Quest Journals
Journal of Research in Business and Management
Volume 10 ~ Issue 10 (2022) pp: 125-130
ISSN(Online):2347-3002
www.questjournals.org

Research Paper

Guests Service Reliability Factors In "3-STAR" Hotels in Hyderabad

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Abstract:
At the start of the service chain, in the phase prior to arrival, there is an activity of defining services and their elements. There are two groups of these elements, which can be conditionally called the "hardware" and "soft ware" of the hotel. The "hardware" refers to the material part of the hotel service and includes the interior and exterior of the hotel and entire equipment. Reliability and trustworthiness are the most vital success factors in any business to sustain, survive and succeed this tag line also applicable for service industries like Hotels. Customer satisfaction is a collective outcome of perception, evaluation, and psychological reaction to the Service quality. Due to the increasing competition of Hotel business and the high demand of the customers, service quality is the fundamental factor to measure customer's satisfaction within such business. The primarily purpose of this study is to determine the influence of reliability dimension of 'Star Hotels 'customers satisfaction. Required data was collected through customers' survey. For conducting customers' survey likert scale based questionnaire was developed after review of literature. However, customers were selected by random sampling method and a sample size of 100 has been taken. The findings show that there is a very strong relationship between quality of service (Reliability) and customer satisfaction. On the basis of the conclusion made, inclination in Hotel business was representing the ability of the web site to fulfil customer requirement correctly, deliver promptly, and keep belongings secure.
***Keywords**: Hygiene, Safety, Ambiance, Timely Service*

***R**eceived 02 Oct., 2022; **R**evised 11 Oct., 2022; **A**ccepted 13 Oct., 2022 © The author(s) 2022.*
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I. Introduction:

Dimensions are derived from three phases of primary activities in the hotel which includes: phase before the arrival of guests, phase of guest presence and phase aft er the guests' stay. Within these phases, guests attached particular importance to the appearance and overall hotel equipment, caring towards guests, consistency of quality, the willingness of employees to provide services at any time, and knowledge and courtesy of employees and their ability to instil confidence.

The research presents the results in a reliability-recovery matrix presentation and finds that significant differences exist in overall satisfaction and an intent to return, depending on placement in the matrix quadrants. The research also provides an argument for the presence of service culture in a hotel property due to the significant distribution of hotels within the matrix quadrants; there are an unequal number in each quadrant, with significantly high numbers of hotels in the high reliability/high recovery and low reliability/low recovery quadrants.

Hyderabad Hotel lndustry Overview:

Hyderabad - About 85-90% of premium segment hotel demand comes from business travellers. - CBD area room demand is primarily dominated by business travel segment from

Table: Existing Hotel Beds/ supply in major cities in India

sectors such as BFSI and PSU companies while the Hitech city caters to demand from IT/ITes. - Corresponding to the rebound in commercial activity, the Hyderabad hotel market witnessed an increase in both occupancies and average rates in 2018-19.

II. Literature:

Shikha Sharma (2019) study exploring the customers' inclination towards eco-friendly hotels in Northern India. Sustainable tourism comprises of economic, social, and environmental performance measures. In this regard, green or eco-hotels have come up that usually implements a green procurement plan whereby all the commodities and the utilities to be used in the hotel are generated or manufactured sustainable. The concept of green and eco-hotels have come with the policy implication of mandatory CSR and environmental contribution, awareness of customers, and others. The activities and features that are mostly common amongst green hotels are use of renewable and clean energy, recycling of the waste as well as the conservation of water, reducing carbon footprint and others.

(Verma and Chandra, 2016)concluded in their research paper which covered the perception and the choice of hotel guests' dynamics for green attributes, that hoteliers and marketers need to have a new description of green hotels so that they can target their niche market. The main aim of this study was to determine the intentions and the factors that influence a guest staying at a Green hotel. This aim was fulfilled by this study providing a list of green practices that influenced the customers to do so. MANOVA (Multivariate analysis of Variance) and surveys were used to reach at the conclusions of the study. The data was collected for their study from 200 customers.

Norzuwana Sumarjan, Susan W. Arendt, Mack Shelley (2013) compared perceptions of Malaysian hotel quality managers (HQMs) and employees on leadership and workforce practices. The service providers could provide good service through empowerment by giving front line staff the latitude to make important decisions on customers' needs and can enhance service quality.

Gupta Sachin et al (2007) in their research paper "Guest Satisfaction and Restaurant Performance" collected the data from a restaurant chain which has a national presence and constructed a series of mathematical models .These models could predict how the customers satisfaction level will bring them back to the restaurants. The researchers designed two models for their study. The first model found the relationship of customer satisfaction with dining experience with respect to 21 different attributes. The other model investigated about the correlation in between restaurants service quality, and likelihood of returning of guests to the restaurants. The study found that, how the performance of restaurant is being influenced by comeback of customers. The study revealed that higher rate of comeback of customers is going to increase the profitability of organizations. Authors carried this research after finding a gap in literature review where they have found the researches where customer's satisfaction was made related with restaurant performance.

Salver Jessica (2009) in her book "Brand Management in the Hotel Industry and its Potential for Achieving Customer Loyalty" found the correlation in between customer loyalty and brand name. To investigate and analyze the brand management practices and to implement these concepts in the services of Hotels was the core objective of this research. The author selected this particular topic because brand management is the most discussed and researched topic in Hospitality industry. The objective of this study was to find out a link in between these two management concepts and to find out the positive aspects of Hotel services branding on consumers loyalty .Author revealed that the practices of branding with marks and names are very old and prevailed in ancient Rome Greece and China. Industries and businesses have now understood about the merits of branding, and these practices created a huge interest in industries during recent time. Author further revealed that Hotel Industry has a great potential for branding but it is far behind the physical products manufacturers, hence there was a need to examine the potential of brand management in this industry. The author finally concluded that because the competition is increasing rapidly and there is a need that customer's remains loyal to the service providers.

III. Methodology:

Objectives:

1) To examine the Service Reliability impact on Hotels performance.
2) To study various inclination factors, those are influence Hotel reputation.
3) To determine most influencing reliability factors in hotel sector. .

Hypothesis:

H_{01}: There is no significant association between Luggage safety and their opinions on Inclination Service.
H_{02}: There is no significant association between enough general items in rooms and their opinions on reliability.
H_{03}: There is no significant association between equipments working efficiency in room and their opinions on service reliability.

Sample:

Reputed 10 'Three Star Hotels' in Hyderabad which are in hospitality service from last 15 years are considered as sample for the proposed study, hotels like ITC Kakatiya, Western Ashoka and Katriya Hotels are name a few are considered as sample.

Sample Size:

A sample of 100 Hotel customers opinion was considered for data collection with the help of questionnaire in various above listed Hotels in Hyderabad.

Sampling Technique:

Random Sampling technique was adopted for the data collection process by visiting reputed 10 'Three Star Hotels' in Hyderabad city.

IV. DATA ANALYSIS:

Reliability

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.788	9

Inference: Cronbach's alpha has been run for to check their reliability dimension of Reliability. The above table displays some of the results obtained. The alphas for the all items are 0.788 > 0.7 indicates very good internal consistency among the given items.

Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.683
Bartlett's Test of Sphericity	Approx. Chi-Square	326.310
	df	36
	Sig.	.000

Factor Analysis is a data reduction technique. It also helps in structure detection among the variables and further helps in studying the underlying crucial factors that cause the maximum variation. Before we proceed for factor

analysis first the researcher tested the eligibility of the data by checking KMO- Bartlett's test which is a measure of sampling adequacy. The KMO value is 0.683 > 0.5 (accept for sampling adequacy)
Bartlett's Test of Sphericity indicates a measure of the multivariate normality of set of variables (Sig. value is less than 0.05 indicates multivariate normal and acceptable for factor analysis).

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.625	40.276	40.276	3.625	40.276	40.276	3.098	34.424	34.424
2	1.174	13.042	53.318	1.174	13.042	53.318	1.467	16.299	50.723
3	1.136	12.622	65.940	1.136	12.622	65.940	1.370	15.218	65.940
4	.977	10.857	76.797						
5	.769	8.539	85.337						
6	.539	5.992	91.329						
7	.374	4.152	95.481						
8	.216	2.405	97.886						
9	.190	2.114	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component		
	1	2	3
11.Room service was prompt & consistent	.082	**.764**	.176
12.My reservation was handled efficiently	.144	**.714**	.041
13.Enough towels, soap, etc ., were found in m y room	.779	.250	.102
14.Wake -u p calls were received as promised	.589	.452	-.330
15.TV, A/C, lights, and other mechanical equipment worked properly	.747	.126	.265
16.Safety for Luggage and valuable belongings	**.894**	.033	.158
17.Meeting arrangements were carried out as planned	**.822**	.062	.130
18.The employees did what they said they would do	.065	.289	.724
19.As per my request, I have received the type of room as per my requirement	.282	-.053	.762

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

The PRINCIPAL COMPONENT MATRIX gives the component matrix which is rotated using the VARIMAX rotation technique which gives the ROTATED COMPONENT MATRIX. Rotation of factors helps in the better interpretation of factors. Since the first factor in the ROTATED COMPONENT MATRIX is heavily loaded with Safety for Luggage and valuable belongings and meeting arrangements were carried out as planned. The factor loading values are 0.894 and 0.822 respectively. The first factor represents Safety for Luggage and valuable belongings and meeting arrangements were carried out as planned.

The second factor is heavily loaded with the Room service was prompt & consistent (0.764) and customers reservation was handled efficiently (0.714). The final list of 03 factors which collectively account for 65.94 % of the variance in the data is shown below .

SI. NO.	Factor Name	Common Factor Name	Factor loading value
1	Safety for Luggage and valuable belongings		**0.894**
	meeting arrangements were carried out as planned		**0.822**
2	Room service was prompt & consistent		**0.764**
	customers reservation was handled efficiently		**0.714**
3	As per request, customer have received the required room		**0.762**
	The employees did what they said they would do		**0.724**

Hypothesis Testing

H_{01}: There is no significant association between Luggage safety and their opinions on customer inclination Service. .

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.750[a]	12	.054

Likelihood Ratio	20.047	12	.066
Linear-by-Linear Association	2.870	1	.090
N of Valid Cases	100		
a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is 1.20.			

The above chi square value is greater than 0.05 (0.054 >0.05) , hence the null hypothesis is **accepted**, hence there is a significant relationship between luggage safety and Service reliability in ' Three Star Hotels' which means customers are more concern about safety of their belongings to decide service reliability..

H_{02}: There is no significant association between enough general items in rooms and their opinions on reliability.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.380[a]	12	.221
Likelihood Ratio	17.210	12	.142
Linear-by-Linear Association	1.622	1	.203
N of Valid Cases	100		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is 1.20.			

The above chi square value is greater than 0.05 (0.221 >0.05) , hence the null hypothesis is **accepted**, hence there is a significant relationship essential items in room and Service reliability in ' Three Star Hotels', items like soap, towels and shampoos are deciding factors for service reliability.

H_{03}: There is no significant association between equipments working efficiency in room and their opinions on service reliability.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.484[a]	12	.017
Likelihood Ratio	20.855	12	.053
Linear-by-Linear Association	2.284	1	.131
N of Valid Cases	100		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is 1.30.			

The above chi square value is less than 0.05 (0.17 <0.05), hence the null hypothesis is **rejected**, hence there is no significant relationship between equipment working and reliability in 'Three Star Hotels', which means some equipments are ignorable, if those are not essential like TV, Fridge etc..

Chi-Square Test Results

Null Hypotheses	Sig. Value	Result
H_{01}: There is no significant association between Luggage safety and their opinions on Service reliability.	0.054	Accepted
H_{02}: There is no significant association between enough general items in rooms and their opinions on reliability.	0.221	Accepted
H_{03}: There is no significant association between equipments working efficiency in room and their opinions on service reliability.	0.017	Rejected

V. Discussion of Results:

Based on the results of the conducted research, it is possible to suggest a possible model for measuring the quality of hotel services, which would serve the purpose of improving the tourism market of Bosnia and Herzegovina. Model for measuring the quality of hotel services can provide useful information to managers, in order to properly assess the expectations and perceptions of hotel guests. We started from the initial model for

measuring the quality of hotel services. This model identified five key dimensions of quality through the primary activity of providing services in hotels.

The study also determined changes in Hotel competitiveness levels, which Hotels achieved by implementation specialized label standards. The methodology of the study included the primary data collection and use of appropriate statistical tools. Research concluded that Hotel product management is one of the key prerequisites for raising competitiveness level of Hotels. Therefore Hotel industry needs redesign of Hotel infrastructure and strategies, besides this, industry must reposition itself as per the consumer's choices and preferences and market trends. The other important finding was that Hotel industry should introduce itself in new markets. Authors further suggested that managers must come up with new offers, and must redesign facilities and services, those are specialized for specific market segments such as families, sports enthusiasts, wellness, as well as Hotels specialized labels that are based on special categorization standards. These levels are based on the particular interests like history, art, children, sport, clubs and other. The research will facilitate Hostel Industry to chalk more effective Marketing and operational strategies.

The study also expressed the main conclusions based on factors influencing reliability in hotel industry. Researcher found that cultural tourism has been emerging in new dimensions and creative tourism is one of its parts, which has offered possibilities of self development in tourists. Author described various demand and supply challenges in cultural tourism and agreed that present economic, social and environmental changes of the world economy are going to affect the consumer behavior in Hospitality industry and managers should study these factors to gain competitive advantages.

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