

# A Study on Impact of Service Quality on Customer Satisfaction in Hotels of Chandigarh

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## Abstract

Services are Intangible in nature, they are to be produced and consumed immediately it cannot be stored. Thus arises the need to analyse the impact of 'Service' on consumers and their behaviour. The study focuses on the Impact which quality of service (QOS) has on customer behaviour. In today's era Customer is the King thus the marketing today is quite customer oriented in terms of product. Where's when service is concerned, we need to analyse consumer perception, like and dislikes to a standard of service. Quality of Service is considered as the important centre idea and a critical achievement factor in the hotel business The Hotel industry is highly likely to succeed by interpreting their consumer group and their needs. There are various factors which might affect the customer's choice of destination like: Dining environment, Menu, food & beverage, service staff, service quality and overall satisfaction. The most important factor of these was service staff and service quality provided. The research was conducted through a well structure questionnaire which was circulated among 100 residents in Chandigarh: The beautiful city.

**Keywords:** Service, Customer Satisfaction, Consumer perception, QOS, Service staff.

## Introduction

Hotel industry is one of the leading industries all over the world, people from all over the world visit hotels for the services they provide. In this fast-pacing world everybody needs a break and then there come the luxurious hotels. They assure to provide their customers a heavenly experience forgetting all the worries behind. They provide services like lavish rooms with lip smacking food and a person attending your needs to your beck and call. Good customer service makes the customer feels important and welcomed. Service being intangible in nature is difficult to keep a standard for. Thus, the standard training modules must be set. Hotels have SOPS to keep a track.

India has a wide variety of hotels from five stars hotel to local motels, they provide services like stay, dine in, takeaway, coffees shops, bakeries etc. As of 2019 there are 1700 hotels in India.

## About Chandigarh

Chandigarh, famously known as '*The City Beautiful*' serves as a capital to two Indian states – Punjab and Haryana. This Union Territory is designed by the famous French Architect, Le Corbusier and is considered as one of the best experiments in urban planning and modern architecture of the 20th century. The hospitality landscape of Chandigarh has evolved since the last 10 - 15 years. Chandigarh is known for its well-structured architecture and greenery.

Over the years with transformation in technology, manpower, infrastructure Chandigarh has been home to five-star properties like-JW Marriot, The Lalit Chandigarh, Hyatt Regency Chandigarh, Taj Chandigarh and Oberoi Sukhvilas.

## Service Quality

Service quality is one of the most important aspect in the hotel industry, if the service is not good the customer will not come again. Customer needs to feel important when using the services in the hotel. Service quality and customer loyalty is directly proportional, meaning better the service quality more the loyalty of the customer towards the hotel. Hotels can encourage and train their staff to be more in touch with the changes today. A more professionally trained support staff leads to a more loyal customer base. Such factors include more open communication, appreciation, and reward to appreciate the staff and a presence of work force - better quality, responsiveness, affirmation, and compassion. Nature of products and the administrations is one of the serious necessities to develop the brand name of the organizations in the cordiality industry to endure.

## Customer Satisfaction

Customer satisfaction means that how the customer perceives service delivery. That customer satisfaction is a function of service performance relative to the customer expectation, it is important to understand how customer expectation is formed to identify the factors of service satisfaction in the hotel industry. As different customers have different expectations, based on their knowledge of a product or service. The effect of quality of service can also vary from one customer to other based on their past experiences. This can be implied that a customer may estimate what the service performance will be or may think what the performance ought to be. If the service performance meets or exceeds customers' expectation, the customers will be satisfied. There have been continuous attempts by the hotels in improving the services because better service quality will lead to boost loyalty of customers.

## Objectives

- To analyse the impact of quality of service on guest decision making and perception when choosing their Destination.

- To assess the importance of understanding consumer behaviour and determinants leading to higher satisfaction.
- To analyse whether the service quality affects customer loyalty.

## Research Methodology

The objective of this research is to find the impact of service quality on customer satisfaction in hotels of Chandigarh. For this research study we have taken help of primary data, the primary source of data for present study is coming from a set of questions asked to 100 individuals who have stayed in Chandigarh for the purpose of business or leisure. Questions contained their answers to the various experiences offered by hotels such as Room service, cleanliness, food services, outdoor activities, and overall experience of their stays.

## Data Collection Techniques

### ➤ Primary Source

The information will be collected through surveys, Google forms, in person/group interviews and by visiting various outlets.

### ➤ Secondary Source

The information will be collected from blogs, recorded interviews on web, various articles, newspaper, and magazine reports.

## Data Analysis and Interpretation

This Chapter of the Research focuses on Data Analysis procured from the questionnaire conducted. The chart below helps us understand the degree to which certain basic service quality standards contribute to satisfying a consumer to a certain extent.

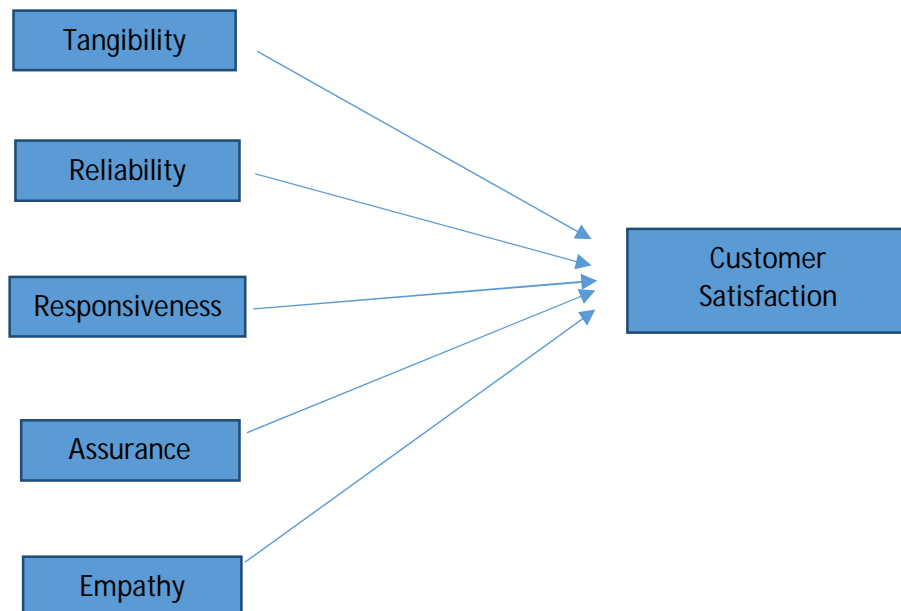
Serial No.	Factors Affecting Customer Satisfaction	Satisfied (%)	Dissatisfied (%)
1	Supportive staff	92	8
2	Sense of security and safety	89	11
3	Timely Room Service	89	11
4	Food and Beverage Service Quality	98	2
5	Empathy	94	6
6	Ambience	85	15

## Intangible Factors Impacting Consumer Behaviour

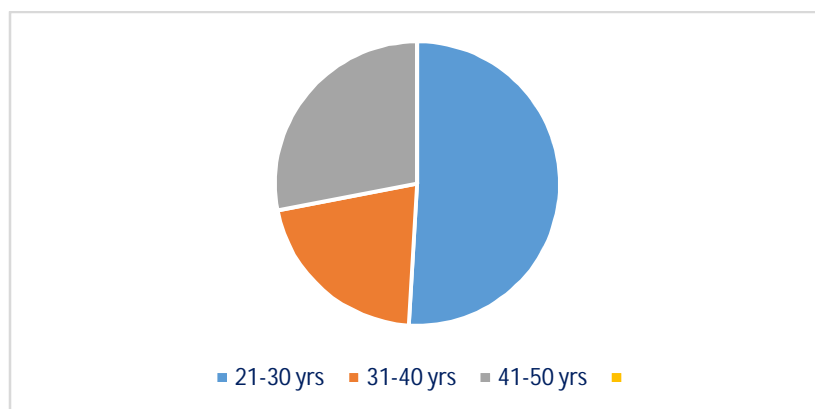
The figure below is a representation that the following factors according to various customers contribute to Customer Satisfaction. Factors like Tangibility, Reliability, Responsiveness, Assurance and Empathy have contributed to satisfaction levels.

Evidence showed that there is a significant relationship between customer satisfaction and customer loyalty (Leninkumar, 2017). Customer loyalty is considered a result of customer satisfaction, when customers who have good experiences with the service of the company will continue to deal with the company viewing it as less risky, thereby making them loyal and rational in decision-making.

Empathy from service providers was the most common factor according to the consumers affecting their sense of security, satisfaction, and belongingness. Thus overall satisfaction is a successful endeavour which was completed by all these intangible assets which made the visitors or guest coming to Chandigarh and choose a property. They make the guest a positive ambassador and instil brand loyalty.



### Age of Customers Impacting Their Behaviour



The pie chart above highlights the details about the age of the respondents who prefer these hotels. 51% of the respondents' age lie between 21-30 years as majority of them visited the

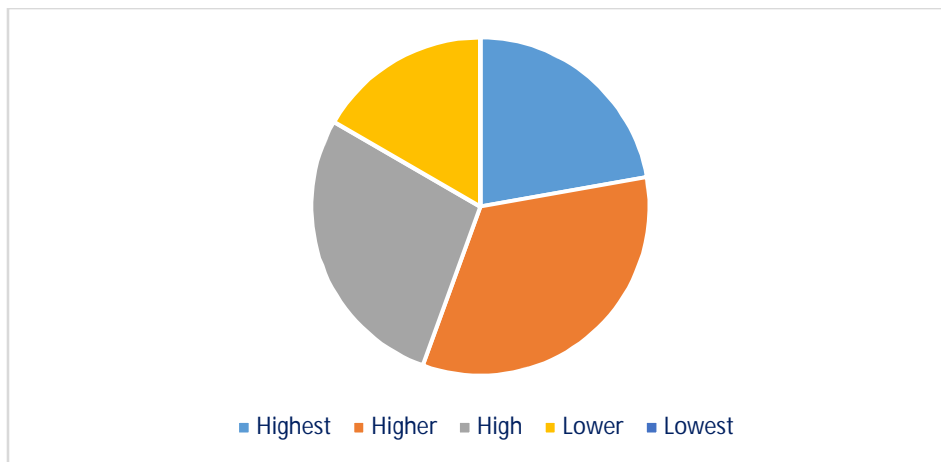
places for conference and occupational purpose. 28% of the respondents' ages lie between 41-50 and 21% of the respondent age lie between 31-40. Youngsters were in majority due to various reasons like more knowledge, to explore and experience new adventures.

### Gender Influencing Consumer Behaviour

Gender	Percentage
Male	77
Female	23

The figure above shows how consumer choices for their place of stay are influenced by their gender. 77% of the respondents who preferred these hotels were male as it was possible for them to frequently visit places for conference and occupational purposes whereas this was not much possible in the case of female who were only 23%.

### Staff Professionalism Impacting Service Quality



The pie chart above highlights on facts that- Two-thirds of the respondents feel either highest or higher about the quick attention and response displayed by the staff to their complaints and enquiries. 13.3 % however feel lowest and lower about how the staff attends to their complaints and enquiries. However, 25%, 15% and 10% feel the staffs were higher lower and lowest respectively in terms of professionalism when dealing with customers.

### Challenges Hindering Service Quality

Challenges	Percentage
Disgusting Behaviour	15%
Discomfort for Guest	45%
Impersonal Attitude (Lack of empathy)	10%
Presence of Insects	30%

The table above contains the possible challenges that adversely affect customers' satisfaction in the hospitality industry. First and foremost, 15% of the respondents identified disgusting staff behaviour as one of the possible challenges that create difficulties for hotel guests in Tamale. The second challenge according to 45% of the respondents reveals that there is possible discomfort created for customers, and this an incredibly significant determinant of risky social condition in the hotels. The respondents numbering 10% also mentioned that impersonal attitude also emanates from the and thus adversely affect customer satisfaction. The data further reveals that 30% of the respondents considered the presence of insects in the atmosphere as one of the barriers which adversely affects the achievement of customer satisfaction in the hotel settings.

## Conclusion

The study concludes that there are various factors which might affect customer satisfaction whether tangible or intangible. Tangible factors like age, gender and choice of destination impact the variety of consumers. Intangible factors like accountability, responsiveness, tangibility, assurance and Empathy Hotels are a home away from home thus the guest must feel a sense of security and Safety. The study helped us understand consumer perception while making choices. People have certain criteria while choosing their destination for a stay- A perceived good Brand image also affected people to choose properties like- Oberoi Sukhvilas. It has been highlighted as a 'To Stay' property by members. Properties like JW MARRIOT where given preference because of a loyalty programme and fringe Benefits. Properties like Hyatt Regency Chandigarh for its location and areas of visit nearby.

It also helped us realise how intangible factors and guest ambassadors affect the hotel image. Empathy was the biggest attribute which created a positive perception for the guest. According to guest a sense of belongingness from the staff helps them feel more comfortable and at ease.

A positive relation between the service quality and customer satisfaction. If hotel meets or surpass the customer expectation about quality provided to them, they feel satisfied. If there is positive gap between the perception and expectation of the customers for hotel it means hotel is doing well, but if there is negative gap between the perception and expectation of the customers for hotel it means there is a need of improvement in the service quality level. There are two types of services tangibles and intangible. Almost all hotels are similar in tangible services according to their rating but the service which can win the heart of the customers is intangible services. If a customer felt special in the hotel, then this thing

Contributes a lot in the satisfaction of the customer. Hotels should try to provide customized services to their customers.

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