# A study on the dimensions of the quality of tourism services in the Kingdom of Saudi Arabia

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| CHRONICLE | ABSTRACT |
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| | This study aims to determine the relationship between the quality of tourism service provided to the customer and the dimensions of the quality of this service in the hotel industry in Al-Kharj governorate in the Kingdom of Saudi Arabia. The study is accomplished through the use of descriptive analytical method and found a strong correlation between the quality of service provided, and the dimensions of this quality. The study provides several recommendations, the most important of which paying more attention to the training and qualification of workers in the hotel sector and to strengthen the spirit of the team among them. The study also recommends the need to pay attention to the tangible aspects of hotel services and strengthen the relationship between the service provider and recipients. |
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## 1. Introduction

Many services are intangible and it is, therefore, difficult to measure their level of quality relative to the tangible physical characteristics of the goods (Thaip, 2014; Shaia, 2017). But in general, the consumer of the service, like other consumers of goods, keeps in his consideration a set of characteristics that form the basis for comparison of alternative services, or are implicit perceptions in the mind of the buyer which cannot be expressed explicitly, where the quality of tourism services is important for both the service providers and beneficiaries (Abdulsttar, 2013). It plays an important role in marketing the services provided by the tourism institutions, and creating a competitive advantage to gain customer's satisfaction, which makes the quality in tourism services, is an important factor to achieve tourism development in the Kingdom (Cho et al., 2016). The definition of quality is fulfilling the expectations and requirements of an individual from a service or product offered by an organization or entity, which can be measured by knowing the individual's satisfaction with the services or products provided, this is achieved by avoiding existing errors, defects and faults, which, has been associated with the concept of quality, especially, the various institutions ranging from quality management, and in the provision of materials and various resources as well as quality in the production and storage processes up to the quality in the delivery of products and services to consumers. Based on the characteristics of the service, we can put ten dimensions through which the quality of service is measured as follows;

Reliability means consistency of performance while reliability means that the hotel offers the service properly and from the first time so the hotel fulfills its promises. Responding means the willingness and readiness of employees to provide service. Dealing includes gentleness, decency, respect, and friendship shown by employees. Ability or competence means having the

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required skills and necessary knowledge to provide. Accessibility of the service includes accessibility and ease of communication. Communication means informing customers of the information they are looking for in the language they understand and listening to their requests. Reliability includes making the hotel trustworthy, reliable, honest, and defending the interests of customers. Safety means freedom from danger or suspicion. Understanding and Knowledge of the customer indicates holding efforts to understand the needs of guests. Finally, tangibility means the physical aspects of the service.

## 1.1 Study aims

The study aims to identify the extent of the application of dimensions of service quality in the Kingdom of Saudi Arabia by applying them in Al-Kharj governorate.

## 1.2 Study hypotheses

This study seeks to test the following hypothesis:

There is a statistically significant relationship between the application of the dimensions of the quality of hotel services in Saudi Arabia and the quality of service.

## 1.3 Study approach

Since the study aims to identify the dimensions of the quality of hotel services in the kingdom of Saudi Arabia, the methodology used by the researcher is a descriptive approach, as it is the appropriate approach to study and describe the nature of the hotel services sector.

## 1.4 Resources of data collection

This study depended on two types of resources as follows:

Primary sources: The primary data was collected through the questionnaire which the researcher designed and developed a questionnaire regardless of the collection of primary data.

Secondary sources: in this aspect, the researcher relied on previous studies and literature related to the study subject.

## 1.5 Study population

The study community consists of all 24 hotels in Al-Kharj governorate authorized by the General Tourism Authority. As for the sample of the study, the sample was chosen in an intentional manner (a non-random sample, which included hotel managers, sales managers and public relations), where the sample size reached (50) respondents.

## 1.6 Study tool

The questionnaire was adopted as a tool for data collection where the questionnaire consisted of two sections, the first section deals with the demographic aspects of the respondents (age, gender, educational qualification, and years of experience). The second section deals with different dimensions of quality as it was built according to the Likert scale, strongly agree, agree, neutral, disagree, strongly disagree.

## 1.7.1 Tool Validity

The contents of the initial construction of the questionnaire were prepared in order to ensure the comprehensiveness and coverage of the study aspects on one hand, and that the paragraphs contained, therein, measure what is measured from them on the other hand. The questionnaire was then presented to six professors affiliated with Prince Sattam bin Abdulaziz University, King Faisal bin Abdulaziz University and Taiz University in order to make sure that its comprehensiveness was covered and the dimensions of the subject were achieved and the objective of the study was achieved.

## 1.7.2 Stability of the tool

To verify the consistency of this study, the Cronbach's Coefficient Alpha was used, where the coefficient value (92.931) was used. It is a high coefficient and statistically satisfy the purposes of scientific research, and this result indicates that this tool has the stability to meet the purposes of study.

**Table 1**
Results of stability coefficient (Cronbach's Coefficient Alpha)

| Variable | Reliability | Responsiveness | Tangibles | Assurance | Empathy | Total |
|---|---|---|---|---|---|---|
| Cronbach's Coefficient Alpha | 0.912 | 0.921 | 0.903 | 0.941 | 0.932 | 0.92931 |

## 2. Literature Review

There are a number of studies dealt with quality and dimensions in areas and services other than Al-Kharj and tourism services in it. AL-Hazmi & Alkhateeb (2020) aimed to study the determinants of the application of overall quality management in the tourism sector in Al-Kharj governorate and made a set of recommendations in this area. Diab (2015) aimed to measure the dimensions of the quality of medical services provided in public Jordanian government hospitals from the perspective of patients and staff. The results of the study indicate that the perceptions of the study sample of the level of application of service quality dimensions were weak. The study by Owaso (2010) aimed to identify the relationship between the marketing mix of variable service, pricing, promotion, physical environment, distribution, individuals, processes, and quality of hotel service. One of the main findings was that the services provided by the hotels meet the needs and desires of the guests and they were in good quality. Sahu & Rao (2013) aimed to analyze the expectations of the guests and the degree of their recognition of the services provided by the front desk in the hotels, from Odisha, in the city of Bhubaneswar, by measuring the five dimensions of the quality of services, namely credibility, responsiveness, communication and understanding of the guests' needs, as well as the tangibility, courtesy and gentility. One of the most important findings of the study was that the level of quality dimensions used by the hotel was positive and high. In addition, guests' awareness of services was high. Boanan (2017) aimed to analyze the extent to which the process of assessing the quality of services to achieve customer satisfaction. The study found that customer satisfaction varies from one client to another based on their recognition of the quality of service. Adam (2016) identified the relationship between the quality of hotel services provided to guests and the guests' satisfaction with these services. The study found that the quality of services affects the level of satisfaction of the guests, and there was a positive relationship between the dimensions of the quality of service and the level of satisfaction. Zahra (2016) aimed to study the quality of services in public hospitals and their impact on customer's satisfaction and determined the quality dimensions of health services. This study found that the patient is satisfied with all dimensions of the quality of service provided to him (reliability response, guarantee, sympathy and tangibility. Benaichi (2014) examined the possibility of applying the principles of overall quality management in Algerian universities from the point of view of faculty members. The results of the study showed that the principles of overall quality management, namely the commitment of senior management to quality, customer focus and continuous improvement can be applied. Aboud (2014) focused on determining the importance of quality and methods of application according to the agreed dimensions, while examining the reality of the gap between the service already provided and what the customer expects. The study has come up with many recommendations to serve the banks by satisfying the customers' needs. Khairuddin (2017) aimed to determine the dimensions of the quality of banking services and their impact on achieving customers' satisfaction. Zaher (2014) aimed to know the level of quality of services provided by airlines companies and their impact on the level of customers' satisfaction and the role of quality of service in the process of competition with other companies. Shiaa (2017) presented commercial banks with a set of recommendations to banks regarding the need to improve the quality of services provided by the bank to reach or exceed the customers' expectations; in order to maintain existing customers and gain loyalty and attract new customers through the adoption of quality of service as a strategy of competition and excellence. It is worth mentioning that the previous studies were conducted in areas other than Al-Kharj area and tourism services, from here, this study is distinct from its predecessors in terms of where it dealt with Al-Kharj governorate in the Kingdom Saudi Arabia and in terms of the subject dealt with the dimensions of the quality of hotel services.

## 3. Research results and discussion

To achieve the aim of the study, which is to identify the relationship between the quality of tourism services provided in Al-Kharj governorate and the dimensions of the quality of these services, the researcher has calculated the average and standard deviations of the responses of the study sample on the questionnaire areas that reflect the dimensions of the quality of hotel services provided by the hotel for guests in Al-Kharj governorate.

**Table 2**
Arithmetic average and standard deviation of the respondents of the study sample for the dimensions of the quality of hotel services

| No. | Dimensions of the Quality of Hotel Services. | Mean | Sd. Devotion | Percent100% | Degree |
|---|---|---|---|---|---|
| 1 | Reliability | 4.301 | 0.452 | 86.854 | High |
| 2 | Tangibles | 4.012 | 0.571 | 80.315 | High |
| 3 | Responsiveness | 3.948 | 0.385 | 83.475 | High |
| 4 | Assurance | 3.870 | 0.510 | 78.838 | High |
| 5 | Empathy | 4.511 | 0.343 | 90.113 | High |
| Total | | 4.101 | 0.465 | 84.987 | High |

* Significance in the level of 0.05.

Table 2 presents the arithmetic average and standard deviation of the respondents of the study sample on the quality of hotel services provided by hotels to guests in Al-Kharj governorate, where the average and standard deviation scores are 4.101 and 0.465, respectively. This indicates that the dimensions of the quality of service occupies a great place in the quality of service provided to customers in hotels in Alkharj governorate and indicates the need to pay attention to these dimensions when designing and providing hotel service. The field of courtesy and gentility obtained the highest arithmetic mean of (4.511) and

standard deviation of (0.343) followed by reliability, tangibility. This indicates the importance of dimensions of the quality of service and its impact on the quality of tourism services provided to customers in Al-Kharj governorate.

*3.1 First: Analyzing the questionnaire paragraphs*

The researcher calculated the average and standard deviation of the responses of the study sample on the questionnaire paragraphs that reflect the different dimensions of quality.

**Table 3**
Arithmetic averages and standard deviations of the responses of the study sample members for the dimension of reliability

| No | Paragraph | Mean | Sd. Devotion | Percent100% | Degree |
|---|---|---|---|---|---|
| 1 | The staff at the hotel provides services properly from the first time | 4.440 | 0.781 | 88.321 | High |
| 2 | Staff at the hotel enjoy the confidence of guests | 4.123 | 0.641 | 83.834 | High |
| 3 | Staff are able to solve the problems of guests | 4.543 | 0.943 | 91.943 | High |
| 4 | The hotel maintains documented guest records | 4.432 | 0.831 | 87.789 | High |
| | Total | 4.301 | 0.452 | 86.854 | High |

* Significance in the level of 0.05.

Table 3 expresses the arithmetic average and the standard deviation of the responses of the study sample in terms of tangibility aspects. The statistics indicate the importance of the reliability on the quality of tourism services in Al-Kharj governorate.

**Table 4**
Arithmetic averages and standard deviations of the responses of the study sample to the tangible Dimension

| No | Paragraph | Mean | Sd. Devotion | Percent100% | Degree |
|---|---|---|---|---|---|
| 1 | The overall appearance of the facilities is in keeping with the nature of the services provided by the hotel | 4.231 | 0.881 | 87.020 | High |
| 2 | Workers have modern tools for work. | 4.002 | 0.621 | 82.231 | High |
| 3 | Workers wear a decent uniform | 3.421 | 1.943 | 78.793 | Medium |
| 4 | Employees use attractive tools that attract customers' attention | 4.111 | 0.701 | 80.345 | High |
| | Total | 4.012 | 0.571 | 80.315 | High |

* Significance in the level of 0.05.

Table 4 also presents the arithmetic average and the standard deviation of the responses of the study sample on the field of tangible aspects. Overall, the arithmetic average maintains 4.012 with standard deviation of 0.571. This shows that the field of tangible aspects came with a high degree of the importance on providing high quality tourist services to satisfy customers. The results also show that three paragraphs have received the highest scores and one paragraph came with medium score. The paragraph "The overall appearance of the facilities is consistent with the nature of the services provided by the hotel" received the highest average (4.231) followed by "Employees using attractive tools to attract the attention of customers" with an average of (4.111) and the paragraph "Employees wearing a decent uniform" receives the lowest average scores (3.421). This indicates the need to pay more attention to the workers uniformly in order to help realize the tangible aspects in the services of the hotels.

**Table 5**
Arithmetic averages and standard deviations of the responses of the study sample individuals to the Responsiveness Dimension

| No | Paragraph | Mean | Sd. Devotion | Percent100% | Degree |
|---|---|---|---|---|---|
| 1 | The hotel staff work in a team spirit | 4.129 | 0.412 | 86.121 | High |
| 2 | Staff respond to requests from colleagues | 4.567 | 0.472 | 87.001 | High |
| 3 | Staff help each other | 4.904 | 0.498 | 87.780 | High |
| 4 | Guest waiting time for service | 1.989 | 0.799 | 78.141 | Low |
| | Total | 3.948 | 0.385 | 83.475 | High |

* Significance in the level of 0.05.

Similarly, Table 5 expresses the arithmetic average and the standard deviation of the responses of the study sample on Responsiveness. The arithmetic average of the overall score is 3.948 and standard deviation is also equal to 0.385. This indicates that the field of response has been highly rated in the quality of tourism services for hotels in Al-Kharj governorate. The results in Table 5 show that three paragraphs came with a high score and one paragraph came with a low score. The paragraph "employees help each other" received the highest average (4.904) followed by the paragraph "staff responds to requests from colleagues" with an average of 4.567. The paragraph "Guest waiting time for service" has received the lowest average (1.989). This indicates the importance of after the response and the need to reduce the time customers wait for the service, i.e., reduce the waiting time for the service between the time of request and the time of receiving the requested service.

The information on average and standard deviation for the responses associated with Assurance perspective are depicted in Table 6. As we can observe, the overall mean and standard deviation for this perspective are 3.870 and 0.510, respectively. The results in Table 6 indicate that three paragraphs came with a high score and one paragraph came with a medium score. The paragraph "The hotel staff are adequately trained to perform their work" received the highest arithmetic average (4.134), followed by the paragraph "The hotel staff has experience in their field" with an arithmetic average of 4.132. The paragraph

"workers hold degrees in their field of work" obtained the lowest average (3.025). This indicates the importance of the workers in the hotel tourism sector in Al-Kharj governorate to obtain an appropriate scientific qualification to perform their work properly reflected on the quality of service provided.

**Table 6**
Arithmetic averages and standard deviations of the responses of the study sample to the Assurance Dimension

| No | Paragraph | Mean | Sd. Devotion | Percent100% | Degree |
|---|---|---|---|---|---|
| 1 | Staff understand the needs and desires of customers | 4.042 | 0.732 | 83.133 | High |
| 2 | The hotel staff are adequately trained to perform their work | 4.134 | 0.689 | 81.303 | High |
| 3 | The hotel staff has experience in their field | 4.132 | 0.608 | 82.130 | High |
| 4 | Workers hold degrees in their field | 3.025 | 1.301 | 68.001 | Medium |
| Total | | 3.870 | 0.510 | 78.838 | High |

* Significance in the level of 0.05.

Finally, Table 7 presents similar statistical observations for Empathy and the mean and standard deviation for this component are 4.511 and 0.343, respectively. This shows that the field of courtesy came in a high degree in the quality of tourism services to customers in Al-Kharj governorate, which indicates the importance of dealing friendly and kind of courtesy with customers of the hotels. The results in Table 7 indicate that "Staff are patient when doing their job" has received the highest degree of importance (4.712). This is followed by the paragraph "Employees use polite terms when dealing with customers'" with an arithmetic mean (4.671) while the paragraph "Employees respond to customer inquiries" received the lowest average (4.113). This shows the importance of courtesy when providing tourism services to customers in order to provide quality services.

**Table 7**
Arithmetic averages and standard deviations of the responses of the study sample to the Empathy Dimension

| No | Paragraph | Mean | Sd. Devotion | Percent100% | Degree |
|---|---|---|---|---|---|
| 1 | Staff use polite terms when dealing with customers | 4.671 | 0.572 | 89.919 | High |
| 2 | Staff are patient when doing their job | 4.712 | 0.598 | 90.943 | High |
| 3 | Staff responds seriously to customer inquiries | 4.113 | 0.503 | 89.067 | High |
| 4 | Staff use a decent style of conversation with colleagues | 4.432 | 0.559 | 90.021 | High |
| | Total | 4.511 | 0.343 | 90.113 | High |

* Significance in the level of 0.05.

*3.2 Second: the hypothesis test*

There is a statistically significant relationship between the application of the dimensions of the quality of hotel services in Saudi Arabia and the quality of service. To test this hypothesis, correlation coefficients were calculated between each dimension of the quality of tourism services and the correlation coefficient between all dimensions of service quality.

**Table 8**
Study hypothesis test

| No. | Quality Dimensions | Correlation coefficient | Regression coefficient | T(value) | F(value) |
|---|---|---|---|---|---|
| 1 | Reliability | 0.911 | -5.112 | 3.880 | 0.881 |
| 2 | Responsiveness | 0.832 | -4.221 | 0.434 | 0.189 |
| 3 | Tangibles | 0.890 | -4.989 | 1.541 | 3.101 |
| 4 | Assurance | 0.841 | -4.576 | 1.651 | 3.651 |
| 5 | Empathy | 0.878 | -4.834 | 0.767 | 0.917 |

Multiple - total correlation coefficient     1.000

We find from Table 8 that, there is a relatively strong correlation between the services provided to hotel customers in Al-Kharj governorate and the dimensions of the quality of service provided. The correlation coefficients of quality dimensions were as follow: reliability (0.911), tangibility (0.890), sympathy (0.878), guarantee (0.841) and response (0.832). This indicates a strong correlation between the tourism service provided in Al-Kharj governorate and the dimensions of the quality of service.

## 4. Conclusion

Through reviewing the results of statistical analysis, we have found that there was a high correlation between the quality of service provided by the hotel facilities in Al-Kharj governorate and the dimensions of the quality of service, which affects the customers' satisfaction, who use this service. From here, hotel facilities in Al-Kharj governorate should pay attention to the dimensions of quality of service by giving more attention to the dimension (courtesy and gentility) with flowery and polite phrases when dealing with the recipients of the service and be patient and answer customers' questions and inquiries. In addition, this industry must pay more attention to the dimension (reliability) through professionalism in providing the service and gaining customers' trust and building a database about the clients of the hotel facility. In addition, it should also be placed on the dimensionality (tangibility) through working to achieve a compatibility between the general appearance of the hotel and the nature of the service provided and modernization of the methods and tools of hotel work and work to unify the workers

in the hotel facility. Hotel officials should also pay more attention to the dimension (response) by raising the spirit of teamwork among workers, reducing the time between requesting and receiving service and helping employees to each other. Hotel officials should also pay attention to the dimension (guarantee) through attention to the training of employees and increase their experience in order to meet the customers' needs and desires in the Al-Kharj governorate.

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