

ABSTRACT

Based on a conceptual framework modified from the SERVQUAL model, the purpose of this study attempts to investigate whether service performances can match international customers' expectations in five-star hotels of Qingdao. As such, this study deems demographics as influencing factors on service quality. SERVQUAL is a measurement instrument that determines service quality as the gap between consumers' expectations and perceptions. Advantages of SERVQUAL include superior managerial and diagnostic capability in the gap measured by using five service dimensions. A total of 382 questionnaires were distributed, Paired Simple t-test and One-Way ANOVA Test were used to test the investigation. The results demonstrate that there are significant differences between international customers' expectations and perceptions of service quality of five-star hotels in Qingdao. These differences indicated that the international customers' perceptions fail to match their expectations of service quality when measured by tangibles, reliability, responsiveness, assurance and empathy, respectively. The outcomes of study also demonstrate that social-demographic certainly influence international guests' expectations and perceptions of service quality in five-star hotels in Qingdao, before their experiencing the services. Occupation and education significantly affect customer's expectations of service. Income, occupation, nationality and purpose of visit show significant influences on customers' perceptions of service.