analyzing the differences between customers' expected service quality and the actual service quality received (Fodness, et.al, 2007). The number of dimensions affecting SERVQUAL was hence reduced from ten to five, resulting in a measurement method known as SERVQUAL. The original SERVQUAL consists of five dimensions:

1- Tangibility, including the appearance of physical facilities and building, equipment, personnel, and communication material;

2- Reliability is the ability to perform the promised service dependably and accurately or The reliable and accurate implementation of the offered service;

3- Responsiveness, or the willingness to help customers and provide prompt service or providing service on time;

4- Assurance, or the knowledge and courtesy of employees and their ability to inspire trust and confidence or The kind and well-informed characteristic of staff, they're creating a sense of trust;

5- Empathy, or caring and individualized attention that the firm provides its customers or Their showing personal attention and behaving sensibly towards customers; (Udo et al., 2010). Although the five dimensions recommended earlier provide a framework of customer expectations and perceptions, to ascertain the present position, every organization should concentrate on its research to measure the relative importance of the service dimensions among the customers and also with market segments by comparing the performance of the competitor. To sustain the growth in the market, extra services should compulsorily be provided to the customers. Therefore, per selection of the SERVCUAL model for this research is to show the effect of independent variables on dependent variables through this model and raise hypotheses as per it.

RESEARCH METHOD

A research design is a detailed blueprint used to guide a research study toward its objectives (Aaker, et.al, 2013). This definition concurs with (Malhotra, 2010) that a research design is the plan for the researcher to execute the research project. According to (Mouton,1996), the main function of a research design is to enable the researcher to anticipate what the appropriate research decisions are likely to be and to maximize the validity of the eventual results. Precisely, the purpose of the research design is to address and answer the research objectives (McDaniel, et.al, 2010). The study is descriptive and employs an explanatory research method which is aimed at establishing the cause and effect relationship between variables. A casual cross-sectional research design is useful for this study to test the hypothesis fruitfully and this approach was chosen because the study aims to determine the influence of service quality dimensions (X) regarding Generation customer satisfaction and loyalty (Y). Hypotheses are furthermore formulated and tested in the hotel industry in Afghanistan. The research used both primary and secondary data to answer the research questions. In this study, primary data is gathered to fully address the research problem and objectives formulated for the study. According to (Mooi,et. al, 2011) primary data can either be quantitative or qualitative. The study is carried out using primary data with a structured questionnaire. The questionnaire is designed based on the research questions and research objectives. Moreover, the secondary data was used to gain familiarity with the research problem, and the data was also used for literature review through textbooks, reliable academic studies, and research articles. The target population for this study comprised those who use hoteling services from the hotel industry in Afghanistan. Apart from convenience, eight hotels were chosen as the sample because they are similar in provision of services and provide full packages of hoteling

service among Afghanistan Hotels. Additionally, the profitable, affluent, and techno-centric Generation Y customers' satisfaction and loyalty are identified as the prime target of hoteling services. It is important to gain insights into the influence of service quality on customer satisfaction and loyalty in this premium market segment. In this study, both non-probability and probability sampling methods are employed. A purposive/judgment type of non-probability sampling is used for selecting the hotels but the probability sample technique of the research is random stratified sampling for selecting customers. The sample size of this research is 200 customers from a population of approximately 250 based on the ratio of customers in the specified days. The sample size from the guests is calculated as follows

Table 1: Sampling

No	Respondents	No. of estimated Customers per Week	Percentage (%)	No.of questionnaires for distribution
1	Kabul Serena Hotel	90	36 %	72
2	Kabul Star Hotel	70	28%	56
3	Arg Hotel	60	24 %	48
4	Four-Star Nazari Hotel	30	12 %	24
	Total	250	100 %	200

Questionnaire

The designing of the questionnaire was done in cognizance of the research objectives of the study and all the survey questions used in this research were taken from former studies. The questionnaire items encompassed in the study were entirely 33 items and comprised four sections: Section A consists of questions on the demographic profile of customers such as age, gender, and education. Section B covered 22 questions on the independent variable the dimensions of service quality. Section C covers 5 questions on customer satisfaction dependent section D covers 5 questions on customer loyalty another dependent variable. Replies to items in service quality, customer satisfaction, and customer loyalty were rated on a five-point Likert rating scale fluctuating from 1 showing strongly disagree to 5 stating strongly agree to measure service quality customer satisfaction, and customer loyalty. The items of the questionnaire measuring service quality were taken from a study of (Parasuramman et al. 1988). Customer satisfaction was used (Cronine et al. 2000) and customer loyalty (Bakeer et al. 2000). After all the necessary considerations were made, the questionnaire was prepared and then pilot-tested through a random sample of 40 respondents, who part of the main sample to examine it for any possible problems or errors by use of the debriefing method. This method involves presenting the questionnaire to the respondent in the same manner as it would be done in the main study. Following the completion of the questionnaire, any opinions regarding the questionnaire from participants were noted and the pilot study was conducted to enhance measurement item clarity and assess the internal consistency of the measurement items. Additionally, the purpose of the pilot testing was to ensure the respondents completely understood the purpose as well as to confirm the content also to test

the reliability and validity of the scale. The data was then summarized and presented through frequency distribution tables and correlation analysis to establish a relationship between variables. Also, regression analysis is used in this research. Regression analysis is a powerful statistical method that allows one to examine the effect of the independent variable on the dependent variable. Regression analysis is a reliable method of identifying which variables have an impact on a topic of interest. The process of performing a regression allows us to confidently determine which factors matter most, which factors can be ignored, and how these factors influence each other (Floy, 2018). This study used regression analysis to establish the causal effect of service quality on customer satisfaction and customer loyalty. The hypotheses of the present study are tested by using multiple regressions. To know about the impact of the individual dimensions of hotel service quality on overall customer satisfaction and loyalty, multiple regressions are used in the following model:

We allow for independent variables five to potentially be related to the dependent variables.
Independent Variables:
X_1=Tangibility
X_2= Reliability
X_3=Responsiveness
X_4= Assurance
X_5=Empathy
X_6=Customer Satisfaction
Dependent Variables:
Y_1=Customer Satisfaction
Y_2=Customer loyalty

$$Y_1 = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + U_i \qquad (2)$$
$$Y_2 = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + U_i \qquad (3)$$

RESULT AND DISCUSSION

The main objective of this research was to measure the effect of service quality on customer satisfaction and loyalty in the hotel industry of Afghanistan. The sample size was 200 respondents obtained through probability sampling from the who are customers of for targeted hotels of this study and the hotels were chosen by nonprobability-judge mental. Therefore, it is necessary to mention that the analysis of the obtained data alone is not enough to find the answers to the research questions, the interpretation of these data is also necessary. The data should be analyzed first and then the results of this analysis should be interpreted. The necessary information for the present study was collected from a questionnaire whose validity was tested. This information was analyzed in the SPSS software version by applying appropriate statistical tests according to the research hypotheses. In this section, the results were collected and the data were analyzed based on statistical inference using appropriate statistical techniques. It is presented to confirm or reject the

research hypothesis. By the way, to describe the characteristics of the sample, first, the collected data are summarized and classified using descriptive statistics indicators, then descriptive statistics such as the Correlation coefficient related to the research variables done. It is very important to understand the relationship between variables to draw the right conclusion from a statistical analysis. The relationship between variables determines how the right conclusions are reached. Without an understanding of this, the researcher can fall into many pitfalls that accompany statistical analysis and infer wrong results from the data. (Kalla, 2011). Correlation is a technique for investigating the relationship between two quantitative and continuous variables. The Pearson correlation coefficient is a very helpful statistical formula that measures the strength between variables and relationships. A Pearson product-moment correlation coefficient was computed via SPSS softer to assess the relationship between the variables. (University of the West of England, 2019). To determine how strong, the relationship is between two variables, a formula must be followed to produce what is referred to as the coefficient value. The coefficient value can range between -1.00 and 1.00. If the coefficient value is in the negative range, then that means the relationship between the variables is negatively correlated, or as one value increases, the other decreases. If the value is in the positive range, then that means the relationship between the variables is positively correlated, or both values increase or decrease together. Let's look at the formula for conducting the Pearson correlation coefficient value. (University of the West of England, 2019). The correlation between the dependent variable Customer satisfaction and the independent variables including Tangibility, Reliability, Responsiveness, Assurance, and Empathy.

Table 2: Correlations

		Customer Satisfaction	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Customer satisfaction	Pearson Correlation	1	.344**	.444**	.485**	.241**	.865**
	Sig. (2-tailed)		.000	.000	.000	.001	.000
	N	180	180	180	180	180	180
Tangibility	Pearson Correlation	.344**	1	.312**	.297**	.449**	.269**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	180	180	180	180	180	180
Reliability	Pearson Correlation	.444**	.312**	1	.258**	.142	.431**
	Sig. (2-tailed)	.000	.000		.000	.058	.000
	N	180	180	180	180	180	180
Responsiveness	Pearson Correlation	.485**	.297**	.258**	1	.295**	.401**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	180	180	180	180	180	180
Assurance	Pearson Correlation	.241**	.449**	.142	.295**	1	.182*
	Sig. (2-tailed)	.001	.000	.058	.000		.014
	N	180	180	180	180	180	180
Empathy	Pearson Correlation	.865**	.269**	.431**	.401**	.182*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.014	
	N	180	180	180	180	180	180

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The result of the correlation shows a positive relationship between customer satisfaction and service quality. An increase in one factor directly increases the second factor in the research area. The result of the analysis in the table above shows that the significance level is equal to 0.000. Which is less than 0.05, we conclude that there is a significant relationship between customer satisfaction and service quality of the Hotel industry in Afghanistan. The correlation coefficient shows that the intensity of the relationship is good and has a positive direction, which means with increasing service quality, customer satisfaction increases, and vice versa.

The following first equation was used to predict the impact of each factor of service quality on customer satisfaction in the Hotel industry and conclude which factor on customer satisfaction in the Hotel industry is more effective.

$$Y_i = \beta_0 + \beta_1 Tangibility + \beta_2 Reliability + \beta_3 Responsiveness + \beta_4 Assurance + \beta_5 Empathy + U_i \qquad (4)$$

The above equation explains the effect of service quality on customer satisfaction in the Hotel industry in Afghanistan. The model investigated the data set of the SERVQUAL model including the service quality factor. The model investigates the effect of customer satisfaction on service quality in the Hotel industry in Afghanistan. The model shows that most of the factors of the SERVQUAL model have a positive impact on customer satisfaction in the Hotel industry in Afghanistan. The most effective factors that the model represents are Reliability, Responsiveness, and Tangibility each factor has 0.258, 0.276, and 0.095 respectively .

Table 3: Impact of Service Quality on Customer Satisfaction

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	.719	.162	4.434	.000
Tangibility	.095	.046	2.059	.041
Reliability	.258	.051	5.037	.000
Responsiveness	.276	.051	5.365	.000
Assurance	.036	.044	.819	.414
Empathy	-.086	.053	-1.615	.108

a. Dependent Variable: Customer Satisfaction

Analysis of variance is a way to find out if research results are significant. F= 20.55 (sig 0.00<0.05). By the high amount of F and the value of Sig = 0.000 < 0.05, we conclude that the regression model will be appropriate. Because most of the dependent variable changes are seen in the regression model. This means that the share of the model (Regression = 15.117) in the total changes of (Sum of Squares) is much higher than the share of errors or residuals which is equal to 25.59. The model represents overall the regression model is statistically significant and shows a good fit for the data set.

Table 4: Analysis of Variance (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	15.117	5	3.023	20.551	.000[b]
Residual	25.598	174	.147		
Total	40.716	179			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Empathy, Responsiveness, Assurance, Reliability, Tangibility

Based on the regression model and R Square coefficient calculated in the table below, it can be concluded that approximately 37.1 % of the customer satisfaction changes can be identified and explained by service quality factors in the Hotel industry in Afghanistan.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609[a]	.371	.353	.38356

a. Predictors: (Constant), Empathy, Responsiveness, Assurance, Reliability, Tangibility
b. Dependent Variable: Customer Satisfaction

The second equation was used to predict the impact of each factor of service quality on customer loyalty in the Hotel industry and conclude which factor on customer satisfaction in the Hotel industry is more effective.

$$Y_i = \beta_0 + \beta_1 Tangibility + \beta_2 Reliability + \beta_3 Responsiveness + \beta_4 Assurance + \beta_5 Empathy + \beta_6 \ customer \ Satisfaction + U_i \qquad (5)$$

The second part of the analysis goes through to measure the effect of service quality on customer loyalty in the Hotel industry in Afghanistan. The model investigated the data set of the SERVQUAL model including the service quality factor. The model investigates the effect of service quality on customer loyalty in the Hotel industry in Afghanistan. The model shows that most of the factors of the SERVQUAL model have a positive impact on customer loyalty in the Hotel industry in Afghanistan. The most effective factors that the model represents are Tangibility, Reliability, Empathy, and Customer Satisfaction each factor has 0.234, 0.292, 0.281, and 0.142 respectively.

Table 6: Impact of Service Quality on Customer Loyalty

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	.412	.189	2.183	.030
Tangibility	.234	.052	4.538	.000
Reliability	.292	.060	4.836	.000
Responsiveness	-.150	.061	-2.446	.015
Assurance	.079	.048	1.640	.103
Customer Satisfaction	.142	.084	1.701	.091
Empathy	.281	.059	4.747	.000

a. Dependent Variable: Customer loyalty

Analysis of variance is a way to find out if research results are significant. F= 34.125 (sig 0.00<0.05). By the high amount of F and the value of Sig = 0.000 < 0.05, we conclude that the regression model will be appropriate. Because most of the dependent variable changes are seen in the regression model. This means that the share of the model (Regression = 36.686) in the total changes of (Sum of Squares) is much higher than the share of errors or residuals which is equal to 30.99. The model represents overall the regression model is statistically significant and shows a good fit for the data set.

Table 7: Analysis of Variance(ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	36.686	6	6.114	34.125	.000[b]
Residual	30.997	173	.179		
Total	67.682	179			

a. Dependent Variable: Customer loyalty

b. Predictors: (Constant), Empathy, Responsiveness, Assurance, Reliability, Tangibility, Customer Satisfaction

Based on the regression model and R Square coefficient calculated in the table below, it can be concluded that approximately 54.2 % of the customer satisfaction changes can be identified and explained by service quality factors in the Hotel industry in Afghanistan.

Table 8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736[a]	.542	.526	.42329

a. Predictors: (Constant), Empathy, Responsiveness, Assurance, Reliability, Tangibility, Customer Satisfaction

CONCLUSION

Customers are a very crucial part of the success of any service-oriented company. Their satisfaction with a purchased product or service influences their decision to purchase it again and become loyal. This holds for companies in the hotel industry. Satisfied customers prefer to return to the same hotel if they like it. Therefore, customer satisfaction plays a very important role in the hotel industry and should be seen as one of the first management priorities at all hospitality companies. With stiff competition, it is very important to deliver superior quality of service to the customers in the present business environment. The ability to provide high service quality not only strengthens the image but also leads to more attraction and retention of customers. The study examined the service quality of hotels in Afghanistan with the help of SERVQUAL format through

five dimensions: Tangibility, Reliability, Responsiveness, Assurance, and Empathy, by identifying the impact of each dimension on customer satisfaction and customer loyalty. The result of multiple regression for the first dependent variable has determined that tangibility, reliability, and responsiveness, three out of five dimensions of service quality have a significant effect on customer satisfaction also the result of multiple regression for the second dependent variable revealed that tangibility, reliability, responsiveness, and empathy four out of five dimensions of service quality have a significant effect on customer loyalty in four targeted hotels in Afghanistan also the effect of customer satisfaction measured on customer loyalty and the result shows that besides of the mentioned dimensions, customer satisfaction has a significant effect on customer loyalty as well. The findings of the study could be summed up:

- Tangibility had a significant effect on customer satisfaction and customer loyalty in case hotels. Tangibles encompass the appearance of the hotel's representatives, facilities, materials, and equipment. As a result, the design and decor attract guests to the hotel especially those who may want the classic touch or feel, they can opt for case hotels in Afghanistan and those who like modern decoration can opt for the newly refurbished case hotels. It is also important that the employees abide by the hotel's code of conduct in terms of language and spruce appearance in front of the guests and all the mentioned instances can be caused in satisfaction of the customer and a customer with an unrivaled image from the tangibility of hotel would be willing to reuse the service of the hotel again.

- Reliability had a significant effect on customer satisfaction and customer loyalty in the case of hotels. Reliability is about the accuracy and timeliness of the service provided. Related to this research, Customers will be satisfied by the reliable level of customer service. With the rapid growth in internet technology, customers are willing to do reservation and payment terms in a short time with zero errors so hotels need to accomplish the tasks related to customers to satisfy them apart from that, machines have been used to replace human errors also machines like computers are used to help the hotels to provide faster and better services to their guests by speeding up the check-in or out processes as some of the guest's names will already be existing in the hotel's database. Moreover, it also has a significant effect on customer loyalty.

- Responsiveness had a significant effect on customer satisfaction and it had a significant effect on customer loyalty in case hotels. Responsiveness is the timely reaction towards the guests` needs. This research can conclude that responsiveness services are so good that there is very little chance that the customer requirements will not be met. Of course, one of the difficulties in understanding the true customer requirements is that the customer can and will change them without notice or excuse. Having a good recovery process for a dissatisfied customer is a very important and necessary process for any service organization. As per research models, it revealed that for short-term service uses responsiveness is very important to the customer to be satisfied by it. Furthermore, for many times usage of services, it seems to be important for the customer to be reopened timely in a proper way so it affects customer loyalty.

- Empathy had not a significant effect on customer satisfaction but it had a significant effect on customer loyalty in case hotels. Although most of the customers prefer a face-to-face service by the hotel, there are still groups of people who would like to use the new facilities in the hotels like the self-service buffet. However, there are chances that guests are forced to resort to the conventional way of queuing up at the reception desk during check-in or out. By human nature, people tend to expect empathy and respect from someone whom they wish to deal with. Technology provides the platform to mitigate the problem of workloads and errors and provide a more efficient and quicker problem-solving solution. Yet, the hotel should maintain and improve empathy skills since personal contact is still very important in service marketing.

- Assurance did not have a significant effect on customer satisfaction and customer loyalty in case hotels. Based on the findings, the responses state that the customers feel assurance is vital as part of the service quality that should be included. There are two possibilities; firstly, the guests feel that hotels have provided enough safety and confidence in their service delivery. Most guests started to take it for granted that there is no safety problem in dealing with the hotel. In this manner, case hotels should maintain or improve the security concern to the guests, as cases have been reported of security breaches on the Internet, and most of the time due to the customers' carelessness and recklessness.

- Satisfaction had a significant effect on customer loyalty in case hotels. Nowadays, to survive and be successful in the service industry, the organization must pay strong attention to service quality to satisfy customers, which is the way to gain customer loyalty in the future.

Based on the results obtained by the research, the following conclusions can be drawn. Firstly, guests have the highest expectations of the promptness of service, accuracy of transactions, security issues, and concerns. However, the customer's lowest expectations are cleanliness, ambiance, and décor which may be quite obvious to service providers like hotels. It must however be noted here that this rating is a comparative assessment and therefore this dimension of service quality scores lower in comparison to promptness, security, and other security-related issues. On a second note, guests reported the highest satisfaction for health and dietary issues as well as the staff`s knowledge of the product. They were also satisfied with the staff`s telephone numbers and the guest room ambiance. This will in turn lead to positive word of mouth resulting in the guests recommending the hotel to their colleagues, friends, and families or revisits.

Limitation
Despite its contributions, this includes some limitations. One of the most important limitations of the study is that the sample size of the study was not completed because 10% or 20 persons did not respond to the questionnaire. The research used 180 or 90% of the observation that was completed to the data analyzed. Therefore, it would be valuable to obtain supplementary data during various periods to investigate the issue more comprehensively.

REFERENCE

1. Aaker, D. A., Kumar, V., Leone, R. P. & Day, G. S. (2013). Marketing Research, PP. 73.
2. Arokiasamy, A. R. A., & Huam, H. T. (2014). Assessing the relationship between service quality and customer satisfaction in the Malaysian automotive insurance industry. Middle-East Journal of Scientific Research, 20(9), 1023-1030.
3. Back, K. J., & Lee, C.K. (2015). Determining the Attributes of Casino Customer Satisfaction: Applying Impact-Range Performance and Asymmetry Analyses. Journal of Travel & Tourism Marketing, 32(6), 747-760.
4. Baker, D. A., & Crompton, J. L. (2000). Quality, Satisfaction and Behavioural Intentions. Annals of Tourism Research, 27(3), 785-804.
5. Bitner, M. J., Booms, B. H., and Mohr, L. A. (1994). Critical Service Encounters: The Employee Viewpoint. Journal of Marketing, 58(4), 95–106.
6. Blau, P. M. (1964). Exchange and Power in Social Life. John Wiley and Sons, Inc, New York.
7. Bolton, R. N. (1998). A Dynamic Model of the Duration of the Customer's Relationship with a Continuous Service Provider. Marketing Science, 17(1), 45–66.
8. Cheng, C. C., Chen, C. T., Hsu, F. S., & Hu, H. Y. (2012). Enhancing Service Quality Improvement Strategies of Fine-dining Restaurants: New Insights from Integrating a Two-Phase Decision-making Model of IPGA and DEMATEL Analysis. International Journal of Hospitality Management, 31 (4), 1155–1166.
9. Clow, K. E., & Vorhies, D. W. (1993). Building a competitive advantage for service firms: measurement of consumer expectations of service quality. Journal of Services Marketing, 7(1), 22-32.
10. Cronin, J.J., Brady, M.K. and Hult, G.T.M. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioural Intentions in Service Environments, Journal of Retailing, 76(2), pp.193-218.
11. Fida, B., Ahmed, U. & Al-Balushi, Y., (2020): Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. Financial Economics, Business, and Management, 10(2).
12. Fodness, D., & Murray, B. (2007). Passengers' expectations of airport service quality. Journal of Services Marketing, 21(7), 492-506.
13. Foley, B. (2018, 2 14). What is Regression Analysis and Why Should I Use It. Retrieved from surveygizmo.com: https://www.surveygizmo.com/resources/blog/regression-analysis/
14. Gopi, B. & Samat, N., (2020): The Influence Of Food Trucks' Service Quality On Customer Satisfaction And Its Impact Toward Customer Loyalty. British Food Journal, 122(10).
15. Gronroos, C. (2016). Service Management and Marketing: Managing the Service Profit Logic (4th ed.) PP. 221. Chichester: Wiley & Sons.

16. Hjalager, A. M., & Konu, H. (2011). Co-branding and Co-Creation in Wellness Tourism: The Role of Cosmeceuticals. Journal of Hospitality Marketing and Management, 20(8), 879–901.

17. Johnson, R., Clark, G., & Shulver, M. (2012). Service Operations Management: Improving Service Delivery London: Pearson

18. Kalla, S. (2011). Relationship Between Variables. Retrieved from explorable.com: https://explorable.com/relationship-between-variables

19. Khan, M. M., & Fasih, M. (2014). Impact of service quality on customer satisfaction and customer loyalty: Evidence from the banking sector. Pakistan Journal of Commerce and Social Sciences, 8(2), 331.

20. Lim, W. M. (2014). The Antecedents and Consequences of Customer Hedonism in Hospitality Services. Journal of Hospitality Marketing & Management, 23, 626–651.

21. Liu, Y., Huang, D., Wang, M. and Wang, Y. (2020), "How do service quality, value, pleasure, and satisfaction create loyalty to smart dockless bike-sharing systems?", Review of Business Management, Vol. 22No.3, pp.705-728.

22. Malhotra, N.K. (2010). Marketing research: an applied orientation. 6th ed. Eaglewood Cliffs: Prentice Hall.

23. Markovic, S., & Raspor, S. (2010). Measuring Perceived Service Quality Using Servqual: A Case Study of the Croatian Hotel Industry. Management, 5(3), 195-209

24. Mcdaniel, C. & Gates, R. (2010). Marketing research essentials. 7th ed. USA: John Wiley.

25. Mohsin, A., & Lockyer, T. (2010). Customer perceptions of service quality in luxury hotels in New Delhi, India: an exploratory study. International Journal of Contemporary Hospitality Management, 22(2), 60-173.

26. Monge, P.R (2003). Theories of Communication Networks. Oxford University Press. 35. Norizan, K., and Nor A.A. 2010.

27. Mooi, E. & Sarstedt, M. (2011). A concise guide to market research: the process, data, and methods using IBM SPSS statistics. New York: Springer, PP. 52.

28. Mouton, J. (1996): Understanding social research. Pretoria: Van Schaik.

29. Naidoo, V. (2011). Managerial Issues Associated with Service Quality-The Case of the University of Kwa-Zulu-Natal. In ICBER 2011 Conference.

30. Nyagadza, B., Kadembo, E.M. and Makasi, A. (2021), "When corporate brands tell stories: a signaling theory perspective", Cogent Psychology, Vol. 8 No. 1, pp. 1-30.

31. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and its Implications for Future Research. Journal of Marketing,49 (4), 41–50.

32. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and its Implications for Future Research. Journal of Marketing,49 (4), 41–50.

33. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: a MultipleItem Scale for Measuring Consumer Perceptions of Service Quality. Journal of Retailing, 64 (1), 12–40.

34. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: a MultipleItem Scale for Measuring Consumer Perceptions of Service Quality. Journal of Retailing, 64 (1), 12–40.
35. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. Journal of Marketing, 58 (1), 111–124
36. Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). ES-QUAL: A multiple-item scale for assessing electronic service quality. Journal of Service Research, 7(3), 213-233.
37. Rao and Sahu, (2013). Impact of Service Quality on Customer Satisfaction in Hotel Industry, IOSR Journal of Humanities and Social Science, 18, 39-44.
38. Sharma, S. & Srivasta, S., (2018): Relationship between Service Quality and Customer Satisfaction in Hotel Industry. Tourism Research Journal, 2(1).
39. Udo, F. O. M. K. H. G. J. (2010). Service quality, customer satisfaction, and behavioral intentions in the service Factory Journal of Services Marketing, 20(1), 59-72. doi: 10.1108/08876040610646581
40. University of the West of England. (2019). Pearson's Correlation Coefficient. Retrieved from learn tech.uwe.ac.uk: http://learntech.uwe.ac.uk/da/Default.aspx?pageid=1442
41. Yilmaz, I. (2010). Do hotel customers use a multi-expectation framework in the evaluation of services? A study in Cappadocia, Turkey. Tourism and Hospitality Research, 10(1), 59-69.
42. Zaibaf, M., Taherikia, F., &Fakharian, M. (2013). Effect of Perceived Service Quality on Customer Satisfaction in Hospitality Industry: Gronroos 'Service Quality Model Development. Journal of Hospitality Marketing & Management, 22(5), 490-504.