



Scan to know paper details and
author's profile

Perceived Quality Service Evaluation in Ecuador Hotels

*Guillermo Remigio Angamarca Izquierdo, Yelenys Díaz González
& Carlos Cristobal Martinez*

Central University

ABSTRACT

The general objective of this article is evaluate the perceived quality service in Los Ríos hotels, Ecuador. The specific one are: 1. Know the dimensions and attributes, reliable to evaluate the perceived quality service in Ecuador hotels; 2. Measure the perceived quality service in 2/3 star hotels, Ecuador and 3. Measure the perceived quality service in 4/5 star hotels, Ecuador. The methodological strategy used was the application of a version of Servperf model, with dimensions and attributes adapted to the ecuadorian hotel environment (Quevedo, Los Ríos). A survey was conducted aimed at a sample of 385 guests (41 hotels).

Keywords: service quality, service marketing, tourism marketing, hospitality.

Classification: DDC Code: 823.914 LCC Code: PR6062.E33

Language: English



London
Journals Press

LJP Copyright ID: 573324
Print ISSN: 2515-5784
Online ISSN: 2515-5792

London Journal of Research in Humanities and Social Sciences

Volume 22 | Issue 16 | Compilation 1.0



© 2022. Guillermo Remigio Angamarca Izquierdo, Yelenys Díaz González & Carlos Cristobal Martinez. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncom-mercial 4.0 Unported License <http://creativecommons.org/licenses/by-nc/4.0/>, permitting all noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Perceived Quality Service Evaluation in Ecuador Hotels

Guillermo Remigio Angamarca Izquierdo^α, Yelenys Díaz González^ο
& Carlos Cristobal Martinez^ρ

ABSTRACT

The general objective of this article is evaluate the perceived quality service in Los Ríos hotels, Ecuador. The specific one are: 1. Know the dimensions and attributes, reliable to evaluate the perceived quality service in Ecuador hotels; 2. Measure the perceived quality service in 2/3 star hotels, Ecuador and 3. Measure the perceived quality service in 4/5 star hotels, Ecuador.

The methodological strategy used was the application of a version of Servperf model, with dimensions and attributes adapted to the ecuadorian hotel environment (Quevedo, Los Ríos). A survey was conducted aimed at a sample of 385 guests (41 hotels). The main results of the investigation were: The scale proposed for the evaluation of the quality perceived by the clients of the hotel service -HotelRíoServperf- evidenced reliability, validity and accuracy; in 2/3 star hotels, there is medium-low quality. The worst rated quality dimension is "Personal". In general, the customer's satisfaction level of 4/5 star hotels, with the total service of the hotel is medium-high. The perception of the image is average.

Keywords: service quality, service marketing, tourism marketing, hospitality.

Authors ^α: State Technical University of Quevedo. Faculty of Economic Sciences. Marketing career. Campus "Engineer Manuel Haz Álvarez" Av. Quito, Km 1.5 via Santo Domingo de los Tsáchilas. EC. 120301. Quevedo, Ecuador. (Ecuador) <https://orcid.org/0000-0001-8619-5520>.

^ο: Central University "Marta Abreu" of Las Villas. Road to Camajuaní km 51/2. Santa Clara. Villa Clara. Cuba. <https://orcid.org/0000-0002-9684-2987>.

^ρ: Central University "Marta Abreu" of Las Villas. Road to Camajuaní km 51/2. Santa Clara. Villa Clara. Cuba. <https://orcid.org/0000-0002-2226-0677> (Cuba).

I. INTRODUCTION

Currently, in the highly competitive hotel sector, it is an axiom that a quality service is key to increasing the volume of customers and revenue of a hotel. Especially than quality, according to Jaramillo-Bernal et al (2018), differentiates the product from other products or services, thus generating the desire to acquire them.

Therefore, it becomes crucial to know the levels of the perceived quality of hotel service (PCHS), since the modern company seeks "in addition to obtaining profits with the service, to have customer satisfaction" (Silva-Ordoñez, I. et al, 2019).

In order to build customer loyalty and make the hotel profitable, the assessment that the client makes of the tangible elements of the hotel, the evaluation of the staff that provides the service and the perception of the operation and organization of the services provided *must* be understood.

Regarding the perceived quality of the hotel service, Gallego (2002), states that "it is the satisfaction of customers on arrival, during the stay and on departure, that they leave with a positive attitude, feeling that everything they received is what they expected before staying, and that they have the confidence to return and be better served"; for Marín (2012), "it is the ability to know what customers want, ensuring that there

are no discrepancies between what has been programmed and done, so that the client perceives that satisfaction of their needs and, therefore, leaves the hotel delighted with the services, returns and, in addition, is the best advertising agent (the mouth/ear)"; Santiago and Vela (2015), point out that "it is the one that compares the expectations of customers with their perception of the service", finally, Veloz and Vasco (2016), point out that "it is the estimate made by the person who receives the service on whether what was expected of the service is met". In contrast, Monsalve and Hernández (2015), argue that the perceived quality of hotel service is nothing more than the "results perceived by a traveler when using a hotel".

Regarding the operationalization of the PCHS, Cronin and Taylor (1992) show that it can be measured only through perception (ServPerf method). Specifically for lodging services, Ekinci et al., 2003 and Wilkins et al (2007), in turn, argue that there are three types of quality of service in hotels that group physical products, service experience and quality of management. In this regard, Armstrong et al. (1997), recommend using Servperf as a scale of higher predictive level in the field of tourism and the sub-sector of accommodation.

In Ecuador, the province of Los Ríos has a hotel sector composed of 41 hotels. 81% of them are city location. The largest group of hotels in the province of Los Ríos (44%) belongs to the three-star categorization. 27% of hotels are categorized into 4 stars. These hotels are used for business and family tourism. Only one of the hotels is categorized as 5-star (2%). However, according to their categorization, the characteristics of 2- and 3-star hotels are very similar to each other –particularly in their small size and location– except for a little more comfort. Likewise, the characteristics of 4 and 5 star hotels are similar, so you could form 2 groups for analysis: 3/4 star hotels and 4/5 star hotels. Quevedo is the city with the highest number of hotels in the province (58.5% of the total). Therefore, this city is considered representative of the hotel sector of the province of Los Ríos, for the proposed evaluation. Quevedo

is located on the Ecuadorian coast. It is considered the ninth most important city in Ecuador. This city is the main economic and commercial artery of the entire province of Los Ríos. It is geographically located in Latitude: 1° 2' 30" S, Longitude: 79 ° 28'30" W, Climate: 23° C to 32° C. Population: 199,436 inhabitants (SENPLADES, 2019). Its EAP is 51,928. The exploratory investigations carried out in the hotel sector of the province of Los Ríos, showed a problematic situation in which, mainly, the degree of satisfaction that customers in the hotel sector have is unknown, since no evaluations have been made to customers to know the service perceived quality. In order to solve this problem, the general objective is to measure the quality of the service perceived by the hotel client in the city of Quevedo and as specific objectives: 1) to determine the reliability, validity and the dimensions and attributes of the scale proposed for the evaluation of the quality of service perceived by the customers of the hotels of Quevedo, Ecuador; 2) evaluate the overall level of quality perceived by the customer in the hotel sector, the level of customer satisfaction with the total service and the perception of the image of 2/3 star hotels; 3. evaluate the level of quality perceived by the client of the hotel sector, the level of customer satisfaction with the total service and the perception of the image of 4/5 star hotels.

II. METHODOLOGY

Prior to the determination of the measurement scale, the identification of dimensions of the service perceived quality was carried out, by means of the conglomerate method. Authors who have conducted research in the hotel sector were considered. The most frequent dimensions to determine perceived quality of service found by the conglomerate method, which were used in this research, are: 1. Tangible elements, 2. Personnel and 3. Organization of the service

Once the dimensions were found, the main attributes to be considered for the service perceived quality were determined. To that end, a qualitative study was developed with a triangulation of: a. In-depth interviews, b. Group dynamics and c. Direct observation. The

interviews were direct (individual-in-depth). The group dynamics were focus group. The observation was made with the "anonymous guest" technique.

Derived from the cluster analysis and qualitative triangulation used, Table 1 presents the dimensions and attributes selected for the customer's service perceived quality evaluation of the hotel sector of the city of Quevedo.

Table 1: Attributes Selected for the Evaluation of the Quality of the Service Perceived by the Client of the Hotel Sector of the Province of Los Ríos. 2019

Dimensions	Attributes
Tangible elements	H1 Noise Hotel_absence H2 Modern Hotel_Equipment H3 Parking Hotel_facilities H4 Comfortable Hotel_rooms H5 Attractive Hotel_Installations H6 Hotel_cleaning H7 Hotel_friendly website page H8 Competitive Hotel_prizes H9 Hotel_security facilities H10 Hotel_location H11 Hotel Tics
Personnel	P12 Personal_kindness Q13 Personal_appearance Q14 Personal_competent P15 Personal_discretion and respect for privacy Q16 Personal_Informacion accurate timeservice Q17 Personal_interest in troubleshooting customer issues P18 Personal_speed
Organization of the service	S19 payment Service_easiness S20 Guaranteed booking service S21 Service_time promised S22 Room service

Source: Own elaboration

Regarding the form of operationalization of the perceived quality of service to be used, it was done with the use of only one scale: that of perception, using the SERVPERF scale. This operationalization is justified because the concept of perceived quality of service is an evaluation of the level of service and as such should be measured solely in terms of performance, result or perception; it is more accurate and sufficient to obtain more real, valid and reliable information on the perceived quality of the service, often more robust, in psychometric terms, than the measure of perceived quality taking into account expectations. In accordance with the characteristics of the Servperf scale, two questionnaires were designed to evaluate the quality perceived by the client of the hotel sector of the city of Quevedo: one for 2 and 3 star hotels and another for 4 and 5 star hotels, considering

that their characteristics are different, although they have basic dimensions and attributes. (Gelvez, 2010).

The distribution of the sample was elaborated giving a specific weight to each of the hotels in the city of Quevedo, respecting the polystage sample design, with stratification by category of hotels and proportional affixation to the number of clients surveyed. The technical information of the questionnaire addressed to hotel customers of hotels in Quevedo is presented in Table 2.

Table 2: Technical Information of the Questionnaire Addressed to Customers of Hotels in Quevedo

Code	Dimension	Attributes	Assessment
Q1	Tangible elements	The hotel is noise-free in its facilities	1 2 3 4 5
Q2		The hotel has modern equipment (hot water, electricity, lighting, elevators, etc.)	1 2 3 4 5
Q3		The Hotel has parking facilities	1 2 3 4 5
T4		The Hotel has comfortable rooms	1 2 3 4 5
Q5		The hotel shows attractive facilities	1 2 3 4 5
Q6		The level of cleanliness of the Hotel facilities is high	1 2 3 4 5
Q7		The Hotel's website is friendly	1 2 3 4 5
Q8		Hotel prices are competitive (relative to its direct competitors)	1 2 3 4 5
Q9		The Hotel facilities are safe	1 2 3 4 5
Q10		The urban-geographical location of the hotel is adequate	1 2 3 4 5
Q11		Technology for information and communication (phone, wi-fi, cable) is good	1 2 3 4 5
Q12	Personnel	The staff is friendly all the time	1 2 3 4 5
Q13		The staff always shows a pleasant appearance (personal hygiene, uniforms, etc.)	1 2 3 4 5
Q14		Staff perform with professional competence (efficiency and effectiveness)	1 2 3 4 5
Q15		The staff acts with discretion and respects the privacy of the client	1 2 3 4 5
Q16		Staff always provide accurate information about the time services are provided	1 2 3 4 5
Q17		Staff always shows a genuine interest in solving customer problems	1 2 3 4 5
Q18		Staff perform quickly in service	1 2 3 4 5
S19		Organization of the service	There is easy payment for hotel services (credit card, checks, online payments)
S20	The reservation of the hotel rooms is fully guaranteed		1 2 3 4 5
S21	The Service is provided at the appointed time and in the promised times		1 2 3 4 5
S22	Room service is efficient and fast		1 2 3 4 5
G23	Global	Overall, my level of satisfaction with the total hotel service is good	1 2 3 4 5
G24		Overall, the overall quality of the hotel service is good	1 2 3 4 5
G25		The image of the hotel is good	1 2 3 4 5
CPC26	Post-purchase behavior	Would visit the hotel again	1 2 3 4 5
CPC27		Would recommend the hotel	1 2 3 4 5
CPC28		Leave the hotel	1 2 3 4 5
CPC29		Take legal action against the hotel	1 2 3 4 5
CPC30		Communicate dissatisfaction to the hotel	1 2 3 4 5
CPC31		Communicate people	1 2 3 4 5
CPC32		Communicate other institutions	1 2 3 4 5

Source: Own elaboration

The questionnaires of the scale were subjected to the evaluation of experts. It is evident that all the attributes under study present an arithmetic mean between quite adequate and very

adequate. Similarly, median and fashion express similar results. Basically, the attributes indicated in the questionnaire for the measurement of the quality of service in the 4/5 star hotels in the

province of Los Ríos are the same as those of 2/3 stars, except for the statements T2, "the hotel has modern equipment, (hot water, electricity, lighting, elevators, stairs with handrails, etc.)", T7, "the website of the Hotel is friendly" and T11, "the technology for information and communication (telephone, wi-fi, tv.cable) is good", due to the different characteristics of the facilities of each hotel.

On the other hand, the distribution of the total sample for the survey of 2/3 and 4/5 star hotels in the city of Quevedo is presented in tables 3 and 4. After the questionnaire was designed, the sample size was calculated. The population of the city of Quevedo was taken as population, 195,235 inhabitants (INEC, as of 2019). The formula for finite populations was used. Confidence level: 95%. The calculated sample was 385 individuals.

Table 3: Distribution of the Total Sample for the Survey of 2 and 3 Star Hotels. Quevedo, 2018

Code	Hotels	Star	Sample	Percentage
H1	White House	2	16	4,16%
H2	Central	2	16	4,16%
H3	Executive	2	16	4,16%
H4	Europe	2	16	4,16%
H5	Flower of Lebanon	2	16	4,16%
H6	Guayaquil	2	16	4,16%
H7	Imperial	2	16	4,16%
H8	Almaquint	3	16	4,16%
H9	Costa del Sol	3	16	4,16%
H10	Hotel Bravo	3	16	4,16%
H11	River Hotel	3	17	4,31%
H12	President	3	16	4,16%
H13	Rancho San Vinicio	3	16	4,16%
H14	Riverside	3	16	4,16%
H15	Tampa Bay	3	16	4,16%
Total			241	62,50%

Source: Own elaboration

Table 4: Distribution of the Total Sample for the Survey of 4 and 5 Star Hotels. Quevedo, 2018

Code	Hotels	Star	Sample	Percentage
H16	Cocoa aroma	4	16	4,16%
H17	Barros	4	16	4,16%
H18	Hotel Boutique Crespo	4	16	4,16%
H19	English	4	16	4,17%
H20	Santander	4	16	4,16%
H21	Olympic	4	16	4,16%
H22	Palmar del Sol	4	16	4,16%
H23	San Andres	4	16	4,16%
H24	Jade	5	16	4,16%
Total			144	37,50%

Source: Own elaboration

III. RESULTS

3.1 Determination of the Reliability and Validity of the Scale to Be Used

The scale was subjected to a further peer review. It is observed that all attributes have the same arithmetic mean between quite adequate

and very adequate. Median and fashion also express similar results. In addition, in all respects the consensus index exceeds 75%, which is considered significantly good. Once the questionnaires of the scale were reviewed, the pretest of the questionnaire (the pilot test) was carried out, based on 10% of the individuals in the

sample (40 rounded), which was divided into 2 surveys of the individuals of the 2/3 star hotels, and 2 of those of 4/5 stars of Quevedo. The attributes were investigated, with the purpose of determining the reliability of the questionnaire, by means of Cronbach's alpha test, which evidenced values higher than 0.08, meaning its validity and accuracy. The answers to the questionnaire questions were coded according to the Likert scale, with a rating from 1 to 5. The value 1 was assigned to nothing satisfactory and 5 to totally satisfactory. The pilot data shows a confidence of .962 in 2/3-star hotels and .935 in 4/5-star hotels. These values show that the questionnaire of the proposed scale, as an instrument, presents a high correlation between its items and is sufficient to guarantee that the scale is reliable, valid and accurate; that is, with error-free measurements. Also, in all variables

and attributes, the consensus index exceeds 75%, a percentage that is considered acceptably good.

Consequently, according to the criteria of the experts, the scale, and the proposed questionnaire (HotelRíoServperf), provides comprehensive guidelines, has a systemic character and presents potentialities for the evaluation of the quality of service perceived by the client of the hotels. Similarly, it is applicable to the specific characteristics of the hotel sector of the city of Quevedo, Ecuador.

3.2 Measurement of Perceived Quality in 2/3 Star Hotels

The data obtained on the worst statements in general and the worst statements by dimensions are shown in Table 5.

Table 5: Worst Statements in General and by Dimensions in 2/3 Star Hotels

Dimensions	Declarations	Stocking
Tangible elements	Overall the overall quality of the hotel service is good	2,98
	The hotel is noise-free in its facilities	2,86
	The hotel has modern equipment	2,98
	The Hotel has parking facilities	2,99
	The hotel shows attractive facilities	2,98
	The Hotel's website is friendly	2,98
Personnel	The staff always shows a pleasant appearance (personal hygiene, uniforms, etc.)	2,81
	Staff perform with professional competence (efficiency and effectiveness)	2,79
Organization of the service	There is easy payment for hotel services (credit card, checks, online payments)	2,91
	The reservation of the hotel rooms is fully guaranteed	2,99

Source: Own elaboration

Table 6. reflects the statistical analyses carried out for the evaluation of the quality of service perceived by the clients of Hotels.

Table 6: Statistical Analysis of Significant Differences and Relationships Between Variables

Techniques	2/3 star hotels		4/5 star hotels	
	Value	Signification	Value	Signification
Used				
Wilcoxon	38.071	0.141	16.60	0.990
	37.000	0.140	85.90	0.392
	39.032	0.144	21.82	0.310
Mann-Whitney	300.201	0.182	912.00	0.283
Kruskal Wallis	4.082	0.668	5.044	0.169
Pearson Coefficient	1.000	0.000	1.000	0.000
Spearman Coefficient	1.000	0.000	1.000	0.000
Eta Coefficient	1.000	0.685	1.000	0.782
Test F	97.738	0.000	35.55	0.000
R ²		0.553		0.420
Test T		1.369		1.591

Source: Own elaboration

It is observed that there are no significant differences between global quality and global satisfaction in 2- and 3-star hotels, because the significance level of the Wilcoxon test is 0.14, that is, greater than 0.10. There are also no significant differences between the variables related to the perceived quality of the service (image, expected quality, the three dimensions of service quality, specific satisfaction, global quality and global satisfaction) and the seven customer post-purchase behaviors (return, recommend, abandon). , legal actions, communicate to the entity, communicate to other people and communicate to other institutions) according to the type of client, gender, age of the respondent, because, to try to explain, or predict, the relationship between the image, the expected quality, the quality dimensions, the specific satisfaction, the global satisfaction (independent variables) and the global quality of the service (dependent variable) the linear regression analysis is used. Before proceeding to this analysis, the analysis of the degree of linear association between the independent variables and the dependent variable is carried out using the Pearson and Spearman correlation coefficients and, in addition, the Eta coefficient, for the studies carried out, resulting that for each one of the independent variables considered and global quality there is a direct and highly significant relationship. Based on this analysis, the seven independent variables are included in the linear regression model to determine their influence and degree of prediction with respect to the dependent

variable, in this case, global quality. Previously, it was verified that the estimated model does not violate the hypotheses of normality, linearity, homoscedasticity and independence.

The results of the multiple regression analysis are as follows:

1. Fisher's F test yielded a very significant value for the study carried out and for the seven post-purchase behaviors. Therefore, independent variables satisfactorily predict all variables dependent on post-purchase behaviors.
2. The adjusted coefficient of determination (adjusted R²) was high. The dimensions of the quality of service and the expected quality/expectations are four variables that explain the behavior of the overall quality, with values of approximately 55%. By adding two variables to the study (overall satisfaction and image), the seven independent variables explain the overall quality with values greater than 80%.
3. Overall quality and quality dimensions are four variables that explained, with values higher than 57% (adjusted R²), that customers return to receive hotel services, recommend said hotel and its services, communicate their dissatisfaction to the hotel, leave the hotel and take legal action. By adding the global satisfaction variable, the five independent variables were able to explain the behavior of these five post-purchase behaviors with values greater than 75%.

4. The analysis of the T tests, to measure the contribution of each independent variable, indicated that the seven independent variables explain the overall quality, the results are highly significant.
5. Overall quality, quality dimensions and overall satisfaction are five variables that explained, with values higher than 75%, that customers communicate their dissatisfaction to other people and other institutions. 5) According to the results obtained from the analysis of the T tests, which are highly significant, the five independent variables considered explain the behavior of the seven post-purchase behaviors. Likewise, we proceeded with the analysis of the relationship between the quality dimensions, the overall quality, the overall satisfaction (independent variables) and the seven post-purchase behaviors of the client (dependent variable).

On the other hand, the degree of linear association between the independent variables and the dependent variable was as follows:

1. For each of the independent variables considered and the first two post-purchase behaviors (return and recommend) there is a direct and highly significant relationship between the variables, that is, the probability

2. For each of the variables and the five remaining post-purchase behaviors (communicating to the entity, abandoning, legal actions, communicating people and communicating to other institutions) there is an inverse and highly significant relationship, that is, the probability that the client communicates his dissatisfaction to the entity, abandons the branch service, carries out legal actions, communicate your dissatisfaction to other people and communicate it to other institutions decreases, as the overall quality, quality dimensions and customer satisfaction improve.
3. Based on this analysis, the four independent variables are included in the linear regression model, to know their influence and degree of prediction with respect to the seven post-purchase behaviors, after verifying the assumptions of the regression model. It is important that hotels take into account these five variables and draw up strategies for their improvement, as they influence the seven behaviors that client shows.

3.3 Measurement of Perceived Quality in 4/5 Star Hotels

Table 7: Worst Statements in General and by Dimensions in 4 and 5 Star Hotels

Dimensions	Declarations	Stocking
Tangible elements	The Hotel's website is friendly	4,01
	Hotel prices are competitive (relative to its direct competitors)	3,76
Personnel	Technology for information and communication (telephone, tv.) is good	3,89
	The staff always shows a pleasant appearance (personal hygiene, uniforms, etc.)	3,99
	Staff perform with professional competence (efficiency and effectiveness)	3,95
Organization of the service	There is easy payment for hotel services (credit card, checks, online payments)	3,88

Source: Own elaboration

The Wilcoxon test, whose value is greater than 0.10, showed that there are no significant differences between overall quality and overall

satisfaction. Regarding the statistical analysis of relationships, correlations and linear regression in 4/5 star hotels, a behavior similar to that found in

2 and 3 star hotels is observed: there are no significant differences between the variables related to the perceived quality of service (image, expected quality, the three dimensions of quality of service, specific satisfaction, overall quality and overall satisfaction) and the seven post-purchase behaviors of the client, because the level of significance of the Mann-Whitney and Kruskal-Wallis tests is above 0.10. On the other hand, it is found that for each of the independent variables considered and the overall quality there is a direct and highly significant relationship. From the analysis in the linear regression model, it is evident that the independent variables satisfactorily predict the dependent variable overall quality. The dimensions of the quality of service are three variables that explain the behavior of the overall quality, with approximate values of 42%. By adding two variables to the study (overall satisfaction and image), the five independent variables explain the overall quality with values higher than 44.7%. In the analysis of the relationship between quality dimensions, overall quality, overall satisfaction (independent variables) and the seven post-purchase behaviors of the client (dependent variable), it is evident that the degree of linear association between the independent variables and the dependent variable is similar to that of 2/3 star hotels.

IV. DISCUSSION

It is observed that in 2/3 star hotels there is average quality, because the Servperf/Likert ratings fluctuate between 2 and 3 points (2.91). The worst rated quality dimension is that of "Personnel". The most important dimension for customers is "tangible or installations" and this is the one best valued by customers (2, 96). In general, the level of customer satisfaction with the total service of the hotel is medium-low. The perception of the image is mediocre. The clients of the hotel service consider that the hotels should consider as strengths the attributes of level of cleanliness of the facilities of the hotels, their security, the urban-geographical location, the kindness, discretion and respect of the staff to the privacy of the client, ease of payment for the services of the hotel, the promise fulfilled of the

service and its times and the speed in the service to the room. On the other hand, for greater customer satisfaction, according to Marín (2012), Santiago and Vela (2015), attention should be paid to possible improvements in the facilities of the hotels, (hot water, elevators, stairs with handrails and inclusive accesses), parking facilities, more comfort in the rooms (better mattresses, multimedia), painting and modern and attractive materials and guarantee of compliance in room reservations. In the same way, care should be taken not to exceed the wasteful use of the telephone and television. 56% of customers said they would receive services again and recommend others to receive hotel service (average scores very close to 3). Since the significance level of the Mann-Whitney and Kruskal-Wallis tests is above 0.10. Therefore, Los Ríos hotels do not require specific strategies according to the type of client, sex, age and time of experience. Consequently, the probability that the overall quality will increase is due to the increase in the image, the quality dimensions, the specific satisfaction and the overall satisfaction felt by the customer.

As for customer perceptions in 4/5-star hotels, the quality, in general, is moderately positive. The level of customer satisfaction with the total service of the hotel is medium-high (3.91). The image of the hotel perceived by customers is medium (3.1). On the other hand, considering that between the independent variables considered and the overall quality there is a highly significant relationship, the probability that the overall quality will increase is due to the increase in the image, the expected quality, the quality dimensions, the specific satisfaction and the overall satisfaction experienced by the client. Based on the fact that the Wilcoxon test shows a value greater than 0.10, and that there are no significant differences between overall quality and overall satisfaction, 4/5 star hotels should consider strategies, tactics and actions aimed at improving the level of customer satisfaction. Hotels should consider as strengths to be free of noise in their facilities, modern equipment, the appropriate urban-geographical location, respect for the privacy of the client by

the staff, accurate information about the time at which the services are provided, the guaranteed reservation of the rooms, the service provided at the appointed time and in the promised times. In the same way, according to Veloz and Vasco (2016) and Monsalve and Hernández (2015), possible improvements in parking facilities, more comfortable rooms and attractive facilities must be addressed, increasing the level of cleanliness of the facilities, security, kindness, genuine interest in solving customer problems, faster and more efficient room service. 88% of 4/5 star hotel customers say they would most certainly receive services again and recommend others to receive hotel service (average scores very close to 4).

V. CONCLUSIONS

1. The scale proposed for the evaluation of the quality of service perceived by the clients of the hotels under study -Hotel Río Servperfevidenced reliability, validity and precision. It allowed to know the dimensions and attributes, reliable and valid, to evaluate the quality of service perceived by the clients and the current servo-productive situation of the hotels in Quevedo, Ecuador.
2. In 2/3 star hotels, there is medium-low quality; Servperf /Likert ratings fluctuate between 2 and 3 points (2.91). The worst rated quality dimension is that of "Personnel". The most important dimension for customers is "tangible or installations" and this is the one best valued by customers (2, 96). In general, the level of customer satisfaction with the total service of the hotel is medium-low. The perception of the image is mediocre
3. The perceptions of the clients of the hotel service of Los Ríos, in 4/5 star hotels, about the quality, are moderately positive. The level of customer satisfaction with the total service of the hotel is medium-high (3.91). The image of the hotel perceived by customers is medium (3,1).

BIBLIOGRAPHY

1. Armstrong et al. (1997). Perceptions of Service Quality in hotel industry. Science and engineering ethics. 3 (1):63-84. <https://philpapers.org/rec/ARMPRF>.
2. Cronin, J. J.; Brady, M. K. & Hult, G. T. (2000). Assessing the effects of quality, value and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*. Vol. 76, No. 2, pp. 193-218.
3. Ekinci et al. (2003). Service quality in Cretan accommodations: marketing strategies for the UK holiday market. Volume 22, Issue 1, March 2003, Pages 47-66. *International Journal of Hospitality Management*
4. Gallego, P. (2002). Hotel management: a new vision. Spain: Paraninfo.
5. Gelvez, J. (2010). Questionnaire to evaluate the quality of sports services. <https://riuma.uma.es/xmlui/bitstream/handle/13462>.
6. Jaramillo-Bernal, C. et al. (2018). Association between extrinsic and intrinsic motivations and purchase decision in luxury products in Colombia. University of Zulia. *Journal of the Faculty of Economic and Social Sciences*, Vol. XXIV, No. 3, 2018.
7. Marin, S. (2012). Quality management in hotel companies. www.papersdeturisme.gva.es/ojs/index.php/Papers/article/download/15/12
8. Membrado, J. (1996). European model of total quality for hotel companies. *Tourist Studies*, 136, 7-29.
9. Monsalve, C. & Hernández, S. I. (2015). Management of the quality of service in the hotel industry as a key element in the development of sustainable tourist destinations: Bucaramanga case. *Business Administration School Magazine*. No. 78, January/June. Bogota.
10. Santiago, C.M. & Vela, S. G. (2015). Analysis of the quality of service of the users of "cumaceba lodge" period 2015–Iquitos. Thesis to opt for the professional title of Bachelor of International Business and Tourism. National University of the Peruvian Amazon. Peru.
11. SENPLADES (2019). Final accountability report. Quito: 2019.
12. Silva-Ordoñez, I. et al. (2019). Quality in service as a planning tool in companies in the tertiary sector. University of Zulia. *Journal of Social Sciences*, Vol. XXV, No. 2, 2019. 83-95

13. Veloz, C. & Vasco, J. (2016). Quality in the service of second-class hotel companies. UNEMI Science Magazine. Vol. 9, No. 18, June 2016, pp. 19 – 25.
14. Zanfardini and others, (2008) Quality in Tourist Reporting Offices: Neuquén Case https://www.researchgate.net/publication/275344585_Request_PDF_on_ResearchGate | On Jan 1, 2008.