

# Customer Perceptions of Service Quality in Luxury Hotels in Jordan

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## Abstract

Providing quality food and beverage services has become one of the critical issues in the tourism industry and several studies have been paying attention to it. On the other hand, there seems to be a paucity of data on service quality Jordanian hotels, making it difficult to fashion an appropriate management intervention. Also, there has been insufficient attempt to relate customers' perceptions of service quality to their socio-demographic characteristics as well as the characteristics of organizations delivering the service. This study, therefore, analyzes customers' perceptions of service quality in the food and beverage service department in Jordanian hotels, an essential requirement for customers in Jordan.

## Keywords:

Customer perception; Service Quality; Luxury hotels; Jordan