



Tangibility and Reliability Components of Service Quality as Drivers of Environmental Sustainability of the Hospitality Sector

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Abstract

Organizations are expected to engage service quality parameters, so as to be able to meet customers' expectations, satisfy the customers and ensure customer loyalty. SERVQUAL model has well been explored for service quality by different studies. Tangibility and reliability dimensions of service quality were engaged for this study. Tangibility depicts physical facilities and structures of an organization deployed to satisfy customers. Reliability dimension of service quality implies how reliable the services of an organization are perceived by customers. Quantitative methods of research were engaged for this study. Data were collected with questionnaires and the data were analysed using descriptive and inferential statistics. This study revealed that Owu Crown Hotel have achieved greatly with respect to the deployment of the tangibility and reliability components of service quality. The physical facilities of the hotel have generally been rated high by the respondents and as such these facilities have largely met the expectations of their guests. This is connected with the fact that the guests have also largely rated the services of the hotel as reliable. The analysis conclusively reveals that tangibility is essentially the driver of environmental sustainability for this study.

Keywords: Tangibility, reliability, service quality and hotel.

1. Introduction

Service quality is very important for the development and sustainability of all organizations. Service quality as a concept is the cornerstone of contemporary businesses and it is a very important indicator of the sustenance and successes of business entities in different sectors (Jeyalakshmi & Meenakumari, 2016). Customers have different levels of demands hence, organizations are also expected to device different approaches of meeting these demands in real time. The nature of the demands of modern customers as well as an increase in the focus of their satisfaction have compelled different business entities for instance banks and educational institutes to place

high priority to service quality management (Jeyalakshmi & Meenakumari, 2016; Sugiarto & Octaviana, 2021). An organization is expected to consider offering service quality to its customers through all of its operations. There is an expansion of online commercial engagements, therefore, it has become increasingly important to enhance service quality via trustworthy shipping organizations (Prasetio et al., 2025). Service quality is also expected to create an impressive level of patient experience and satisfaction in the medical sector (Alfatafta et al., 2025). A scoping review on mental health as well as suicide prevention services in Australia revealed that service

landscape is broad and it is very important for measuring service quality (Slade et al., 2025). Service quality must also be rendered in the educational sector, especially with respect to the educational institute prioritizing rendering quality services to its customers. Jeyalakshmi & Meenakumari (2016) noted that a concentration on quality management is responsive to the need of satisfying the demands of customers (learners) as well as improving general organizational proficiency, which could result to the quality management templates as well as the identification of service instead of product. It is notable that when customers affirm that an organization has rendered quality service to them, it can aid the organization to achieve a high level of customer loyalty. Expedition services create an interconnection between service quality, customer perceived value, satisfaction, trust and enhanced loyalty (Prasetio et al., 2025). For all business entities to ascertain continued customer patronage and build new customer base, it cannot be overemphasized that such business entities must emphasize service quality in their offerings.

It is notable that the hospitality and tourism industry are essentially service driven industries that are set out to meet the leisure, accommodation and educational desires of tourists/guests. It is most definitely important for the hospitality and tourism industry to prioritize service quality while meeting the desires and needs of their tourists/guests. Service quality can be confirmed as a very important indicator in the hospitality sector, because it substantively impacts customer satisfaction as well as their intents on recommending a service (Yang et al., 2025). Literature on service quality has considerably evolved with respect to its dimensions, consumer behavioral patterns and so on (Jeyalakshmi & Meenakumari (2016) examined service quality from the

prism of reviewed literature; Yang et al. (2025) examined the effects of service quality on customer satisfaction and recommendation intention; Prasetio et al. (2025) studied the role of service quality, customer perceived value, and trust in enhancing customer satisfaction of expedition service; Temory (2024) examined the effect of service quality on customer satisfaction and loyalty: A case study of hotel industry in Afghanistan; Alfatafta et al. (2025) assessed service quality and its impact on patient experience and satisfaction in prosthetics and orthotics using a SERVQUAL-based cross-sectional study. This study however engaged a broad objective of examining tangibility and reliability components of service quality as drivers of environmental sustainability of the hospitality sector, specifically Owu Crown hotels. Owu Crown Hotel is located in Ibadan, Oyo State. It is located along km 2 Monatan Iwo Road Dual Carriage. It was established in 2005 and it has offered impressive hospitality services to people from different quarters.

2. Literature Review

Service Quality

Servqual model is a foundational model in the research of service quality. The research on service quality began with SERVQUAL model (Parasuraman, 1988). Servqual model is the first model in the study of service quality and it states that service quality's perception by customers is premised on the gap existing between what they expect and what they perceive of the rendered service (Alfatafta et al., 2025). It is used to describe and quantify the perception of consumers about the quality of service that has been rendered to them by an organization. Servqual model was established by Parasuraman and it states that there are five key dimensions of service quality, namely, tangibility, reliability, assurance, responsiveness and empathy. Tangibility is a dimension that is

associated with the physical facilities, equipment, personnel and communication gadgets in an organization (Alfatafta et al., 2025; Sugiarto and Octaviana, 2021). It refers to the organizational facilities that can both be seen and touched. They are tangible facilities set in place by an organization to make the organization accessible, attractive and satisfy the organization's customers. Prasetio et al. (2025) noted that the concrete as well as obvious components of a business, for instance, infrastructures equipment and general appearance of staff members feed into tangibility. Jeyalakshmi & Meenakumari (2016) noted that the tangibility components of an organization is inclusive of the organization's modern equipment, visually attractive facilities, staff appearance and visually appealing materials associated with the services to be rendered.

Reliability implies factors that make customers perceive that the services of an organization are reliable. It depicts the capacity of dependably and accurately performing promised organizational services to customers (Alfatafta et al., 2025; Sugiarto & Octaviana, 2021). Reliability is established when organizational transactions are correct in terms of processes and timely delivery. Reliability depicts an organization's capacity to show steadfastness as well as specific fulfilment of their promised services (Prasetio et al., 2025). Jeyalakshmi & Meenakumari (2016) noted that the reliability component is underpinned by customer problem solving capacity of the organization, delivering pertinent service from the first visit, provision of promised service, insistence on zero defect policy, readiness to help customers and readiness to respond to customer request.

Assurance encompasses the knowledge and courtesy of employees and their ability to inspire trust and confidence in

customers. An assured customer has high level of confidence when organization staff members exhibit high level of competence and professionalism. Prasetio et al. (2025) noted that assurance depicts the proficiency, politeness and effectiveness of staff members in fostering trust and assurance. Assurance involves the courtesy as well as competence of medical professionals and their abilities for instilling confidence in their patience via the provision of clear guidance on the usage and maintenance of devices (Fachri, 2024).

Responsiveness is anchored around the readiness and willingness of organizational staff members to render appropriate and prompt level of help to their customers. It depicts a prompt response time to customer's inquiry or a very brief wait time for customers' inquiry to be attended to. Jeyalakshmi & Meenakumari (2016) noted that responsiveness implies being prompt with respect to service delivery to customers. Responsiveness involves the measurement of the willingness of service providers to be prompt in assisting patients, minimize wait time and increase accessibility to services (Fachri, 2024).

Empathy involves the provision of care as well as personalized attention to customers. Jeyalakshmi and Meenakumari (2016) asserted that empathy involves giving due attention to individual customers, focusing on customer's interests and understanding specific needs of customers.

Environmental Sustainability

Sustaining the environment is very important for the survival of human beings, businesses and different forms of projects. Environmental sustainability implies the balance that must be struck between the environment and activities in the environment, where both of them interact without being detrimental to each other (Lim, 2016). It involves exploration/exploitation of the

environment without utterly destroying it. It simply implies responsible usage of the component of the environment, such that it will still be available to be used in the future. The environment gives life to everything in and around it. Hence, issues bothering on environmental sustainability are very important to all stakeholders of the environment. Environmental sustainability is essentially a serious issue for policy makers and the general people (Jones et al., 2016). Businesses set out essentially to make as much as profit, hence, they explore all the resources in their environment for such purpose. This concern has been driven by the undesirable consequences of economic and demographic growth on the consumption of natural resources (Lim, 2016).

The environment of the tourism and hospitality sector must be subjected to sustainability principles as much as possible, so as to be able to ascertain the longevity of the sector. Olawuyi and Carina (2025)^a asserted that it is of utmost importance for hoteliers to operationalize sustainable practices that could ascertain protecting, maintaining and conserving of the environment, so as to solidify enhanced customer patronage, productivity and efficiency. The tourism and hospitality industry depend on the environment for survival and it also releases its wastes to the environment. The tourism sector is very important in this regard, because of its influence on the natural environment and its usage of non-renewable resources (Rodríguez-Antón et al., 2012). The fact that the hospitality and tourism sector hosts tourists/visitors from different backgrounds implies that the environment of such sector is expected to be clean, neat and well-utilized. There is an increasing pressure on hotels from their stakeholders, essentially tour operators as well as customers, to engage environmental principles capable of meeting their environmental demands and expectations

(Suárez-Cebador, 2018). Typically, tourists will like to be accommodated in a calm, serene and aesthetically uplifted areas, hence, hotels must be able to live up to such expectations. Once, a hotel can meet up with the desires of such tourists, it is will be easy for the hotel to maintain the principles of environmental sustainability and at the same time boost customers' experience. Hotels also provides guests' experiences with the staff members as well as their physical environment, that includes facilities of the accommodation (Moliner et al., 2019). This implies that the issue of environmental sustainability of hotels is both underscored by engagement of sustainability principles for the environment of hotel, facilities at the hotel and the service offerings of hotels.

3. Methodology

Data was collected from guests at Owu Crown Hotel. Questionnaire was administered to the guests that were willing and ready to participate in the survey. The respondents were sampled on convenient sampling basis. A sample of 384 was engaged for this study premised on the usage of Cochran's formular. Questionnaires that had been properly filled were collected from the respondents on the spot. The collected questionnaires were coded and computed into Statistical Package for Social Sciences (SPSS) and analyzed using descriptive statistical tools (frequency, percentage, mean and standard deviation) as well as inferential statistics (regression).

4. Results and Discussion

Table 1: Demographic Characteristics of Respondent

Valid	Frequency	Percentage
Gender of Respondents		
Male	192	50
Female	192	50
Age of respondents		
18-25 Years	70	18.2
26-35 Years	136	35.4
36-45 Years	131	34.1
46 and above	47	12.2
Total	384	100

Source: Author field survey, 2025

This table shows that we have equal respondents; female 50%, male 50%. 18.2% of the respondents are between 18-

25 years, 35.4% are between 26-35 years, 34.1% are between 36-45 years while 12.2% are 46 years and above.

Table 2: Tangibility

Item	SA	A	D	SD	Mean	Std. dev.	Rank
The physical facilities of Owu Crown hotel are aesthetically pleasing and well-maintained	202(52.6%)	178(46.4%)	4(1.0%)	-	4.227	0.676	6 th
The hotel's equipment and amenities are modern and functional	117(30.5%)	256(66.7%)	10(2.6%)	1(0.3%)	4.248	0.614	2 nd
The appearance of staff contributes positively to the hotel's service quality	195(50.8%)	174(45.3%)	13(3.4%)	2(0.5%)	4.506	0.557	1 st
The hotel's indoor and outdoor spaces are well-maintained.	120(31.3%)	249(64.8%)	12(3.1%)	3(0.8%)	4.431	0.679	5 th
The rooms, lobbies, and restrooms are always clean and hygienic.	193(50.3%)	177(46.1%)	14(3.6%)	-	4.425	0.713	4 th
The hotel's furnishing and décor are comfortable and visually appealing.	131(34.1%)	240(62.5%)	13(3.4%)	-	4.273	0.634	3 rd
The use of digital displays and technology enhances service delivery	183(47.7%)	188(49.0%)	12(3.1%)	1(0.3%)	4.410	0.681	7 th

Summary

Source: Field Survey, 2024

52.6% of the respondents strongly agreed and 46.4% agreed that the physical facilities of Owu Crown hotel are

aesthetically pleasing and well-maintained. 30.5% of the respondents strongly agreed and 66.7% agreed that the hotel's equipment and amenities are modern and functional. 50.8% of the respondents strongly agreed and 45.3% agreed that the appearance of staff contributes positively to the hotel's service quality. 31.3% of the respondents strongly agreed and 64.8% agreed that the hotel's indoor and outdoor spaces are well-maintained. 50.3% of the respondents strongly agreed and 46.1% agreed that the rooms, lobbies, and restrooms are always

clean and hygienic. 34.1% of the respondents strongly agreed and 62.5% agreed that the hotel's furnishing and décor are comfortable and visually appealing. 47.7% of the respondents strongly agreed and 49.0% agreed that the use of digital displays and technology enhances service delivery. Ranking of the objectives with respect to their mean values shows that the objective 'appearance of staff contributes positively to the hotel's service quality' has the highest rank, followed by 'The hotel's equipment and amenities are modern and functional' amongst others.

Table 3: Reliability Dimension of Service Quality

Item	SA	A	D	SD	Mean	Std. dev.	Rank
The hotel delivers services as promised	182(4 7.4%)	188(4 9.0%)	10(2.6 %)	4(1.0 %)	4.21	0.74	3 rd
Services are delivered on time and without errors	132(3 4.4%)	231(6 0.2%)	18(4.7 %)	3(0.8 %)	3.83	0.80	5 th
The hotel maintains consistent service standards	164(4 2.7%)	204(5 3.1%)	15(3.9 %)	1(0.3 %)	4.19	0.83	6 th
Delays in service delivery are rare	136(3 5.4%)	218(5 6.8%)	26(6.8 %)	4(1.0 %)	4.39	0.72	1 st
Customer complaints and issues are handled effectively	166(3 3.1%)	202(5 2.6%)	13(3.4 %)	3(0.8 %)	4.34	0.70	4 th
The hotel provides clear and accurate information about its services	127(3 3.1%)	234(6 0.9%)	22(5.7 %)	1(0.3 %)	4.33	0.73	7 th
The hotel consistently meets customer expectation	162(4 2.4%)	205(5 3.4%)	14(3.6 %)	3(0.8 %)	4.23	0.74	2 nd

Summary

Source: Field Survey, 2024

47.4% of the respondents strongly agreed and 49% agreed that the hotel delivers services as promised. 34.4% of the respondents strongly agreed and 60.2% agreed that services are delivered on time and without errors. 42.7% of the

respondents strongly agreed and 53.1% agreed that the hotel maintains consistent service standards. 35.4% of the respondents strongly agreed and 56.8% agreed that delays in service delivery are rare. 33.1% of the respondents strongly agreed and 52.6% agreed that customer

complaints and issues are handled effectively. 33.1% of the respondents strongly agreed and 60.9% agreed that the hotel provides clear and accurate information about its services. 42.2% of the respondents strongly agreed and 53.4% agreed that the hotel consistently meets

customer expectation. Ranking of the objectives with respect to their mean values shows that the objective ‘delays in services are rare’ is the highest ranked, followed by ‘The hotel consistently meets customer expectation’, amongst other objectives.

Table 4: Environmental Sustainability Indicators

Item	SA	A	D	SD	Mean	Std. dev.	Rank
The hotel implements waste reduction practices (e.g. recycling, composting)	165(4 3.0%)	195(5 0.8%)	23(6.0 %)	1(0.3 %)	3.24	0.61	4 th
Energy efficient practices (e.g. LED lighting, renewable energy) are visible in the hotel	115(2 9.9%)	243(6 3.3%)	22(5.7 %)	4(1.0 %)	3.33	0.54	2 nd
The hotel encourages eco-friendly behaviour among guests (e.g. towel reuse programs)	132(3 4.4%)	211(5 4.9%)	40(10. 4%)	1(0.3 %)	3.24	0.62	4 th
Sustainable sourcing practices (e.g. local and organic products) are evident in the hotel’s operation	135(3 5.2%)	210(5 4.7%)	35(9.1 %)	4(1.0 %)	3.22	0.63	7 th
The hotel’s environment initiatives contribute to its overall service quality	134(3 4.9%)	215(5 6.0%)	32(8.3 %)	3(0.8 %)	3.36	0.56	1 st
The hotels effectively manage water conservation (e.g. low-flow faucets, water recycling)	125(3 2.6%)	226(5 8.9%)	28(7.3 %)	5(1.3 %)	3.25	0.60	3 rd
The hotel has visible efforts to reduce carbon emissions and promote green transportation	151(3 9.3%)	212(5 5.2%)	19(4.9 %)	2(0.5 %)	3.23	0.64	6 th

Summary

Source: Field Survey, 2024

43.0% of the respondents strongly agreed and 50.8% agreed that the hotel implement waste reduction practices (e.g. recycling, composting). 29.9% of the respondents strongly agreed and 63.3% agreed that energy efficient practices (e.g. LED lighting, renewable energy) are visible in the hotel. 34.4% strongly agreed and 54.9% agreed that the hotel encourages eco-friendly behaviour among guests (e.g.

towel reuse programs). 35.2% strongly agreed and 54.7% agreed that sustainable sourcing practices (e.g. local and organic products) are evident in the hotel’s operation. 34.9% of the respondents strongly agreed and 56.0% agreed that the hotel’s environment initiatives contribute to its overall service quality. 32.6% of the respondents strongly agreed and 58.9% agreed that the hotels effectively manages water conservation (e.g. low-flow faucets,

water recycling). 39.3% respondents that strongly agreed and 55.2% agreed that the hotel has visible efforts to reduce carbon emissions and promote green transportation. Ranking of the objectives using their mean values shows that the

objective ‘The hotel’s environment initiatives contribute to its overall service quality’ has the highest rank, followed by ‘energy efficient practices (e.g. LED lighting, renewable energy) are visible in the hotel, amongst others.

Table 5: Regression Analysis

Model	Unstandardized coefficients		Standardized Coefficients		T	Sig
	B	Standard Error	B	Rank		
(constant)	14.560	1.258			11.571	.000
Tangibility	.015	.053	.016	2 nd	0.290	.772
Reliability	.332	.057	.311	1 st	5.773	.000

Source: Field Survey, 2024

R=.318, R²=.101, Adjusted R²=.096, Std. Error= 3.072

Dependent Variable: Environmental sustainability

The regression table above shows the variation in the dependent variable (environmental sustainability) with respect to how it explains the independent variables (tangibility and reliability). R square value is 0.101, which implies that the independent variables explain 10.1% of the variance in the dependent variable. Generally, the model is statistically significant. Reliability significantly predicts environmental sustainability ($p \leq 0.005$), while, tangibility doesn’t predict environmental sustainability ($p \geq 0.005$).

Discussion

It is evident that the physical facilities of Owu Crown Hotel are aesthetically pleasing and well-maintained as asserted by the respondents. The hotel’s equipment and amenities are modern and functional. The appearance of staff contributes positively to the hotel’s service quality. The hotel’s indoor and outdoor spaces are well-maintained. The rooms, lobbies, and restrooms are always clean and hygienic.

The hotel’s furnishing and décor are comfortable and visually appealing. The use of digital displays and technology enhances service delivery. Ranking of the objectives with respect to their mean values shows that the objective ‘appearance of staff contributes positively to the hotel’s service quality’ has the highest rank, followed by ‘The hotel’s equipment and amenities are modern and functional’ amongst others. This is corroborated by the opinion of Shukri et al. (2020) that tangibility is underscored by everything that customers could physically experience and feel, inclusive of equipment, staff, physical facilities, products, as well as appearance. Olawuyi and Carina (2025)^b opined that the standards of hotels are attained and maintained via substantive investments in physical structures and human development. Iddrisu et al. (2019) noted that tangibility involves physical attributes of products and services. The respondents position shows that service tangibility could be broadly categorised into operation based and market-based tangibility. Panda and Das (2014) opined that service tangibility could be in two categories, namely, Operation-Based Tangibilization

(OBT) and Marketing-Based Tangibilization (MBT). Tangibility is underpinned by all physical facilities, equipment, gadgets, buildings and human components required for the smooth running of an organization in a bid to drive customer satisfaction (Pakurár et al., 2019; Lau et al., 2013).

With respect to the reliability component of the findings of this study the respondents asserted that the hotel delivers services as promised, the hotel services are delivered on time and without errors, the hotel maintains consistent service standards and delays in service delivery by the hotel are rare, customer complaints and issues are handled effectively by the hotel, the hotel provides clear and accurate information about its services, finally, the hotel consistently meets customer expectation. Ranking of the objectives with respect to their mean values shows that the objective 'delays in services are rare' is the highest ranked, followed by 'The hotel consistently meets customer expectation', amongst other objectives. This is corroborated by the position of Shukri et al. (2020) that reliability implies making the capacity of an organization with respect service delivery, trustworthy and reliable. Pakurár et al. (2019) asserted that reliability is the first dimension of SERVQUAL and it compels an organization to live to its expectation of fulfilling promised and paying attention to results. Reliability basically measures the consistency of performance as well as how dependable services are (Iddrisu et al., 2019). Reliability depicts the capacity of a business entity to make available services that conform with the promise of the organization leveraging on the physical facilities owned by the organization (Martini et al., 2018).

Findings for the indices of the environmental sustainability shows that the hotel implement waste reduction practices (e.g. recycling, composting),

energy efficient practices (e.g. LED lighting, renewable energy) are visible in the hotel, the hotel encourages eco-friendly behaviour among guests (e.g. towel reuse programs), sustainable sourcing practices (e.g. local and organic products) are evident in the hotel's operation, the hotel's environment initiatives contribute to its overall service quality. the hotels effectively manage water conservation (e.g. low-flow faucets, water recycling), finally, the hotel has visible efforts to reduce carbon emissions and promote green transportation. Ranking of the objectives using their mean values shows that the objective 'The hotel's environment initiatives contribute to its overall service quality' has the highest rank, followed by 'energy efficient practices (e.g. LED lighting, renewable energy) are visible in the hotel, amongst others. This shows that the hotel is indeed proactive with respect to environmental preservation, maintenance and conservation that are drivers of environmental sustainability. Niñerola (2019) opined that environmental sustainability depicts the maintenance of natural resources at a sustainable rate premised on their non-renewable nature. Lim (2016) noted that environmental sustainability implies the creation of a balance that must exist between engagements of human and the environment of the engagement, and such that both the environment and such engagements coexists without necessarily destroying each other. Olawuyi and Alabi (2018) noted that in terms of the impact of theme park on the environment, it is notable that the park has resulted into the beautification of the park, it has resulted into reduced pollution of the environment and it has caused a reduction in gaseous emissions in the environment. Environmental sustainability includes conserving energy through efficient and clean means, so as to ensure that water is being conserved and waste is being

minimized by reducing greenhouse gas emissions (Bohdanowicz, 2005).

5. Conclusion

It is notable that Owu Crown Hotels have achieved greatly with respect to the deployment of the tangibility and reliability components of service quality. The physical facilities of the hotel have generally been rated high by the respondents and as such these facilities have largely met the expectations of their guests. This is connected with the fact that the guests have also largely rated the services of the hotel reliable. It is no gainsaying that the hotel could only be reliable based on the reliable physical facilities it has on ground. The tangibility of the hotel has also reflected that the hotel is conscious of environmental sustainable practices, especially with respect to its waste reduction practices, energy efficient practices, eco-friendly behaviour, effective water conservation and its conscious effort to reduce carbon emissions and promote green transportation. The analysis conclusively reveals that tangibility is essentially the driver of environmental sustainability for this study.

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