

Conceptual Design Development of SERVQUAL Dimensions and Attributes for Pet Hotels for Cats

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Abstract

Cat pet care services are increasingly popular amid the current trend of keeping cats. However, cat-sitting services dimensions and quality aspects must be precisely defined to match customer expectations and provide quality services. The SERVQUAL approach is used in this study to determine the dimensions of quality and Attributes of quality of service quality that characterizes pet hotels for cats. 7 service quality dimensions were identified through a literature study and Focus Group Discussion (FGD) involving consumers and veterinarians as the voice of customers, namely Tangibility, Reliability, Responsiveness, Assurance, Empathy, Ethic Veterinary and Pet Safety, along with their 31 attributes. Reflecting customer expectations and needs. The findings of this study provide detailed insights into the quality of pet hotel services for cats, assist business owners in improving service quality, and assist potential customers in selecting cat day care services based on their preferences.

Keywords

Pet hotel for cat, Dimensions of quality, Attributes of quality, SERVQUAL, Voice of Customer.

1. Introduction

Caring for animals is a trend that is happening now because pets can reduce the stress experienced by animal owners. The benefits of having a pet, apart from reducing stress, are the feeling of having friends and feeling safer and even having an impact on health (Hussien, Soliman, and Khalifa 2021). According to a survey conducted by Rakuten Insight (Rakuten Insight 2021), Indonesia is ranked in the top four in Asia for residents who have pets, with the most pets owned being cats. Indonesia is also ranked first in Asia with the largest population of pet cats, with a percentage of 47%. The large population of pets, especially cats in Indonesia, indicates that raising animals is very popular with the community.

Caring for animals means that the owner must also fulfil the pet's needs to maintain its survival, such as providing a proper place, providing adequate food, washing it with shampoo to maintain its appearance, and even giving vaccines and taking it to the Vet for examination (Applebaum et al. 2020). Animal owners often give special treatment to their pets compared to just meeting their needs. 70% of animal owners think pets are like their own children (Quinn 2005). However, this closeness triggers concerns for pet owners when they have to leave their pets alone when they have to go on business, vacation, or other interests (Dowsett 2019). Because pets are being abandoned, there is no one to pay attention to and take care of the pets' needs. With these concerns, animal owners are made easier by the existence of a pet hotel business.

A pet hotel is a service business that leaves pets for a certain period to be looked after and cared for properly. The services available at pet hotel cats vary, including living cages, dry food, wet food, snacks, drinks, places to eat and

drink, clumped sand, litter boxes, playgrounds and many others to support the comfort of animals when deposited (Saarnivaara 2021). Pet hotels offer many additional services such as shuttle services, giving discounts, providing routine pet news and many more to increase customer satisfaction (Bebko 2000).

The success of a pet hotel as a business is determined by the level of customer satisfaction with the services provided (Hornby, Cowie, and Lewis 2013). Service quality is one of the sustainability factors for a business or business to last a long time (Yapbuan 2021). Service focuses on customer satisfaction, especially quality because services are intangible. Service quality is the ability to fulfil the needs and desires of consumers. Customer satisfaction with services is a form of quality services that are provided properly and have the potential to become loyal consumers (Chow et al. 2007)(Cronin and Taylor 1992). Research conducted by Berry et al. shows that good service quality will lead to retaining old customers, bringing in new customers, improving corporate image, word-of-mouth recommendations, and ultimately increasing profits for the company (Berry, Bennett, and Brown 1989). The quality of a service company can be seen from the level of customer satisfaction, so it is necessary to measure it with valid data as an evaluation tool for improvement. One of the service measurement methods used is the SERVQUAL method.

The SERVQUAL method is a method used to measure service quality developed by Parasuraman et al. (Parasuraman, Zeithaml, and Berry 1985) with five dimensions (tangibles, reliability, responsiveness, assurance, empathy). Researchers in the veterinary field at the Pet Shop service business have used this service quality measurement method. Tarigan (Tarigan 2020); Brigita (Brigita 2021); Budiyo et al. (Budiyo, Sarbullah, and Novandalina 2022); and Widayanti (Widayanti 2022), in their research on Pet Shop services, applied the SERVQUAL method in their writing with the result that improvements were made to all attributes with a minus gap. Several related studies, apart from pet shops but still in the veterinary field, have been carried out by Song dan Lim (Song and Lim 2015); and Gregorio et al. (Gregório et al. 2016) to obtain quality services in animal health. This description shows that research related to the field of animal service quality that has been carried out in recent years is related to the pet shop business and animal health services. There has been no research conducted in detail to examine cat hotel pet services.

Research on the pet shop business usually focuses on retail, making the dimensions and attributes used match the business model. As for animal health research, the dimensions and service attributes of service quality will focus on customer satisfaction with the health services provided by veterinary clinics. There is no research with dimensions and attributes that characterize or specifically focus on the quality of cat hotel pet services. The current research function is to fill the gap in service quality research in the cat pet hotel business, which has never been done by building a conceptual design of dimensions and attributes that characterize the quality of cat pet hotel services. The dimensions used in this study are based on the five main dimensions of the SERVQUAL method. However, the dimensions and attributes used in this study are not limited to the five main dimensions to find new dimensions or attributes as characteristics of the quality of cat pet hotel services. A literature review and discussion with stakeholders on cat pet hotels will be carried out to bring up new dimensions and attributes that characterize cat and cat pet hotel services. The new dimensions or attributes as characteristics of the service quality of pet hotel cats will be able to fill in research gaps that are used to find out more about the dimensions and attributes of service quality that affect pet hotel cats.

2. SERVQUAL and Method

2.1 SERVQUAL

Service Quality (SERVQUAL) is a service quality measurement method that is often used in various service investigations. This is shown by the fact that more than 2000 journals on Scopus use the SERVQUAL approach in their research (Scopus 2022). Measurements in the SERVQUAL approach developed by Parasuraman et al are used to produce a measure of the gap (gap) between the expectations and perceptions of service users or customers (Parasuraman et al. 1985). This gap serves as an indicator of the level of service quality offered by a firm or corporation, with a bigger gap implying worse quality of service. Parasuraman contends that the existence of this discrepancy may be attributed to five distinct gaps in service and quality, as visually depicted in Figure 1.

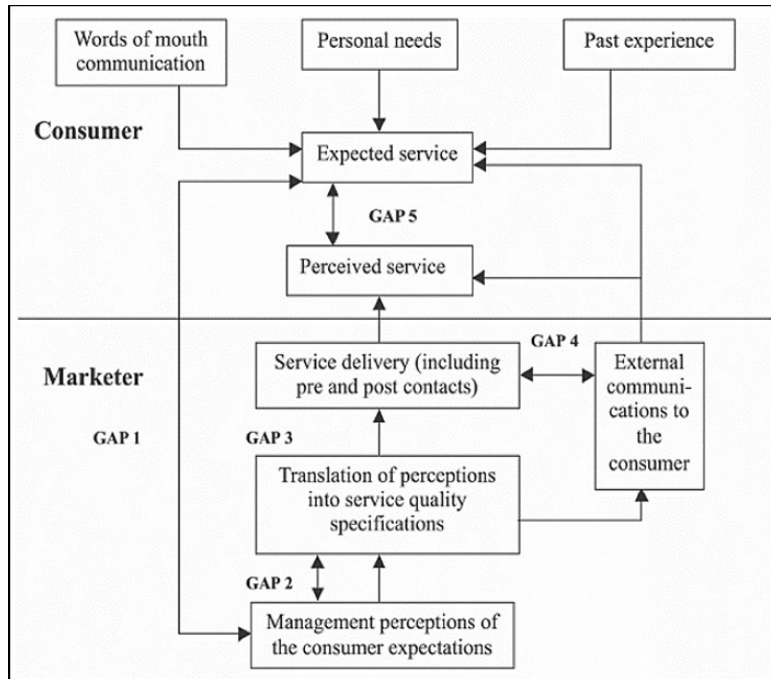


Figure 1. SERVQUAL Model (Parasuraman et al. 1985)

The most basic gap used to measure service quality is gap five, which is the gap between the services expected by service users and the services perceived (experienced) by service users (Parasuraman, Zeithaml, and Berry 1990). Figure 1 shows that word-of-mouth communication and personal needs influence the expected service; experience that comes from customers. These three things will be used as a reference in this research to get new dimensions and attributes by understanding what customers want in pet hotel cats as the voice of customers.

2.2 Literature Review

A literature Review is a survey of scientific articles, books and other materials related to the scope of research that provide new ideas based on the work. The Literature Review is also intended to summarise what has been stated, who are the important authors, what ideas and hypotheses are prevalent, what issues are raised, and what approaches and methodologies are appropriate and useful. Its purpose is to provide the reader with an update on the current literature on a topic and to serve as a basis for future research (Ramdhani, Ramdhani, and Amin 2014). The use of literature reviews in this study is intended to obtain an overview of the scope of animal services. This is intended to find the Servqual dimension developed in other studies that can be applied to cat hotel pet services.

2.3 Voice of Customer

Customer needs and expectations are represented through the customer's voice, which will help customers determine what makes customers happy and focus on improvement initiatives (Saeed et al. 2013). There are several ways to get the voice of customers, one of which is holding a focus group discussion (FGD). FGD is a group discussion where the members can be consumers or people with characteristics similar to consumers, and there are at least 6 to 10 people to get good FGD results (Omar 2018)(Rinanto 2018).

In this study, the FGD involved five cat lovers who represented consumers. The cat lovers in this FGD are those who often take part in various cat beauty contests. Cats participating in contests need more attention and care than ordinary pet cats because cats will be judged for their beauty and health during the contest. For this reason, selecting the five cat lovers as respondents can represent the wishes of other cat owners as customers. The FGD in this study will also involve veterinarians due to their competence and expertise in handling and caring for pets. This makes for a deeper understanding of the needs of cats while in cat pet hotels. In addition, customer comments or reviews on several pet hotels on Google Maps are also collected to broaden the view of customer desires further.

3. Dimension and Attribute Collection

3.1 Literature Review

Based on a search for similar research that can be a dimension or attribute for identifiers in pet hotel services, one dimension is obtained that can be added to complement the five basic SERVQUAL dimensions, namely the Ethic dimension. This dimension results from thought and research by Kabadayi and Cirpin (Kabadayi and Cirpin 2016) on service quality for animal health. This ethical dimension is intended to show how a veterinarian's code of ethics is when dealing with her patients. This dimension can be included in this study because a good pet hotel business as stipulated in the ISO standard is a pet hotel with veterinarians who supervise and care for cats during day care (ISO/TS 34700:2016(E) 2016).

In compiling the required attributes, the ethical dimension raised in this study refers to the code of ethics for veterinarians in Indonesia. The Indonesian Small Animal Practitioner Veterinary Association (ISAPVA) or ADHPHKI in Indonesia regulates the code of ethics for veterinarians in Indonesia (ADHPHKI 2012). Determining attributes on this dimension was also assisted by FGDs with veterinarians separately from the other five participants. This is because veterinarians have a deeper understanding of the code of ethics due to proven competence, especially in handling small animals. Henceforth the ethical dimension is referred to as veterinary ethics to specify further the type of code of ethics used.

Concerning the characteristic attributes of the quality of cat hotel pet services, a literature review obtained several attributes for the basic dimensions of SERVQUAL. On the tangibles dimension, get attributes related to the room temperature of the pet hotel (American Society for the Prevention of Cruelty to Animals (ASPCA) 2022)(Aulio 2022); lighting in the pet hotel (American Society for the Prevention of Cruelty to Animals (ASPCA) 2022)(Kang et al. 2009); the scent of a pet hotel room that is comfortable for cats (Charleston Animal Society 2023); and drinking water suitable for consumption by cats (American Society for the Prevention of Cruelty to Animals (ASPCA) 2022). In the assurance dimension, it is found that attributes related to the need to have a veterinarian as regulated in the ISO standard (ISO/TS 34700:2016(E) 2016). Based on the literature review, not all of the basic dimensions of SERVQUAL obtained the identifying attributes because the number of studies related to pet hotels is limited. A summary of the dimensions and attributes that characterize the quality of pet hotel services based on the literature review is shown in Table 1.

Table 1. Results of the Organization of Dimensions and Attributes based on the Literature Review

Dimension	Attribute	Source
<i>Tangibles</i>	Pawless Pet Hotel has a room temperature suitable for cats (21°C - 25°C)	ASPCA, 2022 (American Society for the Prevention of Cruelty to Animals (ASPCA) 2022) ;
	The lighting in the nursery is bright enough to illuminate the room and not glare at the cat.	Aulio, 2022 (Aulio 2022) ;
	The scent of the care room is regulated using a fragrance that is suitable and comfortable for cats (For example: The scent of lavender, mint, or rosemary)	ISO/TS 34700 (E), 2016 (ISO/TS 34700:2016(E) 2016) ;
	The drinking water used in the care is boiled drinking water according to the pH of cats (pH 6.6 - pH 7.5)	Kang et al, 2009 (Kang et al. 2009); and Charleston Animal Society, 2022 (Charleston Animal Society 2023)
<i>Assurance</i>	Pawless Pet Hotel handling is directly supervised by professionals/veterinarians.	ISO/TS 34700 (E), 2016 (ISO/TS 34700:2016(E) 2016)

Table 1. Results of the Organization of Dimensions and Attributes based on the Literature Review (Continued)

Ethic (Veterinary)	Veterinarians provide potion treatment to sick cats at pet hotels with proven doses.	Kabadayi & Cirpin, 2016 (Kabadayi and Cirpin 2016); and ADHPHKI, 2012 (ADHPHKI 2012)
	Veterinarians treat cats at pet hotels using veterinary knowledge and love like cat owners (customers).	
	Veterinarians always ask for approval from cat owners (customers) for any recommended actions that will be taken.	
	Veterinarians provide consultations regarding the condition of Pet Hotel cats (both healthy/sick)	

3.2 Focus Group Discussion

The implementation of the FGD is carried out with an understanding related to service quality for pet hotels, and then, the FGD participants will be asked to fill in their needs and expectations if their cat is placed in a pet hotel cat. The needs and expectations of the FGD participants were carried out separately for each basic SERVQUAL dimension. However, there is also a line to fill in the needs and expectations of the FGD participants when the cat is placed in a cat pet hotel outside the basic SERVQUAL dimensions. Based on the results of collecting the completeness and expectations of the FGD participants, the attributes that can be used as an identifier of the quality of cat hotel services are obtained, as shown in Table 2.

Table 2. Results of the Organization of Dimensions and Attributes based on the Focus Group Discussion

Dimension	Attribute	Source
Tangibles	Cage with comfortable dimensions for cats, equipped with a litter box and kept clean regularly every day.	Results from the FGD
Reliability	Pawless Pet Hotel regularly cleans the dirt from the eyes and ears of cats	Customer comments (http://surl.li/jqfup); and Results from the FGD
	Pawless Pet Hotel provides food management, stress levels, and digestive health for cats that pass pasta-shaped poop.	
	Pawless Pet Hotel provides a sizzling cat with insulation when meeting a new cat, so it is less stressful and can help you adjust to a new environment.	
	Pawless Pet Hotel provides cat injections of vitamins/fur/fungi according to their needs and according to confirmation from the cat's owner.	
Responsiveness	Questions from customers are answered quickly and efficiently by the caretaker.	Results from the FGD
	Veterinarians can provide solutions and treatment for cat problems in pet hotels.	
	Pet Hotel advises customers on cat care based on the cat's diet and behaviour during care.	
	Pet Hotel treats and cares for cats according to the customer's habits in caring for and caring for their cat at home.	
	Pawless Pet Hotel care is flexible for cat pick-up or cat pick-up hours by adjusting the customer's hours.	
Assurance	Pawless Pet Hotel conducts a check-up at the beginning of the care for all the care cats to ensure the cats are healthy and the care is free from disease.	Customer comments (http://surl.li/jqftu); and Results from the FGD
	Pet Hotel is willing to give news of the cat deposited daily via video message.	
	The honesty of the Pawless Pet Hotel in explaining clearly the actual conditions experienced by cats while in the Pet Hotel	

Table 2. Results of the Organization of Dimensions and Attributes based on the Focus Group Discussion (Continued)

Empathy	The Pet Hotel appreciates the cats that have been deposited by uploading cat posts on social media.	Results from the FGD
	Pet hotels want to pay more attention to cats whose appetite is lacking by being willing to feed them.	
	Pawless Pet Hotel treats cats according to the response of the cat's body language gestures (e.g. tail, body gestures, tongue, and how to interact)	
	Pet hotels treat cats fairly regardless of the race of each cat, the length of day the cat is kept, or the social status of the cat owner (customer).	
Others	Safe cat cages and always locked when the cat is in the cage	Customer comments (http://surl.li/jqfu); dan Results from the FGD
	The hotel's pet room was renovated to close the gap so that the cat could not escape from the pet hotel room.	
	Safety of cats when they are moved from the owner's (customer's) house to a pet hotels facility by using a pet cargo or cat backpack	
	Availability of veterinary medical equipment in case of an emergency in a boarding cat	
	Separation of cats with special needs (for example: cats that are stressed when they are with many cats because they are used to being alone, have the potential for infectious diseases, disturb other cats, etc.)	

Table 2 shows the attributes that can complement the basic SERVQUAL dimensions plus the veterinary ethical dimensions that have been obtained based on the results of the literature review. The tangible dimension in Table 2 shows that there is only one attribute of the FGD results because some of the FGD results from stakeholders have the same meaning as the attributes obtained from the literature review. In addition, not all of the tangible dimension attributes from the FGD are used because they are only general and do not reflect cat hotel services.

In addition to the attributes obtained for the five basic SERVQUAL dimensions and the new veterinary ethics dimension, some attributes are grouped into other dimensions in Table 2. The attributes on this dimension are grouped because they are the result of the needs and desires of the customers from the FGD results outside of all the existing SERVQUAL dimensions. Besides, customer comments on pet hotel cat services on Google Maps are additional support for preparing this dimension attribute. Based on the analysis of the five attributes on the other dimension, the customer has the same goal, namely, the safety of pets. This is evidenced by the three attributes with the same goal so that the cat entrusted with the deposit remains safe and does not disappear when deposited. These three attributes are safe cat cages, care rooms without gaps, and moving cats when picked up to be sent to care. The remaining two attributes in this dimension are related to the completeness of medical equipment for emergencies and the separation of sick cats so that healthy cats are not infected are two attributes indicate cat owners want their cats to stay healthy and safe during a cat hotel pet. This other dimension can be called the "pet safety" dimension for these reasons.

4. Discussion

Summarizing the results of the preparation of dimensions and attributes based on the results of literature reviews and FGDs that reflect the voice of the customer, a new dimension is obtained that can be specifically provided for cat hotel pet services. In addition, the attributes built in this study detail the use of cat hotel services. If the results of the literature review and FGD reflecting the voice of the customer are combined, they produce seven dimensions and 31 characteristic attributes of pet hotel cat services, as shown in Table 3.

Table 3. Final Results Dimensions and Attributes of Service Quality Services Pet Hotel Cats

Dimension	Code	Attribute
<i>Tangibles</i>	T1	Pawless Pet Hotel has a room temperature suitable for cats (21°C - 25°C)
	T2	Cage with comfortable dimensions for cats, equipped with a litter box and kept clean regularly every day.
	T3	The lighting in the nursery is bright enough to illuminate the room and not glare at the cat.
	T4	The scent of the care room is regulated using a fragrance that is suitable and comfortable for cats (For example: The scent of lavender, mint, or rosemary)
	T5	The drinking water used in the care is boiled drinking water according to the pH of cats (pH 6.6 - pH 7.5)
<i>Reliability</i>	R1	Pawless Pet Hotel regularly cleans the dirt from the eyes and ears of cats
	R2	Pawless Pet Hotel provides food management, stress levels, and digestive health for cats that pass pasta-shaped poop.
	R3	Pawless Pet Hotel provides a sizzling cat with insulation when meeting a new cat, so it is less stressful and can help you adjust to a new environment.
	R4	Pawless Pet Hotel provides cat injections of vitamins/fur/fungi according to their needs and according to confirmation from the cat's owner.
<i>Responsiveness</i>	RS1	Questions from customers are answered quickly and efficiently by the caretaker
	RS2	Veterinarians can provide solutions and treatment for cat problems in pet hotels.
	RS3	Pet Hotel advises customers on cat care based on the cat's diet and behaviour during care.
	RS4	Pet Hotel treats and cares for cats according to the customer's habits in caring for and caring for their cat at home.
	RS5	Pawless Pet Hotel care is flexible for cat pick-up or cat pick-up hours by adjusting the customer's hours.
<i>Assurance</i>	A1	Pawless Pet Hotel handling is directly supervised by professionals/veterinarians.
	A2	Pawless Pet Hotel conducts a check-up at the beginning of the care for all the care cats to ensure the cats are healthy and the care is free from disease.
	A3	Pet Hotel is willing to give news of the cat deposited daily via video message.
	A4	The honesty of the Pawless Pet Hotel in explaining clearly the actual conditions experienced by cats while in Pet Hotel
<i>Empathy</i>	E1	The Pet Hotel appreciates the cats that have been deposited by uploading cat posts on social media.
	E2	Pet hotels want to pay more attention to cats whose appetite is lacking by being willing to feed them.
	E3	Pawless Pet Hotel treats cats according to the response of the cat's body language gestures (e.g. tail, body gestures, tongue, and how to interact)
	E4	Pet hotels treat cats fairly regardless of the race of each cat, the length of day the cat is kept, or the social status of the cat owner (customer).
<i>Ethic Veterinary</i>	EV1	Veterinarians provide potion treatment to cats who are sick at pet hotels with proven doses
	EV2	Veterinarians treat cats at pet hotels using veterinary knowledge and love like cat owners (customers).
	EV3	Veterinarians always ask for approval from cat owners (customers) for any recommended actions that will be taken.
	EV4	Veterinarians provide consultations regarding the condition of Pet Hotel cats (both healthy/sick)

Table 3. Final Results Dimensions and Attributes of Service Quality Services Pet Hotel Cats (Continued)

Dimension	Code	Attribute
<i>Pet Safety</i>	PS1	Safe cat cages and always locked when the cat is in the cage
	PS2	The hotel's pet room was renovated to close the gap so that the cat could not escape from the pet hotel room.
	PS3	Safety of cats when they are moved from the owner's (customer's) house to a pet hotels facility by using a pet cargo or cat backpack
	PS4	Availability of veterinary medical equipment in case of an emergency in a boarding cat
	PS5	Separation of cats with special needs (for example: cats that are stressed when they are with many cats because they are used to being alone, have the potential for infectious diseases, disturb other cats, etc.)

Based on the results of mapping the dimensions and attributes in Table 3, seven dimensions of service quality were formed to be used as measurements of the quality of animal care services. Five general dimensions are commonly used in measuring service quality: tangible, reliability, responsiveness, assurance, and empathy. The attributes contained in the five dimensions were adapted and specialised as measuring attributes for animal care services by involving discussions with cat lovers and veterinarians, findings from customer comments on animal care, and several reference journals. This makes each service attribute more personal and specific for cats and cat owners as consumers of cat care services. As an example of a service attribute that is personal and specific to cats and cat owners, the attribute "The lighting in the pet hotel is bright enough to light up the room and is not dazzling for the cat" in the tangibles dimension. This attribute was formed from discussions with stakeholders and considerations regarding the anatomy of cats' eyes, which are more sensitive to light compared to humans (Kang et al. 2009).

Based on the journal findings and the results of discussions with stakeholders as the voice of customers, new dimensions were obtained that can be used in measuring the quality of cat care services. There are 2 new dimensions outside the 5 standard dimensions described by Parasuraman et al. in measuring service quality, where the two new dimensions are Ethics and Pet Safety (Parasuraman et al. 1985). The Ethics Dimension, which is a dimension related to the veterinarian's code of ethics when carrying out care in daycare, was obtained from the results of previous research (Kabadayi and Cirpin 2016). In this research, the ethical dimension has the second-highest importance after the tangible dimension. This shows that the ethical dimension is an important dimension that can also be applied to pet hotels. The attributes formed in the ethics dimension refer to the code of ethics for small animal doctors in Indonesia (ADHPHKI 2012), this is because the animal care used as a place for research is cats, which are small animals. The code of ethics that can be used in pet hotels is discussed with veterinarian stakeholders because not all codes of ethics can be applied in pet hotels. After all, the scope of discussion of the code of ethics for veterinarians is broad.

The next dimension of new findings in this research is related to Pet Safety which was formed based on the results of discussions with stakeholders who made the suggestion that the ideal animal care for stakeholders is safe. Pet safety in this dimension refers to the fact that the cat will always be safe and healthy and will not disappear during the cat hotel so that the cat owner can meet his cat again after being deposited without any problems. This also refers to animal owners who think that pets are like their own family so that the safety and health factors for cats can always be maintained during a cat hotel pet (Quinn 2005). At least the attributes contained in this dimension have been regulated by the Australian Pet Industry Association (PIAA) concerning the safety of animals in animal care (Pet Industry Association Australia 2016). The things regulated in PIAA related to animal safety in pet hotels are the security of cages and rooms so that no animals escape or escape from the daycare. However, the pet hotel that PIAA regulates is different from the pet hotel places in the study, where the pet hotel at PIAA is a pet hotel that can also be used as a dog hostel or a place where dogs can practice many things. Based on this, the regulatory standards that are applied are high, so some standards are not suitable to be applied in pet hotels that are used only as shelters for animals left temporarily by their owners. However, based on the findings from PIAA, it can be used as evidence that pet safety is also a special concern for pet hotels (Pet Industry Association Australia 2016).

The dimensions and attributes of the quality of animal care services have been mapped and documented in Table 3. This information will be used to develop questions in the questionnaire as a tool for measuring the quality of animal care services using the SERVQUAL method. The questionnaire that will be distributed to respondents has 7 quality

dimensions, where the 5 quality dimensions are the standard SERVQUAL dimensions plus 2 additional dimensions, namely the ethics dimension obtained from the writings of Kabadayi and Cirpin and the pet safety dimension as a result of findings from stakeholder opinions and consumer comments as the voice of the customer.

5. Conclusion

Utilizing the SERVQUAL approach, this study seeks to determine the dimensions and aspects of service quality that characterize cat pet care services. Seven dimensions of the quality of cat care services have been successfully developed through analysis of literature reviews and Focus Group Discussions (FGD) involving consumers and veterinarians as the voice of customers, namely Tangibles, Reliability, Responsiveness, Assurance, Empathy, Veterinary Ethics, and Pet Safety; along with 31 attributes that reflect the expectations and needs of customers.

The results of the literature study show various characteristics that apply to the Tangibles and Assurance dimensions, while the Responsiveness, Empathy, and Veterinary Ethic aspects were identified through FGDs with input from the literature study. The Pet Safety dimension appears as a new dimension due to FGP, which prioritizes animal safety and health factors during maintenance. It is very important to include the consumer as the voice of the customer in the FGD when conducting this study so that the dimensions and quality created represent the actual expectations and demands. The SERVQUAL method also allows a systematic way to measure service quality. It is hoped that the findings of this study will add to overall knowledge about the quality of cat day care services, help company owners improve service quality, and guide potential customers in choosing cat day care services that match their expectations and needs.

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