



## CUSTOMER PERCEPTION OF SERVICE QUALITY IN HOTELS INDUSTRY IN MADURAI CITY

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### ABSTRACT:

Customer perception is the key driver of any organization to sustain in current competitive world. Service providers need to understand their customers and design their services in such a way that maximum possible perception is attained by the customer. Providing quality services has become one of the critical issues in the tourism industry and several studies have been paying attention to it. On the other hand, there seems to be a paucity of data on service quality Madurai hotels, making it difficult to fashion an appropriate management intervention. The study will also provide various suggestions to the customers so as to make their services more efficient and effective. For conducting the survey a well structured questionnaire is used to collect primary data from the respondents.

### KEYWORDS:

**CUSTOMER PERCEPTION, HOTEL INDUSTRY, SERVICES.**

### INTRODUCTION

Customer perception is a growing concern within the hotel industry and a number of studies have been carried out in the same context by different researchers. Customer perception become a significant performance indicator for the hospitality industries, as it indicates the strength of relationship between the customer and the service provider. The issue of service quality has received a lot of attention in the hospitality industry. The subject of service quality in the hospitality industry is even more important as it has been linked to the competitiveness of hospitality firms and customer purchase behaviour and retention.

Customer perception represents a modern approach for the quality products to the enterprises and organisations and serves to the development of the true customer focused on the management and culture.

Customer perception measures the meaningful offers and feedback of the objective about the clients preference and expectations. Therefore one of the key strategies for customer focused firms is to measure and monitor the service quality and the customer perception.

Customer perception refers to extent the customers happiness with the quality products and the best services provided by a business. In the recent years the concept of the customer perception has attracted the attention to the manufacturing sectors very much. The involvement of the customer in the delivery process introduces an additional factor, that causes a little or no direct control over the service experience to the service providers. Services are generally described in terms of four unique characteristics, namely intangibility, inseparability, heterogeneity, and perishability. Due to the intangibility characteristic of services, the firm may find it hard to understand the

consumers opinion and evaluate the quality service. Hence the consumers' input becomes a vital to the quality service performance. Day by day the quality service can vary from producer to producer, customer to customer. Several tools are available for measuring the customers' perception. The hotel industry is a large and highly diverse industry that includes the wide range of property styles, uses and qualities.

Most of the customers have considered the following hotel attributes for making a hotel choice decision: cleanliness, location, room tariff, security, quality service, and reputation of the hotel. Cleanliness, safety and security, accommodation value for money, and courtesy with helpful staff are the vital roles for choosing the appropriate hotel for the customers. Personal service, physical attractiveness, opportunities for relaxation, standard of services, appealing image and value for money are evaluated by the travellers significantly.

The importance of the customer perception has become an essential business issue for the organizations which have realized the significant outcomes that can be achieved for providing an effective customer service. Regarding to the other industries the different researchers and institutions have undertaken a lot of scientific and detailed studies. But Indian hotel business is unable to draw the attention for the researchers with any noticeable extent.

Hence the study has been examining and analysing the customer perception towards the Madurai city. This study can help the firms to employ the outcome for developing the appropriate customers' perception policies. Madurai city has been attracting a lot of foreign tourists as well as the domestic tourists. There is also a big contingent of floating people who have used to come to the city for working and staying for a period of ranging from three

months to one year

To understand the customers' need, gathering their opinions and comments, "assessing the customer perception" with the service provided by the hotel industries in Madurai city are the most important.

**STATEMENT OF THE PROBLEM:**

Competitors prospering in the new global economy has been recognized for measuring the customer perception that is the key role for achieving the success. The basis of the consumer perception or misperception lies on the mankind ability that are learnt from the past experiences. So consumer preferences are being updated by the way of learning process constantly from time to time.

Customer perception to be considered is one of the most important outcomes of all the marketing activities for market oriented firms. The obvious need for satisfying the customers of the firms can help to expand the business, to gain a higher level to the market share, and to require repeated and referral business, which can also lead to improve the profitability.

**METHOD OF STUDY:**

For the Conducting study, Primary data was collected through on administered

Questionnaire to collect the response of the customers on the basis of various service attributes provided to them. The study use simple random technique for the survey. For the study 150 questionnaires distributed among the customers availing in the hotel Services and 100 responses were found Usable for the study.

**OBJECTIVES:**

1. To find out the preferences of the customers towards Hotels in Madurai City.
2. To understands factors those are considered by the customers in the selection of the hotels in Madurai City.
3. To offer valuable suggestions and findings

**DATA ANALYSIS:**

**TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Demographic Variables		Respondents (%)
Gender	Male	55
	Female	45
Age	Below 20	22
	20-25	37
	Above 25	41
Marital Status	Married	60

	Unmarried	40
Family Income	Below 20000	28
	20000 – 30000	42
	Above 30000	30
Length of stay	Below 5 days	25
	5 – 10 days	38
	Above 10 days	37

**RESULT AND INTERPRETATION:**

As per results revealed in table 1, 55% of the Respondents are Males and 45% are Females. 22% respondents fall in the Age Category of (below 20) 37 % in ( 20 -25 ) and 41% of the Respondents are Fall in the Age category of (Above 25). 60 % of the Respondents are Married While as 40 % are Unmarried. 28 % of the Respondents are fall in the Income group of (Below 20,000), 42% fall in (20,000 to 30,000) and 30 % of the Respondents are fall in the Income group ( Above 30,000). 25% of the Respondents has the Length of the stay for (Below 5 days), 38 % of the Respondents (5 to 10 days) and 37% (Above 10 days).

**TABLE 2: OPINION ABOUT SERVICE PROVIDED (EXPRESSED IN PERCENTAGE):**

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Cleanliness and comfort	18	54	13	10	5
Safety and security	12	50	22	12	4
Staff Performance	22	34	15	18	11
Prompt Services Provided	30	25	15	22	8
Staff Knowledge	24	46	13	12	5
Prize Charged by the Hotels	18	46	21	9	6
Ambience and Interior Decoration	18	25	15	22	20
Parking Facility	40	20	10	18	12
Quality of the food and Beverages	23	49	15	6	7

Products and services	16	41	17	11	15
Location of the Hotel	30	15	26	12	17

As per the results available in first Segment 54% of the customers are satisfied with the Cleanliness and comfort provided by the Hotel. 50% of the customers are satisfied with the safety and with the staff Knowledge of the Hotels. 46% of the customers are satisfied with the Prize charged by the Hotels. 25% of the customers with the Prompt Services that are provided by the Hotels. 46% of the customers are satisfied with the Ambience and Interior Decoration of the Hotels. 20% of the customers are satisfied with the Parking are satisfied with the Staff Performance of the Hotels. 25% of the customers are satisfied Facility of the Hotels. 49% of the customers are satisfied with the Quality of the food and Beverages of the Hotels. 41% of the customers are satisfied with the Products and services of the Hotels. 15% of the customers security. 34% of the customers are satisfied with the Location of the Hotels. the safety and security. 34% of the customers are satisfied with the Location of the Hotels.

### CONCLUSION AND SUGGESTIONS:

The present study was taken so as to measure customer perception in the hotels of the Madurai city and the study has been clearly analysed with appropriate methodology based on the objectives. The study is an attempt to make the hotel industry more perfection towards the customer perception much more effective way. On the basis of data analysis it is proved that the perception level of the customers towards the hotel industry is good but certain attempts should be made by the managers to make the services more efficient and sustainable in the longer run.

### FINDINGS

1. 41% of the Respondents are fall in the Age category of (Above 25).
2. 54% of the customers are satisfied with the Cleanliness and comfort provided by the Hotel.
3. 41% of the customers are satisfied with the Products and services of the Hotels.

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product or service in relation to his or her expectations".

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