

REVIEWER'S REPORT

Manuscript No.: IJAR-58374

Title: A Study of Trinity: Service Quality, Customer satisfaction and trust in context of Jammu & Kashmir

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity		✓		
Significance		✓		

Reviewer's ID: JPR-002

Detailed Reviewer's Report

The manuscript investigates the interrelationship among service quality, customer satisfaction, and customer trust in the hotel industry of Jammu and Kashmir. The study employs the SERVQUAL dimensions—tangibility, reliability, responsiveness, assurance, and empathy—to examine their association with customer satisfaction and trust among hotel guests. The research topic is highly relevant to the hospitality sector, particularly in tourism-dependent regions such as Jammu and Kashmir, where service quality plays a crucial role in customer retention and destination competitiveness. The manuscript addresses an important managerial issue and attempts to provide empirical evidence regarding customer perceptions in luxury hotel services.

The introduction provides a satisfactory overview of the importance of service quality in the hospitality industry and highlights the growing emphasis on customer satisfaction and trust as determinants of organizational success. The literature cited supports the theoretical background, and the discussion adequately explains the significance of service quality dimensions in influencing customer behaviour. However, the introduction could be strengthened by clearly identifying the research gap and explaining why the selected hotel and geographical context offer unique insights compared with previous studies. Several paragraphs contain grammatical errors, repetitive statements, and awkward sentence construction, which require careful language editing.

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The research objective and hypothesis are clearly stated and align well with the study's purpose. The objective of examining the interrelationship among service quality, customer satisfaction, and trust is appropriate and consistent with the conceptual framework. Nevertheless, the manuscript would benefit from including a conceptual model illustrating the relationships among the SERVQUAL dimensions, customer satisfaction, and trust to improve clarity.

The methodology is generally appropriate for the objectives of the study. The collection of primary data from 109 hotel guests through a structured questionnaire is adequately described, and the use of reliability analysis and bivariate correlation is suitable for examining the proposed relationships. The reliability analysis demonstrates acceptable Cronbach's Alpha values for most constructs, indicating satisfactory internal consistency of the measurement scales. However, the manuscript provides limited information regarding the sampling technique, questionnaire development, validity assessment, demographic characteristics of respondents, and ethical considerations. Since the study is confined to a single luxury hotel, the external validity and generalizability of the findings remain limited.

The statistical analysis is presented in a clear manner through reliability analysis and Pearson's correlation coefficients. The findings indicate statistically significant positive relationships among most of the service quality dimensions, customer satisfaction, and customer trust. The interpretation of correlation coefficients is logical and demonstrates that responsiveness, reliability, and customer satisfaction exhibit relatively stronger relationships compared with other variables. The manuscript appropriately identifies empathy and reliability as the only insignificant correlation. However, the analysis remains descriptive and could be substantially strengthened through advanced statistical techniques such as Structural Equation Modelling (SEM), Confirmatory Factor Analysis (CFA), or multiple regression analysis to examine causal relationships among the variables rather than simple associations.

Although the findings are adequately summarized, the discussion section is relatively brief and primarily reiterates the statistical results without critically comparing them with previous empirical studies. A more detailed discussion explaining why certain SERVQUAL dimensions demonstrate stronger relationships than others would improve the manuscript's theoretical contribution. Additionally, the authors should elaborate on the managerial implications for hotel administrators, particularly regarding service improvement strategies that enhance customer satisfaction and trust.

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The conclusion summarizes the major findings and acknowledges the limitations associated with the single-hotel sample and restricted geographical coverage. The suggestions for future research involving larger samples, multiple hotels, and comparative studies are appropriate. Nevertheless, the conclusion could be enhanced by providing more practical recommendations for hospitality managers and policymakers seeking to improve service quality in tourism destinations.

The reference list includes several well-established studies related to service quality and hospitality management. However, the literature review relies heavily on earlier publications, with relatively limited incorporation of recent research published during the last five years. Considering the rapid transformation of the hospitality industry, especially following technological advancements and post-pandemic changes in customer expectations, the manuscript should include more recent Scopus-indexed studies addressing digital service quality, customer experience, artificial intelligence in hospitality, and smart tourism. Additionally, minor formatting inconsistencies in the references should be corrected according to the journal's prescribed citation style.

From a presentation perspective, the manuscript requires substantial revision in language quality. Numerous grammatical errors, punctuation mistakes, inconsistent formatting, spacing issues, and typographical errors are observed throughout the manuscript. Certain statistical interpretations require clearer explanation, and several sentences appear repetitive or poorly structured. Professional proofreading and English language editing are strongly recommended before publication.

Overall, the manuscript investigates a relevant topic with practical implications for the hospitality industry and demonstrates satisfactory methodological implementation. The reliability analysis and correlation results provide useful insights into the relationship between service quality, customer satisfaction, and trust. However, improvements in literature review, methodology description, statistical analysis, language quality, and discussion are necessary to enhance the manuscript's academic contribution and publication readiness.