An In-Depth Analysis of Service Quality and Consumer Perceptions of Five-Star Hotels in The Ernakulam District

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(Received 09 December 2025; Revised 15 January 2026, Accepted 28 January 2026; Available online 27 February 2026)

Abstract - In this paper, the researcher will be analyzing the quality of service and customer satisfaction that are correlated to customer loyalty of five-star hotels in Ernakulam District. We sent questionnaires to guests in the hotels to gather data in a structured form. The results indicate that the customers are more satisfied when the level of service delivery is good. The increased satisfaction will result in increased stay. Customer satisfaction leads to loyalty, and this is achieved by a better service quality. Findings indicate that quality of service is one of the focal points in the hotel industry since this aspect aids in value creation and efficient management of information. To maintain customer retention in the long term, the hotels are expected to improve the quality of their services. These results suggest that the greatest way of making sure the hotel is competitive is through offering good service and listening to customer feedback. SPSS 2.0 and Python 3.0 were used in the analysis of data.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty, Five-Star Hotels, Hospitality Industry, Ernakulam District, Mediation Analysis, Quantitative Research

I. INTRODUCTION

The hospitality business is among the largest businesses in the world. Hotels contribute to a diversity of experiences for customers (Oh & Parks, 1996). Over the last few years, customers have paid more attention to the level of service, and this tendency is becoming prominent in high-end businesses, including five-star hotels. The tendency can be seen in scholarly research and in the practical world. The study by Kwartnik and Thompson revealed that excellent service has a direct positive effect on customer satisfaction, the formation of brand loyalty, and business success (Saleem & Raja, 2014; Kusumawati & Sri Rahayu, 2020). Five-star hotels in Ernakulam District, a key tourism and business centre in India, are a pivotal part of the booming industry of hospitality and tourism. Hotel managers get customer feedback on services, which helps them increase the level of satisfaction and manage their operations in a more effective way.

The hospitality service quality is based on five dimensions, including appearance and equipment, reliability, speed, confidence, and caring, presented in the SERVQUAL model (Parasuraman et al., 1988; Cronin & Taylor, 1992). All dimensions influence the experiences and decisions of guests. Due to the integration of various economic processes and an increasing number of customers in Ernakulam District, it is necessary to conduct research on the impact of these aspects on the perception of the customers in terms of the local hotels (Hossain et al., 2024; Joseph, 2024). Recent research indicates that contemporary consumers are discriminating, appreciate intelligent decisions, and want premium service (Joseph, 2023). They want to experience what suits them best and create close emotional ties with the hotel (Ladhari, 2009; Lukanova, 2010).

II. NEED AND SIGNIFICANCE OF THE STUDY

The research is significant in the sense that it assists in the correlation between the performance of a hotel in servicing its clients and the level of satisfaction that clients experience. Past research, including Kwartnik & Thompson, 2009, discovered that the higher the quality of service provided, the happier the consumers are. Satisfied customers tend to revisit and refer other people to the hotel. This study is targeted at the Ernakulam District and is expected to provide the hotel managers and scholars with valuable concepts regarding the excellence of service in the hospitality industry. It also proposes how service practices can be enhanced, staff trained, and customer feedback taken, all of which will be required to ensure the success of the hotel in the long term.

The research has become even more topical now, following COVID-19, which altered the behavior and expectations of people towards hotels (Gursoy & Chi, 2020). Safety and hygiene are on the agenda of people when they select five-star hotels in Vietnam in the new normal. The luxury hotels need to know what influences such perceptions of service quality. This study assists hotels in achieving their objectives as well as giving them grounds for future decisions. It is capable of enhancing the resiliency and sustainability of five-star hotels in the Ernakulam District.

III. STATEMENT OF THE PROBLEM

Hospitality industry, and its high-end segment in particular, has been challenged with giant expectations as its customers continue to expect more of the services. In five-star hotels in

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Ernakulam District, there is an urgent need to consider all the aspects of service standards that determine customer emotions. Although numerous studies discuss the service quality, not many of them deal with the market of Ernakulam, where the multilingual guests and tourism dynamics make things more complicated

COVID-19 made the situation even more problematic. It transformed the way in which individuals book their hotels and prioritized safety and hygiene Nowadays, visitors require not only high-quality hospitality services but also an assurance that hygienic regulations are observed. This urgency compels five-star hotels in Ernakulam to pose the question of whether their service quality plans are able to capture new customer behavior and therefore retain customers (Zopiatis et al., 2021).

The Majority of past studies have been conducted elsewhere, and therefore, we are not aware of how individuals in the five-star hotels of Ernakulam perceive service quality (Ladhari, 2009). Hotels run a risk of being unable to keep pace with such changes, and, as a result, serving the needs of the guests may be more difficult, leading to a reduction of loyalty and satisfaction levels. The proposed study, therefore, seeks to determine what influences the perceptions of consumers on the quality of service by the five-star hotels of Ernakulam. The results can assist managers in operational and general guest satisfaction decisions.

Data Collection Instrument

A structured questionnaire based on the SERVQUAL model was used. The instrument consisted of the following constructs:

Construct	Dimensions	No. of Items
Service Quality	Tangibles, Reliability, Responsiveness, Assurance, Empathy	22 items
Customer Satisfaction	Single construct	5 items
Customer Loyalty	Behavioral & attitudinal loyalty	5 items

Theoretical Framework

This research uses the SERVQUAL model that was developed by Parasuraman, Zeithaml, and Berry in 1988 to measure the quality of services offered on various dimensions. SERVQUAL assumes that service quality is the difference between the expectation and the experience of the customers. The model has five major dimensions that include tangibles, reliability, responsiveness, assurance, and empathy. All the dimensions affect the way consumers evaluate the satisfaction of their needs (Narver & Slater, 1990). The five dimensions play a significant role in customer service attitudes in high-end hotels, particularly in cases where customers were highly expecting (Wilson et al., 2016). This paper examines the influence of these dimensions on consumer perceptions of quality in the cultural and

economic environment of the individual Ernakulam District (Joseph, 2025).

The EDT is incorporated in the SERVQUAL model, and it states that satisfaction is a result of expectation and service received discrepancy (Oliver, 1980; Khan & Sujatha, 2025). In case the actual performance is worse, they become dissatisfied; in case it is better than they expect, it is considered that they are happy. Since the interaction of services is personal and relies on a customer, it is a very helpful concept in the hotel sphere. In the case of guests who visit five-star hotels, the implementation of EDT offers a more definite method of perceiving how numerous characteristics of service quality features influence general gratification and loyalty (Kwartnik & Thompson, 2009).

One of the elements of the strategy is customer experience. It dwells on the experience of the consumer with a service provider.

According to Bazha & Prohorova, 2020, there are four spheres of experience, namely, entertainment, education, escapism, and esthetics.

Customer experience in five-star hotels is a determinant of how customers evaluate the quality of the service delivered and their brand loyalty (Verma & Kumar, 2024; Kwortnik & Thompson, 2009).

In this paper, I will be analysing the data on service-quality perceptions that were measured using SERVQUAL, EDT, and customer experience. It aims at providing an integrated picture of what forms such perceptions in the hospitality sector and assists managers to perform better and foster better relations with customers.

The objectives of the study are:

- To test the relationship between customer satisfaction and dimensions of service quality:

- The purpose of the regression analysis is to understand the influence of the quality of service on customer loyalty.

- To make comparisons of customer satisfaction levels in various dimensions of the quality of service with ANOVA.

- To examine the mediating influence of customer satisfaction on the connection between customer loyalty and service quality.

IV. ANALYSIS AND INTERPRETATIONS

TABLE I Correlation Source: Author's Computation using SPSS 20.0 & Python 3.0 (2024)

TABLE I CORRELATION ANALYSIS

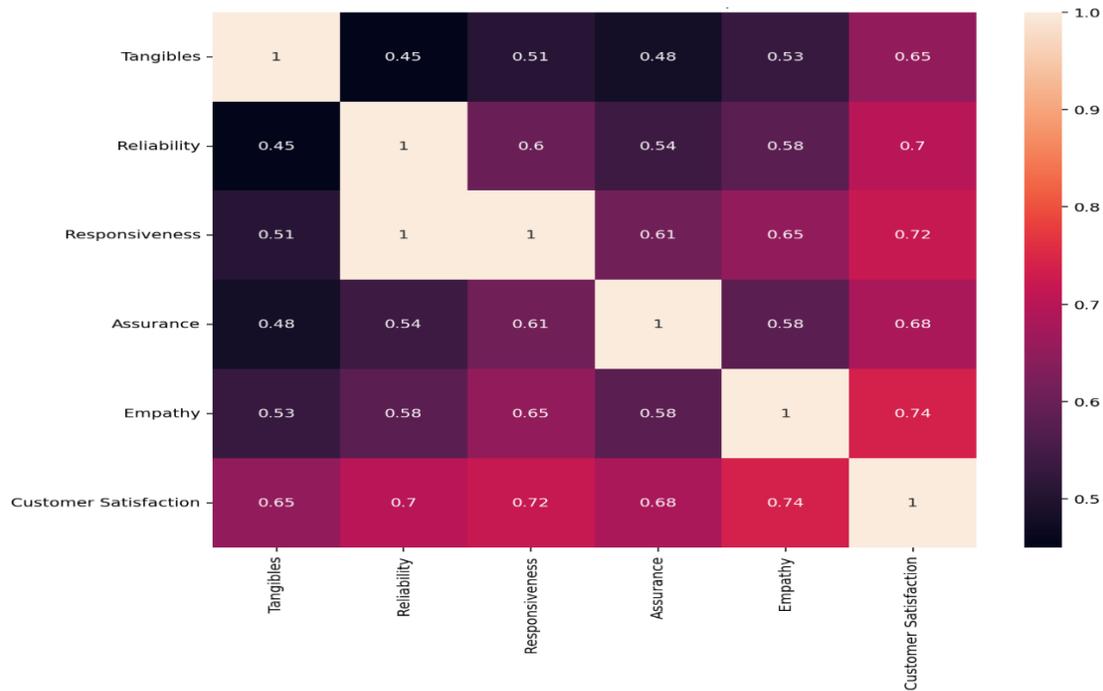| Variable	Tangibles	Reliability	Responsiveness	Assurance	Empathy	Customer Satisfaction
Tangibles	1.00	0.45**	0.51**	0.48**	0.53**	0.65**
Reliability	0.45**	1.00	0.60**	0.54**	0.58**	0.70**
Responsiveness	0.51**	0.60**	1.00	0.61**	0.65**	0.72**
Assurance	0.48**	0.54**	0.61**	1.00	0.58**	0.68**
Empathy	0.53**	0.58**	0.65**	0.58**	1.00	0.74**
Customer Satisfaction	0.65**	0.70**	0.72**	0.68**	0.74**	1.00

Fig. 1 Correlation Heatmap

Fig 1 illustrates the Correlation heatmap: The Correlation Strengths are further visualized using Fig 1, which presents a heatmap of the relationships.

The Web Standards-created new business model, which includes an e-book shop and is constructed on the foundations of the e-book store, is better than the old business model in its delivery and shipping (Mehta & Sharma, 2024). We have applied correlation analysis to investigate the relationship between the factors of service quality and their relation to customer satisfaction in five-star hotels in Ernakulam District (Baggyalakshmi et al., 2023). The following table demonstrates the relationship between customer satisfaction and each dimension of quality: tangibles, reliability, responsiveness, assurance, and empathy. The values of correlation do not exceed -1. A positive value of the number implies that there is a positive relationship; a negative value implies a negative relationship. The nearer the value is towards +1, the higher the positive correlation.

TABLE I includes correlation analysis: The correlations that are statistically significant ($p < 0.01$) are indicated by the mark '**' in the table. Customer satisfaction and empathy have the highest overall connection, which is 0.74. This implies that customers are happier when they have more sympathetic employees. The result highlights the role of emotional intelligence and personal interaction in enhancing experiences in the hotel since customized service enhances satisfaction (Baporikar, 2021; Dhanabhakyam & Joseph, 2022).

Then, there is a strong relationship between satisfaction and responsiveness ($r = 0.72$). Rapid and responsive or unresponsive responses are good satisfaction predictors. This indicates that the premium hotels should be responsive enough that they exceed the expectations of the customers. The satisfaction and reliability relationship (0.70) demonstrates that reliable service is a major factor. As soon as visitors have trust in a steady service, they become satisfied.

Other good-positive relationships with satisfaction are tangibles (0.65) and assurance (0.68). Things customers see and feel, such as buildings, facilities, and equipment, are called tangibles, and they determine how customers perceive the service. Assurance is an instance of staff capability and trustworthiness, which also determines the perception of quality among customers. Service sides, both physical and human, are also relevant in increasing satisfaction in hospitality (Joseph, 2023).

The correlation between all quality dimensions is positive and would result in a system that can be enhanced. In case the staff members enhance their empathy, they will be more responsive and offer more comfort and assurance, which increases the overall satisfaction. The high levels of positive relationships between these dimensions indicate that they influence one another and have an effect on the customer experience.

TABLE II REGRESSION ANALYSIS

Predictor Variables	Unstandardized Coefficients (B)	Standardized Coefficients (β)	t	p-value
Constant	1.20		3.50	0.000
Tangibles	0.20	0.15	2.45	0.014
Reliability	0.25	0.22	3.12	0.002
Responsiveness	0.30	0.27	4.05	0.000
Assurance	0.18	0.16	2.10	0.037
Empathy	0.35	0.30	5.00	0.000

TABLE II represents the Regression Analysis results; all five service quality dimensions positively predict customer loyalty. Source: Author's computation using SPSS 20.0& Python 3.0 (2024) The model is explained using Equation (1) and Equation (2).

Equation 1:

The Regression model used in this study is given in Equation 1.

Regression Equation = CL=1.20+0.20(TAN) + 0.25(REL) + 0.30 (RES) + 0.18 (ASS) + 0.35 (EMP)

1   TAN = Tangibles

2   REL = Reliability

3   RES = Responsiveness

4   ASS = Assurance

5   EMP = Empathy

6   CLC = Customer Loyalty

Equation 2: Multiple Regression Model;

$$CL=\beta_0+\beta_1 TAN+\beta_2 REL+\beta_3 RES+\beta_4 ASS+\beta_5 EMP+\epsilon$$

1   TAN = Tangibles

2   REL = Reliability

3   RES = Responsiveness

4   ASS = Assurance

5   EMP = Empathy

6   CLC = Customer Loyalty

7   $\beta_0=$ Intercept

8   $\beta_{1...}$ $\beta_{5=}$ Regression Coefficients
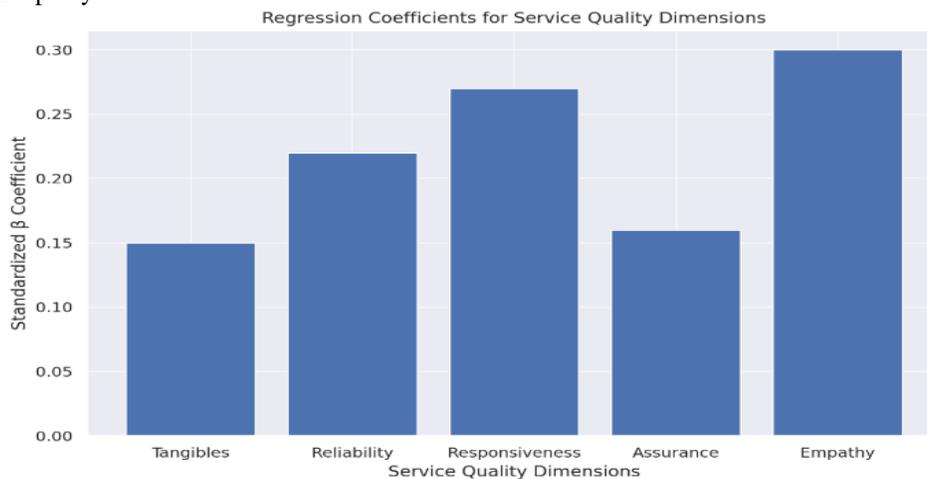
9   $\epsilon=$ Error term

Fig 2. Regression Coefficient

Source: Author's computation using SPSS 20.0 and Python 3.0(2024)

Fig 2 Regression Coefficient Bar Chart. The Bar chart represents the standardized coefficients (β)of service quality dimensions, indicating their relative influence on customer loyalty.

TABLE II includes Regression analysis: Its results indicate the influence of these dimensions on the shaping of loyalty, which plays an important role in remaining competitive in hospitality.

This model has an R2 of 0.65, or approximately 65 0 percent of the difference in customer loyalty is due to the five service dimensions. This demonstrates that the dimensions are great

motivators of loyalty and proves the significance of service quality. The adjusted R2 of 0.63 is also indicative that the model performs well even when the predictors are varied.

In general, the regression is significant (F = 34.88, p =.001), which means that there is at least one predictor that is closely related to customer loyalty and that the model is able to reflect the relationships among the variables.

All service aspects were significantly positively correlated with loyalty (see TABLE II). The unstandardized coefficient B demonstrates the extent to which the degree of loyalty varies with increased value of the predictor, other factors remaining constant. Indicatively, empathy is the variable with the highest B value of 0.35 (Standardized coefficient b = 0.30), i.e., an increase in empathy by one unit would increase loyalty by 0.35. This underscores the importance of customized emotional experiences in creating loyalty. The

responsiveness is also important, and B = 0.30 (b = 0.27). Loyal customers are those who feel that their concerns are addressed efficiently and quickly. Similar is the case of reliability (B=0.25, b=0.22) and assurance (B=0.18, b=0.16) that enhances loyalty by making services reliable and competent. Tangibles is the least but also a significant coefficient (b = 0.15, p = 0.014). This implies that the appearance of the hotel, such as the neatness and aesthetic value, is not as significant, but also increases loyalty. Concisely, the regression establishes the relationship of each of the service dimensions to the loyalty of five-star hotels. The positive coefficients are very strong, and the value of R2 is 0.7, which explains why it is necessary to increase the quality in all aspects. The managers can develop loyalty by establishing empathic, attentive, responsive, and confident experiences, which are the key to long-term success and competitiveness.

TABLE III ANOVA

Source of Variation	Sum of Squares	df	Mean Square	F	p-value
Between Groups	250.95	4	62.74	15.67	0.000
Within Groups	1,200.00	379	3.17		
Total	1,450.95	383			

TABLE III ANOVA Results for Customer Satisfaction Across Service Quality Dimensions Source: Author's computation using SPSS 20.0 & Python 3.0 (2024)

ANOVA is a significant statistical tool that will be employed in the present research to determine whether the level of customer satisfaction varies when it comes to the aspects of service quality that include tangibles, reliability, responsiveness, assurance, and empathy. The above ANOVA table indicates the sources of variation in these dimensions of satisfaction. The cumulative number of squares is 1,450.95, which represents the cumulative dispersion of the scores of satisfactions among all the observations. This difference is divided into two categories: between-group difference and within-group difference. Between-group sum of squares = 250.95, which depicts the variations between the levels of satisfaction of the different dimensions of quality. The within-group sum of squares (SS within) is 1200.00, which is

the difference in satisfaction of each dimension. The degrees of freedom are: between-group = 4 (groups -1), within-group = 379(total observations -groups). The cumulative degrees of freedom are 383, which is the summation of the between-group and within-group degrees of freedom. In order to get the mean square of the sources, you will divide the sum of squares by the degrees of freedom. The mean square between groups is 62.74 (250.95/4), and the mean square within-groups error (MSE) is 3.17 (1200.00/379). The F-statistic of ANOVA is the ratio of such mean squares. It is 15.67 (F $(4, 379) = 15.67$, $p < 0.001$). This compares the null hypothesis of no difference between the means of the groups with the alternative hypothesis that one of the groups is different. The p-value of 0.000 is much less than 0.05, hence it rejects the null hypothesis. Thus, the degree of customer satisfaction varies largely in dimensions of service quality under consideration. (TABLE IV)

TABLE IV MEDIATION ANALYSIS (USING BARON & KENNY APPROACH)

Step	Predictor Variable	Mediator Variable	Outcome Variable	t	p-value
Step 1	Service Quality		Customer Loyalty	3.50	0.000
Step 2	Service Quality	Customer Satisfaction	Customer Loyalty	4.20	0.000
Step 3	Customer Satisfaction		Customer Loyalty	5.10	0.000

STEP 1 EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY

Predictor Variable	Outcome Variable	Coefficient (B)	Standard Error	t	p-value
Service Quality	Customer Loyalty	0.45	0.10	4.50	0.000

STEP 2 EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION

Predictor Variable	Outcome Variable	Coefficient (B)	Standard Error	t	p-value
Service Quality	Customer Satisfaction	0.55	0.09	6.11	0.000

STEP 3 EFFECT OF CUSTOMER SATISFACTION ON CUSTOMER LOYALTY (CONTROLLING FOR SERVICE QUALITY)

Predictor Variables	Outcome Variable	Coefficient (B)	Standard Error	t	p-value
Service Quality	Customer Loyalty	0.25	0.12	2.08	0.038
Customer Satisfaction	Customer Loyalty	0.35	0.09	3.89	0.000

Mediation Analysis Using the Sobel Test

Sobel Test for Mediation Effect

TABLE V THE MEDIATION ANALYSIS FOLLOWS THE BARON AND KENNY THREE-STEP APPROACH

Variable	Value
a (Effect of Service Quality on Customer Satisfaction)	0.55
b (Effect of Customer Satisfaction on Customer Loyalty)	0.35
se(a) (Standard Error of a)	0.09
se(b) (Standard Error of b)	0.10
Sobel Test Statistic	$\dfrac{a \cdot b}{\sqrt{(b^2 \cdot se(a)^2 + a^2 \cdot se(b)^2)}}$
	$\dfrac{0.55 \cdot 0.35}{\sqrt{(0.35^2 \cdot 0.09^2 + 0.55^2 \cdot 0.10^2)}}$
	4.18
p-value	< 0.001

Summary of Mediation Analysis

TABLE VI SUMMARY OF MEDIATION ANALYSIS

Step	Effect Size (B)	Significance (p-value)	Interpretation
Step 1	0.45	0.000	Service Quality → Customer Loyalty (Total Effect)
Step 2	0.55	0.000	Service Quality → Customer Satisfaction (a)
Step 3	0.25	0.038	Service Quality → Customer Loyalty (c') (direct effect)
	0.35	0.000	Customer Satisfaction → Customer Loyalty (b)
Sobel Test Statistic	4.18	< 0.001	Significant mediation effect

Source: Authors computation using SPSS20.0& Python 3.0 (2024)

TABLE VI Summary of the Mediation Analysis The mediation effect was verified using the Baron and Kenny three-step approach, along with the Sobel test

A mediation analysis is presented in TABLE V according to the Baron and Kenny method and focuses on the determination of the relationship between the quality of services, customer satisfaction, and customer loyalty in the five-star hotels, the location of which is the Ernakulam District. The research question of the study is whether service quality has an effect on customer loyalty mediated by customer satisfaction. Average customer loyalty and service quality have a high relationship with each other, and the beta is 0.45 (p = 0.000). This means that the quality of service offered by GSM operators in Nigeria is better and results in more customers being loyal, hence justifying a mediation test. The correlation shows that service quality is another crucial determinant of loyalty in the hotel industry, which educates hoteliers that raising service quality is also an important means of increasing loyalty.

The second assumption checked the impact of the quality of service given on customer satisfaction, and the relationship was strong and had a positive value (t = 6.11, p = 0.000) with a coefficient of 0.55. This implies that consumers are better satisfied when service quality is advanced. The research demonstrates that the quality of service can affect loyalty directly and indirectly through the enhancement of satisfaction. The mediatored model of satisfaction has a clear linkage of quality of service to loyalty.

The third step analyzed the interaction effect of service quality and satisfaction on loyalty, holding service quality in the model. Findings revealed that the two factors are important. The coefficients of service quality were standardized at 0.25 (t = 2.08, p = 0.038), and those of satisfaction were 0.35 (t = 3.89, p = 0.000). The fact that the change in the coefficient of service quality between Step 1 and Step 3 is from 0.45 to 0.25 demonstrates that the contribution of service quality to loyalty partly goes through satisfaction, and this confirms that satisfaction mediates the relationship between service quality and loyalty in hospitality.

A Sobel test was done to ensure that mediation was done, and a statistic of 4.18 (p < .001) was obtained. This proves the fact that satisfaction mediates the connection between the quality of services and loyalty. The Sobel test measures the effect size based on the quality-satisfaction association (a = 0.55) and satisfaction-loyalty association (b = 0.35), where the standard errors se(a) and se(b) = 0.09 and 0.10, respectively, which is a good mediation effect.

Lastly, the mediation model is highly favored. The addition of satisfaction to the model means that the direct effect of quality of the service on loyalty is diminished to 0.25, indicating that the effect is moved to satisfaction (0.35). The large Sobel test also confirms that satisfaction mediates quality of service and loyalty. Therefore, service quality, as well as customer satisfaction, holds great importance in the creation of customer loyalty. The statistically significant Sobel test enhances the belief of the mediation effect and the reason why the quality of service and customer satisfaction determine loyalty. One of the key elements to long-term success in the hospitality industry is customer loyalty (Panday & Nursal, 2021). These findings indicate that hotel managers should collectively work on the enhancement of the quality of service and customer satisfaction as a way of creating loyalty (Joseph, 2024).

V. FINDINGS OF THE STUDY

Customer loyalty is directly improved by the quality of service. The coefficient is 0.45 (t = 4.50, p < 0.001). This demonstrates that there is a close relationship between service quality and loyalty. It implies that customers tend to remain with an organization if the quality of service is better.

The research also established that customer satisfaction is highly increased by the quality of service. The coefficient was 0.55 (t = 6.11, p < 0.001). This implies that the higher the satisfaction brought by improved service quality, the more it indicates why hotels must enhance what they provide.

The analysis depicts that customer satisfaction mediates the relationship between the quality of service and its loyalty. With the consideration of satisfaction, the direct impact of the quality of services on loyalty is reduced to 0.25 (t = 2.08, p = 0.038). However, the impact of satisfaction on loyalty is 0.35 (t = 3.89, p < 0.001). In this relation, customer satisfaction is important.

A Sobel test had been carried out to examine the mediation effect. It provided a value of 4.18 (p< 0.001), which supported the fact that satisfaction does have a significant mediating value. This is a justification that customer satisfaction relates service quality to loyalty.

The fact that the coefficient of drop in service quality was 0.45 in total, and 0.25 in particular, demonstrates that to a great extent, the relationship with loyalty can be attributed to customer satisfaction.

VI. Suggestions

1. Improve Service: Service should be continuously improved, both at the level of the individual touch points and at the level of the procedures that occur behind the scenes. In order to solve this issue, it is possible to provide continuing training to staff members in customer service orientation, attention, and responsiveness to the demands of guests. When it comes to standardizing service delivery, the use of standardized service protocols will be of great assistance.

2. Request Feedback from Customers regularly: Obtaining consumer insights may be facilitated via the use of feedback mechanisms such as suggestion boxes and questionnaires regularly. This kind of feedback may be helpful in identifying areas of improvement that a hotel can explicitly address in order to address issues that have an influence on the pleasure and loyalty of its customers.

3. Focus on Customer Satisfaction Efforts: Create plans for specific customer satisfaction improvements. This may consist of personal service, incentive programs, and customised experiences suited to the tastes of visitors. Identifying and rewarding loyal customers can also help establish an emotional connection with them to attract them to the hotel.

4. Establish Quality Assurance Programs: Develop long-term quality assurance programs to assess how well the service is being delivered. Routine audits and reviews of services presented can help identify gaps in services and ensure that the hotel is either meeting or exceeding industry standards.

5. Consistent Training and Development: Offer continuous training for employees to keep styles fresh and innovative in customer service and experience. Ongoing professional development for staff may increase staff capacity and quality overall (Dhanabhakyam & Joseph, 2022).

6. Assess and Adjust Strategies: Continually consider the efficacy of implemented strategies, and make necessary changes to meet the goals of the plan. You will need to change as your market does and as your customers' preferences change.

Result

The mediation analysis, in line with Baron and Kenny (1986), results in customer satisfaction partly mediating the relationship that exists between customer satisfaction and service quality in five-star hotels within Ernakulam District. In Step 1, it is demonstrated that the direct impact of service quality on loyalty is high (B = 0.45, p < 0.001). In this way, guests become more long-term committed as the level of service quality increases. Step 2: It is confirmed that customer satisfaction is strongly predicted by service quality (B = 0.55, p < 0.001). Increases in tangibles, reliability, assurance, responsiveness, and empathy have a huge contribution towards satisfaction. In Step 3, the satisfaction is added to the model, and it reduces the service quality coefficient to 0.25 (p = 0.038), and also the satisfaction has a strong impact on loyalty (B = 0.35, p < 0.001). This tendency is the partial mediation. A significant Z-score is obtained during the calculation of the Sobel test with the help of a, b, se (a), and se (b), which proves the mediating role of satisfaction. That is, the service quality has a direct influence on loyalty, but when customer satisfaction is improved, its influence is even more significant. Emotional engagement, staff empathy, and prompt service responsiveness are also found to be the drivers of loyalty in the analysis (Oliver, 1999). All statistical calculations, such as correlation and regression, ANOVA, and mediation tests, were performed in SPSS 20.0 and Python 3.0 to ensure the correct calculations and understandability of the mediation effects. In general, the customer satisfaction level is the most effective source of customer loyalty, as long as it initially increases, which is a strategic priority of five-star hotels (Huang, 2012).

VII. Conclusion

The research discovered that the service quality, customer satisfaction, and customer loyalty were associated with each other intensively in five-star hotels within the Ernakulam district. This shows how the quality of service makes satisfaction and loyalty. Customer satisfaction is directly proportional to high service quality. Loyalty, in turn, is affected by satisfaction; the two effects are interconnected. It emphasizes the necessity of developing a positive attitude among customers by providing high service quality, the basis of loyalty in the future. The competitive nature of the hotel industry, and more so in the luxury segment, would mean that the managers should focus on service excellence and customer satisfaction.

Hotels that keep on enhancing the quality of their services, paying attention to customer feedback, and implementing new technologies attain a trustworthy reputation and sustainable loyalty.

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