

A Study on Customer Approval Towards Hotel Industry in Chennai District

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ABSTRACT

This research paper is aimed at studying customer satisfaction with respect to Hotels in and around Vellore District. The main objective is to explore the level of customer satisfaction towards hotel industry in Chennai district and to retain the customer in the business and to help for improvement of customer services and to know the factors which motivate the customers towards hotels. A well structured Questionnaire is used to collect primary data. Sample size is 100, variance and confidence methods are used for Determining sample size. The researcher adopted simple random sampling for the study. Finally, it has been identified that the overall assessment of customer satisfaction in hotel industry is good.

Key Words: Customer Satisfaction, Hotel Industry, and Service Sector.

1. INTRODUCTION

The topic taken for the study is customer satisfaction towards hotel industry in Vellore district. The reason why took up this topic is because today hotel industry is among the fastest growing sector in the market and provides more business opportunity to the public, whereby people will be spent their time in hotels to have relaxation with their family through them project work can expect to come up with meaningful analysis of customer satisfaction towards hotel industry. The customer is the most important for any business and we know as to how difficult it is to make the customer happy. The now days customer is highly demanding as far as expectations of hospitality services from hotels. Human interaction is an important part of managing all facets hotel operations. Each interaction between the customer and the hotel staff plays an important role in customer's unique experience at the hotel. Therefore, human interaction is the key to making a customer feel like a king. This research paper is aimed at studying customer satisfaction with respect to Hotels in and around Vellore District.

2. LITERATURE REVIEW

Customer satisfaction has a direct and positive impact on organization's profitability. Hence academicians and researchers stressed the significance of customer satisfaction in academic literature. In more precise terms it is a personal consideration that hinges upon the particular customer expectations regarding the service. Therefore, organizations should gaze into the

expected desires of their customers to earn profit (Singh, 2006). Especially when competitive edge becomes key concern then policy makers should continually strive to increase the level of customer satisfaction (Sutanto, 2009). Service quality and customer satisfaction are key factors in the battle to obtain competitive advantage and customer retention. Customer satisfaction is the outcome of customer's perception of the value received in a transaction or relationship, where value equals perceived service quality, compared to the value expected from transactions or relationships with competing vendors (Blanchard and Galloway, 1994; Heskett et al., 1990; Zeithaml et al., 1990). In order to achieve customer satisfaction, it is important to recognize and to anticipate customers' needs and to be able to satisfy them. Enterprises which are able to rapidly understand and satisfy customers' needs, make greater profits than those which fail to understand and satisfy those (Barsky and Nash, 2003). Since the cost of attracting new customers is higher than the cost of retaining the existing ones, in order to be successful managers must concentrate on retaining existing customers implementing effective policies of customer satisfaction and loyalty. This is especially true in the hotel industry.

Hotels are increasing their investments to improve service quality and the perceived value for guests so as to achieve better customer satisfaction and loyalty, thus resulting in better relationships with each customer (Jones et al., 2007). Relationship quality has a remarkable positive effect on hotel guests' behavior: it creates positive word of mouth (WOM) and increments repeated guest rates (Kim et al., 2001). In this paper, after a review of the main literature on customer satisfaction and retention in the hotel industry, we confront a real case (Hotel Sporting Club of Cefalù, Sicily, Italy) and analyze, using a qualitative methodology, whether there is a positive correlation between the customer oriented business philosophy, adopted by the management of Sporting Club, and the achievements obtained in terms of customer satisfaction.

In the past, tourism has been often considered as the natural outcome of environmental and cultural resources of a specific territory. In this view, the role of hospitality enterprises cannot influence demand levels and is merely limited to the supply of services to tourists. Le Blanc and Nguyen (1996) suggest that marketing efforts should be directed to highlight the environmental characteristics of the location in order to attract new customers. The constant increase of demand of touristic services, and the request for higher standards by the guests, has enforced the competition among hospitality suppliers and highlighted how the attractiveness of the touristic destination is influenced by the standards of the services provided by the local hotels.

Hence, both exploring the importance for customers of single attributes in hotel selection and to systematically survey their level of satisfaction are indispensable. Research on the topic of guest satisfaction, which translates into the consideration of whether or not customers will return to a hotel or advice it to other tourists, is pivotal to the success of the hospitality business. Neglecting to pay attention to those hotel attributes considered most important by guests leads to negative evaluations of the hotel, thus restricting the chance of repeat patronage.

The booming firms define their strategies in customer oriented comportment. Kotler (2000) defined satisfaction as a person's feelings of pleasure or disappointment resulting from comparing a

product's perceived performance (or outcome) in relation to his or her expectations". But Oliver (1997) took a more myopic view and stated customer satisfaction as a consumer's fulfilment response. It is a judgment that product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfilment. In other words, it is the overall level of contentment with a service/product experience".

3. METHODOLOGY

Research methodology is a way to systematically solve the research problem. The research methodology in the present study deals with research design, data collection methods, sampling methods, survey, analysis and interpretations. The main objective is to explore the level of customer satisfaction towards hotel industry in Chennai district and to sustain the customer in the business and to give direction to the hotel management for improvement of customer services and to know the factors which motivate the customers towards hotels.

4. RESEARCH DESIGN

Descriptive study is used in this research. In this approach, a problem is described by the researcher by using questionnaire. This approach enables a researcher to explore new areas of investigation. A well structured Questionnaire is used to collect primary data. The research was conducted at Chennai district, Tamilnadu, India. Sample size is 100, variance and confidence methods are used for Determining sample size. The researcher adopted simple random sampling for the study.

ANALYSIS								
THE SATISFACTORY LEVEL RELATED TO AFFORDABILITY OF PRICES								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
Age					Lower Bound	Upper Bound		
20-30years	55	3.5455	.95874	.12928	3.2863	3.8046	1.00	5.00
31-40years	33	3.6667	1.13652	.19784	3.2637	4.0697	1.00	5.00
41-50years	9	3.8889	1.26930	.42310	2.9132	4.8646	1.00	5.00
50years above	3	3.3333	2.08167	1.20185	-1.8378	8.5045	1.00	5.00
Total	100	3.6100	1.07210	.10721	3.3973	3.8227	1.00	5.00

ANOVA

The satisfactory level related to affordability of prices

AGE	SUM OF SQUARES	DEGREES OF FREEDOM	MEAN SQUARE	F	SIG.
Between Groups	1.265	3	.422	.360	.782
Within Groups	112.525	96	1.172		
Total	113.790	99			

INFERENCE

H₀: There is no significance difference between satisfactory level related to affordability of prices based on their age.

H₁: There issignificance difference between satisfactory level related to affordability of prices based on their age.

Result:

P value=0.782 P value >0.05

Hence, the null hypothesis H₀ isaccepted as the p value is greater than 0.05 at 5% level of significance. Therefore, there is no significance difference between satisfactory level related to affordability of prices based on their age.

5. CONCLUSION

The research topic focused on the customer satisfaction, has been clearly analyzed with appropriate methodology based on the objectives as the findings valuable suggestions and recommendations are given according to the data analysis. This would help to make the hotel industry more perfection towards the customer satisfaction much more effective way. Finally, it has been proved that the overall assessment of customer satisfaction in hotel industry is good.

6. REFERENCES

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