
Tourist Satisfaction with The Services Provided By The Hotel Industry Of Chennai – A Study

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Abstract:

The study intends to access the extent of tourist satisfaction with service quality, staff attributes and hotel dimensions specifically related to the hotel industry of Chennai. In this study a sample of 50 tourists staying in the hotels of Chennai were studied. Collected data were analysed using frequency, t-test and One-way ANOVA. Frequency was used to gather data regarding demographic profile of tourist, factor analysis was applied in order to cluster varied items related to service provided by hotel and its various dimensions, t-test was applied to find out if their exist significant differences in service quality and between two group mean and One-way ANOVA ‘f’ test was applied to find out significant differences between more than two groups of an independent variable. The findings of the study revealed popularity of Chennai as a tourist destination and satisfaction of tourist with staff attributes but revealed just average satisfaction with the service quality. So the statistical findings supported a need of improvement in service quality and hotel dimension for a higher satisfaction among guest. Service quality is critical factor for the success of any business. Also there is also a dire need to focus on amenities within hotel premises and improvement in food service and hotel ancillary services. The outcome of the study will direct the hotel industry of Chennai to focus and improve on important aspect like service quality, hotel amenities and adopt customer oriented philosophy which is vital for retaining customer and long term sustenance of the industry.

Keywords: Hotel Industry, Staff Attributes, Hotel Services, Tourist Satisfaction

INTRODUCTION

Hospitality industry is highly personalized. For the successful execution of the hotel industry, customer satisfaction is obligatory. The complexity and globalization of today’s competitive business environment have made quality one of the most important sources of competitive advantage in the tourism industry (Mohammed, 2006). The study undertaken will certainly through light upon various aspects of customer satisfaction with the services of hotels of Chennai and will highlight the areas that need improvement. The present study measures customer satisfaction with the quality of services they receive during their stay in hotels. The contribution of service sector to the economics is on rise and this sector employee’s maximum number of people. The importance of the study lies on the fact that consumer is the king and a satisfied consumer will not only create a repeated business but also spread good words of mouth about the hotel. For sustaining and development of service industry in long run and to gain competitive advantage in the fast changing scenario, hotels have to focus on their services as quality of services differentiate between successful and not so successful hotel. The study will direct hotel to adopt customer oriented philosophy by serving them well and retaining them for long term profit of organization. The findings of the paper can anticipate furnishing a strong guide for future studies.

The hotel industry is the only industry sustaining in Chennai which is a regular source of employment for the local people. The tourist inflow in Chennai is on a continuous rise year by year. As per Chennai region data the currently operational hotel properties accounts to 273, which highlight the fact that Chennai is a popular destination and hotel industry contribute to the maximum employment there. Despite of all this hotel industry of the place is lacking well defined criteria in terms of hotel categorization. Maximum hotel properties are small sized with very few staff to serve the guest resulting in poor service delivery especially during night. Due to the small size of the properties and absence of proper star categorization, few staff, many hotels are equipped with minimal facility effecting overall guest satisfaction. Chennai being a heritage topography and many hotels located at high altitude with no parking facility and public transport making reaching hotel a Herculean task and therefore effecting tourist satisfaction. The hotels are also low on ancillary services like room heaters,

gym facility, etc., which doesn't cost much to the hotel much but affects overall tourist satisfaction. Some find it challenging to work with hotel industry as they consider it has two kinds of jobs: high skill and high paid jobs which are less in number other are low paid, low skill jobs which are large in number. Still it is the hotel industry which provides employment to the locals where no other industry exists but most of the employees engaged are low skill and low paid affecting the overall service quality.

REVIEWS OF LITERATURE

Zeithaml (1988) defined customer value as the overall assessment of the quality of the product depending on perception of what is perceived by the customer and what is received. Customer satisfaction can also be defined as satisfaction based on an outcome or a process (Vavra, 1997). As per Bitner & Hubbert (1994), consumer satisfaction defines the measure to which service or product manufactured by the firm satisfies consumer expectations. Customer satisfaction has been defined by many researchers as an individual's feeling of happiness or dissatisfaction resulting after comparing a product's actual performance (outcome) in relation to the product expected performance (Oliver, 1981; Brady & Robertson, 2001; Lovelock, Patterson & Walker, 2001). The product or service quality if it meets consumer satisfaction, it creates consumer loyalty towards the firm product or services. In tourism, consumer satisfaction is the tourist state of emotion during and after the completion of the tour (Baker & Crompton, 2000). The better the satisfaction level of the customer, the more likely is the probability of customer to return or increase their hotel stay (Choi & Chu, 2001). Past satisfaction of the guest with a particular hotel will influence his future decision to stay in the hotel chain. Tourist satisfaction increases the profitability of hotel (Anderson et al., 1994). Akan (1995) study revealed staff behavior, timeliness and cleanliness are main determinant of guest satisfaction. As per Atkinson (1988) the determinants of customer satisfaction with hotel involve cleanliness, courtesy and value for money and security.

METHODS AND MATERIALS

The research questions put under study are: What is the demographic profile of tourist visiting Chennai? What is the satisfaction level of tourist visiting Chennai with reference to amenities within Hotel premises and food service, Hotels ancillary services and Accessibility and suitability of the hotel?

The response of 50 tourist were collected through questionnaires/schedules on tourist satisfaction where factors like staff attributes and services quality and various hotel related dimensions were focused. The sample is selected randomly during the season time (April-June) as the destination gather maximum tourist during that time. Hotels are visited for data collection. More over some data from tourist is collected with the help of online questionnaire e-mailed to tourist.

DATA ANALYSIS AND INTERPRETATION

Particulars	No.of respondents	Percentage
Age		
Upto 30 years	12	24
31years & above	38	76
Gender		
Male	42	84
Female	08	16
Occupation		
Service	12	24
Other	38	76
Monthly income		
Upto Rs.50000	09	18
Rs.50001 to 75000	18	36
Rs.75001 & Above	23	46
Tour		
Self-organized	09	18
Organized through travel agency	41	82
No.of nights stay		
1-2 nights	36	72

3-4 nights	09	18
More than 4 nights	05	10
No. of times visited		
First time	18	36
2-4 times	26	52
More than 4 times	06	12
Overall satisfaction		
Low	14	28
High	36	72

From the percentage analysis indicates that majority (76 per cent) of the respondents were 31 years and above of age and remaining 24 per cent were upto 30 years. Majority (84 per cent) were male and remaining 16 per cent were female. Majority (76 per cent) were self entrepreneur, employees and remaining 24 per cent were service. Nearly half (46 per cent) of the respondents monthly income of above Rs.75000, 36 per cent were between Rs.50001 to 75000 and remaining 18 per cent were Upto Rs.50000. Majority (82 per cent) of the respondents tour organized through travel agency and remaining 18 per cent were self organized. Majority (72 per cent) of the respondents were stayed between 1 to 2 nights, 18 per cent were 3 to 4 nights and remaining 10 per cent were more than 4 nights. More than half (52 per cent) of the respondents between 2 to 4 times visited, 36 per cent were first time and remaining 12 per cent were more than 4 times. Majority (72 per cent) of the respondents were high level satisfaction and remaining 28 per cent were low level satisfaction.

Difference between gender of the respondents and their overall satisfaction

Overall Satisfaction	n	Mean	S.D	Statistical inference
Male	42	38.12	0.172	t=9.142 P<0.05 Significant
Female	08	36.04	0.823	

Research Hypothesis: There is no significant difference between gender of the respondents and their overall satisfaction

From the 't' test indicates that there is significant between gender of the respondents and their overall satisfaction. The calculated value is less than table value. The research hypothesis is accepted.

SUGGESTION AND CONCLUSION

The disconfirmation theory suggests that customer form satisfaction judgments after evaluating actual product/service performance. The satisfaction process involves comparison of what was expected with the product or service's performance this process has traditionally been described as the 'confirmation/disconfirmation' process (Vavra, 1997). Initially the consumer would form expectations prior to purchase of a product or service. Later, consumption of service or experience with the product or service produces a level of perceived quality that is influenced by expectations (Oliver, 1980). Confirming from the literature review that the customer satisfaction is highly dependent on expected and perceived performance, the satisfaction of guest was determined applying Likert scale which ranges from poor satisfaction level to excellent satisfaction from service provided.

Chennai is a popular destination among tourist of all ages, though most of them see it as a short-haul destination due to limited activities to get engaged in. In business terms, for hotels the longer the tourist stays the more will be the profits. So if the hotel industry can offer more to the tourist or can organize package tours with visit to specific nearby places like lake tour, small treks it will be an added advantage. Chennai fascinates not only new tourist but also attracts repetitive tourist with its beauty and charm since during the study it appeared most of the tourist were repeated visitors to the destination which is a positive sign as retaining tourists is difficult than attracting new tourist and it is rightly said in economics that long term buyer is of more value than single deal customer, though more focus should be given to service quality and hotel amenities as many tourist prefer to opt for a different hotel than the earlier one. Average satisfaction was revealed in relation with hotel premises, food service and hotel ancillary services. This also pictured the need to focus on this dimension. Zeithaml (1988) outlined customer satisfaction as the overall assessment of the quality of the product contingent on perception of what is perceived by the customer and what is experienced. The better the satisfaction level of the customer, the more plausible is the probability of customer to revisit or increase their hotel stay (Choi & Chu, 2001). Therefore hotel should promise only the facilities it can deliver. The premises of the hotel should be clean and well lightened, prompt and hygienic food service is required to be delivered and ancillary services if mentioned should be delivered on time. Cleanliness from dining hall to

washroom comprises an important component of the hotel. A dirty room can make you exit on arrival. Supportive services like pick up and drop provides you with additional comfort. All these hotel related dimensions add up to the satisfaction of tourist and enhances the value of hotel. The studied variable are a complete set of factors that can effects guest satisfaction and any loophole in any of the studied variable can impact the overall satisfaction.

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