Original Research Paper

Management

QUALITY MANAGEMENT PRACTICES: A STUDY ON THE GUEST HOUSE OPERATIONS OF SELECT HIGHER EDUCATIONAL INSTITUTES IN CACHAR DISTRICT

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ABSTRACT Assam University, born in the year 1994, is a home to thousands of students of various caste, creed, religion and culture. Of all the academic practices, one of the main concerns of the University is to provide proper staying experiences in the campus for the visiting delegates but with the passage of time it has been observed that the University guest house is not providing proper guest house service quality and the performance is slowly degrading. The current National Institutional Ranking Framework (NIRF) ranking of Assam University was 97 and the improper maintenance of the guest house can be said to be one of the reasons of this rank. This study also takes the two Government run colleges of Silchar, namely National Institute Technology Silchar, Silchar Medical College and tries to find out the experiences and expectations of the guests and tries to provide some preventive measures for Assam University.

KEYWORDS : Expectations, Experiences, National Institutional Ranking Framework

1.INTRODUCTION
An important sector of service marketing and operations is the hotel industry in which guest house operations play a vital role. Understanding the demands of a guest who is looking forward to have a stay in a guest house is an important factor of consideration especially for Universities, Colleges and Institutes.

A Guest house provides accommodation to the visiting guests, tourists, day visitors etc. and is comparatively inexpensive in nature and proper maintenance of these guest houses is an important part of the University's responsibilities.

2.Need of the study
People from all over the country and beyond come visit Assam University and it is the call of the situation to work on the progress of the guest house. It should be seen that the guest house does not only meet the expectations of the visiting delegates, but the services should exceed their expectations as well in terms of hospitality, reliability, responsiveness, hygiene, empathy.

3.Review of Literature
Considering the study good number of work has been done in order to obtain an overall picture of the topic. A comparative study about the hospitality of the small-scale service suppliers operating their business in two different urban Scottish surroundings was done and it was observed that the central hub of the research revolves around small-scale based guest houses which are the only medium of business and home for the owners. The study takes into the consideration the context in which the proprietors operate their business in order to get a view about the essence of this group (Domenico & Laura, 2003)[5].

Knowledge management in International standard business is one of the great challenges when partners are from absolute diverse cultural settings. It is very important for International business community to have an in-depth knowledge about the hindrances that comes along in the way of business because of diverse cultural problems. At the same time diverse cultural settings and different knowledge helps in providing creative ideas and becomes source of many innovations. (Bengao, Kaufmann & Vrontis 2012)[3].

With the passage of time the competition in the market is also increasing and it is affecting the hotel industry as well. It requires flexibility in order to be adaptable to the changing environment by increasing its resource utilization. When there are changes in the external environment, TQM plays a role of a connector the orientation of the market and the performance of the hotel in order to meet the customer's expectations for the survival of the hotel as a whole. (Wang, Chen & Chen, 2012)[6].

Guest houses have always been an immense source of accommodation for the tourists and visitors since its inception. The motive behind studying about guest houses is to interrogate the experiences and perceptions of the guests, relationship between satisfaction,

experience value and customer relationship in the guest houses of Ghana. The study revealed that the guest`s perception on experience value counts for its atmosphere, medium of entertainment, efficiency, enjoyment , escape and economic value provided by the guest houses. (Amoah, Radder & Eyk 2016)[1]

SERVQUAL, an instrument launched in 1985, used for evaluation of the customer perception of the service provided to the other end of the business recipients, has gained immense popularity and it has been frequently adopted for estimating and managing the service quality. (Buttle 1996)[4]

The definition and quantification of SERVQUAL which provides service quality as 5- dimensional construct seems to suffer from numerous methodological imperfections. The output of the work showcased that the dimensionality of service quality depends on the service under study. (Babakus & Boller 2002)[2]

4.Research Gap
Very limited number of studies has been conducted in maintaining proper quality of the guest houses of the higher educational institutions in Cachar District and considering this fact, the study is well placed.

5.OBJECTIVES OF THE STUDY
In this research we were supposed to find out the following:
1. To understand the expectations of the guest from the Guest House
2. To find out the experience of the guest from the Guest house stayed.
3. To identify the gap between expectation and experience of the guests.

6. Hypothesis for the study
1. There is no significant difference in the experiences of the guests within the three institutions in Cachar District.
2. There is no significant difference in the expectations of the guests between the three institutions in Cachar District.

7. Scope of the Study
This study has focused on the issue related to the factors like hospitality, reliability, responsiveness, hygiene and empathy for both expectations and perceptions.

8. Limitations of the Study
Due to time and cost constraints, the study has considered itself among only three higher educational institutes in Cachar district to calculate the gap scores.

9. Research Methodology and Data
The present study is Exploratory in nature, it implements both qualitative and quantitative techniques and the sampling used is systematic sampling. It is carried in Cachar District in the State of Assam. The study has considered 3 numbers of Colleges/Universities namely National Institute of Technology-Silchar, Silchar Medical

College and Hospital and Assam University. The Data was collected from 45 respondents.

The sampling frame is of the following type

	Assam University	National Institute of Technology-Silchar	Silchar Medical College
Respondents	15	15	15

The data is primary in nature which is collected from a structured questionnaire. The data collected is then analyzed with the help of SERVQUAL technique. The GAP scores are calculated and then ANOVA single factor testing is done to check the authenticity of the hypotheses formed.

10. Analysis and Finding
For analyzing the following methods were used

Expectations
The survey rotates around the opinions on the guests and indicates the respondent's view to which they think the institutions should posses the following features. They share their views by the number that shows their expectations about the guest house they wanted to stay.

Expectations				
Strongly Disagree				Strongly Agree
1 | 2	3	4	5	6|7

Perceptions/Experience
These statements relate to the feeling of the respondents about the guest house of the particular institution they have chosen to stay. They indicate their view to which they think the particular institution has the feature described in the statement. They share their views by the number that shows their perception about the guest house they wanted to stay.

They share their view by the number that shows their perception of the particular institution's guest house.

Perception				
Strongly Disagree				Strongly Agree
1 | 2	3	4	5	6|7

Table 1: GAP score for Assam University

Category	Question Number	Expectation Score	Perception Score	Gap Score (P-E)	Average Score
Hospitality	1	5	4	-1	
	2	5	3	-2	-2
	3	5	2	-3	
Reliability	4	5	4	-1	
	5	5	3	-2	-1.667
	6	5	3	-2	

	7	5	2	-3	
Responsiveness	8	5	2	-3	-2.667
	9	5	3	-2	
Hygiene	10	5	5	0	
	11	5	1	-4	-2.333
	12	5	2	-3	
Empathy	13	5	3	-2	
	14	5	4	-1	-1
	15	5	5	0	

Table 2: SERVQUAL score for Assam University

Category	Weights	Average Score	Weighted Average Score
Hospitality	10	-2	-20.0000
Reliability	20	-1.6666667	-33.3333
Responsiveness	20	-2.6666667	-53.3333
Hygiene	30	-2.3333333	-70.0000
Empathy	20	-1	-20.0000
Total Weights	100		-196.6667
Servqual Score			-39.33333333

The Servqual score is -39.33333

The Servqual scores of all of the institutions are shown below

Table 3: Servqual Scores of all the institutions

Respondent	Assam University	National Institute of Technology-Silchar	Silchar Medical College
1	-39.33333333	-14	-31.33333
2	-52.66666667	-20	-54
3	-49.33333333	-16	-47.3333
4	-68	-15.333	-31.33333
5	-50	-18.667	-36.66667
6	-50	-2	-44
7	-45.33333333	-9.3333	-30.66667
8	-66	-18.667	-36.66667
9	-55.33333333	-6.6667	-25.3333
10	-68	-2.6667	-39.3333
11	-54	-17.3333	-42
12	-58.6667	-18.6667	-39.3333
13	-46.6667	-10.6667	-42
14	-64.6667	-12	-43.3333
15	-58	-6	-46.6667

Table 4: ANOVA table

ANOVA Single Factor						
SUMMARY						
GROUPS	COUNT	SUM	AVERAGE	VARIANCE		
Assam University	15	-826.0001	-55.0666733	76.55875303		
NIT-Silchar	15	-188.0004	-12.53336	36.64800764		
SMC	15	-589.99987	-39.3333246	57.01591841		
ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F-crit
Between Groups	13874.29555	2	6937.147774	122.2601091	0.00000000000000000308	3.219942
Within Groups	2383.117507	42	56.74089303			
Total	16257.41305	44				

It is clear from the above table that the variance of SERVQUAL score for NIT-Silchar is very less and it is 36.64800764 and thus is considered to be consistent in its good performance whereas the variance of SERVQUAL score for Assam University is very high and is 76.55875303 and thus is considered to be inconsistent.

The P value here is 0.00000000000000000308 < 0.05 thus the null hypothesis is rejected in this case. Thus There is significant difference in the experiences of the guests within the three institutions in Cachar District.

Table 5: ANOVA table to find situation within the group

SUMMARY						
Groups	Count	Sum	Average	Variance		
Row 1	3	-84.66666333	-28.22222111	167.7036933		
Row 2	3	-126.6666667	-42.22222222	370.8148148		
Row 3	3	-112.6666333	-37.55554444	349.4811555		
Row 4	3	-114.66633	-38.22211	729.0446897		

Row 5	3	-105.33367	-35.11122333	247.253783			
Row 6	3	-96	-32	684			
Row 7	3	-85.33330333	-28.44443444	327.7043481			
Row 8	3	-121.33367	-40.44455667	570.807543			
Row 9	3	-87.33333333	-29.11111111	602.8141925			
Row 10	3	-110	-36.66666667	1072.443222			
Row 11	3	-113.3333	-37.77776667	349.482163			
Row 12	3	-116.6667	-38.8889	400.1481185			
Row 13	3	-99.3334	-33.11113333	383.258963			
Row 14	3	-120	-40	701.7784889			
Row 15	3	-110.6667	-36.8889	747.7040296			
Source of Variation	SS	df	MS	F value	P value	F crit	
Between Groups	848.5346441	14	60.60961744	0.118002652	0.999936	2.03742	
Within Groups	15408.87841	30	513.6292803				
Total	16257.41305	44					

It is clear that the P value 0.999936>0.05 and thus null hypothesis is accepted. Thus, There is no significant difference in the expectations of the guests between the three institutions in Cachar District.

11. CONCLUSION
For any institution it is very important to have a better management of the guest house and it is an urgent need for Assam University to accelerate their guest house quality performance measures. The questionnaire prepared can be handed over to the guests staying which will provide the SERVQUAL scores that can help the authority to find the GAPs in performance and depending on their feedback Assam University can act upon the prior issues.

Annexure 1
The following questionnaire was used to obtain the data:

	Expectations		Perceptions		Gap Scores
Q	Hospitality	E	Hospitality	P	P-E
1	The guest house will greet the guests while they enter or leave or sit for a meal		The guest house greets the guests while they enter or leave or sit for a meal		
2	The guest house will be providing assistance to identify the allocated room to the guests		The guest house is providing assistance to identify the allocated room to the guests		
3	The guest house will help in carrying the luggage of the guests		The guest house helps in carrying the luggage of the guests		
	Reliability		Reliability		
4	The guest house will always be ready with rooms for accommodation after booked		The guest house is remains ready with rooms for accommodation after booked		
5	The guest house will provide a moderate variety of food in all the meals		The guest house provides a moderate variety of food in all the meals		
6	The guest house will remain opened during University working hours and late entry is also allowed		The guest house remains opened during University working hours and late entry is also allowed		
	Responsiveness		Responsiveness		
7	The guest house will provide tea/snacks as soon as possible in the room		The guest house provides provide tea/snacks as soon as possible in the room		
8	The guest house will ask the guests if they need any other assistance regarding the place/external environment.		The guest house asks the guests if they need any other assistance regarding the place/external environment		
9	The guest house will provide help in case there is any issue in the accommodated room		The guest house provides help in case there is any issue in the accommodated room		
	Hygiene		Hygiene		
10	The guest house will maintain cleanliness in dining space		The guest house maintains cleanliness in the dining space		
11	The guest house will provide clean washrooms.		The guest house provides clean washrooms.		
12	The drinking water provided by the guest house will be filtered properly along with clean bed sheets, curtains, pillow covers etc.		The drinking water provided by the guest house is properly filtered along with clean bed sheets, curtains, pillow covers etc.		
	Empathy		Empathy		
13	The guest house will understand the specific requirement of the guests		The guest house understands the specific requirements of the guests		
14	The guest house will have the customer's best interest at heart		The guest house has the customers best interest at heart		
15	The guest house will provide individual attention with a responsible touch point		The guest house provides individual attention with a responsible touch point		

12. REFERENCES
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