

A STUDY ON SERVICE QUALITY AND SATISFACTION OF DOMESTIC TOURISTS TOWARDS BUDGET HOTELS IN SOUTH TAMIL NADU

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ABSTRACT

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 quality services that unswerving with expectation of consumers. The findings explicate that significant difference is prevailing in quality of service of budget hotels among profile of domestic tourists. Reliability, responsiveness, assurance, empathy and tangibility have positive and significant influence on satisfaction of domestic tourists towards budget hotels. To improve service quality of budget hotels, they should provide error free transactions and employees of budget hotels must ready to resolve issues related with services. Employees of budget hotels should give services timely and they must give services quickly. Further, they should give personal attention to tourists and they must have good interest at heart for tourists. Besides, budget hotels should generate confidence among tourists and employees of budget hotels must behave politely with tourists.

Keywords: Budget Hotels, Domestic Tourists, Satisfaction, Service Quality.

INTRODUCTION

In the highly competitive hotel industry, quality of service is one of the most important elements for attaining a competitive advantage in long run in the hotel business. Consumers are viewing services as a variety of aspects that may, in different means, contribute to their perceptions of service quality. Reaching high levels of provided service quality of hotels is considered a vital source that makes satisfaction among consumers (Gunaratne, 2014).

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 quality services that unswerving with expectation of consumers (Azzawi and Naeel, 2010). Hotels offer service of superior quality to enhance the existing consumers' satisfaction with the service and increasing the likelihood of recurrence dealing with hotels and raising the ability of hotels in attracting potential consumers (Duncan and Elliot, 2002).

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In order to be triumphant in the hotel business and to take in competitors, it is considered that hotels should provide consumers with service satisfaction. Consumers, when satisfied with the quality of service they have enjoyed, are more likely to establish loyalty, resulting in repeat purchases and positive word-of-mouth (Halstead and Page Jr, 1992). With this backdrop, the present research is made to study service quality and satisfaction of domestic tourists towards budget hotels in south Tamil Nadu.

REVIEW OF LITERATURE

Aldehayyat et al (2011) found that responsiveness, tangibility, reliability, empathy and assurance were influencing satisfaction of consumers of star hotels. Boonitt and Rompho (2012) concluded that quality of service was low in business hotels and was high in boutique hotels and it affected satisfaction of customers of both hotels.

Motlagh et al (2013) revealed that responsiveness, tangibility, reliability and values were significantly correlated with satisfaction of customers. Tuan and Linh (2014) indicated that empathy, reliability, assurance and responsiveness were influencing service quality of hotel and these components were affecting satisfaction of customers.

Debasish and Dey (2015) showed that tangibility, reliability, responsiveness, assurance and empathy were affecting satisfaction of customers significantly. Jasinskas et al (2016) found that service quality of hotel was positively and significantly related with satisfaction of customers.

Tefera and Govender (2017) concluded that elements of quality of service were positively and significantly associated with satisfaction of customers towards hotels. Alemneh and Gebremichael (2018) revealed that reliability, tangibility, responsiveness and confidence were affecting quality of services and satisfaction of customers on five star hotels.

METHODOLOGY

The present study is carried out in south Tamil Nadu. Domestic tourists are selected through convenience sampling method and questionnaire method is employed to collect data from 360 domestic tourists. Percentages are computed to know profile of domestic tourists and mean and standard deviation are worked out to understand elements of quality of service of budget hotels and satisfaction of domestic tourists towards budget hotels. t-test and ANOVA test are used to inspect difference among profile of domestic tourists and quality of service of budget hotels. Multiple regression analysis is carried out to analyze influence of quality of service on satisfaction of domestic tourists towards budget hotels.

RESULTS AND DISCUSSION

- **Profile of Domestic Tourists**

The profile of domestic tourists is given in Table 1.

Table 1: Profile of Domestic Tourists

Profile	Number of Domestic Tourists	Percentage
Gender		
Male	191	53.06
Female	169	46.94

Age Category		
Less than 20 years	66	18.33
21 - 30 years	92	25.56
31 - 40 years	118	32.78
41 - 50 years	49	13.61
More than 50 years	35	9.72
Education		
Secondary	88	24.44
Higher Secondary	95	26.39
Diploma	72	20.00
Graduation	105	29.17
Monthly Income		
Below Rs.25,000	46	12.78
Rs.25,001 - Rs.35,000	135	37.50
Rs.35,001 - Rs.45,000	101	28.05
Above Rs.45,000	78	21.67
Marital Status		
Married	273	75.83
Unmarried	87	24.17

The findings disclose that 53.06 per cent of domestic tourists are males, whereas, 46.94 per cent of them are females and 32.78 per cent of them are falling to age category of 31 - 40 years, whereas, 9.72 per cent of them are falling to age category of more than 50 years. The findings explain that 29.17 per cent of them are having graduation, whereas, 20.00 per cent of them are having diploma and 37.50 per cent of them are getting monthly income of Rs.25,001 - Rs.35,000, whereas, 12.78 per cent of them are getting monthly income of below Rs.25,000 and 75.83 per cent of them are married, whereas, 24.17 per cent of them are unmarried.

- **Quality of Service of Budget Hotels**

The quality of service of budget hotels from domestic tourists' point of view is given as below.

- **Tangibility**

The tangibility element of budget hotels is given in Table 2.

Table 2: Tangibility of Budget Hotel

Tangibility	Mean	Standard Deviation
Budget hotels have good amenities	3.86	0.99
Budget hotels provide error free transactions	3.38	1.05
Communication facilities are very good in budget hotels	3.81	1.01
Budget hotels are available easily	3.88	0.96
Budget hotels are working in 24x7	3.89	0.94

The domestic tourists are agreed with budget hotels have good amenities, communication facilities are very good in budget hotels, budget hotels are available easily and budget hotels are working in 24x7, while, they are neutral with budget hotels provide error free transactions.

- **Reliability**

The reliability element of budget hotels is given in Table 3.

Table 3: Reliability of Budget Hotel

Reliability	Mean	Standard Deviation
Employees of budget hotels provide services as promised	3.90	0.88
Employees of budget hotels are ready to resolve issues related with services	3.34	1.10
Employees of budget hotels give services timely	3.36	1.07
Employees of budget hotels offer services as required	3.92	0.84
Employees of budget hotels give services quickly	3.39	1.03

The domestic tourists are agreed with employees of budget hotels provide services as promised and employees of budget hotels offer services as required, while, they are neutral with employees of budget hotels are ready to resolve issues related with services, employees of budget hotels give services timely and employees of budget hotels give services quickly.

- **Empathy**

The empathy element of budget hotels is given in Table 4.

Table 4: Empathy of Budget Hotel

Empathy	Mean	Standard Deviation
Employees of budget hotels give personal attention to tourists	3.35	1.13
Employees of budget hotels have good interest at heart for tourists	3.31	1.15
Employees of budget hotels are caring in nature	3.79	1.03
Employees of budget hotels understand personal needs of tourists	3.76	1.07
Employees of budget hotels communicate effectively to tourists when services are done	3.80	1.01

The domestic tourists are agreed with employees of budget hotels are caring in nature, employees of budget hotels understand personal needs of tourists and employees of budget hotels communicate effectively to tourists when services are done, while, they are neutral with employees of budget hotels give personal attention to tourists and employees of budget hotels have good interest at heart for tourists.

- **Assurance**

The assurance element of budget hotels is given in Table 5.

Table 5: Assurance of Budget Hotel

Assurance	Mean	Standard Deviation
Budget hotels give security to belongingness of tourists	3.83	1.06
Budget hotels generate confidence among tourists	3.29	1.16
Employees of budget hotels possess capabilities to response queries of tourists	3.74	1.14
Employees of budget hotels behave politely with tourists	3.33	1.19

The domestic tourists are agreed with budget hotels give security to belongingness of tourists and employees of budget hotels possess capabilities to response queries of tourists, while, they are neutral with budget hotels generate confidence among tourists and employees of budget hotels behave politely with tourists.

- **Responsiveness**

The responsiveness element of budget hotels is given in Table 6.

Table 6: Responsiveness of Budget Hotel

Responsiveness	Mean	Standard Deviation
Employees of budget hotels are enthusiastic to assist tourists	3.93	0.93
Employees of budget hotels give correct services at first occasion	3.85	1.04
Employees of budget hotels are active to respond questions raised by tourists	3.91	0.97
Employees of budget hotels are punctual in offering services for tourists	3.37	1.11

The domestic tourists are agreed with employees of budget hotels are enthusiastic to assist tourists, employees of budget hotels give correct services at first occasion and employees of budget hotels are active to respond questions raised by tourists, while, they are neutral with employees of budget hotels are punctual in offering services for tourists.

- **Profile of Domestic Tourists and Quality of Service of Budget Hotels**

To inspect difference among profile of domestic tourists and quality of service of budget hotels, ANOVA test and t-test are done and the results are given in Table 7.

Table 7: Difference among Profile of Domestic Tourists and Quality of Service of Budget Hotels

Particulars	t-Value / F-Value	Sig.
Gender and Quality of Service of Budget Hotels	5.606** (t-value)	.000
Age Category and Quality of Service of Budget Hotels	8.448** (F-value)	.000
Education and Quality of Service of Budget Hotels	7.734** (F-value)	.000
Monthly Income and Quality of Service of Budget Hotels	7.535** (F-value)	.000
Marital Status and Quality of Service of Budget Hotels	6.010** (t-value)	.000

** Significant at 1 % level

The t-values and F-values are demonstrating that significant difference is there among quality of service of budget hotels and profile of domestic tourists at one per cent level.

- **Satisfaction towards Budget Hotels**

The satisfaction of domestic tourists towards budget hotels is given in Table 8.

Table 8: Satisfaction towards Budget Hotels

Satisfaction	Mean	Standard Deviation
Tariff	3.40	1.12
Services	3.87	0.95
Facilities	3.82	1.03
Interior decoration	3.32	1.16
Behaviour of employees	3.84	0.99

The domestic tourists are agreed with they are satisfied with services, facilities and behavior of employees; while, they are neutral with they are satisfied with tariff and interior decoration.

- **Influence of Quality of Service on Satisfaction of Domestic Tourists Towards Budget Hotels**

To analyze influence of quality of service on satisfaction of domestic tourists towards budget hotels, multiple linear regressions is used and the results are given in Table-9. R^2 is 0.66 and adjusted R^2 is 0.64 and these measures reveal that the regression model has good fit and 64.00 per cent of variation in dependent variable is shared by independent variables. F-value of 37.629 is implying that the regression model is significant at one per cent level.

Table 9: Influence of Quality of Service on Satisfaction of Domestic Tourists towards Budget Hotels

Quality of Service	Regression Co-efficients	t-Value	Sig.
Intercept	1.914**	11.818	.000
Tangibility (X_1)	.318**	4.092	.000
Reliability (X_2)	.430**	6.274	.000
Empathy (X_3)	.342**	4.625	.000
Assurance (X_4)	.375**	5.436	.000
Responsiveness (X_5)	.396**	5.760	.000
R^2	0.66	-	-
Adjusted R^2	0.64	-	-
F	37.629	-	.000

**Significant at 1 % level

Reliability, responsiveness, assurance, empathy and tangibility are positively and significantly influencing satisfaction of domestic tourists towards budget hotels at 1% level.

CONCLUSION

The foregoing analysis exhibits that significant difference is prevailing in quality of service of budget hotels among profile of domestic tourists. Reliability, responsiveness, assurance, empathy and tangibility have positive and significant influence on satisfaction of domestic tourists towards budget hotels. To improve service quality of budget hotels, they should provide error free transactions and employees of budget hotels must ready to resolve issues related with services. Employees of budget hotels should give services timely and they must give services quickly. Further, they should give personal attention to tourists and they must have good interest at heart for tourists. Besides, budget hotels should generate confidence among tourists and employees of budget hotels must behave politely with tourists. In addition, employees of budget should be punctual in offering services for tourists and budget hotel must rationalize their tariff and should improve their interior decoration.

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