INFLUENCE OF PERCEIVED QUALITY ON THE OVERALL SATISFACTION EXPERIENCE OF HOTEL GUESTS

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Abstract: *The hotel industry has seen many changes in the last few years, some of which can be attributed to the quickening pace of technological advancement, shifting traveler preferences due to health concerns, and turbulent political and economic events that forced hotel management to place a premium on product and service quality. To thrive in a progressively cutthroat market, lodging establishments need to be prepared to adjust and tweak their operational procedures. Aware of the fact that users very quickly leave hotel accommodations whose services do not meet their expectations, needs, and desires and go to the competition. Therefore, prominent hotel chains, on the one hand, take into account the needs and wishes of their guests, and on the other hand, the quality of service in the hotel, but also the final destination, i.e. the very appearance and impression of the destination. In the hotel industry, achieving acceptable quality is a difficult process that calls for specific knowledge and abilities in every department as well as essential communication with hotel employees. Only consistently trained staff members who are committed to guest satisfaction can effectively manage quality in a hotel, which eventually boosts earnings, reduces expenses, and adds value to the establishment. This study looked into how a guest's overall perception of the hotel and its services was affected by the expected caliber of that service. Hypothesis One: Perceived quality of service in a hotel is positively influenced by the hotel's physical environment, attractiveness and construction of the destination, interaction with employees, and accompanying services and amenities in the hotel. Hypothesis Two: The pronounced heterogeneity of hotel service users, their motives for choosing a hotel, and the necessity of interactions with hotel staff are positively correlated with the perception of the level of service quality in the hotel. The paper will test hypotheses regarding the relationship between the physical hotel environment, its attractiveness, the destination's construction, interactions with staff, and the hotel's amenities and ancillary services and perceived quality of service. Simultaneously, an attempt will be made to ascertain the relationship between the reason for selecting the hotel and the perceived quality of services offered, as well as the importance of interacting and fostering a good rapport with service providers.*

Keywords: *Quality management, Overall experience, Consumer satisfaction in tourism.*

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1.   INTRODUCTION

The businesses that make up the hotel sector today play a significant role in both, the national and global economies. The hotel industry's progress can be measured by the positive business outcomes of its companies and their sustainability in the marketplace. Numerous service providers are vying for the same or comparable market share. Hotel organizations can attain long-term viability and continuity by outperforming their competitors not only through superior products and services but also through effective business management. Achieving quality in products and services, ongoing training and education for staff, and end-user orientation are the objectives of any service organization. As hotel companies strive to not only draw in new business but also hold on to their current clientele, customer expectations have grown over time. Nowadays, customers are happy with the full catering menu of goods and services in addition to their lodging in a hotel.

Thus, it is imperative that managers and other staff members concentrate on customers and achieving a superior standard of quality worth for them, based on their demands, needs, and even desires in the current particular scenario, but also based on their requirements and future needs, considering what the competitors are doing (Skoko, 2000, p. 91). Kulis and Grubisic (2010) listed the following companies that are concerned with the quality of their goods and services, the market, and customers: market research needs, product and service development in accordance with market demands, quality optimization to the extent that meets market demands, ongoing quality monitoring, and continuous improvement based on feedback.

In addition to enhancing the hotel's aesthetic appeal, a well-designed physical space makes it easier to provide services and communicate with guests, particularly when it comes to high-touch service activities. Service providers offset the intangibility of their offerings with the physical environment. Service companies use the physical environment to influence user and employee behavior and try to convert as much of the intangible into the tangible as possible. The macro-environment of the hotel industry is comprised of various elements such as destination values, socio-cultural shifts, environment, economic conditions, and political climate. These elements collectively impact the supply, demand, and preferences of tourists. The paper's objective is to ascertain the degree to which the physical surroundings, ancillary services and content, and interactions with staff members influence the quality of the service received.

2.   QUALITY INDICATORS

The Latin word *qualitas*, which means quality, property, excellence, feature, and ability, is the root of the English word quality (Klaric, 1985). Many have discussed the idea of quality. One prominent marketing theorist, Philip Kotler can be highlighted as one who views quality as the extent to which a particular brand is able to fulfill its functions. Kulis and Grubisic (2010, p. 11) argue that the term quality is not universally understood by writers and instead can be characterized by an author's capacity to use, apply, satisfy, and comply with requirements. There are various definitions of service quality because it is interpreted differently by different people. For the user, anything that meets one's standards of quality is considered to be so (Kelly, 1997, p. 164). According to Schroeder (1999, p. 90), the term "quality" is used in a variety of contexts and is difficult to define. Kulis and Grubisic (2010, p. 10) define quality as the ability to meet specific needs and encompasses technical, market, and management approaches.

According to Juran (1996, p. 6), service users gauge quality based on the functionality of the product and its lack of flaws. Kulis and Grubisic (2010, p. 14) define quality indicators as quantities

that indicate the caliber of goods or services, procedures, or businesses. All parties with an interest, including suppliers, manufacturers, and buyers, must be aware of the size ranges. Quality indicators include product quality, service quality, process quality, and organizational quality (Kulis & Grubisic, 2010, p. 14).

Product quality is defined by Kulis and Grubisic (2010, p. 15–17) as metrics that, depending on the product type, can be assessed using either variable or attributive measures. The product's characteristic is expressed as a statement (kind-unkind), rather than being measurable. Positive or negative evaluations are another way that attribute qualities are expressed. A variable measure, such as toughness, mass, temperature, or hardness, is a property of a product that can be measured on a scale and is based on a numerical value and makes each person feel something unique. Establishing a sense of value among customers is crucial to achieving service quality, but there may also be a discrepancy between expectations and perceptions of the services received. According to Avelini Holjevac (2002), "quality is the degree to which customers' needs and demands are satisfied, i.e., compliance with their growing demands and expectations." Markovic (2005, p. 55) asserts that the management, staff, and customers of a company all have expectations and perceptions that influence the quality of the services provided. Customer dissatisfaction arises when users' expectations or perceptions of goods or services differ. Kerum and Vukovic (2022, p. 6) assert that hotel industry managers can achieve quality if they possess the knowledge and abilities to inspire employees and persuade them of the value of delivering high-quality service. They must establish precise standards and safe models that match the caliber of service provided to visitors. The goal of modern times is to maximize customer satisfaction, which eventually leads to the happiness of those who use the goods or services. Given that it can be challenging to define an organization's quality, Skoko (2000, p. 9) contends that an organization's processes should be examined in order to determine its overall quality. Several characteristics can be used to describe a company's quality (Gasparovic, 1996, p. 91): the caliber of the product; the level of service the user receives during the consumption process; and the accuracy with which one fulfills their duties to suppliers, customers, partners, and creditors. Equity with regard to workers, observance of their rights, care for career growth, education, etc. a sincere attitude toward the government in general and the economic policy implementation in particular, adherence to the law, morals, and customs; incorporation of moral principles into corporate policy, protection of the environment and overall guest and employee safety.

An important role in the application of orientation to the internal market is played by company managers who must be involved in the process and encourage employees to provide quality service (Mishra & Sinha, 2014). Furthermore, the quality of reliability, that is, the ability to provide promised services reliably and accurately (Anwar & Shukur, 2015), is due to the employees who deliver and provide services to guests. Sultan et al. (2020) emphasize the importance of providing hotel service because it affects the return of guests. Appaw-Agbola and Afenyo Dehlor (2011, p.112) in their research emphasize the validity of providing assistance and ensuring fast quality. Prabhu et al. (2020) emphasize the role and importance of the knowledge and friendliness of staff and their ability to inspire trust and create reliability. Empathy/friendliness towards hotel guests was highlighted in the research by Anwar and Qadir (2017). The quality of service takes into account the guest's judgment of the overall superiority and excellence of the overall product (Abdullah, 2019), which indicates the importance of the physical arrangement, equipment and elements of originality of the hotel.

3. SPECIFICITY OF TOURIST PRODUCT QUALITY AND DESTINATION VALUE AS ONE OF THE DETERMINANTS OF QUALITY

Because the tourism offer is dispersed throughout various settings and social and economic systems, it is an incredibly complex model that is impossible to describe. A tourist destination is characterized as a hub for the provision of tourism services that are dictated by the unique and varied demands of travelers. Despite their geographical dispersion, tourist destinations serve as the foundation for research on tourism, draw travelers, encourage them to come, and initiate the travel industry as a whole. Tourists' perceptions and experiences of a destination are influenced by its values. Every destination needs to have "its own face" which means it needs to be genuine, appealing, recognizable, unique, and visually appealing. The trend of individualization and complexity of destination values characterizes the modern tourism offer. This aesthetic requirement is particularly relevant for tourist destinations with eye-catching settings that need to focus heavily on visual interaction with customers, including accessibility, speedy identification, and an examination of the intricacy of the entire offer. The concept of "enjoyment" in the previously mentioned hedonistic value system becomes more and more dependent on the quality of the tourism offering. The relationship that a hotel has with its surroundings, or its connection to the essence of the local climate and culture, influences how tourists perceive a particular location and the activities that take place there. As a result, the hotel requires uniqueness that captures the essence of the location (lat. *genius loci*) in order to draw in and keep tourists, as the hotel offers more than just services—it also sells the feelings and experiences that make a destination.

4. THE RELATIONSHIP BETWEEN PERCEIVED QUALITY AND GUEST SATISFACTION

There is no one category for quality. A variety of dimensions, or quality features, are taken into consideration when assessing the quality of products or services by consumers. Three fundamental categories can be used to categorize quality features (Skoko, 2000, p. 30): features that establish the product's functionality; features that establish the product's durability and dependability; and features that contribute to the product's and services' hedonic value.

Because they are better informed than ever, consumers nowadays regularly check offers and contrast them with those that are similar. They determine which offer will yield the highest perceived value, and they take action in accordance with the results. If customers' expectations are not fulfilled, it is simple for them to find a substitute. Whether or not the offer fulfilled the customer's expectations will determine the likelihood that one will select the same business to receive services from. Kotler and Keller (2008, p. 141) define perceived value for the buyer as the discrepancy between the buyer's evaluation of all costs and benefits associated with a specific offer and their perception of potential alternatives. Customers view the perceived monetary value of a set of functional, psychological, and economic benefits that they expect from a particular market offer as the total value.

According to their theory, the consumer's total costs include all expenses - financial, time, energy, and psychological - that they may incur while assessing, obtaining, using, and discarding the obtained market offer. The difference between what the customer receives and what he gives for various options is the basis for perceived customer value. The client expects certain expenses and receives certain benefits. According to Kerum et al. (2021, p. 5), it is crucial for service providers to offer products and services with a focus on hotel guests. Service providers give client satisfaction a lot of thought. Companies that operate hotels with a guest-centered business model seek to meet customer demands. Service providers give client satisfaction a lot of thought. Companies that operate hotels with a guest-centered business model seek to meet customer demands.

The degree to which hotel guests are satisfied, dissatisfied, or enthusiastic depends on how they perceive the quality of the service they receive. A satisfied guest is one who believes that the quality of the hotel service matches what they received. When a guest receives hotel service that surpasses their expectations and leaves them feeling pleasantly surprised, they become delighted. Similarly, the guests are not happy if their expectations of the hotel service are not fulfilled. This leads to the conclusion that "the best advertisement is a satisfied guest" (Markovic, 2005, p. 53). Nevertheless, a disgruntled visitor vent to others more than a contented hotel visitor does. In this sense, it damages the hotel that falls short of expectations, and generates bad publicity. Juran and Gryna (1999, p. 96) state that there will be monetary losses if complaints from guests are handled with partial guest satisfaction and decline in company revenue. One important consideration in lost sales may be the caliber of goods and services offered. Three fundamental tasks are referred to by the principle of focus on the customer (Kulis & Grubisic, 2010, p. 82): enhancing customer relations, retaining current customers, and gaining as many new customers as possible.

Numerous techniques are available for measuring hotel guests' perceived quality and satisfaction. Researchers most frequently use focus groups, surveys, interviews, complaints, and a few other techniques. The best measures of business are complaints. If there are numerous of them, the business must make a quick turnaround by altering its operations, auditing the entire hotel chain, and reviewing all of its management personnel. Regarding user complaints, it should be noted that a large number of users tend to share negative experiences with others rather than reporting issues directly, which can negatively affect the business by discouraging potential customers from making reservations and making purchases. The most significant aspect of complaints is that they offer detailed information about the good or service, making it feasible to identify the true source of the issue and take appropriate action to resolve it (Lazibat, 2009, p. 105).

Target consumers must be identified in order for hotel product and service providers to satisfy customers, keep returning guests, strengthen their bonds with them, and eventually draw in new ones. Customers come from a wide range of perspectives and abilities. While some hotel companies focus on a specific target group, others aim to serve a broader spectrum of customers. Determining business criteria with the goal of drawing in and keeping guests with a variety of needs requires careful planning. Service providers choose the quality level they wish to provide to their clients. Consequently, it is critical to ascertain whether the target clientele is made up of people who compare prices, offers, and service quality with competitors, those who prioritize getting the best deal available in the relevant market, or those for whom price is the primary consideration when selecting a place to stay. Juran and Gryna (1999, p. 4-5) suggest that guest satisfaction is achieved by considering two factors: product properties and freedom from incompleteness. The impact of product properties on sales revenue is significant, especially in industries like hospitality where consumers can be categorized based on desired quality. This categorization helps identify the target consumers, whether they prefer luxury hotels or budget options. The range of products and services offered also indicates the level of quality. However, increasing quality often leads to higher costs. On the other hand, freedom from incompleteness reduces complaints and ensures error-free business processes, thus impacting costs. Incompleteness is measured through errors, defects, omissions, and similar units. Freedom from incompleteness refers to the degree of quality compliance. Improving compliance typically leads to lower costs and fewer complaints, ultimately resulting in higher consumer satisfaction. Therefore, product properties and freedom from incompleteness are key influencers of consumer satisfaction.

Hotel quality and guest satisfaction can only be attained by concentrating on the final user, the hotel visitor. Hotel companies want to bring in new business, but they also want to keep their

existing clientele for life. The entire hotel organization must be focused on establishing a high standard of quality, meeting the most discerning customer needs and preferences, and keeping an eye on competitors' actions in order to meet the goals that have been set.

5. PRODUCT AND SERVICE QUALITY TO INCREASE VALUE FOR CONSUMERS IN TOURISM

According to Juran and Gryna (1999, p. 10), regular quality control can detect and eradicate the root cause of a particular error, which will ultimately lower expenses and facilitate work that is committed to the final user. On the other hand, poorly managed quality can lead to expenses and problems with business plans, error correction, and setting up thorough controls. The business outcome will not live up to expectations if the organization doesn't devote enough time and resources to achieving the necessary caliber.

Hotel organizations need to understand how consumers define value. The value of products or services is equal to the consumer's perception of the following factors (Lazibat, 2009, p. 104):
• Quality of products or services,
• Services provided by the organization,
• Employees of the organization,
• Image of the organization,
• Selling price of the product or service,
• Total expenditure for the product or service.

The consumer's perception of the aforementioned factors determines their level of satisfaction and value. Maintaining strong and enduring relationships with guests is crucial for hotel staff, as tourists place varying priorities on different factors. To achieve business excellence, hotel companies must implement processes like planning, control, and continuous quality improvement. Meeting customer needs should come first when planning the quality of goods and services, not just maximizing profits for the company. Inconsistencies in the hotel organization are the cause of occasional and ongoing quality issues, which call for a quick investigation by the department to find flaws and fix any possible harm. According to Kotler and Keller (2008, p. 148), some businesses raised the bar on quality by integrating a total quality management model into their operations in response to the need for greater customer satisfaction. The objective of total quality management, a model that operates at the organizational level, is continuous quality improvement across all departments and through enhanced policies, practices, and services.

The quality of the good or service, the customer's opinion and level of satisfaction with the service, and the hotel company's financial performance are all closely related. A high standard of quality pleases customers and makes it possible for the business to charge more while cutting expenses. "The value proposition for the consumer is a complete promise that a company makes to its consumers in a given market segment. It is the embodiment of a precise point of contact between the consumer's needs and desires, with the distinctive capabilities of the company. The value proposition focuses on the energy of each person within the company based on the purpose of each of its activities. It contains the meaning of what it means to be customer-oriented in a competitive business environment" (Collins & Devanna, 2002, p. 142-143).

Perceived value, according to Vranesevic et al. (2018, p. 109), is the customers' perception of how and to what extent the expected purpose will be achieved - that is, how and to what extent the product or service will fulfill their wishes and needs. Every guest wants to get the most out of

what they invest compared to what they receive. Collins and Devanna (2002, p. 144) assert that one of the most crucial managerial skills nowadays is the ability to persuade business partners - such as suppliers, service providers, and technology providers - to maintain customer-centricity and add value for product or service users. A devoted customer is far more valuable than a new one, according to research. Not only can related new products and services be sold with a portion of the sales costs required to draw in new customers, but regular customers also facilitate the re-sale of the same goods and services. Generally speaking, it is far simpler to keep your current clientele satisfied than to find new ones, particularly if you are attempting to do so by cutting prices or utilizing other sales promotion strategies.

6.   RESEARCH METHODOLOGY

The research methods were defined with respect to the research's purpose and subject, as well as to the research hypotheses. In keeping with the foregoing, a number of scientific techniques will be applied in the work, enabling us to attempt to obtain pertinent data and a scientific conclusion. Using a questionnaire, a survey method will be employed to gather and analyze pertinent data, information, attitudes, and opinions from tourists regarding the research topic. In the pre-season of 2022 and during the 2021 season, 299 respondents provided information for the research. The respondents were asked about their level of satisfaction with the hotel service using a descriptive analysis.

In order to explain the elements of service quality in the hotel industry and the elements of the physical environment of the hotel, i.e. the destination, and other factors that determine guest satisfaction, a survey method was applied. A structured survey questionnaire was used as a research instrument. Based on the study of relevant literature in the subject area, a survey questionnaire was created. In the creation of the survey questionnaire, closed questions with an offered answer, open questions, and closed questions with offered modalities were used, measured by a five-point Likert scale. The questionnaire consisted of four parts. The first part consists of questions about the demographic characteristics of the respondents. The second part consists of questions, i.e. statements related to expectations and satisfaction with the stay, i.e. services when staying in the hotel, the third part of the survey related to the elements of the physical environment that affect the stay in the hotel, and the fourth part of the survey to the physical environment, i.e. the elements of the construction of the destination.

The research was conducted on a purposive sample but with a random selection of 299 respondents. In the structure of respondents, 62.75% of respondents are foreign guests. The structure of foreign guests consists of tourists from Germany (21.45%), Slovenia (9.1%), Austria (9.0%), Poland (7.7%), the Czech Republic (6.7%), Italy (4.7%) and the United Kingdom (4.1%).

Using the SPSS software, the analysis was completed. The fundamental traits of the sample's respondents are listed below. Multiple linear regression and correlation analysis were used to test the hypotheses. The respondents scored how much they agreed with each statement on a Likert scale ranging from 1 to 5, which represented the relevant variables in the model.

The goal of the work is to ascertain the following: the degree of service quality in the hotel, which is a crucial component of consumer satisfaction in the tourism industry; the influence of the hotel's physical environment, the allure, and development of the destination, on the perception of the overall experience of the tourist product; the effect of hotel guests' interactions with staff and the impact of ancillary services on overall satisfaction with the hotel product. Guest preferences and decision-making when selecting a specific hotel room, as well as their overall experience, are

heavily influenced by their perception of the quality of the expected product and service. This paper tests the following hypotheses:

Hypothesis one*:* Perceived quality of service in a hotel is positively influenced by the hotel's physical environment, attractiveness and construction of the destination, interaction with employees, and accompanying services and amenities in the hotel.

Hypothesis two*:* The pronounced heterogeneity of hotel service users, their motives for choosing a hotel, and the necessity of interaction with hotel staff are positively correlated with the perception of the level of service quality in the hotel.

Out of a total of 299 respondents, 294 of them declared by gender. Among those who declared (n=294), 55.44% were women, while 44.56% were men. 296 of the total respondents provided a response when asked about age. Ages 26 to 45 account for the largest cumulative share of respondents (46.62 percent). 45 years of age or younger make up more than half of the sample (57.09 percent) of responders. It is clear from the foregoing that the sample's comparatively younger demographic is in the majority. Nonetheless, the age groups 16–25 and 56–65 account for the smallest and equal share (10.37 percent).

According to the respondents' educational backgrounds, those with the highest level of education (i.e., those with a college degree) make up the largest share of respondents (36.91 percent) while education at the elementary level makes the lowest share of respondents (3.02 percent). The majority of respondents in the sample are highly educated, as evidenced by the comparatively high percentage of respondents (23.15 percent) who hold a master's degree. This question was left unanswered by one respondent.

7.   RESEARCH RESULTS AND DISCUSSION

The physical environment, ancillary services and benefits, and the requirement for employee interaction were the independent variables in the model, and perceived usefulness was used as the dependent variable. The first hypothesis was tested using the multiple linear regression method. Since each variable is expressed using a set of statements, the first step involves averaging these statements for each variable to produce a single variable that will represent specific attitudes. Regression analysis was performed using averaged variables. Predictors are removed from the model at any point during the development process if their p-value is higher than a predetermined threshold. Similarly, predictors are kept in the model if their p-value is below a predetermined threshold. The regression analysis's results are displayed in Table 1. The physical surroundings do not substantially impact the perceived quality of hotel service (p=0.290), but complementary services and amenities (p=0.021) and the requirement for staff interaction (p=0.029) do have a positive impact on perceived quality. The estimated model's equation is as follows:

$$Y_i = 2.375 + 0.078FO + 0.170PU + 0.169INT$$

By looking at the standardized coefficients, it is possible to determine which ancillary services and benefits have the biggest relative impact on how well hotel services are perceived. Positive expectations and a better perception of the quality of hotel service are most strongly influenced by a higher level of staff friendliness, faster service, secured parking, a wider variety of the facility's offerings and contents, and the safety and protection of guests. This is evident when this result is correlated with the survey questions. In the same way, stronger staff professionalism,

communication, and the manner in which potential complaints are resolved are found to have a positive influence on guests' perceptions of higher-quality hotel services. Given that all values of the variance inflation factor (VIF) and tolerance indicator (TOL) are satisfactory, there is no issue with multicollinearity among the independent variables in the model. To be more exact, every VIF value is less than 5, and every TOL value is greater than 0.20.

Based on the estimated model, it can be concluded that hypothesis H1: Perceived service quality in the hotel is positively influenced by the hotel's physical environment, attractiveness and construction of the destination, interaction with employees and accompanying services and amenities in the hotel - partially accepted, given that the physical environment did not show significant influence.

The model is clearly statistically significant overall, as shown by the ANOVA table (Table 1). The arithmetic means of the hotel's physical environment, related services and amenities, and interactions with staff were compared using the ANOVA method to see if there was a statistically significant difference. The results show that hotel visitors distinguish between the physical environment and destination quality and the hotel product quality for the objective of evaluating hypothesis H2.

Table 1. ANOVA table of the estimated regression model

	Sum of squares	df	Square middle	F-ratio	p-value
Regresion (interpreted part)	8.738	3.000	2.913	8.659	≤ 0.001
Residuals (uninterpreted part)	85.101	253.000	0.336		
Total	93.839	256.000			

Dependent variable: PK, Independent variables: FO, PU, INT

Source: Own research

Correlation analysis revealed a positive correlation between the perceived level of service quality in the hotel and the significant heterogeneity of hotel service users, their reasons for selecting a hotel, and the necessity of interactions with hotel staff. In other words, this analysis establishes the relationship between a few variables and its strength. Additionally, the correlation coefficients' significance was examined. First, the averaged variables of perceived hotel service quality, hotel selection reasons, and need for staff interaction were used to calculate Pearson's linear correlation coefficients (Table 2).

Table 2. Matrix of Pearson's linear correlation coefficients

		PK	MOT	INT
PK	r	1		
	p			
	N	260		
MOT	r	0.171**	1	
	p	0.006		
	N	259	289	
INT	r	0.262**	0.251**	1
	p	≤ 0.001	≤ 0.001	
	N	259	287	289

**p<0.01

Source: Own research

Table 2's data leads one to the conclusion that there is a weak but positive correlation between the perceived quality of hotel service and the factors that influence hotel choice and the need to interact with staff. There is statistical significance for both coefficients. This finding suggests that when selecting a hotel, respondents who place a higher value on a hotel's location, content variety, and planned events also have a more favorable opinion of the hotel's service, as do respondents who appreciate the opportunity to interact with staff members for communication and problem-solving. The correlation was also looked at using the Spearman rank correlation coefficient because this result only provides the results of the general averaged variable correlation, which was found to be weak. Specifically, the variables of interest are of the ordinal type, and this coefficient accounts for the ranks of the variables. They are presented as claims that range from 1 to 5. Table 3 displays the analysis's findings.

Table 3. Matrix of Spearman rank correlation coefficients

		PK1	PK2	PK3	PK4	PK5	PK6	PK7	PK8	PK9	PK10	MOT1	MOT2	MOT3	INT1	INT2
PK1	r_s	1														
	p															
	N	244														
PK2	r_s	0.647**	1													
	p	≤0.001														
	N	242	248													
PK3	r_s	0.561**	0.571**	1												
	p	≤0.001	≤0.001													
	N	239	243	245												
PK4	r_s	0.522**	0.601**	0.540**	1											
	p	≤0.001	≤0.001	≤0.001												
	N	239	244	241	250											
PK5	r_s	0.616**	0.550**	0.511**	0.605**	1										
	p	≤0.001	≤0.001	≤0.001	≤0.001											
	N	238	242	240	247	249										
PK6	r_s	0.521**	0.566**	0.472**	0.648**	0.660**	1									
	p	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001										
	N	240	245	242	248	247	252									
PK7	r_s	0.593**	0.550**	0.528**	0.584**	0.611**	0.688**	1								
	p	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001									
	N	240	245	242	248	247	251	253								
PK8	r_s	0.598**	0.600**	0.486**	0.577**	0.591**	0.608**	0.677**	1							
	p	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001								
	N	241	246	243	249	248	252	252	254							
PK9	r_s	0.475**	0.465**	0.424**	0.581**	0.573**	0.545**	0.626**	0.613**	1						
	p	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001							
	N	241	245	242	248	247	251	252	253	255						
PK10	r_s	0.535**	0.490**	0.450**	0.522**	0.514**	0.542**	0.561**	0.598**	0.635**	1					
	p	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001	≤0.001						
	N	240	243	240	246	245	248	249	250	252	255					
MOT1	r_s	0.004	0.112	-0.016	0.054	0.064	0.097	0.099	0.037	0.131*	0.141*	1				
	p	0.945	0.080	0.800	0.397	0.320	0.127	0.117	0.559	0.037	0.025					
	N	241	245	242	247	246	249	250	251	252	252	287				
MOT2	r_s	0.043	0.045	0.110	0.064	-0.003	0.067	0.088	0.055	-0.025	0.087	0.275**	1			
	p	0.510	0.486	0.088	0.317	0.958	0.297	0.168	0.388	0.692	0.172	≤0.001				
	N	240	244	241	246	245	248	248	250	250	250	279	281			
MOT3	r_s	0.072	0.066	0.156*	0.099	0.042	0.056	0.083	0.137*	0.082	0.156*	0.020	.583**	1		
	p	0.271	0.306	0.015	0.124	0.517	0.381	0.195	0.031	0.197	0.014	0.740	.000			
	N	238	242	240	244	243	246	246	248	248	248	278	279	280		
INT1	r_s	0.175**	0.262**	0.258**	0.202**	0.138*	0.145*	0.204**	0.197**	0.211**	0.248**	0.180**	0.222**	0.136*	1	
	p	0.006	≤0.001	≤0.001	0.001	0.029	0.021	0.001	0.002	0.001	≤0.001	0.002	0.000	0.023		
	N	242	246	243	249	248	251	251	253	253	253	282	280	278	286	
INT2	r_s	0.112	0.204**	0.126	0.221**	0.115	0.218**	0.224**	0.204**	0.270**	0.283**	0.201**	0.063	-0.038	0.323**	1
	p	0.083	0.001	0.051	≤0.001	0.072	0.001	≤0.001	0.001	≤0.001	≤0.001	0.001	0.296	0.532	≤0.001	
	N	240	244	241	246	245	248	248	249	249	249	277	273	271	278	281

**p<0.01, ***p<0.05

Source: Own research

After a thorough examination of every survey question, it was determined that there was a strong correlation between the hotel's location as a deciding factor, guests' perceptions and expectations of its ease of accessibility, and the overall significance of quality when assessing the hotel complex. As a result, respondents who cite location as their primary factor in hotel selection have higher standards for the hotel's overall quality and accessibility. There is no discernible relationship between the perceived quality of hotel service and respondents whose primary consideration is the variety of contents when selecting a hotel. Regarding the participants whose primary reason for selecting a hotel is events planning, there is a noteworthy positive correlation between their expectations regarding sports and leisure amenities, the hotel's guest suitability, and the overall significance of quality as measures of the perceived quality of the hotel service.

The relationship is more important when interacting with hotel staff. Specifically, there is a positive significant correlation with all indicators of perceived quality of hotel service for respondents who value staff professionalism. Therefore, those who give greater weight to staff professionalism have higher expectations and a better perception of the overall quality of hotel service in all areas, including overall experience, sports and recreational facilities, location, orderliness, variety of offerings, and attractiveness of the facility and environment. Most indicators also show a significant positive correlation between respondents' perceptions of the quality of hotel service and their emphasis on communication and methods for resolving potential objections or complaints in the hotel. The hotel complex's overall experience, its sports and recreation facilities, and its cleanliness and tidiness as a sign of dependability and professionalism are the exceptions.

Based on the aforementioned analysis, it can be concluded that the requirement to interact with staff is more closely related to the perceived quality of hotel service than it is to the differences in the reasons for choosing a hotel. To sum up, hypothesis H2. It is acceptable that there is a positive correlation between the perceived level of service quality in the hotel and the significant heterogeneity of hotel service users, their reasons for selecting a hotel, and the necessity of interactions with hotel staff.

In empirical research, there are several methodological limitations that could affect the obtained results, and thus the possibility of drawing conclusions based on them. In the research, a survey questionnaire was used as a data collection form and was distributed to hotel guests in Rogoznica and Split. The volume of the survey questionnaire was a complicating factor in obtaining data. Quality filling of the survey objectively required a longer time. As a disadvantage, it can be stated that part of the respondents who filled out the surveys did not fill in all the questions, especially those that required more time to write the answers. One of the disadvantages of the empirical research method is the tendency of respondents to answer not what they think, but what they consider acceptable. Another limitation of the conducted research is the non-representativeness of the sample of respondents for the research topic. Apart from a small number of respondents (299), most of them are between the ages of 24 and 46 (46.62% of respondents), so it can be assumed that these are younger people at the age when they show the greatest interest in the entertainment aspects of the offer and do not show a high interest in sports activities or the cultural aspect of travel or vacation. As a limitation, the time of the research can be cited, that is, the months of June, July, and August when the reasons for visiting are the sun, the sea, and the beach. Attitudes about choosing a hotel and about choosing a tourist destination are influenced by the lifestyle, knowledge, and education of respondents, and even age, and according to the results of the research, it can be concluded that the majority of respondents share the same values. Given the time limit and other conditions, the survey was translated into English. This made it difficult to survey all visitors, as not everyone speaks English equally well. During the empirical investigation, that is, the

distribution of questionnaires to be filled in, quite a few visitors could not, did not want to, were interested, or did not have time to fill out the questionnaire because they were on vacation.

Recommendations for future research include the analysis of a bigger sample size across different hotel categories, as well as the correlation between the views of hotel employees, management, and guests. Recommendations are also to do the research on visitors' satisfaction with hotel service, elements of the physical environment of the hotel where they stay and tourist destinations build on the limitations that emerged during the research. To create a quality questionnaire, it is necessary to have knowledge, information, and experience. With an appropriate research problem, a well-constructed and verified questionnaire, a representative sample of respondents, and with proper data collection and appropriate data analysis, a survey questionnaire can provide useful information. It is necessary to include as many respondents as possible who differ in their demographic and social characteristics and to examine more different age groups and groups of different origins, so that the collected data is more relevant and credible, and the research should also be conducted in other destinations on the Adriatic coast.

8. CONCLUSION

The satisfaction of the final customer, the hotel guest, is where quality in the hotel business starts and finishes. A hotel company's profitability, business efficiency, and customer satisfaction are all related. Attaining superior service quality raises guest satisfaction levels in the hotel, which in turn boosts revenue, raises sales prices, and reduces operating expenses. A crucial aspect of the hotel as a whole is quality, which encompasses all aspects of the establishment, including the management and staff as well as the position, destination values, and hotel interior. If the hotel company prioritizes end users and their satisfaction, it can reach a certain level of product and service quality. The goal of any serious hotel business is to acquire and retain the same customer base. As demonstrated in this paper, a wide range of factors that reflect the supplementary services and advantages of the hotel have an impact on the perceived quality of the service provided by the hotel. The study's findings show that the degree of friendliness displayed by the employees, the speed at which services are rendered, the wider range of hotel amenities, and security and protection all play a significant role. The location, variety of offerings, planned events, the allure of the building and surroundings, staff professionalism, ability to communicate and handle concerns and objections, etc., are the most often cited factors when selecting a hotel.

A better perception and higher expectations of the quality of hotel service in all aspects are held by respondents to this research, including the attractiveness of the facility and environment, sports and recreational facilities, location, tidiness, the variety of offerings, the overall experience, and the importance of service quality. Variables of the quality of the hotel service, such as the professionalism of the staff, communication, and ways of solving possible objections or complaints, are also mentioned.

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