

A Study of Customer Satisfaction towards Hotel Industry in Kashmir valley

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Abstract--- *Customer satisfaction is the key role in supporting every company in the current competitive period. Service providers must consider their clients and develop their offerings in such a manner that the consumer enjoys the highest value possible. The goal of this study is to assess customer loyalty in Kashmir Valley Hotels. The research will also provide the consumers with varied ideas to render their services more effective and efficient. A well-planned Questionnaire is used for administering the survey to gather primary data from the respondents. The sample size for the analysis is 150 Sample range, and measures of conviction are used sample size calculation. The researcher followed simple random sampling methodology to collect the results. Based on the results, 42 percent of respondents are extremely pleased with the hotel's management and protection while 20 percent are strongly unhappy with the hotel's venue. With each feature, the degree of satisfaction varies, making it clear with every single attribute, and consumers perceive their loyalty differently. Ultimately, it has been established that the hotels ' customer satisfaction is high.*

Keywords--- *Customer, Consumer, Efficient, Hotels and Management.*

I. INTRODUCTION

Customer satisfaction/loyalty is a growing concern in the hotel industry and numerous academics have performed many studies in the same sense. Customer satisfaction/loyalty has become a major performance indicator for both the hospitality industry and business, as it shows the strength of the customer-service relationship. With the shift in customers ' lifestyles, there has been a significant shift in customers ' demands and expectations.

The hospitality industry has been showing significant progress in its expansion and diversification from a number of years. The direct interaction between the customer and the service provider is very prominent as the hospitality industry is a service sector. The selling philosophy is to learn and understand the client so well that product or service blends in with him and promotes itself. A client takes the center stage in the company strategy for successful operation of the business.

The efficient approach to customer loyalty is to maintain a high level of customer service that is supposed to generate customer loyalty on this backdrop. In the hotel industry, at least focuses on three key elements of customized offerings for customers: improved personalization, new technological technologies and increased awareness of changing demographics. Hospitality industry consumers will no longer stand of being viewed as one population group

and will not accept a 'one-size-fits-all' approach.

Service organizations therefore need to tailor their offerings according to consumer needs and requirements to have a competitive advantage on the sector. Understanding the market trends, consumers may search for uniquely tailored goods, facilities and connectivity and only good hotels can continue to interact with each customer as a person with specific needs and expectations. Hospitality industry comprises of all those business owners that provide some mix of the three main food, drink and lodging facilities, Foskett and Cesserani, for their clients.

Because many modern economies have been dominated by services, maintaining close relationships with customers can develop into rich and fulfilling partnerships. Customer satisfaction is about offering the consumers what they want, ultimately moving beyond the standards of the consumer so that they become and remain loyal to the company brand. Business Essay describes customer satisfaction as both a term used to measure how a company's delivered products and services meet or exceed customer expectations.

Customer satisfaction can be seen as a differentiating factor and has become an increasingly important part of business strategy. According to previous studies, guests in hotels will use it and assess service experiences in different departments, include registration, food and beverage, and housekeeping, as the foundation for assessing the service and the outcomes of these assessments will have a significant effect on overall hotel satisfaction. Customers have become more discerning and sophisticated in a competitive environment like the hospitality industry, where quality of service is crucial and with improved access to information technology; the need for evaluation of consumer satisfaction and its effect on engagement and retention is clear. The distinction between the customer satisfaction and attitude build is that while guests retain behaviors or perceptions of pre-consumption, user satisfaction / dissatisfaction often exists upon delivery of the product / service.

At that point the visitors who completed the questionnaires were present in the hotel or toured the hotel during least once in the last three months. The goal of this research is to study customer satisfaction about Kashmir Valley hotels. The report even tried to come up with different suggestions for managers/service providers to develop their goods and services.[1]

II. LITERATURE SURVEY

Customer Satisfaction

Before receiving the products or service, customer satisfaction can be defined to what extent a company meets the needs and desires of a customer in relation to their expectations. Therefore, the preferences of the consumer are contrast between the views of the customers before obtaining the services and the impressions of the customers after receiving the services. Customer satisfaction depends primarily on building up the perceived value for a product or service to which the customers have.

Thus the satisfaction of customers may represent the feeling of pleasure or dissatisfaction of an individual arising from evaluating the expected output or outcome of a product in relation to the expectations. Customer satisfaction is regarded by Liu and Yen as consumers may gain more than their expense. Customer satisfaction is the highest out of the expense of a product/service that is spent. Fournier and Glenmick argued that the happiness principle only holds well

when the goal is high. Customer-specific standards are the points of reference on which a customer makes a decision about a company or a commodity. Customer satisfaction starts with the first interaction that a company has with a consumer and lasts across the relationship's entire lifetime, i.e. the guest process.[2]–[7]

Customer satisfaction takes the most important part in the control of overall output. Similar to other conventional performance measures, customer satisfaction is expected to be less prone to seasonal fluctuations, expense adjustments, or shifts in accounting practices. Thus, for a hotel to go on operation, it must constantly monitor customer satisfaction with wants and desires, which will eventually lead to a strong customer base. The hotel industry is a customer-related company and it is very essential for hotel companies to be customer-centric to ensuring that their guests get the best of the values. To insure that their clients are consistently happy, the hospitality manager will ensure that visitors feel welcomed, courteously and effectively treated in a healthy, safe and secure atmosphere with the highest quality of products delivered at a reasonable price. Customer satisfaction is a corporate strategy that tends to create interest for consumers, predict and control their demands and display willingness and commitment to meet their needs. Service efficiency and consumer loyalty are critical factors for any company to thrive.

Chamayne identified the techniques that could be used to enhance customer satisfaction as sensitive ears (i.e. correct customer-compliant handling protocol or technique) pricing (appropriate and fair pricing policy), adequate protection and sound assurance control, quality service delivery, timely service delivery of courteous personnel, retraining and employee training, etc. Hotels are rising their investments to improve the quality of the service and the perceived value for guests in order to achieve better customer satisfaction and loyalty, leading to better relationships with each client. When Valdani points out, a corporation only works because they have customers to represent, making it very clear that an agency still operates because of its clients. The secret to achieving sustainable gain lies in providing high-quality service which ultimately leads to happy customers. As per the various conducted customer satisfaction key determinants vary from individual to individual. But it's been discovered that many individuals / customers want almost the same item.[8], [9]

Cleanliness, presentation and quality are amongst the main three determinants of customer satisfaction. Knutson has promoted the cleanliness and comfort of the space, timely service, friendliness of place, safety and security ease of the employee, and that is essential. Choi and Chu found that the top three reasons for free breakfast, airport taxi, car hire operation, climate, protection and friendly staff are staffing efficiency, space quality and value. Atkinson discovered cleanliness, efficiency, staff courtesy and value-for-money.[10]

III. RESEARCH METHODOLOGY

Using an administered questionnaire, primary data was collected for conducting the study to collect consumer responses based on multiple service attributes provided. For the sample the study uses simple random methodology. 200 questionnaires have been distributed among customers who use the hotel services for the study and 150 answers have been found useful for the study.

III.I Objectives

- Studying customer satisfaction rates with Kashmir hotel industry.
- To recommend various strategies to service providers to improve customer service.

III.II Analysis and discussion

Table 1: Demographic profile of the Respondents

Demographic Variables		Respondents (%)
Gender	Male	55
	Female	45
Age	Below 20	10
	20 - 25	32
	Above 25	58
Marital status	Married	65
	Unmarried	35
Family income	Below 20000	30
	20000- 25000	30
	Above 25000	40
Length of stay	Below 5 days	5
	5- 10 days	50
	Above 10 days	45

As shown in table 1, 55 percent of respondents are men, and 45 percent are females. 10 percent of respondents are in the age category (below 20), 32 percent are in the age category (20-25) and 58 percent are in the age category (over 25). 65 per cent of respondents are married and 35 percent are unmarried.

30 percent of respondents are in the income group (under 20000), 30 percent are in the income group (20000-25000), and 40 percent are in the income group (above 25000). The duration of stay with 5 percent of respondents (less than 5 days), 50 percent (5-10 days) and 45 percent (less than 10 days).

Table 2: Opinion about service provided (expressed in percentages)

Description	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Cleanliness and comfort	25	45	12	12	6
Safety and security	42	22	11	19	6
Staff performance	22	50	15	5	8
Prompt services provided	30	15	25	10	20
Staff knowledge	15	40	15	10	20
Price charged by the hotels	17	45	20	10	8
Ambience and interior decoration of the hotel	17	55	12	10	6
Parking facility provided by the hotel	10	55	20	10	5
Quality of the food provided	35	25	12	23	5
Products and	25	35	12	17	11

services					
Location of the hotel	20	25	10	25	20

IV. RESULT AND INTERPRETATION

45 percent of customers are pleased with the hygiene and comfort offered by the hotel, based on the results found in the first chapter. The security and security level offered by the hotels satisfies 22 percent of the respondents. 50 percent of the clients are pleased with the performance of all the hotel staff. Thirty per cent of all clients was happy with the timely services provided by the hotels.

40 percent of customers are pleased with the hotel staff experience. 45 percent of customers are happy with the hotel quality. 55 per cent of hotels are pleased with the hotel's environment and interior decor. Fifty per cent of clients are happy with the hotel's parking space. 35 percent of customers are satisfied with services and products they provide.

V. CONCLUSION

The outcome of the analysis showed that consumers are very responsive to the different service segments and thus it is therefore very important from the perspective of the service provider that they should improve and deliver their offerings in a manner in such that full customer satisfaction is attained and a strong customer base is established. Therefore, service providers have to increase their services such that they fulfill customer expectations at desired levels. Occasionally, the service providers have to improve their services to fulfill the changing global scenario.

The management should provide personalized programs that should be consumer-centered and concentrate on the treatment of concerns and resolving client problems. This point must not be ignored by the lodging service providers and they must provide the facilities as required to improve the image in the eyes of consumers and achieve loyalty. Hospitality industry has to pay attention to potential failure points and operation recovery protocols which are central to the training of employees. In other terms, it means encouraging staff to exert accountability, discretion, and imagination to adapt to the problems of visitors. Service providers should therefore render operation more customer-centric in order to eventually achieve maximum customer satisfaction. The present analysis was taken in order to assess customer satisfaction in the Kashmir Valley hotels and the research was specifically evaluated on the basis of the goals with correct methodology. The research is an effort to make the hotel industry much more effective for customer satisfaction. Based on data analysis, it has been shown that the level of customer satisfaction with the hotel industry is strong, but some efforts should be made by managers to make the facilities more effective and competitive in the longer term.

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