

CUSTOMER SATISFACTION OF QUALITY SERVICE IN HOTEL INDUSTRY

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ABSTRACT

The business truth of these days and tomorrow is that the visitors have numerous options and they are practicing their choices forcefully, that is a motivation behind why organizations are putting into dependability programs and further developing their administration quality. The point of this exploration paper was to decide if 5 star inn chiefs and clients have a similar comprehension of administration quality and fulfillment and whether there is a divergence between administrations presented by lavish lodgings and the manner in which clients really experience them.

INTRODUCTION

Consumer loyalty implies that how the client sees administration conveyance. That consumer loyalty is a component of administration execution comparative with the client assumption. Hence, it is essential to comprehend how client assumption is framed to distinguish the elements of administration fulfillment in the inn business. As various clients have various assumptions, in light of their insight into an item or administration. This can be suggested that a client might gauge what the help execution will be or may figure what the presentation should be. In the event that the assistance execution meets or surpasses customers' assumption, the clients will be fulfilled.

The fundamental focal point of the review is to sort out the fulfillment of the visitors which are portioned into typical buyers and not finance managers, what are their assumptions with respect to the assistance nature of lodgings in India and how it might add to the recurrent acquisition of administrations for example visitor dedication. At the point when a visitor goes to a lodging, what are the elements that draw in him other than the center advantages.

This venture examines through the essential exploration, the help conveyance assumptions, administration quality, visitor assumption, visitor fulfillment, and rehash buy inside the inns and in the event that the general fulfillment prompts the recurrent buy. Lodgings in New Delhi, India have shown a consistent development in the area of lodgings as an ever increasing number of inns are turning out in the market with further developed offices to satisfy visitors.

This study distinguished elements of administration quality by zeroing in on the front office staff just, and investigated the customers' assumptions and discernment levels of these administrations. The consequences of this quantitative appraisal of administration quality could give a few experiences into how clients rate the help quality and surveyed customers' fulfillments.

OBJECTIVE OF STUDY

The fundamental point of study is to figure out the impact of administration quality on consumer loyalty. The sub targets are:

- To analyze the effect of administration quality on consumer loyalty in industry of India.
- To think about help quality estimates embraced by significant beginning inns
- To figure out the amazing open doors and future accessible for inn industry in India.

LITERATURE REVIEW

According to Kandampully (2013) the poor state of quality in services has been primarily due to lack of clarity and consensus on the issue of what it exactly means. Quality is especially difficult to define, describe, and measure in services. While quality and quality control measures have long existed for tangible goods, few such

measures have traditionally existed for services. In essence quality is determined by imprecise individual factors perceptions, expectations, and experiences of customers and providers, and, in some cases, additional parties such as public officials.

In the year 2015, a study was conducted by Debasish & Dey on customer perception about the service quality provided by the luxury hotel in Odisha. The main purpose of was to analyze the gap between the expectation and perception of customers in the selected hotels Odisha. In this study both primary and secondary data were used. The questionnaire was based on SERVQUAL method. 8 luxury hotels (3 star, 4 star and 5 star) were selected under the study. Total 194 respondents were selected as sample on the basis of convenience sampling. This was an empirical study. T-test and factor analysis were used in the study. They found that managers of the hotels should know what customer want if they don't know then they can't meet and surpass the customers' expectations.

In the year 2014, a work done by the Mazumder & Hasan on the topic of service quality and customer satisfaction on the National Bangladeshi guest's and international guest's. The main aim of the paper was to find out the difference between perception and expectation of Bangladeshi guest's and international guests. Service quality model SERVQUAL applied in the study. Both primary and secondary data were used under the study. Questionnaire divided into four parts in the study first part about the expectation of the guest, second part about the perception of guest, third part about the service quality affects on customer satisfaction and four part about the demographic and travelling characteristics of the customer's. Total hotel were 124 from big cities to small towns. Total 200 respondents were selected as sample on the basis of systematic random sampling. Mean, standard deviation and t-test were used to analyze the data. They found that Bangladeshi customers give lowest score to responsiveness and international customer give lowest score to assurance. Both Bangladeshi and international customer give highest score to the empathy dimension. Perception and expectation of Bangladeshi customers were higher than the international customers.

Borkar & Koranne (2014) studied the title "service quality management in hotel industry". Descriptive cum exploratory research design were followed in the study. The main purpose of the paper was to find out the service quality influence on customer satisfaction. Both primary and secondary data were used in the study. For the purpose of primary data collection questionnaire and observation method were used. Hoteliers, front office staff and management executive was respondent. Total sample size was 30 selected from the purposive sampling method. Data was presented in the forms of tables. They found that every customer who visits to hotel was different so it was difficult for the hotel to measure customer perception. Batra (2014) in his study analyzed service quality of five star hotels in national capital region from customer viewpoint conducted research on 3 five star hotels named hotel park in New Delhi, Country Inn in Ghaziabad, and Leela in Gurgaon. Total 600 customers were taken as sample, 200 from each hotel. Sample was selected on random basis. Service parameters in this study was service bonding, service security, service impressiveness, service customization, service scape, service competence, service communication, service recovery, service standardization, service accessibility, service competence, service timeliness etc. They found that service scape; service impressiveness and service competence was able to satisfied their customers. Service bonding, service timeliness, service communication and service availability was not able to satisfied customers.

Shafiq, Shafiq, Din & Cheema (2014) studied about the service quality impact on customer satisfaction. This study was performed in the Faisalabad, Pakistan. The main aim of the paper was to find out the service quality impact on customer satisfaction. They applied SERVPERF model of service quality for the measurement and questionnaire development. The sample selection basis was non probability convenience method. Total sample size of the respondents was 100. Primary data collected through questionnaire. Questionnaire was divided into two parts first part included demographic information of the respondents and second part included questions about service quality and satisfaction of customers. Likert scale (strongly disagree to strongly agree) were used. Descriptive statistics, standard deviation and mean were used to analyze the data. They found that customers are dissatisfied with the empathy and tangible factors. Customers are satisfied with responsiveness, assurance and reliability dimensions.

Banga, Kumar & Goyal (2013) studied about the customer relationship management in the hotel industry of India. The main aim of the paper was to evaluate the how customer relationship management in hotel industry affects customer satisfaction and customer loyalty. All hotels in Ludhiana were the population under the study. Total 10 hotels were selected 5 hotels were high/medium tariff and 5 hotels were low tariff on the basis of random sampling. The respondent in the study was managers of the hotels. Structured, non-disguised questionnaire were used for

the purpose of data collection. Percentage, mean and two mean-tests were used to analyze the collected data. They found that all managers know about the customer relationship management and high/medium tariff hotel contributed a lot for the satisfaction of the customers in the other side low tariff hotel contributed according to their convenience. They concluded that with customer relationship management hotels can lead to customer satisfaction. Customer satisfaction leads to customer's loyalty and retention. This results in high profit and large market share for the hotels.

Purohit & Purohit (2013) studied about the customer satisfaction to customer delight in hotel industry. This paper covers how customer satisfaction concept changed in this competitive market due to globalization and becomes customer delight. Customer loyalty was vital for the every organization for success and customer loyalty can only be achieved when the customer delight. Customer can be delighted when they get something extra what they expected then this will lead to the positivity of the hotel industry.

Abukhalifeh & Son (2012) studied about the service quality management. This study was done on food and beverage (F&B) department of hotels. The main aim of the paper was to review service quality management effectiveness, service quality model and process for achieving customer satisfaction. This paper was based on secondary data. They concluded that when customers are satisfied with 5 dimension of service quality (tangibility, responsiveness, empathy, assurance and reliability) then customers are satisfied and become loyal for the hotel.

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 aids 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 term, 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.

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.

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