

## **Calidad del servicio y su influencia en la competitividad de las empresas del sector hotelero en el Departamento de La Guajira**

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## **RESUMEN**

La calidad del servicio se refiere al nivel de excelencia proporcionado por un servicio en términos de entrega puntual, calidad constante, personalización, facilidad de devoluciones, de pedidos, ampliación de la oferta. El objetivo de esta investigación consistió en explicar la influencia de la calidad del servicio en la competitividad de las empresas del sector hotelero del departamento de la Guajira. El fundamento teórico se abordó desde la calidad del marketing, específicamente desde el enfoque de Parasuraman et al. (1998); Cronin y Taylor (1992). Por su parte, la competitividad se basó en el enfoque microempresarial, bajo los postulados de Porter (1985 – 1987); Ritchie y Crouch (1993, 1999 y 2003); Dwyer y Kim (2003); Enright y Newton (2004); Hassan (2000); Heath (2002, 2003); Pearce (1997); Teece (1982, 2007, 2010, 2017); Teece et al. (1999). El estudio se sustenta en

el paradigma positivista y un enfoque cuantitativo. Se aplicó el instrumento a una muestra de 207 turistas, el cual constó de 43 ítems y 6 preguntas que abordaron aspectos personales. En presente estudio la calidad del servicio tiene una influencia directa y positiva en la competitividad de las empresas hoteleras. Esto implica que, al mejorar la calidad del servicio ofrecido, los hoteles pueden fortalecer su posición en el mercado, atraer más clientes y fidelizarlos, lo que a su vez impulsa su crecimiento y sostenibilidad. Además, los resultados proporcionan a los gestores y responsables del sector una base sólida para implementar estrategias enfocadas en la mejora continua de la calidad del servicio, promoviendo así un desarrollo más competitivo y resiliente en la región. Igualmente, constituye un documento clave de consulta para la comunidad científica, académica empresarial y comunidad en general, ofreciendo información clara, real y objetiva del sector hotelero del departamento. Como resultado se evidencia una relación significativa entre la calidad del servicio y la competitividad debido a que el peso de regresión entre estas variables es representativo (CS-Satisfacción 0.91; Satisfacción-Competitividad 0.45). Se concluye, que los huéspedes de los hoteles de La Guajira están satisfechos con la calidad del servicio brindado. Igualmente, se puede concluir que los servicios ofrecidos por el hotel generan credibilidad, que los turistas lo considerarán como la primera opción cuando vuelva a visitar La Guajira.

**Palabras clave:** Calidad del Servicio, Competitividad Turística, La Guajira, Hoteles.

## ABSTRACT

The quality of service refers to the level of excellence provided by a service in terms of punctual delivery, constant quality, personalization, ease of returns, orders, extension of the offer. The objective of this research was to explain the influence of service quality on the competitiveness of companies in the hotel sector in the department of La Guajira. The theoretical foundation was approached from the marketing quality, specifically from the approach of Parasuraman et al. (1998); Cronin and Taylor (1992). For its part, competitiveness was based on the microenterprise approach, under the postulates of Porter

(1985 - 1987); Ritchie and Crouch (1993, 1999 and 2003); Dwyer and Kim (2003); Enright and Newton (2004); Hassan (2000); Heath (2002, 2003); Pearce (1997); Teece (1982, 2007, 2010, 2017); Teece et al. (1999). The study is supported by the positivist paradigm and a quantitative approach. The instrument was applied to a sample of 207 tourists, which consisted of 43 items and 6 questions that addressed personal aspects.

In this study, service quality has a direct and positive influence on the competitiveness of hotel companies. This implies that by improving the quality of service offered, hotels can strengthen their position in the market, attract more customers and build customer loyalty, which in turn boosts their growth and sustainability. In addition, the results provide managers and decision-makers in the sector with a solid basis for implementing strategies focused on the continuous improvement of service quality, thus promoting a more competitive and resilient development in the region. Likewise, it constitutes a key reference document for the scientific and academic business community and the community in general, offering clear, real and objective information on the hotel sector in the department.

As a result, a significant relationship between the quality of service and competitiveness is evidenced due to the fact that the regression weight between these variables is representative (CS-Satisfaction 0.91; Satisfaction-Competitiveness 0.45). It is concluded that the guests of the hotels in La Guajira are satisfied with the quality of the service provided. Likewise, it can be concluded that the services offered by the hotel generate credibility, and that tourists will consider it as the first option when visiting La Guajira again.

**KeyWords:** : *Quality of service, tourism competitiveness, La Guajira, Hotels.*

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