



A STUDY ON“CUSTOMER SATISFACTION” IN SELECTED SAMPLE 3 STAR &5 STAR HOTELS – A COMPARATIVE STUDY

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Introduction

Hotel industry is very much “**People–Industry**” which deals more with intangibles. The service aspect particularly personalized services cannot be totally mechanized or automated. The profitability of the hotel industries largely impinges on the environment, amenities, ambience, facilities, care, Policies of the government, and quality of all the services, as they are the crucial determinants of the volume of sales. Consumers evaluate services in terms of the quality of the service and how satisfied they are overall with their experiences. Perceptions, leanings are always considered relative to expectations. Because expectations are dynamic, evaluation may also shift over time from person to person and from culture to culture and time to time. What is considered quality service or the things that satisfy respondents today may be different tomorrow? All organizations including hospitality recognize today that they can compete more effectively by distinguishing themselves with respect to service quality and improved customer satisfaction. The special characteristic is service encounter, i.e., that the provider and consumer are inextricably involved in the process of delivering all these services. Indeed, the process is frequently as much a part of the service as its outcome. It is from these service encounters that respondents build their perceptions. It is where promised are kept or broken and where the proverbial rubber meets the road sometimes called “**Real -Time Marketing**”¹ when presented with the actual offering of multiple products and services, the consumers form an impression which is immediately computed with expectations and resultant level of satisfaction is determined. Each transaction contributes to the service experience which in turn creates an overall feeling or image.

Concept of Customer Satisfaction

Customer satisfaction with a hotel is a broader concept that will certainly be influenced by perceptions of service quality but that will also include perception of product quality (Accommodation, Food, Amenities and Bar& Beverages), price (Tariff), situational as well as personal factors such as the consumer emotional state, status etc. “**Zeithaml and bitner**” defined satisfaction as “the customer’s evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Failure to meet the needs and expectations is assumed to result in dissatisfaction with the product or service². “Satisfaction is the consumer’s fulfillment response. It is a judgment that a product a service feature or the product or service itself, provides a pleasurable level of consumption–related fulfillment”³.Through the service cycle the consumer may have a variety of different experiences – some good and some not good – and each will ultimately impact satisfaction. According to “Zeithaml and Bitner”, customer satisfaction is influenced by specific product or service features and by perceptions of quality viz., product quality, price, interactive quality, physical environment quality, outcome quality as also customer emotional responses, their attributions, their perceptions of equity and other respondents, family members etc.

Objectives of the Study The following are the objectives of the study

1. To elicit the views of customers of select 5 star hotels and 3 star hotels on service quality provided by them.
2. To compare the views of customers on the marketing strategies and satisfaction levels on the services provided by the select 3 star &5 star hotels located in Hyderabad city of Andhra Pradesh.
3. To offer Suitable findings, Suggestions & Conclusions based on the study for more effective marketing of hospitality services in star hotels.

Hypothesis of the Study:The following is the Hypothesis formulated for the present study.

H₀: There is no significant differences in the customer satisfaction on 3 star and 5 star hotels in Hyderabad city.
v/s



H₁: There is a significant difference in the customer satisfaction on 3 star and 5 star hotels in Hyderabad city

Period of Study: The period of study is a period of 5 years from 2007 –2008 to 2011-2012 Respectively.

Methodology of the Study

The study is mostly an exploratory and descriptive but empirical study based on data of sample star hotels.

Primary Data

The data has been collected from both primary and secondary sources. For collection of primary data, a questionnaire was prepared and administered to each sample hotel for its data on organization and management including marketing management. Prior to preparation of the questionnaire, all the published information on each hotel like Tariff cards. Information brochures website details was collected and gone through to form an idea of the hotel which helps greatly in designing the questionnaire .for an interaction to get further enlightened on the contents of the questionnaire and other related matters. Their responses were noted. Discussions with a few Travel Agents and officials of Tourism Department of Government of India and Government of Andhra Pradesh were also held to know the current scenario in hospitality industry in Andhra Pradesh. These discussions helped better understanding of the practices of sample star hotels.

Secondary Data

Secondary data sources include published reports of Department of Tourism, Government of India and Government of Andhra Pradesh, FHRAI, New Delhi their websites of sampler star hotels and their franchisers / partners and magazines on hospitality industry. For the literature on the subject several libraries were visited for consulting books and journals. These include National Institute of Tourism and Hotel Management (NITHM) Hyderabad, National Institute of Hotel Management and Catering Technology (NIHMCT), Hyderabad, Andhra Pradesh state Tourism development Corporation (APSTDC), State Level Tourism, Hotel & Catering management institutes, University libraries. The theoretical framework of with regard to the present study collected from standard textbooks, journals, and websites.

Sample Design

To carry out this present study with the objectives stated earlier, there is a necessity to select a sample representing the customers selected from the star hotels located in different places in Hyderabad city. The department of Tourism, Government of India, accords star category to hotels fulfilling the prescribed norms. So, the star hotels take care of the norms and maintain standards and also go in for up gradation to sustain or emerge stronger in the present day competitive market. Thus, the total number of sample star hotels was restricted to 10—5 from 5 star category and another 5 from 3 star category were selected finally to ensure a close, personal observation as service firms can be better evaluated in their intangibles only through personal observations.

Sample Size

Total No. of Respondents Visited to 3 & 4 Star Hotels during the period 2008 – 2012.			
(12576 + 11145)	= 23721	5% as sample size	474
Total No. of Respondents Visited to 5 Star Hotels during the period 2008 – 2012.			
(8334 + 7002)	= 15336	5% as sample size	307

During the period of 2008—2012, the total No.of customers visited to 3 star hotels were 5336, out of this (5% of 15336), 307 were taken as sample for the present study. For this purpose the opinions of customers were derived from 5 star hotels&3 star hotels and make a comparative study between the star hotels. The sample is drawn on the bias of “**STRATIFIED RANDOM SAMPLING**” method. The questionnaires were distributed to the guests when they were in their own rooms and were given sufficient time to return duly responded. Their responses are tabulated and analyzed based on relevant statistical tools.

Tools of Analysis

In the present study, as per the collection of data from the different sources, statistical tools such as chi-square (χ^2 -test) test, paired t-test, ANOVA – one –way test (F-TEST), etc. are used. To present the data in a clear manner charts are also used.

Significance of the Study

The study is useful to the following groups.

1. The present study is useful to the 10 hotels which are included in the study to make necessary changes in the Marketing Mix strategies to improve the Customer satisfaction.
2. This type of studies are also useful to the policy makers to make necessary changes in the policies relating to the services of hotel industry
3. Academicians and other scholars can make use of this type of studies to make for their insights into the related topics.

Data Analysis and Interpretation

Table.I, Showing Occupational Category of Respondents from Star Hotels

Occupational category	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Business	83	27.04	158	33.33
Service	58	18.89	88	18.57
Professional	57	18.57	83	17.51
Government	32	10.42	48	10.13
Self-employed	53	17.26	66	13.92
Others	24	7.82	31	6.54
Total	307	100.00	474	100.00

Source: Questionnaire served to Respondents.

Table I. Occupational category of Respondents: The occupational structure of respondents selected from 5 star and 3 star hotels is shown in Table.4. This Table reveal that the basic occupational categories are Business, Profession, Service, Government service, Self-employed and Other occupations etc., 27.04% of respondents from 5 star hotels, 33.33% of respondents from 3 star hotels are choose ‘Business’ occupation. 18.89% of respondents from 5 star hotels, 18.57% of respondents from 3 star hotels are choosing ‘Services’ as occupation. 18.57% of respondents from 5 star hotels, 17.51% of respondents from 3 star hotels are categorized ‘Profession’ as occupation. 10.42% of respondents from 5 star hotels, 10.13% of respondents from 3 star hotels are categorized ‘Government services’ as occupation. 17.26% of respondents from 5 star hotels, 13.92% of respondents from 3 star hotels are categorized as ‘Self-employment’ as occupation. 7.82% of respondents from 5 star hotels, 6.54% of 3 star hotels are categorized to any ‘Other activity’ as occupation. It is evident from the data most of the respondents are (64.50 % In case of 5 star hotels and 69.41 % In case of 3 star hotels.) the Business, Service and Professional occupational respondents are frequently visiting the star hotels. From the above table it is clear that “The Occupational category of customers” from both the star hotels are uniformly distributed. The calculated value of chi-square is 4.33; the table value at 5 degree of freedom with 5% level of significance is 9.49.

Conclusion

Since the Observed value is less than the table value at 5% level of significance. Hence Average response in both 3 star, 5 star hotels is uniformly distributed. It is cleared from the data that the Business, Service and Professional occupational respondents are frequently visiting the star hotels.

Statistical Hypothesis

H₀: There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis (H₀)” is accepted.

Table.II, Showing Purpose Visit of Respondents to Star Hotels

Purpose	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Business	116	37.79	204	43.04
Leisure	77	25.08	86	18.14
Office Duty	39	12.70	107	22.57
Recreation purposes	53	17.26	54	11.39
Others	22	7.17	23	4.86
Total	307	100.00	474	100.00

Source: Questionnaire served to Respondents.

Table II. Purpose visit of Respondents: Showing the purpose of visit of respondents to star hotels selected from the 5 star and 3 star hotels. 37.79% of respondents from 5 star hotels, 43.04% of respondents from 3 star hotels are visited to star hotels for the purpose of ‘Business’. 25.08% of respondents from 5 star hotels, 18.14% of respondents from 3 star hotels are visited to star hotels for the purpose of ‘Leisure’. 12.70% of respondents from 5 star hotels, 22.57% of respondents from 3 star hotels are visited to star hotels for the purpose of ‘official/ office duty’. 17.26% of respondents from 5 star hotels, 11.39% of respondents from 3 star hotels are visited to star hotels for the purpose of ‘Recreation’. 7.17% of respondents from 5 star hotels, 4.86% of respondents from 3 star hotels are visited to star hotels for the purpose of ‘others’. It is evident from the data most of the respondents visiting on business purpose are (37.79 % In case of 5 star hotels and 43.04% In case of 3 star hotels.). (25.08 % In case of 5 star hotels and 18.14% In case of 3 star hotels.) for leisure, and on office duty(12.70 % In case of 5 star hotels and 22.57% In case of 3 star hotels.) are more in both 3 star and 5 star hotels. From the above table it is clear that “The purpose visit of customers” from both the star hotels are uniformly distributed. The calculated value of chi-square is 21.682; the table value at 4 degree of freedom with 5% level of significance is 9.49.

Conclusion

Since the observed value is greater than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is not uniformly distributed. From the data we can observe that the respondents visiting on business purpose, leisure, and on office duty are more in both 3 star and 5 star hotels.

Statistical Hypothesis

H₁: There is significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis (H₀)” is rejected

Table.III.Showing Opinion of Respondents on Personnel Policies of Hotels towards Customer Development

Opinion	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
a)Almost always true	162	52.77	239	50.42
b) Mostly true	101	32.90	113	23.84
c) True	28	9.12	81	17.08
d) Sometimes true	10	3.26	27	5.70
e) Not at all true	6	1.95	14	2.96
Total	307	100.00	474	100.00

Source: Questionnaire Served to Respondents.

Table III. Opinion of Respondents on personnel policies of hotels towards customer development

Showing the opinion of respondents on basic personnel policies followed by hotels towards the customer prosperity and development, derived from 5 star and 3 star hotels. 52.77% of respondents from 5 star hotels, 50.42% of respondents from 3 star hotels are opined that the statement is ‘Almost always true’. 32.90% of respondents from 5 star hotels, 23.84% of respondents from 3 star hotels are opined that the statement is ‘Mostly true’. 9.12% of respondents from 5 star hotels, 17.08% of respondents from 3 star hotels are opined that the statement is ‘True’. 3.26% of respondents from 5 star hotels, 5.70% of respondents from 3 star hotels are opined that the statement is ‘Sometimes true’. 1.95% of respondents from 5 star hotels, 2.96% of respondents from 3 star hotels are opined that the statement is ‘Not at all true’. . It is evident from the data most of the respondents are in both the star hotel respondents agree with the following options of “Almost always true” (52.77 % In case of 5 star hotels and 50.42% In case of 3 star hotels) & “Mostly true” (32.90 % In case of 5 star hotels and 23.84% In case of 3 star hotels). From the above table it is clear that “Opinion of respondents on Personnel Policies of Hotels towards Customer Development” from both the star hotels are uniformly distributed. The calculated value of chi-square is 17.323; the table value at 4 degree of freedom with 5% level of significance is 9.49.

Conclusion

Since the Observed value is greater than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is not uniformly distributed. From the data we can conclude that the respondents feel that the Personnel Policies of Hotels towards Customer Development in Star Hotels are not equally distributed. But we can observe that in both the star hotels respondents agree with the following options

- a) Almost always true
- b) Mostly true

Statistical Hypothesis

H₁: There is significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis (H₀)” is rejected.

Table .IV, Showing Opinion of Respondents on Attitude of Star Hotels towards Customer Development

Opinion	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
a) Almost always true	143	46.58	216	45.57
b) Mostly true	92	29.97	106	22.36
c) True	37	12.05	94	19.83
d) Sometimes true	22	4.23	32	6.75
e) Not at all true	13	7.17	26	5.49
Total	307	100.00	474	100.00

Source: Questionnaire Served to Respondents.

Table.IV. Opinion of Respondents on attitude of star hotels towards customer development

Showing the opinion of respondents on attitude of star hotels towards the customer development aspects, the data derived from 5 star and 3 star hotels. 46.58% of respondents from 5 star hotels, 45.57% of respondents from 3 star hotels opinion that the statement is ‘Almost always true’. 29.97% of respondents from 5 star hotels, 22.36% of respondents from 3 star hotels are opined that the statement is ‘Mostly true’. 12.05% of respondents from 5 star hotels, 19.83% of respondents from 3 star hotels are opined that the statement is ‘True’. 4.23% of respondents from 5 star hotels, 6.75% of respondents from 3 star hotels are opined that ‘Sometimes true’. 7.17% of respondents from 5 star hotels, 5.49% of respondents from 3 star hotels are opined that the statement is ‘Not at all true’. It is evident from the data most of the respondents are in both the star hotels agree with the following options of Almost always true (46.58 % In case of 5 star hotels and 45.57% In case of 3 star hotels) & Mostly true (29.97 % In case of 5 star hotels and 22.36% In case of 3 star hotels). From the above table it is clear that

“Opinion of respondents on Attitude of Star Hotels towards Customer Development” from both the star hotels are uniformly distributed. The calculated value of chi-square is 11.644; the table value at 4 degree of freedom with 5% level of significance is 9.49.

Conclusion

Since the Observed value is greater than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is not uniformly distributed. From the data we can conclude that the respondents feel that the Attitude of Star Hotels towards Customer Development in Star Hotels is not equally distributed. But we can observe that in both the star hotels respondents agree with the following options

- a) Almost always true
- b) Mostly true

Statistical Hypothesis

H₁: There is significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis (H₀)” is rejected.

Table V. Showing Opinion of Respondents on Impact of Hospitality Services Rendered by Star Hotels towards Customer Satisfaction

Opinion	5 STAR Hotels		3 STAR Hotels	
	No. of Respondent	%	No. of Respondents	%
Excellent	199	64.82	309	65.19
Very good	63	20.52	72	15.19
Good	20	6.51	57	12.03
Average	14	4.56	21	4.44
Poor	11	3.59	15	3.15
Total	307	100.00	474	100.00

Source: Questionnaire addressed to Respondents.

(1) Excellent (2) Very good (3) Good (4) Average (5) Poor

Table-V. Opinion of Respondents on impact of hospitality services rendered by star hotels towards customer satisfaction

Showing the opinion of respondents about the impact of hospitality services rendered by star hotels towards customer satisfaction. The data is collected from the selected 5 star and 3 star hotels. 64.82% of respondents from 5 star hotels, 65.19% of respondents from 3 star hotels are responded as ‘Excellent’ Of the statement. 20.52% of respondents from 5 star hotels, 15.19% of respondents from 3 star hotels are responded as ‘Very good’. of the statement. 6.51% of respondents from 5 star hotels, 12.03% of respondents from 3 star hotels are responded as ‘Good’ of the statement. 4.56% of respondents from 5 star hotels, 4.44% of respondents from 3 star hotels are responded as ‘Average’ Of the statement.’ 3.59% of respondents from 5 star hotels, 3.15% of respondents from 3 star hotels are responded as ‘Poor’ of the statement. It is evident from the data most of the respondents are (58.96 % In case of 5 star hotels and 59.49% In case of 3 star hotels.) most of the respondents of both the star hotels agree with the options of excellent (64.82 % In case of 5 star hotels and 65.19% In case of 3 star hotels.) & Very good (20.52 % In case of 5 star hotels and 15.19 % In case of 3 star hotels.)

From the above table it is clear that “Opinion of Respondents on Impact of Hospitality Services Rendered by Star Hotels towards customers’ satisfaction” from both the star hotels are uniformly distributed. The calculated value of chi-square is 8.912; the table value at 4 degree of freedom with 5% level of significance is 9.49.

Conclusion

Since the Observed value is less than the table value at 5% level of significance. Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “Opinion of Respondents on Impact of Hospitality Services Rendered by Star Hotels towards customers satisfaction” is equally distributed. But we can observe from the data that most of the respondents of both the star hotels agree with the option of

- a) Excellent
- b) Very good

Statistical Hypothesis

H₀: There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis (H₀)” is accepted

Table-VI. Showing Opinion of Respondents about the Inconvenience Faced During the Visit of Star Hotels

ASPECT	5 Star Hotels					3 Star Hotels				
	Total No. of Respondents 307					Total No. of Respondents 474				
	1	2	3	4	5	1	2	3	4	5
No. of inconvenience	22	36	51	84	114	37	57	69	87	224
Found difficult for introduced	27	34	53	73	120	41	53	67	79	234
Indifference of Hotel staff	42	31	48	78	108	33	46	78	91	226
Lengthy Procedures	62	53	68	67	57	49	63	78	103	181
Rules & Regulations	53	47	61	58	88	81	97	86	93	117
Delay in supply of Facilities	61	73	47	47	79	103	87	94	89	101
Delay in provision of bar facilities	24	41	58	67	117	85	87	98	96	108

Source: Questionnaire addressed to Respondents.

Table VI. Opinion of Respondents about the inconvenience faced during the visits of star hotels:

Showing the opinion of respondents about the inconvenience faced during the visits of star hotels. The data is collected from the selected 3 star and 5 star hotels. The table reveals the various aspects make a inconvenience to the respondents at the time of visit to the star hotels like No.of inconvenience situations, Difficulty for introduced, Indifference behaviour of hotel staff, Dignity proceedings, Rules and regulations, Delay in supply of facilities, Delay in provisions of bar facilities etc., The respondents give ranking for every mentioned aspects provided by the star hotels. It can be analyzed that make a comparative study between the 3 star and 5 star hotels. It is evident from the data most of the respondents from both the star hotels given the following responses. Majority of the respondents from 3 star hotels facing inconvenience during the visit of star hotels are “Lengthy procedures”, “Rules and regulations”, “Delay in supply of facilities”, “Delay in provision of bar facilities” etc., in case 5 star hotels majority of the respondent facing inconvenience in relating to “Lengthy procedures”, “Delay in supply of facilities”, “Delay in supply of Bar & Beverage facilities”.

From the above table it is clear that “Opinion of respondents about the Inconvenience Faced during the visit of Star Hotels” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 0.212288; the table value at (6, 35) degree of freedom with 5% level of significance is 2.371781.

Conclusion

Since the Observed value is less than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average

Response of “Opinion of respondents about the Inconvenience Faced during the visit of Star Hotels” is equally distributed.

Statistical Hypothesis

H_0 : There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis (H_0)” is accepted.

Table –VII.Showing Opinion of Respondents on Facilities Provided By Star Hotels

Opinion	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Comfortable	163	53.09	266	56.12
Sufficient	87	28.34	128	27.00
In sufficient	25	8.14	43	9.07
Average	20	6.51	24	5.06
Poor	12	3.92	13	2.75
Total	307	100.00	474	100.00

Source: Questionnaire served to Respondents.

Table VII. Opinion of Respondents on facilities provided by Star Hotels

Showing the opinion of respondents on basic physical facilities are provided by the star hotels. The data is collected from the selected 3 star and 5 star hotels. 53.09% of respondents from 5 star hotels, 56.12% of respondents from 3 star hotels are response that facilities provided by star hotels are “Comfortable”. 28.34% of respondents from 5 star hotels, 27% of respondents from 3 star hotels are response that the facilities provided by star hotels are “Sufficient”. 8.14% of respondents from 5 star hotels, 9.07% of respondents from 3 star hotels are response that the facilities provided by the star hotels are “In sufficient”. 6.51% of respondents from 5 star hotels, 5.06% of respondents from 3 star hotels are response that facilities provided by the star hotels are ‘Average’. 3.92% of respondents from 5 star hotels, 2.75% of respondents from 3 star hotels are response that facilities provided by the star hotels are ‘Poor’. It is evident from the data most of the respondents are (58.96 % In case of 5 star hotels and 59.49% In case of 3 star hotels). most of the respondents of both the star hotels agree with the option Comfortable (53.09 % In case of 5 star hotels and 56.12% In case of 3 star hotels).& Sufficient (28.34 % In case of 5 star hotels and 27.00 % In case of 3 star hotels).

From the above table it is cleared that “Opinion of Respondents on Facilities Provided by Star Hotels” from both the star hotels are uniformly distributed. The calculated value of chi-square is 2.103; the table value at 4 degree of freedom with 5% level of significance is 9.49.

Conclusion

Since the Observed value is less than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “Opinion of respondents on Facilities Provided by Star Hotels” is equally distributed. But we can observe from the data that most of the respondents of both the star hotels agree with the option

- a) Comfortable
- b) Sufficient

Statistical Hypothesis

H_0 : There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis (H_0)” is accepted.

Table VIII., Showing Opinion of Respondents on overall Customer Services Provided by Star Hotels

Opinion	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Excellent	167	54.40	273	57.59
Very good	69	22.48	83	17.51
Good	39	12.70	64	13.51
Average	20	6.51	33	6.96
Poor	12	3.91	21	4.43
Total	307	100.00	474	100.00

Source: Questionnaire served to Respondents.

Table VIII. Opinion of Respondents on overall customer services provided by Star Hotels

Showing the opinion of respondents on overall customer services provided by the star hotels. The data is collected from the selected 3 star and 5 star hotels. 54.40% of respondents from 5 star hotels, 57.59% of respondents from 3 star hotels are response that 'Excellent' for basic customer services provided by star hotels. 22.48% of respondents from 5 star hotels, 17.51% of respondents from 3 star hotels are response that 'Very good' for basic customer services provided by star hotels. 12.70% of respondents from 5 star hotels, 13.51% of respondents from 3 star hotels are response that 'Good' for basic customer services provided by star hotels. 6.51% of respondents from 5 star hotels, 6.96% of respondents from 3 star hotels are response that 'Average' for basic customer services provided by the star hotels. 3.91% of respondents from 5 star hotels, 4.43% of respondents from 3 star hotels are response that 'Poor' for basic customer services provided by star hotels. It is evident from the data most of the respondents are (58.96 % In case of 5 star hotels and 59.49% In case of 3 star hotels.) most of the respondents of both the star hotels agree with the option of Excellent (54.40 % In case of 5 star hotels and 57.59 % In case of 3 star hotels.) & Very Good (22.48 % In case of 5 star hotels and 17.51 % In case of 3 star hotels.)

From the above table it is clear that "Opinion of respondents on overall customer services provided by Star Hotels" from both the star hotels are uniformly distributed. The calculated value of chi-square is 2.963; the table value at 4 degree of freedom with 5% level of significance is 9.49.

Conclusion

Since the Observed value is less than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is not uniformly distributed. From the test we can conclude that the Average Response of "Opinion of respondents on overall customer services provided by Star Hotels" is equally distributed. But we can observe from the data that most of the respondents of both the star hotels agree with the option

- a) Excellent (b) Very Good

Statistical Hypothesis

H_0 : There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence "Null Hypothesis (H_0)" is accepted.

Table IX., Suggestions Given by Respondents in Regarding to Quality of Services in Star Hotels

Opinion	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
YES	242	78.83	383	80.80
NO	65	21.17	91	19.20
Total	307	100.00	474	100.00

Source: Questionnaire served to Respondents.



Table IX. Suggestions of Respondents in regarding to Quality of services in star hotels

Showing the suggestions given by respondents in regarding to quality of services in star hotels. The data is collected from selected 3 star and 5 star hotels. 78.83% of respondents from 5 star hotels, 80.80% of respondents from 3 star hotels are response that 'Yes' for suggestions given by the respondents in regarding to the maintain the better quality of services in star hotels. 21.17% of respondents from 5 star hotels, 19.20% of respondents from 3 star hotels are response that 'No' for Suggestions given by the respondents in regarding to the maintain the better quality of services in star hotels. It is evident from the data most of the respondents are that most of the respondents of both the star hotels agree with the argument. (78.83 % In case of 5 star hotels and 80.80 % In case of 3 star hotels.). From the above table it is clear that "Suggestions given by respondents in regarding to Quality of Services in Star Hotels" from both the star hotels are uniformly distributed. The calculated value of chi-square is 0.454; the table value at 1 degree of freedom with 5% level of significance is 3.841.

Conclusion

Since the Observed value is less than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of "Suggestions given by respondents in regarding to Quality of Services in Star Hotels" is equally distributed. But we can observe from the data that most of the respondents of both the star hotels agree with the argument of "yes".

Statistical Hypothesis

H_0 : There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence "Null Hypothesis (H_0)" is accepted.

References

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2. Ibid I, 86.
3. Olive, R.R.L. (1997). *Satisfaction-a Behavioural Perspective on Consumer*, New York: Mc. Graw Hill, 13.