



## **A Study on Consumer Satisfaction about The Hotel Industry** **With Special Reference in Tirunelveli District**

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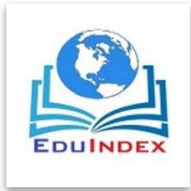
### **Abstract**

Consumer satisfaction is the important factors for any organisation or industry to sustain in current competitive world. And also, successfully running in the market. The service providers need to understand their customer's needs and wants. In marketing management, the customer's needs and wants are satisfied to their service providers. The purpose of this study is to measure the consumer satisfactions in the hotels of Tirunelveli area. Finally, the study provides the certain suggestions to the service providers so as to make their services more efficient. The sample size of the study is 150 samples. The study area only covered by the Tirunelveli area. The data are collected from the both primary and secondary data. The primary data are collected through questionnaire. The secondary data are collected from books journals and website etc.

**Keywords:** Customer Satisfaction, Quality, Packing, Price

### **INTRODUCTION**

Consumer satisfaction is the important factors of any organisation or industry to sustain the current competitive era. Every business needs to keep customers and clients happy but in the hospitality industry it's so important to keep guests engaged in order to the business grow. The consumer being aware and increased awareness of the market trends will look for individually designed products, services and communication and only successful



hotel will manage to communicate with each customer as an individual with special needs and expectations. The present study focuses on to measure the consumer satisfaction in the hotels of Tirunelveli area. This study also provides the suggestion to both consumer and service providers.

**Research methodology**

The data are collected from primary methods. The data collected through questionnaire from various consumers.

**Objectives**

- ❖ To study the level of consumer satisfaction towards hotel industry in Tirunelveli area.
- ❖ To provide the suggestion to service providers to improve their services.
- ❖ To analyze the level of satisfaction towards the industry.

**Analysis of Data**

**Table – 1. Demographic profile of the Respondents**

Demographic Variables	Respondents	%
Gender	Male (80)	53%
	Female (70)	47%
Age	Below – 20 Yrs. (30)	20%
	20-30 Yrs. (70)	47%
	Above 30 Yrs. (50)	33%
Family Income	Below 15000 (30)	20%
	15000 – 25000 (50)	33%
	Above 25000 (70)	47%
Marital Status	Married (72)	48%
	Unmarried (78)	52%

In this study revealed in table -1 53% of the respondents are make and 47 Percentage respondents are female and 20 Percent respondents are fall in the age category of below 20 yrs., 47% respondents are fall in the age category of 20-30yrs, 33% respondents are fall in the age category of above 30 yrs. and 20% respondents are family income Rs. below 15000, 33% respondent's family income Rs.15000-25000 47% respondents family income Rs. above



Rs.25000 and 48% respondents are married and 52% respondents are unmarried. Opinion about the service provided.

**Table – 2. Level of satisfaction of the Respondents**

Factors	HS	S	N	DS	HDS
Neatness and comfortable	20%	39%	10%	22%	9%
Safety and security	22%	10%	19%	35%	14%
Staff Performance	15%	35%	5%	25%	20%
Prince Charges	10%	15%	6%	45%	24%
Quality of the Food	14%	35%	10%	19%	22%
Product and Services	20%	40%	9%	22%	9%
Location of the hotel	10%	25%	10%	45%	10%
Packing Facility	15%	45%	6%	24%	10%

In the above Table -2. Show that the 22 % of the respondents are highly satisfied with the safety and security and 40% respondents are satisfied with the product and services and 19% of the respondents are neutral with the safety and security and 45% of the respondents are disagree with the prince charges and location of the hotel and 24% of the respondents with the highly disagree. Opinion about the level of satisfaction.

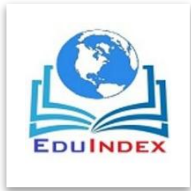
**APPLICATION OF CHI -SQUARE TEST:**

Chi- square test has been employed to determine the relationship between the socio - economic profile of the respondents and their level of consumer satisfaction by the hotel industry. For computing chi-square value has been used.

The chi-square value is calculated for given level of significance. Calculated value is less than the table value. The null hypothesis is accepted ,otherwise it is rejected.

**RELATIONSHIP BETWEEN GENDER AND THE LEVEL OF SATISFACTION OF THE RESPONDENTS:**

The table 3 below depicts the relationship between the gender of the respondents and their level of satisfaction towards consumers.



**Table 3. Gender Of The Respondents And Their Level Satisfaction The Consumers**

S.NO	GENDER	LEVEL OF SATISFATION			TOTAL
		LOW	MEDIUM	HIGH	
1.	Male	24	27	12	63
2.	Female	32	31	24	87
		<b>56</b>	<b>58</b>	<b>36</b>	<b>150</b>

From the above table 3 it is clear that out of 56 respondents with low level of satisfaction in which 24 respondents are the male and the remaining 32 respondents are female.

Out of 58 respondents with medium level of satisfaction in which 27 respondents are male and the remaining 31 respondents are female.

Out of 36 respondents with high level of satisfaction in which 12 respondents are male and the remaining 24 respondents are female.

Table. 4 The results of the test are given below gender.

Calculate value	0.23
Table value	5.99
Level of significance	5%
Degrees of freedom	1
Result	NS

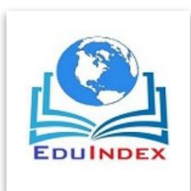
Chi-square test is applied to find out the significance of gender of the respondents and their level of satisfaction of consumers. The null hypothesis framed is "There is no significant relationship between the gender of the respondents and their level of satisfaction towards by the consumers.

**RELATIONSHIP BETWEEN AGE AND THE LEVEL OF SATISFACTION OF THE RESPONDENTS:**

The table 4 below depicts the relationship between the gender of the respondents and their level of satisfaction towards consumers.

**Table 5. Age Of The Respondents and Their Level Satisfaction The Consumers**

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S.NO	AGE	LEVEL OF SATISFACTION			TOTAL
		LOW	MEDIUM	HIGH	
1.	Below 50 years	44	40	28	112
2.	Above 50 years	12	18	8	38
		<b>56</b>	<b>58</b>	<b>36</b>	<b>150</b>

From the above table 3 it is clear that out of 56 respondents with low level of satisfaction in which 44 respondents are the Below 50 years and the remaining 12 respondents are Above 50 years.

Out of 58 respondents with medium level of satisfaction in which 40 respondents are Below 50 years and the remaining 18 respondents are Above 50 years.

Out of 36 respondents with high level of satisfaction in which 28 respondents are Below 50 years and the remaining 8 respondents are Above 50 years.

Table.6 The results of the test are given below Age group.

Calculate value	1.42
Table value	5.99
Level of significance	5%
Degrees of freedom	1
Result	NS

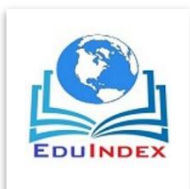
Chi-square test is applied to find out the significance of age group of the respondents and their level of satisfaction of consumers. The null hypothesis framed is "There is no significant relationship between the age group of the respondents and their level of satisfaction towards by the consumers.

**RELATIONSHIP BETWEEN INCOME AND THE LEVEL OF SATISFACTION OF THE RESPONDENTS:**

The table 5 below depicts the relationship between the income level of the respondents and their level of satisfaction towards consumers.

**Table 7. Income of The Respondents and their Level Satisfaction The Consumers**

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S.NO	INCOME	LEVEL OF SATISFATION			TOTAL
		LOW	MEDIUM	HIGH	
1.	Up to Rs. 20000	34	42	36	112
2.	Above Rs 20000	8	20	10	38
		<b>42</b>	<b>62</b>	<b>46</b>	<b>150</b>

From the above table 5 it is clear that out of 42 respondents with low level of satisfaction in which 34 respondents are the Up to Rs. 20000 and the remaining 8 respondents are Above Rs 20000.

Out of 62 respondents with medium level of satisfaction in which 42 respondents are Up to Rs 20000 and the remaining 20 respondents are Above Rs 20000.

Out of 36 respondents with high level of satisfaction in which 46 respondents are Up to 20000 and the remaining 10 respondents are Above Rs. 20000.

Table. 8 The results of the test are given below income level .

Calculate value	0.29
Table value	5.99
Level of significance	5%
Degrees of freedom	1
Result	NS

Chi-square test is applied to find out the significance of income level of the respondents and their level of satisfaction of consumers. The null hypothesis framed is "There is no significant relationship between the income level of the respondents and their level of satisfaction towards by the consumers.

### CONCLUSION AND SUGGESTIONS

The result through the analysis showed that the customer are very sensitive towards various service segment. In this study finally find out and provide suggestions to the service providers. The service providers need to enhance their services from the customers at desired levels. The service providers handling and addressing the grievances of the customers. The present study focus on the was taken so as to measure customer satisfaction in the hotels of



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the Tirunelveli and the study has been clearly analysed with appropriate methodology on the objectives. The study is focused to make the hotel industry more perfection towards the customer satisfaction much more effective way.

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