



THE QUALITY OF TRANSPORT SERVICES IN THE LOGISTICS ACTIVITY OF HOTELS

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Abstract: Customers consider service quality as an important choice criterion. The quality perceived by the customer is the concept that summarizes the subjective and objective characteristics of the service. From the definition given by Philip Crosby "Quality is compliance with needs", it follows that, in order to achieve a level of quality, the specific needs of the consumer segment, to which the service is intended, must first be established and then the entire activity is subordinated to achieving this goal. We aimed to evaluate the satisfaction of a hotel's customers regarding the quality of the transport services offered by it, with reference to the role and importance of supporting logistics in the entire tourist activity.

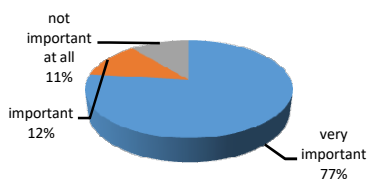
Introduction

Logistics represents a field of activity that experienced a strong evolution after the Second World War and especially in the last three decades in terms of its role and forms of development in the economy. Logistics directly influences: the local environment of the enterprise – regional development, transport infrastructure, etc. and the national environment of the enterprise – transport policy, scientific research, technical progress, etc.

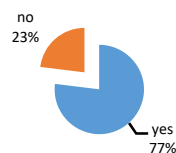
Material and method

To carry out this research, we resorted to the questionnaire method, a questionnaire addressed to the customers of the hotel under study. The self-completion survey was used as the questionnaire method, sent in person, using closed questions, which can be processed quickly and easily and the answer options can be coded, which positively influences the duration and difficulty in processing the answers.

Results and discussions

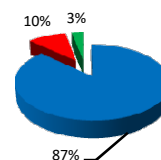


Source: data obtained from the processing of the questionnaire
The importance of having a small car park inside the hotel



Source: data obtained from the processing of the questionnaire
Information about the existence of the car park

■ yes ■ no ■ I don't know/I don't answer



Source: data obtained from the processing of the questionnaire
The need for similar services in other hotels

Conclusions

Following the answers to the questionnaire that we applied inside a hotel that has a mini car park available to customers, we aimed to highlight their satisfaction with the quality of the services offered through this car park as well as the quality of the existing vehicles. The interpretation of the answers received following the application of the questionnaire highlights the satisfaction of the hotel's customers regarding the existence and offering of this service to those who request it. The vehicles made available to customers performed well in operation, with customers appreciating the reliability of the vehicles, their quality, design and brands chosen to meet the travel needs of hotel guests.