



Correlation Between Customer Satisfaction and service quality: An empirical study on Sustainable Tourism Development in Bangladesh

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Abstract: Bangladesh is endowed with every opportunity for global sustainable tourism growth; however, there are a number of roadblocks that might hamper the country's efficient sustainable tourism development. As a result, the purpose of the study is to investigate the impact of expected and perceived service quality on customer satisfaction in the context of Bangladesh's sustainable tourism development. There are a total of 28 questions been chosen, including the 22 questions from the "original SERVQUAL scale" as well as extra questions will assess the dependent variables. Customer satisfaction will be taken into account. The convenience sample approach has been used to collect data from a total of 105 people. The findings show both expected and perceived service quality have a positive impact on customer satisfaction. This research assist policymakers in developing a comprehensive plan and strategy for better serving visitors, as well as assisting Bangladesh's overall tourism growth. The researcher focused on the services and facilities of hotels and motels of different tourist spots and places that are the destination of tourists and visitors. The researcher also tried to find the service qualities of tourism in Bangladesh that will help to build a sustainable destination of tourist and visitors.

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1. Introduction

Customer satisfaction is a portion of a client's experience that reveals a supplier's advantage over clients (Sitorus & Yustisia, 2018). It also relies on how well it is directed and how quickly advantages are distributed. This contentment might be attributed to a variety of business factors. Displaying, developing, constructing, the nature of objects and organizations, and customer replies are only a few examples. Issues and questions, project completion, post-transport organizations, board struggle and so on (Gaine, 2018). Organizations now have to offer more services to their customers in addition to what they provide. In essence, they need to be aware of the service qualities they provide to customers and whether customers are satisfied with the services (Mouzaek et al., 2021).

The tourism business is significant because it contributes significantly to the economies of both developing and developed countries. The definition of tourism has evolved over the previous few decades, and it is now widely accepted that it has a dynamic, a static, and an economic component the relevance of (Hossain, 2020). The tourism business has grown in importance and is

now measured as one of the world's largest corporations. The importance of loyalty to the long-term viability of a company cannot be overstated. Service sector in Bangladesh has been flourishing over the years and facing growing challenges from intense competition and changing customer expectations. Moreover, globalization gears up the intensity of competition in this sector (Karim & Baset, 2016). A satisfied customer has a positive effect on an organization in terms of profitability, repeat purchases, brand loyalty and positive word of mouth (Nur & Zulkiffli, 2019).

My research will be focus on the expected and perceived service quality on customer satisfaction. It will be helpful for sustainable tourism development in Bangladesh. First, to examine the relationship between service quality and customer satisfaction of the hotels in suburban areas and secondly, to assess the effect of customer satisfaction on behavioral intentions. What follows next is a brief discussion of the relevant literature particularly with respect to the dependent and independent variables that are of interest to the researcher, and also for developing the research hypotheses.

2. Statement of the Problem



There is a lack of studies on how tourism sector in Bangladesh can stimulate their customer satisfaction in order to gain sustainable tourism development in Bangladesh, thus boost up their customer expected and perceived service quality. Moreover, scholars have overlooked exploring how service scape can boost up customer satisfaction with the mediating role of service quality. Therefore, I will be supposed to provide a significant insight on the mechanism by which service scape may promote the customer satisfaction in the sustainable tourism development and development of sustainable, secure and enjoyable tourism places and accommodations in Bangladesh.

3. Rationale of the study

Sustainable tourism development is very much important issue in the 21st century. The main purpose of this study will be to identify the effect of expected and perceived service quality on customer satisfaction to achieve sustainable tourism development and to develop the tourism areas in Bangladesh. The result of this research will be helpful for the policymaker in developing sustainable tourism in Bangladesh and also help the visitors and customers to identify the service quality of tourism sector in Bangladesh.

4. Review of Related Literature

The majority of tourism research has focused on the gap between a customer's expectations of a service and their assessments of its delivery. The basic concept is that the difference between a customer's expectations and perceptions of a service is connected to its quality. The literature identifies how delighted consumers benefit service providers; their happiness has a ripple effect that includes loyalty to the service provider, participation in good word-of-mouth advertising, and paying higher rates. Bangladesh's passenger transportation services have had issues from its start, mostly due to a lack of consistency in services, but competition has attempted to maintain a standard. The general quality of services at all levels by all types of transportation in Bangladesh has been found to be low and unreliable, associated with safety and security concerns (Kashem, 2020). The tourism sector has seen significant expansion across the world as a result of economic growth and accompanying improvements in people's quality of life (Polas et al., 2022). The hotel sector has been hit hard by the new coronavirus illness (COVID-19) pandemic, which has had a massive impact on the tourism industry. The crisis is extraordinary



and developing at a breakneck pace, yet the future remains bleak. COVID-19 has impacted every business throughout the world, with the hotel industry being one of the hardest hit (Wang et al., 2021). The extent to which the firm's services satisfy the requirements and demands of clients is referred to as service quality (Tufail, Hmayon, Javed, Shabbir, & Shahid, 2016). The quality of a service is determined by how effectively it meets the needs and expectations of its clients (Karim & Baset, 2016). For decades, service quality has become a critical component in the hotel sector. In this regard, service providers must be aware of consumer expectations and perceptions, as well as the elements that impact their assessment of and satisfaction with the services they get (Nur & Zulkiffli, 2019). Meanwhile, as previously said, service quality focuses on how to satisfy consumers' expectations. Customers anticipate a wide range of service characteristics. The SERVQUAL model was created to determine how to achieve customer satisfaction in the service industry. In today's corporate world, having happy clients is a significant competitive advantage (Liang & Zhang, 2012). According to several research, service quality is an important factor of customer happiness (Abdolahian & Foroozandeh, 2011; Liang &

Zhang, 2012). According to Liang and Zhang (2012), customer satisfaction is the "evaluation of the perceived discrepancy between prior expectations and the actual performance of the service." Kim (2011) also adopts a similar definition by suggesting that customer satisfaction is primarily determined by how consumers perceive the quality of services that they have been offered (Mouzaek et al., 2021). They suggest that organizations must place additional efforts in identifying customer satisfaction levels to ensure that their services meet their clients' expectations. Choosing the right measuring method is thus dependent on how a company evaluates customer satisfaction. For both current and future generations, sustainable development should incorporate the three essential concepts of ecological, social, and cultural sustainability, as well as economic sustainability. Cultural sustainability is a very essential resource in the growth of tourism, in addition to environmental and economic resources. Sustainable tourism will be realized if natural resources, cultural resources, and human resources are all used in a fair and equitable manner, in addition to economic sustainability. (Source: Johnston, 2015)

This study will make an exploratory observation to enhance sustainable tourism



development by showing the expected and perceived customer satisfaction in quality service.

5. Objectives of the Study

The main objective of this study will be to explore the effect of expected and perceived service quality on customer satisfaction to gain sustainable tourism development in Bangladesh. The specific objective of this research will be—

- a. To identify the effect of expected and perceived service quality on sustainable tourism development
- b. To identify the effect of customer satisfaction on sustainable tourism development in Bangladesh.
- c. To explore the sustainable tourism destination development of Bangladesh.

6. Methodology of the Study

This study adopts a quantitative research approach using a survey research design. In essence, this study includes collecting data through the use of a large population to select samples of sufficient size to generalize conclusions and analyses data by statistical tests; this study develops a theoretical framework from literature to measure the effect of service quality dimensions on customer satisfaction.

Furthermore, this study identifies the relationship between independent and dependent variables simultaneously and without trying some intervention. Therefore, the survey research design was an appropriate and flexible way to conduct this research using a cross-sectional design. In this study, a structured questionnaire approach as the primary quantitative tool will adopt to gather data through a self-administered strategy using a drop-off technique. Notably, consumer surveys are effective for data collection when the research issue is marketing-related. Service quality and its relationship to consumer satisfaction are at the core of marketing in the hospitality industry. Consumers are the primary source of information, and, therefore, their responses would help provide insights into the relationship between service quality and customer satisfaction in the tourism industry in Bangladesh. In this study the researcher selected hotels and motels of five tourist spots in Bangladesh.

7. Hypotheses of the Study

Hypothesis 1: Expected Service Quality (ESQ) has a positive effect on satisfaction;
Hypothesis 2: Perceived Service Quality (PSQ) has a positive effect on customer satisfaction;



Hypothesis 3: Quality Service (QS) has a positive effect on satisfaction;

Hypothesis 4: Expected Service Quality (ESQ) has a positive effect on sustainable tourism development;

Hypothesis 5: Perceived Service Quality (PSQ) has a positive effect on sustainable tourism development;

Hypothesis 6: Quality Service (QS) has a positive effect on sustainable tourism development;

8. Sources of Data Collection

The source of data will be collected primary via self-administered questionnaires will be distributed to 105 respondents in tourism in Bangladesh. The outcome will be 28 completed and useable questionnaires will collect. This equates to a response rate will of 92%.

9. Limitations of the Study

The findings of this study can be generalized after considering certain limitations. Though the study is mainly based on both primary and reliable secondary data, existing literature on the sustainable tourism

development in Bangladesh and even on the overall marketing aspects is not adequate.

10. Analysis of the Study

10.1. Characteristics of Respondents

Table 1 below shows that the customers' characteristics have been broken down into seven main groups, which are gender, age, nationality, marital status, level of education, number of visits, and purpose of stay at the hotel. The sample included both males and females. It shows that 66.4% of guests were males, while 33.6% were female. Its further shows that the age category is presented at four primary levels, (20-30) and (31-40) age groups accounted for over two-thirds of the sample (77.4%). Concerning guests' distribution by nationality, Table 1 shows that UAE and Gulf Cooperation Countries (GCC) nationalities accounted for over half of the guests.

Furthermore, table 1 show that 66.7% of hotel guests are married, where 65.9% hold graduate and postgraduate degrees. Concerning the guests' distribution by the number of visits, table 1 shows that most guests, 53%, were visiting the hotel for the first time. Finally, table 1 shows that the customers stayed at the hotel for leisure purposes of 52.9 %, business 36.5%, and only 9.9% for meeting and conference purposes.



Table 1: Characteristics of Hotels' Guests

Gender	Frequency	Percent (%)	Valid percent	Cumulative percent
Male	2489	66.4	66.4	66.4
Female	1259	33.6	33.6	100.0
Age				
20-30	1539	41.1	41.1	41.4
31-40	1359	36.3	36.3	77.4
41-50	476	12.7	12.7	90.1
Over 51	374	9.9	9.9	100.0
Nationality				
Bangladeshi	203	5.4	5.4	96.6
Other	128	3.4	3.4	100
Marital Status				
Single	1154	30.8	30.8	30.8
Married	2499	66.7	66.7	97.9
Divorced	67	1.8	1.8	99.3
Widowed	28	.7	.7	100
Educational Level				
School	67	.8	.8	.8
High School	787	20.9	20.9	21.7
Diploma	464	12.4	12.4	34.1
Bachelor Degree	1330	35.5	35.5	69.6
Master Degree	1002	26.7	26.7	96.3
Doctorate Degree	98	3.7	3.7	100
Number of Visit				
First visit	1987	53	53	53
2-5 visits	1276	34	34	87
6-10 visits	327	8.7	8.7	95.7
More than 10 visits	158	4.3	4.3	100.0
Purpose of Stay				
Leisure	1983	52.9	52.9	52.9
Business	1369	36.5	36.5	89.4
Meeting/Conference	373	9.9	9.9	99.3
Other	23	.7	.7	100
Total	99	100.0	100.0	

10.2. Measurement Model Analysis

Internal consistency was measured in this study using Cronbach's alpha. There were five scales for measuring the five service quality constructs. For each scale, there were several items to measure it. After all, data were entered into a computer, and the SPSS 25.00 reliability program was performed separately for each scale's items. Table 2 shows that the reliability coefficients ranged from 0.645 to 0.913, indicating that some scales were more reliable than others. Concerning the instrument's validity in this study, Principal Component Analysis (PCA) was performed. Notably, each scale being factor analyzed separately. The detailed results are listed in Table 2, which shows that all of the items had high factor loadings greater than 0.50 on all



service quality Factors. Accordingly, the instrument developed for measuring service quality constructs was judged to be reliable and valid.

Table 2: PCA & Cronbach's Alpha Analysis

Factors	No. of items	Eigenvalues & (%) of Variance	Factor Loadings					Cronbach's Alpha
			F1	F2	F3	F4	F5	
Tangibles	5	3.732 With (73.875) % of variance.	.828					.862
			.875					
			.848					
			.881					
			.872					
Reliability	5	4.166 With (78.697) % of variance.		.871				.873
				.754				
				.789				
				.851				
				.886				
Responsiveness	5	2.618 With (66.449) % of variance.			.868			.874
					.932			
					.526			
					.906			
					.875			
Assurance	4	3.647 With (89.125) % of variance.				.837		.645
						.871		
						.863		
						.642		
Empathy	3	5.446 With (89.987) % of variance					.934	.913
							.964	
							.952	

10.3. The Relationship between Service Quality Dimensions and Customer Satisfaction

The researchers employed Pearson's correlation coefficient to demonstrate the correlation between the independent (SERVQUAL Dimensions) and dependent variable (Customer Satisfaction). Consequently, the results of the multiple linear regressions are introduced



for each central hypothesis. That is going to be achieved by using model summary ANOVA and the coefficients model. Table 3 summarizes the Pearson correlation among the independent and dependent variables.

Table 3: Correlation between Variables

Correlations		Tangibles	Reliability	Responsiveness	Assurance	Empathy	Customer Satisfaction
Tangibles	Pearson Correlation	1	.752**	.704**	.696**	.659**	.725*
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	99	99	99	99	99	99
Reliability	Pearson Correlation	.752**	1	.848**	.851**	.836**	.850*
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	99	99	99	99	99	99
Responsiveness	Pearson Correlation	.704**	.848**	1	.826**	.876**	.873*
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	99	99	99	99	99	99
Assurance	Pearson Correlation	.696**	.851**	.826**	1	.875**	.864*
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	99	99	99	99	99	99
Empathy	Pearson Correlation	.659**	.836**	.876**	.875**	1	.913*
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	99	99	99	99	99	99
Customer Satisfaction	Pearson Correlation	.725**	.850**	.873**	.864**	.913**	1



	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99

**Correlation is significant at the 0.01 level (2-tailed).

Table 3 shows that all correlations were highly positive and statistically significant at the 1% level. The table further shows that the highest correlation of 0.913 was between empathy and customer satisfaction, while the lowest correlation, 0.725, was between tangibles and customer satisfaction. Pearson's correlation matrix shows a very high positive correlation between service quality dimensions and customer satisfaction variables.

11. Findings

The findings will show both expected and perceived service quality have a positive impact on customer satisfaction. Moreover, few specific findings of the study are as follows:

1. There is no enough policies in developing a comprehensive plan and strategy for better serving visitors, as well as assisting Bangladesh's overall tourism growth.
2. The expected and perceived service quality in Bangladesh provides service variety in context to the varying nature of demand and buying power.
3. The customers prone to quality service at a fair cost are tremendously wanting. Though the study covered only a specific region with limited number of respondents, the intensity of customers toward the brand is not negligible.

4. The maximum factors affecting both the satisfaction and loyalty were brand belief, one stop service, quality service and waiting time to get the added advantage for the tourism services.

5. Most of the respondents told that they use Facebook, Google & YouTube to get information about the different tourist places. From the observation, it is understood that several traveling places are not yet popular with the tourist & obviously tourist visiting places is found limited in a range of a few only.

12. Recommendations

To make Bangladesh as a tourism-friendly nation following recommendations should be implemented by the government as well as national and local tourism authority:

1. The government should invest more to develop archaeological sites and given the order to take proper steps to start excavating the sites which are still unexcavated.
2. Websites of Bangladesh Parjatan Corporation & every regional tourism office should be well-designed and tourist-friendly and contain all the necessary information. Authorities should make a plan for creating events, announcements, and writing blogs so that can be shared across social media.
3. Establishing more informative signboards on roads for tourists. Tourist guide book should be available everywhere in Bangladesh. Tourism authorities should



consider the effective use of ICT for advertising.

4. Since most tourists are satisfied with the tourist places so the authorities should promote these places by introducing various channels on YouTube & by opening various events on Facebook.

5. The concerned authority has to be more careful regarding the protection of archaeological sites & natural resources. Besides the authority should take action to reopen Comilla airport & to introduce railway facilities with Rajshahi and Khulna division.

6. Ensuring the availability of tourism-related support services such as tour operators, world-class service and guides, establishing well-decorated hotels and motels with all modern facilities to meet the needs of visitors.;

7. Authority should be higher concerned on tourist security, taking more promotional activities, reducing the cost of touring by providing discounts and promoting community-based sustainable tourism. If the local community becomes aware about the protection of the environment and heritage of the destination, it will be easier to achieve sustainable tourism development of any destination. According to UNWTO (2020), tourism sector deals with the coronavirus pandemic (COVID-19) to minimize the current crisis by highlighting the enduring values of tourism.

13. Research Gap

There are many research already been performed about this type of topics. Many research papers also been published in different journal about such type of field. But the pervious researchers focus on some

specific one or two fields but I this research I tried to discuss the overall service quality and customer satisfaction on accommodation and living factors of different tourist places of Bangladesh.

14. Theoretical and practical contribution of the study

Actually from this study governmental related authority and different private franchiser and tourism facilitors or business party can gather knowledge and apply to improve their service quality for sustainable customer satisfaction. Tourism industry is considered as a growing industry for many developing countries. It plays a significant role directly and indirectly in the GDP growth rate of Bangladesh by creating new employment opportunities for both male and female, alleviating poverty, enhancing local community participation, earning foreign currency via foreign tourists, improving the economic standards of locals, making people economically and socially stable. The basic objective of this paper is to show the direct and indirect economic contribution of the tourism industry in the economy of Bangladesh. So this study can play vital role in economic development and GDP of Bangladesh by creating sustainable tourism goal.

15. Conclusion

In cutting-edge increasingly competitive surroundings, enhancement of consumer loyalty is very vital for developing sustainable tourism business in Bangladesh. In most of the case tourism business owners fail to provide expected services to the tourists in Bangladesh. To earn suitable profit and develop a sustainable tourism business in Bangladesh, this sector must be



changed to different modern facilities by the authorities.

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