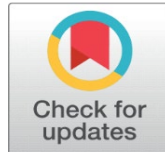
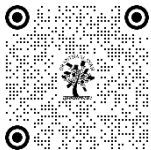


CUSTOMER SATISFACTION OF QUALITY SERVICE IN HOTEL INDUSTRY

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ABSTRACT

This paper examines the critical factors influencing customer satisfaction within the hotel industry, focusing on the quality of service as a primary determinant. As the hospitality industry becomes increasingly competitive, understanding the dynamics of customer satisfaction is essential for hotel managers striving to maintain and enhance their market position. The study explores various dimensions of service quality, including responsiveness, reliability, assurance, empathy, and tangibles, and evaluates their impact on guest satisfaction. By analyzing data collected from customer surveys and online reviews, the paper identifies key drivers of satisfaction and offers practical recommendations for hotel operators to improve service delivery. The findings suggest that personalized service, cleanliness, and staff professionalism are among the most significant contributors to positive customer experiences. The study underscores the importance of continuous service improvement and customer feedback in sustaining high levels of customer satisfaction in the hotel industry.

Keywords: Customer Satisfaction, Service Quality, Hotel Industry, Customer Experience, Customer Experience and Service Improvement

1. INTRODUCTION

The hotel industry is a crucial sector within the global hospitality industry, significantly contributing to economic growth and development. With increasing competition and rising customer expectations, the quality of service provided by hotels has become a pivotal factor in determining customer satisfaction. In today's market, where customers have numerous options to choose from, delivering high-quality service is essential for hotels to differentiate themselves and build customer loyalty. This study explores the relationship between service quality and customer satisfaction in the hotel industry, aiming to identify key factors that contribute to positive guest experiences and overall satisfaction.

Customer satisfaction is not only a measure of how well a hotel meets guest expectations but also an indicator of potential customer retention, word-of-mouth promotion, and business success. Given the dynamic nature of the hotel industry, understanding the elements that drive customer satisfaction can help hotel managers improve service delivery,

enhance customer experiences, and maintain a competitive edge. This study seeks to explore these elements by focusing on various dimensions of service quality and their impact on customer satisfaction.

2. OBJECTIVES OF THE STUDY

- 1) To identify the key dimensions of service quality that influence customer satisfaction in the hotel industry.
- 2) To evaluate the relationship between specific service attributes (e.g., responsiveness, cleanliness, staff behavior) and overall customer satisfaction.
- 3) To analyze customer feedback and reviews to determine the most common factors affecting satisfaction and dissatisfaction.
- 4) To provide recommendations for hotel management on how to enhance service quality and improve customer satisfaction.
- 5) To assess the role of customer satisfaction in promoting customer loyalty and repeat business in the hotel industry.

3. REVIEW OF THE LITERATURE

The relationship between service quality and customer satisfaction has been extensively studied in various service-oriented industries, including the hotel industry. Service quality is often measured using the SERVQUAL model, which identifies five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions serve as a framework for evaluating the effectiveness of service delivery and its impact on customer satisfaction.

Tangibles refer to the physical facilities, equipment, and appearance of personnel. Research shows that the cleanliness and upkeep of hotel rooms, the quality of amenities, and the aesthetic appeal of the hotel environment play significant roles in shaping customer perceptions of service quality.

Reliability involves the ability of the hotel to consistently deliver promised services accurately and dependably. Studies indicate that reliability is a critical determinant of customer satisfaction, as guests expect hotels to meet their service commitments without fail.

Responsiveness pertains to the willingness of hotel staff to help guests and provide prompt service. Several studies have found that responsiveness is highly valued by customers, as it directly affects their overall experience and satisfaction.

Assurance encompasses the knowledge, courtesy, and ability of hotel employees to instill confidence in guests. The literature suggests that well-trained, professional staff who can address customer concerns effectively contribute to higher satisfaction levels.

Empathy refers to the caring, individualized attention that hotels provide to their guests. Research highlights those personalized services, such as addressing guests by name and catering to specific needs, significantly enhance customer satisfaction.

In addition to the SERVQUAL dimensions, other studies emphasize the importance of pricing, location, and additional facilities (such as restaurants, gyms, and conference rooms) in influencing customer satisfaction. Competitive pricing and the availability of value-added services can enhance the perceived value of a stay, leading to greater satisfaction.

Moreover, online reviews and ratings have become a critical source of information for potential customers, and they also serve as valuable feedback for hotels. Literature suggests that positive online reviews are closely linked to higher levels of customer satisfaction and can drive increased bookings.

In conclusion, the existing literature underscores the multifaceted nature of service quality and its significant impact on customer satisfaction in the hotel industry. This study builds on these insights by focusing on the specific factors that drive customer satisfaction in the context of modern hospitality management.

4. HYPOTHESIS DEVELOPMENT

Start by identifying key factors that impact customer satisfaction in the hotel industry. These factors might include:

- Service Quality
- Cleanliness
- Staff Behavior
- Facilities Offered
- Pricing
- Location Convenience

Based on these factors, you can formulate several hypotheses. For example:

- 1) H1: Higher service quality leads to increased customer satisfaction in the hotel industry.
- 2) H2: The cleanliness of hotel rooms positively affects customer satisfaction.
- 3) H3: Friendly and professional staff behavior is positively correlated with higher customer satisfaction.
- 4) H4: The range of facilities offered by a hotel contributes to higher customer satisfaction.
- 5) H5: Competitive pricing is positively related to customer satisfaction in the hotel industry.
- 6) H6: Hotels located in convenient locations have higher customer satisfaction.

These hypotheses will guide your data analysis.

5. DATA COLLECTION

Collect data relevant to the hotel industry and customer satisfaction. You can use various sources:

- **Surveys and Questionnaires:** Collect primary data by surveying hotel guests.
- **Online Reviews:** Analyze reviews from platforms like TripAdvisor, Google Reviews, or Booking.com.
- **Existing Data:** Use existing datasets related to hotel industry performance and customer satisfaction.

6. DATA ANALYSIS

Based on the collected data, apply statistical methods to test your hypotheses. Some techniques you might consider include:

- **Descriptive Statistics:** Summarize the data to understand the central tendency (mean, median) and variability (standard deviation) of customer satisfaction scores.
- **Correlation Analysis:** Check the relationship between independent variables (service quality, cleanliness, etc.) and the dependent variable (customer satisfaction).
- **Regression Analysis:** Use multiple regression analysis to understand the impact of various factors on customer satisfaction.
- **Chi-square Tests:** If your data is categorical, you might use chi-square tests to evaluate the association between different categorical variables (e.g., customer satisfaction levels and specific service attributes).
- **ANOVA (Analysis of Variance):** If comparing satisfaction across different hotels or services, ANOVA can help determine if there are significant differences.

7. INTERPRETATION AND CONCLUSIONS

After conducting the data analysis, interpret the results to see if your hypotheses are supported or refuted. For example:

- If the correlation between service quality and customer satisfaction is high and significant, it supports H1.
- If regression analysis shows that staff behavior is a significant predictor of customer satisfaction, this supports H3.

Finally, discuss the implications of these findings for hotel managers and suggest strategies for improving customer satisfaction based on the results.

8. FINDINGS

Service Quality in Indian Hotel Industry

At ITC, the administration has distinguished „data catch vehicles“ or „touch points“ (as they call it) - like dedication programs, reservation frameworks and call focuses to keep an information bank of their clients and to get to the data as and when required. This aides in giving faster and more modified answer for questions and grumblings, if any and furthermore helps in building a compatibility between the lodging chiefs and the client which goes far in fulfilling and holding the clients, constructing a prevalent brand picture and transforming them into faithful benefactors. Eventually, this prompts quantifiable and significant re-visitations of the hotel. Other benefits stretched out to the faithful clients of ITC incorporate Welcome Honor, Welcomlink, Sheretonplus which are pointed toward compensating the standard customer base of their support and building a superior relationship with them.

THE OBEROI

The brand esteem that The Oberoi has made for itself is a consequence of its predictable conveyance of extraordinary administrations to its clients. Customarily, at The Oberoi, CRM and relationship the executives has been viewed as a solitary capability, however to keep up with its piece of the pie and battle what is happening, the showcasing division at The Oberoi is currently zeroing in on building co-usable and cooperative associations with the clients with the outcome that they have a steadfast support from their visitors, and are, subsequently, ready to charge a premium for the worth given to the customers. The CRM programs at the Oberoi incorporate The Oberoi In addition to for the clients and furthermore for the Bookers to rouse them. The Oberoi likewise sorts out Food Celebrations routinely and sends solicitations to its customary customer base and the top Presidents, MDs and finance managers to additional improve the CRM functions“ viability.

THE TAJ

The Taj Gathering is likewise effective financial planning vigorously on CRM frameworks to keep up with client databank with their profiles to give a faster and customized administration to their unwavering customer base. The Taj gives high need to visitor satisfaction. They even have a SMS administration to monitor lost/missed calls by the clients while they are away. They have utilized applications like PMS, CRS and CIS to monitor customers“ profiles which incorporates data, for example, their spending designs and their unique necessities too. They utilize information mining strategy to get and follow up on information and furthermore offer credit to the workers who get praises from the guests. Other reward programs incorporate Taj Internal Circle and the Epicure intend to provide the clients with a large group of honors as silver and gold card holders.

The test is to adjust between the drawn-out objectives and short-turn gains. A few key learnings are:

- Long turn, productive connections can be assembled when both, the specialist organization and the client, transcend the 'exchange' approach, and work in a climate of commonality and trust.
- Connections, similar to reality, goes through high points and low points, and it takes a lot of development and mental fortitude to deal with the 'lows'.
- Connections give 'security'. Vital packaging of administrations is a valuable procedure in this specific circumstance.
- Top administration should be focused on the relationship, as their model is followed all through the association.
- Cross useful groups are expected to meet the objectives, particularly where fast reactions are required.

9. SUGGESTIONS

1) Enhance Staff Training and Development:

- Hotels should invest in regular training programs for their staff to improve **responsiveness** and **professionalism**. Emphasizing customer service skills, including problem-solving, communication, and cultural sensitivity, can lead to higher levels of customer satisfaction.

2) Focus on Facility Maintenance and Upgrades:

- Regular maintenance and periodic upgrades of hotel facilities are essential to meet and exceed guest expectations. Hotels should prioritize cleanliness and the upkeep of tangible aspects such as room amenities, public areas, and dining facilities to enhance guest comfort.

3) Implement Value-Added Services:

- To enhance perceived value, hotels should consider offering additional services that exceed guest expectations. This could include complimentary services (e.g., breakfast, airport transfers), loyalty programs, or personalized experiences tailored to individual guest preferences.

4) Leverage Technology for Improved Service Delivery:

- Implementing technology solutions such as mobile check-in, digital concierge services, and automated customer feedback systems can streamline operations and enhance the guest experience. Technology can also be used to gather and analyze customer feedback more effectively, enabling continuous service improvement.

5) Monitor and Manage Online Reputation:

Actively manage and respond to online reviews to build and maintain a positive online reputation. Hotels should encourage satisfied guests to leave reviews and address any negative feedback promptly and professionally to demonstrate a commitment to customer satisfaction.

10. CONCLUSION

A profound knowledge of the Lodging uncovers that it is a business. It being a spending plan Lodging is in the development stage is getting enhanced in the space of Inn industry with a maxim of being "Yours among companions" keeps an unattractive to the visitor. In assistance industry like Inn industry everything relies upon the work force. Make separation at each point at whatever point items and administrations come in agreement with the client. By catching the right prerequisites associations can stay away from disappointment of their relations to the client. There in anyway no brilliant recipe, the emphasis ought to be on catching the right prerequisites.

All in all there is a positive connection between the help quality and consumer loyalty. On the off chance that inn meets or outperform the client assumption regarding quality gave to them they fell fulfilled. On the off chance that there is positive hole between the discernment and assumption for the clients for lodging it implies inn is getting along nicely, yet in the event that there is negative hole between the insight and assumption for the clients for inn it implies there is a need of progress in the help quality level. There are two sorts of administrations substantial and immaterial. Practically all lodgings are comparable in substantial administrations as per their rating however the help which can win the core of the clients is elusive administrations. On the off chance that a client fell extraordinary in the lodging, this thing contributes a ton in the fulfillment of the client. Inns ought to attempt to offer altered types of assistance to their clients.

CONFLICT OF INTERESTS

None.

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