

**A Study On Hospitality And Customer Satisfaction Towards Five Star Hotels In
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Customer satisfaction is a business values that considers to the formation 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 evaluation to what they obtained is relatively larger than they expect to get it from competitors, and since loyalty expresses customer's repeating to deal with service organization, this affects customers satisfaction with provided services by that organization where customers always prefer the service that is characterized by quality , specifications and natures that are corresponding with their needs and desires, which accordingly lead to construct loyalty to the organization. The present study was taken so as to measure customer satisfaction in the five stars hotels in Tamilnadu and the study has been clearly analyzed with appropriate methodology based on the objectives. The study is an effort to make the hotel industry supplementary perfection towards the customer satisfaction much more effectual way. On the basis of data analysis it is proved that the satisfaction level of the customers towards the hotel industry in Tamilnadu is good but certain attempts have to be made by the managers to build the services more efficient and sustainable in the longer run.

Keyword: hospitality, customer satisfaction and five star hotel

Introduction

Customer satisfaction is a business values that considers to the formation of value for customers, expecting and managing their expectations, and representing ability and responsibility to satisfy their necessities. Quality of service and customer satisfaction are critical factors for success of any business (Gronoos, 1990; Parasuraman et al., 1988). As Valdani (2009) states: enterprises survive since they have a customer to serve. The key to attain sustainable gain lies in providing high quality service that outcome in satisfied customers (Shemwell et al, 1998).

Service quality and customer satisfaction are solution in the combat to obtain competitive advantage and customer withholding. Customer satisfaction is the effect of customer's insight of the value established in a transaction or relationship. In which value equals supposed service quality, matched to the value anticipated from dealings or relationships with opponent vendors (Blanchard & Galloway, 1994; Heskett et al., 1990; Zeithaml et al., 1990).

In order to attain customer satisfaction, it is key to recognize and to expect customers' needs and to be competent to satisfy them. Enterprises which are intelligent to rapidly know and satisfy customers' needs, make better profits than those which not succeed to understand and satisfy them (Barsky & Nash, 2003). Since the asking price of attracting new customers is higher than the cost of retaining the accessible ones, in order to be victorious managers must focus on retaining existing customers implementing efficient policies of customer satisfaction and loyalty. This is especially true in the hotel sector.

At the moment one of the major challenges for managers in the hotel industry is to offer and maintain customer satisfaction. Customer necessities for quality products and service in the tourism sector have become progressively more evident to professionals (Lam

& Zhang, 1999; Yen & Su, 2004). Visitor relationships are a strategic asset of the institute (Gruen et al., 2000) and customer satisfaction is the preliminary point to define business objectives. In this context, positive relationships can generate customer's higher promise and enlarge their return rate. Long-term and equally beneficial relationships between the hotel and customers is appropriate progressively significant since it is the highly positive correlation between guests' overall satisfaction levels and the probability of their revisit to the identical hotel (Choi & Chu, 2001).

Five star hotels are growing their sources to progress service quality and the perceived value for visitors so as to attain enhanced customer satisfaction and loyalty, thus consequential in enhanced relationships with every customer (Jones et al., 2007). Relationship quality has a extraordinary positive effect on hotel guests' performance: it generates positive word of mouth (WOM) and increments frequent guest rates (Kim et al., 2001).

Statement of the problem

Hotel services organizations have aware of creating customer satisfaction and its importance and dealing with them as continuous and permanent profit source, and their success depends on their capacities and capabilities to ensure sound base of loyal customers by satisfy them, taking in consideration that many satisfied customers often act as a source of bringing new customers. Service organization's customers will remain loyal to service organization, if their evaluation to what they obtained is relatively larger than they expect to get it from competitors, and since loyalty expresses customer's repeating to deal with service organization, this affects customers satisfaction with provided services by that organization where customers always prefer the service that is characterized by quality , specifications and natures that are corresponding with their needs and desires, which accordingly lead to construct loyalty to the organization.

Objectives of the study

1. To analyze the demographical profile of the respondents
2. To study the respondents' level of satisfaction in various aspects in five star hotels in Tamilnadu
3. To ascertain the opinion about service provided in five star hotels in Tamilnadu

Scope of the study

The study will help to indicate to the five star hotels about which service areas need to be improved. The study helps to analyse the customers satisfaction towards five star hotel in Tamilnadu and try to discover what are the key points that attract them to the hotel. The analysis further helps to study the opinion about the customers of the hotel, and gain in-depth knowledge of how a hotel wants to be satisfied and which service must be improved to gain the satisfied customers.

Review of literature

Gilbert and Horsnell (1998), and Su (2004), in his study, guest comment cards (GCCs) are most commonly used for determining the hotel guest satisfaction. GCCs are usually distributed in the hotel rooms, at the reception desk or in some other visible place. Barsky, 1992; Barsky and Huxley, 1992; Jones and Ioannou, 1993, Gilbert and Horsnell, 1998; Su, 2004 in their research, numerous hotel networks use the guest satisfaction measuring systems based on insufficient practices to construct significant and complex managerial decisions. The most usually made faults are divided into three major areas such as excellence of the sample, blueprint of the GCCs, and the data collection and the analysis (Gilbert and Horsnell, 1998). In order to advance the validity of the hotel guest satisfaction evaluating practice, Barsky and Huxley (1992) projected a novel sampling procedure

"quality sample".

Atkinson (1988) establish out that sanitation, security, worth for money and courtesy of staff decide the customer satisfaction. Knutson (1988) exposed that room sanitation and comfort, ease of location, prompt service, protection and security, and sociability of employees are important. Barsky and Labagh (1992) affirmed that employee attitude, site and rooms are likely to manipulate the travelers' satisfaction. A study was finished by Akan (1995) revealed that the major determinants of hotel guest satisfaction are the performance of employees, sanitation and timeliness.

Choi and Chu (2001) concluded that staff quality, room qualities and value are the top three hotel factors that determine the travellers' satisfaction. In this circumstances, contributing high superiority services and enhancing customer satisfaction are extensively recognized as basic factors stimulating the performances of companies in the hotel and tourism industry. Hotels with high-quality service quality will eventually improve their profitability (Oh & Parks, 1997). In a aggressive hospitality industry which provides identical services, individual hoteliers must be able to make happy costumers better then their counterparts (Choi & Chou, 2001).

A study by Wuest et al. (1996) defined the insight of hotel attributes as the degree to which visitors may find a variety of services and facilities serious for their stay in a hotel. Hotel's attributes like hygiene, worth, situate, security, personal service, corporal attractiveness, opportunities for relaxation, standard of services, attractive figure, and standing are recognized as vital by travelers to evaluate the quality of the hotel (Atkinsons, 1988; Ananth et al., 1992; Barsky & Labagh, 1992; Cadotte & Turgeon, 1988; Knutson, 1988; McCleary et al., 1993; Rivers et al., 1991; Wilensky & Buttle, 1988).

Data analysis and discussion

Table 1: Demographic profile of the Respondents

Demographic Variables		Respondents (%)
Gender	Male	60
	Female	40
Age	Below 20	15
	20 - 25	35
	Above 25	50
Marital status	Married	70
	Unmarried	30
Family income	Below 20000	25
	20000- 25000	30
	Above 25000	45
Length of stay	Below 5 days	15
	5- 10 days	40
	Above 10 days	45

As per results revealed in table 1, 60 % of the respondents are male and 40% are female. 15% of the respondents fall in the age category of (below 20), 35% in (20- 25) and 50% of the respondents fall in the age category of (above 25), 70% of the respondents are married in the same hand 30% are unmarried. 25 % of the respondents fall in the income group of (below 20000), 30% fall in (20000-25000) and 45 % of the respondents fall in the income group (above 25000). 15% of the respondents has the length of stay for (below 5 days) and 40% for (5 – 10 days) and 45% above 10 days.

Table 2: Opinion about service provided (expressed in percentages)

Description	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Cleanliness and comfort	24	46	13	12	5
Safety and security	40	20	10	18	12
Staff performance	23	49	15	6	7
Prompt services provided	30	15	26	12	17
Staff knowledge	16	41	17	11	15
Price charged by the hotels	18	46	21	9	6
Ambience and interior decoration of the hotel	18	54	13	10	5

Parking facility provided by the hotel	12	50	22	12	4
Quality of the food provided	30	25	15	22	8
Products and services	22	34	15	18	11
Location of the hotel	18	25	15	22	20

Result and interpretation

As per the outcome obtainable in first segment 46% of the customers are satisfied with the cleanliness and comfort provided by the hotel. In this study 20 % of the customers are satisfied with the safety and security level provided by the hotels. 49% of the customers are satisfied with the staff performance of the hotels, similarly 30% of the total customers are satisfied with the prompt services which are provided by the hotels. 41 % of the customers are satisfied with the staff knowledge of the hotel in five star hotels in Tamilnadu .

In the other hand 46 % of the customers are satisfied with the price charged by the hotels, 54% of the hotels are satisfied with the ambience and interior decoration of the hotels, 50% of the customers are satisfied with the parking facility provided by the hotel and 34% of the customers are satisfied with the products and services provided with the hotel. Moreover 25 % of the customers are satisfied with the location of the hotel.

Suggestions and conclusion

The present study was taken so as to measure customer satisfaction in the five stars hotels in Tamilnadu and the study has been clearly analyzed with appropriate methodology based on the objectives. The study is an effort to make the hotel industry supplementary perfection towards the customer satisfaction much more effectual way. On the basis of data analysis it is proved that the satisfaction level of the customers towards the hotel industry in Tamilnadu is good but certain attempts have to be made by the

managers to build the services more efficient and sustainable in the longer run. The customers expect cleanliness, comfort, safety and security. They get satisfied when the five star hotels follows continuously the affordable price structure, parking facility, quality of the food and interior decoration.

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