Ejup Fejza[1]
Alban Fejza[2]

ANALYSIS OF THE EFFECTS OF THE SERVICE QUALITY ON CLIENT SATISFACTION IN THE TOURISM SECTOR IN KOSOVO[2]

Service quality is essential to create client satisfaction by keeping existing clients and gaining new ones in any business and especially in the tourism sector. The main objective of this paper is to analyze the relationship between service quality and client satisfaction and to pinpoint key components of them in the growth and sustainable tourism. Data has been collected from foreigners who have visited hotels in Kosovo and also from domestic tourists. The distributed questionnaire is a mixed questionnaire, which includes a combination of open and closed questions. A total of 30 hotels, divided into seven regions have been chosen to send questionnaires. Participants included in the study were 300 clients who received services in the mentioned hotels. The data was collected from clients who visited hotels in Kosovo during 2020-2021. The hotels were selected mainly based on their categorization, insisting that in the research we have hotels categorized between 3-5 stars. Client data is obtained in two ways: from their hotel estimates, by e-mail, and from the visitors, we found at the hotel during the event. The collected data were processed in SPSS and presented in tabular form. Data were analyzed using quantitative techniques. The ordinary Least Square (OLS) estimator model is used to analyze the relation between dependent and non-dependent variables. Results – Clients choose the hotel mainly online or according to their experience during the preliminary visits. The main reason for the visit was rest and recreation, their treatment was friendly and efficient, the services were provided on time and the cleanliness and comfort were rated as excellent as the food and drinks. In the conclusion is stated that clients have made it clear that the quality of services and satisfied clients can greatly influence the development of sustainable tourism. Age, gender and origin don't have a significant role to determine client satisfaction.
Keywords: tourism; service quality; client satisfaction; marketing; development
JEL: Z30; Z31; Z32; M31; M32

[1] *Ejup Fejza, Associated Professor, Faculty of Mathematics and Natural Sciences, University of Prishtina "Hasan Prishtina", rr. EqremÇabej, 10000 Prishtina, Republic of Kosovo, e-mail: ejup.fejza@uni-pr.edu.*
[2] *Alban Fejza, PhD, (corresponding author), UBT College, 10000 Prishtina, Republic of Kosovo, e-mail: fejza.alban@gmail.com.*

[2] This paper should be cited as: *Fejza, E., Fejza, A. (2023). Analysis of the Effects of the Service Quality on Client Satisfaction in the Tourism Sector in Kosovo. – Economic Studies (Ikonomicheski Izsledvania), 32(5), pp. 103-115.*

1. Introduction

When analyzing the tourism sector we could notice that the quality of the services is crucial. All service providers make an effort to offer their clients the highest-quality services available, but they frequently fall short of their client's expectations since these clients have more sophisticated needs and greater expectations for service. Services are in a way most crucial factors to achieve a long-lasting competitive edge in the market in the fiercely competitive hotel business. Based on this, practitioners in the field of services and academic scholars concentrate their attempts on comprehending how clients judge the quality of services. Clients typically rate the service quality since this is based on how well clients feel their expectations are met or exceeded.

Despite the challenges in evaluating quality, buyers may have no other option but to choose a service based on its quality. According to recent studies, globalization, the introduction of new information and communication technologies, and rising client demand for high-quality goods and services have all had a significant impact on the way services are delivered.

Understanding what makes up and influences the quality of the service and client satisfaction could be extremely important for delivering high-quality services and ensuring their contentment. Evidence suggests that destination choice, consumption, and repeat business are related to service quality. For example, Said et al. (2013) and Devi Juwaheer, (2004) believed that measuring visitor satisfaction was essential for marketing tourism-related goods and services. High-quality goods and services can guarantee client happiness. According to Akbaba (2006), the quality of the service is viewed from the perspective of the client since it was this person's interpretation of the result that made up the service. Clients may value services differently and on a different basis, and they frequently have varied perspectives on the same service. The lifeblood of a hotel is regarded to be the level of fundamental service management. Client satisfaction and the will to return as repeat clients are tied to service quality (Devi Juwaheer, 2004).

Tourists are becoming more educated. Tourists know what to look for and appreciate what is offered to them. The mentality, knowledge, listening skills, and capacity to address the most important requests of the arriving visitors are what make the difference. Managers in the tourism industry work hard to increase client happiness and the quality of services hoping of attracting repeat business. Loyal guests will frequent the place again and tell others about it. Clients that are happy with a company are more likely to remain loyal to it and buy from it again. Rarely do clients usually make complaints; instead, they just go to another service provider. Numerous research has looked at the connection allying client loyalty and the quality of the services in relation to client complaints.

If we examine the hotel sector in Kosovo, we can conclude that it is characterized by a low level of service quality, an unfavourable organizational structure, and a low level of capacity utilization. The hotel facilities in Kosovo mainly meet the needs of mass tourism, and the lack of quality service is a result of the lack of standards for the design, construction and equipping of facilities.

There hasn't been much work done on analyzing the correlation between client satisfaction and service quality in Kosovo's tourism industry. Therefore, this research will complement

the previous studies and would serve as a good point for the next scholars. Kosovo tourism destinations are not explored broadly, while dealing with this topic is among the first inquiry that addresses empirically both the services quality and client satisfaction of the tourism industry in Kosovo.

For the analyses of this paper, we drafted and distributed a questionnaire and gathered the needed data. During the time period from November 2020 – May 2021, 300 clients responded to 12 questions. The data was collected in two ways: from hotel estimates, email and observations of hotel guests during the event. The collected data was analyzed using SPSS and presented in table form. Quantitative techniques were applied for analysis. Descriptive statistics were employed to describe the characteristics of the data and an Ordinary Least Squares (OLS) estimator model was used to investigate the relationships between the variables.

This paper is part of the doctoral thesis and author resumes of the coauthor of this paper Alban Fejza.

2. Literature

2.1. Defining the quality of the service

Service quality is used under the magnifying glass of comparing how the client's expectations are met in the service quality provided. This has been a field of continuous study among different actors, both from the field of researchers and also from those who apply it in practice. Parasuraman et al. (1985) give this definition of service quality: "*The discrepancy between clients' perceptions of services offered by a particular firm and their expectations about firms offering such services*". Authors like Farah Sahul Hamil (2011) and Olorunleke, (2020) agree with the previous definition, while by Vargová et al. (2021) quality includes features in a product or service that meet or surpass stated or implied needs as well as pleasing or delighting the client.

The World Tourism Organization's (2003) definition is as follows: "*the outcome of a process that implies the satisfaction of all legitimate products and the need for service, client requirements and expectations, at acceptable prices, in accordance with the quality determinants underlying such as safety and security, cleanliness, accessibility, transportation, authenticity, and harmonization of tourism activities that are concerned with the human and natural environment*".

In the tourism industry, service quality is essential to achieve the goals of the tourist organization and this further determines the right direction for the success of the tourist operator (Atilgan et al., 2003; Robustin et al., 2019; Vargová, 2021). The different evidences from different researchers better reflect the role of good client evaluations for the company but also the comparison made by clients with how much was promised by the company and how much was actually provided during the service (Johnston, 1995; Lee, Kim, 2020; Umashankar et al., 2017; Lee, Kim, 2020) while Zeithaml et al. (1996) proved that the client can judge a feature of the service which for him has a greater importance and greater specific weight in relation to other features of the service.

Clients possess' different preferences regarding measurements of client satisfaction. Client evaluation depends on many features and depending on how well client requirements and desires have been met that lead to client satisfaction (Juran & Godfrey, 2010) and this should be served to tourism experts to better analyze successfulness of the company in the long term (Hoffman & Bateson, 2001). Some clients feel satisfied if features of services such as Ease of access, Reliability, Efficiency, Safety, and Compassion are met (Joseph et al. 1999, Marković et al. 2012 and Debasish & Dey, 2015) while a category of clients consider price as a determinant of service satisfaction and therefore they choose hotels with medium prices (Reuland et al. 1985). Some other researchers found that climate or culture are crucial to client perceived satisfaction (Davidson et al. 2001)

2.2. Other factors indicating the Quality of Service

Geographic location – Geographic zone where the tourist will stay is of great significance and for this reason, not only the organization/hotel, but also the government institutions should be committed to creating the best possible infrastructure for tourist access to the area where the hotel is located and the accompanying facilities and also the other accompanying transport infrastructure must be well organized to facilitate physical communication between the tourist and the tourist area. Easy access to the tourist must be provided through means of land, sea or air transport.

Hotel – The place where the hotel is located is another factor that affects client satisfaction and the same must offer conditions not only for tourist accommodation but also other accompanying conditions such as sports and recreation grounds because they play a crucial role in client evaluation (Bernthal, Sawyer, 2004). If sports and recreation grounds are not close to the hotel. Then the hotel management should take necessary measures to provide internal transportation for their tourists. Today, hotels are committed to creating opportunities for people with health problems or disabilities because this attracts clients and makes them loyal to the hotel where they stay. Other possibilities that hotels offer today are the provision of transportation for city sightseeing.

Accommodation in touristic premises – Accommodation within the premises of the tourist facility is also an important factor. Hotels or other accommodation providers today offer different premises and different conditions depending on the "financial weight" of the client. They can be equipped with luxurious things or with other necessary things that meet the basic needs of the client, such as a bed, TV, internet, etc.

Interactions – Interactions are another factor that influences the client's decision to stay in a tourist location/ tourist hotel facility and is a matter of service quality (Brady, Cronin, 2001). Today, hotels organize different forms of communication with clients and between clients on a daily basis, making their stay in that hotel as good as possible and as attractive as possible so that the same tourist comes back next year or spread good words about the hotel "word of mouth". The organization of various games on the premises of the hotel (in swimming pools or sports fields) evokes interactivity and entices tourists to feel good in the objects of the hotel or touristic resort. Responsible hotel people should carefully notice and don't allow

tourists to disturb each other during the day and especially at night when the noise from one hotel room disturbs the tourist in the other room (Shonk, Chelladurai, 2009).

Environment – This is another important factor in client decision-making and evaluation of the service of the tourism resort/ hotel, from the inside and outside. The architecture and design of the hotel's premises affect the creation of familiarity of the tourist with the hotel and the creation of a good impression of the hotel and the feeling of visiting the same hotel again. Easy access to all hotel facilities such as restaurants, swimming pools, rooms, recreation centres and sports grounds is crucial in the evaluation of services by the client (Ram, Tchetchik, 2021).

Value – The value that clients receive during their stay in a hotel or tourist resort is also determining on evaluating the quality of services. The client usually judges by the ratio between what he gives and what he receives/cost-benefit analysis (Al-Sabbahy et al., 2004). In cases where the client estimates that he gets as much as he paid for or even more than that, he will rate the hotel highly and repeat coming to the same place and hotel. The tourist's impressions are related to the entire travel infrastructure, from his home to the tourist resort and if this impression is good, a good experience and repeat business is created for the hotel. or the tourist resort.

2.3. The role of quality of the service in tourism

Tour operators and hotels that offer services to their clients try to fulfil them as best as possible so that the client can appreciate the service quality offered to them. Today we have a very competitive tourism sector, and hotels and other service providers strive to create as many comparative advantages as possible in the market of hotel services. The tourism sector today has a special importance and place in the creation of GDP in a country and the better this sector develops, the more it affects the increase in employment and income generation of that country. For this reason, operators must be careful to meet or exciding client needs and wants the best possibly and reduce complaints and thus make tourism has a big part in the development of not only the tourism sector but also the country as a whole (Bajra et al., 2020). Quality and efficient service affect client satisfaction, increasing incomes from tourism for the hotel/tourist organization and, at the same time, increasing opportunities for new investments in tourism.

The quality of services in the tourism sector has a huge impact so managers must know how to assess the needs and wants of the client, what they want when they want it and how to provide that service (Akbaba, 2006). Each of the service providers in tourism determines its strategy for targeting the client or a certain category of clients, with which it wants to achieve a competitive and comparative advantage in the market.

Characteristics of the hotel industry in Kosovo

The hotel industry in Kosovo is characterized by an insufficient level of service quality, unfavourable structure, and low use of their capacity. The majority of Kosovo's hotel accommodations cater to mass tourism, and the lack of service quality is due to lax

requirements for facility design, building, and furnishing. As a result, the hotel industry in Kosovo is becoming less and less competitive on the global stage. The upkeep of the facilities, the degree of comfort, and the aptitude and motivation of the staff are other factors affecting the quality of the services industry in general and in Kosovo particularly.

In the table below we could notice that the most common type of accommodation units are hotels and motels and less hostels, apartments, and bungalows.

Table 1. Hotel facilities in Kosovo

Types of accommodation	Units	Rooms	Beds
Hotel	232	4 708	7 569
Motel	178	2 142	2 856
Hostel	24	119	347
Apartments	15	25	32
Bungalow	41	374	768
Total	*490*	*7 368*	*11 572*

Source: Kosovo Agency of Statistics www.ask.rks-gov.net.

Based on the data from the table above, we could notice that mostly in Kosovo are in Prishtina, the Capital of the Republic of Kosovo. Prishtina also has the largest number of rooms, 2778, i.e. the largest number of beds out of the total number of beds available to the hotel industry in Kosovo.

Table 2. Foreign visitors by countries, period 2017 – 2020

Country	2017	2018	2019	2020
Austria	49728	51535	57414	24335
Belgium	29703	31625	33692	16469
B & Herzegovina	2199	2052	1907	525
United Kingdom	47564	53090	58235	29639
France	28321	29681	32165	17762
Germany	288637	208550	229486	98426
Greece	4914	5444	6062	3013
Netherlands	14988	16032	17128	6263
Italy	24581	26682	29203	12000
Croatia	26718	30679	32504	14496
Montenegro	143502	144851	154715	49907
N. Macedonia	989780	1046605	1086626	571276
Poland	10249	12355	12853	3723
Serbia	1273884	1342711	1399829	1112413
USA	43400	46481	48006	16397
Albania	1164973	1190651	1272024	1014498
Slovenia	12954	13203	12779	5742
Spain	3715	4279	4866	1274
Turkey	81829	78334	75345	28708
Swiss	171928	187374	207906	103400
The others	167555	185561	189590	73596
Total	4480582	4707785	4962335	3203594

Source: Kosovo Agency of Statistics www.ask.rks-gov.net.

Kosovo has recently become an important tourist destination since as a new country it has aroused the interest of many visitors to see up close the potentials and opportunities for development. In the comparison made for the period 2017-2020, there is a significant increase in foreign visitors, apart from 2020, the year of the COVID-19 pandemic, as in the rest of the world, there is a decrease in visitors due to travel restrictions. and anti-covid measures. Most visitors are from neighbouring countries: Serbia, Albania, and Northern Macedonia, while from other countries visitors are from Switzerland, Turkey, and Germany (Table 2).

3. Methodology and Data

The primary and secondary data were used to draft a questionnaire and get the best out of it. In order to prepare the questionnaire, firstly, the views of the supervisor will be elicited and then finally the research questionnaire will be revised.

3.1 Sampling and data

We gathered data from foreigners who visited hotels in Kosovo and also from domestic tourists. The distributed questionnaire is a mixed questionnaire, which includes a combination of open and closed questions. A total of 30 hotels, divided into regions such as: Pristina – 11, Peja – 5, Prizren – 5, Mitrovica – 2, Ferizaj – 3, Gjilani – 2 and Gjakova – 2, have been chosen to send questionnaires. Participants included in the study were 300 clients who received services in the mentioned hotels. The collected data were coded and entered into the SPSS program in order to create data that will be used for analysis. The variables to be measured were defined and labelled. Responses were coded with numbers, including open/closed questions. Data were analyzed using quantitative techniques.

Likert Scale has been used to collect data for this paper's purpose. Compiled Questionnaire consisted 12 questions, but in this section, we presented only 9 of them. Each question was coded between 1 (poor) to 4 (very good) respectively 1 (Absolutely disagree to 5 (agree). In addition, each Likert Scale shows two options: for domestic tourists and for foreigners. The ordinary Least Square (OLS) estimator model is used to establish the relationships between study variables.

Table 3. Client expectations

Origin	Your expectations about this hotel are good:					In total
	Agree	Somehow Agree	Neutral	Somehow disagree	Absolutely disagree	
Kosovo	147	38	33	5	0	223
Foreigner	52	18	6	0	1	77
Total	199	56	39	5	1	300

Source: author's calculation.

As it is shown in Table 3, the majority of hotel clients declared their expectations for the hotel they stayed at were good, or in numbers, 255 out of 300 interviewers agreed or

somehow agreed that their expectations for the hotel were good, while neutral has been 39 respondents, 5 of them have answered with somehow disagree and only 1 has responded with absolutely don't agree.

Table 4. Contact from hotel personnel

Origin	Before arriving to this hotel, you have been contacted by hotel personnel?					In total
	Agree	Somehow Agree	Neutral	Somehow disagree	Absolutely disagree	
Kosovo	104	33	48	14	24	223
Foreigner	26	9	12	2	28	77
Total	130	42	60	16	52	300

Source: author's calculation.

Data presented in Table 4 show that hotel personnel didn't pay so much attention on contacting clients before arriving at their hotel. From the total of 300 clients, only 130 responded with agree and 42 of them somehow agree, while 60 are neutral and 16 of them somehow don't agree, but the concern is at a high number of hotel clients declared that they absolutely disagree (52 of them) which shows that hotel personnel dealing with sales or marketing should pay more attention to these clients.

Table 5. Treatment at the hotel premises

Origin	During your stay in the hotel, you had friendly treatment?					In total
	Agree	Somehow Agree	Neutral	Somehow disagree	Absolutely disagree	
Kosovo	143	46	31	2	1	223
Foreigner	57	17	3	0	0	77
Total	200	63	34	2	1	300

As shown in Table 5, around 90% (263 out of 300) of interviewed clients were satisfied with the friendly treatment they got from hotel personnel during their stay at the selected hotel and only 3 clients are somehow or absolutely disagreeing.

Table 6. Level of services

Origin	Personnel of the hotel showed a high level of service:					In total
	Agree	Somehow agree	Neutral	Somehow disagree	Absolutely disagree	
Kosovo	133	58	21	10	1	223
Foreigner	49	21	6	1	0	77
Total	182	79	27	11	1	300

Source: author's calculation.

Responses presented in Table 6 show that the majority of clients interviewed agreed or somehow agreed that personnel of the selected hotel showed a high level of services, or 87% of them, while 12 clients didn't agree somehow or absolutely disagree and were neutral, not giving a positive or negative answer, were 27 clients.

Table 7. On-time service delivery

Origin	Services have been offered on time and as declared?					In total
	Agree	Somehow agree	Neutral	Somehow disagree	Absolutely disagree	
Kosovo	127	67	20	6	3	223
Foreigner	49	22	4	0	2	77
Total	176	89	24	6	5	300

Source: author's calculation.

On-time service delivery seems to be at a high level because 265 out of 300 clients agreed or somehow agreed that this service was offered as it was declared to them, but there are also 5 very unhappy clients that declared that they absolutely disagree with their expectations toward the on-time service delivery, which should be a concern for hotel management.

Table 8. Prices

Origin	Prices were similar to the ones declared by the hotel before arriving:					In total
	Agree	Somehow agree	Neutral	Somehow disagree	Absolutely disagree	
Kosovo	198	20	0	5	0	223
Foreigner	64	11	0	2	0	77
Total	262	31	0	7	0	300

Source: author's calculation.

A large number of clients (293) declared that they are satisfied with the prices declared by hotel personnel before arriving and after their stay in the selected hotel, but still there are 7 clients who declared that they somehow disagree with it, which should be a concern of management and they should try to clarify it with clients.

Table 9. Cleanliness and comfort

Origin	Cleanliness and comfort were:				In total
	Very good	Good	Below expectations	Poor	
Kosovo	197	24	1	1	223
Foreigner	72	5	0	0	77
Total	269	29	1	1	300

Source: author's calculation.

Clients of selected hotels declared to be satisfied with the cleanliness and comfort of the hotel since 298 out of 300 of them declared that cleanliness and comfort were very good or good, while only 1 declared that it was below expectations and 1 of them declared that cleanliness and comfort were poor.

Table 10. Food and beverages

Origin	Food and beverages offered were:				In total
	Very good	Good	Below expectations	Poor	
Kosovo	193	27	2	1	223
Foreigner	70	7	0	0	77
Total	263	34	2	1	300

Source: author's calculation.

Clients were mainly satisfied with food and beverages and answered with very good and good in 297 cases out of 300 clients interviewed, respectively 2 clients declared that it was below expectations and 1 declared that it was poor.

Table 11. Internet in the room and other hotel premises

Origin	Internet in the room and other premises was:				In total
	Very good	Good	Below expectations	Poor	
Kosovo	183	35	2	3	223
Foreigner	70	5	2	0	77
Total	253	40	4	3	300

Source: author's calculation.

Regarding services like the internet in the room and other hotel premises, there is also a very good response from clients, 293 out of 300 clients responded that the internet was very good or good, while 4 of the declared that it was below the expectations and 3 of them declared that internet in the room and other hotel premises was poor.

If we compare respondent answers regarding satisfaction with quality standards offered in Kosovo hotels, we could notice that domestic clients were less satisfied with client satisfaction than foreigners which should be a concern of hotel management for the future.

3.2 Model testing

This section shows the testing model. Considering our data, we used the Ordinary Least Square (OLS) estimator. Therefore, the initial mathematical model consist takes form as below:

$$\beta = (X^TX)^{-1}X^Ty \tag{1}$$

Next, since our data lies of *n* observations [yi, xi], then each *n* includes a scalar response yi and a vector of predictors (or regressors) xi. The response variable is a linear function of the regressors. In other words, our testing model used to test the hypothesis is comprehended on main test variables (e.g., age, gender and origin) as shown below:

$$cus\_satis\ i = b0 + b1agei + b2genderi + b3origini + ei \tag{2}$$

where, *yi* stands as dependent on the variable for client satisfaction (*cus_satis i)* for a client *i,* while *b1, b2* and *b3* represent the coefficients. Running regression models, we find that not all of the independent variables have the same magnitude on the dependent variable. Especially, age, gender and origin do not affect client satisfaction, however, they have a modest impact on dependent variable but not as expected.

In summary, in all cases clients are satisfied with services offered by hotels, but compare to domestic, the foreigners responded to be more satisfied with services provided by hotels. While age was not found to be impactful to client's satisfaction, and next the gender provides mixed results in terms of male versus female.

Table 12. Regression analysis

Coefficients[a]							
Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIF
1	(Constant)	22.161	1.290	17.176	.000		
	Age	-.56	.347	-1.613	.873	.884	1.131
	Gender	.988	.486	2.03	.086	.995	1.005
	Origin	-.416	.893	-.466	.641	.880	1.136
a. Dependent Variable: cus_satis							

4. Discussions and Conclusions

The quality of hotel services as a key factor and strategy in client satisfaction and the development of sustainable tourism has also been proven by the majority of hotel owners included in our study. Clients can be satisfied with their stay in the hotel only if they are offered quality services, and thus these two tourist categories, domestic and foreign, are considered primary in the development of sustainable tourism.

The use of marketing to attract new clients is an important factor, which together with the quality of services offered and client satisfaction, represents a good basis for attracting clients. In our paper, online marketing is preferred for attracting new clients and this is proven by the findings in this research. However, even though it is preferred by the majority in the study, we have not found any significant difference in the question of whether online marketing has influenced the benefit of new clients. At the end of their stay in the hotel, clients always appreciate the comfort offered by the hotel, which means good service, comfortable setting, easy access, good location, and all these are compatible with what the hotel offers in its offer. Clients included in our study were informed and found out about the hotel they visited mainly from the Internet. Then, the fact that they drew the same hotel before was also decisive. This is very important because surely the good service and their satisfaction with the services have made them choose the same hotel again. The clients involved in this research in absolute measure stated that the main reason for the visit was rest and recreation, while the second reason was the visit of relatives and friends. Young people also gave other reasons for their visit, in contrast to slightly older clients who mentioned rest and visiting relatives as the only reasons for staying at the hotel. The expectations of the clients for the hotel they visit are different and it was appropriate to meet those expectations. In our research, the majority of clients stated that their expectations were met. Both local and foreign clients agree with this finding. This data is very important because it shows that the general level of accommodation conditions, hospitality, food and services are up to par. When clients feel satisfied and expectations are met or exceeded, they will gladly return to stay and use the hotel and the previous destination.

The treatment during the stay at the hotel, according to the collected data, has been friendly and efficient. This is an additional piece of data that shows that, among other things, clients demand dignified and efficient treatment, which then directly affects their satisfaction with the services they have received. All clients used to be pleased by the necessary information received regarding the tourist destination. This is very positive because, in addition to

receiving services at the hotel, they also visited other parts of the hotel and this indirectly affects the development of sustainable tourism. Cleanliness and comfort offered in the hotels where the clients stayed were excellent or average, and there were no significant differences between local or foreign clients or between different genders and age groups. The quality of food and beverages as a very important determinant of the quality of hotel services and an important factor in client satisfaction has been evaluated differently by local and foreign clients. While local clients rate these services as excellent to some extent, foreigners absolutely rate them as excellent. The quality of the Internet in the room and in other areas of the hotel has been evaluated as excellent by the majority of clients and this in itself greatly affects the moment of determining the selection of the hotel because seeing the trend of using the Internet and its role in the life of they made staying in the hotel and performing other business and social commitments more comfortable for everyone. The prices proclaimed in the price list must always be the same as those at the time of payment processing at the hotel. Our clients agree that this report has been correct throughout. It should be mentioned also that from the group of foreign clients, there is no one who has declared that there are differences between the prices. In the research, we have a significant statistical difference between the sexes regarding the level of services, where female clients are significantly more satisfied with this level than male clients.

Having into consideration all findings of this research, the circumstances in which tourism is developed in Kosovo, the general level of services, economic and social conditions and investments in this branch, we could conclude that the quality of services offered in hotels in Kosovo is good and liked by clients. Client satisfaction with the services they receive in hotels in Kosovo is generally good, it is positively evaluated by clients and there is a tendency to introduce it into the business strategies of hotels. From all this, it can be concluded that the quality of hotel services and the level of client satisfaction are powerful pillars of the development of sustainable tourism in Kosovo.

Hotel owners, policymakers and all structures involved in tourism must continuously invest in increasing the quality of services, thereby achieving greater client satisfaction and this will inevitably affect the development of sustainable tourism.

References

Akbaba, A. (2006). Measuring service quality in the hotel industry: A study in a business hotel in Turkey. – International Journal of Hospitality Management, 25(2). https://doi.org/10.1016/j.ijhm.2005.08.006.

Al-Sabbahy, H. Z., Ekinci, Y., Riley, M. (2004). An investigation of perceived value dimensions: Implications for hospitality research. – Journal of Travel Research, 42(3). https://doi.org/10.1177/0047287503258841.

Atilgan, E., Akinci, S., Aksoy, S. (2003). Mapping service quality in the tourism industry. – Managing Service Quality: An International Journal, 13(5), pp. 412-422. https://doi.org/10.1108/09604520310495877.

Bajra, U. Q., Halili, Z., Berisha, N. (2020). Frontier economies and economic growth: Evidence from European and Central Asian Countries. – Borsa Istanbul Review. https://doi.org/10.1016/j.bir.2020.04.002.

Bernthal, M., Sawyer, L. (2004). The Importance of Expectations on Participatory Sport Event Satisfaction. – The Sport Journal. https://thesportjournal.org/article/the-importance-of-expectations-on-participatory-sport-event-satisfaction/.

Brady, M. K., Cronin, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. – Journal of Marketing, 65(3). https://doi.org/10.1509/jmkg.65.3.34.18334.

Davidson, M., Manning, M. L., Brosnan, P., Timo, N. (2001). Organizational climate, perceived customer satisfaction, and revenue per available room in four-and five-star Australian hotels. – Tourism Analysis,

Vol. 6, N 2, pp. 123-137. https://doi.org/10.3727/108354201108749782.

Devi Juwaheer, T. (2004). Exploring international tourists' perceptions of hotel operations by using a modified SERVQUAL approach – a case study of Mauritius. – Managing Service Quality: An International Journal, 14(5). https://doi.org/10.1108/09604520410557967.

Farah Sahul Hamil. (2011). Measuring service quality in the Takaful industry. – SEGI Review, 4(1), pp. 118-124.

Fejza, E., Asllani, A. (2013). the Importance of Marketing in Helping Companies With Their Growth Strategies : the Case of Food Industry in Kosovo. – European Scientific Journal, 9(16).

Hoffman, K. D., Bateson, J. (2001). Essentials of Services Marketing: concepts, strategies & cases. In South-Western Pub.

Johnston, R. (1995). International Journal of Service Industry Management The determinants of service quality: satisfiers and dissatisfiers. – International Journal of Service Industry Management Journal of Services Marketing Iss International Journal of Quality &amp Reliability Management Journal of Services Marketing, 6(05).

Joseph, W. A., Carl, F. M., Terence, A. S., Joel, E. U. (1999). The effect of discount frequency and depth on consumer price judgments. – Journal of Consumer Research, Vol. 26, N 2, p. 99. http://proquest.umi.com/pqdweb?did=710083651&Fmt=7&clientId=12010&RQT=309&VName=PQD.

Juran, J. M., Godfrey, B. A. (2010). Juran's Quality Handbook. – Training for Quality, p. 1113. http://knovel.com/web/portal/browse/display?_EXT_KNOVEL_DISPLAY_bookid=623&VerticalID=0.

Lee, S., Kim, D.-Y. (2020). The BRAND tourism effect on loyal customer experiences in luxury hotel: The moderating role of psychological ownership. – Tourism Management Perspectives, 35, 100725. https://doi.org/10.1016/j.tmp.2020.100725.

Marković, S., Raspor, S., Komšić, J. (2012). Who Are Wellness Customers? an Empirical Study in the Croatian Hotel Industry. – Naše Gospodarstvo / Our Economy, 58.

Olorunleke, G. K. (2020). Survey of Customer's Service Expectation and Quality Perception to G.S.M Services in Ondo State. – Business and Economic Research, 10(4). https://doi.org/10.5296/ber.v10i4.17988.

Parasuraman, A., Zeithaml, V. A., Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. – Journal of Marketing, 49(4). https://doi.org/10.1177/002224298504900403.

Ram, Y., Tchetchik, A. (2021). Complementary or competitive? Interrelationships between hotels, Airbnb and housing in Tel Aviv, Israel. – Current Issues in Tourism, 1-12. https://doi.org/10.1080/13683500.2021.1978954.

Reuland, R., Choudry, J., Fagel, A. (1985). Research in the field of hospitality. – International Journal of Hospitality Management, Vol. 4, N 4, pp. 141-146. https://doi.org/10.1016/0278-4319(85)90051-9.

Robustin, T. P., Sularso, R. A., Suroso, I., Yulisetiarini, D. (2019). Contribution of tourism products in creating satisfying quality of tourism services and tourist loyalty. – Journal of Environmental Management and Tourism, 10(6), pp. 1382-1391. https://doi.org/10.14505/jemt.v10.6(38).21

Said, A., Shuib, A., Ayob, N., Yaakub, F. (2013). An evaluation of service quality from visitors' perspectives: The case of Niah National Park in Sarawak. – International Journal of Business and Society, 14(1).

Shonk, D. J., Chelladurai, P. (2009). Model of service quality in event sport tourism: Development of a scale. – International Journal of Sport Management and Marketing, 6(3). https://doi.org/10.1504/IJSMM.2009.029090.

Swaroop Debasish, S., Dey, S. (2015). Customer Perceptions of Service Quality Towards Luxury Hotels in Odisha Using Servqual Model. – International Journal of Research in Business Studies and Management, 2(9).

Umashankar, N., Bhagwat, Y., Kumar, V. (2017). Do loyal customers really pay more for services?. – Journal of the Academy of Marketing Science, 45(6). https://doi.org/10.1007/s11747-016-0491-8.

Vargová, T. D., Šenková, A., Matušíková, D., Švedová, M. (2021). Quality management in tourism services. – Quality – Access to Success, 22(183), pp. 130-135.

Zeithaml, V. A., Berry, L. L., Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. – Journal of Marketing, 60(2), pp. 31-46. https://doi.org/10.1177/002224299606000203.