

EVALUATION OF “CUSTOMER SATISFACTION” ON HOSPITALITY SERVICES IN SELECTED 3 STAR & 5 STAR HOTELS OF HYDERABAD”-A STUDY

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INTRODUCTION

Concept of Customer Satisfaction: Customer satisfaction with a hotel is a broader concept that will certainly be influenced by perceptions of service quality but that will also include perception of product quality (Accommodation, Food, Amenities and Bar & Beverages), price (Tariff), situational as well as personal factors such as the consumer emotional state, status etc. “**Zeithaml and bitner**” defined satisfaction as “the customer’s evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Failure to meet the needs and expectations is assumed to result in dissatisfaction with the product or service². “Satisfaction is the consumer’s fulfillment response. It is a judgment that a product a service feature or the product or service itself, provides a pleasurable level of consumption–related Fulfillment”³. Through the service cycle the consumer may have a variety of different experiences – some good and some not good – and each will ultimately impact satisfaction.

According to “**Zeithaml and Bitner**”, customer satisfaction is influenced by specific product or service features and by perceptions of quality viz., product quality, price, interactive quality, physical environment quality, outcome quality as also customer emotional responses, their attributions, their perceptions of equity and other respondents, family members etc.

OBJECTIVES OF THE STUDY

1. To elicit the views of customers on hospitality services provided by selected 5 star hotels and 3 star hotels on service quality provided by them in Hyderabad city.
2. To compare the views of customers on the marketing strategies and satisfaction levels on the services provided by the select 3 star & 5 star hotels located in Hyderabad city of Andhra Pradesh.
3. To offer Suitable findings, Suggestions & Conclusions based on the study for more effective marketing of hospitality services in star hotels.

HYPOTHESIS OF THE STUDY

The following is the Hypothesis formulated for the present study.

Statistical Hypothesis

H₀: There is no significant difference in the customer satisfaction on 3 star and 5 star hotels in Hyderabad city. V/s

H₁: There: There are significant differences in the customer satisfaction on 3 star and 5 star hotels in Hyderabad city.

PERIOD OF STUDY The period of study is a period of 5 years from 2008 –2009 to 2012-2013 Respectively.

Approach to Survey

In the context where hotel respondent’s may have different perceptions on service quality and levels of satisfaction with the products and services of hotels depending upon their expectations and experiences during their stay, it is considered essential to ascertain how satisfied they are with our selected sample star hotels. During the period of 2009—2013, the total No.of customers visited to 3 star hotels were 15336, out of this (5% of 15336), 307 were taken as sample for the present study. For this purpose the opinions of customers were derived from 5 star hotels & 3 star hotels and make a comparative study between the star hotels. For this purpose, 307 respondents from 5 star hotels and 474 respondents from 3 star hotels each sample hotel totaling 783 are selected by “**stratified random sampling**” method. Sample respondents are selected from different strata viz., Business travellers, leisure, Professional, Government, Self-employed and others. These include both male and

female guests. Female guests include spouses of male guests and single lady travellers. Only guests who are the occupants of the rooms and who stay for a minimum one day with access to all the services like restaurant, bar, Lounge, business center, Other amenities etc., are selected for survey. A questionnaire prepared for them with open ended and closed ended questions was administered to each of them, explaining the purpose of our study and assuring them that strict confidentiality would be maintained on their responses and was collected back after a few hours. No difficulty was reported by the respondents in answering questions as they are all well educated and understood the purpose of the study. For closed ended questions 5 point scale was used with the columns of “Excellent”, “Very Good”, “Good”, “Average” and “poor”. The questionnaires were distributed to the guests when they were in their own rooms and were given sufficient time to return duly responded. Their responses are tabulated and analyzed based on relevant statistical tools.

TOOLS OF ANALYSIS: In the present study, as per the collection of data from the different sources, statistical tools such as chi-square (χ^2 -test) test, paired t-test, ANOVA – one –way test (F-TEST), etc. are used. To present the data in a clear manner charts are also used.

DATA ANALYSIS AND INTERPRETATION

TABLE-I. RESPONDENTS SATISFACTION WITH VARIOUS FACILITIES PROVIDED BY STAR HOTELS

ASPECT	5 Star Hotels					3 Star Hotels				
	Total No. of Respondents 307					Total No. of Respondents 474				
	1	2	3	4	5	1	2	3	4	5
A. Front office service:										
1. Reservation	103	97	67	23	17	186	147	76	43	22
2. Reception on arrival	96	86	86	26	13	167	123	103	53	28
3. Tariff Rules & Cards	67	83	85	46	26	93	167	114	68	32
4. Communication Network	93	84	87	33	10	177	123	95	49	30
5. Guidance Bureau	103	83	74	35	12	163	133	109	47	22
6. Credit arrangements	107	87	73	30	10	143	127	116	53	35
B. Facilities in the room:										
1. Décor & Ambience	121	87	53	26	20	163	133	87	66	25
2. Sufficient lighting	117	82	70	28	10	176	123	94	45	36
3. Room service	129	73	69	23	13	187	158	73	37	19
4. Basic Amenities	113	95	66	23	10	149	137	119	46	23
5. Guest Services	123	73	76	24	11	191	137	84	51	11
6. Audio-visual aids	137	81	63	16	10	164	147	117	33	13
7. Communication Medias	123	84	70	20	10	173	143	95	43	20
C. Food & Beverage Hospitality:										
a) Food	126	78	67	22	14	201	123	97	24	13
b) service	127	77	54	33	16	187	133	101	37	16
Bar										

1. Beverage	127	102	57	14	7	167	133	127	29	18
2. Service	131	99	43	23	11	174	141	97	41	21
3. Entertainment	94	110	66	27	10	207	143	77	30	17
4. Quality of Staff	130	113	43	14	7	191	152	87	32	12
5. Mini Bar	147	103	27	18	12	221	137	67	33	16
D.onference Venues:										
1.Convention Facilities	123	82	67	23	12	187	133	107	30	17
2. Audio-Visual Aids	114	96	52	27	18	183	137	107	43	14
3.Comfortable furniture	97	83	74	33	20	194	147	97	26	10
4. Conference facilities	118	101	66	16	6	181	133	101	43	16
5.Dining arrangements	111	86	67	25	18	194	143	93	30	14
6. Service of staff	111	84	63	30	19	213	157	63	30	11
E. Other Facilities:										
1. Business Centre	127	73	56	30	21	197	127	113	20	17
2.Recreational Facilities	129	77	57	30	14	191	126	99	39	19
3. Shopping Arcade	126	86	67	18	10	181	147	98	34	14
4. Travel Desk	117	77	63	34	16	207	123	83	32	19
5. Sports & Health Club Facilities	116	81	57	36	17	201	147	88	27	11
6. Advertising Policy	107	86	63	34	17	201	127	86	35	25
F. Tariff:										
1. Room Tariff	117	86	58	30	16	189	124	103	36	22
2. Food & Beverage	124	83	63	20	17	194	131	97	35	17
G.Overall Satisfaction:										
	Highly satisfied			Satisfied			Not satisfied			
1. Front Office Services	117	86	73	18	13	187	132	106	27	22
2. Accommodation	119	81	67	25	15	206	147	86	21	14
3. Food & Beverage	109	86	73	25	14	177	141	106	30	20
4. Conference facilities	113	96	67	21	10	183	137	109	27	18
5. Tariff	107	91	61	30	18	187	151	88	34	14
6. Other Facilities	114	83	74	26	10	193	132	107	26	16

Source: Questionnaire served to Respondents. (1) Excellent (2) Very good (3) Good (4) Average (5) Poor

TABLE I. Customer satisfaction on various facilities provided by star hotels:

Showing the opinion of respondents on customer satisfaction about the various facilities provided by the star hotels. The data derived from the 5 star and 3 star hotels. The table reveals the opinion survey of customer satisfaction on various aspects.

- | | |
|---------------------------------|----------------------|
| A. Front office services | D. Conference venues |
| B. Basic facilities in the room | E. Other facilities |
| C. Food and Beverage facilities | F. Tarif |

A. FRONT OFFICE SERVICES

The opinion of respondents give ranking for every aspects. (A) **Front office services** includes Reservation, Reception on arrival, Tariff rules and cards, Communication network, Guidance bureau, Credit arrangements Etc., .

SATISFACTION OF RESPONDENTS WITH FRONT OFFICE SERVICES

Pleasing people commences initially from front. The front office includes all the offices which are situated in our near the front hall or lobby of the hotel. Generally, we find one or two counters in the front hall attending to the functions like reservations, receptions and billing. This office is the first that is contacted by an arriving guest and is the information centre during his stay and also the last point contacted when leaves. It is therefore considered the nerve center of the hotel. 89% of respondents from 5 star hotels, 87% of respondents from 3 star hotels are ranking that the service of front office are “**Excellent to Good**”.

RESERVATION SYSTEM

Thanks to the developments in Information technology and communication systems, reservation of a room at a hotel is made easier with multiple options provided for the purpose. These include Internet booking, E- mail, booking over phone, travel agents and centralized reservation system in the case of group / chain hotels. It is evidence from the data, large majority (89% of respondents from 5 star hotels, 86% of respondents from 3 star hotels) are ranking that the reservation system was **Good to Excellent** in both 5 star and 3 star category. Those who rated the system poor are only very few.

Reception: In front office, reception counter plays a key role in the guests forming a good impression of the hotel. It is a place where the guests come to enquire and to present their problems or complaints. The main functions of this section are processing of reservations and handling communications with all guests approaching, register guests and assign rooms, settles the Accounts and arranges for miscellaneous guest services. It is acknowledged by all hands that the timely and courteous treatment of guests and disposal of transactions matter much in attracting and retaining respondents. Here also, majority (88% in case of 5 star hotels, 91% in case of 3 star hotels) of the respondents of 5 and 3 star hotels respectively expressed their complete satisfaction with the reception rating it “**Good**” to “**Excellent**”. The percentage is little more for 3 star hotels compared to 5 star hotels. In the case of 5 star hotels, 9 per cent of the respondents rated reception “**Average**”, whereas the corresponding percentage is 6 in the case of 3 star hotels. Therefore, it appears that 5 star hotels need to pay more attention to reception. Others rated it “**Poor**”.

Guest Relations: Next to the staff at the reception counter, the other staff in lobby greeting guests on arrival and assisting them in settling in room are doorman, bellboys, luggage lifters, linen and guest relation office, if any. Their behaviour also influences to some extent the guest satisfaction. Nearly three fourths of the guests of 5 star hotels (86% in case of 5 star hotels, 84% in case of 3 star hotels) of the guests of the 3 star hotels have expressed satisfaction with lobby staff. In aggregate terms, it may be concluded that 5 star and 3 star sample star hotels stand on equal footing in respect of guest satisfaction with reservation system; Reception is better in 3 star hotels relative to 5 star hotels: and 5 star hotels excel 3 star hotels in respect of guest relations. It is evident from the data most of the respondents are the data that most of the respondents of both the star hotels given the following responses

- a) Excellent
- b) Very good

Explanation: From the above table it is clear that the response of “**Respondents satisfaction on Front Office Service Facilities Provided by Star Hotels**” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 0.353; the table value at (5, 30) degree of freedom with 5% level of significance is 2.557179.

Conclusion: Since the Observed value is less than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Respondents satisfaction on Front Office Service Facilities Provided by Star Hotels**” is not equally distributed. But we can observe from the data that most of the respondents of both the star hotels given the following responses.

- a) Excellent
- b) Very good

Statistical Hypothesis:

H₀: There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H₀)**” is accepted.

B. FACILITIES IN THE ROOM

Facilities in the room includes Decor and ambience, Sufficient lighting, Room services, Basic amenities, Guest services, Audio-visual aids, Communication medias etc., .

SATISFACTION OF CUSTOMERS WITH ROOM ACCOMODATION

The first and foremost of core products of a hotel is accommodation provided in the form of rooms and suites. Room sales are the major, most profitable source of revenue of a hotel. It yields highest profit margin. It is the room well designed and equipped with all the latest facilities, well-furnished and maintained that attracts and retains a customer. Hotel accommodation changed over the years with the changing life styles and preferences of guests. Former luxuries have now become necessities. Wise hotels remain ahead of competition by developing and testing new concepts relating to rooms. Increasing the room occupancy rate is the primary objective of any hotel big or small, as it helps greatly contributing to the usage of other products and services by the occupants leading to higher profitability.

Customer satisfaction over accommodation is, therefore, of utmost importance for any hotel. Customer’s expectations in relation to rooms – design, décor, ambience, interior facilities etc., have to be identified from time to time and be met by the hotel. Customer satisfaction is assessed through feedback on these aspects. This study has also attempted similar assessment of customer satisfaction in relation to rooms and the observations are presented, below

Décor and Ambience: 5 star hotels scored more than the 3 star hotels in respect of décor and ambience with more than 91 percent of respondents expressed satisfaction rating “**Good**” to “**Excellent**”, the décor and ambience, whereas the corresponding percentage of similar respondents of 3 star hotels is 83 percent . The respondents who are not happy in this regard are only negligible in number in both the hotels.

Furniture, Lighting and Working Conditions of Room Equipments: In respect of furniture also, similar trend is seen with 87 percent of respondents rating “**Good**” to “**Excellent**” in the case of 5 star hotels, whereas the corresponding percentage is 85 per cent in the case of 3 star hotels. The dissatisfied are negligible. With regard to the lighting facilities both 5 star and 3 star hotels stand very close to one another with 90 per cent and 85 per cent of the respondents rating “**Good**” to “**Excellence**” respectively. The dissatisfied respondents are negligible. As regards working condition of the equipment like TV, Internet and Fridge, 5 star hotels stand on a better footing with 83 per cent of the respondents highly satisfied, compared to a 3 star hotels with 81 per cent of respondents with the same level of satisfaction. Others considered it “**Average**”, very negligible are not happy. In aggregate

terms it may be concluded that 5 star hotels have fared well in satisfying more respondents relative to 3 star hotels with regard to accommodation facilities. It is evident from the data that most of the respondents of both the star hotels given the following responses

- a) Excellent
- b) Very good

Explanation: From the above table it is clear that “**Respondents satisfaction on Facilities in the Room Provided by Star Hotels**” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 0.48506; the table value at (4, 60) degree of freedom with 5% level of significance is 2.371781.

Conclusion: Since the Observed value is less than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Respondents satisfaction on Facilities in the Room Provided by Star Hotels**” is equally distributed. But we can observe from the data that most of the respondents of both the star hotels given the following responses

- a) Excellent
- b) Very good

Statistical Hypothesis

H₀: There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H₀)**” is accepted.

C.FOOD AND BEVERAGE HOSPITALITY

Food and beverage hospitality includes Food, service, Beverages facilities, It includes Beverage, Services of Bar, Entertainment, Quality of staff, Mini bar arrangements etc.

Restaurant: Restaurant is the second important product of the hotel. Food and beverages also have become a potential source of profit in many hotels. Not only will the guests staying in the hotel but also eaters from outside visit the restaurant for their breakfast, lunch and dinner. It is also likely that those who stay in the hotel prefer to eat outside. Some may prefer fast foods, while some other may be late night comers. This situation calls for emphasis on menu management, time management and place management. A multi cuisine restaurant with flexible hours personalized service will only satisfy the consumer of the day. Customer satisfaction with restaurants in sample star hotels which indicates the efficiency with which restaurant is managed is ascertained in relation to food and service (Table No. VII.26). As regards food more than 84 per cent of respondents in 5 star hotels and 79 per cent of respondents in 3 star hotels have expressed their total satisfaction rating menu “**Good**” to “**Excellent**”. 15-16 percent rated it “**fair**” in both the categories. As regards service, 85 per cent of respondents of 5 star hotels and 78 per cent of respondents in 3 star hotels rated it “**Good**” to “**Excellent**” implying that they are well satisfied. 12- 16 per cent rated it “**fair**”. Those who rated food or service “**poor**” are only negligible in number.

Bar: Today, a large section of the population has opted to make drinks a part of their dietary habits. In many ways drinking habits, now changed substantially. In view of the considerable changes in drinking habits it is pertinent for the hoteliers to know the recent trends in the national and global drinking culture and offer a wide range of hot drinks and cocktails with most pleasing service. While bar is mandatory for 5 star grades, it is not for 3 star grades. However, excepting one 3 star hotel, all the remaining four 3 star sample star hotels also have one or two bars respondents satisfaction with products and services of the bar could be ascertained only from those who have responded to that question. Hence, the number of respondents is different, smaller in this regard (**Table No. D**). Large majority of the respondents of 5 and 3 star hotels (93 and 88 per cent respectively) have expressed their satisfaction by rating the product range “**Good**” to “**Excellent**”. As regards service, 88 percent of the respondents of 5 star hotels and 84 per cent of 3 star hotels are highly satisfied with the type of service rendered by bar staff. In aggregate terms it may be concluded that 5 star hotels have scored higher than the 3 star hotels with larger percentage of respondents rating their restaurant and bar products services “**Good**” to “**Excellent**”. It

is evident from the data most of the respondents are most of the respondents of both the star hotels given the following responses

- a) Excellent
- b) Very good

Explanation: From the above table it is clear that “**Respondents satisfaction on Facilities on the Food & Beverage Hospitality Provided by Star Hotels**” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 3.657143; the table value at (6, 35) degree of freedom with 5% level of significance is 2.371781.

Conclusion: Since the Observed value is greater than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is not uniformly distributed. From the test we can conclude that the Average Response of “**Respondents Satisfaction on Food & Beverage Hospitality Facilities in the Room Provided by Star Hotels**” is not equally distributed. But we can observe from the data that most of the respondents of both the star hotels given the following responses

- a) Excellent
- b) Very good

Statistical Hypothesis:

H₁: There is significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H₀)**” is rejected.

D.CONVENTIONAL/CONFERENCE VENUES

Conference venues includes Basic convention facilities, Audio visual aids, Comfortable furniture, Conference facilities, Dining arrangements, Services of staff etc., .

Banquet Services: Banquet services covers conferences, meetings, and special functions for specific groups of people at specific times with chosen design, décor and dining facilities. Banqueting and functions are getting interestingly popular and their style and purpose are changing specially because of the high sophistication in tastes as well as higher standards of comfort and food demanded by guests. Though banquet services may be occasionally availed of by the respondents, they yield good revenue being the packaged services. All our sample hotels have banquet halls, board rooms and lawns for the purpose.

Only some of the sample respondents are users of or participants in banqueting. Hence, the smaller size of the sample of this part of hotel product (**Table I**). in the case of 5 star hotels, only 263 out of 307 have responded to the questions on this aspect, in the case of 3 star hotels, only 425 out of 474 have responded to the questions on this aspect, Among these respondents, large majority (86 and 83 per cent respectively) have read banquet facilities “**Good**” to “**Excellent**”, with the remaining rating them “**Fair**”. None have reported them “**Poor**”. Regarding the service by the staff, it is reported good to Excellent by 83 per cent of respondents of 5 star hotels only by 82 per cent of respondents of 3 star hotels. In aggregate terms it may be concluded that 5 star hotels have better image in respect of their banquet facilities relative to 3 star hotels. It is evident from the data most of the respondents are (58.96 % In case of 5 star hotels and 59.49% In case of 3 star hotels.) in the age group of 35 to 55 years.

Explanation: From the above table it is clear that “**Respondents satisfaction on Conference Venues Facilities Provided by Star Hotels**” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 0.001515; the table value at (5, 30) degree of freedom with 5% level of significance is 2.533555.

Conclusion: Since the Observed value is less than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Respondents satisfaction on Conference Venues Facilities Provided by Star Hotels**” is equally distributed. But we can observe from the data that most of the respondents of both the star hotels given the following responses

- a) Excellent
- b) Very good

Statistical Hypothesis:

H₀: There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis (H₀)” is accepted.

E. OTHER FACILITIES

Other facilities includes Business centre, Recreation facilities, Shopping arcade, Travel desk, Sports and Health club facilities, Advertising policy etc., .

A. Business Centre: With internet usage making rapid strides, star hotels recently opened business centers at the lobby level equipped with computers with high speed wireless internet connectivity, fax, photo copier, stationery, printers, secretarial assistance etc., for the use of the guest of the hotel besides providing internet facility within the room. In some of the star hotels Laptops are available for hire also hired to the guests. In modern context, the availability of a business centre has become an essential component of guest service. It is reported that almost all business travellers are greater users of business centre, whereas other travellers occasionally use it. The service is chargeable. When the respondents were asked whether they are satisfied with business centre facilities, nearly 92 percent of the respondents of 5 star hotels expressed their complete satisfaction by rating it “**Good**” to “**Excellent**”, whereas 88 per cent of the respondents of 3 star hotels expressed similar satisfaction. While, 8% graded the facility poor in the case of 5 star hotels, 12 percent of the respondents considered it “**poor**” in the case of 3 star hotels.

B. Recreation Facilities: On the basis of location and type of clientele, a star hotel provides many a recreational facilities to its guest – Indoor game rooms, Tennis, Movies, Billiards, Musical programmes, Swimming pool etc. asked for their satisfaction over recreational facilities available in their hotels large majority (88 and 84 per cent) of respondents of 5 and 3 star hotels respectively rated them Good to Excellent.

C. Travel Desk: Travel desk is a counter at lobby level intends to help travelers plan their travel arrangements both local and outward by arranging for reservation and hiring, rooms and vehicles besides providing travel information. Almost all guests approach the travel desk for help at least with interest of local travel. Majority of the respondents of 5 and 3 star hotels (89 and 86 percent respectively) have rated the facility “**Good**” to “**Excellent**”, while the remaining respondents rated either fair or poor.

D. Shopping Arcade: Shopping arcade refers to shopping centre within the premises of the hotel wherein a wide range of cosmetics, gifts, handicrafts of the region, pearls and fancy jewelry, selected magazines and general fiction books are offered for sale. Not all but generally leisure travellers are said to be visiting the shopping centre. Of the total 781 respondents of both 5 and 3 star hotels, only 640 responded to the question. None of them rated the facility “**Average**” or “**Poor**” in both the cases. Majority of them rated it only “**Excellent to Good**” (87 percent). Shopping centers appear to be nominally functioning especially in 3 star hotels .In aggregate terms it may be concluded that majority of the respondents have been availing themselves of business centre, recreation facility and travel desk and are largely satisfied, more so the guests of 5 star hotels.

E. Satisfaction Over Prices Charged: Prices of hospitality products and services especially rooms and food are an important consideration for many of travellers, especially the non- business groups. In respect of business travellers, though their expenditure is met by their companies they also carry a feeling of satisfaction or dissatisfaction over prices comparing with value for money. Therefore, all the respondents are asked to convey their feeling on prices they paid for rooms and food on 3 point scale – “**Very high**”, “**High**” and “**Fair**”. (**Table No. I**) Nearly two thirds of the respondents (67 per cent) of 5 star hotels feel that the room tariffs are either “**Very high**”, or high whereas a little over one third (35 percent) of respondents of 5 star hotels and two thirds of 3 star hotels considered the tariffs average. Coming to food and beverages the picture is different almost equal percentage of respondents of 5 and 3 star hotels (81 and 79 percent respectively) feel unanimous saying that they are very high. Similarly, equal percentage (20 per cent) of the respondents considered them average in respect of both 5 star and 3 star hotels. In aggregate terms it may be concluded that while the tariffs of 5 star hotels felt higher by large majority, only much less than half of respondents of 3 star hotel felt higher. In respect of food and

beverage prices there is no divergence of opinion on higher prices in both categories of star hotels. It is evident from the data most of the respondents are most of the respondents of both the star hotels given the following responses

- a) Excellent
- b) Very good

Explanation: From the above table it is clear that “**Respondents satisfaction on Other Facilities Provided by Star Hotels**” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 0.001621; the table value at (5, 30) degree of freedom with 5% level of significance is 2.5335

Conclusion: Since the Observed value is less than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Respondents satisfaction on Other Facilities Provided by Star Hotels**” is equally distributed. But we can observe from the data that most of the respondents of both the star hotels given the following responses

- a) Excellent
- b) Very good

Statistical Hypothesis

H₀: There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H₀)**” is accepted.

F.TARIFF POLICIES

Tariff facilities include Tariff rates of Room, Food and Beverage facilities etc. It is evident from the data most of the respondents of both the star hotels given the following responses of

- a)Excellent
- b) Very good

The respondents are given ranking to the above facilities and also response to the overall Satisfaction on facilities provided by the star hotels in terms of “**Excellent**”, “**Very good**”, “**Good**”, “**Average**” and “**Poor**”. It can be analyzed that make a comparative study between the 3 star and 5 star hotels.

Explanation: From the above table it is clear that “**Respondents satisfaction on Tariff Facilities Provided by Star Hotels**” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 0.001621; the table value at (5, 30) degree.

Conclusion: Since the Observed value is less than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Respondents satisfaction on Tariff Facilities Provided by Star Hotels**” is equally distributed. But we can observe from the data that most of the respondents of both the star hotels given the following responses

- A) Excellent
- B) Very good

Statistical Hypothesis

H₀: There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H₀)**” is accepted.

G. OVERALL SATISFACTION

Service Gap: The difference between customer perceptions and customer experience is called “**service gap**”. Customer perceptions are subject to assessment of actual service experiences; customers’ expectations are the standards of or references points for performance against which service experiences are compared. Ideally expectations and perceptions are identical: respondents perceive that they get what they think they will and should. In practice a customer service gap typically exists. Organization is expected to monitor and know whether there is gap and if so its extent and immediately attend to bridge the gap. Concluding the customer survey on satisfaction, our sample respondents are asked to state whether their expectations are met and what to

extent on a 3 point scale-much “**Highly satisfied**”, “**Satisfied**”, “**Not satisfied**” .Basing on the responses to 5 point scale, the respondents are categorized into 3 groups viz.,

- a. Highly satisfied (products and services more than expected)
- b. Satisfied (Same as expected)
- c. Not satisfied (Not up to the expectations)

Explanation:From the above table it is clear that “**Respondents Overall satisfaction on Facilities Provided by Star Hotels**” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 4.332971; the table value at (5, 30) degree of freedom with 5% level of significance is 2.533555.

Conclusion:Since the Observed value is greater than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Respondents satisfaction on Overall Facilities Provided by Star Hotels**” is not equally distributed. But we can observe from the data that most of the respondents of both the star hotels given the following responses of

- a. Highly satisfied (72% in case of 5 star hotels, 82% in case of 3 star hotels)
- b. Satisfied (18% in case of 5 star hotels, 14% in case of 3 star hotels)
- c. Not satisfied (10% in case of 5 star hotels, 4% in case of 3 star hotels)

Statistical Hypothesis

H₁: There is significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H₀)**” is rejected.

TABLE. II. OPINION OF RESPONDENTS ON SATISFACTION OF HOSPITALITY SERVICES RENDERED BY STAR HOTELS

Opinion	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
YES	268	87.30	407	85.86
NO	39	12.70	67	14.14
Total	307	100.00	474	100.00

Source: Questionnaire served to Respondents.

Table.II. Opinion of Respondents on satisfaction of hospitality services of star hotels:

Table II. Is showing the opinion of respondents on satisfaction of hospitality services rendered by star hotels. The data is derived from the selected 3 star and 5 star hotels. 87.30% of respondents from 5 star hotels, 85.86% of respondents from 3 star hotels are response that ‘yes’. The reason is that the physical facilities, hospitality services are Adequate to the fulfillment of basis needs and satisfaction of hospitality services rendered by the star hotels.12.70% of respondents from 5 star hotels, 14.14% of respondents from 3 star hotels are respondents opined as ‘No’. The reason is that the physical facilities, hospitality services are not adequate to the fulfillment of basis needs and satisfaction of hospitality services rendered by the star hotels. It is evident from the data most of the respondents (87.30 % In case of 5 star hotels and 85.86% In case of 3 star hotels) of both the star hotels agree with the given argument of “yes”.

Explanation:From the above table it is clear that “**Opinion of respondents on Satisfaction of Hospitality Services Rendered by Star Hotels**” from both the star hotels are uniformly distributed. The calculated value of chi-square is 0.325; the table value at 1 degree of freedom with 5% level of significance is 3.841.

Conclusion:Since the Observed value is less than the table value at 5% level of significance. Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Opinion of respondents on Satisfaction of Hospitality Services Rendered by Star Hotels**” is equally distributed. But we can observe from the data that most of the respondents of both the star hotels agree with the given argument of “yes”.

Statistical Hypothesis

H₀: There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis (H₀)” is accepted.

TABLE III. OPINION OF RESPONDENTS ON IMPACT OF HOSPITALITY SERVICES RENDERED BY STAR HOTELS TOWARDS CUSTOMER SATISFACTION

Opinion	5 STAR Hotels		3 STAR Hotels	
	No. of Respondent	%	No. of Respondents	%
Excellent	199	64.82	309	65.19
Very good	63	20.52	72	15.19
Good	20	6.51	57	12.03
Average	14	4.56	21	4.44
Poor	11	3.59	15	3.15
Total	307	100.00	474	100.00

Source: Questionnaire addressed to Respondents.

(1) Excellent (2) Very good (3) Good (4) Average (5) Poor

Table III. Opinion of Respondents on impact of hospitality services rendered by star hotels towards customer satisfaction:

Table III. is showing the opinion of respondents about the impact of hospitality services rendered by star hotels towards customer satisfaction. The data is collected from the selected 5 star and 3 star hotels. 64.82% of respondents from 5 star hotels, 65.19% of respondents from 3 star hotels are responded as ‘Excellent’ Of the statement. 20.52% of respondents from 5 star hotels, 15.19% of respondents from 3 star hotels are responded as ‘Very good’. Of the statement. 6.51% of respondents from 5 star hotels, 12.03% of respondents from 3 star hotels are responded as ‘Good’ Of the statement. 4.56% of respondents from 5 star hotels, 4.44% of respondents from 3 star hotels are responded as ‘Average’ Of the statement. 3.59% of respondents from 5 star hotels, 3.15% of respondents from 3 star hotels are responded as ‘Poor’ of the statement. It is evident from the data most of the respondents are (58.96 % In case of 5 star hotels and 59.49% In case of 3 star hotels.) most of the respondents of both the star hotels agree with the options of excellent(64.82 % In case of 5 star hotels and 65.19% In case of 3 star hotels.)&Very good (20.52 % In case of 5 star hotels and 15.19 % In case of 3 star hotels.)

Explanation:From the above table it is clear that “Opinion of Respondents on Impact of Hospitality Services Rendered by Star Hotels towards customers’ satisfaction” from both the star hotels are uniformly distributed. The calculated value of chi-square is 8.912; the table value at 4 degree of freedom with 5% level of significance is 9.49.

Conclusion:Since the Observed value is less than the table value at 5% level of significance. Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “Opinion of Respondents on Impact of Hospitality Services Rendered by Star Hotels towards customers satisfaction” is equally distributed. But we can observe from the data that most of the respondents of both the star hotels agree with the option of

- a) Excellent
- b) Very good

Statistical Hypothesis:

H₀: There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis (H₀)” is accepted.

TABLE-IV. RESPONDENTS SATISFACTION ON FACILITIES PROVIDED BY STAR HOTELS

ASPECT	5 Star Hotels					3 Star Hotels				
	Total No. of Respondents: 307					Total No. of Respondents: 474				
	1	2	3	4	5	1	2	3	4	5
Ventilation	137	83	51	20	16	226	181	35	18	14
Room Accommodation	121	86	58	32	10	267	121	41	27	18
Space available for parking of vehicles	106	83	68	37	13	203	107	87	47	30
Separate Bar facilities	123	84	62	24	14	237	163	37	20	17
Good Hospitality Service	116	76	57	42	16	263	107	65	28	11
Services of Quality Staff	137	78	61	20	11	247	148	40	29	10
Conference facilities	112	81	73	26	15	263	137	42	20	12
Basic Amenities	109	84	68	28	18	210	147	67	34	16
Tight & Vigilance Security	141	63	50	31	22	167	193	57	37	20
Customer assistance & Information Guidance	97	124	46	28	12	134	214	82	38	6

Table IV. is showing the opinion of customer satisfaction on physical facilities provided by star hotels. The data is collected from the selected 5 star and 3 star hotels. The table covers the basic aspects like Ventilation, Room accommodation, Space available for parking of vehicles, Bar facilities, Good hospitality, Services, Services of quality staff, Conference facilities, Basic amenities, Tight and vigilance security, Customer assistance and influence guidance etc. The respondents are give ranking for every mentioned aspects provided by the star hotels in terms of “**Highly satisfied**”, “**Satisfied**”, “**Somewhat satisfied**”, “**de-satisfied**” and “**Highly de-satisfied**”. It can be analyzed that make a comparative study between the 3 star and 5 star hotels. It is evident from the data most of the respondents are most of the respondents of both the star hotels given the following responses “**Highly satisfied**” & “**Satisfied**”.

Explanation:From the above table it is clear that “**Customer satisfaction on facilities provided by Star Hotels**” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 0.356478; the table value at (9, 50) degree of freedom with 5% level of significance is 2.0733351.

Conclusion: Since the Observed value is less than the table value at 5% level of significance. Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Customer satisfaction on facilities provided by Star Hotels**” is equally distributed. But we can observe from the data that most of the Respondents of both the star hotels given the following responses

- a) Highly satisfied
- b) Satisfied

Statistical Hypothesis

H₀: There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H₀)**” is accepted.

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