

CUSTOMER SATISFACTION WITH RELATION TO STAR HOTEL SERVICES AT ANDHRA PRADESH

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ABSTRACT

This paper examines customers' expectations of services in Vijayawada, the capital of the state of India, and satisfaction levels with those services. Measurement tools have been used to solicit 150 customers from upscale hotels to find out how they make their daily journey decisions to assess travel needs by determining their likes and dislikes through participation in a small group. The analysis was carried out using Chi-square and Pearson's correlation statistical tools, and was found to be significant. The results of the study demonstrate the correlation between the clients' expectations and the star-services they indicate a relationship between expectation and supply. While customers generally have different thoughts about the rates they pay at luxury hotels versus the level of quality they expect, both the top stars' rates and services are quite good. Studies have shown that there is a correlation between the parameters that are listed above. For the sake of expectations fulfilled by customer service, customer relationship management (CRM) is thought to be of as the essential application of the moment.

Keywords: Customer Contemplation, Support, Contentment, Retain, Plan of Action.

INTRODUCTION

A customer's life cycle begins with identifying customer needs, as well as the act of acquiring customers, before carrying out the task of customer development, and ends with the long-or permanent-retention of those acquired customers. The early and most important stage of the life cycle is that of identification of customer needs is what defines the process from which everything else proceeds. This has a large impact on the moment of selection of the hotel from the time that customers choose. By matching his expectations, he selects a specific hotel in which he will be able to provide utmost personalization and customizability. One should not forget the basic characteristics of the Hospitality Sector when one tries to comprehend the expectations and the services. Many additional services and benefits are available for these products, such as:

Survivability -services are capable of remaining useful for some time periods but they are inevitably perishable. Future cash flow can be partially supplied with other forms of collateral, but it cannot be completely backed up with tangible collateral.

The tangibility of services - services means they cannot be touched or felt. However, some elements of the hospitality, such as facilities and merchandise, are firmly rooted in the physical world. The service delivery characteristics: is that the product must be both produced and consumed in a short period of time is important. The services should be consumed only when they are created, especially when they are produced, because they become irregularly accessible.

We give our customers individual customers the choice of services that we decide they will need to help them.

Importance of Consumer Expectations

The expectation of the customer has about delivery is similar to a belief system. It's their mental model that serves as a standard against which the actual service is compared. For a service provider, understanding customers' perceptions of performance is critical because consumers experience their perceptions of the results with these benchmarks to assess service quality. It is very important to identify what the customer wants to get out of your service so you can provide that quality that it is excellent from the start. Businesses who aren't nailing the mark by accurately gauging what customers want will lose the advantage of a potential business when another industry receives there first place. On the other hand, being confused can mean putting money, time, and other resources in efforts that aren't useful to the customer can mean wasting them. When we are shown that we are wrong, we may not be able to maintain our foothold in a highly competitive market.

LITERATURE REVIEW

A.S Mali and S. Joshi (2021) says , consumer decision making process with reference to the global holiday package tours became the most challenging task during Covid-19 pandemic M.D. Lad- Khairnar(2021) found that the social media marketing has may benefits with respect to brand awareness, generation of leads and boost conversions, improve relationships with the potential consumers and competitive intelligence.

Venkataramana, J., Sreekanth, C.V.V.D., Hanuma Reddy, D (2020) says there is a positive sign of channel structure and satisfaction of Vijaya diary distributors in Vijayawadare aera.

Adinarayana, P.J., Kishore Babu, B(2019) found the fin-tech services had a significant effect on social media marketing.

M.V.A.L Narasimha Rao, B.Kishore Babu , R.Pradeep Kumar Patnaik (2019) in this study they found that majority of engineering students and faculty prefers the safety, quality whiles the shortage of water. Engineering students and faculty are also enthusiastic to pay standard price for packaged water for drinking.

R.Pradeep Kumar Patnaik, B.Kishore Babu, M.V.A.L Narasimha Rao (2019) has made an effort to understand the behavior of the engineering students (with special reference to Vijayawada) towards the e-shopping and their attitude towards the buying decisions through online. The statistical analysis of the study has made significant sign that the e-sopping has been increased and has been changing the life of Indian consumers including engineering students. The engineering students feel comfort and convenient through the online stores that made easy and fast shopping by time saving. This is due to the high usage of the internet mostly by the youngsters according to the analytical study.

Karnikeya Budhwar (2004) in his work entitled "*The Measurement of the success of independent restaurants in Delhi / Gurgaon,*" the author of the article "suggests that operators utilize the concept of flexibility in their thinking." A primary customer base will also has secondary and subsequent customers. If customers within your target market base have access to your facilities for long periods of time, they should be offered value. Gundersen et al. (1996) in his article, "Hotel Guest Satisfaction: What factors do visitors search for?" Hotels commonly face two challenges when customers seek quality assurance: guests aren't sure of what aspects of

the experience matter, and their perceptions aren't precise or consistent measures of it. Gronross (1987) customer loyalty and service quality, which is a concern for every organization that hopes to survive in the market today's environment, are used interchangeably in describing service models. In his article "A Model for Services and Its Various Implementations," he stresses the importance of the functional rather than the technical quality of service. A general sense of quality is demonstrated in the efforts to bettering the functional quality of the firm's service by bettering customer interaction as opposed to traditional marketing. Lastly, he emphasized the importance of conducting more research on consumers' expectations of service quality. Parasuraman, Zenithal and Berry (1985) in their article, "A *Conceptual Model of Service Quality and Implications for Future Research*," the researchers concluded that it's absolutely essential to incorporate customers' expectations into your approach. Research shows that one of the primary causes of poor service quality is the disconnect between expectations and customers' actual requirements. The aim of this article was to discover the gap between customers and management. Su and Allan (2004) the hotels in Taiwan have focused on customer comment cards (CCS) and on guest satisfaction as an important metrics More extensively, best practices for card design were identified by comparing hotels to their own cards as well as to all other cards available at the same level of breadth of the Ritz-Carlton to determine which designs fit each one of the standards It turned out that only one hotel within the study exemplified all the GCCs examined was in the standard set out by the GCC results, which were identical. Akbaba (2005). The argument that no effort should be spared in obtaining high-quality service cannot be ignored when dealing with hotels' can be disputed. In order for hotel managers to effectively service their guests, they must have an accurate understanding of what their customers want. Defining the varying expectations of customers will help hotel managers in the task of raising service quality, especially with regard to their segmentation Lun & Allan (2004).

Need for the Study

Today is an era of free-market and globalization, and every industry is competing harder against each other. So is the hospitality industry in general. Instead, other industries in the market may see only one or two hotel groups operating, the fact that there are many hotels around ensures that the competition remains keen. It becomes increasingly difficult to keep market share one's position for a prolonged period of time. A room's revenue (or profit) is tied to the number of nights it is rented out. In order to earn that return, the hotel must utilizes its capacity to its fullest. Thus, to help with the retention of regular customers and the acquisition of new ones are the priorities for management. Any hotel that wants to keep their customers will have to continually outdo their rivals in customer satisfaction will have to outperform them in this regard. While the pursuit of customer satisfaction is critical, it must be done at all costs.

Objective

The study's primary goal is to analyse the service expectations of customers' expectations from five-star hotels in Vijayawada as an explicit list of explicit goals

1. To analyze the factors affecting customers selection of star hotels;
2. To explore the satisfaction level of the customers with the services provided by star hotels
3. To evaluate the co-relation among variables which are used by hotels to attract and retain customers to them.

RESEARCH HYPOTHESIS

1. The expectation of customers for five star hotels is totally different from the service of the five star service the hotels provide.
2. There is no connection between customers' satisfaction with the quality of five star hotels' prices and the quality of services.

METHODOLOGY

The scope and length of the study are limited to the hotels in Vijayawada City only, as there are only five-star hotels in Vijayawada that measure twelve or more stars. Only seven luxury hotels are chosen for the study, though these accommodations should suffice to give a sufficient sample of what life is like for all five-star establishments. A simple questionnaire was developed, with the help of the clients of seven hotels of the five star classification system, and then put to use for the study's purposes to extract data from 150 customers. Simple percentages, chi-square tests, and correlations were employed in the process of drawing inferences.

FINDINGS AND DISCUSSION

Sourcing the information from customers in general are usually classified into two types; new customers, people that have yet to have been guests, and return customers, though it is primarily because the source is more commonly derived from individuals that have been customers at the location previously. When a new customers obtain information about a hotel operations, they often discover this via social media, joint endeavors with other groups, publicity, referrals from travel professionals, and the professional associations they are a member of, or word of mouth from, or reading hotel reviews on websites. An effort is made on the time of the hotel's/musical establishment has had already been done to ascertain the sources of the information. from the findings, it is concluded that neither media advertisement nor friends or relatives have an equal role in promoting or informing about hotels to it is deduced that advertisement by media and the friends and relations are equated as an information source Thanks to a customer who was recommended and who many of their friends and relatives may have driven by word of mouth, and through the media, many of the customers came to check out the hotel.

Considerations that might affect the customers' selection of a hotel, such as whether or not it's family friendly the outcome of having information about a specific hotel will be final only if you have done your research on it. Location, value, and service all impact the hotel selections there are other factors, such as location, value, and price which influence hotel choices. It is clear that the majority of respondents would like to stay at the Five Star Hotel, as it is more central and near desirable locations like airports, shopping malls, which come to mind when we think of prime locations.

Customers give greater preference in their choices for hotels if they have many options the good news is that travelers can choose from among a wide variety of options today's options. If they are with family or friends, they prefer to stay in simple accommodation, are financially constrained, or want to stay in an economy hotel, three-star lodges, or stay in hotels that are closer to the nature they favor these options. Customers can have many reasons for selecting five

star hotels, as there are different aspects to take into consideration. The most frequent customer request was to stay with relatives or friends, instead of staying in star hotels because the vacationers cared more about spending time with them than their destinations.

What customers would pay for in rupees per year for the most hotels, there are numerous services provided, but these are separate from those offered by other hotels. In an attempt to gather customer data on the range of services available hotel options, their customers' preferences have been measured. As many examples have already been mentioned, there are five star services such as Food Fairs, Recreational facilities, car rentals, cellphone bills, freebies, free trips, and internet services. Based on this, it being found that most customers will take food and beverage and recreational facilities into consideration, it is estimated that Put systems in place that enable the hotel to understand the customer's desires.

H₀: There is no relationship between expectations of the customers and the services provided by the five star hotels.
Chi-Square Tests

	Value	Df	Asymp.Sig (2 sided)
Pearson Chi-Square	23.406	9	0.946

The customers' positive feelings towards the services provided by the hotel is one of the major areas of concern is customers' level of satisfaction with services, quality, and facilities provided by the best hotels is whether or not they will remain consistent There is always greater customer expectation for the services, quality, and facility of the stars hotel than any other hotel. There is no guarantee that this promise will be kept. These results lead to disappointment in the customer. Considering this, a study has been conducted to learn more about the customer's attitude towards services, quality, and facilities as well as expectation in five star hotels. Therefore, it can be deduced that the chi-square test has been utilized here for verification of the validity and consistency of the results as well as for assessment of the concepts. This has a p-value of 0.946446, but there are 9 degrees of freedom, which is more than 5 in the chi-square test, so it does not meet the requirements of significance requirements. In the absence of any additional evidence, this provides a definitive answer to the question, and the alternative is plausible. It can be described in other words: There is a significant correlation between the customers' expectations of the five star service and the various hotel services. The guests can see that the five star hotel's services are fulfilling their needs is evident, based on the customer's expectation of 5-star quality is appearing obvious.

Customer's response to the charges of 149.95 per gigabyte and data requests Customers may think that hotel and resort properties charge a higher prices for amenities, but are still pleased with the offerings they get when they stay at top-ranked hotels and resorts. a notable percentage of customers found that they were completely satisfied with the service Whereas 40% of the customers were satisfied with the price, followed by 17% of those who expressed neither satisfaction nor dissatisfaction, 17% of price, customer response was quite low, which indicates a decline in their degree of customer satisfaction. However, 7% of the customers felt that their services were provided for a much higher price and had lower quality. 30% of customers feel that hotel star pricing is appropriate, so it is concluded that approximately 40% of customers are

content with the pricing they're getting. While that may be the case for 30% of customers, there were at least 75% who were content with the charges at the top star hotels. When discussing the pricing of the luxury hotels, this means that the prices charged do not accurately reflect the services they levels of service that are provided.

H₀: There is no relationship between customers satisfaction with regard to price charged by the five star hotels against the quality of services offered. Chi-Square Test.

	Value	Df	Asymp.Sig (2 sided)
Pearson Chi-Square	47.421	25	.866

This is an example of a chi-square value calculated for this particular case, showing the degree of agreement between each of the statements and their specific age groupings. Here, which comes to 47.44, the tables differ (in this case, the mathematical calculation yields a more accurate result) by 0.022 degrees of freedom (38 at 5 percent, 44.3 at 1 percent). In other words, this clearly indicates that the alternative hypothesis has been disproven and the null hypothesis confirmed. In the final, other words, there is a considerable correlation between the ratings that customers give for five star hotels with the overall customer satisfaction with regard to service and the price paid by the customers.

Correlation among the Variables of Reasons, Awareness, Services, Offers and Need for Services

In order to sustain and hold on to your current and prospective customers, to identify the correlations among five critical variables. Also, those are the following:

There were a lot of factors involved in customers' choice of the hotel; for example, it is convenient for the customers, or inexpensive for customers.

Additional services utilized by the clients while they are on the premises

There are significant advantages to being a member of the Star Hot Club Rewards programme: discounts, rewards, and opportunities occur from the demands of such as snacks, free breakfasts, free high- and low internet, and free newspapers, outdoor pool, fitness facilities, etc.

The finest luxury hotel amenities offered by the world's five-star hotels.

Using a correlation sample size of 150 (the null-testing strategy, a strategy on a two-tailed value of $p=.05$, the calculated with a correlation coefficient of 5% significance) it is proven that the correlation is not significant. As above parameters have been expanded, the above correlation was shown to be accurate to be true with a precision of 1%, the checked against their mathematical truth table value is verified to be significant. The Pearson's correlation reveals a negative correlation between information and awareness up to and utilization up until that point; meaning there is little relationship between understanding and service usage. This particular trend went in the opposite direction when good value-added services were included and the need was meaningful. An analysis of services by the various aspects show that services to clients

based on this sample size have a perfect correlation of 0.41, 0.02, and 0.15 are in common, with one another, while a perfect correlation of 0.52 and 0.52 are found between a tiny service and tiny profit with a small one-unit profit and that of one-magnitude. Even if it turns out that the correlations are positive, these efforts have only a moderate effect on services quality, this is only a suggestion for further improvement.

On the third parameter, the correlation is negative between awareness and the three factors:

- 1) That awareness can expand,
- 2) That awareness is beneficial to customer service,
- 3) The presence of a service selection task, and turned to 0.64 for service variables. In contrast, but a spurious correlations show up in research findings, there is absolutely no connection between understanding and awareness. With regard to adding value, the correlation is positive with regards to reasons (.38), reasons (services) and recognition (.182), and the extent of the services needed (0.220) (.265). The last parameter needed to increase customer service quality had a negative association with the reasons for expansion (reduced costs, burden, and stronger profit motive, and positive correlation with a variety of profit possibilities), all things considered (expenses/bur densities and financial expectations had an inverse relationship, profit motivation inverse), with a correlation of 0.265, and profit offers of 0. The analysis in the above revealed a relationship between all the five variables, hence, as clearly as can be seen, is associated with each other. In this case, the correlation changed from a negative to a correlation of low on the value added services and a development of administrative decision making which included an expansion of awareness, an initiator was required, resulting in the visualization of measure services for the measures.

Suggestions

1. Consumers have proven that the quality of the services the hotel, and quality of the products/facilities (a customers of hotels is essentially saying.) They write about their adventures once-in-a-a-lifetime experiences, whether they're positive or negative. Customers must therefore have an extreme preference over hotel operations management, therefore, management must take utmost precaution to make sure that customers' needs are being met.
2. For a nearby hotel to give you an advantage, it must be in the most desirable locations that offer convenience to shopping, sports, entertainment, and medical services, while also having good accessibility to the public transit networks, commercial areas, for example. This saves the customer from having to spend time commuting, but still provides an ample opportunity to arrive at the hotel in a timely manner that respects their schedule. There are particular decisions to be made about where you want to live if you plan to spend the majority of your vacation time. Near a beach, city attractions, local restaurants, and scenic views will be of the ocean are essential considerations.
3. Restaurants and reception areas must be redesigned in order to maintain market share the same standard of luxury with the guest rooms and lobby areas. Only 7% of the customers showed any interest in the top-of-of-the-the-the-line hotels in the research was able to be found from these results. According to this survey, the percentage of customers who were eager to book a reservation for a very excellent four or five-star hotel was low. This is of crucial for the hoteliers because it will drive customers to come to the hotel at a different approach: Different CRM plans must be employed to appeal to target five types of travelers. Star-hotel listed hotels.
4. Customers who are satisfied with their own food and well-being prefer to be around retailers that provide amenities for them naturally. A wide variety of food and beverage selection should be offered by hotels in order to serve a variety of customers, whether they're citizens or visitors. To ensure that every food type of cuisine is treated as a specialist cuisine, chefs should be employed in tandem with an equal numbers of establishments, and some of which are set up to serve only exotic foods.
5. The hotel amenities that are often offered include fitness, recreational activities like golf course, tennis court, pool, spa, cinema, and kid's club also have a tendency to expand the number of people who choose to stay in the hotel.
6. The hotel should be ready to disclose all the details of services and products, as well as their delivery. If the information is complete, it should be precise; if it is, it should be correct. It is important to regularly

encourage customers to provide feedback about the quality of their service and offerings as well as looking for ways to improve it, especially when they are not satisfied. Hotels have to do need to show transparency and provide customers with 100% transparency while ensuring customers benefit and receiving 100% satisfaction in return.

7. It is critical to success in the hospitality to have a clear understanding of customers' and requirements. These are important as well as offering complex functions such as unique and advanced features, so asking existing customers for feedback or regular customers for their views on what they think of them is good and what they expect is necessary helps to better meet the expectations of hoteliers. This newer theory attributes perceived greater demand for internet access to hotels and, and expectations of benefit for elderly promotions to people with online resources, which services additional guests feel entitled to expect free of charge. This means that hotels should make it easy for their customers to upgrade their rooms at no cost to their guests.
8. In this research, correlation analysis shows a relationship between five parameters—reasons, services, availability of services, service options, and the level of demand, as well as the likelihood of utilizing them—all which are closely linked. This can be taken to mean that on a customer satisfaction level, a decreasing customer dissatisfaction and increasing level of customer service is indicated for the best hotels on the scale. It is recommended that the hoteliers aim to improve the number of guests' happiness, thus ensuring they have an adequate level of compensation for their labour. Management needs to make a careful study of the project plans and employees' total commitment is required to make this possible. With these results, it is clear that there is a lot of room for new customer satisfaction gains to be realized by expanding this."

CONCLUSION

In this study, it was discovered that over seventy percent of the service firms lose more than 30% of their customers due to poor service. Shareable market share doesn't decline because there is typically overlap between the companies, and a significant number of those customers are being lost to competitors. The hotels need to reach out and interact with this particular number of guests to transform these into satisfied customers. To the extent that hotels charge for their given services, they must also pay attention to the price charged by competitors. People will get very friendly with those with one another as they expand their interactions, especially with customers in all categories. This is simply a marketing-gathering effort and cannot know anything about customer satisfaction. Their staff has been working in these five-star hotels for at least five years at the time requirement is met.

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