



## MEASUREMENT OF SERVICES QUALITY DIMENSIONS IN STAR HOTELS-A STUDY REFERENCE TO CHENNAI CITY

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### Abstract

The aim of this research is to analyze the measurement of service quality dimensions star hotels. The main objective of the study and validate the service quality dimensions in star hotels. The research hypothesis, there is no significant difference between service quality dimensions. The sampling technique utilized in this research is purposive sampling. There are 521 respondents taken as the sample of this research. The findings of this paper the customers of star hotels strongly agree that the front offices are decorated with costly sofa and chair. They moderately agree for the sweet interaction hotel's executive, accessibility of internet and computers. They also moderately agree for the office of welcome drink and air condition facilities.

**Keywords:** Service Quality, Objective, Hypothesis, Sample Size, Star Hotel Industry.

### Introduction

All of the service businesses are trying their best to improve their service quality in order to make customers satisfied with their services, especially the hotel industry. Hotel operators now focus more on the quality standards in order to meet the basic needs and expectations of the customers. The more satisfied the customers are, the more likely they are to return or prolong their hotel stay. Front office staff is considered a supporting factor in determining customer satisfaction when deciding to return, to recommend the hotel, or in demonstrating loyalty to a particular hotel. The front office is an important function because customers deal with front office staff as the center of the hotel. They provide assistance to guests, fulfill their needs, and meet their wants. As mentioned above, service quality was determined as the subjective comparison that customers make between their expectations about a service and the perception of the way the service has been run (Dr. P. Srinivas Rao 2013).

Food, drink and accommodation are the main components of the hospitality and constitute. The seasonal nature of the industry also has implications for labor management and as a result the industry tends to have high staff turnover and this has consequences on quality service delivery. Despite this situation, one critical factor for the success of the hotel industry is the availability of high quality staff. Largest part of the expenditures of those seeking hospitality from hotels. The study of service quality has been dominated by studies of consumer expectations and perceptions of service in many sectors of the service industry based on the SERVQUAL model (Chile she Ng'andu Mustafa 2014).

Since 1980s, however, the importance of quality for business performance in the service sector has been also widely recognized in the literature through the greatest impacts on different dimensions of business performance. The benefits of service quality include the improvement of customer satisfaction and customer retention, positive word of mouth, the decline in staff turnover and operating costs, the enlargement of market share, and the growth of profitability. The importance of service quality with direct effects on customer satisfaction as well as indirect effects on customer loyalty (Nguyen Hue Minh 2015).

### Brief Literature Review

**Chao-Chan Wu (2011)** the empirical study stressed on the relationship between hospital brand image, service quality, patient satisfaction, and loyalty. This study proposes that hospital managers should strive to create and maintain the positive hospital brand image in order to enhance service quality, patient satisfaction, and loyalty. Some strategy regarding the creation and maintenance of the constructive hospital brand image is also suggested in this study.

**Kun-Hsi Liao (2012)** the study examined the correlation between service quality, brand image, customer satisfaction, and customer loyalty. It is concluded that the service quality, brand image and customer satisfaction of leisure, business have a direct relation with loyalty, and the service quality has an indirect effect on loyalty through customer satisfaction.

**Yu-te tu, Chin-Mei Wang (2012)** the study corporate brand image has been assessed as an important antecedent of customer satisfaction and loyalty. The empirical research based on corporate brand image significantly affects customer satisfaction and customer loyalty, and customer satisfaction has strong impact on customer loyalty for the sample.



**Eman Mohamed Abd-el-Salam (2013)** the study examines the correlation between the corporate image and reputation, service quality, customer satisfaction and customer loyalty through a case analysis on one of the biggest Egyptian company. This study contributes in adding to the body of the Egyptian culture knowledge. It is imperative to explore how an international company can effectively and efficiently work in the Egyptian culture gaining their customers satisfaction and loyalty.

**Muchtar Rizka (2013)** the study is to determine the service quality on customer loyalty via customer relationship marketing amongst users of Telkom Speedy in Jember Area East Java. The measurement of service, quality items is based on Parasuraman, Zeithaml and Berry that consisted of five items plus the six items of customer loyalty based on the work of Roberts, Varki and Brodie. It is concluded that the provide usable model of assurance item to enhance service quality, which contributes to high customer relationship marketing and loyalty.

**David MC. Abaker (2013)** the empirical study stressed on the service quality and customer satisfaction in the Airline industry. The studies compare customer satisfaction and service quality with respect to airlines quality dimensions and subsequently to determine the correlation between the dimensions of service quality and passengers' satisfaction on airline services. In their article analysis the service quality of low cost airlines was generally found to be higher than that of traditional legacy airlines.

**Sandra Maria Correia Loureiro (2013)** this study examines the interrelationships of trust, brand awareness/associations, perceived quality and brand loyalty in building Internet banking brand equity. This article says that perceived quality and brand loyalty are more important to explain the Internet banking brand equity than brand awareness/associations and trust. Interestingly, trust contributes only indirectly, through perceived quality and brand awareness/association to Internet banking brand equity.

**Neringa Ivanauskiene (2014)** the study stressed the correlation between service quality and customer loyalty across three emerging countries in Lithuania, Latvia and Estonia. The study measuring three dimensions of service quality, such as personal interaction, policy and product quality. It is concluded that the dimensions of retail service quality in a specific sector of the industry are different in emerging markets compared to those that are in the original measurement scale such as RSQS.

**Samaan Almsalam (2014)** the study analyzes the correlation between two of the most important antecedents of customer satisfaction such as customer expectation and perceived service quality and customer satisfaction. In their article's analysis the customer expectation and perceived service quality have a positive effect on customer satisfaction.

**Wasutida Nurittamont (2016)** the study examines the influence of service quality and relationship quality to mobile phone network service loyalty in the Central Region of Thailand. It is concluded that the influence of service quality and factors of relationship quality impacted on service loyalty, and identified strategies for mobile phone network services that should enhance their service quality and relationship quality.

#### **Research Gap**

1. After reviewing the national and international literatures on the research, identify their predominant gaps. As a status below no international and national study developed the dimension of service, quality of hotel industries in Chennai city.
2. There is no special address on the determination of factors of brand loyalty.
3. No study encountered the problem of determining the relationship between service quality dimensions and brand loyalty among the star hotels in Chennai city.
4. Based on these three gaps the researcher intended to venture the parent research work.

**Objectives of the Study:** To study and validate the service quality dimensions in star hotels.

**Research Hypothesis: H1:** There is no significant difference among service quality dimensions.

#### **Research Design and Methodology**

The study is conducted among customers of casual dining restaurants in the city of Chennai. The study is based on both primary data, as well as secondary data. The primary data is used to obtain the respondents' opinion on their dining experiences and their perception of service failure and recovery, satisfaction and behavioral intention. The secondary data pertain to the theoretical knowledge with regard to service failure and recovery.



**Sources of Data:** The primary data is collected through a structured close ended questionnaire containing statements, dichotomous and multiple choice questions. The secondary data are compiled from books, journals, periodicals, reports, theses and websites.

### Questionnaire Design

The questionnaire consists of six parts-the first part ascertains the demographic factors, the second part consists of statements relating to various kinds of service failures and severity of failures, the third part consists of statements relating to the service recovery efforts of restaurants, the fourth section contains statements relating to the customers' attitude towards the restaurant, the fifth section consists of statements relating to customers' satisfaction levels and the last part contains statements relating to customers' future behavioural intention. All the statements in the questionnaire are rated on Likert's 5 point scale.

**Sample Size:** The researcher circulated 730 questionnaires in different geographic bases of Chennai and was able to derive 540 of them. Out of these, only 521 were found usable for research. Hence the sample size is 521.

**Sample Selection:** To make the sample more balanced with regard to the lifestyle, occupation, culture and socioeconomic status of the residents of Chennai, the data were collected through stratified convenience sampling method.

### The Distribution of Questionnaires Among The Three Regions Of Chennai Is Presented In The Following Table:

Name of the region	No of questionnaires distributed		No of questionnaires received			No of questionnaires found usable for study		
North Chennai	9	1	6	2	5	5		
Central Chennai	3	3	4	2	4	8	2	4
South Chennai	3	0	5	2	3	0	2	2
T o t a l	7	3	0	5	4	0	5	2

### Pilot Study

A pilot study was conducted with a sample size of 100 to test the reliability and validity of the statements given in the questionnaire. The reliability is confirmed through Cronbach's Alpha test and validity through Hotel ling's T-Square test. The computed Cronbach Alpha values and t values of all the statements are given in the following table:

Statements	Range	No Of Statements	Cronbach Alpha	Hotel Ling's T Square	Significance
Service Failure	1 - 5	2 5	0 . 9 2 4	3 9 4 . 8 9 8	0 . 0 0 0
Severity and Attribution	1 - 5	6	0 . 7 6 9	3 3 3 . 7 4 4	0 . 0 0 0
Service Recovery	1 - 5	1 9	0 . 9 1 2	3 5 7 . 1 0 1	0 . 0 0 0
Trust and Commitment	1 - 5	5	0 . 8 6 7	2 7 . 7 7 8	0 . 0 0 0
Customer satisfaction	1 - 5	5	0 . 8 3 6	4 1 . 9 3 6	0 . 0 0 0
Behavioral Intention	1 - 5	8	0 . 7 0 4	3 2 1 . 3 0 6	0 . 0 0 0

From the above table it is found that all Cronbach Alpha values are greater than 0.70 for the sample size of 100. It implies that the statements used by the researcher in the research instrument are highly reliable and can be used for the main study. The significance of Hotel ling's T Square values indicates that the statements possess high internal consistency for applying multivariate tests in the study.

### Tools of Analysis

The primary data collected through a structured questionnaire are subject to statistical analysis using the SPSS 18 version (Statistical Package for Social Sciences).

1. Simple Percentage Analysis is used to identify the contribution of demographic and occupation of details of customers.



2. T- test is applied to find the significant differences among the respondent's opinion.
3. Factor Analysis is applied on the services quality dimension and customer stratification to confirm the facts.
4. Cluster Analysis is employed to find the significant differences among the customers.
5. One way analysis, variance is found suitable to measure the influence of an independent variable on the dependent factors.
6. Non Parametric Chi Square Analysis of Association is suitably used to find an association between a cluster of customers and their opinion.
7. Linear Multiple Regression Analysis is applied to determine the relationship between service quality dimension and customer stratification.

### Analysis and Discussion

#### Tangibility

	N	Mean	Std. Deviation	Std. Error Mean	t	Sig	Rank
TAN 1	521	4.1766	.80115	.03510	33.522	.000	1
TAN 2	521	3.9002	.81431	.03568	25.233	.000	2
TAN 3	521	3.7620	.88631	.03883	19.624	.000	3
TAN 4	520	3.4519	1.11808	.04903	9.217	.000	5
TAN 5	521	3.7486	1.10772	.04853	15.425	.000	4

From the above table it is found that the mean values range from 3.45 to 4.176 standard deviation range from 0.802 to 1.11, stand error means range from 0.035 to 0.049, t- values range from 9.217 to 33,522. This implies that the customers of star hotels strongly agree that the front offices are decorated with costly sofa and chair. They moderately agree for the sweet interaction hotel's executive, accessibility of internet and computers. They also moderately agree for the office of welcome drink and air condition facilities.

#### Reliability

	N	Mean	Std. Deviation	Std. Error Mean	t	Sig	Rank
REL 1	521	3.8081	.86692	.03798	21.276	.000	3
REL 2	521	3.9232	.71915	.03151	29.303	.000	2
REL 3	521	3.9251	.90944	.03984	23.220	.000	1
REL 4	521	3.7562	1.05616	.04627	16.344	.000	5
REL 5	521	3.7889	1.00458	.04401	17.924	.000	4

The details in the table indicate that there is a mean difference from 3.76 to 3.93 standard deviation range from 0.909 to 1.056, stand error means range from 0.039 to 0.046, t- values range from 16.344 to 23.220. This implies that the customers of star hotels strongly agree that the TV, radio, A/C, lights and other mechanical equipment working properly. They moderately agree for handling customer's service problem and a guest room which I requested also received as the premise.

#### Responsiveness

	N	Mean	Std. Deviation	Std. Error Mean	t	Sig	Rank
RES 1	521	3.8868	.90969	.03985	22.250	.000	2
RES 2	521	3.7716	.93831	.04111	18.770	.000	3
RES 3	521	3.9060	.80907	.03545	25.559	.000	1
RES 4	521	3.7658	.88734	.03887	19.700	.000	4
RES 5	521	3.6679	.99957	.04379	15.253	.000	5



The table shows that the mean difference from 3.67 to 3.91 standard deviation range from 0.809 to 0.999, standard error means range from 0.355 to 0.438, t- values range from 15.253 to 22.559. The customer moderately agrees for the solve customer queries which they raised to employees and responded quickly. The customer moderately agrees for the employees responsible for the customer requests and also room services were prompt. They moderately agree for the informative literature about the hotels was provided by the star hotel staff.

### **Major Findings**

1. This implies that the customers of star hotels strongly agree that the front offices are decorated with costly sofa and chair. They moderately agree for the sweet interaction hotel's executive, accessibility of internet and computers. They also moderately agree for the office of welcome drink and air condition facilities.
2. This implies that the customers of star hotels strongly agree that the TV, radio, A/C, lights and other mechanical equipment working properly. They moderately agree for handling customer's service problem and a guest room which I requested also received as the premise.
3. The customer moderately agrees for the solve customer queries which they raised to employees and responded quickly. The customer moderately agrees for the employees responsible for the customer requests and also room services were prompt. They moderately agree for the informative literature about the hotels was provided by the star hotel staff.

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