

A STUDY ON SERVICE QUALITY IN THE HOTEL INDUSTRY IN KANYAKUMARI

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

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 Ms.sahaya arul anisha A (39410176) who have done the Project work entitled , “**A study on service quality in the hotel industry in kanyakumari**” under my supervision from December 2020 to February 2021.

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I **SAHAYA ARUL ANISHA A (39410176)** hereby declare that the Project Report entitled “**A Study On Service Quality In Hotel Industry In Kanyakumari**” done by me under the guidance of Dr.M.Lavanya, M.B.A.,M.Com.,M.Phil.,Ph.D. is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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SAHAYA ARUL ANISHA A

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Abstract

This project attempts to study the service quality of hotel industry in kanyakumari. Service quality is the degree and direction of discrepancy between consumers' perceptions and expectations in terms of different but relatively important dimensions of service quality. A 25-question SERVQUAL scale measuring the service quality of hotel industry. Population for the study consisted of customers in Hotels of kanyakumari. In all 120 customers were surveyed. the data was collected through well structured questionnaire. Data analysis done with to help of SPSS. The study implies that service quality plays an important role as a driver for higher customer satisfaction level in hotel service. On the whole the industry did not match the expectations of customers. To minimize this gap between customers' perceptions and expectations customers suggested introduction of Wi-Fi, entertainment facilities, swimming pool, trained reliable staff, better equipment, better food, prompt service etc.

Keywords : hotel industry, service quality, servqual scale

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Hotel industry plays an important role in promote growth and development. Tourism embraces nearly all aspects of our society. In this modern world most of business sector classified as travel and tourism as meeting planner and other service providers including accommodation, transportation, attraction and entertainment. The rise in levels of income and standard of living but also coupled with an increase in leisure time has been especially beneficial to the tourism industry. The advent of technological progress particularly through higher capacity cruise ships and air-crafts, computerized reservation systems, better road transport facilities have played key roles in the global growth of hotel industry.

The hotel industry is subdivision of the hospitality industry that specializes in providing customers with lodging services. There are a variety of hotel types that typically can be categorized by size, function, service, and cost. Levels of service can usually be split into three options: limited-service, mid-range service, and full-service. However, some consumers may be more familiar with the star rating system, with one being the lowest rating and five being the highest. When it comes to function some of the categories include business, casino, spa, extended stay, bed & breakfast, and more. In recent years, more and more people across the globe have begun to see travel as an integral part of life. Both leisure travel spending and business travel spending have seen year-over-year growth over the past five years.

1.1.1. HOTEL INDUSTRY IN INDIA

India is an attractive destination for tourists because of its rich heritage, which includes the famous Taj Mahal, various temples and caves and many other famous monuments. Also there are a lot of businessmen and officials who visit India for business purposes because of the trade relations that our country has with the world. Because of it being an industrial city it has a lot of business travelers from all over the world. And thus it requires not only a good number of hotels but also good quality hotels to accommodate these travelers. All these hotels vary in the kind and extent of services they provide like accommodation, food and beverage services, entertainment, recreation, communication,

transportation, room service, laundry service, conference and meeting arrangements, first aid, etc.

In 1902 the "Indian hotels company" was incorporated by the founder of the TATA group Mr. Jamshedji Nusserwanji Tata and the company opened up its first property The Taj Mahal Palace and Tower, Mumbai. After this there was an upsurge in the Indian hotel industry as many other Indians followed the footsteps of Mr. Tata like Mr. Mohan Singh Oberoi who started by taking over the grand hotel Calcutta and expanded his business. Later companies like ITC and Air India also ventured into this field. In the last few years the hotel industry has changed and developed considerably in terms of the services it provides.

1.2 SERVICE QUALITY IN HOTEL

Service quality can be defined as a function of the differences between expectation and performance along the quality dimensions. Service quality in the hospitality industry becomes one of the most important factors for gaining a sustainable competitive advantage and customers' confidence in the highly competitive marketplace, and therefore service quality can give the hospitality industry a great chance to create competitive differentiation for organizations. It is thus considered as a significant core concept and a critical success factor in the hospitality industry. A successful hotel delivers excellent quality service to customers, and service quality is considered the life of hotel. Many benefits can be achieved by service quality such as establishing customer satisfaction, contributing to business image, establishing customer loyalty, and providing a competitive advantage to a business. Service quality performance can mean different to different people, for example, employees may show higher perceptions of service quality than customers perceived, and thus managers and their employees never like to identify deficiencies in service quality. Customer satisfaction is satisfaction with goods or services which fulfill the customer expectation in terms of quality and service for which he paid. Customer satisfaction is an overall customer attitude or behavior towards a service provider, or an emotional reaction towards the difference

between what customers expect and what they receive, regarding the fulfillment of any desire, need or goal. The services proffer by the hotels for the visitors strongly influences the satisfaction and increases the customer rating of the hotels.

1.3. SERVICE QUALITY MODEL

The SERVQUAL model is the most popular model to measure the customer satisfaction in almost all industry. The model is based on the customer's evaluation of service quality, which is a comparison of the expected and the obtained value as well as a consideration of gaps in the process of service provision. The foundation of SERVQUAL scale was the gap model. The SERVQUAL model consists of five dimensions, namely: empathy, reliability, assurance, responsiveness and tangibility. It evaluates customer's perceptions of service quality and that based on the gap between customers' expectations and their perceptions.

1.3.1.TANGIBILITY

The physical evidence of front office staff is including a personality and appearance of personnel, tools, and equipment used to provide the service. For example, some hotel chains consciously ensure that their properties are conformed to global standards of facilities wherever they are located . However, the researcher, in this study, is focusing on how the service provided by the front office staff .

1.3.2. RELIABILITY

The ability involves to perform the promised service dependably and accurately. It includes "Doing it right the first time", which is one of the most important service components for customers. Reliability also extends to provide services when promised and maintain error-free records. The following examples present the reliability factor.

Example 1: The staff perform tasks that have been promised to guests and resolve problems encountered by guests.

Example 2: The customers are sensitive to issue such as the telephone being picked up within five rings and their reservations being correct.

1.3.3.RESPONSIVENESS

The front office staff are willing to help customers and provide prompt service to customers such as quick service, professionalism in handling and recovering from mistakes. It has been said that “Today luxury is time” .Consequently, service providers, ability to provide services in a timely manner is a critical component of service quality for many guests. The examples of responsiveness are as follows:

Example 1: The staff is asking for customers, name, address, post code and telephone number during the telephone booking.

Example 2: The customers are asked to guarantee their booking, the different rates that they are offered and which ones they accept.

Example 3: The customers are offered alternative accommodation at a hotel and how efficiently that is arranged and reservation cards being ready to sign upon arrival.

1.3.4.ASSURANCE

Assurance refers to the knowledge and courtesy of employees and their ability to convey trust and confidence including competence, courtesy, credibility and security.

A. Competence means possession of the required skills and knowledge to perform the services. It involves knowledge and skill of the contact personnel, knowledge and skill of operational support personnel, research capability of the organization.

B. Courtesy involves politeness, respect, consideration, and friendliness of contact personnel.

C. Credibility involves trust worthiness, believably, honesty; it involves having the customer,s best interest at heart. Contributing to credibility is company reputation, personal characteristics of the contact personnel. The degree of hard sell involved in interaction with the customer.

D. Security refers to the freedom from danger, risk or doubt. It involves physical safety, financial security and confidentiality. Below are some examples:

Example 1: The guests expect to feel safe during their stay at hotel from the staff.

Example 2: The staff can handle effectively complaints and problems from the guests.

1.3.5. EMPATHY

Empathy refers to the provision of caring and individualized attention to customers including access, communication and understanding the customers.

A. Access involves approach, ability and ease of contact. It means the service is easily accessible by telephone, waiting time to receive service is not extensive, hours of operation are convenient and location of service facility is convenient.

B. Communication means keeping customers informed in language they can understand. It means listening to customers, adjusting its language for different consumers and speaking simply and plainly with a novice. It also involves explaining the service itself, explaining how much the service will cost, and assuring the customer that a problem will be handled.

C. Understanding the customers means making the effort to understand the customer,s need. It includes learning the customer,s specific requirements, providing individualized attention, recognizing the regular custom. For example:

Example 1: The staff acknowledge the presence of customers at the reception and with a verbal greeting.

Example 2: The staff are keeping eye contact, using customers, names and asking customers to return their key upon departure.

It is clear from the above results that customers like to be given enough individualized attention and treated with care. It thus allows the customers to easily approach and spell out their needs regarding the service being provided. The importance of empathy may be the root of the statement, "If one looks at who is winning, it tends to be companies that see the guest as an individual". Due to guests, desires that staff see

things from their point of view, the hotel staff are piloting an empathy training program intended to help employees relate to their guests in a more empathetic manner.

In conclusion, SERVQUAL instrument is an invaluable tool for organizations to better understand what customers value and how well their current organizations are meeting the needs and expectations of customers. SERVQUAL provides a benchmark based on customer opinions of an excellent company, on your company, on the importance ranking of key attributes, and on a comparison to what your employees believe customers feel.

1.4 NEED FOR THE STUDY

This study helps the hotels to identify the service provide to its customer by which the company can further improve its performance in service to get high reputation among the customer.

The need for the study also arises to identify and offer additional services according to the expectations of the customer.

1.5. SCOPE AND SIGNIFICANCE OF THE STUDY

The present study empirically investigates the service quality in hotels in kanyakumari.. To meet this purpose, data was collected from the customers in hotel. The study took a timeline of 3 months.

This study will be as a practical guideline for the hotel management. The outcome of this study will develop the service quality of the hotel in kanyakumari, in order to meet with the customers needs and their satisfaction. If the result showed the high score, the hotel owner would be happy with the service quality provided to the customer in the hotel. In contrast, if the result showed the low score, the hotel owner would improve the service quality and arrange training program.

1.6. STATEMENT OF THE PROBLEM

In the Hotel industry, service quality is the major problem faced by hotel industries today. In this industry, it has been proved numerous research that when organization provide its customer with high level of service quality, it follows that a high level of customer satisfaction would accrue customers, which leads to increased loyalty and improved competitiveness of the organization. Hotel business is very quickly developing due to growing demand such services as well as the growing opportunities travel. There are many hotels not giving enough attention and focus towards providing superior service quality and organizational competitiveness. In the event that hotels are unable to provide their customers with higher levels of service quality, it is likely that its customer would become dissatisfied with organization and would not want to do business with it for the long term. It would also have to spend more resources on creating promotional campaigns in order to attract new customers because of the ones that they were left dissatisfied with the service quality of the hotel. Hence, it is very essential that hotels in kanyakumari strive to implement strategies to enhance that level of service quality they are able to provide its customers and this would ensure that its customers are satisfied with its services and would become more loyal to the organization, thereby improving its competitiveness within the industry.

1.7. OBJECTIVES OF THE STUDY

1.7.1. PRIMARY OBJECTIVES

- ❖ To identify the service quality in hotels in customer vision.

1.7.2. SECONDARY OBJECTIVES :

- ❖ To study the customer's perception of service quality.
- ❖ Evaluate expectations and perceptions of hotel guests.
- ❖ To study the relationship between service quality and customer satisfaction.

1.8. LIMITATION OF THE STUDY

- ❖ This study is purely based on the information given by the associates and management of sample hotels.
- ❖ The study is conducted in the current scenario and the opinions, perception and expectations of the respondents may differ with time.
- ❖ The area of service quality covered in the study were SERVQUAL scale namely tangibles, reliability, responsiveness, assurance and empathy in relation to the expectation of the customers.
- ❖ When the questionnaires were sent to the respondents, it was difficult to collect the data in time. Some customers refused to participate in this survey. Moreover, some did not respond to the questionnaires . If the respondents were more willing to offer feedback, the results would have been useful for improving hotel service.

CHAPTER - 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

2.1. SERVICE QUALITY

Oliver (1980) Customer satisfaction is the internal feelings of every individual which may be satisfaction or dissatisfaction resulting from the assessment of services provided to an individual in context to customer's anticipation by an organization. (Oliver in 1980), he presented that satisfaction stage is the resultant of distinction between anticipated and supposed performance. Satisfaction will be encouraging when the actual level of

services or products is better than the anticipated (positive dis-confirmation), whereas (negative dis-confirmation) when the product or services level is lower than expected.

Parasuraman, Zeithaml, and Berry (1985) stated that there are five elements of service quality. Those are the dimensions of tangibility, reliability, responsiveness, assurance and empathy. Although there is disagreement among researchers about how to measure service quality, several instruments have been developed to do so, such as SERVQUAL, SERVPERF, INTSERVQUAL and INSQPLUS.

Parasuraman et al.,(1985,1988). Service quality is the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed. Parasuraman et al. (1985) define it as the differences between customers, expectation of services and their perceived service. If the expectation is greater than the service performance, perceived quality is less than satisfactory and hence, customer dissatisfaction occurs.

Zeithaml (1988) defined perceived value as “the customer’s overall assessment of the utility of a product based on perceptions of what is received and what is given”. Zeithaml (1988) provided evidence that supported the influential effect of perceived value on customer purchase decisionmaking. Based on the means-end model proposed by Zeithaml (1988), perceived value has been identified as a direct antecedent of a purchase decision and a direct consequence of perceived service quality.

Grönroos (1990, 25) states that any physical product can be turned into a service to a customer if the one person selling the service provided the service is made into a solution to meet the demand of a customer. As there are a vast amount of definitions made on service throughout literature, **Grönroos (1990, 27)** blended from the several definitions which is more identifiable: *“A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, takes place in interactions between the customer and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems”*.

Perceived service quality derives from the individual service encounter between the customer and the service provider, during which the customer evaluates quality and develops satisfaction or dissatisfaction (**Bitner et al., 1990**).

According to **Barksy and Labagh (1992)** there is, in the hospitality sector, a positive relationship between some dimensions of service quality which cause satisfaction and return intentions.

Cronin and Taylor (1992) in their study entitled, "Measuring Service Quality: A Reexamination and Extension" have warned against the tendency to concentrate on more tangible aspects of service delivery just because they are easier to measure and highlight the neglect of the intangible aspects. They argue that, in order to successfully implement a market-led quality improvement initiative, an integrated approach focusing on the quality of both the tangible and intangible aspects of all marketing offering is required.

Churchill, and Peter (1993) reviewed and examined the three psychometric problems (reliability, discriminant validity, and variance restriction) associated with the use of difference scores to measure service quality.

Boulding et al. (1993) rejected the use of expectations as a comparison standard and recommended performance-only measurement of service quality. (Boulding et al. 1993) have argued that measurement of expectations doesn't provide additional information in measuring service quality

Fournier and Glenmick (1999) concluded that the concept of satisfaction holds well only when the expectation is positive. Expectations from the customer's point of view are the reference points on which a customer forms a judgement about a service or a product.

Brandy and Cronin (2001) presented a three-factor model describing service quality, ambient condition, facility design and social factors. They define that service environment are elements of the service delivery process and it seems best to include them as components of the functional dimension.

This service quality dimension is amongst the frequently applied and quoted elements in the writing works of service quality (**Othman & Owen, 2001**). These dimensions namely tangibility reliability, responsiveness, assurance and empathy have been applied in many service firms to measure quality performance.

Jain and Gupta (2004) compared SERVQUAL and SERVPERF scales in fast food context. They found that the SERVPERF scale was more convergent and discriminate valid scale than SERVQUAL in the measurement of service quality in fast food restaurants.

Lovelock .C and wirtz .J (2004) A service is an economic activity that creates value and provides benefits for customers at specific times and places by bringing about a desired change in or on behalf of the recipient of the service. Although the process may be tied to a physical product, the performance is transitory, often intangible in nature and does not normally result in ownership of any of the factors of production.

(Fen & Lian, 2004) In their study defined service quality as the consumer's overall impression of the organization and its services to the customers. Service quality is a form of attitude which represents an overall evaluation of the organization. This attitude positive or negative creates cues in the mind of the customer about the service delivered by the hotels and in turn it influences the overall satisfaction of the customer.

Hasan Kilic, (2005) report on an empirical research study which investigated the factors influencing productivity in hotels in Northern Cyprus. According to the research findings staff recruitment, staff training, meeting guest expectations, and service quality are the main productivity factors in hotels; while crises, technology, marketing, and forecasting are ranked relatively low.

Gilbert and Veloutsou (2006) indicated that majority of companies have to evaluate and enhance their service quality seeking to attract more customers. This study, therefore, seeks to achieve the goal of satisfy the need in the literature and provide empirical evidence about service quality dimensions in Saudi Arabia hotels. Its aim is also to examine the relationship of quality dimensions with customer satisfaction, customer loyalty and customer retention.

Service quality has been believed to have direct impact on customer satisfaction, recurrence of buying behavior and security of a company's profit in the long-run (**Wilkins, Meerilees & Herington, 2007**).

As per **Liu and Yen (2010)** Customer satisfaction is regarded as customers can get more benefits than their cost. Customer satisfaction is attaining the maximum out of the value invested for a product or a service.

Alin sriyam (2010) Service businesses have been growing rapidly in recent decades, while customer demand for high quality service is increasing. To remain competitive, the hotel needs to analyze customers expectation and perception towards the service quality of its front office staff.

According to **Yeji seo (2012)** it is important to focus on improving tangible cues in order to improve service quality regardless of guests' cultural backgrounds. Much effort has been devoted to better understand what affects customer satisfaction and service quality evaluation processes. It is evident that cultural background of a guest has a strong impact on how one expects and perceives satisfaction and service quality, it is imperative to be knowledgeable about what guests' wants and needs are. Therefore, it is hotels' utmost competitive advantage to utilize the information on cultural differences and to implement cultural values into their operations.

Insha amin (2012) analysis showed that the customers are very much sensitive towards the various service segments and thus it is very much needed from the service provider's end that they should draft and present their services in such a manner that maximum customer satisfaction is attained and a strong customer base is attained.

In the study conducted by (**Mohajerani, 2012**) on customer satisfaction modelling in hotel industry a case study of Kish Island in Iran customer expectation is described as mutable internal standard which is based on a multitude of factors including needs, objectives, past personal or vicarious experiences with the same establishment Hotel, with similar establishments, and the availability of alternatives. (Mohajerani, 2012) goes ahead to adopt the customer expectation scale had been adopted from a study from Turkeyilmaz and Ozkan in 2007 indicating that customer expectation had four parts which

were: Expectation for fulfilment of personal need; Expectation for overall quality; Expectation for product quality and expectation for service quality.

Ajara soali (2013) The relationships and impact of the service quality variables are further buttressed by the results of a simple Probit Regression Model where the elements of service quality as against customer loyalty status are fit into a regression model.

Rajashree Gujarathi, (2013) aimed at analyzing the Productivity Management System adopted and implemented by the hospitality industry with an objective to identify the challenges in measuring productivity in the Hotels and to identify various methods adopted by the them to measure the employee productivity and concluded that, the major reasons contributing to the ineffectiveness of the system are lack of management will, lack of common parameters of productivity measurement and intangible nature of the product of the industry i.e. "Service".

(Chiang & Lee, 2013) an examination of perceived value dimensions of hotel visitors using exploratory and confirmatory factor analyses, customer perceived value can be described as the evaluation of comparing the perception of typical perceived value and real outcome of purchase experience. On this basis, the tourist is probable to interrelate with various components of the tourism product, evaluate these tourism experiences and form their impression of the trip related experience.(Chiang & Lee, 2013) suggests that the perceived value of customer play a significant role in determining customer satisfaction, decision making and purchase behaviours. In addition, the reviewed study on perceived value by Chiang and Lee in 2013 indicates that perceived value is considered as a significant element in affecting consumers' consumption and decision making.

Wael hassan el garaihy(2013) reached that strengthens the necessity for hotels managers to emphasize the importance of the fundamental dimensions of service quality. Customer satisfaction and customer loyalty have a significantly direct impact on behavioral intentions, which verifies the necessity to continuous observation of the reactions of customers.

(Forozia et. al., 2013) are that in most of the service industries, service quality plays a fundamental role for companies to achieve success and therefore it is crucial for management of hotels to have a proper consideration of what customers' requirements are.

Randall Iacle (2013) concluded that service quality as perceived by customers to be the result of how well service matches expectations. Service quality was determined by two dimensions, namely; expectations and experience and each of these dimensions had underlying factors. Five factors determined the outcome of service quality which is used by the customers to complete judgement during service delivery, namely; tangibles, reliability, responsiveness, assurance and empathy. The effectively managing service quality starts with having the right perception of service quality which relies on how much emphasis management puts in understanding their customers.

Chandrashekar sharma(2014) discussed that in order to minimize the gap between the guests' expectations and their perceptions of actual service delivered, the managers and personnel of both the hotels have to ensure that every contact with guests results in positive experience for the guests. Prior to any planning, it is necessary to establish company's current position. It is achieved by objective assessment of the level and quality of service delivered in the hotel. This research may contribute to estimation of current level of service quality and support in planning aimed at correcting current deficiencies.

Hamad salim (2014) The enhancement in the service quality comes from different ways by considering the convenience of the customers. The customer satisfaction is basically the objective of the hotels which make them to give maximum attention. The hotels focused on creating the clear image for the customers by attracting them by increasing the comfort level.

In a study conducted by **(Awara & Anyadighibe, 2014)** on the relationship between customer satisfaction and loyalty: a study of selected eateries in Calabar, Cross River State, three categories of service quality have been highlighted. Technical quality which refers to what the customer is left with after the customer-employee interactions have

been completed. Functional quality which is the process of delivering the same service or product a Societal (ethical) quality a credence quality, which cannot be evaluated by the customer before purchase and is often impossible to evaluate after purchase.

According to Gunaratne (2014), most important factor in predicting tourism service quality evaluation was tangibility, followed by empathy, reliability, and responsiveness.

A study carried out by **(Demirgüneş, 2015)** on the international review of management and marketing relative importance of perceived value, satisfaction and perceived risk on willingness to pay more consumers can either sustain the economic benefits of a purchase process, or can get a better service adapted to their own needs **(Morar, 2013)**. Other benefits enjoyed by consumers during their purchase processes are the social ones which arise from the establishment of a specific relationship. Accordingly, keeping a consumer satisfied may be ten times cheaper than acquiring a new one. So, companies need to make efforts for retaining customers and must concentrate on managing value perceived by them (Morar, 2013).

Milind .A. peshave(2015) observed that productivity management is a challenging task for the hospitality industry and major reason behind the same is the intangible nature of the product and lack of management expertise.

Nomnga (2015) states that service quality is a complex, elusive, subjective and abstract concept that means different things to different people. According to (Eshetie et. al., 2016) the quality in a service business has become a measure of the extent to which the service provided meets the customer's expectations.

Harish B.Bapat, Vishal soni, Vishal khasgiwala (2015) suggest that there still remain a lot of unresolved questions, it can be concluded that service quality and customer satisfaction can be perceived as separate concepts that have causal ordering.

Demirgüneş (2015) explains that the concept of value represents the perception of the utility that the relationship with the establishment brings. Enriching the relationships with customers increase their attitudinal loyalty for example; intentions of customers to continue shopping and a positive impact on the duration and strength of the relationship

(Rubio et. al., 2013). Thus the relationship between perceived value and customer satisfaction has revealed that customer satisfaction is the result of a customer's perception of value received. Perceived value is considered as a construct that captures any benefit-sacrifice discrepancy in the same way that disconfirmation does for variations between expectations and perceived performance (Kassim et. al., 2014).

Jim mahadev(2015) concludes that the hotel industry in Rourkelais not performing as per the customers' expectations on any of the service quality dimensions,the hotels need to focus more on tangibles, it will help the hotels to to focus better on the other dimensions.

Nguyen hue minh, nguyen thu ha,pan chi anh yoshiki matsui (2015) are all indicated that the strong relationship between service quality dimensions and customer satisfaction. Beside the importance of image, advertising, and promotion factor, service quality plays an important role as a driver for higher customer satisfaction level in service enterprises. Four intangible components namely Empathy, Reliability, Responsiveness, and Assurance stress statistically significant impacts on customer satisfaction. Empathy illustrates strongest impact on customer satisfaction with the highest beta coefficient value, followed by Responsiveness, Reliability, and Assurance, respectively. Tangible, however, is the only factor that does not reveal a statistical impact on customer satisfaction. All indicates that service quality confirms its role as an important driver of customer satisfaction which leads to customer loyalty and the hotels' profits. Therefore, service quality should be taken into high consideration in both academic and practical activities.

Feven, alisa hussain, noraini (2016) suggests that hotel managements' biggest challenge lies not just behind attracting customers but also on recognizing customer satisfaction individually. Customers have different expectations and they are different in the way they perceive things. No two customers perceive the same service in the same way and nor do they have the same needs

Kanchan and aditi sharma (2017) accepted that the hotel implement continuous improvement process and quality management tools to remain competitive in the

market. The ever changing perception of Customer for hotel industry requires the hotels to match the perception of customer by delivering quality services. This leads to higher levels of customer satisfaction and customer loyalty.

Service quality includes several dimensions: functional quality, environmental quality, technical quality. Assurance, reliability, empathy, tangibility and responsiveness. **(Mukhles, 2017).**

Devalina das (2017) comments that Understanding the customer satisfaction process is very beneficial and significant for the improvement, development and expansion of hotel industry. Proper management and planning is needed to maximize benefits and profits from the hotel industry. Dealing with people is what hospitality business is all about. This model will help in determining the important attributes related to the boutique hospitality which builds customer satisfaction.

Mercy mueni kinyingi (2018) suggests that perceived quality as significant factor but does not affect customer satisfaction on hotel industry. Rather than focus on the perceived value, hotel industry needs to focus on long term strategy on how current value to affect a client to visit the hotel severally since the number of visits and quality determines customer satisfaction.

2.2. SERVQUAL MODEL

Based on **Parasuraman et al. (1988)** conceptualization of service quality, the original SERVQUAL instrument included 22 items. The data on the 22 attributes were grouped into five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Numerous studies have attempted to apply the SERVQUAL. This is because it has a generic service application and is a practical approach to the area.

(Cronin & Taylor, 1992) eliminated the “expectation” component from SERVQUAL model and made SERVPERF scale which solely measures the “performance” to evaluate service quality. They claimed that “Performance” should be used instead of “Expectations”, and as a result, a new model called SERVPERF, a single-item scale which centred on performance rather than “gaps” to measure the Service Quality.

More significantly, **Mei et al. in (1999)** examined the dimensions of service quality in the hospitality industry and proposed HOLSERV scale by extending the SERVQUAL scale to include 27 items with 8 new items. This study tested the reliability and validity of HOLSERV and determined which dimension is the best predictor of overall service quality. Key findings of the study are that service quality is represented by three dimensions in the hospitality industry, relating to employees (behavior and appearance), tangibles and reliability, and the best predictor of overall service quality is the dimensions referred to “employees”.

Jasmina grzinic (2007) results that quantitative application of SERVQUAL instrument show that this model can provide managers with useful information for the assessment of expectations and perception of hotel guests, with the aim of learning about gaps in individual service quality dimensions. need for the application of SERVQUAL model in hotel industry is confirmed by the fact. To clarify the SERVQUAL model as not only provider to the managers with a clear picture of the quality of the provided service, but also helping in discovering the needs, wishes and expectations of the guests.

Karunaratne & Jayawardena (2010) examined that Majority of the customers expressed their satisfaction with the overall service they received from the hotel, especially regarding Tangibility, Responsiveness and Assurance. The hotel had not fulfilled the customers’ satisfaction with regard to Reliability and Empathy. These study adapted SERVQUAL scale with some modifications to measure hotel service quality.

Awara & anyadighibe, (2014) refers to the knowledge and courtesy of employees and their ability to inspire, convey trust and confidence in hotel guests. The assurance dimension may be measured using elements of knowledgeable trained professionals, communication and taking care of the customer. Elements within the tangibles dimension are cleanliness, space, atmosphere, appearance of server and location.

Bapat, Harish et al (2014) in their study on based on SERVQUAL dimension „A Comparative Study of Service Quality of Selected Indian Banks” revealed that few organizations have strong performances in some dimensions and they have become their USP.

SERVPERF came into existence after some researchers did not fully approve the fundamental idea behind SERVQUAL model of measuring the “gaps” in service delivery as the most accurate method to assess service quality **(Minh et al., 2015)**

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CHAPTER - 3

RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

Research design specifies the methods and procedure for conducting a particular study. A research design is the arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research. Research design is broadly classified into three types as:

- ❖ Exploratory research design
- ❖ Descriptive research design
- ❖ Casual research design

3.1.1.DESRIPTIVE RESEARCH DESIGN

Descriptive research is going to use in this study. descriptive includes survey and fact finding by consulting the respondent through questionnaire in a direct interview.

3.2.SAMPLING TECHNIQUE

Convenience sampling has been used in this study. It is one of the types of random sampling since the selection of samples is carried out in a random manner. It selects the elements that are or appear to be most readily available at the time of data collection.

3.3.SOURCES OF DATA

The study is based mainly on primary data.

Primary data

Primary data has been obtained from the customers of 3 star hotel through questionnaire.

Secondary data

Secondary data has been obtained from published as well as unpublished literature on the topic and from books, journals, news papers, research articles,thesis, websites, magazines, etc.

3.4. SAMPLE SIZE

The total number of sample size is 120 was used for the purpose of collecting primary data from the customer of 3 star hotel.

3.5. PERIOD OF THE STUDY

The study on service quality was conducted during the period of 3 months.

3.6. HYPOTHESIS

3.6.1.DEMOGRAPHIC FACTOR AND EMPATHY

Null hypothesis H0 : there is no significant difference between gender and curiosity of the employees to know the specific needs of the customer

Alternative hypothesis H1 : there is a significant difference between gender and curiosity of the employees to know the specific needs of the customer.

3.6.2. DEMOGRAPHIC FACTOR AND ASSURANCE

Null hypothesis H0 : there is no significant difference between length of stay and customer feel safe and secure during their stay.

Alternative hypothesis H1: there is significant difference between length of stay and customer feel safe and secure during stay.

3.7. TOOLS USED FOR ANALYSIS

3.7.1. PERCENTAGE ANALYSIS

It is common method which helps to determine the relationship between the series

Percentage = (No. Of respondent / total no. Of respondent) * 100

3.7.2. STATISTICAL TOOL

The statistical tool used for data analysis is Statistical Package for Social Sciences (SPSS). It is a used to analyse scientific data related to survey or market research. SPSS software mainly designed to handle a large sett of variable data formats. The statistical tool used for the study is ANOVA.

3.8.3. ANOVA

Analysis of variance used to analyze the difference among means. The one way analysis of variance is used to determine whether there are any statistical significant difference between the means of two or more independent groups.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS:

This questionnaire was given to different guests with different age groups, gender, marital status, occupation, income, length of stay and purpose visit.

4.1.1. DISTRIBUTION OF RESPONDENT REGARDING AGE

Table no: 4.1.1. Table representing the age of the respondent

Sl.no:	Particulars	No. Of respondent	Percentage
1.	20 years & below	11	9.2
2.	20 - 30 years	63	52.5
3.	30 - 40 years	28	23.3
4.	Above 40 years	18	15
	Total	120	100.0

INTERPRETATION

Age of the respondent is given in the table. 11% of the respondents fall in the age category of (20 years & below). 52.5% of the respondents are in (20 - 30 years), 23.3% of the respondents are in (30 - 40 years) and 15% of the respondents are in the age category of (above 40 years) .

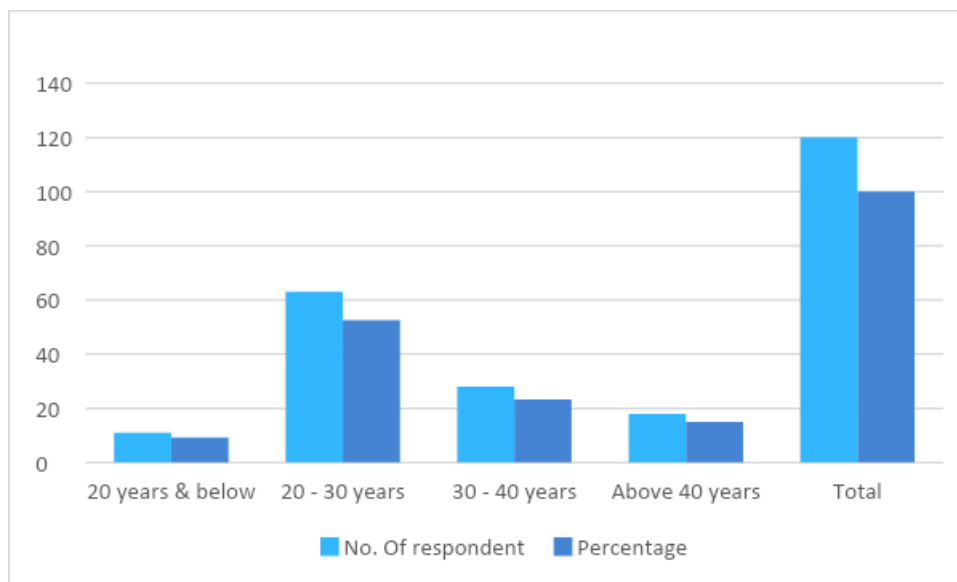


Chart no:4.1.1. Chart representing the age of the respondent

INFERENCE: It is inferred that majority of respondent's age is between 20 - 30 years.

4.1.2. DISTRIBUTION OF RESPONDENT REGARDING GENDER OF THE RESPONDENT

Table no: 4.1.2 Table representing the gender of the respondent

sl.no:	particulars	no. of respondent	percentage
1.	Male	64	53.3
2.	Female	56	46.7
	Total	120	100.0

INTERPRETATION

Gender distribution of the respondent is given in above table. Here 53.3 % of the respondent are male and 46.7 % of the respondent are female.

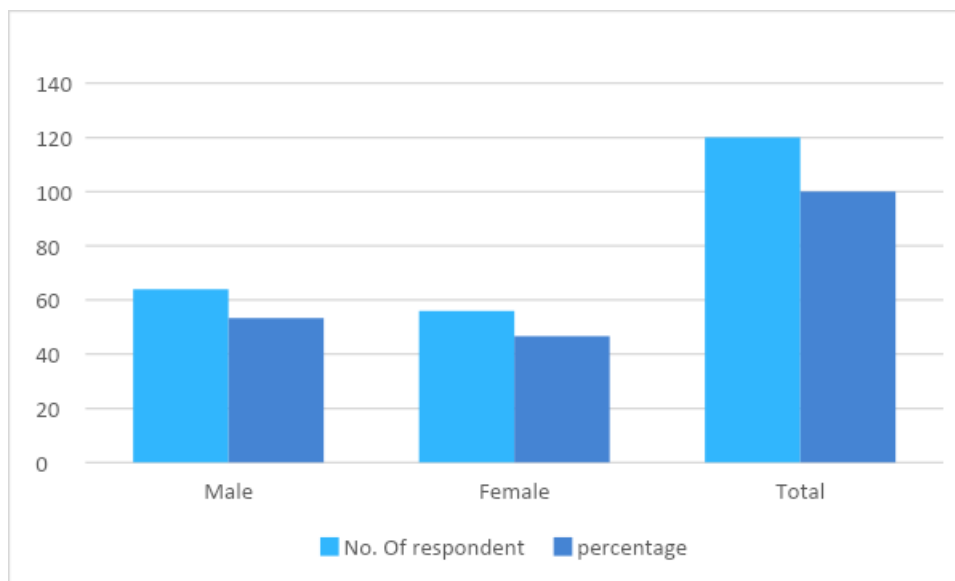


Chart no: 4.1.2 Chart representing the gender of the respondent

INFERENCE: It is inferred that majority of the respondent are male.

4.1.3.DISTRIBUTION OF RESPONDENT REGARDING MARTIAL STATUS

Table no: 4.1.3 Table representing the martial status of the respondent

Sl.no:	particulars	No. Of respondent	percentage
1.	Married	58	48.3
2.	Single	62	51.7
	Total	120	100.0

INTERPRETATION

Martial status of the respondent is given in the table. Here 48.3 % of the respondent are married and 51.7 % of the respondent are single.

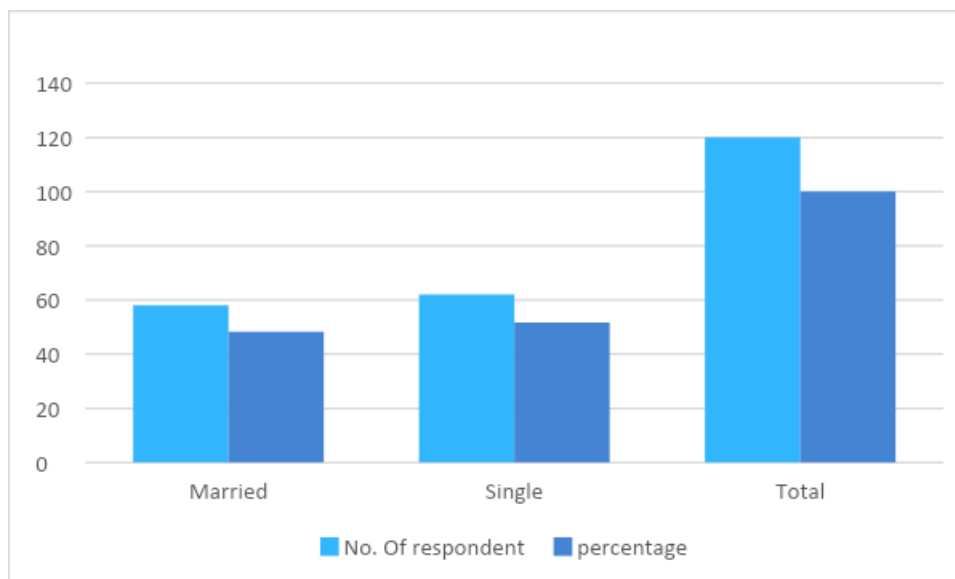


Chart no : 4.1.3 Chart representing the martial status of the respondent

INFERENCE: It is inferred that majority of the respondents are married.

4.1.4 DISTRIBUTION OF THE RESPONDENT REGARDING OCCUPATION

Table no: 4.1.4 Table representing the occupation of respondent

Sl.no:	particulars	No. Of respondent	percentage
1.	Self employed	25	20.8
2.	professional	26	21.7
3.	retired	05	4.2
4.	student	37	30.8
5.	others	27	22.5
	Total	120	100.0

INTERPRETATION

Occupation of the respondent are given in the table. Here 20.8% of the respondent are self employed, 21.7% of the respondent are professional, 4.2% of the respondent are retired, 30.8% of the respondent are students and 22.5% of the respondent are others.

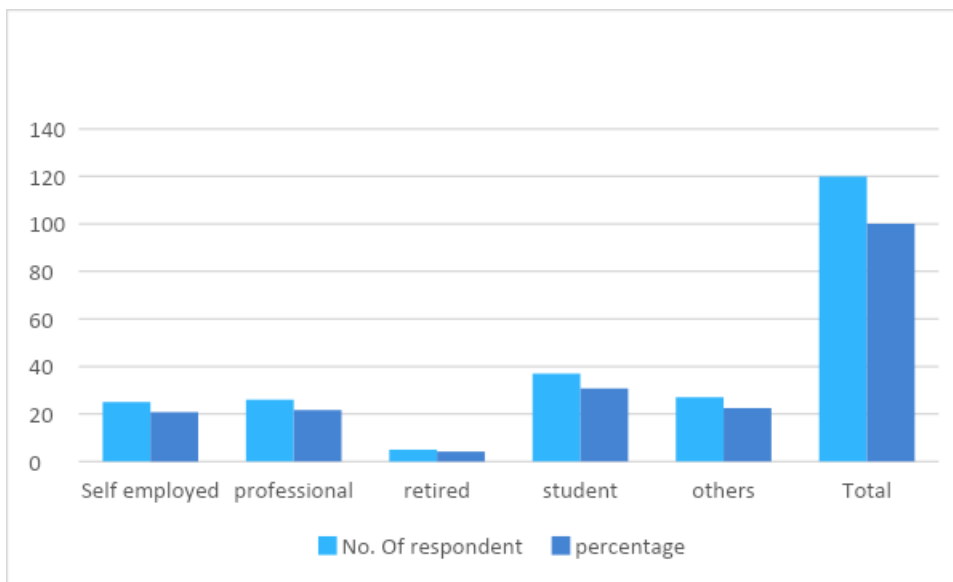


Chart no: 4.1.4. Chart representing the occupation of the respondent

INFERENCE: It is inferred that majority of the respondent are students.

4.1.5 DISTRIBUTION OF RESPONDENT REGARDING INCOME

Table no : 4.1.5. Table representing the income of the respondent

Sl.no:	particulars	No. Of respondent	percentage
1.	Below 20000	45	34.2
2.	20000 -30000	33	28.9
3.	30000 -500000	22	19.3
4.	Above 50000	20	17.5
	Total	120	100.0

INTERPRETATION

Income of the respondent are given in the table. Here 34.2% of the respondent have an income of less than 20000, 28.9% of the respondent have an income of 20000 -30000, 19.3% of the respondent have an income of 30000 - 40000 and 17.5% of the respondent have the income of above 50000.

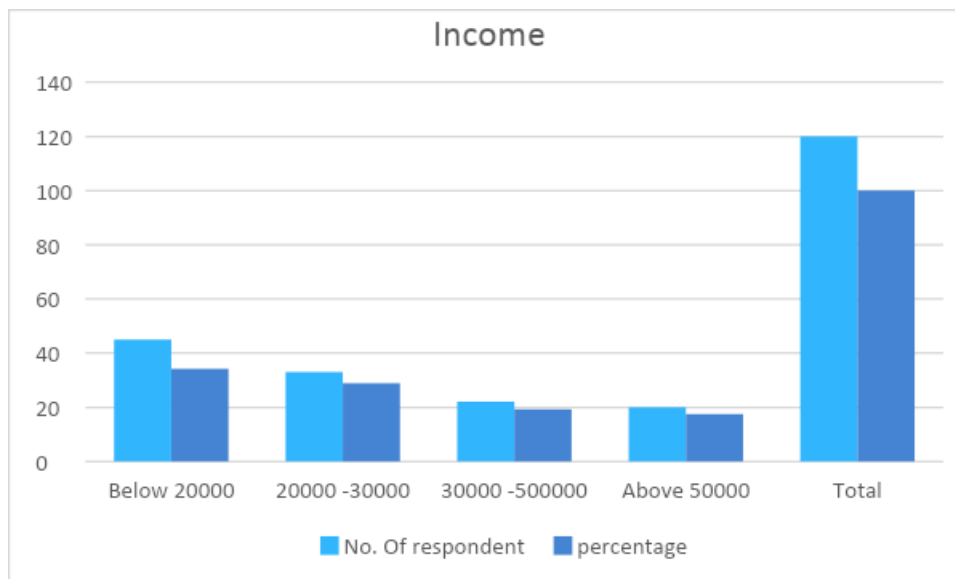


Chart no : 4.1.5 Chart representing the income of the respondent

INFERENCE: It is inferred that majority of the respondent have an income of below 20000.

4.1.6 DISTRIBUTION OF RESPONDENT REGARDING LENGTH OF STAY

Table no:4.1.6 Table representing the length of stay of the respondent

Sl.no:	Particulars	No. Of respondent	Percentage
1.	Half a day	22	18.3

2.	1 -2 days	69	57.5
3.	Above 2 days	29	24.2
	Total	120	100.0

INTERPRETATION

Duration of the stay in the hotel is given in the table. 18.3% of the respondent stayed for half a day, 57.5% of the respondent stayed for 1 - 2 days, 24.2% of the respondent stayed for above 2 days.

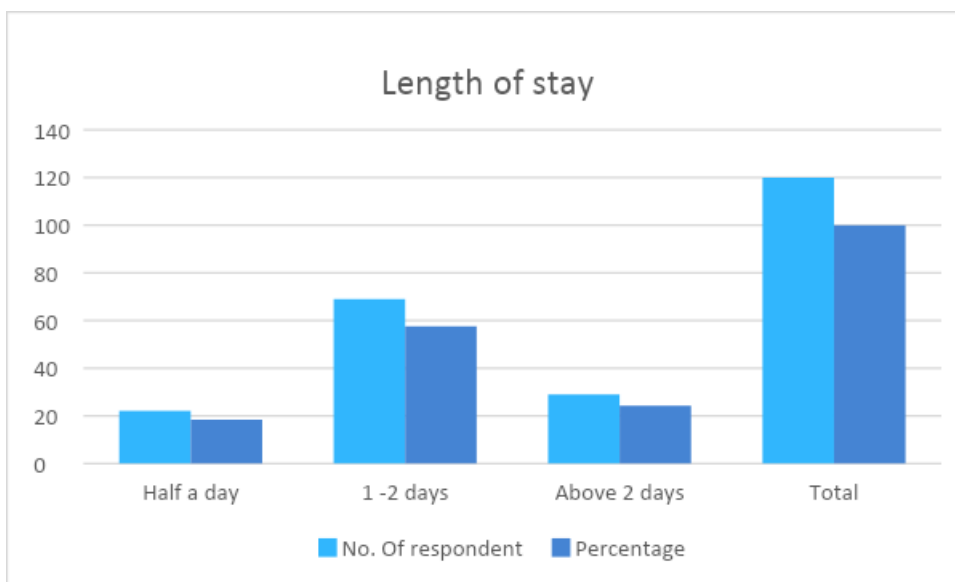


Chart no: 4.1.6 Chart representing the length of stay of the respondent

INFERENCE: It is inferred that majority of the respondent stayed for 1-2 days in hotel.

4.1.7. DISTRIBUTION OF RESPONDENT REGARDING PURPOSE OF VISIT

Table no: 4.1.7 Table representing the purpose of visit of the respondent

Sl.no:	particulars	No. Of respondent	percentage
1.	Vacation	51	42.5
2.	Visit friends	48	40
3.	Official work	21	17.5
	Total	120	100.0

INTERPRETATION

Purpose of visit is given in above table 42.5% of the respondent main purpose of the visit for vacation, 40% of the respondent visit friends, 17.5% of the respondent visit for official work.

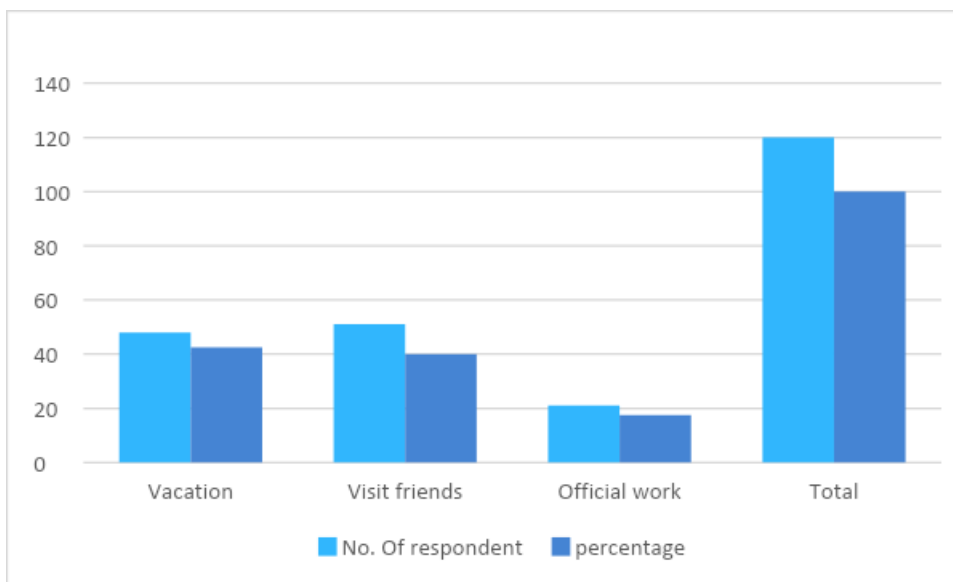


Chart no : 4.1.7 Chart representing the purpose of the visit of the respondent

INFERENCE: It is inferred that majority of the respondent visit for vacation

TANGIBILITY

4.1.8 DISTRIBUTION OF RESPONDENT REGARDING ROOMS ARE NEATLY DECORATED AND HIGHLY FACILITATED

Table no: 4.1.8 Table representing the rooms are neatly decorated and highly facilitated

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	13	10.8
2.	Disagree	16	13.3
3.	Neutral	42	35
4.	Agree	33	27.5
5.	Strongly agree	16	13.3
	Total	120	100.0

INTERPRETATION

From the above table 10.8% of the respondent are strongly disagree that the hotel rooms are neatly decorated and highly facilitated, 13.3% of the respondent are disagree, 35% of the respondent are agree and 13.3% of the respondent are strongly agree that rooms are neatly decorated and highly facilitated.

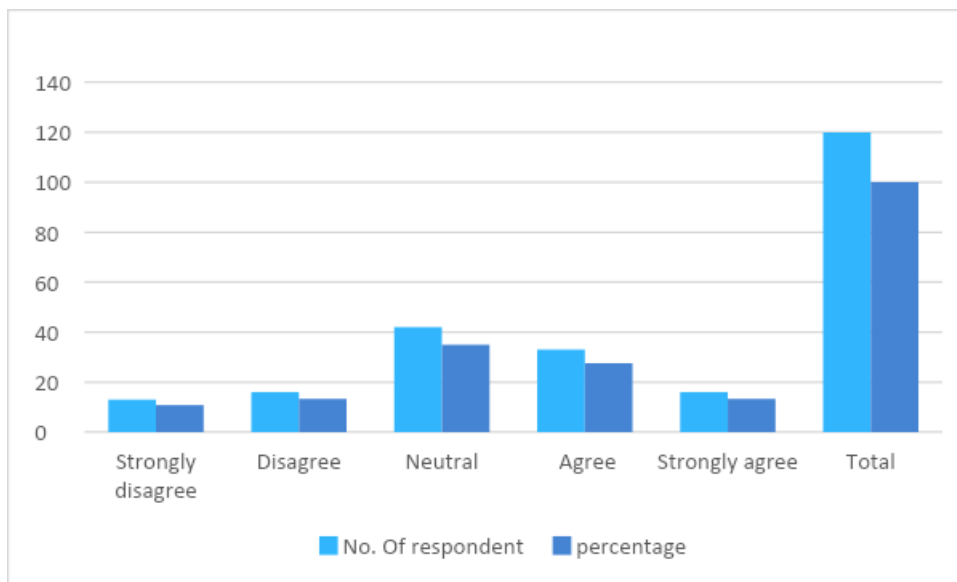


Chart No: 4.1.8 Chart representing the rooms are neatly decorated and highly facilitated

4.1.9 DISTRIBUTION OF RESPONDENT REGARDING GOOD QUALITY AND DELICIOUS FOOD OFFERED IN RESTAURANT

Table no:4.1.9 Table representing the good quality and delicious food offered in restaurant

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	9	7.5
2.	Disagree	20	16.7
3.	Neutral	31	25.8
4.	Agree	38	31.7
5.	Strongly agree	22	18.3
	Total	120	100.0

INTERPRETATION

From the above table, 7.5% of the respondent are strongly disagree that hotel provide good quality and delicious food, 16.7% of the respondent are disagree, 25.8% of the respondent are neutral, 31.7% of the respondent are agree, 18.3% of the respondent are strongly agree that the hotel provide good quality and delicious food.

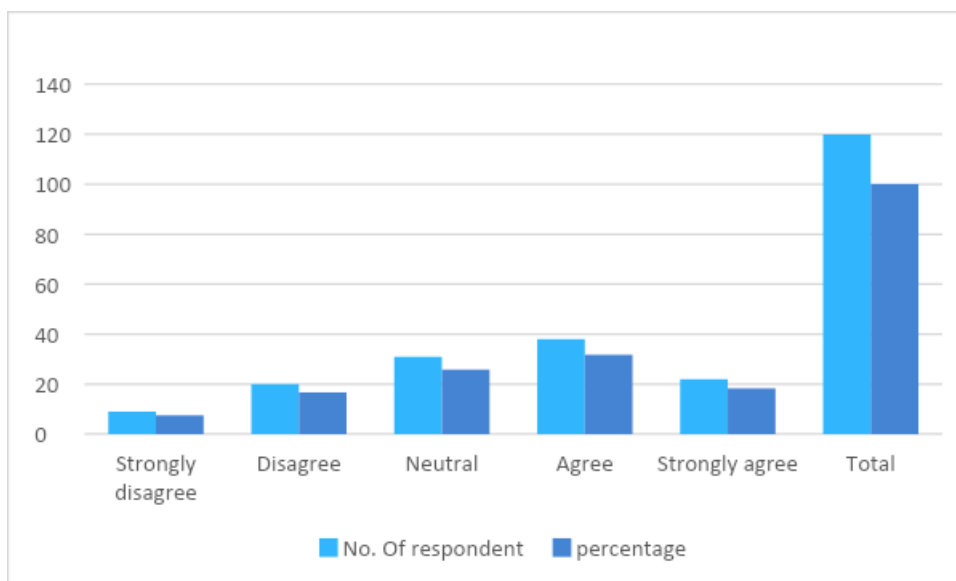


Chart no : 4.1.9 Chart representing the good quality and delicious food offered in restaurant.

4.1.10 DISTRIBUTION OF RESPONDENT REGARDING THE OUTDOOR ENVIRONMENT OF THE HOTEL HAD VISUAL ATTRACTION

Table no : 4.1.10 Table representing the outdoor environment of the hotel had visual attraction.

Sl.no:	particulars	No. Of respondent	percentage
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1.	Strongly disagree	9	7.5
2.	Disagree	14	11.7
3.	Neutral	36	30
4.	Agree	40	33.3
5.	Strongly agree	21	17.5
	Total	120	100.0

INTERPRETATION

From the above table, 7.5% of the respondent are strongly disagree that the outdoor environment of the hotel had visual attraction, 11.7% of the respondent are disagree, 30% of the respondent are neutral, 33.3% of the respondent are agree, 17.5% of the respondent are strongly agree that the outdoor environment of the hotel

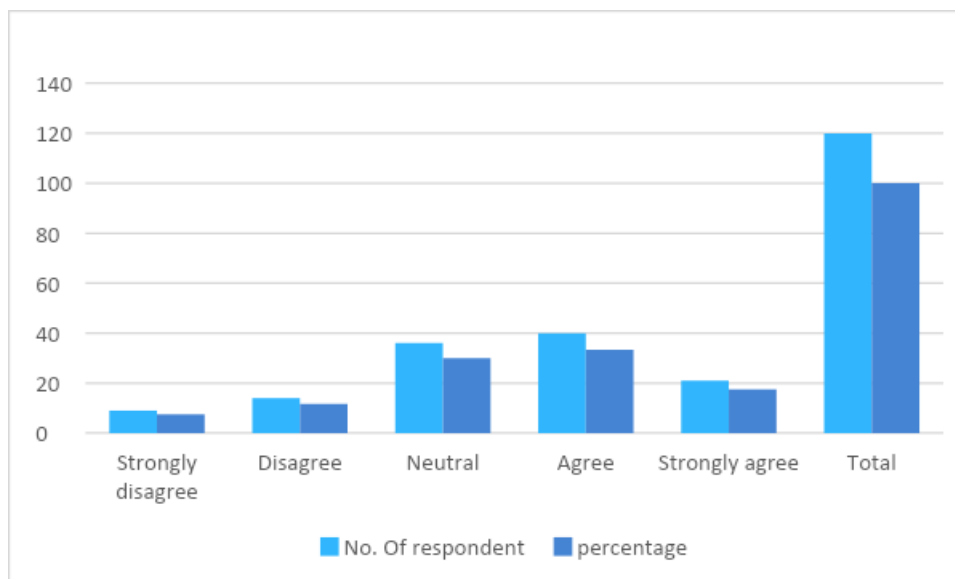


Chart no: 4.1.10 Chart representing the outdoor environment of the hotel had visual attraction.

4.1.11 DISTRIBUTION OF RESPONDENT REGARDING ROOMS ARE TECHNICALLY EQUIPPED WITH TELEVISION, PHONE AND INTERNET CONNECTION

Table no: 4.1.11 Table representing the rooms are technically equipped with television, phone and internet connection.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	8	6.7
2.	Disagree	20	16.7
3.	Neutral	27	22.5
4.	Agree	48	40
5.	Strongly agree	17	14.2
	Total	120	100.0

INTERPRETATION

From the above table, 6.7% of the respondent are strongly disagree that rooms are equipped with television, phone and internet connection, 16.7% of the respondent are disagree, 22.5% of the respondent are neutral, 40% of the respondent are agree, 14.2% of the respondent are strongly agree that rooms are equipped with television, phone and internet connection.

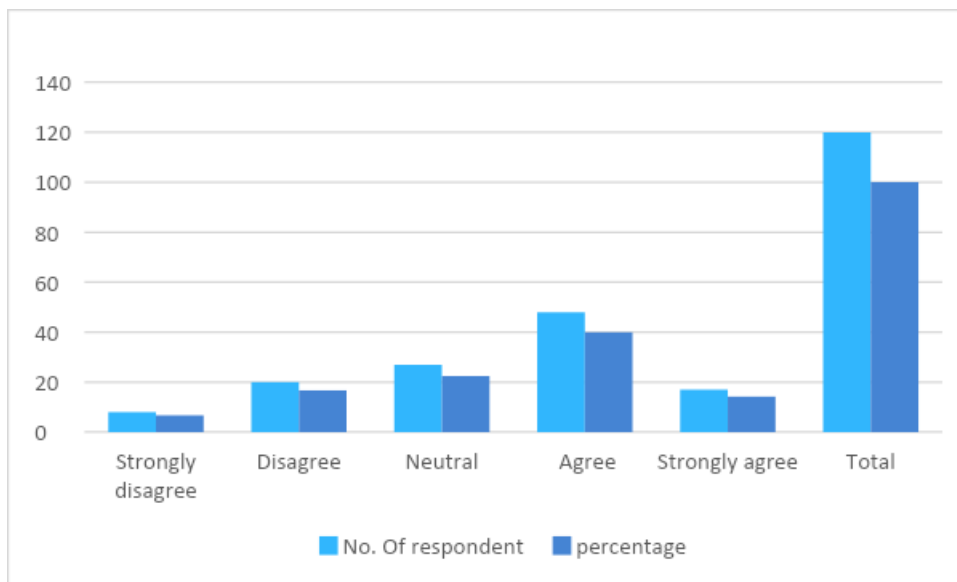


Table no : 4.1.11 Chart representing the rooms are technically equipped with television, phone and internet connection.

RELIABILITY

4.1.12 DISTRIBUTION OF RESPONDENT REGARDING ALL MENTIONED ANCILLARY SERVICES ARE PROVIDED AT RIGHT TIME

Table no :4.1.12 Table representing all mentioned ancillary services are provided at right time.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	7	5.8
2.	Disagree	12	10
3.	Neutral	34	28.3
4.	Agree	52	43.3
5.	Strongly agree	15	12.5
	Total	120	100.0

INTERPRETATION

From the above table, 5.8% of the respondent are strongly disagree that all mentioned ancillary services are provided at time, 10% of the respondent are disagree, 28.3% of the respondent are neutral, 43.3% of the respondent are agree and 12.5% of the respondent are strongly agree that all mentioned ancillary services are provided at time.

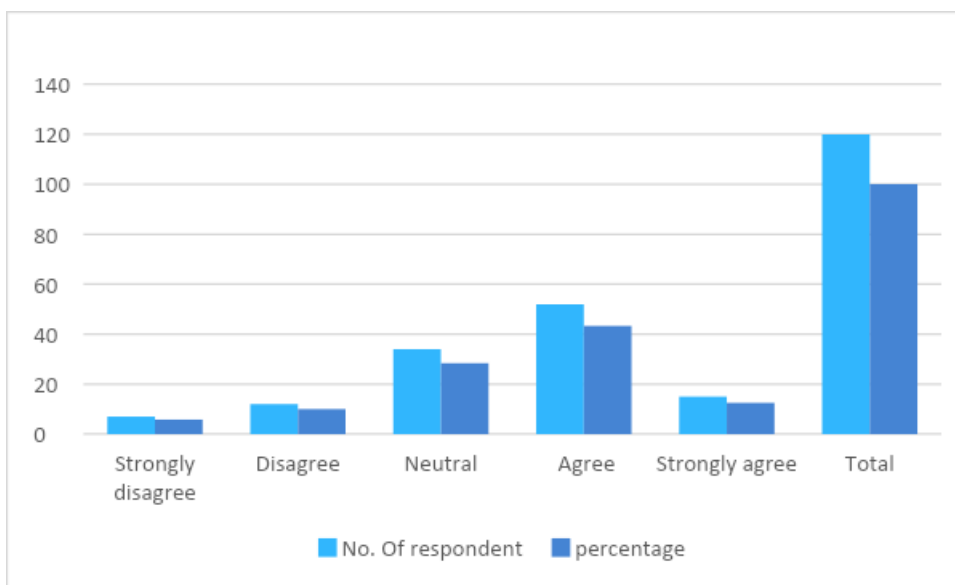


Chart no: 4.1.12 Chart representing all mentioned ancillary services are provided at right time.

4.1.13 DISTRIBUTION OF RESPONDENT REGARDING WHEN YOU HAVE A PROBLEM, THE HOTEL SHOWS A SINCERE INTEREST IN SOLVING

Table no: 4.1.13 Table representing when you have a problem, the hotel shows a sincere interest in solving.

Sl.no:	particulars	No. Of respondent	percentage
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1.	Strongly disagree	8	6.7
2.	Disagree	12	10
3.	Neutral	33	27.5
4.	Agree	52	43.3
5.	Strongly agree	15	12.5
	Total	120	100.0

INTERPRETATION

From the above table, 6.7% of the respondent are strongly disagree that when the customer have a problem, the hotel shows the sincere interest in solving, 10% of the respondent are disagree, 27.5% of the respondent are neutral, 43.3% of the respondent are agree and 12.5% of the respondent are strongly agree that when the customer have a problem, the hotel shows sincere interest in solving.

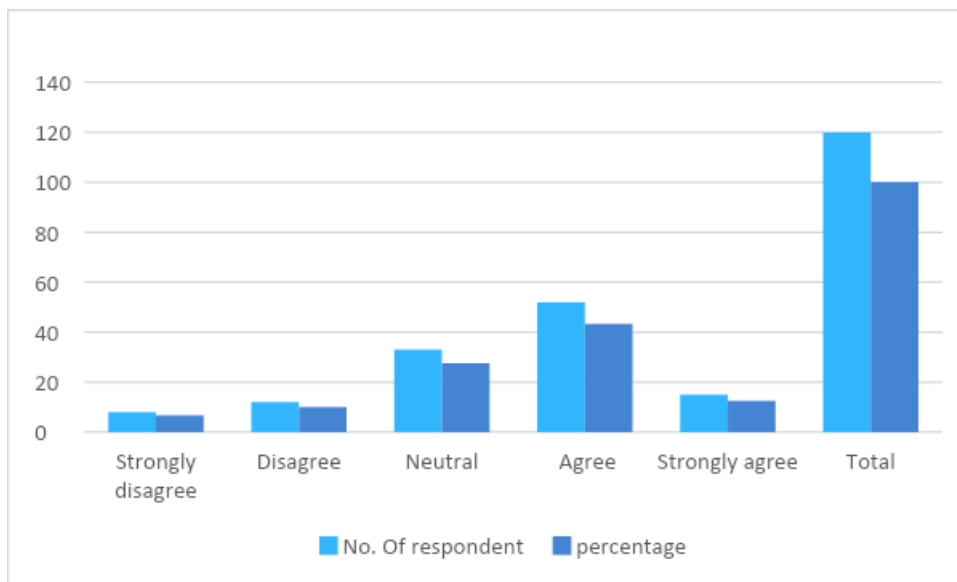


Chart no: 4.1.13 Chart representing when you have a problem, the hotel shows a sincere interest in solving.

4.1.14 DISTRIBUTION OF RESPONDENT REGARDING BEHAVIOR OF THE STAFF WHILE DELIVERING SERVICE IS FINE

Table no:4.1.14 Table representing the behavior of the staff while delivering service is fine.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	6	5
2.	Disagree	15	12.5
3.	Neutral	31	25.8
4.	Agree	51	42.5
5.	Strongly agree	17	14.2
	Total	120	100.0

INTERPRETATION

From the above table, 5% of the respondent are strongly disagree that behavior of the staff while delivering service is fine , 12.5% of the respondent are disagree, 25.8% of the respondent are neutral, 42.5% of the respondent are agree and 14.2% of the respondent are strongly agree that behavior of the staff while delivering service is fine.

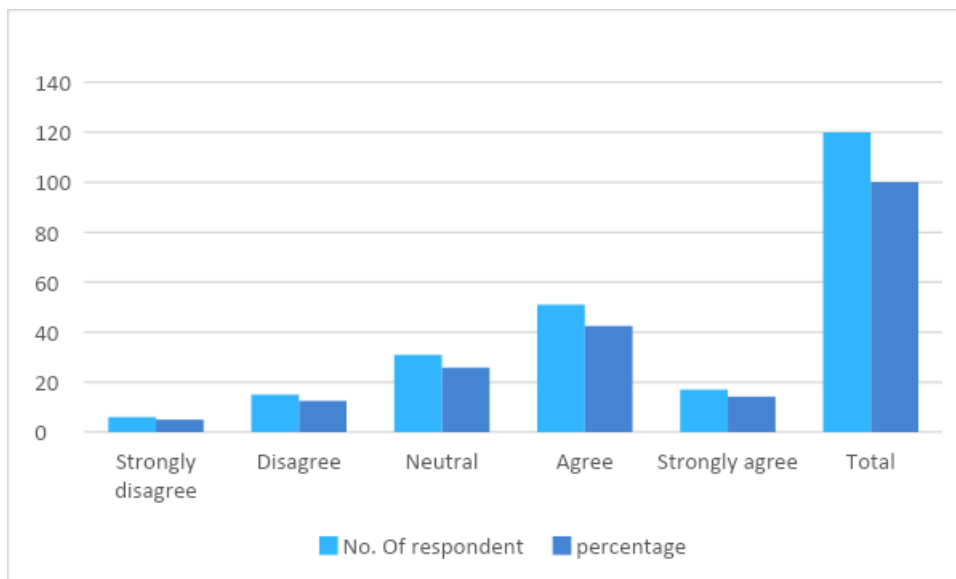


Chart no: 4.1.14 Chart representing the behavior of the staff while delivering service is fine.

RESPONSIVENESS

4.1.15 DISTRIBUTION OF RESPONDENT REGARDING EMPLOYEE OF THE HOTEL TELL YOU EXACTLY WHAT SERVICE WILL BE PERFORMED

Table no: 4.1.15 Table representing the employee of the hotel tell you exactly what service will be performed.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	8	6.7
2.	Disagree	15	12.5
3.	Neutral	22	18.3
4.	Agree	55	45.8
5.	Strongly agree	20	16.7
	Total	120	100.0

INTERPRETATION

From the above table, 6.7% of the respondent are strongly disagree that employee of the hotel tell you exactly what service will be performed, 12.5% of the respondent are disagree, 18.3% of the respondent are neutral, 45.8% of the respondent are agree and 16.7% of the respondent are strongly agree that employee of the hotel tell you exactly what service will be performed.

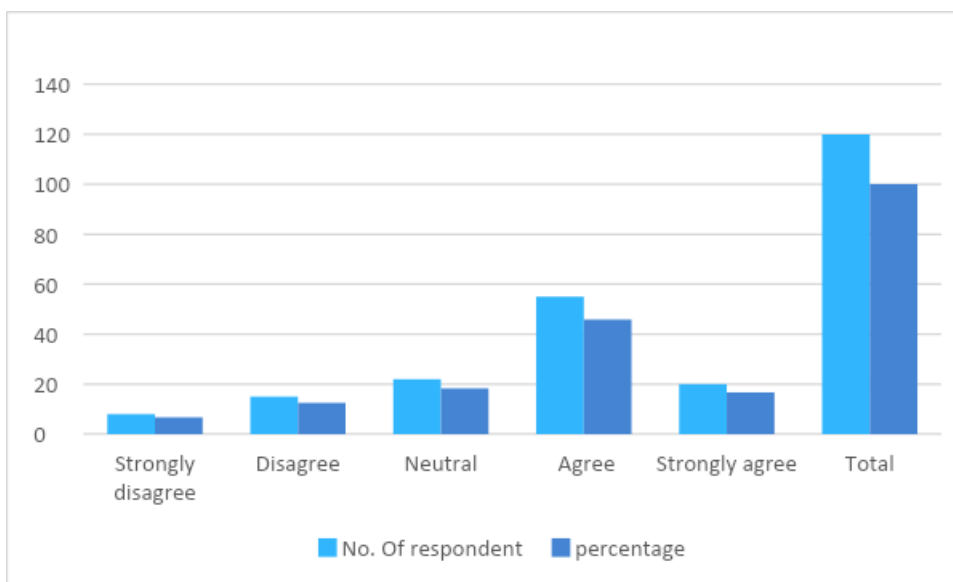


Chart no: 4.1.15 Chart representing the employee of the hotel tell you exactly what service will be performed.

4.1.16 DISTRIBUTION OF RESPONDENT REGARDING EMPLOYEE OF THE HOTEL ARE ALWAYS WILLING TO HELP CUSTOMER.

Table no: 4.1.16 Table representing the employee of the hotel are always willing to help customer.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	8	6.7
2.	Disagree	15	12.5
3.	Neutral	29	24.2
4.	Agree	49	40.8
5.	Strongly agree	19	15.8
	Total	120	100.0

INTERPRETATION

From the above table, 6.7% of the respondent are strongly disagree that employee of the hotel are always willing to help the customer, 12.5% of the respondent are disagree, 24.2% of the respondent are neutral, 40.8% of the respondent are agree and 15.8% of the respondent are strongly agree that employee of the hotel are always willing to help the customer.

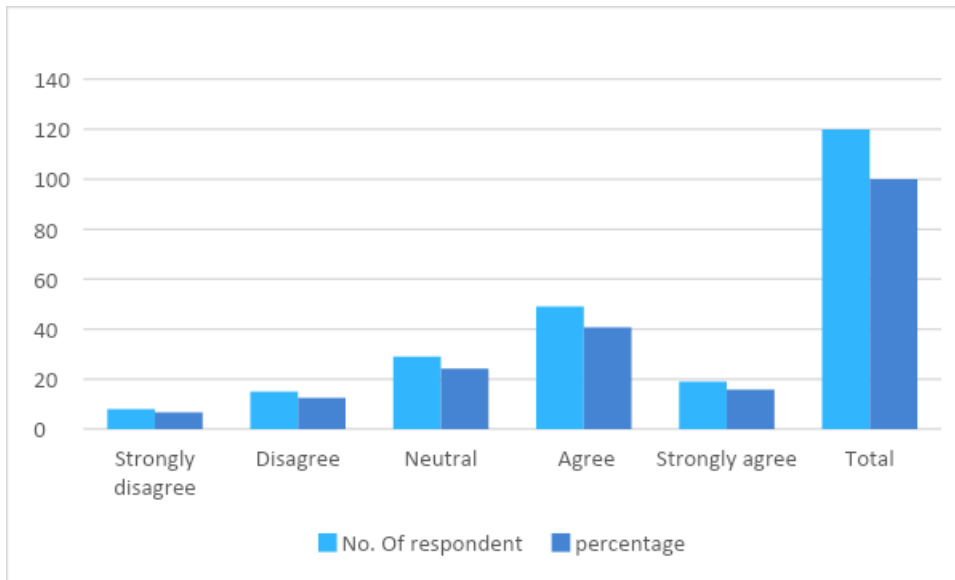


Chart no: 4.1.16 Chart representing the employee of the hotel are always wiling to help customer.

4.1.17 DISTRIBUTION OF RESPONDENT REGARDING EMPLOYEE OF THE HOTEL ARE NEVER TOO BUSY TO RESPOND TO YOUR REQUESTS

Table no: 4.1.17 Table representing the employee of the hotel are never too busy to respond to your requests.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	9	7.5
2.	Disagree	16	13.3
3.	Neutral	33	27.5
4.	Agree	49	40.8
5.	Strongly agree	13	10.8

	Total	120	100.0
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INTERPRETATION

From the above table, 7.5% of the respondent are strongly disagree that employee of the hotel are never too busy to respond to your requests, 13.3% of the respondent are disagree, 27.5% of the respondent are neutral, 40.8% of the respondent are agree and 10.8% of the respondent are strongly agree that employee of the hotel are never too busy to respond to your requests

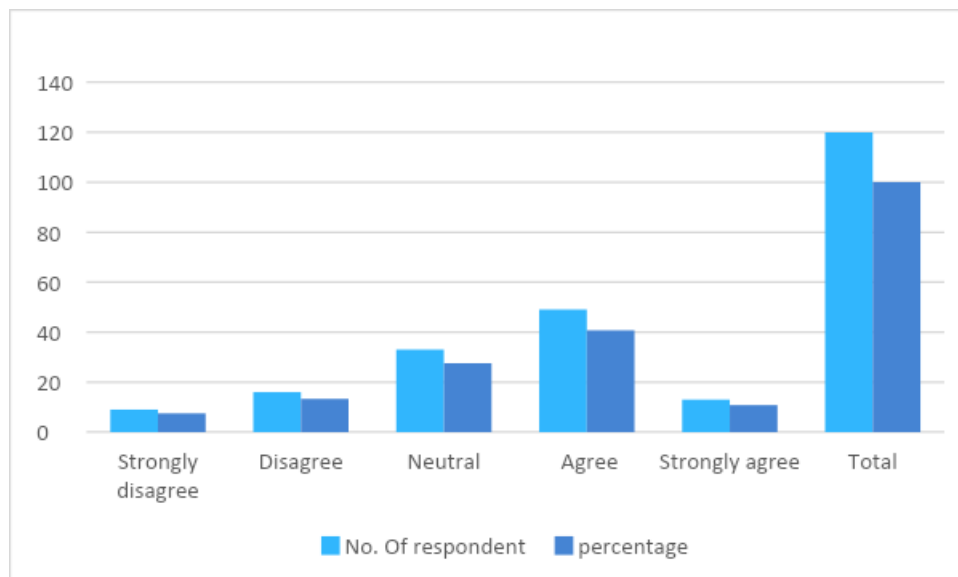


Table no: 4.1.17 Chart representing the employee of the hotel are never too busy to respond to your requests.

ASSURANCE

4.1.18 DISTRIBUTION OF RESPONDENT REGARDING EMPLOYEE OF THE HOTEL HAVE ADEQUATE KNOWLEDGE TO ANSWER YOUR QUESTIONS

Table no:4.1.18 Table representing the employee of the hotel have adequate knowledge to answer your questions.

Sl.no:	Particulars	No. Of respondent	percentage
1.	Strongly disagree	10	8.3
2.	Disagree	17	14.2
3.	Neutral	29	24.2
4.	Agree	49	40.8
5.	Strongly agree	15	12.5
	Total	120	100.0

INTERPRETATION

From the above table, 8.3% of the respondent are strongly disagree that Employee of the hotel have adequate knowledge to answer your questions, 14.2% of the respondent are disagree, 24.2% of the respondent are neutral, 40.8% of the respondent are agree and 12.5% of the respondent are strongly agree that Employee of the hotel have adequate knowledge to answer your questions.

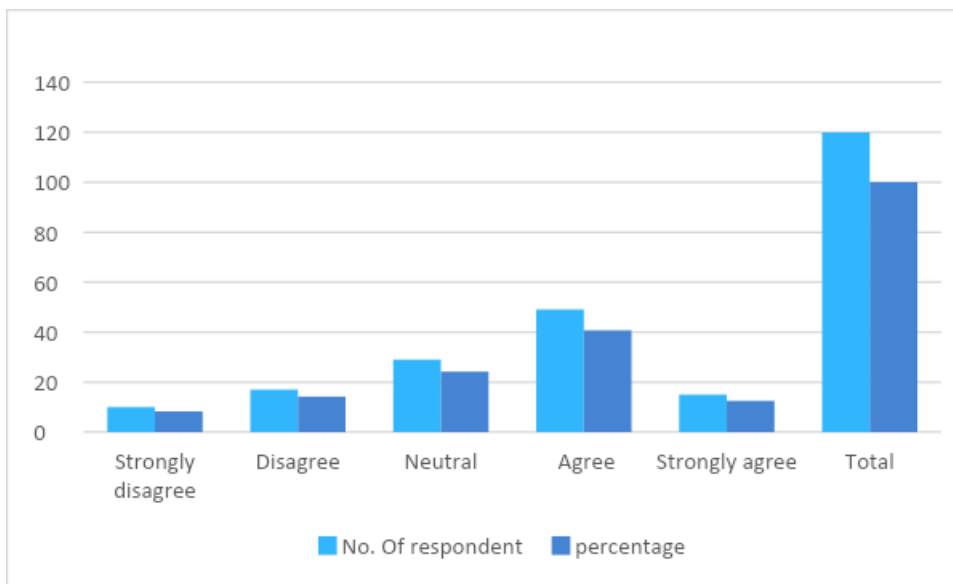


Chart no: 4.1.18 Chart representing the employee of the hotel have adequate knowledge to answer your questions.

4.1.19 DISTRIBUTION OF RESPONDENT REGARDING THE BEHAVIOR OF THE EMPLOYEE OF THE HOTEL INSTILLS CONFIDENCE IN CUSTOMER

Table no: 4.1.19 Table representing the behaviour of the employee of the hotel instills confidence in customer.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	9	7.5
2.	Disagree	15	12.5
3.	Neutral	30	25
4.	Agree	49	40.8
5.	Strongly agree	17	14.2
	Total	120	100.0

INTERPRETATION

From the above table, 7.5% of the respondent are strongly disagree that the behaviour of the employee of the hotel instills confidence in customer, 12.5% of the respondent are disagree, 25% of the respondent are neutral, 40.8% of the respondent are agree and 14.2% of the respondent are strongly agree that the behaviour of the employee of the hotel instills confidence in customer.

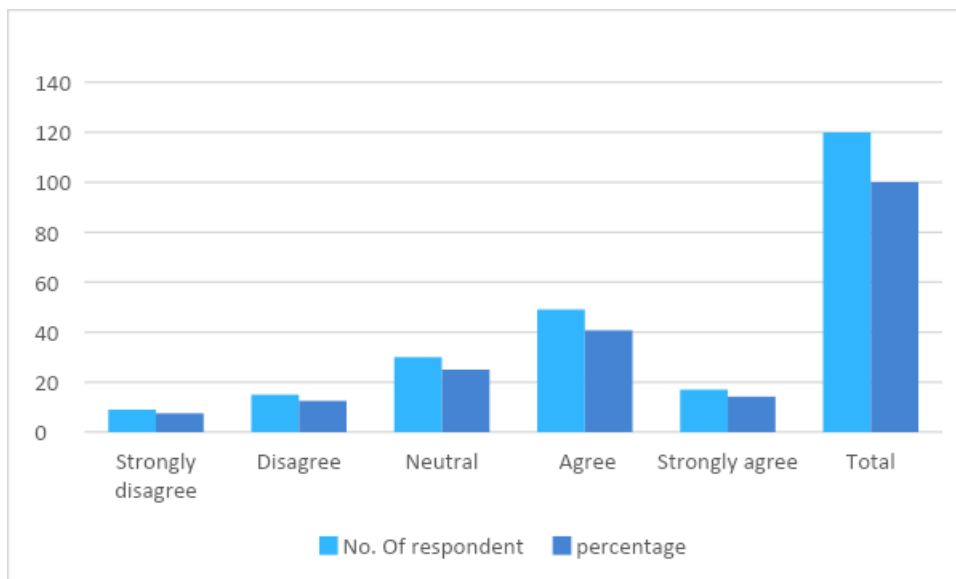


Chart no :4.1.19 Chart representing the behaviour of the employee of the hotel instills confidence in customer.

4.1.20 DISTRIBUTION OF RESPONDENT REGARDING THE CUSTOMER FEEL SAFE AND SECURE DURING THEIR HOTEL STAY

Table no: 4.1.20 table representing the customer feel safe and secure during their hotel stay.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	8	6.7
2.	Disagree	10	8.3
3.	Neutral	25	20.8
4.	Agree	58	48.3
5.	Strongly agree	19	15.8
	Total	120	100.0

INTERPRETATION

From the above table, 6.7% of the respondent are strongly disagree that the customer feel safe and secure during their hotel stay, 8.3% of the respondent are disagree, 20.8% of the respondent are neutral, 48.3% of the respondent are agree and 15.8% of the respondent are strongly agree that the customer feel safe and secure during their hotel stay.

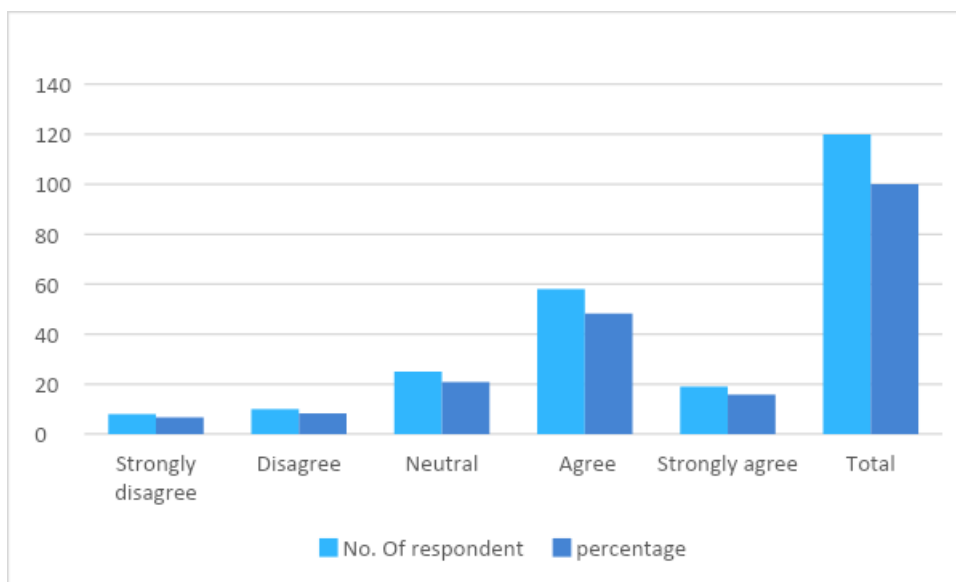


Chart no: 4.1.20 Chart representing the customer feel safe and secure during their hotel stay.

4.1.21 DISTRIBUTION OF RESPONDENT REGARDING EMPLOYEE OF THE HOTEL ARE CONSISTENTLY COURTEOUS TOWARDS YOU

Table no: 4.1.21 Table representing the employee of the hotel are consistently courteous towards the customer.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	08	6.7
2.	Disagree	12	10
3.	Neutral	25	20.8
4.	Agree	55	45.8
5.	Strongly agree	20	16.7
	Total	120	100.0

INTERPRETATION

From the above table, 6.7% of the respondent are strongly disagree that employee of the hotel are consistently courteous towards the customer, 10% of the respondent are disagree, 20.8% of the respondent are neutral, 45.8% of the respondent are agree and 16.7% of the respondent are strongly agree that employee of the hotel are consistently courteous towards the customer.

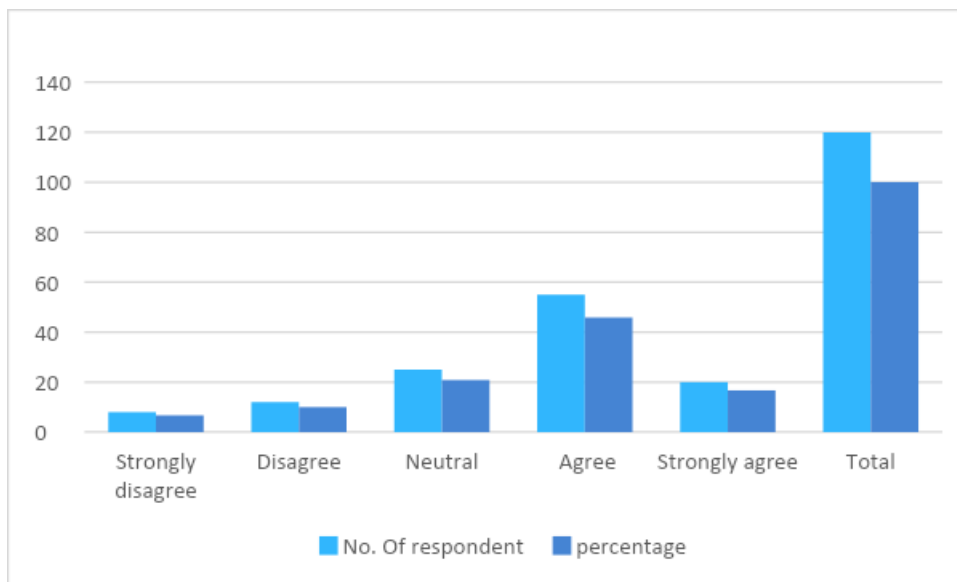


Chart no:4..121 Chart representing the employee of the hotel are consistently courteous towards the customer.

4.1.22 DISTRIBUTION OF RESPONDENT REGARDING EMPLOYEE OF THE HOTEL ARE VERY MUCH ATTENTIVE TO THE CUSTOMER

Table no: 4.1.22 Table representing the employee of the hotel are very much attentive to the customer.

S.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	9	7.5
2.	Disagree	13	10.8
3.	Neutral	26	21.7
4.	Agree	53	44.2
5.	Strongly agree	19	15.8
	Total	120	100.0

INTERPRETATION

From the above table, 7.5% of the respondent are strongly disagree that Employee of the hotel are very much attentive to the customer, 10.8% of the respondent are disagree, 21.7% of the respondent are neutral, 44.2% of the respondent are agree and 15.8% of the respondent are strongly agree that Employee of the hotel are very much attentive to the customer.

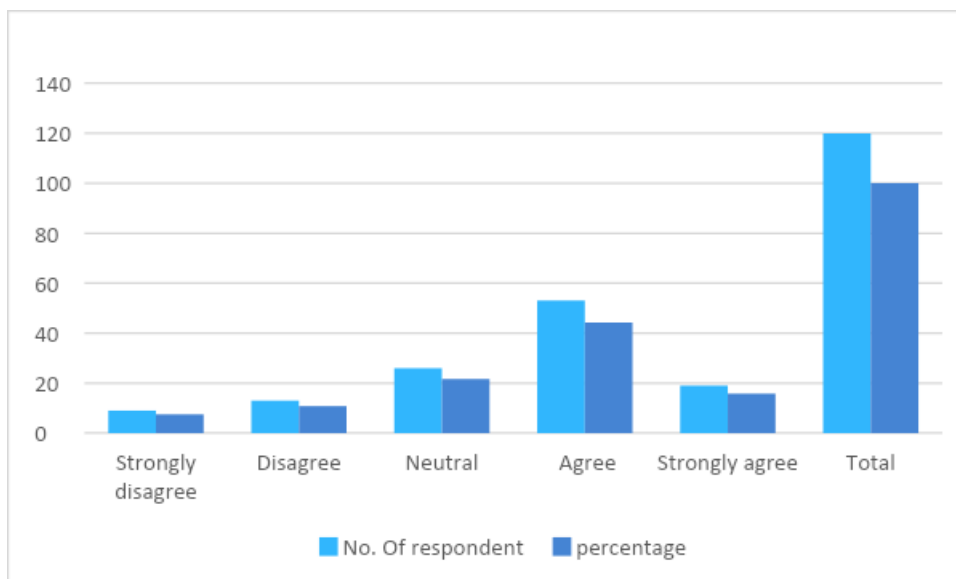


Chart no: 4.1.22 Employee of the hotel are very much attentive to the customer

4.1.23 DISTRIBUTION OF RESPONDENT REGARDING CURIOSITY OF THE EMPLOYEES TO KNOW THE SPECIFIC NEEDS OF THE CUSTOMER

Table no: 4.1.23 Table representing the curiosity of the employee to know the specific needs of the customer.

Sl.no:	particulars	No. Of respondent	percentage
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1.	Strongly disagree	08	6.7
2.	Disagree	13	10.8
3.	Neutral	32	26.7
4.	Agree	52	43.3
5.	Strongly agree	15	12.5
	Total	120	100.0

INTERPRETATION

From the above table, 6.7% of the respondent are strongly disagree that Curiosity of the employee to know the specific needs of the customer, 10.8% of the respondent are disagree, 26.7% of the respondent are neutral, 43.3% of the respondent are agree and 12.5% of the respondent are strongly agree that Curiosity of the employee to know the specific needs of the customer.

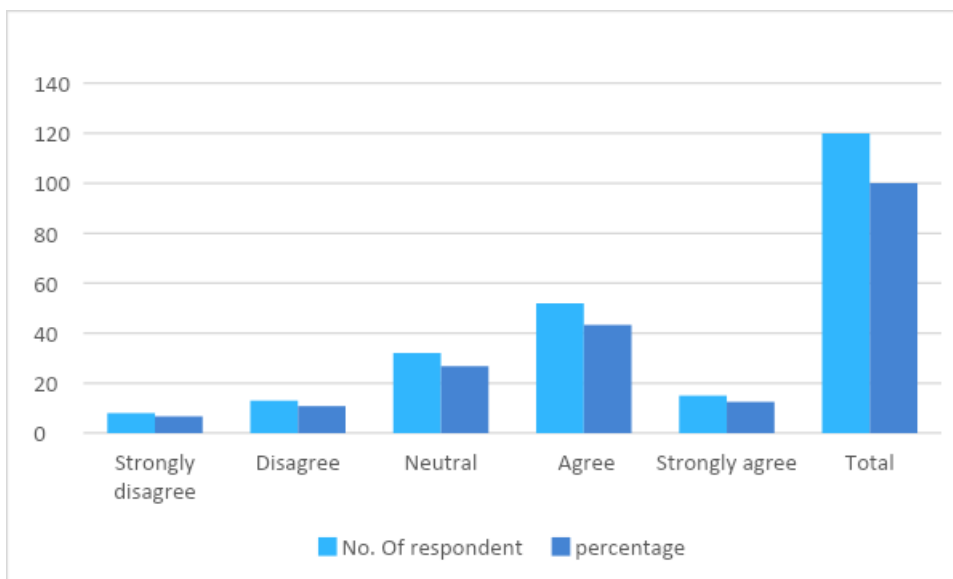


Table no: 4.1.23 Chart representing the curiosity of the employee to know the specific needs of the customer.

4.1.24 DISTRIBUTION OF RESPONDENT REGARDING THE HOTEL HAS STAFF MEMBERS WHO ARE EFFICIENT

Table no: 4.1.24 Table representing the hotel has staff members who are efficient.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	07	5.8
2.	Disagree	17	14.2
3.	Neutral	34	28.3
4.	Agree	45	37.5
5.	Strongly agree	17	14.2
	Total	120	100.0

INTERPRETATION

From the above table, 5.8% of the respondent are strongly disagree that the hotel has staff members who are efficient, 14.2% of the respondent are disagree, 28.3% of the respondent are neutral, 37.5% of the respondent are agree and 14.2% of the respondent are strongly agree that the hotel has staff members who are efficient .

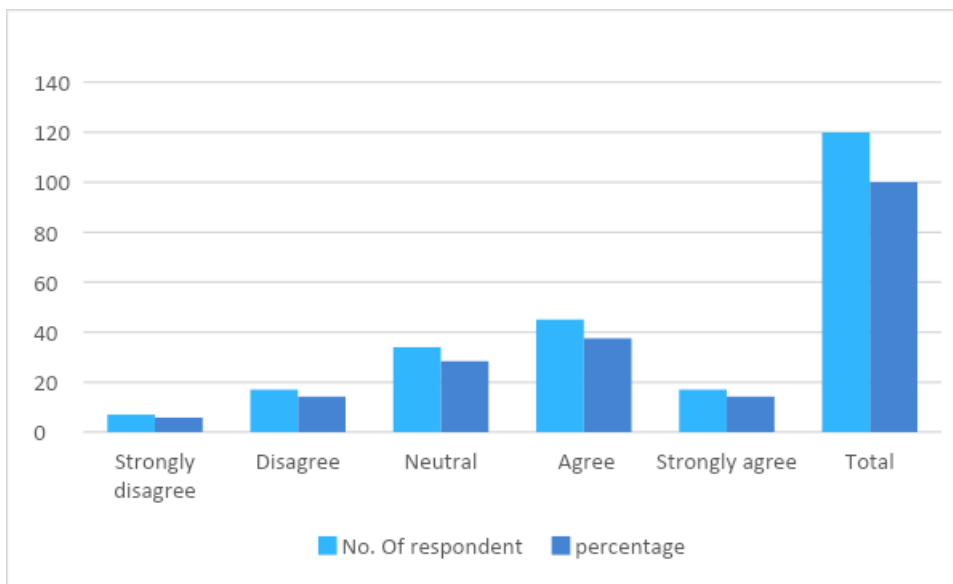


Table no:4.1.24 Chart representing the hotel has staff members who are efficient.

4.2 ANOVA

4.2.1. DEMOGRAPHIC FACTOR AND EMPATHY

Null hypothesis H0 : there is no significant difference between gender and curiosity of the employees to know the specific needs of the customer.

Alternative hypothesis H1 : there is a significant difference between gender and curiosity of the employees to know the specific needs of the customer.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.565	1	3.565	2.815	.096

Within Groups	149.427	118	1.266		
Total	152.992	119			

Table no.4.2.1.Table representing the relationship between demographic factor and empathy

INTERPRETATION

Significance level is 0.096 which is above 0.05 therefore there is no significant difference between gender and curiosity of the employees to know the specific needs of the customer.

4.2.2.DEMOGRAPHIC FACTOR AND ASSURANCE

Null hypothesis H0 : there is no significant difference between length of stay and customer feel safe and secure during their stay.

Alternative hypothesis H1: there is significant difference between length of stay and customer feel safe and secure during stay.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.026	2	1.013	.723	.487
Within Groups	163.841	117	1.400		
Total	165.867	119			

Table no. 4.2.2. Table representing relationship between demographic factor and assurance.

INTERPRETATION

Significance level is 0.487 which is above 0.05 therefore there is no significant difference between length of stay and customer feel safe and secure during stay.

CHAPTER - 5

FINDINGS , SUGGESTION AND CONCLUSION

5.1 FINDINGS

- ❖ It is inferred that majority of 52.5% of the respondent are belong to the age group of 20 - 30 years.
- ❖ It is inferred that majority of 53.3% of the respondent are male
- ❖ It is inferred that majority of 51.7% of the respondent are single.
- ❖ It is inferred that majority of 30.8% of the respondent are students.
- ❖ It is inferred that majority of 34.2% of the respondent are earned below 20000 as monthly income.
- ❖ it is inferred that majority of 57.5% of the respondent are stayed half a day in the hotel.

- ❖ It is inferred that majority of 42.5% of the respondent are visit hotel for the purpose of vacation.
- ❖ It is inferred that majority of 35% of the respondent are neutral that the hotel rooms are decorated and highly facilitated.
- ❖ It is inferred that majority of 31.7% of the respondent are agreed that hotel restaurant offered good quality and delicious food to the customer.
- ❖ It is inferred that majority of 33.3% of the respondent are agreed that the outdoor environment of the hotel had visual environment.
- ❖ It is inferred that majority of 40% of the respondent are agree that hotel rooms are technically equipped with television, phone, and internet connection.
- ❖ It is inferred that majority of 43.3% of the respondent are agree that all mentioned ancillary services are provided at right time.
- ❖ It is inferred that majority of 43.3% of the respondent are agree that when the customer have a problem, the hotel shows a sincere interest in solving.
- ❖ It is inferred that majority of 42.5% of the respondent are agree that the behavior of hotel staff while delivering service is fine.
- ❖ It is inferred that majority of 45.8% of the respondent are agree that the employee of the hotel tell the customer exactly what service will be performed.

- ❖ It is inferred that majority of 40.8% of the respondent are agree that the employee of the hotel are always willing to help you.
- ❖ It is inferred that majority of 40.8% of the respondent are agree that employee of the hotel are never too busy to respond to your requests.
- ❖ It is inferred that majority of 40.8% of the respondent are agree that employee of the hotel have adequate knowledge to answer the customer question.
- ❖ It is inferred that majority of 40.8% of the respondent are agree that the behavior of the employee of the hotel instills confidence in customer.
- ❖ It is inferred that majority of 48.3% of the respondent are agree that customer feel safe and secure during their hotel stay.
- ❖ It is inferred that majority of 45.8% of the respondent are agree that employee of the hotel are consistently courteous towards the customer.
- ❖ It is inferred that majority of 44.2% of the respondent are agree that employee of the hotel are very much attentive to the customer.
- ❖ It is inferred that majority of 43.3% of the respondent are agree that curiosity of the employee to know the specific needs of the customer.
- ❖ It is inferred that majority of 37.5% of the respondent are agree that the hotel has staff members who are efficient.

- ❖ In anova table the significance level is 0.096 which is above 0.05 which represent that the alternative hypothesis is rejected and there is no significant difference between gender and curiosity of the employees to know the specific needs of the customer.
- ❖ In anova table the significance level is 0.487 which is above 0.05 which represent that the alternative hypothesis is rejected and therefore there is no significant difference between length of stay and customer feel safe and secure during stay.

5.2 SUGGESTION

Service in main product of this study through the study we may take:

- ❖ All the hotels are not providing very good entertainment services therefore these should be introduced. E.g. indoor games like pool, table tennis, video games etc. and outdoor games like badminton, basketball etc.
- ❖ The hotels must introduce swimming pool and health club.
- ❖ Privilege discount card should be introduced.
- ❖ More variety should be introduced in the food items
- ❖ The staff should be kept aware about the latest developments in and around the hotel so that they have enough knowledge to be able to answer their customer's queries.
- ❖ The staff should be encouraged to serve with a smile and be polite with the customers.

- ❖ The hotel staff should be regularly made to realize what the hotel's main aim is. They must be told about the importance a customer holds for their hotel so that the staff is more willing to serve the guests well.
- ❖ Some hotels lack in terms of the privacy they provide. Care should be taken to make sure that the customers don't get disturbed and are given proper privacy.
- ❖ The hotels must make promises which it knows it can easily achieve and must perform all its services at the promised time.
- ❖ The hotel should try and focus on the specific demands of its customers. This will help it to differentiate itself from the others and will provide customers with better satisfaction.
- ❖ Some of the high category hotels don't have Wi-Fi which is a very important facility today. So this must be introduced especially in the high category hotels.
- ❖ More entertainment facilities should be introduced.

The study helps the hotel industry to focus more on the research progress to increase the service quality and customer satisfaction by considering it as the hotel management objective. Moreover, the results help the hotels to understand the variables which increase the service quality . For further study the larger sample size should be considered to understand the variety of customer's perception and attitudes.

5.3 CONCLUSION

The study concludes the hotel industry of kanyakumari is not performing as per the customers' needs of the service quality . There is a lot more that the customers expect from the hotels. Since kanyakumari is a major tourist spot therefore it must have good quality hotels. To improve their performance, the hotels need to focus more on tangibles

e.g. they must introduce wi-fi facility which is a necessity today, swimming pool, health club, more entertainment facilities etc. Also they must have well trained, groomed and reliable staff. This will help the hotels to do focus better. The hotels have to ensure that every contact with guests results in positive experience for the guests. This result indicates that service quality confirms its role as an important driver in hotel industry. Therefore service quality should be taken into high consideration in hotels .

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Appendix -1

Questionnaire

1) Name :

2) Age : (20 years & below, 20-30, 30-40, above 40)

3) Gender : (male, female, others)

4) Marital status: (married, single)

5) Occupation : (self employed, professionals , retired , students, others)

6) Income : (below 20000, 20000-30000, 30000-50000, above 50000)

7) Length of stay :(below 2 days, 2-5 days, above 5 days)

8) Purpose of visit : (business / official work, visit friends , vacation)

Tangibility

		Strongly disagree	disagree	neutral	agree	Strongly agree
	Rooms are neatly decorated and highly facilitated					
	Good quality and delicious food offered in restaurant					
	The outdoor environment had visual attraction					
	Rooms are technically equipped with television,phone,and internet connection.					

Reliability

		Strongly disagree	disagree	neutral	agree	Strongly agree
	All mentioned ancillary services are provided at right time					
	When you have a problem, the hotel shows a sincere interest in solving					
	Behaviour of staff while delivering service is fine					

Responsiveness

		Strongly disagree	disagree	neutral	agree	Strongly agree
	Employee of the hotel tell you exactly what service will be performed					
	Employee of the hotel are always willing to help you					
	Employee of the hotel are never too busy to respond to your requests					

Assurance

		Strongly disagree	disagree	Neutral	Agree	Strongly agree
	Employee of the hotel have adequate knowledge to answer your questions					
	The behavior of the employee of the hotel instills confidence in customer					
	You feel safe and secure during their hotel stay					
	Employee of the hotel are consistently courteous towards you					

Empathy

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	Employees of the hotel are very much attentive to the customer					

	Curiosity of the employees to know the specific needs of the guests					
	The hotel has staff members who are efficient					

APPENDIX- 2

ARTICLE

A STUDY ON SERVICE QUALITY IN THE HOTEL INDUSTRY IN KANYAKUMARI

ABSTRACT

This project attempts to study the service quality of hotel industry in kanyakumari. Service quality is the degree and direction of discrepancy between consumers' perceptions and expectations in terms of different but relatively important dimensions of service quality. A 25-question SERVQUAL scale measuring the service quality of hotel industry. Population for the study consisted of customers in Hotels of kanyakumari. In all 120 customers were surveyed. the data was collected through well structured questionnaire. Data analysis done with to help of SPSS. The study implies that service quality plays an important role as a driver for higher customer satisfaction level in hotel service. On the whole the industry did not match the expectations of customers. To minimize this gap between customers' perceptions and expectations customers suggested introduction of Wi-Fi, entertainment facilities, swimming pool, trained reliable staff, better equipment, better food, prompt service etc.

KEYWORDS : hotel industry, service quality, servqual scale, customer.

INTRODUCTION

Hotel industry plays an important role in promote growth and development. Tourism embraces nearly all the aspects of our society. In this modern world most of business sector classified as travel and tourism as meeting planner and other service providers including accommodation, transportation, attraction and entertainment. The rise in levels of income and standard of living but also coupled with an increase in leisure time has been especially beneficial to the tourism industry. The advent of technological progress particularly through higher capacity cruise ships and air-crafts, computerized reservation systems, better road transport facilities have played key roles in the global growth of hotel industry.

The hotel industry is subdivision of the hospitality industry that specializes in providing customers with lodging services. There are a variety of hotel types that typically can be categorized by size, function, service, and cost. Levels of service can usually be split into three options: limited-service, mid-range service, and full-service. However, some consumers may be more familiar with the star rating system, with one being the lowest rating and five being the highest. When it comes to function some of the categories include business, casino, spa, extended stay, bed & breakfast, and more. In recent years, more and more people across the globe have begun to see travel as an integral part of life. Both leisure travel spending and business travel spending have seen year-over-year growth over the past five years.

SERVICE QUALITY

Service quality in the hospitality industry becomes one of the most important factors for gaining a sustainable competitive advantage and customers' confidence in the highly competitive marketplace, and therefore service quality can give the hospitality industry a great chance to create competitive differentiation for organizations. It is thus considered as a significant core concept and a critical success factor in the hospitality industry. A successful hotel delivers excellent quality service to customers, and service quality is considered the life of hotel. Many benefits can be achieved by service quality such as establishing customer satisfaction, contributing to business image, establishing

customer loyalty, and providing a competitive advantage to a business. Service quality performance can mean different to different people, for example, employees may show higher perceptions of service quality than customers perceived, and thus managers and their employees never like to identify deficiencies in service quality.

SERVICE QUALITY MODEL

The SERVQUAL model is the most popular model to measure the customer satisfaction in almost all industry. The model is based on the customer's evaluation of service quality, which is a comparison of the expected and the obtained value as well as a consideration of gaps in the process of service provision. The foundation of SERVQUAL scale was the gap model. The SERVQUAL model consists of five dimensions, namely: empathy, reliability, assurance, responsiveness and tangibility. It evaluates customer's perceptions of service quality and that based on the gap between customers' expectations and their perceptions.

REVIEW OF LITERATURE

Parasuraman, Zeithaml, and Berry (1985) stated that there are five elements of service quality. Those are the dimensions of tangibility, reliability, responsiveness, assurance and empathy. Although there is disagreement among researchers about how to measure service quality, several instruments have been developed to do so, such as SERVQUAL, SERVPERF, INTSERVQUAL and INSQPLUS.

Jain and Gupta (2004) compared SERVQUAL and SERVPERF scales in fast food context. They found that the SERVPERF scale was more convergent and discriminate valid scale than SERVQUAL in the measurement of service quality in fast food restaurants.

Lovelock .C and wirtz .J (2004) A service is an economic activity that creates value and provides benefits for customers at specific times and places by bringing about a desired change in or on behalf of the recipient of the service. Although the process may

be tied to a physical product, the performance is transitory, often intangible in nature and does not normally result in ownership of any of the factors of production.

(Fen & Lian, 2004) In their study defined service quality as the consumer's overall impression of the organization and its services to the customers. Service quality is a form of attitude which represents an overall evaluation of the organization. This attitude positive or negative creates cues in the mind of the customer about the service delivered by the hotels and in turn it influences the overall satisfaction of the customer.

Liu and Yen (2010) Customer satisfaction is regarded as customers can get more benefits than their cost. Customer satisfaction is attaining the maximum out of the value invested for a product or a service.

Awara & anyadighibe, (2014) refers to the knowledge and courtesy of employees and their ability to inspire, convey trust and confidence in hotel guests. The assurance dimension may be measured using elements of knowledgeable trained professionals, communication and taking care of the customer. Elements within the tangibles dimension are cleanliness, space, atmosphere, appearance of server and location.

OBJECTIVE OF THE STUDY

Primary Objectives

- ❖ To identify the service quality in hotels in customer vision.

Secondary Objectives :

- ❖ To study the customer's perception of service quality.
- ❖ Evaluate expectations and perceptions of hotel guests.
- ❖ To study the relationship between service quality and customer satisfaction.

RESEARCH METHODOLOGY

Sample size:

The sample size of the research study is 120.

Source of data:

The research study used primary data.

Sampling technique:

The research study adopted a convenience sampling and data collection was done through questionnaire methods.

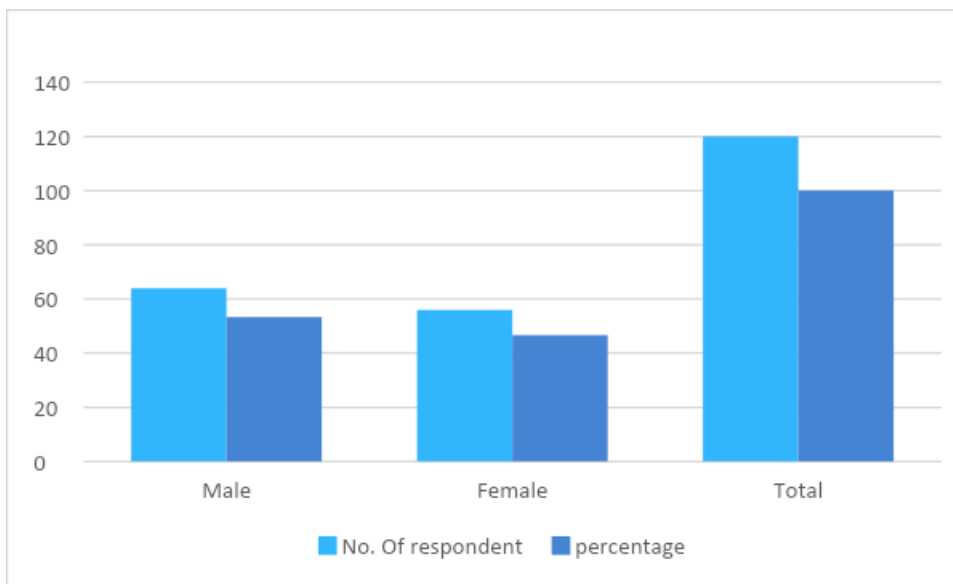
Structure of the questionnaire:

The closed end questions are asked to the respondent.

DATA ANALYSIS AND INTERPRETATION

1.DISTRIBUTION OF RESPONDENT REGARDING GENDER OF THE RESPONDENT

sl.no:	particulars	no. of respondent	percentage
1.	Male	64	53.3
2.	Female	56	46.7
	Total	120	100.0



INFERENCE:

majority of the respondent (53.3%) are male.

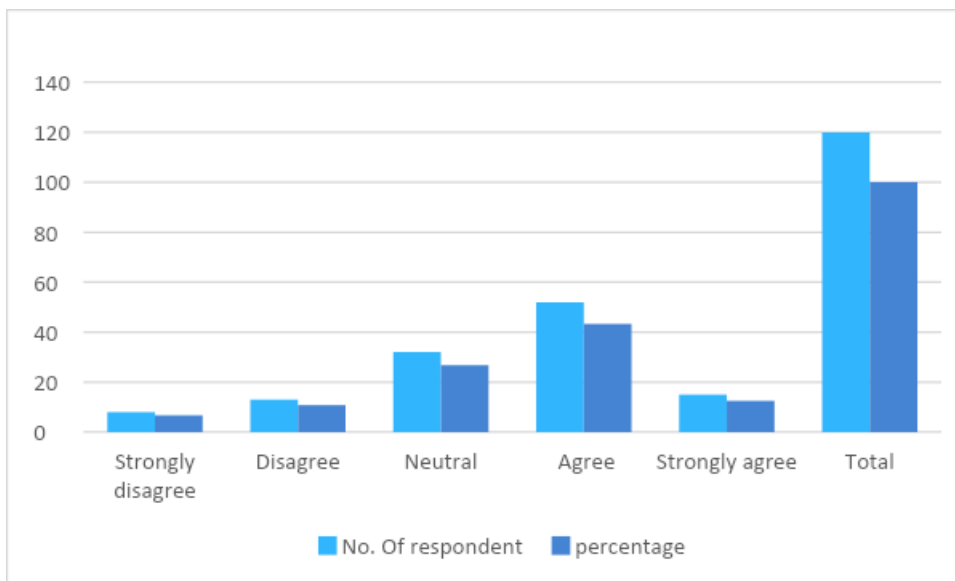
DISTRIBUTION OF RESPONDENT REGARDING CURIOSITY OF THE EMPLOYEES TO KNOW THE SPECIFIC NEEDS OF THE CUSTOMER

Table no: 4.1.23 Table representing the curiosity of the employee to know the specific needs of the customer.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	08	6.7
2.	Disagree	13	10.8
3.	Neutral	32	26.7
4.	Agree	52	43.3
5.	Strongly agree	15	12.5
	Total	120	100.0

INTERPRETATION

From the above table, 6.7% of the respondent are strongly disagree that Curiosity of the employee to know the specific needs of the customer, 10.8% of the respondent are disagree, 26.7% of the respondent are neutral, 43.3% of the respondent are agree and 12.5% of the respondent are strongly agree that Curiosity of the employee to know the specific needs of the customer.



INFERENCE :

Majority of the respondent (43.3%) agree that Curiosity of the employee to know the specific needs of the customer.

ANOVA

Table showing the relationship between gender and curiosity of the employees to know the specific needs of the customer.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
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Between Groups	3.565	1	3.565	2.815	.096
Within Groups	149.427	118	1.266		
Total	152.992	119			

INTERPRETATION

Significance level is 0.096 which is above 0.05 therefore there is no significant difference between gender and curiosity of the employees to know the specific needs of the customer.

CONCLUSION

The study concludes the hotel industry of kanyakumari is not performing as per the customers' needs of the service quality . There is a lot more that the customers expect from the hotels. Since kanyakumari is a major tourist spot therefore it must have good quality hotels. The study helps the hotel industry to focus more on the research progress to increase the service quality and customer satisfaction by considering it as the hotel management objective. The hotels have to ensure that every contact with guests results in positive experience for the guests. This result indicates that service quality confirms its role as an important driver in hotel industry.

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