

## Managing Service Quality: Dimensions of service quality: a study in Egypt

Niveen M. El Saghier

**Abstract--** *Service quality has emerged an important area in the hotel industry for decades. Thus, it is essential that service providers understand customer expectations and perceptions as well as the factors that influence their evaluation and satisfaction with the provided service.*

*Hotel industry is growing with each passing year in Egypt. Realizing the increase in competition among hotels, hotel managers are focusing on improving the elements which contribute to service quality for customers of the hotel industry in Egypt. The quality of service in hotel industry is an important factor of successful business. By providing quality service, organizations can sustain customers' confidence and competitive advantages over their competitors. This study identifies the effects of various elements of hotel industry which affects customer satisfaction. Almost all researchers utilized Parasuraman, Zeitaml, & Berry's (1988) service quality model and adopted their SERVQUAL instrument, based on the concept that service quality differs from industry to industry. Searches for additional dimensions, identified by customers, which should be included in the service quality construct it also measures the level of importance of each specific dimension for the users of hotel services in Egypt.*

**Keywords-** *Customer Satisfaction, Service quality, Hotel Industry*