SERVICE QUALITY: AN EFFECTIVE TOOL TO MEASURE CUSTOMER ATISFACTION

(A STUDY OF SELECTED FIVE STAR HOTELS OF JAIPUR)

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Abstract

The Indian hospitality Industry is the largest among all the industries, accounting for over 10 per cent of the country's GDP and around 8 per cent of the employment. Indian hoteliers need to take advantage of this growth by introducing new formats and have to pay more attention to the brand building process. The success of organized hotel industry in India mainly depends on delivery of services through quality improvements. This paper examines the quality of services provided by the selected and most popular hotels of Jaipur city to understand the growth of people in the city for this purpose SERVQUAL Model has been used.

Keywords: SERVQUAL, GDP, Hospitality Industry.

Introduction

The consumer considers that the service quality stems from a comparison of what he feels about the service and what is the performance of that service offering. In short, in order to evaluate the service quality the discrepancy between consumer's expectations and perception should be calculated. All the five service quality offering variables will influence the overall service quality.

- *Tangibility*- Appearance of physical facilities, equipment and written materials
- *Reliability*- Ability to perform the promised service dependably and accurately
- *Responsiveness*- Willingness to help customers and provide prompt service
- *Assurance*- Employees' knowledge and courtesy and their ability to inspire trust and confidence
- *Empathy*- Caring, easy access, good /communication, customer understanding and individualized attention given to customers (Zenithmal et al. 1990).

The Indian hotel Industry is the largest among all the industries, accounting for over 10 per cent of the country's GDP and around 8 per cent of the employment. Indian retailers need to take advantage of this growth by introducing new formats and have to pay more attention to the brand building process. The success of organized retailing in India mainly depends on delivery of services through quality

improvements. This paper examines the quality of services provided by the selected and most popular hotels of Jaipur city to understand the growth of people in the city for this purpose SERVQUAL Model has been used.

The success of hotel industry totally depends on its service quality. Now a day's time has changed rapidly now with the modernization customer travel rapidly to different hotels for celebrating of even for general lunches or dinners. So with this change Hotel industry is also growing fast. Hotel industry in India is an organized sector. As the behavioral attributes of the service industry personnel's are also changing this research was mainly focused on understanding the dimensions of service quality with respect to the consumer's perception about the services provided by the selected hotels in Jaipur city. In this study author have examined the service quality of selected 5 star hotel one of which is heritage hotel of Jaipur city and another is a new few years old 5 star hotel.

Literature Review

Kate Purcell, Jarlath Quinn (1996), In this paper titled "**Exploring the education-employment equation in hospitality management: a comparison of graduates and HNDs"** examines the level of education of the employees who are interested in working in the hospitality industry. And the study reveals that people who have practical experience of working are more potential then people who have academic degrees and this is due to their characteristics.

Michael D. Olsen, Angela Roper (1998), In this paper titled **"Research in Strategic Management in Hospitality industry"** considers research as a strategy and cover four main areas- competition, strategic planning and competitive advantage, internationalization, strategic implementation.

Arpita Khare, Ceeba Parveen, Reena Rai, (2010), In this paper titled **"Retail Behavior as Determinant of service quality in Indian Retailing"** authors assumed that retailers role in retail industry is very important in building strong relationship with consumer and the expectation and satisfaction of consumer for the service depends on the way of interaction of the service personnel with the consumer. The result of the study shows that there is a positively high correlation has been noticed in between different service quality dimensions and the consumer's assessment of service quality was same in different age groups.

Dharmesh Motwani, (2012), In the paper titled **"An Empirical Study of Customer Expectation and Perception in Organized Retail sector"** states the methods of marketing which helps to enhance the level of customer satisfaction among the customers of organized retail sector. author also mentioned the different types of parameters available to measure the level of satisfaction of consumers towards the product. This study aims to identify the difference between expectation and

perception of the customers of organized retail sector and to fulfill this purpose author have used SERVQUAL model.

RESEARCH METHODOLOGY

The current study is based on primary and secondary data both for the collection of primary data the questionnaire was developed. The universe of the study was people who use the services of selected 5 star hotels in Jaipur city.

Data collection method: - Questionnaire

Sample size: - The size of respondents is 100

Research design: - Exploratory research design

The overall sample size for the study will include 100 customers as explained below:-

Name of the Shopping Malls	Size of the respondents
Rajputana Sheraton	25
Radisson blue	25
Clerks Amer	25
Rambagh Palace	25
Total Respondents	**100**

Sampling Technique – Simple random Probability sampling technique will be used for identifying the respondents of the study. Simple random sampling type of probability sampling is been used for the survey.

Objectives

The study attempted to find out the gap between perceptions and expectations of customers of selected hotel of Jaipur city regarding the services provided by shopping malls in Jaipur.

Analysis and Discussion

Table: 1

Demographic Variables		No. of Respondents (%)
Education	**Students**	**10**
	Professionals	**50**
	Family persons	**40**
	Total	**100**
Marital status	**Single**	**30**
	Married	**70**
	Total	**100**
Family Income (Monthly)	**Below Rs. 20000**	**0**
	20k-40k	**10**
	40k-60k	**40**
	60k and above	**50**
	Total	**100**

Interpretation: Above table shows the demographic profile of the respondents who are the frequent customers of the selected hotels of Jaipur city.

Table: 2

Statements	Mean score for Perceptions	Mean score for Expectations	Gap	Sig.
T1. The hotel should have modern-looking equipment and fixtures	**3.98**	**2.28**	**1.7**	**.000**
T2. The hotel and its physical facilities (trial rooms and restrooms) should be visually attractive	**4.3**	**3.98**	**0.32**	**.051**
T3. The employees of the hotel should have neat appearance	**4.4**	**3.98**	**0.42**	**.001**
T4. The hotel should be situated at convenient location	**4.26**	**4.32**	**-0.06**	**.714**
Tangibility	**4.235**	**3.64**	**0.595**	
R1. When this hotel promises to do something by a certain time, it should do so	**4.38**	**2.98**	**1.4**	**.000**
R2. Whenever you have a problem, personnel of hotel should show sincere interest in solving problems	**4.4**	**3.8**	**0.6**	**.003**
R3. Hotel should deliver products whatever promised (Home delivery)	**4.4**	**4**	**0.4**	**.055**
R4. Hotel should insist on error-free sales transactions and records	**2.08**	**3.62**	**-1.54**	**.000**

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Reliability	3.815	3.6	0.215	
RS 1. Hotel should provide prompt service	4.22	3.82	0.4	.061
RS 2. Personnel of hotel should always be willing to help customers	4.1	4.34	-0.24	.042
RS3. Personnel working at hotel should provide quick response to customer requests	4.38	4.26	0.12	.523
Responsiveness	4.23	4.14	0.09	
A 1. Employees of hotel should instill confidence toward information of products	2.94	4.18	-1.24	.000
A 2. Customers while shopping in this hotel should feel safe while making transactions	3.84	4.22	-0.38	.017
A 3. Employees of hotel should be consistently courteous with customers	3.98	4.24	-0.26	.295
A 4. Employees of hotel should have knowledge to answer customers' queries	3.72	4.12	-0.4	.064
A 5. The shopping hotel should not misuse the credit card information	4.1	2.4	1.7	.000
A 6. The shopping hotel should assure the safety and security of the customers	4.36	4	0.36	.060
Assurance	3.82	3.86	-0.04	
E 1. The shopping hotel should provide individual attention to the customers	4.06	3.92	0.14	.552
E2. Hotel should have convenient operating hours	4.3	4.24	0.06	.789
E3. Personal attention should be given to customers' problems	4.14	3.06	1.08	.000
E4. Hotel should work in the best interest of customers	4.24	3.94	0.3	.104
E5. Personnel of hotel should understand specific needs of customers	4.32	3.98	0.34	.071
Empathy	4.21	3.828	0.382	

Interpretation: Above table shows the mean score of perception and expectation of each statement answered by the consumers of hotels and also gives the gap score of perception and expectation of the customers. This table also shows the level of significance of each statement. The results in Table shows that there is no difference between all the dimensions except the dimension **"Assurance ".** Since all the statements except one are negative in this dimension thus, indicating dissatisfaction among customers with regard to this dimension.

Table: 3

Gap Analysis

Dimensions	Perception	Expectation	Gap
Tangibility	4.235	3.64	0.595
Reliability	3.815	3.6	0.215
Responsiveness	4.23	4.14	0.09
Assuarance	3.82	3.86	-0.04
Empathy	4.21	3.828	0.382

Interpretation: Expectations and perceptions were both measured using the 5-point Likert scale whereby the higher numbers indicate higher level of expectation or perception. The responses to their expectations and perceptions were compared to arrive at (P-E) gap scores. The higher (more positive) the perception minus expectation score, the higher is perceived to be the level of service quality.

Limitations

- Humans have tendency to behave artificially when they know that they are being observed. So, the patients upon whom the research is carried may behave artificially when they are aware that they are being observed.
- An inability to answer research questions by the patients of the hospital.
- The study may suffer from the common limitations of a subjective research.
- The quantification problem, imperfections of data and the intricacy involved in the statistical analysis are in a way inevitable in all such behavioral science research.
- The conclusions therefore are subject to aforesaid constraints and are only exploratory and suggestive in nature.

Conclusion

Delivering customer satisfaction is at the heart of modern marketing, which is a post-purchase Judgment of the consumers. The analysis of responses clearly reveals that there exists a small perceptual difference among customers regarding overall service quality with their respective hotels. However, the results of gap analysis indicate that though the dimensions suggested in the model are comparable with the sample results, but the contents of the gaps are different. Most of the customers are highly satisfied on the services provided by the hotels.

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