Indicators that potentiate the quality of service in tourist accommodation centers

Indicadores que potencializan la calidad en el servicio en los centros de hospedaje turístico

MORALES-MORALES, Jaime†, VALDEZ-ACOSTA, Nadia, OVALLES-TOLEDO, Luiz and VÁZQUEZ-RUEDA, Leonardo

Universidad Autónoma de Sinaloa, Facultad de Contaduría y Administración

ID 1° Author: *Jaime, Morales-Morales /* **ORC ID:** 0000-0001-7723-4137, **Researcher ID Thomson:** Q-6384-2018, **CVU CONACYT-ID:** 666334

ID 1° Coauthor: *Nadia, Valdez-Acosta /* **ORC ID**: 0000-0003-2008-5331, **Researcher ID Thomson**: Q-6779-2118, **CVU CONACYT-ID:** 332732

ID 2° Coauthor: *Luiz, Ovalles-Toledo /* **ORC ID:** 0000-0003-0289-3394: **Researcher ID Thomson**: 6822-2018- **CVU CONACYT-ID:** 435465

ID 3° Coauthor: *Leonardo*, *Vázquez-Rueda /* **ORC ID:** 0000-0002-4666-5839, **Researcher ID Thomson:** Q-9764-2018, **CVU CONACYT-ID:** 287699

Abstract

The present research work sought to recognize some quality indicators in the service in tourist accommodation centers, the objective of the research was to establish if the indicators of the research variable addressed potentiate quality in the service, through a methodological approach used In a mixed manner with a descriptive approach that provided both qualitative and quantitative data that allowed interpreting through basic statistics and simple tabulation to the object of study, a sample of 100 frequencies or users of the hosting service was determined on a finite population of 1,000 using a system statistical computer whose sampling error was 1.89%. Among the most relevant findings of the research, it was determined that the knowledge and skills, speed and attitudes of human capital are indicators of the quality of service that users recognize, therefore, they come to satisfy their needs, for On the other hand, this research will allow us to carry out other underlying investigations, which will allow us to determine the user's loyalty to tourist accommodation centers

Quality in the Service, Lodging Centers, Quality Indicators

Resumen

El presente trabajo de investigación realizado buscó reconocer algunos indicadores de calidad en el servicio en centros de hospedaje turísticos, el objetivo de la investigación fue establecer si los indicadores de la variable de investigación abordados potencializan la calidad en el servicio, mediante un enfoque metodológico utilizado de manera mixta con un enfoque descriptivo que aportó tanto datos cualitativos como cuantitativos que permitieron interpretar mediante estadística básica y tabulación simple al objeto de estudio, se determinó una muestra de 100 frecuencias o usuarios del servicio de hospedaje sobre una población finita de 1,000 utilizando un sistema informático estadístico cuyo error de muestreo fue de 1.89%. Entre los hallazgos más relevantes de la investigación, se pudo determinar que los conocimientos y habilidades, la rapidez y las actitudes del capital humano son indicadores sobre la calidad en el servicio que reconocen los usuarios, por lo tanto, llegan a satisfacer sus necesidades, por otro lado, la presente investigación permitirá realizar otras investigaciones subyacentes, que permitan determinar la fidelización del usuario a los centros de hospedaje turísticos.

Calidad en el Servicio, Centros de Hospedaje, Indicadores de Calidad

---

---

† Researcher contributing first author.

Introduction

Currently, the need to generate value for a brand or an attribute of a product or service lies in the strategies and innovative ideas of profit-oriented organizations, in this sense the business spheres dominant in a market propose ideas or doctrines to generate a life experience for a consumer or group of consumers.

Innovation as a strategy allows the entrepreneur or leader of an organization to determine to what extent it is possible to contribute with these experiences that are foreseen in the consumer, however, an idea is not an organization, in the organization the human capital is in charge of applying said idea innovative, that is, the intellectual and technical capacity of human capital is needed to achieve concrete ideas. One of the factors that is needed for an experience to be unforgettable for a consumer is the behavioral aspect of who would be responsible for carrying it out, not least are the technical aspects such as the management and interpretation of work systems and management of certain inputs, to name a few.

However, an innovative idea must contain certain so-called quality standards that are aligned with the business philosophy of the organization or that help a branch or business line be recognized, but not without having a certain degree of social responsibility in the decisions made take to improve. In this sense, the quality of the service, at times, is not determinant as a variable of loyalty and loyalty of the client, since marketing authors focus more on the strategic sense of aspiration of top management in tangible aspects, although others point out the intangibility of the service as a way to generate expectations and positive experiences in the consumers.

Now, in the present investigation, a type of quality analysis is done in the service of a hotel company, in order to know what their best business practices are to offer a positive experience to the consumer or client towards a certain company. In this sense, four quality indicators were determined in the service that should contain the human capital of said company, of which stand out, attitudes and knowledge and skills; also allows to determine if it is a fundamental part in the experience obtained by a client and therefore justify their loyalty to the organization.

Central question and objective of the investigation

Once the idea of research on the variable of quality in the service was conceived, as well as the bibliographic reference and established its scientific methodology in order to gather information for its study, the research question was raised.

What are the indicators that consumers recognize as potentializers of quality in the service in a tourist accommodation center? In this sense, the central objective of this research indicates the following: Recognize the indicators that enhance the quality of service in a tourist accommodation center.

Conceptualization of quality in the service

In order to offer a broader reference on the research variable called quality in the service, those who subscribe to it consider it opportune to deliver the conceptualizations corresponding to both the quality, the service and an approach to the indicators or dimensions of the research variable; in this sense you have the following below:

Quality

Quality has been defined in several ways as value (Abbott, 1955; Feigenbaum, 1951), compliance with specifications (Gilmore, 1974; Levitt, 1972), compliance with the required requirements (Crosby, 1979), fitness for the use of the product (Juran, 1974, 1988), the search of not lost by the client (Taguchi, cited in Ross 1989), and the knowledge and / or overcoming of clients' expectations (Grõnroos, 1983; Parasuraman, Zeithaml and Berry, 1985).

Service

In terms of service, this is the production of a satisfactory shopping experience (Ginebra and Arana, 1999, page 19). Therefore, the buyer becomes a customer of the service and quality with experience.

Quality in the service

The quality of service has previously been established as a group of factors that tend to have an important effect on the satisfaction and retention of clients and users (Taylor and Baker, 1994, Spreng and Mackoy, 1996 and Zeithaml et al., 1996).

Theoretical framework

To start this theoretical section, it is considered important that an applied research is carried out in an entity with its own characteristics, based, founded and conceived by an original business philosophy, once the scientific intervention is necessary the theoretical foundation and border knowledge emanating from research in organizations or organizations, then the importance of a theory and an organization *per se* is stressed.

Theory comes from the Greek theōría and is the speculative knowledge considered independently of any application; and a series of laws that serve to relate certain order of phenomena. In particular Hodge, Anthony and Wales, (2001, page 17) subscribe that the theory is the explanation of a phenomenon, being constituted by principles that affirm the observed relationships in relation to the phenomenon. It is a set of interrelated prepositions capable of explaining why and how a phenomenon occurs (Hernández, et al, 2014, page 69).

The Theory of the Organization is a set of concepts, principles and hypotheses that try to explain the existing interaction between the different organizational components, from this the descriptive theory is developed which aims to specify the nature of the relations between the subsystems of the organization and the Prescriptive or normative theory suggests to managers about what they should do in the company in terms of efficiency, benefits, job satisfaction, among others, Hodge, Anthony and Wales (2001, page 17).

The Theory of the Organization and the Theory of Administration are closely related concepts since the manager of a company so that it can be effective must understand the organization, consequently the theory of the organization serves as a basis for the proper administration of it. For differential effects between one and another, see table 1.

Theory of the organization	Management theory
- It is made up of men (human capital and its intellectual capital). - In this theory man formulates processes and procedures to achieve certain goals. - The theorists point out that the identity of the organization is formed - It is formed of concepts and principles that try to describe an organization (not a group of people).	- It is specified as an area of human knowledge and challenges. - It emanates from theories about different approaches, such as the classic approach and its classical theory and scientific administration, humanistic approach and its theory of human relations, structuralist approach and its theory of bureaucracy and systems and neoclassical approaches. - It is the basis for administrative development in organizations.

Table 1 Differences between theory of organization and theory of administration
Source: Own Elaboration (2018) with information of Da Silva 2002

In this sense, to carry out a good administration it is pertinent to have previously permeated with theories in which an organization or economic entity can be identified, namely that each organizational unit is different, its complexity is relative to the theory where it could fit, it is then that, even though the organization is closely related to the administration, both are essential to each other (Díaz, 2013). It is said then that the quality of the service is a crucial direction to improve business performance, which underlies the adoption of initiatives to improve quality in the service industry, the benefit of expectations and customer satisfaction become a great challenge for the service industries (Punnakitikashem, Buavaraporn, Maluesri and Leelartapin, 2012).

Wang (2009) points out that most researchers define service quality as a comparative judgment of expectations versus perceived performance, thus, the perception of a high level of quality received from the service may increase the probability of recommending that service provider and consequently generate consumer loyalty.

In a study by Mondo (2014) the technical aspects such as access, human element, experience and technical quality are dimensions and / or advantages of quality in the tourist service whose indicators are consistent with those of the present investigation, being among others, the service, knowledge and attention, which consumers or users detect as intangible benefits.

MORALES-MORALES, Jaime, VALDEZ-ACOSTA, Nadia, OVALLES-TOLEDO, Luiz and VÁZQUEZ-RUEDA, Leonardo. Indicators that potentiate the quality of service in tourist accommodation centers. ECORFAN Journal-Mexico 2018.

In this sense, the value obtained from customer satisfaction when acquiring a service is proportional to the processes that the organization uses to achieve this objective, the plans drawn tend to obtain results that are not very encouraging with respect to the quality of the service provided, However, methodologies such as teamwork, *kaizen* or quality circles, can place organizations in places above their competence, that is, be perpetual in the thinking of the consumer and / or user of services.

In this sense, we can point out the link that quality in the service has with customer satisfaction as indicated by Agha, Guan, Sambasivan & Sidir (2017), however, for the present investigation satisfaction is considered an indicator that will allow determine the central objective of it. On the other hand, it must be considered that the SERVQUAL model has been taken as reference for the intervention, but with adjustments in the dimensions of this so-called gap model, it is the most widely used and its purpose has always been to improve the quality of the service that is offered by an organization through its measurement.

However, to refer to the indicators of the variable to be investigated, it is necessary to relate them to the human factor, which according to Todd & Hocutt (2001) discovered in a study to clients in restaurants, that the perception of customer-oriented behaviors by the employee was positively related to two results, such as satisfaction, therefore.

Parasuraman et al. (1988) when developing SERVQUAL they concentrated mainly on the human aspects of service provision, considering that trust, responsibility and empathy are mostly human dimensions. Bitner (1990) observed that employee behaviors had an impact on clients' perceptions of service quality. Companies have to train their employees in interpersonal skills in order to truly focus on the client. Mills & Morris (1986), Schneider & Bowen (1992) and Stebbing (1993) emphasized the role of human aspects in the provision of services. (Savi & Goncalvez, 2016). Therefore, the adjustment to this model can be seen in figure 1 of the construction of research indicators section that is offered later.

Reiterating the need to identify the technical aspects that validate the variable of quality in the service, Grönroos (1990) argues that the service quality model describes how customers or consumers perceive quality as technical aspects and as an image (Agha, Guan, Sambasivan & Sidir, 2017), However, the present investigation does not take into account the image, but a technical aspect, which is what is delivered at the moment when human capital literally serves clients.

On the other hand, the generation of value of an organization comes from the intellectual capital that is acquired by the human resource through its education, as well as empirical experiences in them; "Thus, human capital is a creator of economic value through its intellectual process and the knowledge acquired and capitalized in some productive activity" (Loubet & Morales, 2015).

Then it can be stressed that the knowledge and skills can ensure a quality service, without a doubt the education and continuous training would be necessary for the generation of value of an organization and therefore it would be an indicator that the user of the service would observe as a factor Loyalty.

Authors such as Galbraith (1973), Edvinsson and Sullivan (1996) and Drucker (2001) argue that an important element for companies is knowledge. In this sense (Gutierrez, Sapién, & Piñón, 2015) point out that knowledge is a new resource to achieve the competitiveness of the company.

In terms of skills, there are several categories in which it precedes the skill as an intangible asset that allows its development within an organization, (Gazzera & Vargas, 2018) in its research on the intangibles of the companies providing tourism services cite Brooking (1997) which points to skill as an asset centered on the individual.

In this sense, knowledge and skills denote the value of hosting organizations, as a fundamental part of competitive advantage as they are both generic and professional skills that human capital sets in motion once it offers customer service.

Brief introduction of the scenario studied

The scenario where this research was carried out is a company of the so-called hotel business, it is a company founded in 2009 and belongs to the Association of Hotels and Motels 3 Islands, of the State of Sinaloa, Mexico.

It has eleven departments or headquarters of which stand out, the department of human resources, department of maintenance, purchases, security and sales, among others. This hotel organization has 92 rooms and its name is four stars. The name of the organization is omitted at the request of the authorities and therefore in the present investigation is not mentioned in any of its sections.

Methodology

For the research, a methodology was established whose characteristics sustain the pertinence with the investigated variable, which is reminded that it is the quality in the service, as well as the characteristics of the unit of analysis where it was intervened, for which a mixed study was used with a descriptive approach.

In this sense, mixed methods represent a set of systematic, empirical and critical research processes and involve the collection and analysis of quantitative and qualitative data Hernández and Mendoza 2008 (as cited in Hernández et al, 2014, page 534).

On the other hand, the descriptive approach has the purpose of showing the way in which a problem that is studied occurs, one of the characteristics of descriptive studies is that it has enough theoretical conceptual elaboration to plan hypotheses or research assumptions (Castañeda, 2011, pág. 74).

Its validity is justified once the convergence or correspondence is confirmed when comparing quantitative and qualitative data, second, there is an integral and complete vision of the studied phenomenon, third, this method implies the reduction of uncertainty before unexpected results, that is, a method mixed can help explain the findings found in the research.

Fourth, the credibility since using both methods (qualitative and quantitative) the procedures and results are reinforced, and fifth, it offers a clarity in the investigation, since it visualizes covert relations which would not have been detected by a single method (either this qualitative or quantitative).

Construction of research indicators

The construction of the indicators of the quality variable in the service was based on non-participant observation and access to specialized literature, based on the above, it is argued in this research that the indicators to reject or accept their hypothesis are the following:
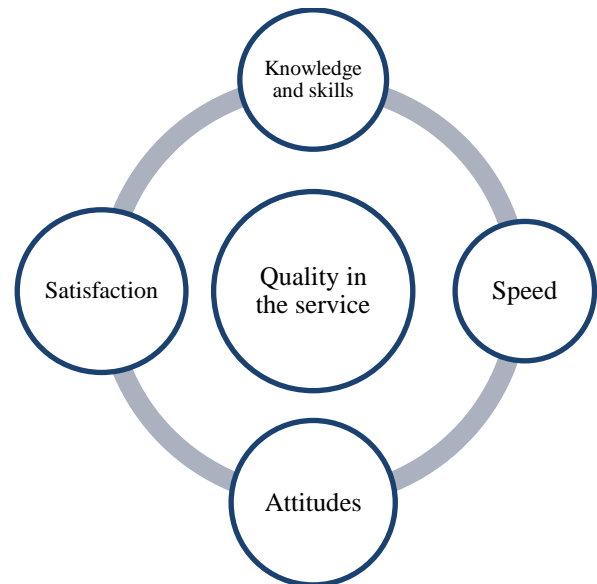

Figure 1 Indicators of the quality variable in the servic
Source: Own Elaboration (2018))

Instrument applied to research

In scientific research there is a baggage of methodological techniques and tools to obtain data and information. In the present investigation, the survey type questionnaire was used with a Likert technique and / or summary evaluation method. In this sense, this collection technique was used to qualify the attitude object that was measured (Hernández, Fernández, & Baptista, 2014, page 238), in this case quality in the service through affirmations that had to do with the indicators released for research.

Therefore, with the assistance of the Dyane 4.0 software it was possible to catalog the statements that qualify the object of attitude in categorical variables, which helped to identify the affirmations measured with non-metric scales (nominal and ordinal) (Santesmases, 2009); therefore, an invalid data was considered if two or more options were marked and consequently rejected by the system.

This technique of data collection (Likert) estimates that all items have equal weight (Hernández, Fernández, & Baptista, 2014, page 244), based on the judgment on the study variable. Therefore, a questionnaire was created in which an attitude or opinion was measured in which a continuum of values was formed in relation to a positive or negative opinion, as well as an intermediate point.

This questionnaire was created based on the SERVQUAL model, whose objective is to understand how clients or users of a service perceive the quality of a service (Punnakitikashem, Buavaraporn, Maluesri and Leelartapin, 2012). For this reason, this survey was formed with 13 items, plus three general information, in which information about the indicators on the research variable was offered, see table 2.

Knowledge and skills	Speed	Attitudes	Satisfaction
Item 1-4	Item 5-7	Item 8-10	Item 11-13

Table 2 Items developed in the survey
Source: Self Made (2018)

Based on these items developed for the research, the Cronbach alpha coefficient = 0.9185 was obtained using the Dyane 4.0 software.

In this sense, it is necessary to point out that for the collection of information the following requirements of the users of the hosting service were necessary. Be a user of the hosting service and have had the minimum interaction with the human capital of the lodging center.

Population and sample

For the purposes of research statistics it is important to emphasize the concepts of population and sample, so we have that population is a set of individuals or objects of interest or measures that is obtained from all individuals or objects of interest Lind, Marchal and Wathen (2012, page 7).

For Anderson, Sweeney and Williams (2004, page 14) a population is the set of all the elements of interest of a given study. Consequently, a sample is a portion or part of the population of interest (Lind, Marchal and Wathen, 2012, page 7); subgroup of the universe or population from which the data are collected and which should be representative of this Hernández et al (2014, page 173).

In this sense, the survey that was applied to the users of the hosting service was a probabilistic sample since Flores and Lozano (1998, page 220) detail that non-probabilistic sampling and / or sampling on trial is based in broad assumptions about the variables that will be studied in the population; that is, the population visiting the lodging center had the same possibility of being chosen for the data collection.

Once the sample information of a population was obtained, the data collected within the *Dyane* version 4.0 system was integrated, which is a software for applied research on the measuring instrument. Then, a measurement instrument is a resource that the researcher uses to record information about the research variables, Hernández et al. (2014, pág. 199). For this research the instrument, as stated above, was a survey, in this sense, Castañeda (2011, page 145) following Ghiglione and Matalon (1989) indicates that said measuring instrument is the systematic interrogation of individuals in order to generalize and is used to know the opinions of a group of people regarding a research topic. The *Dyane 4.0* program is designed to facilitate research techniques through its practical application, this software performs this process by grouping a set of tasks shown below: Design of the research with the definition of the variables of the study, capture, recording, edition and treatment of the data and analysis of the data by means of statistical techniques uni or multivariables. (Santesmases, 2009, pág. 29).

| Proportions	
They have the attribute	p: 0.99%
They do not possess the attribute	q: 0.01%
Finite population	
Size of the population	1,000
Sampling error (%)	1.89
Sample size	100
Confidence interval (%)	95.5

Table 3 Sampling error and sample size
Source: Self made (2018)

Results

The data collection was based on a questionnaire survey with a Likert technique in which it showed possible answers of a totally according to a total disagreement, broken down as follows in the following codes: code 1: "totally agree", code 2: "agree", code 3: "neither agree nor disagree", code 4: "disagree" and code 5: totally disagree "; which allowed access to a quantification of the data and qualitative description.

Consequently, the most relevant graphs for research are shown below:

The hotel staff has sufficient knowledge and skills to carry out their work
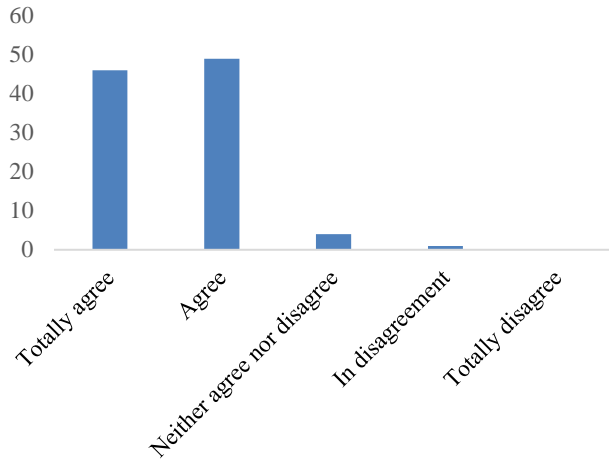
Graphic 1 Knowledge and skills
Source: self made (2018) with data from Dyane 4.0

Graph 1 shows that in the indicator called "knowledge and skills" the users of the hosting service stated that the staff has sufficient knowledge and skills to perform their work, so that in the conglomerate of code 1 and 2 a 95 % and chose to indicate the positive aspect, while 1% expressed disagreement and only 4% remained undecided, said results show a standard deviation of 0.6164 with respect to the arithmetic mean of 1.6000.

I got quick answers to my questions about the service I received
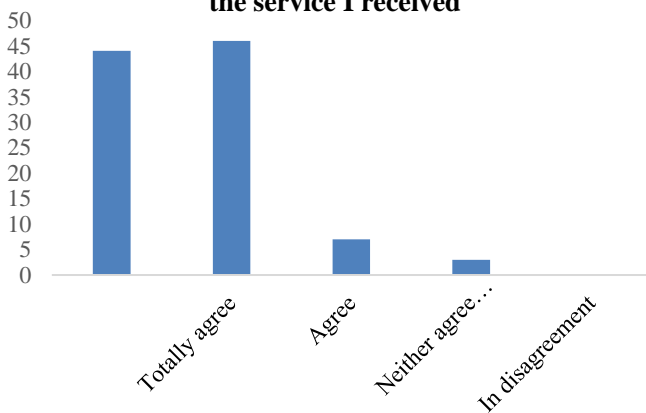
Graphic 2 Speed of service
Source: Self made (2018) with data from Dyane 4.0

Figure 2 shows that in the indicator called "rapidity", the users of the hosting service stated that they obtained quick answers to questions or circumstances about the service they received, so in its conglomerate of codes 1 and 2 throws a 90%, so only 3% responded that he did not receive the service quickly, in turn only 7% was neither in agreement nor in disagreement. These results show an arithmetic mean of 1.6900 and a standard deviation of 0.7307.

The human capital of the hotel cares about offering a positive experience to customers
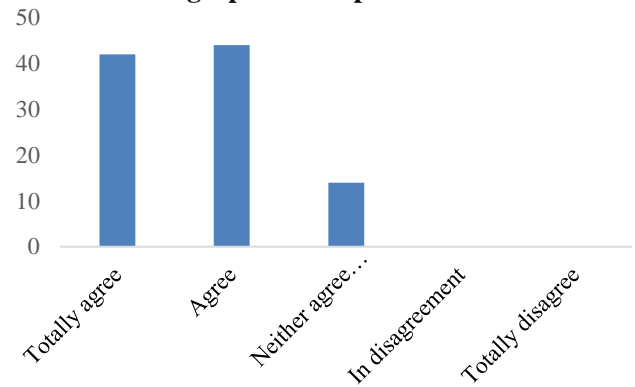
Graphic 3 Attitudes about the service
Source: self made (2018) con datos de Dyane 4.0

Graph 3 shows that in the indicator called "attitudes", users of the hosting service expressed in a conglomerate of 86% of code 1 and 2 that the human capital of the lodging center cares about offering a positive experience to customers or users, while 14% remained undecided, these results show a standard deviation of 0.6940 with respect to 1.7200 of the arithmetic mean.

I am satisfied with the service provided by the hotel's human capital
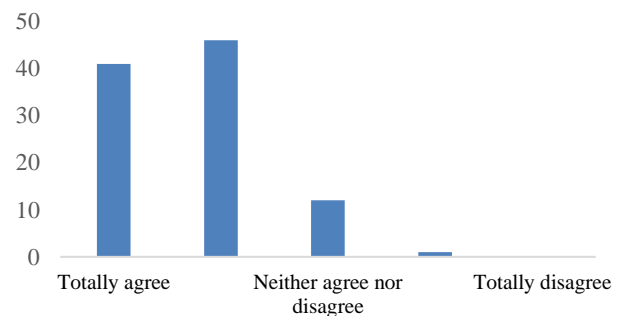
Graphic 4 Satisfaction about the service received
Source: self made (2018) with data from Dyane 4.0

Graphic 4 shows that in the indicator called "satisfaction", the users of the hosting service stated in a conglomerate of code 1 and 2 that 86% are satisfied with the service provided by the staff of the lodging center, while the 12 % remained undecided and 1% said they did not agree with the item, the results show a standard deviation of 0.7051 with respect to the arithmetic mean of 1.7300.

Conclusions and suggestions

It is important to note that there was an agglutination of the responses of the instrument in question, both positive, neutral and negative, that is, codes 1 and 2 which means "totally agree" and agreed "meant a yes, code 3 represents the neutral response of the survey and codes 4 and 5 "disagree" and "totally disagree" meant no.

In this sense, 62% of the respondents were female, while 38% male, 96% were domestic tourists while 4% were identified as foreign tourists. Consequently, 93.5% of the total number of people surveyed then identified the indicator of knowledge and skills as a fundamental part of quality in the service, on the other hand, 88.67% agreed that speed is also important.

Finally, regarding the attitude indicator, 87.67% of the people surveyed consider it as a dimension of the research variable and 87.66% consider that they are satisfied with the service received. Then, once the interpretation is made, an answer is offered to the central question that says, what are the indicators that consumers recognize as potentializers of quality in the service in a tourist accommodation center? resulting in knowledge and skills, speed, attitudes and satisfaction as technical indicators that recognize the users of the hosting service.

Regarding the general objective that the letter says, to recognize the indicators that potentiate the quality in the service in a tourist lodging center, this objective is fulfilled since the users recognize the indicators indicated above as potentializers of the quality in the service. It is suggested in the future to carry out studies to determine if these indicators that are recognized as potentializers of quality in the service can be identified as intangible in customer loyalty, as well as to determine the correlation between loyalty and quality in the service.

References

Agha, K. L., Guan, C. K., Sambasivan, M., & Sidir, S. (2017). Integration of standardization and customization: Impact on service quality, customer satisfaction, and loyalty. *Journal of Retailing and Consumer Services, XXXV*, 91-97. Obtenido de https://www.sciencedirect.com/science/article/pii/S0969698916302417

Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2004). *Estadística para la administración y economía* (Octava ed.). Thomson.

Arias, G. F. (2001). *Introducción a la metodología de la investigación en ciencias de la administración y del comportamiento* (Sexta ed.). Trillas.

Báez, C. S. (2009). *Hotelería* (Cuarta ed.). Patria.

Castañeda, J. J. (2011). *Metodología de la investigación* (Segunda ed.). MacGraw-Hill.

Díaz, G. S. (2013). Lo humano en la teoría de las organizaciones. *Visión gerencial*(1), 45-57. Obtenido de http://www.redalyc.org/pdf/4655/465545895008.pdf

Evans, J. R., & Lindsay, W. M. (2015). *Administración y control de la calidad* (Septima ed.). Cengage Learning.

Gazzera, M. A., & Vargas, M. E. (2018). El valor de los intangibles en las empresas prestadoras de servicio turísticos- caso hotelería en Toluca, México. *Gestión Turística*, 9-26.

Gutierrez, D. M., Sapién, A. A., & Piñón, H. L. (2015). Gestión de conocimiento en PyME del sector servicios en la ciudad de Chihuahua. *Nova Scientia, VII*(15), 499-513.

Hernández, S. R., Fernández, C. C., & Baptista, L. P. (2014). *Metodología de la investigación* (Sexta ed.). McGraw-Hill.

Hueso, A., & Cascant, M. J. (2012). *Metodología y técnicas cuantitativas de investigación* (Primera ed.). Editorial Universitat Politécnica de Valencia.

Kotler, P., & Armstrong, G. (2012). *Marketing* (Decimocuarta ed.).

Kotler, P., & Armstrong, G. (2017). *Fundamentos de marketing* (Desimotercera ed.). Pearson educación.

Lattin, G. W. (2008). *Administración moderna de hoteles y moteles* (Segunda ed.). Trillas.

Lochan, D. R. (2015). Service quality and the training of employees: The mediating role of organizational commitment. *Tourism Management, XLVI*, 419-430.

Loubet, O. R., & Morales, P. A. (2015). Formación del capital humano para el crecimiento económico de Sinaloa. *Ra Ximhai, XI*(3), 41-55.

Lovelock, C. H. (1997). *Mercadotecnia de servicios* (Tercera ed.). Prentice-Hall.

Santesmases, M. M. (2009). *DYANE versión 4. Diseño y análisis de encuestas en investigación social y de mercados.* Madrid, España: Pirámide

Savi, M. T., & Goncalvez, S. F. (2016). Atributos de la calidad de servicios en atractivos turísticos. Un estudio netnográfico en el uso del protocolo TOURQUAL. *Estudios y Perspectivas en Turismo, XXVI*(2), 124-144. Obtenido de http://www.redalyc.org/pdf/1807/180744490002.pdf

Stanton, W. J., Etzel, M. J., & Walker, B. J. (2007). *Fundamentos de marketing* (Decimocuarta ed.). McGraw-Hill.

Tschohl, J. (2006). *Servicio al cliente.* México: Pax México.