

An empirical study of consumer Satisfaction towards Hotel Industry

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Abstract:

The purpose of this research is to pinpoint the elements that make up a hotel's service quality. There are models in the hospitality sector for gauging service quality and guest satisfaction. However, the three most well-known and comprehensive models, SERVQUAL, HOLSERV, and the HOURS of Service Research and Evaluation (HOURS) were used in this research. We will be looking at the LODGING QUALITY INDEX. In addition, it details how male and female customers, as well as those from Asia and Europe, have different perspectives and expectations when it comes to the services provided by hotels. A deeper dive into the elements (services, hotel amenities, location, etc.) that influence their selections is included. It also includes recommendations for disabled guests regarding the hotel's amenities.

Keywords: Customer satisfaction, Customer expectation service quality, Hotel industry.

1.1. Introduction:

Keeping customers happy is a common marketing goal. How well a company's products and services meet or exceed the expectations of its customers is a key indicator of the company's success. The term "customer satisfaction" refers to "the number of customers or proportion of total consumers whose reported experiences with a firm, its products, or its ratings) exceeds predetermined customer satisfaction targets. The satisfaction of hotel guests is becoming increasingly important, prompting a variety of studies to be conducted in this area. In the hospitality industry, client happiness has emerged as a key success factor since it reflects the quality of the customer-provider bond.

Customers' needs and expectations have changed dramatically as a result of the societal movement toward more individualistic and mobile ways of living. The hospitality business has been expanding and diversifying rapidly in recent years. Since the hotel sector is a service one, face-to-face interactions between customers and workers are commonplace. The company's management philosophy is predicated on the idea that satisfying customers is the top priority for maintaining profitable business operations. The phrase "customer satisfaction" is defined by Business Essay (2013) as a term how well a company's products and services meet or exceed the expectations of its customers.

Keeping customers happy has risen to prominence as a strategic imperative for modern businesses. Hotels are spending more to boost service standards and visitors' impression of value in order to increase patronage and loyalty, hence strengthening connections with each patron (Jones et al., 2007). The purpose of this research is to examine how satisfied hotel guests in Kashmir feel about their experiences there. Researchers concluded that service providers and business managers could benefit from implementing a number of the study's proposed changes to their offerings. With rising economic challenges and a thriving industrial sector, it's crucial to keep existing customers while also finding new ways to boost revenue. As a result, it shouldn't come as a surprise that those in the field of hospitality management work tirelessly to boost the happiness of their customers both short-term and long-term earnings.

It's a staple of the Balanced Scorecard and is used extensively in business as a key performance indicator. To stand out in a crowded environment where companies battle for clients, customer happiness has emerged as a core tenet of successful company strategies.

Feedback from customers has a significant impact on businesses.

That's why they're so effective at instilling in workers the value of always exceeding client expectations. In addition, a drop in these ratings signals trouble that could impact sales and profitability. By using these measurements, we can quantify a key variable.

Review of Literature

Here, it's generally agreed that enterprises in the hotel and tourist sector may benefit greatly by focusing on customer happiness and service quality (Barsky & Labagh, 1992; Le Blanc, 1992; Le Blanc et al., 1996; Stevens et al., 1995, Opermann, 1998).

The bottom line of hotels that provide excellent service will rise over time (Oh & Parks, 1997). With similar offerings from competitors, hotels in the hospitality business need to find ways to outdo one another in customer satisfaction (Choi & Chou, 2001). Free breakfast, airport shuttle, car rental service, environment, security, and a nice staff were rated as highly as the free use of a hotel's fitness centre and Wi-Fi by Choi and Chu (2001).

According to Atkinson's (1988) research, a hotel's success depends on four factors: tidiness, safety, cost effectiveness, and service.

As Valdani (2009) explains, a company can only be in business so long as it has paying consumers to service.

Liu and Yen (2010) write that if consumers feel they are receiving value for their money, they are more likely to be satisfied. Maximizing return on investment for a product or service is what we call customer happiness.

Since hotels provide a service to their clients, they must put the needs of their clients first if they want to successfully advertise themselves as brands. The hospitality manager's job is to keep clients happy by providing them with a warm welcome, excellent service, a safe and secure setting, and high-quality goods at fair prices (Jones and Newton, 1997).

Creating value for consumers, setting and meeting their expectations, and taking ownership of meeting their needs are all important tenets of the customer satisfaction concept. To succeed, a company must focus on providing excellent service and making its customers happy (Gronoos, 1990; Parasuraman et al., 1988).

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. are all listed by Chamayne (2013) as methods for boosting customer happiness. In order to increase customer satisfaction and loyalty, hotels are increasing their spending on ways to enhance the level of service provided to visitors and the perceived value they get (Jones et al., 2007).

The level of cleanliness, the quality of the decor, and the value for the money are among the top three (3) factors that influence customer happiness.

Prioritizing cleanliness, comfort, speed of service, friendliness of staff, proximity to main attractions, and safety and security are all factors that were highlighted by Knutson (1988).

Attracting new clients, keeping the ones you have, and pleasing the ones you already have are all goals of marketing.

Only by providing superior service to customers can these goals be attained (Kotler, 2007).

Over the years, both practitioners and academics have been interested in quality, although the former group has done more to advance the topic

at the beginning of the manufacturing sector (Minh, Nguyen, Phan & Yoshiki, 2015). However, the significance of quality in the service industry has been extensively acknowledged in the literature owing to its substantial influence on several aspects of corporate success since the 1980s (Minh et al., 2015). The term "service quality" refers to the degree to which a provided service meets the needs of its target audience. As it helps solidify a company's reputation in the eyes of its clientele, it is essential for the success of any enterprise. For survival and growth in a highly competitive marketing climate, it is also crucial since it determines the depth of the customer's connection with the company (Shimekit, Wondoson & Seid, 2016). Businesses, it has been said, may obtain an edge in the market by exceeding their clients' expectations for the quality of the services they provide (Weitz & Wessley, 2002). According to Osayawe (2006),

a company with a good reputation and satisfied customers has a better chance of retaining its clientele and attracting new ones via word of mouth and word of mouth advertising.

Over the years, we've seen that some guests are unhappy since their expectations at certain hotels weren't satisfied. Because of this, the hotel industry in Nigeria has lagged behind that of other nations.

In addition, the service sector in Nigeria and elsewhere throughout the globe struggles with providing proof of the quality of their work (Suciptawati, Paramita, and Aristayasa, 2019). To give their clients something to remember and anticipate, service providers are turning to ambience, automation, staff empowerment, and variable pricing (West, Ford & Ibrahim, 2010).

The level of client satisfaction in the service sector is generally agreed upon to be determined by the service quality aspects (tangibility, dependability, responsiveness, assurance, and empathy). To get around the problem of intangibility, we've assigned the product attribute to these service quality metrics. Hotel clients, like those in any other sector, also value tangibles such as response, assurance, empathy, and dependability.

It calls for a great deal of personalised service for their many visitors. While this distinctive feature of the hotel industry has the potential to significantly advance the industry, it has not received sufficient focus from the management of certain establishments. It's not like other service industries in which guests may get by without assistance from staff members at any point throughout their stay; this is especially true in the hotel industry. The ability to empathise with customers' varying concerns is a key competitive advantage.

Research Methodology

In this research, we gathered first-hand information by surveying clients about their perceptions of several aspects of the service we provide. In this research, we use a systematic, random sampling strategy. a total of 150 forms were handed out to participants in this research.

Research Objectives:

The main purpose of study are:

- To Analyze Hotel Guests' Levels of Satisfaction.
- To aim of bettering service to customers by suggesting new methods to service providers.
- To Learn how customers feel about using business-to-business online transactions

Analysis and Discussion

Table 1: Demographic profile of the Respondents

Demographic Variables	Categories	Respondents (%)
Gender	Male	70
	Female	49
Age	Below 20	25
	20 – 25	23
	Above 25	48
Marital Status	Married	62
	Unmarried	25
Family Income	Below 15,000	10
	15,000 – 20,000	20
	Above 20,000	50

Source: Primary data

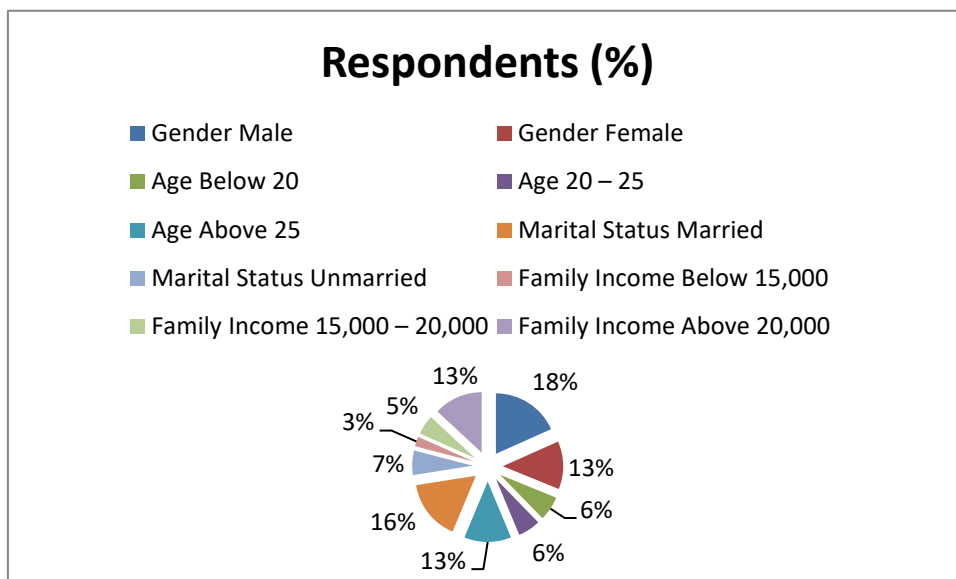


Table 2: Opinion about service provided(expressed in percentage)

Description	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Hygiene and comfort	22	48	13	12	5
Safety	50	30	15	3	2
Prompt services provided by staffs	30	22	25	10	13
Food Quality	25	40	15	6	4
Food Price charged by hotel	18	46	21	10	5
Hospitality and Interior decoration	20	60	12	6	2
Location of the hotel	35	42	14	5	4
Parking facility	13	55	20	7	5



Interpretation

Based on the data shown above, it can be concluded that 48% of guests are pleased with the level of cleanliness and comfort they experienced during their stay. Half of those surveyed report being very happy with the level of security at their hotel. Thirty percent of guests are very pleased with their stays at the hotels. Thirty percent of all guests are pleased with the speed with which their needs are met by the hotel's employees. Only 60% of those who answered the

survey said they liked the meal they were served. Only 46% of diners are happy with the value they get for their money. Sixty percent of guests say they like the warmth and design of their hotel. Only 42% of guests are happy with the hotel's setting. The hotel's parking facilities is appreciated by 55% of guests.

Conclusions:

The hospitality industry has been booming recently. Service providers must urgently reconsider their approaches to client retention and acquisition if they are to survive. Since the analysis indicates that consumers are generally content, the focus of the approach should be on further surprising and gratifying them. Customers' expectations for a "home away from home" stay and the hotel's ability to deliver on those expectations were fascinating to learn about via conversations with hotel staff.

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