A Study on Service Quality and Customer Satisfaction and Customer Psychology towards Five Star Hotel in Tamil Nadu

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ABSTRACT

Across the globe, the five-star hotel sector has achieved increased financial importance. The key risks faced by managers in the service sector are the elimination of waste that leads to low customers and satisfaction. This chapter explains the reasons why we should assess the level of service, product quality and measurement systems in the restaurant industry this year. Different research have attempted to determine how the degree of satisfaction and customer satisfaction in the hospitality industry can be measured from beginning to end. This same model was improved by the next generation of leaders or invented a new one for precedents. In the hospitality industry, SERVQUAL, HOLSERV, and the accommodation quality index are among the three most common models for assessing the level of customer satisfaction. Each approach has its own durability, which has been used in a diverse way in the hospitality sector. It, on the other hand, reports the disparity in the attitudes and perceptions of customers about hospitality for men and women, American and African visitors. This entails more thorough research, such as utilities, hotel amenities, hospitality influences, etc. That affects their alternatives. The study focuses on assessing the quality of service of Tamil Nadu's five-star restaurants. The construction industry has gained greater revenue importance over the past decade. The important challenges facing managers in the service sector are the control of water quality deficiencies and meeting customer requirements. This chapter provides the justifications for assessing the quality of service, brand loyalty and methodologies in the hospitality industry. Different businesses have tried to start finding out how to quantify the quality of service and customer satisfaction in the hospitality industry from start to finish. The model for both precedents was established by the next generation of students, or a new one was created. Determining the quality of service at a five-star hotel in Tamil Nadu is the main objective of this study.

INTRODUCTION

Hospitality is the fastest-growing service sector in the world among service sectors9. Today's core hospitality economy (estimate for 2010) has an estimated turnover of £90 billion.10. India's hotel industry has become a big industry for the Indian economy. It is one of the country's top foreign exchange earners, as well as one of the biggest employers, both directly and indirectly. 3-5 jobs are created for every room installed. The World Travel and Tourism Council predicted that by 2010, tourism in India would be able to sustain 25 million jobs (1 in 15) through 8% annual growth11. The Indian hotel industry has emerged as one of the main sectors driving the growth of the service sector and, subsequently, the Indian economy.

A fascinating and ever changing business is the hotel industry. In many countries, the hotel

sector is an important industry, especially in those attracting large-scale tourist trade. A broad range of business enterprises such as hotels , motels, restaurants , bars and casinos are defined by the term hotel industry 12. The oldest form of service is the hotel. The hotel sector has existed since time immemorial. The hotel industry 's roots are unknown. The Bible cites the birth of Christ in the Early Inn Manger13. Hotels are a representation of the entrepreneurial abilities of society. The aims of hotels are to provide places and food for people coming from far away. Jha (2003)14 describes the earliest type of hotels built to rescue the devotees who travelled on pilgrims, Dharmasalas and Sarai, a practise followed by temples, churches, monasteries, mosques and cathedrals. The European crusade that began in 1095 AD provided the basis for the social revolution that led to the growth of hotel trade and industry.

The growth of the hotel industry in India is closely related to travel. Free accommodation and food for travellers was provided by Dharma Salas, Sarais, Chaupals of Panchayats, Choultry, Temples and religious places. With the arrival of the British in important cities such as Kolkatta and Mumbai, Sarais began to grow into inns and western-style hotels. There were excellent inns in India during the 18th century, such as the Portuguese Georges, Parsee Georges, and Paddy Georges. The Albion Hotels, the Viceroy Hotel and the Hope Hall were some of the popular hotels of that period. At MacLean 's Hotel in Bombay in the year 1800, a dinner was served to celebrate the capture of Shrirangapatnam. The first luxurious hotel in Bombay was started by PallanjeePestonjee (1840). It was renowned for its fine cuisine, its beers and its wines. He later opened another hotel in Bombay 's Fort. The Auckland Hotel was founded in Calcutta in 1843, and was later called the Great Eastern Hotel. John Wakson designed the Hotel Esplanade in Calcutta with 130 rooms in 1871.

JRD Tata built the Taj Mahal Hotel in Bombay in the year 1903. It was the first hotel designed by an Indian for Indians of international standards and repute. In the year 1922, at Faletti's Cecil Hotel in Simla, Rai Bahadur M.S.Oberoi began his hotel career as a clerk. Later , on August 14, Mr. Earnest Clarke sold his interest to Mr. M.S.Oberoi.

PSYCHOLOGY CAN BE USED TO IMPROVE OUR HOSPITALITY SKILLS IN HOTEL

Psychology can help with a lot more than just psychological issues. In the hospitality industry, psychology can play an important role in attracting and retaining customers. Psychology concepts can be applicable to any situation. Learning how to apply the right theory at the right time might be the secret to your success in the hospitality industry!The good news is that you don't need to go back to school to get a psychology degree to understand these concepts. A lot of it is just human nature, and the rest has been tried, checked, and proved by history's greatest psychologists.Here are four psychological concepts that you should apply right away to develop your hospitality skills and the hospitality skills of your employees.

1. Personalization

Personalization is linked to psychology since we like to interact with other people. Other pleasures in life pale in comparison to the pleasures of intimate contact with others. This is one of the reasons why solitary confinement, whether involuntary or voluntary, is so unbearable and damaging to one's mental health.Personalization is a basic psychology theory that can be incorporated into the hospitality activities in a variety of ways: When engaging

with visitors, try to smile. Employees who smile while interacting with customers evoke positive emotions and are more likely to receive a smile in return, which enhances the positive feelings. Introduce yourself using your full name.When employees introduce themselves by name, they subconsciously make the relationship more personal and welcoming. For example, saying, "Hello, I'm the manager. How may I help you?" isn't as good as, "Hello, I'm Carl Jackson, the hotel manager. May I be of assistance?" Also, with this method, the guest has an opportunity to address you by name, which makes the guest feel that he knows someone at the establishment.Where appropriate, use the names of your visitors. Many tourists would appreciate being addressed by name rather than being viewed as an anonymous bystander. Of course, don't go overboard, but use names whenever it feels right.

2. Positivity

In psychology, positivity has to do with perspective. If a counsellor can help the patient see things from a different viewpoint, insight and then rehabilitation can follow. In the hospitality industry, positivity can be a strong catalyst for changing viewpoints. Here are some examples of how you should apply this psychology theory in your business: When diversion is needed, use it.And with the best of intentions, things can go wrong. Let's say a guest arrives at your hotel desk and there's a noise from another guest nearby, or there's a spill or minor accident. This form of unpleasantness can leave a negative impression on your visitor. But it's your responsibility to shift your guest's mindset so they don't dwell on what's going on around them.You can do this with simple distraction and positivity. A simple way would be to upgrade your guest's reservation or, in the case of a restaurant, present them with a complimentary drink or plate. Gestures like these quickly supplant a negative impression with positive feelings.Speak of pleasant things. Never engage guests with tales of things gone wrong. Also, converse about pleasant things, such as the weather, the lack of traffic, the beautiful view, etc. And if anything, terrible happened in the news, don't bring it up unless the guest has a strong desire to talk about it. Make genuine compliments. Guests appreciate compliments because they make them feel good about themselves and the decisions they make. This is why well-trained waiters will always say things like, "My congratulations on your wine selection, sir." Compliments can only be issued when they are sincere.You might say stuff like, "My congratulations on your luggage taste," or "You're looking particularly lovely tonight, Ms. Edith," when it's necessary.

STATEMENT OF THE PROBLEM

The hotel industry can, in general, be characterised as highly saturated and, hence, extremely competitive. Due to rising competition on the one hand and more demanding consumers on the other hand, achieving and retaining a dominant position in the market place is becoming increasingly difficult. Just a temporary advantage will be gained by hotels relying solely on attractive prices. Competing on the basis of superior customer service, on the other hand, is intangible and impossible to replicate, providing a sustainable competitive advantage. In today's market environment, the development of repetitive companies through high quality and satisfaction is critical. Taking into account the paramount importance of quality enhancement and hotel management, the present study was carried out with the objective of contributing a measure to the various dimensions of service quality in Tamil

Nadu hotels in the Star group. This study evaluates the service quality gap between hoteliers and customers in different Tamil Nadu hotels in the star category, applying the SERVQUAL model along with specific service characteristics of the hotel industry. This will have consequences for these hotels' customer care and resource management.

SCOPE OF THE STUDY

To study the customer service level in five-star hotels and develop an understanding of their preferences in attempt to reach them. This should cause partial which service areas ought to be improved. To survey the customer's loyalty to a particular five-star hotel and try to find the key points that allure them to the hotel. To evaluate the view of each customer of the hotel and achieve in-depth knowledge as to how to remember a hotel and what factors will significantly impact the return with business to the customers. To examine whether if the five-star hotel has increased the standard of their provider, the client will indeed change (lowering or increase) everyones satisfaction level of customers.

SIGNIFICANCE OF THE STUDY

The five-star hospitality industry is indeed a species divided in distinct things when it comes to the lodging sector. These five-star hotels offer top-of-the-line service to guests and opulent facilities which are of the hardest to manage and pose a high risk to developers and owners. Five-star hotels are usually among the most volatile on the market, with great success and even great economic downturn. In this context, it would be very interesting to identify and look for new troubles that could lead to more ideas for research in luxury hotel research. Articles analyzing the performance of luxury hotels from specific viewpoints (e.g. customers, financial performance, and more) were much of the literature found by the current author, although who suggested that both emotional and experiential luxury should be characterized. Luxury is not just about hotel decoration or services due to the active and conscious perception of luxury, which means that customers' thoughts and emotions are also included (Bernstein). The research of Bernstein was just a tip of the iceberg, which encouraged me to learn more about this particular sector of the hotel industry.

OBJECTIVES OF THE STUDY

The aims of the research are as follows:
- To resolve the profile of hoteliers and to define their understanding of significant hotel-specific service characteristics and quality of service.
- To understand the relationship between the socio-economic profile of clients and the perception of clients towards significant hotel-specific service characteristics and quality of service.
- To define the service quality gap in star category hotels among each of the five service quality dimensions and to expose the service quality gap between hoteliers 'and customers' perceptions
- To consider the Customer Satisfaction effect of service quality dimensions.
- To give study-based recommendations to reduce the quality of service gap.

RESEARCH METHODOLOGY

Analysis Methodology is the process of systematically solving the issue of research. It

is a discipline that explores how research is done. The methodology of study illustrates the procedures to be practised in research operations, beginning from research to presentation. It involves research design, research locale, sampling system, data sources, data collection, analysis framework and limitations.

RESEARCH DESIGN OF THE STUDY

Research method is the arrangement of conditions for data gathering in a manner that attempts to combine meaning with economics in the process for the purpose of science. As the analysis describes the standard of service characteristics in five-star hotels, the present research is descriptive in nature.

LIMITATIONS OF THE STUDY

While a cross-sectional quality survey of star hotels in Tamil Nadu with a statistically significant response rate has been carried out, it is not sufficient to generalise the findings in a vast country like India. Convenience (non-probabilistic) is the applied sampling method. Only the preferences and perceptions of the stakeholders are considered for the assessment of service quality in five-star hotels. Other behavioural trends among stakeholders can have a different effect on the assessment of service quality. In SERVQUAL, a linear relationship is assumed between service quality and customer satisfaction. Other service quality stakeholders, especially employees and the position of technology not included in the study, are involved.

REVIEW OF LITERATURE

Hey, Singh M. K. With Arora N. (2014) the players in the hospitality industry have readily acknowledged the sustainability of activities. A holistic approach to sustainability has been introduced.Placing it at the center of their plan for business. Increasingly, all the business segments are to follow these methods of sustainability. Some of these approaches involve reducing their carbon content.Footprint through investment in efficient waste, water and power management technologiesFor new initiatives, restoration, introduction of green designs and structural design, etc.

Yeah, Singh S., et.al. (2015) On the basis of the guest 's choice of where to stay and what to do.Their own social network's suggestions. When they have perfectly good friends and like-minded associates who have been to a good hotel and carried out things they would like to do, guests have reason not to believe all the hype and ads. Not only are the cost of delivery and commission margins much smaller, but the standard of referrals is much more credible and brings in precisely the sort of hotel guests you are looking for.

With Srinivasa R. (2016) Considering the scale and complexity of the industry , technology interconnects all of its weapons today. Computer systems now allow people, all at the same time, to book airline tickets, rental cars, hotel rooms, and tours. Computer reservation systems or global delivery systems are called such computer systems. While many work in behind-the-scenes roles in the industry, those on the front lines must be enthusiastic and articulate: the word 'Economy Tourism Contributors' applies to all the facilitiesIndustries that are important for visitors at home and abroad. It encompasses all transport services, such as airlines, railways, and travelbuses, taxis, lodging industries, all star hotels, resorts, small restaurants, local shops, numerous exhibits of handicrafts and other local items.Thakur S.K.

The. K. This industry needs star-performers (2018). 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. We currently find that India's tourism industry is facing an image crisis. In this market, growing the number of star performers needs to be a top priority. Apex institutions in India have stopped providing advanced courses in tourism education. This has resulted in a total negative impact on the destiny and future of education in tourism and the availability of the right kind of people.

DATA ANALYSIS AND INTERPRETATION

TABLE NO: 01

AGE OF THE RESPONDENTS

S.No.	Age	No. of Respondents	Percentage
1.	21-30	153	50
2.	31-40	62	22
3.	41-50	84	28
	Total	**302**	**100**

Source: Primary data

In the table above, information about the age of the respondents who prefer these hotels are given. 50% of the participants are between 21-30 years of age, as most of them have visited the venues for conference and professional purposes. 28% of respondents are between the ages of 41-50 and 22% of respondents are between 31-40 years of age.

TABLE: 02
GENDERWISE CLASSIFICATION OF THE RESPONDENTS

S.No.	Gender	No. of Respondents	Percentage
1.	Male	232	77
2.	Female	70	23
	Total	**302**	**100**

Source: Primary data

The above table shows the gender specifics of the participants who chose to stay at these hotels. 77 percent of respondents who chose these hotels were male as they were able to frequent places frequently for conference and occupational purposes, although this was not very likely in the case of women who were only 23 percent.

TABLE: 03

MARITAL STATUS OF THE RESPONDENTS

S.No.	Marital status	No. of Respondents	Percentage
1.	Married	164	54
2.	Unmarried	138	46
	Total	302	100

Source: Primary data

Data on the marital status of respondents who prefer these hotels are included in the table. 54 percent of the respondents who preferred these hotels were married, and 46 percent were unmarried.**TABLE: 04**

NATIONALITY OF THE RESPONDENTS

Sl.No.	Nationality	No. of Respondents	Percentage
1.	Indian	281	93
2.	Others	21	7
	Total	**302**	**100**

Source: Primary data

Details of the nationality of the respondents selecting these hotels are given in the table above. 93 percent of respondents who choose these hotels are Indian nationals and 7 percent of respondents are from other countries.

CHI – SQUARE TEST

Hypothesis: Ho

There is no relationship between length of stay and cost of accommodation.

Cross tabulation

			Cost of accommodation			Total
			High	**Mode rate**	**Low**	
Length of stay		1 day	19	48	8	75
		2 days	16	82	4	102
		3 days	6	36	6	48
		4 days	2	10	3	15
		5 days	-	16	5	21

6 or more days	1	19	21	41
Total	**44**	**211**	**47**	**302**

Chi-Square Tests

	Value	df	Asymp. Sig.(2-sided)
Pearson Chi-Square	63.895	10	.000
Likelihood Ratio	59.631	10	.000
Liner-by-Linear Association	43.359	1	.000
N of valid Cases	302		

In the table above, details of the nationality of the respondents selecting these hotels are given. 93% of respondents selecting these hotels are Indian nationals and 7% are from other countries.

Result:

We ignore the hypothesis because the $\chi 2$ value is higher than the table value. There is a link between the duration of stay and accommodation costs.

SUGGESTIONS

By focusing on atmosphere, location, cleanliness, food and beverage, safety and security, interaction and behaviour quality, waiting time, service quality, the five-star hotel can improve the level of Since cleanliness has a greater effect on customer satisfaction, the hotel must focus more on factual cleanliness. The quality of interaction and behaviour will also have a greater impact on the quality of service, so it is recommended that hotel staff should be properly trained to interact with hotel guests. The hotel will have a periodic review of the phase of training. To please the customers and to keep them loyal to the hotel, the waiting time for the service delivery process should be properly managed. Since all the variables considered in the study have a positive relationship with the standard of service, the hotel should regard these variables as essential for the overall growth of customer loyalty.

CONCLUSION

Cleanliness is an important factor in the current scenario for the development of a five-star hotel. It is the main factor which leads to the quality of service and customer loyalty. The five-star hotel should therefore retain cleanliness, an important factor in creating a brand image. The study shows that waiting time is one of the most important factors in the process of delivery of services. The quality of interaction and behaviour is also a significant factor that leads to customer loyalty and quality of service. Therefore, the management of the hotel must take a keen interest in educating the staff about their conduct and interaction with the guests. It is clear from the study that atmosphere and food & beverage are positively correlated with service quality and customer loyalty, which means that if atmosphere and food & beverage are enhanced, it would improve the

quality of service that leads to the five star hotel's customer loyalty.

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