
A Study Of The Relationship Between The Determinants Of Service Quality In The Hospitality Industry With Special Reference To The Coimbatore District

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Abstract: The study's goal is to look into the connection between administration efficiency and customer satisfaction in the hospitality industry. The SERVQUAL concept was used to keep track of the inquiry. Purposive checking was used in the investigation, which yielded 235 valid responses using the research methodology. The findings revealed that physical properties, empathy, and openness, three components of the SERVQUAL paradigm, have a supportive and vital interaction with clients. In either case, customer satisfaction was negatively affected by dependability and validation.

Keywords: Service Quality, Customer Satisfaction, SERVQUAL, Hospitality Industry.

INTRODUCTION

The Indian service sector, also known as the tertiary sector of the Indian economy, now encompasses a broad range of industries, including hotels, training, lodgings, and cafes, security, discount and retail trade, railroads, policy management, telecom, and other administrations. The administration sector, which is one of the most important contributors to our country's GDP, has attracted international attention as a result of reorganization such as privatization, the removal of regulatory restrictions, and much more over the previous decade. Parasuraman et al. (1985) developed a new model for estimating the quality of administration provided by various organizations, especially in the hospitality industry. In this proposed administration model,

To determine the difference between clients' standard and actual assistance execution, consistency estimation and entire analysis are used. When the standard level of administration to be provided to clients is greater than the genuine level of administration provided by any organization, the administration efficiency provided is considered poor, and vice versa.

Administration efficiency has become an important part of administration marketing to assess a company's long-term viability, especially in today's volatile business environment (Omar, Ariffin, & Ahmad, 2016). As a result, comprehending customers' perspectives on how they perceived organisations' administrations has become a critical plan for administration companies. Various previous studies have highlighted the advantages of providing good customer service efficiency, such as increasing market share and offers (Becerril-Arreola, Zhou, Srinivasan, & Seldin, 2017), and increasing customer retention and engagement (Becerril-Arreola, Zhou, Srinivasan, & Seldin, 2017). (Alauddin, Ahsan, Mowla, Islam & Hosain, 2019; Leinkumar, 2017).

LITERATURE REVIEW

Client dissatisfaction will result if helpless client assistance is accepted at any time in a company. If more customers are retained at a higher rate, a company will be able to accept rewards that are 25 percent higher on a standard scale (Griffin, 1995). Substance, Reliability, Responsiveness, Assurance, and Empathy are used to measure the gap between the customer and the company (Parasuraman et al., 1985).

According to Buell et al. (2010), the retail banking sector in the United States is considered as overly severe and redid in providing superior assistance efficiency and expense to clients, and therefore there is a favorable partnership between customer esteem and administration affectability when the competitor has to deliver outstanding forms of assistance to clients. The five components of administration efficiency have a substantial impact on customer loyalty, and enhancing the administration quality components is widely regarded as the primary progenitor for attracting significant consumer loyalty commitments.

Sudhahar and Selvam (2007) used the scaling approach to estimate thirty-four determinants in the retail banking sector of India in order to learn about assistance efficiency scale change. The accessibility of administration operations in banks and the execution of staff are inextricably linked, and this has a valid effect on client selection of hotels. In today's advertisement world, customer loyalty is widely assumed to be inextricably linked to an interpretation of shopper behaviour. Any company seeks assistance from outside

organizations and other outlets to collect the requisite data through the extremely common consumer conduct analysis analysis in order to comprehend retailer buying behaviour as companies hope to influence it. Finally, there are some driving and influencing influences that play a major role in persuading a customer to purchase a product, and related factors are often responsible for shopper satisfaction after the purchase. Purchasers no longer favour objects based on their functional features; instead, they favour items based on their environmental effects and other special features (Mont and Plepys, 2003).

Furthermore, one of the limits, customer satisfaction, is regularly designed to influence purchasers' repurchase goal by constructive verbal trade connection; dissatisfaction, on the other hand, triggers negative mouth communication. Furthermore, satisfied customers regularly recommend the item to others, while dissatisfied customers would often recommend others in large numbers, but only in the case of a negative experience.

Bad advertisement is most often caused by dissatisfied customers who advise others not to use the product (La Barbera and Mazursky, 1983).

In addition, Selvabaskar and Shanmuga Priya (2015) used the SERVQUAL model to explore customer loyalty in the luxury apparel retail industry in Chennai, India. The study's findings revealed that the majority of consumers are pleased with the SERVQUAL dimensions. Furthermore, the study reveals that there is a slight but optimistic link between income and purchasing quantity.

Research Methodology

Unwavering quality, confirmation, significant quality, sympathy, responsiveness, and customer satisfaction are the six develops in this investigation. The SERVQUAL model is used to construct the estimation scale (Parasuraman et al., 1988).

In this proposed model of service efficiency assessment, a comprehensive investigation is used to determine the difference between clients' intended and actual assistance delivery. Dependability indicates when a service is delivered exactly as promised to its customers. Confirmation conveys facts and members' politeness, which builds confidence and assurance. Significant consistency is evident in an organization's physical office, equipment, labour force, and communications materials. Compassion refers to whether or not the organisation displays concern, human attention, and provides the requisite assistance while considering its clients' needs. The association's responsiveness reveals if it is willing to assist its customers as soon as possible.

According to Parasuraman et al. (1994), the following conditions are used to assess administration quality: Quality Surprise or Exceptional Quality occurs where the apparent assistance is more notable than usual assistance. If the clients' wishes coincide with the genuine assistance implementation, it results in Administration Quality or Palatable Quality. To begin with,

If a client's wishes are ignored, unfulfilled, or fall short of expectations, it results in Unsatisfactory Quality.

Market Research Gap, Service Standards Void, Service Performance Gap, Internal Communication Gap, and Customer Satisfaction Hole are the five gaps highlighted in this model that should be identified by every assistance organisation in order to correct low people administration productivity as encountered by its customers. Consumer loyalty refers to the general satisfaction with banking administration that they get in this study. The Likert 5-point scale is used to rate all aspects of the construction. For data collection, the study employs the comfort assessment methodology. An coordinated poll was used to complete the essential polling survey.

Objectives

1. To find the relationships among the customer satisfaction and service quality.

Analysis and Interpretation

The Bivariate Pearson Correlation was used to examine the association between the variables of service efficiency and consumer satisfaction. Expected and Perceived - Organizational Oriented Dimensions (Tangibles, Price, and Product Variety); Expected and Perceived - Employee Oriented Dimensions (Responsiveness, Assurance, and Empathy); Expected and Perceived - Customer Oriented Dimensions (Reliability & Access); Expected and Perceived - Service Quality and Customer Satisfaction & Attitude.

The analysis is as follows;

Table.1:Correlation between the Service Quality and Customer Satisfaction & Attitudinal Loyalty

H0: There is no significant correlation between the service quality and customer satisfaction & attitudinal loyalty.

Variable	EOOD	EEOD	ECOD	ESQ	POOD	PEOD	PCOD	PSQ	CS	AL
1	1									

DD	.072**	1								
DD	.053*	.706**	1							
DD	.053	.629**	.668**	1						
DD	-.068*	-.260**	-.329**	-.275**	1					
DD	-.029	-.150**	-.260**	-.170**	.523**	1				
DD	-.027	-.137**	-.165**	.023	.149**	.266**	1			
DD	-.094**	-.275**	-.270**	-.265**	.510**	.440**	.469**	1		
DD	.008	-.035	-.040	-.032	.002	.072**	.058*	.067*	1	
DD	.005	-.059*	-.033	-.063*	.025	.000	-.025	.003	-.034	1
Correlation is significant at the 0.01 level (2-tailed).										
Correlation is significant at the 0.05 level (2-tailed).										

Positive Correlation

- The independent variable "Expected - Organizational Oriented Dimensions" (Pearson Correlation value = 0.072**) has a strong correlation with other independent variables such as "Expected - Employee Oriented Dimensions" (Pearson Correlation value = 0.053*).
- The independent variable "Expected - Employee Oriented Dimensions" (Pearson Correlation value = 0.706**) has a strong correlation with the independent variables "Expected - Customer Oriented Dimensions" (Pearson Correlation value = 0.629**).
- The independent variable "Expected - Customer Oriented Dimensions" (Pearson Correlation value = 0.668**) has a strong correlation with the independent variable "Service Quality Expectations."
- The independent variable "Perceived – Organizational Oriented Dimensions" has a strong association with the independent variables "Perceived – Employee Oriented Dimensions" and "Perceived – Employee Oriented Dimensions." (Pearson Correlation value = 0.523**);
- "Perceived – Customer Oriented Dimensions" (Pearson Correlation value = 0.149**), and "Service Quality Perceptions" (Pearson Correlation value = 0.510**).
- The independent variable "Perceived – Employee Oriented Dimensions" (Pearson Correlation value = 0.266**), "Service Quality Perceptions" (Pearson Correlation value = 0.440**), and "Customer Satisfaction" (Pearson Correlation value = 0.072**) have a strong correlation with the independent variables "Perceived – Customer Oriented Dimensions" (Pearson Correlation value = 0.440**),
- The independent variable "Perceived – Customer Oriented Dimensions" has a favorable relationship with independent variables such as "Service Quality Perceptions" (Pearson Correlation value = 0.469**) and "Customer Satisfaction" (Pearson Correlation value = 0.058*).
- The independent variable "Service Quality Perceptions" has a strong correlation with independent variables such as "Customer Satisfaction" (Pearson Correlation = 0.067*).

Negative Correlation

- The independent variable "Expected - Organizational Oriented Dimensions" (Pearson Correlation value = -0.068*) has a negative correlation with the independent variables "Perceived – Organizational Oriented Dimensions" (Pearson Correlation value = -0.094**).
- The independent variable "Expected - Employee Oriented Dimensions" has a negative association with the independent variables "Perceived – Organizational Oriented Dimensions" (Pearson Correlation value = -0.260**), "Perceived – Employee Oriented Dimensions" (Pearson Correlation value = -0.150**), and "Perceived – Customer Oriented Dimensions" (Pearson Correlation value = -0.137**); "Service Quality Perceptions" (Pearson Correlation value = -0.275**); (Pearson Correlation worth = -0.059*) and Attitudinal Loyalty.
- The independent variable "Expected - Customer Oriented Dimensions" has a negative correlation with the independent variables "Perceived – Organizational Oriented Dimensions" (Pearson Correlation value = -0.329**), "Perceived – Employee Oriented Dimensions" (Pearson Correlation value = -0.260**), "Perceived – Customer Oriented Dimensions" (Pearson Correlation value = -0.270).
- The independent variable "Service Quality Expectations" has a negative correlation with independent variables such as "Perceived – Organizational Oriented Dimensions" (Pearson Correlation value = -0.275**), "Perceived – Employee Oriented Dimensions" (Pearson Correlation value = -0.170**), "Service Quality Perceptions" (Pearson Correlation value = -0.265**), and "Attitudinal Loyalty (Pearson Correlation value = -0.063*).

No Correlation

- There is no connection between the independent variables "Service Quality Expectations," "Perceived – Employee Oriented Dimensions," "Perceived – Customer Oriented Dimensions," "Customer Satisfaction," and "Attitudinal Loyalty."
- There is no connection between the independent variables "Expected - Employee Oriented Dimensions" and the independent variables "Customer Satisfaction."
- There is no association between the independent variables "Customer Satisfaction" and "Attitudinal Loyalty" and the independent variable "Expected - Customer Oriented Dimensions."
- There is no association between the independent variables "Perceived – Customer Oriented Dimensions" and "Customer Satisfaction" and the independent variable "Service Quality Expectations."
- There is little association between the independent variables "Customer Satisfaction" and "Attitudinal Loyalty" and the independent variable "Perceived – Organizational Oriented Dimensions."
- There is little association between the independent variable "Perceived – Employee Oriented Dimensions" and the independent variable "Attitudinal Loyalty."
- There is little association between the independent variable "Perceived – Customer Oriented Dimensions" and the independent variable "Attitudinal Loyalty".
- There is no association between the independent variable "Service Quality Perceptions" and the independent variable "Attitudinal Loyalty."
- There is no association between the independent variable "Customer Satisfaction" and the independent variable "Attitudinal Loyalty."

CONCLUSION

The research clearly demonstrates the connection between service quality, consumer retention, and customer attitude loyalty. Tourism is increasing day by day all over the world. Since tourism is a big source of revenue for every state, both governments are working to promote the industry as much as possible. However, in Tamilnadu, policies, infrastructure and other measures are affecting tourism inflow to some extent, even if only to a minor degree.

Despite the fact that tourism accounts for a significant portion of the economy. It is impossible to overstate the role of service reliability in quality assurance. As service quality improves, tourist traffic can increase. This will help the state develop a good image and place in the hospitality/tourism industry. By maintaining a high quality of service in hotels, the state can win market share in the tourism industry. In Tamil Nadu, rich history, pilgrimage, heritage and cultural tourism all play important roles. In these areas of interest, service efficiency in supporting variables such as transportation and lodging must be strengthened in order to meet guest needs. Because in the rapid advancement of information technology, it is now possible to obtain input from any visitor in any place, and a drop in service quality is reflected in the guest rating. About the same way, positive reinforcement has a positive effect. Tamil Nadu is a fantastic tourist destination with stunning flora and fauna. The extra effort put in to improve service quality would undoubtedly aid Tamil Nadu's tourism sector in reaching new heights.

Customers' views differ depending on the type of operation, according to the report. Customer loyalty is measured using polls or focus groups, which provides guidance for the hotel industry's activities and useful feedback for progress. In order to satisfy the demands of guests, the hotel industry must identify the weak points. In order to stay competitive in today's market, the hotel industry must attract current high-value customers. Customer loyalty is clearly driven by assurance and empathy, and the hotel industry has a fatal effect on the most attractive service attribute when approaching clients. Service quality may be seen as a strategic advantage because, unlike service spectrum, which is quickly repeated, service quality measurements are more difficult to reproduce and can pose a long-term advantage. Improving service quality is indeed a daunting challenge for hotels to undertake; however, it is well worth the effort because it will have significant long-term benefits to both the hotel and the tourism industry.

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