

A STUDY ON SERVICE QUALITY IN HOSPITALITY INDUSTRY WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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Abstract

Hospitality is an umbrella term covering an assortment of organizations, including cafes, hotels, resorts and Casino clubs. In an exceptionally serious hotel industry, singular hoteliers must discover approaches to make their items and administrations stand apart among the others. The principle point of this study was to explore administration quality and clients fulfilments in accommodation industry; In procession with the objective, eloquent and explorative research methods were in employment to analyze the data collected through survey from a sample of 1354 respondents and correlation and regression analysis were used to see the cause and effect associations. The key finding shows gap between actual service and expected service in all dimensions of lodging quality index and significant and positive relationships of service quality dimensions and customers satisfactions; in this article the researcher explains the need for service quality and the expectation of the customers in the hospitality industry with reference to Coimbatore district.

Key words: Hospitality Industry, Service quality, expectations, satisfactions

1.1. Introduction

Regardless of the immense measure of exploration done in the territory of administration quality, quality related issues have gotten little examination consideration inside the friendliness setting particularly in Ethiopia. The Hotel industry comprises of a wide range of administrations, including convenience, cafes, bistros, and providing food. The showcase for the inn business, particularly characterized hotels in a creating nation like India, is firmly connected to the travel industry, on the grounds that a greater part of purchasers for the part originate from universal sightseers. (Gegziabher, 2015).

The way of life of benefit expansion has been followed as the fundamental objective in each firm. To expand the benefit and the efficiency they need more clients to support the marketing projections. In view of the more client's equivalents to more deals, more prospective customers to more benefit and eventually more piece of the overall industry. Nonetheless, gaining benefit by keeping the current clients is a lot more astute methodology than securing more current clients as it will prompt less use on promoting/publicizing and also holding client will bring more benefit, dedication and adds to the development of the firm. (Kotler & Armstrong 2007).

In any case, the way to hold the more established clients or to gain fresher clients is to give acceptable quality in items furthermore, administrations so as to urge them to make the buy (Kotler & Armstrong 2007). Aside from the regular horticulture area, the advanced time Industry structure is separated in two key parts of items related industry and administrations giving industry where the arrangement of good quality is affected by the fulfilment level, dependability of the client, and their expectation to rebound. (repeat purchase behaviour). (Cronin & Taylor, 1992; Parasuraman, Zeithaml, & Berry, 1985)G/egziabher, 2015).

1.2. Literature Review

Cordiality divisions, for example, lodging and resort these days not just concentrations in make request in the market division yet the administration additionally saw the significance of administration quality which become one of the component in recovering the income for the association. The vast majority of the nation on the planet experience intense advancement in the travel industry showcase, administrations quality turns out to be progressively significant and rivalry becomes fierier particularly in neighbourliness industry (Tai, 1994). Universal inns and resorts improving assistance quality structure time to time centres around specialized (unmistakable) and useful (human collaboration) with the goal that the clients can encounter separate administrations in shifts lodgings and resorts (Ronald, Michèle, Charles, and Romain, 1999).

There are parcels advantage of the inn and resort offering phenomenal support quality incorporate expanded consumer loyalty, number of client maintenance expanded, develop the division of piece of the pie, limit working expense and increasing higher income level contrast with contender (Kang and James, 2004). At the point when the association has a fortification bases in administration quality running in the activity, the quantity of clients will

enormously increments in long haul business and consumer loyalty is another way of thinking that tent to making an incentive for clients, foreseeing and overseeing client desires so as to fulfil the necessities (Dominici and Guzzo, 2010). Through dissect the significance of administration quality, the supervisory crew will capable improve the administration quality in activity and increase better favourable circumstances bring the business into another stage (Chen and Ting, 2002).

1.3. Objectives of the Study

1. To identify the importance of service quality in hospitality industry.
2. To analyse the advantages and effectiveness of the service quality towards the hospitality.
3. To analyse how service quality will be able to help the organization in operations.

1.4. Research Methodology

The questionnaire is to investigate the service quality in the Coimbatore district. The questionnaire has designed to know about many kind of elements of the service quality are most important for the restaurant. Each type of service quality will design out to more deep clearly to understand what service quality need to improvement or have reach customers expectation and to examine customers are strongly agree or disagree. There are two methods of analysis interpreted and tabulation of the data received from the questionnaires survey which is qualitative and qualitative method. Qualitative techniques are the methods using numerical analysis the data collection, modelling the data and evaluating the result.

1.5. Analysis and Interpretation

The relationship among the variables of Service quality and the customer satisfaction has been analysed using the Measures of Central Tendency (Mean) and Measures of Dispersion (Standard Deviation). The variables listed in the study are Expected & Perceived - Organisational Oriented Dimensions (Tangibles & Price and Product Variety); Expected & Perceived - Employee Oriented Dimensions (Responsiveness, Assurance & Empathy); Expected & Perceived - Customer Oriented Dimensions (Reliability & Access); Expected & Perceived - Service Quality and Customer Satisfaction. The analysis is as follows;

Table. 1. Mean and standard Deviation of Service Quality

Variables & Dimension	Expectation		Perception		Gap
	Mean	Sd	Mean	Sd	
Tangibles	3.60	.490	2.26	.627	1.34
Price and Product Variety	4.43	.516	2.32	.564	2.11
Organisational Oriented Dimensions (A)	3.98	.129	2.21	.516	1.77
Responsiveness	4.28	.450	2.07	.515	2.21
Assurance	4.30	.458	2.25	.435	2.05
Empathy	4.47	.499	2.14	.471	2.33
Employee Oriented Dimensions (B)	4.29	.454	2.09	.378	2.20
Reliability	4.27	.446	2.15	.654	2.12
Access	4.34	.474	2.28	.531	2.06
Customer Oriented Dimensions (C)	4.27	.442	2.17	.449	2.10
Service Quality (A + B + C / 3)	4.14	.347	2.07	.325	2.07

Figure 1. Mean and standard Deviation of Service Quality

The above table clearly shows the results of the variables measuring the service quality (expected and perceived) and also gap analysis for service quality.

In this aspect the respondents strongly agree with the variable “Empathy” with a expected mean value of 4.47, whereas the respondents are having a neutral feel towards the variable “Empathy” with a perceived mean value of 2.14. The difference between the expected and perceived “Empathy” is also larger with a greater gap value of 2.33.

Similarly the respondents strongly agree with the variable “Price and Product Variety” with a expected mean value of 4.43, whereas the respondents are having a neutral feel towards the variable “Price and Product Variety” with a perceived mean value of 2.32. The difference between the expected and perceived “Price and Product Variety” is also larger with a greater gap value of 2.11.

Similarly the respondents strongly agree with the variable “Access” with a expected mean value of 4.34, whereas the respondents are having a neutral feel towards the variable “Access” with a perceived mean value of 2.28. The difference between the expected and perceived “Access” is also larger with a greater gap value of 2.06

Similarly the respondents strongly agree with the variable “Assurance” with a expected mean value of 4.30, whereas the respondents are having a neutral feel towards the variable “Assurance” with a perceived mean value of 2.25. The difference between the expected and perceived “Assurance” is also larger with a greater gap value of 2.05

Similarly the respondents strongly agree with the variable “Responsiveness” with a expected mean value of 4.28, whereas the respondents are having a neutral feel towards the variable “Responsiveness” with a perceived mean value of 2.07. The difference between the expected and perceived “Responsiveness” is also larger with a greater gap value of 2.21

Similarly the respondents strongly agree with the variable “Reliability” with a expected mean value of 4.27, whereas the respondents are having a neutral feel towards the variable “Reliability” with a perceived mean value of 2.15. The difference between the expected and perceived “Reliability” is also larger with a greater gap value of 2.12

Similarly the respondents agree with the variable “Tangibles” with a expected mean value of 3.60, whereas the respondents are having a neutral feel towards the variable

“Tangibles” with a perceived mean value of 2.26. The difference between the expected and perceived “Tangibles” is also larger with a greater gap value of 1.34

Similarly the respondents strongly agree with the variable “Employee Oriented Dimensions” with a expected mean value of 4.29, whereas the respondents are having a neutral feel towards the variable “Employee Oriented Dimensions” c 2.09. The difference between the expected and perceived “Employee Oriented Dimensions” is also larger with a greater gap value of 2.2

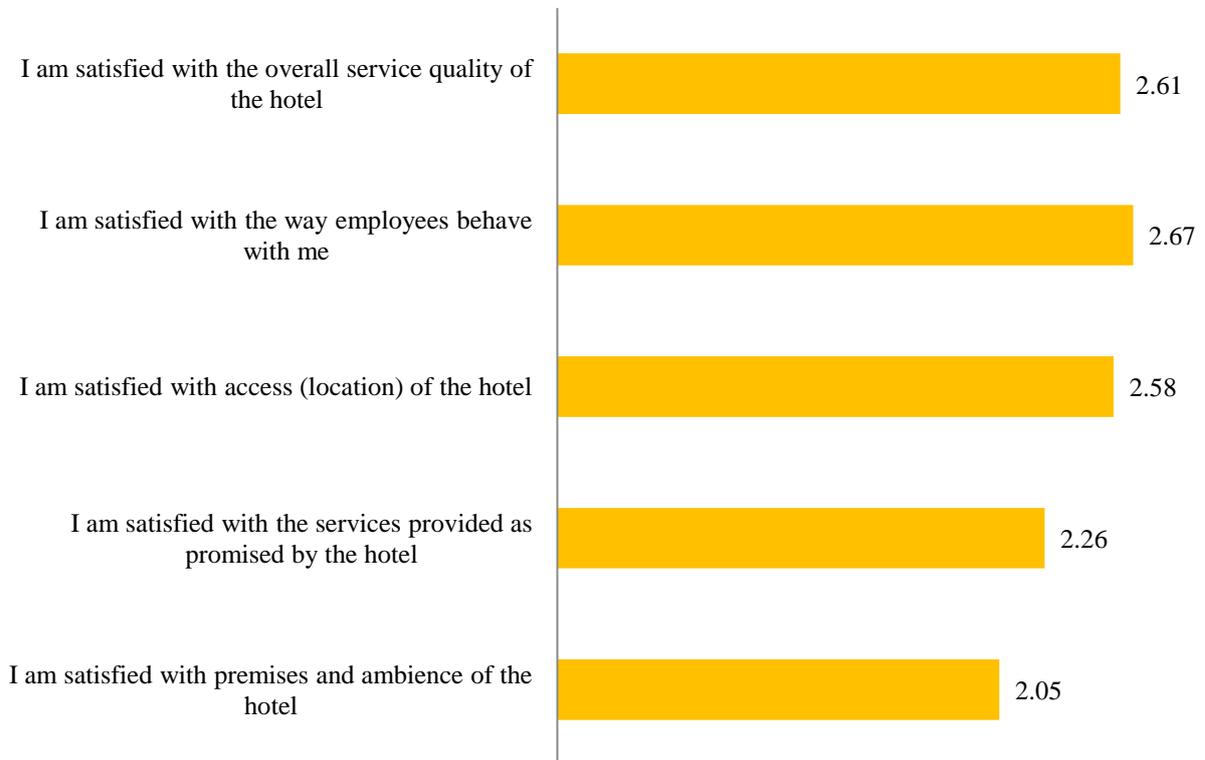
Similarly the respondents strongly agree with the variable “Customer Oriented Dimensions” with a expected mean value of 4.27, whereas the respondents are having a neutral feel towards the variable “Customer Oriented Dimensions” with a perceived mean value of 2.17. The difference between the expected and perceived “Customer Oriented Dimensions” is also larger with a greater gap value of 2.1

Similarly the respondents strongly agree with the variable “Organisational Oriented Dimensions” with a expected mean value of 3.98, whereas the respondents are having a neutral feel towards the variable “Organisational Oriented Dimensions” with a perceived mean value of 2.21. The difference between the expected and perceived “Organisational Oriented Dimensions” is also larger with a greater gap value of 1.77

Similarly the respondents strongly agree with the variable “Service Quality” with a expected mean value of 4.14, whereas the respondents are having a neutral feel towards the variable “Service Quality” with a perceived mean value of 2.07. The difference between the expected and perceived “Service Quality” is also larger with a greater gap value of 2.07

Table. 2. Mean and standard Deviation of Customer Satisfaction

Measuring Items	Mean	Sd
Satisfied with premises and ambience of the hotel	2.05	.654
Satisfied with the services provided as promised by the hotel	2.26	.554
Satisfied with access (location) of the hotel	2.58	.583
Satisfied with the way employees behave	2.67	.568
Satisfied with the overall service quality of the hotel	2.61	.488
Mean Score	2.42	.494

Figure 2. Mean and standard Deviation of Customer Satisfaction

The respondents are having a neutral feel toward the statement “satisfied with the way employees behave” with a mean value of 2.67 and with a standard deviation of 0.568.

Likewise the respondents are having a neutral feel toward the statement “satisfied with the overall service quality of the hotel” with a mean value of 2.61 and with a standard deviation of 0.488.

Also the respondents are having a neutral feel toward the statement “satisfied with access (location) of the hotel” with a mean value of 2.58 and with a standard deviation of 0.583.

In the same way the respondents are having a neutral feel toward the statement “satisfied with the services provided as promised by the hotel” with a mean value of 2.26 and with a standard deviation of 0.554.

And similarly the respondents are having a neutral feel toward the statement “satisfied with premises and ambience of the hotel” with a mean value of 2.05 and with a standard deviation of 0.654.

It could be finally concluded that the respondents are having a neutral feel toward the variable “Customer Satisfaction” with a mean value of 2.42 and with a standard deviation of 0.494.

1.6. Suggestions and Recommendations

The present study attempted to find out the expectations of guests and perception of service quality through various levels of guest satisfaction. An unfortunate instance noticed in the hotel is that most of the hotels are in shortage of permanent staff and so they run with trainees. Therefore it is recommended that hotels should retain good staff with attractive packages. An experienced and proven staff can definitely contribute to guest satisfaction. So this study found that the hotels did not do well regarding all the service quality dimensions. It is strongly recommended that the hotel industry has to concentrate more on all four major departments of the hotel; front office, housekeeping, food and beverage service and production should be considered acutely. The recommendations to the hotel industry are;

- **Know the Customer**
- **Be Informative**
- **Front Office should be well Equipped with Suitable Staff**
- **Hotel check in policy to be Revised**
- **House Keeping should be up to the Level of Expectation**
- **Restaurants, Banquet Halls and Coffee Shops to be Equipped with Professionals**
- **Food should be Presentable and Tasty**
- **Mouth Publicity**
- **Knowledge about Guest’s Expectations**
- **Good manners and Hospitality**
- **Training to Hotel Staff**
- **Hotel Infrastructure**
- **Guest Feedback**
- **Guest Satisfaction**

1.7. Conclusion

Tourism is growing day by day around the world. In every state, one of their major incomes is from tourism industry itself, so all the governments are promoting tourism industry as much possible. But in Tamil Nadu, the liquor policies and etc are affecting the tourism in flow to certain extent, even though a major portion of the revenue is from tourism industry. Service quality is having a tremendous role in the quality upliftment. Once service quality improves, tourist flow will also increase. This in turn will help the state in building a good image and position in hospitality/Tourism map.

By ensuring the service quality in hotels, state can achieve the market share of the tourism sector. In Tamil Nadu heritage and cultural tourisms have vital contributions. In these areas of attractions, service quality in the supporting factors like transport and accommodation are to be improved according to the expectations of the guests. Due to the rapid growth of information technology it is easy to access feedback from any guest from any area, so a decline in the service quality is reflected in the guest review. In the same manner a good feedback also gives a good impact..

The study indicates that customers' perceptions vary according to the nature of service. Measuring customer satisfaction with surveys or focus groups gives direction to the hotel industry for efforts and valuable inputs for improvement. The hotel industry needs to consider the weak areas in order to meet guest's requirement. In the present competitive environment, the hotel industry needs to retain existing high value guests to remain competitive. It is evident that assurance and empathy primarily drive customer satisfaction and that hotel industry has a fatal impact on the most appealing service attribute when targeting customers.

Service quality can be seen as a competitive advantage, because in contrast to service range that can easily be replicated, the service quality dimensions are more difficult to imitate and may represent a sustainable advantage. Improving service quality is of no doubt a difficult task for hotels to take on; it is well worth the trouble, since it can bring great benefits to the hotel as well as the tourism industry in the long run.

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