

## **Consumer Perceptions of Service Quality in Malaysia**

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and

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### **Abstract:**

The perceptions of guests are of paramount significance and the hoteliers should know about the key aspects of service quality and their order of importance. This is the main objective of this research, that is, to make the hoteliers aware of what service quality is all about. Through this article, it has been endeavoured to examine the differences between hoteliers' perceptions vis-à-vis guests' perceptions. The importance of service quality as a major marketing and competitive tool for deluxe hotels has also been put forward. Finally, the article also examines whether deluxe hotels in Malaysia have met the expectations of their guests and as to how they could improve the quality of their services.

**Key words:** Service quality, Hotel Management, Hotel Marketing

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