Guest Insight Regarding Service Quality in Hotels: An Empirical Study from Bangladesh

Debasree Bhowmik[1], Shahariar Hasan[1]*, Shohel Md. Nafi[2]

[1]Department of Tourism & Hospitality Management, National University, Bangladesh.
[2]Department of Tourism and Hospitality Management, Noakhali Science and Technology University, Bangladesh.

*Correspondence: du.shaown@yahoo.com

ABSTRACT: The tourism industry is one of the major service sectors expanding rapidly. Hotels play a prime role in delivering service to guests and creating satisfaction. This study aims to measure the guest insight regarding the service quality of star-ranking hotels in Bangladesh. Thus, a quantitative approach was used to conduct the study, and a well-structured, close-ended questionnaire was developed. This study used a five-point Likert scale for collecting data. Statistical tool SPSS 24 was used for data analysis. The analysis of guest insight towards the service quality of star-ranking hotels in Bangladesh shows a positive picture. Key areas such as service quality, food quality, location, and modern facilities receive high satisfaction scores, indicating the hotel's strengths. Safety and security measures are also well-regarded, although in-room security features need enhancement. Employee behavior shows a favorable view, particularly in complaint resolution, though overall service and interaction could improve. Green environment practices are recognized but have growth opportunities, especially in promoting energy-saving initiatives. This study will help to reshape the hotel services in Bangladesh and give direction for more extensive research to identify the segmentation-based hotel service.

KEYWORDS: Bangladesh; tourism; hospitality; hotel; service quality; satisfaction

1. Introduction

The booming sectors of the economy are the tourism and hospitality sectors, mainly composed of services. As a result, the tourist and lodging sectors are among the most significant in the world due to their worldwide character [1]. This sector influences the lifestyle of nations and also drives the foreign currency toward the national economy [2]. So, the accommodation sector has become the backbone of the tourism and hospitality sector and has contributed significantly to Bangladesh's GDP [3, 4]. Quality service is currently the only thing that contemporary hotels can afford; thus, it has evolved into a crucial component of the client's market for hotels [3].

The GDP of the entire country kept rising at a satisfactory pace over the years, which has been highlighted significantly [4]. It has been noted that the physical environment in which hotels operate is shifting drastically. Since the worldwide economy is more challenging to beat, hotels focus more on guests' demands [5]. Multiple researchers emphasized the quality of service in hotels [6]. A further study by scholars demonstrated that psychological consequences

reveal the level of service provided by hotel businesses and the effectiveness of visitor attractions [8, 9].

High-quality services create guests' loyalty to hotels. [7]. Evidence shows that, in economically advanced countries, the hotel business's service level enormously affects guests' trust in the hotel's brand [8]. Service providers work tirelessly to deliver outstanding services to visitors to guarantee the profitability of their organization [9]. Due to internationalization, hotels must meet client demands and ensure superior quality. Because of rivalry, hotels have now discovered fresh opportunities to keep both their current clientele and attract those of their rivals [10]. According to research [11], a key consideration when measuring client happiness is the quality of service [12]. Service quality involves knowing what clients want from a particular service and continually conforming to their requirements [13]. In the lodging industry, guests often enter with preconceived notions about the standard and level of service [14]. As a result, clients will feel happy when the quality of the service meets their standards. However, meeting client demands is a significant issue in the hotel industry. Hotel service quality is critical, with revisit correlated with guest contentment, while dissatisfied are less likely to return [4].

This type of study is necessary for the hotel sector from every country's perspective. However, a microscopic study has been conducted in the context of Bangladesh, so this study aims to measure guest insight regarding the service quality of star-ranking hotels in Bangladesh. Thus, the study focuses on several factors like hotel facilities, safety and security, employee behavior, green environment practices, room quality expectations, and the hotel's front office and housekeeping facilities to fill the current gap in the study.

2. Literature Review

Realizing behavior in the tourism and hospitality sector is highly influenced by the quality of the services given [15]. When considering lodging facilities as their place to stay, visitors emphasize priorities depending on six criteria: value, service, location, cleanliness, sleep quality, and room quality [16]. According to the researcher, five service quality features have been used to assess how effectively clients understand and anticipate obtaining hotel services [17]. These involve responsiveness, reliability, certainty, tangibility, and empathy. Visitors' expectations concerning hotel amenities are vital to achieving their happiness; according to a study, there is frequently an overlap between visitor expectations and their real-time experience, implying that establishments must enhance their offerings to fulfill or surpass these expectations [18]. Guest views are greatly affected by factors like the absence of errors in service, guest room design, safety, and cleanliness [19]. Furthermore, guests' desire for hotel services is often affected by their social and cultural history; brand identification, language, and place of residence might affect what visitors want from their stay [23, 24].

Hotel properties must meet guest needs, including facilities, room design, personalized service, and security, to enhance customer satisfaction and trust [20]. During hotel experiences, guests seek kindness, social connections, knowledge, and hospitality amenities that fulfill their interests. These greatly enhance the general hotel experience for guests [21]. In lodging establishments, guests want access to guest devices and faster broadband internet access. Both commercial and leisure guests place equal importance on the room technology, which influences their overall experience and hotel preference [22]. The process by which individuals

arrange and explain their sensory experiences to make sense of their surroundings is known as guest perception [23].

On the other hand, the perception of anything can range radically from the objective fact. In marketplaces where competition is intense, companies view client satisfaction as their most essential asset [24]. Generating profits by meeting the desires and requirements of customers highlights the core idea of the client-fulfillment marketing approach [25]. The way that guests view and anticipate the amenities offered by hotels is a significant factor in determining their fulfillment and commitment level [26]. Research shows that guests' inclinations for technology facilities rely on their socio-economic status, which enormously affects how satisfied they are and how they will behave in the coming years when choosing a lodging establishment along with the location [18]. Moreover, assessing accommodation service quality, encompassing staff competence, comfort, and tangibles, is crucial for fostering guest contentment and loyalty [15].

Research focuses on safe cleaning [27] and comfortable guest rooms [28]. To comply with visitor demands, particularly in light of the booming internationalization of travel. Bridging the overlap between demands and experiences, such as offering faultless service and aesthetically pleasing facilities, is essential to recognizing and fulfilling guests' expectations and raising guest satisfaction [29]. Environmentally friendly measures by hotels dramatically impact guest experiences in various ways, such as by satisfying expectations and improving offerings [30]. Food outlets and free breakfasts score well among hotel visitors, as do common areas like garages and swimming pools and individual room-related conveniences like TVs with flat screens. Opportunities for environmentally friendly practices, such as electric automobile charging and handicapped entry, are highly appreciated [31]. Visitors from other countries may have significantly contrasting views on how good the identical service is. The investigator argues that every country possesses a unique culture and way of assessing hotels [32]. Divergent opinions on the quality of services may result from cultural differences.

The tourism sector is becoming increasingly vital to travelers from many different backgrounds because of the complex and ethnic variety of attitudes and decisions they make [33]. Costs in terms of money and behavior have an immense effect on how guests perceive the standards of the hotel business [39, 40]. It affects decisions taken by buyers about purchases and services [34]. Again, another author, outlines how Bangladeshi hotel visitors perceive their expectations according to five attributes of outstanding service: assurance, reliability, tangibleness, responsiveness, and empathy [35]. Satisfying clients is critical to achieving client retention [36]. To increase customer satisfaction, a company adopts an approach that prioritizes consumers [37]. As a result, innovative establishments gauge their performance using client satisfaction figures [38]. Retaining clients is a crucial success metric, as more than client fulfillment is required [39]. The most challenging thing for lodging businesses to achieve and sustain is guest happiness [40]. They are improving their services to boost client happiness, commitment, and the standard of their hotel interactions [41]. Understanding the critical issues around client satisfaction and service quality and prioritizing them is essential for the hospitality provider [17].

According to [42], experts in the tourist industry have seen greater clarity in the requirements of customers due to the need for superior products and services [43] the argument is that combining service and product quality establishes a positive guest perception. Friendly relationships can increase guest loyalty and the probability of returning to the property [44].

The variation between what clients think they will receive from providers of services and how they feel about the service is known as service quality [45]. Experts highlighted that the quality of service is determined by the guest's assessment of the superiority or effectiveness of the service [46]. In the lodging world, the quality of service is not only recognized as a tool for generating sources of revenue but is also considered a key competitive component. This has led to the use of clichés like "the strongest rivalry tool" [47]. The study has acknowledged the crucial role of service quality in lodging operations due to its immediate impact on guest satisfaction and its indirect effect on guest loyalty [48]. The lodging industry is the most intricate tourism and hospitality business [49]. For service businesses like hotels, service quality has become a vital hurdle [50].

Researchers further described the variations between the client's perceived and expected service levels [45]. When expectations exceed service performance, the perceived standard falls short of expectations, leading to dissatisfied customers [51]. Concerns about the environment are receiving increasingly more attention from clients nowadays [52]. Hotel establishments are utilizing environmentally friendly practices as a strategic approach to strengthen their competitive advantages for their guests. They are implementing regulations concerning the environment and ecologically conscious procedures that reduce the use of water, energy, and solid waste.

On top of that, by reducing pollution and exhaustion of resources, environmentally friendly hotels lessen their adverse effects on the environment. Guests are becoming more proactive in their environmental inclination to develop positive behavioral intentions towards ecologically friendly hotels in the future [60, 61]. The eco-label approvals put into context sustainable hotels' capacity to interact with and impact guests on an environmental level [53]. Employee civility, cost, location [54], and issues related to safety and security [55] are several illustrations of intangible and physical components that hotels allow when offering their services.

According to Provotorina et al., the physical components of the services determine how effectively guests evaluate their quality [56]. To attract possible guests, concentrate on catering services, cuisine [57], hotel reputation, and image [58]. Several examiners assumed that marketing campaigns. [59], environmentally friendly components [60], cleanliness, comfort, and prime locations [61] attract guests to the lodging. In the lodging industry, location is essential. Thus, the initial phase in evaluating a location's effectiveness is to ascertain its importance now and, in the future, [62]. Hotel visitors find room service particularly tempting since it meets their expectations. According to the researchers, it is common for hotel visitors to concentrate on spotless and roomy accommodations [63],.

Conversely, in a well-managed space with modern equipment facilities, the new features that help create a favorable mood, such as clean and comfortable bedding for guests, include the temperature in the contemporary smart room [73, 74]. The standard of the front desk is another consideration. It has to do with how well the baggage gets carried away, how well the procedure for checking in performs, and how problem-solving the staff at the front desk is. Empirical data was offered by the investigator, indicating that the efficiency of front desk workers most significantly impacts guests' overall assessment of satisfaction and quality of service [39, 74]. The housekeeping department's amenities are essential to hotel visitors' satisfaction with stars. Empirical studies underline the significance of meeting visitors to enhance satisfaction levels. In addition, the impact of hired cleaning services on visitor

satisfaction is pointed out, emphasizing the role of cleanliness and staff behavior in determining visitors' experiences [74, 75]. The entire cleanliness of the hotel must be guaranteed by the housekeeping personnel, with specific attention to the restroom, which is a significant factor in guest pleasure [64].

3. Methodology

The research design aims to create a framework appropriate for the study by identifying relevant data and incorporating multiple related judgments. According to [65], the research design is a general approach to addressing a research issue. The research design illustrates how these researchers identify their problem and purpose and present their conclusions based on the data obtained throughout the study. A research design, sometimes called a research strategy, is a plan to address several topics [66]. This is a quantitative study and used a non-probability convenient sampling method. Data were collected from the four renowned tourist destinations in Bangladesh which are Cox's Bazar, Sylhet, Bandarban, and Rangamati. Thus, data were collected from the tourists who stayed at least one night in the hotel. The researchers used a well-structured, closed-ended questionnaire to conduct efficient research and collect data. First of all, the questionnaire was developed in English and then it was translated into Bangla for the understanding of respondents. For data collection, almost 280 questionnaires were distributed among the tourists. 255 questionnaires were returned by the respondents and 230 respondents stayed at the hotel in tourist destination. Data were collected from 230 respondents. A sound structure was developed to gather data for this study. This questionnaire was divided into two major parts. The first part of the questionnaire consists of the respondents' socio-demographic information and the second part is questions about hotel services and facilities. This study used a five-point Likert scale for collecting data. After that, statistical tools, such as SPSS 24, were used for data analysis. Table 1 shows the variables used in this study and their sources.

Table 1. Variables of the study.

Variables	Source
Hotel Facility	
The hotel's existing facility is worth the money.	[16]
The hotel's service quality is satisfactory for guests.	[40]
The hotel maintained the quality of the food served at the restaurant.	[40]
The restaurant setup is suitable for the visitors.	[40]
The location of the hotel is convenient for the guests	[16, 40]
The price of the hotel service is reasonable.	[40]
I think the hotel holds a good image.	[40]
Hotel Facilities are modern and up-to-date.	[3, 16]
Safety and Security	
The safety and security of the hotel is well maintained.	[23, 65]
There are accessible fire exits at this accommodation.	[24, 65]
The accommodation is located in a safe area.	[24, 65]
The room door has adequate security features.	[24, 65]
Employee Behaviour	
The hotel complaint-solving process is prompt and effective.	
The staff helps deliver their services.	[24, 65]
The hotel employees serve the guests well.	[24, 65]
Hotel employees address guest complaints quickly and promptly.	[61, 62]
Green Environment Practices	
The hotel promotes green products in marketing and promotion.	[62]
The hotel uses green and eco-friendly products and services.	[61, 62]
The hotel encourages the guests to use energy-saving practices.	[61, 62]
The hotel is trying to lessen pollution in every aspect of its operations.	[61, 62]
I am willing to pay more for the green products and green services	[61, 62]
Room Quality Expectation Statements	

Variables	Source
The room size is adequate.	[40, 61, 62]
The room is well furnished with modern equipment	[40, 61, 62]
The bed, pillow, and mattress are clean and comfortable.	[40, 61, 62]
The room temperature is comfortable and well-controlled.	[40, 61, 62]
Front Desk Service	
The check-in procedure at the accommodation is good	[16, 40]
Luggage transfer is adequate.	[40]
In general, the front desk employees can solve my problems	[3, 40]
Housekeeping Services	
Housekeeping staff are well trained to provide room services.	[40]
Housekeeping staff respond quickly to satisfy guest needs.	[3, 40]
Housekeeping staff behave and professionally communicate with guests.	[40]

4. Data Analysis and Discussion

The socio-demographic data presented provides a comprehensive overview of a sample population of 230 respondents, as shown in Table 2. The result showed that 84.79% were male (195 respondents) and 15.21% were female (35). The largest group falls within the 40-49 years category, accounting for 38.70% of the sample, followed by those aged 30-39 at 26.09%. Individuals under 30 are 10.87%, those aged 50-55 are 15.22%, and those over 55 are 9.13%. Occupationally, the majority are engaged in business (65.22%), while 30.43% are service holders, and 4.35% fall under 'Others.' Regarding educational background, a significant majority have attained university education (73.91%), 21.74% have completed college or diploma level education, 4.35% have a secondary or high school education, and none have only primary education. This data highlights a predominantly male, middle-aged, business-oriented, highly educated sample population.

Table 2. Socio-demographic Information

Information	Frequency	Percent
Gender		
Male	195	84.79
Female	35	15.21
Total	230	100.0
Age		
<30 years	25	10.87
30-39 years	60	26.09
40-49 years	89	38.70
50-55 years	35	15.22
>55 years	21	9.13
Total	230	100.0
Occupation		
Service Holder	70	30.43
Business	150	65.22
Others	10	4.35
Total	230	100.0
Educational Background		
Primary education	0	00
Secondary / High School	10	4.35
College / Diploma	50	21.74
University education	170	73.91
Total	230	100.0

4.1. Hotel facility.

Hotel facilities refer to amenities or spaces set aside to make an activity easier. A hotel offers different kinds of facilities to the guests. These facilities range from in-room amenities to restaurant services, customer care, and other services. Thus, the guest perception was measured about hotel facilities where they stay. Table 3 shows the results of the study on hotel facilities.

The assessment of the given mean scores indicates that the hotel is highly regarded in several key areas. Guests find the service quality (mean 4.62; SD 0.602), food quality (mean 4.58; SD 0.634), and location (mean 4.60) particularly satisfactory. Additionally, the hotel is perceived to have a good image (mean 4.52; SD 0.601) and modern, up-to-date facilities (mean 4.57; SD 0.570), contributing to overall positive guest experiences. The value of the existing facilities is also appreciated (mean 4.44; SD 0.648). However, the restaurant setup (mean 3.61; SD 0.716) and the reasonableness of the service prices (mean 3.33; SD 0.826) score lower, suggesting areas for improvement. Enhancing the restaurant's ambiance and reassessing pricing strategies could enhance guest satisfaction and perceived value.

Table 3. Hotel facility.

Hotel Facility	Mean	Std. Deviation
The hotel's existing facility is worth the money.	4.44	.648
The hotel's service quality is satisfactory for guests.	4.62	.602
The hotel maintained the quality of the food served at the restaurant.	4.58	.634
The restaurant setup is suitable for the visitors.	3.61	.716
The hotel's location is convenient for the guests.	4.60	.630
The price of the hotel service is reasonable.	3.33	.826
I think the hotel holds a good image	4.52	.601
Hotel Facilities are modern and up-to-date.	4.57	.570

4.2. Safety and security.

The assessment of the mean scores for the hotel's safety and security reveals a generally positive evaluation from guests (Table 4). The overall maintenance of safety and security at the hotel scores well (mean 4.48; SD 0.719), and the accessibility of fire exits is slightly higher (mean 4.50; SD 0.651), indicating that guests feel confident in the emergency preparedness of the accommodation. The hotel's location is also perceived as safe (mean 4.43; SD 0.768), further contributing to a sense of security. However, the security features of the room doors score significantly lower (mean 3.49; 0.615), indicating that guests might have concerns about the adequacy of in-room security measures. Enhancing the security features of room doors could improve guests' overall sense of safety and security during their stay.

Table 4. Safety and security.

Safety and Security	Mean	Std. Deviation
The safety and security of the hotel is well maintained.	4.48	.719
There are accessible fire exits at this accommodation.	4.50	.651
The accommodation is located in a safe area.	4.43	.768
The room door has adequate security features.	3.49	.651

4.3. Employee behavior.

The hotel industry is a service-based industry. Customer satisfaction largely depends on the quality of employee services. The assessment of the average scores for hotel employee behavior indicates a favorable view, with some areas for improvement (Table 5). The hotel's complaint-solving process is rated highly (mean 4.48; SD 0.650), demonstrating effectiveness and promptness in addressing guest issues. Staff helpfulness in service delivery scores well (mean 4.11; SD 0.626), suggesting that employees are generally perceived as supportive. The promptness of addressing complaints also receives a positive rating (mean 4.12; 0.685). However, the overall service provided by the hotel employees scores lower (mean 3.89; 0.580), indicating room for improvement in how employees interact with and serve guests. Focusing

on improving the quality of service and employee training could enhance guest satisfaction in this area.

Table 5. Employee behavior.

Employee Behaviour	Mean	Std. Deviation
The hotel complaint-solving process is prompt and effective.	4.48	.650
The staff helps deliver their services.	4.11	.626
The hotel employees serve the guests well.	3.89	.580
Hotel employees address guest complaints quickly and promptly.	4.12	.685

4.4. Green environment practices.

The assessment of the mean scores for the hotel's green environment practices shows a mixed but generally positive commitment to Sustainability (Table 6). The hotel's efforts to promote green products (mean 3.82; SD 0.86) and use eco-friendly products and services (mean 3.79; SD 0.90) are moderately recognized by guests, indicating a decent level of awareness and implementation. The attempt to lessen pollution in operations scores slightly higher (mean 3.94; SD 0.80), suggesting that guests perceive some effort in reducing environmental impact. However, encouraging guests in energy-saving practices scores lower (mean 3.42; SD 0.89), highlighting an area needing improvement. Additionally, the willingness of guests to pay more for green products and services (e.g., 3.55; SD 0.95) indicates moderate support, indicating potential for growth in promoting and enhancing green initiatives. Improving communication and engagement regarding energy-saving practices and expanding eco-friendly offerings could further strengthen the hotel's sustainability efforts.

Table 6. Green environment practices.

Green Environment Practices	Mean	Std. Deviation
The hotel promotes green products in marketing and promotion.	3.82	0.86
The hotel uses green and eco-friendly products and services.	3.79	0.90
The hotel encourages the guests to use energy-saving practices.	3.42	0.89
The hotel is trying to lessen pollution in every aspect of its operations.	3.94	0.80
I am willing to pay more for the green products and green services	3.55	0.95

4.5. Room quality expectation statements.

The analysis of the mean scores for Room Quality Expectation Statements specifies that the hotel generally meets guest expectations in this area (Table 7). The cleanliness and comfort of the bed, pillow, and mattress receive the highest score (mean 4.55; SD 0.67), indicating that guests are delighted with the sleeping arrangements. The modern furnishing and equipment in the rooms also score highly (mean 4.45; SD 0.76), suggesting that the hotel's efforts to provide contemporary amenities are well appreciated. The adequacy of room size is moderately rated (mean 4.02; SD 0.78), indicating general satisfaction but with room for improvement. However, the room temperature control scores were lower (mean 3.88; SD 0.86), pointing to a potential area of discomfort for some guests. Enhancing temperature control systems and providing consistent comfort could enhance guest satisfaction with room quality.

Table 7. Room quality expectation statements.

Room Quality Expectation Statements	Mean	Std. Deviation
The room size is adequate	4.02	.78
The room is well furnished with modern equipment	4.45	.76
The bed, pillow, and mattress are clean and comfortable.	4.55	.67
The room temperature is comfortable and well-controlled.	3.88	.86

4.6. Front desk service.

The analysis of the mean scores for Front Desk Service reveals that guests generally have a positive experience in this area (Table 8). The luggage transfer service receives the highest rating (mean 4.65; SD 0.1.13), indicating that guests find this service highly satisfactory and efficient. The check-in procedure is also rated well (mean 4.14; SD 0.624), suggesting a smooth and efficient process for guests upon arrival. Front desk employees' problem-solving ability scores slightly lower (mean 4.08; SD 0.89) but still reflect a positive perception of their competence and responsiveness. Overall, while the front desk services are well-regarded, there is always room for enhancing problem-solving capabilities to ensure even higher levels of guest satisfaction.

Table 8. Front desk services.

Front Desk Service	Mean	Std. Deviation
The check-in procedure at the accommodation is good	4.14	0.624
Luggage transfer is adequate	4.65	1.13
In general, the front desk employees can solve my problems	4.08	0.89

4.7. Housekeeping services.

The analysis of the Housekeeping Services standard scores indicates significant areas for improvement (Table 9). The scores for housekeeping staff being well-trained to provide room services (mean 3.25; SD 1.21) and responding quickly to guest needs (mean 3.28; SD 0.89) are relatively low, suggesting that guests are not fully satisfied with the efficiency and effectiveness of the housekeeping services. The highest score for professional behavior and communication (mean 3.63; SD 0.62) is still moderate, indicating that while the staff generally conduct themselves professionally, there is room for enhancement. Additionally, focusing on better training for housekeeping staff and increasing their response times could significantly enhance the guest experience in this area.

Table 9. Housekeeping services.

Housekeeping Services	Mean	Std. Deviation
Housekeeping staff are well trained to provide room services.	3.25	1.21
Housekeeping staff respond quickly to satisfy guest needs.	3.28	0.89
Housekeeping staff behave and professionally communicate with guests.	3.63	0.62

Table 10: Reliability Statistics

Cronbach's Alpha	No. of Items
0.795	31

The test was conducted by calculating the Cronbach Alpha score to determine and confirm the internal consistency and reliability of the questionnaire items [67]. According to [68], a study's data reliability is indicated by a Cronbach Alpha score of at least 0.70 in that study. The current research discovered that the Cronbach Alpha value for the 31 selected predictors was 0.795, demonstrating the validity of the information gathered in Table 10. In the above table, 300 Varimax Rotations were used to identify seven variables. Table 11 lists the eight characteristics necessary to analyze guest satisfaction with hotel services. It also outlines the groups of essential variables. It presents that, from the factor analysis, seven factors were used after the analysis. Four factors were found significant for the hotel service quality. Four factors, hotel facilities, safety and security, employee behavior, and green environment practices, have 18.05 percent, 13.22 percent, 11.86 percent, and 10.66 percent variance.

Table 11. Factor loading of the study.

Factor	Factor Loading	Variance Explained
Hotel Facility		
The hotel's existing facility is worth the money to me	.756	
The hotel's service quality is satisfactory for guests.	.823	18.05%
The hotel maintained the quality of the food served at the restaurant.	.788	
The location of the hotel is convenient for the guests	.852	
The price of the hotel service is reasonable	.752	
I think the hotel holds a good image	.778	
Safety and Security		
The safety and security of the hotel is well maintained.	.863	
There are accessible fire exits at this accommodation.	.812	13.22%
The room door has adequate security features.	.799	
Employee Behaviour.		
The hotel complaint-solving process is prompt and effective.	.712	
The staff helps deliver their services.	.844	11.86%
The hotel employees serve the guests well.	.796	
Hotel employees address guest complaints quickly and promptly.	.823	
Green Environment Practices		
The hotel uses green and eco-friendly products and services.	.783	
The hotel encourages the guests to use energy-saving practices.	.833	10.66%
The hotel is trying to lessen pollution in every aspect of its operations.	.742	
I am willing to pay more for the green products and green services	.769	
Room Quality Expectation Statements		
The room size is adequate	.832	
The room is well furnished with modern equipment	.786	8.33%
The room temperature is comfortable and well-controlled.	.754	
Front Desk Service		
The check-in procedure at the accommodation is good	.795	
Luggage transfer is adequate	.869	7.02%
In general, the front desk employees can solve my problems	.761	
Housekeeping Services		
Housekeeping staff are well trained to provide room services.	.811	
Housekeeping staff respond quickly to satisfy guest needs.	.705	5.54%
Housekeeping staff behave and professionally communicate with guests.	.722	

5. Conclusion

The analysis of guest insight regarding the service quality of star-ranking hotels in Bangladesh shows a generally positive picture. Key areas such as service quality, food quality, location, and modern facilities receive high satisfaction scores, indicating the hotel's strengths. Safety and security measures are also well-regarded, although in-room security features need enhancement. Employee behavior shows a favorable view, particularly in complaint resolution, though overall service and interaction could improve. Green environment practices are recognized but have growth opportunities, especially in promoting energy-saving initiatives. Room quality meets expectations in cleanliness and modern amenities but falls short in temperature control. Front desk services are praised for efficiency, especially in luggage transfer, but problem-solving capabilities could be better. Housekeeping services exhibit the most significant need for improvement, particularly in staff training and responsiveness. The findings emphasize the importance of maintaining high service delivery standards and promptly addressing guest concerns to enhance overall satisfaction. Additionally, a moderate but growing appreciation for green practices suggests that hotels could benefit from further integrating and promoting sustainable initiatives. Improving specific areas, particularly housekeeping efficiency, room security, and energy-saving practices, could further elevate the guest experience. Overall, hotels in Bangladesh should focus on continuous training for staff, effective problem-solving, and expanding eco-friendly practices to meet and exceed guest expectations, thereby strengthening their market position and reputation. Generally, while

guests appreciate many aspects of the service quality at these hotels, addressing the identified areas of improvement could further elevate guest satisfaction and solidify the reputation of hotels in Bangladesh. This study gives a general understanding of hotel service in Bangladesh. However, future research should explore the segmentation-based hotel services needs in Bangladesh. After that, the technological importance of guest satisfaction is another important aspect for future researchers. Additionally, recognizing the perspectives of hotel staff can give an inclusive view of service dynamics and areas for improvement.

Acknowledgments

Competing Interest

No probable conflict of interest was stated by the writer(s).

References

[1] Abdou, A.H.; Hassan, T.H.; El Dief, M.M. (2020). A Description of Green Hotel Practices and Their Role in Achieving Sustainable Development. *Sustainability*, *12*, 1–22. https://doi.org/10.3390/su12229624.

[2] Negero, M.T. (2020). The Role of Tourism Supporting Facilities in Determining the Inflow of Tourist, In Case of Ethiopia. *International Journal of Commerce and Finance*, *6*, 15–30.

[3] Hussain, S.; Khanna, K. (2019). Guest satisfaction: A comparative study of hotel employees' and guests' perceptions. *International Journal of Hospitality & Tourism Systems*, *12*, 1–22.

[4] Hafsa, S. (2020). Economic Contribution of Tourism Industry in Bangladesh: At a Glance. *Global Journal of Management and Business Research: F Real Estate, Event and Tourism Management*, *20*, 29–38. http://doi.org/10.34257/GJMBRFVOL20IS1PG29.

[5] Alauddin, Md.; Ahsan, S.M.H.; Kamal, M.A.; Alam, M.M.; Hassan, A. (2020). The assessment of perceived service quality dimensions of hotel industry in Bangladesh. *Journal of Multidisciplinary Academic Tourism*, *5*, 105–114.

[6] Talukdar, M.B.; Kumar, S. (2023). Revisit Intention in Hotel Industry of Bangladesh: A Critical Review of Present Literatures' Limitations and Suggestions for Further Study. In Aatithya (Past, Present & Future); Mishra, S, Ed.; Black Eagle Book: Odisha, India.

[7] Akaegbu, J.B. (2013). Exploratory Study of Customers' Perception of Pricing of Hotel Service Offerings in Calabar Metropolis, Cross River State, Nigeria. *International Journal of Business and Social Science*, *4*, 234–236.

[8] Abdullah, O.; Sufi, T.; Kumar, S. (2022). Service Quality and its Influence on Customer Satisfaction and Customer Loyalty in the Restaurants of Five-Star Hotels. *African Journal of Hospitality, Tourism and Leisure*, *11*, 2173–2189.

[9] Wu, X.; Wang, J.; Ling, Q. (2021). Managing internal service quality in hotels: Determinants and implication. *Tourism Management*, *86*, 104329. https://doi.org/10.1016/j.tourman.2021.104329.

[10] Chi, C.G.-Q.; Wen, B.; Ouyang, Z. (2020). Developing relationship quality in economy hotels: the role of perceived justice, service quality, and commercial friendship. *Journal of Hospitality Marketing & Management*, *29*, 1027–1051. http://doi.org/10.1080/19368623.2020.1748158.

[11] Margaretha, F.; Wirawan, S.E.; Wowor, W. (2022). The influence of service quality toward customer loyalty at a five-star hotel in Bali. *International Journal of Social and Management Studies*, *3*, 175–186. https://doi.org/10.5555/ijosmas.v3i2.145.

[12] Bilgihan, A.; Ricci, P. (2024). The new era of hotel marketing: integrating cutting-edge technologies with core marketing principles. *Journal of Hospitality and Tourism Technology*, *15*, 123–137. http://doi.org/10.1108/JHTT-04-2023-0095.

[13] Papademetriou, C.; Anastasiadou, S.; Papalexandris, S. (2023). The Effect of Sustainable Human Resource Management Practices on Customer Satisfaction, Service Quality and Institutional Performance in Hotel Businesses. *Sustainability*, *15*, 1–22. https://doi.org/10.3390/su15108251.

[14] Deb, S.K.; Nafi, S.M.; Marco, V. (2024). Promoting tourism business through digital marketing in the new normal era: a sustainable approach. *European Journal of Innovation Management*, *27*, 775–799. http://doi.org/10.37547/tajmei/Volume05Issue10-06.

[15] Maisarah, N.; Kee, D.M.H.; Syakirah, N.; Hanif, M.A.; Bella, A.; Pandey, R.; Almuhaini, R.F.; Quttainah, M.A. (2020). Customer Satisfaction Towards Service Quality: A Study of Malindo Air. *International Journal of Tourism & Hospitality in Asia Pacific*, *3*, 1–22.

[16] Ramya, N.; Kowsalya, A.; Dharanipriya, K. (2019). Service Quality and Its Dimensions. *EPRA International Journal of Research and Development*, *4*, 38–41.

[17] Anwar, K. (2017). Analyzing the Conceptual Model of Service Quality and Its Relationship with Guests' Satisfaction: A Study of Hotels in Erbil. *The International Journal of Accounting and Business Society*, *25*, 1–16.

[18] Ali, B.J.; Gardi, B.; Othman, B.J.; Ahmed, S.A.; Ismael, N.B.; Hamza, P.A.; Aziz, H.M.; Sabir, B.Y.; Sorguli, S.; Anwar, G. (2021). The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, *5*, 14–28. http://doi.org/10.22161/ijebm.5.3.2.

[19] Hargreaves, C.A. (2015). Analysis of Hotel Guest Satisfaction Ratings and Reviews: An Application in Singapore. *American Journal of Marketing Research*, *1*, 208–214.

[20] Yum, K.; Yoo, B. (2023). The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media. *Sustainability*, *15*, 11214. https://doi.org/10.3390/su151411214.

[21] Mhlanga, O.; Tichaawa, T.M. (2016). Guest expectations and experiences within selected hotels in Nelspruit, Mpumalanga Province of South Africa. *African Journal for Physical and Health Sciences*, *22*, 1185–1197.

[22] Narula, G.; Kaushik, T.; Hussain, S.; Demicco, F. (2022). Expectations of domestic women business travelers from Hotel Accommodation: a perspective of hotel managers. *Advances in Hospitality and Tourism Research*, *10*, 337–360. http://doi.org/10.12727/ajts.27.5.

[23] Amin, S.; Tarun, M.T. (2019). Enhancing Green Hotel Visit Intention: Role of Green Perceived Value, Perceived Consumer Effectiveness and Environmental Knowledge. *International Business Research*, *12*, 123–132. http://doi.org/10.5539/ibr.v12n5p123.

[24] Ineson, E.M.; Čomić, D.; Kalmić, L. (2019). Towards a hierarchy of hotel guests' in-room needs. *International Journal of Contemporary Hospitality Management*, *31*, 4401–4418. http://doi.org/10.1108/IJCHM-01-2019-0061.

[25] Wang, J.C.; Wang, Y.-C.; Tai, Y.-F. (2016). Systematic review of the elements and service standards of delightful service. *International Journal of Contemporary Hospitality Management*, *28*, 1310–1337. http://doi.org/10.1108/IJCHM-08-2014-0400.

[26] Chen, Y.-L.; Chen, J.; Liu, W.-Y.; Sharma, T. (2020). Expected benefits of people interactions and guest experiences. *International Hospitality Review*, *34*, 187–202. http://doi.org/10.1108/IHR-04-2020-0010.

[27] Bilgihan, A.; Smith, S.; Ricci, P.; Bujisic, M. (2016). Hotel Guest Preferences of In-Room Technology Amenities. *Journal of Hospitality and Tourism Technology*, *7*, 118–134. http://doi.org/10.1108/JHTT-02-2016-0008.

[28] Agapito, D.; Valle, P.; Mendes, J. (2014). The sensory dimension of tourist experiences: Capturing meaningful sensory-informed themes in Southwest Portugal. *Tourism Management*, *42*, 224–237. https://doi.org/10.1016/j.tourman.2013.11.011.

[29] Buehring, J.; O'Mahony, B. (2019). Designing memorable guest experiences: Development of constructs and value-generating factors in luxury hotels. *Journal of Hospitality and Tourism Insights*, *2*, 358–376. http://doi.org/10.1108/JHTI-11-2018-0077.

[30] Lu, C.; Berchoux, C.; Marek, M.W.; Chen, B. (2015). Service quality and customer satisfaction: qualitative research implications for luxury hotels. *International Journal of Culture, Tourism and Hospitality Research*, *9*, 168–182. http://doi.org/10.1108/IJCTHR-10-2014-0087.

[31] Tovmasyan, G. (2020). Evaluating the quality of hotel services based on tourists' perceptions and expectations: The case study of Armenia. *Journal of International Studies*, *13*, 93–107. http://doi.org/10.14254/2071-8330.2020/13-1/6.

[32] Akmaz, A.; Kale, A.; Akmese, H. (2021). A Research to Determine the Expectations of Consumers from Halal Concept Hotel Operations in the Covid-19 Process. *Turkish Online Journal of Qualitative Inquiry*, *12*, 1057–1075.

[33] Susanto, P.C.; Mahaputra, M. (2023). Service Quality and Customer Satisfaction Have an Impact on Increasing Hotel Room Occupancy Ratio: Literature Review Study. *Greenation International Journal of Tourism and Management*, *1*, 1–22. http://doi.org/10.38035/gijtm.v1i4.127.

[34] Wong, A.T.-T. (2021). Customer Satisfaction in Luxury Hotels in Hong Kong: Investigate the role of service quality. *International Journal of Scientific Research and Management*, *9*, 1–22. https://doi.org/10.18535/ijsrm/v9i10.em04.

[35] Sharrock, M.J.; Struwig, M.W.; Hensens, W. (2021). The Influence of Sustainable Initiatives on Hotel Guest Experience. *African Journal of Hospitality, Tourism and Leisure*, *10*, 425–440. http://doi.org/10.46222/ajhtl.19770720.109.

[36] Abrudan, I.-N.; Pop, C.-M.; Lazar, P.-S. (2020). Using a General Ordered Logit Model to Explain the Influence of Hotel Facilities, General and Sustainability-Related, on Customer Ratings. *Sustainability*, *12*, 1–22. https://doi.org/10.3390/su12219302.

[37] Francesco, G.; Roberto, G. (2019). Cross-country analysis of perception and emphasis of hotel attributes. *Tourism Management*, *74*, 24–42. https://doi.org/10.1016/j.tourman.2019.02.011.

[38] Guesalaga, R.; Pierce, M.; Scaraboto, D. (2016). Cultural influences on expectations and evaluations of service quality in emerging markets. *International Market Review*, *33*, 88–111. http://doi.org/10.1108/IMR-08-2014-0283.

[39] Nunkoo, R.; Teeroovengadum, V.; Ringle, C.M.; Sunnassee, V. (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*, *91*, 1–22. https://doi.org/10.1016/j.ijhm.2019.102414.

[40] Liu, C.-H.S.; Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management*, *52*, 42–54. https://doi.org/10.1016/j.jairtraman.2015.12.007.

[41] Havidz, H.B.H. (2022). Effects of Price Perception and Service Quality on Purchase Decisions. *Dinasti International Journal of Economics, Finance and Accounting, 3*, 469–481. http://doi.org/10.38035/dijefa.v3i4.1473.

[42] Hoque, U.S.; Akhter, N.; Absar, N.; Khandaker, M.U.; Al-Mamun, A. (2023). Assessing Service Quality Using SERVQUAL Model: An Empirical Study on Some Private Universities in Bangladesh. *Trends in Higher Education*, *2*, 255-269. https://doi.org/10.3390/higheredu2010013.

[43] Akanbi, P.A.; Obafemi, O.O. (2024). Impact of Customer Loyalty on Organizational Performance in Some Selected Publishing Companies in South-Western Nigeria. *British Journal of Management and Marketing Studies*, *7*, 119–133. http://doi.org/10.52589/BJMMS-OVPW9YV5.

[44] Ozgen, H.K.S.; Kozak, M. (2023). Customer experience in five-star hotel businesses: is it an 'experience' for customers? *Consumer Behavior in Tourism and Hospitality*, *18*, 306–320. https://doi.org/10.1108/CBTH-11-2022-0197.

[45] Rosli, N.; Md Nayan, S. (2020). Why Customer First? *Journal of Undergraduate Social Science & Technology*, *2*, 1–22.

[46] Li, L.; Yuan, S.M.; Jiang, N. (2014). An Analysis of the Influencing Factors of Customer Retention in Tourism Resort Industry: A Case Study of Lingnan Impression Park, Guangzhou, China. *Eurasian Journal of Business and Management*, *2,* 1–13. http://doi.org/10.15604/ejbm.2014.02.02.001.

[47] Kim, Y.-J.; Kim, H.-S. (2022). The Impact of Hotel Customer Experience on Customer Satisfaction through Online Reviews. *Sustainability, 14*, 848. https://doi.org/10.3390/su14020848.

[48] Roy, S.K.; Halim, M.A.; Nafi, S.M.; Sazib, S.I. (2021). Factors affecting outbound tourism from Bangladesh: A Study on young Bangladeshi tourists. *South Asian Journal of Social Studies and Economics*, *11,* 38–46. http://doi.org/10.9734/SAJSSE/2021/v11i430292.

[49] Miralles, C.C.; Roura, M.B.; Salas, S.P.; Argealaguet, L.L.; Jorda, J.C. (2024). Assessing the socio-economic impacts of tourism packages: a methodological proposition. *The International Journal of Life Cycle Assessment*, 1–22. http://doi.org/10.1007/s11367-024-02284-z.

[50] Saleh, H.A.; Nithyanantham, V. (2022). Quality Service Delivery Between Service Failure and Service Recovery in Hospitality Industry. *Qalaal Zanist Journal*, 7, 1220–1236. https://doi.org/10.25212/lfu.qzj.7.4.51.

[51] Tan, C.C.; Islam, M.S.; Sinha, R.; Shahata, A.E.; Selem, K.M. (2024). Compatibility as a pivotal design factor for digital concierge apps: exploring hotel guests' socio-psychological dynamics. *Kybernetes*, 1–22. https://doi.org/10.1108/K-12-2023-2658.

[52] Xu, X.-Y.; Wu, S.-Y.; Jing, H. (2017). Explore the differences between perceived service quality and customer satisfaction based on customer expectation of service attributes. *International Journal of Services Technology and Management*, 23, 1–22. http://doi.org/10.1504/IJSTM.2017.085476.

[53] Setiawan, E.B.; Wati, S.; Wardana, A.; Ikhsan, R.B. (2020). Building trust through customer satisfaction in the airline industry in Indonesia: Service quality and price fairness contribution. *Management Science Letters*, 10, 1–22. http://doi.org/10.5267/j.msl.2019.10.033.

[54] Yeboah, A. (2024). Hospitality Core Competence, Innovation and Competitive Advantage: Empirical Study of an Integrated Relationship. *International Journal of Hospitality & Tourism Administration*, 1–30. http://doi.org/10.1080/15256480.2024.2312479.

[55] Lesmana, R.; Sutarman, A.; Sunardi, N. (2021). Building A Customer Loyalty Through Service Quality Mediated by Customer Satisfaction. *American Journal of Humanities and Social Sciences Research*, *5*, 38–45.

[56] Provotorina, V., Kazmina, L., Petrenko, A., Makarenko, V. (2021). Development of the Hotel Business as a Component of the Regional Tourism Industry. Proceedings of the XIII International Scientific Conference on Architecture and Construction 2020. ISCAC 2020. Lecture Notes in Civil Engineering, vol 130; Springer: Singapore. https://doi.org/10.1007/978-981-33-6208-6_3.

[57] Nathalia, T.C.; Soegandi, K.E.; S. (2024). The Impact of Service Quality on Customer Satisfaction at 5-Star Hotels in Central Jakarta. *Journal of Economics, Finance and Management Studies*, *7*, 1–22. http://doi.org/10.47191/jefms/v7-i1-63.

[58] Saut, M.; Bie, S. (2022). Impact of Service Expectation, Experiential Quality, and Perceived Value on Hotel Customer Satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 1–29. https://doi.org/10.1080/1528008X.2022.2141414.

[59] Crowther, S.; Adamu, N.H.; Rockson, A.N.A. (2024). Hotel Guests' Environmental Concerns and their Green Hotel Consumption Behaviour. *Adrri Journal of Agriculture and Food Sciences*, *8,* 1–22.

[60] Gil-Soto, E.; Armas-Cruz, Y.; Morini Marrero, S.; Ramos-Henriquez, J.M. (2019). Hotel guests' perceptions of environmentally friendly practices in social media. *International Journal of Hospitality Management*, *78*, 59–67. https://doi.org/10.1016/j.ijhm.2018.11.016.

[61] Trang, H.L.T.; Lee, J.-S.; Han, H. (2018). How do green attributes elicit pro-environmental behaviors in guests? The case of green hotels in Vietnam. *Journal of Travel and Tourism Marketing*, *36,* 1–22. https://doi.org/10.1080/10548408.2018.1486782.

[62] Preziosi, M.; Acampora, A.; Merli, R.; Lucchetti, M.C. (2021). Eco-Label Certification, Hotel Performance, and Customer Satisfaction: Analysis of a Case Study and Future Developments. *Advances in Global Services and Retail Management*, *2,* 1–22. https://www.doi.org/10.5038/9781955833035.

[63] Dogra, T. (2023). A comparative analysis of service quality in public and private sector hotels. *Journal of Tourism Management Research*, *10*, 47–61.

[64] Anichiti, A.; Dragolea, L.-L.; Harsan, G.-D.T.; Haller, A.-P.; Butnaru, G.L. (2021). Aspects Regarding Safety and Security in Hotels: Romanian Experience. *Information*, *12,* 1–22. https://doi.org/10.3390/info12010044.

[65] Mouzaek, E.; Marzouq, A.A.; Alaali, N.; Salloum, S.A.; Aburayya, A.; Suson, R. (2021). An Empirical Investigation of the Impact of Service Quality Dimensions on Guest Satisfaction: A Case Study of Dubai Hotels. *Journal of Contemporary Issues in Business and Government*, *27*, 1–22. http://dx.doi.org/10.47750/cibg.2021.27.03.160.

[66] Yurcu, G.; Akinci, Z.; Kucuker, C. (2020). Tourist Perceptions About Food Service Characteristics In Accommodation Enterprises: An Importance-Performance Analysis. *Journal of Economics and Administrative Sciences Faculty*, *7,* 1–22. http://doi.org/10.30798/makuiibf.789941.

[67] Lai, I.K.W. (2019). Hotel image and reputation on building customer loyalty: An empirical study in Macau. *Journal of Hospitality and Tourism Management*, *38*, 111–121. https://doi.org/10.1016/j.jhtm.2019.01.003.

[68] Mohd Harif, M.A.A.; Nawaz, M.; Hameed, W.U. (2022). The role of open innovation, hotel service quality, and marketing strategy in hotel business performance. *Heliyon*, *8,* 1–22. https://doi.org/10.1016/j.heliyon.2022.e10441.

[69] Kim, A.; Kim, K.P.; Nguyen, T.H.D. (2021). The Green Accommodation Management Practices: The Role of Environmentally Responsible Tourist Markets in Understanding Tourists' Pro-Environmental Behaviour. *Sustainability*, *13*, 1–22. http://doi.org/10.3390/su13042326.

[70] Mukhtarom, H.; Prasetio, A. (2019). Rating Analysis of Service Quality, Comfort, Cleanliness, Food and Location of Hotels in DIY to Customer Satisfaction in Hotel Customers in Traveloka. *International Journal of Multicultural and Multireligious Understanding, 6*, 1–22.

[71] Wangchan, R.; Worapishet, T. (2019). Factors Influencing Customer Loyalty in Hotel Business: Case Study of Five-Star Hotels in Bangkok, Thailand. *Asian Administration and Management Review*, *2*(1), 1–22.

[72] Nafi, S. M.; Ahmed, T. (2019). The ethical standpoint of social influencers on Hotel E-Servicescape: A theoretical perspective on the existing literature. *African Journal of Hospitality, Tourism and Leisure*, *8*(1), 1–22.

[73] Tyagi, H.; Patvekar, A. (2019). The concept of Smart Room in Hotels. *International Journal of Trend in Scientific Research and Development*, *3*(3), 1–22.

[74] Chan, E. S.W. (2013). Gap analysis of green hotel marketing. *International Journal of Contemporary Hospitality Management*, *25*(7), 1017–1048. https://doi.org/10.1108/IJCHM-09-2012-0156.

[75] Mchigani, E.; Mugambi, D. R. M.; Kebaso, D. L. (2019). Effect of Housekeeping Service Qualities on Guest Satisfaction in Star-Related Hotels in Nairobi City County, Kenya. *International Journal of Science and Research*, *8*(8), 1–22.

[76] Zaato, S.G.; Zainol, N.R.; Khan, S.; Rehman, A.U.; Faridi, M.R.; Khan, A.A. (2023). The Mediating Role of Customer Satisfaction between Antecedent Factors and Brand Loyalty for the Shopee Application. *Behavioral Sciences*, *13*, 563. https://doi.org/10.3390/bs13070563

[77] Scheurich, J.J. (2014). Research Method in the Postmodern, 1st ed.; Routledge: London UK.

[78] Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, *104*, 333–339. https://doi.org/10.1016/j.jbusres.2019.07.039.

[79] Zikmund, W.; D' Alessandro, S.; Winzar, H.; Lowe, B.; Babin, B. J. (2014). Marketing Research, 3rd ed.; Cengage: Boston, USA.

[80] Malhotra, N. (2010). Marketing Research: An Applied Orientation, 6th ed.; Pearson: New Jersey, USA.