

## SERVICE QUALITY ANALYSIS - HOTEL ALPIN (POIANA BRASOV)

**MADAR ANCA**

ASSOCIATE PROFESSOR, FACULTY OF ECONOMIC SCIENCES AND BUSINESS  
ADMINISTRATION / DEPARTMENT OF MARKETING, TOURISM AND INTERNATIONAL  
BUSINESS "TRANSILVANIA" UNIVERSITY OF BRASOV, ROMANIA,  
e-mail:ancamadar@yahoo.com

**NEACȘU NICOLETA ANDREEA**

ASSISTANT PROFESSOR, FACULTY OF ECONOMIC SCIENCES AND BUSINESS  
ADMINISTRATION / DEPARTMENT OF MARKETING, TOURISM AND INTERNATIONAL  
BUSINESS, "TRANSILVANIA" UNIVERSITY OF BRASOV, ROMANIA,  
e-mail:deea\_neacsu@yahoo.com

### **Abstract:**

*Hotel Alpin was built in 1971 in Poiana Brasov resort and has a 4 star quality ranking at the moment with the apart hotel having a 5 stars ranking. At the moment in the tourism market the service quality and client satisfaction are very important for being successful. This paper is analyzing through market research, clients' satisfaction towards the service quality provided by Hotel Alpin. The purpose of this research is to validate the reputation of the hotel.*

**Key words:** quality, satisfaction, hotel service, tourist

**Clasificare JEL:** M40, M41

### **1. The quality of hotel services**

Due to the diversification of the hosting options, the hotel service is not only limited to accommodation, but it is supplemented by a series of additional benefits which consist of different activities. The additional accommodation services range is almost endless and hard to distinguish from the base function. The variety is dependent on the technical and material base in terms of construction type, degree of equipment, comfort category. According to Bărbulescu Șeitan O et.al, (2008) the following dimensions have an important influence on the overall accommodation: stuff, cleanness, kitchen, outer area and primary services.

The quality of hotel services is a determining factor for attracting and retaining customers. The quality of a hotel services is perceived differently by the customer and service provider. The client perceives the service in terms of his needs, which are influenced by economic and social factors.

The quality of hotel services can be distinguished by 3 instances:

- a) quality required and expected by the client - represents customer requirements
- b) quality provided by the beneficiary – this depends on the requirements and expectations of the clients and on the conditions and requirements of the society.
- c) obtained quality (real quality)– the actual achieved quality of the service.

The understanding and evaluation of the quality are very important for the client when selecting a supplier. For a prestigious company to offer high quality services it is necessary to know and understand clients' demand before services delivery and their reaction after the delivery.

For the evaluation of the service quality, it is necessary to compare the characteristics of the service against a certain standard. Any noncompliance (real or potential) can generate client dissatisfaction and can result in the choice of another supplier. Loosing clients – in mid-term or long-term - can lead to bankruptcy.

### **2. Hotel Alpin Description**

Hotel Alpin was built in 1971 in the resort Poiana Brasov, Romania. The hotel has 9 floors which are used for accommodation and are divided into 2 wings: a short and the long one. Recently a third residential wing was built, which consists of 114 luxury apartments opened on the 19 of December 2009. These wing features an exclusive location, defined by prestige, comfort, security and by a spectacular views of Postăvarul Mountain, Piatra Craiului Mountain and the ski slopes of the resort.

The hotel has been constructed in a specific mountain style, fitting the landscape. It was initially

awarded 3 stars, but after the renovations which took place in 2004-2005 it was upgraded to 4 stars. Likewise, the apart hotel was initially awarded 4 stars and upgraded to 5 after a year.

The company S.C. Alpin S.R.L which owns Alpin Hotel has hotels and other similar accommodation facilities like current activity. Alpin hotel and restaurant complex has a privileged location in the center of Poiana Brasov resort which offers a spectacular view on the landscape. At the moment, it has the largest accommodation capacity outside Bucharest – offering 731 places:

- Ø 114 luxury apartments (2 bedrooms, living room, mini-kitchen and balcony – facing the mountains including the 5 star apart hotel
- Ø 144 standard rooms, exclusive and apartments in the 4 star hotel.
- Ø Restaurants with traditional and international cuisine
- Ø Bar and club opened 24 hours
- Ø Tosca and A Propos restaurants have a pleasant interior design, offering a wide range of traditional and international dishes and a selection of wines which can be recommended by local specialists.
- Ø Alpin Vitarium Spa – a relaxing place in the middle of nature surrounded by birch and pine trees.
- Ø Semi-Olympic swimming pool, pine aroma sauna and fitness gym
- Ø Fitness gym for activities such as: Kangoo Jumps, Pilates, Aerobic, Step Choreography, and Stretching;
- Ø Interior garden – equipped for barbecues and outdoor fitness
- Ø 2 terraces and an open bar
- Ø Children playgrounds inside the hotel and in the garden – offering supervisory staff who organizes interactive activities for children;
- Ø Conference hall: 38 functional rooms hosting between 10 and 500 people

### 3. Qualitative Research - Hotel Alpin service quality evaluation

Servqual Research qualitative method was applied for the services quality evaluation of Hotel Alpin. This method is widely used for services quality evaluation and was used in different contexts such as: professional services, health services, tourism, transport, library, telecommunication, trading etc. The quality of the services analyses was influenced by different factors (quality dimensions): tangibility, reliability, responsiveness, trust and empathy.

- *Tangibility* – weighting 11% - referring to tangible elements (equipment, personal, advertising materials).
- *Reliability* – weighting 32% - the capacity to provide the service in a correct and safety way and always on the promise level of quality.
- *Responsiveness* – weighting 22% - the desire to come in for help the client and to provide the service timeliness.
- *Assurance (trust)* - weighting 19% - the capacity to inspire safety and trust to the clients, and also the employees competence, respect and honesty.
- *Empathy* – weighting 16% - the capacity of ease contact and ease communication with the clients.

Each dimension is determined by a number of 4-6 questions specifying the requested service expectations and quality service perception (performances or results) of the tourists after experiencing the service.

The procedure of measuring and evaluating the service quality using Servqual method consist in following steps:

**Step 1** - to set the requirements regarding service quality. Depending on the service domain, the meaning of these five dimensions is adjusted and the attributes content of each dimension is reformulated.

**Step 2** –collection of data based on questionnaires and interviews. For data collection it is used questionnaire technique. Of the rule, there are use two questionnaires: the first questionnaire register “The clients’ requirements regarding service quality” and the second register “The perception of the clients regarding service quality”.

**Step 3** –calculation and to determination of the service quality indicators. The data collected through questionnaires are systematized and arranged in a form that enable to the calculation of the service quality indicators.

**Step 4** - presentation and interpretation of data.

The final result of the evaluation, the “quality service” indicator expressed as difference between perceptions and expectations has following interpretation:

- Positive values shows a better quality than the expected one
- Negative values shows a weak quality
- 0 value signify a satisfying level of quality

The Servqual metod used for this research was divided into two sections: (1) first one composed of 33 statements which define customers’ expectations regarding the service quality and (2) the second section consists

of 33 statements which measures consumers’ perception of the services. The results are than compared for obtaining the difference between customer expectations before the service and their perception after the service on each of the five mentioned quality dimensions.

A survey consisting of a sample of 8 people has been conducted to measure the service quality of the hotel. The sample consisted of:

Regarding age

- 3 people between 20-29 years old
- 4 people between 30-39 years old
- 1 person between 40-49 years old

Regarding gender, the sample was split as following:

- 5 women
- 3 men

Regarding the level of education, the sample was split as following:

- 6 people with high level of education (college)
- 2 people with medium studies (high school)

The results of the survey analysis are presented in the Table No 1.

**Table nr. 1 General service quality (unweighted)**

No	Dimension	Average value of the service quality
1	Tangibility	11
2	Reliability	0
3	Responsiveness	1
4	Trust	3
5	Empathy	5
	<b>Total</b>	<b>20</b>
	<b>General service quality (unweighted)</b>	<b>Above client expectations</b>

As it can be seen, the average value of the service quality is represented by the positive value (20). This proves clients’ satisfaction, indicating a good service quality.

The dimensions ranking by score can be seen in Table No 2.

**Table nr.2 Dimensions Ranking**

No. crt.	Dimension	Average value of service quality
1	Tangibility	11
2	Empathy	5
3	Trust	3
4	Responsiveness	1
5	Reliability	0

It can be seen that „Tangibility” is ranked first, with a score of 11, showing that it is situated above clients’ expectations. This is followed by „Empathy”, with a score of 5, placing this dimension above clients’ expectation as well. Ranked 3rd is „trust”, with a value of 3 representing a good service. „Responsiveness,, scored 1, still being above client’s expectations. „Reliability“is ranked last, with a value of 0. As it is not a negative value, clients do not experience dissatisfaction on this dimension.

#### 4. Conclusions

On the tourism service market offering only accommodation is not enough. It is important to offer quality services in order to attract and retain customers in a hotel unit. The quality of a hotel services is perceived differently by the client and service provider, as the client perceives the services in terms of his needs.

The research conducted in the hotel Alpin (Poiana Brasov) shows that for the selected tourist sample, the general services quality is above clients ‘expectations, with a 20 higher score. This high value obtained by the hotel following the research proves the high services quality. This shows that the reputation of the hotel is grounded, as the services quality is appreciated by the tourist.

References

1. Bărbulescu(Şeitan), O., Ispas, A., Gil Moreno,S., Arana Padilla,J.(2008), *Understanding the decision of the tourist when choosing an accommodation: the impact of the image*, Proceedings Internacional Conference Present and Future Challenges of the Common E.U. Policies, Braşov 2008, pag. 133.
2. Ionicică, M., (2003) *Economia serviciilor. Teorie și practică*, Editura Uranus, Bucureşti, pag. 72-80.
3. Ispas, A., (2011) *Marketing turistic*, Editura Universităţii Transilvania din Braşov, pag. 171-181.
4. Ispas, A., Untaru, E., Neacşu, N.A., Perceptions of restaurant managers about the quality of products and services offered to consumers. Case study: the city of Brasov, *Revista de turism – studii si cercetari in turism*, nr.13/2012, pag. 5-13.
5. Minciu, R., (2006) *Economia turismului*, Editura Uranus, Bucureşti, pag. 45-50, pag.265.
6. Madar, A., Neacşu, N. A., Untaru, E. (2006) *Calitatea serviciilor: premisa protecţiei consumatorului*, Editura Universitatii Transilvania Brasov, pag. 30 – 36.
7. Sandoval - Strausz Hotel (2007) *Hotel An American History*, Yale University Press, pag. 1-3.
8. <http://www.um.ase.ro/no8/5.pdf>