

**ERP SYSTEMS IN THE HOSPITALITY INDUSTRY:
VALUE CREATION AND CRITICAL SUCCESS FACTORS**

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ABSTRACT

The purpose of this paper is to highlight factors that may be considered critical to successful use of ERP (Enterprise Resource Planning) systems in the hospitality industry, in particular those that seem to be limiting a broader usage of these systems in this industry. The paper also contributes to the understanding of how ERP systems may create value to these industry's businesses. This is done through a reference model, providing the framework to understand how the current vendor's offer fits into the business needs of this industry.

**SERVICE QUALITY, SATISFACTION, AND PERCEIVED VALUE:
A HOLISTIC PERSPECTIVE IN INSURANCE INDUSTRY**

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ABSTRACT

The extent to which service quality is linked to value and satisfaction continues to be debated in the literature. This study develops and tests an integrative model between perceptions of quality, perceived value, and satisfaction of customers' car insurance. Other variables were included in this model. The car insurance industry was chosen as the industry for investigation since it is virtually a pure service with little tangibility and high credence properties.

The results of structural equations modeling indicate that service quality has a direct relationship with perceived value and satisfaction. In turn, expertise of personnel contact, reputation, lost benefits costs, and distributive justice also reveal a direct relationship with perceived value and satisfaction. Finally, perceived value has a direct relationship with satisfaction.

Keywords: Service quality, Perceived value; Satisfaction, Car insurance.