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The Evaluation of Customers Services Quality in Five Star Hotels in the City of Riyadh

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Abstract

The study aimed to evaluate the reviews of the quality of the services provided in five star hotels in the city of Riyadh, the study on the impact of a range of demographic factors on the guests (seeing, sex, nationality and the reason for the visit and repeated times visit), as well as to provide a gauge can be approved appropriation in the measurement of the quality of the services of a hotel in Riyadh, in order to achieve the objectives of this study has been the development and distribution of questionnaires in hotels five star. The results of the study was to make a number of recommendations and proposals, including the provision of furniture, attention appropriate to the needs of the guests and increase the efficiency and accuracy of information for guests.

Keywords: Customers, Services Provided, Satisfaction, Personnel Services, Hotel

Introduction

According to Parasuraman, Zenithal, and Leonard (1988), service quality is defined as the discrepancy between expected service and perceived service. In addition, service quality is identified as an important indicator for customer satisfaction and business performance measurement (Lewis and Mitchell, 1990). Service quality is more important than the customers' perception driven by price. Therefore, satisfaction is quality driven rather than value driven.

Kang *et al* (2004) investigated general hotel and Koran guests' perception of service quality using the SERVQUAL model. The results revealed that the physical aspects of the establishment had the most powerful impact on the guests. Other dimensions of service quality were important to guests such as contact performance and encounter performance between guests and employees. However, the assurance dimension scored the lowest of importance in customer perception of service quality.

Christian proposes to develop a service quality model, based on test of a sample of business executives, which describes how customers perceive the quality of services. Looks at its marketing implications, in which functional quality is seen to be a very important dimension of a perceived service. Concludes that quality dimensions are interrelated and that the importance of image should be recognized.

Customer value and customer satisfaction. Using a sample from the luxury segment of the hotel industry, this study provides preliminary results supporting a holistic approach to

hospitality customers' post purchase decision-making process. The model appears to possess practical validity as well as explanatory ability. Implications are discussed and suggestions are developed for both marketers and researchers.

Service quality is a growing concern for many service firms in the UK. Today service firms are paying more attention than ever to the needs and expectations of the customers by consistently improving the quality of service provided to their customer. This paper briefly explores the relation between service quality and business performance followed by an assessment of service quality as a framework. The case study focuses on a hotel group in UK, where service quality was measured at six different locations. The findings from the research unveiled that there were significant variations for service quality between the six hotels (Jiju, 2004).

(Salazar et al., 2010) The methodology used to develop the scale was divided into three stages: first, two well known models (SERVQUAL with direct formulation and SERPERF) were tested in 32 hotels, through 532 questionnaires. As these models were not conclusive, a second phase took place: 109 in-depth interviews were conducted to assess the relevant factors or attributes for consumers during a hotel stay, both for the holiday and business segments. Based on the results of the interviews, a questionnaire was designed to evaluate service quality provided by four and five star hotels. On this third phase, a sample of 257 respondents/hotel customers was achieved.

Literature Review

The purpose of this paper is to present a scale for service quality evaluation in the hospitality sector. This scale has two aims: to assess the dimensions and attributes consumers use when evaluating the quality of the service provided by hotels, and to determine what influence service quality perceptions have on consumer behavior, namely on customer intentions to return and to recommend the hotel.

The main results point to the existence of five dimensions: room (tangibles and service); feelings; restaurant service; tangibles (location, exterior and restaurant) and reception, explaining 56, 1 per cent of the consumers' service quality evaluation. Another finding points out the existence of a stronger relationship between service quality perceptions and the intention to recommend the hotel (74, 8 per cent) than the intention to return to the hotel.

Based on the knowledge of the relative importance of the attributes consumers use when evaluating the service provided by four and five stars hotels, the relevant influence emotions have on consumers' service quality evaluation and the influence service quality perceptions have on behavioral intentions, several recommendations to managers are made, both in terms of managing the hotel, as well as tourist destinations.

Many researches on service industry focus on the measurement of service quality. For hotel industry, one of general services industry, systematically theoretical research about the hotel service quality management is meaningful. This paper proposes a method to evaluate the hotel service quality in China. First, a questionnaire is designed after HSQ-CS Model. Moreover, AHP is employed to decide the weight of every variable in the questionnaire. With the survey data, a series of practical methods are utilized in the data analysis to measure the service quality based on customer satisfaction (CS). First, with the computation of Customer Satisfaction Degree (CSD), hotel service quality is measured. Secondly, with discriminate analysis and correlation analysis etc., some insightful conclusions are reached. To name some, 1) Service quality of reception hall is most important for customer satisfaction compared with

those of guestroom and restaurant. 2) "Technique of attendants", "Service initiative of attendants" and "Environment and decoration of reception hall" are key variables for customer satisfaction of reception hall. 3) For guestroom, "decoration of room", "safety of room" and "courtesy of attendants" own most powerful influences. 4) For restaurant, key variables are "Taste and variety of food", "service flexibility of waiters/waitresses" and "environment of restaurant".

(Christian Grönroos, 1984) proposes to develop a service quality model, based on test of a sample of business executives, which describes how customers perceive the quality of services. Looks at its marketing implications, in which functional quality is seen to be a very important dimension of a perceived service. Concludes that quality dimensions are interrelated and that the importance of image should be recognized.

In the study results showed that, the workers in the five star hotels were aware of the importance of the application of the principles of total quality management, where the results showed high levels of awareness of all of the principles of total quality management.

Objectives Study

The aim of this study to achieve a number of things:

1. The assessment reviews of the level of quality of the services provided to them by hotels that they dealt with it.
2. Identify the key factors used by written in assessing the quality of hotel services Submitted to them.
3. Test the extent of the impact of some variables, such as nationality, level of education, sex and age and the number of times previous visit of the hotel and the reason for the visit to Riyadh to assess tourist's hotel services provided to them.
4. To provide a base of information on the level of quality of services, which will help the Department in the hotels?

Research Methodology

In this research, the Statistical Package for the Social Sciences (SPSS) was used for data entry as well as for examining the data later. Data preparation was the initial step, which aimed to convert raw data into a more structured format that is more appropriate for analysis. Tasks in this stage included data editing, data coding and data entry. Descriptive statistics were used to summarize respondent's characteristics, including demographic information, such as age, gender; also, questions about the participating company's profile, such as the numbers of Customer were included. Furthermore, inferential statistics were used to test hypotheses to determine the relationship between variables. In particular, Pearson Correlation was used to verify the association of interval level to the construct, whilst Chi-square was used to validate the association between nominal variables and the construct. Moreover, the Cronbach coefficient alpha was used for reliability tests. Lastly, the variable analysis tool, analysis of variance (ANOVA), was used to determine the assessment of reviews of services provided in five star hotels.

Hypothesis

H₁: there is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between furniture guest satisfaction in five star hotels in Riyadh.

H₂: there is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between technology guest satisfaction in five star hotels in Riyadh.

H₃: there is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between places of entertainment guest satisfaction in five star hotels in Riyadh.

H₄: there is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between rooms guest satisfaction in five star hotels in Riyadh.

The sample study (five star hotels in the city of Riyadh) has been distributed (340) questioners on written randomly were recovered (300) questioner all valid for scientific research, the table (1) shows the distribution of the sample depending on personal variables.

Table 1

The distribution of the sample depending on personal variables

Variable	Level	Numbers	Percentage
Sex	The	220	73.3
	Female	80	26.7
Age	Less than 20 years	30	10.0
	21-24 years old	70	23.3
	25-28 years old	72	24.0
	More than 28 years	128	42.7
The number of times the visit	1-5 times	284	94.7
	5-10 times	12	4.0
	More than 10 times	4	1.3
Nationality	Arab	36	24.00
	Saudi Arabia	64	42.67
	Turkey	13	8.66
	Syria	6	4.00
	Germany	12	8.00
	British	19	12.67

Table 1 as follows:

1. The number of males in the sample (110) a percentage (73.3%), while the number of females (40) a percentage (26.7%).

2. The highest percentage distribution of the sample depending on the variable age (42.7%) the age group (more than 28 years), while the lowest percentage (10.0%) the age group (less than 20 years).

3. The percentage distribution of the sample depending on the variable reason for the visit (21.3%) for some reason the visit, while the percentage of (78.7 %) for some reason the visit tourism.

4. The highest percentage distribution of the sample variable depending on the number of times the visit (97.4%) number of times the visit (1-5 times), while the lowest percentage (1.3%) number of times the visit (more than 10 times).

5. The percentage distribution of the sample depending on the variable nationality (42.67%) The Saudi Arabia nationality, then the Arab nationality (24.0 %) while the lowest percentage (4%) the Syrian nationality.

Tool Study

With a view to extracting parameter unchanged was the application of the equation Cronbach Alpha on all paragraphs of the study, as the value of a parameter Cronbach Alpha (0.86) and high value for the application.

Variables Study

1. Independent variable: is the factor that affects the variable and changing the positively or negatively independent

This study is the assets of the hotel.

2. The changing: is changing engine main concerns and directives study is affected by the age variable independent, and changing of this study is to staff services.

Fifth: methods of statistical analysis

In order to choose a basic premise of the study and then use the current statistical packet Social Sciences (SPSS) where data will be compiled on this system and compilation of answers to know extraction and percentage of covariance and deviation in normative data, to determine trends and answers of the ratio.

Table 2

The hotel	Number of Questioner
Medreem Hotel	40
Sheraton Hotel	40
RITZ CARLTON	30
Marriott Hotel	30
Holiday In	30

This section contains the results of the research, which aims to assess the reviews of the quality of the services provided in five star hotels in Riyadh, will be presented the study results based on assumptions, the following presentation of results.

H1: There is a relationship of statistical significance at the level of significance ($\alpha = 0.05$) between the assets of the hotel guest satisfaction in five star hotels in Riyadh.

H1: there is a relationship of statistical significance at the level of significance ($\alpha = 0.05$) between furniture guest satisfaction in five star hotels in Riyadh.

To test this hypothesis was the means standard deviations for all the paragraphs of the area of the relationship between the female and the guest in the hotel, as was the application of the test (one-sample t-test) on the area as a whole, table (3-4) indicate that.

Table 3

Means standard deviations for all the paragraphs

No	Paragraph	mean	Std deviation	P	significant
1	The hotel offers luxury furniture	3.89	0.90	1	High
2	The hotel provides comfortable furniture	3.87	0.90	2	High
3	The hotel offers furniture appropriate to the needs of the visit	3.63	1.11	3	High
Total area, the relationship between female guest satisfaction in the hotel		3.80	0.76		High

Table 3 Shows that the highest average my account of the relationship between female guest satisfactions in the hotel, reached (3.89) Paragraph (1) "The hotel offers luxury furniture" high degree evaluation, followed by paragraph (2) "The hotel provides comfortable furniture". An average of my account (upward by 3.87) High degree evaluation, while the lowest average my account (3.63) Paragraph (3) "The hotel offers furniture appropriate to the needs of the visit," a high assessment, the mean of the domain as a whole (3.80) High degree evaluation.

Table 4

Mean, Std, t-test the relationship between female guest satisfactions in the hotel

Area	mean	T	The degrees of freedom	Statistical significance
The relationship between female guest satisfaction in the hotel	3.80	12.86	149	0.00

Table 4 Shows that the value of the (t) of the total, the relationship between female guest satisfaction in the hotel, (12.68) which is the value of a function at the level of statistical significance ($\alpha = 0.05$) This indicates the existence of the relationship of the statistical significance at the level of significance ($\alpha = 0.05$) between female guest satisfaction in the hotel from the point of view from jerk written, therefore, refused to accept the premise of first alternative hypothesis.

H2: there is a relationship of statistical significance at the level of significance ($\alpha = 0.05$) between technology guest satisfaction in five star hotels in Riyadh.

To test this hypothesis was the means standard deviations for all the paragraphs of the area of the relationship between technology and the guest in the hotel, as was the application of the test (one-sample t-test) on the area as a whole, table (5-6 5-6 5-6) this clear.

Table 5

Means standard deviations for all the paragraphs

No	Paragraph	mean	Std deviation	P	The rating
1	The hotel offers a conference room for business.	3.43	0.88	2	Medium
2	The hotel offers wired and wireless internet access.	3.59	0.97	1	High
3	The hotel retains a thorough and effective information system.	3.39	1.01	3	Medium
Total area, the relationship between technology and the guest in the hotel		3.47	0.71		Medium

Table 5 Shows that the highest average my account of the relationship between technology and the guest in the hotel, reached (3.59) Paragraph (2) "The hotel offers wired and wireless Internet access " high degree evaluation, followed by paragraph (1)" The hotel offers a conference room for business," he said an average of my account (3.43) to assess medium, while the lowest average my account (3.39) Paragraph (3) "The hotel retains a strict and effective information " to assess medium, the mean of the domain as a whole (3.47) by the medium.

Table 6

Mean, Std, t-test the relationship between technology and the guest in the hotel

Area	mean	T	The degrees of freedom	statistical significance
The relationship between technology and the guest in the hotel	3.47	8.17	149	0.00

Table 6 Shows that the value of the (t) of the total, the relationship between technology and the guest at the hotel, (8.17) and the value of the function at the level of statistical significance ($\alpha = 0.05$) This indicates the existence of the relationship of the statistical significance at the level of significance ($\alpha = 0.05$) between technology and satisfaction the guest in the hotel from the point of view from jerk written, therefore refused to accept the premise of second alternative hypothesis.

H3: there is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between places of entertainment guest satisfaction in five star hotels in Riyadh.

To test this hypothesis was the means standard deviations for all the paragraphs of the area of the relationship between places of entertainment in the hotel guest satisfaction, as was the application of the test (one-sample t-test) on the area as a whole, the tables (7-8) indicate that.

Table 7

Means standard deviations for all the paragraphs of the area of the relationship between places of entertainment in the hotel guest satisfaction

No	Paragraph	mean	Std deviation	P	The rating
1	The hotel provides a gym.	3.57	1.08	4	High
2	The hotel provides water games.	3.69	0.94	3	High
3	The hotel offers swimming pools available spacious and commensurate with the needs of adults and children.	3.89	1.00	1	High
4	The hotel offers a health club.	3.75	0.94	2	High
Total area, the relationship between places of entertainment in the hotel guest satisfaction		3.73	0.75		High

Table 7 Shows that the highest average my account of the relationship between the places of entertainment in the hotel guest satisfaction reached (3.89) Paragraph (3) "The hotel offers spacious swimming pools available and commensurate with the needs of adults and children," a high assessment, followed by paragraph (4) " The hotel offers a health club " average my account (3.75) to assess medium, while the lowest average my account (3.57) Paragraph (1) "The hotel provides a gym" high degree evaluation, the mean of the domain as a whole (3.73) High degree evaluation.

Table 8

Mean, Std, t-test, the relationship between places of entertainment in the hotel guest satisfaction

Area	mean	T	The degrees of freedom	statistical significance
The relationship between places of entertainment in the hotel guest satisfaction	3.57	11.89	149	0.00

Table 8 Shows that the value of the (t) of the total) the relationship between the places of entertainment in the hotel guest satisfaction of (11.89) and the value of the function at the level of statistical significance ($\alpha = 0.05$) This indicates the existence of the relationship of statistical significance at the level of significance ($\alpha = 0.05$) between places of entertainment in the hotel guest satisfaction from the point of view from jerk written, therefore refused to accept the premise of third alternative hypothesis.

H4: there is a relationship of statistical significance at the level of significance ($\alpha = 0.05$) between rooms guest satisfaction in five star hotels in Riyadh.

To test this hypothesis was the means standard deviations for all paragraphs of the area of the relationship between the rooms in the hotel guest satisfaction, as was the application of the test (one-sample t-test) on the area as a whole, the tables (9-10) this clear.

The table 9 the highest average my account of the relationship between the rooms and the guest in the hotel, reached (3.83) paragraphs (1, 2) "Hotel offers distinctive rooms, the hotel rooms are spacious and comfortable, " high degree evaluation, while the lowest average my account (3.56) Paragraph (3) "The hotel offers rooms, offering a scenic " to assess medium, the mean of the domain as a whole (about 3.74) High degree evaluation.

Table 9

Means standard deviations all paragraphs of the area of the relationship between the rooms in the hotel guest satisfaction

No	Paragraph	mean	Std deviation	P	The rating
1	The hotel offers distinctive rooms.	3.83	0.89	1	High
2	The hotel rooms are spacious and comfortable.	3.83	1.03	1	High
3	The hotel offers rooms with stunning views.	3.56	1.12	3	High
Total area, the relationship between the rooms and the guest in the hotel		3.74	0.77		High

Table 10

Mean, Std, t-test, the relationship between the rooms and the guest in the hotel

Area	mean	T	The degrees of freedom	statistical significance
The relationship between the rooms in the hotel guest satisfaction	3.74	11.67	149	0.00

Table 10 the value of (t) of the total) the relationship between the rooms and the guest at the hotel, (11.67) and the value of the function at the level of statistical significance ($\alpha = 0.05$) This indicates the existence of the relationship of statistical significance at the level of significance ($\alpha = 0.05$) between the rooms and the guest in the hotel from the point of view from jerk written, therefore refused to accept the premise of fourth alternative hypothesis. To test the hypothesis was first major test application (one sample t-test) to the area of the relationship between the assets of the hotel guest satisfaction, table (11) illustrates this.

Table 11

Mean, Std, t-test the relationship between the assets of the hotel guest satisfaction in the hotel

Area	Mean	Std deviation	T	The degrees of freedom	statistical significance
The relationship between the assets of the hotel guest satisfaction in the hotel	3.69	0.50	16.78	149	0.00

Table 11 shows that the value of the (t) of the total assets of the relationship between the hotel and the guest at the hotel, (16.78) which is the value of a function at the level of statistical significance ($\alpha = 0.05$) This indicates the existence of the relationship of statistical significance at the level of significance ($\alpha = 0.05$) between the assets of the hotel guest satisfaction in the hotel from the point of view from jerk written, therefore refused to accept the main proposition first alternative hypothesis.

Second major premise: there is a relationship of statistical significance at the level of significance ($\alpha = 0.05$) between staff services client satisfaction in five star hotels in Riyadh.

H: there is a relationship of statistical significance at the level of significance ($\alpha = 0.05$) between the level of service provided in the rooms and the guest in five star hotels in Riyadh.

To test this hypothesis the arithmetic averages standard deviations all paragraphs of the area of the relationship between the service provided in the rooms and the guest in the hotel, as was the application of the test (one-sample t-test) on the area as a whole.

Table 12

Mean, standard deviations for all the paragraphs of the area of the relationship between the services provided in the rooms and the guest in the hotel

No	Paragraph	Mean	Standard deviation	P	Significant
1	Room service at the Hotel fast and convenient	3.71	1.12	2	High
2	The level of the arrangement, hygiene and the arrangement of the rooms are high	4.01	0.64	1	High
3	Staff provides full booking specifications of the rooms	3.49	1.11	3	Medium
Total area, the relationship between service provided in the rooms and the guest in the hotel		3.67	0.65		High-rise

Table 12 the highest average my account of the relationship between the service provided in the rooms and the guest in the hotel, reached (4.01) Paragraph (2) "The level of the arrangement, hygiene and the arrangement provided in the rooms are high," high degree evaluation, followed by paragraph (1) "room service in the hotel fast and convenient" average my account (3.71), while the lowest average my account (3.49) Paragraph (3) "staff provides full booking specifications of the rooms" high degree evaluation, the arithmetic average of the domain as a whole (3.67) High degree evaluation.

Table 13

Mean, Std, t-test the relationship between the service provided in the rooms and the guest at the hotel

Area	Mean	T	The degrees of freedom	Statistical significance
The relationship between the service provided in the rooms and the guest at the hotel	3.67	12.68	149	0.00

Table 13 the value of (t) of the total, the relationship between the service provided in the rooms and the guest at the hotel, (12.68) and the value of the function at the level of statistical significance ($\alpha = 0.05$), which indicates that the presence of the relationship of statistical significance at the level of significance ($\alpha = 0.05$) between the service provided by the guest satisfaction in the rooms in the hotel from the point of view in written, therefore refused to accept the premise of first alternative hypothesis.

H1: there is a relationship of statistical significance at the level of significance ($\alpha = 0.05$) between the level of service provided in restaurants guest satisfaction in five star hotels in Riyadh.

To test this hypothesis was the arithmetic averages standard deviations for all the paragraphs of the area of the relationship between the level of service provided in the restaurants in the hotel guest satisfaction, as was the application of the test (one-sample t-test) on the area as a whole, table (14-15) explaining that.

Table 14

Mean standard deviations for all the paragraphs of the area of the relationship between the levels of service provided in the restaurants in the hotel guest satisfaction

No	Paragraph	Mean	Standard deviation	P	The rating
1	The hotel offers food and beverage services decent standard and fast	3.93	0.86	1	High
2	The hotel offers a self-service Restaurant (buffet)	3.75	0.93	3	High
3	The hotel offers cuisine to suit the wishes of the reviews	3.85	1.01	2	High
Total area, the level of service provided by the guest satisfaction in the restaurants in the hotel		3.85	0.70		High

Table 14 Shows that the highest average my account of the relationship between the level of service provided by the guest satisfaction in the restaurants in the hotel, reached (3.93) Paragraph (1) "The hotel offers food and beverage services decent standard and rapid assessment" high degree, followed by paragraph (3) "The hotel offers cuisine to suit the wishes of the written "average my account (3.85), while the lowest average my account (3.75) Paragraph (2) "The hotel offers self-service restaurants (buffet)" high degree evaluation, the arithmetic average of the domain as a whole (3.85) High degree evaluation.

Table 15

Mean, Std, t-test the relationship between the level of service provided by the guest satisfaction in the restaurants in the hotel

Area	Mean	T	The degrees of freedom	Statistical significance
The relationship between the level of service provided in the restaurants in the hotel guest satisfaction	3.85	14.61	149	0.00

Table 15 Shows that the value of (t) of the total) the relationship between the level of service provided by the guest satisfaction in the restaurants in the hotel, (14.61) which is the value of a function at the level of statistical significance ($\alpha = 0.05$), which indicates that the presence of the relationship of the statistical significance at the level of significance ($\alpha = 0.05$) between the level of service provided by the guest satisfaction in the restaurants in the hotel from the point of view from jerk written, therefore accept hypothesis second subparagraph and acceptance of alternative hypothesis.

The hypothesis third Subcommittee: there is a relationship of statistical significance at the level of significance ($\alpha = 0.05$) between the level of service provided in places of entertainment guest satisfaction in five star hotels in Riyadh.

To test this hypothesis was the arithmetic averages standard deviations all paragraphs of the area of the relationship between the level of service provided in places of entertainment in The hotel guest satisfaction, as was the application of the test (one-sample t-test) on the area as a whole, table (16-17) explaining that.

Table 16

Mean standard deviations all paragraphs of the area of the relationship between the levels of service provided in places of entertainment in the hotel guest satisfaction

No	Paragraph	Mean	Standard deviation	P	The rating
1	The hotel offers an experienced coach when the need in the health club	3.23	1.16	1	Medium
2	The hotel offers swimming, diving coach	3.09	1.20	2	Medium
Total area, the relationship between the level of service provided in places of entertainment in the hotel guest satisfaction		3.16	1.08		Medium

Table 16 Shows the mean paragraph (1) "The hotel offers an experienced coach at the need in the health club " reached (3.23) to assess medium, while the arithmetic average paragraph (2) "The Hotel offers swimming, diving coach " (3.09) to assess medium, the arithmetic average of the domain as a whole (3.16) by the medium.

Table 17

Mean, Std, t-test the relationship between the level of service provided in places of entertainment in the hotel guest satisfaction

Area	Mean	T	The degrees of freedom	Statistical significance
The relationship between the level of service provided in places of entertainment in the hotel guest satisfaction	3.16	1.84	149	0.06

Table 17 Shows that the value of the (t) of the total, the relationship between the level of service provided in places of entertainment the level of service provided in places of entertainment in the hotel guest satisfaction of (1.84) and the value of the non-statistical function at the level of significance ($\alpha = 0.05$), which indicates that the absence of the relationship of statistical significance at the level of significance ($\alpha = 0.05$) between the level of service provided in places of entertainment in the hotel guest satisfaction from the point of view from jerk written, therefore refused to accept the hypothesis of third alternative hypothesis, which provides for "there is no relation with statistical significance at the level of significance ($\alpha = 0.05$) between the level of service provided in places of entertainment guest satisfaction in five star hotels in Riyadh.

H1: there is a relationship of statistical significance at the level of significance ($\alpha = 0.05$) between the level of service provided in the front office guest satisfaction in five star hotels in Riyadh.

To test this hypothesis was the arithmetic averages standard deviations for all the paragraphs of the area of the relationship between the level of service provided in the front office and the guest in the hotel, as was the application of the test (one-sample t-test) on the area as a whole, table (18-19) explaining that.

Table 18

Mean standard deviations for all the paragraphs of the area of the relationship between the levels of service provided in the front office guest satisfaction in the hotel

No	Paragraph	mean	Standard deviation	P	The rating
1	Treat front office staff reviews with interest is clear	3.65	1.12	1	High
2	front office staff provide their well-deserved and professionalism	3.58	1.15	2	High
3	speed of response to calls to give accurate information	3.50	1.07	3	High
4	Quick and easy placement procedures	3.47	1.10	4	High
The relationship between the level of service provided in the front office guest satisfaction in the hotel		3.58	0.98		High

Table 18 the highest average my account of the relationship between the level of service provided in the front office and the guest in the hotel, reached (3.65) Paragraph (1) "treated front office staff reviews attention " high degree evaluation, followed by paragraph (2) "provide front office staff, professionalism and their well-deserved," an average of my account (3.58) High degree evaluation, while the lowest average my account (3.47) Paragraph (4) "quick and easy placement procedures " high degree evaluation, the arithmetic average of the domain as a whole (3.58) High degree evaluation.

Table 19

Mean, Std, t-test the relationship between the level of service provided in the front office guest satisfaction in the hotel

Area	Arithmetic average	T	The degrees of freedom	Statistical significance
The relationship between the level of service provided in the front office guest satisfaction in the hotel	3.58	7.20	149	0.00

Table 19 Shows that the value of the (t) of the total) the relationship between the level of service provided in the front office guest satisfaction in the hotel reached (7.20) and the value of the function at the level of statistical significance ($\alpha = 0.05$), which indicates that the presence of the relationship of statistical significance at the level of significance ($\alpha = 0.05$) between the level of service provided in the front office guest satisfaction in the hotel from the point of view from jerk written, therefore refused to accept the premise of fourth alternative hypothesis.

To test the main proposition was second test application (one sample t-test) to the area of the relationship between the relationships between staff services client satisfaction, table (20) illustrates this.

Table 20

Mean, Std, t-test the relationship between the guest services staff satisfaction in the hotel

Area	mean average	Std deviation	T	The degrees of freedom	Significance
The relationship between staff services and satisfaction the guest in the hotel	3.61	0.60	12.30	149	0.00

Table 20 shows that the value of the (t) of the total) the relationship between the guest services staff satisfaction in the hotel (12.30hrs) and the value of the function at the level of statistical significance ($\alpha=0.05$) This indicates the existence of the relationship of statistical significance at the level of significance ($\alpha = 0.05$) of the personnel services guest satisfaction in the hotel from the point of view from jerk written, therefore refused to accept hypothesis second main alternative hypothesis.

Results

After a statistical analysis answers members of the guests in five star hotels in Riyadh to study tool was reached the following results:

1. There is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between furniture guest satisfaction in five star hotels in Riyadh.
2. There is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between technology guest satisfaction in five star hotels in Riyadh.
3. There is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between places of entertainment guest satisfaction in five star hotels in Riyadh.
4. There is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between rooms guest satisfaction in five star hotels in Riyadh
5. There is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between the level of service provided in rooms guest satisfaction in five star hotels in Riyadh.
6. There is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between the level of service provided in restaurants guest satisfaction in five star hotels in Riyadh.
7. There is no relation with statistical significance at the level of significance ($\alpha=0.05$) between the level of service provided in places of entertainment guest satisfaction in five star hotels in Riyadh.
8. There is a relationship of statistical significance at the level of significance ($\alpha=0.05$) between the level of service provided in the front office guest satisfaction in five star hotels in Riyadh.

Recommendations

Based on previous results the study recommends the following:

1. Attention to providing suitable furniture to the needs of the guests can visit five star hotels in Riyadh.
2. Increase the efficiency and accuracy of information systems guests in five star hotels in Riyadh.
3. Attention by the management of the hotel to the needs and wishes of the reviews in the decor of the rooms.

4. Similar studies on the larger sample constitute the most written in five star hotels in Riyadh, in order to assess the quality of the services provided in hotels.
5. Facing the hospitality sector in Saudi Arabia trouble getting workers trained and qualified to work in the sector, so turn some hotels to the black market to compensate for the shortage of staff, and thus we find the rate of labor turnover high because of the shortage of labor so that the employee leaves work without warning for having a hundred SR increase his salary, before him, causing confusion in the work and the service will be provided in these institutions lower quality.

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