

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter contains the background of the Study, Statement of the Problem, Question of the study, research questions, research objective, significance of the study, scope of study, the opralization of key definition and Organization of the study.

1.2 Background of the Study

Quality is one of the most important and complex components of business strategy. It is a central element in both business strategy and academic research. Firms compete on quality, customers search for quality, and markets are transformed by quality. It is a key force leading to delighted customers, firm profitability, and the economic growth of countries. Golder et. al., (2012) Meeting or surpassing customer expectations is the basis of quality- driven framework within organizations Evans and Lindsay, (2011). In order to be competitive in a changing market, companies must improve their quality and innovativeness Zehir and Sadikoğlu,(2012). Thanks to the “quality movement” that started around the early 1930’s, quality is no longer a peripheral issue “outsourced” to engineers, the “techies,” or the quality inspectors Zehir et al., (2015) Instead, quality has become part of the mainstream of business thinking once managers at all levels have realised that they need to think of consumers’ quality needs as much as they need.

As Deming (1986) suggests improved quality has long been recognized as a means to increase profitability and ensure long-run survival in a constantly changing business environment Sebastianelli, et

al.,(2005) Early scholarly writings on Service quality suggested that service Structure quality stems from a comparison of what customers feel a company should offer with the company's actual service performance Parasuraman et al., (2005) Similarly Lewis and Mitchell (1990) described service as the difference between customer expectations of service and perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs.

The concept of service quality has been widely discussed in the literature as a difficult concept to define and measure. "The evaluation of quality for services is more complex than for products because of their intrinsic nature of heterogeneity, inseparability of production and consumption, perishability and intangibility" Marta Arbelo-P_erez et all., (2017).

Service recovery is defined as the effort of a service provider to resolve a problem caused by a service failure and restore customer satisfaction Lovelock and Wirtz,(2007).

In particular, determining the most effective type of service recovery for a given service failure is an important issue. Previous service recovery studies have categorized recovery types into psychological recovery and tangible recovery. Psychological recovery provides customers who have experienced a service failure with an apology and empathy, while tangible recovery offers physical compensation for customers' real damages, such as coupons, discounts, and free products Although psychological recovery is an inexpensive and effective alternative for a company, asserted that consumers prefer tangible recovery that provides a physical value. Despite the importance of

investigating the differences between the types of recovery, research relating to this issue has rarely been conducted Na&Yoo,(2017).

1.3 Statement of the Problem

There are no studies investigated relations between service quality, service recovery and perceived value in customer of Sudanese hotel, this study will investigate the constructs in Sudan within the hotel.

1.4 Questions of the study

- There are a relationship between service quality and service recovery?
- There are relationship between service quality and perceived value?
- There are relationship between service recovery and perceived value?
- Is service recovery mediating factor between service quality and perceived value?

1.5 Purpose of the study

The purpose of this study is to identify the mediating effect of service recovery on the relationship between Services Quality, and perceived value of Hotel service, considering the customers of one popular hotel in Sudan. For this purpose, we researched the related literature, we developed a research model and hypotheses for this study, and we made numerous analyses in order to test our hypothesis. This study revealed the causes of changes in the Perceived Value and considering the effects of Services Quality, Service Recovery.

- To investigate the direct effect of service quality on Perceived value.

- To investigate the direct effect of service quality on Perceived value through Service recovery.
- To investigate the role of Service recovery in the formation of Perceived value.
- To contribute to the development of more accurate theoretical models that explains the contribution of service quality efforts in relation to Service recovery with Perceived value.
- To provide information that could result in service businesses having a better understanding of how customers evaluate services, in order to guide the development of service improvement strategies.

1.6 Organization of the Study

Chapter one is the introduction chapter introducing the topics and constructs under the study and introduces constructs from literature point of view and the current economic situation in Sudan, statement of the problem, research questions, research objectives, and significance of the study. Chapter two explains concepts and relation between conceptual constructs and related studies. Chapter three explains the theoretical framework and methodology, instrument for data collection, pilot and final tests, and data analysis procedures. Chapter four explains the process followed for data analysis, results and findings. Chapter five provides the conclusion, discussion, and finally the implication for practice, future studies recommendations, and research limitation and delimitation.

CHAPTER TOW

Literature Review

2.1 INTRODUCTION

This chapter contains the review of study, the concepts and definition of study variables and dimension of the variables.

In simple words, services are deeds, processes, and performances. But, the increasing interest in the services sector has been accompanied by considerable disagreement and debate as to what constitutes a service and whether service marketing is a distinctive subject area. In order to develop clarity on service as a concept, it is desirable to look at the way various researchers and scholars have defined it over the years.

2.2 Concept of service:

Service is an interactive process of communication and social exchange Salomonson et al, (2013).

service is any action or performance that one party can offer to another, which in fact is intangible and does not result in ownership of anything. Its production may or may not be associated with the physical object Kotler and Keller(2008).

Service is very complex and about economic activities which is giving benefits to both customer and the company. It is defined as the action for delivering and benefiting the different parties by exchanging the value for their welfare. Service is also described as the performances of the service providers. Customers purchase service for the search of desired result and the companies sell their services for the customer's benefit by proposing solutions to the problems. When the customers

expect some value from this purchase, besides the exchanging the ownership there comes many value related elements such as price, time and delivery process (Lovelock, 2007). The service is a combination of many characteristics:

- Intangibility is one of the important characteristics of service. As service is a combination of performances and experiences, it is very difficult to measure.
- Another characteristic of service is heterogeneity which means that service production from person to person vary because of different performances.
- In the case of service, production and consumption are happened at the same time. Quality of the service is dependent on the interaction between producer and customer at the time of delivery.

There are some major differences between services and goods. The nature of services is intangible whereas goods are tangible. Since services are intangible, measurement of service quality can be more complicated. Service quality measures how much the service delivered meets the customers' expectations. In order to measure the quality of intangible services, researchers generally use the term perceived service quality. Perceived service quality is a result of the comparison of perceptions about service delivery process and actual outcome of service Amiele & Josefine, (2012).

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services, researchers generally use the term perceived service quality. Perceived service quality is a result of the comparison of perceptions about service delivery process and actual outcome of service. (Emel, 2014).

2.3 Dimensions Of Service Quality

There are 5 dimensions and 22 items presented in seven-point Likert scale. They measured especially functional service quality through empirical studies in banking, credit card, repair and maintenance, and long-distance telephone services Table (2.1) Emel, (2014)

Table (2.1): SERVQUAL

Dimensions	Items
Tangibles: physical facilities, equipment, and appearance of personnel.	1. should have up-to-date equipment 2. physical facilities should be visually appealing 3. employees should be well dressed and appear neat 4. appearance of physical facilities should be in keeping with the type of services
Reliability: to perform the promised service dependably and accurately.	5. should do things by the time they promise 6. when customers have problems, they should be sympathetic and reassuring 7. should be dependable 8. should provide their services at the time they promise 9. should keep accurate records
Responsiveness: to help customers and provide prompt service.	10. should not be expected to tell customers when services will be performed*

	<p>11. not realistic for customers to expect prompt service*</p> <p>12. employees do not always have to be willing to help customers*</p> <p>13. is OK if they are too busy to respond to requests promptly*</p>
<p>Assurance: Courtesy knowledge, ability of employees to inspire trust and confidence.</p>	<p>14. customers should be able to trust employees</p> <p>15. customers should feel safe in their transactions with these stores' employees</p> <p>16. the employees should be polite</p> <p>17. employees should get adequate support to do their jobs well</p>
<p>Empathy: caring, Individualized attention the firm provides its customers.</p>	<p>18. company should not be expected to give customers individual attention*</p> <p>19. employees cannot be expected to give customers personal attention*</p> <p>20. unrealistic to expect employees to know what the needs of their customers are*</p> <p>21. unrealistic for them to have customers' best interests at heart*</p> <p>22. should not be expected to have operating hours convenient to all customers*</p>

2.4 Service recovery

Service recovery means the ways companies react after customer complains about a service failure. It is usually possible to complain in either online or offline environment. The response and compensation vary between companies. In order for a company to succeed, it is necessarily nowadays to give an opportunity for consumers to complain when a potential service failure occurs. Service recovery has also been recognized as one of the most important factors for achieving customer loyalty (Katariina Ollari, 2017).

Service recovery has been defined by various authors in their own terms; for example, Johnston and Fernell (1991) describe service recovery as “seeking out and dealing with service failures.” Whereas Zemke and Bell (2003) describe it as “a process with a beginning and an end”, and state that “service recovery is a thought-out, planned process for returning aggrieved customers to a state of satisfaction with the organization after a service or product has failed to live up to expectations” (Zemke & Bell, 2003). It is looked at as a process; in the words of Bell “Effective service recovery is a planned and managed event to satisfy a customer after service failures” (2003). It is seen as a means to retain customers after failure. In other words, service recovery can be thought of with an ultimate goal of driving the motivation of customers to continue purchasing a firm’s services and products (Johnston, 1997; Seawright et al., 2008). If customer loyalty is not achieved, then the next immediate option is to minimize the damage caused (Ayad Giuma Ayad Ramadan, 2012). Service recovery has been a topic of interest to the service industry due to the reality that customers’ satisfactions has a direct impact on loyalty and improve the profits of the organizations/companies.

Service recovery efforts may not lead to the desired level of satisfaction, however, if they fail to meet customer expectations Subhash, Aditi, Balaji,(2018).

According to Wann-Yih et al ,(2018) service recovery refers to the employees' performance as a result of a service delivery failure, as assessed from the customer's point of view. Also service recovery is classified as the actions undertaken by the service provider to respond to service failures.

When a service failure occurs , a customer's complaint triggers a series of interactions between the customer and the firm or its representatives through which a solution of the failure is derived and enacted to restore the firm's relationship with the customer(Joohyung& SejinHa , 2016).

Effective service recoveries enable service providers to regain customer satisfaction, maintain customer loyalty, and retain long-term relationships with customers Na, Yoo-Kyoung, (2017).

Also according to Simon, Yves& Vincent,(2017) Service recovery refers to the actions a service provider takes in response to a service failure, it's occurs when the quality of service does not meet Jin-Ju & Jin-Woo, (2016)the customers' expectations .

Research in the service recovery domain has applied appraisal theory to assess emotional responses to service failure and recovery encounters Matthew et al, (2016). Companies need to know that service failures have occurred, identify the reasons, evaluate their impact, and carry out appropriate management activities to resolve them Xinyuan, et al, (2014).

In (Heejung et al, 2013) Process, on the other hand, can be described as the delivery of the service recovery (i.e., a hotel employee treats the customer appropriately during the recovery).

Previous studies evaluated various types of service recovery approaches such as compensation, reaction speed, voluntary remedial measures, excuse, apology, justification, empathy, discount, coupons, no response, and explanation.

Therefore in this study Service recovery effort is the organizational response created to reduce the negative influences of service failure and to satisfy the consumer.

As earlier mentioned, customer satisfaction leads to further purchases and given that customer loyalty, an effect from customer satisfaction (Walsh, et al. 2010), is considered to be harder to gain in an online environment than in offline (Sousa and Voss 2009), managers must survey customers about both disconfirmation of expectations and perceptions of justice to understand customer satisfaction better (Smith, Bolton and Wagner 1999). The perception of justice is whether the customer feels satisfied with the type of recovery given when a failure has occurred

Service recovery is, according to Fitzsimmons (2011 - p136), a "Service recovery converting a previously dissatisfied customer into a loyal customer." James A. Fitzsimmons and Mona J. Fitzsimmons, (2011). It is the action a service provider takes in response to service failure .By including also customer satisfaction into the definition, service recovery is a thought-out, planned, process of returning aggrieved/dissatisfied customers to a state of satisfaction with a company/service .Service recovery differs from complaint management

in its focus on service failures and the company's immediate reaction to it. Complaint management is based on customer complaints, which, in turn, may be triggered by service failures Stauss,. However, since most dissatisfied customers are reluctant to complain, service recovery attempts to solve problems at the service encounter before customers complain or before they leave the service encounter dissatisfied. Both complaint management and service recovery are considered as customer retention strategies ,some researches proved that strategies such as value co-creation, follow up, etc. can improve the effectiveness of service recovery efforts Gohary, Ali , Hamzulu, Bahman and Alizadeh, Hamid,(2016).

Finely it is important to find out how to approach customers after detecting that a service failure has occurred. It is necessary to recover the failure efficiently. Profit or loss becomes highly dependent on customers' satisfaction or dissatisfaction with service recovery.

2.5 Perceived Value

The concept of perceived value is well established in the marketing literature, and has been used to examine variables that affect the future use of services and products as well as purchase decisions Minseong& Brijesh, (2017). Perceived value may also contain or consist of “softer” elements, such as social and image benefits Nora & Heikki, (2017).

In Nina & Jinghua, (2017) study work as a foundation to measure perceived value, specifically functional, emotional, social, and epistemic value, in an adventure tourism context. The emotional value reflects the product's ability to arouse feelings or affective states and is found to be of

particular interest in experiential settings in that emotions largely affect satisfaction evaluations.

Perceived value has a negative function on monetary (prices) and non-monetary sacrifices. With regards to non-monetary sacrifices, the client's personal circumstance or subjective factors could detract from the perceived value of the service, the client will not always want allow price, but value for the money spent, in which case non-monetary sacrifices related to service could be more important for the consumer Jerónimo, et al, (2017). Hence the term convenience of service emerges. Service convenience represents the time and effort perceived by the client related to the purchase or the utilization of a service.

In this previous research study they draw on this definition of perceived value is a much broader concept, defined as “the global evaluation of the consumer on the usefulness of a product based upon the perception of what is received and what is given Jerónimo et al,(2017).

This study intends to make three contributions too. First, we propose accounting for both the emotional and social perceived value of business clients in order to better understand the PV determinants and outcomes. Namely, when PV is conceptualized and operationalized as “value for money”, which assumes perceptions of a trade-off between quality and the price of the provider's services Maja & Vesna, (2017) the fact that decisions are made by humans in an organization who are not always guided by rationality is largely overlooked.

Present research indicates that perceived service quality is determined mainly by the tangible elements of the facilities and by the attitudes and skills of the staff. Perceived value becomes significant for

customer satisfaction, because customers are willing to pay less for higher quality products.

Several studies also confirmed the significant effect of service quality, and perceived value on customer satisfaction (Cigdem& Berkehan, (2016).

2.6 Perceived Value Dimensions:

Sardan,Snezana&Viljko,(2014) how will the value of a particular product or service be assessed depends on the customer's personal assessment. Some customers may find a specific product insignificant, while for the others, it might be very important. have set the customer perceived value scale which explains value dimensions of products. Because of the need to measure the value of services perceived by the customers has developed a model for measuring the key elements of percieved value of services in the hotel industry. The model contains 18 statements grouped into five main entities, each of which reffers to one of the following factors: quality, reputation, emotional value, monetary and non-monetary cost. have arranged the following three perceived value dimensions according to the level of significance:

- reputation.
- value for money.
- prestige.

2.7 Related studies on relationship between service quality and perceived value:

Raditha, Michael&David,(2016) This study aims to investigate the interrelationship among service quality, perceived value and customer

satisfaction. The results illustrate that perceived value plays a partial mediating role between the service quality and customer satisfaction constructs.

Cigdem&Berkehan,(2016) This study aims to reveal the determinants of hotel customers' satisfaction and their loyalty. The results are as follows: First, customer satisfaction and perceived value are the significant predictors of customer loyalty. Second, perceived value, price fairness and service quality-reliability, assurance and empathy explain customer satisfaction. Third, all the dimension of service quality has an influence on the perception of value with the hotel experiences.

Firend&Masoumeh,(2014) they took up their studies investigate the effect of service quality, trust and customer perceived value on customer loyalty, Statistical tests included descriptive statistics, internal consistency, reliability, validity, correlation and regression were conducted to determine the relationship and to validate the study. The study found that there is positive relationship between service quality and trust, service quality and perceived value, trust and customer loyalty and perceived value and customer loyalty. Consequently, based on findings, service quality, trust and perceived value are considered to be antecedents of customer loyalty.

According to Muhammad et al, (2012) This study enabled to identify two dimensions of perceived value which are functional and symbolic. they also found that perceived value and service quality have important and positive relationship with satisfaction and revisit intentions.

2.8 Related studies on relationship between service quality and service recovery:

Boon et al, (2017) The aim of this study was to investigate the influence of service quality and service recovery on satisfaction and, ultimately, the effect on customer loyalty. The research also tested the mediating effect of corporate image between the relationship of customer satisfaction and customer loyalty. The findings showed that both service recovery and service quality had a significant impact on customer satisfaction.

Khim, Chang& Larry,(2010) this study was examined in Service quality, service recovery, and financial performance. That study founded “complaints” is a leading indicator of future financial performance as measured by return on sales (ROS) one-quarter ahead. Results also indicate that this effect persists into longer-term future performance (i.e., the average of one-quarter and two-quarter-ahead) as measured by return on assets (ROA) and ROS. Findings also indicate that service recovery effort in reducing mishandled baggage, is associated with higher future financial performance as measured by one-quarter-ahead ROA. Similarly, service recovery efforts, in reducing mishandled baggage and complaints, are found to be associated with both short-term and longer-term future financial performance as measured by ROA or ROS.

2.9 Related studies on relationship between service recovery and perceived value:

Mustafa & Azilah ,(2016) this study aims to investigate the impact of service recovery on customer affection, perceived value, and sabotaging behavior in a service industry context . Results based on hierarchical regression analysis reveal that all hypothesized relationships

were supported. Specifically, the current study by examining untested relationships such as the effect of service recovery on customer perceived value and sabotaging behavior in a hotel context lends further contribution to tourism and hospitality management literature and provides useful guidelines to practitioners as well.

Nien et al,(2013) this empirical study seeks to contribute to a conceptual model that, reflecting the mediating role of customer satisfaction and the moderating roles of service recovery and perceived value, indicates the effect of service quality on customer loyalty in the hotel industry.

CHAPTER THREE

Theoretical frame work& Hypothesis Development

3.1Introduction:

This chapter contains details about variables used to develop the theoretical framework, hypotheses, research methodology, population and sample drawn for the study, instrument, data collection, pilot and final test, and procedures followed for data analysis.

3.2Theoretical frame work& Hypothesis Development

According to the provided literature in chapter two and previous studies findings mentioned in relation to the constructs under the study four main hypotheses were developed following the flow illustrated in the framework section to examine the hypotheses \hookrightarrow Sudan hotel service.

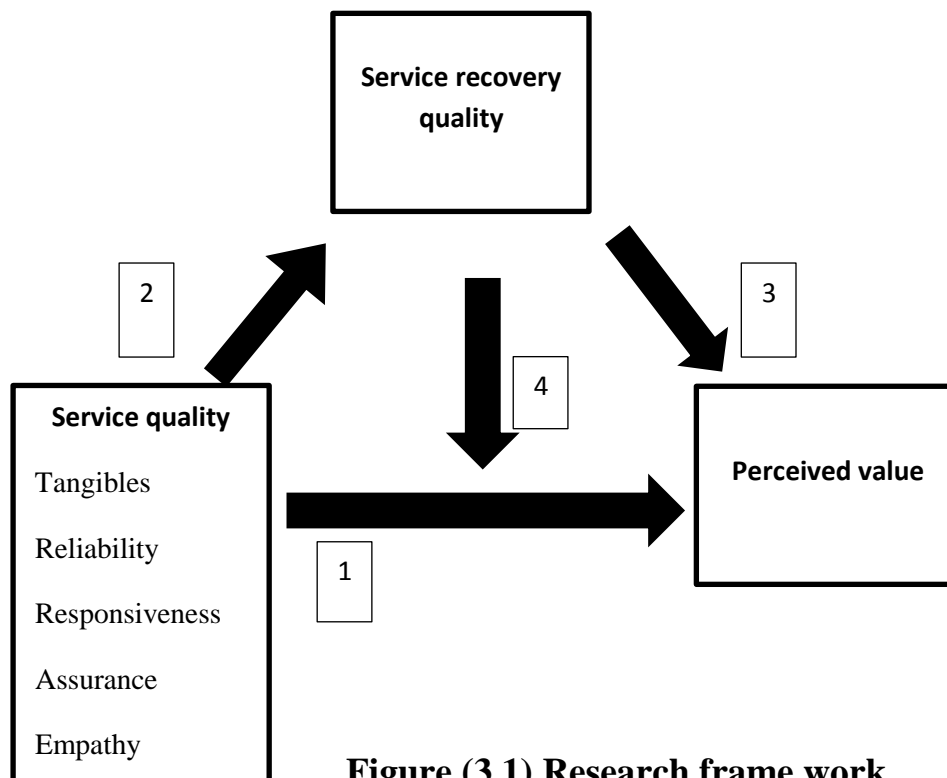


Figure (3.1) Research frame work

3.3 Hypothesis development:

As mentioned in the previous chapter literature review or the previous studies we can develop the research hypothesis based on this studies what they found.

Hypothesis1: There is a significant relationship between service quality and perceived value.

Hypothesis2: There is a significant relationship between service quality and service recovery.

Hypothesis3: There is a significant relationship between service recovery and perceived value.

Hypothesis4: Service recovery has mediating effect on the relationship between service quality and perceived value.

3.4 Research methodology:

3.4.1 Introduction:

This section contains research methodology, population and sample of the study, measurement of variables and data techniques.

will present the sampling procedures, the measurement of variables, the development of research instrument, the administration of data collection, and statistical techniques that used test hypotheses are discussed.

3.4.2 Research design:

A research design is the specification of method and procedures for acquiring information needed to structure or solve problem. It's overall operational or pattern framework of the project that stipulates

might be described as series of advance decisions that taken together, from specific master plan or model for the conduct of the investigation.

3.5 Summary of Chapter

This chapter depicted the research framework, which was deriving from the literature review, And theoretical framework and hypothesis development. In addition to relationship between variables of the study and theories.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Chapter Overview

This chapter presents the findings of the data analysis and it is presented in three sections. The first section presents the process followed for measurement and validation of various constructs. Started by describe the descriptive statistics of the sample data then respondent's demographic information, section two The measurement and validation process of constructs, section three the results of the path analysis and hypotheses testing.

4.2 Data screening

Data screening (sometimes referred to as "data screaming") is the process of ensuring your data is clean and ready to go before you conduct further statistical analyses. However, the data must be screened in order to ensure the data is useable, reliable, and valid for testing causal theory.

4.3 Missing data

missing data can cause several problems. The most apparent problem is that there simply won't be enough data points to run the analyses. The EFA, CFA, and path models require a certain number of data points in order to compute estimates. Additionally, missing data might represent bias issues. Some people may not have answered particular questions in your survey because of some common issue. Overall any missing data more than 10% of the responses on a particular variable making several problems.

Not removed any items or questionnaire in dataset because the missing data in questionnaire is less than 10%.

4.4 Outlier

An outlier is an extreme response to a particular question, or extreme responses to all questions. though, Outliers will appear at the extremes. however, there was no any outliers on dataset everything in dataset is logic.

4.5 Unengaged Respondent

Another type of outlier is an unengaged respondent while, unengaged refer to the same answer in each question. Sample Sometimes respondents will enter '3, 3, 3, 3...' for every single survey item. This participant was clearly not engaged, and their responses will throw off your results. However, removed two questionnaires in dataset according to calculate (STDEV.P) is less than 0.5 while using 5 liker scale.

4.6 Normal distribution

Normality refers to the distribution of the data for a particular variable. In this study testing normality first by **Skewness** means that the responses did not fall into a normal distribution, secondly **Kurtosis** refers to the outliers of the distribution of data.

the value for Skewness kurtosis for all items ranged benign to 3. While this does violate strict rules of normality, it is within more relaxed rules suggested by sposito (1983) who recommend 3.3 as the upper threshold for normality. Except the phrase (empathy1) equal 7.9 in **Skewness** and 112.3 in **Kurtosis**. So it has been deleted.

4.7 Response rate

It was well known that most of the **hotel in** the capital of the country (Khartoum) therefore, the population of this study was the **in customer**. The researcher employed convenient sample where self-

administrated survey was used to distribute 130 questionnaires to the **hotel gest**, the research asked to fill the questionnaire, the overall response rate was 76.9% this was considered as high rate due to questionnaires given one by one to respondents and in researches used a self-administrated survey (Sekaran, 2003). Below is Table (4.6) to shows the summary of questionnaire response rate.

Table (4.1) Response rate of questionnaire

Total distributed questionnaires	130
Total questionnaires received from respondents	100
Valid questionnaires received from respondents	100
Invalid questionnaires	0
Questionnaires not received	30
Overall response rate	76.9
Useable response rate	0%

Source: prepared by researcher from data (2018)

4.8 Respondent Demographic Characteristics

Based on the descriptive statistics using the frequency analysis this part investigates the respondents' Demographic Characteristics. The next table reveals that.

Table 4.2 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	62	62.0	62.6	62.6
	Female	37	37.0	37.4	100.0
	Total	99	99.0	100.0	
Missing	System	1	1.0		
Total		100	100.0		

Table 4.3 Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	63	63.0	63.6	63.6
	married	36	36.0	36.4	100.0
	Total	99	99.0	100.0	
Missing	System	1	1.0		
Total		100	100.0		

Table 4.4 Age group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than30	28	28.0	28.0	28.0
	30 to 40	22	22.0	22.0	50.0
	40 to 50	27	27.0	27.0	77.0
	50 and more	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Table 4.5 education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	39	39.0	39.0	39.0
	Post graduate	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

4.9 Measurement Model Assessment

The research model for this study is tested using partial least squares (PLS). Smart PLS 3.0 M3 (Ringle et al., 2004) is used to assess the measurement and structural model for this study. This statistical program assesses the psychometric properties of the measurement model and estimates the parameters of the structural model.

4.10 Factor structure

Factor structure refers to the inter correlations among the variables being tested in the EFA. Using the pattern matrix below as an illustration, see that variables group into factors - more precisely, they "load" onto factors.

Table 4.6 The Outer Loading Output Using Smart PLS

	Perceived Value	Service Recovery Quality	assurance	empathy	reliability	responsiveness	tangibility
assurance1			0.799				
assurance2			0.717				
assurance3			0.742				
assurance4			0.749				
empathy1				0.816			
empathy3				0.762			
empathy4				0.743			
empathy5				0.784			
perceived_value1	0.731						
perceived_value2	0.730						
perceived_value4	0.767						
perceived_value5	0.735						
perceived_value6	0.733						
recovery_service1		0.712					
recovery_service2		0.785					
recovery_service3		0.772					
recovery_service4		0.751					
reliability1					0.716		
reliability2					0.727		
reliability3					0.753		
reliability4					0.758		
reliability6					0.766		
responsiveness1						0.767	
responsiveness2						0.786	
responsiveness3						0.756	
tangibles1							0.797
tangibles2							0.726
tangibles3							0.731
tangibles4							0.737

table (4.6) provided that the measurement models have an acceptable quality in terms of outer loadings (because is loadings above than the common threshold of 0.70).

4.11 Assessing Results of Reflective Measurement Models

Assessment of reflective measurement models includes composite reliability to evaluate internal consistency, individual indicator reliability,

and average variance extracted (AVE) to evaluate convergent validity. Assessment of reflective measurement models also includes discriminant validity. The Fornell-Larcker criterion, cross-loadings, and especially the heterotrait-monotrait (HTMT) ratio of correlations can be used to examine discriminant validity.

4.12 Internal Consistency Reliability

The first criterion to be evaluated is typically internal consistency reliability. The traditional criterion for internal consistency is Cronbach's alpha, which provides an estimate of the reliability based on the intercorrelations of the observed indicator variables.

The traditional criterion for internal consistency is Cronbach's alpha. Due to Cronbach's alpha's limitations, it is technically more appropriate to apply a different measure of internal consistency reliability, which is referred to as composite reliability.

Table 4.7 The Internal Consistency Reliability Output Using Smart PLS

	Cronbach's Alpha	Composite Reliability
Perceived Value	0.792	0.858
Service Recovery Quality	0.749	0.842
Assurance	0.743	0.839
Empathy	0.780	0.859
Reliability	0.798	0.861
Responsiveness	0.656	0.813
Tangibility	0.737	0.836

table (4.7) show the internal consistency reliability between 0.6 and 0.7. while, the CR is above than 0.7 (in exploratory research, 0.60 to 0.70 is considered acceptable)

4.13 Convergent Validity

Convergent validity is the extent to which a measure correlates positively with alternative measures of the same construct. to evaluate convergent validity of reflective constructs, researchers consider the outer loadings of the indicators and the average variance extracted (AVE).

Table 4.8 The Convergent validity Output Using Smart PLS

	Average Variance Extracted (AVE)
Perceived Value	0.546
Service Recovery Quality	0.571
Assurance	0.566
Empathy	0.603
Reliability	0.554
Responsiveness	0.592
Tangibility	0.560

table (4.8) show the Convergent validity: the AVE is above higher than 0.50

4.14 Discriminant Validity

Discriminant validity is the extent to which a construct is truly distinct from other constructs by empirical standards. The Fornell-Larcker criterion.

Table 4.9 The Discriminant validity Output Using Smart PLS

	Perceived Value	Service Recovery Quality	Assurance	empathy	reliability	responsiveness	tangibility
Perceived Value	0.739						
Service Recovery Quality	0.808	0.756					
Assurance	0.788	0.809	0.752				
Empathy	0.799	0.812	0.790	0.777			
Reliability	0.831	0.799	0.783	0.799	0.744		
Responsiveness	0.789	0.776	0.757	0.762	0.756	0.770	
Tangibility	0.829	0.823	0.799	0.799	0.818	0.743	0.748

table (4.9) show the that all reflectively measured constructs exhibit discriminant is less than 0.90 suggests a lack of discriminant validity.

4.15 Structural Model

The following subsections discuss the tests used to assess the validity of the structural model for this study. The validity of the structural model is assessed using the coefficient of determination (R²) and path coefficients. In addition, this study also assesses the mediation relationships that are being proposed in the research model. The mediation relationships are tested using the guidelines proposed by Baron and Kenny (1986) and the significance of the mediating relationships are tested using Sobel's test (Z).

4.16 Coefficient of Determination (R² Value)

The most commonly used measure to evaluate the structural model is the coefficient of determination (R² value). This coefficient is a measure of the model's predictive power and is calculated as the squared correlation between a specific endogenous construct's actual and predicted values.

Table 4.10 The Coefficient of Determination Output Using Smart PLS

	R Square	R Square Adjusted
Perceived Value	0.796	0.792
Service Recovery_Quality	0.785	0.781

The R² value indicates the amount of variance in dependent variables that is explained by the independent variables. Thus, a larger R² value increases the predictive ability of the structural model. In this study, Smart PLS algorithm function is used to obtain the R² values, while the Smart PLS bootstrapping function is used to generate the t-statistics values. For this study, the bootstrapping generated 500 samples from 224 cases. The result of the structural model is presented in Figure (4.1).

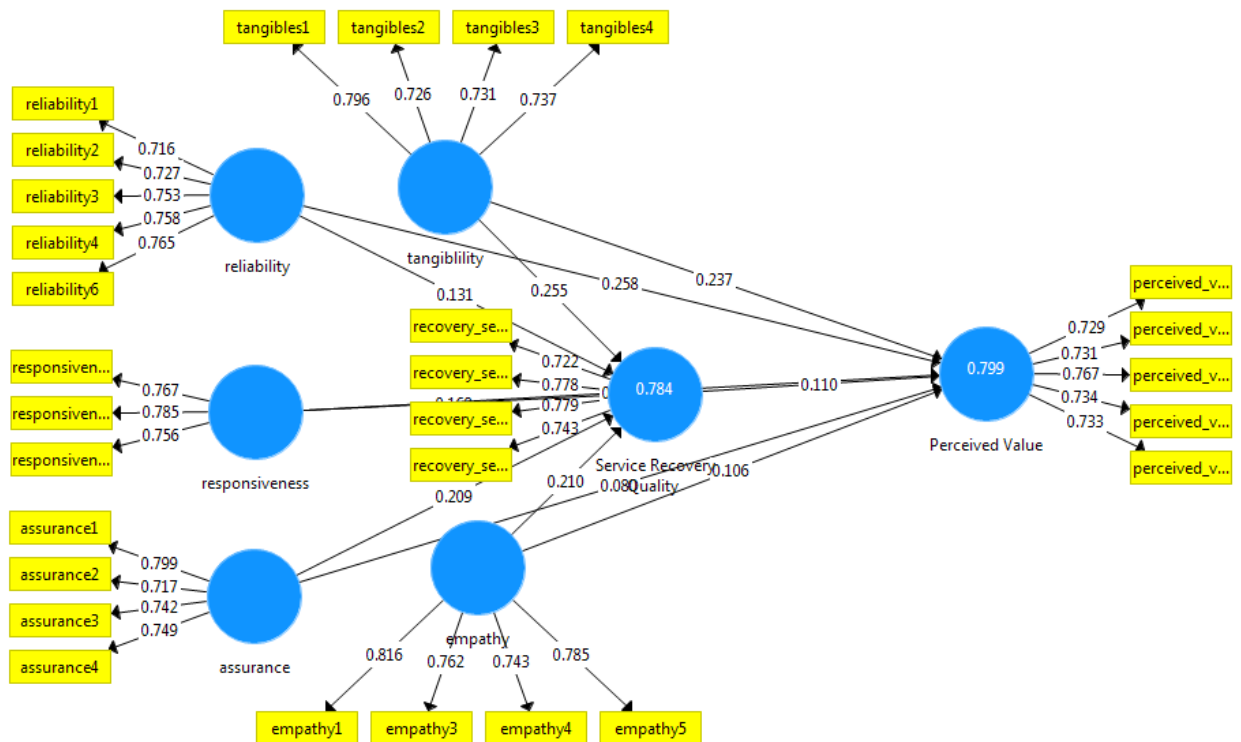


Figure 4.1 Results of Structural Model

4.17 Formative vs. Reflective

Specifying formative versus reflective constructs is a critical preliminary step prior to further statistical analysis. Formative constructs should not be expected to properly factor in SPSS, and cannot be modeled appropriately in AMOS.

4.17.1 Formative

- Direction of causality is from measure to construct
- No reason to expect the measures are correlated
- Indicators are not interchangeable

4.17.2 Reflective

- Direction of causality is from construct to measure
- Measures expected to be correlated
- Indicators are interchangeable

4.18 Descriptive Statistics of Variables

In this section descriptive statistics such as mean and standard deviation was used to describe the characteristics of surveyed banks and all variables (Independent, dependent and mediators) under study.

4.19 First Independent variables

Table (4.11) Descriptive Statistics to service quality

	Range	Mean	Std. Deviation	Variance
tangibles1	4	3.09	1.311	1.719
tangibles2	4	2.90	1.267	1.606
tangibles3	4	3.15	1.274	1.624
tangibles4	4	3.11	1.294	1.675
reliability1	4	3.29	1.438	2.067
reliability2	4	3.01	1.382	1.909
reliability3	4	3.15	1.480	2.189
reliability4	4	3.02	1.385	1.919
reliability5	4	2.90	1.352	1.828
reliability6	4	3.29	1.486	2.208
responsiveness1	4	3.14	1.436	2.061
responsiveness2	4	2.95	1.359	1.846
responsiveness3	4	3.20	1.524	2.323
assurance1	4	3.06	1.317	1.734
assurance2	4	3.47	1.540	2.373
assurance3	4	2.95	1.313	1.725
assurance4	4	3.01	1.396	1.949
empathy1	4	3.19	1.390	1.933
empathy2	4	3.02	1.341	1.798
empathy3	4	3.32	1.476	2.179
empathy4	4	3.08	1.308	1.711
empathy5	4	2.95	1.366	1.866

4.20 Second dependent variables

Table (4.12) Descriptive Statistics service recovery quality

	Range	Mean	Std. Deviation	Variance
recovery_service1	4	3.07	1.499	2.248
recovery_service2	4	2.93	1.335	1.783
recovery_service3	4	3.45	1.431	2.048
recovery_service4	4	3.13	1.383	1.912

4.21 Third mediator variables

Table (4.13) Descriptive Statistics perceived value

	Range	Mean	Std. Deviation	Variance
perceived_value1	4	2.91	1.357	1.840
perceived_value2	4	3.21	1.513	2.289
perceived_value3	4	3.05	1.313	1.725
perceived_value4	4	3.36	1.487	2.213
perceived_value5	4	3.05	1.366	1.866
perceived_value6	4	3.03	1.439	2.070

4.22 Path Coefficients

Within the structural model, each path connecting two latent variables represented a hypothesis. Based on the analysis conducted on the structural model, it allows the researcher to confirm or disconfirm each hypothesis as well as understand the strength of the relationship between dependent and independent variables. Using the SmartPLS algorithm output, the relationships between independent and dependent variables were examined. However, in SmartPLS in order to test the significant level, t-statistics for all paths are generated using the Smart PLS bootstrapping function. Based on the t-statistics output, the significant level of each relationship is determined.

4.23 The impact of service quality on perceived value

To assess the impact **service quality and perceived value**, structural equation modeling has been employed and a measurement model of these constructs has been assessed. Figure 5.2 reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.

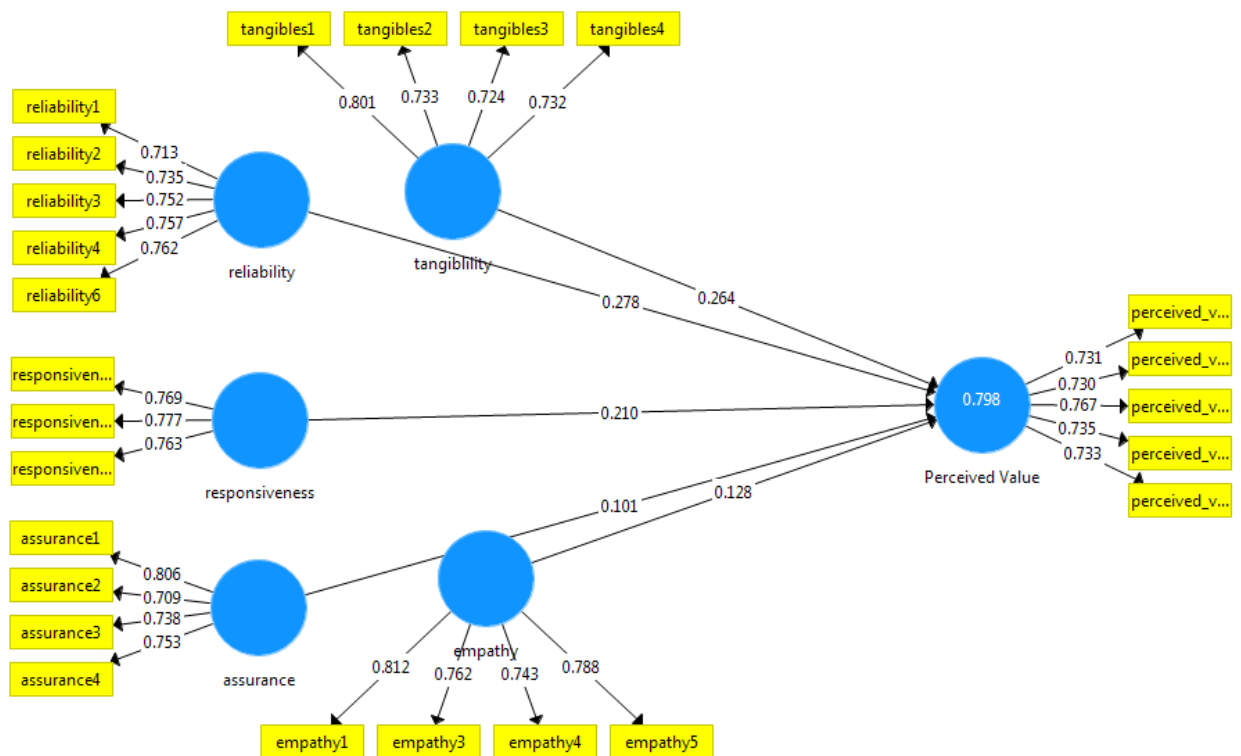


Figure 4.2 impact of service quality on perceived value

The structural model results enable us to determine, that *tangibility* has the strongest effect on *perceived value* (0.264), followed by *reliability* has the strongest effect on *perceived value* (0.278) and *responsiveness* has the strongest effect on *perceived value* (0.210). and *assurance* has the strongest effect on *perceived value* (0.101). finally, *empathy* has the strongest effect on *perceived value* (0.128) Moreover, the five constructs explain 79.8% of the variance of the endogenous construct *perceived value* ($R^2 = 0.798$), the next table show this values.

Table 4.14 The Path Analysis Using Smart PLS

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
assurance -> Perceived Value	0.101	0.103	0.057	1.765	0.078
empathy -> Perceived Value	0.128	0.122	0.061	2.094	0.037
reliability -> Perceived Value	0.278	0.280	0.063	4.401	0.000
responsiveness -> Perceived Value	0.210	0.213	0.062	3.390	0.001
tangibility -> Perceived Value	0.264	0.264	0.069	3.831	0.000

Table (4.14), the regression weight for (empathy, reliability, responsiveness and tangibility) in the prediction of Perceived Value is significantly different from zero at the 0.001 level.

While the regression weight for assurance in the prediction of Perceived Value is not significantly different from zero at the 0.078 level.

4.24 The impact of service quality on services Recovery Quality

To assess the impact **service quality and Services Recovery Quality**, structural equation modeling has been employed and a measurement model of these constructs has been assessed. Figure 5.2 reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.

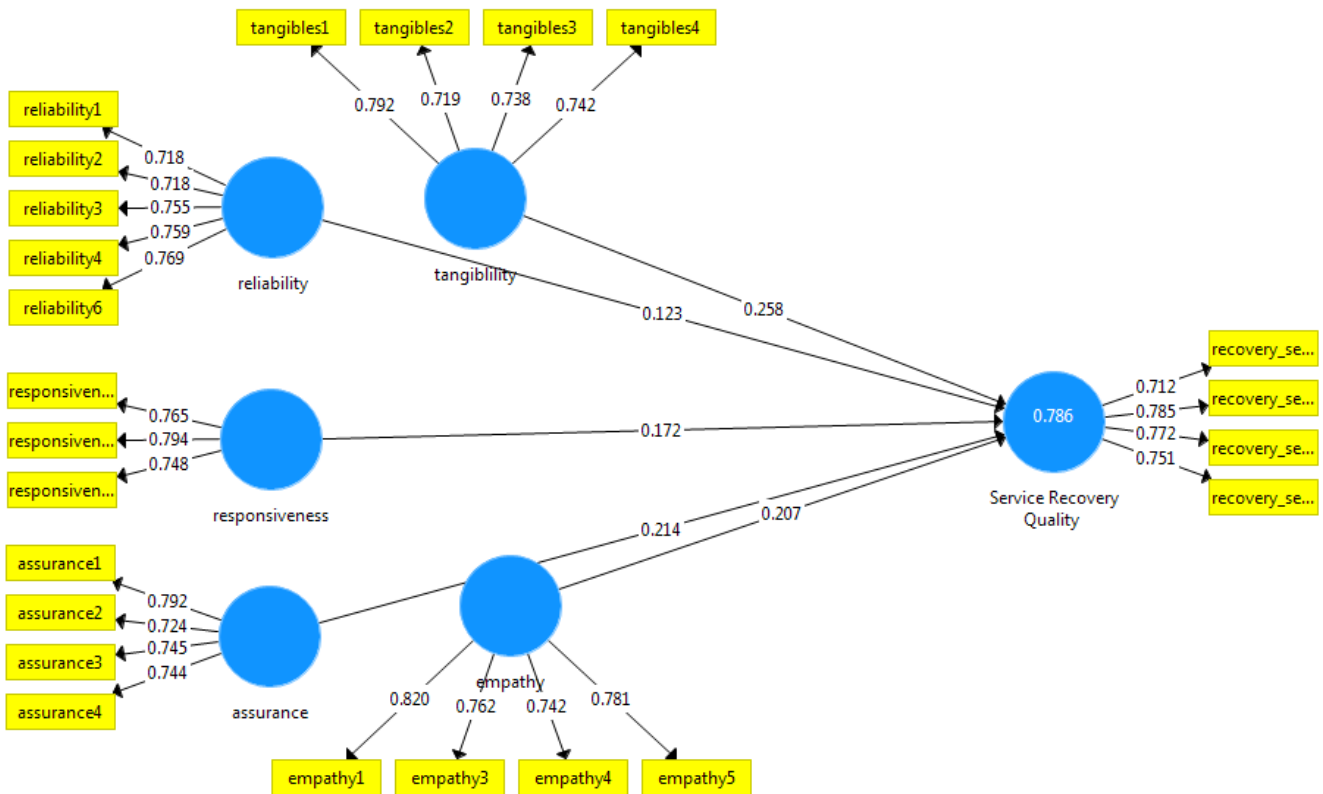


Figure 4.3 impact of service quality on services Recovery Qualit

The structural model results enable us to determine, that *tangibility* has the strongest effect on Services Recovery Quality (0.258), followed by *reliability* has the strongest effect on Services Recovery Quality (0.123) and *responsiveness* has the strongest effect on Services Recovery Quality (0.172). and *assurance* has the strongest effect on Services Recovery Quality (0.214). finally, *empathy* has the strongest effect on Services Recovery Quality (0.207) Moreover, the five constructs explain 78.6% of the variance of the endogenous construct *perceived value* ($R^2 = 0.786$), the next table show this values.

Table 4.15 The Path analysis Using Smart PLS

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
assurance -> Service Recovery Quality	0.214	0.214	0.057	3.792	0.000
empathy -> Service Recovery Quality	0.207	0.209	0.069	3.013	0.003
reliability -> Service Recovery Quality	0.123	0.124	0.068	1.803	0.072
responsiveness -> Service Recovery Quality	0.172	0.172	0.061	2.834	0.005
tangibility -> Service Recovery Quality	0.258	0.256	0.064	4.020	0.000

Table (4.15), the regression weight for (empathy, assurance, responsiveness and tangibility) in the prediction of Service Recovery Quality is significantly different from zero at the 0.001 level.

While the regression weight for reliability in the prediction of Service Recovery Quality is not significantly different from zero at the 0.072 level.

4.25 The impact of services Recovery Quality on perceived value

To assess the impact **Services Recovery Quality on perceived value**, structural equation modeling has been employed and a measurement model of these constructs has been assessed. Figure 5.2 reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.

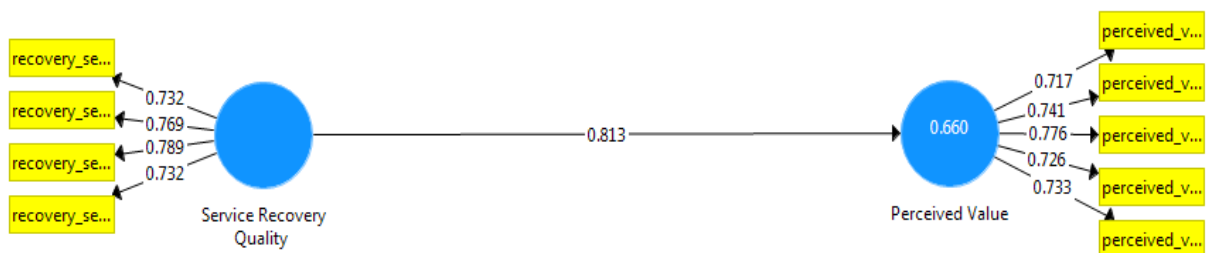


Figure 4.4 impact of services Recovery Quality on perceived value

The structural model results enable us to determine, that Services Recovery Quality has the strongest effect on **perceived value** (0.258) Moreover, the construct explain 66% of the variance of the endogenous construct *perceived value* ($R^2 = 0.660$), the next table show this values.

Table 4.16 The Path analysis Using Smart PLS

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service Recovery Quality -> Perceived Value	0.813	0.811	0.028	29.243	0.000

Table (4.16), the regression weight for Service Recovery Quality in the prediction of Perceived Value is significantly different from zero at the 0.001 level.

4.26 Mediating Effect/ Intervening Effect

Mediation effect can be called as an intervening effect. A mediator is a predictor link in the relationships between two other variables. Normally, a mediator variable can become an exogenous and endogenous variable at same time. By testing for mediational effects, a researcher can explore to examine the influences between these variables. According to (Zainudin Awang, 2010) the mediation have three types mediator which is full mediation, partial mediation, and non-mediation.

4.26.1 For full mediation:

1. The regression coefficient of X1 on Y (or B1) is not significant.
2. The regression coefficient of X1 on X2 (or B3) is significant.
3. The regression coefficient of X2 on Y (or B2) is significant.

4.26.2 For partial mediation:

1. The regression coefficient of X1 on Y (or B1) is significant.
2. The regression coefficient of X1 on X2 (or B3) is significant.

3. The regression coefficient of X2 on Y (or B2) is significant.
4. The value B1 is lower than the product of (B3 multiply B2).

4.26.3 For non-mediation:

1. The regression coefficient of X1 on Y (or B1) is not significant.
2. The regression coefficient of X1 on X2 (or B3) is not significant.
3. Both regression coefficient (B1 and B2) are significant but B1 is higher than $B3 \cdot B2$

4.27 services Recovery Quality mediating the relationship services quality and perceived value

To assess the **services Recovery Quality as mediating variable between services quality and perceived value**, structural equation modeling has been employed and a measurement model of these constructs has been assessed. Figure 5.2 reveals that reflective indicators have been used for the measurement of latent constructs and non-causal relationship has been studied among different constructs, by drawing path.

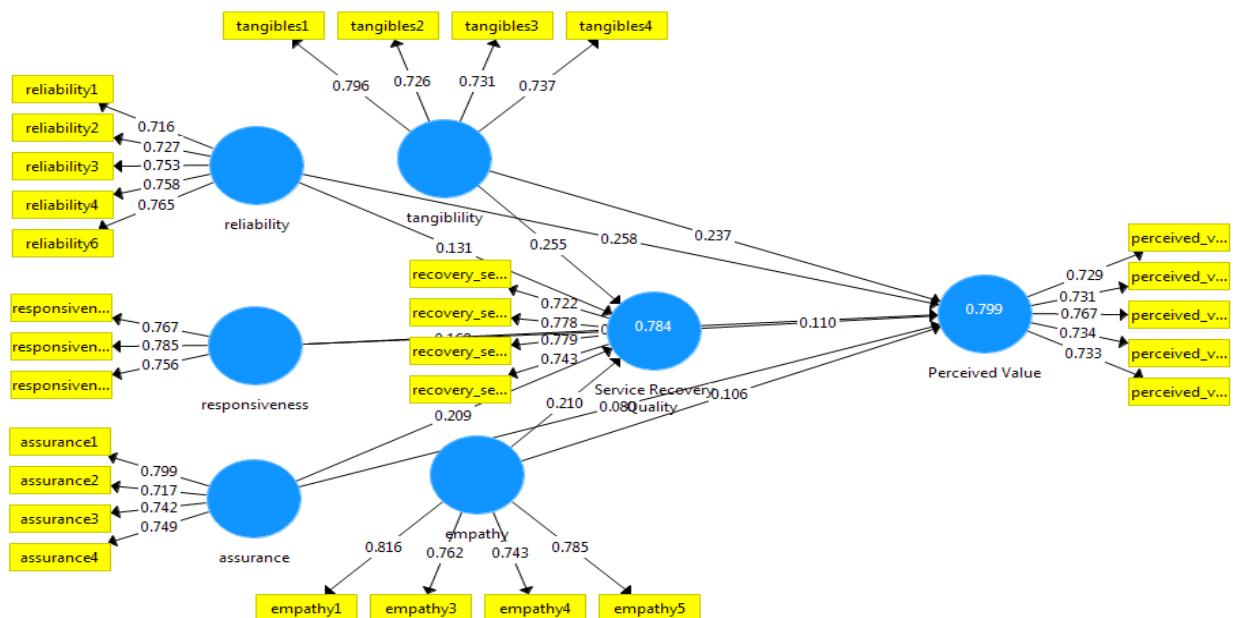


Figure 4.5 services Recovery Quality mediating the relationship services quality and perceived value

The structural model results enable us to determine, that *tangibility* has the strongest effect on Services Recovery Quality (0.255), followed by *reliability* has the strongest effect on Services Recovery Quality (0.131) and *responsiveness* has the strongest effect on Services Recovery Quality (0.168). and *assurance* has the strongest effect on Services Recovery Quality (0.209). finally, *empathy* has the strongest effect on Services Recovery Quality (0.210) Moreover, the five constructs explain 78.4% of the variance of the endogenous construct *perceived value* ($R^2 = 0.784$), while, *tangibility* has the strongest effect on *perceived value* (0.237), followed by *reliability* has the strongest effect on *perceived value* (0.258) and *responsiveness* has the strongest effect on *perceived value* (0.192). and *assurance* has the strongest effect on *perceived value* (0.080). finally, *empathy* has the strongest effect on *perceived value* (0.106) Moreover, the five constructs explain 79.9% of the variance of the endogenous construct *perceived value* ($R^2 = 0.799$), the next table show these values.

Table 4.17 The Path analysis for direct effect Using Smart PLS

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service Recovery_Quality -> Perceived Value	0.110	0.107	0.074	1.479	0.140
assurance -> Perceived Value	0.080	0.080	0.055	1.460	0.145
assurance -> Service Recovery_Quality	0.209	0.205	0.058	3.576	0.000
empathy -> Perceived Value	0.106	0.102	0.065	1.623	0.105
empathy -> Service Recovery_Quality	0.210	0.209	0.068	3.079	0.002
reliability -> Perceived Value	0.258	0.260	0.063	4.092	0.000
reliability -> Service Recovery_Quality	0.131	0.130	0.067	1.949	0.052
responsiveness -> Perceived Value	0.192	0.196	0.066	2.911	0.004
responsiveness -> Service Recovery_Quality	0.168	0.172	0.060	2.818	0.005
tangibility -> Perceived Value	0.237	0.238	0.066	3.585	0.000
tangibility -> Service Recovery_Quality	0.255	0.257	0.066	3.849	0.000

Table (4.17), the regression weight for (reliability, responsiveness and tangibility) in the prediction of Perceived Value is significantly different from zero at the 0.001 level.

While the regression weight for (empathy, assurance) in the prediction of Perceived Value is not significantly different from zero at the 0.078 level.

And also, the regression weight for (empathy, assurance, responsiveness and tangibility) in the prediction of Service Recovery Quality is significantly different from zero at the 0.001 level.

While the regression weight for reliability in the prediction of Service Recovery Quality is not significantly different from zero at the 0.052 level.

Table 4.18 The Path analysis for Indirect effect Using Smart PLS

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
assurance -> Perceived Value	0.023	0.022	0.017	1.319	0.188
empathy -> Perceived Value	0.023	0.023	0.019	1.216	0.225
reliability -> Perceived Value	0.014	0.013	0.011	1.280	0.201
responsiveness -> Perceived Value	0.018	0.019	0.015	1.238	0.216
tangibility -> Perceived Value	0.028	0.028	0.021	1.329	0.184

While table (4.18) show Significance for Indirect Effects, the indirect (mediated) effect of Services Recovery Quality on Perceived Value is not significantly different from zero at the 0.001 level ($p=0.001$ two-tailed). The indirect (mediated) effect of (assurance, empathy, reliability, responsiveness and tangibility) on Perceived Value is not significantly different from zero at the 0.001 level because the (P Values is above than 0.05).

Table 4.19 Hypotheses summery

Hypotheses statement	Result
The impact of service quality on perceived value	Partial support
Assurances has positively influence on perceived value	Not support
Empathy has positively influence on perceived value	Support
Reliability has positively influence on perceived value	Support
Responsiveness has positively influence on perceived value	Support
Tangibility has positively influence on perceived value	Support
The impact of service quality on services Recovery Quality	Partial support
Assurances has positively influence on services Recovery Quality	Support
Empathy has positively influence on services Recovery Quality	Support
Reliability has positively influence on services Recovery Quality	Not support
Responsiveness has positively influence on services Recovery Quality	Support
Tangibility has positively influence on services Recovery Quality	Support
The impact of services Recovery Quality on perceived value	Full support
services Recovery Quality mediate the relationship between service quality and perceived value	Not support
services Recovery Quality mediate the relationship between Assurances on perceived value	Not support
services Recovery Quality mediate the relationship between Empathy on perceived value	Not support
services Recovery Quality mediate the relationship between Reliability on perceived value	Not support
services Recovery Quality mediate the relationship between Responsiveness on perceived value	Not support
services Recovery Quality mediate the relationship between Tangibility on perceived value	Not support

Chapter five

DISCUSSION AND CONCLUSION

5.1 Chapter Overview

Following the previous chapter from the data analysis a conclusion emerged from research findings followed by discussion of results in the light of prior researches. The implication of findings for management and theory are developed. Next, an overall conclusion of the study is made. Finally, limitations for the researches were identified.

5.2 Recapitulation of the Study Finding

This study aims to investigate and examine the impact of service quality on perceived value, the impact of service quality and service recovery, impact of service recovery on perceived value and the mediating role of service recovery between service quality and perceived value in hotel in Sudan. The descriptive analytical methodology was followed to examine four main hypotheses, and answer the four research questions:

- There are a relationship between service quality and service recovery?
- There are relationship between service quality and perceived value?
- There are relationship between service recovery and perceived value?
- Is service recovery mediating factor between service quality and perceived value?

According to the literature review, the research matched the variables to be converged on and to involve five dimension of service quality namely: (tangible, reliability, Responsiveness, assurance,

empathy), beside four forms of service recovery and six purposes of perceived value.

The data for this research was taken out from a questionnaire survey on 20 hotels in Sudan.

5.3 Relationship between service quality and perceived value:

The first research objective was to investigate the relationship between service quality and perceived value. Service quality was posited as having a significant and positive relationship with perceived value. On the results had revealed that some of the findings are consistent with previous research while some are not. These results are discussed in the following subsections. The result of the study revealed that responsiveness, reliability, tangible and empathy positive relationship with perceived value. The relationship between assurance negative relationship with perceived value, similar as Afraa ,(2016).

According to Cemal&Elif (2016) who using E_S_QUAL scale, it is observed that the relationship of E-service Quality, with Perceived Values is significant relationship. mumel, (2004) examined the impact of perceived quality on perceived value of a mobile phone who showed The relationship between perceived quality and perceived value will be positive the effect of service quality was found in this study to have a significant and positive relationship with perceived value. This result is consistent with the previous findings that found significant relationship between service quality was able to influence customer perceive value of a service brand Sadia Jahanzeb, (2013)

5.4 Relationship between service quality and service recovery:

The second one by using Service Quality dimension and Recovery Service, it is observed that the relationship of service Quality Recovery Service Quality with Perceived Values is positive same as Cemal& Elif, (2016) and Khim, Chang& Larry, (2010). After making correlation analysis and regression analysis it is observed that there are meaningful relationships between the five sub dimensions of Service Quality and Recovery Service Quality and Perceived Value. In this point the improvements in hotel infrastructures and development of service quality dimension.

5.5 Relationship between service recovery and perceived value:

The third research objective was to investigate the relationship between service recovery and perceived value. That Services Recovery Quality has the strongest effect on perceived value, that's the similar as to Cemal&Elif (2016) result about E-Service Quality and E-Recovery Service Quality: Effects on Value Perceptions and Loyalty Intentions.

5.6 Service Recovery as mediating factor between service quality and perceived value:

The last one of objective service recovery is a mediating factor in current research is not supported that's mean there are no effecting on relation between service recovery and perceived value.

5.7 Conclusion:

This research is an attempt to enhance the understanding of service quality service recovery :perceived value affected in the customer of hotel in Khartoum . Alongside, the research has investigated the relationship between service quality and perceived value of hotel in

Khartoum. Expressing the role that key service recovery play in mediating the relationship. The present research was run among 100 customers of hotel in Khartoum . Finally, it is hoped that the issues raised in this study reinforces the need to target the research discourse in switching costs at how practitioners might find the concept more useful. This is crucial if practitioners are to consider any future theoretical discourse in switching costs relevant.

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Appendix (I)

Questionnaire

Questionnaire judgment committee:

ID	Name
1	Ph.D. Myson Ali abdelrahim
2	Ph.D. Kabashi Hamed
3	Ph.D.Abdelsalam Adam Hamed
4	Ph.D.Afraa Ahmed Mohammed



Sudan University of Science and Technolo



College of Graduate Studies

A supplementary research questionnaire for M.Sc. in Managing
Quality & Excellence

Title:

**Quality Service and Recovery Service
:Effecting on Perceived value**

Dear Customer:

This questionnaire is designed to study the mediating effect of service recovery between service quality and perceived value in hotel in Sudan, in order to develop value for customer's, so hotel service providers can maintain better customer's perceived value . This study will help to identify weaknesses and gaps, the provided information will be treated as confidential and only for scientific research purposes.

Researcher

Prepared by : Emtinan Mohamed Yahia **Supervisor :** D. Seddig Balal Ibrahim

Personal Information:

Please put (√) sign next to the option that suits your case.

Gender:

Male ()

Female ()

Marital status:

single ()

Married ()

other ()

Age Group:

Less than 30()

30&less than40 ()

40&less than 50 ()

50&more than()

Education level:

Undergraduate ()

Graduate ()

Post Graduate ()

Questionnaire

Please put (√) sign next to the option that suits your case.

First Axis: Service Quality (Cigdem&Berkehan,2016)

Phrase	Strong agree	Agree	Neutral	Dis agree	Strong dis agree
1-Tangibles					
The hotel has modern looking equipment					
The hotel's physical facilities are visually appealing					
The hotel's employees are neat-appearing					
Materials associated with the service are visually appealing at the hote					
2-Reliability					
When the hotel promises to do something by a certain time, it does so					
When you have a problem, the hotel shows sincere interest in solving					
The hotel performs the service right the first time					
The hotel provides its services at the time it promises to do so					
Employees of the hotel tell you exactly when services will be performed					
The hotel insists on error-free records					
3-Responsiveness					
Employees of the hotel are never too busy to respond to your requests					
Employees of the hotel give you prompt service					
Employees of the hotel are always willing to help you					

4-Assurance

Employees of the hotel are consistently courteous with you

The behaviour of employees of the hotel instils confidence in customers

Employees of the hotel have the knowledge to answer your questions

The hotel has operating hours convenient to all its customers

5-Empathy

Employees of the hotel have the knowledge to answer your questions

The hotel has employees who give you personal attention

The hotel has your best interest at heart

Employees of the hotel understand your specific needs

The hotel has employees who are competen

The Second Axis: Recovery Service (FCS,2018)

Phrase	Strong agree	Agree	Neutral	Dis agree	Strong dis agree
The hotel will receive your complaint quickly as soon as it is issued					
The complaint arrives directly at the right person and does not waste time in proceedings					
The hotel is interested in what you prefer and strive to achieve and provide high quality					
The hotel will bear all expenses of the compensation provided to you					

The Third Axis: Perceived value (Cigdem&Berkehan,2016)

Phrase	Strong agree	Agree	Neutral	Dis agree	Strong dis agree
I have a huge saving from staying at this hotel					
I really appreciate the free breakfast included in this hotel stay					
This hotel has the best value for great services					
I got the best room rate than any of the other hotels in the area					
This is a first-class hotel at the best rate possible					
I value the discount rate/room upgrades at this hotel					

Thank you for your time and support.



جامعة السودان للعلوم والتكنولوجيا

كلية الدراسات العليا

بحث تكميلي لنيل درجة الماجستير

بعنوان:

الدور الوسيط لتعويض الخدمة واثرها على جودة الخدمة والقيمة المدركة: دراسة في قطاع الفنادق ولاية الخرطوم

الأخ الكريم: تحية طيبة

وبعد...

صمم هذا الإستبيان لدراسة أثر تعويض الخدمة على جودة الخدمة والقيمة المدركة من قبل العميل في قطاع الفنادق بالسودان , لأجل إستكشاف العوامل التي تحسن من جودة الخدمة و من ثم تحسين القيمة المدركة من قبله.

نشكر تفضلك بوضع علامة (✓) أمام ما يناسبك من خيار , علم ا بأن المعلومات التي توفرها تستخدم فقط لأغراض البحث الأكاديمي . نرجو تكرمك بعدم ترك أي سؤال دون إجابة للمساعدة علي الحصول علي نتائج دقيقة.

الباحثة

اشراف : د. صديق بلال ابراهيم بلال

اعداد الطالبة: إمتنان محمد يحي محمد

البيانات الشخصية

من فضلك ضع علامة (√) امام الخيار المناسب.

النوع :

ذكور () انثي ()

الحالة الإجتماعية:

عازب () متزوج () أخري ()

الفئة العمرية:

أقل من 30 () 30 وأقل من 40 () 40 وأقل من 50 ()
50 فأكثر ()

المؤهل التعليمي:

دون الجامعي () جامع () فوق الجامعي ()

أسئلة الإستبيان:

نرجو تكرمك بوضع علامه (√) أمام ما يناسبك من خيار.

المحور الأول : جودة الخدمة(Cigdem&Berkehan,2016).

العبارة	أوافق بشدة	أوافق	حيادي	لا أوافق	لا أوافق بشدة
1- الملموسية					
يحتوي الفندق على معدات حديثة					
مرافق الفندق المادية جذابة بصرياً					
موظفو الفندق أنيقون					
تعتبر المواد المرتبطة بالخدمة جذابة بصرياً بموقع العمل					
2- الموثوقية					
تنفذ ادارة الفندق كل الوعود التي تلتزم بها					
عندما تواجهك مشكلة ، يعرض الفندق اهتماماً صادقاً بحلها					
ينفذ الفندق الخدمة منذ المرة الأولى للطلب					
يوفر الفندق خدماته في الوقت الذي يعد فيه بذلك					
يخبرك موظفو الفندق بالضبط متى سيتم تنفيذ الخدمات					
يصر الفندق على سجلات خالية من الأخطاء					
3- الإستجابة					
موظفو الفندق ليسوا مشغولين أبداً بالاستجابة لطلباتك					
يمكنك موظفو الفندق خدمة فورية					
موظفو الفندق على استعداد دائم لمساعدتك					
4- الضمان					
موظفو الفندق ملتزمون بإرضائك باستمرار					

					سلوك موظفي الفندق يجعلك تشعر بالثقة
					موظفو الفندق لديهم المعرفة للإجابة على أسئلتكم
					ساعات العمل بالفندق ملائمة لجميع العملاء
					5- التعاطف
					موظفو الفندق مستعدون للإجابة على أسئلتكم
					يحتوي الفندق على موظفين يعطونك الاهتمام الشخصي
					الفندق له مكانة في قلبك
					موظفو الفندق يفهمون احتياجاتك الخاصة
					يحتوي الفندق على موظفين يتنافسون

المحور الثاني: تعويض الخدمة (FCS,2018)

العبرة	أوافق بشدة	أوافق	حيادي	لا أوافق بشدة	أوافق
يستجيب الفندق الشكاوي بسرعة					
تصل الشكوى مباشرة إلى الشخص المناسب					
يهتم الفندق بما تفضله ويسعى لتحقيقه وتقديمه بجودة عالية					
يتحمل الفندق جميع نفقات التعويض الممنوحة لك					

المحور الثالث : القيمة المدركة (Cigdem&Berkehan,2016)

العبارات	أوافق بشدة	أوافق	حيادي	لا أوافق	لا أوافق بشدة
البقاء في هذا الفندق يوفر لي الكثير					
أنا حقا اقدر الوجبة المجانية المدرجة في هذا الفندق					
هذا الفندق يقدم خدمات رائعة					
سعر الغرفة في هذا الفندق أقل من الفنادق الأخرى					
إنه فندق من الدرجة الأولى					
أقدر سعر الخصم في هذا الفندق					

لك جزيل الشكر على وقتك وتعاونك.