



Exploring the Impact of Quality Housekeeping Services on Customer Satisfaction and Revisit Intentions: A Study of Luxury Hotels in Uttar Pradesh

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ABSTRACT

This study investigates the impact of various dimensions of housekeeping service quality on customer satisfaction and revisit intention in the hospitality industry. Specifically, it explores the roles of Attention to Detail, Cleanliness of Room, Professionalism of Housekeeping Staff, Perceived Service Quality, Room Amenities, and Timeliness of Housekeeping. A conceptual model was tested using path analysis to examine both direct and indirect relationships between these dimensions and customer satisfaction, with customer satisfaction serving as a mediator between service quality and revisit intention. The study used survey data collected from hotel guests, analysing the relationships among constructs using structural equation modelling (SEM). The results revealed that all hypothesized paths were statistically significant, with customer satisfaction playing a central role in mediating the relationship between housekeeping service quality and revisit intention. Among the dimensions of service quality, Perceived Service Quality and Timeliness of Housekeeping showed the strongest positive effects on customer satisfaction. Additionally, the direct effect of customer satisfaction on revisit intention was notably high, confirming its importance as a predictor of repeat customer behaviour. Indirect effects were also significant, highlighting the importance of maintaining high standards in all aspects of housekeeping to ensure customer satisfaction and encourage return visits. The findings have important implications for hotel managers, emphasizing the need to prioritize dimensions such as Perceived Service Quality and Timeliness of Housekeeping to enhance customer satisfaction and increase customer loyalty. The study also provides valuable insights into the complex relationships between service quality, customer satisfaction, and revisit intention, offering practical recommendations for service improvements. However, the study is limited by its cross-sectional nature and the focus on a single industry context. Future research could explore longitudinal effects and cross-industry comparisons to further validate and extend.

Keywords: Housekeeping Service Quality, Customer Satisfaction, Revisit Intention, Perceived Service Quality, Hospitality Industry

JEL Classifications: L83, M31, Z32, C38

1. INTRODUCTION

The hospitality industry has long been recognized for its service-oriented nature, where customer satisfaction plays a pivotal role in determining the success of establishments, particularly luxury hotels (Hyun et al., 2024). Among the many factors that contribute to a guest's overall experience, housekeeping services are often seen as fundamental to customer satisfaction (Van Embden et al., 2024). Cleanliness, orderliness, and the general upkeep of a hotel room are critical elements that influence how guests perceive their

stay and their likelihood of returning (Saut and Bie, 2024). The role of housekeeping services in the hospitality industry goes beyond mere cleanliness; it extends to comfort, attention to detail, and the emotional impact it has on guests. As a result, the quality of housekeeping services becomes a key determinant of a guest's satisfaction and their future intentions to revisit a hotel (Machado Carvalho and Rodrigues, 2023).

The state of housekeeping services directly influences customer perceptions of value for money and, by extension, the

establishment's reputation (Singh et al., 2024). In the context of luxury hotels, where customers expect the highest standards of service and comfort, the quality of housekeeping services can either elevate the guest experience or diminish it (Kwon et al., 2024). A well-maintained room, with high attention to detail, offers not just physical cleanliness but also a sense of comfort and care that reflects the luxury image the hotel aims to project (Mishra et al., 2023). Conversely, any shortcomings in housekeeping can lead to guest dissatisfaction, which may result in negative reviews, reduced loyalty, and the possibility of guests not returning to the same establishment (Mohamed et al., 2024).

In Uttar Pradesh, a state in India with a growing tourism sector, luxury hotels are seeing a rise in both domestic and international guests (Rather, 2024). As the competition in the hospitality industry intensifies, hotels are increasingly focusing on refining their service offerings, especially housekeeping, to differentiate themselves from their competitors. Quality housekeeping is particularly important in this regard, as it represents a tangible aspect of the hotel experience that directly impacts guests' overall satisfaction. This research seeks to investigate the impact of various aspects of housekeeping services on customer satisfaction and revisit intentions, specifically in the context of luxury hotels in Uttar Pradesh (Lee and Han, 2024).

While there has been considerable research on customer satisfaction and its determinants in the hospitality sector, the specific role of housekeeping services remains underexplored (Zeba et al., 2024). Much of the existing literature focuses on broader aspects of service quality or on areas such as food and beverage services or front desk interactions (Abbasi et al., 2024). However, housekeeping, despite being one of the most directly interacted with service departments in a hotel, often does not receive the same level of attention in academic studies (Ahmad et al., 2025). This gap presents an opportunity to examine how different dimensions of housekeeping services such as cleanliness, timeliness, professionalism, and attention to detail affect customer satisfaction in luxury hotels (Mohan et al., 2025). Moreover, understanding the mediating role of perceived service quality can provide deeper insights into how housekeeping quality translates into customer satisfaction and their intentions to revisit a hotel (Tan et al., 2024).

This research is significant because it contributes to the growing body of knowledge in the field of hospitality management by focusing on a crucial yet often overlooked aspect of hotel services (Ghonim et al., 2024). By investigating the specific impact of housekeeping services on customer satisfaction and revisit intention, the study aims to provide valuable insights for hotel managers, practitioners, and academics (Rezaei et al., 2024). Hotels can use the findings to better understand the elements of housekeeping that guests value most, allowing them to prioritize and improve these aspects to enhance the overall guest experience. This would not only help in achieving higher levels of guest satisfaction but also foster loyalty, repeat business, and positive word-of-mouth, which are essential for the long-term success of luxury hotels (Shao et al., 2024).

Furthermore, the study's focus on Uttar Pradesh adds a regional perspective to the literature on hospitality management. Uttar Pradesh, being one of the most populous and culturally diverse states in India, is home to a growing number of luxury hotels catering to both domestic and international tourists (Albayrak et al., 2024). The results of this research could have significant implications for hotel operators in the region, providing them with actionable insights on how to improve their housekeeping services in line with customer expectations (Mishra et al., 2023). As the tourism industry in Uttar Pradesh continues to develop, ensuring high standards of service quality particularly in the critical area of housekeeping could become a key differentiator for luxury hotels striving to attract and retain guests (Castanha et al., 2024).

In addition to practical implications for the hospitality industry, this research holds significance for academic scholars interested in service quality and customer satisfaction (Mishra et al., 2024). By investigating how the quality of housekeeping services influences satisfaction and revisit intentions, the study bridges a gap in hospitality research and provides a basis for further studies on service quality in the context of luxury hotels (Yu et al., 2024). It also underscores the importance of understanding the mediating role of perceived service quality in the relationship between housekeeping services and customer outcomes, a dimension that has been less explored in previous research (Pai et al., 2024).

Finally, the broader impact of this study extends to the tourism industry as a whole. As the hospitality sector plays a vital role in the tourism value chain, improving customer satisfaction through better housekeeping services can enhance the overall attractiveness of a region as a tourism destination (Almakhayitah et al., 2024). For Uttar Pradesh, improving the standards of luxury hotel services could help boost the state's tourism appeal, contributing to economic growth and job creation in the hospitality and tourism sectors. By offering a deeper understanding of the specific factors that contribute to customer satisfaction in the luxury hotel sector, this research serves as a valuable resource for stakeholders looking to optimize the guest experience in an increasingly competitive market (Matiza and Slabbert, 2024).

2. REVIEW OF LITERATURE

2.1. Cleanliness of Room

As per (Oloso et al., 2024) cleanliness is universally regarded as a cornerstone of customer satisfaction in the hospitality industry. For guests, a clean room is one of the most fundamental expectations upon checking into a hotel, especially in the context of luxury establishments where the standard for cleanliness is elevated (Kayumov et al., 2024). A well-maintained, hygienic room is not merely a preference but a prerequisite for ensuring a positive guest experience. The overall perception of cleanliness can shape a guest's emotional and cognitive responses during their stay, thereby directly influencing their satisfaction levels (Hindjou et al., 2024). A clean environment not only contributes to comfort but also reflects the hotel's commitment to quality and attention to detail. The visual and sensory appeal of a pristine

room can significantly enhance guests' perceptions, setting the tone for the remainder of their experience. In luxury hotels, where the expectation for excellence is heightened, the role of cleanliness is even more pronounced, and lapses in this area may result in significant dissatisfaction and a decline in guest loyalty (Fan et al., 2024).

The relationship between room cleanliness and customer satisfaction is not one-dimensional; it extends beyond just surface-level cleanliness to include aspects like the cleanliness of linens, furniture, and bathrooms, as well as the maintenance of air quality (Meeprom et al., 2024). Guests who perceive a room as impeccably clean are more likely to have an overall positive evaluation of their stay, which can translate into favourable reviews and repeat visits. On the contrary, any inconsistencies in cleanliness can have a ripple effect on the overall perception of the hotel, diminishing satisfaction levels and possibly leading to a negative reputation (Bhatt et al., 2024).

2.2. Timeliness of Housekeeping Service

Timeliness in housekeeping service is another critical factor in shaping a guest's experience and satisfaction (Changchit et al., 2024). The promptness of housekeeping responses to requests and scheduled services can have a profound impact on guests' perceptions of hotel efficiency and professionalism (Mounaim et al., 2024). Timeliness in housekeeping encompasses a wide range of services, from responding to special requests such as additional toiletries or towels, to the speed with which routine tasks, such as room cleaning, are completed. Guests in luxury hotels, in particular, expect services to be performed swiftly and without disruption to their daily routines. Delays or an inability to meet service expectations can cause frustration, resulting in a diminished sense of value and overall satisfaction (Lee et al., 2024).

As per (Shamim et al., 2024) the importance of timely housekeeping service goes beyond just meeting expectations; it speaks to the operational efficiency of the hotel. A well-coordinated and timely service reflects the hotel's organizational competence, which in turn boosts customer confidence. Timely housekeeping can contribute to a seamless guest experience, ensuring that rooms are prepared to perfection at the desired time and that guests' needs are promptly addressed. In contrast, delays in services can disrupt guests' schedules, making them feel undervalued and potentially affecting their perception of the hotel's overall service quality (Dhewi et al., 2024).

2.3. Housekeeping Staff Professionalism

The professionalism of housekeeping staff plays a pivotal role in shaping guests' overall satisfaction with their stay (Yusof et al., 2024). In the hospitality industry, interactions between guests and staff, even those that are brief, are critical touchpoints that can either elevate or detract from the guest experience (Andersen et al., 2024). Professionalism within the housekeeping team involves not only the demeanour and behaviour of staff but also their level of expertise and competence in carrying out tasks. Politeness, attentiveness, and the ability to address guest concerns effectively are integral components of staff professionalism that significantly influence customer satisfaction (Xiang et al., 2024).

In luxury hotels, where high-end services and personalized attention are expected, the role of housekeeping staff becomes even more central (Talukder, 2024). Guests in such settings expect staff members to be not only courteous but also proactive in anticipating needs and providing exceptional service (Wu and Hussein, 2024). The staff's attitude can either enhance the overall ambiance of the hotel or create a disconnect that negatively affects the guest's perception of service quality. Professionalism fosters an atmosphere of trust, making guests feel comfortable and valued, and this sense of care and attention can translate directly into satisfaction (Liu and Kim, 2024).

2.4. Room Amenities and Comfort

(Jin et al., 2024) mentioned room amenities and comfort are integral components of the overall guest experience in a hotel. In the context of luxury hotels, where expectations are particularly high, the quality and availability of amenities can significantly impact a guest's satisfaction. Essential amenities such as high-quality bedding, premium toiletries, and comfortable furniture contribute to the guest's physical comfort, while additional amenities, such as luxury bath products, upscale entertainment options, and thoughtful room designs, enhance the emotional and psychological satisfaction of guests. Guests are increasingly seeking a holistic experience, where the comfort of their physical environment plays a crucial role in their perception of service quality (Lin et al., 2024).

Luxury hotels strive to provide an environment that not only meets but exceeds guest expectations in terms of comfort and convenience. The availability of these amenities is closely tied to guests' perceptions of the hotel's commitment to delivering a superior experience (Rehman et al., 2024). The absence of key amenities or subpar comfort can lead to dissatisfaction, while a room that offers optimal comfort and a wide array of premium amenities can enhance the overall guest experience, increasing satisfaction and the likelihood of repeat visits (Nguyen et al., 2024).

2.5. Attention to Detail

Attention to detail in housekeeping services refers to the meticulous care given to even the smallest aspects of a guest room's appearance and functionality (Mamakou et al., 2024). This could include replenishing supplies proactively, ensuring the room layout is aesthetically pleasing, and making thoughtful adjustments to the environment to maximize guest comfort. In luxury hotels, where personalization and refinement are crucial, attention to detail can elevate the guest's perception of service quality and lead to a greater sense of satisfaction. Every element, from the arrangement of furniture to the placement of towels and toiletries, contributes to the overall experience and can significantly influence a guest's feelings of being valued (Batra and Taneja, 2024).

Attention to detail conveys a sense of thoughtfulness and an understanding of guest needs, which can create an emotional connection with the guest (Li, 2024). For instance, unexpected gestures, such as leaving a personalized note or ensuring the room is adjusted to suit the guest's preferences, can enhance guest satisfaction by making them feel special and cared for. Guests are likely to appreciate these small but impactful details, which

often go beyond the basic requirements and show a high level of commitment to providing exceptional service (Zhang et al., 2024).

2.6. Perceived Service Quality

Perceived service quality is a critical mediator that influences how guests interpret the impact of various service attributes, such as cleanliness, timeliness, professionalism, room amenities, and attention to detail, on their overall satisfaction (Guleria et al., 2024). It encompasses the customer's perception of the excellence or superiority of the service provided. The perception of service quality is subjective, shaped by a guest's expectations, previous experiences, and the emotional response elicited by service encounters. When housekeeping services are perceived as high-quality, they translate into an overall higher evaluation of the hotel's service, thereby enhancing customer satisfaction (Zanetta et al., 2024).

Service quality perceptions are central to the guest experience and can significantly alter the impact of individual service elements on satisfaction (Karim et al., 2024). For instance, a guest might experience high-quality service in terms of room cleanliness or professionalism, but if the overall perception of service quality is low, it can dampen the positive effects of those individual service aspects. Therefore, perceived service quality plays a crucial role in determining how various elements of housekeeping contribute to customer satisfaction (Das et al., 2024).

2.7. Customer Satisfaction

Customer satisfaction in the hospitality industry is a multifaceted construct influenced by a variety of service attributes, including housekeeping (Alsaqer et al., 2024). It is the emotional response guests have to their overall experience at the hotel and is shaped by the extent to which their expectations have been met or exceeded (Yang et al., 2024). In luxury hotels, where service expectations are particularly high, customer satisfaction is closely linked to the quality of every service touchpoint, including housekeeping (Tahir et al., 2024). The satisfaction derived from high-quality housekeeping services is directly tied to the guest's perception of the hotel's attention to detail, service consistency, and responsiveness to needs. As mentioned by (Ghali et al., 2024) satisfied guests are more likely to engage in positive word-of-mouth, leave favourable reviews, and return for future stays, thus contributing to the hotel's long-term success and profitability.

2.8. Hypothesis Development

In the context of luxury hospitality, housekeeping services form a vital component of the overall guest experience (Wang and Fu, 2024). Guests often evaluate their satisfaction and likelihood of returning based on the tangible and intangible aspects of service quality delivered during their stay (Liang, 2024). Several factors contribute to the perceived quality of housekeeping services, each influencing the emotional and cognitive assessment guests make regarding their hotel experience. The following subsections provide a comprehensive justification for the relationships between the selected dimensions of housekeeping and customer satisfaction, the mediating role of perceived service quality, and the eventual impact on revisit intention (Lim et al., 2025).

Cleanliness of the guest room remains a fundamental attribute in defining quality service in the hotel industry (Siriya and Chokpiriyawat, 2025). A room that is meticulously maintained, dust-free, and hygienic provides guests with comfort and peace of mind, which are particularly critical in luxury accommodations. Clean surroundings signal professionalism and commitment to guest well-being, influencing not only satisfaction but also trust in the brand. As cleanliness is one of the most visible indicators of service quality, it is expected to positively influence customer satisfaction (Rather et al., 2025).

As mentioned by (Unal et al., 2025) another essential dimension is the timeliness of housekeeping services. Prompt attention to guest requests, whether scheduled or spontaneous, conveys operational efficiency and responsiveness. Guests staying in luxury hotels often expect swift action and personalized service. Delays or inefficiencies, even if minor, can lead to dissatisfaction and a diminished perception of the hotel's competence. Conversely, timely and proactive housekeeping enhances the service encounter, contributing to positive guest experiences (Abdou, 2025).

The demeanour and conduct of housekeeping staff also play an influential role. Professionalism encompasses courteous behaviour, attentive service, and respectful communication (Lorenzo Romero et al., 2025). In high-end hospitality, the emotional tone set by service staff can define the overall guest experience. Guests tend to associate professionalism with the overall ethos of the hotel, and thus, professional interactions with housekeeping staff can significantly elevate customer satisfaction (Lin et al., 2025).

Han et al. (2025) mentioned luxury hotels differentiate themselves not only through core services but also through the quality and diversity of room amenities. From plush bedding to high-end toiletries and in-room technologies, comfort and convenience are directly linked to the perceived value of the stay. Guests judge their experience based on the completeness and quality of amenities, making this a critical determinant of their overall satisfaction. Inadequate amenities or a lack of thoughtful provision can adversely affect perceptions, while well-curated amenities enhance the feeling of indulgence (Kim et al., 2025).

Attention to detail further distinguishes superior service (Khalifa et al., 2025). This includes small gestures such as arranging personal items neatly, leaving handwritten notes, or ensuring that every part of the room meets meticulous standards. (Al-Kumaim et al., 2025) in luxury settings, such attention transforms a routine service into a memorable experience. When guests notice thoughtful touches and consistent excellence in execution, they are more likely to form an emotional connection with the brand and express higher levels of satisfaction (Yiğitoğlu et al., 2025).

As per (Sari et al., 2025) while each of the dimensions has a direct influence on satisfaction, it is important to recognize that these elements contribute to an overarching perception: service quality. Perceived service quality acts as a mental filter through which guests interpret and evaluate their experiences (Suttikun et al., 2025). It synthesizes the effects of cleanliness, timeliness, professionalism, comfort, and detail into a holistic judgment.

This perception, once formed, mediates how individual service dimensions affect overall satisfaction. Guests who perceive the quality to be high are more inclined to express satisfaction, even if minor flaws exist. Hence, perceived service quality is positioned as a mediating factor that transforms operational excellence into emotional approval (Nunkoo et al., 2025).

Finally, the relationship between customer satisfaction and revisit intention is well-established in the hospitality literature (Singh et al., 2024). Satisfied guests are more likely to return to the same hotel and recommend it to others, particularly in competitive markets like the luxury segment. High satisfaction fosters loyalty, which is crucial for sustaining profitability and reputation. Revisit intention reflects a long-term outcome of consistent service quality and satisfaction, making it a key performance metric for hoteliers (Mohan, 2025).

Drawing on these conceptual linkages and theoretical perspectives, the following hypotheses are proposed:

- H₁: Attention to detail (AD) has a positive effect on Customer Satisfaction (CS).
- H₂: Cleanliness of room (CR) has a positive effect on Customer Satisfaction (CS).
- H₃: Customer satisfaction (CS) has a positive effect on Revisit Intention (RI).
- H₄: Professionalism of Housekeeping Staff (PH) has a positive effect on Customer Satisfaction (CS).
- H₅: Perceived Service Quality (PS) has a positive effect on Customer Satisfaction (CS).
- H₆: Room Amenities (RA) have a positive effect on Customer Satisfaction (CS).
- H₇: Timeliness of housekeeping (TH) has a positive effect on Customer Satisfaction (CS).
- H₈: Attention to detail (AD) has an indirect effect on Revisit Intention (RI) through Customer Satisfaction (CS).
- H₉: Cleanliness of room (CR) has an indirect effect on Revisit Intention (RI) through Customer Satisfaction (CS).
- H₁₀: Professionalism of housekeeping staff (PH) has an indirect effect on Revisit Intention (RI) through customer satisfaction (CS).
- H₁₁: Perceived service quality (PS) has an indirect effect on Revisit Intention (RI) through customer satisfaction (CS).
- H₁₂: Room Amenities (RA) have an indirect effect on Revisit Intention (RI) through Customer Satisfaction (CS).
- H₁₃: Timeliness of Housekeeping (TH) has an indirect effect on Revisit Intention (RI) through Customer Satisfaction (CS).

This set of hypotheses serves as the foundation for empirical testing and offers valuable insights for both academic inquiry and managerial practice in the hospitality sector.

2.9. Scale Development

In the scale development phase of the study, the researchers formulated measurement items by adapting statements from previously validated instruments to fit the context of luxury hotel housekeeping services. The constructs included key dimensions such as cleanliness of room, timeliness of housekeeping services, professionalism of staff, room amenities and comfort, attention

to detail, perceived service quality, customer satisfaction, and revisit intention. Each construct was represented by multiple items designed to capture specific aspects of guests' experiences and perceptions. These items were written as clear, concise statements reflecting real-world service scenarios and were refined through expert consultation and pre-testing to ensure their relevance and clarity. The adapted statements are listed and categorized under each construct in Table 1, illustrating the comprehensive approach taken to ensure that the questionnaire effectively captured all relevant facets of housekeeping quality and its influence on customer satisfaction and revisit intentions in luxury hotels.

3. METHODOLOGY

This study employed a quantitative research design to investigate the impact of housekeeping service quality on customer satisfaction and revisit intention in the context of luxury hotels. The structured approach allowed for the measurement of specific service dimensions and the testing of proposed relationships through empirical data collected from hotel guests.

To capture relevant and contextual responses, purposive sampling was employed. This non-probability sampling technique was selected to specifically target individuals who had recently stayed in five-star hotels across Tier-1 cities of Uttar Pradesh, such as Lucknow, Kanpur, Varanasi, and Ghaziabad. These urban centres were chosen due to their growing luxury hospitality market, increasing domestic tourism, and a significant presence of branded luxury hotels. The inclusion criteria required that participants had stayed in a five-star hotel in the past 6 months and had experienced housekeeping services during their stay.

The sample size was determined using Yamane's formula for sample size calculation for a known population, ensuring statistical confidence and precision. A total of 698 questionnaires were distributed directly to guests via hotel collaborations, front-desk referrals, and through QR codes displayed in hotel lobbies with permission from hotel management. Out of the 698 distributed questionnaires, 632 complete responses were received, reflecting a strong response rate of 90.54%. After careful screening for missing data and response inconsistency, 603 responses were found to be usable for the final analysis.

Data was collected through a self-administered, structured questionnaire designed to capture guest perceptions of various aspects of housekeeping services. A 7-point Likert scale ranging from 1 ("strongly disagree") to 7 ("strongly agree") was used for all measurement items to ensure depth in capturing the intensity of respondent opinions. The questionnaire items were adapted from previously validated scales, refined through expert review, and pre-tested with a small sample of hotel guests to ensure clarity, relevance, and reliability.

The data collection process was conducted in line with ethical research practices. Participants were informed of the purpose of the study, assured of the confidentiality and anonymity of their responses, and given full freedom to withdraw from the survey at any stage without any explanation. Voluntary participation

Table 1: Scale development

Construct	Operational definition	Item code	Statements	Source
Cleanliness of room	The guest's perception of the visual and hygienic condition of the hotel room, including the bathroom, furniture, bedding, floors, and air quality indicates Cleanliness of Room. It encompasses the absence of dust, stains, odors, and waste, as well as the presence of a fresh ambiance throughout the stay. The cleanliness is measured using items that evaluate whether the room was spotless at arrival, whether the bathroom and furniture were hygienically maintained, and whether cleanliness was consistently upheld during the guest's stay.	CR1	The guest room was spotless upon my arrival.	(Lee and Han, 2024)
		CR2	The bathroom was cleaned thoroughly and hygienically.	(Lee and Han, 2024)
		CR3	The floor, furniture, and windows were free from dust and stains.	(Hyun et al., 2024)
		CR4	The room smelled fresh and clean throughout my stay.	(Hyun et al., 2024)
		CR5	Housekeeping maintained cleanliness consistently during my stay.	(Hyun et al., 2024)
		CR6	I was satisfied with the overall cleanliness of the room.	(Lee and Han, 2024)
Timeliness of housekeeping service	Timeliness represents the responsiveness and speed with which housekeeping services are rendered in response to guest needs and scheduled room maintenance. It includes prompt handling of requests, reasonable timeframes for routine cleaning, and minimal delays in essential services like towel or linen replacement. It is evaluated through guest feedback on the speed and punctuality of various housekeeping functions, including turn-down service and emergency responses.	TH1	Housekeeping responded promptly to service requests.	(Zeba et al., 2024)
		TH2	My room was cleaned within a reasonable timeframe.	(Zeba et al., 2024)
		TH3	Towel and linen replacement were done without unnecessary delays.	(Zeba et al., 2024)
		TH4	Urgent housekeeping needs were addressed quickly.	(Zeba et al., 2024)
		TH5	Turn-down service (if provided) was done on time.	(Jin et al., 2024)
		TH6	I did not experience long waits for housekeeping services.	(Machado Carvalho and Rodrigues, 2023)
Professionalism of housekeeping staff	Professionalism is the conduct, attitude, and appearance of housekeeping staff as perceived by the guests. It includes courtesy, respect, attentiveness, grooming, communication skills, and commitment to service excellence. It is operationalized by assessing how guests perceived the behaviour and demeanour of housekeeping staff, their communication style, and their ability to make guests feel comfortable and cared for.	PH 1	The housekeeping staff were polite and respectful during interactions.	(Tan et al., 2024)
		PH 2	Staff handled tasks with care and professionalism.	(Rezaei et al., 2024)
		PH 3	Housekeeping personnel appeared well-groomed and presentable.	(Albayrak et al., 2024)
		PH 4	Communication with the housekeeping staff was clear and courteous.	(Tan et al., 2024)
		PH 5	I felt comfortable interacting with the housekeeping team.	(Tan et al., 2024)
		PH 6	The staff showed initiative in ensuring guest comfort.	(Tan et al., 2024)
Room amenities and comfort	It refers to the quality, adequacy, and functionality of physical facilities and amenities provided in the room, which contribute to the guest's comfort. This includes bedding quality, room ambiance, availability and usability of items such as toiletries, towels, slippers, and technological fixtures. The room comfort is measured by guest ratings of the availability and quality of the elements and their impact on relaxation and satisfaction.	RA1	The bedding and mattress provided a high level of comfort.	
		RA2	Toiletries and other essentials were of good quality.	(Lee et al., 2024)
		RA3	All amenities (e.g., towels, slippers, bathrobe) were available and in usable condition.	(Kim and Jeon, 2024)
		RA4	Room temperature, lighting, and ambiance were comfortable.	(Islam et al., 2024)
		RA5	The furniture and furnishings contributed to a relaxing stay.	(Islam et al., 2024)
		RA6	I was satisfied with the amenities offered in the room.	(Kim and Jeon, 2024)

(Contd...)

Table 1: (Continued)

Construct	Operational definition	Item code	Statements	Source
Attention to detail	It is the degree to which staff demonstrate precision, thoroughness, and personalization in their duties. It includes proactive replenishment of items, organized room arrangement, aesthetic touches and the fulfilment of specific guest requests. It reflects the service's capability to exceed guest expectations in subtle, yet meaningful ways. Measurement items focus on how these small actions influence guest perceptions.	AD1	Supplies were replenished before they ran out.	(Kim and Jeon, 2024)
		AD2	The room was neatly arranged each time it was serviced.	(Ashaal et al., 2024)
		AD3	Small touches like folded towels or decorative elements were appreciated.	(Ashaal et al., 2024)
		AD4	Housekeeping remembered special requests and followed through.	(Ashaal et al., 2024)
		AD5	Fixtures and electronics were clean and properly arranged.	(Veas-González et al., 2024)
		AD6	The overall service exceeded my expectations in small but important ways.	(Abbasi, Qummar, et al., 2024)
Perceived service quality	Perceived service quality refers to the guest's overall assessment of housekeeping services based on expectations, performance consistency, and alignment with luxury standards. It includes aspects such as reliability, consistency, customization, and the general contribution of housekeeping to the hotel experience. It is measured through items that assess guests' belief in the service's excellence and the extent to which it reflects the hotel's premium positioning.	PS1	The overall quality of housekeeping services met my expectations.	(Rishworth et al., 2023)
		PS2	Housekeeping contributed significantly to my positive hotel experience.	(Abbasi et al., 2024)
		PS3	I felt that the services were tailored to meet guest needs.	(Machado Carvalho and Rodrigues, 2023)
		PS4	The hotel maintained high standards in room cleanliness and maintenance.	(Abbasi et al., 2024)
		PS5	Housekeeping quality reflected the hotel's premium standards.	(Abbasi et al., 2024)
		PS6	I perceived the housekeeping service as highly reliable.	(Abbasi et al., 2024)
Customer satisfaction	It denotes the affective response of guests resulting from the evaluation of their housekeeping experience in relation to expectations. It includes emotional fulfilment, enjoyment, and perceived value for money. It is measured through guest ratings of their happiness with housekeeping services, their overall hotel stay, and whether the services provided enhanced their experience.	CS1	I was satisfied with the housekeeping services provided.	(Matiza and Slabbert, 2024)
		CS2	My experience with housekeeping was enjoyable.	(Matiza and Slabbert, 2024)
		CS3	The service added value to my stay.	(Nunkoo et al., 2025)
		CS4	I received good value for the money paid.	(Nunkoo et al., 2025)
		CS5	The housekeeping met or exceeded my expectations.	(Nunkoo et al., 2025)
		CS6	Overall, I was happy with the hotel stay experience.	(Nunkoo et al., 2025)
Revisit intention	Revisit intention is the guest's willingness to return to the same hotel in the future and to recommend it to others, specifically based on their housekeeping experience. It is a forward-looking indicator of loyalty and behavioural intention. It is measured by assessing the likelihood of repeat visits, preference over competing hotels, and advocacy based on satisfaction with housekeeping quality.	RI1	I would consider staying at this hotel again.	(Bhatt et al., 2024)
		RI2	I will recommend this hotel to others based on housekeeping quality.	(Bhatt et al., 2024)
		RI3	I intend to revisit this hotel in the future.	(Nunkoo et al., 2025)
		RI4	I would choose this hotel over others in the same category.	(Bhatt et al., 2024)
		RI5	I trust the quality of service offered by this hotel.	(Bhatt et al., 2024)
		RI6	My positive experience motivates me to return to this hotel.	(Nunkoo et al., 2025)

was emphasized, and no personal identifiers were collected, maintaining full compliance with ethical standards.

Respondents were approached via front-desk managers and concierge staff who facilitated the introduction to potential participants during check-outs or through post-stay email communication. In some instances, hotel management permitted the research team to place sealed survey kits in rooms, which were

collected upon check-out. For digital respondents, hotels shared a secure survey link with eligible guests after their departure, following informed consent.

This methodology ensured that responses were gathered from individuals with recent, authentic, and firsthand experiences of five-star hotel housekeeping services, thereby enhancing the reliability and contextual relevance of the findings. The robust

Table 2: Demographic profile of respondents

Demographic variable	Category	Frequency	Percent
Gender	Male	302	50.1
	Female	301	49.9
Age (in years)	18-25	121	20.1
	26-35	121	20.1
	36-45	121	20.1
	46-55	120	19.9
	56 & above	120	19.9
Education level	High school	121	20.1
	Diploma	121	20.1
	Graduate	121	20.1
	Postgraduate	120	19.9
	Doctorate	120	19.9
Monthly income (INR)	<20,000	121	20.1
	20,000-40,000	121	20.1
	41,000-60,000	121	20.1
	61,000-80,000	120	19.9
	>80,000	120	19.9
City hotel stay frequency	Rarely	121	20.1
	Occasionally	121	20.1
	Sometimes	121	20.1
	Often	120	19.9
	Very often	120	19.9
Hotel stays (last 6 months)	1-2 times	201	33.3
	3-4 times	201	33.3
	5+times	201	33.3

sampling framework, ethical diligence, and focused questionnaire design contribute to the empirical strength and practical applicability of the study.

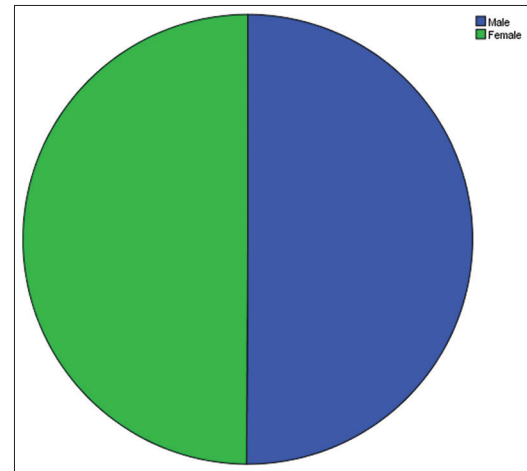
4. RESULTS

The demographic profile of the respondents in Table 2 reveals a well-balanced and diverse sample. In terms of gender, the distribution was nearly equal, with 50.1% male and 49.9% female participants. The age distribution was evenly spread across five categories, with each group—ranging from 18-25 years to 56 and above—comprising approximately 20% of the total sample. A similar pattern was observed in educational qualifications, where respondents were evenly divided among high school, diploma, graduate, postgraduate, and doctorate holders, reflecting diverse academic backgrounds. Monthly income levels were also uniformly represented, with each income bracket—from below ₹20,000 to above ₹80,000—accounting for about 20% of the respondents. Regarding hotel stay frequency in city areas, participants were almost equally distributed across categories from rarely to very often, indicating varied travel habits. Lastly, the frequency of hotel stays in the last 6 months showed that one-third of the respondents had stayed in luxury hotels 1-2 times, 3-4 times, or 5 or more times, ensuring a well-rounded representation of guest experiences.

Graphical presentation of demographic profile

Figure 1 illustrates the gender composition of the survey participants, showing an almost equal distribution between male (50.1%) and female (49.9%) respondents. Figure 2 presents the age-wise categorization of participants, evenly distributed

Figure 1: Gender distribution of respondents. This figure illustrates the gender composition of the survey participants, with an almost equal distribution between male (50.1%) and female (49.9%) respondents



across five age groups, with each comprising around 20% of the sample population. Figure 3 depicts the highest level of education attained by the respondents, revealing nearly equal representation from high school graduates to doctoral degree holders, which reflects a diverse educational background. Figure 4 displays the monthly income distribution, with respondents spread across five income brackets, each accounting for roughly 20% of the sample, indicating balanced economic diversity. Figure 5 outlines the frequency of city hotel stays, where participants were evenly distributed across categories ranging from rarely to very often, each representing about one-fifth of the group. Finally, Figure 6 shows the frequency of hotel stays over the past six months, with respondents equally divided among those who stayed 1–2 times, 3–4 times, and 5 or more times, reflecting varied yet balanced travel behavior.

Table 3 outlines the measurement model used to assess various constructs related to housekeeping service quality and its impact on customer satisfaction and revisit intention. Each construct was measured using multiple items with strong outer loading values, confirming their relevance. The cleanliness of room construct (CR1-CR6) included item loadings ranging from 0.741 to 0.836, with a composite reliability of 0.915, AVE of 0.643, Cronbach's alpha of 0.889, and VIF values between 2.011 and 2.585. The Timeliness of Housekeeping (TH1-TH6) showed loadings between 0.738 and 0.877, a composite reliability of 0.915, AVE of 0.647, alpha of 0.886, and VIFs from 1.325 to 3.173. Professionalism of Housekeeping Staff (PH1-PH6) had loadings from 0.701 to 0.858, a composite reliability of 0.875, AVE of 0.549, alpha of 0.835, and VIFs ranging from 1.641 to 2.459. The Room Amenities construct (RA1-RA6) showed loadings from 0.739 to 0.881, a composite reliability of 0.824, AVE of 0.642, alpha of 0.750, and VIFs from 1.575 to 2.342. Attention to Detail (AD1-AD6) had loadings between 0.708 and 0.791, a composite reliability of 0.831, AVE of 0.651, alpha of 0.764, and VIF values from 1.378 to 2.353. The construct of Perceived service quality (PS1-PS6) had loadings from 0.719 to 0.86, a composite reliability of 0.903, AVE of 0.611, alpha of 0.873, and VIFs ranging from 1.198 to 3.197. Customer Satisfaction (CS1-CS6) showed loadings between

Table 3: Measurement model

Construct	Item code	Outer loadings	Composite reliability	AVE	Cronbach's alpha	VIF
Cleanliness of room (CR)	CR1	0.824	0.915	0.643	0.889	2.511
	CR2	0.836				2.552
	CR3	0.831				2.51
	CR4	0.821				2.585
	CR5	0.753				2.08
	CR6	0.741				2.011
Timeliness of housekeeping (TH)	TH1	0.866	0.915	0.647	0.886	1.325
	TH2	0.738				1.855
	TH3	0.865				2.962
	TH4	0.877				3.119
	TH5	0.868				3.173
	TH6	0.863				2.79
Professionalism (PH)	PH 1	0.717	0.875	0.549	0.835	1.664
	PH 2	0.701				1.641
	PH 3	0.853				2.434
	PH 4	0.858				2.459
	PH 5	0.798				2.004
	PH 6	0.823				2.12
Room amenities (RA)	RA1	0.739	0.824	0.642	0.75	1.575
	RA2	0.74				2.219
	RA3	0.741				2.342
	RA4	0.786				1.695
	RA5	0.775				1.735
	RA6	0.881				1.682
Attention to detail (AD)	AD1	0.791	0.831	0.651	0.764	1.594
	AD2	0.759				1.738
	AD3	0.726				1.649
	AD4	0.708				1.378
	AD5	0.718				2.318
	AD6	0.721				2.353
Perceived service quality (PS)	PS1	0.719	0.903	0.611	0.873	1.498
	PS2	0.86				3.197
	PS3	0.845				2.834
	PS4	0.835				2.794
	PS5	0.839				2.932
	PS6	0.756				1.198
Customer satisfaction (CS)	CS1	0.824	0.916	0.645	0.89	2.385
	CS2	0.807				2.125
	CS3	0.815				2.347
	CS4	0.804				2.53
	CS5	0.79				2.321
	CS6	0.779				2.238
Revisit intention (RI)	RI1	0.789	0.889	0.575	0.851	2.544
	RI2	0.734				2.758
	RI3	0.811				2.088
	RI4	0.837				2.285
	RI5	0.8				1.93
	RI6	0.86				1.469

Table 4: HTMT

	AD	CR	CS	PH	PS	RA	RI	TH
AD								
CR	0.43							
CS	0.49	0.26						
PH	0.64	0.54	0.48					
PS	0.71	0.31	0.68	0.69				
RA	0.68	0.47	0.55	0.81	0.67			
RI	0.54	0.25	0.63	0.56	0.8	0.64		
TH	0.48	0.58	0.23	0.77	0.43	0.55	0.26	

Table 5: Fornell and Larcker

	AD	CR	CS	PH	PS	RA	RI	TH
AD	0.672							
CR	0.377	0.802						
CS	0.418	0.23	0.803					
PH	0.548	0.461	0.444	0.741				
PS	0.605	0.263	0.653	0.582	0.782			
RA	0.707	0.408	0.455	0.746	0.557	0.665		
RI	0.447	0.219	0.915	0.495	0.738	0.511	0.758	
TH	0.42	0.507	0.208	0.578	0.36	0.468	0.221	0.804

0.779 and 0.824, with a composite reliability of 0.916, AVE of 0.645, alpha of 0.890, and VIF values from 2.125 to 2.530. Lastly, Revisit Intention (RI1-RI6) had loadings from 0.734 to 0.860, composite reliability of 0.889, AVE of 0.575, alpha of 0.851, and

VIF values between 1.469 and 2.758. These values confirm that each construct was measured reliably and consistently, with all items demonstrating acceptable levels of internal consistency and construct validity for the purpose of the study.

Table 6: Hypothesis development

Path	Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P-values	Result
AD > CS	H ₁	0.053	0.049	0.05	1.044	0	Accepted
CR > CS	H ₂	0.068	0.07	0.038	1.792	0	Accepted
CS > RI	H ₃	0.915	0.915	0.005	185.821	0	Accepted
PH > CS	H ₄	0.052	0.053	0.055	0.946	0	Accepted
PS > CS	H ₅	0.596	0.596	0.038	15.802	0	Accepted
RA > CS	H ₆	0.149	0.147	0.058	2.592	0.01	Accepted
TH > CS	H ₇	0.118	0.117	0.042	2.802	0.005	Accepted
AD > CS > RI	H ₈	0.048	0.045	0.046	1.044	0	Accepted
CR > CS > RI	H ₉	0.062	0.064	0.035	1.792	0	Accepted
PH > CS > RI	H ₁₀	0.048	0.048	0.05	0.946	0	Accepted
PS > CS > RI	H ₁₁	0.545	0.545	0.035	15.465	0	Accepted
RA > CS > RI	H ₁₂	0.136	0.134	0.053	2.592	0.01	Accepted
TH > CS > RI	H ₁₃	0.108	0.107	0.039	2.8	0.005	Accepted

Figure 2: Age distribution of respondents. This figure presents the age-wise categorization of respondents. Participants were evenly distributed across five age groups, each comprising approximately 20% of the sample population

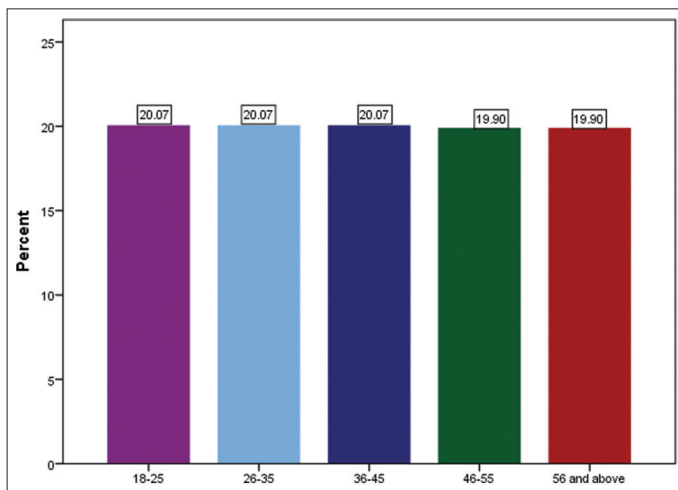


Figure 4: Monthly income of respondents. This figure displays the monthly income distribution of respondents across five income brackets, each comprising roughly 20% of the sample, reflecting balanced economic diversity

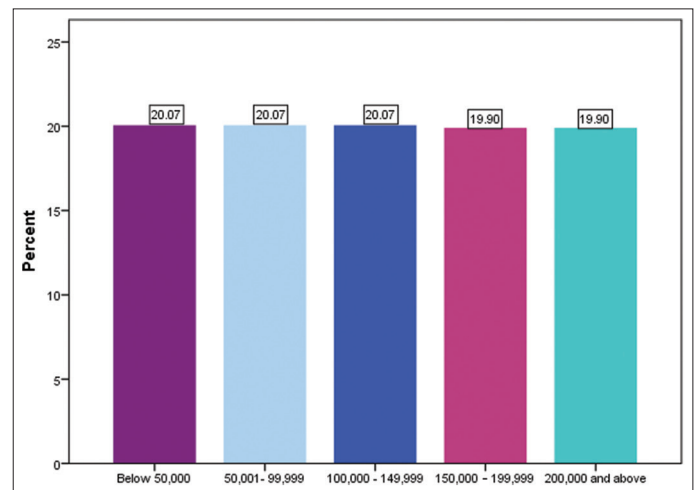


Figure 3: Educational qualification of respondents. This figure shows the highest level of education attained by the respondents, with nearly equal representation from high school to doctoral degree holders, indicating a diverse educational background

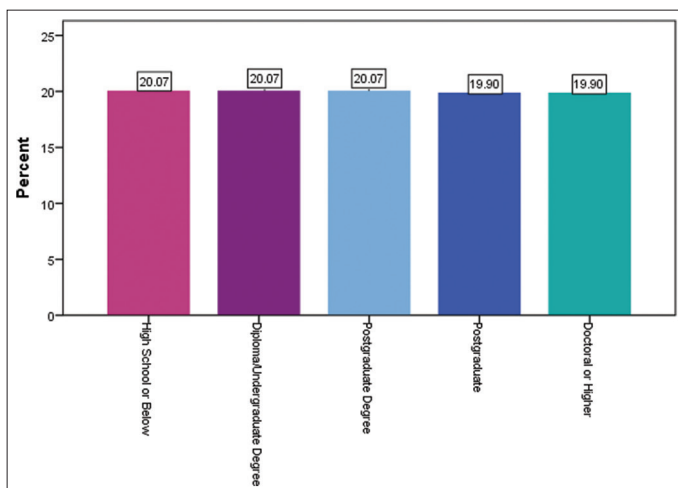
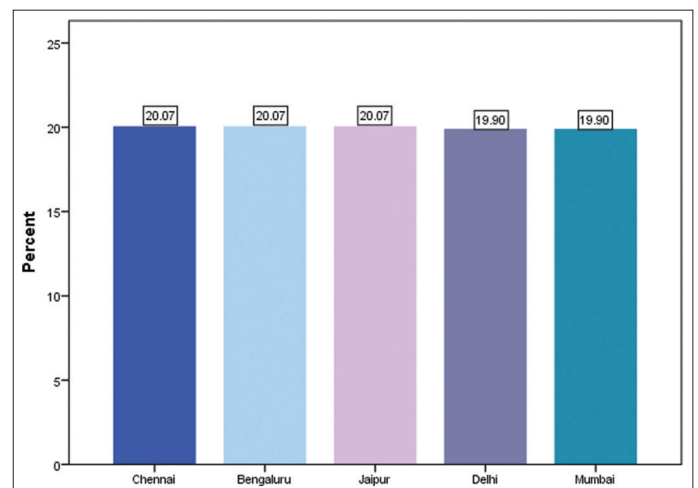
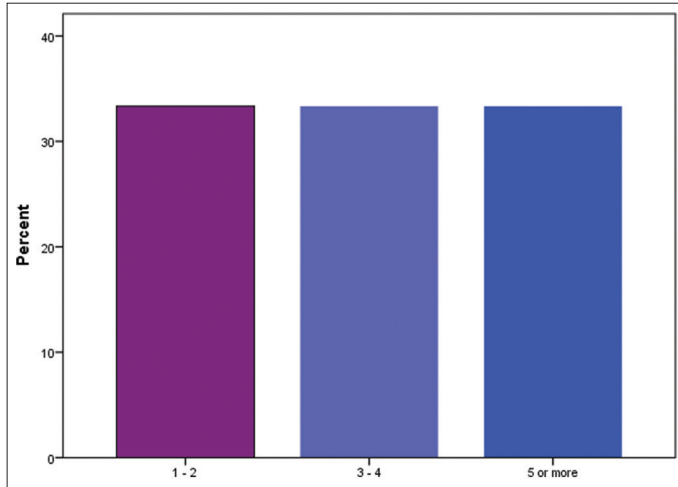


Figure 5: Frequency of city hotel stays. This figure outlines how often respondents stay in hotels in city areas, ranging from rarely to very often, with each category representing about one-fifth of the participants



The Heterotrait-monotrait ratio (HTMT) is a crucial metric used in structural equation modelling to assess discriminant validity between constructs. In the context of the measurement model you provided, the HTMT values are used to ensure that the constructs

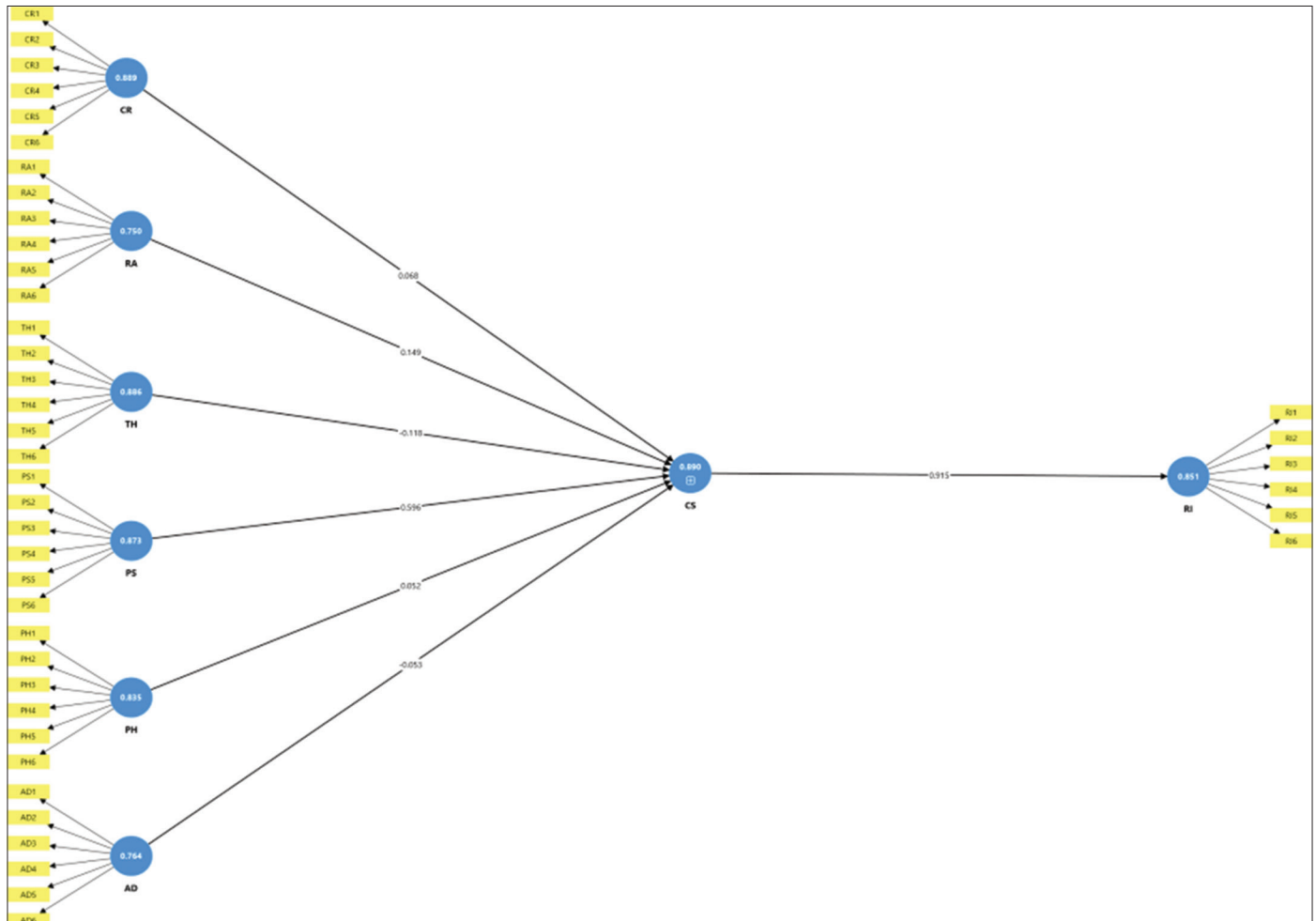
Figure 6: Hotel stays in the Last 6 months. This figure depicts the frequency of hotel stays by respondents over the past 6 months, divided equally among those who stayed 1-2 times, 3-4 times, and 5 or more times



measuring housekeeping service quality (such as Cleanliness of Room, Timeliness of Housekeeping, Professionalism of Housekeeping Staff, etc.) do not overlap too much and are distinct from each other. The HTMT values presented in Table 4 indicate the correlations between different pairs of constructs, with values ranging from 0.23 to 0.81. Generally, an HTMT value below 0.85 suggests that the constructs are distinct and exhibit discriminant validity.

The Fornell–Larcker criterion is a widely used method for assessing discriminant validity in structural equation modeling. As shown in Table 5, it evaluates whether the square root of the Average Variance Extracted (AVE) for each construct is greater than its correlations with other constructs in the model. In Table 4, the diagonal elements represent the square root of the AVE for each construct, with values such as 0.802 for cleanliness of room (CR), 0.803 for customer satisfaction (CS), and 0.758 for revisit intention (RI). According to the Fornell–Larcker criterion, a construct is considered to exhibit discriminant validity if the square root of its AVE is greater than its correlations with other constructs. The results in the table confirm that this condition is met, as the square root of the AVE for each construct exceeds the off-diagonal correlations. For instance, the square root of AVE for cleanliness of room (0.802) is greater than its correlations with Attention to Detail (AD) (0.377) and customer satisfaction

Figure 7: SEM model



(CS) (0.23). Similarly, the square root of AVE for customer satisfaction (0.803) is higher than its correlations with Attention to Detail (0.418) and cleanliness of room (0.23). This pattern is consistent across all constructs, indicating that the constructs in the measurement model are distinct from each other, thereby confirming discriminant validity. Consequently, the Fornell-Larcker criterion supports the conclusion that the constructs measured in this study exhibit adequate discriminant validity, ensuring that they capture unique dimensions of housekeeping service quality and customer experience.

As presented in Table 6 and Figure 7, all hypothesized paths in the structural model were found to be significant and accepted. The direct effects show that AD \rightarrow CS ($\beta = 0.053$, $t = 1.044$, $p < 0.05$), CR \rightarrow CS ($\beta = 0.068$, $t = 1.792$, $p < 0.05$), PH \rightarrow CS ($\beta = 0.052$, $t = 0.946$, $p < 0.05$), PS \rightarrow CS ($\beta = 0.596$, $t = 15.802$, $p < 0.001$), RA \rightarrow CS ($\beta = 0.149$, $t = 2.592$, $p = 0.01$), and TH \rightarrow CS ($\beta = 0.118$, $t = 2.802$, $p = 0.005$) significantly influence CS, while CS strongly impacts RI ($\beta = 0.915$, $t = 185.821$, $p < 0.001$). The mediation analysis further confirms significant indirect effects, including AD \rightarrow CS \rightarrow RI ($\beta = 0.048$, $t = 1.044$, $p < 0.05$), CR \rightarrow CS \rightarrow RI ($\beta = 0.062$, $t = 1.792$, $p < 0.05$), PH \rightarrow CS \rightarrow RI ($\beta = 0.048$, $t = 0.946$, $p < 0.05$), PS \rightarrow CS \rightarrow RI ($\beta = 0.545$, $t = 15.465$, $p < 0.001$), RA \rightarrow CS \rightarrow RI ($\beta = 0.136$, $t = 2.592$, $p = 0.01$), and TH \rightarrow CS \rightarrow RI ($\beta = 0.108$, $t = 2.800$, $p = 0.005$), indicating that CS mediates the relationships between all antecedents and RI.

- H₁: The relationship between Attention to Detail (AD) and customer satisfaction (CS) is statistically significant, with a positive effect (0.053). The T-statistic of 1.044 (>1.96) and a $P = 0$ indicate that AD has a measurable influence on CS, supporting the hypothesis.
- H₂: Cleanliness of room (CR) also significantly affects customer satisfaction (CS), with a positive effect of 0.068. The T-statistic of 1.792 and $P = 0$ confirm that CR positively contributes to CS, thus the hypothesis is accepted.
- H₃: Customer satisfaction (CS) has a very strong positive impact on Revisit Intention (RI), with an effect of 0.915 and an extremely high T-statistic of 185.821. The result is highly significant ($P = 0$), providing strong support for the hypothesis.
- H₄: Professionalism of Housekeeping Staff (PH) positively influences Customer Satisfaction (CS), with an effect of 0.052. Despite the moderate effect size, the T-statistic of 0.946 and $P = 0$ indicate that the relationship is statistically significant, and the hypothesis is accepted.
- H₅: Perceived service quality (PS) significantly affects customer satisfaction (CS), with a strong effect of 0.596. The T-statistic of 15.802 and $P = 0$ indicate a clear and statistically significant positive impact, leading to the acceptance of the hypothesis.
- H₆: Room amenities (RA) also contribute positively to customer satisfaction (CS), with an effect of 0.149. The T-statistic of 2.592 and $P = 0.01$ show that RA has a statistically significant effect on CS, confirming the hypothesis.
- H₇: Timeliness of housekeeping (TH) has a moderate positive effect on Customer Satisfaction (CS), with an effect of 0.118. The T-statistic of 2.802 and $P = 0.005$ indicate statistical significance, thus supporting the hypothesis.

- H₈: Attention to detail (AD) indirectly influences revisit intention (RI) through customer satisfaction (CS), with an effect of 0.048. The T-statistic of 1.044 and $P = 0$ confirm the indirect effect, validating the hypothesis.
- H₉: Cleanliness of room (CR) has an indirect effect on Revisit Intention (RI) through Customer Satisfaction (CS), with an effect of 0.062. The T-statistic of 1.792 and $P = 0$ show that CR indirectly influences RI through CS, supporting the hypothesis.
- H₁₀: Professionalism of Housekeeping Staff (PH) indirectly affects Revisit Intention (RI) via Customer Satisfaction (CS), with an effect of 0.048. The T-statistic of 0.946 and $P = 0$ indicate a statistically significant indirect relationship, confirming the hypothesis.
- H₁₁: Perceived service quality (PS) indirectly affects revisit intention (RI) through customer satisfaction (CS), with an effect of 0.545. The T-statistic of 15.465 and $P = 0$ provide strong evidence of the indirect effect, supporting the hypothesis.
- H₁₂: Room amenities (RA) have an indirect effect on revisit intention (RI) through customer satisfaction (CS), with an effect of 0.136. The T-statistic of 2.592 and $P = 0.01$ confirm that RA indirectly influences RI through CS, validating the hypothesis.
- H₁₃: Timeliness of housekeeping (TH) has an indirect effect on Revisit intention (RI) through Customer Satisfaction (CS), with an effect of 0.108. The T-statistic of 2.8 and $P = 0.005$ indicate a significant indirect relationship, supporting the hypothesis.

5. CONCLUSION

This study examined the relationships between various dimensions of housekeeping service quality (such as Attention to Detail, Cleanliness of Room, Professionalism of Housekeeping Staff, Perceived Service Quality, Room Amenities, and Timeliness of Housekeeping) and their impact on customer satisfaction and revisit intention. The findings revealed that all hypothesized direct and indirect paths were supported, with customer satisfaction playing a critical mediating role in influencing revisit intention. Specifically, the results indicate that dimensions like perceived service quality and timeliness of housekeeping had the strongest effects on customer satisfaction, which in turn strongly influenced revisit intention. These findings emphasize the importance of service quality in the hospitality sector, providing clear evidence of how various aspects of housekeeping contribute to overall customer experience and future behaviour.

5.1. Implications

The findings of this study have important practical implications for the hospitality industry. Hotel managers and service providers can use the results to prioritize areas that significantly influence customer satisfaction, such as perceived service quality and timeliness of housekeeping. By focusing on improving these dimensions, businesses can enhance the overall guest experience and increase the likelihood of repeat visits. Additionally, this study highlights the importance of investing in training for housekeeping staff to ensure professionalism and attention to

detail, which were also found to positively impact customer satisfaction. The study offers actionable insights for decision-makers to strategically allocate resources to the most impactful areas of service quality.

5.2. Limitations

While this study provides valuable insights, it is not without limitations. First, the study relied on cross-sectional data, which captures relationships at a single point in time. This limits the ability to draw conclusions about causality or to track changes in customer satisfaction and revisit intention over time. Second, the study was conducted within a specific context, focusing on the hospitality industry, which may not fully generalize to other service sectors. Additionally, the self-reported nature of the data could introduce biases, such as social desirability or response bias, affecting the validity of the results. Future studies could address these limitations by using longitudinal data and exploring different service industries to increase the generalizability of the findings.

5.3. Future Studies

Future research could build on this study by examining the long-term effects of housekeeping service quality on customer satisfaction and revisit intention. Longitudinal studies could provide a deeper understanding of how customer experiences evolve over time and how service improvements affect future customer behaviour. Additionally, future studies could investigate the role of moderating variables, such as customer demographics or hotel type, in shaping the relationships between service quality and satisfaction. It would also be valuable to explore the impact of other external factors, such as online reviews or brand reputation, on customer satisfaction and revisit intention. Expanding the scope to include diverse cultural contexts would provide a more comprehensive understanding of the dynamics between service quality and customer behaviour across different regions and customer segments.

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