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Service quality perception towards tangible attributes with reference to 'three-star hotels' in Hyderabad

A. Satish Kumar

asatishkumarmba@gmail.com

Annamalai University, Chidambaram, Tamil Nadu

Dr. M. Ramkumar

kaviramnellai@gmail.com

Kamarajar Government Arts College, Surandai, Tamil Nadu

ABSTRACT

The hospitality industry always focuses on service quality and service tangibility. Customers rate the hotel service performance based on service standards provided in Hotels is treated as benchmark for service. Service quality is an important aspect of marketing theory and practise, since good quality may lead to customer happiness and loyalty, as well as successful company outcomes. It is critical for every firm, particularly in the services industry, to comprehend and grasp the expectations and perceptions of customers about a wide variety of elements impacting customer happiness and loyalty. The importance of these factors develops tremendously in the hospitality industry. The purpose of this research is to determine the value of specific quality components in the hotel sector. The data was collected via a questionnaire that included nine tangible service quality indicators that respondents scored on a five-degree scale. The factorial structure of the physical parts of hotel service was also discovered throughout the investigation. The purpose of this research is to add to the current literature by emphasising the importance of tangible service quality components and their influence on business produced by 'Three Star hotels' in the Hyderabad area.

Keywords: Hospitality, Service Tangibility, Loyalty

1. INTRODUCTION

Over the last several decades, the tourism sector has grown to become one of the most significant economic actors on the planet. This large business includes a variety of infrastructures and service organisations, the most prominent of which is the hotel industry. In this regard, one of the most essential parts of improving service organisation quality is maintaining and monitoring customer satisfaction with service delivery. According to Juwaheer and Ross (2003), hospitality is a unique kind of relationship from a business standpoint.

Wuest (2001) reported similar aspects of service quality in accommodation industry, service, and leisure businesses that can satisfy the user desire, improved the service provider's image, ensured customer security, generated traffic linked to profits, cost savings, and increased market share, and established a healthy competition and improve the industry growth. Banking, transportation, education, health care, and the hotel sector all play important roles in the economic growth of a nation like Bangladesh. Bangladesh's burgeoning hotel business, like other industries, is making a substantial contribution. Bangladesh's hotel industry is now dominated by a thriving private sector. In general, this industry has improved.

2. LITERATURE

The hotel service industry has established itself as one of the most significant sectors of the tourism complex system during the preceding decade, and it has also been one of Vietnam's fastest expanding companies during that period. In order to attract clients, the hospitality industry is extremely competitive, and hotels must constantly update and improve their products. In this context, one of the most important factors determining the performance of tourist and hotel businesses is paying particular attention to service quality from the consumer's perspective. Academics and practitioners in a range of service sectors, such as tourism and hotel management, have been more interested in establishing the influence of service quality on client satisfaction.

Any service-oriented organization's success relies on the quality of its services. Because customers engage with numerous components of the organisation in the supply and consumption of services, there is a high degree of customer contact (Kandampully, 2010).

Customers evaluate service quality by comparing their expectations of service delivery to the services they obtain. As a result, service quality is critical in enhancing the whole service experience (Lau et al, 2005). Service quality is critical for attracting and retaining customers, increasing market share and profitability, and lowering expenses (Klidas et al, 2007; Sureshchanda et al, 2001).

Furthermore, Service quality influences consumer purchase intentions (Sandoff, M, 2005), and some businesses use it to strategically position themselves in the market to gain a long-term competitive advantage (Nadiri and Hussain, 2005).



Source: www.ibef.org › blogs › the-indian-hotel-industry-sunshine-ahead

The concept of service quality was developed as the importance of the quality of the things given began to increase. Parasuraman et al. (1985) developed the SERVQUAL model, which measures service quality as the difference between a customer's general expectation of a service and his or her satisfaction assessments.

3. METHODOLOGY

Objectives

- 1) To examine the tangible things impact on Service quality in Hotels.
- 2) To study various factors that can influence Hotel premises.
- 3) To determine attracting tangible factors in hotel sector. .

Hypothesis

- H₀₁: There is no significant association between prompt room service impact on service quality
 H₀₂: There is no significant association between employee Appearance and its impact on service quality
 H₀₃: There is no significant association between room interiors and its impact hotel service quality.

Sample

Reputed 10 ‘Three Star Hotels’ in Hyderabad which are in hospitality service from last 15 years are considered as sample for the proposed study, hotels like ITC Kakatiya, Western Ashoka and Katriya Hotels are name a few are considered as sample.

Sample Size

A sample of 100 Hotel customers opinion was considered for data collection with the help of questionnaire in various above listed Hotels in Hyderabad.

Sampling Technique

Random Sampling technique was adopted for the data collection process by visiting reputed 10 ‘Three Star Hotels’ in Hyderabad city.

4. DATA ANALYSIS

Frequencies

| Qualification | | Respondents | % | V.% | C.% |
|---------------|------|-------------|-------|-------|-------|
| Valid | SSC | 16 | 16.0 | 16.0 | 16.0 |
| | 10+2 | 27 | 27.0 | 27.0 | 43.0 |
| | UG | 45 | 45.0 | 45.0 | 88.0 |
| | PG | 12 | 12.0 | 12.0 | 100.0 |
| | Sum | 100 | 100.0 | 100.0 | |

As per above descriptive, most of the respondents are educated people like under graduates and post graduates are participated in the survey.

Frequencies

| Occupation | | | | | |
|-------------------|--------------|-------------|-------|-------|-------|
| | | Respondents | % | V.% | C.% |
| Valid | Private | 12 | 12.0 | 12.0 | 12.0 |
| | Business | 49 | 49.0 | 49.0 | 61.0 |
| | Govt | 21 | 21.0 | 21.0 | 82.0 |
| | Professional | 18 | 18.0 | 18.0 | 100.0 |
| | Sum | 100 | 100.0 | 100.0 | |

The occupation of the respondents reflecting that, almost 50% of the them are business people followed by government employees and professionals who are responded for the survey in 'Three Star Hotels'.

| Income | | | | | |
|---------------|---------------|-------------|-------|-------|-------|
| | | Respondents | % | V.% | C.% |
| Valid | 20000-35000 | 15 | 15.0 | 15.0 | 15.0 |
| | 35001-50000 | 38 | 38.0 | 38.0 | 53.0 |
| | 50001-75000 | 34 | 34.0 | 34.0 | 87.0 |
| | 75000 & Above | 13 | 13.0 | 13.0 | 100.0 |
| | Sum | 100 | 100.0 | 100.0 | |

The income level of Hotel customers are revealed that, 38 % are getting up to 50,000 income and 34 % are earning up to 75,000/- salary and remaining 18 % are highly income people with up to 1 lakh.

Reliability

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .778 | 10 |

Inference: Cronbach's alpha was used to test the Tangibility's reliability dimension. Some of the findings are shown in the table above. The alphas for all items are $0.778 > 0.7$, indicating that the items have extremely strong internal consistency.

Factor Analysis

| KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .515 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 141.451 |
| | df | 45 |
| | Sig. | .000 |

Factor analysis is a method for reducing data using statistical methodology. It also aids in the finding of structure among the variables, as well as the investigation of the underlying critical elements that generate the most variance. Before moving on to factor analysis, the researcher double-checked the data's eligibility.

KMO- Bartlett's test which is a measure of sampling adequacy.

The KMO value is $0.515 > 0.5$ (accept for sampling adequacy) The Bartlett's Test of Sphericity is a measure of a set of variables' multivariate normality. (Sig. value is < 0.05 means we can interpreters multivariate normal and acceptable for factor analysis).

| Total Var. Explained | | | | | | | | | |
|-----------------------------|----------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| Component | Initial/Eigen/values | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| | Sum | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.050 | 20.503 | 20.503 | 2.050 | 20.503 | 20.503 | 1.777 | 17.768 | 17.768 |
| 2 | 1.821 | 18.213 | 38.716 | 1.821 | 18.213 | 38.716 | 1.711 | 17.110 | 34.878 |
| 3 | 1.383 | 13.832 | 52.548 | 1.383 | 13.832 | 52.548 | 1.632 | 16.322 | 51.200 |
| 4 | 1.116 | 11.157 | 63.705 | 1.116 | 11.157 | 63.705 | 1.250 | 12.505 | 63.705 |
| 5 | .823 | 8.227 | 71.933 | | | | | | |

| | | | | | | | | | |
|----|------|-------|---------|--|--|--|--|--|--|
| 6 | .728 | 7.283 | 79.215 | | | | | | |
| 7 | .712 | 7.122 | 86.337 | | | | | | |
| 8 | .622 | 6.221 | 92.558 | | | | | | |
| 9 | .428 | 4.277 | 96.835 | | | | | | |
| 10 | .317 | 3.165 | 100.000 | | | | | | |

Component Matrix^a

| | Component | | | |
|---|-----------|-------|-------|-------|
| | 1 | 2 | 3 | 4 |
| 1. The front desk was visually appealing | .214 | -.093 | -.330 | .828 |
| 2.The guestrooms were quiet ,comfortable and inviting | .522 | .442 | -.205 | -.168 |
| 3.The guestroom furnishings met my needs | .354 | .579 | -.340 | .071 |
| 4.Telivison,A.C lighting | .014 | .633 | -.437 | .150 |
| 5.Varities in menu card | .445 | .435 | .542 | .050 |
| 6.temparature of food items in room | -.209 | .495 | .297 | -.017 |
| 7. other facilities (gym , swimming pool , conference rooms, banquet halls, etc .) were clean | -.466 | .527 | -.091 | -.326 |
| 8. the sceneries form the hotel | .644 | .092 | .459 | -.015 |
| 9. overall interiors and exterior settings | -.783 | .303 | .020 | .145 |
| 10. The Employees appeared in professional uniform | -.347 | .264 | .569 | .494 |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

| | Component | | | |
|---|-----------|-------|-------|-------|
| | 1 | 2 | 3 | 4 |
| 1. The front desk was visually appealing | -.086 | .202 | .033 | .894 |
| 2.The guestrooms were quiet ,comfortable and inviting | .341 | .604 | -.221 | -.096 |
| 3.The guestroom furnishings met my needs | .142 | .746 | -.028 | .062 |
| 4.Telivison,A.C lighting | -.170 | .746 | .164 | .047 |
| 5.Varities in menu card | .747 | .180 | .295 | -.073 |
| 6.temparature of food items in room | .108 | .168 | .512 | -.273 |
| 7. other facilities (gym , swimming pool , conference rooms, banquet halls, etc .) were clean | -.318 | .316 | .328 | -.548 |
| 8. the sceneries from the hotel view | .794 | .009 | -.058 | .037 |
| 9. overall interiors and exterior settings | -.536 | .009 | .640 | -.169 |
| 10. The Employees appeared in professional uniform | .125 | -.179 | .828 | .159 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Since the first factor in the ROTATED COMPONENT MATRIX is heavily loaded with the outdoor surroundings were visually attractive. The factor loading value is 0.794. This is highest in the first column of Rotated component matrix.

First column represents the sceneries from the hotel view attractive.

The second factor is heavily loaded with the guestroom furnishings met customers needs (0.747) and the TV, telephone, A/C, lights, and other mechanical equipment are good(0.747). The final list of 04 factors which collectively account for 63.70 % of the variance in the data is shown below

| Sl.NO | Factor Name | Common Factor Name | Factor loading value |
|-------|---|--------------------|----------------------|
| 1 | The outdoor surroundings were visually attractive | | 0.794 |

| | | | |
|---|---|--|--------------|
| 2 | The guestroom furnishings met customers needs (0.747) | | 0.746 |
| | The TV, telephone, A/C, lights, and other mechanical equipment are good | | 0.746 |
| 3 | The Employees appeared in professional uniform | | 0.828 |
| 4 | The front desk was visually appealing | | 0.894 |

Hypothesis Testing

H₀₁: There is no significant association between prompt room service impacts on service quality

| Chi-Square Tests | | | |
|---|---------------------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 16.274 ^a | 12 | .179 |
| Likelihood-Ratio | 19.124 | 12 | .086 |
| Linear-by-Linear Association | .798 | 1 | .372 |
| Total Responses | 100 | | |
| a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .84. | | | |

The above chi square value is greater than 0.05 (0.179 >0.05) , hence the null hypothesis is **accepted**, hence there is a significant relationship between qualification and tangibles in ‘ Three Star Hotels’ means will have much concern about ambience and professionalism in the Hotels.

H₀₂: There is no significant association between employee Appearance and its impact on service quality

| Chi-Square Tests | | | |
|---|---------------------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 16.800 ^a | 12 | 0.21 |
| Likelihood Ratio | 19.044 | 12 | .087 |
| Linear-by-Linear Association | .132 | 1 | .716 |
| N of Valid Cases | 100 | | |
| a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .84. | | | |

The above chi square value is less than 0.05 (0.21 <0.05), hence the null hypothesis is **rejected**, hence there is no significant relationship between occupation and tangibles in ‘ Three Star Hotels’, which means profession has no such impact on Hotel premises and surroundings.

H₀₃: There is no significant association between room interiors and its impact hotel service quality.

| Chi-Square Tests | | | |
|---|---------------------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 16.217 ^a | 12 | .181 |
| Likelihood Ratio | 16.640 | 12 | .164 |
| Linear-by-Linear Association | .004 | 1 | .948 |
| N of Valid Cases | 100 | | |
| a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .91. | | | |

The above chi square value is greater than 0.05 (0.181 >0.05) , hence the null hypothesis is **accepted**, hence there is a significant relationship between respondent Income and tangibles in ‘ Three Star Hotels’ means the salary will influence the customer to choose most best Hotel in the city.

Chi-Square Test Results

| Null Hypotheses | Sig. Value | Result |
|---|------------|----------|
| H ₀₁ : There is no significant association between prompt room service impact on service quality | 0.179 | Accepted |
| H ₀₂ : There is no significant association between employee Appearance and its impact on service quality | 0.21 | Rejected |
| H ₀₃ : There is no significant association between room interiors and its impact hotel service quality. | 0.181 | Accepted |

5. DISCUSSION OF RESULTS

The Regular visitors to Hyderabad's three-star hotels believe that managing perceived service quality means that hotel service providers must focus primarily on creating a consistency between anticipated and perceived services in order to fulfill customers' expectations. People in charge of service management should try their utmost to uphold and fulfill their commitments in order to close the gap between expectations and perceptions of services. As a result, hotel service providers should strive to give guests with a level of quality service that exceeds their expectations.

There is a no significance relation between perceptions of service performance and guest expectations of hotel service quality. In other words, consumers' expectations have not been met across the board in terms of service quality. As a result, managers must comprehend the visitors' expectations and standardise key services in accordance with those expectations. The hotel management should develop appropriate standards and provide the necessary resources and facilities to support them, as well as reduce gaps in interaction with the employees in order to build an organisational culture in which everyone adheres to the service quality norms and standards. The quality and quantity of services provided over various seasons should also be assessed in order to detect current shortcomings based on customer expectations and perceptions, allowing them to correct flaws and enhance quality. Because the quality is variable, it may take on several forms to meet the wants of clients. The importance of personnel in delivering better services is recognised, and it is advised that efforts be made to choose, assess, hire, and train the best employees. Employee contentment should be taken into account, as well as their enthusiasm for their jobs. Customers (guests) expect service providers to treat them with respect and honour when they get the services they anticipate. Consumers in the hotel business are more likely to be educated than customers in other industries, so this expectation is greater. As a result, service providers in Hyderabad's "three-star hotels" may utilise the SERVQUAL instrument to assess and improve service quality.

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