

A STUDY ON CUSTOMER SATISFACTION IN HOTEL INDUSTRY WITH SPECIAL REFERENCE TO FOUR POINTS BY SHERATON – KOCHI INFOPARK

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Abstract

Customer satisfaction is a business values that considers to the creation of value for customers, expecting and managing their expectations, and representing ability and responsibility to satisfy their necessities. Service organization's customers will remain loyal to service organization, if their services are better than the services provided by any other organization. The present study was taken so as to measure customer satisfaction in Four Points by Sheraton Kochi Infopark. By using convenient sampling method 80 samples were selected and questionnaire method was adopted for the collection of primary data. Simple percentage analysis and weighted average ranking method were used for analysis. On the basis of data analysis it is proved that the satisfaction level of the customers towards the Four Points by Sheraton is good but certain attempts have to be made by the managers to build the services more efficient and sustainable in the longer run.

Keywords: hospitality, customer satisfaction and five star hotels

Introduction

A service is any activity or benefit that one party can offer to another which is essentially intangible and which does not result in the ownership of anything like business and professional services insurance, legal service, medical service etc. Service marketing is a specialized branch of marketing. Service marketing denotes the processing of selling service goods like telecommunication, banking, insurance, car rentals, healthcare, tourism, professional services, repairs etc.

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experiences with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

The hospitality industry is a broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a several billion dollar industry that mostly depends on the

availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, direct operations management, marketing, and human resources. The Indian hospitality industry has emerged as one of the key industries driving growth of the services sector in India. It has evolved into an industry that is sensitive to the needs and desires of people.

Objective of the study

Following are the major objectives of the study.

1. To study about the respondents' level of satisfaction in the services provided by Four Points by Sheraton Kochi Infopark.
2. To suggest measures for the improvement of customer satisfaction in Four Points by Sheraton Kochi Infopark.

Scope of the study

The study focused on the customer satisfaction on various services offered by Four Points by Sheraton Hotel in Ernakulam district of Kerala. It highlights the quality of services regarding the cleanliness and comfort, safety and security, price charged by the hotel, ambience and Interior decoration etc.

Statement of problem

There are lots of factors are determining the level of satisfaction in a hotel. Service organization's customers will remain loyal to service organization, if customers get is relatively better service than they expect to get it from the competitors. So, this study focussed to study about the level of satisfaction in hotel industry with special reference to Four Points By Sheraton.

Sources of data collection

The study is based on both primary and secondary data. For the collection of primary data structured questionnaire is used. Secondary data were collected from books, journals, articles, newspapers and websites.

Sample Design

80 respondents were selected for the study. Convenient sampling method was used to choose samples.

Framework of Analysis

The collected data were processed with the help of appropriate statistical tools in order to fulfill the objectives of the study. For the present study simple percentage analysis and Weighted Average Ranking Method were adopted.

Limitations of the study

- The study is limited to the guests of Four Points Sheraton only.
- The study is limited to 80 samples.

Analysis and interpretation

1. Gender of the respondents

The following table 1 discloses about gender of the respondents.

Table 1

Gender

| Gender | Numbers | Percentage |
|--------|---------|------------|
| Male | 56 | 70.0 |
| Female | 24 | 30.0 |
| Total | 80 | 100.0 |

Source: Primary data

It is observed from the table 1 that, fifty six (80.0) respondents are male and the rest 24 (30.0) respondents are female. Thus, majority of the respondents are male customers.

2. Purpose of Visit

The following table 2 shows about purpose of visit in the hotel.

Table 2

Purpose of Visit

| Purpose | Numbers | Percentage |
|-------------|---------|------------|
| Official | 38 | 47.5 |
| Educational | 21 | 26.25 |
| Holiday | 13 | 16.25 |
| Others | 8 | 10.0 |

| | | |
|-------|----|-------|
| Total | 80 | 100.0 |
|-------|----|-------|

Source: Primary Data

It is observed from the table 2 that, Thirty eight (47.50) respondents visit Hotel Four Points by Sheraton for official purpose, 21 (26.25) respondents visit for educational purpose 13 (16.25) respondents visit and the remaining 8 (10.0) are for other purposes. Thus, most of the respondents visit the hotel for official purposes.

3. Recommendation to others

The following table shows recommendations being made to others

Table 3

Recommendations made to others

| Recommendation | Numbers | Percentage |
|----------------|---------|------------|
| Yes | 68 | 85.0 |
| No | 12 | 15.0 |
| Total | 80 | 100.0 |

Source: Primary data

It is observed from the table 3 that, sixty eight (85.0) respondents would recommend the hotel to others and the rest 12 (15.0) respondents would not recommend. Thus, majority of the respondents recommend the hotel to others.

4. Value for Money Paid

The following table 4 shows the satisfaction of customers regarding the value of money paid.

Table 4

Value for Money Paid

| Value for Money Paid | Numbers | Percentage |
|----------------------|---------|------------|
| Yes | 70 | 87.50 |
| No | 10 | 12.50 |
| Total | 80 | 100.0 |

Source: Primary data

It is observed from the table 4 that, seventy (87.50) respondents feel that there is value for money paid and the rest 10 (12.50) respondents there is no value for the money paid. Thus, majority of the respondents satisfied about the tariffs charged by the hotel.

5. Length of Stay

The following table shows the length of stay in Four Points By Sheraton.

Table 5

Purpose of Visit

| Purpose | Numbers | Percentage |
|------------------|---------|------------|
| Below 3 Days | 20 | 25.0 |
| 3-5 Days | 38 | 47.50 |
| More than 5 Days | 12 | 15.0 |
| Total | 80 | 100.0 |

Source: Primary Data

It is observed from the table 5 that, twenty (25.0) respondents stayed in Hotel Four Points by Sheraton for less than 3 days, 38 (47.50) respondents would stay for 3-5 days and the remaining 12 (15.0) stay for more than 5 days. Thus, most of the respondents visit the hotel for 3-5 days.

6. Level of Satisfaction

The Table 6 discloses the Weighted Average Rank Analysis of level of satisfaction among the respondents about various facilities offered by Four Points By Sheraton.

Table 6

Level of Satisfaction in Four Points By Sheraton

| S. No. | Services | H (3) | M (2) | L (1) | Total | Score | Mean Score | Rank |
|--------|----------------------------|-------|-------|-------|-------|-------|------------|------|
| 1 | Friendly Staff | 48 | 15 | 17 | 80 | 191 | 2.38 | 6 |
| | | 144 | 30 | 17 | | | | |
| 2 | Price Charged by the Hotel | 50 | 14 | 16 | 80 | 194 | 2.42 | 5 |
| | | 150 | 28 | 16 | | | | |

| S. No. | Services | H (3) | M (2) | L (1) | Total | Score | Mean Score | Rank |
|--------|-------------------------|-------|-------|-------|-------|-------|------------|------|
| 3 | Ambience | 52 | 18 | 10 | 80 | 202 | 2.52 | 4 |
| | | 156 | 36 | 10 | | | | |
| 4 | Quality of Food | 60 | 12 | 8 | 80 | 212 | 2.65 | 2 |
| | | 180 | 24 | 8 | | | | |
| 5 | Parking Facility | 37 | 17 | 26 | 80 | 171 | 2.13 | 7 |
| | | 111 | 34 | 26 | | | | |
| 6 | Safety and Security | 64 | 10 | 6 | 80 | 218 | 2.72 | 1 |
| | | 192 | 20 | 6 | | | | |
| 7 | Cleanliness and Comfort | 54 | 15 | 11 | 80 | 203 | 2.53 | 3 |
| | | 162 | 30 | 11 | | | | |
| 8 | WIFI Facility | 31 | 18 | 31 | 80 | 160 | 2.00 | 8 |
| | | 93 | 36 | 31 | | | | |

Source: Primary Data

Table 6 shows the level of satisfaction of respondents various services offered by hotel Four Points By Sheraton. The computed mean score and ranks are as follows; Friendly Staff with a means score of 2.38 (rank 6th), Price Charged by Hotel with a mean score 2.42 (rank 5th), Ambience with mean score 2.52 (rank 4 th), Quality of Food with mean score of 2.65 (rank 2nd), Parking Facility with mean score 2.13 (rank 7th), Safety and Security with mean score 2.72 (rank 1st), Cleanliness and Comfort with mean score 2.53 (rank 3 rd), and WIFI facility with a mean score 2.00 (rank 8th).

The results have concluded from the analysis that, respondents highly prefer hotel Four Points By Sheraton because of the services such as, safety and security, Quality of Food, Cleanliness and Comfort.

Findings

1. Majority of the respondents are male customers.
2. Most of the respondents visit the hotel for official purposes.
3. Majority of the respondents recommend the hotel to others.
4. Majority of the respondents satisfied about the tariffs charged by the hotel.
5. Most of the respondents visit the hotel for 3-5 days.

6. Respondents highly prefer hotel Four Points by Sheraton because of the services such as, safety and security, Quality of Food, Cleanliness and Comfort.

Suggestions

1. The quality to the service rendered by Four Points By Sheraton is satisfactory still they can take effective measures to improve the quality to reach excellent service position by coming out with loyalty programs and improved communication flow to render prompt services.
2. The hotel can focus on building strong customer relationship management by maintaining a proper data base of customers who visit the hotel.

Conclusion

Hotel industry in India has witnessed tremendous development in recent years. One of the reasons for the expansion in demand for hotel rooms in the country is development in the overall economy. With such bright prospects for hotel industry, it is highly important for the service providers to constantly rethink about changing their strategies not only to attract new customers but to maintain existing customers. From the study it is found that the overall satisfaction level among the customers is satisfactory and hence the strategy needs to be directed towards delighting the customers and raising the bar from satisfied to highly satisfy.

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