Determinants of Customer Satisfaction in Sree Annapoorna Sree Gowrishankar Hotels at Coimbatore

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Abstract

The purpose of the study is to examine, analyze, and evaluate the customer satisfaction and management schemes in "Sree Annapoorna Sree Gowrishankar" group Coimbatore in Tamil Nadu. The most important objective is to assess customer satisfaction with the services provided at "Sree Annapoorna Sree Gowrishankar" group of hotels. The sample size is 300 customer respondents. Data collected through Questionnaire. Garret ranking is carried out. Suggestions were given to improve the Quality.

KEYWORDS: Customer Satisfaction, Quality, Price, Variety, Neatness.

INTRODUCTION
One of the biggest current challenges of management in service industries is providing and maintaining customer satisfaction. Hotels are one part of hospitality industry, which has evolved from the very modest beginning of families and landowners who opened their homes to travelers.

STATEMENT OF THE PROBLEM
Competitors prospering in the new global economy recognized that measuring customer satisfaction is the key. But, Indian hotel business with reference to customer satisfaction has not been able to sketch the attention of researcher to any noticeable extent. Hence, this study examines and analyses the satisfaction level of customers with reference to "Sree Annapoorna Sree Gowrishankar" Group of Hotels at Coimbatore, Tamil Nadu. The study would lend a hand firms to employ the outcome to develop appropriate customer satisfaction policies.

OBJECTIVE OF THE STUDY
The prime objective is to identify the level of customer satisfaction towards various hotel attributes like, quality offered, varieties available, price, and waiters' service.

RESEARCH METHODOLOGY
        This study is Descriptive in nature. The universe of the study is the hotel customers in Tamil Nadu State. The study sample outline covers 10 branches of Sree Annapoorna Sree Gowrishankar Group of Hotels at Coimbatore, Tamil Nadu. The customers of this hotel constituted the source of data. The sample size is 300 customer respondents from the 10 branches of Group of Hotels at Coimbatore. The sampling is equally dispersed by 30 respondents from each of the group's branch. Data collected through Questionnaire.

REVIEW OF LITERATURE

Jessica Salver (2016) argued that as competition keeps intensifying at steady pace, resulting in a surplus of capacities, the importance of making guests return becomes a critical issue; it is said that brands provide the opportunity to encourage the creation of loyalty among consumers. **Nusair et al (2016)** in his study investigated the effects of price reduction frames and price discount levels on consumer perceptions about the quality of the service product, the value of the discount, their purchase intentions etc. The research study included restaurants, hotels, mailing service, and retail services. The study showed that price discount frames and discount levels do influence consumers' perceptions on the value of the discount and the quality of the service. **Ofer H. Azar (2017)** analysed whether tipping would get better service quality and increase economic efficiency, as tips are incentives to provide best service and therefore allows avoiding costly supervision of workers. The study argues that the universal notion is wrong. The author illuminates the reasons for the increased interest in tipping is that the concerned firms benefit from better understanding of various issues related tipping.

RESULT AND DISCUSSION

TABLE SHOWING THE DEMOGRAPHIC PROFILE OF RESPONDENTS

Age	Up to 20 Years	60.00	20.00
	21 – 30 Years	110.36	36.79
	31 – 40 Years	68.57	22.86
	41 – 50 Years	30.00	10.00
	Above 50 Years	31.07	10.36
Gender	Male	193.93	64.64
	Female	106.07	35.36
Educational Qualification	School Level	101.79	33.93
	Graduation	131.79	43.93
	Post Graduation	66.43	22.14
Occupation	Salaried	99.64	33.21
	Self - Employed	110.36	36.79
	Professional	45.00	15.00
	Student	45.00	15.00
Marital status	Single	118.93	39.64
	Married	181.07	60.36
Family type	Nuclear Family	184.29	61.43
	Joint Family	115.71	38.57
Family Size	Up to 3 Members	115.71	38.57
	3 – 6 Members	118.93	39.64

	7 – 9 Members	40.71	13.57
	Above 9 Members	24.64	8.21
Children in the Family	One	83.57	27.86
	Two	75.00	25.00
	More than Two	27.86	9.29
	None	113.57	37.86
Annual Income	Below 1 Lakh	140.36	46.79
	1 – 2 Lakhs	27.86	9.29
	2 – 3 Lakhs	60.00	20.00
	Above 3 Lakhs	35.36	11.79
	Not Responded	36.43	12.14
Frequency of Food Intake in Hotel	Tasty Food	165.00	55.00
	Bachelor	53.57	17.86
	Student	28.93	9.64
	Party	52.50	17.50

TABLE SHOWING THE RESPONDENTS OPINION TOWARDS THE QUALITY

S. No	Attributes of Quality	Highly Satisfied		Satisfied		Moderate		Dis Satisfied		Highly Dissatisfied		Total	
		No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%
1	Coffee/Tea	148	49.3	128	42.5	16	5.4	1	0.4	8	2.5	300	100
2	Breakfast Items	84	27.9	190	63.2	14	4.6	3	1.1	10	3.2	300	100
3	Midday Items	74	24.6	152	50.7	47	15.7	4	1.4	23	7.5	300	100
4	Dinner Items	89	29.6	162	53.9	23	7.5	8	2.5	19	6.4	300	100
5	Chat Items	66	22.1	121	40.4	64	21.4	18	6.1	30	10.0	300	100
6	Salads/Juices	66	22.1	145	48.2	48	16.1	17	5.7	24	7.9	300	100
7	Ice creams	68	22.5	148	49.3	51	17.1	9	2.9	25	8.2	300	100
8	Chinese Items	59	19.6	106	35.4	64	21.4	36	12.1	34	11.4	300	100
9	North Indian Dishes	63	21.1	129	42.9	57	18.9	19	6.4	32	10.7	300	100
10	Sweets	84	27.9	134	44.6	47	15.7	13	4.3	23	7.5	300	100
11	Savories	62	20.7	143	47.5	47	15.7	10	3.2	39	12.9	300	100

TABLE SHOWING THE RESPONDENTS OPINION TOWARDS THE AVAILABILITY OF VARIETIES

S. No	Attributes of Varieties Available	Highly Satisfied		Satisfied		Moderate		Dis Satisfied		Highly Dissatisfied		Total	
		No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%
1	Break Fast Items	141	47.1	132	43.9	11	3.6	4	1.4	12	3.9	300	100
2	Mid day Varieties	78	26.1	165	55.0	33	11.1	3	1.1	20	6.8	300	100
3	Dinner Items	71	23.6	169	56.4	32	10.7	4	1.4	24	7.9	300	100
4	Chat Items	71	16.4	134	44.6	68	22.5	16	5.4	33	11.1	300	100
5	Cool Drinks & Juice	73	24.3	137	45.7	57	18.9	9	2.9	25	8.2	300	100
6	Ice Creams	68	22.5	141	47.1	59	19.6	4	1.4	28	9.3	300	100
7	Chinese Items	59	19.6	96	32.1	93	31.1	18	6.1	33	11.1	300	100
8	North Indian Dishes	57	18.9	134	44.6	70	23.2	12	3.9	28	9.3	300	100
9	Sweets	77	25.7	133	44.3	48	16.1	16	5.4	26	8.6	300	100
10	Savories	68	22.5	128	42.5	56	18.6	16	5.4	33	11.6	300	100

TABLE SHOWING THE RESPONDENTS OPINION TOWARDS NEATNESS & CLEANLINESS

S. No	Attributes of Neatness & Cleanliness	Highly Satisfied		Satisfied		Moderate		Dis Satisfied		Highly Dissatisfied		Total	
		No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%
1	Vessels	128	42.5	117	38.9	35	11.8	3	1.1	17	5.7	300	100
2	Table	108	36.1	125	41.8	40	13.2	10	3.2	17	5.7	300	100
3	Floor	98	32.5	117	38.9	51	17.1	13	4.3	21	7.1	300	100
4	Waiters	87	28.9	123	41.1	55	18.2	10	3.2	26	8.6	300	100
5	Toilets	65	21.8	143	47.5	55	18.2	8	2.5	30	10.0	300	100
6	Towels	76	25.4	115	38.2	56	18.6	20	6.8	33	11.1	300	100
7	Napkins	73	24.3	120	40.0	54	17.9	25	8.2	29	9.6	300	100
8	Wash Area	89	29.6	116	38.6	49	16.4	15	5.0	31	10.4	300	100
9	Drinking Water	108	36.1	124	41.4	35	11.8	13	4.3	19	6.4	300	100
10	Furniture	102	33.9	106	35.4	43	14.3	20	6.8	29	9.6	300	100

TABLE SHOWING THE RESPONDENTS OPINION TOWARDS PRICE

S. No	Attributes of Price	Highly Satisfied		Satisfied		Moderate		Dis Satisfied		Highly Dissatisfied		Total	
		No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%
1	Break Fast Items	29	9.6	21	7.1	44	14.6	95	31.8	110	36.8	300	100
2	Mid day Varieties	44	14.6	40	13.2	46	15.4	96	32.1	74	24.6	300	100
3	Dinner Items	38	12.5	27	8.9	53	17.5	102	33.9	81	27.1	300	100
4	Chat Items	44	14.6	40	13.2	51	17.1	99	32.9	66	22.1	300	100
5	Cool Drinks	47	15.7	19	6.4	58	19.3	117	38.9	59	19.6	300	100
6	Ice Creams	43	14.3	20	6.8	58	19.3	110	36.8	69	22.9	300	100
7	Chinese Items	45	15.0	38	12.5	50	16.8	111	37.1	56	18.6	300	100
8	North Indian Dishes	46	15.4	44	14.6	57	18.9	93	31.1	60	20.0	300	100
9	Sweets	45	15.0	26	8.6	48	16.1	119	39.6	62	20.7	300	100
10	Savories	48	16.1	25	8.2	45	15.0	118	39.3	64	21.4	300	100

TABLE SHOWING THE RESPONDENTS OPINION TOWARDS WAITERS

S. No	Opinion on Waiters	Highly Satisfied		Satisfied		Moderate		Dis Satisfied		Highly Dissatisfied		Total	
		No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%
1	Behavior	99	32.9	116	38.6	47	15.7	13	4.3	26	8.6	300	100
2	Hospitality	71	23.6	131	43.6	55	18.2	13	4.3	31	10.4	300	100
3	Neatness	78	26.1	116	38.6	65	21.8	13	4.3	28	9.3	300	100
4	Cleanliness	71	23.6	124	41.4	55	18.2	18	6.1	32	10.7	300	100
5	Approach	65	21.8	131	43.6	55	18.2	13	4.3	36	12.1	300	100
6	Serving	64	21.4	121	40.4	63	21.1	17	5.7	34	11.4	300	100
7	Respect	68	22.5	120	40.0	74	24.6	13	4.3	26	8.6	300	100
8	Dressing	57	18.9	121	40.4	80	26.8	17	5.7	25	8.2	300	100
9	Communication	65	21.8	121	40.4	66	22.1	17	5.7	30	10.0	300	100
10	Billing	61	20.4	136	45.4	65	21.8	9	2.9	29	9.6	300	100

GARRET

The customers are highly satisfied with the quality of Coffee and Tea (49.3%).The customers are highly satisfied with the availability of the varieties of breakfast (47.1%).The customers are highly satisfied with the Neatness & Cleanliness of the vessels (42.5%). The customers are highly Dissatisfied with the Price of the breakfast Items (36.8%).The customers are highly satisfied with the Billing of waiters (45.4%).

From the table of Garret Ranking, it is understood that neatness and Cleanliness was given the first rank, amenities was given the second rank and quality offered was given the third rank.

SUGGESTION AND CONCLUSION

The hotel may consider giving menu cards to all the customers, as most of the branches had a practice to list their items only through the waiters. The servers' attitude and their etiquettes are deciding factors in customer retention. The servers may be properly trained on hospitality. Lethargy of the servers in serving can be avoided by proper training which will reduce the dissatisfaction of the customers. Only Coca- Cola products were available in the hotel, the hotel may consider providing the other brands too, as variety always attracts and satisfied customers.

CONCLUSION

The intention of this study is to categorize the needs and perceptions of hotel customers based on their level of their satisfaction with reference to Sree Annapoorna group of hotels in Coimbatore. A variety of similarities in the satisfaction level of the

respondent customers have been discussed. On the whole, the data analysis showed that the results were reliable and indicated a good measure of sampling adequacy. Whether the hotel attributes exceeded customers' expectations is the key to success for hoteliers. Effective marketing strategies need to be planned by hoteliers to attract and keep more and more customers, by satisfying them during their first visit, and then developing customer loyalty for Sree Annapoorna Group of Hotels, Coimbatore.

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