Study of Customer Perception towards Services Provided by Five Star Hotels in Indian Context

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Abstract: The study aimed at findingout the customer satisfaction level of services provided by five star hotels and find out theservice areas in which customers are not satisfied i.e. there is a service gap that needs to be taken care. The study was conducted with special reference to the Hotel Taj-Vivanta by using survey method to understand the level of satisfaction of the current customers staying at the hotel and the customers who had stayed in the hotel in the last month. The sample size randomly taken from the population was 200 respondents, who were requested to fill up the Questionnaire. The hotel staff of the chain in Lucknow region cooperated in order to find out the areas of improvement vis-à-vis their competitors.Further, the research was helpful in providing inputs to formulate best service encounter and improve competitive strategies.The main conclusions from this study were that, customers were happy with the services of hotel and they love the quality of service offerings.Recommendations include that the hotel should work efficiently in fulfillment of customer wants so that more and more customer should be satisfied with services. They should build effective strategies to achieve organization goals and attractive offers to customers.The primary objective of the hotel had been to delight every customer every time by offering best in terms of luxury, comfort and service with personal touch to make them feel their stay extremely delightful. Results showed that mostly customers are satisfied with services of hotel.The research deign used wasexploratory research designas this studyaims at gaining first-hand information about the perception of the customers towardstheir satisfaction level.The data was collected using the survey method that is by getting questionnaires filledby the customers who visited the hotel. This study is a research based on survey method. Relevant data for the study wascollected using questionnaire that was designed by me to effectively fulfil theobjectives of the research, which have been stated above.

Keywords: Hotel Industry, Service sector, customer satisfaction, service gaps, delight, hospitality sector

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I.   CONTEXT OF STUDY

The hotel industry today has been recognized as a global industry, with producers and consumers spread around the world. The Organization is running hotels, restaurants at better places for sightseers, other than giving transport administrations. Moreover, the Company is consolidated underway, dissemination and offers of vacationer reputation writing and giving diversion and obligation free shopping administrations to the travelers. The Partnership has broadening into new creative administrations designing related consultancy offices and so forth. The Lucknow Taj, Taj group's hotel set in a dazzling greenhouse spreading the extensive greenery, the hotel is just a couple of minutes from the rushing about of the walled city. Hotel Taj is a part of India Tourism Improvement Organization Ltd. ITDC started to be in October 1966 and has been the prime mover in the dynamic advancement, advancement and extension of tourism in the nation.The Organization is running hotels, restaurants at better places for sightseers, other than giving transport administrations. Moreover, the company is consolidated underway, dissemination and offers of vacationer reputation writing and giving diversion and obligation free shopping administrations to the travelers. The Partnership has broadening into new creative administrations designing related consultancy offices and so forth. In time, ITDC has a wide system of 8 Taj Group of Hotels, five Joint venture Hotels, Eatery, 11 Vehicle Units, 9 Obligation Free Shop at air terminal and seaports and two Sound & Lightshows.Moreover, ITDC is additionally dealing with a hotel at Bharatpur city in the interest of the Division of Tourism.

The purpose of the study had been to see whether the customers who visited the hotel are satisfied with the service offering of hotel or not and find the way by which hotel can improve service. The study conducted to analyze different service areas of company.

- Percentage of satisfied customers with hotel services
- Areas of improvement in different departments

- Finding the bottleneck in service
- Providing suggestions about customers wants and needs

Meanings of customer satisfaction have been broadly discussed from the perspective of variousresearchers and organizations who progressively desire to measeure it.According toresearchers, satisfaction can be experiencedthrough a variety of circumstances and associated with both goods and services. To another degree, reseachersdefined satisfaction as an "exceptionally personal assessment" that is incredibly affected by "individual expectations". A group of researers of the the center for the study of social policy (2007) conceptualizes that satisfaction depends on the customer's experience of both contact with the organization (the momentof truth) and individual outcomes.. Following are some literature reviews through which we can further understand what is customer satisfaction and how it plays its role. As per research of Jay Kandampully (2000)loyalty of a customer has been perceived as the predominant factor in a business organization's success. The creator proposes and tests an integrative model of administration quality, customer worth, and customer satisfaction. Utilizing an example from the extravagance fragment of the hotel business, this study gives preparatory results supporting a comprehensive way to deal with cordiality customers' post purchase choice making procedure. The model seems to have commonsense legitimacy and in addition illustrative capacity. Suggestions talked about and recommendations produced for both advertisers and researchers.

As per reviews and disccusion ofAbraham Pizam(1999) the research of shows the topic of customer satisfaction and its application to the hospitality and tourism business.It defines the idea and investigates its significance to management as a rule and to hospitality/tourism benefits specificallyfollowing a discussion on the measurements and attributes of satisfaction, specifies the primary methods for measuring satisfaction and finishes up with an review of worldwide and cross- cultural issues that influence satisfaction.The author of the research Heammoon (2009)defines thatthe model of research appears to have practical validity as well as explanatory ability. Implications of the researchdiscussed and suggestions are developed for both marketers and researchers. Study of integrative structure of service quality, customer value, and customer satisfaction being crucial. Using a sample from the segment of the hotel industry, this study proves some preliminary results with supporting a holistic approach to hospitality customers and their purchase decision-making process. As per the research of Jay Kandampully &Dwi Suhartanto (2008) Customer loyalty has become a topical problem for hotel industty.Research findings from the data collected from hotels indicate that hotel image and customer satisfaction with the performance of housekeeping; food and beverage, and prices are positively correlated to customer loyalty. This research adds to the knowledge in services marketing in the hospitality industry by understanding of the relationships among customer loyalty, customer satisfaction, and image. This research defines the factors customer satisfaction that are positively related to customer loyalty in hotels was found to be the one of the most important considerations for customers.As per research paperof Peter J. Danaher(2004)Theobjective was to find out how service quality factors were related to their respective encounters and satisfaction levels depend on each other.

The result was Average satisfaction levels for each of the five encounters were found to bedifferent.This Reportis based on study of an actual hotel service delivery process divided into five different service encounters; check-in, the room, the restaurant, the breakfast and check-out..studyshows how service quality and customer satisfaction evolves during the service delivery process have used case data in retrospect or have not obtained any objective measures of the actual dimensions of the service encounter on an personal basis. The Check-in was resulted in high satisfaction, the room of hotel was not so satisfying and the restaurantwas rated the very bad. Satisfaction scores were given after the breakfast experience.factor analysis of all the questions, for a hypothesized fivefactor solution, resultedof 78 percent of the variation. All the first four encounters were loaded highly and collectively on four distinct factors. The fifth factor was largely comprised good check-in booking.

According to the research of OlorunniwoandMaxwell K. Hsu (2006), the study seeks to investigate, through the development service quality construct in the context of a service factory,.Further results also indicates that, although the direct effect of service quality on behavioral intentions is significant, the indirect effect is a stronger driver for behavioral intentions in the context of the service factory whether the investigation to which a service belongs may defines the principals of the service quality determinants and the relationship of customer satisfaction and behavioral intentions.The Finding of the research were The dominant dimensions of service quality builds in the service factory were discovered to be Tangibles, Recovery, Responsiveness, and Knowledge.. The Research limitations and implications were that this study focuses only on the service factory and uses only one sectorto demostrate the findings. The methodology used wasexploratory factor analysis in a sample from UG respondents. Then, some representative sample of hotel guests used.

The method of primary data collection involved getting Structured Questionnairesfilled from customers who visited the hotel.The scale which has been mainly used in this research is Likert Scale as well assemantic

differential scale in some of the questions.Judgmentalsampling technique has been used. The sample size for survey was of 200 respondents.The survey was conducted in the area of Lucknow.

Objectives

- To study the customer satisfaction level
- To improve the service quality where organization is lacking.
- To increase the number of satisfied customers.
- To find out the areas in which the hotel service is lacking.

The research deign used is exploratory research designas this studyaims at gaining first-hand information about the perception of the customers towardstheir satisfaction level.
The data was collected using the survey method that is by getting questionnaires filled
by the customers who visited the hotel

For data collection:-
1) Questionnaire
For analysis:-
1) Google analytics

This study is a research based on survey method. Relevant data for the study wascollected using questionnaire that was designed by me to effectively fulfil theobjectives of the research which have been stated above.

Primary data collection as well secondary data collection technique was used for the
study.The method of primary data collection involved getting Structured Questionnaires
filledfrom customers who visited the hotel. The scale which has been mainly used in this research is Likert Scale as well assemantic differential scale in some of the questions.

Results & Interpretation
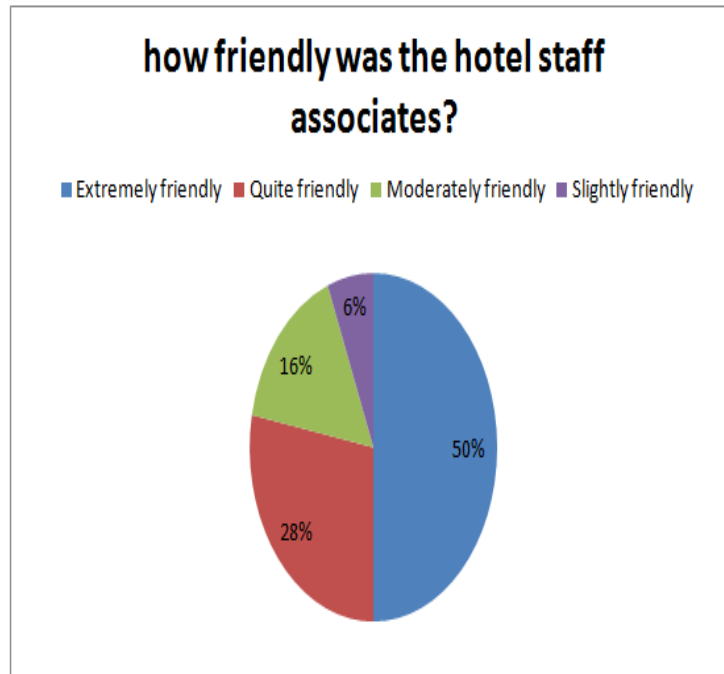
Figure 1.1

According to the graph 50% of the customers wereextremely satisfied, 28% were quitesatisfied from the friendly nature of hotel staff. This shows that hotel staff interacts with friendliness with the customers and they love it.
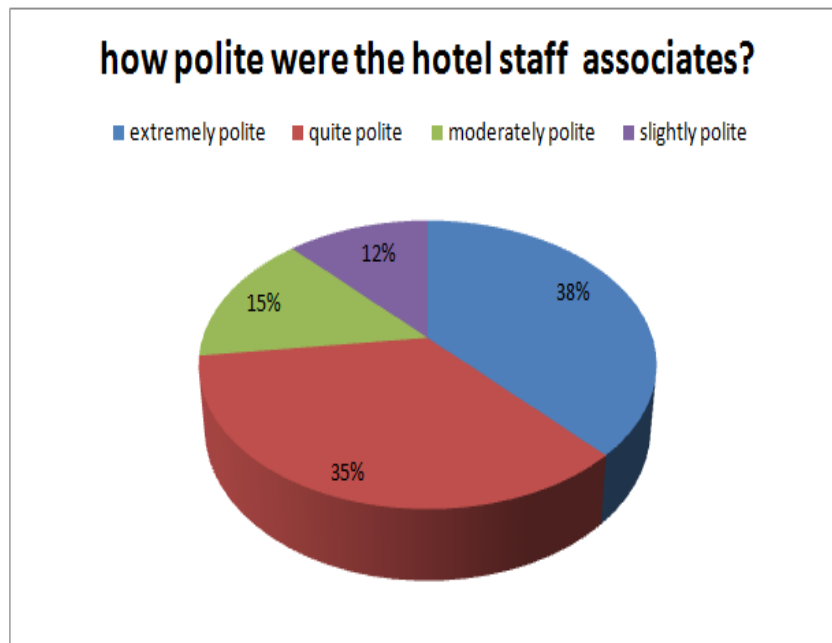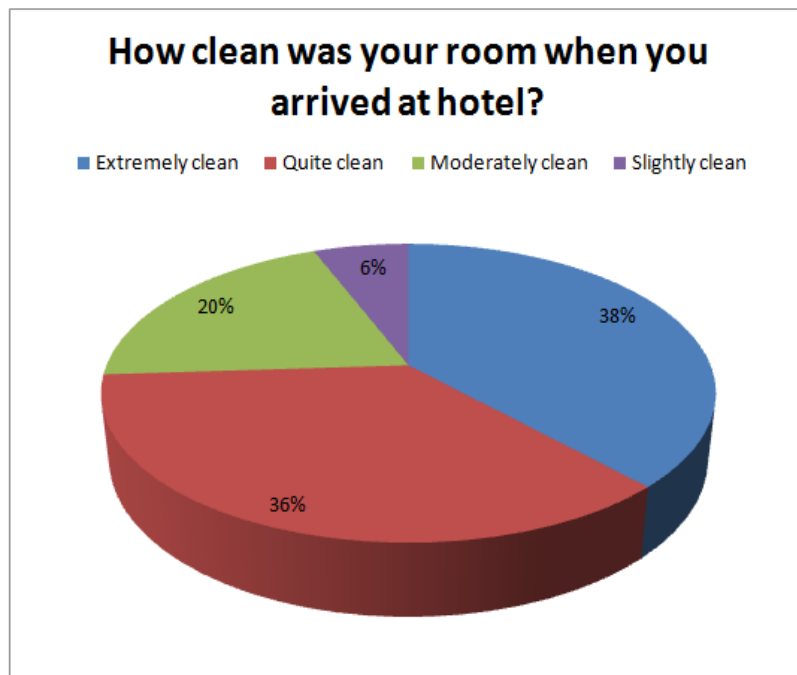
Figure 1.2

According to the graph 38% customers found the politeness that were extremely polite,35% were quite polite,15% were moderately polite. It means that hotel staff very polite in nature while addressing them every time when customers interact them.

Figure 1.3
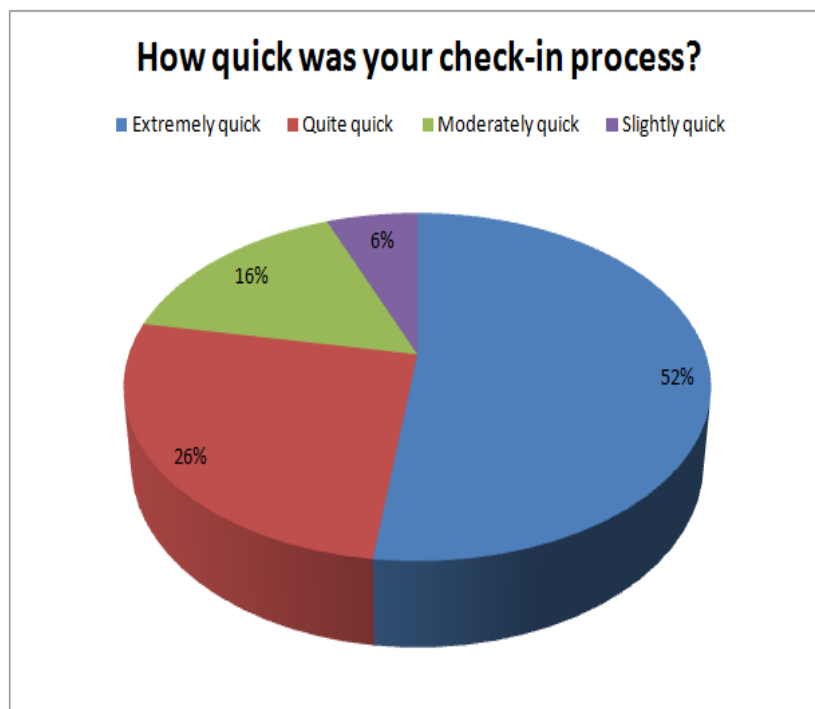
According to the graph 52% check in processwere extremely quick, 26% were quite quick, 16% were moderately quick and 6% were slightly quick. It clears that mostly customers are satisfied with the check in process in hotel. Customers found that hotel's check in system is very quick and they don't have to wait for check in.
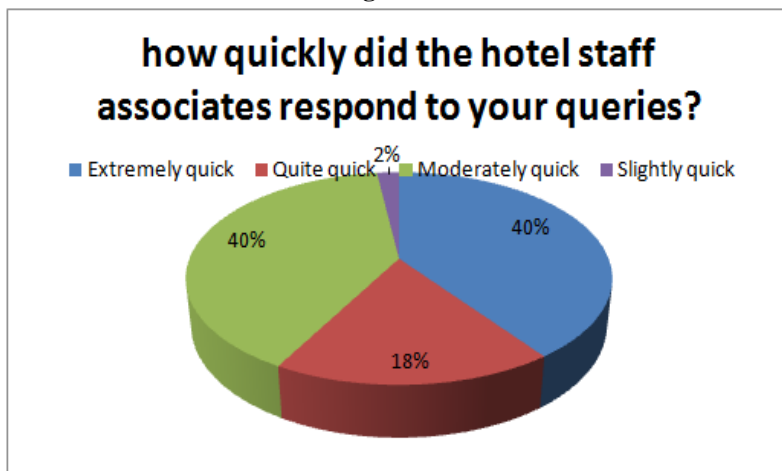
Figure 1.4

According to the graph 38% rooms were extremely clean, 36% were quite clean, 20% were moderately clean and 6% were slightly clean. This shows that mostly customers are satisfied with the cleanliness of the hotel rooms.
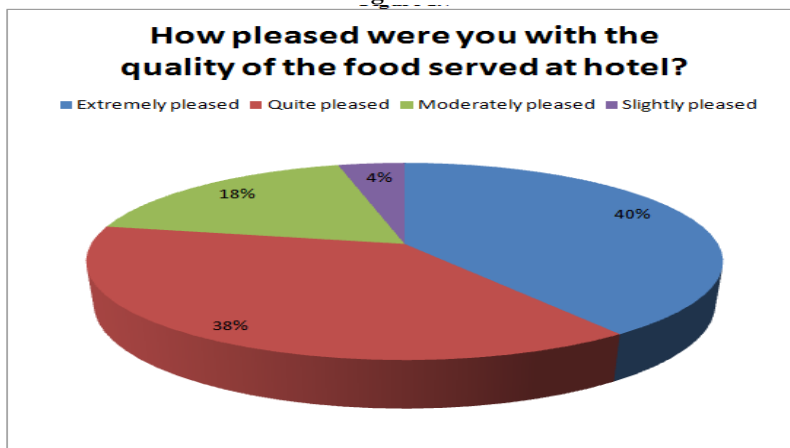
Figure 1.5

According to the graph 40% of the staff was extremely helpful ,36% was quite helpful , 24% was moderately helpful and none of customer was completely dissatisfied with the helpfulness of the hotel staff.

Figure 1.6

how quickly did the hotel staff associates respond to your queries?

■ Extremely quick   ■ Quite quick   ■ Moderately quick   ■ Slightly quick
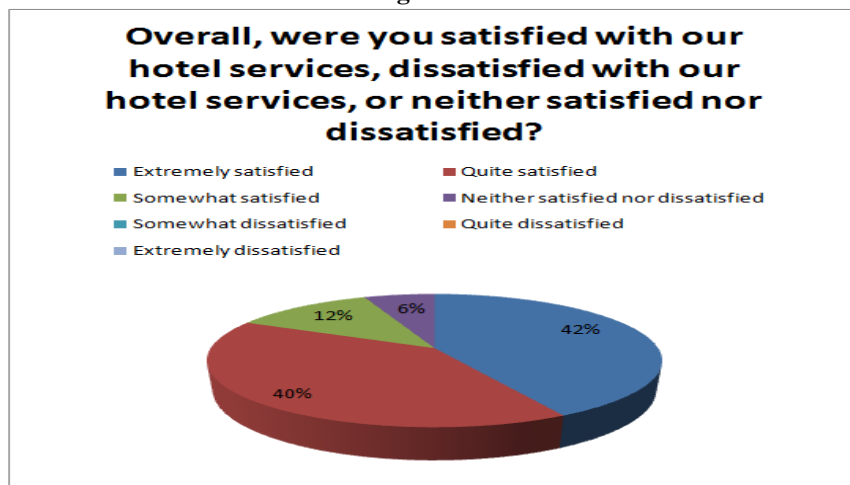
2%

40%   40%

18%

According to the graph 40% customers found that hotel staff were extremely quick in respond to their queries, 18% were quite quick, 40% were moderately quick and only 2% were slightly quick. It shows some problems in respond of their quires.

Figure 1.7

How pleased were you with the quality of the food served at hotel?

■ Extremely pleased   ■ Quite pleased   ■ Moderately pleased   ■ Slightly pleased

4%

18%   40%

38%

According to the graph 40% customers were extremely pleased, 38% were quite pleased,18% were moderately pleased and only 4% were slightly pleased with the quality of food served at hotel.

Figure 1.8

Overall, were you satisfied with our hotel services, dissatisfied with our hotel services, or neither satisfied nor dissatisfied?

■ Extremely satisfied   ■ Quite satisfied
■ Somewhat satisfied   ■ Neither satisfied nor dissatisfied
■ Somewhat dissatisfied   ■ Quite dissatisfied
■ Extremely dissatisfied

12%   6%

40%   42%

According to the graph 42% customers were extremely satisfied, 40% were quite satisfied, 12% were somewhat satisfied, 6% were neither satisfied nor dissatisfied. This stats that majority of customers were satisfied with overall services offered at hotel.
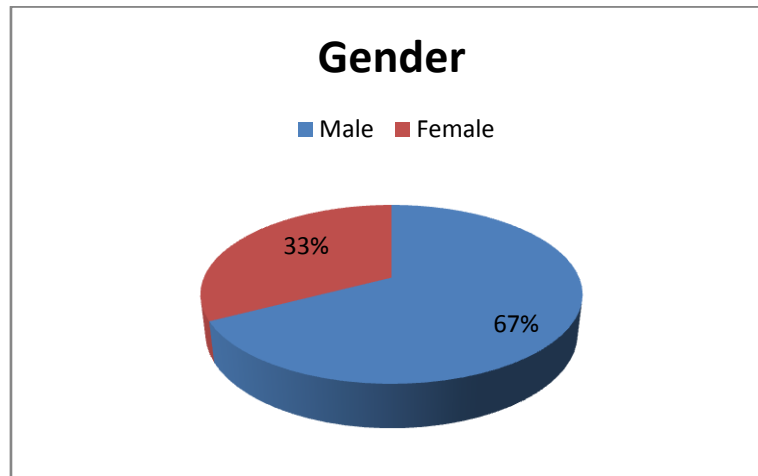
Figure 1.9

According to the graph 48% customers extremely wants to stay at hotel again, 40% were quietly like, 10% were moderately like and 2% slightly likely to visit again.
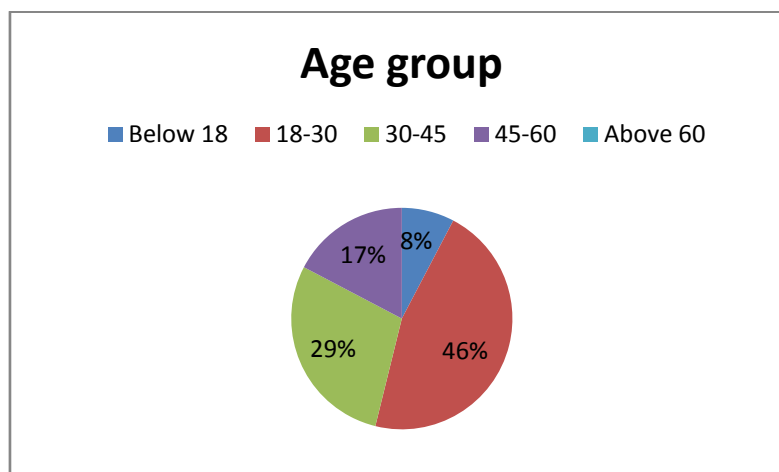
Figure 1.10
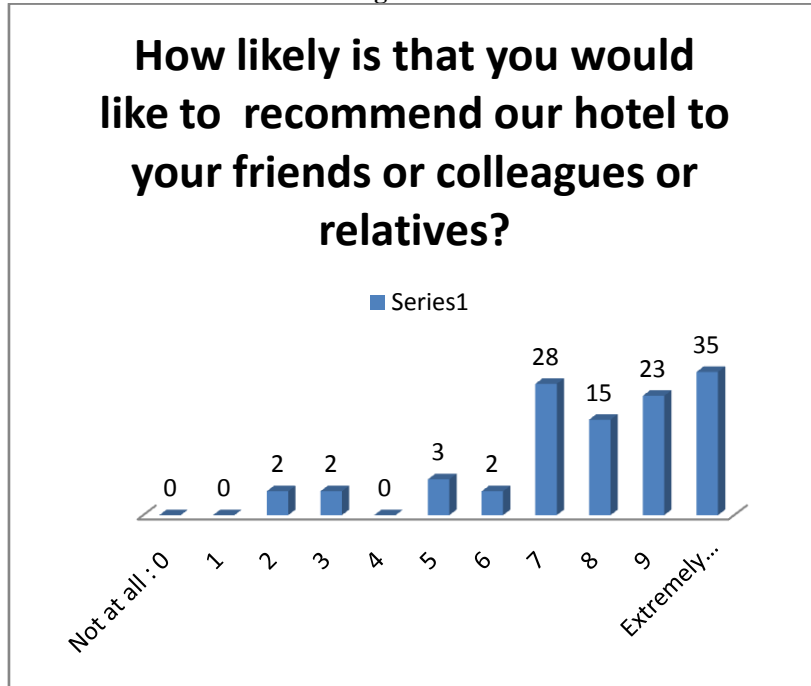
According to graph 35 customers pointed 10 scale which is extremely likely, 23 pointed on 9 scale,15 pointed on 8 scale, 28 pointed on 7 scale, 2 pointed on 6 scale, 3 pointed on 5 scale, 2 pointed on 3 scale and 2 pointed on 2 scale. This shows that mostly customers wants to recommend hotel to their friends , colleagues and relatives.

Figure 1.11

According to this graph 67% respondents were male and 33% respondents were female.

Figure 1.12

According to the graph the age of respondents were 8% of below 18, 46% were 18-30, 29% were 30-45, 17% were 45-60 and 8% were above 60. The objective of the project was to find out the customer satisfaction in different areas such as nature of the hotel staff, helpfulness, respond to their queries, quickness of hotel staff etc.

The major findings from the primary data collected are as follows:
- 50% customers found that hotel staff was extremely friendly.
- Majority of customer says that hotel staff behavior is very polite.
- 52% customers found the check in process was extremely quick.
- 40% customers are extremely happy with the quality of food served to them.
- 52% customers were extremely satisfied with the overall services of hotel.
- 48% customers extremely likely to stay in hotel again.
- Majority of the customers wants to recommend the hotel to others.
- Customers were satisfied with the hotel offerings and also there are some areas were hotel services needs to improve and hotel management are working on it.
- In many areas hotel has got succeeded in their goals and their strategies are very effective.
- The hotel should utilize it's space as they have lot of space which is vacant and it can be used by 3rd party vendors which can be given on lease.
- The hotel should emphasis more on team collaboration work as there was lack of team work among the staff.
- They should try to give a new look to the hotel as though it is a heritage site but they should look on to this matter.
- They should improve the service of their hotels so as to increase the number of more and more satisfied cutomers.
- They should have more focus to respond to the queries of the customers.
- They should provide pleasant stay to customers as much as they can.

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