

Guest's Perception Towards Service Quality in Hotels of Chandigarh

¹Jay Prakash Kant

Research Scholar (Hospitality Management), CT University Ludhiana, Punjab

Email- jkant80@gmail.com

²Jitender Kumar

Research Scholar (Hospitality Management), CT University Ludhiana, Punjab

Email- jeetuihm@gmail.com

³Dr. Amit Kumar

Associate Professor & Deputy Director Hospitality, School of Hotel Management & Tourism

CT University, Ludhiana Punjab. Email- ak.amitmathur@gmail.com

Abstract:

In present time, quality of service is the most important parameter that a guest looks when he/she stays in the hotel. If customer is paying handsome amount, then he/she has the right to demand for better quality of service. The service quality in the Therefore it is considered as the noteworthy core concept and a significant success factor in the hospitality industry. A successful hotel conveys astounding quality help to clients, and thus service quality is viewed as the life of the hotel. Without providing a good service quality, no organization in this world can survive for a longer duration of time period. The quality of service in hotel industry is a very important factor of success. The purpose of this study is to establish a relationship between guest satisfaction and service quality of the existing hotels in Chandigarh. Via this article, a detailed overview about the guest's perception towards the service quality in the hotels of Chandigarh will be explored. A planned questionnaire was used to conduct this study with input from number of individuals who utilized the services of the various hotels in Chandigarh. Variables were chosen and modified based on the earlier literature done by various researchers.

Keywords: *Service quality, customer satisfaction, Guest perception.*

1. Introduction

Now a day's administration or service quality has been referred as the conveyance of brilliant or better assistance relative than client expectation. Administration quality has discovered one of the critical factors in recognizing services and items. Administration quality is a significant apparatus to quantify consumer loyalty. There is a cozy connection between administration quality and consumer loyalty. Consumer loyalty can be ensured by giving products or services of high quality. Consumer loyalty is the inner sentiments of each person which might be fulfillment or disappointment coming after the evaluation of administrations or services given to a person in context to client's expectation by an association. Hotels are constantly attempting to improve the administration just to fulfill their client in light of the fact that higher consumer loyalty will leads towards loyalty of the client. The guest loyalty and the service quality are interrelated and have been depicted in Fig 1 as following.



Fig 1: Service Quality and Guest's Loyalty

The idea of providing excellent administration quality has been emerged as a significant test for administration enterprises. This is a direct result of the attributes of administrations; particularly in the experience between the supplier and client in the administration procedure, administration quality is a more complex construct than the item quality. In reality, the most crucial meaning of a quality item is the one that meets the desires for the client. In the hotel business, quality is characterized essentially as item compliance to particulars while meeting the desires for the client. Service experience can be characterized as the abstract individual responses and emotions that are felt by shoppers when devouring or utilizing assistance [1]. It tends to be fought that administration experience has a significant effect on the customer assessment of and fulfillment with a given help [2]. Henceforth, a superior comprehension of experiential wonders in the travel industry administration is especially significant, and will allow the business to all the more likely perform. Administration quality has for since quite a while ago been perceived to assume a basic job in an association's upper hand [3]. In ongoing years, organizations have gotten persuaded of the vital advantages of value [4]. Therefore, numerous huge organizations have made quality-estimation programs that at-entice to relate item and administration ascribes to client assessments of value [5,6]. In many help enterprises, organizations have made projects that incorporate overviews to evoke clients' appraisals of administration quality; a criticism circle permits administration changes to be actualized and afterward assessed with resulting review information. Quality is comprehended to mean conformance to particulars, however more as of late it is interpreted as meaning gathering and/or surpassing clients' desires.

It has recommended that endeavor to have successful assistance quality administration and an encounter by the client is the most ideal approach to accomplish more prominent client happiness [7]. It had indicated that administration quality must be accomplished if associations enable their workers to support administration quality measurements [8] These measurements incorporate effects (physical offices, gear,

and presence of work force); unwavering quality (capacity to play out the guaranteed administration constantly and precisely); responsiveness (readiness to support clients and offer brief assistance); affirmation (information and graciousness of representatives and their capacity to pass on trust and certainty); and compassion (mindful, individualized consideration gave to clients). Nature of items and administrations is one of the serious necessities so as to develop the brand picture of the organizations in the cordiality business to endure. To upgrade the consumer loyalty and confronting the difficulties, it is Compulsion for the neighborliness specialist organizations to offer the quality administrations to the client and make their quality encounters important [9, 10]. Administration quality is portrayed by the accompanying perspectives: It is multidimensional; has fundamental quality measurements, some of which change after some time; is immaterial, despite the fact that it is regularly surveyed through substantial intimations; is the aftereffect of both assistance procedures and administration results; relies upon the distinction between client desires and observations

2. Objectives of the study

The quality of service in hotel industry is a very important factor of success. The purpose of this study is to establish a relationship between guest satisfaction and service quality of the existing hotels in Chandigarh. The main objective of the present study was to find the perceptions of the guests' towards the service quality in hotels which are situated in Chandigarh.

The following objectives have been taken into account for the present study.

- To investigate guests' perception toward services quality of hotels in Chandigarh.
- To examine the relationship between Hotel services and Guests' satisfaction in Hotels.

3. Data collection

The data for the present study was collected from around 350 persons from different age groups and gender. Out of these 350 people around 270 people were from different parts of the country and around 80 people were from other countries i.e. foreigners. So analysis has been done on data received from 350 people. The data was collected from the people who stayed in renowned hotels of Chandigarh especially Hotel Hyatt Regency, Hotel Mount View, Hotel Park Plaza and Hotel JW Marriot.

4. Measurement of guest's satisfaction on service provided by the hotels

In order to measure the guest's satisfaction a questionnaire was given to the respondents in which they were asked the following points (1) Helpful and Friendly Staff (2) The Physical appearance of the Hotel (3) the overall Quality of food (4) Ambience of Restaurant and bars (5) Prompt room service, (6) Value for money of the hotel (7) Hotel location (8) Cost of services provided (9) Hygeine in Washrooms (10) Cleanliness in the hotel

The sample questionnaire has been shown in the Fig.2 below. Guest's satisfaction was measured using a five point scale. A single item on five-point rating scale ranging from highly dissatisfied to highly satisfied was taken.

S. No	Variable	Highly Dissatisfied (1)	Dissatisfied (2)	Somewhere satisfied (3)	Satisfied (4)	Highly Satisfied (5)
1	Helpful and Friendly Staff					

2	The Physical appearance of the Hotel					
3	The overall Quality of food					
4	Ambience of Restaurant and bars					
5	Prompt room service					
6	Value for money of the hotel					
7	Hotel location					
8	Cost of services provided					
9	Hygeine in Washrooms					
10	Cleanliness in the hotel					

Fig. 2 Sample Questionnaire

This questionnaire was given to different guests with different age groups, gender, marital status and geographical locations. The demographic profile of different people who participated in filling the questionnaire has been shown in the figure 3 given below.

Demographic Factor	Variable	Percent
Age	25 years and below	20.0
	25-30 years	53.3
	30-35 years	13.3
	35-40 years	6.7
	Above 40 years	6.7
Gender	Male	37.8
	Female	62.2
Marital Status	Married	67.7
	Single	32.3
Locations	From India	77%

	From outside India	23%
--	--------------------	-----

Fig.3 Demographic profile of respondents

Variables	Variables Codes	Mean	Standard Deviation
Helpful and Friendly Staff	V1	4.19	.89
The Physical appearance of the Hotel	V2	4.16	0.94
The overall Quality of food	V3	4.09	.76
Ambience of Restaurant and bars	V4	4.1	1.16
Prompt room service	V5	3.9	.79
Value for money of the hotel	V6	3.8	1.45
Hotel location	V7	4.5	.67
Cost of services Provided	V8	3.7	1.01
Hygeine in Washrooms	V9	4.2	.78
Cleanliness in the hotel	V10	4.5	0.87

Fig. 4 Mean and standard deviation

S. No	Variable Codes	Satisfied (%)	Dissatisfied (%)
1	V1	83%	17%
2	V2	82%	18%
3	V3	80%	20%
4	V4	81%	19%
5	V5	78%	22%
6	V6	76%	24%
7	V7	90%	10%
8	V8	74%	26%
9	V9	84%	16%
10	V10	90%	10%
	Average	81.8%	18.2%

	Satisfaction		
--	---------------------	--	--

Fig. 5 Satisfaction Level of Guests related to different variables

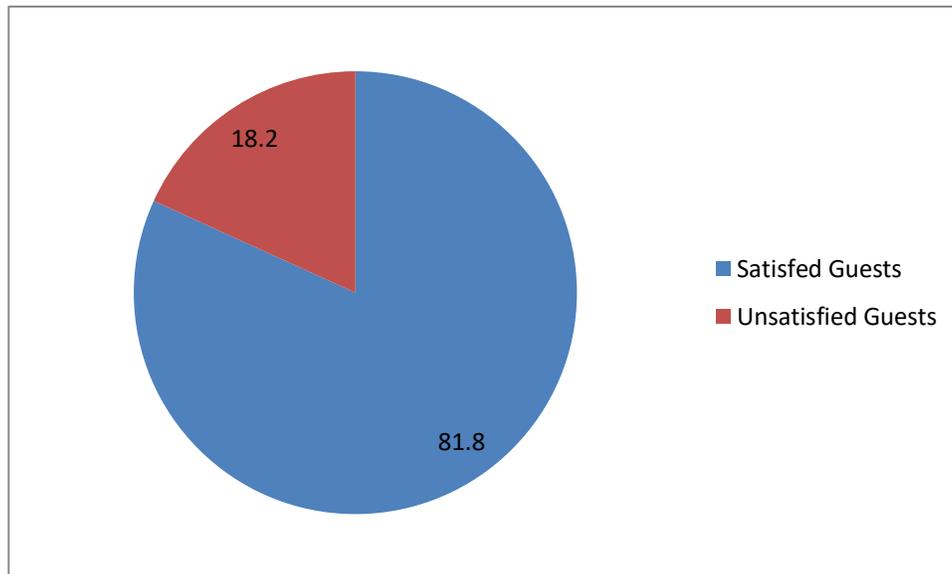


Fig.6 : Satisfied Vs Unsatisfied Guest's

5. Conclusion & future scope

In this article a detailed study about guest's perception towards the service quality of hotels in Chandigarh has been presented. A total of ten variables have been taken in order to measure the guest's satisfaction towards service quality. From the Fig. 4, it can be concluded that for different variables the job satisfaction results are varying. The maximum guest's satisfaction is corresponding to the variable V7 and V10 and minimum guest's satisfaction is corresponding to the variable V8. The average guest's satisfaction is around 81.8% and the overall guest's dissatisfaction is around 18.2%. In future, more variables can be considered in order to have more in-depth information about guest's perception towards service quality provided by the hotels. Also the study is limited to Chandigarh region only, which can be further extended to other regions also.

References

- [1] Pallet, W.J., Taylor, W.W. and Jayawardena, C. (2003) People and quality: the case of Delta Hotels", International Journal of Contemporary Hospitality Management. Vol. 15 No. 6, pp. 349-351.
- [2] Otto, J. E., & Ritchie, J. R. B. (1996) The service experience in tourism". Tourism Management, 17(3), 165-174.
- [3] Fick, G. R., & Ritchie, J. R. B. (1991) Measuring service quality in the travel and tourism industry. Journal of Travel Research, 30(2), 2-9.
- [4] Phillips, Lynn W., Dae R. Chang, & Robert D. Buzzell (1983), "Product Quality, Cost Position and Business Performance: A Test of Some Key Hypotheses," Journal of Marketing, 47 (Spring), 26-43.

[5] Hauser, J. R. & Clausing, D, (1988). The House of Quality, Harvard Business Review 66 (May-June), 63-73.

[6] Zeithaml, Valarie A. (1988) Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence, Journal of Marketing, 52 (3), 2-22.

[7] Keller, K. L. (2008), Strategic brand management: building, measuring, and managing brand equity, Pearson Prentice Hall, Upper Saddle River, NJ.

[8] Oliver, R.L. (1980), "A cognitive model of the antecedents and consequences of satisfaction decisions", Journal of Marketing Research, Vol. 17, No. 4, November, pp. 460-469.

[9] Kotler P. (2000), Marketing management: The millennium edition, 10th ed, New Jersey, USA: Prentice-Hall.

[10] Hauser, J. R. & Clausing, D, (1988). The House of Quality, Harvard Business Review 66 (May-June), 63-73.