

## **AN ANALYSIS OF SERVICE QUALITY AND CONSUMER SATISFACTION TOWARDS 3 STAR HOTEL IN COIMBATORE CITY**

**Dr. M. R. CHANDRASEKAR** M.Com., MBA., M.Phil., PGDCA., Ph.D. Associate Professor, Department of Commerce, Dr.N.G.P Arts and Science College, Coimbatore 48.

**SHALINI R**, Bachelor of commerce, Dr.N.G.P Arts and Science College, Coimbatore 48.

**Abstract:** Three-star hotels occupy a crucial niche in the hospitality industry, offering affordability while striving to meet high guest expectations. However, they face significant challenges that impact their operations and guest satisfaction. These include fierce competition, necessitating unique positioning strategies to attract guests amidst varied accommodation options. Meeting guest expectations for service quality and amenities is essential yet challenging, given budget constraints. Operational issues such as staffing, maintaining infrastructure, and managing online reputation also pose hurdles. Successful navigation of these challenges requires strategic management, innovative service offerings, and a commitment to guest satisfaction. By addressing these complexities effectively, three-star hotels can enhance their market competitiveness, sustain profitability, and maintain relevance in the evolving hospitality landscape.

### **INTRODUCTION**

Customer satisfaction is crucial in the hospitality industry, influencing guests' overall experiences and their likelihood of returning. It encompasses perceptions, preferences, and emotions throughout their stay, reflecting their assessment of service quality and comfort beyond physical amenities. Satisfied guests not only contribute to a hotel's reputation and revenue by returning and recommending it but also enhance its market standing through positive word-of-mouth. Hotels invest significantly in training staff and enhancing facilities to deliver exceptional service and create memorable guest experiences.

They employ diverse strategies such as leveraging technology, offering personalized services, and adapting to guest preferences to differentiate themselves in a competitive market. Despite challenges like managing cultural differences and operational constraints, hotels prioritize service excellence and innovation to maintain high levels of customer satisfaction. By understanding guest needs and behaviors, hotels can cultivate long-term relationships, ensuring their sustained success and resilience in an evolving industry landscape.

## STATEMENT OF PROBLEM

Customers are faced with service quality problems every day and in almost every service they purchase: in public transport, when it is crowded and you don't feel comfortable to reach your destination; while making shopping, you may be offended on behavior of sales person; in the café/restaurant, you may not like how a waiter served you and so forth. We can continue identifying dissatisfaction at many service-oriented originations. Unfortunately, not always the quality service offered can meet the need, requirements and expectations of the consumer. Maintaining consistent service quality across all facets of the hotel, from housekeeping to front desk operations, can be challenging. Ensuring that each guest receives a consistently positive experience is crucial for sustained success. This is the main reason of choosing the topic is the problem of insufficient level of service quality based on the comments of different guests in hotel generally and particular in hotel.

## OBJECTIVE OF THE STUDY

- To examine the impact of service quality on customer satisfaction towards Three-star hotel in Coimbatore.
- To examine the effect of service quality dimensions on Customer Satisfaction in Three-star hotels.

## RESEARCH METHODOLOGY

Type of research	Descriptive in nature
Sources of Data	Secondary Data
Period of study	2023-2024
Sample size	175
Sample units	The study is confined to Coimbatore district only
Parameters/Tools used	Simple percentage analysis Ranking analysis Weighted average analysis Chi-square test

## SCOPE OF THE STUDY

The scope of the study an analysis of service quality and consumer satisfaction towards 3-star hotel in Coimbatore city from 2023-2024.

## REVIEW OF LITERATURE

**Gopi & Samat (2020)** analyzed how customer satisfaction impacts performance within the hotel industry in Oman. The investigation reported that clients were content with the standards of food offered, the reception, and the reservation factor. Moreover, customers fairly rated product prices, hotel amenities, and security features. Despite that, clients were unhappy with the personalized services provided by the hotel industry. Gopi & Samat also noted that customer satisfaction led to positive aspects like improvement in hotel image, market share, and sales.

**Farooq & Salam (2018)** did a customer satisfaction survey across various hotels in Cape Town, South Africa. Based on this survey, the authors identified various aspects that boost customer satisfaction, including guest entertainment, captivating staff, and well-maintained swimming pools. Areas of customer dissatisfaction included late luggage delivery, poor communication services, and inadequate attention to customer-specific requests.

**Esther & Bambale (2016)** during the strategic planning phase, common questions that may arise include who consumers of the services shall be, what's their location, how much are they willing to spend on the service, how can they be reached, and how likely are they to get satisfied with the services offered? After evaluating these factors regarding its potential customers, the organization can develop the desired product, perform market segmentation, and increase customer awareness. This scenario, therefore, depicts the importance of customers in any business undertaking.

**Purohit & Purohit (2013)** studied about the customer satisfaction to customer delight in hotel industry. This paper covers how customer satisfaction concept changed in this competitive market due to globalization and becomes customer delight. Customer loyalty was vital for every organization for success and customer loyalty can only be achieved when the customer delight. Customer can be delighted when they get something extra what they expected then this will lead to the positivity of the hotel industry.

## LIMITATION OF THE STUDY

The present study time is major limitation, extensive study was not possible mainly due to time constrain. The study is confined to Coimbatore district only. The sample size taken for the study is limited only to 175 respondents. The respondent's views and options may hold good for the time being and may vary.

## DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of the data from an analysis of service quality and consumer satisfaction towards 3star Hotel based on the information supplied by the sample of 175 respondents is shown. We have used the percentage analysis, ranking analysis and chi square test to analyse the obtained data.

**TABLE 1 – STAFF'S ABILITY**

S.NO	CATEGORY	No. OF RESPONDENTS	PERCENTAGE
1	Excellent	31	17.7
2	Very good	51	29.1
3	Good	71	40.6
4	Fair	17	9.7
5	Poor	5	2.9
	Total	175	100

From the above table, it is observed that the 31 (17.7%) of the respondents are rate excellent towards the staff's ability at the hotel, 51 (29.1%) of the respondents are rate very good towards the staff's ability at the hotel, 71 (40.6%) of the respondents are rate good towards the staff's ability at the hotel, 17 (9.7%) of the respondents are rate fair towards the staff's ability at the hotel, 5 (2.9%) of the respondents are rate poor towards the staff's ability at the hotel.

**TABLE 2 – RELIABILITY OF HOTEL’S AMENITIES**

<b>S.NO</b>	<b>CATEGORY</b>	<b>No. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Excellent	30	17.1
2	Very good	51	29.1
3	Good	70	40
4	Fair	18	10.3
5	Poor	6	3.4
	Total	175	100

From the above table, it is observed that the 30 (17.1%) of the respondents are rate excellent towards the reliability of hotel’s amenities, 51 (29.1%) of the respondents are rate very good towards the reliability of hotel’s amenities, 70 (40%) of the respondents are rate good towards the reliability of hotel’s amenities, 18 (10.3%) of the respondents are rate fair towards the reliability of hotel’s amenities, 6 (3.4%) of the respondents are rate poor towards the reliability of hotel’s amenities.

**TABLE 3 – ROOM MAINTENANCE**

<b>S.NO</b>	<b>CATEGORY</b>	<b>No. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	No disruptions	60	34.3
2	Minor disruptions	67	38.3
3	Significant disruptions	28	16
4	N/A	20	11.4
	Total	175	100

From the above table, it is observed that the 60 (34.3%) of the respondents are felt no disruption towards the room maintenance, 67 (38.3%) of the respondents are felt minor disruption towards the room maintenance, 28 (16%) of the respondents are felt significant disruption towards the room maintenance, 20 (11.4%) of the respondents are not given their responses.

**TABLE 4 – SECURITY MEASURES**

<b>S.NO</b>	<b>CATEGORY</b>	<b>No. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Very satisfied	31	17.7
2	Satisfied	79	45.1
3	Neutral	53	30.3
4	Dissatisfied	11	6.3
5	Very dissatisfied	1	0.6
	Total	175	100

From the above table, it is observed that the 31 (17.7%) of the respondents informed that they are very satisfied towards the security measures at the hotel, 79 (45.1%) of the respondents informed that they are satisfied towards the security measures at the hotel, 53 (30.3%) of the respondents informed that they are neutral towards the security measures at the hotel, 11 (6.3%) of the respondents informed that they are dissatisfied towards the security measures at the hotel, 1 (0.6%) of the respondents informed that they are very dissatisfied towards the security measures at the hotel.

**TABLE 5 – RANKING THE SERVICES OF HOTEL INDUSTRY**

<b>S.NO</b>	<b>CATEGORY</b>	<b>5(5)</b>	<b>2(4)</b>	<b>3(3)</b>	<b>4(2)</b>	<b>5(1)</b>	<b>TOTAL</b>	<b>RANK</b>
1	Quality of facilities	68	33	32	29	13	175	<b>I</b>
		340	132	128	58	13	671	
2	Pricings	51	49	43	18	14	175	<b>II</b>
		255	196	129	36	14	630	
3	Cleanliness and hygiene	57	44	30	28	16	175	<b>III</b>
		285	176	90	56	16	623	
4	Greeting of staffs	53	41	36	31	14	175	<b>IV</b>
		265	164	108	62	14	613	
5	Parking facilities	57	36	33	26	23	175	<b>V</b>
		285	144	99	52	23	603	

From the above table, it is found that Quality of facilities (rank I), Pricings (rank II), Cleanliness and hygiene (rank III), Greeting of staffs (rank IV) and Parking facilities (rank V) is the least preferred service of hotel industry.

### **SUMMARY OF FINDINGS**

The analysis of customer satisfaction towards third star hotel in Coimbatore city with the 175 respondents. Based on the survey findings, several key insights emerge regarding guests' perceptions of a hotel's services and amenities. A significant portion, 40.6%, rated the staff's ability highly, indicating a positive impression of the hotel's service personnel. Similarly, 40% expressed satisfaction with the reliability of amenities provided. However, room maintenance presents a mixed picture, with 34.3% reporting no disruptions but 38.3% experiencing minor issues, suggesting room for improvement in this area. On a positive note, security measures garnered strong approval, with 45.1% of respondents indicating satisfaction. These findings highlight areas of strength and opportunities for enhancement in service delivery and maintenance protocols at the hotel.

## SUGGESTIONS

- Invest in comprehensive training programs for hotel staff to ensure they understand the importance of excellent customer service. This includes training on communication skills, problem-solving, conflict resolution, and cultural sensitivity.
- Implement a system for guests to easily communicate their needs and concerns, and ensure that requests are promptly addressed. This could include a dedicated guest services hotline or mobile app.
- Streamline the check-in and check-out procedures to minimize waiting times for guests. Utilize technology such as mobile check-in and check-out options to expedite the process.
- Encourage staff to greet guests by name and anticipate their needs. Personalized service creates a welcoming atmosphere and makes guests feel valued and appreciated.
- Establish a feedback mechanism to gather input from guests about their experiences at the hotel. This could be in the form of comment cards, online surveys, or follow-up emails. Use this feedback to identify areas for improvement and make necessary adjustments.

## CONCLUSION

In conclusion, focusing on service quality and customer satisfaction is paramount for the success of a 3-star hotel in Coimbatore. By implementing tailored strategies, such as staff training, personalized service, efficient processes, cleanliness maintenance, quality amenities, responsive guest services, feedback mechanisms, local experience offerings, special packages, and community engagement, hotels can significantly enhance the overall guest experience. By consistently delivering exceptional service and exceeding guest expectations, hotels can foster loyalty, encourage positive reviews, and generate repeat business. In a competitive hospitality market like Coimbatore, prioritizing service quality and customer satisfaction not only ensures the hotel's success but also contributes to the city's reputation as a welcoming and hospitable destination. Therefore, investing in these aspects is not just a business necessity but also a commitment to providing memorable experiences for guests visiting Coimbatore.

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