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Perceived Quality of Hotel Services and Its Impact on Algerian Consumers' Attitudes toward Hotel Establishments: A Field Study of Kerdada Hotel – Bousaada– Algeria

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Abstract:

This research aims to assess Algerian consumers' perceptions of hotel service quality and to determine the extent of its influence on their attitudes toward hotel establishments. the results confirmed the significant effect of perceived service quality on Algerian consumers' attitudes toward hotel establishments. In light of these findings, several recommendations and suggestions were proposed, most notably the need to pay greater attention to monitoring recent developments in hotel service technologies and to provide additional facilities required by guests in order to enhance the perceived quality of hotel services. Such improvements would help strengthen positive attitudes among Algerian consumers toward hotel establishments.

Keywords: Hotel Services; Perceived Quality; Consumers' Attitudes; Algerian Consumers.

Jel Classification Codes: M31, L15, L83

1. INTRODUCTION

Hotel establishments represent one of the most significant attractions within the tourism sector and have become a major focus of investment in many countries worldwide. In this context, competition has assumed critical importance for those responsible for the sector, particularly since high-quality hotel services and effective distribution channels constitute essential factors in achieving competitive advantage. This, in turn, calls for greater attention to the role that hotel organizations are expected to perform. Hotel establishments must recognize that success no longer depends solely on offering a variety of services, but rather on achieving high levels of quality for customers and continuously improving those services to meet, and ideally exceed, customer expectations. Such an approach would contribute to supporting the hotel sector in Algeria and strengthening its operational performance.

The significance of this study also derives from the central issue it addresses, namely the measurement of customers' perceived hotel service quality. Hotel service quality is determined through the customer's comparison between the level of service actually delivered and the level of service expected during the period of stay. The study further examines the influence of this perceived quality on Algerian consumers' attitudes toward Algerian hotels through its effect on their behavior. Consumers within the same environment differ considerably in their attributes, characteristics, needs, desires, and the ways in which those needs are satisfied. Accordingly, hotel organizations must give particular attention to this diversity by examining the core dimensions of consumer attitudes and purchasing behavior, as well as the manner in which consumers seek to satisfy their varying needs, desires, and expectations. This also requires identifying their suggestions and perceptions in order to achieve better satisfaction and enhance their overall level of contentment.

1.1. Research Problem:

Based on the foregoing, and in light of the economic and social importance of the tourism sector, the central problem addressed in this study may be formulated as follows: To what extent does the perceived

quality of hotel services influence Algerian customers' attitudes toward Algerian hotels, and what is the actual situation of this relationship at Kerdada Hotel in the city of Bousaada, Algeria?

To address this issue more precisely, the study attempts to provide adequate answers to the following questions:

- Does the customer's perception of service quality influence his or her attitudes toward the hotel?
- What is the most important element in determining hotel service quality from the perspective of the Algerian customer?
- What factors influence the Algerian consumer's attitudes toward Algerian hotels, and what is the practical reality of this at Kerdada Hotel in the city of Bousaada?

1.2. Research Hypotheses:

In order to address the research problem and achieve the objectives of the study, the following hypotheses were formulated:

The first main hypothesis: There are statistically significant differences at the level of significance ($\alpha \leq 0.05$) in Algerian consumers' perceptions of hotel service quality attributable to their demographic characteristics.

- The first sub-hypothesis: There are statistically significant differences at the level of significance ($\alpha \leq 0.05$) in Algerian consumers' perceptions of hotel service quality attributable to gender.
- The second sub-hypothesis: There are statistically significant differences at the level of significance ($\alpha \leq 0.05$) in Algerian consumers' perceptions of hotel service quality attributable to age.
- The third sub-hypothesis: There are statistically significant differences at the level of significance ($\alpha \leq 0.05$) in Algerian consumers' perceptions of hotel service quality attributable to monthly income.
- The fourth sub-hypothesis: There are statistically significant differences at the level of significance ($\alpha \leq 0.05$) in Algerian consumers' perceptions of hotel service quality attributable to educational level.

The second main hypothesis: There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) of Algerian consumers' perceived hotel service quality on their attitudes toward hotel establishments.

1.3. Research Objectives:

In light of the research problem, the primary objective of this study is to understand the general perceptions of Algerian consumers regarding hotel services and to measure and analyze their attitudes toward them, in order to determine the extent to which Algerian consumers evaluate hotel service quality and form attitudes toward it, and consequently toward Algerian hotels. Another objective of the study is to examine the validity of the proposed basic hypotheses, which are expected to provide answers to the central research problem and its subsidiary questions.

2. General Considerations on Consumer Attitudes

Attitudes are considered among the most important psychological factors influencing consumer purchasing behavior, since a substantial part of an individual's life is shaped by observing, perceiving, and evaluating surrounding phenomena in order to form particular attitudes toward them, whether positive or negative. These attitudes are reflected in the individual's behavior toward such objects. Accordingly, attitudes influence the way individuals construct judgments and behavioral responses toward different objects, which makes consumer attitudes and their relationship to purchasing behavior a matter of considerable importance for marketing management. Given the significance of consumer attitudes in marketing research, this topic has attracted the attention of numerous scholars. For this reason, reference may be made to some of the definitions they have proposed for attitudes in general.

Kinner and Taylor defined attitudes as a stable perception held by individuals, grounded in knowledge and evaluation, and associated with behavior toward a particular object. In a similar context, Hawkins et al. defined attitudes as expressing the way of thinking, feeling, and acting toward certain issues surrounding the individual through interaction with them. The definition advanced by Hawkins and his colleagues indirectly challenges that of Taylor and Kinner, who considered attitudes to be an

expression of stable perception, since attitudes do not necessarily reflect fixed behavior. This is precisely the point emphasized by Hawkins, who viewed attitudes as a mode of thinking and feeling; and because thinking and feeling are themselves forms of human response, they cannot be regarded as entirely fixed, as they are influenced by the various factors surrounding the individual **(Medjahdi, 2010/2011, p. 07)**

This perspective is further supported by Obeidat, who defines attitudes as an expression of the individual's inner feelings, manifested in a positive or negative inclination toward a particular object, arising from previous experiences and the learning generated by them **(Obeidat, 2004, p. 216)**.

For this reason, Schiffman and Kanuk regard attitudes as relatively stable and generally consistent with the behavior that reflects them. The notion of relativity here reinforces Hawkins's view that attitudes are shaped by learning; consequently, they cannot be considered absolutely fixed, given that an individual's knowledge changes as experiences evolve or expand, whether through direct experience or through other sources of information such as friends, family, or advertisements. This process generates feelings that are ultimately translated into behavior. In the same context, Hilal points out that an attitude is not necessarily translated in a deterministic manner into behavior, but rather constitutes a tendency toward such behavior, since attitude and behavior may not always coincide in certain cases **(Medjahdi, 2010/2011, pp. 07-08)**

In general, an attitude may be understood as an acquired affective predisposition that determines the individual's behavior and feelings toward particular objects in terms of preference or non-preference.

From this perspective, certain marketing studies suggest that attitudes represent the individual's, or consumer's, readiness or predisposition to respond positively or negatively to specific market stimuli. It thus becomes evident that attitudes consist of three fundamental components:

- **The cognitive component:** This includes all the consumer's beliefs, perceptions, and information concerning the object of the attitude, whether it relates to a store, a product or service, or a salesperson.

For example, a consumer may believe that a highly priced product necessarily reflects high quality, and, as a result, attitudes toward products may be shaped by such beliefs.

- **The affective or emotional component:** This indicates that attitudes, once formed, are influenced by a range of factors reflected in the individual's feelings, thereby creating an emotional dimension that ultimately contributes to attitude formation **(Medjahdi, 2010/2011, p. 08)**; This component relates to the individual's feelings and emotions toward a particular subject or object. For instance, if an individual perceives that hotel employees treat customers well, this may generate a positive attitude toward that hotel and lead to its preference over others.
- **The behavioral component:** This is the component that emerges from the preceding two components, which together direct consumer behavior toward a specific action, while attitude reflects the overall outcome of these three dimensions **(Medjahdi, 2010/2011, p. 08)**.This component relates to the individual's tendency to behave in a particular way toward a given situation. Once knowledge of the subject has been acquired and a positive or negative feeling has been formed, the individual becomes more inclined to adopt a corresponding pattern of behavior toward that situation. Within this framework, some academic writers maintain that a number of factors determine the extent to which consumer attitudes are susceptible to change, including the following **(Awad & Al-Jariri, 2010, p. 116):**
  - the nature and characteristics of attitudes, such as the degree of their consistency, the strength of their connection with specific values, and the extent of their firmness;
  - the consumer's personality, which plays a major role in determining the degree to which attitudes are open to change, depending on whether that personality is flexible and adaptive or rigid and resistant to adaptation;
  - the nature of the situation in which the change occurs, since this

influences the degree to which attitudes are susceptible to change, such as changes affecting the consumer's economic life, including an increase in income or a higher level of educational attainment, both of which may increase the likelihood of attitudinal change.

3. Service Quality and Its Measurement Models

Service quality occupies a central place in both service design and service marketing, given its importance to service providers and beneficiaries alike. For this reason, organizations continuously seek to secure customer satisfaction and loyalty through on going improvement in the quality of their services. This is achieved by diagnosing the existing level of service quality and evaluating it in order to determine the aspects that require improvement.

3.1. The Definition of Service Quality and the Dimensions of Its Measurement

Definition of Service Quality: Service quality may be understood as "the quality of the services provided, whether expected or perceived, that is, those anticipated by customers or those they actually perceive in practice. It is the principal determinant of consumer satisfaction or dissatisfaction, and at the same time it is regarded as one of the main priorities for organizations seeking to enhance the level of quality in their services." **(Regad, 2007/2008, p. 49)**

This definition points to three main aspects:

1- The levels of service quality provided are classified as follows:

a- Expected service quality, defined as "representing the customer's expectations regarding the level of quality of the service provided, and depending on the customer's needs, expertise, previous experiences, culture, and communication with others." **(Brich, 2005, p. 258)**

b- Perceived service quality, which refers to the quality perceived by the customer when comparing expected quality with experienced quality.

2- The quality of the services provided is considered the principal

determinant of consumer satisfaction or dissatisfaction;

3- The quality of the services provided is regarded as an important competitive indicator upon which organizations rely to strengthen their competitive position.

Service quality has also been defined as: "a criterion for the degree of correspondence between the actual performance of the service and customers' expectations of that service." **(Al-Haddad , 2006, p. 336)** This definition refers to the actual quality of service, represented by the real level of service performance; it is the quality experienced by the customer during the actual process of receiving the service.

The author Khudair Kazem Hammoud regarded service quality as one of the principal domains through which service organizations can distinguish themselves, namely: "providing high quality continuously and in a manner that exceeds the capabilities of other competitors." **(Khudair, 2002, p. 218)** From these definitions, it may be concluded that service quality constitutes a criterion for the degree of consistency between the actual performance of the service and customers' expectations. In other words, it is the provision of a service that corresponds to customers' needs and expectations, or even surpasses them.

2.1 Dimensions of Service Quality:

Some writers have identified ten criteria used by the consumer in evaluating service quality, as illustrated in the following table **(Al-Ajarmah, 2005, p. 332)**:

Table No. (01): Dimensions for Measuring Service Quality

Dimension	**Meaning**
1.Credibility (Credebility)	Dependability (the extent to which something is trustworthy and reliable), believability, honesty, and the integrity of the provider.
2. Security (Cecurity)	Freedom from danger (risk or doubt).
3. Access	Ease of access and ease of communication.
4. Communication	Listening to customers and keeping them informed in a language they can understand.

5.Understanding Customer	Making efforts to know customers and accurately identify their needs.
6. Tangibility	The appearance of physical facilities, equipment, personnel, and means of communication, etc.
7. Reliability	The ability to deliver the promised service dependably and in an accurate and correct manner.
8. Responsiveness	Management's willingness to help customers and provide them with prompt service.
9. Competence	Possessing the required skills and knowledge.
10. Courtesy	Politeness, respect, consideration of feelings, friendliness, and cordiality.

Source: Taysir Al-Ajarmah, *Bank Marketing*, first edition, Dar Hamed for Publishing and Distribution, Jordan, 2005, p. 332.

These ten dimensions were subsequently consolidated into five broader dimensions **(Al-Ajarmah, 2005, p. 333)**:

1. **Reliability:** the ability to deliver the required service dependably, accurately, and consistently;
2. **Responsiveness:** management's ability to provide prompt service and assist customers efficiently;
3. **Assurance:** employees' knowledge, courtesy, and capacity to inspire trust and confidence;
4. **Empathy:** ease of communication, effective interaction, and a genuine understanding of customers' needs;
5. **Tangibility:** the physical facilities and equipment associated with service delivery.

Studies have shown that, although all five dimensions are considered essential, their relative importance varies from one customer to another and from one service organization to another. Nevertheless, the dimension of reliability consistently occupies first place as the most important element reflecting service quality.

3. Models for Measuring Service Quality

The evaluation of service quality has generated considerable debate, largely because of the intangible nature of services. Among the most

prominent contributions in this area is the work undertaken by Berry and his colleagues through a research effort that began in 1963 and has continued thereafter. Among the most important models proposed for evaluating service quality are the following:

- Outcomes and Processes Model **(Idris, 2006, pp. 292-293)**;
- Dimension and Elements of Service Quality Model **(Idris, 2006, p. 293)**;
- The Kano Model of Customer Satisfaction **(Hadj Naas, 2008, p. 112)**
- The Service Performance Model (Servperf)[*] **(Jouda, 2006, pp. 81-82)**. Although the principal models for measuring service quality have been identified, the present research focuses specifically on the gap model **(Idris, 2006, pp. 277-278)**.
- **The Gap Model between Perceptions and Expectations**: **Servqual Model**[**]: In 1985, Parasuraman and his colleagues succeeded in formulating and identifying the principal determinants, or dimensions, of service quality, which initially consisted of ten dimensions. These ten dimensions were later reduced to only five, and these became known as the Servqual model for measuring service quality. The measures associated with these dimensions are applied first to customers' expectations of excellent service and then to their perceptions of the actual service received, in order to determine the gap between perceptions and expectations. Accordingly, the Servqual model does not focus solely on service outcomes, but also takes into account service delivery processes and the interactive relationship between service providers and customers **(Idris, 2006, pp. 296-297)** .

4. The Field Study of the Impact of the Perceived Quality of Hotel Services on the Attitude of the Algerian Consumer: A Case Study of Kerdada Hotel – Bousaada –

[*] The term SERVPERF refers to service performance and is derived from the combination of the word Service, meaning service, and the word Performance, meaning performance.

[**] The term Servqual refers to service quality and is derived from the combination of the word Service, meaning service, and the word Quality, meaning quality.

In this axis, through a field-based methodology, an attempt is made to examine this effect by reviewing and analyzing the responses obtained through the questionnaire administered to the study sample, represented by the customers of Kerdada Hotel in the city of Bousaada.

4.1 Study Methodology

4.1.1. Study Population and Sample:

The study population comprises all units possessing the characteristics relevant to the subject of the study, whereas the study sample refers to the selected units drawn from that population and considered capable of providing the required data.

4.1.2. Study Population:

The study population refers to the total group of individuals, phenomena, or objects relevant to the research, to which the results may be generalized26. In the present study, the population consists of the customers of Kerdada Hotel in the city of Bousaada, Algeria. A convenience sample of 350 hotel customers and visitors was selected. A total of 250 questionnaires were collected using the drop-off and later collection method, except in some cases where the questionnaire was completed directly in the presence of the researcher in order to ensure the collection of the required data. The response rate therefore reached approximately 71%.

4.1.3. Study Sample:

The sample is defined as a model comprising a portion of the units of the original population targeted by the research, and it is considered representative of that population in a way that reflects its common characteristics. This model spares the researcher the need to examine all the units and elements of the original population **(Qandilji, 2020, p. 157)**.

In light of the factors mentioned above, this research relies on a convenience sample *(Convenient Sample)*, since time constraints made it impossible to conduct a comprehensive survey of all members of the population. A convenience sample representing approximately 72% of the study population was obtained. The sample consisted of 350 individuals to whom the questionnaire was distributed, of which 250 forms were recovered.

It should also be noted that the convenience sample was combined with a quota sample *(Quota Sample)*, "which is a type of sample based on dividing the original research population into segments, categories, and strata—professional, social, or educational." **(Qandilji, 2020, p. 162)** This approach was adopted for the purpose of selecting the sample elements in such a way that the sample would include all age groups from 18 years and above, in addition to different income levels, gender categories, and educational levels, since this serves the objectives of the study and contributes to answering its questions and testing its hypotheses.

4.1.4. Study Instrument:

An appropriate questionnaire was designed and employed to obtain the required data. The questionnaire included a set of statements intended to examine the effect of the perceived quality of hotel services on Algerian consumers' attitudes, with Kerdada Hotel – Bousaada serving as the case under investigation. A five-point Likert scale *(strongly disagree, disagree, neutral, agree, strongly agree)* was used to measure the attitudes of the sample members toward hotel service. Based on the foregoing, the survey instrument consists of forty-one (41) items distributed across three parts.

The first part contains the demographic characteristics of the sample members, namely gender, age, income, and educational level.

The second part addresses hotel service quality, the extent to which it is perceived by customers, and the degree to which they evaluate it, through six (06) principal axes. The first axis measures reliability through five (05) items. The second axis measures responsiveness through four (04) items. The third axis measures assurance through four (04) items. The fourth axis measures empathy *(courtesy)* through five (05) items. The fifth axis measures tangibility through six (06) items. The sixth axis measures credibility and includes four (04) items.

The third part addresses Algerian consumers' *(customers')* attitudes toward hotel service in relation to Kerdada Hotel and their behavioral orientation toward it, through three (03) principal axes. The first axis measures the cognitive component through four (04) items, while the second axis measures the affective component through two (02) items. This

part of the survey instrument concludes with a third axis measuring the behavioral component through three (03) items. The questionnaire was prepared in Arabic, and the following table illustrates the structure of the survey instrument.

Table No. (02): Structure of the Survey Instrument

Part	Axis	Items	Number of Items	Item Numbers
Part One	**First**	Demographic factors: -Gender -Age -Income - Educational level	-- 01 01 01 01	01 02 03 04
Part Two	**First**	Reliability	05	05–09
	Second	Responsiveness	04	10–13
	Third	Assurance	04	14–17
	Fourth	Empathy (Courtesy)	05	18–22
	Fifth	Tangibility	06	23–28
	Sixth	Credibility	04	29–32
Part Three	**First**	Cognitive component	04	33–36
	Second	Affective component	02	37–38
	Third	Behavioral component	03	39–41
	Total survey items		41	

4.1.5. Statistical Processing:

The data were classified and entered into the computer for processing and analysis using the Statistical Package for the Social Sciences *(SPSS)*. Both descriptive and analytical statistical techniques were employed in the data analysis process. These included frequency distributions and percentages to describe the study sample, as well as the calculation of arithmetic means to assess the attitudes of the sample members toward the principal dimensions of the study.

One-way analysis of variance *(ANOVA)* was also used to test for statistically significant differences in the attitudes of the respondents. In

addition, a specific coding scheme was adopted for the Likert scale, whereby the value *(05)* was assigned to the response category "strongly agree" to represent the highest level of positive orientation, while the value *(01)* was assigned to the response category "strongly disagree" to represent the highest level of negative orientation, in accordance with the Likert scale previously identified.

4.2 Analysis and Discussion of the Results of the Field Study

4.2.1. Analysis of the General Characteristics of the Study Sample:

The study sample consisted of two hundred and fifty *(250)* respondents drawn from the customers of Kerdada Hotel in the city of Bousaada. The sample was described according to the variables of gender, age, income, and educational level. The following provides a detailed description of the final study sample. The table below presents a summary of its demographic characteristics.

Table No. (03): Distribution of the Study Sample According to Demographic Characteristics

Age	**Number**	**Percentage %**	**Income Level**	**Number**	**Percentage %**
From 19 years to less than 30 years	150	60%	Less than 20,000 DZD	20	8%
From 31 years to less than 45 years	80	32%	From 20,000 DZD to less than 45,000 DZD	180	72%
More than 45 years	20	08%	More than 45,000 DZD	50	20%
Gender	**Number**	**Percentage %**	**Educational Level**	**Number**	**Percentage %**
Male	210	84%	Intermediate or less	04	01.6%
Female	40	16%	Secondary	50	20%
			University	196	78.4%

Total	**250**	**100%**	**Total**	**250**	**100%**

1. **Gender:** The descriptive statistical analysis of the study sample indicates that the number of male respondents reached 210, representing 84% of the sample, whereas the number of female respondents was 40, representing 16%. This reveals a clear disparity between the proportions of male and female guests at Kerdada Hotel in Bousaada.

2. **Age:** The respondents were divided into three age categories: from 18 to 30 years, from 31 to 45 years, and above 45 years. The results show that the largest group within the study sample was the 18 to 30 years category, which included 150 respondents, representing 60% of the sample. This was followed by the 31 to 45 years category, which included 80 respondents, equivalent to 32%, while the above 45 years category ranked last with 20 respondents, representing 08%. This indicates that the majority of the sample belonged to the younger age group.

3. **Monthly Income:** The descriptive statistical analysis of the study sample according to income level shows that the category earning less than 20,000 DZD included 20 respondents, representing 08% of the sample. This was followed by the category earning more than 45,000 DZD, which included 50 respondents, representing 20%. The dominant category, however, was that ranging from 20,000 DZD to less than 45,000 DZD, which included 180 respondents and accounted for 72% of the sample. This indicates that most respondents belonged to the middle-income group.

4. **Educational Level:** The present study classified the respondents according to educational level into three groups: intermediate level or less, secondary level, and university level. The results indicate that the majority of respondents held university qualifications, as this category included 196 respondents, representing 78.4% of the sample. Respondents with a secondary education numbered 50,

representing 20%, whereas those with an intermediate level or less numbered only 04, representing 01.6%. This indicates that most members of the sample possessed university-level qualifications.

Based on the foregoing, the results of the descriptive analysis of the study sample according to its demographic characteristics indicate that the majority of respondents held university degrees, accounting for 78.4% of the sample. In terms of age, the largest proportion of respondents fell within the category ranging from 19 years to less than 30 years, representing 60%. The number of male respondents reached 210, equivalent to 84%, compared with 40 female respondents, representing 16%. With regard to income level, the category ranging from 20,000 DZD to less than 45,000 DZD ranked first, accounting for 72% of the sample, followed by the category with an income exceeding 45,000 DZD at 20%, while the category with an income below 20,000 DZD represented 08%.

4.2.2. Analysis of the Reliability of the Scale Used:

Reliability, or dependability, refers to the ability of the scale used to produce identical or relatively similar results each time it is applied **(Hilal, 2002, p. 142)**.

It should be noted that there is near consensus among researchers that an alpha coefficient used to assess confidence and reliability is considered acceptable when its value exceeds 0.60, while a coefficient reaching 0.80 indicates an excellent level of confidence and reliability **(Idris, 2005, p. 423)**.

In order to calculate the alpha coefficients for the scale used in the present study, the Statistical Package for the Social Sciences *(SPSS)* was employed. The results of the analysis led to the acceptance of all scales without exception or modification. The following table presents the alpha reliability coefficients for the study variables.

Table No. (04): Results of the Analysis of Alpha Reliability Coefficients for the Study Variables

Variable Name	Alpha Reliability Coefficient
Perceived Quality	0.739
Consumer Attitudes	0.74

From the table above, it may be observed that all reliability coefficients are acceptable, since they exceed the threshold value of 0.60. Accordingly, the scale used demonstrates an adequate level of reliability and confidence for reaching the results sought in this study.

III- Hypothesis Testing:

The hypotheses are tested on the basis of the results obtained through the Statistical Package for the Social Sciences, as follows:

- **The First Main Hypothesis:** There are statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to their demographic characteristics.

In order to test this hypothesis, one-way analysis of variance was applied separately to each demographic characteristic, as reflected in the following sub-hypotheses:

- **The First Sub-Hypothesis:** There are statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to the gender variable.

Table No. (05): Summary of the Results of the One-Way Analysis of Variance for the Perceived Quality of Hotel Services by the Gender Variable

Study Variable	Sources of Variation	Mean Square	F Test	Significance Level α
Perceived quality of hotel services	Between the two genders	0.176	1.813	0.182
	Between individuals of the same gender	6.996		

It may be observed from Table No. (05) that, at the significance level α = 0.05, there are no differences between the means according to consumers' gender. This is because the mean square of error between the two gender groups is lower than that among individuals within the same gender group, which resulted in a calculated F value that does not indicate statistical significance. In addition, the significance level is 0.182, which is greater than the study significance threshold of 0.05. Accordingly, the null hypothesis is accepted and the alternative hypothesis is rejected. This indicates that there are no statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to the gender variable.

- **The Second Sub-Hypothesis:** There are statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to the age variable.

Table No. (06): Summary of the Results of the One-Way Analysis of Variance for the Perceived Quality of Hotel Services According to the Age Variable

Study Variable	Sources of Variation	Mean Square	F Test	Significance Level α
Perceived quality of hotel services	Between age groups	6.42	4.162	0.02
	Between individuals of the same age group	0.753		

It may be observed from Table No. (06) that, at the significance level α = 0.05, there are differences between the means according to consumers' age. The significance level recorded here is 0.02, which is lower than the study significance threshold of 0.05. Accordingly, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that there are statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to the age variable.

- **The Third Sub-Hypothesis:** There are statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to the income variable.

Table No. (07): Summary of the Results of the One-Way Analysis of Variance for the Perceived Quality of Hotel Services According to the Income Variable

Study Variable	Sources of Variation	Mean Square	F Test	Significance Level α
Perceived quality of hotel services	Between income levels	0.006	0.064	0.939
	Between individuals of the same income level	0.101		

It may be observed from Table No. (07) that, at the significance level α = 0.05, there are no differences between the means according to consumers' income levels. The mean square between income categories is lower than that among individuals within the same income category, and the significance level is 0.939, which is greater than the study significance threshold of 0.05. Accordingly, the null hypothesis is accepted and the alternative hypothesis is rejected. This indicates that there are no statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to the income variable.

- **The Fourth Sub-Hypothesis:** There are statistically significant differences at the 0.05 significance level in Algerian consumers'

perceived quality of hotel services attributable to the educational level variable.

Table No. (08): Summary of the Results of the One-Way Analysis of Variance for the Perceived Quality of Hotel Services by the Educational Level Variable

Study Variable	Sources of Variation	Mean Square	F Test	Significance Level α
Perceived quality of hotel services	Between educational levels	0.341	3.733	0.029
	Between individuals of the same educational level	0.091		

It may be observed from Table No. (08) that, at the significance level $\alpha = 0.05$, there are differences between the means according to consumers' educational level. The significance level recorded here is 0.029, which is lower than the study significance threshold of 0.05. Accordingly, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that there are statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to the educational level variable.

Based on the tests conducted, it may be noted that there are no statistically significant differences in Algerian consumers' perceived quality of hotel services attributable to the variables of gender and income, whereas statistically significant differences do appear with respect to age and educational level. This may be explained by the fact that age and educational level are among the principal variables shaping the consumer's level of awareness and capacity to evaluate service-related matters more accurately.

- **The Second Main Hypothesis:** There is a statistically significant effect at the 0.05 significance level of Algerian consumers' perceived quality of hotel services on their attitudes toward hotel establishments.

In order to test this hypothesis, the simple regression method was employed, and the results were as follows:

Table No. (09): Summary of the Analysis Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820[a]	.673	.668	.30651

a. Predictors: (Constant), PERCQUAL

Table No. (10): Results of the Analysis of Variance

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.896	1	13.896	147.908	.000[a]
	Residual	6.764	72	.094		
	Total	20.660	73			

a. Predictors: (Constant), PERCQUAL

b. Dependent Variable: ATTITUDE

It may be observed from these results that the regression model is statistically significant at the 0.05 significance level, which confirms the existence of an effect of Algerian consumers' perceived hotel service quality on their attitudes toward hotel establishments. The value of the coefficient of determination further confirms that changes in perceived quality explain 67.3% of the variation in Algerian consumers' attitudes toward hotel establishments. On this basis, the alternative hypothesis is accepted and the null hypothesis is rejected. In other words, there is a statistically significant effect of Algerian consumers' perceived hotel service quality on their attitudes toward hotel establishments at the 0.05 significance level.

Given that the perceived quality of hotel services constitutes one of the principal inputs in the system of consumer attitudes, the tests conducted

indicate that consumer attitudes are influenced by hotel service quality through the cognitive component, which is represented by the knowledge, beliefs, and ideas held by the Algerian consumer regarding Algerian hotels. The more accurate and positive this knowledge becomes, the greater its influence on the consumer's affective component, thereby generating positive feelings toward hotel service. Through the interaction of these two components, this influence is ultimately reflected in the behavioral component, which represents consumer behavior and the resulting attitude toward the service. Accordingly, the perceived quality of hotel services exerts a positive effect on the Algerian consumer's attitude toward hotel service.

The opposite may also occur when the effect of perceived hotel service quality on consumer attitudes is negative. In such a case, this effect emerges through the cognitive component, formed on the basis of negative knowledge, insufficient knowledge of the service provided, or exposure to negative comments from relatives and friends about the hotel, thereby producing unfavorable perceptions. This, in turn, affects the customer's emotional component, leading to the formation of negative feelings toward both the service and the hotel itself. As a result, the consumer develops negative behavioral responses toward the hotel.

5. Results and Recommendations

Results:

The findings may be presented as follows:

- There are no statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to the gender variable.
- There are statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to the age variable.

- There are no statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to the monthly income variable.
- There are statistically significant differences at the 0.05 significance level in Algerian consumers' perceived quality of hotel services attributable to the educational level variable.
- There is a statistically significant effect at the 0.05 significance level of Algerian consumers' perceived quality of hotel services on their attitudes toward hotel establishments.

Recommendations:

The following recommendations are proposed:

- Greater attention should be given to providing the various facilities required by hotel guests in a manner that helps maintain the level of service quality perceived by customers.
- Attention should be directed toward training employees in the art of dealing with customers, with the aim of attracting a larger number of guests.
- Particular emphasis should be placed on maintaining an excellent standard of quality in the food and beverages offered to customers.
- Hotel establishments should keep pace with the latest developments in hotel service technology in order to improve customer satisfaction and enhance customers' cognitive awareness of the services provided.
- Greater care should be devoted to the cleanliness of facilities and departments in order to improve guests' perceptions of the service delivered to them.
- Further studies and research on this topic should be undertaken with the aim of raising the overall quality level of hotel services provided.

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