

**Service Quality Assessments In The Star Hotels: Critical Requisites For
Success And Survival**

Dr. N. Jayanthi*, Dr. R. Prakash**

*Assistant Professor & Head, Department of Commerce,
Periyar Maniammai Institute of Science and Technology, Vallam, Thanjavur.

** Assistant Professor, Department of Commerce,
Periyar Maniammai Institute of Science and Technology, Vallam, Thanjavur.

Abstract

According to the report of World Travel and Tourism Council 2018 hotel industry contributes 247 (US\$ BN) to GDP in India. In the modern era customer expectation in the luxurious hotels are changing they expect the various facilities like weather control, internet, swimming pool, spa and etc. Though still there is a lacking in fulfillment of customers satisfaction due to their changing culture and perception. Thanjavur district is attracting a lot of foreign tourists as well as domestic tourists. There is an belief that if the particular state needs to attract more tourists then it must offer superior boarding and lodging facilities. Hence the researcher has made an attempt to understand the visitor's fulfillment, prospects and perception about the superiority of the services offered by the hotel industry in the Thanjavur district. For this study, random sampling method has been adopted and 525 customers were chosen as samples respondents. Reliability test, KMO and Bartlett's test were used to ensure the significance of attributes of the study. The study found that traditional food, eco- tourism and online services are the most satisfied elements in the star hotels in Thanjavur. Various studies focused the customers' satisfaction on particular products. Fewer studies only address the satisfaction in service sector. This study is distinctive in nature in terms of focuses on satisfaction, perception and expectation level in hospitality industry.

Keywords : Service Quality, Assessment , StarHotels

INTRODUCTION

The Hotel industry is a rising and growing service industry with enormous potential in India for the decades to come. The hotel industry has before now been an industry of elevation era, and found to be in great demand in quality service to the customer. It is commonly acknowledged that service industry is viewed as benchmark for market modernization. The hospitality industry has been portraying itself as a largely considerable service sector industry in world wide. The Indian hospitality industry has proved vigorous development, fuelled by healthy inflow of foreign tourists. As well as increased government support for the tourism in the country. However, with the increasing competition in this industry, the demand for the service quality should be able to compete with the global industry. According to the World Travel and Tourism Council in the year 2018 Travel and Tourism contributed 247 (US\$ BN) to GDP. It provided 39.5 million jobs and 7.7 per cent of its total employment. The tourism sector is probably grow at an average annual rate of 7.9 per cent from 2013 to 2023. It gives India ranked as third among the fast growing tourism countries. According to provisional statistics by Ministry of Tourism, Govt of India 8.80 million foreign tourists arrived in India in 2017 it increased 9 percent from the year 2015. World Travel and Tourism Council also reported that China and India are the only two countries of G20 countries positioned among top 30 countries in high contribution to travel and tourism. In the modern era customer expectation in the luxurious hotels are changing they expect the various facilities like weather control, internet, swimming pool, spa and etc. Thus, it is time to take a closer look into how culture, perceptions and expectations influence on modern customers' satisfaction.

IMPORTANCE OF THE STUDY

The Thanjavur district is attracting a lot of foreign tourists as well as domestic tourists. There is also a big contingent of floating population who come to the city for work and stay here for a period ranging from three months to one year. It would be worthwhile to assess the quality of service provided by the existing Hotels to the tourists. The study makes an attempt to explain the reality and perception and suggest for improvement in service quality of the Star Hotels in the Thanjavur district.

STATEMENT OF THE PROBLEM

The Thanjavur district is one of the most sought-after tourist spots in Tamilnadu and that attracts foreign and domestic tourists. .

The following are the research questions that stimulated the researcher to conduct the present study.

1. How does the Customer Satisfaction level reflect on the stability of Star Hotels of the Thanjavur district?
2. What are the conceived perception and expectations by the customers in Star Hotels at Thanjavur District?

Addressing to the aforesaid questions improve the fulfillment and satisfaction level of the customers of star hotels and its leads to success and survival for the long stand in the hotel business.

OBJECTIVES OF THE STUDY

- To study the level of satisfaction of the customers towards Service Quality of Star Hotels in the Thanjavur District.
- To assess customers' perceptions and expectations of service quality among Star Hotels in the Thanjavur District.

RESEARCH METHODOLOGY

The research study was confined to the Thanjavur district. Hence, the overview of the study may not hold good for the entire universe. A study of a representative sample of general users can vary and the findings of this study are applicable to the general people. 525 customers were taken as respondents for the study from the Thanjavur district. The study does not include the entire Star Hotels of the Thanjavur district. Only 3 Star, 4 Star and 5 Star Hotels are taken for

the study. The respondents were chosen based on random sampling technique and data were collected from all around the district.

DETAILS OF SAMPLE TAKEN FOR THE STUDY

S.No.	Star Category	Total Sample collected
1.	5 Star	95
3.	4 Star	135
4.	3 Star	295
Total		525

Source: Primary data

Test of Reliability

Cronbach's alpha was utilized to ensure consistency of the data surveyed. The questions pertain to (A) and (B). Reliability analysis has been conducted by collecting data from hundred sample respondents during the pilot study. The reliability statistics of Cronbach's alpha were calculated and the results are detailed in the table below:

RELIABILITY

S.No.	Factors	Cronbach's Alpha
1.	Overall satisfaction about sightseeing facilities provided by Star Hotels in the Thanjavur district	0.787
2.	Customer satisfaction in hotel service	0.900
3.	SERVQUAL model	0.842

The scale is found to be reliable with Cronbach's alpha values above 0.70.

SATISFACTION, PERCEPTION AND EXPECTATIONS OF THE CUSTOMERS

Customer Satisfaction Regarding Services Provided By Star Hotels in the Thanjavur District

S. No.	Factors		Highly Dissatisfied (HDS)	Dissatisfied (DS)	Neither / Nor (NN)	Satisfied (S)	Highly Satisfied (HS)	Total
1	Natural Attractions	Frequency	5	8	25	298	189	525
		%	0.95%	1.52%	4.76%	56.76%	36%	100%
2	Climate and weather conditions	Frequency	7	7	78	247	186	525
		%	1.33%	1.33%	14.86%	47.05%	35.43%	100%
3	Scenic beauty	Frequency	8	6	73	214	224	525
		%	1.52%	1.14%	13.90%	40.76%	42.67%	100%
4	Historical places	Frequency	6	7	71	109	332	525
		%	1.14%	1.33%	13.52%	20.76%	63.24%	100%
7	Photo and digital camera	Frequency	7	25	82	229	182	525
		%	1.33%	4.76%	15.62%	43.62%	34.67%	100%
8	Travelling	Frequency	7	36	81	203	198	525
		%	1.33	6.86	15.43	38.67	37.71	100%
10	ATM and other Bank Services	Frequency	8	17	85	318	97	525
		%	1.52	3.24	16.19	60.57	18.48	100%
11	Accommodation	Frequency	8	8	49	338	122	525
		%	1.52%	1.52%	9.33%	64.38%	23.24%	100%
12	Tourist guide	Frequency	6	13	133	183	190	525
		%	1.14%	2.48%	25.33%	34.86%	36.19%	100%
13	Food	Frequency	7	15	107	270	126	525
		%	1.33%	2.86%	20.38%	51.43%	24%	100%
14	Parking facilities	Frequency	6	125	88	204	102	525
		%	1.14%	23.81%	16.76%	38.86%	19.43%	100%
15	Road connectivity	Frequency	6	126	100	179	114	525
		%	1.14%	24%	19.05%	34.10%	21.71%	100%
16	Entry fees	Frequency	6	26	154	223	116	525
		%	1.14%	4.95%	29.33%	42.48%	22.10%	100%
17	Shopping facilities	Frequency	9	9	125	262	120	525
		%	1.71%	1.71%	23.81%	49.90%	22.86%	100%
18	Medical facilities	Frequency	5	53	267	116	84	525
		%	0.95%	10.10%	50.86%	22.10%	16%	100%
19	Basic amenities	Frequency	9	21	156	231	108	525
		%	1.71%	4.00%	29.71%	44 %	20.57%	100%

Source: Primary data

The above indicates that the satisfaction and dissatisfaction level of tourist who visits to Thanjavur district based on aforesaid criteria.

Reliability of Scales and Item-Construct Loading- Factors Related to Customer Satisfaction Regarding Services Provided By Star Hotels in the Thanjavur District

S.No.	Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Cronbach's Alpha if Item Deleted
B ₁	Overall impression of the reception hall	145.51	185.823	.898
B ₂	Courtesy of attendants	145.68	177.595	.893
B ₃	Technique of attendants	145.86	178.252	.894
B ₄	Prompt Reception services provided	145.93	185.598	.900
B ₅	Service initiative of attendants	145.84	175.871	.896
B ₆	Service flexibility of attendants	146.15	175.594	.894
B ₇	Personal demands attended	146.26	175.298	.896
B ₈	Environment and decoration of reception hall	145.73	189.820	.901
B ₉	Temperature of reception hall	145.70	189.800	.901
C ₁	Overall impression of the room	145.89	185.850	.904
C ₂	Decoration of the room	146.12	195.419	.911
C ₃	Safety of the room	146.06	180.212	.898
C ₄	Facilities in the room	145.89	179.280	.895
C ₅	Comfort of bed, sanitary ware and light	145.68	182.297	.897
C ₆	Room Cleanliness	145.36	179.020	.897
C ₇	Courtesy of attendants	146.12	179.494	.895
C ₈	Techniques of attendants	145.92	174.583	.891
C ₉	Quick service on request	146.17	177.027	.893
C ₁₀	Service initiative	146.23	177.454	.895
C ₁₁	Service flexibility	145.88	176.684	.897
C ₁₂	Personnel demand attended	146.13	167.643	.888
C ₁₃	Provision for Hot Water	145.75	182.751	.897
C ₁₄	Provision for Room Heaters	146.50	167.652	.895
C ₁₅	Other Functions-Table, Chair, Dining Table, Wardrobe, etc.	145.79	186.347	.901
C ₁₆	Flooring –Carpeting /Matted /Wooden	146.09	186.073	.900

D ₁	Overall impression of the restaurant	145.74	185.208	.900
D ₂	Environment of the restaurant	145.93	185.764	.899
D ₃	Taste and variety of food	145.57	184.839	.899
D ₄	Cleanliness of restaurant and tableware	145.95	181.468	.898
D ₅	Courtesy of waiters/waitresses	145.38	188.702	.900
D ₆	Technique of waiters/waitresses	145.94	182.540	.897
D ₇	Spontaneous response of waiters/waitresses	145.96	177.840	.893
D ₈	Service initiative of waiters/waitresses	146.14	178.399	.894
D ₉	Service flexibility of waiters/waitresses	145.87	182.026	.898
D ₁₀	Personnel demands satisfied	145.93	180.377	.896
E ₁	Bar/Dance Floors	146.08	180.756	.899
E ₂	Parking	145.74	185.208	.900
E ₃	Travel for Sightseeing	146.17	179.241	.895
E ₄	Guide Facilities	146.59	173.658	.891
E ₅	Campfire/Halt	146.69	173.201	.896
E ₆	Entertainment/Sports/Indoor Games	146.98	178.487	.897
E ₇	Emergency Services- Doctor/Fire/Police	146.72	178.635	.894
	Mean			149.55
	Variance			189.117
	Std. Deviation			13.754
	Cronbach's Alpha			0.899
	No. of Items			42

Source: primary data

The reliability of scales used in this study was calculated by Cronbach's coefficient alpha. Cronbach's alpha reliability coefficient normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. The closer Cronbach's alpha coefficient is to 1.0, the greater the internal consistency of the items in the scale. Based upon the formula $\alpha = \frac{rk}{[1 + (k-1)r]}$ where k is the number of items considered and r is the mean of the inter-item correlations the size of alpha is determined by both the number of items in the scale and the mean inter-item correlations. The coefficient alpha values exceeded the minimum standard of .70. It has provided good estimates of internal consistency reliability. As shown in Table 4.3, all constructs obtained an acceptable level of a coefficient alpha above .70, indicating that the scales used in this study

were reliable. It provides the following rules of thumb:

“ $\alpha > .9$ – Excellent, $\alpha > .8$ – Good, $\alpha > .7$ – Acceptable, $\alpha > .6$ – Questionable, $\alpha > .5$ – Poor and $\alpha < .5$ – Unacceptable”. While increasing the value of alpha is partially dependent upon the number of items in the scale, it should be noted that this is diminishing returns. It should also be noted that an alpha of 0.899 is probably a reasonable goal. It should also be noted that though a high value for Cronbach’s alpha indicates good internal consistency of the items in the scale, it does not mean that the scale is unidimensional.

SUGGESTIONS TO IMPROVE CUSTOMERS’ SATISFACTION

1. Never less to say that star hotels supply rich and quality food but it would be best if it is provided at a minimal cost. It is affordable to the middle class people and increase the customer base.
2. The customers of the star hotels come from faraway places and they are needed to find good cab or vehicle facilities to visits nearby places. Hence the star hotels provide their own vehicles in good condition with responsible drivers. It reduces the time and increase the convenience of the customers. Two-star and Three-star hotels have fewer places for parking the customers own vehicles. It should to be addressed to attain the paramount customers’ satisfaction.
3. Since the families are the major customers to the star hotels of Thanjavur, they should provide novel games items to attract and cover tourists. They must construct swimming pools and should be well maintained.
4. Adequate ventilation, lighting, well functioned air conditions, Cleanliness of rooms and toilets are to be ensured to attract the customers again and again.

CONCLUSION

Tourism sector is one of the revenue generating industries in Tamilnadu. The Thanjavur district plays a major role in contributing revenue in the sector of tourism to the state of Tamilnadu. The floating population of Tourists from within India and across the globe has been in the increasing trend. The marketing practices and the Service Quality of the Star Hotels are good and satisfactory. If this Service Sector, functioning in the Thanjavur district enhances the level of excellence then Star hotels services will shine, which attracts more number of tourists to the Thanjavur district.

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