

An Empirical investigation of Customers' Satisfaction in Small Scale Hotels in Sonipat (Haryana)

Mr. Ajay Ratewal

Housekeeping Executive, Le Meridien Hotel, Gurugram

ARTICLE DETAILS

Article History

Published Online: 14 Oct 2019

Keywords

Service Quality, Customers' satisfaction, small scale hotels, Sonipat.

Corresponding Author

Email: [ajayratewal\[at\]gmail.com](mailto:ajayratewal[at]gmail.com)

ABSTRACT

In today's world of high competitiveness, customers' satisfaction has become the most dominant factor behind the success and failure of an organization. A satisfied customer not affects customers' repurchase or return intention but also spread positive words in the market which tends to create a brand image and leads to higher profit. Customers' satisfaction becomes more important in service industry such as hotel products are perishable. So top management of hotels, always focused towards maximizing customers' satisfaction.

The present research paper examine the customers' satisfaction received in hotels of Sonipat (a district of Haryana state). A total of 150 questionnaire were collected from the study area. This study would help in identifying the major determinants which effects the level of customers' satisfaction which would help the mangers to develop suitable strategy to enhance the level of customers' satisfaction.

1. Introduction

Customer satisfaction is the experience about the product of services offered by an organization. It is believed that customers' satisfaction is the major factor in establish a brand image in the market. The hospitality industry is aggressive in nature and perfection is demanded by the consumers especially in high scale hotels. The customers' expectation always keeps the hotel owners in search for new approach in building strong and positive experience towards their products and services (Liat& Rashid, 2011).Lahap et al (2014) stated that it is vital for the hotel operators to match the pace of continuously changing demands of the customers. Hotel needs to anticipate the future in advance and react towards the needs and demands of the guests. Uniqueness, innovation and creativity helps a hotel organization to take competitive edge over the competition (Tigu, Iorgulescu and Ravar, 2013).Customers' satisfaction is the hardest thing to achieve especially in service sector. The hotel management had to explore unique and distinctive features to attract customers and to satisfy those (Liat& Rashid, 2011).

The hotel sector is a highly service and customer oriented organization. Consumers form the opinion about hotel based on the experience they received during the delivery of the services in the hotel. The present research paper focuses on the customers' satisfaction provided in small scale hotel in Sonipat district of Haryana state. The hotel sector is facing increasing competition in this region due to the expansion of Delhi (NCR) region towards Sonipat district. It is also located on one of the busiest highway which connects Delhi and Chandigarh. To survive in this highly competitive and dynamic environment, hotel operators had to acknowledge the importance of customers and focus enhancing their experience to improve their level of satisfaction.

2. Literature review

Janghyeon et al (2011)define customers' satisfaction as the consumers' fulfillment response. It is based on the judgment of the receiver about that product or service features

and quality. It is a measure of pleasurable level of the consumer to which level it fulfill his expectations. Customers' or guest are satisfied when their experience or judgment about the product or service is matched or exceed (Williams et al., 2003). A customer feel satisfied if the product matched his expectation and if it exceeds the expectation then feels delighted (Kotler et al., 1996). And if the expectations are not matched or fall short then customer is dissatisfied. So it is very important to understand all those attributes which enhances customers' satisfaction and also helps a manager to develop suitable strategy (Gronroos, 1990).

Mohajerani and Miremadi (2012) also described customers' satisfaction can only be achieved by matching or exceeding to their expectations. Similarly customers perception is build up by the performance of the product of services offered to him (Mitra, 2000). So a hotel must tailor its products and services according to the demands of the guests to fulfill their expectations.

According to Parasuraman et al, (1988), Service quality is the judgment about a product or service based on their usage experience, whereas satisfaction is comparison of that experience which expectation that he perceived before taking or using that product or service. Further, it was stated that service quality and customers' satisfaction are related in term of construct. These terms are sometimes conceptualize similar in literature and therefore might be considered as two faces of single coins. Customers' satisfaction has become one the most important antecedent in the success of hotel business. It is associated with many benefits such as profit, image, repurchase intention and word to mouth publicity (Forozia, Zadeh&Gilani, 2013).

According to Forozia et al. (2013), service providers such as hotel and restaurants should put customers' changing demand on priority. It should be their main objective to match the expectation of the customers. Furthermore, it has become the most predicable aspect behind the success and failure of a service organization. They further added that customers''

satisfaction measurement helps a hotel to assess their flaws and weakness. Usta et al. (2014) also stated that customers' satisfaction can be viewed as customers' perspective about that product throughout the usage experience. Customers' experience is determined through the product or service life cycle.

Dominici&Guzzo (2010) view customers' satisfaction as business beliefs which help in anticipating and managing customers' expectations and demands. It gives an opportunity to the service provider to demonstrate his ability to perform before the guest and enhance customers' experience. In service industry; the organization which conceive higher customers' satisfaction will make greater profit than those who fails to impress them. Further, the cost of attracting new customers or guest in any organization is higher as compared to cost of retaining existing customers. Therefore, hotels must focus on retaining the existing customers by improving level of satisfaction. They should work on improving policies, identifying customers' need and demands and work proper strategies.

Robinot&Giannelloni (2010) conducted his study on customers' satisfaction and found that many of the guests were satisfied with staff knowledge, their work ability, awareness of foreign language, premises condition, room comfort and found ease to locate any service or facility. Some of the areas were guest feel dissatisfied were choices of TV channels, multilingual language, extra personal care and ease of contracting with hotel staff of concerned department. Similarly Mbungwana Christine Lungiswa (2009) conducted his research on customers' satisfaction survey in Cape Town hotels. The analysis showed that wellness and spa, maintenance of grounds such as lawn and garden, entertainment facilities and swimming pool experience was good. The guests were dissatisfied with delivery of luggage, message and information delivery service, switch boards, special requests and dinner experience.

3. Research Methodology

The current research paper focuses on the customers' satisfaction provide in small scale hotel in Sonipat district of Haryana state. Sonipat is a district and municipal corporation in Haryana state of India. It is situated on National Highway 1 which is 20 kilometers from Delhi (Capital of India) and 214 kilometers southwest of Chandigarh (Capital of Haryana). To fulfill the objective a structured questionnaire of 15 question was prepared and five point likert scale was used. Questionnaire was distributed among 150 guests who stayed in any hotel in Sonipat region. The respondents were approached due to the availability and ease of corporation. Later data analysis was done with the help of mean and percentage analysis.

4. Result and Analysis

4.1. Demographics profile of the respondents

The data analysis shows that out of 150 respondents nearly 81 percent of the respondents are males compared to 19 percent females. This shows that male guests were more in hotels as compared to females. It was also noticed during the study that females were not ready to fill the questionnaire due

to personal reasons not disclosed. So male respondents dominates the sample research as shown in below table.

Table 1. Gender of the Respondents

Gender			
	Male	Female	Total
Numbers Respondents	122	28	150
Percentage (%)	81.33	18.67	100.0%

The study also disclosed that most of the respondents were below the age of 45 which accounts for nearly 87 percent of the total respondents. 44 percent of the respondents were below 25 years age which suggest that guest staying in Sonipat hotels are young. The adults which falls in the category of 25 to 45 also shows similar trends as the young traveler guests. The detail analysis is shown in table below.

Table 2. The distribution of respondents' age

Age range	Frequency	Percentage
Below 25	66	44
25-45	65	43.33
46-55	15	10
Above 55	4	2.67
Total	150	100

The smallest percentage of age rage were the old persons above 55 years of age which counts for only 4 percent of the total sample size.

Based on the purpose of travelling or stay in the hotel, it was found that most of the respondent (70 percent) stayed due to entertainment/ personal or family reason. There were only 16.67 percent of the respondents who came to stay for business followed by meetings (6.66 percent) and other reason (6.66 percent) as shown in table 3.

Table 3: Purpose of the visit

Purpose	Frequency	Percentage
Entertainment/Personal/Family	105	70
Business	25	16.67
Meeting	10	6.67
Others	10	6.66
Total	150	100

Based on the data collected, it showed that majority of the respondents were employees whether government or working in private companies which represents 34.67 percent of the total sample followed by students which counts for 31.33 percent of the total population size. The least occupants were housewives which counts for 10 percent of the total data sample. The detailed analysis is presented in table 4 below.

Table 4. The distribution of respondents' Occupation

Occupation	Frequency	Percentage
Employee	52	34.67
Private Business	18	12

Housewife	15	10
Student	47	31.33
Others	18	12
Total	150	100

4.2 Customers' satisfaction in hotels

To fulfill the primary objective 'customers' satisfaction in hotels in Sonipat' data analysis was done with the help of mean and standard deviation. The study reveals that the highest mean pertains to the location of the hotels and it recorded mean score of 3.81. This means that hotels in Sonipat are easily accessible and guest found it easy to reach there. Other than that most of the guest also agreed that their stay was comfortable and scored a mean of 3.78 as shown in table 5 below.

Table 5: Descriptive analysis of customers' satisfaction

Customers' satisfaction determinants	Mean	Std. Deviation
Ease of room Availability and reservation	3.44	0.859
Room rates	3.72	0.777
Proper billing	3.31	0.911
Timely delivery of services	3.62	0.711
Luggage handling	3.51	0.926
Welcoming and Receiving	3.87	0.866
Comfortable stay	3.78	0.712
Amenities and Supplies offered	3.66	0.846
Employees attitude	3.62	0.711
Staff knowledge	3.56	0.875
Facilities and Services offered	2.87	0.716
Cleanliness	2.89	0.917
Parking facility	3.79	0.876
Safety and Security	3.77	0.672
Location	3.81	0.851

The data analysis also showed that most of the guest were also satisfied with parking facility available near to those hotels.

The mean value of 3.79 showed that guest found it convenient to park their vehicles near to these hotels. Guest also feel secure and safe while staying in these hotels (M=3.77) which is a very positive point considering small scale hotels. Nowadays most of the guests prefers budge hotels. The entry of online market also provided an advantage to guest to compare and book hotels online in one click. So guests were also satisfied with the charged levied for the room provided (M=3.72). Based on the analysis, it was also found that guest were happy with the supplies and amenities provided in hotel rooms (M=3.66) followed by employees attitude (M=3.62), timely delivery of services (M=3.62), Welcoming and receiving (M=3.56), staff knowledge (M=3.56), luggage handling (M=3.51) and proper billing (3.31).

The lowest mean was showed for facilities and services (M=2.87) offered in these hotel. Some of the guest also reported that hotels charges are high for extra services taken during the stay in those hotels. The similar response were found for cleanliness in guestrooms and washroom (M=3.89). It was also the major concern of the travels that guestroom were not properly cleaned. Most of the guest also complained about bathroom conditions were not properly cleaned and maintained.

5. Conclusion and Recommendation

This research paper has examined the determinants of customers' satisfaction among the guest of small scale hotels in Sonipat, Haryana. From the analysis, 15 factors which fairly determine the customers' satisfaction were identified as shown in table no. 5. From the results it was found that guest were fairly impressed with the location and parking facilities of the hotels. Out of 15 determinants, guest were either satisfied or neutral for 13 determinants and overall showed that customers were satisfied with the hotel services. But major concern for these hotel was cleaning or housekeeping services inside the hotels. Cleanliness was the major concern area and hotel should put it on priority. Hotel managers should do regular inspection and checks to improve the level of cleanliness in hotels. Also making a schedule for spring and deep cleaning during low season would help in improving cleanliness in hotels.

References

- Dominici, G., &Guzzo, R. (2010). Customer satisfaction in the hotel industry: A case study from Sicily. *International Journal of Marketing Studies*, 2(2), 3-12.
- Forozia, A., Zadeh, M. S., &Gilani, M. H. (2013). Customer satisfaction in hospitality industry: Middle East tourists at 3 star hotels in Malaysia. *Research Journal of Applied Sciences, Engineering and Technology*, 5 (17), 4329-4335.
- Gronroos, C. (1990). Relationship approach to marketing in service contexts: The marketing and organizational behavior interface, *Journal of Business Research*, Vol. 20.
- Janghyeon, N., Ekinci, Y., &Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009-1030.
- Kotler, P. & Armstrong, G. (1996). *Principles of Marketing*. Prentice. New Jersey.
- Lahap, J., Said, M.N., Rose, K., Sumarjan, N., &Mohi, Z. (2014). Internal market orientation framework as a source of improving service quality within the Malaysian hotel sector. *The 4th International Conference on Tourism Research (4ICTR)* (pp. 21-33). Kota Kinabalu: EDP Sciences.
- Liat, C. B., & Abdul Rashid, M. Z. (2011). A study of service quality, customer satisfaction, corporate image and customer loyalty in the hotel industry in Malaysia. *International Research Conference and Colloquium* (pp. 21-30). Kuala Lumpur: Kuala Lumpur Press.
- Tigu, G., Iorgulescu, M. C., &Ravar, A.S. (2013). The Impact of creativity and innovation in the hospitality industry on customers. *Journal of Tourism Challenges and Trends*, 6(1), 9-33.
- Mohajerani, P., &Miremadi, A. (2012). Customer satisfaction modeling in hotel industry: A case study of Kish Island in

- Iran. International Journal of Marketing Studies, 4(3), 134-152.
10. Mitra, A. (2000). *Fundamentals of Quality Control and Improvement* (2nd Edition). India: Prentice – Hall Private Ltd.
 11. Parasuraman, A., Zeithaml, V.A., Berry, L.L. (1988). SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality, *Journal of Retailing*. Vol. 64
 12. Parasuraman, A., Berry, L.L., and Zeithaml, V.A. (1994), "Reassessment of Expectations as a Comparison of Standard in Measuring Service Quality: Implications for Future Research", *Journal of Marketing*, Vol.58, 111-124
 13. Robinot, E., &Giannelloni, J. L. (2010). Do hotel's "green" attributes contribute to customer satisfaction? *Journal of Service Marketing*, 24(2), 157-169.
 14. Usta, M., Berezina, K., &Cobanoglu, C. (2014). The impact of hotel attributes' satisfaction on overall guest satisfaction. *Journal of Service Management*, 6(3), 1-12.
 15. Williams, C. et al (2003). *Service quality in leisure and tourism*. Buswell Wallingford: CABI.