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## A STUDY ON SERVICE QUALITY IN THE HOTEL INDUSTRY IN KANYAKUMARI

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### ABSTRACT

This project attempts to review the service quality of hotel industry in kanyakumari. Service quality is that the degree and direction of discrepancy between consumers' perceptions and expectations but relatively important dimensions of service quality. A 25-question SERVQUAL scale measuring the service quality of hotel industry. Population for the study consisted of consumers in Hotels of kanyakumari. Altogether 120 customers were surveyed. The data was collected through well structured questionnaire. Data analysis done with to assist of SPSS. The study infers that service quality plays a vital role as a driver for higher consumer satisfaction level in hotel administration. On the entire the industry didn't match the expectations of customers. To attenuate this gap between customers' perceptions and expectations customers suggested introduction of Wi-Fi, entertainment facilities, swimming bath, trained reliable employee, better equipment, better food, prompt service and so forth.

**KEYWORDS** : hotel industry, service quality, servqual scale, customer.

### INTRODUCTION

Hotel industry plays an important role in promote growth and development. In this modern world most of business sector classified as travel and tourism as meeting planner and other service providers including accommodation, transportation, attraction and entertainment. The increase in levels of income and standard of living but also including with an increase in leisure time has been especially beneficial to the tourism industry. The arrival of technological progress particularly through higher capacity cruise ships and air-crafts, computerized reservation systems, better road transport facilities have played key roles within the global growth of hotel industry.

The hotel industry is subdivision of the hospitality industry that focuses in giving customers with lodging services. There are a variety of hotel types that typically are often categorized by size, function, service, and cost. Levels of service can usually be split into three options: limited-service level, middle level service, and full-service. However, some consumers could also be more familiar with the star rating system, with one being the lowest rating and five being the highest. When it involves function some of the categories include business, casino, spa, extended stay, bed & breakfast, and more. In recent years, more and more people across the world have begun to ascertain travel as an integral a part of life. Both leisure travel and business travel have seen year-over-year growth over the past five years.

## SERVICE QUALITY

Service quality in the hospitality industry gets one among the foremost important factors for acquiring a sustainable competitive advantage and customers' confidence within the highly commercial center, and thus service quality can give the hospitality industry a great opportunity to make competitive differentiation for organizations. It is thus considered as a big core concept and a critical success think about the hospitality industry. A successful hotel conveys excellent quality service to customers, and service quality is considered the lifetime of hotel. Many benefits are often achieved by service quality like establishing customer satisfaction, contributing to business image, establishing customer loyalty, and providing a competitive advantage to a business. Service quality performance can mean distinctive to various individuals, for example, employees may show higher impression of service quality than customers perceived, and thus managers and their employees never like to identify insufficiency in service quality.

## SERVICE QUALITY MODEL

The SERVQUAL model is the most popular model to measure the customer satisfaction in almost all industry. The model is based on the customer's evaluation of service quality, which is a comparison of the expected and the obtained value as well as a consideration of gaps in the process of service provision. The SERVQUAL model comprises of five measurements, namely: empathy, reliability, assurance, responsiveness and tangibility. It assesses customer's view of service quality and that based on the gap between customers' expectations and their insights.

## REVIEW OF LITERATURE

**Parasuraman, Zeithaml, and Berry (1985)** expressed that there are five components of service quality. Those are the components of tangibility, reliability, responsiveness, assurance and empathy. In spite of the fact there is struggle among researchers about how to evaluate service quality, few instruments have been developed to do as, such like SERVQUAL, SERVPERF, INTSERVQUAL and INSQPLUS.

**Jain and Gupta (2004)** looked at SERVQUAL and SERVPERF scales in fast food context. They found that the SERVPERF scale was more concurrent and discriminate valid scale than SERVQUAL in the measurement of service quality in fast food restaurants.

**Lovelock .C and wirtz .J (2004)** A service is an economic activity that creates value and provides benefits for customers at specific times and places by bringing about a desired change in or for the beneficiary of the service. Although the process might be connected to an actual thing, the performance is momentary, often intangible in nature and does not normally result in ownership of any of the factors of production.

**Fen and Lian, (2004)** In their study characterized service quality as the customer's general impression of the association and its services to the clients. Service quality is a type of attitude which represents an general assessment of the organization. This attitude positive or negative makes signs in the mind of the customer about the service delivered by the hotels and in turn it influences the overall fulfillment of the customer.

**Liu and Yen (2010)** Customer satisfaction is viewed as customers can get more benefits than their expense. Customer satisfaction is achieving the maximum out of the worth contributed for a product or a service.

**Awara & anyadighibe, (2014)** refers to the knowledge and courtesy of employees and their ability to inspire, convey trust and confidence in hotel guests. The assurance dimension might be measured using components of knowledgeable trained professionals, communication and dealing with the customer. components within the tangibles assets are cleanliness, space, atmosphere, appearance of worker and location.

## OBJECTIVE OF THE STUDY

### Primary Objectives

- ❖ To identify the service quality in hotels in customer vision.

### Secondary Objectives :

- ❖ To review the customer's perception of service quality.
- ❖ Evaluate expectations and perceptions of hotel guests.
- ❖ To survey the connection between service quality and customer loyalty.

## RESEARCH METHODOLOGY

### Sample size:

The sample size of the research study is 120.

### Source of data:

The research study used primary data.

### Sampling technique:

The research study adopted a convenience sampling and data collection was done through questionnaire methods.

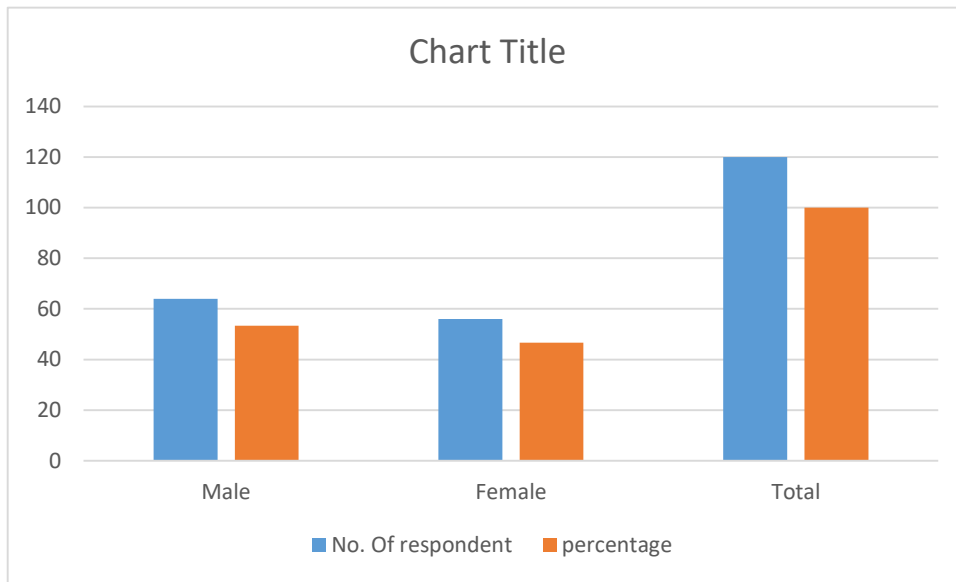
### Structure of the questionnaire:

The closed end questions are asked to the respondent.

## DATA ANALYSIS AND INTERPRETATION

### 1.DISTRIBUTION OF RESPONDENT REGARDING GENDER OF THE RESPONDENT

sl.no:	particulars	no. of respondent	percentage
1.	Male	64	53.3
2.	Female	56	46.7
	Total	120	100.0



### INFERENCE:

majority of the respondent (53.3%) are male.

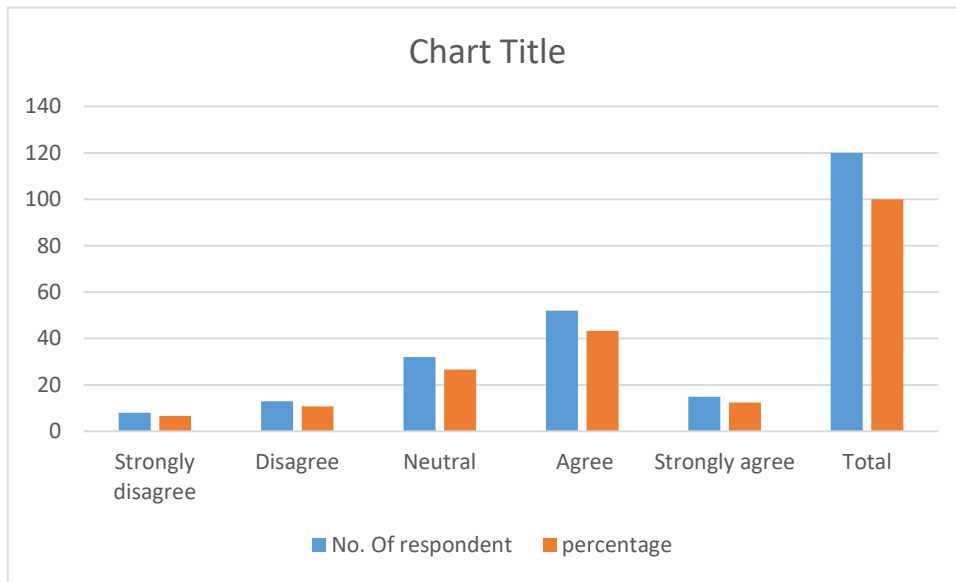
### DISTRIBUTION OF RESPONDENT REGARDING CURIOSITY OF THE EMPLOYEES TO KNOW THE SPECIFIC NEEDS OF THE CUSTOMER

Table no: 4.1.23 Table representing the curiosity of the employee to know the specific needs of the customer.

Sl.no:	particulars	No. Of respondent	percentage
1.	Strongly disagree	08	6.7
2.	Disagree	13	10.8
3.	Neutral	32	26.7
4.	Agree	52	43.3
5.	Strongly agree	15	12.5
	Total	120	100.0

### INTERPRETATION

From the above table, 6.7% of the respondent are strongly disagree that Curiosity of the employee to know the specific needs of the customer, 10.8% of the respondent are disagree, 26.7% of the respondent are neutral, 43.3% of the respondent are agree and 12.5% of the respondent are strongly agree that Curiosity of the employee to know the specific needs of the customer.



**INFERENCE :**

Majority of the respondent (43.3%) agree that Curiosity of the employee to know the specific needs of the customer.

**ANOVA**

Table showing the relationship between gender and curiosity of the employees to know the specific needs of the customer.

**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.565	1	3.565	2.815	.096
Within Groups	149.427	118	1.266		
Total	152.992	119			

**INTERPRETATION**

Significance level is 0.096 which is above 0.05 therefore there is no significant difference between gender and curiosity of the employees to know the specific needs of the customer.

## CONCLUSION

The study concludes the hotel industry of kanyakumari is not performing as per the customers' needs of the service quality. There is a lot more that the customers expect from the hotels. Since kanyakumari is a major tourist spot therefore it must have good quality hotels. The study helps the hotel industry to focus more on the research progress to increase the service quality and customer satisfaction by considering it as the hotel management objective. The hotels need to ensure that each contact with guests brings in positive experience for the guests. This result shows that service quality confirms its part as a significant driver in hotel industry.

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