

# CUSTOMER PERCEPTION TOWARDS HOTEL INDUSTRY

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## Abstract

Our country – India has an obvious chance and incredible potential to become a major tourist place. India tourism is flourishing due to increase in foreign tourist as well as domestic tourist. With all over this ongoing process and happening, Hotel industry is also extremely important component of tourism industry. The survey consists of 22 questions and has sampling of 50 questions. The project report give u the knowledge and understanding of quality standard of guest which help hotel manager to improve the quality of hotel service and increase the guest satisfaction with hotel stay. The report influence guest impression towards the hotel industry due to many factors which can be external or internal, but certainly not all of them have same level of importance for guest. One the most reliable information sources for gaining customer knowledge is undoubtedly feedback provided directly from customer. The aim of this attributes is to examine customer perception towards the hotel industry is satisfactory as per the demand of customer. It is suggested that the way a service is provided has more influence on the satisfaction than some physical aspect of the hotel.

**Index Term- Guest Satisfaction, Hotel Industry, Service Industry.**

## Introduction

The Hotel industry can also be called as service industry, which helps in economic development in country. Hotel industry connects many more industry like tourist industry, transportation industry, aviation industry, hospitality industry and food servicing industry. It is belief that hotel industry help in increase the wealth of country and therefore every country government and public sector should cooperate in promoting this kind of business. It means public sector would make the investment and government should support.

In developing countries various hotel expand their network and branches as they belief that this industry is booming and people are desperate and interested outing and eating all over the

world wide. The only reason to expand the hotel industry is tourism, as today's era believes exploring themselves either with family, friends, etc. and hence this lead to hotel industry put to work. Hotel industry give customer immense pleasure, enjoyment which is unobtrusive, personalized service and create memories that will last a lifetime.

People today who work on week basis definitely go for outing on weekend with their family or friends. Income generated with this kind of people is more and they spend this income on weekend in bars, pubs of hotels or they spend their money in luxurious hotel for the sake of peace and comfort. Other reason is the social media which gives an update of each and every person where they are. People who travel worldwide definitely post there update on social media site.

Before the word 'HOTEL' traveler used to say the word 'ACCOMMODATION' which is the more extensive meaning of hotel. Accommodation means a temporary lodging where traveler takes rest and sleep. The accommodation is a primary significant for travelling which is important to people, economically, culturally and society.

The Hotel sector has been growing at cumulative annual growth rate of 14percent every year adding significant amount of foreign exchange. Now there are various training institute for those who want to do career in hotel industry.

## Research Methodology

The study of primary data was collected through an administered questionnaire to collect the response of the customer on the basis of choosing a hotel. The study uses simple random technique for the survey. For the study 22 questionnaires were distributed among the people who like to book the hotel and 50 responses were found useable for the study.

## Objective

1. To study the level of customer perception towards hotel industry.
2. To suggest the service provider with various strategies so as to enhance customer service.

## Review of Literature

Atkinson (1988) found out that cleanliness, security, value for money and courtesy of staff.

Knutson (1988) publicized that room cleanliness and comfort, prompt service, friendliness of employee's convenience of location, safety and security, and are important.

Fournier and Glenmick (1991) concluded that the concept of satisfaction holds well only when the expectation is positive. Expectations from the customer's point of view are the reference points on which a customer forms a judgement about a service or a product.

(Reicheld, 1996), Customer satisfaction starts with the first contact an organization has with a customer and continues throughout the entire lifetime of the relationship i.e. the guest cycle.

(Jones and Newton, 1997), The hotel industry is a customer bound service and for hotel industries to market themselves as brands it is very important to be customer centric and make sure that their customers get the best of the values. The hospitality manager to ensure that their customers remain continuously satisfied, they must ensure that customers feel welcomed, courteously and efficiently served in a clean, safe and secured environment with the best quality of products sold at a reasonable price.

(Shemwellet al, 1998) The key to attain sustainable benefit lies in delivering high quality service that eventually leads to satisfied customers.

Choi and Chu (2001) concluded that staff quality, room qualities and value are the top three factors free breakfast, airport shuttle, car hire service, atmosphere, security and friendly staff.

As Valdani (2009) points out an enterprise subsist only because they have customers to serve, thus making it clear that an organisation exists only because of its customers.

## Analyses of Data

### 1. Customer Profiling

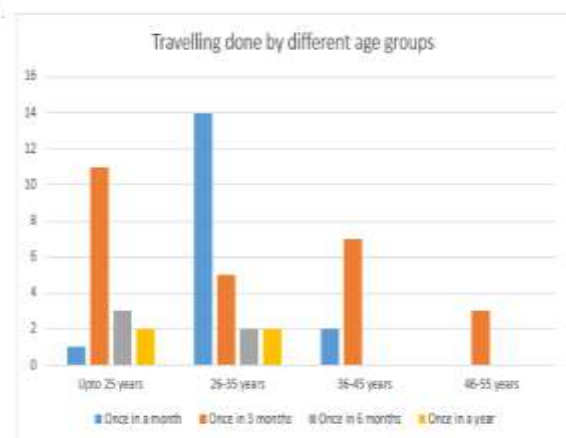
Variable	Category	Frequency	Percentage
Age	<25	17	24.0
	26-35	29	58.0
	36-45	7	14.0
	46-55	2	4.0
	55<	0	0.0
Gender	Male	41	82.0
	Female	9	18.0
Monthly Income	<10000	1	2.0
	10001-20000	11	22.0
	20001-30000	12	24.0
	30001-40000	15	30.0

	40001-50000	9	18.0
	50000<	2	4.0
Designation	Executive	12	24.0
	Junior Manager	29	58.0
	Senior Manager	7	14.0
	Other	2	4.0
Qualification	High School	14	29.0
	Under Graduate	11	22.0
	Graduate	19	38.0
	Post Graduate	6	12.0
Job Experience	<5years	31	62.0
	5-10 years	11	22.0
	11-15 years	5	10.0
	16-20 years	3	6.0
	20< years	0	0
Payment Mode	Cash	31	62.0
	Debit Card	31	62.0
	Online Transaction	8	16.0
	Credit card	4	8.0
Online site	Trivago	27	54.0
	Hotels.com	17	34.0
	Oyo	32	64.0
	Booking.com	18	36.0
How often you travel	Hotelworld.com	4	8.0
	Once in month	17	34.0
	Once in three month	24	48.0
	Once in six month	5	10.0
	Once in year	4	8.0

## Interpretation

The report shows that age group between 26-35 years has maximum contributed in the project report .If we look over at variable of payment mode the total percentage is not equal to 100% as because people while booking they use online transaction payment mode also and even they also make payment in cash or n form of debit card or credit card, when the service of hotel is fully utilized. Same also go with the online booking site. Customer choose number of site while booking hotel.

### 2. Travelling done by different Age Group

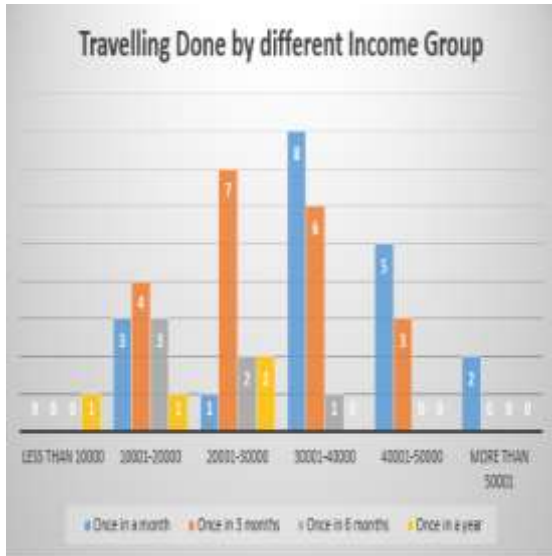


## Interpretation

The bar diagram shows travelers different age group often travelling in a period of year. If we look over the diagram age

group up to 25 years have maximum travelling in once in 3month. While age group between 26- 35 years travel maximum once in month and similarly age group up to 25 years travel the least in once in month. People traveling once in year are same in age group up to 25 years and 26-35 years.

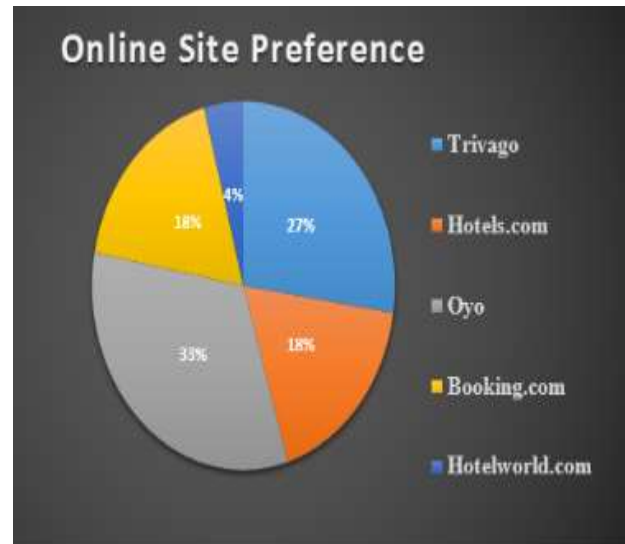
**3. Travelling done by different Income Group**



**Interpretation**

The figure shows travelling done by different income group in certain period of year. People who generate income for travel frequently, this can be due to business trip, family trip, personal trip etc. People with income group between 30001-40000 travel maximum once in a month, and relatively income group between 40001-50000 also travel but slightly less than income group between 30001-40000. And also income group more than 50001 is the least traveler in once in month. As income arise the bar diagram decrease this can be due to work load increase as this type of people are highly paid. Income group between 10001-20000 are moderate travel thought the year. While income group 20001-30000 travel maximum in once in 3 month.

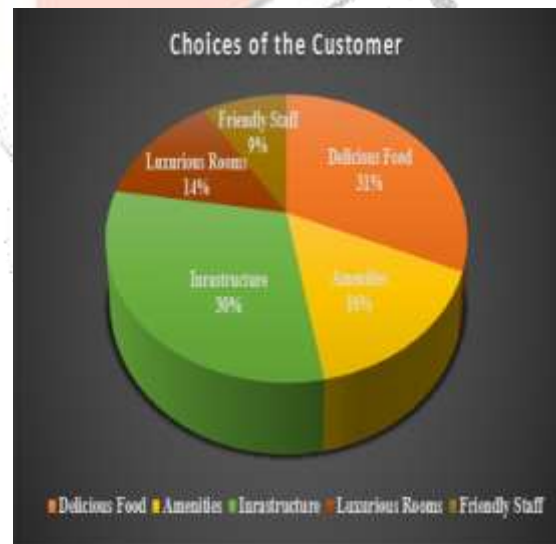
**4. Online Site Preference**



**Interpretation**

Customer chooses number of site while booking a hotel. Customer doesn't go with only one site. The pie diagram shows sampling survey of customer which online site is maximum is used. As we look over Oyo site is being used maximum i.e is 33% as because this site have budgetary hotel with good amenities. The second maximum is Trivago with 27% holding because this site compares all other boking online site of hotels. Hotel.com and booking.com have same percentage i.e is 18% and the least percentage is hotelsworld.com 4%.

**5. Choices of the Customer**



**Interpretation**

The pie diagram shows what choices motivate the customer to choose the specific hotel. 31% customer choose hotel for the delicious food, and this number is maximum in pie diagram. On 2<sup>nd</sup> rank comes the infrastructure of the hotel with percentage 30%. Then comes amenities and luxurious room

with 16% and 14% respectively, and minimum percentage is 9% which is of friendly staff.

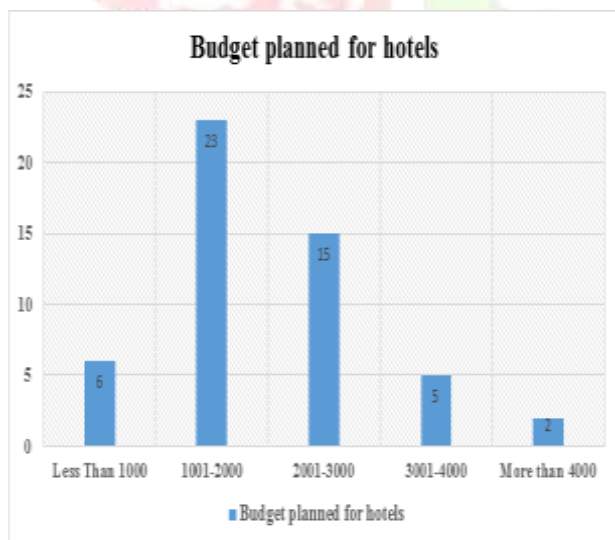
**6. Decision on Location of Hotel.**



**Interpretation**

The figure shows that 48% of people choose hotel nearest to transport medium this is because they feel convenient to travel from different spot of trip. On the 2<sup>nd</sup> number is centre from the city market that is 35%, because travelers also enjoy evening market of different place as they get new things for shopping. Last is connected to nature which is 17%, this percentage are for those who choose hotels for trekking purpose.

**7. Budget planned for Hotels**

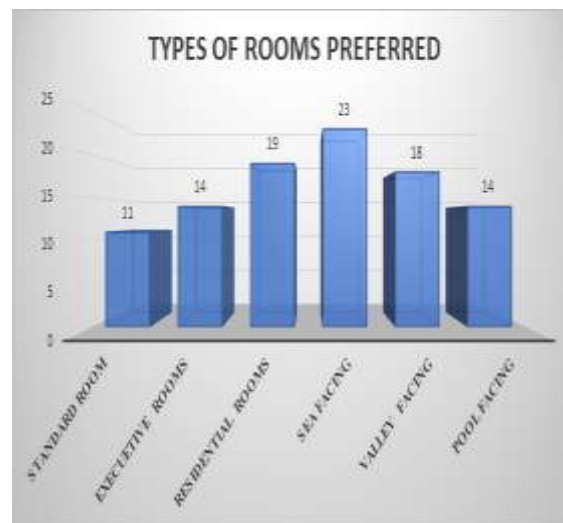


**Interpretation**

Budget range from 1001- 2000Rs is chosen by 23 people from the sampling survey of 50, this the maximum value in bar diagram. The next come budget from 2001-3000 which have 15 people and the come less than 1000 which have 6 people. More

than 4000 have only 2 people as everyone can't afford for more price.

**8. Types of Rooms Preferred**



**Interpretation**

The bar diagram shows room preferred by customer. Maximum number of people preferred room which are sea facing which is 23, as because they might like sea view. Then comes the residential rooms and valley facing room which have 19 and 18 number respectively. Executive room and pool facing room are same in number that is 14 and least is standard room which is 11 in number.

**Finding**

- 1) The survey shows that age group up to 25 years travels maximum in once in 3month and age group between 26-35 years travels maximum in once in month
- 2) Income group between 30001-40000 travel maximum once in a month this is because this kind of people have normal working condition and they enjoy their life by outing.
- 3) Income group more than 50000 travel less in once in month, this can be due to increase in work load as they are highly paid employee.
- 4) Customer choose number of online site to book the hotel and even he also uses different mode of payment at the time of booking the hotel. This is done as per his convince or looking towards his/her comfort mode.
- 5) The survey also give budget plan hotel ranging from 1001-2000 are being selected maximum.

**Conclusion**

The result through the analysis showed that the customers are very much sensitive towards the various service segments and

thus it is very much needed from the service provider's end that they should draft and present and their services in such a manner that maximum customer satisfaction is attained and a strong customer base is attained. The service providers thus need to augment their services in such a way that they meet the expectations of the customers at desired levels. The service providers need to enhance their services from time to time to meet the changing global scenario. The managers should make a provision for customized services which should be customer centric and should focus on complaint handling and addressing grievances of the customers. The accommodation service providers must not forget this fact and must provide the services when asked for, so as to increase the image in the eyes of customers and gain loyalty.

#### **Recommendation**

1. Hotel industry should provide services in such a way that they should meet expectation of customer at desired level.
2. Hotel industry should enhance their services from time to time. Innovative technique should be use to retain the same customer.
3. Industry should innovate in amenities, rather than giving same thing which are common in every hotel industry.
4. Manager in hotel industry should make provision for customized services which should for customer and focus on customer problem and make necessary grievance for them.
5. Hotels should put same rate and discount he every booking site due to which they will not lose the customer.

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