

# DEDICATION

*Every challenging work needs self-efforts as well as  
Guidance of elders especially those who were very close*

*To your heart.*

*My humble effort I dedicate to my sweet and loving*

*Mother,*

*Sisters & Brothers*

*Friends*

*Whose affection, love, encouragement make me able*

*to get such Success and honor,*

*Along with all hard working and respected*

*Teachers*

## ACKNOWLEDGMENTS

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## **ABSTRACT**

Through the growing role of the tourism sector for the enhance the regional economy specifically the hotel sector in Khartoum city. The purpose of this study was to find out the mediating role of service recovery between service quality and perceived value relationship .Accordingly,130 questionnaires were distributed to guests of a number of hotel and the response rate 76.9%. The descriptive approach was followed in the collection, monitoring and analysis of data,in the data analysis using partial least squares (PLS) Smart PLS 3.0 M3. Result have shown that the dimension of service quality (tangibility, responsiveness, empathy and reliability) have a positive relationship with perceived value but the assurance have a negative relationship. Also the study revealed (assurance, empathy, tangibility and responsiveness) have a positive relationship with service recovery but the reliability have a negative relationship. Service recovery and perceived value relationship was positive. Moreover the mediating role of the service recovery was not supported.

**Keyword:** service quality, service recovery, perceived value.

## المستخلص

بالنظر إلى الدور المتعاظم لقطاع السياحة بالإسهام في الإقتصاد الإقليمي وتحديدا قطاع الفنادق في مدينة الخرطوم . حيث كان الغرض من الدراسة معرفة الدور الوسيط لتعويض الخدمة بين جودة الخدمة والقيمة المدركة من قبل الزبون . وزع 130 استبيان على نزلاء 20 فندق وكان معدل الاستجابة 76.9% . وقد أتبع المنهج الوصفي في جمع، رصد و تحليل البيانات، حيث تم تحليل البيانات المتحصلة بواسطة smart pls . وقد أظهرت نتائج التحليل أن أبعاد جودة الخدمة (الملموسية،الإستجابة،التعاطف والإعتمادية ) لها علاقة موجبة مع القيمة المدركة من قبل الزبون ولكن الضمان لها علاقة سلبية مع القيمة المدركة. أيضا كشفت الدراسة أن (الضمان, التعاطف, الملموسية والاستجابة ) لها علاقة إيجابية مع تعويض الخدمة ولكن الإعتمادية لها علاقة سلبية مع تعويض الخدمة . العلاقة بين تعويض الخدمة والقيمة المدركة ايجابية . علاوة على ذلك فإن الدور الوسيط لتعويض الخدمة بين جودة الخدمة والقيمة المدركة غير مدعوم.

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