

A STUDY ON SERVICE QUALITY OF HOTEL INDUSTRY WITH SPECIAL REFERENCE TO HOTEL SOUTHERN RESIDENCY

MASTER OF BUSINESS ADMINISTRATION

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **KAMALI.K** who carried out the project entitled "**A STUDY ON SERVICE QUALITY OF HOTEL INDUSTRY WITH SPECIAL REFERENCE TO HOTEL SOUTHERN RESIDENCY**" Under my supervision

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DECLARATION

I **KAMALI. K (41410156)** hereby declare that the Project Report entitled “**A STUDY ON SERVICE QUALITY ON HOTEL INDUSTRY WITH SPECIAL REFERENCE TO HOTEL SOUTHERN RESIDENCY**” done by me under the guidance of **DR. T. R. KALAILAKSHMI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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Hospitality industry is a billion dollars industry, which includes many activities, from which main is hotel business, tourism services, event planning and transportation. This industry is a quick growing industry, where main factors are service quality and customer satisfaction. No any hospitality industry property will not survive if they are not oriented on their consumers, notably, to meet their needs, requirements, and expectations, so that the image of the company will enhance. The hospitality industry faces with different difficulties than organizations which produce products due to the dissimilar nature of service in comparison with a product. In service industry there is a greater probability to fail, rather than in product sales. Service quality has been revealed as a key factor in search for sustainable competitive advantage. Satisfying and retaining customer has been recognized as an important factor in hospitality industry. Nowadays like never before, fulfilling consumers' requests remains the greatest challenge. In the hospitality industry, the consumer is not only the part of the actual consumption process, but moreover often has pre-set service and quality perspectives.

Today's hospitality industry customer is increasing time poor, more sophisticated, and more demanding. The main purpose of this study is to reveal the impact of service quality on customer satisfaction. The findings of the study will show influence of different service quality dimensions on satisfaction level in Hotels. A quantitative method used to analyse this study. A random sampling method used to distribute and gather data. 150 participants were involved in this study. This study proved that have positive relation with customer satisfaction, except reliability had negative relation with customer satisfaction.

1. INTRODUCTION

Customer satisfaction is a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs. Quality of service and customer satisfaction are critical factors for success of any business (Gronoos, 1990; Parasuraman et al., 1988). As Valdani (2009) points out: enterprises exist because they have a customer to serve. The key to achieve sustainable advantage lies in delivering high quality service that results in satisfied customers (Shemwell et al, 1998).

Service quality and customer satisfaction are key factors in the battle to obtain competitive advantage and customer retention. Customer satisfaction is the outcome of customer's perception of the value received in a transaction or relationship, where value equals perceived service quality, compared to the value expected from transactions or relationships with competing vendors (Blanchard & Galloway, 1994; Heskett et al., 1990; Zeithaml et al., 1990). In order to achieve customer satisfaction, it is important to recognize and to anticipate customers' needs and to be able to satisfy them. Enterprises which are able to rapidly understand and satisfy customers' needs, make greater profits than those which fail to understand and satisfy them (Barsky & Nash, 2003). Since the cost of attracting new customers is higher than the cost of retaining the existing ones, in order to be successful managers must concentrate on retaining existing customers implementing effective policies of customer satisfaction and loyalty. This is especially true in the hotel industry.

Nowadays one of the biggest challenges for managers in the hotel industry is to provide and sustain customer satisfaction. Customer requirements for quality products and service in the tourism industry has become increasingly evident to professionals (Lam & Zhang, 1999; Yen & Su, 2004). Guest relationships are a strategic asset of the organization (Gruen et al., 2000) and customer satisfaction is the starting point to define business objectives. In this context, positive relationships can create customer's higher commitment and increase their return rate. Long-term and reciprocally advantageous relationships between customers and the hotel is becoming progressively important because of the highly positive correlation between guests' overall satisfaction levels and the probability of their return to the same hotel (Choi & Chu, 2001).

Hotels are increasing their investments to improve service quality and the perceived value for guests so as to achieve better customer satisfaction and loyalty, thus resulting in better relationships with each customer (Jones et al., 2007). Relationship quality has a remarkable positive effect on hotel guests' behavior: it creates positive word of mouth (WOM) and increments repeated guest rates (Kim et al., 2001).

Customer satisfaction is the starting point to build customer loyalty, therefore a long-term relationship. This creates a loyalty's stock in the enterprise which improves corporate image. The consolidation of relations with guests leads to repeated patronage. On the other hand, an unsatisfied customer may represent a danger for the enterprise.

Hence, both exploring the importance for customers of single attributes in hotel selection and to systematically survey their level of satisfaction are indispensable. Research on the topic of guest satisfaction, which translates into the consideration of whether or not customers will return to a hotel or advise it to other tourists, is pivotal to the success of the hospitality business. Neglecting to pay attention to those hotel attributes considered most important by guests leads to negative evaluations of the hotel, thus restricting the chance of repeat patronage.

Modern organizations in the hospitality industry throughout many decades experiencing tough hard rivalry and in the coming years the situation seems to be even more difficult . At the present time tourism and hospitality industries are very essential, because the fact is they considered as an essential source of income for country. Therefore, many countries are attempting to catch the attention of guests and tourists to their destinations, as a result they will be able to grow and . Hotels are considered a vital element of the tourism industry; the which is accommodation (Prabhu et al. 2020). Moreover, guests do not use hotels only for accommodation they could get benefits from their other services for example, playground, tennis, restaurants, sauna, bar, swimming pool and so on.

Hotel staff is an important factor in business success (Anwar & Shukur, 2015), because employees who deliver and provide services to guests. For example, if hotel staffs do not deliver the right service to guests, it will lead to negative effect as a results guests might not come back to the same hotel. On the other hand, if hotel staffs are able to deliver the right service to their guests in this case guests will have positive experience and might come back again. Therefore, it is very necessary hotel management should satisfy their employees Gardi, (2021), defined hospitality is a specific type of relationship between the traveler and a host. At the present time hospitality industries are rapidly developing with each passing year in Kurdistan region and particularly in the capital of Kurdistan region, Erbil city.

The investment in hotel industries has developed with increase in construction of new and enhanced hotels which results in better quality service for their guest (Ismael et al. 2021). Accordingly, numerous travelers from all over the world have travelled to Kurdistan region and particularly to Erbil city. Most of hotel managers are recognizing high competition among hotels, therefore hotel managers are concentrating on enhancing service quality in order to remain competitive in the market place (Anwar & Abd Zebari, 2015). A great values and tool for enhancing service quality is essential in competitive guest expectations and almost all hotels are able to gain customers satisfaction through providing a high quality of services (Top & Ali, 2021). The service of hospitality often includes guests' contribution in assisting to create the service value .

Guests, in general, don't consider price when they are comparing services – their main objective is quality. Therefore, the Hotels should establish a certain level of quality that meets the needs of the customer and demonstrate this quality in practice (Othman et al. 2019).

1.1 Defining service Quality

Service quality has been the point of impressive concern via specialists lately. By taking a look at different meanings of service quality it can be seen that it is an aftereffect of the correlation which clients makes between their desires and what they really get from the related service supplier (Anwar & Abd Zebari, 2015). Various studies have been carried out in order to reveal dimensions of service quality that most essentially contribute to fundamental quality appraisals in the service encirclement. Distinguishing proof of the determinants of service quality is crucial in light of the fact that it will help to measure, to control and afterward enhance client's apparent service quality (Anwar & Surarchith, 2015). There are ten service quality dimensions, which were determined by Parasuraman et al. (1985).

- **Reliability** is a companies' ability to perform assured service and honor its promises. It signifies that the service supplier provides service right the first time;
- **Responsiveness** refers to willingness of employees to assist consumers and provide prompt service;
- Competence involves employees' knowledge and measure of required skills;
- **Access** is a scope to which employees are approachable;
- Courtesy includes employees' relation towards the customer (notably, respect, politeness, friendliness);
- Communication means proper delivery of the information to the customer;
- Credibility involves honesty and trust of the service supplier;
- Security means providing freedom from danger or doubt;
- Understanding/Knowledge means to apply an effort to understand the consumer's needs (for example to learn consumer's specific requirements);
- **Tangibles** include physical appearance. Later, after refinement, above mentioned dimensions were revised and five dimensions (three original and two combined), Parasuraman, et al., (1988) were developed in order to evaluate service quality (Anwar, 2016):

1.2 Determinants of service Quality

- Tangibles
- Reliability

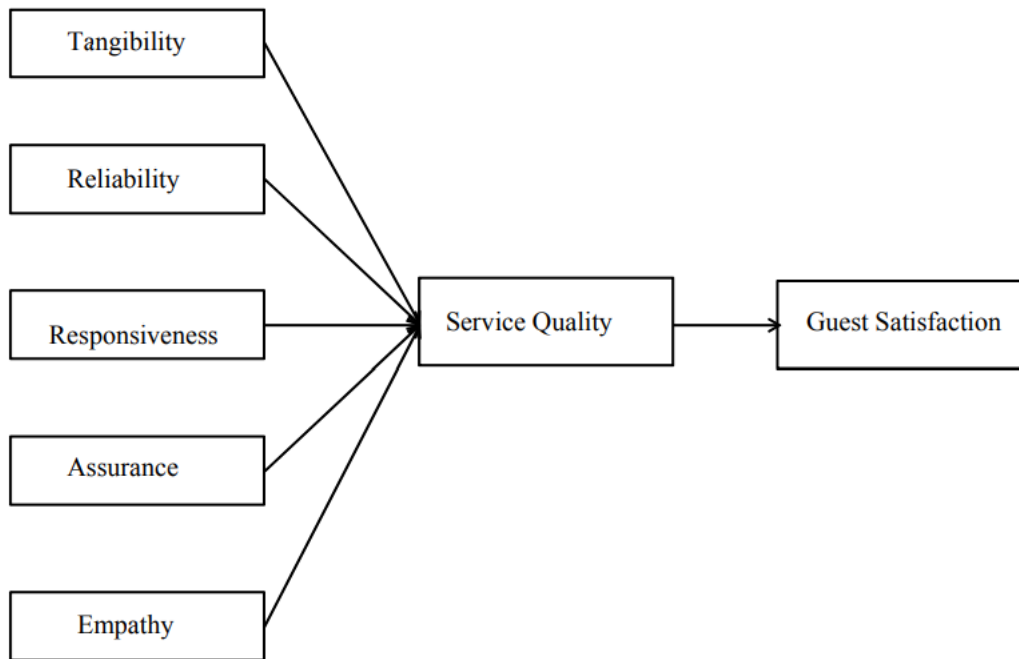
- Responsiveness
- Assurance
- Empathy

Tangibles are defined “as the appearance of physical facilities, equipment, personnel, and communication materials” Physical appearance is the appearance of the equipment, appearance of the personnel, the look of building and renovation. Tangibility refers to the cleanness of the rooms, restaurants and other areas, the clean and proper uniform, used by the employees, usage of disposable gloves and etc (Abdulla et al. 2017). Tangibles, amongst all other five dimensions, think over the most significant element for the consumer. It gives physical representation of pictures of the services that clients, especially new clients, will use to assess the quality.

Reliability depicts whether a service supplier follows assured promises and how precious it is in the actions. The significant importance lies in fulfilling promptly the customer’s requests (Hameed & Anwar, 2018). Reliability “reflects the service provider’s ability to perform service dependably and accurately”. It includes “doing it right the first time” and as for the customer it is one of the most significant dimension Berry and Parasuraman, (1991) as cited in (Anwar & Ghafoor, 2017). In detail, reliability implies that the organization conveys on its guarantees - guarantees about conveyance, service supply, issue determination and pricing policy. Clients prefer to work with organizations that keep their guarantees about the service outcomes (Anwar & Climis, 2017).

Responsiveness – “being willing to help” - refers to the organization's readiness to settle happened issues and availability to provide fast service. It is important to respond to all customer requests, otherwise the request can turn into a complaint. Service suppliers' capability to ensure that they are providing with a service on time is a basic part of service quality for major customers. This dimension underscores mindfulness and immediacy in managing customers’ appeals, questions, complaints and other issues. Responsiveness is conveyed to clients by the length of time they need to wait for the reply for inquiries.

Assurance indicates “the knowledge and courtesy of employees and their ability to inspire trust and confidence”. It is important for the hotel to prove that it’s trustable and worth the money, the customer is paying. The consumer should feel safe when he or she consumes different services from a hotel and would like to feel secure during his stay (Anwar & Louis, 2017). Also based on the study of (Cronin& Taylor, 1992) consumers should feel safe in all financial transactions; therefore employees should be trustworthy. just part of them (Anwar & Shukur, 2015).



1.2 Customer Satisfaction

It can be seen that today a lot of researchers are discussing the topic of total satisfaction. Proposers of above mentioned tend to accentuate the significance of corresponding to specifications, satisfying requirements, providing consumers with the desirable quality of services (Anwar & Abd Zebari, 2015). The thing which is seriously count nowadays is a customer satisfaction. If a client is dissatisfied, he will not come back and will not purchase your service for the second time. All the things which the company does in order to increase service quality can be counted as a zero if the customer left the hotel without being satisfied. Nowadays like never before, fulfilling consumers' requests remains the greatest challenge (Anwar & Surarchith, 2015).

In the hospitality industry, the consumer is not only the part of the actual consumption process, but moreover often has present service and quality perspectives. Today's hospitality industry customer is increasing time poor, more sophisticated and more demanding (Anwar, 2017). Before applying management strategies for service quality improvement, it is essential to comprehend where the clients are originating from and what satisfaction level they are expecting.

According to Anwar, (2016) "satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in

relation to his or her expectation". In the other words, if service quality matches consumer's expectation, the customer will be satisfied. Nevertheless in the hospitality industry to meet customer's expectations is hard enough. Kotler & Armstrong (2001) discussed the successful modern customer-oriented (Abdulla et al. 2017).

It is seen from the chart, customers are at the top; second importance going to front-line staff, who greet, meet, serve and satisfy the consumer; third importance is in the middle management, whose responsibility to support front-line employees, thus they provide expected service quality and last is top management, who should support the middle management (Anwar & Balcioglu, 2016).

In many industries speed has become the most valued and the new competitive advantage. Speed is shortening the product life cycle from years to weeks. Speed is expected in real-time responsiveness, 24 hours a day and seven days a week. Speed is what the hospitality industry consumer wants. Those who can fulfill are going to win, those who can't, will be passed by. When a manager knows the real needs of a client that help to focus on a major point for the encounter (Hameed & Anwar, 2018).

Consumers have control of information with anytime and anyplace access. Increased use of the internet to shop, make informed decisions, and purchase reinforces the role of speed and connectivity in customer satisfaction and service expectations. Consumers are savvier, with the difference the expert seller and the educated buyer becoming increasingly smaller (Anwar & Ghafoor, 2017).

Customer satisfaction is a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs. Quality of service and customer satisfaction are critical factors for success of any business.

Service quality and customer satisfaction are key factors in the battle to obtain competitive advantage and customer retention. Customer satisfaction is the outcome of customer's perception of the value received in a transaction or relationship, where value equals perceived service quality. Anticipate customers' needs and to be able to satisfy them. Enterprises which are able to rapidly understand and satisfy customers' needs, make greater profits than those which fail to understand and satisfy them. Since the cost of attracting new customers is higher than the cost of retaining the existing ones, in order to be successful managers must concentrate on retaining existing customers implementing

Chapter – II

2.1 INDUSTRY PROFILE

Food, accommodation and dress are the three most essential things human. Hotel or hotel industry alone provides two basic things: food and accommodation .Hotel is a part of the hospitality industry which is an umbrella term for a broad variety of service industries including, but not limited to, hotels, restaurants and casinos.

Hotel is often referred as a “Home away from home”.

Hotel is the place where the tourist stops being the traveler and become a guest. Hotel usually offer a full range of accommodations and services, which may includes suites, public dinning, banquet facilities, lounges and entertainment facilities. It is considered as an industry whose main aim is also to make profits for the hoteliers, though this may change at times.

The hospitality industry is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, travel and tourism. It includes hotels, tourism agencies, restaurants and bars.

The hotel industry is one of the most important components of the wider service industry, catering for customers who require overnight accommodation. It is closely associated with the travel industry and the hospitality industry, although there are notable differences in scope. In this article, you will learn more about the hotel industry, its links to those other service industry sectors, and the range of hotel and guest accommodation types that exist.

III REVIEW OF LITERATURE

In the past, tourism has been often considered as the natural outcome of environmental and cultural resources of a specific territory. In this view, the role of hospitality enterprises cannot influence demand levels and is merely limited to the supply of services to tourists. Le Blanc & Nguyen (1996) suggest that marketing efforts should be directed to highlight the environmental characteristics of the location in order to attract new customers. The constant increase of demand of touristic services, and the request for higher standards by the guests, has enforced the competition among hospitality suppliers and highlighted how the attractiveness of the touristic destination is influenced by the standards of the services provided by the local hotels.

In this scenario, providing high quality services and improving customer satisfaction are widely recognized as fundamental factors boosting the performances of companies in the hotel and tourism industry (Barsky & Labagh, 1992; Le Blanc, 1992; Le Blanc et al., 1996; Stevens et al., 1995, Opermann, 1998). Hotels with good service quality will ultimately improve their profitability (Oh & Parks, 1997). In a competitive hospitality industry which offers homogeneous services, individual hoteliers must be able to satisfy costumers better then their counterparts (Choi & Chou, 2001).

To obtain loyalty and to outweigh other competitors, hotel providers must be able to obtain high levels of customer satisfaction for the service supplied. There are several studies that analyze the needs and the desires of tourists. A research by Wuest et al. (1996) defined the perception of hotel attributes as the degree to which guests may find various services and facilities critical for their stay in a hotel. Hotel's attributes such as cleanliness, price, location, security, personal service, physical attractiveness, opportunities for relaxation, standard of services, appealing image, and reputation are recognized as decisive by travelers to assess the quality of the hotel (Atkinsons, 1988; Ananth et al., 1992; Barsky & Labagh, 1992; Cadotte & Turgeon, 1988; Knutson, 1988; McCleary et al., 1993; Rivers et al., 1991; Wilensky & Buttle, 1988).

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RESEARCH METHODOLOGY

4.1 OBJECTIVES OF THE STUDY

- To analyse the influence of service quality of staff in hotel on customer satisfaction
- To analyse the influence of diversity factors on customers satisfaction
- To evaluate the impact of atmospheric factors on customer satisfaction

4.2 Research Meaning

A Research cannot be conducted abruptly. Researcher must proceed systematically in the already planned direction with the help of a number of steps in sequence. To make the research systemized the researcher must adopt certain methods. The method adopted by the researcher for completing the project is called research methodology.

In other words, research methodology is simply the plan of action for research which explains in detail how data is to be collected, analyzed and interpreted.

Data becomes information only when a proper methodology is adopted. Thus, we can say methodology is a tool, which processes the data to reliable information. The present chapter attempts to highlight the research methodology adopted in this project.

Introduction to Research Methodology:

The purpose of this research is to investigate the impact of service quality on customer's satisfaction in Hotels in Southern Residency. The purposes of methodology are to explain research methodology, clarify the procedures that used in this research, define the measurements used in planning the instrument, explain data collection, and to provide a clear clarification of the statistical method used in order to analyse data. A quantitative method used in order to analyse data gathered by the researcher. The researcher used questionnaire in order to be able to analyse the current study. The questionnaire was divided into two sections, the first section consisted of demographic questions; starting income, level of education, visit per year and the travel purpose.

Finally, customer satisfaction as dependent factor was measured by one question. The aim of sample design is to clearly determine set of objectives, the sampling technique will be random sampling method, where almost all guests in Hotels in Southern Residency will have equal chances of being selected for the sample.

The questionnaire structured in the form of multiple-choice questions were designed by the researcher. The participants were asked to mark each item on five-point scales ranging from agree to do not agree at all. This research instruments were validated by earlier researchers to be appropriate for measuring perceived performance of the hotel that guests stayed in.

4.3 There is different research process, which are discussed in below:-

- Exploratory research
- Descriptive research
- Case study research

4.3.1 Exploratory Research

Exploratory research is a type of research conducted for a problem that has not been clearly defined. Exploratory research helps determine the best research design, data collection method and selection of subjects. It should draw definitive conclusions only with extreme caution. Given its fundamental nature, exploratory research often concludes that a perceived problem does not actually exist.

Exploratory research often relies on secondary research such as reviewing available literature and/or data, or qualitative approaches such as informal discussions with consumers, employees, management or competitors, and more formal approaches through in-depth interviews, focus groups, projective methods, case studies or pilot studies. The Internet allows for research methods that are more interactive in nature. For example, RSS feeds efficiently supply researchers with up-to-date information; major search engine search results may be sent by email to researchers by services such as Google Alerts; comprehensive search results are- -tracked over lengthy periods of time by services such as Google Trends; and websites may be created to attract worldwide feedback on any subject.

The results of exploratory research are not usually useful for decision-making by themselves, but they can provide significant insight into a given situation. Although the results of qualitative research can give some indication as to the "why", "how" and "when" something occurs, it cannot tell us "how often" or "how many". Exploratory research is not typically generalizable to the population at large.

4.3.2 Descriptive Research

Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how...

The description is used for frequencies, averages and other statistical calculations. Often the best approach, prior to writing descriptive research, is to conduct a survey investigation. Qualitative research often has the aim of *description* and researchers may follow-up with examinations of why the observations exist and what the implications of the findings are. In short descriptive research deals with everything that can be counted and studied. But there are always restrictions to that. Your research must have an impact to the lives of the people around you.

4.3.3 Case Study Research

A case study is a research method common in social science. It is based on an in-depth investigation of a single individual, group, or event. Case studies may be descriptive or explanatory. The latter type is used to explore causation in order to find underlying principles.

Rather than using samples and following a rigid protocol (strict set of rules) to examine limited number of variables, case study methods involve an in-depth, longitudinal (over a long period of time) examination of a single instance or event: a case. They provide a systematic way of looking at events, collecting data, analyzing information, and reporting the results. As a result the researcher may gain a sharpened understanding of why the instance happened as it did, and what might become important to look at more extensively in future research. Case studies lend themselves to both generating and testing hypotheses.

Data:

The term data refers to qualitative or quantitative attributes of a variable or set of variables. Data are often viewed as the lowest level of abstraction from which information and then knowledge are derived.

4.4 Methods of Data Collection

Collection of data is an important stage in research in fact , the quality of data collected determines the quality of research.

Data refer to information or facts. Often researchers understand by data only numerical figure. It also includes descriptive facts. Non- numerical information. Qualitative and quantitative information is a research, if data are available. The research is half complete. Very few scholars are blessed with such experience. Others are always in search of data, in this search should understand clearly what is the data that he has to collect. Clarity, in this respect itself would help him to locate the sources for the data he requires. Clarity would be there only when the scholar has confirmed objectives of his research topic.

There are two different methods for collection of data to conduct this exploratory study:

1. Primary data collection method

Primary Data Collection

Primary sources are original sources from which the researcher directly collects data that have not been previously collected, e.g., collection of data directly by the researcher on brand awareness, brand preference, brand loyalty and other aspects of consumer behaviour from a sample of consumers by Promoting to them.

Questionnaire:

Questionnaire is sent to the persons concerned with a request to answer the questions and return the questionnaire. A questionnaire consists of a number of questions printed in a definite order on a form. The questionnaire is mailed to respondents who are expected to read and understand the questions and write down the reply in the space meant for the purpose in the questionnaire itself. In case of illiterate answer is directly received from them and entered in questionnaire.

The respondents have to answer the questions on their own. The researcher has sent the questionnaire to the consumers

A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. In this study the collection data is through questionnaire method. Different types of questions are used in preparing a questionnaire design they are

4.4.1 Types of Questionnaire:

There are two types:

- 1. closed ended Questionnaire**
- 2. open ended Questionnaire**

closed ended Questionnaire

A closed-ended question is a form of question which can normally be answered using a simple "yes" or "no", a specific simple piece of information, or a selection from multiple choices. Close-ended questions can be used for clarifying facts, verifying information already given or controlling a conversation, among other things.

open ended Questionnaire

Open ended questions are questions that cannot be answered with a simple "yes" "no" or "maybe."

Sample:

Samples are devices for learning about large masses by observing a few individuals. It is very important to note that the aim of sampling studies is to obtain maximum information about the phenomena under study with least sacrifice of money time and energy.

The purpose of sampling is to get information about the population from the sample we can obtain a large variety of information about the phenomena to which the sample relates. And, this helps us to have an idea about similar information relating to the universe.

The theory which helps us in studying samples is known as theory of sampling. Logic theory of sampling is the logic of induction i.e., from the study of a sample, one tries to infer about the population. Thus the aim of sampling studies is to obtain the best possible values of the parameters.

4.4.2 Meaning of sample size

The sample size of a statistical sample is the number of observations that constitute it. larger sample size leads to increased precision in estimates of various properties

Sample size

Samples of 150 respondents were taken for the study. Sample size refers to the number of items selected from the universe to constitute and sample. The size of the sample should neither be excessively large, nor too small. It has to be optimum.

Sample design

There are two types of sampling. They are

- Random sampling
- Simple Random Sampling

In this study simple random sampling is used.

Random sampling

Sampling method in which all members of a group have an equal and independent chance of being selected. A sample is random if the method for obtaining the sample meets the criterion of randomness (each element having an equal chance at each draw). The actual composition of the sample itself does not determine whether or not it was a random sample.

Simple Random Sampling

It is technique in which sample is so drawn that each and every unit in the population has an equal and independent chance of being included in the sample.

Area of the study

The area of the study was confined to Hotel Southern Residency ., I have used convenient sampling for my research.

Period of study

The duration of the study is 3 months.

4.5 LIMITATIONS OF STUDY

Definition:

The act of limiting, the state or condition being limited, as the limitation of authority was approved by the council That which limits; a restriction; a qualification; a restraining condition, defining circumstance, or qualifying conception; as, limitations of thought.

A limited time within or during which something is to be done.

- Chances of Bias on the part of respondents
- Lack of interest of the respondent in filling up the feedback forms.
- The Study was limited by the data only from the customers.
- The timing duration was short for collecting the data
- The Study was done with very few sample size

4.6 Tools used for analysis

The tools used for analysis are

- Correlation
- Anova

Correlation:

A Correlation is a degree of measure, which means that it can be negative, positive, or perfect. A positive Correlation is a type in which an increase changes the other variable. In other words, if there is an increase (or decrease) in one variable, then there is a simultaneous increase (decrease) in the other variable. A negative Correlation is a type where if there is a decrease (or increase) in one variable, then there is a simultaneous increase (or decrease) in the other variables.

Anova:

ANOVA is used for examining the differences in the mean values of the dependent variable associated with the effect of the controlled independent variables, after taking into account the influence of the uncontrolled independent variables. And it is used as the test of means for two or more population.

Chapter V

ANALYSIS OF DATA

Table 5.1 showing customers age level:

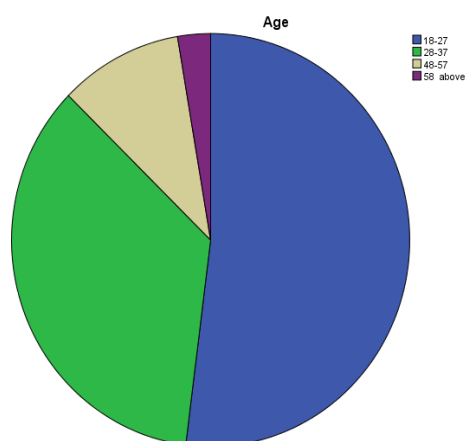
S.No	Age	No. of Respondents	Percentage
1	18-27	78	52
2	28-37	53	35.3
3	48-57	15	10
4	58 above	04	2.7
Total		150	100

Source: primary data

Inference:

The 52% of the customers age level is 18-27 years. And 35.3% of the customers belongs to 28-37 age level.

5.1 Chart showing customers Age level:



Interpretation:

The above chart infers that, 52 % belongs to the age group of 18-27 years, 35.3% belongs to the age group of 28-37 years, 10% belongs to the age group of 48-57years and 2.7% belongs to the age group of above 58 years.

Table 5.2 showing employee Education Level:

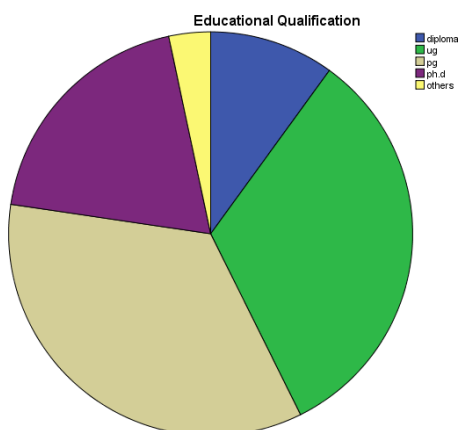
S.No	Education	No. of Respondents	Percentage
1	Diploma	15	10
2	UG	49	32.7
3	PG	52	34.7
4	Ph.d	29	19.3
5	Others	5	3.3
Total		150	100

Source: primary data

Inference:

The 34.7% of customers education level are PG graduates. And 32.7% of customers education level are UG graduates.

5.2 Chart showing customers Education Level:



Interpretation:

The above chart infers that, 10% belongs to Diploma, 32.7% belongs to UG, 34.7% belong to PG degree, 19.3% belongs to Ph.d and 3.3% belongs to other degrees.

Table 5.3 showing customers Gender:

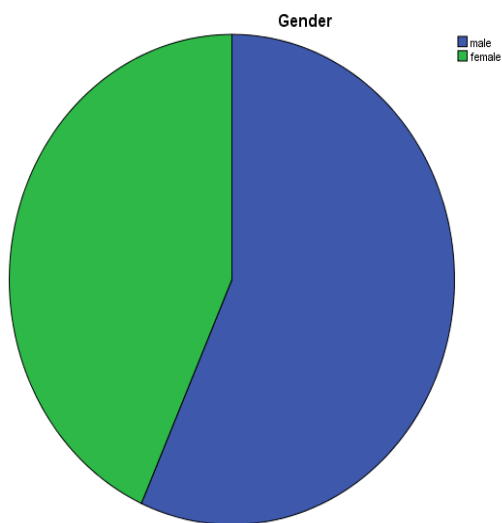
S.No	Gender	No. of Respondents	Percentage
1	Male	85	56.7
2	Female	65	43.3
Total		150	100

Source: primary data

Inference:

The 56.7% of the customers are Male.. And 43.3% of the customers are Female.

5.3 Chart showing customers Gender:



Interpretation:

The above chart infers that the 56.7% of the respondents are Male. And 43.3% of the respondents are Female.

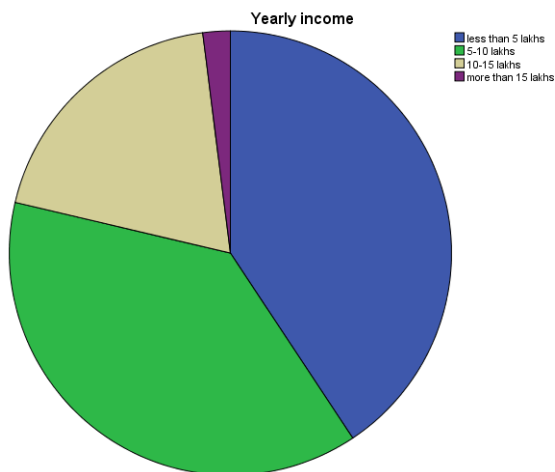
Table 5.4 showing customers Yearly income:

S.No	Yearly income	No. of Respondents	Percentage
1	Less than 5Lakhs	61	40.7
2	5-10 Lakhs	57	38.0
3	10-15 Lakhs	29	19.3
4	More than 15 Lakhs	3	2.0
Total		150	100

Inference:

The 40.7% of the customers Yearly income belongs to Less than 5lakhs. And 38.0% of the customers Yearly income belongs to 5-10Lakhs.

Chart 5.4 showing customers Yearly income:



Interpretation:

The above chart infers that the 40.7% of the customers Yearly income belongs to Less than 5lakhs. And 38.0% of the customers Yearly income belongs to 5-10Lakhs , 19.3% of the customers Yearly income belongs to 10-15 Lakhs and 2% of the customers Yearly income belongs to More15Lakhs.

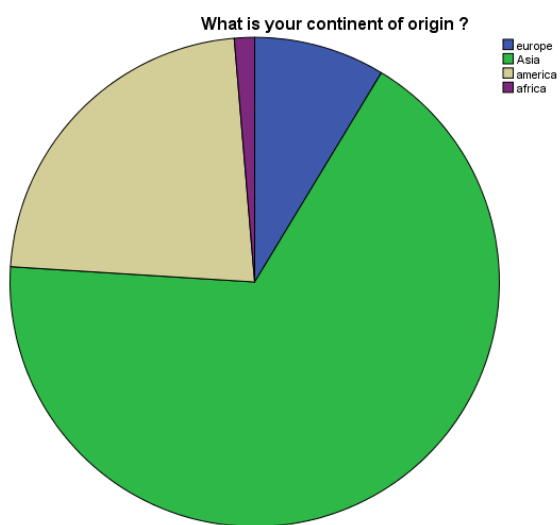
Table 5.5 Showing Origin of the customers:

S.No	Origin	No. of Respondents	Percentage
1	Europe	13	8.7
2	Asia	101	67.3
3	America	34	22.7
4	Africa	2	1.3
Total		150	100

Inference:

The 8.7% of the customers belongs to Europe. And 67.3% of the customers belongs to Asia.

Chart 5.5 Showing Origin of the customers:



Interpretation:

The above chart infers that the 8.7% of the customers belongs to Europe, And 67.3 % of the respondents are Asia, 22.7% of the customers belongs to America.

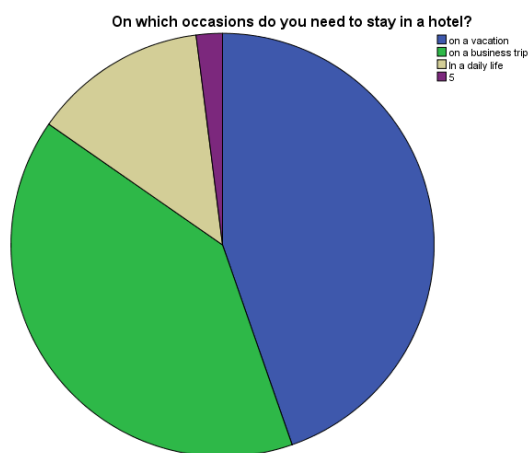
Table 5.6 showing the Occasions of the customers need to stay in a hotel:

S.No	Occasion	No. of Respondents	Percentage
1	On a vacation	67	44.7
2	On a business trip	60	40.0
3	In a daily life	20	13.3
4	Others	3	2.0
Total		150	100

Inference:

The above table shows that the 44.7% of the customers visit hotel on a vacation. And 40.7 % of the customers visit hotel on a business trip .so, the hotel management concentrate on business people also.

Chart 5.6 showing the Occasions of the customers need to stay in a hotel:



Interpretation:

The above chart infers that the 44.7% of the customers visit hotel on a vacation. And 40.7 % of the customers visit hotel on a business trip, 13.3 % of the customers visit hotel on a daily life, And 5% of the customers visit hotel for other reasons.

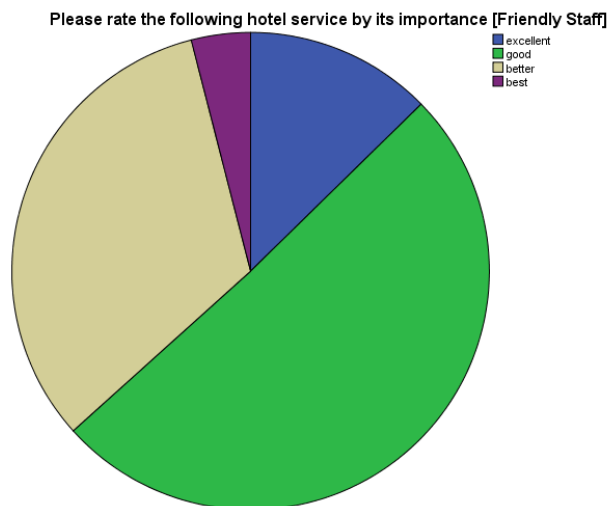
Table 5.7 shows the rating of the following hotel service by its importance:

S.No	Preferences	No. of Respondents	Percentage
1	Excellent	67	48.0
2	Good	60	22.0
3	Better	20	23.3
4	Best	3	6.7
Total		150	100

Inference:

The above table shows that the 48% of the customers rate the hotel service as excellent.

Chart 5.7 showing the rating of the hotel services by its importance:



Interpretation:

The above chart infers that the 48% of the customers rate the hotel service as excellent. And 22% of the customers rate the hotel service as good, And 23.3% of the customers rate the hotel service as better, and 6.7% of the customers rate the hotel service as best.

Table 5.8 Showing the additional services that the customer expect from a hotel:

S.No	Preferences	No. of Respondents	Percentage
1	different rooms for different styles	21	14.0
2	tea/coffeemake in room	30	23.7
3	wake up service	23	20.3
4	breakfast in bed	24	21
5	late check out	55	25
Total		150	100

Inference:

The above table shows that the 25% of the customers had expecting late checkout , so the management should consider and value that point .

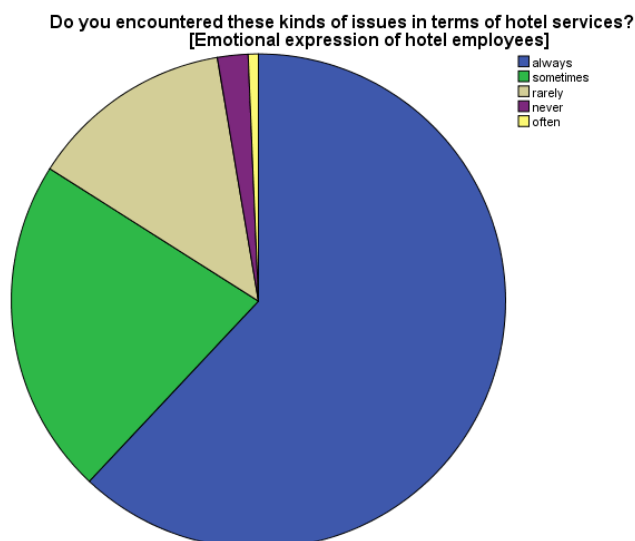
Table 5.9 Showing the issues faced by the customers in terms of hotel services:

S.No	Preferences	No. of Respondents	Percentage
1	always	82	54.7
2	sometimes	49	32.7
3	rarely	13	8.7
4	never	5	3.3
5	often	1	0.7
Total		150	100

Inference:

The above table shows that the 54.7% issues faced by the customers in terms of hotel services. The management should take immediate action. So, they can improve the service quality and gain more profit.

Chart 5.9 showing the issues faced by the customers in terms of hotel services:



Interpretation:

The above chart infers that the 54.7% of the customers facing the problems always, 32.7% of the customers facing the problems sometimes, 8.7% of the customers facing the problems rarely, 3.3 of the customers have never faced any problems.

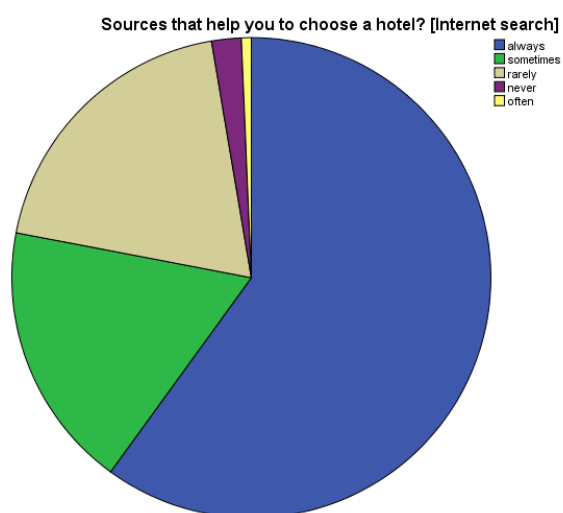
Table 5.10 Showing the sources that help to choose a hotel:

S.No	Preferences	No. of Respondents	Percentage
1	Internet search	90	54.7
2	Word of mouth	27	32.7
3	Newspaper/Magazines	29	8.7
4	Travel agencies	3	3.3
5	Family suggesstion	1	0.7
Total		150	100

Inference:

The above table shows that the 54.7% of the customers have choose the hotel via internet search so, the manage have to build an star profile for the hotel.

Chart 5.10 showing sources that help to choose a hotel:



Interpretation:

The above chart infers that the 54.7% of the customers have choosen the hotel via internet search. 32.7 of the customers have choosen the hotel via word of mouth. 8.7% of the customers have choosen the hotel via newspaper /magazines. 3.3% of the customers have choosen the hotel via travel agencies.

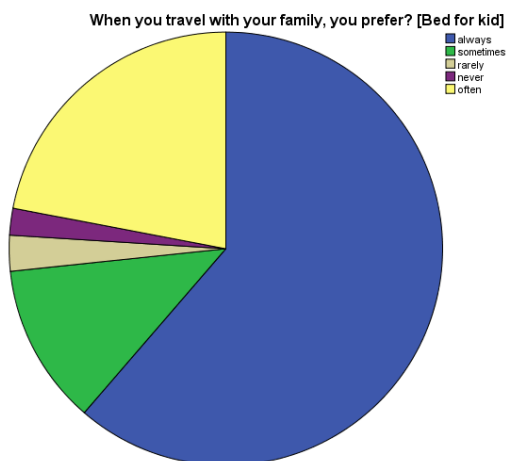
Table 5.11 When you travel with your family, you prefer:

S.No	Preferences	No. of Respondents	Percentage
1	Bed for kid	92	61.3
2	Free kid meal up to age 12	18	12.0
3	Laundry service	4	2.7
4	Refrigerator	3	2.0
5	Ironing facility	33	22.0
Total		150	100

Inference:

The above table shows that the 61.3% of the customers prefer a bed for a kid. So, the management can provide extra or separate bed for a kid.

Chart 5. 11 When you travel with your family, you prefer:



Interpretation:

The above chart infers that the 61.3% of the customers prefer a bed for a kid. 2.7% have expecting laundry services, 22% of the people are expecting ironing facilities.

STATISTICAL TOOLS AND ANALYSIS

Correlations

		Educational Qualification	Which factors do you need to consider when you choose a hotel?
Educational Qualification	Pearson Correlation	1	-.088
	Sig. (2-tailed)		.327
	N	150	150
Which factors do you need to consider when you choose a hotel?	Pearson Correlation	-.088	1
	Sig. (2-tailed)	.327	
	N	150	150

Oneway

ANOVA

Which factors do you need to consider when you choose a hotel?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1077690659.812	4	269422664.953	.522	.720
Within Groups	62483004717.947	136	516388468.743		
Total	63560695377.759	150			

Post Hoc Tests

Homogeneous Subsets

Which factors do you need to consider when you
choose a hotel?

Duncan^{a,b}

Educational Qualification	N	Subset for alpha = 0.05
		1
others	5	17997.00
pg	44	20444.95
ph.d	21	23564.07
diploma	14	25693.57
ug	42	26768.14
Sig.		.378

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 13.677.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Oneway

ANOVA

Which additional services do you expect from a hotel?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1067075262.285	13	355691754.095	.694	.558
Within Groups	52293351960.252	137	512679921.179		
Total	53360427222.538	150			

Post Hoc Tests

Homogeneous Subsets

Which additional services do you expect
from a hotel?

Duncan^{a,b}

		Subset for alpha = 0.05
Age	N	1
48-57	10	18003.10
18-27	58	18625.00
28-37	35	24431.26
58 above	3	29982.67
Sig.		.332

Means for groups in homogeneous subsets
are displayed.

- a. Uses Harmonic Mean Sample Size = 8.348.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Correlations

Correlations			
		Age	Which factors do you need to consider when you choose a hotel?
Age	Pearson Correlation	1	.032
	Sig. (2-tailed)		.720
	N	150	150
Which factors do you need to consider when you choose a hotel?	Pearson Correlation	.032	1
	Sig. (2-tailed)	.720	
	N	150	150

Chapter VI

RESULT

FINDINGS – SUGGESTIONS – RECOMMENDATIONS

6.1 Findings:

Meaning of Findings:

Findings are the end point of a project. They are ascertained based on many major factors undertaken in a study. The first thing can be evaluated with the aid of data collected as the suggestions given by the experts and other methods like focus group interview or brainstorming will lead us to get into some ideas.

All these data collected has been analyzed in such a way that certain aspects has been derived in order to find the causes of the problem and to get an overview of any situation.

1) 67.3% of respondents are belongs to Asia and 22.7% of respondents from America and 8.7 % belongs to Europe

2) 41.7% of respondents know about Hotel Website & 21.7% respondents came to know from Travel agencies and 16.7 % from Newspapers and Local papers.

3) 43.3% of respondents came for the Business purpose, so the management should pay much more attention to business peoples

4) From the analysis came to know that 51.7% of respondents satisfied with the Staff availability and 3.3% of respondents dissatisfied with the Staff availability.

5) Primary data which was used in this study is more reliable and valid.

6) From the analysis found that 35.0% of respondents highly Satisfied with the Room maintenance and 41.1% of respondents satisfied with the Room maintenance.

6.2 SUGGESTION AND RECOMMENDATIONS:

Meaning of Suggestion:

Suggestion is the name given to the psychological process by which one person may guide the thoughts, feelings or behaviour of another. The process by which one thought or idea leads to another, as in the association of ideas. The use of persuasion to implant an idea, thought, attitude, or belief in the mind of another as a means of influencing or altering behaviour or state of mind.

- The Hotel has to provide other benefits such as incentives and rewards etc.
- Most of the customers are business peoples and tourists people , so the hotels may concentrate on more business peoples as well as tourists peoples.
- It is suggested to discover members' needs and assess service quality continuously, because customers are usually sensitive and if the service quality does not satisfy their needs, their immediate and negative reaction may lead to unfortunate consequences.
- There are gaps between the perception of hotel managers about image, quality, value, expectation and satisfaction which they are delivering and the image, quality, value, expectation and satisfaction which customers really have.
- Other than the spa, swimming pool, parking place customer need gaming place ,lawn, free accompaniment. So, the hotel management may concentrate on these suggestions also.

VI. CONCLUSIONS

The purpose of this section to find out if the research objectives achieved, research questions were answered, research hypothesis were supported and if the research had contributions. Therefore, this section starts with a conclusion, then to the recommendations, followed by suggestions for future. The research objective is to investigate the impact of service quality on customer satisfaction in hotel industries. The research questions were ‘‘what are the main dimensions of service quality that lead

The design of this study gave strange however interesting findings. The findings seemed to be different in the two ways of analysis. Consequently, whether the research objective was achieved or the research questions were answered relied on the results of this research. From the descriptive analysis the research questions were answered. This study contributed to the academic topic as well as business. The researcher proposed to study theoretical foundations on customer satisfaction and service quality dimensions, objective. The association between service quality and customer satisfaction will assist hotel management to clarify what these service quality dimensions mean to the hotel guests and to hotel itself. This research tested the effect of service quality dimensions on customer satisfaction and found out that most of these dimensions had positive impact except reliability factor had negative impact on guest satisfaction. Consequently, the findings of this study could be useful to hotel managers with respect to how to deal with guests, to maintain and improve the hotel’s main objective of revenue maximization and minimizing the cost. Also, the findings show good strategic planning for hotel industries. Hotel manager can investigate reasons for negative factor that lead to dissatisfied guests and improve their current service to meet guest’s needs and expectations. Manager should constantly adjust on those factors in order to be able to provide its guests with the best values and state the significant dimensions to lay more emphasis on to enhance service quality leading increasing level of customer satisfaction. The research results are related to academic marketing research and consumer research classification or categories. At the present time, satisfaction research became very essential, due to most of businesses currently are trying to increase their quantity of customers by satisfying their current or old customers. All these can be done through provide the value that hotel guest’s desire, as resulting guests will be satisfied

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Questionnaire

1.Name:

2.Age :

- ☐ 18 - 27
- ☐ 28 - 37
- ☐ 38 - 47
- ☐ 48 - 57
- ☐ 58 above

3.Gender :

- ☐ Male
- ☐ Female

4:Educational Qualification:

- ☐ Diploma
- ☐ UG
- ☐ PG
- ☐ Ph.d
- ☐ Others

5.Yearly income :

- ☐ Less than 5Lakhs
- ☐ 5-10 lakhs
- ☐ 10-15 lakhs
- ☐ More than 15Lakhs

6.What is your continent of origin ?

- ☐ Europe
- ☐ Asia
- ☐ America
- ☐ Africa

7.On which occasions do you need to stay in a hotel?

- ☐ On a Vacation
- ☐ On a Business Trip
- ☐ In a daily life
- ☐ Others

8.

Please rate the following hotel service by its importance

*

	Excellent	Good	Better	Best
Room Service	☐	☐	☐	☐
Friendly Staff	☐	☐	☐	☐
Check- in and Check-out procedure	☐	☐	☐	☐
atmosphere in your room	☐	☐	☐	☐
New and modern facilities of the room	☐	☐	☐	☐

9. Which additional services do you expect from a hotel?

- ☐ Different rooms for different styles
- ☐ Tea/coffee maker in room
- ☐ Wake up service
- ☐ Breakfast in bed
- ☐ Late check out

10. Do you encountered these kinds of issues in terms of hotel services?

	Always	Sometimes	Rarely	Never	Often
Emotional expression of hotel employees	☐	☐	☐	☐	☐
Responsiveness of hotel employees	☐	☐	☐	☐	☐
Cleaning service	☐	☐	☐	☐	☐
Room facilities	☐	☐	☐	☐	☐
Billing	☐	☐	☐	☐	☐

11. When a problem happened, you perceived?

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Efforts of hotel staffs in solving the problem	☐	☐	☐	☐	☐
Responsibility of managers/supervisors in solving the problem	☐	☐	☐	☐	☐
That you cannot connect to hotel staffs to solve the problem	☐	☐	☐	☐	☐

12. Which factors do you need to consider when you choose a hotel?

- ☐ Price
- ☐ Position
- ☐ Place
- ☐ Hotel rating in websites

13. Sources that help you to choose a hotel?

	Always	Sometimes	Rarely	Never	Often
Internet search	☐	☐	☐	☐	☐
Word of mouth	☐	☐	☐	☐	☐
News papers / Magazines	☐	☐	☐	☐	☐
Travel agencies	☐	☐	☐	☐	☐
Family suggestions	☐	☐	☐	☐	☐

14. Which other properties in a hotel are you also interested in?

- ☐ Tour Guide
- ☐ Spa/health center
- ☐ Beauty salon
- ☐ Swimming pool
- ☐ Parking place
- ☐ Other:

15. When you travel with your family, you prefer?

	Always	Sometimes	Often	Rarely	Never
Bed for kid	☐	☐	☐	☐	☐
Free kid meal up to age 12	☐	☐	☐	☐	☐
Laundry service	☐	☐	☐	☐	☐
Refrigerator	☐	☐	☐	☐	☐
Ironing facility	☐	☐	☐	☐	☐

16. In your experience, How will you rate these sources

	Excellent	Good	Better	Best
More detailed information on services	☐	☐	☐	☐
Expertise of service providers	☐	☐	☐	☐
Manager/supervisor availability	☐	☐	☐	☐
Easy to contact with staffs	☐	☐	☐	☐
Attention of staff when making the relation with guest	☐	☐	☐	☐
Attraction of the outer building and/or inner decoration	☐	☐	☐	☐
Speed of response to problems of hotel services	☐	☐	☐	☐