

A STUDY ON CUSTOMER SERVICE QUALITY WITH REFERENCE TO ACCORD PUDUCHERRY HOTEL

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

By

ANISHA.D.L

Register No. 39410246



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

April - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of ANISHA.D.L (39410246) who has done the project work entitled “**A STUDY ON CUSTOMER SERVICE QUALITY WITH REFERENCE TO ACCORD PUDUCHERRY HOTEL**” under my supervision from December 2020 to February 2021.

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Internal Examiner

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March 02,2021

Puducherry

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CERTIFICATE

This is to certify that Ms.D.L.ANISHA (39410246) 2nd year MBA student Sathyabama institute of science and technology , Chennai. Was given an opportunity to do a project work title "A STUDY ON CUSTOMER SERVICE QUALITY WITH REFERENCE AT ACCORD PUDUCHERRY HOTEL" as part of her curriculum in our establishment from November 26th 2020 to January 4th 2021.

During her project internship period She we found to be punctual, attentive and her performance was good.

We wish her r all the success in her future.

**For Accord Puducherry,
(A unit of jam hotels &resorts Pvt Ltd).**

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DECLARATION

I, **ANISHA.D.L, (39410246)** hereby declare that the Project entitled “**A STUDY ON CUSTOMER SERVICE QUALITY WITH REFERENCE TO ACCORD PUDUCHERRY HOTEL**” done by me under the guidance of **Dr. J.RANI** at **ACCORD PUDUCHERRY HOTEL** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ANISHA.D.L

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ABSTRACT

Service quality is the bond that the delivery with the Customer Satisfaction. It is a strong desire to stay as a member of a particular hotel industry and they maintain (or) exercise high levels of efforts on behalf of the accord puducherry hotel. It is also termed as the individuals psychological attachment to the hotel industry. The study is basically to customer satisfaction and providing products or services with high quality. The service quality is a major challenge for the service industry. The objective of the study is to find out the factors that vary between demographic variables of the respondents and independent factors. The researchers have taken the independent factors, it was chosen on both primary and secondary data. It also projects a relationship between those independent factors and demographic factors. The primary data has been collected using the questionnaire and has been analyzed using statistical tools with the help of Anova, chi-square test, correlation & regression for data analysis in this study. The results indicate that the customer satisfaction and priority of service quality.

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CHAPTER 1

1.1 INTRODUCTION

In the hotel industry, most researchers are interested in maximizing customer satisfaction; satisfied customers tend to return and enhance the hotel's profit level. Liu (2000) stated that "Customer satisfaction is a function of service performance relative to the customer expectation. For this reason, it is most important to understand how customer expectation is formed in order to identify the factors of service satisfaction". Hernon & Whitwan (2001) defined "Customer satisfaction as a measure of how the customer perceives service delivery".

As Reisig & Chandek (2001) discussed the fact that different customers have different expectations, based on their knowledge of a product or service, this can be implied that a customer may estimate what the service performance will be or may think what the performance ought to be.

If the service performance meets or exceeds customers' expectations, the customers will be satisfied. On the other hand, customers are more likely to be dissatisfied if the service performance is less than what they expected.

Achieving and sustaining a competitive advantage is a critical aspect to succeed in market place. Providing outstanding service quality is a strategy that is often utilized by Hoteliers and restaurant marketers. The decision process of a customer starts when she/he recognizes a need for a specific product or service, in the case of services offered by a hotelier. This need for a hotel/restaurant service can be motivated by various reasons including family celebrations, business entertainment or leisure. Services are "experiences", and as such are more difficult to evaluate before their consumption of service or purchase of a product. Many researchers have proved that if service expectations are met or exceeded, then they result in satisfaction and if outcomes are below expectations it leads to dissatisfaction. Achieving customer satisfaction allows the increasing levels of purchase repetition and loyalty.

1.1.1 Importance of service quality & customer satisfaction

1.1.1.1.SERVICE QUALITY

Service quality has drawn on „the delivery of excellent or superior service relative to customer expectation". Service quality has found one of the significant factors in distinguishing services and products. Service quality is an important tool to measure customer satisfaction. There is a close relationship between service quality and customer satisfaction. Customer satisfaction can be protected by providing products or services with high quality. The concept of service quality emerges as a major challenge for service industries. This is because of the characteristics of services; especially in the encounter between the provider and customer in the service process, service quality is a more complex construct than the product quality. Indeed, the most fundamental definition of a quality product is the one that meets the expectations of the customer. In the hotel industry, quality is defined simply as product conformation to specifications while meeting the expectations of the customer.

A successful hotel delivers excellent quality service to customers, and service quality is considered the life of the hotel. Service quality consists of three dimensions: physical facilities, staff, and materials. It also divided into two aspects: functional quality and technical quality. A similar approach argued that service quality includes three dimensions: functional quality, environment, and technical quality. Another approach confirmed that service quality has five dimensions namely: assurance, reliability, empathy, tangibility and responsiveness.

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 Hotels are continuously trying to improve the service just to satisfy their customer because higher customer satisfaction will leads towards customer loyalty.

The most important concept of customer satisfaction is accepted all around

the world is the expectancy disconfirmation theory. This theory was presented by Oliver, he said that satisfaction stage is the resultant of the distinction between anticipated and supposed performance. Satisfaction will be encouraging when the actual level of services or products is better than the anticipated (positive disconfirmation), whereas (negative disconfirmation) when the product or services level is lower than expected.

1.1.1.2. CUSTOMER LOYALTY

Customer loyalty is an important aspect of service provision because maintaining existing customers may generate a higher profit than attracting new ones. Consequently, creating customer loyalty has become a major goal of many businesses, particularly for those in the service sector loyalty are associated with high levels of repurchase. Loyalty can also be classified into four categories according to the level of satisfaction, loyalty and repurchase intention. These categories are loyalist; defector; mercenary; and hostage. Consequently, the measurement of customer loyalty should involve not only the intention to repurchase but also such other favorable consumer responses as an intention to spread a positive word-of-mouth communication

Happy customers are loyal customers. Not only is it important for you to provide stellar service, but awesome products as well. Make it a point to be on the fast track for keeping up with trends that your customers may follow such as building personal assistance services for traveling customers or making special concessions for avid repeat consumers. Be sure you have items on hand so when your customer needs you and your products, everything's available. A customer who has to continuously wait for you to do your part may grow tired, no matter how loyal, and venture off to your competition. Keep customers loyal by focusing on them at all times.

Happier Environment:

The physical perception imparted by your hospitality business is important in achieving customer satisfaction. Your restaurant or hotel need not spend lots of money to create an amicable environment. Over-the-top interior design can be perceived as either cold and off-

putting, genial and inviting or somewhere in between. The difference lies in the emotive quality of your employees — the main ingredient in creating a special experience for your guests. Your environment must be clean, well-lit and comfortable, however, for your customers to feel at home.

Increased Security:

When customers are paying to be served, they expect to be able to relax and enjoy themselves without worrying about security. A secure environment means having plenty of friendly employees visible to guests from the moment of arrival to departure. Helpful, too, are frequent interactions with guests to instil a sense of inclusion in the goings-on at your establishment. Security need not be overt, however. Armed and uniformed security guards will frighten guests rather than impart a sense of safety.

Better Value:

Your guests need to believe they are receiving an excellent value for their money. Value can be inexpensively included in their visit in the form of discounts, free candy or snacks, bottled water at no charge, gift cards and the like. Guests generally don't expect these perks so they can build repeat business — a sure sign of customer satisfaction!

Why measure service quality and customer satisfaction?

According to latest statistics, the hotel service sector accounts for 38 percent of the value added in the World Economic Community. In this sector, quality and customer satisfaction play irreplaceable roles! Various researchers such as Knutson and Naumann succeeded to prove that satisfaction of customers is the cheapest mean of promotion. Each year, billions of dollars are spent on improving the level of service quality. It is said that 'doing things wrong' accounts for 30 or 40% of operating costs in service organizations! "It's six to seven times more expensive to gain a new customer than it is to retain an existing customer. A 5% increase in customer retention can increase profits by 25% to 95%"

Measurement also helps the organization compare the difference before and after changes, identify the standard of service delivery and it

is also a good chance to recognize problems related to the quality of service. Therefore, the measurement of service quality and customer satisfaction benefits company in both qualitative and quantitative way. Gaining a high level of service quality and customer satisfaction equal to enhancement in customer loyalty, market share increase, higher returns on investment, cost reduction and guarantee a competitive advantage. It also has a positive impact on employee satisfaction!

For the three star hotels or above, measurement of the service quality is a way to prove its quality and it is one of the hotel marketing methods. Those hotels management systems look at the hotel rating system. The top ten positions in hotel rating websites are the common target of thousands of hotel because those positions are considered as the certificate for their hotels' quality service. When travellers search for the hotels, they also browse those websites. It is usual that travellers who care about high quality only look at some beginning pages which show the highest positions. Having the name here becomes a competitive advantage and helps hotels attract more guests. It is clear that hotel rating systems encourage hotel operators to improve their service quality, which may lead to changes in hotel performance.

One of the main strategies used by hotels to enhance customer satisfaction is benchmarking! Benchmarking enables hotels to learn from other players in the industry and learn what makes their competitors competitive. In some cases, some hotels may not reveal their secrets to their competitors. However, the hotel industry does not involve sensitive information.

For this reason, most hotels are willing to share the secrets of their success. Nonetheless, the only thing that makes some hotels prosper as compared to others is hotel inventiveness. Hotel innovation enables prosperous hotels to create new strategies that enhance a competitive advantage over their rivals.

1.1.2. GROWTH OF THE INDUSTRY

1.1.2.1 Rate of Growth

According to a report, Hotel Industry in India currently has a supply of 10,000 rooms and there is a shortage of 150,000 rooms fuelling hotel room rates across India. According to estimates demand is going to exceed supply by at least 100% over the next 2 years. Five-star hotels in metro cities allot same room, more than once a day to different guests, receiving almost 24-hour rates from both guests against 6-8 hours usage. With demand-supply disparity, hotel rates in India are likely to rise by 25% annually and occupancy by 80%, over the next two years. This will affect the competitiveness of India as a cost-effective tourist destination.

To overcome this shortage the Indian hotel industry is adding about 60,000 quality rooms, currently in different stages of planning and development, which should be ready by 2012. The Hotel Industry in India is also set to get a fillip with Delhi hosting 2010 Commonwealth Games.

The future scenario of the Indian Hotel Industry looks extremely rosy. It is expected that the budget and mid-market hotel segment will witness huge growth and expansion while the luxury segment will continue to perform extremely well over the next few years.

The hotel industry in India is going through an interesting phase. One of the major reasons for the increase in demand for hotel rooms in the country is the boom in the overall economy and high growth in sectors like Information Technology, Telecom, Retail and Real estate.

Rising stock market and new business opportunities have also been attracting hordes of foreign investors and international corporate travellers to look for business opportunities in the country. The arrival of low cost airlines and the associated price wars have given domestic tourists a host of options. The opening up of the Aviation Industry in India has led the way for exciting opportunities for the Hotel Industry as it relies on airlines to transport 80% of international arrivals.

Moreover, the government's decision to substantially upgrade 28 Regional Airports in smaller towns and privatization and expansion of Delhi and Mumbai airport will improve the business prospects of the Hotel Industry in India. Substantial investment in tourism infrastructure is essential for Indian Hotel Industry to achieve its potential. The upgrading of National Highway connecting various parts of India has opened new avenues for the development of Budget hotels here.

The Government of India's Incredible India Destination Campaign and the Atithi Devo Bhavah campaign have also helped the growth of domestic and International Tourism and consequently the Hotel industry.

In order to increase the stock of hotel rooms, the Federation of Hotel and Restaurant Associations of India suggested to the government that the floor area ratio of the existing hotels should be increased. This was a couple of years before and will help create additional rooms in the existing properties and ease the burden of shortage of hotel rooms in the country. The proposal is yet to be implemented.

1.1.2.2. Pattern of Growth (Seasonal & cyclic)

The Pattern of growth in the hotel industry is both seasonal and cyclic as Hotel Industry is inter-related and based on the Tourism Industry. As the Industry is related and run on the demand based on the location in some regions like historical places and business centres (e.g., Delhi, Hyderabad, Tirupathi, etc.,) the demand for the hotels are cyclical and for few places the demand is seasonal. Seasonal demand depends on the weather location (e.g., beaches in India are mostly visited in summer because of weather and vacations)

1.1.2.3. GROWTH DETERMINANTS

Location

Location is a critical consideration because it affects the hotel's ability to draw the customers. It is important that hotel location be visible, accessible, convenient and attractive to market. The surrounding land uses are important for all types of lodging operations. Aesthetics of the area, noise, safety and other factors should be considered.

Commercial Locations

By location along major highways or in business or industrial districts, hotels and motels benefit from high visibility and proximity to generators of room night demand. Local colleges, hospitals, attractions, services and entertainment are examples of “room night” demand generators.

Resort Locations

Hotels and motels in resort areas generate most of their business from leisure travellers who see the lodging facility and surrounding area as their “destination.” Access and visibility, while important, are secondary to the quality of the facility, services, amenities, and nearby attractions.

Local Market Area

A lodging facility must be located in a market area that attracts overnight visitors.

Business Climate

Hotels and motels which primarily serve business travellers usually rely on the strength of the local business community.

Tourism Activity

Hotels and motels in resort areas typically rely on the local attractions to bring in the customers. Attractions can include both natural and man-made places of interest.

Business Travellers:

Business travellers represent a large portion of lodging demand in many market areas. They include people travelling on business representing commercial, industrial and governmental organizations. Peak business demand is usually experienced from Monday through Thursday nights.

Leisure Travellers:

Leisure travellers may visit an area for a vacation, to attend sporting or social events, to shop, or to visit friends and relatives. They might be staying over simply because they are travelling to other destinations. Leisure travellers may be individuals, couples, families, or small groups. Travellers visiting hospitals and universities are typically included in this market segment. Leisure room demand is

often seasonal. In larger, more urban market areas, leisure room demand may be limited to weekends, summer months and holiday periods.

Other Travellers:

Various lodging customers cannot be classified under the categories of business, leisure, or group. These travellers may include construction workers, truckers, utility crews and others.

1.1.3. MAJOR DEPARTMENTS WITHIN HOTEL

The departments are classified on account of its function as Core or Support.

These include:

- Rooms Division or Accommodations
- Food & Beverage Operations
- Marketing and Sales
- Front Office/ Bell Desk
- Human Resources and Training
- Production or Kitchen
- Finance and Purchases
- Security and Safety
- Engineering and Maintenance

1.1.3.1. Food and Beverages

F & B deals mainly with food and beverage service allied activities. Different divisions are there in F & B like Restaurants, Speciality Restaurants, Coffee Shop (24 hrs.), Bar, Banquets, Room Service etc. Apart from that they have Utility services (Cleaning).

1.1.3.2. Front Office Department:-

The Front Office is the command post for processing Reservations, Registering guests, settling guest accounts (cashiering), and Checking out guests. The Front Desk agents also handle the distribution of guestroom keys and mail, messages or other information for guests. The most visible part of the Front Office area is of course the Front Desk. The Front Desk can be a counter or, in some luxury hotels, an actual desk where a guest can sit down and register.

1.1.3.3. Housekeeping Department:-

The Housekeeping Department is another important department in Hospitality world. Housekeeping is responsible for cleaning the hotel's guestrooms and public areas. This department has the largest staff, consisting of an assistant housekeeper, room inspectors, room attendants, a house person crew, linen room attendants and personnel in charge of employee's uniforms. They may also have their own laundry and valet service. Hotels with laundry and valet equipment may use it only for hotel linens and uniforms and send guest clothing to an outside service where it can be handled with specialized equipment.

1.1.3.4. Food Production Department

Food production deals with the preparations of food items. It is basically engaged in preparing those dish, which are ordered by the guest and afterwards is catered by the F&B Department. Cuisines like Indian, Continental, Thai, Italian, Konkani (Coastal Sea Food), South Indian, Chinese, Mexican, etc., have different Chefs appointed for the speciality cuisine.

1.1.3.5. Marketing & Sales Department:-

Sales and marketing have become one of the most vital functions of the Hotel business and an integral part of modern Hotel Management. It includes packaging for selling, sales promotion, advertising and public relations. The Marketing Division is charged with the responsibility of keeping the rooms in the hotel occupied at the right price and with the right mix of guests.

1.1.3.6. Engineering and Maintenance Department:-

The energy crisis throughout the world has given a great importance to the engineering department of a hotel. This department provides on the day-today basis the utility services, electricity, hot water, steams, air-conditioning and other services and is responsible for repair and maintenance of the equipment, furniture and fixtures in the hotel. The engineering department has an important role in satisfying the guest-demand and helping to maintain the profit level of the hotel. The cleaning, up-keep, repair, replacement, installation and maintenance of property and its furnishing, machinery and equipment are the joint

responsibilities of Engineering/Maintenance and the Housekeeping Department.

1.1.3.7. Finance, Accounting and Control Department:-

A hotel's Accounting Department is responsible for keeping track of the many business transactions that occur in the hotel. The Accounting Department does more than simply keep the Books-Financial Management is perhaps a more appropriate description of what the Accounting Department does. Whereas the control department is concerned with cost control guidelines by way of reducing in investment, reduction in operating cost, control of food service costs, control of beverage costs, labour cost control etc.,

1.1.3.8. Safety and Security Department:-

The security of guests, employees, personal property and the hotel itself is an overriding concern for today's hoteliers. In the past, most security precautions concentrated on the prevention of theft from guests and the hotel. However, today such violent crimes as murder and rape have become a problem for some hotels. Unfortunately, crime rates in most major's cities are rising. Hence today Security department also concentrates on these additional criminal activities too.

1.1.3.9. Administration Department:-

Top organizational members usually supervise the Administration Department in a hotel. This Department is responsible for all the work connected with Administration, Personnel, Manpower, Employee's Welfare, Medical, Health and Security.

1.1.3.10. Human Resource Development:-

This department started getting importance only few decades before in Hotel Industry and within a short span of time it has become a very important part of the organization. It plays the role of a facilitator between the bargain able cadre and non- bargain able cadre. This department is the topic of discussion. The practice, which this department and their staff perform, is going to be learned in the light of the present Study.

The Researcher can conclude from the review of Hospitality Industry, its growth and characteristics that this industry is very peculiar and

driven mainly by the people who are serving for the Industry. This service is the only experience that a customer carries with himself. Hospitality is an intangible experience. The success of this Industry depends on capable and trained employees. Hence training in Hospitality Industry is an important aspect of its success and growth. Training in Hospitality Industry is also a crucial function of its managers.

1.2 COMPANY PROFILE

ACCORD PUDUCHERRY HOTEL



1.2.1 Introduction

The Accord Group was started with an aim to build relationships that would last longer than the guests stay at any of our hotels. We even go that mile to ensure that our guests entertain their clients in the best possible setting and make the perfect first impression. Hotel is where you 'stay, eat and leave' are passes. That's why, we at Accord, believe in going beyond. Offering all-encompassing support... being helpful never intrusive, supportive not overwhelming, understanding without being presumptuous.

Whether you are in Chennai, Ooty or Pondicherry, you will find the same level of commitment from our staff and prompt service delivered with a smile.

Spread across some serene locations such as Chennai, Puducherry and Ooty, Accord Hotels and Resorts is widespread in the South to offer affordable yet luxurious rooms to the travellers. From round-the-clock, prompt room service to fine dining options, all of our hotels are built specifically to make sure that the guests are treated with utmost attention.

1.2.2.THE ACCORD HOTEL, PUDUCHERRY

The business-cum leisure hotel in the union territory of Pondicherry. It is set in a serene, arboreal locale in the heart of the city. Accord Puducherry is the perfect weekend getaway for a traveller.

Each of our 105 lavish guestrooms and suites will provide you with a panoramic view, either of the city or of the pool. The hotel's large function rooms are fully equipped with state-of-art facilities to cater for both conventional and social events.

Enter a world of rejuvenation by indulging in acclaimed signature treatments and trainer-led work outs at the Accord Spa. At Accord Puducherry, hospitality comes alive, senses awakened and attitudes changed. Business and life thrive in unison... every day, always!

1.2.2.1. ROOMS OF ACCORD PUDUCHERRY

Enter a world of rejuvenation by indulging in acclaimed signature treatments and trainer-led work outs at the accord spa. At accord Puducherry, hospitality comes alive, senses awakened and attitudes changed business and life thrive in unison every day, always!

Spread across some serene locations such as Chennai, Puducherry and Ooty, accord hotels and resorts is widespread in the south to offer affordable yet luxurious rooms to the tourists from round the clock, prompt room service to fine dining options, all our hotels are built specifically to make sure that the guests as treated with utmost attention.

Accord Puducherry hotel does not permit smoking in any of its rooms, but allows smoking in designated areas. The property offers its gusts bot smoking and non-smoking rooms. You can request your preferred room type during booking but please keep in mind that rooms are subject to availability.

Accord Puducherry hotel is easy to access from the airport. You can even book your airport transfer in advance for greater peace of mind with the additional charge of INR 3000. A stay at accord Puducherry hotel also comes with easy access to neighbourhoods around the hotel through the property convenient shuttle service.

1.2.2.2. RECCEPTION

Check-in is from 12:00 PM, and check –out is until 12:00 PM. You may request early check-in or late check-out during subject to availability. Guests checking in or out before or after the designated periods may be charged an additional fee. The property offers

luggage storage to guests for before check-in and after check-out. The front desk is always open, day or night.

1.2.2.3. Services of our accord Puducherry hotels:

- Electronic safe
- Electronic key access
- Dual line telephones
- Personalized voicemail
- LCD TV and DVD player
- Tea /coffee maker
- Free wireless internet access
- Data port jacks
- Power supply: 220VOLTS
- 24 hours in room dinning
- Wake –up call
- Swimming pool
- Gym
- Spa & salon
- Laundry &dry cleaning
- Concierge
- Business centre
- Travel desk
- Valet service
- Doctor on call
- Mini bar
- Differently abled room.

1.2.3.ROOMS & SUITES

1.2.3.1.SUPERIOR ROOM



Experience unparalleled luxury and flawless design our Superior Rooms. Choice of King/Twin beds

1.2.3.2.DELUXE SUITE



Exquisitely designed, these suites are a home away from home, with beautiful living/dining spaces and a private bed room.

1.2.3.3.PRESIDENTIAL SUITE



Designed for the king-size lifestyle, every corner of the Presidential suite resonates with unmatched opulence. With a private study, a personal Jacuzzi, a private cocktail lounge, an extra adjoining bedroom and an amazing view of Puducherry.

1.2.3.4.DINING



Timber, trellis and vintage ambience welcome you at Season where you can enjoy Breakfast, Lunch and Dinner buffets featuring cuisines from all over the world.

1.2.4.EVENTS

Accord Hotels and Resorts is an ultimate destination to plan and organise all your events, be them social, private or corporate in nature. Our banquet halls are designed dynamically in nature to cater to the needs of any event you wish to organise with us. All our banquet halls are furnished with state-of-the-art amenities accompanied by personalized services to make your every event a seamless one

1.2.4.1.BANQUETS



The hotel has three function rooms – Crystal, Emerald and Sapphire - on a dedicated floor with a capacity to accommodate up to 1000 guests. Our co-ordinators are well-versed in setting the ambience to suit every mood and our chefs recommend an array of menus ranging from medieval to contemporary. A specially trained team is ready to ensure that your every whim is fulfilled. The function rooms can be divided into small events spaces to accommodate different group sizes. A distinct foyer space for pre-dinner cocktails / catering arrangements / cloak is present.

1.2.4.2. Corporate Events



Accord Hotels and Resorts is the ultimate destination to organise all your corporate events. Whether it's a business meeting or a large scale corporate gathering, our modern-day banquet halls, furnished with state-of-the-art amenities are going to solve the purpose. The banquet halls are perfect to conduct many other important events such as

annual day functions, MICE, training sessions, conferences, meetings, large scale interviews, etc.

1.2.4.3.Social Events



Be it an engagement party or any other social event, our versatile banquet halls are designed to impress you and your guests. With intricate interiors and supreme facilities, our banquet halls are perfect to host your social and private events such as birthday parties, marriage anniversaries or any social gatherings. Our teams dedicated services is one of our most talked-about attributes, thus, guaranteeing our guests a one-of-a-kind experience.

1.2.4.4.Weddings



Accord Hotels and Resorts houses magnificent banquet halls that are built with seamless services and supreme amenities to make your wedding celebration unforgettable. Our banquet halls' magnificent architecture never fails to charm the guests with when they choose us. Our team of experienced professionals guides you at every step to customise your events. From pre-wedding functions to the main event, we leave everything to the professionals to ensure flawless services.

1.2.4.5.OFFSITE CATERING

The success of your catered events depends largely on the quality of the caterer you select. We offer full service, drop off, and complete special event services for breakfasts, lunches and dinners - all catered at your unique location. We can cater to your next event, be it an international convention, a business luncheon or an on-site training.

1.2.4.6.SPECIAL OFFERS

To give its patrons an experience, which is their money's worth, Accord Hotels and Resorts presents an array of attractive offers for them. With a wide range of discounted packages, Accord Hotels strives to pamper the guests by offering fine dining, superior stay facilities and other impeccable services.

1.2.5.EXPERIENCE

1.2.5.1.SWIMMING POOL



Relax after a day well spent discovering the city or maintain your usual swimming routine, spend a rejuvenating time at our refreshing swimming pool even when you are travelling. We, at Accord Hotels and Resorts, believe in always offering a wide variety of services to our esteemed guests.

1.2.5.2.GYM



Accord Hotels offers its fitness loving patrons a well-equipped gymnasium with modern equipment for both cardiovascular and body building exercises. Leaving no stone unturned, our Gymnasium caters to every need of our patrons, ensuring a healthy workout session.

1.2.5.3.SALON



Our beauty salon with a team of highly trained professionals offers a variety of specialized beauty treatment services for the guests. Our patrons are offered with an exclusive range of hair and skin care services such as facials, pedicures, manicures, styling, make-up and many more.

1.2.5.4.SPA



There's nothing better than a spa therapy to calm you both mentally and physically in between your business or leisure trips. Accord Hotels offers its guests different therapies and fitness treatments for a soothing experience at the well-appointed spa.

1.3 NEED FOR THE STUDY

- To study the customers' perception of the service quality at the hotels, and to gain a greater knowledge of their expectations in order to satisfy them. This will help to indicate which service areas need to be improved.
- To study the customer loyalty towards a particular hotel and try to discover what are the key points that attract them to the hotel.
- To study the perception of the customers of the hotel, and gain in-depth knowledge of how a hotel wants to be remembered and which factors will influence the customers to return business.
- To study whether the customer will change (decrease or increase) their level of customer loyalty if the hotel changed their service quality.

1.4 SCOPE OF THE STUDY

- To study the customers' perception of the service quality at the hotels, and to gain a greater knowledge of their expectations in order to satisfy them. This will help to indicate which service areas need to be improved.
- To study the customer's loyalty towards a particular hotel and try to discover what are the key points that attract them to the hotel.
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- To study whether the customer will change (decrease or increase) their level of customer loyalty if the hotel changed their service quality.

1.5 OBJECTIVES OF STUDY

The main objectives of this research are

- To explore factors of service quality management in Accord hotel
- To study responsiveness of employees
- To evaluate and standardize critical service quality factor
- To study customer satisfaction and customer loyalty

1.6 LIMITATIONS OF STUDY

The opinion is expressed by the tourists visited in the Hotel accord puducherry may not be fully applicable to other hotels industry. The sample size is confined to the concentrated hotel, Pondicherry destination. Opinion exposed by tourists about a particular place at a particular point of time may not be applicable to all the places and all times.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Ineson et al. (2011) pointed out those key indicators for excellent service includes employee's passion, employee honesty, trustworthiness and capability to deal with emergencies.

Al Khattab and Aldehayyat (2011) concluded that customers gave the lowest ranking of quality due to the physical aspects of the service equipment and facilities, the appearance of employees, materials associated with the service and operating hours in the hotels.

Boon-Liat, C., & Zabid, A. R. (2013) stated that the higher the class of the hotel, the greater will be the quality. So more the customer pays the greater will be their expectation and loyalty towards the hotel. The suggestion for the improvement of hotel service quality was to carry it out across three levels, taking into account the improvement of process quality, result quality and structural quality throughout the influence of „soft“ and „hard“ service segments and the environment, or impact on them.

Kariru (2014) has made a research on the customers' perceptions and expectations of service quality in hotels in Western tourism circuit, in Kenya indicated that the customer satisfaction can be increased by improving their expected service quality standard of hotels.

Glegziabher ππ 2 (2015) examined the service quality and customers' satisfaction in hotel industry in Addis Ababa, Ethiopia on threestar hotels stated that the combination of embodiment, authenticity, responsiveness, confidence and communication together has significant and positive effect on customer satisfaction. And also, the hotel guests' perceptions of service quality provided by the hotel industry were lower than their expectations.

Andargie (2013) conducted a study on foreign customer satisfaction in Ethiopian five-star hotels Sheraton Addis and Hilton intercontinental hotels reported that

foreign customers are not satisfied by the services of the hotels, and all services quality dimension of the hotel created a gap in their customer's expectation and perception.

Balciunas, Jasinskas, & Koiso, (2014)& Dabija, Dinu, Tăchiciu, & Pop, (2014) stated that the loyalty of existing customers is very important because the attraction of new customers is much more expensive than the retention of existing ones.

Arrifin and Magzhi, (2012) stated that since responsiveness is related to the willingness of the staffs, hotel establishments are responsible to provide a better experience to the customers so that the level of hospitality will determine continuing patronage

Brunner-Sperdin, Peters, and Strobl, (2012), Customers usually compare their expectation towards the service because they will always expect a high-quality service in front office department. Therefore, the front office should create a desirable atmosphere to meet the customer expectations

Tsiotsou & Goldsmith, (2012), stated that the customer loyalty is the main reason why some hotels lag behind. To achieve greater heights of customer satisfaction and loyalty, the management must show the willingness to adapt to the needs of customers so that they can their existing customers rather than attracting the new customers.

Kinderis et al. (2011), who had assessed service quality in the hotel business found that the service quality fails to surpass customers" expectations. Their expectations were sociability, safety, understanding, tangibility criteria, and the experienced service quality was the best evaluated under the following criteria: safety, tangibility, confidence, and sociability.

Mohsin and Lockyer, (2010) the researcher found that though there are many hotels, the survival of hotel depends upon the delivery of service quality resulting in customer retention.

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

Kuo, Chang, Cheng, and Lai (2013) performed the research in China and Spain and found the significance of service quality for the loyalty of the customers and determined that the evaluation of service quality is higher by the customers who are more loyal.

Kotler and Armstrong (2011) defined service quality as the ability to fulfill stated and implied needs. Based on the conceptualizations of service quality there are some models in the literature that have been used to measure the quality of the services.

Rahaman et al, (2011), he studied that Service quality is an approach to manage business processes in order to ensure full satisfaction of the customers which will help to increase competitiveness and effectiveness of the service industry. He concluded that Quality of service is very important especially for the growth and development of service sector business enterprises.

Markovic and Raspor (2010), he studied the main dimensions of perceived service quality in hotels like reliability, empathy and competencies of staff, accessibility, and tangibles.

Asirifi et al. (2014), he stated that Service responsiveness in terms of responsive attitude and prompt response to customer's request have an adverse effect on service quality which leads to customer loyalty and profitability.

Zou Jianping (2010) he divided the express delivery service quality into communication quality, order quality, delivery quality, arrival quality and order discrepancy handling quality in the study of express service quality.

Deng Yingru (2013) studied the relationship between service quality and customer loyalty of catering group-buying. The research proves that group buying will produce a positive effect on catering enterprises and also has a positive effect on customer loyalty in catering enterprises through customer satisfaction.

Cherubini (1997), shows that only 4% of unsatisfied customers complains to the business explaining the reason of their unsatisfaction, and each client who doesn't officially complain generates a negative WOM which can involve also 1000 people.

Barsky & Nash in (2006), regarding the main hotel chains worldwide, between 2002 and 2005, the importance of loyalty programs for guest's decision on where to stay increased from 32% to 34%.

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.

Valdani (2009) points out an enterprise subsist only because they have customers to serve, thus making it clear that an organization exists only because of its customers.

Choi and Chu (2001) concluded that staff quality, room qualities and value are the top three factors free breakfast, airport shuttle, car hire service, atmosphere, security and friendly staff.

Chamayne (2013) enumerated the strategies that can be used to improve customer satisfaction as listening ears, (i.e. proper customer compliant handling procedure or technique) pricing (adequate and reasonable pricing policy), provision of adequate security and proper satisfaction management, quality service delivery, prompt service delivery courteous staff, employee training and retraining, etc.

Jones et al., (2007) 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.

Kotler, (2006) Customer satisfaction plays the most important role in total quality management. In comparison with other traditional performance measures, customer satisfaction is probably less sensitive to seasonal fluctuations, change in costs, or changes in accounting practice.

McCarthy and Perrault, (2002) Customer satisfaction may be defined the extent to which a firm fulfils a customer's needs and desires in relation to his expectations, prior to receiving the products or service.

Kotler and Armstrong, (2004; 2009). Customer satisfaction mainly depends on the build-up of the perceived value to which the customers have concerning a product or service.

Oliver,(1980) Most of the researchers agree that 'satisfaction' is an attitude or evaluation that is formed by the customer comparing their pre-purchase expectations of what they would receive from the product to their subjective perceptions of the performance they actually did receive.

Kotler (2000), defined that satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectation.

Yi (1990), also stated that the customer satisfaction is a collective outcome of perception, evaluation and psychological reactions to the consumption experience with a product/ service. In conclusion the 'customer satisfaction' is defined as a result of the Customer's evaluation to the consumption experience with the services. However, the Customers have different levels of satisfaction as they have different attitudes and perceived performance from the product/ service.

Pizam and Ellis (1999), a Customer Satisfaction measurement programme must be incorporated in to an organization's corporate culture. The Knowledge of customer expectations and requirements is essential as it provides the understanding of how the Customer defines Quality of Service and Products, and furthermore it facilitates the development of customer satisfaction to all commercial organizations due to the fact of its influence on repeat purchases and word-of – mouth recommendations. There are several ways to assess the Quality of Services and Customer Satisfaction through subjective measures of Quality, which focus on perceptions and attitudes of the Customer, rather than more concrete objective criteria.

Hayes.B.E.(1997), opines that soft measures include Customer Satisfaction surveys and questionnaires to determine customer attitudes and perceptions of the Quality of the service they are receiving.

Vavra (1997), is of the view that one of the most important goals of corporate culture is retaining and satisfying the current and the past customers. Experience has shown that only "consumer oriented" corporations can achieve this goal. These organizations focus on the needs and want of the specific target groups and then work hard to maximize satisfaction with the product or service being offered. Instead of waiting for the customer complaints to let them know when something is

not satisfactory or wrong, a “consumer -oriented” corporate culture seeks continuous feedback from its customers through repeated customer satisfaction measurements.

Reuland.R, Coudrey.J and Fagel, A (1985), suggest that the Hospitality Services consist of a harmonious mixture of three elements, namely the material product in a narrow sense, which in the case of a restaurant is the food and beverages; the behaviour and attitude of the employees who are responsible for hosting the guests by serving the meal and beverages, who come in direct contact with the guests.

Finnish Tourism Board Report (2010), South Karelia is the second region of Finland, after Helsinki region, with the greatest overnight stay number of Russian Tourists; therefore customer satisfaction surveys are significant for the hotels located in the region.

Solomon, Suprenant and Gutmann (1985), on the other hand suggest that satisfaction with a service is a function of satisfaction with two independent elements. The functional element, that is the food and beverage in a restaurant and the performance delivery element, which is the service. To prove the independence of the two elements from each other, the authors claim that the restaurant clients are quite capable of having responses to each element that differs from each other.

Davis and Stone (1985), divide the service encounter into two elements, namely direct and indirect services. For example, direct service may be the actual check – in or check-out process in a hotel, while the indirect services include the provision of parking facilities, public telephones for guest’s use and all other services and factors which that affect the customer satisfaction.

Simon and Homburg (1998), claim that a customer accordingly is a means to increase the profit of the company. A customer is the person who decides whether to purchase service or goods or not, so his/her perception is important for the corporate. Lodging industry uses customer-oriented management system, so the company is thereby given a chance to adjust what it is offering to the expectations and perceptions of the customer. By receiving the reliable feedback from the

customer it is possible to guide the action towards establishing and assuring long-term relationships.

Beerli and Martín (2004), proposed a model of the formation of destination image. Tourists formed the destination image from information sources and personal factors. The Information sources consisted of primary and secondary sources (induced: ads or articles promoted by that destination via mass media, tour operators, or celebrities; organic: friends, relatives; and autonomous: mass media, news, or film). The Personal factors consisted of motivations, vacation experience, and socio-demographic characteristics (Gender, Age, Level of Education, etc.).

Hasket Otal (1994), says that growth and profits are stimulated primarily by customer satisfaction which has a large bearing on customer loyalty. Customer loyalty is a direct result of customer satisfaction that is largely influenced by the value of customer care provided along or with product or service to the customer.

Mohsin et al (2005), today's hotel guests expect quality service, product, atmosphere, entertainment, value for money, and high quality experience from their stay in hotel. The authors discuss the significance of service quality and customer satisfaction, and undertake a service quality assessment of hotels in Darwin in the Northern Territory of Australia as perceived by their customers. The authors further analyses and discuss the response of 149 respondents about their expectations from a stay in 4-star hotels. The study finds that 10 per cent of the sample expressed degrees of dissatisfaction above average and it is suggested that these complainers may act as indicators for management. The Study cites that within the literature relating to hospitality and catering, significant attention has been paid to issues of service quality. The reasons for this, the authors substantiate are that "Customer satisfaction is a determinant of profitability and like other service industries, hospitality research is focusing on the relationship among Customer Satisfaction, Repeat Sales, and Business Profits.

Tat Y. Choi and Raymond Chu (2000), to analyse the levels of satisfaction among Asian and the Western travellers investigates the perceptions about the Service Quality of Hong Kong hotels.

Sachin Gupta et al (2007), demonstrate a methodology to quantify the links between customer satisfaction, repeat-purchase intentions, and restaurant

performance. The authors have constructed a series of mathematical models using the data from a national restaurant chain that predicts how the level of customer satisfaction with certain attributes of guests' dining experience affects the likelihood that they will come back. The authors constructed two different models for this study. The first one is to explore the relationship of guest satisfaction with twenty-one distinct attributes of the dining experience; the second model to explore the relationship between restaurant performance and customers' reported likelihood to return. The study shows how the guests' "comeback" scores and other variables affect the restaurant performance. The authors argue that higher customer satisfaction should lead to increased probability of repeat purchase, which in turn should result in greater restaurant sales. The Study attempts to fill a gap in the empirical literature that focuses on the restaurant sector by linking customer satisfaction to restaurant performance.

Peter Jones and Michael Dent (1994), had conducted a research study on the customer attitudes to waiting times in the hotel and restaurant industry based on Maister's "Psychology of Waiting Lines". The Study that was conducted with a sample of 100 customers – shows that the customer behavior is affected by the length of time they have to wait. The Study compares the customer attitudes and the firm's ability to deliver; explains specific examples of developments in service systems, design and delivery in both hotels and restaurants.

Peter Jones and Andrew Lockwood (2002), define a hotel as "a, usually large, house run for the purpose of giving travellers food, lodging etc.," Further they add, that "it is an operation that provides accommodation and ancillary services to people away from home."

O'Fallon and Rutherford (2010), in "Hotel Management and Operations" define Hospitality as "the cordial and generous reception and entertainment of guests or strangers, either socially or commercially".

Davidow and Uttal (2006), proposed that Customers', expectation is formed by many uncontrollable factors which include the previous experience with other companies and their advertising, customers' psychological condition at the times of service delivery, customers' background and values and the image of the purchased product.

Zeithaml et al., (1990), stated that the customers' service expectation is built on complex considerations, including their own pre-purchase beliefs and other people's opinions. Similarly, Miller also stated that the customers' expectation is related to the different levels of satisfaction. It may be based on the previous product experiences, learning from advertisements and word –of – mouth communication.

Gronroos (1982); Parasuraman et al., (1985), have proposed that the customer's perception of Service Quality is based on the comparison of their expectations (what they feel the service providers should offer) with their perceptions of the performance of the service provider.

Parasuraman et al., (1988), point out that expectation is viewed differently in both satisfaction literature and service quality literature. In satisfaction literature, expectations are considered as 'predictions' by the customers about what is likely to happen during a particular transaction while in service quality literature, they are viewed as desires or wants of consumers, that is, what they feel a service provider 'should' offer rather than 'would' offer. For our Study, we will define expectations as desires or wants of customers because this allows us to know exactly what service providers should offer and this is based on the past experience and information received (Douglas & Connor, 1997).

Amy Wong Lianxi Zhou (2006), deals with the Service Quality and customer Satisfaction as determinants of relationship quality. It explains the impact of relationship quality on the key relational outcomes (Customer expectation and perception). The findings suggest that the inclusion of the relationship quality construct in the Service Quality- satisfaction model can further enhance the predictive value of Service Quality and Customer Satisfaction.

Grigoroudis, E and Siskos, Y (2009), discuss the customer satisfaction evaluation problem. The authors provide three classifications of customers: (1) "Self unit customers – individuals of self unit customers with self -inspection, disciplined attitude, and a desire to excellence, (2) Internal Customers – who are personnel within an organization, and (3) External customers – represented by the buyers or the users of the final products and services of the business organization". The authors present an overview of existing methodologies and also the

development and implementation of an original method dubbed MUSA (Multicriteria Satisfaction Analysis). This method, the author claims, aims to provide an integrated set of results capable of analyzing the customer's needs and expectations and to justify their satisfaction level.

Mbonigaba (1995), wrote that there is a need to make the customers satisfied since they help in business to earn. In most offices, customer care starts with the Front Office clerks. The Secretaries at the Front Office should be made to appreciate the importance of customer care because this is the best chance for any business to create the first impression of good service to its customers.

Kotler (1998), observed that the customer satisfaction depends on the extent to which the customer's expectation about the services are fulfilled and these expectation are not static. Kotler further noted that good customer service among other things entails keeping the promises made to customers, and not guaranteeing things that cannot be possibly given the nature of the operating environment. To provide an excellent service to the customers, the organization should deliver beyond the expectation of the customer.

Wenjing Shang and Neal H. Hooker (2006), in their working paper use survey data to determine consumer preferences among a set of four alternative food labels which report such plant level performance scores. The authors study the product label reports of food producers' hygiene performance and explore consumer preferences for the 'right' amount of information and how to present this information. The authors carried out the Study to verify the following hypotheses: 1) In terms of the presentation format, the consumers prefer number system to other visual or verbal systems, 2) Among the three different levels of information volume sets, the consumers do not always prefer the largest volume set, and 3) No matter what their preferences are the consumers are consistent with their information volume preferences. The Survey was carried out through Mail.

Edwin N. Torres and Sheryl Kline (2006), in their article, seek to develop a managerial model, which would assist in the successful management of customer relations. Their Study describes the concepts of satisfaction and delight; their background and potential outcomes.

Drucker (1994), identifies customer creation as one of the major objectives of the business. Without a customer, other components of organization will not be viable for long. The Organizations therefore design the customer care programs seeking to acquire new customers, provide superior customer satisfaction and build customer loyalty.

Santon (1999), argues that, to provide good customer services, the organization in designing must focus wholly on the customer. This brings us to who actually is the customer. A customer is an individual or organization that makes a purchase decision.

Ngahu (2001) and Balunywa (1995), agree that, the main reason for the customers choose one product over another is probably because it better meets their need in such a way as ease of use, service, or ability to do what it promises to do. Ngahu (2001) further noted that another reason to become customer driven is to build market share. Research shows that one cannot maintain the market share with unique features alone, as one's competitors will imitate the other. Sustainable market share growth is achieved through loyal customer and excellent service. To be customer driven means to position customers at the heart of one's operations and to let their needs guide his/her their operation and to let their need guide all his/her decisions, policies and strategies.

Zike (2001), in his study of what makes a company excellent, he interviewed 43 high performing companies. He wanted to find out what makes them so successful in an increasingly changing environment where many companies are facing closure. He found out that all high performing companies share a set of basic operating principles, some of which emphasized customer driven service. He found out that excellent companies provide unparalleled customer service, quality and reliability. Moreover, they exhibit a strong commitment to the customer satisfaction and tend to stick to the business they know.

Halil Nadiri, Kashif Hussain (2005), describe the zone of tolerance for customers' service expectations and determine the customer satisfaction level in Northern Cyprus hotels. The findings reveal that the customers visiting Northern Cyprus hotels have a narrow zone of tolerance in services provided by the hotels. The results with respect to gap analysis reveal that there was a short fall in the

service quality provided by the hotels in the sample, with the largest gap being found in intangibles.

Parasuram, Berry and Zeithaml (1991), agreed that the satisfaction dissatisfaction that consumers experience will have an influence on brand loyalty, personal communication regarding the product or service and purchase repetition.

Kivela, Inbakaran and Reece (1999), found that the importance of customer satisfaction superseding the aspects such as customer return rates and profitability, leads to positive behavioral intentions, such as return patronage or repeat purchase.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This study is carried out by adopting the explanatory research design.

3.2 Sampling Technique

The respondents were chosen from all levels of customers in a hotel by applying random sampling method.

3.3 SOURCES OF DATA

Research design stands for the advance planning of the methods to be adapted for collecting the relevant data and techniques to be used in the analysis

- Primary: Data collected from customers
- Secondary: Data collected through internet and journals

3.4 Structure of Questionnaire

Multiple choice questions and Likert's scale questions

3.5 Sample Size

Response collected from 120 customers. 120 respondents were chosen from all levels of customers in a hotel.

3.6 Period of study

The period of study was from November 2020 to March 2021

3.7 TOOLS USED

- ANOVA,
- Regression
- Chi-Square Test,
- Correlations

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

PERCENTAGE ANALYSIS refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

Percentage = $\frac{\text{No. of Respondents}}{\text{Total no.}} \times 100$

TABLE 4.1.1: AGE OF THE RESPONDENT

AGE	No. of respondents	Percentage
Below 28	25	20.8
28-38 years	23	19.2
38-48 years	35	29.2
48-58 years	29	24.2
58 and above	8	6.7
Total	120	100

INFERENCE:

It is inferred that 20.2% of respondents comes under age of less than 38-48 years.

CHART 4.1.1: AGE OF THE RESPONDENT

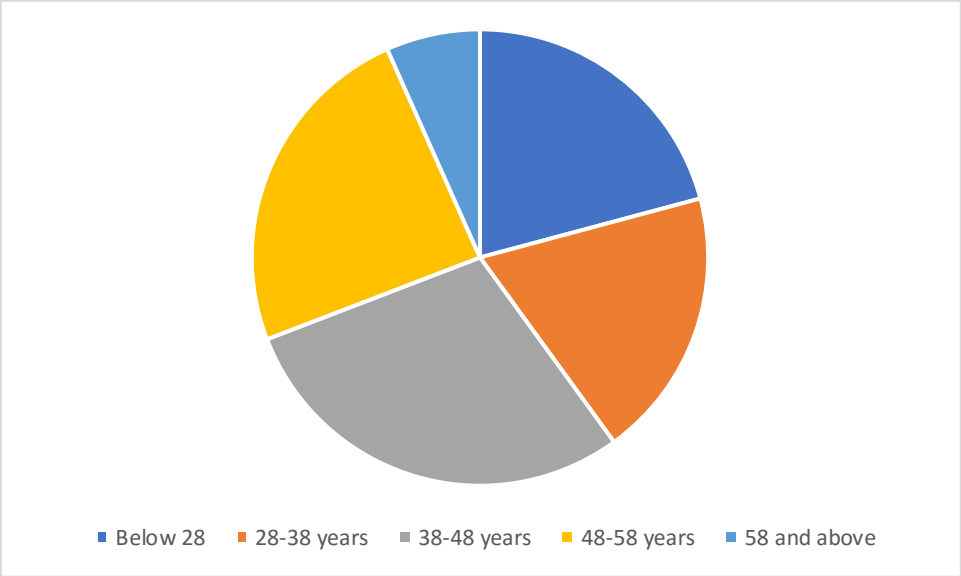


TABLE 4.1.2: MARITAL STATUS OF THE RESPONDENTS

Marital Status	No. of respondents	Percentage
Married	80	33.3%
Unmarried	40	66.7%
Total	120	100

INFERENCE:

It is inferred that 66.7 percentage of respondents are unmarried

CHART 4.1.2: MARITAL STATUS OF THE RESPONDENTS

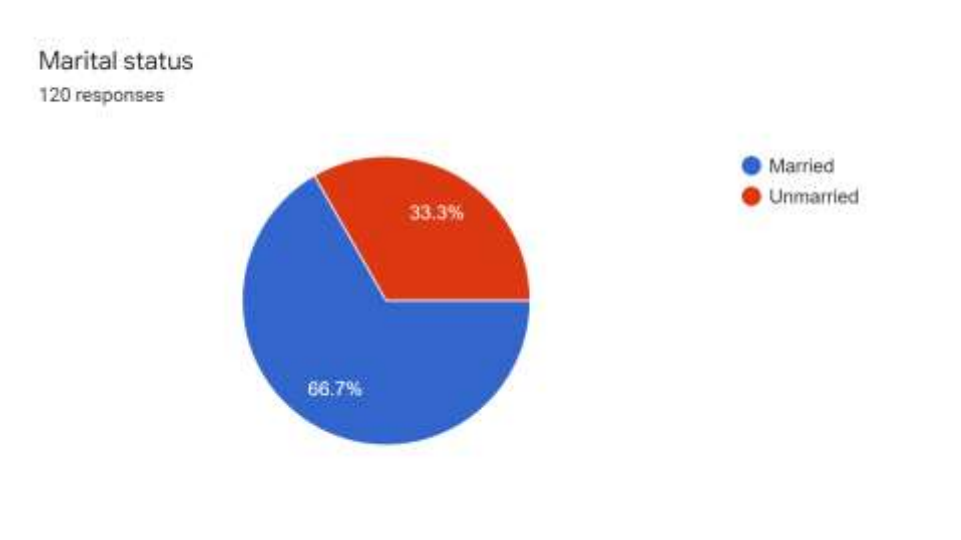
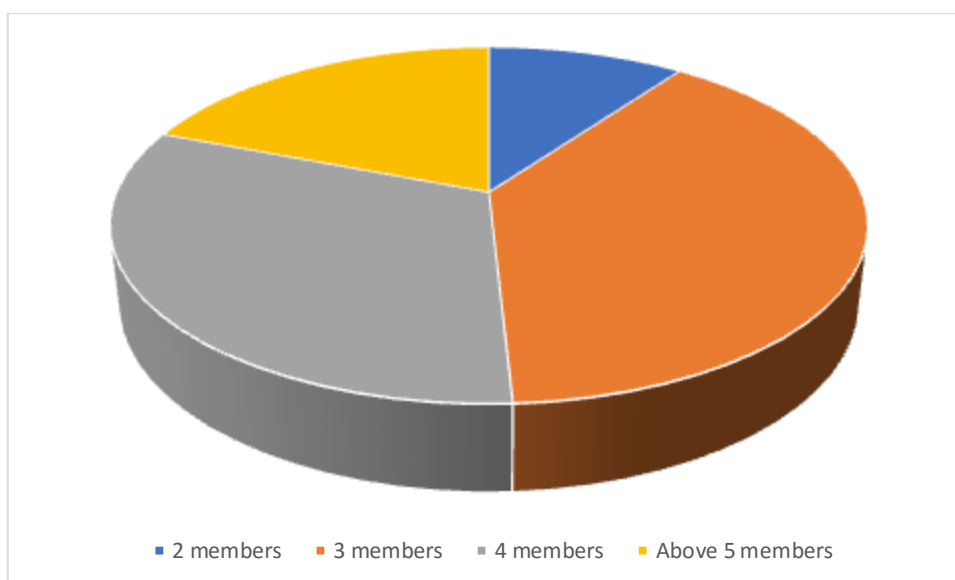


TABLE 4.1.3: ANNUAL INCOME OF THE RESPONDENTS

Annual income	No. of respondents	Percentage
Below 1 lakh	12	10
1-2 lakhs	47	20.8
2-3 lakhs	38	31.7
Above 3 lakhs	23	37.5
Total	120	100

INFERENCE:

It is inferred that 37.5% of respondent annual income is Above 3 lakhs

CHART 4.1.3: ANNUAL INCOME OF THE RESPONDENTS**TABLE 4.1.4: SIZE OF THE FAMILY**

Size of the family	No. of Respondents	Percentage
2 members	12	10
3 members	47	39.2
4 members	38	31.7
Above 5 members	23	19.2
Total	120	100

INFERENCE:

It is inferred that 39.2 percentage of respondent size of family is 3 members

CHART 4.1.4: SIZE OF THE FAMILY

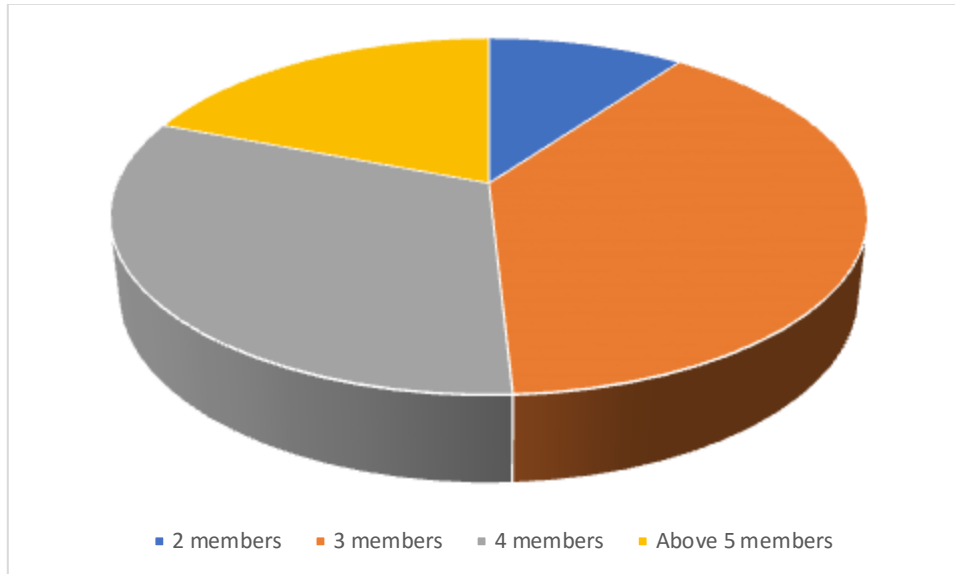


TABLE 4.1.5: ROOM

Room	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Room was clean and comfortable	48	32	25	5	10
Room was furnished appropriately	34	51	11	19	5
Room equipment was in good condition	43	36	28	7	6
The room's price to quality was good	39	30	27	12	12

INFERENCE:

It is inferred that 48 respondents out of 120 strongly Agree that room was clean and comfortable. It is inferred that 51 respondents out of 120 agree that room was furnished and appropriately maintained. It is inferred that 43 respondents out of 120 strongly agree that room equipment was in good condition. It is inferred that 39 respondents strongly agree that the room price to quality was good.

CHART 4.1.5: ROOM

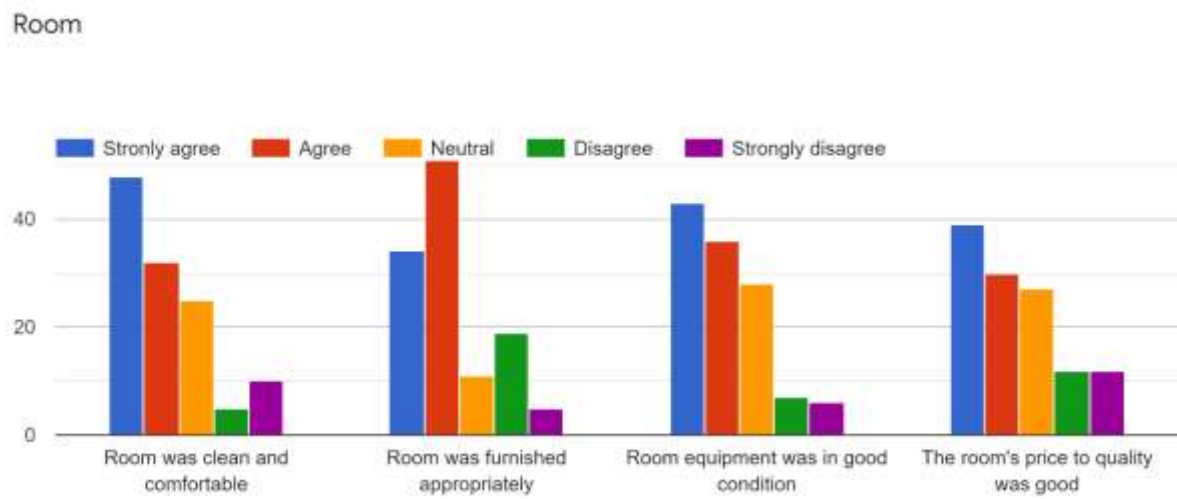


TABLE 4.1.6: RESTAURANT

Restaurant	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
The quality of the dishes was good	54	37	19	6	4
The atmosphere of restaurant and bar was good	39	48	16	14	3
The price of the dishes and drinks to quality was good	36	47	20	10	7

INFERENCE:

It is inferred that 54 respondents strongly agree the Quality of dishes was good. It is inferred that 48 respondents agree the atmosphere of restaurant and bar was good. It is inferred that 47 respondents agree the price of the dishes and drinks to quality was good.

CHART 4.1.6: RESTAURANT

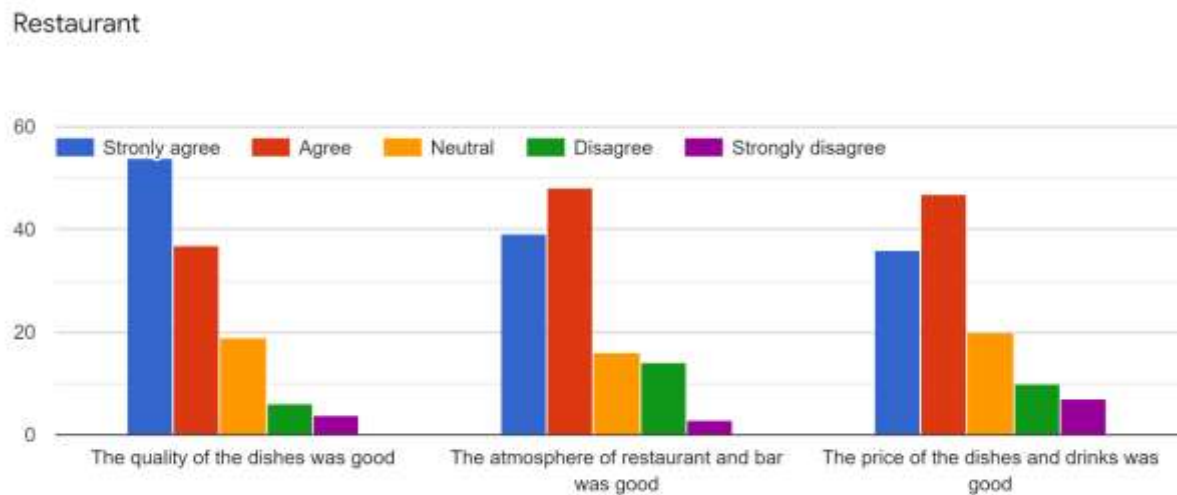


TABLE 4.1.7: RECEPTION

Reception	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
The reception front desk was pleasant	46	32	36	4	2
The check in/ check out process was timely and efficient	37	45	22	15	1
I received a complete and accurate bill	42	39	25	5	9

INFERENCE:

It is inferred that 46 respondents strongly agree the reception front desk was pleasant. It is inferred that 45 respondents Agree check out process was timely and efficient. It is inferred that 42 respondents strongly agree that they received a complete and accurate bill

CHART 4.1.7: RECEPTION

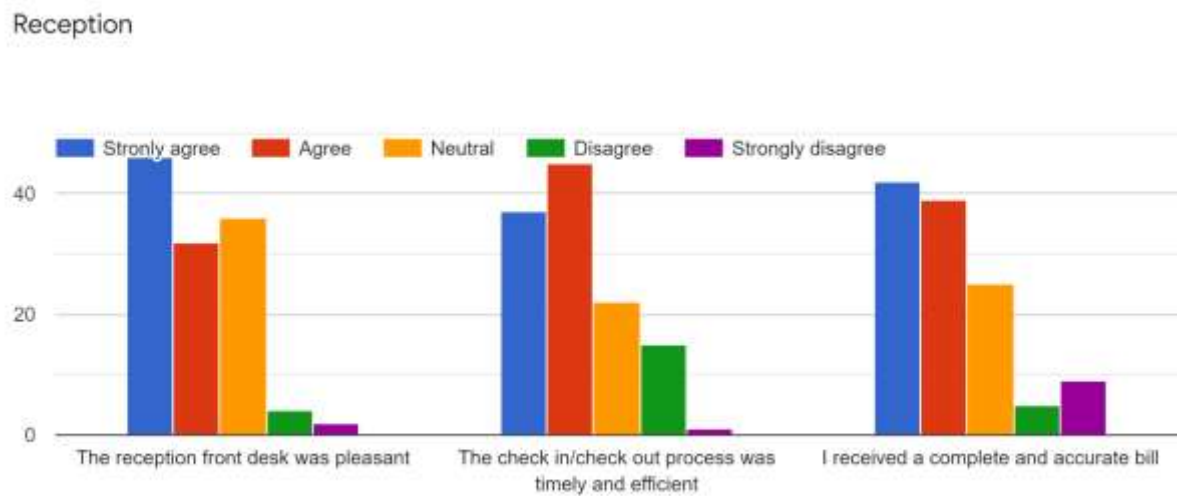


TABLE 4.1.8: STAFF

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
The staff was polite and friendly	54	46	16	3	1
The staff provided the service / requests effectively	40	61	6	12	1
Security was available if needed	47	42	18	7	6
Housekeeping team was friendly and reliable	47	44	16	8	5

INFERENCE:

It is inferred that 54 respondents Strongly Agree the Staff was polite and friendly. It is Inferred that 61 Respondents Agree the Staff Provided the Services /requests effectively. It is Inferred that 47 respondents Strongly Agree Security was Available if Needed. It is Inferred that 47 respondents Strongly Agree House Keeping Team was Friendly and Reliable

CHART 4.1.8: STAFF

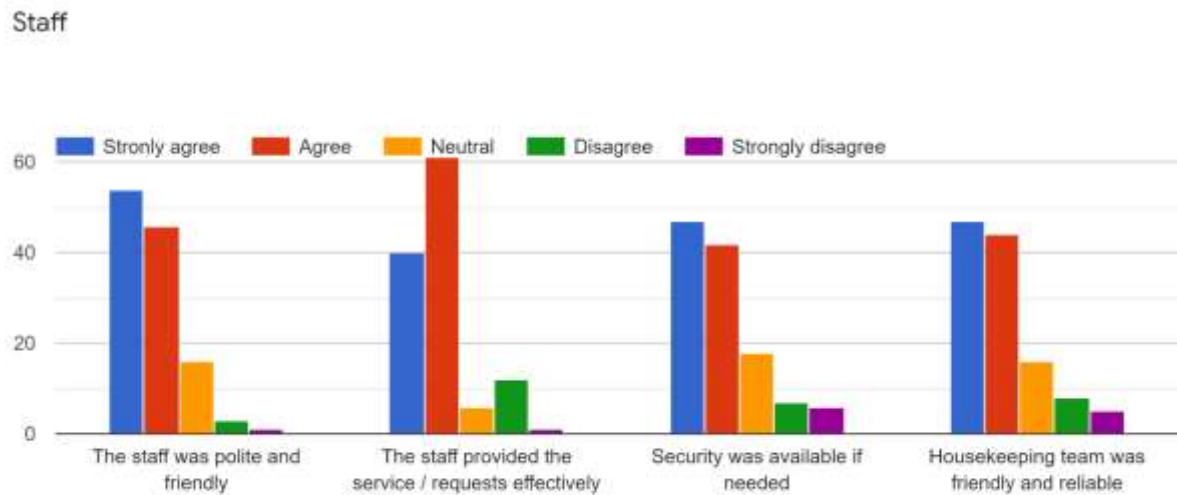


TABLE 4.1.9: SAFETY

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
The hotel had safe environment	61	36	20	2	1
COVID 19 safety measures for hotel are followed	52	42	14	10	2

INFERENCE:

It is Inferred that 61 respondents Strongly Agree the Hotel had Safe Environment.
It is Inferred that 52 respondents Strongly Agree COVID 19 Safety measures for Hotel are Followed Strictly

CHART 4.1.9: SAFETY

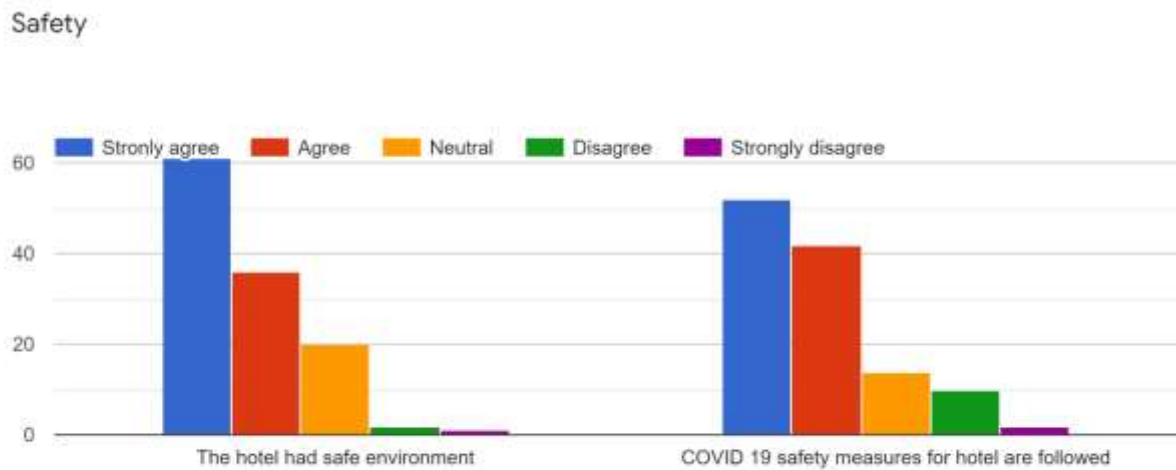


TABLE 4.1.10: SATISFACTION

Satisfaction	Yes	No
My stay in this hotel was pleasant	102	18
Will you visit the hotel again	73	47
Will you recommend our hotel to family and friends	107	13

INFERENCE:

It is inferred that 102 responded Satisfaction That their stay in this hotel was Pleasant. It is inferred that 73 responded that they will visit the hotel again. It is inferred that 107 respondents will refer our hotel to friends and family

CHART 4.1.10: SATISFACTION

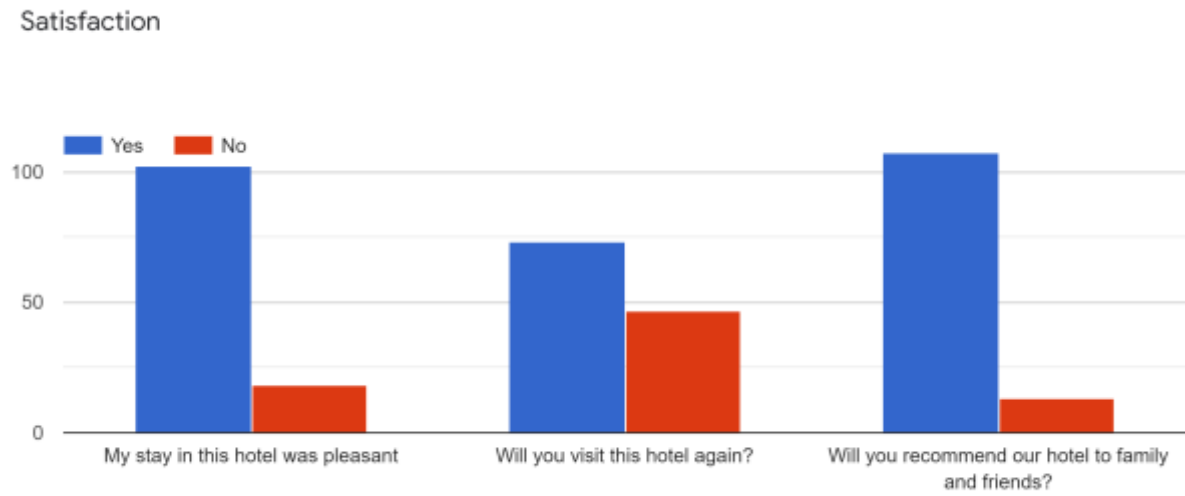


TABLE 4.1.11: ROOM RATING

Room Rating	No. of respondents	Percentage
1	2	1.7
2	0	0
3	1	0.8
4	38	31.7
5	79	65.8
Total	120	100

INFERENCE:

It is inferred that 65.8% of respondents given a rating of 5 Against Room Rating.

CHART 4.1.11: ROOM RATING

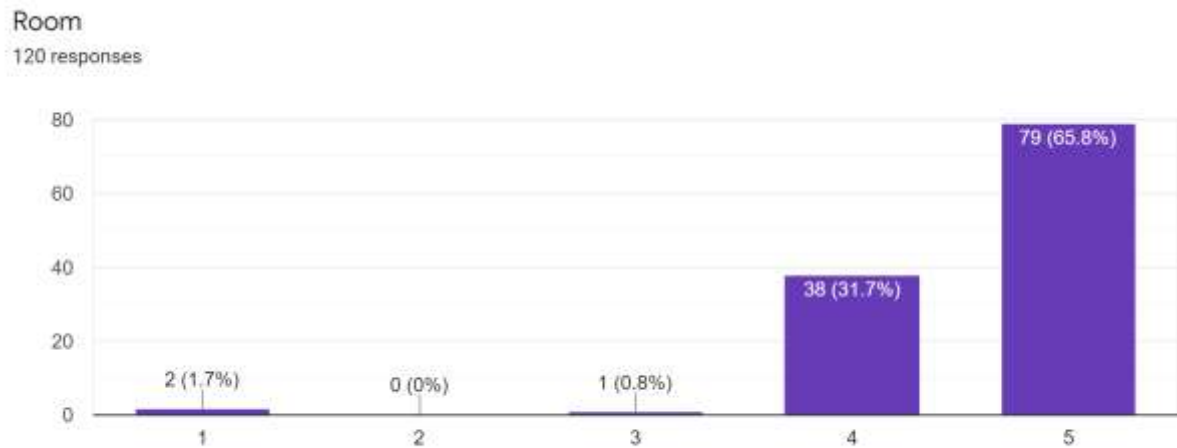


TABLE 4.1.12: RESTAURANT AND BAR RATING

Restaurant and Bar Rating	No. of respondents	Percentage
1	0	0
2	0	0
3	13	10.8
4	45	37.5
5	62	51.7
Total	120	100

INFERENCE:

It is inferred that 51.7% of respondents given a rating of 5 on Restaurant & Bar Rating.

CHART 4.1.12: RESTAURANT AND BAR RATING

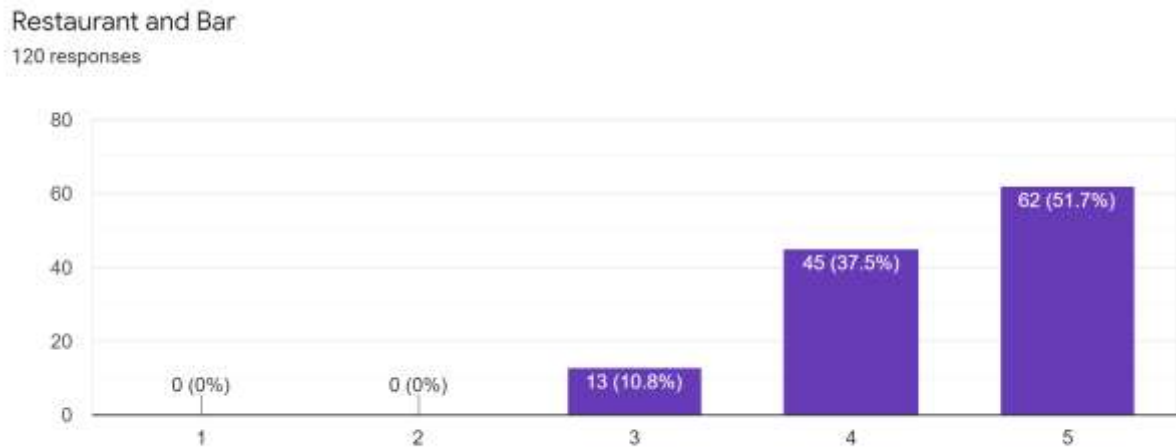


TABLE 4.1.13: STAFF RATING

Staff	No. of respondents	Percentage
1	0	0
2	2	1.7
3	12	10
4	46	38.3
5	60	50
Total	120	100

INFERENCE:

It is inferred that 50 of respondents given a rating of 5 On Staff Rating.

CHART 4.1.13: STAFF RATING

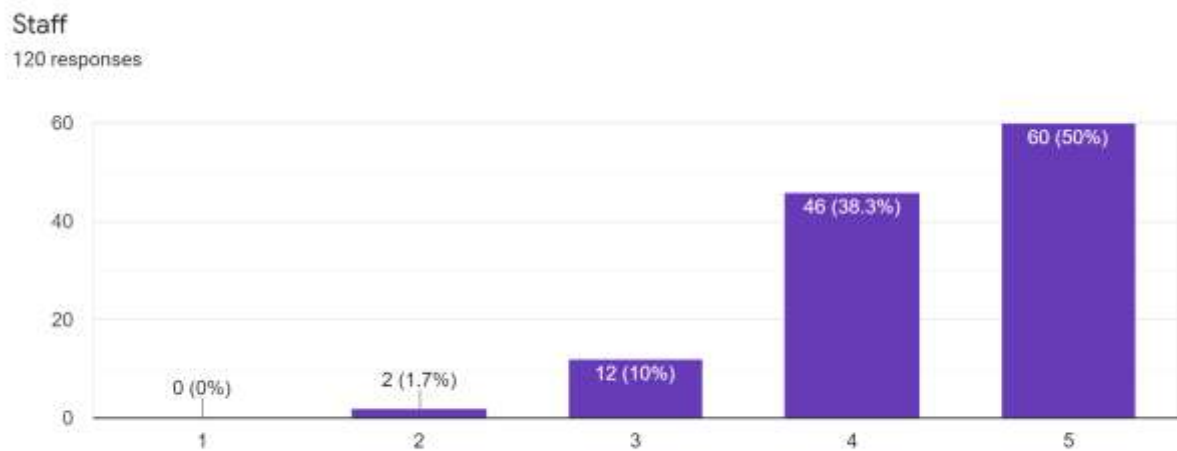


TABLE 4.1.14: RECEPTION RATING

Reception	No. of respondents	Percentage
1	0	0
2	2	1.7
3	9	7.5
4	49	40.8
5	60	50
Total	120	100

INFERENCE:

It is inferred that 50% of respondents given a rating of 5 on Reception

CHART 4.1.14: RECEPTION RATING

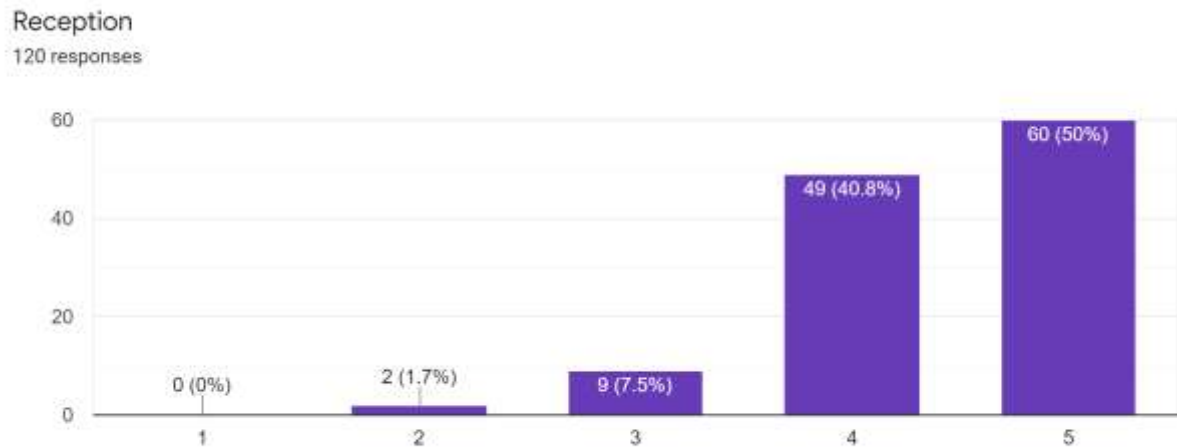


TABLE 4.1.15: SAFETY RATING

Safety	No. of respondents	Percentage
1	1	0.8
2	1	0.8
3	6	5
4	52	43.3
5	60	50
Total	120	100

INFERENCE:

It is Informed that 50% of respondents given a rating of 5 on Safety.

CHART 4.1.15: SAFETY RATING

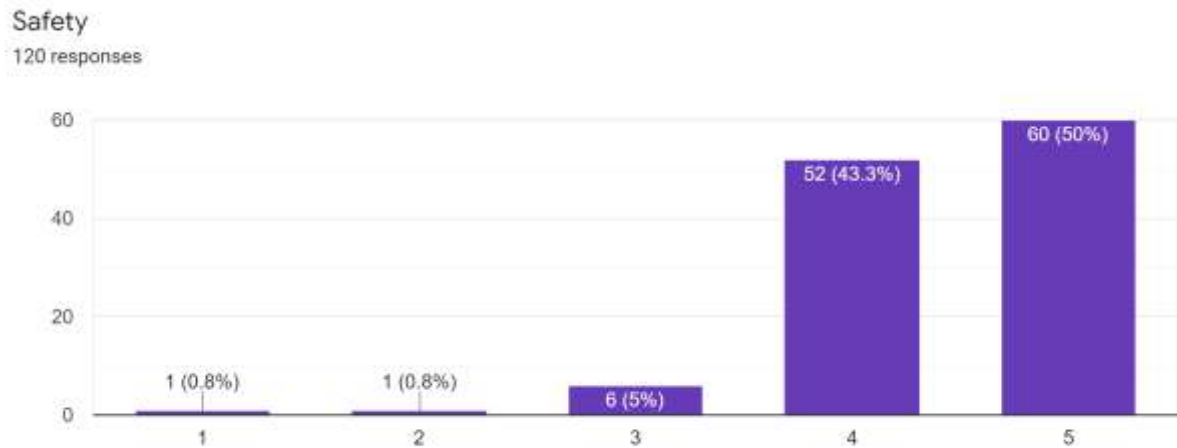


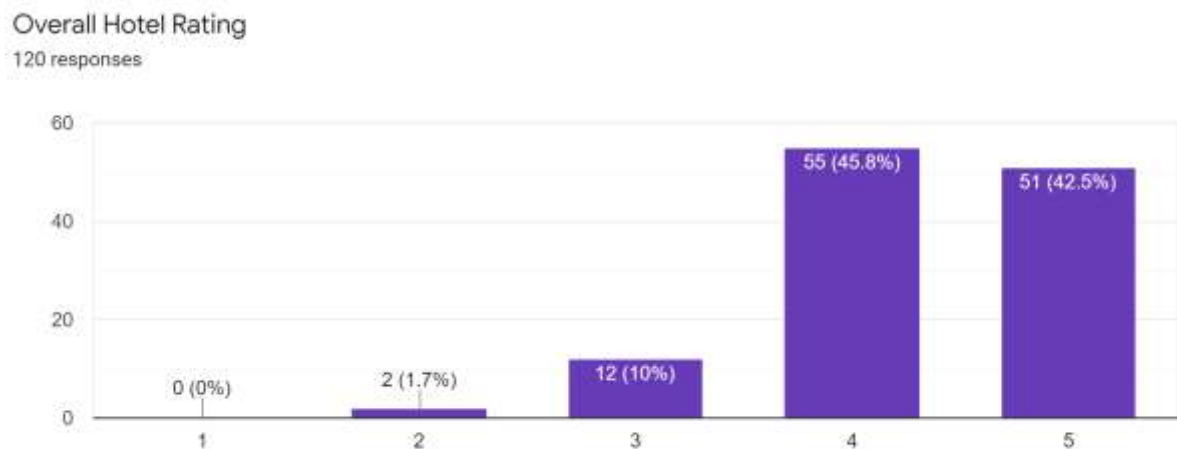
TABLE 4.1.16: OVERALL RATING

Overall Rating	No. of respondents	Percentage
1	0	0
2	2	1.7
3	12	10
4	55	45.8
5	51	42.5
Total	120	100

INFERENCE:

It is Inferred further 45.8% off responding given Overall rating of 5.

CHART 4.1.16: OVERALL RATING



4.2.ANOVA ANALYSIS

Analysis of variance, or ANOVA, is a statistical method that separates observed variance data into different components to use for additional tests. A one-way ANOVA is used for three or more groups of data, to gain information about the relationship between the dependent and independent variables.

TABLE 4.2.1: ANOVA ANALYSIS

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Safety	120	529	4.408333333	0.495728291		
Overall Hotel Rating	120	515	4.291666667	0.510854342		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.816666667	1	0.816666667	1.622652011	0.203964957	3.880827227
Within Groups	119.7833333	238	0.503291317			
Total	120.6	239				
Anova between Safety and overall hotel rating						

INTERPRETATION

The significant level of Anova is 5%. So significant level is greater than calculated variance so we can accept the null hypothesis.

4.3 REGRESSION ANALYSIS

Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between variables and for modeling the future relationship between them.

TABLE 4.3.1: REGRESSION ANALYSIS

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.974969614							
R Square	0.950565748							
Adjusted R Square	0.942162387							
Standard Error	0.971290342							
Observations	120							
ANOVA								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	2158.734814	2158.734814	2288.237797	4.14835E-79			
Residual	119	112.2651864	0.943404928					
Total	120	2271						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Comfort	0.950984499	0.019880297	47.8355286	1.47483E-79	0.911619526	0.990349472	0.911619526	0.990349472
	Regression between Comfort and overall hotel rating							

INTERPRETATION

The significant level of regression is 95%. So significant level is greater than calculated variance so we can accept the null hypothesis.

4.4.CHI-SQUARE ANALYSIS

A chi-square (χ^2) statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random,

raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample.

Hypothesis:

H0: There is no Significant Association between safety and room

H1: There is Significant Association between safety and room

TABLE 4.4.1: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.711 ^a	9	.000
Likelihood Ratio	32.571	9	.000
N of Valid Cases	120		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is 1.20.

INTERPRETATION

Chi square on safety and room, when room cleanliness is decreases and hotel should take more attempt to spread awareness to alert the hotel labours when safety decreases hotel take more attempt to spread awareness
Crosstabulation The significant level of chi – square is less than 0.05. So significant level is greater than calculated variance so we can accept the null hypothesis at 5%.

4.5 CORRELATION ANALYSIS

Correlation analysis is a statistical method used to evaluate the strength of relationship between two quantitative variables. A high correlation means that two or more variables have a strong relationship with each other, while a weak correlation means that the variables are hardly related.

TABLE 4.5.1: Descriptive Statistics

	Mean	Std. Deviation	N
Safety	4.41	.704	120
Room	4.60	.679	120

TABLE 4.5.2: Correlations

		Safety	Room
Safety	Pearson Correlation	1	.257**
	Sig. (2-tailed)		.005
	N	120	120
Room	Pearson Correlation	.257**	1
	Sig. (2-tailed)	.005	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

Correlation on safety rate causes believeness on customer and hotel assures to alert the servant when cleanliness decreases. The significant level of correlation is less than 0.05. So significant level is greater than calculated variance so we can accept the null hypothesis at 5%.

CHAPTER 5

FINDINGS SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- 1) It is inferred that 20.2% of respondents comes under age of less than 38-48 years.
- 2) It is inferred that 66.7 percentage of respondents are unmarried
- 3) It is inferred that 37.5% of respondent annual income is Above 3 lakhs
- 4) It is inferred that 39.2 percentage of respondent size of family is 3 members
- 5) It is inferred that 48 respondents out of 120 strongly Agree that room was clean and comfortable
- 6) It is inferred that 51 respondents out of 120 agree that room was furnished and appropriately maintained
- 7) It is inferred that 43 respondents out of 120 strongly agree that room equipment was in good condition
- 8) It is inferred that 39 respondents strongly agree that the room price to quality was good
- 9) It is inferred that 54 respondents strongly agree the Quality of dishes was good
- 10) It is inferred that 48 respondents agree the atmosphere of restaurant and bar was good
- 11) It is inferred that 47 respondents agree the price of the dishes and drinks to quality was good
- 12) It is inferred that 46 respondents strongly agree the reception front desk was pleasant
- 13) It is inferred that 45 respondents Agree check out process was timely and efficient
- 14) It is inferred that 42 respondents strongly agree that they received A complete and accurate bill
- 15) It is inferred that 54 respondents Strongly Agree the Staff was polite and friendly
- 16) It is Inferred that 61 Respondents Agree the Staff Provided the Services /requests effectively
- 17) It is Inferred that 47 respondents Strongly Agree Security was Available if Needed

- 18) It is Inferred that 47 respondents Strongly Agree House Keeping Team was Friendly and Reliable
- 19) It is Inferred that 61 respondents Strongly Agree the Hotel had Safe Environment
- 20) It is Inferred that 52 respondents Strongly Agree COVID 19 Safety measures for Hotel are Followed Strictly
- 21) It is inferred that 102 responded Satisfaction That their stay in this hotel was Pleasant
- 22) It is inferred that 73 responded that they will visit the hotel again
- 23) It is inferred that 107 respondents will refer our hotel to friends and family
- 24) it is inferred that 65.8% of respondents given a rating of 5 Against Room Rating
- 25) It is inferred that 51.7% of respondents given a rating of 5 on Restaurant & Bar Rating
- 26) It is inferred that 50 of respondents given a rating of 5 On Staff Rating
- 27) It is inferred that 50% of respondents given a rating of 5 on Reception
- 28) It is Informed that 50% of respondents given a rating of 5 on Safety
- 29) It is Inferred further 45.8% off responding given Overall rating of 5
- 30) The significant level of Anova is 5%. So significant level is greater than calculated variance so we can accept the null hypothesis.
- 31) The significant level of regression is 95%. So significant level is greater than calculated variance so we can accept the null hypothesis.
- 32) The significant level of chi – square is less than 0.05. So significant level is greater than calculated variance so we can accept the null hypothesis at 5%.
- 33) The significant level of correlation is less than 0.05. So significant level is greater than calculated variance so we can accept the null hypothesis at 5%.

5.2 SUGGESTIONS:

- Since cleanliness has a greater influence on customer loyalty the hotel need to concentrate more on cleanliness factor.
- Interaction and Behavior Quality will also have a greater influence on service quality so it is recommended that the employees of the hotel should be trained properly to interact with the guests of the hotel. The hotel can have a periodical evaluation on the training process.

- The waiting time for service delivery process should be properly maintained to satisfy the customers and to make them loyal to the hotel.
- Since all the factors considered in the study have a positive relationship with service quality, customer loyalty the hotel should consider these factors as important for the overall development.
- Tablets are proving to be an effective communication tool for guests and staff. From their room, tourists can make a request in just a few clicks that is routed to a staff member's mobile device and answered in a matter of minutes. The hotel can even program the tablets to promote paid amenities or local attractions.
- Providing guests with a little extra, by offering a few services for free, can help endear guests to you and your brand. Offering complimentary services is an effective strategy for providing customer service that guests will go home and tell their friends about — or better yet, share on social media. It can be as simple as offering free Wi-Fi or a free shuttle to the airport or to local attractions.
- Establish a connection with the guest as soon as possible with a follow-up email. This will allow you to set the tone for the guest's stay and help you gather valuable information about them before they even step foot on your property.
- Coach your staff to be attentive, responsive and have a sense of urgency for everyone, regardless of their "status". In return, your guests will reward you with their patronage, loyalty and – even better - referrals. An added bonus: when guests are feeling wonderful and special, secondary factors that may pop-up become much more minor
- True service excellence requires personalization and making each customer feel as though there is no one else, at that moment, more important than him or her. Front desk attendants that recognize you or call you by name, that are eager to help, that remember your preferences, and that are able to provide valuable information are a huge asset that make a big difference.

5.3 CONCLUSION

Every company aim is to maintain the long-term relationship with the customers and the business organization. In order to acquire the potential customers, needs and demands should be acknowledged also customer satisfaction has a great impact on the entire business operations. Therefore, it is very important to the organization to understand what exactly the customers need and how to gain loyalty for the successful business. As it is discussed in chapter, the customer plays a crucial role in the market chain process. To make it clearer, satisfied customers are the ones who creates the possibility of the new customers. If the existing customers are satisfied with the product and service, then there are the chances of recommendation to the new ones. This will lead to the increasing

number of customers and could maintain the level of the relationship with the customers.

During the research, figured out if the customers are satisfied with the quality of the service and perform the tasks according to the customer's demand. The company has satisfied customers along with loyalty. It can be said, that customer satisfaction is the key component of business profitability because once the customer reaches their satisfaction level, it may influence them to consume the service continuously. Moreover, they share their experiences with other people, which creates the possibility of new customers. Likewise, dissatisfied people also give their opinion about the products, about their unfortunate experiences and lead towards a declining position to the number of customers.

The services provided by Accord are high in the quality according to the customer's response and comments. It seems that Accord success to satisfy the customers at a very high range as well as gain the loyalty of the customers. It is very important to maintain it at the same level as it is presently. Moreover, after analysing the collected data from the questionnaire it is clear that customer satisfaction is the basis of the customer loyalty. If the customers are highly satisfied with the services, then it is obvious that they are loyal too. Therefore, customer satisfaction influences the customer loyalty.

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APPENDIX I (Questionnaire)

FULL NAME

Age

up to 28 years/28-38 years/38-48 years/48-58 years/ 58 and above

Marital status

married/unmarried

Annual income

below 1 lakh/1-2 lakhs/ 2-3 lakhs/above 3 lakhs

Size of the family

2members/3 members/4 members/above 5 members

Room

Room was clean and comfortable

strongly agree/agree/neutral/disagree/strongly disagree

Room was furnished appropriately

strongly agree/agree/neutral/disagree/strongly disagree

Room equipment was in good condition

strongly agree/agree/neutral/disagree/strongly disagree

The room's price to quality was good

strongly agree/agree/neutral/disagree/strongly disagree

Restaurant

The quality of the dishes was good

strongly agree/agree/neutral/disagree/strongly disagree

The atmosphere of the restaurant and bar was good

strongly agree/agree/neutral/disagree/strongly disagree

The price of the dishes and drinks was good

strongly agree/agree/neutral/disagree/strongly disagree

Reception

The reception front desk was pleasant

strongly agree/agree/neutral/disagree/strongly disagree

The check in/ check out process was timely and efficient

strongly agree/agree/neutral/disagree/strongly disagree

I received a complete and accurate bill

strongly agree/agree/neutral/disagree/strongly disagree

Staff

The staff was polite and friendly

strongly agree/agree/neutral/disagree/strongly disagree

The staff provided the service/ requests effectively

strongly agree/agree/neutral/disagree/strongly disagree

Security was available if needed

strongly agree/agree/neutral/disagree/strongly disagree

Housekeeping team was friendly and reliable

strongly agree/agree/neutral/disagree/strongly disagree

Safety

The hotel had safe environment

strongly agree/agree/neutral/disagree/strongly disagree

COVID 19 safety measures for hotel are followed

strongly agree/agree/neutral/disagree/strongly disagree

Satisfaction

My stay in this hotel was

Yes/No

Will you visit this hotel again?

Yes/No

Will you recommend

Yes/No

Rating	1	2	3	4	5
Room					
Restaurant and bar					
Staff					
Reception					
Safety					
Overall rating					

APPENDIX I (Article)

A STUDY ON CUSTOMER SERVICE QUALITY WITH REFERENCE TO ACCORD PUDUCHERRY HOTEL

ABSTRACT: In India, the service sector is growing much faster than manufacturing and agriculture. Any service organization's profits are dependent on the quality of its services. The hotel industry is one of the most important in the service industry. In today's world, a country's economic growth is dependent on the hospitality industry, as well as industrial development and agriculture. The tourism and hotel industry is a rapidly growing and booming segment of the market, with tremendous job opportunities for Indians. Analyzing online reviews can help hotel managers learn more about hotel customer satisfaction. Different online reviews have different levels of reliability in representing customer satisfaction due to differences in reviewer experience, release time, and degree of recognition. The dilemma of how to more rationally assess hotel customer satisfaction with this reliability in mind remains unsolved. To avoid this problem, we take a study on customer service quality with reference to ACCORD Puducherry hotel.

Key words: *Quality, Hotel, Organization, Service, Chi-square test, Correlation*

INTRODUCTION:

Customer service is a key to success in business. It indicates the positive emotion and experience of customers toward business. Satisfied customers also have a propensity to repurchase and recommend products to their families and friends. To achieve customer's satisfaction, businesses must understand the customer's needs to be able to provide their products and services which meet or exceed the customer's expectations.

If the service performance meets or exceeds customers' expectations, the customers will be satisfied. On the other hand, customers are more likely to be dissatisfied if the service performance is less than what they expected.

Achieving and sustaining a competitive advantage is a critical aspect to succeed in market place. Providing outstanding service quality is a strategy that is often utilized by Hoteliers and restaurant marketers. The decision process of a customer starts when she/he recognizes a need for a specific product or service, in the case of services offered by a hotelier. This need for a hotel/restaurant service can be motivated by various reasons including family celebrations, business entertainment or leisure. Services are “experiences”, and as such are more difficult to evaluate before their consumption of service or purchase of a product. Many researchers have proved that if service expectations are met or exceeded, then they result in satisfaction and if outcomes are below expectations it leads to dissatisfaction. Achieving customer satisfaction allows the increasing levels of purchase repetition and loyalty.

SERVICE QUALITY

Service quality has drawn on „the delivery of excellent or superior service relative to customer expectation“. Service quality has found one of the significant factors in distinguishing services and products. Service quality is an important tool to measure customer satisfaction. There is a close relationship between service quality and customer satisfaction. Customer satisfaction can be protected by providing products or services with high quality. The concept of service quality emerges as a major challenge for service industries. This is because of the characteristics of services; especially in the encounter between the provider and customer in the service process, service quality is a more complex construct than the product quality. Indeed, the most fundamental definition of a quality product is the one that meets the expectations of the customer. In the hotel industry, quality is defined simply as product conformation to specifications while meeting the expectations of the customer.

Literature Review

In the hotel industry, most researchers are interested in maximizing customer satisfaction; satisfied customers tend to return and enhance the hotel's profit level. Liu (2000) stated that “Customer satisfaction is a function of service performance relative to the customer expectation. For this reason, it is most important to understand how customer expectation is formed in order to identify the factors of

service satisfaction". Hernon & Whitwan (2001) defined "Customer satisfaction as a measure of how the customer perceives service delivery".

As Reisig & Chandek (2001) discussed the fact that different customers have different expectations, based on their knowledge of a product or service, this can be implied that a customer may estimate what the service performance will be or may think what the performance ought to be.

Boon-Liat, C., & Zabid, A. R. (2013) stated that the higher the class of the hotel, the greater will be the quality. So more the customer pays the greater will be their expectation and loyalty towards the hotel. The suggestion for the improvement of hotel service quality was to carry it out across three levels, taking into account the improvement of process quality, result quality and structural quality throughout the influence of „soft" and „hard" service segments and the environment, or impact on them.

Kariru (2014) has made a research on the customers" perceptions and expectations of service quality in hotels in Western tourism circuit, in Kenya indicated that the customer satisfaction can be increased by improving their expected service quality standard of hotels.

Balciunas, Jasinskas, & Koiso, 2014 & Dabija, Dinu, Tăchiciu, & Pop, 2014 stated that the loyalty of existing customers is very important because the attraction of new customers is much more expensive than the retention of existing ones.

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

Asirifi et al. 2014, he stated that Service responsiveness in terms of responsive attitude and prompt responses to customer's request have an adverse effect on service quality which leads to customer loyalty and profitability.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The various steps that are generally adopted by a researcher in studying research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/ techniques but also the methodology. The

methodologies are research design, descriptive research, sampling unit, sample size, method of data collection, data collection and sources of data.

OBJECTIVES OF STUDY

- To explore factors of service quality management in Accord hotel
- To evaluate and standardize critical service quality factor

Analysis and Findings

6.1 CHI-SQUARE TEST

Hypothesis:

H0: There is no Significant Association between safety and room

H1: There is Significant Association between safety and room

cross tabulation of chi square on safety and room, when room cleanliness is decreases and hotel should take more attempt to spread awareness to alert the hotel labours when safety decreases * hotel take more attempt to spread awareness

Crosstabulation

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.711 ^a	9	.000
Likelihood Ratio	32.571	9	.000
N of Valid Cases	120		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is 1.20.

INTERPRETATION

Chi square on safety and room, when room cleanliness is decreases and hotel should take more attempt to spread awareness to alert the hotel labours when safety decreases * hotel take more attempt to spread awareness Crosstabulation.

The significant level of chi – square is less than 0.05. So significant level is greater than calculated variance so we can accept the null hypothesis at 5%.

6.2 CORRELATION

Hypothesis:

HO: There is no significant difference between safety rate and room.

H1: There is significant difference between safety rate and room.

correlation on safety rate causes believeness on customer and hotel assures to alert the servent when cleanliness decreases.

Descriptive Statistics

	Mean	Std. Deviation	N
Safety	4.41	.704	120
Room	4.60	.679	120

Correlations

		Safety	Room
Safety	Pearson Correlation	1	.257**
	Sig. (2-tailed)		.005
	N	120	120
Room	Pearson Correlation	.257**	1

Sig. (2-tailed)	.005	
N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

Correlation on safety rate causes believeness on customer and hotel assures to alert the servent when cleanliness decreases. The significant level of correlation is less than 0.05. So significant level is greater than calculated variance so we can accept the null hypothesis at 5%.

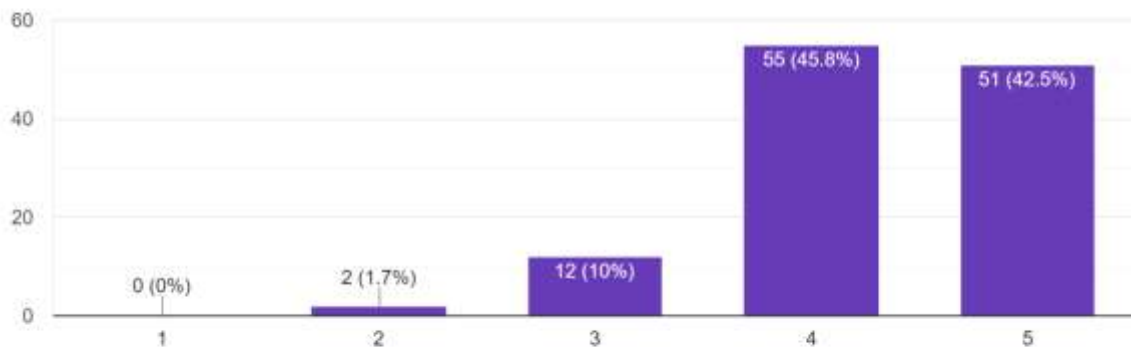
6.3 PERCENTAGE ANALYSIS

TABLE : OVERALL RATING

Overall Rating	No. of respondents	Percentage
1	0	0
2	2	1.7
3	12	10
4	55	45.8
5	51	42.5
Total	120	100

CHART : OVERALL RATING

Overall Hotel Rating
120 responses



INFERENCE:

It is Inferred further 45.8% off responding given Overall rating of 5.

CONCLUSION

The goal of every company is to maintain a long-term relationship with its customers and business partners. Customer satisfaction has a significant effect on the entire business activities and should be acknowledged in order to acquire potential customers' needs and demands. As a result, for a successful company, it is critical for the organisation to understand exactly what the customers need and how to obtain loyalty. During the study, determine whether customers are satisfied with the service quality and perform tasks in accordance with the customer's requests. According to customer feedback and comments, the services offered by Accord are of high quality. It appears that Accord has had great success in exceeding customer expectations and gaining customer loyalty. It's critical to keep it at the same level as it is now. Furthermore, it is clear from the analysis of the questionnaire data that customer satisfaction is the foundation of customer loyalty. If consumers are pleased with the services, it is likely that they will remain loyal. As a result, customer satisfaction has an impact on customer loyalty.

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