

An Analysis Of Punter Satisfaction On Hotel Industry With Respect To Vijayawada City

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ABSTRACT:

Retaining punter satisfaction is the primary exiting challenges of service trade management. Quality service is also a crucial aspect in the field of viable market. Lam and Zhang (1999) says that during recent years many professional tourism industries are demanded quality product and service.(Grönroos, 1990; Parasuraman et al., 1988) says, any business led to successful due to its service excellence and present punter demand. Hence the researcher attempts to study the satisfaction level of hotel industry punter with respect to Vijayawada city with respect to GCC (guest comment cards).The researcher adopted certain criteria to justify the Gilbert and Horsnell (1998) approach.The results of this study assists the hotel management to assess their exiting methods to handle the punter satisfaction in Vijayawada's hotels.

Key words: punter satisfaction, quality service, tourism industry, demand

1. INTRODUCTION

Punter satisfaction plays a vital role in today's competitive hotel industries, hence fulfilling punter expectations is achieved only by mean of excellent service. It has been noticed that there is always a link between Service quality and punter satisfaction. The future business of hotel industries is fully based punter loyalty and quality services. There is a special importance of Indian culture and heritage attracts many people. Indian treat guests as God (Khuong MN, Ngan,2015). Indian tourism takes 7.5% in GDP and third largest overseas exchange payeein India(www.ibef.org/industry/tourism-hospitality-india.aspx, <http://www.incredibleindia.com>).Now a days the hotel industry believes in both tangible and intangible services. The perceived service is always interlinked with punter satisfaction and punter loyalty.

2. LITERATURE REVIEW

Within extant literature, there is an abundance of evidence alluding to asymmetric relationships between product/service attributes and customer satisfaction, such as in the context of hotel services (Albayrak, 2019; Davras and Caber, 2019)

According to Jana & Chandra (2016), punters look for a better service else which leads to punter retention. Maximum investors are attracted due to better hospitality and rich self-experience else they look for better services elsewhere. According to Anawade P.A, Dr. Shilpak Bendale (2016) the spending patterns are highly interlinked with recent trends in the hotel industry. Quality is thus the set of features based on the capability to meet the determinate or possible requirements of a product or service (Bucak, 2015; Jasinskis et al 2016).

(Hosseini, Zainal & Sumarjan, 2015; Lee, 2015). As quality of a product or service increases it is able to draw the attention of as many users as possible as it gives them trust that product or service is fit for consumption. Gegziabher (2015) observed the service excellence and punter's satisfaction in hotel business are interlinked and have a vital role in punter experience. Prayuhda & Harsanto (2014) says better service is achieved by continuous employee communication and the service encounter.

According to Borkar & Koranne (2014) it is very difficult to measure individual punter's perception. According to Batra (2014) five-star hotels can satisfy their punters with service scope, impressiveness and competence not communication or service availability. Chamayne (2013) reckoned the strategies which improve punter satisfaction with respect to quality service and employee training.

According to Tsiotsou & Goldsmith (2012) branded hotels believe assured quality service improves punter retention. According to Pearce & Robinson (2011) punters say well about the hotels if they have a rich experience else, they publicize negatively in the market. Abbasi, Khalid, Azam and Riaz (2010) says only punters certify the service quality not organizations.

Banga, Kumar & Goyal (2013) says CRM creates punter satisfaction which leads to punter loyalty and retention. Purohit & Purohit (2013) said that punter delight is the vital element for any organisation to achieve punter loyalty. Abukhalifeh & Son (2012) says punters became loyal due to tangibility, responsiveness, empathy, assurance and reliability. Karunarathe & Jayawardena (2010) found that punters are satisfied with tangibility, responsiveness and assurance not with the consistency and sympathy element.

3. RESEARCH METHODOLOGY

Research methodology is a way to scientifically solve the research problem as a science of studying how research is done scientifically. It is necessary for the researcher to the research methods/techniques and also the methodology.

4. SAMPLING DESIGN

Universe: Hotel industries in Vijayawada city.

Sample Elements: Hotel Fortune Murali, Hotel D.V. Mannor, Hotel Gateway, CSR residency, Hotel City Central, Hotel SRC Grand, and Hotel Treebo.

Sampling: A sample of 250 punters has been selected for the present study whereas 193 responses were found useable.

5. OBJECTIVES

1. To study the level of punter's satisfaction towards hotel industry in Vijayawada.
2. To suggest the facility providers with different approaches so as to improve punter facilities

6. ANALYSIS AND DISCUSSION

Table 1:
 Demographic profile of the Respondents

Demographic Variables		Respondents
Gender	Male	116
	Female	77
Age	Below 20	29
	20-25	68
	Above 25	96
Marital Status	Married	136
	Unmarried	57
Family Income	Below 20000	49
	20000-25000	58
	Above 25000	86
Length of Stay	Below 5 days	29
	5-10 days	78
	Above 10 days	86

From the analysis of table 1, 60 % of the respondents are males and 40% are females. 15% of the respondents are below 20 years, 35% in in between 20 to 25 years and 50% of the respondents fall in above 25. In case of marital status 70% are married while as 30 % are unmarried. 25 % of the respondents are below Rs.20 thousands of income, 30 % between Rs.20000 to –Rs.25000 and 45 % are having more than Rs.25000. 15% of the respondents are willing to stay below 5 days, 40% are staying from 5 to 10c days and rest 45% are stay more than 10 days.

Table 2:
 Opinion about service provided (expressed in numbers)

Description	Highly Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Cleanliness and comfort	47	89	25	23	9
Safety and security	77	38	19	35	24
Staff performance	44	95	29	12	13
Prompt services provided	58	29	50	23	33
Staff knowledge	31	79	33	21	29
Price charged by the hotels	35	89	41	18	10
Ambience and interior decoration of the	34	104	26	19	10

hotel					
Parking facility provided by the hotel	23	97	42	23	8
Quality of the food provided	58	48	29	42	16
Products and services	42	67	29	34	21
Location of the hotel	34	48	29	42	40

7. RESULT AND INTERPRETATION

As per the analysis 46% of punters are satisfied with cleanliness and comfort, 20% are with security and safety measures taken by the hotel industries. 49% of punters are happy with employee's performance of the hotels. The prompt service able to reach only 30% of punters availing hotel services in Vijayawada. The hotel staff able to satisfy 41% of punters with their knowledge. The hotel industries able to attract only 46% of punters with their tariffs. The artichecture and the interior attracts 54% of punters visiting the hotels in Vijayawada. The hotel premises able to provide 50% parking facility for itspunters. The quality of the service is attracting 34% and 25% towards its location.

8. CONCLUSION AND SUGGESTION

The performance of the hotel sector is moderately satisfactory, as much in terms of availability, as the quality of services offered by leading hotels. Cleanliness and confirm is moderately satisfied where aspunters are highly satisfied with security and safety measures.Punters are well satisfied with the staff knowledge and their performance. The prices charged by the hotels are moderate and punters are highly satisfied with the ambience. Punters are equally satisfied with the quality of food and the parking facility. The location is hardlysatisfies and the services are highly impressive. The income level of the punters are more than 25000, hence the occupancy level is relatively high. Maximum married people are approached towards the facilities hence it shows the high level of safety and security measures.

The present research was taken into consideration to measure punter satisfaction in the hotels of the Vijayawada city and the study has been clearly analysed with suitable methodology based on the objectives. The study is an endeavour to make the hotel industry more perfection towards the punter satisfaction much more effective way. On the basis of data analysis it is proved that the satisfaction level of the punters towards the hotel industry is good but with respect to location and certain attempts should be made by the managers to make the services more efficient and sustainable in the longer run.

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