Guest Satisfaction in Hotel Services and Guest Loyalty with Special Reference to Uttarakhand

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Abstract - The hospitality and tourism sector are one of the world's first recorded economic activity. It's like having the comforts of home in a foreign land. The hospitality business is booming over the globe, and it is predicted to continue playing a significant role in the global economy by providing much-needed export revenues and new job opportunities. The purpose of this research was to measure how satisfied hotel guests were with their experiences. Both qualitative and quantitative approaches were employed to gather information for this study. To ensure the study was thorough and reliable, it was necessary to gather both primary and secondary data. There will be 300 people in the study's sample. The research shows that the quality of service provided by hotels has a direct impact on customer retention and satisfaction. The study's results will hopefully encourage hotels to prioritize guest happiness by using measures like proactive customer relationship management and fine-tuning service quality.

Keywords - Hospitality, Hotel Service, Sector, Guest Satisfaction, Uttarakhand

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INTRODUCTION

Since ancient times, India has been celebrated across the globe for its unparalleled combination of natural and manufactured wonders. Tourists come from all over the world all year round to experience its unique language, culture, caste and religion, value, tradition, folklore, dances, and music. One of its 28 states, Uttarakhand is home to a wide range of tourist destinations. On November 9, 2000, Uttarakhand became the tenth Himalayan state and the twenty-seventh state of the Indian Union when it was separated from Uttar Pradesh. Nepal to the east, the Tibet Autonomous Region of China to the north, Himachal Pradesh to the west, and Uttar Pradesh to the south form Uttarakhand's borders. Many people travel great distances to see the state's natural wonders. The state's unique terrain means that only a select few industries, including the tourist industry, have room to flourish in these underdeveloped regions (Negi, 1994), but that diversity in itself is a major draw for visitors.

The hospitality business is booming over the globe, and it is predicted to continue playing a significant role in the global economy by providing much-needed export revenues and new job opportunities. Human resource (HR) development is still the single most important aspect in every country's hospitality sector. Although well-intentioned, it may be difficult to put into effect HR policies that would benefit the company, since many workers are resistant to change and desire to maintain the status quo. This is especially common in tourist hotspots situated in economically depressed mountainous areas. Consequently, it is difficult to implement new methods of human resource management in India's hilly tourist hotspots. Many groups have emerged and are making extraordinary strides in training hospitality workers to the highest global standards. However, these improvements are not reaching regions of the nation that face particular topographical obstacles.

LITERATURE REVIEW

Dani, Rakesh (2019) A massive subset of the service sector, the tourism industry is one of the world's fastest-growing industries that also has a significant impact on the overall economy. The hospitality industry encompasses the hotel, restaurant, bar, transportation, tour operator, and amusement park industries, among many others. A city's hotel industry is crucial to its success as a tourist attraction. Hotels are the only places where visitors may obtain the relaxation and decent amenities they need to recharge and finish whatever business or pleasure brought them there. In return for payment, hotel guests are provided with a variety of services, including housing, dining, and entertainment. According to the Oxford English Dictionary, a hotel is a place where guests may rest, eat, and enjoy other amenities. About a third of the cost of a trip goes toward lodging, yet this investment is a vital part of the whole travel experience. Using statistical tools like percentage and mean, this study draws conclusions about the impact of hotel satisfaction on visitors' likelihood to return to the Kumaon region of Uttarakhand for an

extended stay. The sample for this study consisted of 100 people who stayed in hotels there for at least three nights. The report also suggests that these hotels' management use measures to boost employee morale, service speed, and service-related materials.

Gupta, Shiv & Sharma, Neha (2020) Nainital, also known as the Lake District of Uttarakhand, has been a well-liked North Indian hill region ever since the British Raj, drawing in many visitors from all over the world. Nainital has a wide variety of lodging options, from inexpensive hotels to five-star resorts, to ensure that all guests' needs are met throughout their stay. A company's performance is directly tied to the number of satisfied and returning consumers they have. The major motivation for conducting this survey was to gauge client approval of the different amenities provided by Nainital hotels. The research also aims to categorize any relevant aspects that affect guests' experiences in Nainital's lodging sector. To achieve the set goals of the study, primary data were collected from 200 tourists who visited the study area for a variety of reasons using structured questionnaires and random sampling techniques to gather information on various service attributes related to the hospitality industry that can influence customer satisfaction. The findings provide light on how clients evaluate service quality and reveal the overarching elements that influence clients' attitudes about the hotel sector in Nainital. Therefore, hotel managers may utilize the findings to improve service quality and financial results by focusing on the most important quality elements.

Durgapal, Bhanu Pratap & Singhal, B. (2018) Uttarakhand, a state in the Himalayas, has a variety of attractions for visitors, including stunning natural scenery (including snow-capped mountains), lakes and rivers, diverse flora and fauna, easy and challenging trekking routes, pilgrimage and religious sites, wildlife sanctuaries and national parks, fairs, events, and festive celebrations, and a secure, peaceful atmosphere with welcoming locals. The purpose of this research is twofold: (1) to learn how travelers see Uttarakhand, and (2) to assess the situation of tourism there right now. In order to gauge the thoughts and feelings of guests, a questionnaire is being drafted. The information is recorded, frequency tables are made, and charts are shown. A breakdown of the visitors' demographics is provided. The most common causes for tourism are spiritual and leisure-related. Half of all guests are returning ones. Respondents' express satisfaction with the destination's physical characteristics and express optimism about their future time there. The state has potential as a tourism hotspot, as shown by the SWOT analysis. By taking steps like funding travel bloggers, creating new sites, organizing new events, guaranteeing ecological balance, and giving the tourism sector the status of industry, Uttarakhand is well on its way to being a top tourist destination.

Tariyal, Amit & Singh, Shalini & Bisht, Swati (2023) The primary goal of this research is to analyze the content of online reviews for Mussoorie's mid-range hotels and to uncover the most often mentioned concerns voiced by travelers. TripAdvisor.com was credited for providing the qualitative data in the form of user-generated e-reviews. The information covers the period from December 2021 to June 2022. Using the content analysis method and the RQDA (R-Qualitative Data Analysis) package of R software, we combed through 993 reviews, both favorable and negative, to identify common themes and insights. The findings classified e-reviews into positive and negative groups and highlighted the most pressing issues raised by the reviewers. The most popular terms in both positive and negative online reviews have been counted and analyzed for frequency. Important insights about the hotel business have been gleaned from the most often discussed topics in the e-reviews. The research summarizes online comments made by guests at hotels in the middle price range. The information was collected from a single travel website, Trip Advisor.com, during a brief time frame. More information is needed, thus future research should include the different types of hotels. The research provides useful information for the management of budget and mid-range hotels in Mussoorie, a popular hill destination.

RESEARCH METHODOLOGY

Data Sources

Data was gathered through both primary and secondary sources. The secondary sources include academic books, journals and databases, archival records, government reports, brochures published by the organisations related hospitality and tourism, statistical records, magazine, newspaper and reports of UTDB (Uttarakhand Tourism and Development Board) that are more specifically focused on issues of hotel industry in the state in general and the study area in particular. Primary data was collected by conducting field visits to the study area with the help of structured questionnaire.

Data Analysis

Respondents' completed questionnaires from in-field surveys were input into SPSS in a methodical manner after careful inspection. The majority of the variables were characterized by intuitive statistics like average, and standard deviation. The Pearson Chi-square test of difference in proportions for the answers from each group is a numerical test used in the analysis of data when cross tabulation is conducted across variables. This approach is primarily concerned with phenomena having to do with quality in some form. To examine the relationship between customer satisfaction and loyalty, a t-test was conducted.

Exploratory Research

To learn more about how CRM has impacted customer happiness and operational efficiency at

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hotels in Uttarakhand, we conducted a focus group discussion with a small sample of available respondents. Once exploratory and primary research have been completed, the next step is descriptive research. For statistical analysis, the researcher turned to SPSS.

Sample Size

The research surveyed 300 people total: 150 hotel executives (owners, managers, and staff from different designations and categories), 150 travelers visiting Uttarakhand.

DATA ANALYSIS

In table 1, we can see how visitors' expectations and perceptions of their stay and service experience at Uttarakhand's lodging establishments vary on average. Attributes like "service provided by valet/parking attendants" and "efficiency of checking in" had positive mean differences, indicating that guests were pleased with those aspects because they were better than they had anticipated, while the rest of the items had negative mean differences, indicating that guests were dissatisfied because their perceptions did not match their expectations.

Table 1: Expectations and perceptions of visitors—experiences with lodging and services

Attribute	Perception Mean	Expectation Mean	Mean Difference	T	Si
Service provided by valet/ parking attendants	3.58	3.22	0.35	-3.80	0.000
First impression of the hotel upon arriving	3.56	3.76	-0.20	2.13	0.033
Efficiency of checking in	3.66	3.55	0.10	-1.31	0.190
Efficiency of checking out	3.28	3.35	-0.07	0.71	0.468
Ability to staff to anticipated my needs	3.34	4.00	-0.65	7.14	0.000
Staff was responsive to my needs	3.10	3.98	-0.86	9.97	0.000
Accuracy of delivery of service	3.52	4.03	-0.50	5.92	0.000
Timeliness of service	3.51	3.90	-0.37	4.03	0.000
Over all experience of the staff	3.91	3.47	0.43	-5.61	0.000

Source: Primary data

Results from a t-test used to determine whether or not observed differences are statistically significant in how the average visitor evaluates a destination. Except for "efficiency of checking in" and "efficiency of checking out," all items indicated significant differences at p <0.05.

Statistics on Customer Relationship Management and Customer Satisfaction

In the hospitality business, Customer Relationship Management (CRM) has been shown to increase client loyalty and retention rates. Previous studies have shown that various measuring variables, such as Customer Relationship Management (CRM), have enhanced the loyalty of customers who often stay at my hotel, the number of customers who join my loyalty program, and the number of times my most valuable customers refer my hotel to others. Positive and encouraging comments may be found on several social networking sites and travel websites. Less guests are canceling their reservations at my hotel, The hotel industry is growing at a respectable rate, Guests have faith in the quality of the hotel's offerings, Guests are happy to submit feedback in order to enhance the hotel's services, Customers like the hotel's ability to retain a private atmosphere. Both the hotel and its patrons are committed to creating loyal repeat business. Customers are grateful when hotels pay attention to their requirements and provide suggestions to better serve them.

The survey results show that consumers value the fact that the hotel cares about their wants and requirements thanks to CRM procedures, as seen by the hotel's high mean score of 4.6151 and standard deviation of 0.48781. clients react positively to our plans and incentives, the next statement said. The average rating for this statement was 4.5551, with the next highest rating going to "Hotel and customers believe on developing life time customer value," which had a mean rating of 4.3851. Customer response to these outcomes is diverse, with the highest Standard Deviations (SDs) of 1.10507 and 1.04431 for statements like "Customers willingly participate in improving hotel quality and offerings" and "Reviews on social networking websites and travel portals are positive and motivating," respectively.

Table 2: Customer Relationship Management (CRM) and Customer Satisfaction

	N	Mean	Std. Deviation
Customer loyalty among repeat hotel guests has increased because to CRM	150	3.4401	0.85445
The number of customers using CRM has risen	150	3.4151	0.80996
My key customer recommends my hotel to others	150	3.4001	0.72983
Positive and inspiring reviews may be found on travel websites and social networking sites	150	3.4301	1.04431
My hotel receives less reservation cancellation	150	3.1601	0.94278
Hotel market share is increasing satisfactorily	150	3.3601	0.91354
Customer have trust on hotel product and services	150	3.5701	0.69101
Customer gladly contributes to bettering hotel amenities and services	150	3.4300	1.10507
Customers like this hotel because it preserves closeness	150	3.1501	0.86674

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	150		
Both the hotel and the guests believe in creating lifelong customers.	150	4.3851	0.52740
Customers value hotels' awareness of their demands and suggestions for enhancements to their offerings.	150	4.6151	0.48781
Customers passionately react to our promotions and programs	150	4.5551	0.87796
Valid N (listwise)	150		

Guest satisfaction and loyalty

The correlation between two variables may be determined with the use of a t-test. Guest satisfaction and customer retention were compared using a t-test. The t-Stat for this test was 0.12230, whereas the t-Critical for a two-tailed test was 0.55688. This t-test confirms that happy customers are more likely to return, since the t-Critical (two-tail) value is greater than the t-Stat value.

Table 3: Guest satisfaction and loyalty

	Guest Satisfaction	Guest Loyalty
Mean	6.6753	6.4953
Variance	0.33	0.37
Observations	16	16
Mean Difference	0	
df	24	
t Stat	0. 12230	
P(T<=t) one-tail	1	
t-Critical two-tail	0. 55688	
P(T<=t) two-tail	0.5	
t-Critical two-tail	0. 16233	

CONCLUSION

The hospitality industry has quickly become one of the economy's most promising growth areas. The rise of the lodging industry is closely tied to the expansion of the travel industry, both domestically and internationally. The growth of the economy and the number of available business prospects have both served as stimuli for the country's lodging industry. strong correlation between customer relationship management (CRM) metrics and hotel earnings. It makes a significant contribution to our understanding by providing a framework for elucidating how various CRM factors influence hotel performance. The research was to uncover the factors that contributed to the consistent loyalty of the study's subjects. When a guest is happy with their stay, they are more likely to return, which in turn increases the hotel's likelihood of gaining new clients via word of mouth. Therefore, the purpose of this study is to investigate the impact of customer relationship management strategies on the pleasure of hotel guests and the efficiency with which star-level accommodations in Uttarakhand serve their guests. This is to identify the key elements that allow hotels to use CRM.

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