



Customer Satisfaction Towards Five Star Hotel Services In Tamil Nadu

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Abstract

Customer satisfaction is described as a measure of how pleased customers are with a star hotel, facilities and capabilities. Details on customer loyalty, including polls and reviews, will help an organization decide how its goods and services best enhance or alter. Study goals to analyze the degree of satisfaction with services offered by Coimbatore District hotels. Research methodology, Ten hotels represented the research community of 10 owners/managers, from whom 150 consumers were given licenses to visit their customers, to determine the extent of execution of the companies' marketing activities. The client was only responsible for the customers to be checked in the hotels during the data collection era. Results of the analysis show that factor-I coefficients have strong absolute correlations with the component. Grace to the assistants, Assistants procedure, Reception Pace and Assistants Operation Initiative 0.951, 0.908, 0.907, 0.902 etc. This research was suggested, the attention paid to selecting beautiful interior design might upgrade the image of the hotel environment and encourage an overall tone to be decided for a successful atmosphere. Lighting is often a very critical issue that can create an atmosphere or destroy it rather than the other part of the style. It is also advised that hotels create upward lights to render the hotel softer and more welcoming. Please end this review; The study would concentrate on hotel industry facilities in Coimbatore, the service marketing combination and consumer loyalty in the Coimbatore Area. The research focuses on the facets of consumer loyalty of 10 chosen hotels.

Keywords: Customer satisfaction, parking facilities and Room facilities

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Introduction

A Five Star Hotel is designed to take guests to the most important standard into account. Anything from outside the inn to the flatware should therefore be of brilliant standard and very careful. Helpers should be well trained and attention should be given to providing the guest with the most ideal experience. Excellent standards of constructive assistance and customer service are important. Workers employed at the food outlets can demonstrate astonishing amounts of awareness and management of food, drink and wine items. The menu can include a wide range of dishes of extraordinary consistency, which are shown in perfect menus.

Both channels should have levels of very cohesive and dedicated groups with a depth in management. This allows them to deliver forms of support that meet the benchmark. For eg, valet stops, rooms escorts, constructive bar table support and relax and breakfast facilities, 24-hour meetings, room administration, complete evening tea.

On order, space access is transmitted and cleaned in a highly skilled and effective way. The scale and format of the premises provide for a transport approach that guarantees the best room service experience. The critical lion's number of rooms is exceptionally large, enabling freedom to create, console, eat and relax. Beds and headboards are superbly uniform. Roomy, rich and diverse workplaces with latrines and refined brands such as unique hand towels, excellent toiletries and frills, continually overhauled all day long. The inn could host additional offices with additional food, recreation, business concentrate, spa, etc. The entire office is remembered by travelers for prices and customized

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operation and management. The accommodation can have just one café, with all meals seven days a week for residents and non-residents.

At least one permanent luxurious suite must be provided for the hotel (comprising three separate rooms, bedroom, lounge and bathroom). The quality standards for the cleanliness, maintenance, hospitality and quality of physical facilities and the provision of services should be met by all operational areas. These hotels reflect quality, rendering them deserving of five-star reviews. Hotels are rated stars to help customers recognize standards and standards of facilities without needing to look at the hotel for themselves. This encourages citizens to trust and promotes commerce. Categorization of hotels is dependent on the 1-5 scale. One is the lowest and five the largest. The quality of operation, services and hotel architecture should still be in line with the star ranking of hotels. The level of stars a hotel has ranges from one individual organization to another around the globe. Keller says that when a selling firm produces a new name, emblem or icon for a new object, it has formed a brand (Keller, 2008). For any consumer satisfaction brand, service loyalty is essential, depending greatly on information quality, functionality, technological quality, quality of service, ease of service and satisfaction. Customer happiness is the main forecaster of commercial banking service loyalty (David, Manimaran & Venkateswaran, 2015). In his investigation entitled "The Consumer's Research of Marketing for Evenings at Amornhant Villa Resort," Aimkamonna Nagara (2005) studied customer satisfaction with the marketing of activities at the Amornhant Villa Resort at the Songkran Festival 2004. The study objective is to evaluate the satisfaction of customers towards Event marketing at the Songkran Festival of Amornhant Villa Resort 2004, such as operations, awards and awards, to see how this marketing strategy will allow clients to return to Amornhant Villa Resort to other festivals such as the 2005 New Year Festival. The research population consisted of a convenience sample taken by the 500 clients who spent their holidays at the Songkran Festival 2004 at Amornhant Villa Resort. A survey community of around 75 consumers was used by 15% of the population. The method in this study was an interview questionnaire utilizing the 5-level Likert scale. The research findings are as follows: 1. The most common consumer behaviors are to throw bracelets into the bottles 2. The most common incentive is 2 days/1 night accommodation 3. Several groups are uncertain whether or not they will be going to Amornhant Villa Resort at the 2005 New Year Festival. Chin. Ai. Yen (2007) is concentrating on the level of service and loyalty of customers at the Sunset Beach Resort. The object of our research is the flow, including: 1. the fields concerning and the social influences of consumers and their impact on marketing service policy, 2. understandings of corporate management, a marketing service strategy and a service management framework that greatly affects efficiency, 3. interaction of service quality with consumer loyalty, 4. improvement of

proactive approaches which may increase the quality of service,

In order to draw tourists, the hotel owners have implemented several marketing innovations & developments. Customer satisfaction, development of a positive reputation and promotion of purchasing impulses are three boards of marketing operations initially conducted by hotels as fundamental business practices. The research seeks to examine the impact of various hotel market strategies on maintaining and gaining customers from different segments. The thesis would also be a detailed review of hotel owners' various marketing strategies. The core issues that the report answered was: what are the main strengths of hotel services? What do you think about hotel services? The title of the report is then 'A five-star consumer satisfaction study in Coimbatore.

Objectives

To analyze the degree of satisfaction with hotel facilities in the district of Coimbatore and to give the hotel owners valid suggestions for understanding customer behaviour and market improvement.

Methodology

The thesis would concentrate on the review of marketing practices which the Star Hotel Services in Coimbatore would introduce and follow. These activities are restricted to commodity supply, pricing and promotion. Ten five-star hotels comprised a 10-owner/manager research community within which 150 consumers had authorization and visit buyers and determine their levels of selling activities. The consumer respondents consisted only certain consumers who must be checked in hotels and resorts during the data collection era. In comparison, the report only takes into consideration hotels and resorts that have both sleeping quarters and food and beverages. In line with the aims of the analysis, both main and secondary data must be used by the researcher. The primary data were obtained with the aid of the interview schedule from clients of five-star hotels in Coimbatore (6 hotels) and Chennai (4 hotels). Secondary data is taken from various outlets, such as newsletters, magazines, journals, books, blogs, pamphlets, etc. The scope of the research is to analyze customer facilities at various hotels in Coimbatore City. A research of this nature allowed a suitable location to be chosen. The research participants are chosen from Coimbatore and Chennai. The investigator performed the 6-month survey from September 2020 to December 2020. For the analysis, a sample of ten hotels was chosen using a purposeful sampling process. The related statistical methods, such as descriptive analysis and factor analysis, should be used.

Result

Table -1
KMO Test For Factors Related Customer Satisfaction Regarding Services Provided By Star Hotel In Tamil Nadu

KMO Sampling Adequacy	0.725
BTS	624.004
Sig	0.00

Two measurements, namely Kaiser-Meyer-Olkin sampling adaptability calculation (KMO), and Bartlett's Sphericity test were applied from the table above for checking whether or not the relationship between the variables is important. The Kaiser-Meyer-Olkin sampling adequacy calculation indicates that the test statistics value

is 0.725, indicating that the factor analysis is acceptable or good for the data for the chosen variable. The sphericity test of Bartlett is used to test whether or not results are statistically meaningful for the test statistics importance and the corresponding meaning standard. It indicates that the interaction between variables is strong.

Table –2.
Eigen Values and Proportion Of Total Variance Of Each Underlying Factors Related Customer Satisfaction Regarding Services Provided By Star Hotel In Tamil Nadu

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.986	35.680	35.680	14.986	35.680	35.680	13.524	32.201	32.201
2	13.199	31.426	67.106	13.199	31.426	67.106	12.092	28.790	60.992
3	7.733	18.412	85.518	7.733	18.412	85.518	7.462	17.768	78.759
4	3.602	8.575	94.093	3.602	8.575	94.093	4.719	11.237	89.996

The findings of the factor study described in the tabulations – 2 affecting factors controlling the loyalty of customers of star hotel facilities – indicated that 20 2 factors surpassed 'one' by Eigen value. The four variables included 35.68% of the variance, the second 31.426%, the third 18.412%, the fourth 8.575% of the variance in the data collection, of which the first element was 35.68%.

The first four component are the final solution factor, all representing 89,996 percent of the total variance in scale items which measure the customer satisfaction factor in Tamil nadu services. From the above findings, it is clear that the customer satisfaction with service offered by the Coimbatore and Chennai hotels is a factor

Table 3
Rotated Component Matrix for Factors Related Customer Satisfaction Regarding Services Provided By Star Hotel In Tamil Nadu

CODE	FACTORS	%	
X ₁	Courtesy of attendants	.951	Reception Hall FACTOR I
X ₂	Technique of attendants	.908	
X ₃	Speed for reception	.907	
X ₄	Service initiative of attendants	.902	
X ₅	Decoration of room	.847	Guestroom FACTOR II
X ₆	Safety of room	.842	
X ₇	Room facility	.840	
X ₈	Comfort of bed, sanitary ware and light	.836	
X ₉	Room Cleanness	.825	
X ₁₀	Overall impression of the restaurant	.824	Restaurant FACTOR III
X ₁₁	Environment of restaurant	.818	
X ₁₂	Taste and variety of food	.692	
X ₁₃	Cleanliness of restaurant and tableware	.680	
X ₁₄	Courtesy of waiters/waitresses	.526	
X ₁₅	Overall impression of the restaurant	.824	
X ₁₅	Bar/Dance Floors	.897	Other Facilities FACTOR IV
X ₁₆	Parking	-.899	
X ₁₇	Travels for Sight Seeing	-.894	
X ₁₈	Guide Facilities	.884	
X ₁₉	Camp Fire/Halt	.872	
X ₂₀	Entertainment/Sports/Indoor Games	.815	
X ₂₁	Emergency Services- Doctor/Fire/Police	.797	

representing 89.996 percent of the total variance in scale items which measure the customer satisfaction factor in Tamil nadu services. From the above findings, it is clear that the customer satisfaction with service offered by the Coimbatore and Chennai hotels is a factor

Source: Primary Data.

Table 2 reflects the Rotated Dimension Matrix, a critical component analysis production. The coefficients are the loading factors that show the association between the factors and the 21 variables (X1 to X21). The above factor matrix shows that factor-I coefficients have strong absolute correlations with the vector. Courtesy of team members, methodology of staff, reception pace and support effort of staff that is, 0.951, 0.908, 0.907, 0.902, respectively. Second consideration relating to space decoration, room security facilities, bed comfort, sanitary equipment and light and room Cleanliness that is, 0.847, 0.842, 0.840, 0.836, 0.825. Third factor: cleanliness and

clothing, and kindness of waiters/waitresses The restaurant's overall feeling, Restaurant setting, Taste and food choice, and, respectively, 0.824, 0.818, 0.692, 0.680 and 0.526. Bar/dance floors, Parking, Sight-seeing travel, Guide stations, fire/hall, entertainment/sports/indoor and emergency services, 0.897, 0.899, 0.894, 0.884, 0.872, 0.815, 0.872, 0.815 and .797 services, respectively. For instance, in this analysis factor 1 is compared to at least twelve of the 21 variables with an absolute factor loading value equal to or greater than 0.5. It is challenging to understand the element of such a dynamic matrix. We then calculate the rotated component matrix.

Discussion

This study concluded with proposals for strengthening various infrastructure networks Parking facilities, road links, shopping vehicles, health care and basic amenities for various facilities, such as the growth and expansion of different facilities and critical infrastructure such as water infrastructure, road connectivity as well as other infrastructure that would draw more tourists from different parts of India and the world into the future. The function of disruption is increasingly intuitive to management because of the indulgent essence of hotel expertise. Within style, unique seating configuration and fun musical environment are important qualities to stimulating high customer satisfaction. In addition, the owners of the hotel can follow ways of fancy and distinctive decoration to please buyers, given the value of interior design. The attention paid to choosing an attractive interior style will improve the hotel's image and make it easier to decide an overall mood for an agreeable setting. Lighting is often a very critical issue that can create an atmosphere or destroy it rather than the other part of the style. It is also proposed that hotels should build upward lights to make the hotel look sweeter and more welcoming. It has been observed that as the look and layout are concerned, hotel managers ought to acknowledge the actual fact that the shoppers price practicality besides aesthetics and consequently, they can prefer to own ample house to preserve their privacy. Also, the addition of music has been viewed as a big attribute that elicits customers' satisfaction. Therefore, acceptable music ought to be believed as a necessary component to add spice to hotels. Coimbatore attracts many visitors both abroad and domestic. There is also a huge amount of floating population that come to the city for three months to a year to operate and remain. The level of facilities that are offered to visitors by established hotels should be measured, and this research will be carried out to determine and investigate the opinions of hotel guests on the quality of the hospitality and show how these hotels can make qualitative changes in services. The study shall concentrate on hotel services in Coimbatore, a combination of marketing services and consumer loyalty in the Coimbatore district. The research focuses on the facets of consumer loyalty of 10 chosen hotels.

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