

SERVICE QUALITY OF HOTELS AND ITS IMPACT ON TOURIST SATISFACTION AT TOURISM DESTINATIONS IN TAMIL NADU: A STUDY

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ABSTRACT

Tourists want comfortable stay and enjoy different services provided by hotels in tourism destinations and their satisfaction is highly relying on service quality of hotels. Significant difference is prevailing among service quality of hotels in tourism destinations and demographic profile of tourists. Reliability, responsiveness, assurance, empathy and tangible dimensions of service quality of hotels in tourism destinations are positively and significantly impacting satisfaction of tourists. To improve service quality of hotels in tourism destinations, they must provide good quality of food and they must offer services in convenient timings. Hotels in tourism destinations must build trust among tourists and employees of hotels should possess capacity to offer effective services to tourists. Further, employees of hotels must have the best interest of tourists at heart and they should recognize the accurate needs of tourists. Simultaneously, hotels in tourism destinations must improve and keep quality of food and they should rationally fix price for food to enhance satisfaction of tourists.

KEYWORDS: *Hotels, Satisfaction, Service Quality, Tourism Destinations, Tourists.*

Introduction

As a customary service industry, hotel industry, gained by the development of tourism is now booming from the both micro and macro perspectives. Conversely, this delightful market attracts a higher number of hotels in India which provides increase to unprecedented competition level. Superior service quality allows a hotel to differentiate itself from its competition and attain a competitive advantage and enhance efficiency (Gunaratne, 2014). Guests are viewing services as a variety of aspects that may, in different means, contribute to their perceptions of service quality (Asirifi et al 2014). Reaching high levels of provided service quality of hotels is considered a vital source that makes satisfaction among guests.

Hotels realize that providing high service quality is considered one of the most effective ways to ensure hotel superiority over its competitors, where hotel can guarantee a distinct competition position among competitors through providing service quality that unswerving with expectation of guests (Azzawi and Naeel, 2010). Hotels offer service of superior quality benefits to enhance the existing guests' satisfaction with the service and increasing the likelihood of recurrence dealing with service provider, and raising the ability of hotels in attracting potential guests (Jones et al 2007).

Tourism sector is the second largest foreign exchange earning sector in India. Hotels and transport sector get gains from tourism and India is the most attracting tourism destination in the globe and it has various kinds of tourism places (Patel, 2012). Generally, tourists want comfortable stay and enjoy different services provided by hotels in tourism destinations and their satisfaction is highly relying on service quality of hotels (Snoj and Ogorelc, 1998). Satisfied tourists will make revisits and spread positive things about hotels to others and they will become loyal to specific hotels in tourism destinations (Agrawal, 2017). Therefore, it is important to study service quality of hotels and its impact on tourist satisfaction at tourism destinations in Tamil Nadu.

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Review of Literature

Kumar et al (2011) found that Wi-Fi facility, health facility and entertainment facility were vital elements of service quality and skilled, dependable and well trained employees were affecting satisfaction of customers and performance of hotels.

Campos and Marodin (2012) concluded that clean rooms, infrastructure, good quality of breakfast, quick response to problems of guests and safety within and outside of hotel were features of service quality of hotels and expectations of the guests did not vary significantly across the categories of hotel.

Motlagh et al (2013) revealed that responsiveness, tangible and reliability and values were significantly related with level of satisfaction of guests, whereas, empathy and assurance elements were not related with degree of satisfaction of guests.

Tuan and Linh (2014) indicated that empathy, reliability, assurance and responsiveness were influencing service quality of hotel and these components had a major role in measurement of quality of service of hotel and it turn these dimensions affected satisfaction of guests.

Debasish and Dey (2015) showed that the major components of quality of service of luxury hotels were tangibility followed by reliability, responsiveness, assurance and empathy and these components affected satisfaction of customers.

Anawade and Bendale (2016) found that the degree of satisfaction of customers about hotel silver place was evaluated by the quality of services of hotel. Most of customers were satisfied with overall quality of service of hotel, but speed of delivery of service, food verities and parking facility should be improved.

Tefera and Govender (2017) concluded that dimensions of service quality and satisfaction of guests were significantly and positively correlated. Among dimensions of service quality of hotels, intangible dimension was the main contributor to satisfaction of guests as compared to tangible dominions and other dimensions had moderate impact on satisfaction of guests about quality of service of hotels.

Anand et al (2018) revealed that location, ambience, food, security and behaviour of employees were positively and significantly influencing service quality of hotels and service quality of hotel had positive and significant relation with satisfaction of customers.

Objectives of the Study

- To study service quality of hotels in tourism destinations.
- To inspect difference among demographic profile of tourists and service quality of hotels in tourism destinations.
- To examine satisfaction of tourists towards hotels in tourism destinations.
- To evaluate impact of service quality of hotels in tourism destinations on satisfaction of tourists.

Hypotheses of the Study

- There is no significant difference among service quality of hotels in tourism destinations and demographic profile of tourists.
- There is no significant impact of service quality of hotels in tourism destinations on satisfaction of tourists.

Methodology

The present study is done in Tamil Nadu and tourists are chosen using convenience sampling method and questionnaire method is used to collect data from 360 tourists. Percentages are used to examine demographic profile of tourists and mean and standard deviation are worked out to understand service quality of hotels in tourism destinations and satisfaction of tourists towards hotels in tourism destinations. t-test and ANOVA test are done to inspect difference among demographic profile of tourists and service quality of hotels in tourism destinations. Multiple regression analysis is used to evaluate impact of service quality of hotels on satisfaction of tourists in tourism destinations.

Results

• Demographic Profile of Tourists

The demographic profile of tourists is given in Table-1. The results disclose that 58.89 per cent of them are domestic tourists, whereas, 41.11 per cent of them are international tourists and 64.17 per cent of them are males, whereas, 35.83 per cent of them are females.

The results clarify that 28.61 per cent of tourists come under age category of 31 – 40 years, whereas, 12.22 per cent of them come under age category of above 50 years and 32.22 per cent of them possess under graduation, whereas, 17.78 per cent of them possess higher secondary.

Table 1: Demographic Profile of Tourists

Demographic Profile	Number of Tourists	Percentage
Kind of Tourist		
Domestic	212	58.89
International	148	41.11
Gender		
Male	231	64.17
Female	129	35.83
Age Category		
Below 20 years	82	22.78
21 – 30 years	76	21.11
31 – 40 years	103	28.61
41 – 50 years	55	15.28
Above 50 years	44	12.22
Education		
Higher Secondary	64	17.78
Diploma	87	24.17
Under Graduation	116	32.22
Post Graduation	93	25.83
Monthly Income		
Less than Rs.25,000	47	13.05
Rs.25,001 – Rs.35,000	90	25.00
Rs.35,001 – Rs.45,000	109	30.28
Rs.45,001 – Rs.55,000	65	18.06
More than Rs.50,000	49	13.61
Marital Status		
Married	266	73.89
Unmarried	94	26.11
Type of Family		
Joint	107	29.72
Nuclear	253	70.28

The results explicate that 30.28 per cent of tourists have monthly income of Rs.35,001 – Rs.45,000, whereas, 13.05 per cent of them have monthly income of less than Rs.25,000 and 73.89 per cent of them are married, whereas, 26.11 per cent of them are unmarried and 70.28 per cent of them have nuclear family, whereas, 29.72 per cent of them have joint family.

• **Service Quality of Hotels in Tourism Destinations**

The view of tourists on service quality of hotels in tourism destinations was studied and the results are given below.

▪ **Tangible Dimension of Hotels**

The view of tourists on tangible dimension of hotels is given inTable 2.

Table 2: Tangible Dimension of Hotels

Tangible Dimension	Mean	Standard Deviation
Hotels have modern day fixtures and fittings	3.88	0.85
Hotels give good quality of food	3.39	1.03
Employees of hotels are professionals	3.75	0.95
Hotels have good looking amenities	3.85	0.89
Hotels provide services in convenient timings	3.36	1.05

The tourists are agreed with hotels have modern day fixtures and fittings, employees of hotels are professionals and hotels have good looking amenities, while, they are neutral with hotels give good quality of food and hotels provide services in convenient timings.

▪ **Assurance Dimension of Hotels**

The view of tourists on assurance dimension of hotels is given in Table 3.

Table 3: Assurance Dimension of Hotels

Assurance Dimension	Mean	Standard Deviation
Hotels build trust among tourists	3.33	1.09
Hotels give safe services to tourists	3.82	0.86
Employees of hotels have capacity to offer effective services	3.30	1.04
Employees of hotels are well behaved	3.76	0.98
Hotels provide security to tourists	3.78	0.94

The tourists are agreed with hotels give safe services to tourists, employees of hotels are well behaved and hotels provide security to tourists, while, they are neutral with hotels build trust among tourists and employees of hotels have capacity to offer effective services.

▪ **Empathy Dimension of Hotels**

The view of tourists on empathy dimension of hotels is given in Table 4.

Table 4: Empathy Dimension of Hotels

Empathy Dimension	Mean	Standard Deviation
Employees of hotels give personal attention to tourists	3.89	1.01
Employees of hotels deal tourists with caring fashion	3.86	1.07
Employees of hotels have the best interest of tourists at heart	3.35	1.12
Employees of hotels recognize the accurate needs of tourists	3.37	1.10
Hotels are open in 24 x7 for tourists	3.90	0.99

The tourists are agreed with employees of hotels give personal attention to tourists, employees of hotels deal tourists with caring fashion and hotels are open in 24 x7 for tourists, while, they are neutral with employees of hotels have the best interest of tourists at heart and employees of hotels recognize the accurate needs of tourists.

▪ **Reliability Dimension of Hotels**

The view of tourists on reliability dimension of hotels is given in Table 5.

Table 5: Reliability Dimension of Hotels

Reliability Dimension	Mean	Standard Deviation
Hotels offer services correctly as it promised	3.38	1.08
Employees of hotels are dependable in handling problems related to services	3.84	0.94
Employees of hotel perform services right at the first time	3.81	1.02
Employees of hotels provide services as tourists want	3.40	1.03
Billing of hotels has no error	3.87	0.98

The tourists are agreed with employees of hotels are dependable in handling problems related to services, employees of hotel perform services right at the first time and billing of hotels has no error, while, they are neutral with hotels offer services correctly as it promised and employees of hotels provide services as tourists want.

▪ **Responsiveness Dimension of Hotels**

The view of tourists on responsiveness dimension of hotels is given in Table 6.

Table 6: Responsiveness Dimension of Hotels

Responsiveness Dimension	Mean	Standard Deviation
Employees of hotels provide services promptly	3.80	1.02
Employees of hotels are always willing to assist tourists	3.29	1.04
Hotels communicate tourists when services will be given	3.83	0.98
Employees of hotels are not busy to respond requests of tourists	3.32	1.09

The tourists are agreed with employees of hotels provide services promptly and hotels communicate tourists when services will be given, while, they are neutral with employees of hotels are always willing to assist tourists and employees of hotels are not busy to respond requests of tourists.

• **Demographic Profile of Tourists and Service Quality of Hotels in Tourism Destinations**

To inspect difference among demographic profile of tourists and service quality of hotels in tourism destinations, t-test and ANOVA (Analysis of Variance) test are done and the results are given in Table 7.

Table 7: Difference among Demographic Profile of Tourists and Service Quality of Hotels in Tourism Destinations

Particulars	t-Value / F-Value	Sig.
Kind of Tourist and Service Quality of Hotels in Tourism Destinations	5.380** (t-value)	.000
Gender and Service Quality of Hotels in Tourism Destinations	5.255** (t-value)	.000
Age Category and Service Quality of Hotels in Tourism Destinations	7.018** (F-value)	.000
Education and Service Quality of Hotels in Tourism Destinations	9.562** (F-value)	.000
Monthly Income and Service Quality of Hotels in Tourism Destinations	6.624** (F-value)	.000
Marital Status and Service Quality of Hotels in Tourism Destinations	4.946** (t-value)	.000
Type of Family and Service Quality of Hotels in Tourism Destinations	5.170** (t-value)	.000

**Significant at 1 % level

The t-values and F-values are significant at one per cent level explaining that significant difference is there in service quality of hotels in tourism destinations among demographic profile of tourists. As result, the null hypothesis is not accepted.

• **Satisfaction of Tourists Towards Hotels in Tourism Destinations**

The satisfaction of tourists towards hotels in tourism destinations is given in Table 8.

Table 8: Satisfaction of Tourists towards Hotels in Tourism Destinations

Satisfaction	Mean	Standard Deviation
Location	3.94	0.94
Tariff for room	3.92	0.97
Quality of food	3.34	1.08
Price of food	3.41	1.05
Room facilities	3.91	1.02

The tourists are agreed that they are satisfied with location, tariff for room and room facilities, while, they are neutral that they are satisfied with quality of food and price of food.

• **Impact of Service Quality of Hotels in Tourism Destinations on Satisfaction of Tourists**

To evaluate impact of service quality of hotels in tourism destinations on satisfaction of tourists, multiple regression analysis is used and the results are given in Table-9. R² is 0.66 and adjusted R² is 0.64 and these values demonstrate the regression model has good fit and 64.00 per cent of variation in dependent variable is shared by independent variables. F-value of 16.158 is significant at one per cent level and it implies that the regression model is significant.

Table 9: Impact of Service Quality of Hotels in Tourism Destinations on Satisfaction of Tourists

Service Quality Dimensions	Regression Co-efficients	t-Value	Sig.
Intercept	1.207**	12.172	.000
Tangible (X ₁)	.271**	6.595	.000
Assurance (X ₂)	.384**	8.480	.000
Empathy (X ₃)	.346**	7.918	.000
Reliability (X ₄)	.462**	9.856	.000
Responsiveness (X ₅)	.435**	9.224	.000
R ²	0.66	-	-
Adjusted R ²	0.64	-	-
F	16.158	-	.000

**Significant at 1 % level

The results elucidate that reliability, responsiveness, assurance, empathy and tangible dimensions of service quality of hotels in tourism destinations have significant and positive impact on satisfaction of tourists. As an outcome, the null hypothesis is not accepted.

Conclusion

The results of this study reveal that significant difference is prevailing among service quality of hotels in tourism destinations and demographic profile of tourists. Reliability, responsiveness, assurance, empathy and tangible dimensions of service quality of hotels in tourism destinations are positively and significantly impacting satisfaction of tourists. To improve service quality of hotels in tourism destinations, they must provide good quality of food and they must offer services in convenient timings. Hotels in tourism destinations must build trust among tourists and employees of hotels should possess capacity to offer effective services to tourists. Further, employees of hotels must have the best interest of tourists at heart and they should recognize the accurate needs of tourists. Besides, hotels in tourism destinations must offer services correctly as it promised and employees of hotels should provide services as tourists want. Employees of hotels must always ready to assist tourists and they should respond properly to requests of tourists. Simultaneously, hotels in tourism destinations must improve and keep quality of food and they should rationally fix price for food to enhance satisfaction of tourists.

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