Evaluation of the Service Quality for Hotel Industry - A Case Study

Kanchan[a] and Aditi Sharma[b]

[a]Research Scholar, [b]Asst. Professor

Indira Gandhi University, Meerpur, Rewari, Haryana-123401

Abstract

The study is an attempt to recognize the role of quality enhancement process in hospitality industry and efficacy in construction of its sustainable business. The study includes a survey of the currently adopted quality management tools to meet the customer expectations. Descriptive research design has been developed to identify the parameters of service quality in hospitality industry. Tentative research design is used for the service quality management practices and its effectiveness. Here data analysis has been done and accessible hypothesis is tested alongside the collected data. Since the industry constantly improve on their services to meet the levels of customer satisfaction.

The study involves hotels of extremely competitive market with limited number of respondents. This limits the study to hotel industry and has scope of including other hospitality service providers as well.

Keywords: Customer Satisfaction, awareness, Performance dimensions, Continuous Improvement

INTRODUCTION

Hospitality industry has gone through many changes since its initiation. There are marvelous changes occurred over a period of time due to various reasons. The reasons may include changing patterns in customer preferences, industrialization, revolution

in transport and aviation, varying laws and regulations etc. During the last few decades there is an exceptional change experienced in the hospitality industry and the reason being is Service Quality.

It has brought paradigm shifts in the operations of hospitality industry. The overall perspective of the industry is changed due to introduction of new techniques and methods of handling various processes. Responsiveness among the hotels and the guests has fuelled the inventions focused on operations. The increased sagacity of customer satisfaction led to the use of high standards of service in industry.

LITERATURE REVIEW

Customers of hospitality often blame themselves when dissatisfied for their bad choice. Employees must be aware that dissatisfied customers may not complain and therefore the employees should seek out sources of dissatisfaction and resolve them.

It is accepted that service quality is depends upon guest's needs and expectations. A definition of service quality state that quality is simply conformance to specifications, which would mean that positive quality is when a product or service specific quality meet or exceed preset standards or promises. This however seems like an easy view within the hospitality industry. The another definitions are as follows:

1) quality is excellence; 2) quality is value for money; 3) quality is meeting or exceeding expectations. This appears better aligned with ideas which exist within hospitality management than the first mentioned simplistic approach. Service quality and value is rather difficult to calculate, companies must therefore rely on guest's quality perceptions and expectations to get consistent results which is best achieved by asking guest's questions related to expectations and their perceptions of the service quality, which can effectively be achieved through carefully designed surveys. Using a sample from the luxury segment of the hotel industry, this study provide preliminary results supporting a holistic approach to hospitality customers' post purchase decision-making process. The model appears to possess practical validity as well as explanatory ability. Implications are discussed and suggestions are developed for both marketers and researchers.

Service quality is a growing concern for many service firms. Today service firms are paying more attention than ever to the needs and expectations of the customers by consistently improving the quality of service provided to their customer. This paper briefly explores the relation between service quality and business performance followed by an assessment of service quality as a framework. The case study focuses on a hotel group, where service quality was measured at six different locations. The findings from the research unveiled that there were significant variations for service quality between the six hotels.

The methodology used to develop the scale was divided into three stages: first, two well known models were tested in 22 hotels, through 143 questionnaires. As these models were not conclusive, a second phase took place: 71 in-depth interviews were conducted to assess the relevant factors or attributes for consumers during a hotel stay, both for the holiday and business segments. Based on the results of the interviews, a questionnaire was designed to evaluate service quality provided by few reputed hotels.

CONCEPTUAL FRAMEWORK

This study of Service quality management in hospitality industry is an attempt to understand the presence of quality development process in hospitality industry and efficacy in making it sustainable business enterprise. It is a survey of the currently adopted quality management tools which are making the hotels operations safer, focused and reliable and meet the customer expectations.

As the hospitality industry becomes more competitive there is an obvious need to retain clientele as well as increasing profitability and hence management professionals strive to improve guest satisfaction and revenues. The management professionals whom are striving for these results however often have limited understanding of research surrounding the paradigms of guest satisfaction and loyalty and financial performance. This research paper shall enlighten some of the variables and important facts of service quality resulting into guest satisfaction.The purpose of this paper is to present a scale for service quality evaluation in the hospitality sector. This scale has two aims: to assess the dimensions and attributes consumers use when evaluating the quality of the service provided by hotels, and to determine what influence service quality perceptions have on consumer behavior, namely on customer intentions to return and to recommend the hotel.

The main results point to the existence of five dimensions: room (tangibles and service); feelings; restaurant service; tangibles (location, exterior and restaurant) and reception, explaining 56, 1 per cent of the consumers' service quality evaluation. Another finding points out the existence of a stronger relationship between service quality perceptions and the intention to recommend the hotel (74, 8 per cent) than the intention to return to the hotel.

1) Service quality of reception hall is the most important for customer satisfaction compared with those of guestroom and restaurant. 2) Technique of attendants, Service initiative of attendants and Environment and decoration of reception hall are key variables for customer satisfaction of reception hall. 3) For guestroom, decoration of room, safety of room and courtesy of attendants own most powerful influences. 4) For restaurant, key variables are Taste and variety of food, service flexibility of waiters/waitresses and environment of restaurant.

Data preparation was the initial step, which aimed to convert raw data into a more structured format that is more appropriate for analysis. Tasks in this stage included data editing, data coding and data entry. Descriptive statistics were used to summarize respondent's characteristics, including demographic information, such as age, gender; also, questions about the participating company's profile, such as the numbers of Customer were included. Furthermore, inferential statistics were used to test hypotheses to determine the relationship between variables. In particular, Pearson Correlation was used to verify the association of interval level to the construct, whilst Chi-square was used to validate the association between nominal variables and the construct. Moreover, the Cronbach's coefficient alpha was used for reliability tests. Lastly, the variable analysis tool, analysis of variance (ANOVA), was used to determine the assessment of reviews of services provided in five star hotels.

Hypotheses: The hypotheses framed for the subject are -

Hypothesis 1: Implementing service quality management as a tool for improvement in Customer Satisfaction.

Hypothesis 2: Practicing Continuous Improvement program has benefited hotel.

ANALYSIS AND DISCUSSIONS

There is a significant relationship between service quality management and customer satisfaction. In hospitality industry, the customer satisfaction variables such as Availability, Access, Information, Time, delivery of service, availability of personal competence, Comfortable and safer atmosphere and pollution free environment are of prime concern to every hotelier. The industry continuously tries to improve upon their services to meet the levels of customer satisfaction. The intangible nature of the service as a product means that it could be very difficult to place quantifiable terms on the features that contribute to the quality and measurement of the quality of the product is a problem for Service quality management. The customer is frequently directly involved in the delivery of the service and as such introduces an unknown and unpredictable influence on the process.

Limitation & Scope of the Study: Though there was a specific questionnaire used for collecting information, the objective of the paper was well discussed with the every contributor and whatever the information was provided by these sources is arranged for further analysis. The analysis of the available data is done on the relevance to the topic. The effectiveness of the technology in conservation of

resources was always a point of consideration. The data is sifted for making it as precise as possible.

CONCLUSION

It can be inferred from the study that the hotel implement continuous improvement process and quality management tools to remain competitive in the market. The ever changing perception of

Customer for hotel industry requires the hotels to match the perception of customer by delivering quality services. This leads to higher levels of customer satisfaction and customer loyalty.

The study involves hotels of highly competitive market with limited number of respondents. This limits the study to hotel industry and has scope of including other hospitality service providers as well. The direct response from hotel guest could not be collected since it was unavailable for external public.

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