A Study on an identifying key factor for the Satisfaction of the Customers in the Star Hotels in Chennai.

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Abstract:
  The hotel has become one of the most competitive businesses in the world over the past three decades. The Indian hospitality industry has witnessed healthy growth, fueled by a steady influx of foreign tourists as well as an increase in tourist traffic within the country. The hospitality industry is a customer-centric service and it is very important for the hotel industry, which positions itself as brands, to be customer-centric and make sure their customers get the very best. Customer satisfaction in the hospitality industry is the top priority for owners in the hotel competition. The study examined the factors that influence customer satisfaction in the hospitality industry and assessed the degree to which personal adaptation of staff to customer expectations, friendliness, physical environment, and emotional stability of employees affect customer satisfaction. This study notes that staff, cost, location, food and dining area, and physical characteristics of rooms and the hotel are the main factors that affect customer satisfaction in five star hotels.
Key words: Customer Satisfaction, Friendliness, Physical Environment, Content Analysis, Dining Area, Hotel Industry.

Introduction:

  The service sector plays a significant role in most developing and developed countries. The hotel has become one of the most competitive businesses in the world over the past three decades. The Indian hospitality industry has witnessed healthy growth, fueled by a steady influx of foreign tourists as well as an increase in tourist traffic within the country. Customer satisfaction has become a key indicator for the hotel business. Customer demands and expectations are ever increasing and altering at a rapid rate in the hotel industry. During the recent decades, the tourism industry has become an active source for economic gains and financial growth. The services industry which is mainly driven by effective functioning of hotels in the country has the directive to offer perfect services aimed at making the customer satisfaction in the hotel industry. Those at the helm of businesses of service provision play a dominant role in the enlargement of the hospitality industry in Chennai. Apart from its contribution to customer satisfaction, the industry also contributes to the growth of the Gross Domestic Product (GDP). The hotel industry provides employment to, cooks, receptionist, cleaners, security guards and a whole lot. Service quality leads to customer satisfaction, followed by loyalty and customer retention. The regular customer not only repeats the patronage, but also sells the hotel by word of mouth, thereby increasing the hotel's income. The consequence of this is that a change in patronage on the part of customers will affect the hotel's long-term revenue.

Importance of the study:

  Customer satisfaction is intended to motivate managements to increase revenues, manage and regulate their resources. However, this is generally not the case, as there are shortcomings in the provision of services in the hospitality industry. The resulting data can also facilitate the implementation of joint service provision. The study has both practical and research implications, as the results can drive growth and improvement in the hospitality industry and are expected to enhance the capacity of local staff. Besides that, quality services tend to manage and sustain the local prevailing competitive advantage for the hotels. Furthermore, the results from the study will bring awareness to investors to understand the different roles of each service providers in entirety delivering on their order of delivering quality services. Finally, this study will bring to stand whether there will be the need for a more extensive study to be done by officials and consultants of the hospitality industry in the design and implementation of factors both internal and external to improve on customer satisfaction.

Scope of the study

The research used five (5) hotels in the Chennai. Basically it included key officers liable for the supervision of service delivery, customers and the persons employed to perfect the service. The choice of the selected hotels is based on their involvement and role they play in the hospitality industry; and their working relationship with the researcher.

Limitation of the study

The researcher almost knowledgeable challenges with time restraints because although there are assessments of existing literature on the hotel industry, they are not sufficient. Besides, the work was delayed as a result of the full schedules of the respondents. And one of another limitation of this study is the unable facilities of the reviewers to express themselves in English; not every reviewer is equally able to express their true awareness and opinion in the language. However, the researchers were able to use the language cues to overcome any semantic fluffiness that occurred as a result of language mistakes.

Review of literature:

Srinivasa R. (2016) Considering the measure and complication of the industry , technology inter connects all of its weapons today. Internets provides now allow people, all at the identical time, to rental cars, booking the hotel rooms, book airline tickets and tours. Computer booking methods or global delivery systems are called such computer systems. While many work in behind - the- scenes roles in the service industry, those on the front lines must be enthusiastic and articulate: travel agents, tour guides, front desk clerks, and so on.

Srivastava S. (2017) the word 'Economy Tourism Contributors' applies to all the facilities Industries that are important for visitors at home and abroad. It encompasses all transport services, such as railways, travel buses, airlines, taxis, lodging industries, all star hotels, resorts, small restaurants, local shops, numerous exhibits of handicrafts and other local items.

Thakur S. K. (2018) this industry needs star-performers. When we do nothing good, nothing good is possible. Continue with a non-performer pool and when we hit a star performer band, nothing is unlikely.

The study has the following objectives:

1. To find out the factors influencing the customers to prefer star hotels for their stay.
2. To ascertain the impact of customer satisfaction on the hospitality industry

Sampling Design

This study is confined to the customers of the select star hotels in Chennai. In the present study, leading (5) five star hotels are selected and next stage by adopting convenient sampling, every five star hotel by taking 10 customers are selected for this study. Therefore, the sample size consists of 50 customers.

Data analysis and interpretation

Table 1 displays the personal data are given in the title of demographic information of selected respondents in the hotels.

Table – 1 Demographic variable analysis

Particulars	Classification	Number of Respondents	Percentage
Gender	Male	32	64.00
	Female	18	36.00
	20-30	10	20.00
Age	31-40 years	17	34.00
	41-50 years	23	46.00
Educational background	UG	18	36.00

	PG	20	40.00
	Professionals	12	24.00
	Employees	7	14.00
	Professionals	10	20.00
Occupation			
	Business persons	33	66.00
Monthly Income	Up to 100000	4	8.00
	200001-300000	25	50.00
	Above 300000	21	42.00

Sources: Primary data

The table above shows the various demographic characteristics of the respondents in the study area. In the first place, the gender distribution of the sample respondents, nearly three fourth of the respondents are male and rest of them are female. Age distribution of the respondents reveals majority, thus 46 per cent of the respondents were found to be within 41–50 years. Those in the minority were between 20 and 30. In terms of educational background, a majority (40%) of the respondents had post-graduation; with the least being 24 per cent who had professional qualification. With regards to the occupation of the respondents nearly three fourth of the respondents having business personalities and least of the respondents are fall under the category of employees, and the last one is monthly income of the respondents, half of the respondents had the between 200001 and 300000 and least number (8 per cent) having up to 100000 earning persons in the study area.

The percent position and garret value

The Garret ranks were calculated by using appropriate Garret Ranking formula. The Garret table value is calculated on the basis of the Garret table value is presented in the following table

Table 2: Percent Position and Garret Value

S.No	$100 (R_{ij}-0.5)/N_j$	Calculated Value	Garret Value
1	50 (1-0.5)/5	5	82
2	50 (2-0.5)/5	15	70
3	50 (3-0.5)/5	25	63
4	50 (4-0.5)/5	35	58
5	50 (5-0.5)/5	45	52

The preference and Ranking for important factors influencing the customers' satisfaction on 5 star hotels in Chennai

Table-3

S.No	IMPORTANT FACTORS	1st	2nd	3rd	4th	5th	Total Score	Mean Weight	Rank
1	Staff behaviour	492	910	378	812	572	3164	63.28	4
2	Location	164	350	504	754	1144	2916	58.32	5
3	Dining environment and the food quality	1230	1400	693	174	52	3549	70.98	3
4	Amenities in the room	1804	630	693	348	104	3579	71.58	2
5	Facilities available in the hotel	1476	1400	504	174	52	3606	72.12	1

Source: Primary data.

The table shows that the various factors ranked by the customers who are giving the ranks for the influencing factors for the satisfaction in star hotels. Based on their priority it used for garret ranking for used for getting clear picture for their opinion. From the above table we got the clear picture about the most influencing factor for the star hotel customers. Various facilities offered by the hotels got the first rank and followed by amenities in the rooms, Dining environment and food quality, staff behaviour and the location of the hotels are getting 2nd , 3rd, 4th, 5th ranks respectively.

Findings of the study:

- Three fourth of the respondents are male.
- Majority, thus 46 per cent of the respondents were found to be within 41–50 years.
- 40 per cent of the respondents had post-graduation
- 3/4 of the respondents having business personalities.
- Half of the respondents had the monthly income between Rs. 200001 and Rs.300000.

Suggestions

- The select star hotels must representative tolerable amount of freedom, grant powers and give passable support to their employees to do their jobs competently and encourage them to understand customers' needs and wishes correctly.
- When customers come to hotel, they need to delay a long-time for checking-in; it will cause bad impression to customers. Therefore, services in the select star hotels must to be performed on time at the first time to create compassion for new customers as well as sustain customer loyalty. Besides, the select star hotels should improve the serving skills of receptionists which play an important role in customers' positive thinking and satisfaction.
- The select star hotels may perhaps provide enough amenities to employees so as to enhance the reliability, so that they can help customers in time. The select hotels are supposed to provide the best amenities and the best service to feel customers perceived high in value which is positively affecting the customer satisfaction.

Conclusion:

Hotel industry is one of the prime sectors that have been driving the growth of Indian economy. The industry covers extensive services that include food service, hotels and tourism. The development of budget hotels in India to cater to the most of the population who seek reasonable lodging has materialized into an effective driver for growth. The star hotel have a better strategy through service guarantees to motioning firm guarantee to deliver high standard of service and to reach customer extreme satisfaction. Further it is understanding of how physical environment such as rooms and outside factors have really and can influenced customer satisfaction which enables management of hotels to create the enabling hotel environment that might reduce the stress and depression of some guest at the hotel. However, the possible challenges such as disgusting behaviour, discomfort for customers, neutral attitude and presence of insects in the atmosphere could adversely affect the achievement of customer satisfaction in the hotels studied in Chennai.

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