

## **Determinants of customer satisfaction across different hotel departments**

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**Abstract:** A significant contributor to the expansion and competitiveness of hospitality organisations is the level of satisfaction experienced by their customers. Within a selection of hotels located in Bagalkote, Karnataka, this research investigates the characteristics that are most important for customer satisfaction. The study uses a descriptive research method and organized surveys to get information from 100 hotel customers about the following topics: service quality, cleaning and hygiene, price and value for money, and facilities and perks. We used scientific tools like analysis of variance (ANOVA), correlation, and regression to figure out how strong the links were between these factors and customers' happiness. In contrast to the data that show no statistically significant link between price and pleasure, service quality, cleanliness, and facilities have a big effect on how happy customers are. The study's results and ideas can help hotels make their operations more efficient and make sure their guests are happy, which can lead to more return business and customer loyalty.

**Keywords:** service quality, cleanliness & hygiene, pricing and value for money, Amenities & facilities

### **INTRODUCTION**

The hotel business is one of the service industries that is expanding at the quickest rate in the world, and it makes a considerable contribution to both the global GDP and employment. Customer happiness is an important way to judge how well a hotel does its job because it shows how well it meets or goes beyond what guests expect. In the hotel business, customers' views are very important because, unlike physical things, these services are experienced, driven by people, and need to be used by a certain date. India's hotel business has been growing steadily thanks to more people traveling within and outside of the country, as well as government efforts to promote the country's tourist sites. People who usually stay in hotels in smaller towns like Bagalkote are students, workers, tourists, and cheap travelers who like clean rooms, good service, and good value for money. In sharp contrast, this is not at all like the luxurious accommodations found in big towns. It is important for hotels in Bagalkote to know what makes customers happy so they can provide better service and stay competitive. This is especially true now that the city is becoming more busy with business and education.

### **RESEARCH METHODOLOGY**

**Research Design:** Descriptive research.

### **Data Sources:**

- **Primary data:** hotel visitors were given structured questionnaires to complete.
- **Secondary data:** online hospitality reports, periodicals, and research publications.

### **Sample Details:**

- Number of respondents: 100 hotel guests
- Method of sampling: Random sampling
- Sample area: Bagalkot town
- Statistical tools: SPSS, Excel; T-test, ANOVA, Correlation, Regression.

### **Objectives of the Study**

1. To determine the primary elements that have an impact on the level of satisfaction experienced by guests staying at Bagalkote hotels.
2. To determine the extent to which the quality of service, cleanliness, price, and facilities all contribute to the overall satisfaction of the guests.
3. In order to investigate the impact that internet evaluations and word-of-mouth have on the choices that consumers make about their hotel selections.

### **Scope of the Study**

This study is an attempt to investigate the local owned and run hotels of Bagalkote to understand what makes its customers satisfied. These factors include, for example, the quality of the service, cleanliness, affordability, amenities and internet reviews. The findings are expected to help hotel management identify the strengths and weaknesses of running of hotels and may also be valuable for scholars studying hospitality trends in smaller Indian cities.

### **Limitations of the Study**

- Because the research is limited to Bagalkote, it may not accurately represent trends in bigger cities.
- Only a few hotels were polled.

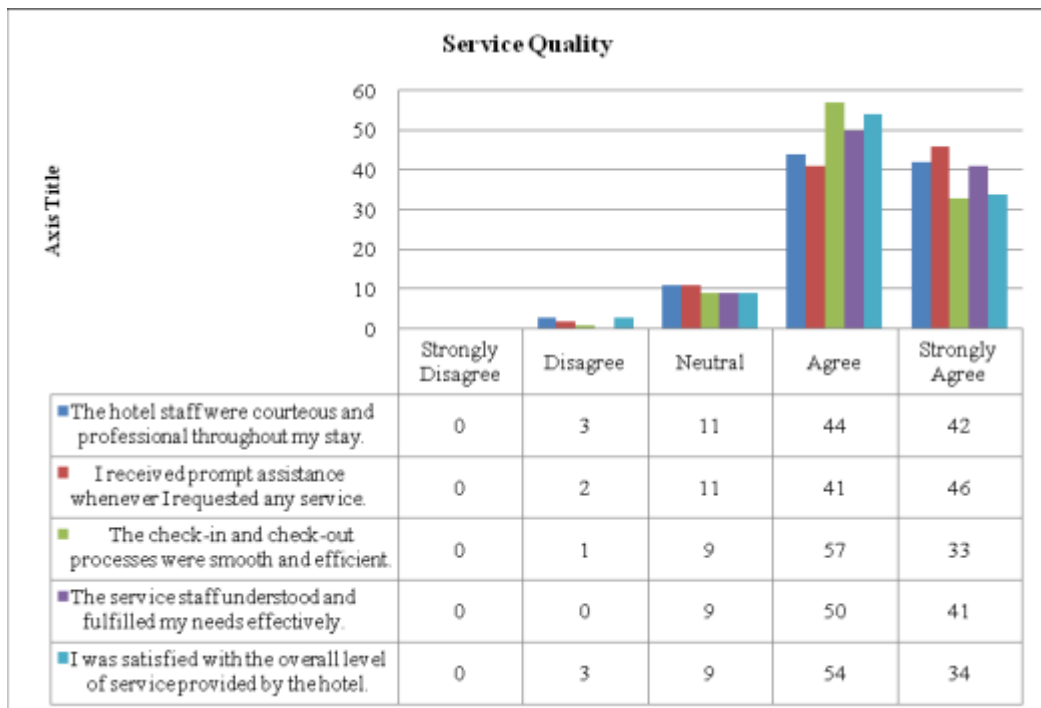
- Subjective expectations or personal bias may have an impact on responses.

## DATA ANALYSIS AND RESULTS

### Demographic Analysis:

- Age of the customer: 70% of the responses were from people aged 18 to 35, which suggests that the customers are mostly young.
- The participation rate is clearly skewed toward men (91% are men and 9% are women).
- Job: A broad group includes business owners (21%), workers (32%), and students (23%).
- The Hotel Kailash Inn is where most people choose to stay, followed by Akshay International and Shiva Sangama.

### Service Quality:

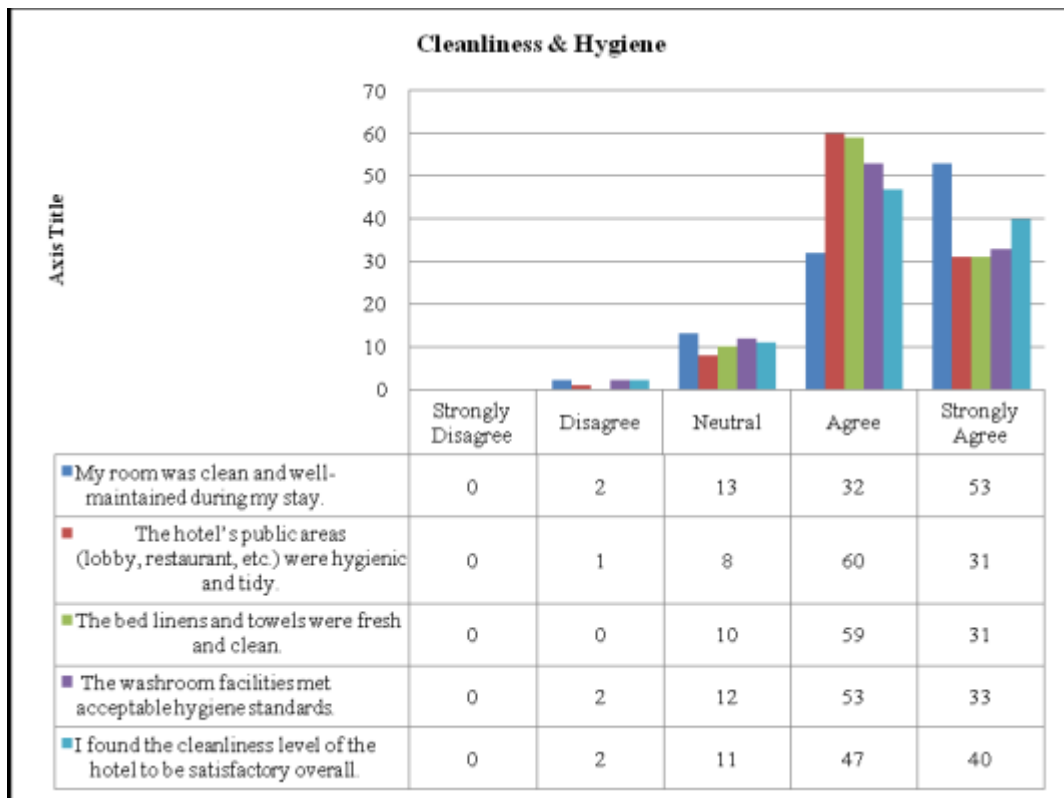


**Figure 1: Service Quality**

Service quality evaluations show that clients are happy with the hotel in many respects. The property offers easy and fast check-in and check-out, friendly staff able to swiftly answer to all of your questions and requirements, good atmosphere. Results showed that 88% to 91% of

customers were satisfied with merchandise and services. The service delivery is typically quite good, but there is space for growth in terms of personality and warmth in encounters with clients. Nine to eleven percent of the responses are indifferent. Regression analysis showed that there was a significant link between service quality and customer satisfaction. The regression coefficient (B) was 0.370, the F-value was 14.361 and the significance level was 0.000. It has been established that this relationship has a marked beneficial effect. The findings suggest that if personnel were more engaged and had better client encounters, their satisfaction and perception of the service might be much improved.

### Cleanliness & Hygiene

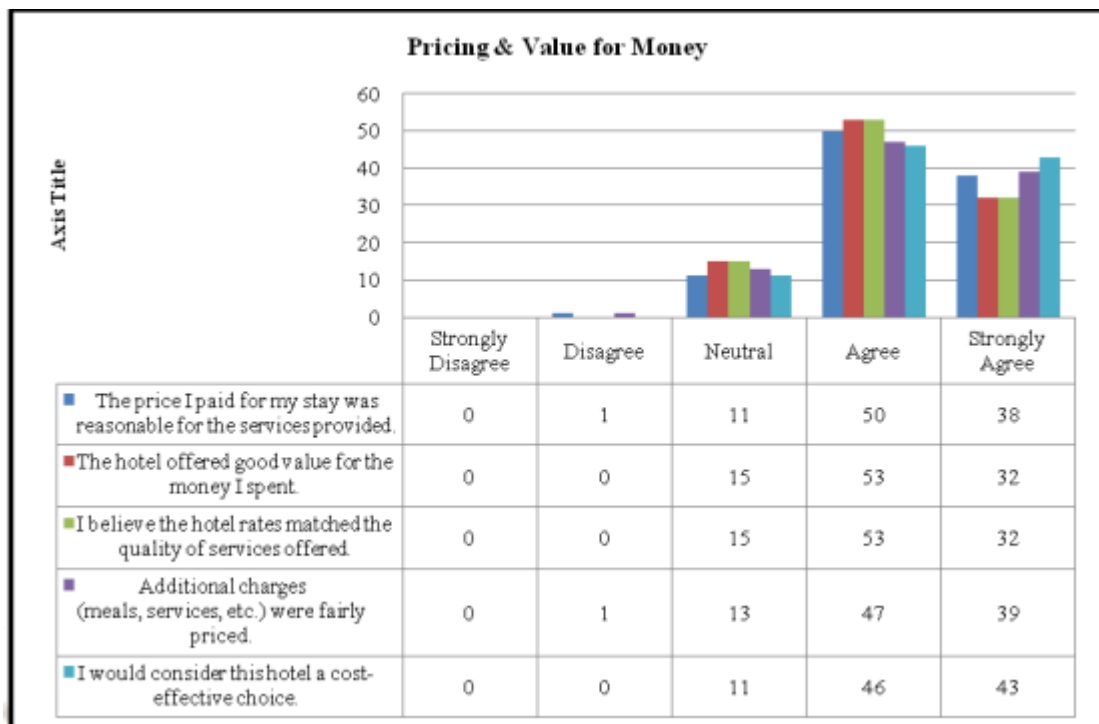


**Figure 2: Cleanliness & Hugiene**

The poll indicated that the cleanliness of the hotel was the most influential factor on the customers' overall satisfaction. Nearly nine in 10 visitors were happy with the cleanliness of the hotel's communal facilities, including the restaurants and lobbies, and 85 percent were satisfied with the cleanliness of their personal rooms. The great appreciation for the handling of linen and towels, enabled to get an acceptable rating of 100%. The ranking for housekeeping has always been good in this respect. A few tiny difficulties with the service call in the toilets,

however, resulted in substantially lower cleaning scores. The regression analysis further supported the importance of cleanliness. The regression coefficient (B) was found to be 0.522, the F-value was 42.193, and the significance level was 0.000. Statistically it was proved that the most essential aspect in happy consumers was cleanliness. When all of these data are considered, the number one most significant factor in influencing overall contentment of visitors is following high and consistent cleanliness standards.

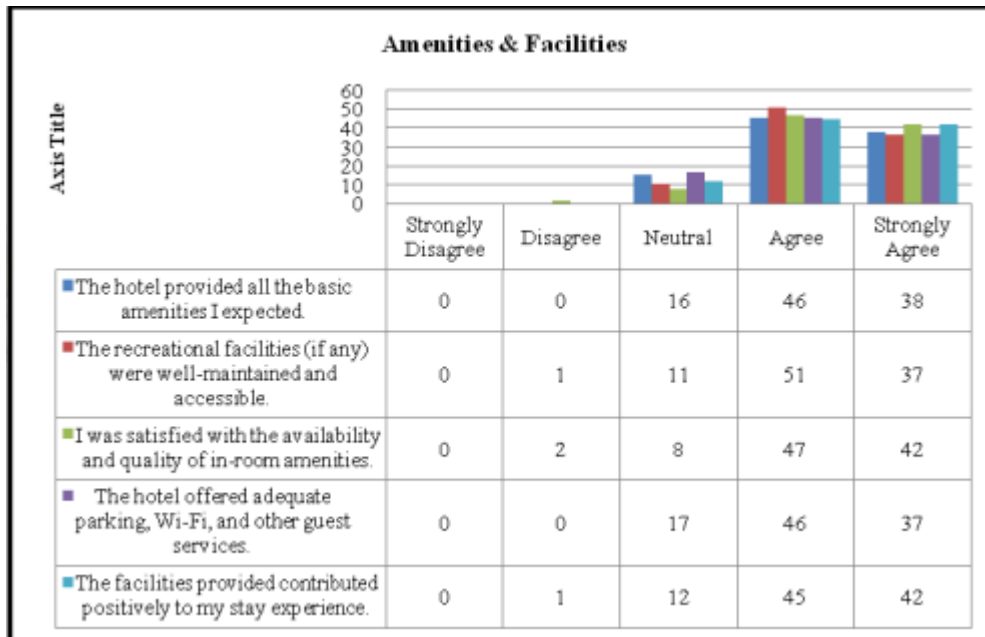
**Pricing & Value for Money:**



**Figure 3: Pricing & value for Money**

The examination of pricing and value for money revealed that 85-89% of the respondents deemed hotel prices to be fair and reasonable for the services provided. This indicates that majority of the visitors were pleased with the value they got for their money during their stay. This is good news, but the statistical research showed that there is no association between pricing and the total enjoyment of a consumer. This is seen in the analysis of variance (ANOVA) (F = 2.291, Sig. = 0.133) findings that are above the 0.05 criteria. Fair costs do not seem to be the key determinant of how much customers enjoy themselves, though they certainly value them. Instead of merely focusing on the price, the study implies that during the guests' evaluation of their stay, they value the experience, including the cleanliness, service and facilities.

**Amenities & Facilities:**



**Figure 4: Amenities & Facilities**

The analysis of hotel facilities and amenities showed that the customers were mostly happy with the fundamental services offered by the businesses. The package includes parking, wi-fi, leisure facilities and in-room conveniences. Overall satisfaction scores ranged from 83% to 89%, indicating that most hotels met or surpassed guest expectations in a variety of key facilities. The regression research findings showed that the amenities had a substantial role in improving customer contentment. A regression coefficient (B) of 0.502 was utilized with a significance level of 0.014. F value was 6.313 and significance threshold was 0.014. The study says facilities are important to enhance visitors' comfort and overall experience, but may not be the greatest measure of enjoyment. Findings suggest that clean, well-maintained facilities improve visitors' experiences and may lead them to believe they received more out of a stay.

**CONCLUSION**

The maximum customer satisfaction in hotels in Bagalkote happens when all three criteria are met: quality of service, cleanliness and facilities. Pricing has a part in how much people think something is worth, but it does not make much difference to how happy customers are. Cleanliness and hygienic surroundings, engaging with courteous personnel and properly kept facilities all combine to create memorable experiences, which boost loyalty and return visits. "Hotels need to have consistent customer service, efficient operations and personalised

attention to visitors, as these are the three most important things to maintain a competitive edge.

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