# A Study on Service Quality and Customer Satisfaction Towards Hotels in Tirupur District

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**ABSTRACT** *In order to be successful in the market it is not sufficient to attract new customers, managers must concentrate on retaining existing customers implementing effective policies of customer satisfaction and loyalty. In hotel industry customer satisfaction is largely depends upon quality of service. A management approach focused on customer satisfaction can improve customer loyalty, thus increasing the positive image of the touristic destination. Hence, exploring the importance for customers of hotel attributes in hotel selection is indispensable. Results showed that the relation of service quality and its satisfaction between customer.  Percentage Analysis and Chi-square have been applied to analyze the data collected through a pre structured questionnaire.*

## INTRODUCTION

The **hospitality industry** is a broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, and additional fields within the tourism industry. A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, management, marketing, and human resources.

## STATEMENT OF THE PROBLEM

During the past few decades, customer satisfaction and service quality have become a major area of attention to practitioners and academic researchers. Both concepts have strong impact on business performance and customer behavior. Service quality leads to higher profitability and customer satisfaction. Nowadays one of the biggest challenges for managers in the hotel industry is to provide and sustain customer satisfaction. Customer requirements for quality products and service in the tourism industry have become increasingly evident to professionals. Hence, this study focused on the customer' satisfaction and quality of service towards hotel on Tirupur District.

## OBJECTIVES

*   To analyze the quality of service
*   To study the customer satisfaction towards customer service

## SCOPE OF THE STUDY

The present study attempts to analyze the quality of service and to study the customer satisfaction towards customer service

## RESEARCH METHODOLOGY

### I. Research design

The researcher aims to A STUDY ON CONSUMER SATISFACTION AND QUALITY OF SERVICE TOWARDS HOTEL IN TIRUPUR DISTRICT. Convenient random sampling technique is used to collect the data.

### II. Area of the study

The study is undertaken in tirupur city

### III. Sample size

The sample size for the study is 35 respondents, who are all the customers of hotel.

### IV. Data source

Primary data has been collected directly from the customer by using a questionnaire.

The relevant secondary data is has been collected from different source such as technical and trade journals, article , news papers, magazines, internet, periodicals, books, reports, publications of associations related to mobile service providers.

### V. Statistical tools used for the study:

*   simple percentage analysis
*   chi-square test

### VI. Hypothesis

A suitable null hypothesis have been framed and tested in the relevant places.

### Limitations of the study

*   The respondents are restricted to tiruppur city
*   Due to time constrains the sample size was limited to 35 respondents
*   Since the survey was done only in tiruppur city, the result obtain may not be taken as universal suggestion

### Review of literature

**Ekaterina Makeeva**(2010) "Service Quality And Customer Satisfaction Case: Restel Hotels In Imatra And Lappeenranta" This study is about service quality and Russian customers satisfaction at Restel hotels chain which is a partner of the study. The research was carried out at the hotels. The research is based on quantitative approach, but it also includes study based on qualitative approach. Three hundred questionnaire forms were delivered to the customers at the check in time and returned by hotel guests to the hotels reception at check out time. For better understanding of customers motivations and desires face-to-face interviewing was held. The theoretical part of the study consisted of related literature reviewing; hospitality industry related articles and magazines as well as information from Finnish Tourism Board, World Tourism Organization and Russian Tourism Board, and the analyzing of Internet sources providing information and customers feedbacks of

the hotels mentioned above. The research was carried out in order to understand Russian customer's perceptions and level of satisfaction. The study will help hotels management in improving service quality and fulfilling better customers" expectations. The questionnaires were delivered to the hotels customers for collecting data from 8 April to 31 April 2010 and interviewing was held from 31 April to 07 May 2010. The study is considering all the services provided in the hotels, including restaurant services. The data was analyzed with the help of SPSS programme and Excel.

2. **Ivanka Avelini Holjevac [1], Suzana Marković[2], Sanja Raspor[3]**(2011) contected a study on " CUSTOMER SATISFACTION MEASUREMENT IN HOTEL INDUSTRY: CONTENT ANALYSIS STUDY" The purpose of this study is to examine hotel guest comment cards (GCCs) and customer satisfaction management schemes in Opatija's hotels. The purpose of this study is to examine hotel guest comment cards (GCCs) and customer satisfaction management schemes in hotels of Opatija Riviera (Croatia). In order to do this, GCCs were gathered and analyzed. Furthermore, personal interviews with hotel managers were conducted to determine the ways GCCs were distributed and processed. Data were gathered from July to August 2007. The results of this study provide hotel professionals with an assessment of current methods of measuring and managing customer satisfaction in Opatija's hotels

**ANALYSIS AND INTERPRETATION**
Table - 1
**SIMPLE PERCENTAGE ANALYSIS**

| Personal Factor | | No.of.Respondent | Percentage |
|---|---|---|---|
| Gender | Male | 21 | 60 |
| | Female | 14 | 40 |
| Age | Below 25 years | 7 | 20 |
| | 25-35 years | 25 | 71 |
| | 35-45 years | 3 | 9 |
| | Above 45 years | - | - |
| Occupation | Professionals | 7 | 20 |
| | Business | 8 | 23 |
| | Employee | 19 | 54 |
| | others | 1 | 3 |
| Education | School level | 2 | 6 |
| | Graduate | 11 | 31 |
| | Post graduate | 21 | 60 |
| | Illiterate | - | - |
| | Others | 1 | |
| Marital Status | Married | 16 | 55 |
| | Unmarried | 19 | 45 |
| Monthly Income | Below 10,000 | 7 | 20 |
| | 10,001-20,000 | 13 | 37 |
| | 20,001-30,000 | 8 | 23 |
| | Above 30,000 | 7 | 20 |

The above table -1 depicts that the 60% of the respondents are male, 71% of the respondents are belong to the age group of 26 – 35 years ,55% of the respondents are married, 54% of the respondents are employee and 37% of the respondents are earning 10,001 to20,000 monthly.

Table - 2
**SATISFACTION OF GUEST SERVICE**

| Satisfaction factor | | No of respondents | Percentage |
|---|---|---|---|
| Tele phone operations | Excellent | 13 | 37.1 |
| | Good | 14 | 40 |
| | Satisfactory | 6 | 17.1 |
| | Poor | 2 | 5.7 |
| | Total | 35 | 100 |
| Mail / fax delivery | Excellent | 8 | 22.8 |
| | Good | 21 | 60 |
| | Satisfactory | 2 | 5.7 |
| | Poor | 4 | 11.4 |
| | Total | 35 | 100 |
| Guest service | Excellent | 5 | 14.2 |
| | Good | 23 | 65.7 |
| | Satisfactory | 6 | 17.1 |
| | Poor | 4 | 11.4 |
| | Total | 35 | 100 |
| Laundry | Excellent | 2 | 5.7 |
| | Good | 23 | 65.7 |
| | Satisfactory | 6 | 17.1 |
| | Poor | 4 | 11.4 |
| | Total | 35 | 100 |
| security | Excellent | 8 | 22.8 |
| | Good | 16 | 45.7 |
| | Satisfactory | 9 | 25.7 |
| | Poor | 2 | 5.71 |
| | Total | 35 | 100 |

The above table – 2 depicts that the 40% of the respondents are good with of telephone operation, 60% of the respondents are good with the mail/fax delivery, 65% of the respondents are good in guest service, 65% of the respondents are also good with laundry,45% of the respondents are good in security.

Majority of the respondents are aware of all the services offered by the Samsung Home Appliances.

Table - 3
**SATISFACTION TOWARDS ROOMS**

| Satisfaction factor | | No of respondents | Percentage |
|---|---|---|---|
| Efficiency of service | Excellent | 20 | 57.1 |
| | good | 10 | 28.5 |
| | Satisfactory | 4 | 11.4 |
| | poor | 1 | 2.8 |
| | Total | 35 | 100 |
| Amenities in rooms | Excellent | 9 | 25.7 |
| | good | 21 | 60 |
| | Satisfactory | 3 | 8.5 |
| | poor | 2 | 5.7 |
| | Total | 35 | 100 |

| Bath room | Excellent | 6 | 17.1 |
|---|---|---|---|
| | good | 17 | 48.5 |
| | Satisfactory | 11 | 31.4 |
| | poor | 1 | 2.8 |
| | Total | 35 | 100 |
| Value for money | Excellent | 6 | 17.1 |
| | good | 14 | 40 |
| | Satisfactory | 14 | 40 |
| | poor | 3 | 8.5 |
| | Total | 35 | 100 |
| Over all | Excellent | 12 | 34.2 |
| | good | 12 | 34.2 |
| | Satisfactory | 8 | 22.8 |
| | poor | 3 | 8.5 |
| | Total | 35 | 100 |

The above table – 3 depicts that the 57% of the respondents are says that efficiency of service is excellent, 60% of the respondents are says that good in satisfied in amenities in room, 48% of the respondents are says that good in bathroom, 40% of the respondents are satisfactory in value for money and 34% of the respondents are says excellent in overall satisfaction in room.

Majority of the respondents are says that excellent in all the services offered by the hotel rooms.

**Table - 4**
**SATISFACTION OF HOTEL'S NEATNESS & CLEANESS**

| Satisfaction factor | | No of respondents | Percentage |
|---|---|---|---|
| Vessels (plates & glass) | Highly satisfied | 12 | 34.2 |
| | satisfied | 14 | 40 |
| | Moderate | 5 | 14.2 |
| | Dis satisfied | 4 | 11.4 |
| | Highly dis satisfied | - | - |
| | Total | 35 | 100 |
| Tables | Highly satisfied | 8 | 22.8 |
| | satisfied | 14 | 40 |
| | Moderate | 11 | 31.4 |
| | Dis satisfied | 4 | 11.4 |
| | Highly dis satisfied | - | - |
| | Total | 35 | 100 |
| Floor | Highly satisfied | 7 | 20 |
| | satisfied | 11 | 31.4 |
| | Moderate | 11 | 31.4 |
| | Dis satisfied | 4 | 11.4 |
| | Highly dis satisfied | 2 | 5.7 |
| | Total | 35 | 100 |
| waiters | Highly satisfied | 5 | 14.2 |
| | satisfied | 14 | 40 |
| | Moderate | 8 | 22.8 |
| | Dis satisfied | 6 | 17.1 |
| | Highly dis satisfied | 2 | 5.7 |
| | Total | 35 | 100 |
| Towels | Highly satisfied | 7 | 20 |
| | satisfied | 14 | 40 |
| | Moderate | 7 | 20 |
| | Dis satisfied | 5 | 14.2 |
| | Highly dis satisfied | 2 | 5.7 |
| | Total | 35 | 100 |
| Wash area | Highly satisfied | 9 | 25.7 |
| | satisfied | 10 | 28.5 |
| | Moderate | 11 | 31.4 |
| | Dis satisfied | 5 | 14.2 |
| | Highly dis satisfied | 2 | 5.7 |
| | Total | 35 | 100 |
| Napkins | Highly satisfied | 6 | 17.1 |
| | satisfied | 13 | 37.1 |
| | Moderate | 10 | 28.5 |
| | Dis satisfied | 5 | 14.2 |
| | Highly dis satisfied | 1 | 2.8 |
| | Total | 35 | 100 |
| furniture | Highly satisfied | 7 | 20 |
| | satisfied | 12 | 34.2 |
| | Moderate | 9 | 25.7 |
| | Dis satisfied | 3 | 8.5 |
| | Highly dis satisfied | 4 | 11.4 |
| | Total | 35 | 100 |

The above table – 4 depicts that the 40% of the respondents are satisfied in vessles, 40% of the respondents are satisfied in tables, 31% of the respondents are satisfied and moderate satisfied in floor, 40% of the respondents are satisfied in towels,31% of the respondents are moderate satisfied in wash area, 37% of the respondents are satisfied in napkins, 34% of the respondents ar satisfied in furniture.

Majority of the respondents are satisfied of all the services offered by the hotels.

**CHI – SQUARE TEST**
$H_0$ : "There is no significant relationship between serving factor and service quality of hotels.

**Table - 5**
**Service quality of hotels**

| factor | Service quality of hotel | | | |
|---|---|---|---|---|
| | Value | Df | Sig | Result |
| Staff courtesy | .483 | 1 | .487 | NS |
| Staff friendliness | 2.985 | 1 | .084 | NS |
| Staff efficiency | .149 | 1 | .699 | NS |

The table - 5 shows that, the calculated value of staff courtesy (.483), staff friendliness (2.985), staff efficiency (.149) are less than the table value at 5 percent level of significance. Therefore, the staff courtesy, staff fridendliness, staff

efficiency, have not had a significant relationship with the service quality of hotel, the null hypothesis is accepted.

**Table - 6**
**Customer satisfaction of guest service**

| Guest service | Customer satisfaction of guest service | | | |
|---|---|---|---|---|
| | Value | Df | sig | Result |
| Security | .032 | 1 | .858 | NS |
| Laundry | 1.904 | 2 | .168 | NS |
| Guest service assistant | 4.4 | 1 | .036 | NS |
| Mail/fax delivery service | 3.612 | 1 | .057 | NS |
| Telephone operation | 1.040 | 1 | 0.308 | NS |

The table - 6 shows that, the calculated value of security (.032), laundry (1.904), guest service assistant (4.4),mail/fax delivery service(3.612), and telephone (1.040) are less than the table value at 5 percent level of significance. Therefore, the security, laundry, guest service assistant, mail/fax service, and telephone have not had a significant relationship with the customer satisfaction of guest service; hence, the null hypothesis is accepted.

## FINDINGS
The following are the important findings of the study:

➢ Majority (60 percent ) of the respondents are male
➢ Most ( 71 percent ) of the respondents are of the age group of 25 – 35 years
➢ Majority (55 percent ) of the respondents are married
➢ Majority (54 percent) of the respondents are employee.
➢ Most (37 percent) of the respondents are earning 10,001 to20,000 monthly
➢ Majority (66 percent) of the respondents are make a

reservation in phone.
➢ Most (29 percent) of the respondents are visit the hotels for the purpose of conference and business .
➢ Majority (51 percent) of the respondents are influenced to visit the hotels because of the friends.
➢ Majority (66percent) of the respondents are preferred to eat south Indian food.
➢ Most (42 percent) of the respondents are expect their expenses within what was they planned.

CHI-SQUARE
➢ There is no significant relationship between the guest service and customer satisfaction of hotels
➢ There is no significant relationship between the serving factor and service quality of the hotels

## SUGGESTIONS
➢ Quality of the hotels is most important and hence it should be maintained and also should make improvements.
➢ If any complaint observed from the customer, it should be dealt quickly. This will reduce the chance for dissatisfaction.

## CONCLUSION
Marketing plays an important role in the today's world. The global market competition is growing day to day. Hence, there is a need to fulfill the needs of the customer's needs and satisfaction. The hotel industry should give more quality product with the reasonable price. The consumer will buy products and services that are truly value added, family priced, reliable and responsible to the customer's needs, opinion. It is concluded that Customer Satisfaction and Service Quality towards Hotels in Tirupur district are satisfied with the point of view of the customer.

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