EMPIRICAL MEASUREMENT OF THE QUALITY OF TOURIST SERVICES IN THE CASE OF PERCEPTION OF STAFF'S IMPRESSION

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Abstract

The subject of this research is the insufficiently studied aesthetic dimension of overall quality, created amongst other also through the "image" of service staff. The main objective of this research is related to finding an adequate methodological process of measurement and assessment by which the presence of the mentioned aesthetic dimension in the total quality achieved would be proven and enabling the analysis of the relationship between the dependent variables (questions related to expectations and perceptions) and independent variables (studied tourist facilities and cities, age structure of respondents). For that purpose five specific determinants of assessment have been allocated: appearance, charm, tidiness, business clothing and team affiliation. The methodology used in this research included a research of primary and secondary sources, the survey technique, the scaling technique, the method of analysis and synthesis, the descriptive statistical analysis and analysis of variance (ANOVA). The research was conducted in travel agencies, tourist info-centers, restaurants, hostels/apartments and hotels in three cities in the Republic of Serbia: Subotica, Novi Sad and Belgrade. The period of the study realization was July-December 2013. The research results indicate the fact that the respondents were generally dissatisfied with the impression of the staff. The largest negative gap value was recorded at the second determinant related to the manifested charm. This kind of approach to the quality, based on individual dimensions, can serve for corrections of the services in the relevant tourist entities, with the aim of reaching the threshold of the users' satisfaction and to increase the perceived value of the total service.

Key words: service quality, SERVQUAL, tourist facilities, Subotica, Novi Sad, Belgrade.

ЕМПИРИЈСКО МЕРЕЊЕ КВАЛИТЕТА ТУРИСТИЧКИХ УСЛУГА У СЛУЧАЈУ ПЕРЦЕПЦИЈЕ УТИСКА ОСОБЉА

Апстракт

Предмет овог истраживања је недовољно проучавана естетска димензија укупног квалитета туристичке услуге, између осталог, створена и путем „слике" услужног особља. Основни циљ истраживања везује се за изналажење одговарајућег методолошког поступка мерења и процене којим би се доказало присуство поменуте димензије у укупно оствареном квалитету и омогућила анализа односа између зависних варијабли (питања у вези са очекивањем и перцепцијом) и независних варијабли (проучавани туристички објекти и градови). У ту сврху издвојено је пет специфичних детерминанти процене: појавност, шарм, уредност, пословно одевање и тимска припадност. Методологија примењена у истраживању укључивала је претраживање примарних и секундарних извора, технику анкете, технику скалирања, дескриптиву статистичку анализу и анализу варијансе АНОВА. Истраживање је спроведено у путничким агенцијама, туристичким инфо-центрима, ресторанима, хостелима/апартманима и малим хотелима у три града на подручју Републике Србије: Суботици, Новом Саду и Београду. Период реализације студије био је јул–децембар 2013. Резултати истраживања указују на чињеницу да су испитаници уопштено били незадовољни утиском особља. Највећа негативна вредност јаза забележена је код друге детерминанте повезане са испољеним шармом. Овакав приступ квалитету, заснован на појединачним димензијама, може послужити корекцијама услуга у одговарајућим туристичким објектима, са циљем достизања прага задовољства корисника и увећања утиска вредности укупне услуге.

Кључне речи: квалитет услуге, SERVQUAL, туристички објекти, Суботица, Нови Сад, Београд.

INTRODUCTION

The knowledge of how users perceive quality, on the one, and the possibility of application of different methodological approaches of measurement on the other hand, can be very useful in the development of appropriate assessment models (Schneider & White, 2004). In accordance with the mentioned problem, the goal of the conducted research was to point out that the most widely and commonly used model of measuring quality – SERVQUAL (Parasuraman, Zeithaml & Berry, 1988), as a methodological procedure, need not be primarily used for the purpose of assessment of the overall achieved or perceived service value; but, rather, that it could be quite effectively applied and relocated to some of the lower levels of structural comprehension of the overall quality, respecting thereby its division into eight characteristic dimensions according to Garvin from 1987, in accordance to the two-component or Nordic model of observation (Grönroos, 1982).

A large number of the research undertaken so far in the field of the quality of hospitality and tourist services (Armstrong, Mok, Go & Chan, 1997; Gilbert & Wong, 2003; Markovic & Raspor, 2010; Shahin, 2010; Kenan & Yildirim, 2012), using the mentioned model, has covered exclusively the usual and generally known determinants of assessment - tangibles, reliability, availability, security and empathy; not providing the clear insight into its remaining dimensions and components. Observed in this way, the interpretation of the perceived value excludes the possibility of assessing the impact and contribution of other constituent elements in the total achieved quality. Unlike them, besides drawing attention to the new way of observing quality, this study includes the analysis of user attitudes toward the specific studied elements, i.e. originally designed determinants of aesthetic dimension. Those are the determinants of the general impression of staff (appearance, charm, tidiness, business dressing and team affiliation), without which the final impression of the tourist service would not be adequately completed.

The research on users' experience and perception of the aesthetic dimension associated with the impression of staff was conducted on a sample of 300 respondents. The primary data were collected in three cities in the Republic of Serbia: Subotica, Novi Sad and Belgrade. The research was conducted using the survey method of the employees in the field of tourism services. At the same time, during the realization of the research, the attention was paid to the fully equitable representation of the studied categories of tourist entities. From the domain of descriptive statistics the absolute statistical indicators (mean, standard deviation) were used, while in the field of comparative statistics the one-way analysis of variance (ANOVA) was used.

REVIEW OF LITERATURE

Concept of Measuring Quality

Different authors, each in his/her own way, use different attributes and models of assessment with the aim of attempting the quality measurement. Thus, for example, Cadotte & Turegon (1998) carried out a comparative ranking of 27 possible attributes of assessment, and on that occasion set aside four separate categories: "unsatisfactory, satisfactory, critical and neutral" (p. 46). Pizam & Ellis (1999), during a consideration of potential models for measuring the quality, with emphasis on the area of restaurant services, present a model with as much as 30 attributes, grouping them into three main categories: "material product, environment and behavior, and attitudes of service staff" (p. 334).

These and other similar attempts to measure the quality of tourist services have a common feature of connectivity with the use of quantitative methods (Schneider & White, 2004). The task of the mentioned methods

is to make the observed characteristics of the realized service as tangible for users as possible, by assigning numerical parameters, i.e. measurable sizes to the statements of opinions and attitudes (Saravan & Rao, 2007). However, the findings of the researches conducted so far highlight the fact that there is still not enough of the universal "latent variable", i.e. attribute of evaluation, associated with the corresponding aspect of measurement of the perceived value (Rauch, Collins, Nale & Barr, 2015).

Viewed as a whole, the model based on the comparison of the perceived or experienced value as opposed to the actual consumed value (SERVQUAL), from 1988, still seems the most conceptually acceptable solution when attempting to measure quality (Ladhari, 2009), although the question here is more that of the model of measuring the attitudes than the quality itself (Buttle, 1996). It should be said that the SERVQUAL model of quality is still being improved and thatis also used in the context of comparison or combination with other models such as SERVPERF model (*Service Performances*) that includes only the highest performances of quality delivered by the provider (Cronin & Taylor, 1992).

The SERVQUAL questionnaire consists of 22 statements or items of assessment. Their number can be reduced or increased, with uneven distribution in relation to the main determinants of the assessment. In terms of the number of mentioned determinants there were also many disagreements among authors. There were those who advocated the existence of as many as 18 determinants (Williams & Buswell, 2005), up to those who have singled out four (Jiang, Klein & Carr, 2002) or only three (Nitecki, 1996). Also, the very creators of the SERVQUAL model (Parasuraman, Zeithaml & Berry), in their research dedicated to the service market sector, have advocated as many as 97 attributes and 10 determinants of assessment (1985) in the first place, just to review them later and reduce them to the final five determinants and 22 attributes (Parasuraman, Zeithaml & Berry, 1991). This kind of controversy is also present with some of the current authors (Vajcnerova & Ryglova, 2014; Shauchenka, Bleimann, Knoll & Clarke, 2014), which points to the fact that this scientific question is still entirely open.

Investigated Attributes of the Aesthetic Determinants of Staff Impression

When considering the possibilities of measuring the corresponding attributes of the featured determinants, which would determine them more concretely, the results of several studies were analyzed. Thus, for example; Markovic and Raspor (2010), by examining the quality of individual services in hotel industry, use a common evaluation model with five determinants of assessment. In addition to the three standard ones, they also recommend additionally two new ones: the staff's competence and the accessibility of service, as key determinants that more accurately explain the aforementioned expectations.

Blesic et al. (2011), in their study carried out in the SPA hotels, also apply five standard determinants of the SERVQUAL model in combination with nine new attributes of assessment, from them a total of 24. The results of their study showed that the biggest shortcoming in provision of a quality service represents the enrichment of the facilities with additional amenities, as evidenced by the largest gap recorded in the case of the determinant of tangibility. In another study (Curakovic et al., 2013), when measuring the degree of users' satisfaction with the quality of hotel services, five completely modified determinants with 20 specific attributes of assessment were used. The lowest evaluated determinant was the quality of food and drinks, as a part of the total hotel service. In this way, it was pointed to the significance of partial observation of individual quality dimensions.

Similar to the above mentioned studies, in this research five specific determinants were first determined, and then the 22 specific attributes associated with aesthetic (i.e. visual) impression of staff. Thus the original concept of the SERVQUAL questionnaire was fully satisfied. The determinants of appearance, charm and business clothing/clothes contained four, while the determinants of tidiness and team affiliation included five attributes of assessment. Each attribute was represented with the appropriate question in the questionnaire, in the form of a testimony or statement (i.e. item).

In this way, the precisely formulated questionnaire puts a user itself to the forefront; which is not surprising at all, since the user is the one key factor to which all is subordinated, in tourism, and which fully independently determines the level of the expected and certifies the level of the perceived quality (Wisniewski, 2001). The identical situation was arrived at in this study, i.e. the case of the aesthetic dimension of tourist service and its constituent components, to which the impression of staff also belongs.

METHODOLOGY

In accordance with the user-oriented approach, which is the basis of the research, according to the studies of several other authors in the field of tourism services (Snoj & Mumel, 2002; Markovic & Raspor, 2010; Marinkovic, Senic & Dimitrovski, 2013), the primary survey technique is combined with the technique of scaling or converting the statements of the respondents, i.e. the responses, through a questionnaire, set items into the appropriate scores on the scale. Among the various ranges of conventional measurement scales: 1-5 (standard), 1-7 (extended) and 1-9 (extremely extended) a type of the extended Likert scale was selected. This scale includes the range of the categories of meaning from the absolute agreement (score 7) to the absolute disagreement with the statement of

the items (score 1). Since the measured quality is taken to be the difference or gap between the perception (P) and expectations (E), the possible range of estimated value in both directions ranges from -6 to +6, where a negative value indicates a higher degree of inconsistencies and greater dissatisfaction, i.e. lower quality, while the positive determined value has the opposite meaning (Chingang & Lukong, 2010, p. 49).

The research questionnaire belonged to the group of the combined questionnaires of a closed type (Fajgelj, 2005), and was designed in the way to allow a more precise introduction of the respondents to the content of the studied determinants; which is why the formulating of the items on the individual attributes of assessment demanded a detailed and clear description. The questionnaire consisted of two types, and each of them had 22 questions. The first type dealt with the expectations of the guests and contained five specifically established determinants for the quality assessment (before using the service). The second type of the questionnaire contained the same determinants and to some extent modified questions, and served for measuring the users' perceptions of the aesthetic dimensions of quality (after using the service). Accordingly, it was about the original concept of the SERVQUAL model, but with specially adapted new determinants (Table 1), unlike other similar studies (Mok & Armstrong, 1998; Blesic et al., 2011; Marinkovic et al., 2013), in which there were no changes of the usual determinants.

Questions from the second part were formed according to the following principle: the first question from the scale of expectations: "The appearance of the staff represents a strong personality hallmark", in the scale of perception was: "The appearance of our staff represents a strong personality hallmark". The second question: "Personal appearance significantly helps in forming the user's attitude to business ethics codes and to the way the organization operates", was: "Personal appearance of our staff significantly helps in forming the user's attitude to business ethics codes and to the way the organization operates" etc. All other questions from the expectation scale were re-formulated in the similar way. Through this, the specific part of both types of questionnaires included a modified system of 22 items, or variables of assessment correspondent to the investigated aesthetic attributes.

The research data were collected in the period from 20th June 2012 to 14th December 2013. The respondents covered by the questionnaire hailed from entire Serbia, because the survey was aimed at domestic visitors and guests, and not just the users of the tourist services from the surveyed urban areas (cities: Subotica, Novi Sad, Belgrade). The testing of the prepared questionnaire on the test sample of 30 respondents was carried out first, in order to determine the suitability of its form and understandability of the questions. After its successful confirmation (83.3%), certain stylistic changes were carried out in order to meet the objections.

Table 1. Determinants and questions for studying the impression of staff in the tourism industry

Determinants	Questions (Expectations)	Model
Appearance	1. The appearance of the staff represents a strong personality hallmark.	New
	2. Personal appearance significantly helps in forming the user's attitude to business ethics codes and to the way the organization operates.	New
	3. The character and temperament of the staff have an impact on the perceptions of guests as observers.	New
	4. Focusing views and grimaces as part of face mimics complete the picture of the service staff.	New
Charm	5. Employees that radiate charisma and have a special kind of positive energy can further shape the overall impression of visitors/guests.	New
	6. The visual expression of the staff makes it noticeable during the service process.	New
	7. The visual appeal of the staff makes it better accepted by users.	New
	8. A well configured personal image helps staff to establish a communication relationship with users.	New
Tidiness	9. Service staff should dedicate a special attention to maintaining a healthy body image.	New
	10. Service users need to gain an impression of complete neatness and physical trimness of service staff.	New
	11. Service organization should inspire confidence to its customers, by building ethical business principles based on the appearance of their employees.	New
	12. A tidy physical appearance of staff gives the picture of an orderly and professional service worker.	New
	13. The personal hygiene of the staff must be strictly controlled by the service organization.	New
Business clothing	14. The design of the service staff uniforms is essential for the overall impression of the tourist service user.	New
	15. The proper selection of shoes, clothes and other wardrobe details implies emphasizing the meaning and importance of the overall dimensions of clothing.	New
	16. The uniform is a universal business standard that protects the reputation of the organization and the employees.	New
	17. The harmony of uniform indirectly indicates the type and quality of the expected user services.	New
Team affiliation	18. The visible expression of belonging to a team within a service collective leads to an increased aesthetic experience of the user.	New
	19. The stylistic-compositional coherence of the service team points to a high degree of organizational culture.	New
	20. Systematically organized service business operations should be based on the recognition of the corporate/team image.	New
	21. The equivalence between the employee's individual look and the corporate image of the service organization is a sign of harmonization of internal business standards.	New
	22. Good visual communication among the members of the service collective gives a picture of "uniformity" within the service organization.	New

Source: Original idea of authors.

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The distribution of the final questionnaire was performed on the total of 60 studied sites, by engaging associates to each of the distribution places. During the distribution, care was taken to include as many different sociological profiles of the respondents in as equitable relation as possible. The total number of the distributed questionnaires was 350, of which 308 were returned, due to the irregularities or an incomplete way of filling in, so that the number was rounded down to 300. The questionnaires were distributed to the visitors or users of tourist services when meeting with the engaged persons - i.e. by the "face to face" method, where the visitors of travel agencies, tourist-info centers and restaurants filled out the questionnaires on the spot (due to the character of the service), while the users that were the guests of hotels or hostels were allowed to complete the questionnaire during the stay (with the obligation of returning to the place from where they took the questionnaire).

In terms of the representativeness of the observed sample in this study, the criterion of the size which is adequate to a large sample (Stevens, 1996) was fulfilled, where: N≥300. In comparison to other studies in the area of service quality, in which the sample size was less than 200 respondents (Tsang & Qu, 2000; Snoj & Mumel, 2002), between 200 and 300 respondents (Fick & Ritchie, 1991; Marinkovic et al., 2013), more than 500 respondents (Blesic et al., 2011), or even more than 1,000 respondents (Soriano, 2002); the sample of this research could be also justifiably considered as a medium-sized sample. But in any of these types of categorization the number of the respondents was completely sufficient to perform a valid statistical evaluation, which, according to some authors (Bagozzi, 1981) requires a minimum of 51 respondents.

As the representative research indicator the structure of respondents according to their age group was analyzed, the conclusion could be made that the largest part of the respondents was under the age of 26 (57%). The second place was the group under the age of 58 (37%), whereas the least prominent was the group of the respondents above the age of 59 (6%) (Table 2).

Table 2. Structure of respondents by age

Age	Number of respondents (n)	%
25 years ↓	72	24.0
26-36 years	99	33.0
37-47 years	80	26.7
48-58 years	31	10.3
59 years ↑	18	6.0

(N=300)
Source: Original research data

The data collected in this study were transferred to the electronic database and all further analyses were carried out with the help of the operational Statistical Package for Social Science - (SPSS), version 19.0.

RESEARCH RESULTS

In the first phase, particular attention was devoted to the analysis of the descriptive statistical indicators. The analysis was used for the purpose of calculating the average scores at the level of the observed specific determinants associated with the impression of staff. The difference between the perceived and expected quality of tourist services (Coppola, 2009) was negative for the first three, and positive for the last two - out of the five analyzed determinants (Table 3).

Table 3. SERVQUAL gap values

Determinant	Expectations	Rank	Perceptions	Rank	Difference (gap)
Appearance	6.3095	3	4.6858	4	-1.6237
Charm	6.8548	1	3.5443	5	- 3.3105
Tidiness	6.4337	2	6.2274	2	-0.2063
Business clothing	6.0266	4	6.7503	1	0.7237
Team affiliation	5.6372	5	5.9620	3	0.3248
Total	6.2525		5.4341		-0.8184

Source: Original research data

The users demonstrated highest expectations for the determinant of charm, followed by tidiness and appearance; whereas the lowest expectations were observed for the determinant of team affiliation. Regarding perception, the highest average scores were assigned to the determinants of business clothing and tidiness; while the far lowest scores were allocated to the determinant of charm. The positive gap values for the determinants of business clothing and team affiliation were triggered by higher user expectations in terms of the individual versus organizational factors of the manifested aesthetic impression. When comparing these results with the results of the study conducted by Blesic et al. (2011), significantly high expectations could be observed for all determinants (excluding team affiliation), even though they represent different aspects of the tourist services quality. All this indicates that the respondents attached great importance to the aesthetic dimension, as well as to each individual determinant. This statement also supports the concept of quality dimensionality and multi-applicability of the SERVQUAL model (Llosa, Chandon, & Orsingher, 1998).

During the second phase, the analysis of comparative statistical indicators was carried out using the one-way analysis of variance (ANOVA), as a discriminative parametric procedure (Peric, 2006). This procedure

enabled examining the existence of a statistically significant connection between the questions related to expectations and perceptions (i.e. dependant variables) and the observed types of tourist facilities (i.e. independent variables). The results of the ANOVA analysis in the case of the expectations pointed show that, at the significance level of $p<0.01$, significant statistical differences were observed in terms of the responses to the set groups of questions by users (p=0.000). Upon comparing these results with the results of a similar extensive study (N=1200) conducted among the internal and external users of tourist services in hotels (Eraqi, 2006), it can be concluded that the values of expectations were considerably higher for all determinants. Nonetheless, the questions within the same group (i.e. determinants) differed less compared to others (Table 4).

Table 4. Analysis of One-Way ANOVA - according to the observed types of tourist facilities

Question no.	Facility type	Expectations		Perceptions	
		Scores	F[*]	Scores	F[*]
1-4	Tourist info-centers	6.5003		4.0538	
	Travel agencies	6.4321		5.2314	
	Restaurants	6.3218	8.737	5.0423	7.942
	Hostels/apartments	6.2042		4.3646	
	Hotels	6.1136		4.7792	
5-8	Tourist info-centers	6.8810		2.1633	
	Travel agencies	6.8403		5.0738	
	Restaurants	6.7925	10.654	4.1842	10.853
	Hostels/apartments	6.8146		3.2531	
	Hotels	6.9127		3.0323	
9-13	Tourist info-centers	6.7132		6.4824	
	Travel agencies	6.8248		6.6217	
	Restaurants	5.9903	1.812	5.9135	1.637
	Hostels/apartments	6.3706		6.3446	
	Hotels	6.2457		5.7342	
14-17	Tourist info-centers	6.3128		6.6928	
	Travel agencies	6.0825		6.8126	
	Restaurants	6.1252	32.567	6.5535	8.283
	Hostels/apartments	5.4913		6.9411	
	Hotels	5.9547		6.7677	
18-22	Tourist info-centers	6.0611		5.7241	
	Travel agencies	5.1536		5.8530	
	Restaurants	6.1953	4.324	5.9312	21.439
	Hostels/apartments	5.2742		6.2105	
	Hotels	5.4838		6.1027	

[*] F - quotient of analysis (≥ 3.02), SD - standard deviation (0.4352-1.0740)
Source: Excerpt from the database of research (SPSS 19)

The users in restaurants, hostels/apartments and hotels between 48 - 58 years of age had significantly lower expectations regarding the questions about appearance (1-4), compared to those from other types of facilities. The highest expectations in relation to the first group of questions were observed for the users in tourist info-centers under the age of 25. Regarding charm (questions 5-8), the highest expectations were observed for the users in hotels, especially those between 26 – 36 years of age. The same age group had the highest expectations regarding the questions about business clothing (14-17), while this time those were the users in tourist info-centers. Regarding the determinant of tidiness (questions 9-13), the highest expectations were observed for the users in travel agencies under the age of 25. In the last group of questions, about team affiliation (18-22), the users in restaurants between 37 and 47 years of age had the highest expectations; whereby this group demonstrated the largest discrepancy of scores compared to other age groups of the respondents, as the key socio-demographic indicator.

When talking about the perceptions of staff impression for the analyzed age groups in comparison to the observed types of tourist facilities, it is possible to underline the following basic characteristics. Regarding the first and second determinant of assessment, very low perceptions were observed among the users in tourist info-centers. Moreover, it should be noted that those were the respondents older than 59 in the case of the determinant of appearance (questions 1-4); whereas the respondents under the age of 25 singled out the determinant of charm (questions 5-8), following the same criterion. The lowest perception for the group of questions about tidiness (9-13) was observed among the users in hotels over the age of 59 years. Regarding the last two determinants of staff impression according to the criterion of the lowest determined level of perception, the users in restaurants (questions 14-17) and those in tourist info-centers (questions 18-22) under the age of 25 years prevailed. On the other hand, the highest level of perception was observed for the users in hostels/apartments in three age categories: 26-36, 37-47, 59 and older.

CONCLUSION

By measuring the perception of staff impression using the system of allocated items (i.e. questions), on the basis of the scores given before and after the use of service, it was concluded that the respondents were generally dissatisfied with the studied assessment attributes, which indicates the need for a more serious approach and greater appreciation of the aesthetic determinants by the tourist entities in Serbia when experiencing and creating the total value of tourist service. The values of the SERVQUAL gap were negative for three out of five observed determinants; whereby the largest negative value was determined for the determinant of charm, and the

most positive for the determinant of business clothing. The total measured value of the SERVQUAL gap was -0.82. This kind of conclusion has confirmed the main research hypothesis that the results of measuring the expectations and perceptions, at the level of the observed determinants of staff impression, represent the relevant indicators in the quality assessment. Through this, it was also proved that the quality of tourist services can be observed at the lower structural levels, singling out at the same time some of the constituent dimensions with the specifically established determinants (completely different from those in the traditional SERVQUAL model).

Comparing and generalizing the respondents' answers according to the studied types of facilities and cities where the survey was conducted, certain specific findings about which questions were singled out by the discussed research units as the most important and most characteristic were arrived at. The respondents in tourist info-centers, especially the youngest (up to 25 years) and the middle aged ones (from 37 to 47 years), differed in the height of the expressed expectations, assigning equal importance to all groups of questions (i.e. determinants). Unlike them, the rest of the analyzed ages have attached greater or lesser importance to the particular groups of questions. Slightly higher expectations existed at the individual level (appearance, charm, tidiness) in relation to the collective-manifesting determinants (business dressing, team affiliation). In the case of perception, the respondents from hostel/apartments and hotels stood out the most by the height of their scores, assigning the somewhat higher significance to the latter two groups of questions. This time, contrary to the expectations, there were significantly higher perceptions at the collective level in relation to the individual level-the manifesting determinants of assessment, while the youngest (up to 25 years) and oldest respondents (over 59 years) are singled out in terms of the negative perception values. The fact which imposes itself as the final conclusion of the analysis is that from the items associated with individual determinants of assessment (questions 1-13) much was expected and experienced not enough by the users; and conversely (in the case of the collective-manifesting determinants).

Accordingly, the results of this study suggest that the service staff themselves devote more attention to their own looks and contribute to the general, or collective-manifesting, impression than their superiors at management positions. Therefore, the attention in the studied tourist facilities should be directed more toward the elimination of the identified aesthetic omissions, whereby further researches of a similar or a modified approach can serve as assistance, or for the purpose of checking the subsequently achieved quality. Also, in future researches some of the new questions (i.e. items) could be included, with the aim of a more precise definition of the determinants of assessment.

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ЕМПИРИЈСКО МЕРЕЊЕ КВАЛИТЕТА ТУРИСТИЧКИХ УСЛУГА У СЛУЧАЈУ ПЕРЦЕПЦИЈЕ УТИСКА ОСОБЉА

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Резиме

Посматрање добијеног квалитета туристичких услуга као скупа различитих димензија и детерминанти на нивоу прве линије одвијања услужне интеракције представљао је теоријско упориште овог истраживања, у чијем се самом средишту нашао кориснички оријентисан приступ. Овакав приступ подразумевао је третирање корисника као централне карике током одвијања производно-услужног процеса и коришћења завршностворене услуге. Рад представља резултате емпиријског истраживања корисничких ставова у погледу перцепције естетске димензије квалитета повезане са утиском особља.

Истраживање је било спроведено у пет различитих типова туристичких објеката на подручју градова Суботице, Новог Сада и Београда, градова у Републици Србији. Детерминанте које су биле оцењиване односиле су се на појавност, шарм, уредност, пословно одевање и тимску припадност, док је за њихову процену коришћена седмостепена Ликертова скала. Ставке (или констатације) у улози питања формулисане су уз коришћење релевантне стручне литературе и претходних истраживања заснованих на моделу SERVQUAL. Подаци истраживања прикупљени су применом методе анкете. Истраживање је извршено помоћу специфично осмишљеног упитника који је укључивао 22 ставке, а састојао се од типа посвећеног очекивањима и типа посвећеног перцепцијама. Ставке у поменутим типовима упитника донекле су се разликовале и међу собом, али са потпуно истом суштином значења.

У анализирању података коришћене су дескриптивне и компаративне статистичке методе. Од дескриптивних статистичких показатеља анализирани су аритметичка средина и стандардна девијација (према посматраним јединицама узорковања), док је од компаративних статистичких метода употребљена једносмерна анализа варијансе АНОВА, укључујући вредности показатеља статистичке значајности и коефицијената анализе. Резултати истраживања показали су да су испитаници из анкетираних туристичких објеката и са проучаваних локалитета дали задовољавајуће одговоре на питања постављена упитником (у границама статистичке прихватљивости) – иако су распоред и просечне вредности додељених оцена указивали на супротно, тј. на уопште исказано незадо-

вољство утиском особља. Овакви резултати били су подржани ниским вредностима SERVQUAL јаза, односно значајним одступањима квалитета код индивидуално-испољавајућих детерминанти (појавност, шарм и уредност), што уједно указује на њихово истицање у односу на колективно-испољавајуће (пословно одевање и тимска припадност). Стога би будућа истраживања евентуално требало више усмерити ка поменутом правцу диференцирања издвојених детерминанти и доказати утврђени став корисника код проучаваних или других типова туристичких објеката.