

A Study On Customer Satisfaction And Service Quality In Hotel Industry With Reference To Nilgiri Mountain Range Hotels

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Abstract

Consumer loyalty is the key driver for any association to continue in ebb and flow serious period. Specialist co-ops need to comprehend their clients and structure their administrations in such a way that most extreme conceivable fulfilment is achieved by the client. The motivation behind the present investigation is to gauge consumer loyalty and administration quality in the lodgings of Nilgiri Mountain Range Hotels. The study will likewise give different proposals to the clients in order to make their administrations more proficient and viable. For directing the review an all around organized Questionnaire is utilized to gather essential information from the respondents. The example size for the examination is 200 Sample fluctuation and certainty techniques are utilized for Determining test size. Straightforward arbitrary examining strategy has been embraced by the scientist to gather the information. Based on results 40 % of the respondents are exceptionally happy with wellbeing and security of the inn while 20 % are exceptionally disappointed with the area of the inn. With the each characteristic the level of fulfilment changes, along these lines clarifying that clients rate their fulfilment in an unexpected way with each and every property .at long last it has been demonstrated that the consumer loyalty in the hotels are high.

Key Words: *Customer Satisfaction, Hotel Industry, SERVQUAL, expectations*

Introduction

Consumer loyalty is a developing worry inside the lodging business and various investigations have been done in similar setting by various specialists. Consumer loyalty has become a significant execution pointer for the neighbourliness business, as it shows the quality of connection between the client and the specialist organization. With the change in the ways of life of the Customers, a critical move has been seen in the requests furthermore, desires for the clients. From various years the cordiality business has appeared a critical development in its development and broadening. As cordiality industry is a help industry an immediate collaboration between the client and specialist co-op is exceptionally conspicuous. The rationale of promoting is to know and comprehend the client so well that the item or administration fits him and sells itself. For fruitful activity of the firm a client takes the middle of everyone's attention in the administration strategy. It is on this foundation that the compelling way to deal with client maintenance is to guarantee elevated level of consumer loyalty which is required to yield client steadfastness (Kotler and Armstrong, 2009). In inn industry the customized administrations for the clients centre around At least three key components: expanded personalization, further applications of innovation and expanded attention to evolving socioeconomics. Clients in the neighbourliness business will no longer represent being treated as one segment class furthermore, they won't endure a one-size-fits all attitude. Subsequently

the administration associations need to alter their administrations according to the necessities and prerequisite of the clients so as to have an upper hand in the market.

The clients monitoring the market patterns will search for independently planned items, administrations and correspondence and just fruitful inns will figure out how to speak with every client as a person with extraordinary necessities and desires. Cordiality industry comprises of each one of those business administrators that accommodate their clients any mix of the three centre administrations of food, drink and convenience, Foskett and Cesserani (2007). The same number of current economies is ruled by administrations, fabricating and looking after close associations with clients can advance into rich and satisfying organizations. Client fulfilment spins around giving the clients what they expect, it is basically about surpassing the clients desires so they become and stay faithful towards the organization brand. Business Essay characterizes consumer loyalty as a term utilized in estimating how items and administrations provided by an organization meet or outperform client's desires. Consumer loyalty is viewed as a key differentiator and progressively has become a key component of business system.

According to the previous examinations it is advanced that clients in lodgings will use and survey administration experiences in various divisions, including gathering, food and refreshment and housekeeping, as the premise of assessing the administration and the consequences of those assessments will majorly affect the general fulfilment with the inn experience. In a serious condition as the neighbourliness business, where the nature of administration is fundamental and with the expanded admittance to data innovation, clients have gotten additionally perceiving and educated; the interest for consumer loyalty estimation and its impact on reliability and maintenance is self-evident. The distinction between consumer loyalty and the disposition develop is that while visitors hold preconception mentalities or a desire, buyer fulfilment happens simply after the item/administration has been expended. The visitors that finished the polls were available at that point in the inn or visited the inn in any event once in the course of recent months. The current investigation is pointed at examining consumer loyalty as for Hotels Nilgiri Mountain range Hotels. The investigation has too attempted to think of different recommendations for the specialist co-ops/directors so as to upgrade their items and administrations.

Among the variables identified with the travel industry, administration quality in the travel industry has gotten expanding scholarly consideration. For instance, research papers have been distributed in scholastic diaries that use SERVQUAL, the most agent model for estimating administration quality. By and by, administration quality in the travel industry has not yet been acceptably checked on regardless of its effect on vacationer's goal decision. Moreover, on account of the travel industry's wide-going degree, which reaches out to different business settings, scarcely any investigations have utilized a complete viewpoint to inspect administration quality in the travel industry. In this way, our examinations fundamental goal was to recognize the most persuasive investigations just as both wide also, explicit issues in regards to the travel industry administration quality and investigate this exploration fields current and future headings and patterns through a methodical writing audit.

Literature Review

Mukhles M. Al-Ababneh (2016) Despite the fact that the significance of administration quality has been perceived, hardly any examinations have tended to support quality in inns from the point of view of representatives. In this way, this examination intends to gauge the administration nature of four and five-star inns in Jordan from the representatives' viewpoint dependent on the SERVQUAL model. The current examination was done by estimating the information accumulated as

indicated by a five-point Likert scale. A quantitative study strategy was applied, and in this manner the SERVQUAL instrument was used to quantify administration quality. Information acquired from an example of 238 respondents drawn from OK, got it and five-star lodgings in Jordan were investigated with the SPSS programming dependent on elucidating measurements. The examination's discoveries demonstrated that administration nature of five-star inns in Jordan was higher than that of four-star lodgings.

There are parcels advantage of the inn and resort offering phenomenal support quality incorporate expanded consumer loyalty, number of client maintenance expanded, develop the division of piece of the pie, limit working expense and increasing higher income level contrast with contender (Kang and James, 2004). At the point when the association has a fortification bases in administration quality running in the activity, the quantity of clients will enormously increments in long haul business and consumer loyalty is another way of thinking that tent to making an incentive for clients, foreseeing and overseeing client desires so as to fulfil the necessities (Dominici and Guzzo, 2010). Through dissect the significance of administration quality, the supervisory crew will capable improve the administration quality in activity and increase better favourable circumstances bring the business into another stage (Chen and Ting, 2002).

Nilgiris District

The Nilgiris, due to its normal appeal and charming atmosphere, was a position of Special fascination for the Europeans. John Sullivan, the then Collector of Coimbatore was enormously inspired by this aspect of the nation. He set up his living arrangement there and answered to the Board of Revenue on 31st July 1819. The Name Nilgiris signifies Blue slopes (Neelam – Blue and giri – Hill or Mountain) the main notice of this name has been found in the Silappadikaram. There is a conviction that the individuals living in the fields at the foot of the slopes, ought to have given the name, the Nilgiris, considering the violet blooms of kurinji blossom encompassing the slope goes intermittently. Geological Location of the District The Nilgiris is arranged at a height of 900 to 2636 meters above MSL. Its latitudinal and longitudinal measurements being 130 KM (Latitude : 10 - 38 WP 11-49N) by 185 KM (Longitude : 76.0 E to 77.15 E). The Nilgiris is limited on North by Karnataka State on the West by Coimbatore District, Erode District, South by Coimbatore District and Kerala State and as the East by Kerala State. In Nilgiris District the geology is rolling and steep. About 60% of the cultivable land falls under the inclines extending from 16 to 35%.

The Major Hotels in Nilgiri Mountain

Hotel Alakapuri, Hotel Apsara, Hotel Blue Bird, Hotel Blue Hills International, Hotel Charing Cross, Hotel Darshan, Hotel Dasaprakash, Hotel Fern Hill Palace, Hotel Elk Hill, Hotel Gangothri, Hotel Hill Palace, Hotel Impala Lodge, Hotel Jay Shanthi, Hotel KHEMS, Hotel Preethi Palace, Hotel Nataraj, Hotel Sterling Holiday Resort, Hotel royal paradise, Hotel Saffire, Hotel Madhuvana, Hotel Tamilnadu, Hotel Tripless, Hotel Tung Fong, Hotel Willow Hill, Hotel Woodland, Hotel Kluney Manor, Hotel Lake View etc. In Nelgiri district there were 400 cheep, luxury and budget hotels are available.

Service Quality Hotel Industry

Administration quality (AQ) is characterized as “what the client gets out what’s more, is eager to pay for” instead of “what the provider puts in” (Drucker, 2007, 206). In some prior

examinations, administration quality was characterized as the degree to which the administration satisfies the requirements or on the other hand desires for the clients conceptualized administration quality as the general impression of clients as respects the shortcoming or greatness of the administration. In this manner administration quality has regularly been conceptualized as the apparent contrast between the normal and the genuine administration execution (Bloemer et al., 1999; Kara et al., 2005).

To decide administration quality components, various investigations have been led by scientists in the field. Sesser, Olsen, what's more, Wyckoff (1978) determined that administration quality is framed from three measurements: materials, physical offices and staff. Grönroos (1984) partitioned administration quality into two angles: specialized quality and utilitarian quality. Rust and Oliver (1994), adopting a comparable strategy to that of Grönroos (1984), expressed that the components of administration quality comprise of specialized quality, utilitarian quality and condition. Parasuraman, Zeithaml, what's more, Berry (1985) expressed that there are five components of administration quality. Those are the elements of substantial quality, dependability, responsiveness, affirmation and sympathy.

In spite of the fact that there is difference among specialists about step by step instructions to gauge administration quality, a few instruments have been created to do as such, for example, SERVQUAL, SERVPERF, INTSERVQUAL and INSQPLUS. Different estimation scales for example, LODGSERV, HOLSERV and DINESERV have been produced for administration quality assessment purposes in the travel industry. LODGSERV (Knutson et al., 1990) and HOLSERV (Wong Ooi Mei, Dean, and White, 1999) are utilized in the convenience business, while DINESERV (Stevens, Knutson, and Patton, 1995) is utilized in the café administrations area. INTQUAL (Caruana and Pitt, 1997) and INTERSERVQUAL (Ice and Kumar, 2001) are utilized in administration quality discernments of representatives. CASERV (Wong and Fong, 2012) is utilized for gambling club clients. Because of the specificities of administrations in the lodging industry (for example indistinctness, in distinguish ability from supplier what's more, beneficiary of administration, inconceivability of capacity), a particular idea called SERVQUAL (SERVICES QUALITY Model) was made (Parasuraman et al., 1985). Parasuraman et al. (1985, 1988) acquainted the SERVQUAL model with measure administration quality. The SERVQUAL scale was created in the showcasing setting and this was upheld by the Marketing Science Organization (Parasuraman et al., 1985). In the first SERVQUAL instrument, Parasuraman et al. (1985, 47–48) characterize administration quality through ten measurements: dependability, substance, responsiveness, believability, correspondence, skill, security, graciousness, understanding the client, and access, yet, later Parasuraman et al. (1988, 23) diminished the measurements to five since certain measurements were covering (validity, correspondence, ability, security, kindness, understanding clients and access), and they included unwavering quality, substance, responsiveness, confirmation, and compassion. These measurements have explicit help qualities connected to the desires of clients (Parasuraman et al., 1988). Despite the fact that this model has been utilized as an instrument in different examinations over ventures, the SERVQUAL has gotten numerous reactions from a few researchers (e.g., Cronin and Taylor, 1992; Brown et al., 1993) what's more, they are against the utilization of SERVQUAL to quantify administration quality because of the distinctions in industry attributes. In any case, different researchers have affirmed that the SERVQUAL instrument is relevant in the travel industry (e.g., Fick and Ritchie, 1991; Yuan et al., 2005).

Research Methodology

In Nilgiri district there were more than 400 cheep, luxury and budget hotels are available The Primary data was collected with the help of questionnaire to collect the responses of the customers of

different services provided by the hotels. Simple random sample techniques are used for the survey to collect the data. 400 questionnaires are distributed in that 200 respondents are selected for the study.

Objectives of the Study

1. To Study the Customer Satisfaction in hotel industry in Nilgiri Mountain range Hotels.
2. To imply the service providers to enhance service quality to customer services.

Analysis and Interpretation

The analysis contains the three tables. The first table explains about the Demographic profile of the respondents like gender, age, marital status, income status and number of stay days. The second table explain the satisfaction level off the respondents towards the hotel industry. And the final table explain the expected and perceived service quality of the respondents with the gap analysis. The analysis is as follows;

Table. 1. Demographic Profile of the Respondents

Demographic Profile	Category	Respondents
Gender	Male	120
	Female	80
	Total	200
Age	Below 25	30
	25-35	70
	Above 35	100
	Total	200
Marital Status	Married	140
	Unmarried	60
	Total	200
Income Status	Below 25000	50
	25000-35000	60
	Above 35000	90
	Total	200
Number of Stay Days	Below 5 days	30
	5-10 days	80
	Above 10 days	90
	Total	200

From the above table it is observed that 60 % of the respondents are males and 40% are females. 15 % of the respondents fall in the age category of (below 25), 35 % in (25 - 35) and 50 % of the respondents fall in the age category of (above 35). 70 % of the respondents are married while as 30 % are unmarried. 25 % of the respondents fall in the income group of below 25000, 30 % fall in the group of 25000-35000 and 45 % of the respondents fall in the income group above 35000). 15 % of the respondents have the length of stay for below 5 days, 40% of the respondents are 5 – 10 days and 45% are above 10 days.

Table. 2. Customer Satisfaction of the Respondents related to Hotel Industry

Variables	Highly Satisfied		Satisfied		Accepted		Dissatisfied		Highly Dissatisfied		Total
	Fre	%	Fre	%	Fre	%	Fre	%	Fre	%	

Hygiene	48	24	92	46	28	14	22	11	10	5	200
Protection and Security	80	40	40	20	20	10	36	18	24	12	200
Staff Performance	46	23	98	49	30	15	12	6	14	7	200
Staff Knowledge	32	16	82	41	34	17	22	11	30	15	200
Response Services provided	60	30	30	15	52	26	24	12	34	17	200
Charges	36	18	92	46	42	21	18	9	12	6	200
Hotel Infrastructure	36	18	108	54	26	13	20	10	10	5	200
Vehicle Parking	24	12	100	50	44	22	24	12	16	8	200
Supplementary Products	44	22	68	34	30	15	36	18	22	11	200
Locality	36	18	50	25	30	15	44	22	40	20	200

As per the results 46% of the customers are satisfied with the hygiene provided by the hotel. 20 % of the respondents are satisfied with the protection and security level provided by the hotels. 49% of the customers are satisfied with the staff performance of the hotels. 30% of the total customers are satisfied with the response services provided by the hotels. 41 % of the customers are satisfied with the staff knowledge of the hotel .46 % of the customers are satisfied with the price charged by the hotels. 54% of the hotels are satisfied with the ambience and interior decoration of the hotels. 50% of the customers are satisfied with the vehicle parking facility provided by the hotel. 34% of the customers are satisfied with the supplementary products provided with the hotel and 25 % of the customers are satisfied with the locality.

Table. 3. Mean and Standard Deviation of Service Quality Dimensions

Variables & Dimension	Expectation		Perception		Gap
	Mean	Sd	Mean	Sd	
Tangibles	3.60	490	2.26	627	.34
Price and Product Variety	4.43	516	2.32	564	.11
Organisational Oriented Dimensions (A)	3.98	129	2.21	516	.77
Responsiveness	4.28	450	2.07	515	.21
Assurance	4.30	458	2.25	435	.05
Empathy	4.47	499	2.14	471	.33
Employee Oriented Dimensions (B)	4.29	454	2.09	378	.20
Reliability	4.27	446	2.15	654	.12
Access	4.34	474	2.28	531	.06
Customer Oriented Dimensions (C)	4.27	442	2.17	449	.10
Service Quality (A + B + C / 3)	4.14	347	2.07	325	.07

The above table clearly shows the results of the variables measuring the service quality (expected and perceived) and also gap analysis for service quality.

- In this aspect the respondents strongly agree with the variable “Empathy” with a expected mean value of 4.47, whereas the respondents are having a neutral feel towards the variable “Empathy” with a perceived mean value of 2.14. The difference between the expected and perceived “Empathy” is also larger with a greater gap value of 2.33.
- Likewise the respondents strongly agree with the variable “Price and Product Variety” with a expected mean value of 4.43, whereas the respondents are having a neutral feel towards the variable “Price and Product Variety” with a perceived mean value of 2.32.

The difference between the expected and perceived “Price and Product Variety” is also larger with a greater gap value of 2.11.

- Also the respondents strongly agree with the variable “Access” with a expected mean value of 4.34, whereas the respondents are having a neutral feel towards the variable “Access” with a perceived mean value of 2.28. The difference between the expected and perceived “Access” is also larger with a greater gap value of 2.06.
- In the same way the respondents strongly agree with the variable “Assurance” with a expected mean value of 4.30, whereas the respondents are having a neutral feel towards the variable “Assurance” with a perceived mean value of 2.25. The difference between the expected and perceived “Assurance” is also larger with a greater gap value of 2.05.
- Similarly the respondents strongly agree with the variable “Responsiveness” with a expected mean value of 4.28, whereas the respondents are having a neutral feel towards the variable “Responsiveness” with a perceived mean value of 2.07. The difference between the expected and perceived “Responsiveness” is also larger with a greater gap value of 2.21.
- Correspondingly the respondents strongly agree with the variable “Reliability” with a expected mean value of 4.27, whereas the respondents are having a neutral feel towards the variable “Reliability” with a perceived mean value of 2.15. The difference between the expected and perceived “Reliability” is also larger with a greater gap value of 2.12.
- Likewise the respondents agree with the variable “Tangibles” with a expected mean value of 3.60, whereas the respondents are having a neutral feel towards the variable “Tangibles” with a perceived mean value of 2.26. The difference between the expected and perceived “Tangibles” is also larger with a greater gap value of 1.34.
- Also the respondents strongly agree with the variable “Employee Oriented Dimensions” with an expected mean value of 4.29, whereas the respondents are having a neutral feel towards the variable “Employee Oriented Dimensions” c 2.09. The difference between the expected and perceived “Employee Oriented Dimensions” is also larger with a greater gap value of 2.2.
- In the same way the respondents strongly agree with the variable “Customer Oriented Dimensions” with a expected mean value of 4.27, whereas the respondents are having a neutral feel towards the variable “Customer Oriented Dimensions” with a perceived mean value of 2.17. The difference between the expected and perceived “Customer Oriented Dimensions” is also larger with a greater gap value of 2.1.
- Similarly the respondents strongly agree with the variable “Organisational Oriented Dimensions” with a expected mean value of 3.98, whereas the respondents are having a neutral feel towards the variable “Organisational Oriented Dimensions” with a perceived mean value of 2.21. The difference between the expected and perceived “Organisational Oriented Dimensions” is also larger with a greater gap value of 1.77.

- And in the same way the respondents strongly agree with the variable “Service Quality” with a expected mean value of 4.14, whereas the respondents are having a neutral feel towards the variable “Service Quality” with a perceived mean value of 2.07. The difference between the expected and perceived “Service Quality” is also larger with a greater gap value of 2.07.

Conclusion

The outcome through the investigation demonstrated that the clients are a lot of delicate towards the different help fragments and along these lines it is a lot of required from the specialist organizations end that they should draft and present and their administrations in such a way, that most extreme consumer loyalty is attained and a solid client base is achieved. The administration suppliers accordingly need to expand their administrations so that they meet the desires for the clients at wanted levels.

The specialist organizations need to upgrade their administrations from time to time to meet the changing worldwide situation. The troughs should make an arrangement for altered administrations which ought to be client driven and should concentrate on grumbling dealing with and tending to complaints of the clients. The convenience specialist organizations must not overlook this reality and must offer the types of assistance when requested, in order to build the picture according to clients and addition loyalty. Hospitality industry must focus on potential disappointment focuses and administration recuperation strategies which gets indispensable to representatives preparing.

At the end of the day, it adds up to engaging workers to practice obligation, judgment and imagination in reacting to guests issues. In this manner the specialist organizations ought to make business more clients driven to most extreme consumer loyalty is accomplished inevitably. The current investigation was taken to quantify consumer loyalty in the hotels of the Nilgiri mountain and the examination has been unmistakably dissected with fitting approach based on the targets.

The examination is an endeavour to make the lodging business more flawlessness towards the consumer loyalty considerably more successful way. Based on information investigation it is demonstrated that the fulfilment level of the clients towards the inn business is acceptable yet certain endeavours ought to be made by the supervisors to make the administrations more productive and feasible in the more drawn out run.

The study indicates that customer’s perceptions vary according to the nature of service. Measuring customer satisfaction with surveys or focus groups gives direction to the hotel industry for efforts and valuable inputs for improvement. The hotel industry needs to consider the weak areas in order to meet guest’s requirement. In the present competitive environment, the hotel industry needs to retain existing high -value guests to remain competitive.

It is evident that assurance and empathy primarily drive customer satisfaction and that hotel industry has a fatal impact on the most appealing service attribute when targeting customers. Service quality can be seen as a competitive advantage, because in contrast to service range that can easily be replicated, the service quality dimensions are more difficult to imitate and may represent a sustainable advantage. Improving service quality is of no doubt a difficult task for hotels to take on; it is well worth the trouble, since it can bring great benefits to the hotel as well as the tourism industry in the long run.

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