

A STUDY ON CUSTOMER SATISFACTION TOWARDS HOTEL INDUSTRY IN THENI.

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ABSTRACT

To be prosperous in the market, every company should give utmost importance in retaining existing customers by inculcating effective policies of customer satisfaction and loyalty. Service quality is given priority in Hotel Industry. The purpose of the present study is to measure customer satisfaction in hotels located in Theni, Tamilnadu. This study helps the customers to provide various suggestions regarding the services provided to them. For conducting a survey a well-structured questionnaires is used to collect primary data from the respondents. The sample size for the study is 150 samples respondents and simple random sample technique has been adopted by the researcherto collect the data. With the every attribute the level of satisfaction changes, thus making it clear that customers rate their satisfaction differently with every single attribute .finally it has been proved that the customer satisfaction in the hotels are high.

Keywords: Customer satisfaction, Customer expectation service quality, Hotel industry.

INTRODUCTION

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as “the number of customers, or percentage of total Customers, whose reported experiences with a firm, its products, or its services(ratings)

exceeds specified satisfaction goals. Customer satisfaction is a growing concern within the hotel industry and a number of studie shave been carried out in the same context by different researchers. Customer satisfaction has become a significant performance indicator for the hospitality industry/business, as it indicates the strength of relationship between the customer and the service provider. With the change in the lifestyles of the Customers, a significant shift has been observed in the demands and expectations of the customers. From a number of years the hospitality industry has shown a significant growth in its growth and diversification.

As hospitality industry is a service industry a direct interaction between the customer and service provider is very prominent. For successful operation of the firm a customer takes the centre stage in the management policy. Business Essay (2013) defines customer satisfaction as a term used in measuring how products and services supplied by a company meet or surpass customer’s expectations. Customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Hotels are increasing their investments to

improve service quality and the perceived value for guests so as to achieve better customer satisfaction and loyalty, thus resulting in better relationships with each customer (Jones et al., 2007). The present study is aimed at studying customer satisfaction with respect to Hotels in Kashmir valley. The study has recommended with various suggestions for the service providers / managers in order to enhance their products and services.

REVIEW OF LITERATURE

In this scenario, providing high quality services and improving customer satisfaction are widely recognized as fundamental factors boosting the performances of companies in the hotel and tourism industry (Barsky & Labagh, 1992; Le Blanc, 1992; Le Blanc et al., 1996; Stevens et al., 1995, Opermann, 1998). Hotels with good service quality will ultimately improve their profitability (Oh & Parks, 1997). In a competitive hospitality industry which offers homogeneous services, individual hoteliers must be able to satisfy customers better than their counterparts (Choi & Chou, 2001). Choi and Chu (2001) concluded that staff quality, room qualities and value are the top three factors free breakfast, airport shuttle, car hire service, atmosphere, security and friendly staff.

Atkinson (1988) found out that cleanliness, security, value for money and courtesy of staff. As Valdani (2009) points out an enterprise subsists only because they have customers to serve, thus making it clear that an organisation exists only because of its customers.

As per Liu and Yen (2010) Customer satisfaction is regarded as customers can get more benefits than their cost. Customer satisfaction is attaining the maximum out of the value invested for a product or a service.

The hotel industry is a customer bound service and for hotel industries to market themselves as brands it is very important to be customer centric and make sure that their customer's get the best of the values. The hospitality manager to ensure that their customers remain continuously satisfied, they must ensure that customers feel welcomed, courteously and efficiently served in a clean, safe and secured environment with the best quality of products sold at a reasonable price (Jones and Newton, 1997).

Customer satisfaction is a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs. Qualities of service and customer satisfaction are critical factors for success of any business (Gronoos, 1990; Parasuraman et al., 1988).

Chamayne (2013) enumerated the strategies that can be used to improve customer satisfaction as listening ears, (i.e. proper customer compliant handling procedure or technique)

pricing (adequate and reasonable pricing policy), provision of adequate security and proper satisfaction management, quality service delivery, prompt service delivery courteous staff, employee training and retraining, etc. Hotels are increasing their investments to improve service quality and the perceived value for guests so as to achieve better customer satisfaction and loyalty, thus resulting in better relationships with each customer (Jones et al., 2007).

Among the top three (3) determinants of customers satisfactions are: cleanliness, appearance and price. Knutson (1988) publicized that room cleanliness and comfort, prompt service, friendliness of employee's convenience of location, safety and security are important.

RESEARCH METHODOLOGY

In this study, **primary** data was collected through an administered Questionnaire to collect the responses of the customers on the basis of various service attributes provided to them. Simple Random sampling technique is used for the study. 150 questionnaires were distributed among the customers for this study.

OBJECTIVES

1. To study the level of customer satisfaction towards hotel industry in Theni.
2. To enhanced customer services by giving suggestions to the service providers with various strategies.

RESULT ANALYSIS AND DISCUSSION

Table 1: Demographic profile of the Respondents

Demographic Variables	Categories	Respondents (%)
Gender	Male	55
	Female	45
Age	Below 20	15
	20 – 25	25
	Above 25	60
Marital Status	Married	75
	Unmarried	25
Family Income	Below 15,000	20
	15,000 – 20,000	30
	Above 20,000	50

Source: Primary data

Table 1 states that, 55 per cent of the respondents are males and 45 per cent are females. 15 per cent of the respondents fall in the age category below 20, 25 per cent in age group between 20- 25 and 60 per cent of the respondents fall in the age category

of above 25. 75 per cent of the respondents are married and 25 per cent of the respondents fall in the category of unmarried. In case of family income 20 per cent of the respondents receive an income below Rs.15,000, 30 per cent earn between Rs. 15,000 – Rs. 20,000 and those who earn Rs. 20,000 and above account for 50 per cent.

Table 2- Opinion about service provided (expressed in percentage)

Description	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Hygiene and comfort	22	48	13	12	5
Safety	50	30	15	3	2
Prompt services provided by staffs	30	22	25	10	13
Food Quality	25	40	15	6	4
Food Price charged by hotel	18	46	21	10	5
Hospitality and Interior decoration	20	60	12	6	2
Location of the hotel	35	42	14	5	4
Parking facility	13	55	20	7	5

RESULTS AND INTERPRETATION

From the above table it is interpreted that 48% of the customers are satisfied with the hygiene and comfort provided by the hotel. 50% of the respondents are highly satisfied with the safety provided by the hotels. 30% of the customers are highly satisfied with the of the hotels. 30% of the total customers are satisfied with the promptservices that are provided by the hotel staffs.40% of the respondents are satisfied with the food provided to them. 46 % of the customers are satisfied with the price charged for the food . 60 % of the customers are satisfied with the hospitality provided and interior decoration of the hotels. 42% of the respondents are satisfied with the locationof the hotel. 55% of the customers are satisfied with the parking facility provided by thehotel.

CONCLUSION

Hotel industry in Theni has witnessed tremendous boom in recent days. It is the paramount for the service providers to rethink about their strategies to retain the customers and to attract the new delightful customers. From the study it is found that the overall satisfaction level among the customers is satisfactory and hence the strategynneeds

to be directed towards delighting the customers. It was really wonderful to interact with the customers and know about expectations when they seek a home away from home experience and how well the hotel is able to meet the expectations.

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