

ANALYSIS OF CUSTOMER SATISFACTION IN HOTEL SERVICE QUALITY USING ANALYTIC HIERARCHY PROCESS (AHP)

Dr. Sangeeta Jauhari, Dept. of Management
Rabindranath Tagore University, Bhopal

ABSTRACT

The Hotel business is another creating developing administration with enormous potential in India for one decade from now. Up until this point, it has just been an industry of exceptionally ready improvement, and the direction is served in inn Industry. In any case, with the expansion of the challenge, lodging industry must offer great quality administrations to its clients. It is regularly acknowledged that administration industry is seen as a check for market modernization (Gupta & Srivastava, 2011). Numerous examines on administration industry center around the estimation of administration quality. In addition, AHP is utilized to choose the heaviness of each factor in the poll. With the review information, a progression of commonsense techniques are used in the information examination to gauge the administration quality dependent on consumer loyalty (CS). With the calculation of Customer Satisfaction Degree (CSD), lodging administration quality is estimated (Gaur & Anshu, 2018).

Keywords: Service Industry, Hotel Service Quality, Customer Satisfaction, Survey

INTRODUCTION

In "Indian Central Government Report of the Five-Year Development Plan on Economic and Social Development" (Department of Economic and Social Affairs, 2013) of 2010, the administration obviously recommended that the enormous city should offer need to the improvement of administration industry so as to shape an administration focused industry structure. As a conventional administration industry, inn industry, benefitted by the prospering the travel industry, is presently blasting from the large scale point of view. Nonetheless, this enchanting business sector pulls in an extraordinary number of inns in home and abroad which offer ascent to phenomenal challenge weight. A progression of mathematic techniques, for example, AHP, coefficient examination and discriminant investigation are utilized in the investigation of overview information. Subsequently, the key elements of the inn administration quality are recognized. The remainder of the paper is sorted out as follows. In area 2, the past explores on administration industry, including inn industry, are audited. In area 3, a study on consumer loyalty (Uncles, Dowling, & Hammond, 2003) and its poll are presented. In area 4, the review information are measurably broke down from various perspectives to uncover some savvy ends on consumer loyalty for inn administration quality (Bowling, 2005).

METHODOLOGY

Based on HSQ-CS Model (Baraniuk, Cevher, Duarte, & Hegde, 2010), four sets of questions corresponding to the overall hotel impression, the reception hall, the guestroom, and the restaurant are designed in the questionnaire and total 32 questions are included. The respondents were asked to rate their satisfaction level of every question on a 5-point Likert scale (1= very dissatisfied, 2=dissatisfied, 3= neutral, 4=satisfied, 5=very satisfied). Before answering the questions, respondents are required to provide demographic data such as gender, age, profession, education, and the purpose of visit.

DATA ANALYSIS

$$CSD = \sum_{i=1}^n W X_i \quad (n=1, 2, \dots, 32)$$

Where *CSD* —Customer Satisfaction Degree;

W_i —weight of variable *i*;

X_i —Average score of variable *i* from customers’ evaluation.

CSD is commonly calculated by the equation above. *CSD* equation demonstrates that the weights of variables are indispensable and critical. This paper employed Analytic Hierarchy Process (AHP) to value the weights of variables. So, $CSD = \sum W X_i = 4.06$. It can be regarded as the evaluation of service quality of the case hotel. From the 5-point Likert scale, the value of *CSD* implies that customers are satisfied with the service quality. However, it is obviously not excellent enough to makes customers very satisfactory.

Questionnaire questions	Weight
Hotel overall impression	0.3498
A1 Overall impression of the hotel	0.3399
Reception Hall	0.2844
B1 Overall impression of reception Hall	0.0831
B2 Courtesy of attendants	0.0471
B3 Technique of attendants	0.0079
B4 Speed for reception	0.0064
B5 Service initiative of attendants	0.0228
B6 Service flexibility of attendants	0.0219
B7 Personal demand met level	0.0161
B8 Environment and decoration of reception hall	0.0280
B9 Temperature of reception hall	0.0511
Guestroom	0.1813
C1 Overall impression of the room	0.0526
C2 Decoration of room	0.0026
C3 Safety of room	0.0217
C4 Room facility	0.0102
C5 Comfort of bed, sanitary ware and light	0.0040
C6 Room Cleanness	0.0130
C7 Courtesy of attendants	0.0306
C8 Techniques of attendants	0.0044
C9 Quick reaction of service	0.0031
C10 Service initiative	0.0135

C11 Service flexibility	0.0132
C12 Personnel demand met level	0.0104
Restaurant	0.1845
D1 Overall impression of the restaurant	0.0489
D2 Environment of restaurant	0.0100
D3 Taste and variety of food	0.0177
D4 Cleanness of restaurant and tableware	0.0211
D5 Courtesy of waiters/waitresses	0.0280
D6 Technique of waiters/waitresses	0.0059
D7 Quick reaction of waiters/waitresses	0.0044
D8 Service initiative of waiters/waitresses	0.0141
D9 Service flexibility of waiters/waitresses	0.0130
D10 Personnel demand met level	0.0095

Similarly, CSDs of reception hall, guestroom and restaurant are acquired.

Reception Hall: $CSD_{RH}=3.91$

Guestroom: $CSD_{GR}=3.85$

Restaurant: $CSD_{RE}=4.21$

Clearly, the CSD of guestroom is the most minimal among the three CSDs. At the end of the day, the administration nature of guestroom is generally unsavory. Also, the heaviness of banquet room is quite greater than the other two sections. Along these lines, it demonstrates that in the supposition of specialists, meeting room is most significant for consumer loyalty. This assessment is demonstrated to be right by the information. Table 3 demonstrates that general impression of banquet room identified with the general impression of lodging most. This wonder agrees with the finish of Marit G. Gundersen (1996) and Zhu Hang (1999). It mirrors this is certainly not an extraordinary end for the case lodging yet a widespread standard. In this way, it is cunning to give more consideration on the administration nature of meeting room.

CONCLUSION

By discriminant examination and relationship investigation, some shrewd ends have come to, to name about, 1) Service nature of banquet room is most significant for consumer loyalty contrasted and those of guestroom and eatery. 2) "Method of specialists", "Administration activity of chaperons" and "Condition and enhancement of banquet room" are key factors for consumer loyalty of meeting room. 3) For guestroom, "Improvement of room", "Security of room" and "Graciousness of chaperons" claim most dominant impacts. 4) For eatery, key factors are "Taste and assortment of sustenance", "Administration adaptability of servers/servers" and "Condition of café". By evaluating the CSD of the hotel situation, hotel operators can evaluate the status quo of hotels in terms of whether the hotel meets the requirements and expectations of the customers (Martin, Puhlik-Doris, Larsen, Gray, & Weir, 2003). In addition, a fresh performance assessment index can become a comparison of CSDs at distinct times. It should be noted, however, that the hotel situation is a five-star hotel which can be considered as a luxury hotel. HSQ-CS Model is restricted by five hypotheses and needs to be improved. Changes linked to the real features of the hotel are always welcome.

REFERENCES

- Baraniuk, R. G., Cevher, V., Duarte, M. F., & Hegde, C. (2010). Model-based compressive sensing. *IEEE Transactions on Information Theory*. <https://doi.org/10.1109/TIT.2010.2040894>
- Bowling, A. (2005). Mode of questionnaire administration can have serious effects on data quality. *Journal of Public Health*. <https://doi.org/10.1093/pubmed/fdi031>
- Department of Economic and Social Affairs. (2013). World Economic and Social Survey 2013 Sustainable Development Challenges. In *United Nations*. <https://doi.org/10.1016/j.compind.2010.10.001>
- Gaur, L., & Anshu, K. (2018). Consumer preference analysis for websites using e-TailQ and AHP. *International Journal of Engineering and Technology(UAE)*. <https://doi.org/10.14419/ijet.v7i2.11.10999>
- Gupta, P., & Srivastava, R. K. (2011). Analysis of Customer Satisfaction in Hotel Service Quality Using Analytic Hierarchy Process (Ahp). *International Journal of Industrial Engineering Research and Development*.
- Martin, R. A., Puhlik-Doris, P., Larsen, G., Gray, J., & Weir, K. (2003). Individual differences in uses of humor and their relation to psychological well-being: Development of the humor styles questionnaire. *Journal of Research in Personality*. [https://doi.org/10.1016/S0092-6566\(02\)00534-2](https://doi.org/10.1016/S0092-6566(02)00534-2)
- Uncles, M. D., Dowling, G. R., & Hammond, K. (2003). Customer loyalty and customer loyalty programs. *Journal of Consumer Marketing*. <https://doi.org/10.1108/07363760310483676>