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THE EFFECTS OF SERVICE QUALITY ON THE MANAGERIAL PERFORMANCE OF TAIWAN-LISTED INTERNATIONAL TOURIST HOTELS: USING 'CUSTOMER SATISFACTION AND LOYALTY' AS THE MEDIATOR

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Abstract

The present study attempts to discuss how service quality affects the managerial performance of international tourists hotels listed on the Taiwan Stock Exchange, using "customer satisfaction and loyalty" as the mediator. From the research population, Stratified Random Sampling was adopted to select survey respondents that include such hotels' incumbent room service, catering and management staff. After building the overall model, structural model, and measurement model for this study, their goodness-of-fit effects were verified by way of Structural Equation Modeling (SEM), followed by a Bayesian estimation of the path coefficients for implicit/unobservable variables in the structural model, in order to test if the model's direct, mediating and total effects are significant. The research results are: (1) service quality affects managerial performance in a significantly positive and direct way; (2) service quality has a significantly positive effect on customer satisfaction and loyalty, which in turn affects managerial performance in a significantly positive way. Generally speaking, customer satisfaction/loyalty proves a partial mediator.

Keywords: Service quality, Customer satisfaction and loyalty, Managerial performance

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