

CUSTOMER EXPECTATION AND SATISFACTION OF HOUSEKEEPING SERVICES: A BIBLIOMETRIC ANALYSIS OF DATA

-Dr. Jyoti, Assistant Professor, IHTM, M.D. University

-Deeksha, PhD Research Scholar, IHTM, M.D. University

-Dr. Gunjan Malik, Associate Professor, IHTM, M.D. University

-Vanshika Srivastava, Teaching Associate, IHM Faridabad

ABSTRACT

Customer Expectation and Satisfaction have always been an engrossing and important topic of interest for the hospitality researchers. It is important because it helps in understanding the needs of the customers and then generating and providing services accordingly. The purpose of this research paper is to provide the analytic data of the work that has been done in the field of customer expectation and satisfaction in hospitality industry. Using the keywords Hospitality and Customer Satisfaction a bibliometric analysis of 415 published research articles of 21st century. From the above mentioned research articles the most cited countries, authors, most referred articles and other parameters.

Keywords: Customer Satisfaction, Hospitality Services, Review and Customer Expectation.

INTRODUCTION

With the increasing competitiveness the market proximity of products and services lies on

Customer expectation which should be reviewed periodically[1]. Customer Expectation and Satisfaction in the hospitality industry are the most debatable topics over past one decade[2]. Customer Expectations are interim presumption about a service or product[3]. When there is no prior information is available to guest, the expectations of the customer will completely diffuse. But in the real world the sources of information of customers are abundant which lead to the expectations about the product and services, word of mouth publicity, controlled communication (price, personnel selling and advertising etc.) by the organization and expert opinion[4]. There is a great enthusiasm for customer expectation and satisfaction that can be accredited to its importance achieving and accomplishing money-related results and maintainable upper hands[5]. Subsequently, authors like Perez and Rodriguez Del Bosque[6-8], emphasized on the analysis of the consumer behaviour periodically by the executives to gain the competitive advantage. The services play an important role in improving customer satisfaction by providing apt and necessary services as per the expectations

of the customers. It creates an emotional responsibility that forces the customers to depend on the experience they had which results in their revisit to the hotel[9-12]. During the stage of pre-purchase, the decisions are influenced by expectations which will influence the decision to buy the type of services of products or brand type. During the post- purchase stage, the basis of expectations are formed from the evaluation of service satisfaction[13]. A lot of studies have suggested multiple type of expectations are used by customers during the evaluation of their satisfaction process[14]. The type of expectations may be named as Predictive Expectation and Normative Expectation. Customer expectation is a complicated and complex idea which includes vibrant trades and multidimensional analysis but still troubles may arise while distinguishing their measurements[15]. [16] authors, concluded that customer loyalty is a product of customer satisfaction which ultimately adds on to the profitability of the organization. "Customer Satisfaction refers to the reaction of customers towards the state of satisfaction or how they judge their level of satisfaction for the services they receive[17]". Customer satisfaction is a result of the experience of the customer which is an outcome of the service quality given to the customer. Customer loyalty and customer stands in line with and are result of the service quality provided by any organization to its customers[18]. When explored by the reserachers customer satisfaction fascinating outcomes have been delivered by it in which various measurements are explained [19-22]. Reserachers have established connections between the value resilience and service, while conducting the measurements, positive proposals, the

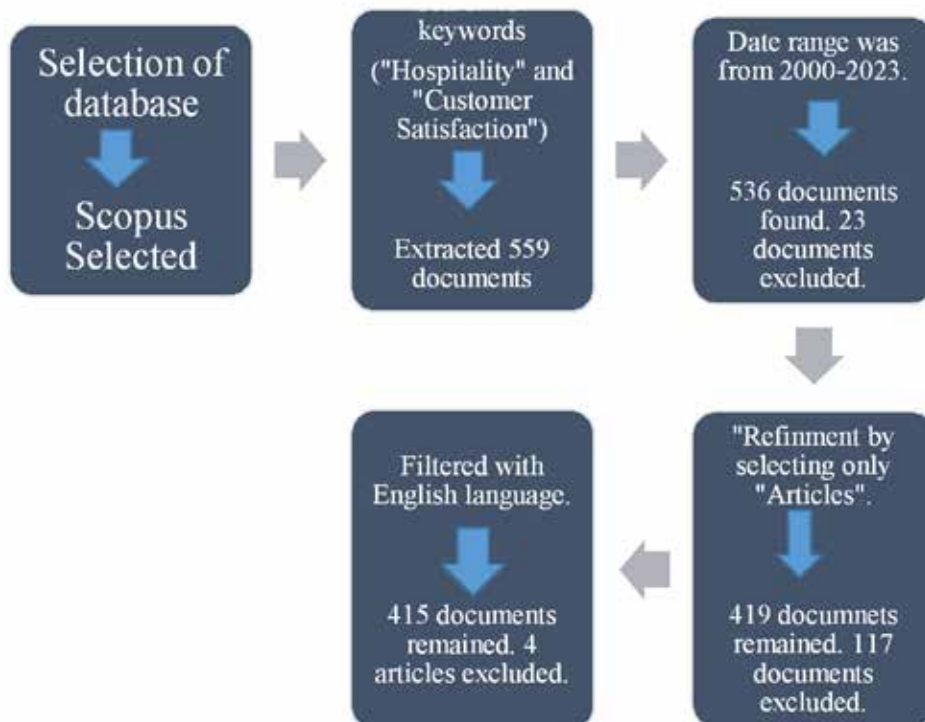
repurchasing conduct and verbal. Customer satisfaction, trust, commitment and duty are considered to be the main factors that results in faithfullness[23]. Many observation models were developed while examining these factors and a positive relationship can be observed between them[24]. Apart from the above aspects authors[25], asserted that commercial relations are result of customer satisfaction of the clients visiting the hotel and cherishing their services. Authors [26], suggested that perception of exceeding expectations and how these needs are fulfilled by the staff can be taken as a measure count of customer expectation with the increasing competitiveness in the market. Having a satisfied customer is a blessing which is also an indicator of the performance of the designated staff. This is aligned with the urges of business strategies and demand of the customer. Authors [27-28] concluded that perceived equity is the psychological response of the guests to the services offered by the hotels to them during their stay. They further added that equity boosts customer satisfaction that can be described in the form of cumulative satisfaction as a part of business relationships. All the plans , policies and actions ought to be analyzed constantly to improve customer satisfaction[29]. Authors[30-31], stated that an intrinsic associations exists between customer satisfaction and customer loyalty which depends upon various dimensions and variables that are formulated by varied scenarios. According to the author[32], "bibliometrics as the application of mathematical and statistical method to books and other means of communication. This is done by analysing the empirical data of the already published articles. Using bibliometric analysis

pattern of the existing published literature can be studied the patterns that can be are the top references per year, most referred authors, most cited authors, most cited countries, most cited journals, and many more. This can be done by utilizing the software scopus, which allows one to develop logical guides inside the logical region which acts as a superior perception[33-34].

OBJECTIVES

1. To find out the research publication growth on customer satisfaction and customer expectations in the field of Hospitality with their citation trends from the period of 2000-2023.
2. To review the most dominant country, institution, author, article of selected field of research.

Selection of Articles



3. To identify most impactful journals with highest citations for their research in the selected field and time frame.

4. To study the research trends by analysing the key words in the selected field of research.

RESEARCH METHODOLOGY

Research Methodology is a way of scientifically and systematically to solve the research problem. Researchers should be aware on how to develop certain tests or indice, how to calculate the mode, mean, median or chi-square or standard deviation and how to implement the resource techniques. They should be also aware of techniques or methods, whether they are relevant or not. Research methods are part of Research Methodology.

The selection of articles was done from the scopus database. The number of articles that were found using the keywords “Hospitality” and “Customer Expectation” found to be 559. The time period from which the data has been taken is also specific. The time period taken is between 2000-2023. When this filter was applied 23 documents got excluded and we were left with only 536 documents. Again scrutiny was done and now out of all the published work only research articles were taken. During this process 117 documents got eliminated and only 419 articles remained. In the final scrutiny only articles from english language were selected and rest were excluded. In the last were have finalized 415 articles.

DATA ANALYSIS

Table 1: Summary of the main information.

Description	Results
Timespan	2000 to 2023
Documents	410
Authors	961
Authors of single-authored documents	59
Authors of multi-authored documents	902
Documents per Author	0.427
Author Appearances	1094
Author's Keywords	1149
Average citations per documents	29.05
Authors per Document	2.34
Co-Authors per Documents	2.67
Collaboration Index	2.61

The time period that was selected to carry out this research is between 2000-2023. The number of final articles that were used to analyse the data are 415. The number of authors whose work is being studied to carry out this research is 961. The number of documents that are single- authored are 59 and the number of documents that are double authored are 902. The mean of number documents per author is 0.427. The number of author appearances is 1094. The number of author's keywords is 1149. The number of average citations per document is 29.05. The mean count for authors per document is 2.34. The mean count for the number of co-authors per document is 2.67. The mean of the collaboration index for the data analysis is 2.61.

Annual Scientific Production

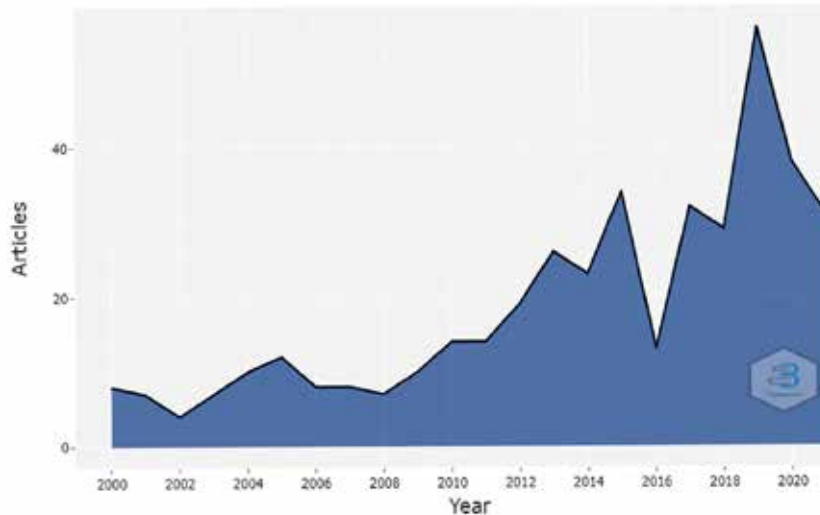


Figure 1

Figure 1 depicts the annual scientific production of articles. The time period depicted in the figure is between 2000-2023. It can be analyzed from the above figure that not much research articles were published in the field of customer expectations and satisfaction in hospitality. But as one can see that researchers gained interest in this concept around 2012 and from there several researchers have written about it. A dip can be observed around the year 2016 which resulted in a peak in the year around 2019. The number of research articles were lowest in the year 2002.

Table 2: Annual Citations per year.

Year	N	Mean TC Per Article	Mean TC Per Year	Citable Years
2000	8	157.63	7.51	21
2001	7	50.29	2.51	20
2002	4	30.25	1.59	19
2003	7	66.14	3.67	18
2004	10	20.30	1.19	17
2005	12	38.08	2.38	16
2006	8	53.88	3.59	15
2007	8	47.75	3.41	14
2008	7	101.71	7.82	13
2009	10	80.50	6.71	12

2010	14	43.43	3.95	11
2011	14	25.14	2.51	10
2012	19	29.11	3.23	9
2013	26	39.35	4.92	8
2014	23	25.70	3.67	7
2015	34	33.41	5.57	6
2016	13	25.00	5.00	5
2017	32	26.53	6.63	4
2018	29	10.83	3.61	3
2019	56	14.50	7.25	2
2020	38	3.47	3.47	1
2023	31	0.94		0

Table 3: Most productive author in terms of Citations.

Rank	Author	Documents	Citations
1	Kandampully J.	6	990
2	Gursoy D.	4	377
3	Torres E.N.	5	308
4	Chen X.	3	224
5	Su L.	3	224
6	Karatepe O.M.	3	208
7	Ariffin A.A.M.	4	206
8	Law R.	6	174
9	Hussain K.	3	153
10	Albayrak T.	4	137

Table 5: Top Performing Institutes.

Rank	Organization	Documents	Citations
1	Department of Hospitality and Tourism Management, Purdue University, West Lafayette, In, United States	2	405
2	Department of Tourism Management, College of Business Administration, Dong-A University, Busan, South Korea	2	377
3	Rosen College of Hospitality Management, University of Central Florida, Orlando, Florida, United States	2	119
4	Michigan State University, United States	2	102

5	School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong	5	95
6	Faculty of Business Economics, Singidunum University, Belgrade, Serbia	2	90
7	Faculty of Computer Science, Singidunum University, Belgrade, Serbia	2	90
8	Faculty of Tourism and Hospitality Management, Singidunum University, Belgrade, Serbia	2	90
9	School of Tourism and Hospitality, University of Johannesburg, Johannesburg, South Africa	3	87
10	Rosen College of Hospitality, University of Central Florida, Orlando, Fl, United States	2	87

Department of Hospitality and Tourism Management, Purdue University which is situated in United States has maximum number of 405 citations in the last 21 years. Following in this list is the Department of Tourism Management, College of Business Administration, Dong-A University, Busan, South Korea with 377 citations with only 2 documents. The institute which has least number of citations as per the list is Rosen College of Hospitality, University of Central Florida, Orlando, Fl, United States with only 87 citations. School of Tourism and Hospitality, University of Johannesburg, Johannesburg, South Africa has the same number of citations.

Table 6 : Top 10 Research Article.

Author	Title	Year	Journal	Citations
Kandampully J., Suhartanto D.	Customer loyalty in the hotel industry: The role of customer satisfaction and image	2000	International Journal of Contemporary Hospitality Management	535
Banker R.D., Potter G., Srinivasan D.	An empirical investigation of an incentive plan that includes nonfinancial performance measures	2000	Accounting Review	425
MartÁ-nez P., RodrÁ-guez del Bosque I.	CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction	2013	International Journal of Hospitality Management	353
Fan W., Gordon M.D.	The power of social media analytics	2014	Communications of the ACM	298

Chi C.G., Gursoy D.	Employee satisfaction, customer satisfaction, and financial performance: An empirical examination	2009	International Journal of Hospitality Management	290
Ryu K., Han H., Jang S.S.	Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry	2010	International Journal of Contemporary Hospitality Management	274
Ladhari R.	Service quality, emotional satisfaction, and behavioral intentions: A study in the hotel industry	2009	Managing Service Quality	208
Kandampully J., Zhang T.C., Bilgihan A.	Customer loyalty: A review and future directions with a special focus on the hospitality industry	2015	International Journal of Contemporary Hospitality Management	207
Yuan Y.-H., Wu C.	Relationships Among Experiential Marketing, Experiential Value, and Customer Satisfaction	2008	Journal of Hospitality and Tourism Research	205
Kassinis G.I., Soteriou A.C.	Greening the service profit chain: The impact of environmental management practices	2003	Production and Operations Management	205

Kandampully J. and Suhartanto D. has written an article which got published in International Journal of Contemporary Hospitality Management has highest citations i.e. 535. The article deals with the role of customer satisfaction in loyalty towards the hotel. The article got published in 2000. The article with second highest numbers in terms of citations is 425. Kassinis G.I., Soteriou A.C. has written an article which has the least number of citations in the list with only 205 citations.

Table 7: Most Frequently Occurred keywords.

Authors Key Words		Title Key Words	
Terms	Occurrence	Terms	Occurrence
Customer Satisfaction	198	Customer	156
Service Quality	64	Satisfaction	147
Hospitality	57	Hospitality	138
Hotels	36	Service	124
Hospitality Industry	33	Industry	87
Customer Loyalty	31	Hotel	81
Satisfaction	27	Quality	70
Tourism	25	Study	45
Loyalty	17	Loyalty	37
Hospitality Services	13	Hotels	35

415 research articles were used to carry out this analysis. Customer Satisfaction occurred 198 times

which makes it most frequently occurring keyword followed by Customer 156 times and Satisfaction 147 times. Other frequently occurring keywords turn out to be hospitality, Service, Industry etc. Hospitality Services is keyword that has occurred least 13 times only.

Table 8: Top Performing Countries in terms of Documents.

Rank	Country	Documents
1	United States	113
2	India	33
3	United Kingdom	28
4	Malaysia	26
5	China	25
6	Turkey	25
7	Australia	23
8	Taiwan	22
9	Spain	20
10	Hong Kong	19

When the top performing countries were listed in terms documents it can be concluded that United States of America has the highest number of documents i.e. 113. Though there is huge difference in the number but India appears to be second highest performing country with 33 documents. Hong Kong has the lowest number documents i.e. 19 in the field of Customer Expectation and Satisfaction.

Table 9: Top Performing Countries in Terms of Citations.

Rank	Country	Documents	Citations
1	United States	113	5257
2	Australia	23	1334
3	United Kingdom	28	931
4	China	25	919
5	Turkey	25	829
6	Spain	20	706
7	Indonesia	11	684
8	Malaysia	26	562
9	Cyprus	6	499
10	South Korea	12	489

United States of America has not only the highest number of research articles but also has the maximum citations. The number of citations by US authors are 5257. Australian authors have 1334 citations and ranks second in the list from the top. The number research articles by Australian

authors are 23. South Korea has least number of 489 citations with 12 research articles. Cyprus has lowest number of only 6 research articles.

Table 10: Most Cited Journal.

Rank	Source	Citations
1	International Journal of Hospitality Management	968
2	Journal of Marketing	839
3	International Journal of Contemporary Hospitality Management	830
4	Tourism Management	611
5	Journal of Retailing	403
6	Journal of Marketing Research	387
7	Journal of Business Research	362
8	Journal of Services Marketing	278
9	Journal of Travel Research	255
10	Journal of The Academy of Marketing Science	251

A list of top 10 cited journals was prepared in the Hospitality sector and the journal that has the maximum number of research citations in the field of Hospitality is International Journal of Hospitality Management. It has 968 citations. It is followed by Journal of Marketing in the list with 839 citations. The lowest number of citations are observed from Journal of The Academy of Marketing Sciences with only 251 citations.

Table 11: Most Cited Author.

Rank	Author	Citations
1	Parasuraman, A.	390
2	Zeithaml, V.A.	382
3	Berry, L.L.	321
4	Oliver, R.L.	248
5	Han, H.	181
6	Fornell, C.	174
7	Bitner, M.J.	162
8	Law, R.	161
9	Mattila, A.S.	154
10	Ryu, K.	129

Parasuraman A. is the most cited author who has done maximum research about Customer Expectation and Satisfaction in the field of Hospitality. The number of citations is 390. Zeithaml V.A. has second highest citations i.e. 382. Ryu K. has lowest number of citations i.e. 129.

Table 12: Most Cited Reference.

Rank	Cited Reference	Citations
1	Fornell, C., Larcker, D.F., Evaluating Structural Equation Models with Unobservable Variables and Measurement Error (1981) Journal of Marketing Research, 18 (1), Pp. 39-50	28
2	Kandampully, J., Suhartanto, D., Customer Loyalty in The Hotel Industry: The Role of Customer Satisfaction and Image (2000) International Journal of Contemporary Hospitality Management, 12 (6), Pp. 346-351	21
3	Oliver, R.L., A Cognitive Model of The Antecedents and Consequences of Satisfaction Decisions (1980) Journal of Marketing Research, 17 (4), Pp. 460-469	19
4	Gronroos, C., A Service Quality Model and Its Marketing Implications (1984) European Journal of Marketing, 18 (4), Pp. 36-44	16
5	Parasuraman, A., Zeithaml, V.A., Berry, L.L., Servqual: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality (1988) Journal of Retailing, 64 (1), Pp. 12-40	15
6	Parasuraman, A., Zeithaml, V.A., Berry, L.L., A Conceptual Model of Service Quality and Its Implications for Future Research (1985) Journal of Marketing, 49 (4), Pp. 41-50	14
7	Zeithaml, V.A., Berry, L.L., Parasuraman, A., The Behavioral Consequences of Service Quality (1996) Journal of Marketing, 60 (2), Pp. 31-46	12
8	Anderson, J.C., Gerbing, D.W., Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach (1988) Psychological Bulletin, 103 (3), Pp. 411-423	10
9	Dick, A.S., Basu, K., Customer Loyalty: Toward an Integrated Conceptual Framework (1994) Journal of The Academy of Marketing Science, 22 (2), Pp. 99-113	10
10	Pizam, A., Ellis, T., Customer Satisfaction and Its Measurement in Hospitality Enterprises (1999) International Journal of Contemporary Hospitality Management, 11 (7), Pp. 326-339	10

An article by the title "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error" is by C. Fornell, L.F. Larcker is the most cited reference of the 21st century. It has been cited 28 times. Followed by this, the article with the title "Customer Loyalty in The Hotel Industry: The Role of Customer Satisfaction and Image" has the second highest cited reference i.e. 21 times. It got published in the International Journal of Contemporary Hospitality Management in the year 2000. The authors of this article are J. Kandampully and Suhartanto. Three article references with same number of citations (10) are lowest among all.

CONCLUSION

Over the past decades, customers have increased presumptions that have led to growth in the services of the hotels. But the pandemic has created has brought the paradigm shift in the services of the hotel. Numerous papers published on the concerned topic have been reviewed for the analysis. This research will enable the future researchers to identify the most significant research articles and the authors and the work done related to topics customer expectation and satisfaction. It was further revealed that International Journal of Contemporary Hospitality Management has done the most significant work in the terms like “Customer

satisfaction” and “Hospitality”. United States has emerged out as the top performing country both in terms of citations and number of documents. The author that has contributed most towards this field is also mentioned.

LIMITATIONS OF THE STUDY

This research article has limited its study to a specific time period i.e. between 2000-2023 with search based on the keywords like “Hospitality” and “Customer satisfaction”. Other published work like work published in journal, conference proceedings have been excluded from the study. 415 articles were selected at last. The study is domain specific as well.

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