Communicating with the Generations: What Data Can a Hotel Get from their Guest for Service

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Abstract

Customer involvement with service creation is essential for quality service; however, guest involvement is also needed. Technology-enhanced service ensures a higher level of guest experience; however, different generations have different connections to technology. Literature looking at technology's effect on guests often omits to differentiate generational characteristics. This study aims to understand the differences in preferred communication methods to understand if the information the guests share will be determined based on generational differences. The study was conducted with an online survey with the participation of Hungarian domestic travelers. (N=576)

The research finds that the preferred communication channels for the younger generation is Applications, while Baby Boomer would rather talk in person or on the phone. The study could also identify certain data that are more likely to be shared by one specific generation than others. Therefore, hoteliers must consider what generation they cater to when they introduce technology-enhanced services and what information they can expect to receive from their guests.

Keywords:
Communication channels, Generations, Hotels, Personal data, Co-creation, Personalization
Introduction

Before the pandemic, ever since the early 2000s, a trend for consumers searching for experiences were present (Pine and Gilmore, 1999; Hwang et al, 2021). Regardless of the Covid-19 pandemic, the tourism experience is ever-changing due to its dynamic nature. The importance of consumer involvement, co-creation and technology implementation continued to grow. (Buhalis, 1998; Buhalis & Law, 2008; Bravo et al, 2019, Wattoo & Iqbal, 2022; Noor et al, 2022). Technology has revolutionized the travel planning procedure, the travel experience and many cases, the stay itself. (Buhalis, 2003; Buhalis & Licata, 2002; Buhalis et al, 2022) Following the effects of the pandemic, there is a shortage of skilled labour in the Hungarian hospitality industry (”Munkaerőhiány a turizmusban: eddig idegen megoldásokkal barátkozik a szakma”, 2022), therefore hotels look to the direction of technological gadgets to enhance their service. However, the guests’ perception of the service experience is influenced by their participation in co-creating the service. (Prahalad & Ramaswamy, 2004). Introducing new technologies and applications might be the way of the industry however, these applications could very much affect the guest negatively if they are incapable or unwilling to use said technologies. (Buhalis et al, 2022)

Studies that discuss tourism experiences and also consider the impact of technology (Neuhofer and Buhalis, 2012; Beldona et al, 2018; Yang et al, 2021; Wattoo & Iqbal; 2022, Buhalis et al, 2022) rarely consider the differences between generations regarding technology-enhanced tourism experiences. As hotels must consider their guest circle focusing on the age of the guest is just as important and focusing on their lifestyle. Studies that focus on generational differences are highlighting the challenges of marketing communication or they show the challenges to care to more than one generation needs but they are not focusing on technology. (Sima, 2016; Kukoyi, et al, 2016; Yang & Lau, 2015) The different generations have different levels of technology adaptivity (Cogin, 2012; Lyons & Kuron, 2014; Mannheim, 1952; Twenge & Campbell, 2008, Bravo et al, 2019) hence this factor has to be considered in technology-enhanced tourism experiences and not just focusing separately to one generation but also comparing them. It is important as more than one generation can be the hotels’
targeted costumer. This study aimed at understanding the differences in preferred communication methods such as in person, on the phone or by using an application respective to the different generations in case of hotel services. In this research four generations and their preferred communication methods will be analysed and compared to see if genuine generational characteristics will transfer to the hospitality industry and how they buy service. When it comes to the co-creation of service, the service provider needs information about the guest (Barwise & Strong, 2002; Andrade et al, 2002; Tassikas, 2021) therefore, the second goal of this study is to understand if the information that the guests are willing to share will be affected by the generational differences of other phenomena is responsible.

Literature background

Guest service

Guest will, by default, compare their expectations and the service they received, making “quality service” specific for each individual. (Crosby, 1979; Grönroos, 1984; Berry, Parasuraman et al, 1988). A good service experience can be achieved by co-creating or personalizing the service. Co-creation is the “joint creation of value by the company and the customer” (Prahalad and Ramaswamy, 2004 p.8); at the same time, personalization can refer to any activity of the service provider when the interaction intention is to make the individuation of the customer’s service possible (Surprenant & Solomon, 1987). Hence, hotels must use customer information to improve service quality (Barwise & Strong, 2002, Andrade et al, 2002; Wattoo & Iqbal, 2022). Therefore, consumers must play the primary part, in creating their experiences. (Prahalad & Ramaswamy, 2004). However, hotels need to recognize their consumers, their needs and their preferred platform to co-create experiences, as guests have a pre-existing expectation toward the service. (Grönroos, 1984; Parasuraman et al, 1988, Wattoo & Iqbal, 2022; Noor et al. 2022)
Technology

More and greater information and communication technologies are available for the service providers to affect the tourist experience (Law et al, 2009; Yang et al, 2021; Noor et al, 2022). Information and communication technologies, which can include software, hardware, and NetWare, can be any communication technology between guest and hotel (Buhalis, 2003). The development of the tourism industry was parallel with the development of these communication technology elements (Hoffman, 2000) and Web 2.0 created various tools that empowered guests to generate content and share experiences (Tussyadiah & Fesenmaier, 2009; Noor et al, 2022). This trend is taking part, in the new service designs (Sigala, 2009), influencing online reputation and branding (Inversini et al, 2010). However, technology can be both the creator enhancer and destroyer of the guest experience (Stipanuk, 1993; Yang et al, 2021; Buhalis et al, 2022). Technologies used by hotels can range from interactive websites and ordering systems to mobile platforms, along with mobile applications and service robots. The larger and more complex the hotels’ facilities are the more they will rely on automation (Piccoli & Torchio, 2006; Siguaw et al, 2000).

Neuhofer et al (2013) found that when the guest actively chooses to make technology part of the experience (for instance, social media engagement or mobile applications on-site), their physical experience can be richer. However, the guest defines what extent is technology used. For instance, by using technology to engage with the different stakeholders, staff members, and other consumers could enhance the experiences. The goal of guest-oriented technological amenities is to enhance guest satisfaction and the performance of hotel staff. These in-room technology amenities should provide a more comfort and safer environment. (Collins & Cobanoglu, 2008)

When it comes to complex technologies like robots, service provided by human staff compared to robots can have the same service quality outcome, but the quality of interaction is better when it is human interaction. (Choi et al, 2019) At the same time, there is perceived privacy and functional benefit of a service robot (Lin & Mattila, 2021) which means that for some guests cutting out the human aspect through technology creates the perception of higher privacy. However, when using applications and online
platforms as they collect user data it can cause privacy concerns. (Joinson and Paine, 2007; Culnan and Amstron, 1999; Phelps et al, 2000; Lee and Cranage 2011; Noor et al, 2022)

New technology can significantly influence a hotel guest’s overall satisfaction, (Yang et al, 2021; Hwang et al, 2021) and the guest’s reaction to technology will determine future decisions to revisit the hotel. (Cobanoglu et al, 2011). Smartphones have influenced guests in how they obtain information and experience trips in various ways. Guest smartphone usage and experience will influence the perception they have on the value of the given technology; therefore, when they are familiar with similar software, they will have a positive attitude toward the new mobile app and intend to use it. Experience in travelling, however, was not influential when it céőúame to consumers’ smartphone acceptability. (Wang, 2019) Fox and Connolly (2018) concluded, that older adults are not willing to learn new technologies and will end up resisting digital applications. this phenomenon will lead to an age-based digital divide. (Fox and Connolly, 2018)

Generations

An age group will be considered a generation when the group has internal inner generational characteristics (Mannheim,1952; Bassiouni & Hackley, 2014; Bravo et al, 2019). Many theories were created to describe what is a generation (Martin & Tulgan, 2002; Oblinger & Oblinger, 2005; Oh & Reeves, 2011; Lancaster & Stillman, 2010), but generally, the members of the group will have the same base experiences (Mannheim 1952, Thuma, 2014). Generational differences such as attitude values and technology adaptiveness were presented by previous research (Cogin, 2012; Lyons & Kuron, 2014; Mannheim, 1952; Twenge & Campbell, 2008; Bassiouni & Hackley, 2014; Bravo et al, 2019) Shams et al, 2020), as well as different attitudes toward learning new technologies (Shams et al, 2020).

Baby Boomers are competing for resources and opportunities (Lancaster & Stillman, 2002). They value material success and want to be seen as individuals (Strauss & Howe, 1991). As a result, they are very optimistic (Lancaster & Stillman, 2002). They are
perceived as loyal returning guests having considerable available income and time. (Sima, 2016) McMahon (in Sima, 2016) found that Generation X habits influence them. Although, they are learning the use of technology (Yoong, 2022). They are nevertheless knowledgeable and keen to experiment; they are looking for the attention of physical staff as they prefer booking with a human voice over the phone “but do not mind booking online if a choice is not provided.” (Sima, 2016)

Generation X is cynical and skeptical partly because (Lancaster & Stillman, 2002; Bassiouni & Hackley, 2014), they have witnessed too many negative events (Losyk, 1997). Generation X had more exposure to world events and pop culture thanks to television (Lancaster & Stillman, 2002, Bassiouni & Hackley, 2014). Gen X is characterized by taking care of themselves (Strauss & Howe, 1991); therefore, they are independent, adaptive, and resilient (Thiefoldt & Scheef, 2004). The are the first technologically savvy generation in history. “Generation X will become brand loyal as long as they perceive their needs are met, and chain hotels acknowledge their individuality.” (Sima, 2016). They grew up without social media, but they are highly adaptable to change (Wallop, 2014)

Generation Y has “higher self-esteem, narcissism, anxiety, and depression” Twenge & Campbell (2008), often characterized as demanding, not brand-loyal and will not be interested in traditional marketing channels (Schroer, 2015). Millennials are the fastest-growing segment within the hospitality industry. Exploration, interaction and experience are millennials’ major focus. They are willing to pay more for a greater experience (Robert, 2015; Shams et al, 2020). To make them returning customers it will not be enough to offer the basics or use basic social media marketing (Langfield, 2014). This generation is interested in using technology to do things that older generations used to do manually (Checking in at hotels, paying their bills or looking up places). (Kukoyi et al, 2016)

Generation Z were born after 1995 (Bassiouni & Hackley, 2014; Fister-Gale, 2015; Dandapani et al, 2016). Generation Z, the new conservatives, embrace traditional beliefs, valuing the family unit, and being more responsible. They are characterized as being digital natives. (Berkup, 2014; Turner, 2015; Shams et al, 2020) and become familiar with high-tech. (Williams and Page, 2011) Generation Z consumers’ experiences
will be influenced by smart technologies. (Priporas et al, 2017).

Research Method

This study firstly aims at understanding what the preferred communication for the different generations would be secondly if the information that the guests are willing to share will be determined based on the generational differences. As stated by Coginn (2012), Lyons & Kuron (2014), Murphy et al, (2008) and Bravo et al, (2019), the different generations have different levels of technology adaptivity; therefore, their capabilities and willingness to use hotel applications have to be considered when hotels design technology-enhanced service encounters. Also, every generation expects different features to focus on when it comes to technological devices. (Shams et al, 2020) Hotel applications should affect the different generations’ perceived experiences and influence guests’ overall satisfaction (Cobanoglu et al, 2011; Yang et al, 2021; Wang, 2019).

The following hypothesis was formulated:

H1: Younger generations, such as Generation Z and Y, will be more likely to use Applications to communicate with a hotel than older generations.

In order to co-create a personalized service, the service provider needs information about the guest (Barwise & Strong, 2002; Andrade et al, 2002; Wattoo & Iqbal, 2022) the following hypothesis was formulated:

H2: The more technologically adapted generations Z and Y will be more likely to share information about themselves.

Data collection was part of a larger-scale qualitative survey carried out in the framework of the ÚNKp-21-3. The survey was shared in Facebook groups for domestic travellers. The total number of responses was 1080, but after cleaning the data and invalidating it due to lack of necessary information or inappropriate content, the total number of responses is N=576. The majority of the participants, 74,5%, are female. Most participants are Generation Y with 30,9%, followed by Generation Z with 28%. Generation X makes up 26,2% of the sample; the smallest group is Baby Boomers, with 14,9%. The survey contained ordinal and nominal variables, and 10 points Likert scale
was used. After verifying the assumptions of normality, the analyses were continued using non-parametric tests.

**Communication channels and generations**

The first question the article is trying to answer is if the different generations have different preferred communication channels. Kruskal-Wallis Test was used to find a significant difference in the generations. Table 1. shows the list of Null Hypotheses to test whether the participants would agree or disagree with the statements. The Table shows that there is a significant difference between the generations in all instances.

**Table 1.** Hypothesis Test Summary 1

<table>
<thead>
<tr>
<th>Null Hypothesis</th>
<th>Test</th>
<th>Sig.</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  The distribution of I would rather book or buy a service through an app than in person is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>&lt;.001</td>
<td>Reject the null hypothesis.</td>
</tr>
<tr>
<td>2  The distribution of I would rather book or buy a service on an app than on the phone is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>&lt;.001</td>
<td>Reject the null hypothesis.</td>
</tr>
<tr>
<td>3  The distribution of I do not like to conduct my business with the service provider in person is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>&lt;.001</td>
<td>Reject the null hypothesis.</td>
</tr>
<tr>
<td>4</td>
<td>The distribution of I do not like to conduct my business with the service provider on the phone is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>5</td>
<td>The distribution of I do not like to conduct my business with the service provider online is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>&lt;.001</td>
</tr>
</tbody>
</table>

a. The significance level is .050.
b. Asymptotic significance is displayed.

Looking at the pairwise comparisons in Appendix 1, there is a significant difference between Baby Boomers and Generation Y and Generation Z, the oldest generation among the participants and the two younger generations, and Generation X and Generation Z. No difference was found between Generation Z and Y and Generation X and Baby Boomers. Figure (1) shows that younger generations Z and Y will more likely use an application than talk in person compared to the older generations of Generation X and Baby Boomers.

Regarding applications and phone calls, there is still a significant difference between the generations. As Appendix 2 shows, in the pairwise comparison, there is a significant difference between Baby Boomers and Generation X, Y and Z and Generation X and Generation Z. As it is clear from Figure 2, Baby Boomers are most likely to prefer a phone call over an application and would rather book or buy from the hotel on the phone than on an application.

**Figure 1** – I would rather book or buy a service through an app than in person.
Figure 2 – I would rather book or buy a service through them on the phone.
Figure 3 - I do not like to conduct my business with the service provider in person.
Figure 4 - I do not like to conduct my business with the service provider on the phone.
To test the theory, negatively worded statements were also added to the survey like “I do not like to conduct my business with the service provider in person”, “I do not like to conduct my business with the service provider on the phone” and “I do not like to conduct my business with the service provider online”. In all three cases, there is a statistically significant difference between the generations (Table 1). When asked to respond to the statement “I do not like to conduct my business with the service provider in person” (Appendix 3.). There is a significant difference between Baby Boomers and Generation Z, Generation X and Generation Y. Finally, Generation Y and Generation Z were found.

**Figure 5** – I do not like to conduct my business with the service provider online.
As it is visible in figure 3. Generation Z agreed significantly more with this statement; hence they are less likely to engage in person.

For the statement “I do not like to conduct my business with the service provider on the phone” (Appendix 4), there is a significant difference between Baby Boomers and Generation Y, where Generation Y agreed with the statement. Likewise, between Baby Boomers and Generation Z, Generation X and Generation Z and Generation Y and Generation Z. As Figure 4 shows, there is no difference, however between Generation X and Y and Baby Boomers and Generation X. Generation Z agreed significantly more with this statement than all the other generations, making using phone calls more undesirable for this generation than to the others.

In case I do not like to conduct my business with the service provider online, the Baby Boomer, Generation X, and Generation Z significantly differ from Generation Y (Figure 5). The members of the latter have disagreed with this statement. Interestingly
Generation Z, contrary to literature focusing on their tech savviness (Berkup, 2014; Fister-Gale, 2015; Turner, 2015), did not have any significant difference from the two older generation. Based on this evidence it seems that Generation Y disagreed the most with this statement.

Looking at the 5 statements examined in this paragraph, evidence was found that the younger generation like Generation z will prefer Applications while older Generations will prefer face to face discussions or phone calls. Therefore H1: “Younger generations, such as Generation Z and Y, will be more likely to use Applications to communicate with a hotel” can be accepted in the hotel concept.

Generations and the information they share

Information must be collected to create a co-created or personalized service (Barwise & Strong, 2002; Andrade et al., 2002). As guests have to participate actively in data collection in the second part of this article, the aim is to find which data the different generations are willing to share about themselves. Therefore, participants were asked to indicate the following information about themselves on a 10-point Likert scale, where ten was equivalent to their willingness to share said data and 1 indicated their unwillingness to share data. The information asked as follows, birthday, anniversary, purpose of travel, hobby, religion, food and drink preferences, health information, access to gallery and access to location. The last two were important as many smartphone applications ask these details to be shared. As Table 2 shows, there is a significant difference between the generations in case of sharing information about birthdays, anniversaries, religion, food and drink preferences, health information and Access to the gallery on their phone.

**Table 2. Hypothesis Test Summary 2**

<table>
<thead>
<tr>
<th>Null Hypothesis</th>
<th>Test</th>
<th>Sig. a,b</th>
<th>Decision</th>
</tr>
</thead>
</table>

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<table>
<thead>
<tr>
<th></th>
<th>The distribution of Birthday is the same across categories of Generation.</th>
<th>Independent-Samples Kruskal-Wallis Test</th>
<th>.007</th>
<th>Reject the null hypothesis.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>The distribution of Anniversary is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>.014</td>
<td>Reject the null hypothesis.</td>
</tr>
<tr>
<td>3</td>
<td>The distribution of Purpose of my travel is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>.459</td>
<td>Retain the null hypothesis.</td>
</tr>
<tr>
<td>4</td>
<td>The distribution of Hobby and interest is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>.060</td>
<td>Retain the null hypothesis.</td>
</tr>
<tr>
<td>5</td>
<td>The distribution of Religion is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>&lt;.001</td>
<td>Reject the null hypothesis.</td>
</tr>
<tr>
<td>6</td>
<td>The distribution of Food and Drink preferences is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>&lt;.001</td>
<td>Reject the null hypothesis.</td>
</tr>
<tr>
<td>7</td>
<td>The distribution of Health information is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>.001</td>
<td>Reject the null hypothesis.</td>
</tr>
<tr>
<td>8</td>
<td>The distribution of Access to my gallery is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>.001</td>
<td>Reject the null hypothesis.</td>
</tr>
<tr>
<td>9</td>
<td>The distribution of Access to my location is the same across categories of Generation.</td>
<td>Independent-Samples Kruskal-Wallis Test</td>
<td>.127</td>
<td>Retain the null hypothesis.</td>
</tr>
</tbody>
</table>
a. The significance level is .050.

b. Asymptotic significance is displayed.

In the next stage, pairwise comparison was used to identify which generation members are more likely to share. In pairwise comparison, as shown in Appendix 6 and Figure 6, there is a significant difference between Generation Z and Baby Boomers. Generation Z is more likely to share their birthday than Baby Boomers. However, there is no other significant difference among the generations. Figure 7 shows that in the anniversary case, there is a significant difference between Baby boomers and Generation Y and Z. Generation Y and Z are more likely to share their anniversary than Baby boomers. Figure 8 shows a significant difference between Baby Boomers and Generation Y and Z and Generation X and Generation Z when it comes to sharing information about religion. Generation Z is more likely to share this information about themselves than the two older generations, and Generation Y is also more likely to share than Baby Boomers. Regarding food and drink preferences on Figure 9, there is a significant difference between Baby Boomers and Generation Y and Z. The younger generations are more likely to share this information than Baby Boomers. There is no significant difference between the other generations.

In the case of health on Figure 10, all three generations are more likely to share information than Baby Boomer, but there was no significant difference between Generation X, Y and Z found. Regarding of using smartphones and applications, Generation Z and Y scored lower than Generation X and Baby Boomers. There is a significant difference between Generation Y and X and Generation Y and Baby Boomers (Figure 11).

Younger generations are more likely to share birthdays, anniversaries, religion, food and drink preferences, health information but regardless of being more tech savvy it is the older generation member who would share their gallery. Therefore H2: The more technologically adapted generations Z and Y will be more likely to share information about themselves is partially accepted as it is not true when it comes to information on the technological device.
**Figure 6 - Birthday**

Pairwise Comparisons of Generation

Each node shows the sample average rank of Generation.

**Figure 7 - Anniversary**
Pairwise Comparisons of Generation

Each node shows the sample average rank of Generation.

Figure 8 - Religion
Figure 9 - Food and Drink
Pairwise Comparisons of Generation

Each node shows the sample average rank of Generation.

Figure 10 - Health
Figure 11 - Access to the gallery on the phone
Conclusion

The preferred communication channels are different for the younger generation, like generation Z and Y, compared to Generation X and Baby Boomers. The younger generations Z and Y will be more likely to use an application than to talk in person compared to the two older generations, Generation X and Baby Boomers. When it was compared to phone calls, Generation Z was more likely to choose applications than the two older generations and Baby boomers were less likely to use this option than the other two generations.

Looking at the negatively worded statements, I do not like to conduct my business with the service provider in person”, Generation Z was less likely to want to communicate in person. “I do not like to conduct my business with the service provider on the phone”
again, Generation Z agreed significantly more with this statement than all the other generations; therefore, using phone calls is more undesirable for this generation.

For the statement, I do not like to conduct my business with the service provider online while generation Y is less likely to oppose communication online compared to generation X and Baby boomers; contrary to the literature, Generation Z was also less likely to prefer this method. Overall, we can see that Generation Z would use an application over a phone call or personal encounter; they do not like to conduct business on this channel but also dislike online opportunities. Generation Y was more likely to choose an application than to talk in person than the other generations, and they would still choose it over a phone call especially compared to Baby Boomers. They are less likely to use a phone to conduct their business than Baby Boomers but more likely to use an online channel.

Generation X is less likely to use an application than the younger generation but still significantly more willing than Baby Boomers. In addition, they are more likely to talk in person or on the phone than Generation Z but less likely to use online channels than Generation X. Baby Boomers prefer phone calls and in-person discussions over applications and are likelier to engage in these channels than any other generation.

When it comes to the information the generations are willing to share, the difference was found in the case of birthdays, anniversaries, religion, food and drink preferences, health information and access to the gallery on their phone. Generation Z is more likely to share their birthday than Baby Boomers, but there is no other significant difference among the generations.

Generation Y and Z are more likely to share their anniversary than Baby boomers. Generation Z is more likely to share this information about their religion than the older generations, and Generation Y is also more likely to share than Baby Boomers. The younger generations are more likely to share this information than Baby Boomers. However, there is no significant difference between the other generations. Baby Boomer is less likely to share than Generation X, Y and Z. Regardless of using smartphones and applications, Generation Z and Y scored lower than Generation X and Baby Boomers. The more technologically adapted generations Z and Y are more likely to share information about themselves except when it comes to information on the
technological device when Generation X and Baby Boomers are more willing to do so.

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Notes

No notes.

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