

A Comprehensive Study on the Determination of Satisfaction level towards the Service Quality Provided by Hotels of Union Territory Chandigarh

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Abstract: Quality of service (QoS) is the most significant thing that a person looks for while visiting the hotel. If the customer is paying handsome amount, then he/she has the right to demand for better QoS. Along these lines, QoS is considered as the important center idea and a critical achievement factor in the hotel business. A good hotel passes on astonishing quality assistance to customers, and consequently service quality is seen as the existence of the hotel. Without offering a decent quality, no association in this world can make due for a more drawn out span of time-frame. The nature of services in hotel industry is a vital factor of progress. In this article a detailed study about the service quality provided by some of the hotels of Chandigarh and customers perception towards the services quality has been presented. An arranged survey was utilized to direct this investigation with contribution from number of people who used the services of the different hotels in Chandigarh. Factors were picked and adjusted dependent on the prior writing done by different researchers.

Keywords: QoS, Customer satisfaction, Guest perception.

1. Introduction

Now a day's administration or service quality has been referred as the conveyance of brilliant or better assistance relative than client expectation. Administration quality has discovered one of the critical factors in recognizing services and items. Administration quality is a significant apparatus to quantify consumer loyalty. There exists a warm relation between administration quality and the loyalty of consumer. Consumer loyalty can be ensured by giving products or

services of high quality. Consumer loyalty is the inner sentiments of individuals which might be fulfillment or disappointment coming after the evaluation of services given to a person in context to client's expectation by a particular association. There are continuous attempts by the hotels in improving the services because of the fact that better service quality will leads to boost loyalty of the client.

In the hotel business, quality is characterized essentially as item compliance to particulars while meeting the desires for the client. Service experience is characterized as the abstract individual responses and emotions that are felt by shoppers when utilizing assistance [1]. It tends to be fought that administration experience has a significant effect on the customer assessment of and fulfillment with a given help [2]. Administration quality has for since quite a while ago been supposed to presume a basic job in an association's upper hand [3,4]. Therefore, numerous huge organizations have developed quality-estimation programs to offer best services to the clients [5, 6].

It has recommended that attempt to have flourishing assistance quality administration and an encounter by the client is the main principle approach to achieve more prominent client happiness [7]. It had indicated that administration quality can be improved if associations support their staff in performing administration quality measurements [8] These measurements incorporate effects (physical offices, gear, and presence of work force); unwavering quality, responsiveness, affirmation and compassion. Nature of products and the administrations is one of the serious necessities so as to develop the brand name of the organizations in the cordiality industry to endure. To raise the loyalty of consumers and confronting the difficulties, it is compulsion for organizations to offer the best quality administrations to the clients [9, 10].

2. Data Collection

The dataset for the present study was collected from around 200 persons from different age groups and gender. Out of these 200 people around 150 people were from the different parts of the country and around 50 people were from the Chandigarh & its nearby locations. So analysis has been done on data received from 200 people. The data was collected from the people who visited renowned hotels of Chandigarh especially Hotel Aroma, Hotel Lemon Tree and Hotel JW Marriot.

3. Measurement of Guest's Satisfaction Level towards Services Provided by the Hotels of Chandigarh

In order to measure the guest's satisfaction a questionnaire was given to the respondents in which they were asked the following points (1) Supportive and Sociable Staff (2) The overall quality of food (3) Timely room service (4) Parking Facility (5) Hygiene in Washrooms (6) Cleanliness in the hotel (7) Diversity in the Menu

The sample questionnaire has been shown in the Table 1 below. Guest's satisfaction was calculated using a 5 point scale as shown in table 1.

S. No	Variable	Highly Dissatisfied (1)	Dissatisfied (2)	Somewhere satisfied (3)	Satisfied (4)	Highly Satisfied (5)
1	Supportive and Sociable Staff					
2	The overall Quality of food					
3	Timely room service					
4	Parking Facility					
5	Hygeine in Washrooms					
6	Cleanliness in the hotel					
7	Diversity in the Menu					

Table 1. Sample Questionnaire

The demographic profile of people who participated in filling the questionnaire has been shown in the table 2 given below.

Demographic Factor	Variable	Percent
Age	20-25 years and below	20.0
	25-30 years	30.0
	30-35 years	17
	35-40 years	15
	40 years & More	18
Gender	Male	54
	Female	46
Marital Status	Married	62
	Single	38
Locations	From Chandigarh	25%
	From outside Chandigarh	75%

Table .2 Demographic profile of respondents

Variables	Variables Codes	Mean	Standard Deviation
Supportive and Sociable Staff	V1	4.2	.38
The overall Quality of food	V2	4.7	0.24
Timely room service	V3	4.10	.56
Parking Facility	V4	4.16	0.16
Hygiene in Washrooms	V5	4.3	.19
Cleanliness in the hotel	V6	4.4	0.45
Diversity in the Menu	V7	3.8	.61

Table .3 Mean and standard deviation

S. No	Variable	Satisfied (%)	Dissatisfied (%)
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	Codes		
1	V1	84%	16%
2	V2	94%	6%
3	V3	82%	18%
4	V4	83%	17%
5	V5	86%	14%
6	V6	88%	12%
7	V7	76%	24%
	Average Satisfaction	84.71%	15.29%

Table 4. Satisfaction Level of Guests related to different variables

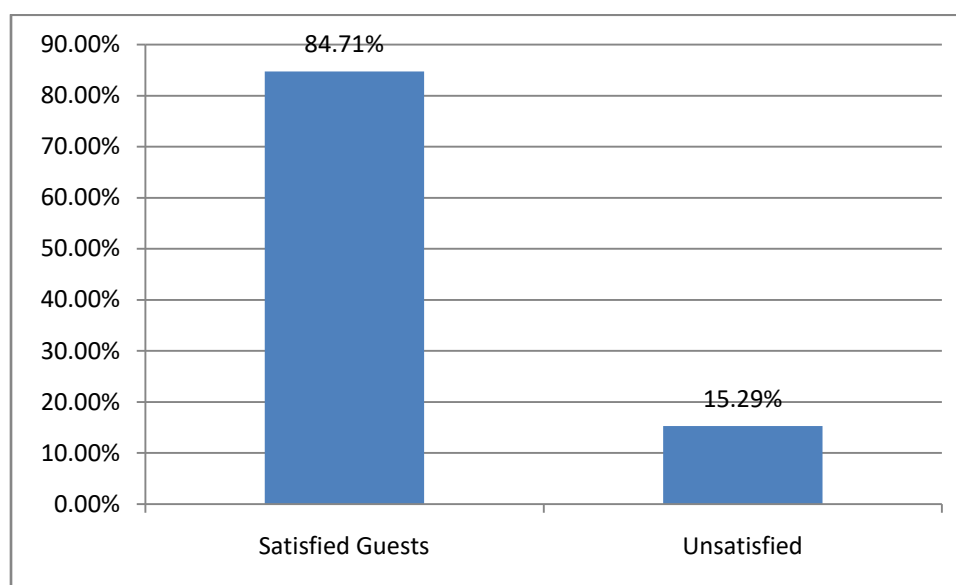


Fig.1: Satisfied Vs Unsatisfied Guest's

4. Conclusion & Future scope

In this article, a detailed study about the service quality provided by some of the hotels of Chandigarh and customers perception towards the services quality has been presented. A total of seven variables have been taken in order to measure the guest's satisfaction towards service quality. From the table 3, it can be concluded that for different variables the guest's satisfaction results are varying. The maximum guest's satisfaction is corresponding to the variable V2 and

minimum guest's satisfaction is corresponding to the variable V7. The average guest's satisfaction is around 84.71% and the overall guest's dissatisfaction is around 15.29%. The same has been revealed in Fig 1. The study is restricted to few hotels of Chandigarh region only, which can be further extended to other regions and more hotels also.

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