



A STUDY OF CUSTOMER SATISFACTION TOWARDS HOTEL INDUSTRY

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Abstract:

Customer satisfaction is an important part of any business, in hotel industry customer is a main pillar of business so hotel industry knows what the demand from customers, what are the requirements of customers. They can change or update accordingly customer demand. The study main aimed to assess the customer satisfaction in hotel industry at selected hotels. Survey design was adopted for the study. A structured questionnaire was administered to 50 customers in hotel. The data collected were analysed with descriptive statistical. The finding of the study some of hotels are provided e-payment transaction but not provide prompt services in hotel. They suggested provided different type of food for customer, don't waste food it give to the poor people and also give toys for kids for entrainment purpose.

Keywords: Hotels, e-payment, Servicicers, Quality

Introduction:

Full form of Hotel is Hospitality Offered to Every Labourer, Hotel means large building with numbers of rooms, people can stay one or more days it's like a home but actually it is not a home. The main or primary purpose of hotel is to provide food, Travellers with shelter, refreshment and same services and goods. There are numbers of types in hotel such as small hotel, medium hotel, Large hotel, very large hotel, this different types depends upon the area. In this paper researcher want to study the customer satisfaction towards hotel industry. It means now need to change our thinking an every business or management its need to customer satisfaction. What customer wants, desire its important part of any business. Customer satisfaction measures in three bases its price, services, quality. Now in weekend or holidays people are going to same were to change in

<http://www.ijaar.co.in/>

routing life or trip that time they want very special hotels. Those people are coming from urban areas they prefer dhaba style hotel. Now people are most prefers going to the hotels in any occasionally like birthday, anniversary party. Customer satisfaction is the part of internal assessment it may satisfy or dissatisfied. Every customer has different thinking from others. Customer satisfaction can gives to the hotel some advantages which can directly affected to the profitability and growth of hotel. “Customer satisfaction is defined as a measurement that determines how happy customers are with a company’s products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.”(<https://asq.org/quality-resources/customer-satisfaction>)

Objectives of the study:

1. To study the Customer Satisfaction in Hotel industry.
2. To know the problems of Hotel Industry.
3. To gives some suggestion of customer satisfaction toward Hotel Industry.

Review of literature:

Gandolfo Dominici (2010) the main focus of this study customer satisfaction in hotel industry to improve customer loyalty and also increase the efficiency of employees. He performs a qualitative analysis of a hotel of Sicily. In this paper he evaluates the overall customer satisfaction management of hotel. He was finding that the customer satisfaction is increased.

Dr.Dil Pazir (2015) it was studied that the customer satisfaction is the main part of any organisation. The Services providers know to the customer want, expectation, requirements, design etc. The main purpose of this study is ti measure customer satisfaction in the hotels. for this studied researcher use a well structures questionnaire for collected primary data from the respondent. It was used simple random sampling method. The finding are 40% of the customer are fully satisfied and 20% are fully dissatisfied of services.

Okocha (2021) it’s explored that the relationship between customer satisfaction and services quality and also behaviour intension of customer. They selected 3-

star hotels in Onitsha. They adopted survey method for this study and collected 200 guest samples for the study. The data analysed of descriptive statistics and tested Persons correlations. The found that the equally revealed that both had a strong relationship with behavioural intensions. The guest are gives positive reviews they satisfied with the services of hotels and recommended to revisit the hotel.

Hypothesis of the study:

Customers are fully satisfied towards Hotel Industry.

Scope of the study:

The study is conducted only to the for customer satisfaction of Hotel industry. The functional scope is finding out the satisfaction level and also suggests the reason for the poor practices of services quality of hotels, charges of prices and quality of products. The study only limited for Khatav Tehsils.

Research Methodology:

For this study researcher collect a well-structured questionnaire form customers for primary data and also collected some secondary data from articles, newspaper etc. The study use simple random sampling method. For the study 80 questionnaire collect from customers actually 50 respondent.

Analysis of the study:

Variables	Option	Frequency	Percentage
Gender	Male	29	58
	Female	21	42
Age	Below 25	19	38
	25-35	10	20
	35-50	15	30
	Above 50	6	12
Marital Status	Married	22	44
	Unmarried	28	56
Occupation	Employed	29	28
	Self employed	5	10
	Student	10	20
	Other	6	12
Monthly Income	Below 20000	5	10
	20,000-40,000	17	34
	Above 40,000	12	24
	No Income	16	32
Frequency of visit to hotel	Daily	8	16
	Once in weak	12	24
	Once in Month	21	42
	Uncertain	9	18

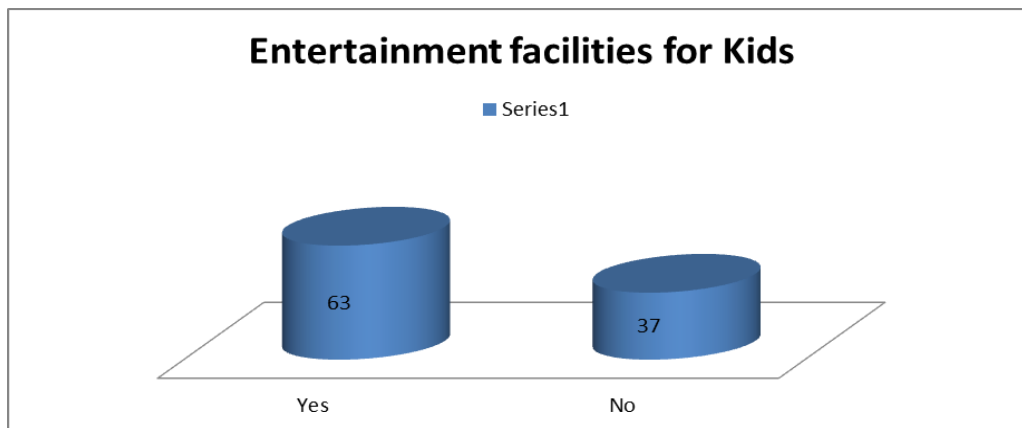
Types of Hotels	Veg	8	16
	Non-veg	16	32
	चायनीज	2	04
	Restaurant	4	08
	ढाबा (चुलीवारचेजेवण)	20	40

The above table shows that the demographical information such as gender, age, marital status, occupation, monthly income, frequency of visit to hotels and types of hotels they like.

Quality of the food:



The Above table shows that the 46% hotels are provided excellent food for customers, 36% hotels provided good quality and 9% are very good and fair quality provided to customer.



The above table shows that the 63% hotels are provided entertainment facilities for kids and 37% are not provided these facilities.

Option	Yes	No
Parking facilities	82	18
Cleanliness and comfort	80	20
Staff performance	73	27
Price charged by the hotels	65	35
Prompt services provided	68	32

e-payment transaction	90	10
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The above table shows that the 82% hotels are provide parking services for customers 18% are not provide parking facilities. 80% provide cleanliness and comfort services for customer. 68% customers provided prompt services for customer. 90% hotels provide e-payment transactions for customers.

Conclusion:

Now customer satisfactions are the most important part of any hotel industry and day by day it changes in demand of customers, they want different types of services from hotels also improve their staff performance, they provided entrainment facilities for kids, they charge different type of rate for different goods and main think of that maintain quality of good to the customer.

Suggestion:

1. Hotel management wants to give the food to poor people.
2. Keep the toys entrainment facilities for children's.
3. Verity of food provide for customers.
4. Maintain quality of food for customer.

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