

A STUDY ON CUSTOMER SATISFACTION IN HOTEL INDUSTRY

G PREETHI LAHARI

VIT Business School

1. INTRODUCTION ON CUSTOMER SATISFACTION

Customer Satisfaction is defined as the degree of customers' happiness and fulfilment with the products and services provided by an organization and their overall experience with the organization or brand. It is the extent to which a seller with its products and services is able to meet the expectations of the customers. While Customer Satisfaction is necessary for a business to survive, the term is somewhat confusing. It actually means customer happiness with a product, service or brand but a product or service is often rated as 'Satisfactory' when it is a not-so-good one. Here, you need to understand that focusing on Customer Satisfaction doesn't mean to just provide an average experience, but to make the customers happy and delighted by fulfilling all their needs and expectations and even exceeding them to the next level by giving them more than expected. While buying a product or a service, customers always have some expectations and requirements that are needed to be fulfilled. When these expectations are fulfilled or exceeded, the customers feel happy and satisfied. They provide good Customer Feedback in the form of positive reviews and good word-of-mouth and ultimately help your business to grow, knowingly or unknowingly. But what happens when you are not able to satisfy them? When a product or service is not able to live up to the customers' expectations, the customers feel dissatisfied and annoyed. They feel that the money they invested in the product is wasted, especially when they have high expectations in their mind, it feels them like cheated. Customer Expectations are not just because of their own thoughts. Rather, there are a number of factors responsible for the expectations of the customer.

1.2. METHODS OF MEASURING CUSTOMER SATISFACTION

☉ Customer Satisfaction Score (CSAT) The Customer Satisfaction Score (CSAT) is a key performance indicator of customer satisfaction. The goal of the CSAT is to determine how satisfied customers are with the services, goods, business, or customer service team. Customers are asked about their level of happiness regarding one or more aspects of the business. The answers taken from a CSAT are expressed as a percentage, ranging from 0 to 100%. A higher percentage indicates higher satisfaction.

The CSAT scale typically consists of:

🔺 Very unsatisfied (0%) 🔺 Unsatisfied (20%) 🔺 Neutral (60%) 🔺 Satisfied (80%) 🔺 Very satisfied (100%)

☉ Net Promoter Score (NPS)

The Net Promoter Score (NPS) measures how likely it is that a customer will act as a brand ambassador and promote the goods or services. If customers have to go through a lot of work to purchase from a company, they may be likely taking their from

products/services/company. The NPS places customers into three categories – promoters, passives, or detractors.

👉 **Promoters** are customers who are enthusiastic about the products/services and are likely to recommend them to friends and family.

👉 **Passives** are those who are satisfied with the products/services but are unlikely to recommend them to friends or family members. Passives do not have strong brand loyalty and can easily be converted by competitors.

👉 **Detractors** are customers who are unsatisfied with the products/services and may damage the company's brand image and growth through bad word-of-mouth.

The NPS scale typically falls between 0 to 10, with: 👉 9-10 being promoters 👉 7-8 being passives 👉 0-6 being detractors

☉ Customer Effort Score (CES)

The customer effort score (CSE) measures how much work a customer must do to buy from the company. In other words, the CSE measures the effort exerted by a customer to attain a company's a company, they may be likely taking their business elsewhere. On the other hand, if the customer is willing to go through some

difficulty in order to purchase a company's products, that may indicate that they have strong brand loyalty.

The CES rating scale typically consists of:

☹ Strongly disagree ☹ Disagree ☹ Somewhat disagree ☹ Neutral ☹ Somewhat agree ☹ Agree ☹ Strongly agree

2. RESEARCH METHODOLOGY

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 present research work is an attempt to study the customer satisfaction of customers visiting the hotel industry. The data needed for this research work will be collected through the questionnaire. The questionnaire will be properly prepared in order to cover all the information required for the study.

Research design It is an arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

1. A well-structured questionnaire will be framed.

2. Data will be collected from the customers who have visited the hotels.

3. Findings will be made and necessary suggestions and recommendations will be given.

Sample Design Since it is difficult to contact the entire customers who stayed in the hotels, non-probability purposive sampling technique was adopted.

Sample Size The questionnaire was circulated within my closest network (friends and family) of people who stayed in the hotels of various organizations and a total of 102 responses were collected.

Data collection

The data was collected using a structured questionnaire. The questions were in such a way that respondents will be able to answer

3.1.3. MARITAL STATUS

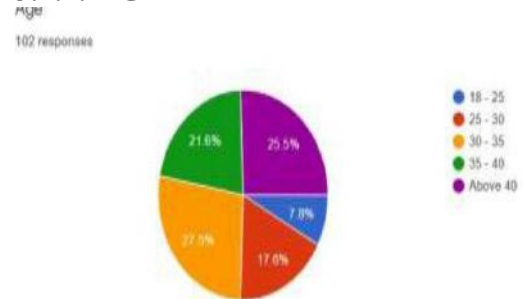
easily. The questionnaire was made digitally using google forms and were circulated over many digital platforms available.

Measures The set of questionnaires was structured using the Likert Scale format with a five-point response scale. A Likert scale is a rating scale that required the subject to indicate his or her degree of agreement or disagreement to a statement. In our questionnaire the respondents were given five response choices. (1 – Very Satisfied, 2 – Satisfied, 3 – Neutral, 4 – Dissatisfied, 5 – Strongly Dissatisfied)

Data Analysis The data analysis is done through the google forms pie chart.

3. DATA ANALYSIS AND INTERPRETATION

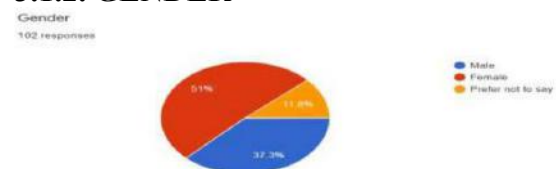
3.1.1. AGE



INTERPRETATION

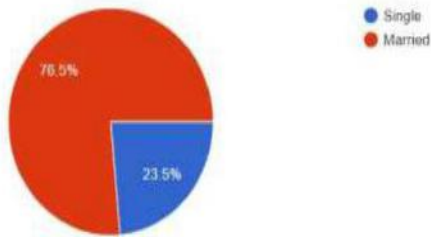
As per the survey it was seen that around 25.5% are above the age group 40 from which we can say that the respondents are well matured to answer the questions according to their experiences.

3.1.2. GENDER



INTERPRETATION As per the survey it was seen that around 51% are female, 37.3% are male and 11.8% are prefer not to reveal their gender identity.

102 responses

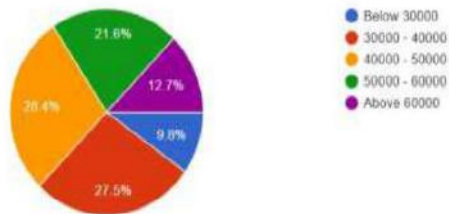


INTERPRETATION As per the survey around 76.5% are married and 23.5% are single from which we can come to a conclusion that majority are married.

3.1.4. HOUSEHOLD INCOME

HOUSEHOLD INCOME

102 responses



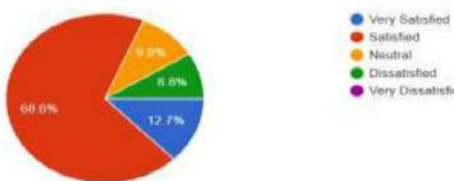
INTERPRETATION

As per the survey around 28.4% of the customer's household income are between 40000 - 50000, 27.5% are between 30000 - 40000, 21.6% are between 50000 - 60000 and rest above 60000 and below 30000.

3.1.5. SERVICES AND AMENITIES AVAILABLE

amenities available during your stay at the hotel?

102 responses



INTERPRETATION

68.6% of the respondents were satisfied with the services and amenities provided at the hotel.

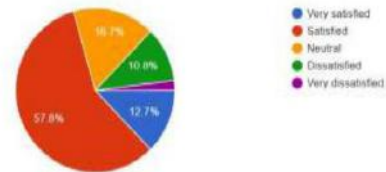
12.7% of the respondents were very much satisfied with the services and amenities provided at the hotel.

8.8% of the respondents were not satisfied with the services and amenities provided at the hotel.

3.1.6. FRONT DESK STAFF

Based on your most recent visit how satisfied were you with the front desk staff at the hotel?

102 responses



INTERPRETATION

57.8% of the respondents were satisfied with the approach made by the front desk hotel staff.

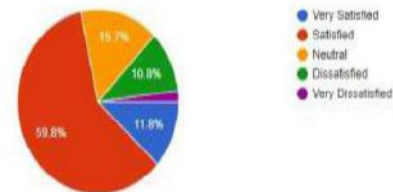
12.7% of the respondents were very much satisfied with the approach made by the front desk hotel staff.

10.8% of the respondents were not satisfied by the approach of the front desk hotel staff.

3.1.7. CLEANLINESS OF HOTEL ROOM

Based on your most recent visit how satisfied were you with the cleanliness of your room?

102 responses



INTERPRETATION

59.8% of the respondents were satisfied with the cleanliness of the room.

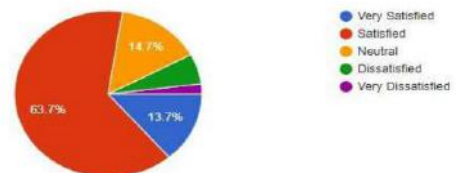
11.8% of the respondents were very much satisfied with the cleanliness of the room.

10.8% of the respondents were not satisfied with the cleanliness of the room.

3.1.8. COMPLIMENTARY BREAKFAST SELECTION

Based on your most recent visit how satisfied were you with the quality of the complimentary Breakfast selection?

102 responses



INTERPRETATION

63.7% of the respondents were satisfied with the quality of complimentary breakfast selection provided.

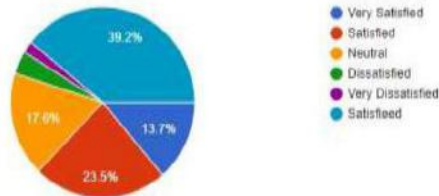
13.7% of the respondents were very much satisfied with the quality of the complimentary Breakfast selection provide 14.7% of the respondents were actually confused whether they are satisfied or not satisfied with the

complimentary breakfast selection that has been provided

3.1.9. SERVICES RECEIVED IN THE DINING FACILITIES

Based on your most recent visit how satisfied were you with the service you receive in the Dining facilities?

102 responses



INTERPRETATION

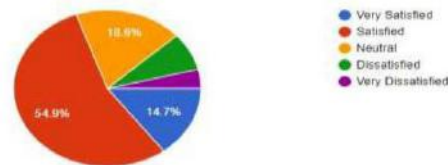
62.7% of the respondents were satisfied with the services received in the dining facilities. 13.7% of the respondents were very much satisfied with the services received in the dining facilities.

17.6% of the respondents were actually confused whether they are satisfied or not satisfied with the services received in the dining facilities.

3.1.10. FRIENDLINESS OF THE HOTEL STAFF

Based on your most recent visit how satisfied were you with the friendliness of the hotel staff?

102 responses



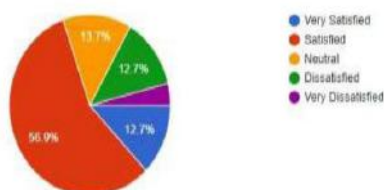
54.9% of the respondents were satisfied with the friendliness of the hotel staff.

14.7% of the respondents were very much satisfied with the friendliness of the hotel staff. 18.6% of the respondents were actually confused whether they are satisfied or not satisfied with the friendliness of the hotel staff.

3.1.11. HOTEL CHECK PROCESS

Based on your most recent visit how satisfied were you with the check-in process?

102 responses



INTERPRETATION

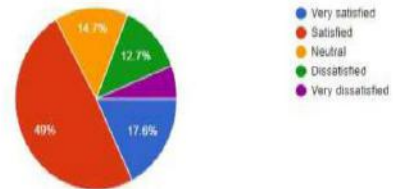
56.9% of the respondents were satisfied with the hotel check-in process.

12.7% of the respondents were very much satisfied with the hotel check-in process.

12.7% of the respondents were not satisfied with the hotel check-in process.

3.1.12. HOUSEKEEPING STAFF

102 responses



49% of the respondents were satisfied with the housekeeping staff approach.

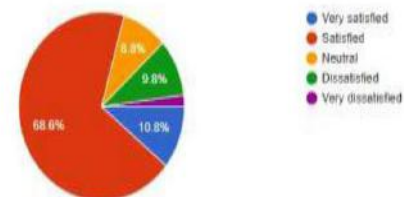
17.6% of the respondents were very much satisfied with the housekeeping staff approach.

12.7% of the respondents were not satisfied with the housekeeping staff approach.

3.1.13. PUBLIC AREAS OF THE HOTEL

102 responses

102 responses



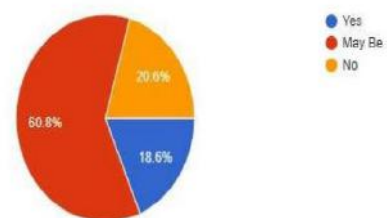
INTERPRETATION

68.6% of the respondents were satisfied with the public area of the hotel like lobby, swimming pool, park etc.,

10.8% of the respondents were very much satisfied with the public area of the hotel. 9.8% of the respondents were not satisfied with the public area of the hotel.

3.1.14. PERFECT PLACE TO SPEND THE FAMILY TIME

102 responses



INTERPRETATION

△60.8% of the respondents have said that the hotels they stayed may or may not be a perfect place to spend the family time.

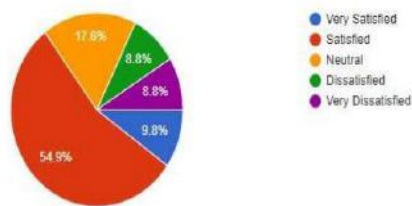
△20.6 % of the respondents have said that the hotel they stayed are not a perfect place to spend the family time.

△18.6% of the respondents have said that the hotels they stayed are a perfect place to spend the family time.

3.1.15. VISITING THE HOTEL

Over all how satisfied were you with visiting the hotel?

102 responses



INTERPRETATION

△ 54.9% of the respondents were satisfied with the visiting of the hotel.

△8.8% of the respondents were not very much satisfied with the visiting of the hotel.

△9.8% of the respondents were very much satisfied with the visiting of the hotel.

4.1. FINDINGS

△As per the survey it was seen that around 25.5% are above the age group 40 from which we can say that the respondents are well matured to answer the questions according to their experiences.

△As per the survey it was seen that around 51% are female, 37.3% are male and 11.8% are prefer not to reveal their gender identity.

△As per the survey around 76.5% are married and 23.5% are single from which we can come to a conclusion that majority are married.

△As per the survey around 28.4% of the customer's household income are between 40000 - 50000, 27.5% are between 30000 - 40000, 21.6% are between 50000 - 60000 and rest above 60000 and below 30000.

△68.6% of the respondents were satisfied, 12.7% of the respondents were very much satisfied and 8.8% of the respondents were not satisfied with the services and amenities provided at the hotel.

△57.8% of the respondents were satisfied, 12.7% of the respondents were very much satisfied and 10.8% of the respondents were not satisfied by the approach of the front desk hotel staff.

△59.8% of the respondents were satisfied, 11.8% of the respondents were very much satisfied and 10.8% of the respondents were not satisfied with the cleanliness of the room.

△63.7% of the respondents were satisfied, 13.7% of the respondents were very much satisfied and 14.7% of the respondents were actually confused whether they are satisfied or not satisfied with the complimentary breakfast selection that has been provided.

△62.7% of the respondents were satisfied, 13.7% of the respondents were very much satisfied and 17.6% of the respondents were actually confused whether they are satisfied or not satisfied with the services received in the dining facilities.

△54.9% of the respondents were satisfied, 14.7% of the respondents were very much satisfied and 18.6% of the respondents were actually confused whether they are satisfied or not satisfied with the friendliness of the hotel staff.

△56.9% of the respondents were satisfied, 12.7% of the respondents were very much satisfied and 12.7% of the respondents were not satisfied with the hotel check-in process.

△49% of the respondents were satisfied, 17.6% of the respondents were very much satisfied and 12.7% of the respondents were not satisfied with the housekeeping staff approach. △68.6% of the respondents were satisfied, 10.8% of the respondents were very much satisfied and 9.8% of the respondents were not satisfied with the public area of the hotel.

△60.8% of the respondents have said that the hotels they stayed may or may not be a perfect place to spend the family, 20.6 % of the respondents have said that the hotel they stayed are not a perfect place to spend the family time and 18.6% of the respondents have said that the hotels they stayed are a perfect place to spend the family time.

△54.9% of the respondents were satisfied, 8.8% of the respondents were not very much satisfied and 9.8% of the respondents were very much satisfied with the visiting of the hotel.

4.2. SUGGESTIONS

🔔 **Offer Complimentary Services** -

Offering guests extra amenities and free services can help captivate guests to your brand. It can be as simple as offering free WiFi or free shuttle service to the airport or local attractions.

🔔 **Reward Repeat Guests** - Creating customer loyalty is vital to any hotel's success, and yet in the current competitive market, loyalty has become tougher to maintain. The Hotels need to focus on unique strategies that identify and reward repeat guests. Most loyalty programs provide a free night or a discounted stay after accumulating a specific number of points. Even though loyalty is an excellent approach, be sure to design your program in a unique and innovative way that sets you apart from the competition.

🔔 **Streamline the Booking & Check-In Process** - Create and maintain a smooth and user-friendly website that makes the booking process easy to understand and complete. Remember to optimize your presence on Google and other popular search-engine sites. Ensure your listings are accurate and up-to-date. Enhancing customer satisfaction starts even before the individual books a room. Similarly, ensure your check-in process runs smoothly and your staff greets guests with a smile and acknowledges them by name.

CONCLUSION

With a consistently growing middle class and increasing disposable income, the tourism and hospitality sector is witnessing a healthy growth and accounts for 7.5 per cent of the country's GDP. The hotel industry is a developing industry on a daily basis it accompanies many industries along with it like food, tourism etc. Everything that is available in the hotel plays a vital role about the goodwill of the hotel. Currently in this study it was found that majority of the respondents were above the age group 40 and how much the customers were satisfied with the facilities and services provided to them in the hotel.

A satisfied customer is also a repeated customer so to keep up with the customers to visit back again few suggestions were made like providing complementary services and rewarding the repeat guests. In this study it was also found that above 10% of the respondents were not satisfied about the hotel check-in process so streamlining the check-in process would be additional benefit for the hotel because your customers are the lifeblood of your business. Their needs and wants impact every aspect of your business, from product development to content marketing to sales to customer service.

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ANNEXURE

QUESTIONNAIRE

GUIDELINES There are two parts in the survey. Part I is about demographic questions and part II is about your customer satisfaction in hotel industry. It takes approximately 7 mins to finish this survey. Thank you for your participation.

PART I

Dear Participant, the following questions will give you an opportunity to tell us about your Customer Satisfaction in hotel industry. Please answer openly and truthfully.

INSTRUCTION Please answer each question by checking each question based on your personal profile. After you complete this page, please move to next page for

PART II.

1.Name –

2.Age 20-25 years 25-30 years 30-35 years 35-40 years 40 years and above

3.Gender Male Female Prefer not to say

4.Marital status Single Married

5.Monthly Income Below 30000 30000 – 40000 40000 – 50000 50000 – 60000 Above 60000

PART II HOTEL INDUSTRY related questions.

INSTRUCTIONS

Please provide your research objective of hotel industry by checking the most appropriate answer for each statement. The statements are connected to the customer satisfaction of customers in hotel industry.

Very Satisfi	Satisfi	Neutra	Dissati	Very
Satisfi	ed	I	sfied	Dissati
ed				sfied

- 1 2 3 4 5
1. Based on your most recent visit how satisfied were you with the services and amenities available during your stay at the hotel?
 Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied
2. Based on your most recent visit how satisfied were you with the front desk staff at the hotel?
 Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied
5. Based on your most recent visit how satisfied were you with the service you received in the Dining facilities?
 Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied
6. Based on your most recent visit how satisfied were you with the friendliness of the hotel staff?
 Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied
7. Based on your most recent visit how satisfied were you with the check-in process?
 Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied
8. Based on your most recent visit how satisfied were you with the housekeeping staff?
 Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied
9. Based on your most recent visit how satisfied were you with the public areas of the hotel?
 Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied
10. Was the hotel a perfect place to spend the family time?
 Yes May Be No
11. Overall, how satisfied were you with visiting the hotel?
 Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

3. Based on your most recent visit how satisfied were you with the cleanliness of your room?

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

4. Based on your most recent visit how satisfied were you with the quality of the complimentary breakfast selection?