
THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION TOWARDS STAR HOTELS IN TAMILNADU

S.SEKAR¹, Dr.B.SUDHA²

¹Ph.D Research Scholar of Commerce, Periyar University Constituent College of Arts and Science, Pappireddipatti, Dharmapuri-Dt,Tamilnadu,India

²Assistant Professor and Research Supervisor, Department of Commerce, Periyar University Constituent College of Arts and Science, Pappireddipatti, Dharmapuri-Dt,Tamilnadu,India

ABSTRACT: - The interaction among customers' satisfaction is the level of product. It is a deep required to stay a member of a particular hospitality sector and we retain (as well as) exert elevated amounts of effort in account of a Resin hotel. It is also defined as an underlying mental connection to the hospitality sector. The study is primarily focused on customer loyalty and the quality of products or services of quality dimension. For the service industry, quality of service is a big problem. The aim of the work is to discover out the variables which differ between the participants' demographic factors and independent factors. The doctors collected the variable, selected on both secondary sources. By focusing on front office workers only this study identifies variables of service quality and analyzed the expectations and awareness levels of such services of a customer. The effects of this quantitative assessment of the quality of service can provide some insights on how consumers rate the quality of service and evaluate the satisfaction of customers. The research implies that service efficiency plays a significant role as a catalyst for increased customer satisfaction of hotel service. Supervisors should concentrate on compassion, flexibility, responsiveness and reliability to achieve a customer satisfaction that contributes to customer satisfaction and business benefit.

Key words: customer satisfaction, hotel, service quality, customer perception.

INTRODUCTION

Consistency has attracted the attention of practitioners and scholars throughout the years, but mainly in the manufacturing sector at the first level. However, since well before the 1980s, the concept of hospitality for company performance in the service industry was also widely accepted in the literature because of the effect on different aspects of business quality. In order to research quality of service, several evaluation frameworks were created, such as Option of Fine Methodology and Functional. It is important for an organisation to clearly identify the service quality requirements of all its customers in order to be able to develop processes to enhance or maintain the level of service they offer to their customers. The investigators examined in this paper if service quality has an effect on the credibility of a hotel, namely Mmabatho Palms hotel,

Mafikeng, South Africa, where they explored quality of service. To a larger extent, it is important to identify consumer perception of the Mmabatho Plants hotel's quality of service in order to determine its impact mostly on hotel's credibility and in addition, to calculate and draw conclusions about the credibility of the hotels. In addition, we further promote the view it's because they're unique and it becomes impossible to please them, consumers perceive service quality differently. It is of utmost importance that research is carried out on consumer perceptions of the quality of product and its potential financial effect, or why this study needs to be performed. It was important because it explains how customers view hotel service quality and in return, hotels will have an understanding of what their customers see as good or bad quality of service in order to guide them to improve the service, easily recognize problems and better assess customer satisfaction.

Review of Literature

Boon-Liat, C., & A. R. Zabid. (2013) It stated that the lower the category of the hotel, the 's qualities would be. Separate Variables Atmosphere was to carry out this plan for increasing the quality of the hospitality sector across three levels, taking into account the improvement of quality control, result performance or technical quality across the effect or effect on "soft" or "hard" key methodologies and also the climate. The research conducted research primarily on customer service quality views and requirements in Western tourism loop resorts, suggesting to Kenya that consumer satisfaction can be increased by raising their desired level of quality of hotel service.

Andargie (2013)Four transcontinental hotels in Ethiopia, Sheraton Addis and Marriott, stated that international employees were not satisfied with hotel facilities, and that all hotel service quality created a void in their customers' perceptions and expectations. The study was conducted in China and Spain and found the importance of service quality to customer satisfaction and found that for customers who may be more loyal, the quality of service assessment may be higher.

Arrifin and Magzhi, 2012,Therefore to fulfil the needs of consumers, the front office should create a desirable environment. Customer satisfaction is the key reason why some hotels are lagging behind. Management must show the ability to adapt to consumer needs in order to reach higher levels of customer satisfaction and loyalty, so that they can maintain their current customers instead of gaining new customers. Having already measured the standard of service in the hotel industry, he discovered that the quality of service does not meet customer standards. Their priorities were sociability, security, understanding, aesthetic value criteria, and the standard of service encountered was best calculated under the following conditions: security, tangibility, confidence, and sociability.

Mohsin and Engler, 2010,The survival of hotels is largely dependent on the provision of quality service that contributes to customer loyalty. The most important factor in shaping the standard of service evaluation for tourism was tangibility, followed by empathy, reliability and sensitivity. Product level as the capacity to satisfy defined and implied desires. In the literature, there are many formulas based on conceptual quality of service structures that were used to measure the efficacy of treatment, indicating that customers gave the highest latency ranking related to the physiological aspects of service infrastructure and tools, the appearance of workers, system goods,

and hotel operating hours. Quality is an approach to business process management to ensure total customer satisfaction.

Markovic and Raspor (2010). In Service sensitivity, he studied the main aspects of perceived service quality in hotels, such as performance, compassion and staff skills, usability and tangibles, in terms of sensitive attitude and prompt response to the customer's request, which has a negative effect on product quality that contributes to customer satisfaction and profitability. The researchers graded the quality of the express delivery company in the delivery service quality study into communication efficiency, order quality, delivery quality, arrival quality and order discrepancy management quality. It analysed the relationship between quality service and customer loyalty at group-buying dining. The research shows that community buying would have a positive effect on foodservice establishments as well as a positive impact on customer loyalty by consumer satisfaction in foodservice establishments..

Objectives of the study

1. To examine the difference between the perceptions of customers and the understanding of the front office staff's service quality.
2. To investigate the relationship between independent variables and the quality of service.
3. To Studying the impact of independent variables on the quality of service

Research Design

The methodology used in this study is explained in this portion. The methodology involves sources of data. Sample Size and Area Of research and Review System. In general, the qualitative research is a simple and condensed structure and a certain project report that will direct data collection and analysis when information is required. The research architecture's purpose is to ensure that perhaps the necessary data is correctly and economically collected and collected. Research design is a vital structure that offers guidance for the best scientific purposes. We also gathered primary and secondary data for this analysis. The primary data is for the first time the data is collected from the participants, it is explorative in nature. The well survey was framed and performed by the relevant information for the purpose of gathering primary data. The survey comprised of both close-ended and open-ended queries. Questionnaire issues and multiple - choice are included in close-ended inquiries. The secondary data was obtained from publications, journals and web sites; it has been used in the literature review, and both open-ended and close-ended questions are used in the data gathering survey.

The study carried out on a group of 580 people, and their data was collected. Samples are systematically chosen for study purposes.

Data Discussion

1.1 Demographic Profile of the respondents

In hotel industry, it is very essential to know and observe the profile of customers visited the hotels along with the changes in their behavior. Then only, proper measures can be taken by the hotel authorities to improve the service quality to cater the expectations and changing profile of customers.

Table – 4.1
Demographic Profile of the respondents

Category		Frequency (N = 580)	Percent
Age	Below 30	193	33.3
	31-40	213	36.7
	41-50	86	14.8
	Above 50	88	15.2
Gender	Male	353	60.9
	Female	227	39.1
Educational Qualification	School level	102	17.6
	Diploma /Technical	78	13.4
	Graduates	253	43.6
	Professional	147	25.3
Marital Status	Married	412	71.0
	Unmarried	168	29.0
Nature of Family	Joint family	263	45.3
	Nuclear	317	54.7
Family Size	Less than 3	43	7.4
	3-5	433	74.7
	6-8	90	15.5
	Above 8	14	2.4
Occupation	Agriculturist	36	6.2
	Govt. Employees	88	15.2
	Pvt. Employees Coolie	283	48.8
	Business	173	29.8
Monthly Income ₹	Below 50,000	337	58.1
	₹50,001-1,00,000	133	22.9
	1,00,001-1,50,000	92	15.9
	Above 1,50,000	18	3.1
Place of residence	North India	36	6.2
	Southern India	171	29.5
	Eastern India	90	15.5
	Western India	92	15.9
	Foreign	191	32.9

The above table depicts the demographic profile of customers. Most of the respondents were found either in the age group of below 30 years (33.3 percent) or 31-40 years (36.7 percent). It showed the fact that young and middle age group respondents who were in below 40

years were abound in the sample. Majority of the male respondents (60.9 percent) used to often visit the hotels due to more business tours, freedom in the society and their need for food. Most of the graduates (43.6 percent) and professional people (25.3 percent) often visit the hotels compared to the respondents having school level and technical education. Majority of the respondents (71 percent) were married who used to visit the hotels to enjoy with their family members. It was the fact that most of the respondents (54.7 percent) belonged to nuclear family system due to more incremental income and privacy.

Majority of the respondents (74.7 percent) have 3-5 members in their family, as they used to adopt nuclear family system. It was observed that most of the private employees (48.8 percent) and business men (29.8 percent) preferred hotels to fulfill their basic requirements. However, 58.1 percent of the respondents earned monthly income below Rs.50000. Most of the respondents residing in foreign (32.9 percent) and living in southern Indian (29.6 percent) used to visit the hotels.

Table – 4.2 Hotels visited by the respondents

	Frequency	Percent
Hablis	6	1.0
Hotel Subam	6	1.0
ITC Grand Chola	12	2.1
Lemeridian	6	1.0
Lmeridian	6	1.0
Poppys	12	2.1
Taj	18	3.1
The Carlton	6	1.0
The Raintree, Anna salai	6	1.0
Welcom Hotel	6	1.0
Total	580	100.0

The above table highlights the hotels visited by the respondents. It was observed that the respondents have varied variety of choices in selecting the hotels. So, the customers have selected various hotels such as Taj, Poppys, ITC Grand chola, Hablis, Hotel subam, Lemeridan, Carlton, Raintree and Welcomhotels.

Table – 4.3 Sources of information

	Frequency	Percent
Travel Agents	48	8.3
Yellow pages	27	4.7
Friends & Relatives	228	39.3
Websites	133	22.9
Word of mouth	65	11.2

Advertisement	79	13.6
Total	580	100.0

The above table shows the sources of information obtained by the respondents to select the hotels. Friends and relatives (39.3 percent) and websites (22.9 percent) were the major sources of information to the respondents to select the hotels. Advertisements, word of mouth, travel agents and yellow pages were the other sources of information to the respondents in the select areas of the study.

Table – 4.4 Purpose of Visit to hotels

Purpose of Visit	Frequency	Percent
Pilgrimage	155	26.7
Holidays Tour	270	46.6
Medical purposes	24	4.1
Business visit	53	9.1
Parties & Functions	58	10.0
Academic purposes	6	1.0
Polictical Visit	14	2.4
Total	580	100.0

The above table connotes the purpose of hotel visits of the respondents. Holidays tour (46.6 percent) and pilgrimage (26.7 percent) were the major purposes of visit to hotels by the sample respondents. Parties and functions, business units, political visits, medical and academic purposes were some other purposes revealed by the respondents to visit the hotels.

Conclusion

Consumer satisfaction, followed by Sensitivity, Efficiency, and Assurance, with the positive beta coefficient value. The only variable, while observable that does not show a numerical effect on customer satisfaction. This result shows that service quality confirms its position as a significant driver of customer satisfaction that contributes to customer loyalty and hotel revenue. Hence in both academic and practitioner activities, service quality should be increasingly valued. This article focuses further on the gap between the perceptions of clients and their understanding of the quality of the front office service. The indicate that the overall amid various score was lower in all dimensions than predicted, producing a positive SERVQUAL gap. In this analysis, the analysis indicate that leverage was defined by many other respondents as one of the most significant factor in determining happiness. In fact, the perception for their service exceeded their expectations.

Reference:

- [1] Ineson, E.M., Rhoden, S., Nita, V. and Alexieva, I. (2011), “Seeking excellent recruits for hotel management training: an intercultural comparative study”, Journal of Hospitality and Tourism Education, Vol. 23 No. 2, pp.5-13.

- [2] Al Khattab, S.A., and Aldehayyat, J.S. (2011), “Perceptions of service quality in Jordanian hotels”, *International Journal of Business and Management*, Vol. 6 No. 7, pp. 226-233.
- [3] Boon-Liat, C., & Zabid, A. R. (2013). Service quality and the mediating effect of the corporate image on the relationship between customer satisfaction and customer loyalty in the Malaysian hotel industry. *International Journal of Business*, 15,99–112.
- [4] Kariru, A. N. (2014). Customers’ perceptions and expectations of service quality in hotels in western tourism circuit, Kenya. *Journal of Research in Hospitality, Tourism, and Culture*. 5. G/egziabher, A. (2015). Service Quality and Customer Satisfaction in Hotel Industry: The Case of Three Star Hotels in Addis Ababa, Ethiopia.
- [5] Andargie, M. (2013). Foreign Customer Satisfaction in Ethiopian Five Star Hotels Sheraton Addis, Hilton and Intercontinental hotels. Master's thesis.
- [6] Balciunas, M., Jasinskas, E., & Koisova, E. (2014). The economic contribution of sports event: Analysis of eurobasket 2011 example. *Transformation in Business & Economics*, 13, 41–54 Dabija, D.-C., Dinu, V., Tăchiciu, L., & Pop, C.-M. (2014). Romanian consumers’ behavior towards counterfeit products. *Transformations in Business & Economics*, 13,124–143
- [7] Arrifin, A.A.M., and Magzhi, A. (2012) A preliminary study on customer expectations of hotel hospitality: Influences of personal and hotel factors. *International Journal of Hospitality Management*. Vol.31, Issue 1 March 2012, pp.191-198
- [8] Brunner-Sperdin, A. Peters, M. and Strobl, A. (2012) It is all about the emotional state: Managing its’ experiences. *International Journal of Hospitality Management*. Vol.31, Issue 1, pp.23-30.
- [9] Tsiotsou, R., & Goldsmith, R. (2012). *Strategic marketing in tourism services*. Bingley: Emerald.
- [10] Kinderis, R., Žalys, L., & Žalienė, I. (2011). Paslaugų kokybės vertinimas viešbučių versle [Evaluation of service quality in the hotel business, in Lithuanian]. *Ekonomikairvadyba: aktualios ir perspektyvos*, 1,86–100
- [11] Mohsin, A. and Lockyer, T. (2010), “Customer perceptions of service quality in luxury hotels in New Delhi, India: an exploratory study”, *International Journal of Contemporary Hospitality Management*, Vol. 22 No. 2, pp.160-173
- [12] Gunaratne, U. (2014). Relationship between service quality and customer satisfaction in Sri Lankan hotel industry. *International journal of scientific and research publications*, 4 (11),1-8.
- [13] Gatete Marcel, 2 Dr.N. Vetrivelan, “QOS-Aware Transmission For Multimedia Applications In MANET Using ACO With Fuzzy Logic”, *International Journal of Innovations in Scientific and Engineering Research (IJISER)*, Vol.2, no.9, pp.199-213, 2015. 15. Kuo, N. T., Chang, K. C., Cheng, Y. S., & Lai, C. H. (2013). Investigating the effect of service quality on customer loyalty in the hotel industry: The mediating role of customer satisfaction and the moderating roles of service recovery and perceived value. *a. Journal of China Tourism Research*, 9, 257–276. 10.1080/19388160.2013.812896 [Taylor & Francis Online
- [14] 16. Kotler, P. and Armstrong, G. (2011), *Principles of Marketing*, 14th Edition, Pearson

PrenticeHall

- [15] 17. Rahaman, M.M., Abdullah, M., Rahman, A. (2011). Measuring Service Quality using SERVQUAL Model: A Study on PCBs (Private Commercial Banks) in Bangladesh. *Business Management Dynamics*. 1(1).1-11
- [16] 18. Markovic, S., &Raspor, S. (2010). Measuring perceived service quality using SERVQUAL: A case study of the Croatian hotel industry. *Management*, 5 (3),195-209.
- [17] 19. Asirifi, H.G., Gablah, G.P., Kwaw, E., &Honny, J. (2014). Quality service in the hotel industry: Evidence from Alisa hotel Ghana. *Science journal of business and management*, 2 (5), 131-135.
- [18] ZouJianping. (2010). Research on Express Service Quality and Its Relationship with Customer Loyalty. Xidian University.
- [19] Deng Yingru. (2013). Study on the Relationship between Group-buying Service Quality and Customer Loyalty in Catering Industry. ZhengjiangUniversity.