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SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE HOTEL INDUSTRY

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Service Quality and Customer Satisfaction in the Hotel Industry

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Abstract – This paper attempts to illuminate the role of service excellence in creation of satisfactory guest experience in the hotels in India. Most popular hotels of Oberai and Taj group and others were selected for the present research, and opinions of the hotel's guests were sought for assessing the perception of the guests in five primary dimensions of service excellence.

Keywords: Hotel, Service, Diligence, Hospitality

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INTRODUCTION

According to A.M. Sheela, the author of the book "Economics of Hotel Administration", hotel is the place where the tourist stops being the traveler and become a guest. Hotel usually offer a full range of accommodations and services, which may include suites, public dining, banquet facilities, lounges and entertainment facilities. It is considered as a hotel diligence whose main aim is also to make profits for the hoteliers. Also, Hospitality hotel diligence has gone through many changes since its inception. There are tremendous changes occurred over a period of time due to various reasons. The reasons may include changing patterns in customer preferences, industrialization, revolution in transport and aviation, changing laws and regulations and so on. During the last few decades there is phenomenal change experienced in the hospitality hotel diligence and the reason being is Service Excellence. It has brought paradigm shifts in the operations of hospitality hotel diligence. The overall perspective of the hotel diligence is changed due to introduction of new techniques and methods of handling various processes. Awareness among the hoteliers and the guests has fuelled the inventions focused on operations. The increased sagacity of customer satisfaction led to the use of high standards of service in hotel diligence. The new service parameters made the hoteliers to execute excellence administration as an effective aid. It has significantly affected hotels' ability to organize and adapt to changing atmospheres. The use of new techniques began with the simple motive of sophistication and precise activities in the given field of operation which may result in high standards of service in global economy and has allowed the rise of a leisure class.

REVIEW OF LITERATURE:

The findings in his article were that increase in customer satisfaction can result in an increased financial impact for the organization because lifetime revenues from an individual customer depend on the period of the relationship with the organization. Harsha E. Chacko, 1998 discussed the drawbacks of the current organizational structure of hotels and presented a model for the smooth running of a hotel organization. The new structure is more favorable to the creation of an atmosphere where better customer service excellence is provided in hotels. Leyland F. Pitt, Richard T. Watson and C. Bruce Kavan[1995], discussed the appropriateness of SERVQUAL to assess Information System service excellence. The appropriateness of SERVQUAL was analyzed in different types of organizations in three countries. After applying various tools the study stated that SERVQUAL is a suitable instrument for researchers. [Maria Joao Carneiro & Carlos Costa, 2000] have analyzed the impact of Service Excellence on the Positioning of Five Star Hotels in Lisbon area. They have highlighted the importance of understanding the preferences attributed by Batra, Apeejaysaid that consumers to a given product ["perception"] and how and why products and services are evaluated and purchased. They analyzed three attributes related to services [room service, front-desk service and kindness/hospitality of the staff are very important to both operators and companies, with the kindness/hospitality of the staff being even more significant than the efficiency services [either room service or front-desk service] [Barbara A. Gutek, Markus Growth and Bennett Cherry, 2002] presented a practical approach for understanding the relationship between the customers, employees and organization. They stated that these entities are interconnected through strong or loose bonds and the strength of these bonds has immediate implications in designing a service approach. Thanika Devi

Juwaheer [2004] investigated the perceptions of international tourists in hotels of Mauritius by employing a modified SERVQUAL approach using a principal component factor analysis with a Varimax rotation technique, this study identified nine hotel factors out of 39 hotel attributes and determines the levels of satisfaction among international tourists and their overall evaluation of service excellence prevailing in the hotels. The results from the study depicted that the level of service excellence is mainly derived from the “Reliability” factor. Rayka Presbury, Anneke Fitzgerald, Ross Chapman [2005] identified the key factors that impede service excellence delivery in the context of luxury hotels [four- and five-star properties] in Sydney, Australia. They analyzed a number of factors in improving service excellence. These impediments fell into four broad categories: budget constraint, staff attitude, lack of mentoring and high customer expectations. Asad Mohsin, Tim Lockyer [2010] analyzed the service excellence perception of customers of luxury hotels, New Delhi in India. The results indicated a significant difference between the expectations of the guests and actual experiences which means a gap in service excellence. Usha Ramanathan, Ramakrishnan Ramanathan [2011] explored the performance of UK hotels, in terms of various service parameters and then analyzed the impact of service excellence on customers' intention to stay again. The findings revealed that “Value for money” was the most important parameter, while “Customer service”, “Room excellence” and “Excellence of food” were dissatisfies. Industry guests also exhibit similar behavior, but for leisure guests, and chain hotel guests, “Value for money” was a dissatisfied.

HOTEL MARKET ANALYSIS:

It is an effective way to assess the potential market demand within an area. It is especially useful for entering new locations or for decisions relating to expansion or growth. Our feasibility study will include detailed information on the following:

- Market area analysis of primary and secondary competitors
- Market area demand analysis and forecasted demand patterns
- Complete area overview of city/location
- Economic overview of immediate area
- Conclusions on market opportunity within the identified hotel sector

THE MARKET AND FINANCIAL FEASIBILITY ANALYSIS:

This study remains the most trusted way of assessing the likely future trading for an intended hotel / resort project. The study provides a detailed analysis of the

market factors culminating in a full five year P&L forecast, including:

- Site and support cluster information
- Market area supply and demand analysis
- Area overview of city/location
- Economic overview of immediate area
- Hotel sector overview
- Statement of estimated annual operating results
- Industry model with investment returns

POPULAR HOTELS IN INDIA:

➤ Indian Hotels Company Limited [IHCL]

The Indian Hotels Company Limited [IHCL] and its subsidiaries are collectively known as Taj Hotels Resorts and Palaces and are recognized as one of Asia's largest and finest hotel company. Incorporated by the founder of the Tata Group, Mr. Jamsetji N. Tata, the company opened its first property, The Taj Mahal Palace Hotel, Bombay in 1903. The Taj, a symbol of Indian hospitality, completed its centenary year in 2003.

Taj also encompasses a unique set of iconic properties rooted in history and tradition that deliver truly unforgettable experiences. A collection of outstanding properties are strong heritage as hotels or palaces which offer something more than great physical product and exceptional service. This group is defined by the emotional and unique equity of its iconic properties that are authentic, non- replicable with great potential to create memories and stories.

➤ The Oberoi Udaivilas, Udupur

Located on the bank of Lake Pichola, The Oberoi, Udaivilas stands on the 200 year old hunting grounds of the Maharana of Mewar. Spread over a luxurious fifty acres, which includes a twenty-acre wildlife sanctuary with deer and wild boar, The Oberoi Udaivilas affords spectacular views across the verdant gardens and sparkling Lake Pichola.

The hotel's intricate layout of interconnecting domes and corridors reflects the layout of Udaipur itself - whose seven lakes are linked by canals. These domes and walkways are flooded with sunlight, caressed by balmy breezes and offer magnificent views of the lake and gardens.

The Oberoi Udaivilas is one of the most luxurious hotels in entire India. It's located at the historical land of Udupur Rajasthan which shows the traditional

beauty of forts, palaces & monuments. The Oberoi Udaivilas offers the royal beauty of historical architecture, luxurious rooms, rippling fountains, transparent pools, boat riding, and outdoor activities. You will feel like you are living in the palace with Rajput [Kings] style. Although it is costliest too, if you have good budget, the Oberoi Udaivilas hotel is must recommended for you. Don't forget to visit here most popular travel destinations in India.

Guests enter the Kohinoor Suite through a private courtyard bathed in sunlight. Within the suite, a natural palette is lifted by subtle gold furnishings and wall frescoes. A master bedroom, twin bedroom and living room afford access to a private pool with outside dining, while inside is another dining room and work space.

NATIONAAL AND INTERNATIONAL HOTELS OF OBEROI INDIA

- The Oberoi Amarvilas, Agra
- The Oberoi, Bengaluru
- The Oberoi, Gurgaon
- The Oberoi Rajvilas, Jaipur
- The Oberoi Grand, Kolkata
- The Oberoi, Mumbai
- The Oberoi, New Delhi
- The Oberoi Vanyavilas, Ranthambhore
- Wildflower Hall, Shimla in the Himalayas
- The Oberoi Cecil, Shimla
- The Oberoi Udaivilas, Udaipur
- The Oberoi Motor Vessel Vrinda, Kerala

HOTEL SERVICE QUALITY:

The hotel industries that are able to provide excellence services to its ever demanding customers in a warm and efficient manner, are those industries which will be more likely to obtain a long term competitive advantage over their rivals. However, since the hotels are offering intangible and perishable personal service encounters, managing these services in terms of offering excellence experience to their guests, it must be of a paramount concern of any hotel industry, and the way which personalized services are provided. Hotels that chose the application of excellence concept as a key factor of success should experience

the growth in the satisfaction of guests, i.e. successfully position on the market and thus gain larger profit. However, trying to reach the high level of the excellence of hotel services, hotel managers very often meet with problems of an adequate measuring of the service excellence. Firstly, hotel managers do not know what their guests consider as important when evaluating the excellence of hotel products and very often do not have reliable methods for determining the expectations and perception of hotel guests when the service excellence is concerned [BleSIS, 2011]. As a solution to this problem, many authors suggest different methods for measurement of service excellence and guest satisfaction. Thus Nitin et al [2005] gave detailed evaluation of 19 models of excellence created in the period of 1984-2003.

CONCLUSION:

It can be inferred from the study that the hotel execute continuous improvement process and excellence administration tools to remain competitive in the market. The ever changing perception of customer for hotel diligence requires the hotels to match the perception of customer by delivering excellence services.

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