



CUSTOMER PERCEPTION TOWARDS HOSPITALITY SERVICES IN DIFFERENT REGIONS OF HARYANA

Jagbir Singh Dalal

Department of Hospitality & Hotel Administration, B.P.S. Women University, Haryana, India.

Abstract

The aim of the present study is to know the customers perception towards hospitality services providing by the hotels in five regions of Haryana i.e. Gurgaon, Sonapat, Karnal, Panipat and Faridabad region. and to know the association between level of customers satisfaction in hotels located in different regions of Haryana state. A structured questionnaire was used to gather information from customers receiving services in hotels in selected areas. Overall, the results give us the idea that there was a significant difference between satisfaction levels of customers in different regions of Haryana. Gurgaon and Faridabad are more preferable followed by Karnal, Panipat and Sonapat regions.

Key Words: Hotel Industry, Hospitality Services, Customer Satisfaction, Service Quality, Haryana.

Introduction

Hospitality industry refer to businesses such as hotels, bars, and restaurants that offer people food, drink, or a place to sleep. Hotel is a commercial establishment offer rooms, meals and other hospitality services to the guest. Indian hospitality is based on the "Atithi Devo Bhava", means "Guest is God" Hospitality is the relationship between the guest and the host, or the act or practice of being hospitable. This includes the reception and entertainment of guests, visitors, or strangers. Hospitality services refer to the services providing within a hotel i.e. rooms, food and beverage, spa, room service, swimming pool, reception etc.

Hospitality industry is linked with tourism industry, Tourism in India has generated immense employment opportunities and is a vital source of foreign exchange for the country. The travel and tourism industry contributed Rs 2.17 trillion (US\$ 36 billion) or 2 per cent to the country's gross domestic product (GDP) in 2013. The figures are expected to rise to Rs 4.35 trillion (US\$ 72.17 billion) by 2024.

The revenue from domestic tourism is likely to grow by 8.2 per cent in 2014 as compared to 5.1 per cent a year ago, according to the World Travel and Tourism Council (WTTC). The Indian hospitality sector has been growing at a cumulative annual growth rate of 14 per cent every year adding significant amount of foreign exchange to the economy.

The Travel and Tourism Competitiveness Report of 2013, published by World Economic Forum, India, stated that the ranking of India is 11th in the Asia Pacific region and 65th in the World Travel and Tourism Competitiveness Index 2013.

As per the Planning Commission, the sector creates more jobs per million rupees of investment than any other sector of the economy. It is capable of providing employment to a wide spectrum of job seekers, from the unskilled to the specialized, even in the remote parts of the country. The sector's employment-generation potential has also been highlighted by the World Travel & Tourism Council (WTTC), which says India's travel and tourism sector is expected to be the second-largest employer in the world, employing approximately 50 lac people, directly or indirectly by 2019.

Haryana is situated in North India. It was a part of the larger Punjab region and was carved out of the former state of East Punjab on 1 November 1966 on a linguistic basis. Virtually the 'green' state, Haryana surrounds Delhi on almost three sides. Its close proximity to Delhi also makes the areas around Delhi, industrial townships. Haryana is primarily an agricultural state with some major industrial areas being developed by the government of India. It is one of the more developing states and offers a network of 45 tourist complexes, set up along the national and state highways. In Haryana state, hotel industry is to groom as well as more required industry. Hence, as it is best des researcher choose it for the study.

Review of Literature

Customer Satisfaction

Customer satisfaction is the leading and one of the most important criterion for determining the quality that is actually delivered to customers through the product/ service and by the accompanying servicing (Vavra, 1997). Customer satisfaction and dissatisfaction have attracted the attention of many scholars leading to the development of different conceptualizations of satisfaction. Two common interpretations can be distinguished: transient and overall satisfaction (Ekinici et al., 2008). According to Hunt (1977), satisfaction is an evaluation that an 'experience was at least as good as it was perceived to be'. One way to achieve strong relationships and, thus, long relationships is to ensure that customers are satisfied. The proposition is that dissatisfied customers will defect; the relationship ends. Several researchers have proposed that this is a simplification



of the matter (Zeithaml, et al., 1993). Customers seem to have a zone of tolerance, which according to Zeithaml, et al., (1993) can be defined as the difference between an adequate and a desired level of service. According to Kennedy and Thirkell (1988), customers are prepared to absorb some unfavorable evaluations before expressing them in terms of net dissatisfaction. It has been observed that in today's hospitality environment, the true measure of company success lies in an organization's ability to satisfy customers continually, Gabbie and O'Neill (1996). The plethora of studies regarding customers' attitudes toward services has focused on perceived service quality. Perceived service quality is defined as the customer's assessment of the overall excellence or superiority of the service (Zeithaml 1988). Parasuraman et al. (1985, 1988) consider that a customer's assessment of overall service quality depends on the gap between expectations and perceptions of actual performance levels.

Service Quality

Service quality is an elusive concept that is difficult to define and measure. Earlier studies defined quality as conformance to specifications, implying that the feature set of a product should match the standards predetermined by the management (Reeves and Bednar, 1994). However, such a management inspired definition can hardly be applied to quantify service quality because services are difficult to reduce to a set of standards. Consequently, more suitable definitions of quality have been developed, characterized by a consumer's perspective. Scholars have defined quality in three distinct ways: quality as excellence, quality as value and quality as meeting or exceeding expectations (Ekinici, 2008).

Research Methodology

It is a way to systematic solve the research problems and explain the different steps that are generally adopted by the researcher in studying the research problem.

Research Design: In this study descriptive types of research design was implement the information are collected from the individuals and analyzed with the help of SPSS 16.0 version.

Sampling Design: Data was collected through simple random sampling from the randomly availed population:

Sample Size: Sample size was planned for 160, and factors to be considered are time, cost and effectiveness, the validity of properly filled questionnaire finally reach at 151. And 9 questionnaire were rejected because of not filled all column.

Data Collection

Primary Data: A structured questionnaire was distributed to the visitors in hotels located in select regions of Haryana for data collection.

Secondary Data: The secondary data are sourced that previous publications and various websites.

Statistical Tool Used: Data has been analyzed by using Chi Square test and cross tabulation with the help of SPSS 16.0 version.

Limitations of the Study

- Only five regions were selected for sample in Haryana state.
- Data collection was done through structured questionnaire, it may have disadvantage or not being to Probe deep into the respondents thoughts.

Data Analysis and Interpretation

Table no. 1 shows that, 62.9 per cent of the respondents belong to age group of 25-40 years, 17.9 per cent of the respondents are belongs to age of below 25 years. 14.6 per cent of the respondents are between 40-60 years and remaining 4.6 per cent are belongs to age of 60 and above. 77.5 per cent of the respondents are male and remaining 22.5 per cent of the respondents are female. 60.3 per cent of the respondents are married and 39.7 per cent of the respondents are unmarried. 8.6 per cent of the respondents are belongs to professional qualified category, 49.7 percent of the respondents are belongs to post graduate, 37.7 per cent of respondents are graduate and remaining 4.0 percent of the respondents are belongs to Illiterates.

From the table shows that, 25.8 per cent of the respondents are belongs to Govt. employee category, 20.5 per cent of the respondents are belongs to Business, and the remaining 42.4 per cent of the respondents are belongs to private service Employee category. 11.2 per cent of the respondents are students/housewife.

6.6 percent having monthly income of below 20000, 9.3 per cent of the respondents are having monthly income of 20000-35000, 43.7 per cent of the respondents are having monthly income of 35000-50000, and the remaining 40.4 percent of the respondents are having monthly income of above 50000.

Table No 1: Demographic Profile of Respondents

Factors	Categories	Frequency	Percentage
Age	Below 25 Years	27	17.9
	25-40 Years	95	62.9
	40-60 Years	22	14.6
	60 Years and above	7	4.6
	Total	151	100.0
Gender	Male	117	77.5
	Female	34	22.5
	Total	151	100.0
Marital status	Married	91	60.3
	Un married	60	39.7
	Total	151	100.0
Education	Non-graduate	6	4.0
	Graduate	57	37.7
	Post Graduate	75	49.7
	Professional qualified	13	8.6
	Total	151	100.0
Occupation	Government Service employee	39	25.8
	Businessmen	31	20.5
	Private Service employees	64	42.4
	Students/ Housewife	17	11.2
	Total	151	100.0
Monthly Income	Below Rs. 20, 000/-	10	6.6
	Rs. 20,000 – Rs. 35,000	14	9.3
	Rs. 35,000 – Rs. 50,000	66	43.7
	Above Rs. 50,000/-	61	40.4
	Total	151	100.0

Hypothesis: There is no significant difference between the satisfaction levels of customers in hotels located in different regions of Haryana.

If we see table no.2. This crosstab allows us to see there is a difference between one region and others in the number of visitors with difference in the level of satisfaction they showed.

Table No 2: Hospitality Services * Satisfaction Level

Satisfaction Level Cross Tabulation						
			Quality Satisfaction Level			Total
			Dissatisfied (Poor)	Satisfied (Average)	Completely Satisfied (Excellent)	
Hotels	Gurgaon	Count	6	61	5	72
		% within Name of Industrial Estate	8.3%	84.7%	6.9%	100.0%
		% within Quality satisfaction Level	18.8%	61.6%	25.0%	47.7%
		% of Total	4.0%	40.4%	3.3%	47.7%
	Panipat	Count	7	7	3	17
		% within Name of Industrial Estate	41.2%	41.2%	17.6%	100.0%
		% within Quality satisfaction Level	21.9%	7.1%	15.0%	11.3%
		% of Total	4.6%	4.6%	2.0%	11.3%
	Karnal	Count	7	9	2	18
		% within Name of Industrial Estate	38.9%	50.0%	11.1%	100.0%
		% within Quality satisfaction Level	21.9%	9.1%	10.0%	11.9%
		% of Total	4.6%	6.0%	1.3%	11.9%
	Faridabad	Count	11	21	10	42

		% within Name of Industrial Estate	26.2%	50.0%	23.8%	100.0%
		% within Quality satisfaction Level	34.4%	21.2%	50.0%	27.8%
		% of Total	7.3%	13.9%	6.6%	27.8%
	Sonapat	Count	1	1	0	2
		% within Name of Industrial Estate	50.0%	50.0%	.0%	100.0%
		% within Quality satisfaction Level	3.1%	1.0%	.0%	1.3%
Total	Count	32	99	20	151	
	% within Name of Industrial Estate	21.2%	65.6%	13.2%	100.0%	
	% within Quality satisfaction Level	100.0%	100.0%	100.0%	100.0%	
	% of Total	21.2%	65.6%	13.2%	100.0%	

The chi-squared test of independence of categorical variables is used to answer the question of whether the effects of one variable depend on the value of another variable (e.g. hotels in different regions). In the present situation to test our hypothesis, we could ask whether the satisfaction level [poor (dissatisfied) / average (satisfied) / excellent (completely satisfied)] that a visitor has, depends on hotels in different regions they have visited. Actually, in this study, the researcher categorized all respondents into these three categories based on their overall score of different service quality dimensions to transform our scale data into categorical data to apply non-parametric tests like a chi-square test. Then after, the output of the chi-square (2) test is given in Table no. 4.

The first part of the output gives the chi-square table of observed and expected frequencies for combination of the two variables. If we see in Table no.2 and 3, we found the majority of the visitors (65.6 percent) said that they are satisfied with variety and quality of hospitality services offering by the hotels during stay at Haryana. They showed that they are satisfied. But 32.5% percent of total visitors said that they are not satisfied, they had experienced less than their expectations they feel that services is poor. 21.2 per cent of peoples are responds like completely satisfied with the hospitality services offering by hotels in Haryana.

Table No 3: Overall Levels of Satisfaction toward Hospitality Services in Haryana

S. No	Level of Satisfaction	No. of Respondents	Percentage
1	Completely satisfied	32	21.2 %
2	Satisfied	99	65.6 %
3	Dissatisfied	20	13.2 %
Total		151	100 %

Table no. 3 Shows that, overall level of satisfaction towards hospitality services offered by the hotels located in select regions of Haryana.

Table No 4: Chi-Square Tests – Hospitality Services * Quality Satisfaction Level

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.896 ^a	8	.001
Likelihood Ratio	27.229	8	.001
Linear-by-Linear Association	.414	1	.520
N of Valid Cases	151		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .26.

Note: p-value < 0.05- Significant at 5 percent

The calculated Chi-square value is 26.896^a with 8 degree of freedom, the p-value is lower than 0.05. Therefore hypothesis is rejected. Hence it is concluded that there is statistical significant difference between customer satisfactions in hotels of select regions of Haryana. That is, there is sufficient evidence to conclude that whether a person is satisfied or not depends upon which region that a person visits to. In some other words, this tells us that there is a statistically significant association between the satisfaction level of tourists and hotels located in different regions they visits to. In fact, Gurgaon and Faridabad are more preferable followed by karnal Panipat and Sonapat. The reasons for this preference could be the locations and development of these two places. Both regions are situated near Delhi and well developed district of Haryana.

Suggestions and Conclusion

- Most of the visitors are satisfied with the hospitality services provided by hotels; steps to be taken to make customer aware about various new package and scheme providing in hotels. Most of the customers were not aware about the new packages and scheme during their stay.
- Additional hospitality facility i.e. for children's play zone specially required by parents having little baby is available only in Gurgaon and Faridabad. Hence the service provider should have the same facilities to retain the customers.
- Occupational status is related to the overall satisfaction level. So it is suggested that internet facilities and business center for business traveler to be considered as very important. Hence service providers should focus on these facilities.
- Monthly income level has the strongest factor with relate to the overall satisfaction level. So it is suggested while any changes has been made in service and tariff plan which is to be considered for the existing customer satisfaction. The service providers could focus the retain.
- Visitors are more sensitive towards safety and security in all regions. Hence hotels should have alert for safety and security.
- It is identified that the service provided by hotels in Gurgaon and Faridabad regions is at satisfactory level to the respondent's. hence Hospitality service providers in other regions should focus on the promotional measures as equal to the Gurgaon and Faridabad regions service providers to enhance their service activity to satisfy their customers.
- Monthly income level has the strongest factor with relate to the overall satisfaction level. So it is suggested that they should offer different category of rooms with suitable tariff for various levels of customers in context of monthly income.

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