



# A STUDY ON CUSTOMER SATISFACTION TOWARDS HOTEL INDUSTRY IN HIMACHAL PRADESH

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## **Abstract**

*To be prosperous on the lookout, each organization ought to give most extreme significance in holding existing clients by teaching viable approaches of consumer loyalty and dedication. Administration quality is given need in Lodging Industry. This study assists the clients with giving different ideas in regards to the administrations gave to them. For directing an overview a very much organized polls is utilized to gather essential information from the respondents. The sample size for the review is 140 example respondents. With the each characteristic the degree of fulfillment changes, accordingly clarifying that clients rate their fulfillment contrastingly with each and every trait .at last it has been demonstrated that the consumer loyalty in the lodgings are high.*

**Keywords:** Customer satisfaction, Customer expectation service quality, Hotel industry.

## **Introduction**

Consumer loyalty is a term often utilized in showcasing. It is a proportion of how items and administrations provided by an organization meet or outperform client assumption. Consumer loyalty is characterized as "the quantity of clients, or level of complete clients, whose revealed encounters with a firm, its items, or its administrations (evaluations) surpasses indicated fulfillment objectives. Consumer loyalty is a developing worry inside the lodging business and various studies have been completed in similar setting by various scientists. Consumer loyalty has turned into a critical presentation pointer for the friendliness business/business, as it demonstrates the strength of connection between the client and the specialist co-op. With the adjustment of the ways of life of the Clients, a huge shift has been seen in the requests and assumptions for the clients. From various years the friendliness business has shown a huge development in its development and expansion. As friendliness industry is a help industry an immediate communication between the client and specialist organization is exceptionally conspicuous. For fruitful activity of the firm a client takes the middle stage in the administration strategy. Consumer loyalty as a term utilized in estimating how items and administrations provided by an

organization meet or outperform client's assumptions. Consumer loyalty is viewed as a critical differentiator and progressively has turned into a vital component of business system. Lodgings are expanding their ventures to further develop administration quality and the apparent incentive for visitors in order to accomplish better consumer loyalty and dependability, subsequently bringing about better associations with every client.

### **REVEIW OF LITERATURE**

Rao (2014) highlighted in his study, that destinations seeking to maintain or strengthen their position in the future world of Hospitality and tourism industry. It required a long-term action plan comprising a set of strategies that comply in the future needs of the truism people.

Sharma and Kalotra (2016) concluded that hospitality industry has generated tremendous employment opportunities and is a big source of foreign exchange for India. The hospitality sector is responsible for more jobs per million rupee of investment than any other sector. This sector provided varieties of jobs which satisfies unskilled people to specialized one.

Mishra and Rao (2014) found in their study that, tourism and hospitality industry is the largest service industry globally in terms of gross revenue and foreign exchange earnings. It is also one of the largest employment generators in the world the driving forces of this industry lie in the recreational, knowledge seeking, religious and business interests of people around the world the human urge for new experience, adventure, and entertainment plays the role of a catalyst for the growth of this industry. it also has the potential to stimulate other sectors in the economy owing to the cross - synergistic benefits and its backward and forward linkages which makes tourism and hospitality both a cause and consequence of economic development.

### **RESEARCH METHODOLOGY**

In this study, primary data was collected through an administered questionnaire to collect the responses of the customers on the basis of various service attributes provided to them. Simple Random sampling technique is used for the study. 140 questionnaires were distributed among the customers for this study. The collected data was analyzed by using statistical tools such as percentage method.

### **OBJECTIVES**

1. To study the level of customer satisfaction towards hotel industry.
2. To enhance customer services by giving suggestions to the service providers with various strategies.

## ANALYSIS AND DISCUSSION

Table 1: Demographic profile of the Respondents

Demographic Variables	Categories	No. of Respondents	Percentage
Gender	Male	78	55.71
	Female	62	44.29
Age	Below 20	24	17.14
	20 – 25	36	25.71
	Above 25	80	57.15
Marital Status	Married	58	41.42
	Unmarried	42	58.58
Family Income	Below 30,000	24	17.14
	30,000 – 60,000	46	32.86
	60,000 – 90,000	70	50.0

**Source: Primary data**

Table 1 states that, 55 per cent of the respondents are males and 44.29% are females. 17.14% of the respondents fall in the age category below 20, 25.71% in age group between 20- 25 and 57.15% of the respondents fall in the age category of above 25. 41.42% of the respondents are married and 58.58% of the respondents fall in the category of unmarried. In case of family income 17.14 per cent of the respondents receive an income below Rs.30,000. 32.86% earn between Rs. 30,000 – Rs. 60,000 and those who earn between Rs. 60,000 – Rs. 90,000 account for 50%.

Table 2: Opinion about service provided( expressed in percentage)

Description	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Hygiene and comfort	35 (25%)	55 (39.28%)	20 (14.28%)	22 (15.72%)	8 (5.72%)
Safety	64 (45.71%)	42 (30%)	20 (14.28%)	8 (5.72%)	6 (4.29%)
Prompt services provided by staffs	56 (40%)	46 (32.86%)	20 (14.28%)	12 (8.57%)	6 (4.29%)
Food Quality	44 (31.43%)	58 (41.43%)	26 (18.57%)	8 (5.72%)	4 (2.85%)
Food Price charged by hotel	32 (22.86%)	52 (37.14%)	24 (17.14%)	18 (12.85%)	14 (10%)
Hospitality and Interior decoration	30 (21.43%)	64 (45.71%)	22 (15.71%)	16 (11.43%)	8 (5.72%)
Location of the hotel	42 (30%)	52 (37.14%)	16 (11.43%)	18 (12.86%)	12 (8.57%)
Parking facility	18 (12.86%)	46 (32.86%)	38 (27.14%)	26 (18.57%)	12 (8.57%)

**Table 3: Frequency of stay (expressed in percentage)**

Frequency	No. of Respondents	Percentage
Once or Twice	64	45.71
3-5 Days	52	37.14
5-10 Days	16	11.43
More than 10 days	8	5.72

**Table 4: Purpose of Travel (expressed in percentage)**

Purpose	No. of Respondents	Percentage
Business Travel	22	15.72
Family	42	30.00
Temples	30	21.43
Entertainment	36	25.71
Others	10	7.14

**Table 5: Reason to choose the hotel (expressed in percentage)**

Reason	No. of Respondents	Percentage
Convenient	46	32.86
Company	14	10.00
Reasonable Price	56	40.00
Excellent Services	16	11.42
Others	8	5.72

## RESULTS AND INTERPRETATION

From the table 2 it is interpreted that 39.28% of the customers are satisfied with the hygiene and comfort provided by the hotel. 45.71% of the respondents are highly satisfied with the safety provided by the hotels. 56% of the customers are highly satisfied with the prompt services provided by the staffs of the hotels. 41.43% of the respondents are satisfied with the food provided to them. 37.14 % of the customers are satisfied with the price charged for the food. 45.71 % of the customers are satisfied with the hospitality provided and interior decoration of the hotels. 22.18% of the respondents are satisfied with the location of the hotel. 32.86% of the customers are satisfied with the parking facility provided by the hotel. From Table 3 it has been inferred that 45.71% of the respondents have stayed only for one or two days at the tourist destination while only 5.72% of the respondents stayed for more than 10 days. From Table 4 it has been inferred that 30% of the respondents have travelled with their families while from table 5 it has been found that 40% of the respondents have chosen the hotel because of the reasonable rates.

## CONCLUSION

Hotel industry in Himachal Pradesh has witnessed tremendous boom in recent days. It is the paramount for the service providers to rethink about their strategies to retain the customers and to attract the new delightful customers. From the study it is found that the overall satisfaction level among the customers is satisfactory and hence the strategy needs to be directed towards delighting the customers. It was really wonderful to interact with the customers and know about expectations when they seek a home away from home experience and how well the hotel is able meet the expectations.

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