CHAPTER 5

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY OF THE STUDY

In today’s era of liberalisation and globalisation, every industry faces increasing competition. Hotel industry is no exception. Rather, the presence of so many hotel groups in the market ensures that the level of competition remains considerably higher than many other service industries. It becomes increasingly difficult to keep one’s market share intact for a long time. For any hotel, a reasonable utilisation of its room capacity is essential to earn a reasonable rate of return. Hence, retaining regular customers and attracting new customers are the priorities for the management. Any hotel which wants to retain the customers in the long run will have to constantly outperform the competitors when it comes to customer satisfaction. This situation in turn demand enhancement of service quality features of hotels, especially star hotels. Based on this issues identified this study aims to analyse customer satisfaction towards service quality of star hotels.

Based on the theoretical and conceptual discussion following are the objectives of the study: to study the profile and the service quality of star hotels in Coimbatore district., to measure the awareness and the expectation of customers on various quality of services in star hotels, to identify the factors that influenced to determine the customer satisfaction towards the star hotel services in Coimbatore district, to examine the customer’s level of
satisfaction towards the star hotel services in Coimbatore district, to find out the common problems faced by the customers on the quality of services in the star hotels and to suggest the better ways and means to improve the customer satisfaction towards the service quality of star hotels in Coimbatore district.

The current study is both explorative and descriptive in nature. Based on its contribution to growth of hotel industry the researcher has been motivated to select Coimbatore District for the conduct of empirical study. Based on this theoretical understanding drawn on sampling framework and structure of theses writing this research has adopted both quantitative and qualitative research techniques.

In the first stage of the sampling the researcher had identified that Coimbatore city has more than 80 hotels of budget class, one, two, three, four and five star hotels. The population of the study was restricted to the customers of three stars, four-star and five-star hotels located in Coimbatore district. In Coimbatore city there are 12, Three, Four and Five Star rated hotels are currently in operations. Out the identified 12 hotels, it has been observed that only 11 hotels had applied for reaccreditation of star stated under the Ministry of Tourism and also rated under the HRACC rating. Thus, the study was confined to these 11 hotels. Out of the selected 11 hotels 65 percent of were considered as sample i.e., seven hotels. A sample of 150 guests from each star graded hotel was selected for the effective conduct of the study i.e., 1050 respondents in total. A well structure questionnaire was framed for collection of primary data from the sample population.

5.2 FINDINGS OF THE STUDY

Major findings of the study are summarised in this sub-section.
I. Demographic and Socio-Economic Profile

- It has been clearly inferred that majority i.e., 66.10 per cent of respondents’ surveyed are male, 34.19 per cent of the star hotel customers’ are aged between 26-35 years and 39.05 per cent of the respondents’ surveyed are qualified professionals.

- Majority i.e., 77.62 per cent of the star hotel customers’ are Indians, 68.67 per cent of sample populations’ are married and 42.29 per cent of the respondents’ monthly income ranges between Rs.100001-Rs.150000.

- From the detailed analysis it has been found that 25.33 per cent of sample populations’ work for agencies and 28.86 per cent of sample populations’ accommodate in star hotels for business reasons.

II. Customers’ Level of Awareness towards Star Hotels

- From the empirical data analysis it has been found that, 43.20 per cent of respondents’ have said that they are aware of 4-8 star hotels that is a currently functioning in Coimbatore district and 33.50 per cent of respondents’ have sourced information about star hotels from their friends and relatives.

- It is evident from the data analysis that 29.71 per cent of respondents’ have visited particular star hotel twice in the past and 28.57 per cent of respondents’ do group bookings or contact directly to avail rooms in star hotel.

- It has been inferred that 40 per cent of respondents’ have said that they always prefer to stay in 4 Star hotels and 58.61 per cent of respondents’ have opined that they usually stay for 1 to 2 nights in star hotels.
III. Customers’ Perception towards Star Hotel Selection and their Preference of services

- From the empirical data analysis it has been inferred that Garret’s score of 51.46 sample populations’ are influenced by the reputation of particular star hotel.

- It has been clearly understood that Garret’s score of 51.57 customers’ emphasise on the Quality of Food & Beverages items offered in star hotels and Garret’s score of 51.46 customers’ have said that star hotels should provide restaurant and bar facilities to its customers.

- The data analysis presented indicates that Garret’s score of 53.16 sample populations’ like to have alternative dietary meal in the menu.

- From the results of Multiple Regression Analysis it has been concluded that there exists close association between customers’ preference toward star hotel services and their purpose of trip.

IV. Hotel Customers’ Perception and Expectation towards Service Quality Dimensions

- It has been clearly identified that most i.e., 84.80 per cent (mean score of 4.24) of the customers’ have said that the luxury hotels need to provide adequate toiletries and stationeries items in the rooms and they also opinioned that the luxury hotels need to provide the type of room they demand.
• From the empirical data analysis it has been inferred that 81.40 per cent (mean score of 4.07) of the customers’ have said that the hotels employees should be always ready to lend a hand and the management need to extend their services if needed.

• Similarly 86.40 per cent (mean score of 4.32) of the respondents’ claim that the star hotels should provide a safe & secure environment to them and 78.60 per cent (mean score of 3.93) of the star hotel customers’ have said that the management should appoint skilled person to solve their issues.

• From the empirical results of Rotation Factor Analysis it has been found that there establish consistency in the customers’ level of expectations towards the service quality dimension of star hotels in Coimbatore district.

• Majority i.e., 87.80 per cent (mean score of 4.39) of the sample populations’ feel that the star hotels provide appealing décor & ambience and it is pleasing to them.

• It has been found that 77.40 per cent (mean score of 3.87) of respondents’ have said that they receive the types of room requested and they agree that the restaurant services are prompt in star hotels.

• It is evident from the data analysis that the 81.60 per cent (mean score of 4.08) of star hotel customers’ feel that the price charged for food and beverages were nominal and they have opined that the star hotel managers were efficient to solve the issues of the customers.
• The results of Rotation Factor Analysis reveal that there establish consistency in the customers’ level of perception towards the service quality dimension of star hotels in Coimbatore district.

• With the conduct of Paired ‘z’ test it has been concluded that there exists wide gap between customers’ perception towards hotel services and their expectations.

• From the empirical results of SEM it has been found that there is a positive impact of the service quality dimensions on the customers’ level of perception towards star hotel in Coimbatore District.

V. Customers’ Level of Satisfaction towards Star Hotel Service Quality

• It has been found that majority i.e., 53.40 per cent (mean score of 2.67) of the customers’ exhibit high degree of satisfaction towards the details of the bills given in star hotels.

• From the empirical results of Chi-Square test it has been found that there is significant relationship between demographic status of the star hotel customers’ and level of satisfaction derived by them.

• The results of Chi-Square test reveal that there is no significant relationship between socio-economic status of the star hotel customers’ and level of satisfaction derived by them.

• The results of Chi-Square test reveal that there is no significant relationship between purpose of tour and level of satisfaction derived by the star hotel customers’.
With the conduct of Chi-Square test it has been inferred that there is significant relationship between nationality and level of satisfaction derived by the star hotel customers.

From the results of Rotation Factor Analysis it has been found that there establishes consistency in the customers’ level of satisfaction towards the hospitality services offered in the star hotels currently functioning in Coimbatore district.

VI. Problems Faced by the Star Hotel Customers’

From the data analysis it has been inferred that 33.70 per cent of sample populations’ have said that the major issue in star hotels is room assignment i.e., pre-assigning all or most room numbers at the time of reservation.

It has been observed that 29.10 per cent of respondents’ have said that there is no avenue to register their complaint and 33 per cent of star hotel customers’ have said that the management takes immediate steps to solve their problems.

From the empirical data analysis it has been inferred that 33.90 per cent of star hotel customers’ feel that the management needs more expertise to improve their service quality.

From the detailed data discussion it has been inferred that 68.20 per cent of respondents’ prefers to visit particular star hotel in future as well and 14.97 per cent of customers’ have said that particular hotel use to charge High room rent and it not suitable to them.

Majority i.e., 77.30 per cent of sample subjects’ do not prefer to suggest particular hotel to others as they are not convinced with its service.
5.3 SUGGESTION

From the empirical it has been observed that star hotel customers pay more attention towards availability of rooms, dealing regular guest, proximity to shopping areas, tariff package and for its efficiency of reservation system. Similarly, it has been observed that present sample customers pay more attention for customer friendly service, attractive interior decorations, warm & welcoming reception, efficient management, quick check in / out procedures, car renting / travel desk, efficient laundry services in star hotels, swimming pool facilities, gym services, beauty salon, coffee / pastry shop, book shop and other entertainment facilities to attain customer satisfaction or to improve business.

The empirical findings on the service quality dimensions also confine the fact that though sample star hotel customers were found satisfied with the Tangibility, Reliability, Responsiveness and Assurance. The sample populations expect more service in term of empathy i.e., staff behaviour towards the guests. The study realises the fact that the customers are significantly influence by the service quality dimension of star hotels and their satisfaction and leads towards high service quality expectations. High service quality levels in hotel industry can be enhanced so that it would lead to repetition of customer’s visit as well as better perceptions. Based on the empirical findings following suggestions are proposed.

i. Enhancement of Tangibility Features

Current study has observed service gap in term of tangibility feature of the star graded hotels like is appealing and pleasant appearance, proper location of hotels etc. Most of the hotels in Coimbatore city are located in highly traffic conjunction area like Gandhipuram, Peelamedu, RS Puram etc. Which in turn affects the exterior outlook of the hotels as it is
not so pleasing or looks grand as expected by the guests. Thus, the hotel managements of the star graded hotels are suggested:

- To take adequate steps for enhancement of their hotel appearance from the outer look that many are attractive to the guest who pay high price for staying in luxurious star hotels.

- In order to get an advantage of proximity of hotel locations, hotels need to be providing simple pamphlets to their guests about the located map of the city with easy access to shopping centers, sporting facilities, and medical services etc., which are convenient to the customers. This helps the customer to reach the hotel and save their time without wasting in traffic and travelling.

- Star graded hotels functioning in Coimbatore district are suggested to undergo remodeling to refresh the interiors of guest rooms and public spaces in order to remain competitive with the star hotels that are located in the metropolitans and other tier II cities across India.

ii. Enhancement of Other Service Quality Features

This empirical study results confirms that the employee attributes along with reliability and physical features were found to be the most important factor contributing to customers’ overall satisfaction. Thus, the hotel managements have:

- To conduct adequate planning for training their employees in term of drawing reliability, assurances and empathically towards their customers.
In the current study majority of the hotel guests are found be business entrepreneurs and government official who stay in star hotels for a day or two. This class of customer’s generally demand service like: Jacuzzi shower in toilet, Fruit Basket in Room and Tea / Coffee Maker in Room. The hotel management should take adequate measures in provision of these facilities in order to enhance their customers’ perception towards their service quality invariably of their time of stay.

Hotels should also provide recreation facilities like Spa, Golf Course, Tennis Court, Gymnasium, Boating, Pools, Kids club, Movies, Indoor Games, Arts and Crafts, etc., to attract more holiday customers.

This study claims that 33.90 per cent of sample star hotel customers’ are female. Thus, it is suggested to the hotel managers that since women also pay attention on “discipline and the cleanliness of hotel staff” and “quality of service, food and beverage in restaurant/bar” more than men. Star hotels should take all possible measure to maintain the standard of these service features for their future success and retention of existing guests.

During the one-to-one survey discussion many of the hotel guests had claimed that the bathroom facilities are indispensable in a hotel. They demanded for more services which were generally not provided even at the star graded hotels. They claim that when guests stay in a hotel, they only often receive the shampoo, body lotion and toothpaste. But according to the research inferences, most of business class consumers demand thing is Jacuzzis, hair dryer, music, comb,
fragrance spry, razor and shaving cream for men, tower warming drawer, big illuminated mirror, radiant floor heating and sleeper etc. Thus, it is suggested that while equipping the hotels’ bathrooms, hoteliers should pay attention on them to gain more customer satisfaction by adding niche features.

iii. Simplification of the Check-In and Check-Out Procedures

The empirical results of the study reveals the fact that majority of the guests are found to dissatisfy with the efficiency of star hotels in room reservation system. A quick Check In/Out Procedures. Similarly, it was found that checking and check-out facilities followed by concierge facilities, reservation services, ambience of lobby, Efficiency of check-in and check-out process, politeness of the staff and connectivity of the hotel emerged as the important dimensions influencing satisfaction of guests from front office. The star graded hotels functioning in Coimbatore are rated fair in terms of these service offering. Thus,

- It is suggested to the managers of star hotels for enhancement of reservation services.
- Attended the guest with a smiling face and give proper responses to the doubts or queries raised by them.

iv. Enhancement of Co-ordination between Various Department

Modern hotels are, like any commercial establishment, have a large number of departments, equipment and manpower to deliver various products, services and facilities required by the modern guests. For enhancement of service quality in the specified five parameters effective co-ordination between the departments have to strengthen. Mainly, Front Office, Housekeeping, Food and Beverage Service and Production are core
departments complemented by Human Resource, Accounts and Finance, Stores, Maintenance, Sales and Marketing etc.

- It is suggested from the results that the service quality is a dynamic concept that should be continuously monitored because some changes always exist over the time. Any star graded hotels can achieve high service quality through the inter and intra department operational co-ordinations.

- In order to enhance customers satisfaction hotel management have to properly plan the management and seek full co-operation from the staff working in various departments.

v. Enhancement of Customer Satisfaction through meeting the Gap between Perception and Expectations

The success of the hotel business is directly linked to customer’s satisfaction with hotel services. The consumer satisfaction is a business philosophy that seeks to create value for customers, provides and manages their expectations and demonstrates the ability to meet their needs. One of the most important elements for quality assurance in the hotel is the knowledge of the needs and desires of guests. Based on both theoretical and empirical findings of the study it has been suggested to the star graded hotels functioning in Coimbatore district:

- To draw a strategic information profile from the customers about their expectation towards various services. In short, the hotels have to collect feed backs from the customers’ while their leave hotels.

- Moreover, having a clear understanding about the expectations and requirements of customers is important for success in
hospitality sector. For example, providing add-on services, giving high level personalised services; collecting feedback from existing customers regularly will fill the gap between the expectations of customers and services provided by the hoteliers.

- With help of the feedback, the hotel management can train their employees. If employees possess the required skills and knowledge necessary to perform the service adequately their efficiency of operation can be enhanced.

- The sample hotel managers must realise the fact that the existing customers who have experienced the facilities of a hotel, in turn, will act as a ready referendum to new customers. They share their experiences after they return from a trip, whether they are good or bad. Therefore the hoteliers must take utmost care and cater to the needs and requirements of the existing customers.

- From the one-to-one discussion it has been observed that most of the foreign travel those who travel with their families family, both men and women prefer bed for kid and doll, refrigerator, babysitting service, laundry service and free meal to ked up to age 12 years. Since these services are still not popular until now in Coimbatore region, it is suggested to the hotel managers for providing these services for enhancing their service quality ratings.

vi. **Aim for Price Competitiveness**

The empirical results of the study confines that the sample customers were observed to be least satisfied with the price charged by the
three, four and five star hotels against the quality of services offered by them. Thus, it is suggested:

- The hotels managers should ensure that they provide all additional and luxury service are either offered either free of cost to the customers or at the least minimal cost.

- Hotels have to practice transparency and accuracy in billing and ensure that customers benefit and get full satisfaction for the price paid by them.

5.4 CONCLUSION

The study on service quality and star hotel services has attracted many researchers and academicians throughout the world and recently it has attracted the researchers in India. There has been continuous research and contributions in the field of service quality practiced by hotel industry by various players. The present study is therefore focused on star hotel services and the level of satisfaction in the study area. From the empirical data analysis it has been majority i.e., 66.10 per cent of star hotel customers’ are male, 42.29 per cent of the respondents’ monthly income varies between Rs.100001-Rs.150000 and most of the customers’ stay in star hotels for their business. It has been inferred that most of the respondents’ have sourced information about star hotels from their friends and relatives and they usually book rooms by online reservations. From the empirical data analysis it has been found that most of the sample populations’ are influenced by the reputation of the star hotels and they also consider the quality of food and beverages items offered in the star hotels. Further it has been inferred that the respondents’ seek for restaurant and bar facilities in star hotels. It has been found that majority i.e., 53.40 per cent of the customers’ exhibit high degree
of satisfaction towards the details of the bills given in star hotels and they believe that the services offered in star hotels are prominent and reliable.

It is evident from the above data analysis that the sample populations’ have said that the major issue in star hotels is room assignment i.e., pre-assigning all or most room numbers at the time of reservation and it leads to inconvenience. Similarly the respondents’ have said that there is no avenue to register their complaint and the management shows a lethargic behaviour in solving their behaviour. Thus it has been understood that the customers’ the star hotels need to improve their service quality so as to improve their business.

The study aims to conclude with the fact that the hotel service in Coimbatore district is influenced by several factors. Hotel industry in Coimbatore is a challenging market as it is price-sensitive. Existing hotels need to invest for maintenance, refurbishing and maintaining their brand standards and the main business is from room occupancy. And, many of the overseas business visitors book rooms through their local partners. These partners look at more benefits at a relatively lower price. The location of the hotel property is an important factor to attract more visitors. Hotels should jointly look at promoting the development of facilities such as sports complex and attracting more events to the city that will bring in more visitors. Focus should be on improving flight connectivity and jointly representing to the Governments to bring down the taxes. There is still scope for business here as it has a huge base of industries that are export- oriented businesses, Information Technology, Education, Healthcare etc.

Quality is one of the greatest challenges facing organisations in today’s ever-growing competition, continuous increase in customer expectations and needs. Such trends have also forced hotels to seek ways to expand their market share, retain current clients and create repeat business.
Achieving such goals requires a comprehensive understanding of the ways how customers evaluate the quality of service offerings and how they choose one hotel to another.

5.5 SCOPE FOR FUTURE RESEARCH

The main limit of this research is that it is circumscribed to only the star hotels in Coimbatore district that offers vast scope for the future researchers for conduct of an elaborate and extensive study that may aim to compare the service quality of hotels in Coimbatore with other star hotels in metropolitan cities in the state as well across the country.