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Differences Between Service Quality and Customer Satisfaction: Implications from Tourism Industry

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Abstract: Researchers in marketing field attempt to differentiate between service quality definition and customer satisfaction concept. The current conceptual paper will provide differences between the customer's opinion about the service quality and the his/her satisfaction level about the service. These two variables have been examined in many service industries, tourism industry is one of them. The current conceptual paper highlight the difference between these two variables with implication in tourism industry. Understanding the contrast is important for researcher when defining and measuring both variables in same research. These two variables have proven in many industries that they have influence on the customers future behavioural intentions.

Keywords: Tourism industry, service quality, customer satisfaction, behavioural intentions.

I. INTRODUCTION

Understanding the aspects affecting customers future behavioural is an important task in marketing world. It is debatable that which factor has more influence on the behavioural intentions than another. Two of these aspects that have examined to have influence on the behavioural intentions are service quality and customer satisfaction. These factors are crucial in many industries, especially tourism industry. However, the difference between these aspects need more clarification.

The purpose of the current study is to shed the light on the differences between two factors; service quality and customer satisfaction. The differences are drawn from many several empirical and theoretical studies. Understanding the contrast between these two variables is important for researchers in measuring and applying them in studies. The current research will highlight these two variables in tourism market as one of the important market in service industry.

II. OVERVIEW OF TOURISM INDUSTRY

Tourism market is one of the key driver of many countries' economies in the world. Overall, international visitors spending on food and drink, accommodation, entertainment, shopping and other services and goods reached an estimated US\$ 1245 billion (euro 937 bn) in 2014, an increase of 3.7% in real terms (UNWTO, 2015). In addition, the tourism industry income become an important number in its macro-economy. Moreover, The United Nations World Tourism Organization (UNWTO) reported that the number of international tourists started with 25 Million tourists in 1950 to reach 1087 Million by 2013 (UNWTO, 2014). These figures not only attracted investors, but it attracted researchers to study and understand the visitors behaviours. The current research will highlight some important concepts for academicians in service and tourism industries.

2.1. Tourism Definitions

The meaning of the tourism is basically about travelling to a place for pleasure and other purposes. The Académie internationale du tourisme (1969) defined tourism as set of measures designed to assist tourists or a specialized company to organize a time-limited travel for pleasure or any other purposes. Furthermore, the World Tourism Organization (WTO) Conference in Ottawa (1991) redefined tourism in more details as refer the term of tourism to the activities undertaken by persons during travel to places outside their residential areas for more than 24 hours or at least one night and less than a year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

It is also important to highlight the term "tourist". It originally comes from Latin *tourus*; the person who make circuitous journey mainly for pleasure and return to the starting place (Collins-Kreiner, 2010). These people escape from their daily routine and return to it after experiencing the extraordinary of non-routine life (Oh *et al.*, 2007). This escape is just a temporary from someone centre to a par excellence leisure experience (McCabe, 2005). Indeed, tourists travel to a practice new experience attracted them in a particular time and place. In the current study, tourists refer to Umrah pilgrims.

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2.3. The Importance of Tourism

Tourism is usually viewed as being multidimensional tasks including; physical possessing, social, cultural, economic and political characteristics (Mathieson & Wall, 1992). The academicians in management and hospitality schools start looking at the tourism industry in detail to categorise it and understand the tourist behaviours. Each group of academicians employ their theories and raise the essential characteristics for their field to focus on. For example, scholars in culture tourism and hospitality research field attempt to understand the tourist satisfaction (Correia, Kozak, & Ferradeira, 2013) and enhance their experience quality. On the other hand, some authors make an effort to understand the travellers' characteristics and behaviours (Badaruddin & Yusnita, 2005).

Tourism offers number of satisfactions for many people around the world. It gives them several elements of human needs such as; relaxation and cure, social acceptance, prestige, learning, feeling togetherness, self-realization in various forms, and aesthetics impressions (Aho, 2001). On the other hand, tourism plays an important role in the economies of many countries. Indeed, the large percentage of several countries of Gross Domestic Product (GDP) depends on tourism income. For example, tourism sector represents 66% of Macau GDP and around 22% of Bahamas GDP (Dewda, 2015). In addition, for some countries, e.g. Saudi Arabia, religious tourism provides uniqueness for the country. Therefore, many countries pay attention to the tourism industry to enhance their GDP.

The Travel and Tourism industry has a direct and indirect impact on the state economy and on the Gross Domestic Product (GDP). According to WTTC (2014), the direct contribution of Travel and Tourism industry to GDP in 2013 was USD2,155.4bn (2.9% of GDP) and forecast to rise by 4.3% on 2014 with the expectation to reach USD3,379.3bn (3.1% of GDP) by 2024. These contribute to the economy from several industries such as; hotels, travel agents, restaurants, airlines and transportations services. In addition, Travel and Tourism industry expected to create 126,257,000 direct jobs by 2024 (WTTC, 2014). Indeed, tourism would be a part of the country infrastructure development in the airport, hospital, retail area and trading force. It also assists the flow of goods and services in import and export businesses.

Besides the countries' economic which will benefit from tourism, there will be some advantages for the host country local community. The locals would gain some social benefits when tourists bring their own identity, culture and characteristics. It is an advantage for locals to know others way of life. On the other hand, local may take this opportunity to display their history and culture. Exchange knowledge and information, making relationships with people from other countries are also some benefits of tourism. (Driver, Brown, & Peterson, 1991) add other benefits for locals such as reciprocity, tolerance, wider sense of ethnic identity and community pride.

2.4. Categories of Tourism Industry

As already noted earlier in Chapter 1, there are many sectors of tourism category categorised according to the purpose of travelling. One of these categories is called cultural/heritage tourism, which concerns about the tourists motivated to visit destinations have culture and heritage theme. There are many studies conducted in this field (e.g. Poria, Butler, & Airey, 2003a; Weaver, 2011; Wu, Xie, & Tsai, 2015). Recently, this type of tourism has become one of the fastest growing segments because the trend towards specialisation among tourists has extended (Correia *et al.*, 2013). Later on, This type of tourism has sub-categorized

depend on the unique heritage site theme, for example, Salt Heritage Tourism (Wu *et al.*, 2015), Cultural Heritage Tourism (Lusetyowati, 2015; Teo, Khan, & Rahim, 2014), Industrial Heritage Tourism (Edwards & Coit, 1996; Xie, 2006) and Urban Heritage Tourism (Chang, Milne, Fallon, & Pohlmann, 1996).

Another category discussed in the tourism industry is related to rural sites. Rural Tourism concern about activities for local communities and farming families in rural areas. This type of tourism has been widely studied (e.g. Alecu, 2010; Devesa, Laguna, & Palacios, 2010; Frochot, 2005). Since rural areas have unique characteristic in terms of the families live there, the tourists who interested in visiting these areas and the nature of the land, researchers prefer to create a particular tourism type to study the rural sites. Local communities in this rural area benefit from the research in three dimensions; for the host community (economic and social aspects), for the land itself (environmental maintenance), and for the tourism (leisure in the countryside) (Del Barrio García, Moreno, & Jamilena, 2012). The rural tourism researches has been conducted in many countries and region, for example, in Malaysia (Amir, Ghapar, Jamal, & Ahmad, 2015), Romania (Cosma, Paun, Bota, & Fleseriu, 2014; Iorio & Corsale, 2010), Gambia (Rid, Ezeuduji, & Pröbstl-Haider, 2014), United Kingdom (Haven Tang & Jones, 2012) and Spain (Yagüe Perales, 2002).

Recently, researchers in the tourism industry have also covered a new segment of tourism called Sports Tourism. This type of tourism is generally focused on sport activities events on certain occasions. Hua & Chiu (2013) classified Sports Tourism as physically and psychologically demanding events that are typically participated in remote natural settings, like the sea, mountains, sky, space, and earth. This category of tourism has lately been discussed with related to various sport events, for example, Formula One F1 (Fairley, Tyler, Kellett, & D'Elia, 2011; Kim, Jun, Walker, & Drane, 2015), Rugby events (Kennelly & Toohey, 2014), Golf events (Tassiopoulos & Haydam, 2008) and football games (Gibson, Willming, & Holdnak, 2003).

Adventure Tourism is also another category in the tourism industry. According to the Adventure Tourism Market Study Report (2013), this niche segments in the tourism industry has become one of the fastest growing segments with 65% estimated average annual growth between 2009-2012. Adventure tourism is well known for its six major dimensions; activity, experience, performance, the environment, motivation and risk (Sung, Morrison, & O'Leary, 1996). It focuses on studying tourists who interested in involving in any of action activities. These activities consist of air, sea and land-based activities. Scuba Diving tourism could be one of the Adventure Tourism sea activities, and it has some researches in this area (e.g. Dimmock & Musa, 2015; Smith, Scarpaci, Scarr, & Otway, 2014). Air activities have also been covered by some researchers (Cater, 2010; von der Dunk, 2013). Moreover, the land-based activities as a subcategory of adventure tourism have got some researchers attention (Beedie & Hudson, 2003; Deenihan & Caulfield, 2015; Tirasattayapitak, Chaiyasain, & Beeton, 2015).

Religious Tourism is considered as one of the primary categories in the tourism industry. It covers topics related to tourists or pilgrims who are interested in visiting religious destinations. It includes destination associated with several religions; Islam (Riyad Eid, 2012; Hanandeh, 2013), Christianity (Collins-Kreiner & Kliot, 2000; Saayman, Saayman, & Gyekye, 2014), Buddhist (Hung, 2015; Hung, Goh, Zhang, Tang, & Lam, 2013), Hinduism (Shinde & Pinkney, 2013; Shinde, 2012) and Judaism (Collins-Kreiner, 2010a; Maoz & Bekerman, 2010).

Researchers in tourism industry examined many aspects attached to the travellers and their intentions in the future. Two of these aspects that may affect the tourists are the quality of service provided in the destination and the level of satisfaction. Next section will discuss these aspects in more details.

III. SERVICE QUALITY

Service quality is one of the important elements affecting the tourism industry in many countries. These countries are competing in the international tourism industry by enhancing the quality of services and products provided for tourists. Improving the service quality issues have been discussing in marketing literature since the eighties to figure out solutions and standards of the quality elements (Parasuraman, Zeithaml, & Berry, 1985). Indeed, the good service quality is one of the main factors that influence the future of the businesses. Therefore, it is essential to begin the research by looking at the definitions, concepts, measurement instrument and the importance of service quality.

3.1. Service Quality Definitions

The quality of service is widely defined as the degree and direction of discrepancy between consumers' perceptions and expectations (see Gronroos, 1984; Parasuraman, Zeithaml, & Berry, 1988). Woodside *et al.* (1989) clarified the quality as what customers expected or different than what they expect, the difference could be better or worse than the approximate expectation. However, there is no agreed definition of service quality among researchers, most of them defined it according to the industry they study. Table 1 provides some concepts of service quality have been studied previously.

Table 1
Concepts of Service Quality

<i>Author (year)</i>	<i>Concept</i>
Feigenbaum (1956)	Quality as value
Juran (1974)	Quality as suitable for use
Crosby (1979)	Quality is consistent with need
Parasuraman <i>et al.</i> , (1985)	Quality as meeting customers' expectations

Source: (Lee & Hwan, 2005; Yim King Wan & Man Cheng, 2011)

The tangible products “goods” quality is an objective in terms of measuring the size, shape and the quality of the materials itself. On the other hand, the quality of service “intangible” products is still hard to measure, and it is subjective to someone attitude and opinions about the service. According to Zeithaml (1988), service quality is a customer's judgement or attitude about a product's overall excellence and superiority. In the tourism industry, Mel, Dean, & White (1999) identify the service quality as a type of attitude by which the visitors compare the actual service quality they experienced while visiting the destination with the service quality they expected. However, this attitude might be varying among the service quality dimensions, and the evaluation might differ.

3.2. Service Quality Dimensions

Authors in tourism industry attempt to divide the quality of service into different dimensions (Brady & Cronin, 2001; Martínez Caro & Martínez Garcia, 2007). Brady & Cronin (2001), for example, shape the perception of service quality by three dimensions; outcome quality, interaction quality, and physical environment quality. While the outcomes quality refers to what the customer obtained after the productive

process finishes, the interaction quality is the interaction that takes place while the service is delivered and environment quality would be the ambient conditions where the service is delivered. Martínez and Martínez (2007) adapted these dimensions and formed four dimensions and nine sub-dimensions. The four dimensions and nine sub-dimensions are; personal interaction (conduct, expertise, problem-solving), design (range of service, operating time) and physical environment (tangibles, information), outcome (punctuality and valence). However, Gronroos (2000) defined the service quality from only two dimensions; technical quality (what is delivered to the customer) and the functional quality (how it is delivered). To summarise, there is a general acceptance that service quality construct includes a number of underlying dimensions various depending on the industry on which the study conducted.

3.3. The Importance of Considering Service Quality

The quality of service offered by service providers is a valuable task to be considered for many reasons. Firstly, it may affect the customers' decision about the service. Cronin, Brady, & Hult (2000) provide evidence that service quality is a substantial decision-making criterion for service consumers. In addition, the quality could play a major role in repurchase behavioural. This benefit encourages services marketing savants to explore this construct as they believe it is a pivotal factor in company success (Frochot & Hughes, 2000). Secondly, while customer satisfaction remains as an individual transactions assessment, service quality became a global value assessment (Cronin & Taylor, 1992; Teas, 1993). The firms provide services for customers may recognize these global assessments standard they would succeed in the world market. Thirdly, service quality impact is an important point encourages service providers to study it because it is associated with several key organisational outcomes. For example, it is associated with increasing the probability of purchase, the realisation of a competitive price premium, improve customer loyalty (Zeithaml, Berry, & Parasuraman, 1996), organisation financial performance (Buzzell & Gale, 1989) and its competitive advantage (Iacobucci, Ostrom, & Grayson, 1995).

In travel and tourism industry, service quality is one of the significant elements reflect the strength of the industry. Indeed, service quality represented by most of the tourism infrastructure such as airports, hotels, tourist's centres, restaurants, retail establishments, etc. (Chi & Qu, 2008). In the hotel industry, for example, service quality had a positive direct effect on both; customer value and customer satisfaction (Oh, 1999), which encourage the industry operators to enhance the service quality. Therefore, countries concern about improving tourism industry, work on enhancing the quality of services provided in their regions. Hui *et al.* (2007) believe that countries which involve in tourism market will get advantages if the service quality of its tourism industry remains highly regarded. Nevertheless, service quality is important in tourism industries; they are still facing challenges in measuring this quality. Accordingly, the next section will discuss the service quality measurements.

3.4. Service Quality Measurement

Measuring the service quality is quite difficult task comparing to measuring the goods quality for two main reasons, firstly, customers find more difficult evaluating the quality of the services than the goods and, secondly, the service quality are not only about the outcomes of the service, but it includes the way of delivering this service. Therefore, researchers are making a significant effort to figure out the services quality assessments criteria (Parasuraman *et al.*, 1985, 1988). SERVQUAL scale developed by Parasuraman

et al., (1985) is one of these endeavours to measure the service quality, especially in the tourism industry (Fick & Ritchie, 1991; Frochot, 2004).

SERVQUAL is a scale introduced by Parasuraman *et al.*, (1985) to measure the numerical quality of a product or services by assessing the gap between customer expectation and the actual performance. The scale includes mainly five dimensions namely, reliability, tangibles, responsiveness, assurance and empathy through two sets of 20 items rated for respond on a seven-point Likert scale. Later on, SERVQUAL scale based on the same disconfirmation model has been widely adjusted in the customer satisfaction literature (Cronin & Taylor, 1992) and developed to measure the service quality in several industries. For example, LODGSERV scale was developed to measure the service quality in Lodging and Hotel Industry (Knutson, Stevens, Patton, & Thompson, 1992); LOGQUAL scale for hospitality (Getty & Thompson, 1994); DINESERV for restaurants services (Stevens, Knutson, & Patton, 1995); ECOSERV adopted to measure the services in ecotourism industry (Khan, 1996); HOTELQUAL developed for hotel services (Falces Delgado, Sierra Díez, Becerra Grande, & Briñol Turnes, 1999); HISTOQUAL invented for measuring historical sites services (Frochot & Hughes, 2000); GIQET global indicator of quality evaluation in tourism (Butnaru, Stefanica, & Maxim, 2014).

SERVQUAL measures the customer or visitor long-time attitude at a single point in time depending on the disconfirmation-based model. Although Cronin & Taylor (1994; 1992) introduced a new scale called SERVPERF measuring the service quality rely on a performance-based model, SERVQUAL framework is still considered a useful tool for measuring service quality (Wong & Sohal, 2003). In addition, SERVQUAL is widely utilized instrument in different sectors of the services industry and more applicable to the tourism field.

There are some studies attempt to figure out assessments criteria to measure service quality in the Religious Tourism Industry. Jabnoun (2003), for example, developed an instrument for measuring service quality for Hajj called HAJQUAL based on SERVQUAL model. This new instrument is containing 44 items within the five dimensions of SERVQUAL and an addition one “accessibility”. Later on, Darfoon (2013) examined the Hajj service quality using only four dimensions derived from the qualitative self- study to include; promise keeping, caretaking, tangibles, and problem-solving. However, it seems to be different study required different combination of scales items depending on the tourism industry its belong.

IV. TOURIST SATISFACTION

Studying the tourist satisfaction is one of the most studied topics in tourism field (Kozak, Bigné, & Andreu, 2004). Indeed, there are several studies in tourism focus their effort on understanding the tourist satisfaction (e.g. Alegre & Garau, 2010; Dann, 1978; Haber & Lerner, 1998; Kozak, 2001; Meng, Tepanon, & Uysal, 2008). These studies for the last few decades attempted to redefine, evaluate and connect tourist satisfaction with new concepts. Satisfaction is also an important topic because it leads to influence the repeat purchase behaviours and re-visit a tourism destination (Chen & Tsai, 2007; Sun, Geng-Qing Chi, & Xu, 2013). Thus, tourists’ satisfaction is usually considered to test in many tourism fields of research.

The current section will cover the satisfaction definitions, concepts and types of satisfaction that have been studied earlier. This part will also highlight some measurement scales used to measure satisfaction, especially in the tourism industry. Finally, there will be some concepts about the role of satisfaction in the tourists’ behavioural intentions effective domain.

4.1. Satisfaction Definitions

The origin of the word “satisfaction” derives from the fifteenth-century Latin *satisfacere*, which means (make enough) (Oliver, 2014, p. 333), therefore, the satisfying product and services could provide what is sought to the degree of being “enough” or satisfied customer. From a marketing perspective, Kotler (2000) has defined satisfaction as: “a person’s feelings of pleasure or disappointment resulting from comparing a product perceived performance (or outcome) in relation to his or her expectations”. Similarly, Hansemark & Albinsson (2004) clarify it as an overall attitude towards a service provider, or an emotional react to the difference between what customer expected and what is received, to fulfil someone needs, goals and desires. On the other hand, Baker & Crompton (2000) viewed the satisfaction as abiding overall attitude of customers refer to the emotional state of mind after experience a product or service.

In tourist context, satisfaction is one of the most researched subjects in the field (Kozak *et al.*, 2004). Basically, it is referred to pre-travel expectations and post-travel experiences (Chen & Chen, 2010). When experience compared to tourist expectation conclude as a positive feeling, the visitor will be satisfied. However, if the feeling displeasure is the outcome, the tourist will be dissatisfied. In comparison, Spreng and Dixon (1992) believed that the tourist satisfaction is not the balance between the brand’s performance and expectations, it is most likely referred to the brand performance and its ability to fulfil the innate needs, wants, or desires of the consumer.

4.2. Cognitive part of Satisfaction

Recently, research in tourism refer the tourist satisfaction to the cognitive state of the visitor. For example, Del Bosque & Martin (2008) defined it as an individual’s cognitive-affective state derived from a tourist experience. From the same perspective, Oliver (1980) defined the satisfaction as consumer’s response to the congruence between performance and comparison standard. However, tourist satisfaction not only affected by cognitive judgment but also by the visitor’s emotion derived from the actual experience (Bigné, Andreu, & Gnoth, 2005; Del Bosque *et al.*, 2008).

In clarifying the effect of the cognitive process of tourist satisfaction, Homburg & Giering (2001) classified the literature in two level; traditional models and new conceptual models. While the traditional models assume that customer satisfaction is fundamentally the result of cognitive processes, new theoretical developments refer the prediction of customer satisfaction to effective processes of the journey. To summarise this reviews, customer satisfaction could be the result of both; cognitive and affective evaluation, in the same time customers may make some comparison standard with the actual perceived performance in the destinations.

4.3. Types of Satisfaction

There are two main conceptual types of satisfaction; transaction or encounter level, and overall satisfaction. Overall satisfaction and attribute satisfaction are separate, though related, constructs (Oliver, 1993). The first difference between them is the number of experiences or services aimed to be evaluated. While transaction satisfaction based on the evaluation of specific experience (Bitner & Hubert, 1994), the overall satisfaction more likely to be cumulative measure weights the whole experience, the tourists practised in the tourism destination (Pizam, Neumann, & Reichel, 1978).

The second difference is the scale of measurement used to measure satisfaction and overall satisfaction. For individual attributes satisfaction, a multi-items scale used to measure the satisfaction for every feature. However, overall satisfaction would not be the sum of these attributes. Javier *et al.* (2001) supported this thought by arguing that overall satisfaction is not the sum of individual attributes satisfaction. Therefore, several authors used a single-item scale to measure the overall satisfaction (Andreasen, 1984; Crosby & Taylor, 1982; Fornell, Johnson, & Anderson, 1996; Javier *et al.*, 2001; Tse & Wilton, 1988).

What seems to be the major difference between overall satisfaction and satisfaction of individual attribute is the items reflecting the construct itself. Sometimes the authors name the construct as an overall construct, but it actually measures only a particular program or centre (Avourdiadou & Theodorakis, 2014). On the other hand, there might be some authors measuring the customer satisfaction construct, but using items include overall satisfaction phrase (Lam, Shankar, Erramilli, & Murthy, 2004; Theodorakis, Alexandris, Tsigilis, & Karvounis, 2013).

V. THE CONNECTION BETWEEN CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTION

In the tourism industry, tourists' satisfaction has been presented as significant indicator of their intention to re-visit and recommend the destination to other tourists (Kozak, 2001; Kozak & Rimmington, 2000; Yoon & Uysal, 2005). Indeed, satisfied travellers are more likely to recommend the place to other, and they have more intention to re-visit the same destination. Not only these two behavioural intentions are affected by their satisfaction; but there are also other outcomes could be influenced such as; word of mouth (Hui *et al.*, 2007), complaining behaviour (Kim & Lee, 2011) and repurchase intentions (Han & Ryu, 2012).

Although the mentioned studies suggesting that tourist satisfaction has a significant effect on behavioural intentions to revisit, it may not be strong enough to explain this behavioural (Assaker, Vinzi, & O'Connor, 2011; Mittal & Lassar, 1998; Oliver, 1999) and it might be relevant to add more constructs to explain the behavioural intentions. Therefore, the current study will describe other factors relationships with behavioural intentions (see chapter 4 for more details). Accordingly, the next will discuss new construct called tourist experience.

VI. DIFFERENCES BETWEEN SERVICE QUALITY AND SATISFACTION

Researchers in marketing field attempt to differentiate between service quality definition and customer satisfaction concept. Some service evaluations competent believe that service quality is a general evaluation similar to an attitude. Thus, it is superordinate to satisfaction, and it could be antecedent to service quality (Bitner, 1990; Bolton & Drew, 1991). On the other hand, Eid (2012) has pursued a slightly different approach by considering the factors/items of customer satisfaction as the same as the service quality factors. He referred to Bitner & Hubert (Bitner *et al.*, 1994) who suggested that the items in measuring service quality as a function of multiple experiences with the Hajj Service Provider (HSP) firm, may be useful predictors of overall service satisfaction. Furthermore, Cronin & Taylor (1994) differentiate between them from the point of the judgment time. They propose that service quality is evaluated at a specific point in time while customer satisfaction involves both end state and process assessment and reflect both emotional and cognitive elements.

Baker & Crompton (2000) differentiate between tourist satisfaction and service quality at tourism destinations. They stated that perceptions of service quality do not require tourist involvement because people may refer to other's experience at the destination or promotional materials associated with it. However, tourist satisfaction concept requires presence because it is an experiential, psychological state derived from interaction with the tourism destinations. As a consequence of the experiential nature of the satisfaction, service industry pays more attention to study it than other sectors (Wirtz, Mattila, & Tan, 2000).

In the services marketing literature, there is a debate about whether service quality is antecedent to customer satisfaction or the way around. It is important to highlight that most of the research attempts to examine this relationship are not empirical (Iacobucci *et al.*, 1995). Some authors present satisfaction as an antecedent of service quality (Bitner, 1990), they supported their suggestion by proposing that the satisfactory service quality experiences could lead customers to develop a global attitude in long-term results a global evaluation (perceived quality) (González, Comesaña, & Brea, 2007). In contrast, there are authors examined the opposite causal relationship direction and provide evidence that service quality is the antecedent of customer satisfaction (see Cronin *et al.*, 2000; Haemoon Oh, 1999). The justification for this relationship direction because they consider satisfaction as an effective reaction to a set of service encounter. As a consequence, satisfaction is reflecting a post-consumption experience, which contrasts perceived quality with expected quality (e.g. Cronin *et al.*, 2000). In between these two directions, Iacobucci *et al.*, (1995)

Table 2
Differences between Service Quality and Customer Satisfaction

<i>The concept</i>	<i>Service Quality</i>	<i>Customer Satisfaction</i>
Judgment time (Cronin & Taylor, 1994)	at a specific point in time	Both process and end state assessment
Perception (Cronin & Taylor, 1994)	Evaluate the service provided	emotional and cognitive elements
Reflect (Bagozzi, 1992)	evaluation (i.e., appraisal	emotional reaction
Presence (Baker & Crompton, 2000)	no require involvement, Refer to other experience and promotions.	Require. It is experiential. Need interaction
Influence someone's behavioural intentions (Cronin & Taylor, 1994)	Less influence	more influential
Expectations (Bitner, 1990; Boulding & Kalra, 1993; Parasuraman <i>et al.</i> , 1988)	"ideal", what a customer would expect an excellent firm to provide	what customers believe "will." happen
Require customer experience (Cronin & Taylor, 1992)	Not require	require
Associated with (Athanasopoulos, 2000)	The Price	The value
Evaluation of (Hunt, 1977)	The service provided	Personal emotions
Type of assessment (Teas, 1993)	global value assessment	transactions assessment
Impact on purchase intentions (Cronin & Taylor, 1992)	causes a less impact	causes a stronger impact

examined both directions in their study empirically and by comparing structural models. In summary, global service quality and customer satisfaction relationship are reciprocal crosses, and to distinguish between these two construct, the examiner should select the underline factors/items carefully. Table 2 provides several differences between service quality and customer satisfaction from tourism and marketing literature.

It seems to be that service quality is simply about someone attitude about the service provided while the satisfaction may include more elements such as; emotions and cognitive. The problem may raise if the customers perceive service quality as a level of satisfaction, and then it will be an important task to clarify each term carefully in regard to the definition and measurement instruments.

VII. CONCLUSION

The current research attempted to highlight and clarify the differences between two variables; service quality and customer satisfaction. The preceding discussion has extensively discussed the role of satisfaction and its differences and similarity with service quality which eventually related to the customer future behavioural intentions. An implication in tourism industry has also provided in the research as the main industry to consider in service industry.

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