PERCEPTION OF STAR HOTELS WITH REFERENCE TO NILGIRIS DISTRICT

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Abstract

The existing trend of complete quality management in hotel industry ensures the achievement of competitive advantage of hotel companies and is therefore the subject of contemporary research into service quality in hotel industry. The concept and the conceptual model of service quality are indispensable if we wish to understand the genesis of service quality and potential gaps in quality. The aim of this paper is to know about the perception of STAR HOTELS from both the conceptual standpoint and that of service quality measurement. The paper describes the most common criteria for measuring service quality, namely the model of internal service quality and the SERVQUAL model.
Keywords: *Quality, Service, Hotel industry, Measurement criteria*

Introduction

A business with high service quality will meet customer needs whilst remaining economically competitive improved service quality may increase economic competitiveness. This aim may be achieved by understanding and improving operational processes; identifying problems quickly and systematically; establishing valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes. The measurement of subjective aspects of customer service depends on the conformity of the expected benefit with the perceived result. This in turns depends upon the customer's expectation in terms of service, they might receive and the service provider's ability and talent to present this expected service. Successful Companies add benefits to their offering that not only satisfy the customers but also surprise and delight them. Delighting customers is a matter of exceeding their expectations.Pre-defined objective criteria may be unattainable in practice, in which case, the best possible achievable result becomes the ideal. The objective ideal may still be poor, in subjective terms. Service quality perception of Star Hotels can be related to service potential (for example, worker's

qualifications); service process (for example, the quickness of service) and service result (customer satisfaction). For example, in the case of TAJ Hotels, Resorts and Palaces, wherein TAJ remaining the old world, luxury brand in the five-star category, the umbrella branding was diluting the image of the TAJ brand because although the different hotels such as Vivanta by Taj- the four star category, *Gateway* in the three star category and *Ginger* the two star economy brand, were positioned and categorized differently, customers still expected the high quality of Taj from all their properties.

General elements of product and service quality

Dimension Definition

Availability: Product or service is easily available

Guarantee: The personnel is polite, kind and educated

Communication: Clients receive information on all products and services and their changes in the language they can understand

Expertise: The personnel has the necessary knowledge and skills to produce and sell products or provide services, Standard Products and services are up to the standard

Behaviour: Kindness, good manners and care of the personnel towards clients

Duration: Performance, service result or product last longer Engagement The personnel shows understanding and gives individual attention to each client

Humanity: Product or service is provided so as to preserve dignity and self-respect of the client. Effects Product or service produces the expected effect

Reliability: Capability to sell products or provide services in a discreet and reliable manner

Responsibility: Duration of product sale or providing of services Safety Product or service are provided in the safest possible way, without any kind of risk or danger

Source: *Avelini Holjevac, I., Upravljanje kvalitetom u turizmu i hotelskoj industriji (Quality management in tourism and hotel industry), Faculty of Tourism and Hospitality Management, Opatija, 2002, pp. 12-13.*

Objectives of the Study

The primary objectives of the research is to analysis the perception of star hotels with special reference to Nilgiris district

Scope of the Study

The study has been undertaken mainly to highlight the perception of Star Hotels with special reference to Nilgiris district. The study is confined to Nilgiris district. The sample respondents are the customers of various selected Star Hotels with special reference to Nilgiris district

Hypothesis of the Study

There is no significant relationship between Gender and Overall Opinion about Service Quality of Star Hotels with Special Reference to Nilgiris District

Methodology & research design

Methodology is the backbone of the research programme. It directs the researcher to conduct the research in a systematic process which enables the out coming with accuracy. Hence it is mandatory to adopt a right mode of study to derive the conclusion with result.

Data Collection

The study has used only primary data. The data collected from various selected Star Hotels with special reference to Nilgiris district and very few data would be collected from secondary sources like newspapers, magazines, journals, books and websites etc.

Sample Size and Techniques

The sample size restricted to 525 customers in various selected Star Hotels with special reference to Nilgiris district. A convenient random sampling technique has used this study.

Statistical Tools Used

*Chi-square Test

Limitation of the Study

Undoubtedly the results and finding of the study can be applied directly to any other areas. Due to limitations of time and money consideration, the sample size has been restricted to 525 customers. Many respondents have been unable to provide proper answer with insight due to interest to answer the Questions.

Analysis and Interpretation (Chi-Square Test)
Association Between Gender and Overall Opinion About Service Quality of Star Hotels with Special Reference to Nilgiris District
Table -1 Crosstab

			Opinion About Service Quality of Star Hotels					Total
			1.00	2.00	3.00	4.00	5.00	
Gender	Male	Count	87	70	88	31	100	376
		% of Total	16.6%	13.3%	16.8%	5.9%	19.0%	71.6%
	Female	Count	25	20	37	48	19	149
		% of Total	4.8%	3.8%	7.0%	9.1%	3.6%	28.4%
Total		Count	112	90	125	79	119	525
		% of Total	21.3%	17.1%	23.8%	15.0%	22.7%	100.0%

Source: Primary data

Table -1a Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.563ᵃ	4	.000**

$P<0.05$ S-significant

It has been evident from the chi-square test that the p-value (.000) has been less than 0.05 and the result has been significant at 5 % level. Hence, the null hypothesis (Ho) has been rejected and the alternative hypothesis (H₁) has accepted. From the analysis it have been concluded that there is association between gender and overall opinion about service quality of Star Hotels with special reference to Nilgiris district

Table - 2 Association Between Age and Overall Opinion About Service Quality of Star Hotels with Special Reference to Nilgiris District
Crosstab

			Opinion About Service Quality of Star Hotels					Total
			1.00	2.00	3.00	4.00	5.00	
Age	21-30	Count	9	18	11	18	40	96
		% of Total	1.7%	3.4%	2.1%	3.4%	7.6%	18.3%
	31-40	Count	69	54	53	39	44	259
		% of Total	13.1%	10.3%	10.1%	7.4%	8.4%	49.3%
	41-50	Count	34	18	61	22	35	170
		% of Total	6.5%	3.4%	11.6%	4.2%	6.7%	32.4%
Total		Count	112	90	125	79	119	525
		% of Total	21.3%	17.1%	23.8%	15.0%	22.7%	100.0%

Source: Primary data

Table -2a Chi-square tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.927ᵃ	8	.000

$P<0.05$ S-Significant

It has been evident from the chi-square test that the p-value (.000) has been less than 0.05 and the result has been significant at 5 % level. Hence, the null hypothesis (Ho) has been rejected and the alternative hypothesis (H₁) has accepted. From the analysis it have been concluded that there is association between age and overall opinion about service quality of Star Hotels with special reference to Nilgiris district

Association Between Educational Status and Overall Opinion About Service Quality of Star Hotels with Special Reference to Nilgiris District

			Opinion About Service Quality of Star Hotels					Total
			1.00	**2.00**	**3.00**	**4.00**	**5.00**	
Educational	Upto school	Count	11	12	12	22	13	70
		% of Total	2.1%	2.3%	2.3%	4.2%	2.5%	13.3%
	Graduation	Count	7	8	13	23	21	72
		% of Total	1.3%	1.5%	2.5%	4.4%	4.0%	13.7%
	PG	Count	84	63	82	22	73	324
		% of Total	16.0%	12.0%	15.6%	4.2%	13.9%	61.7%
	Professional	Count	10	7	18	12	12	59
		% of Total	1.9%	1.3%	3.4%	2.3%	2.3%	11.2%
Total		Count	112	90	125	79	119	525
		% of Total	21.3%	17.1%	23.8%	15.0%	22.7%	100.0%

Source: Primary data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.461^a	12	.000

**P<0.05 S-SIGNIFICANT

It has been evident from the chi-square test that the p-value (.000) has been less than 0.05 and the result has been significant at 5 % level. Hence, the null hypothesis (Ho) has been rejected and the alternative hypothesis (H$_1$) has accepted. From the analysis it have been concluded that there is association between educational status and overall opinion about service quality of Star Hotels with special reference to NILGIRIS district

Association Between Occupational Status and Overall Opinion About Service Quality of Star Hotels With Special Reference to Nilgiris District

			Opinion About Service Quality of Star Hotels					Total
			1.00	**2.00**	**3.00**	**4.00**	**5.00**	
Occupational	Business	Count	6	27	10	4	27	74

		% of Total	1.1%	5.1%	1.9%	.8%	5.1%	14.1%
	Professional	Count	101	58	110	57	66	392
		% of Total	19.2%	11.0%	21.0%	10.9%	12.6%	74.7%
	Services	Count	5	5	5	18	26	59
		% of Total	1.0%	1.0%	1.0%	3.4%	5.0%	11.2%
Total		Count	112	90	125	79	119	525
		% of Total	21.3%	17.1%	23.8%	15.0%	22.7%	100.0%

Source: Primary data

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	84.391[a]	8	.000

P<0.05 S-SIGNIFICANT

It has been evident from the chi-square test that the p-value (.000) has been less than 0.05 and the result has been significant at 5 % level. Hence, the null hypothesis (Ho) has been rejected and the alternative hypothesis (H₁) has accepted. From the analysis it have been concluded that there is association between occupational status and overall opinion about service quality of Star Hotels with special reference to Nilgiris district.

Association Between Monthly Income and Overall Opinion About Service Quality of Star Hotels with Special Reference to Nilgiris District

			Opinion About Service Quality of Star Hotels					Total
			1.00	2.00	3.00	4.00	5.00	
Monthly Income	10001 to 20000	Count	19	22	34	34	25	134
		% of Total	3.6%	4.2%	6.5%	6.5%	4.8%	25.5%
	20001 to 40000	Count	88	54	86	40	81	349
		% of Total	16.8%	10.3%	16.4%	7.6%	15.4%	66.5%
	40001 to 60000	Count	5	14	5	5	13	42
		% of Total	1.0%	2.7%	1.0%	1.0%	2.5%	8.0%
Total		Count	112	90	125	79	119	525
		% of Total	21.3%	17.1%	23.8%	15.0%	22.7%	100.0%

Source : Primary data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.221[a]	8	.000

P<0.05 S-Significant

It has been evident from the chi-square test that the p-value (.000) has been less than 0.05 and the result has been significant at 5 % level. Hence, the null hypothesis (Ho) has been rejected and the alternative hypothesis (H₁) has accepted. From the analysis it have been concluded that there is association between Monthly income and overall opinion about service quality of Star Hotels with special reference to Nilgiris district.

Findings & Suggestions

- It have been concluded that there is association between gender and overall opinion about service quality of Star Hotels with special reference to Nilgiris district
- It have been concluded that there is association between age and overall opinion about service quality of Star Hotels with special reference to Nilgiris district
- It have been concluded that there is association between educational status and overall opinion about service quality of Star Hotels with special reference to Nilgiris district
- It have been concluded that there is association between occupational status and overall opinion about service quality of Star Hotels with special reference to Nilgiris district.
- It have been concluded that there is association between Monthly income and overall opinion about service quality of Star Hotels with special reference to Nilgiris district.

Conclusion

The need for the application of SERVQUAL in hotel industry is confirmed by the fact that, the expectations of the guests and the dimensions of service quality, they consider to be most important. SERVQUAL can be widely applied, not only in science but also in practice in various services. The aim is to work out and test useful instruments for managers in order to help them determine those organizational variables (policy, staff, structure, technology, processes) that will guarantee the best service quality with minimal costs. In hotel industry, service quality, as an extremely subjective category, is crucial to the satisfaction of the client. The results of the quantitative application of SERVQUAL instrument show that this model can provide with useful information for the assessment of expectations and perception of hotel guests.

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