

Customers' Satisfaction of Star Hotel Service With Reference To Coimbatore City – A Study

J.K. Bharath

Research Scholar, Ph.D. – Part Time

Department of Commerce

Thavathiru Santhalinga Adigalar Kalai, Ariviyal Tamil Kaloori,
Perur, Coimbatore, Tamil Nadu.

Dr. N. Tamilchelvi

Head, and Associate Professor,

Department of Commerce

Thavathiru Santhalinga Adigalar Kalai, Ariviyal Tamil Kaloori,
Perur, Coimbatore, Tamil Nadu.

Abstract

People are in need of products and service for comfortable living, products may transfer one place to another. But, the service could move one to another place. People have to travel to get the service benefits of institutions, societies, hospitals, hotels and etc. People may spent more than a day to reach their designation, for business / to meet their relatives. Food and shelter are must while travelling. Hotels fulfil their needs through their best service. Hotel management could not find all the variables to find the satisfaction level of the customers, so this study is important to find the level of satisfaction of customers. The following are the objectives of the study. (i) to present the socio economic factors of the sample respondents; (ii) to find the variables which influence the level of satisfaction and (iii) to gives suggestions to the hotel management. The researcher has chosen Coimbatore city, the researcher selected only 4 star hotel for this study to measure their level of satisfaction. Likert five point scale used to find the level of satisfaction of the sample respondents. Structured questionnaire used to collect data from the sample respondents. Simple random sample method adopted for data collection. the researcher issued 200 questionnaire to the respondents, they given adequate time to fill their details, finally 183 questionnaire were collected back, entire 182 questionnaire were used for analysis. Researcher concluded that the technological update must to face the new generation customers, new generation complete their entire work over smart phone, they having smart mobile and application to spread the information and issues. The management could use the same technology for hotel development.

Keywords: customer satisfaction, hotel service and star hotels.

Introduction

People are in need of products and service for comfortable living, products may transfer one place to another. But, the service could move one to another place. People have to travel to get the service benefits of institutions, societies, hospitals, hotels and etc. People may spent more than a day to reach their designation, for business / to meet their relatives. Food and shelter are must while travelling. Hotels fulfill their needs through their best service. All income group people are travelling around the world. Hotels charges are depends on the hotels facilities and services. Business development is much complication and tuff because of more competition, owner would like to prolong their business. They should satisfy their customers to survive in the market, service sectors also should do the same for their

survival. So, customer satisfaction is common for all kind of business. Word of mouth has more value than advertisements and promotions, it is possible only through relatives and friends. But internet and other media helps the people to find the place and service, users reviews and rating systems more help to the people it is like word of mouth.

Customers address and other details are maintain by the hotel management, these data could use in future to sent seasonal greeting to remember their hotel and service. Management have to look after the existing customers and find new customers. Internet helps the travelers to find the hotel according to their budget. The management should satisfy their customers to retain them for their survival.

Importance of the study

Management primary motive is to earn profits, they use to find the satisfaction level of their existing customers. Some time customers may not disclose their satisfaction level, hotels facilities are influence the satisfaction level. Customer's expectations are different from one another, management duty is to fulfill the customers expectation and make them satisfy. Management could not find all the variables to find the satisfaction level of the customers, so this study is important to find the level of satisfaction of customers.

Objectives

The following are the objectives of the study.

To present the socio economic factors of the sample respondents.

To find the variables which influence the level of satisfaction.

To gives suggestions to the hotel management.

Research methodology

The researcher has chosen Coimbatore city, it has lot of industries, educational institution, hospitals and tourist places. People come around the world for the above reasons. The researcher selected only 4 star hotel for this study to measure their level of satisfaction. Likert five point scale used to find the level of satisfaction of the sample respondents. Structured questionnaire used to collect data from the sample respondents. Simple random sample method adopted for data collection. the researcher issued 200 questionnaire to the respondents, they given adequate time to fill their details, finally 183 questionnaire were collected back, entire 182 questionnaire were used for analysis.

Hypothesis

H1 : The age group do not significantly influence the level of satisfaction of service of star hotels.

H2 : The gender do not significantly influence the level of satisfaction of service of star hotels.

H3 : The marital status do not significantly influence the level of satisfaction of service of star hotels.

H4 : Source of awareness do not significantly influence the level of satisfaction of service of star hotels.

Research gap

Researcher gone through many studies which were conducted world wide, but there were no study conducted about 4 star hotels service at Coimbatore City. The researcher taken this chance and find as research gap to conduct study in Coimbatore City.

Analysis and interpretation

Percentage analysis adopted to present the socio economic factors of the sample respondents of this study. Personal profile was collected from the sample respondents to conduct this study. Chi square test adopted to find the age group, gender, marital status and source of awareness are association with level of satisfaction or not.

Table 1 : Age group of the sample respondents

Sl. No.	Age group	Number of respondents	Percentage
1	Up to 30 years	27	14.84
2	31 years to 45 years	49	26.92
3	46 years to 60 years	67	36.81
4	Above 60 years	39	21.43
	Total	182	100

Source: Survey data

The above table shows the age group of the respondents. Out of one hundred and eighty two sample respondents, twenty seven (14.84%) sample respondents are up to 30 years old. Forty nine (26.82%) sample respondents are 31 years to 45 years old. Sixty seven (36.81%) sample respondents are 46 years to 60 years old and remaining thirty nine (21.43%) sample respondents are above 60 years old. Majority (36.81%) of the sample respondents are 46 years to 60 years old.

Table 2 : Gender of sample respondents

Sl. No.	Gender	Number of respondents	Percentage
1	Male	107	58.79
2	Female	75	41.21
	Total	182	100

Source: Survey data

The above table presents the gender of the sample respondents, one hundred and seven (58.79%) sample respondents are male and remaining seventy five (41.21%) sample respondents are female. Majority (58.79%) of the sample respondents are male.

Table 3: Marital status of sample respondents

Sl. No.	Marital status	Number of respondents	Percentage
1	Married	96	52.75
2	Unmarried	86	47.25
	Total	182	100

Source : Survey data

The above table shows the marital status of the sample respondents, ninety six (52.75%) sample respondents are married and remaining eighty six (47.25%) sample respondents are unmarried. Majority (52.75%) sample respondents are married.

Table 4 : Family type of sample respondents

Sl. No.	Family type	Number of respondents	Percentage
1	Joint family	69	37.91
2	Nuclear family	113	62.09
	Total	182	100

Source : Survey data

The above table presents the family type of the sample respondents, sixty nine (37.91%) sample respondents are joint family members and remaining one hundred and thirteen (62.09%) sample respondents are nuclear family members. Majority (62.09%) sample respondents are nuclear family members.

Table 5 : Number of Family members of sample respondents

Sl. No.	Number of Family members	Number of respondents	Percentage
1	Up to 4 members	49	26.92
2	5 members	39	21.43
3	6 members	43	23.63

4	Above 6 members	51	28.02
	Total	182	100

Source: Survey data

The above table shows the number of family members of the sample respondents, forty nine (26.92%) sample respondents' number of family members' are upto 4. Thirty nine (21.43%) sample respondents' number of family members is 5. Forty three (23.63%) sample respondents' number of family members is 6 and remaining fifty one (28.02%) sample respondents' number of family members are above 6. Majority (28.02%) of the sample respondents' number of family members are above 6.

Table 6: Monthly family income of sample respondents

Sl. No.	Monthly Family income	Number of respondents	Percentage
1	Up to Rs. 75,000	27	14.83
2	Rs. 75,001 to Rs. 1,50,000	44	24.18
3	Above Rs. 1,50,000	111	30.99
	Total	182	100

Source: Survey data

The above table presents the monthly family income of the sample respondents, out of one hundred and eighty two sample respondents twenty seven (14.83%) sample respondents' family monthly income is less than Rs. 75,000. Forty four (24.18%) sample respondents' family monthly income is between Rs. 75,001 and Rs. 1,50,000 and remaining one hundred and eleven (30.99%) sample respondents family monthly income is above Rs. 1,50,000. Majority (30.99%) of the sample respondents' family monthly income is above Rs. 1,50,000.

Table 7: Source of awareness of hotel of sample respondents

Sl. No.	Source of awareness	Number of respondents	Percentage
1	Friends / relatives	51	28.02
2	Internet and other media	73	40.11
3	Advertisement	31	17.03
4	Other sources	27	14.84
	Total	182	100

Source: Survey data

The above table shows source of awareness of hotels, Advertisement are necessary for all manufacturing and service sectors, it depends the media. The management trying to find suitable media to shows their advertisement apart from that word of mouth is high influencing the new customers. Internet play foremost role in advertisement and review writing, customers are knowing these things to find the hotels. So, getting of new customers are also possible through existing customers. Fifty one (28.02%) sample respondents having awareness about the hotel through friends / relatives. Seventy three (40.11%) sample respondents are having source of awareness through internet and other media. Thirty one (17.03%) sample respondents are having source of awareness through advertisement and remaining twenty seven (14.84%) sample respondents are having other source of awareness. Majority (40.11%) of the sample respondents are having source of awareness through internet and other media.

Level of satisfaction

The researcher formulated twelve variables to find the level of satisfaction of the hotel service with reference to 4 star hotels in Coimbatore city. Likert five point scale used to find the score, the total score calculated and find the mean and standard deviation using SPSS.

The mean score is 48.027, SD is 3.618. The level of satisfaction divided into three categories, i.e. low, medium and high. twenty three (12.64%) sample respondents felt low level of satisfaction of service of star hotels in Coimbatore. Ninety six (52.75%) sample respondents felt medium level of satisfaction of service of star hotels in Coimbatore and remaining sixty three (34.61%) sample respondents felt high level of satisfaction of service of star hotels in Coimbatore.

Table 8 : Level of satisfaction of sample respondents

Sl. No.	Level of satisfaction	Number of respondents	Percentage
1	Low	23	12.64
2	Medium	96	52.75
3	High	63	34.61
	Total	182	100

Source : Survey data

The above table presents the level of satisfaction of hotel service in Coimbatore city. Twenty three (12.64%) sample respondents felt low level of satisfaction of hotel service. Ninety six (52.75%) sample respondents felt medium level of satisfaction of hotel service and remaining sixty three (34.61%) sample respondents felt high level of satisfaction of hotel service. Majority of the respondents felt medium level of satisfaction of hotel service.

Chi square test

Two way table prepared with the help of statistical software and extract the final result to find the personal variables have association with level of satisfaction.

Table 9 : Chi square result – socio economic variable and level of satisfaction

Sl. No.	Variables	Chi square calculated value	DF(r-1) * (c-1)	P value	Result
1	Age group	28.068	6	0.001	Significant
2	Gender	34.224	2	0.001	Significant
3	Marital status	12.305	2	0.018	Significant
4	Source of awareness	4.951	6	0.127	Not significant

Source : Computed data

The above table shows the chi square calculated value, df, p value and results. Probability value is less than 0.05, there is significant association between the variables, if it is above 0.05, there is no significant association between the variables at 5% significant level. The age group (P value 0.001), gender (0.001) and gender (0.018) are significantly influence the level of satisfaction of hotel service of star hotel in Coimbatore City. Hence, null hypothesis is rejected at 5% significant level. Source of awareness do not significantly influence the level of satisfaction at 5% significant level. Hence, the null hypothesis is accepted at 5% significant level.

Findings

The following are the findings of the study, the percentage analysis and chi square test result presented in the following.

Majority (36.81%) of the sample respondents are 46 years to 60 years old.

Majority (58.79%) of the sample respondents are male.

Majority (52.75%) sample respondents are married.

Majority (62.09%) sample respondents are nuclear family members.

Majority (28.02%) of the sample respondents' number of family members are above 6.

Majority (30.99%) of the sample respondents' family monthly income is above Rs. 1,50,000

Majority (40.11%) of the sample respondents are having source of awareness through internet and other media.

Chi square applied to find the variable which influence the level of satisfaction

Age group	***	Significant
Gender	***	Significant
Marital status	***	Significant

The above variables were significantly influence the level of satisfaction, hence the null hypothesis was rejected.

Source of awareness do not significantly influence the level of satisfaction at 5% significant level. Hence, the null hypothesis is accepted at 5% significant level.

Suggestions

The following are the suggestions to the customers and management to improve the hotel service.

Customers are getting information through internet and other media and next to friends and relatives, so the management concentrate in these internet activities and update periodically. Friends and relatives are also significantly influence to get more customers.

Management could collect the purpose of their visit at Coimbatore, they should call back the customers after a week to ask about their visit and get feedback about the hotel. Try to get the negative feedback from the customers to overcome in future.

Customers should not believe only internet for hotel booking and stay, customers should ask about the hotel and place before come to the hotels.

Conclusion

This present study conducted to find the level of satisfaction, 4 star hotels were selected for this study, the star hotel are providing best service to their customers, but the rent and other charges are high comparatively other normal hotels. Customers are getting information about the hotel through internet, route and hotel amenities. Reviews are much help the new customers, so the management should verity the review and rating. There is no issue while customers satisfied of the hotel service, but if customers dissatisfy, the negative issues will pass to their circle very fast. The management could get touch with the customers to collect the issues while they are at hotels. The management should think in different angle from traditional method of getting customers and satisfying them. The technological update must to face the new generation customers, new generation complete their entire work over smart phone, they having smart mobile and application to spread the information and issues. The management could use the same technology for hotel development.

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