A STUDY ON MEASURING THE EFFECTIVENESS OF SERVICE QUALITY USING SERVQUAL MODEL- A CASE STUDY ON HOTELS AT HOSAPETE CITY

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Abstract

The purpose of the study is to examine customers' perceptions of service quality in the hotels at Hosapete city. The aim is to assess the perceived service quality of hotel attributes and to determine the factor structure of service quality perception.

A modified SERVQUAL scale was used to assess service quality perceptions from the perspective of domestic and international tourists. Data was collected from hotels in the Hosapete city, using a self-administered questionnaire. Descriptive statistical analysis, exploratory factor analysis and reliability analysis were conducted.

The study results indicate that high expectations of hotel guests regarding service quality. 'Reliability,' 'empathy and competence of staff,''accessibility' and 'tangibles' are the key factors that best explained customers' expectations of hotel service quality. The results of the quantitative assessment of perceived service quality may provide some insights on how customers rate the service quality of a particular hotel. Thus, the findings can be used as a guide for hotel managers to improve the crucial quality attributes and enhance service quality and business performance.

Keywords: *Service quality, SERVQUAL, Reliability analysis, Hotel industry*

Introduction

In the highly competitive hotel industry, service becomes one of the most important elements for gaining a sustainable competitive advantage in the marketplace. Consequently, the efforts of service managers and academic researchers are directed towards understanding how customers perceive the quality of service.

Customers are likely to view services as a variety of attributes that may, in different ways, contribute to their purchase intentions and perceptions of service

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quality. Although researchers (Grönroos 1984; Parasuraman, Berry and Zeithaml 1985, Parasuraman, Zeithaml and Berry 1988; Zeithaml, Parasuraman and Berry 1990) have focused on different aspects of service quality, they all agree that the emphasis should be on customers. The most common definition of the concept is attitude, which results from a comparison of customers' expectations with perceptions of performance (Parasuraman, Berry and Zeithaml 1985, Parasuraman, Zeithaml and Berry 1988). What is more, customers perceive service quality as a multidimensional concept.

The specific nature of services makes it difficult to provide, measure and maintain their quality. However, Parasuraman Berry and Zeithaml and Parasuraman, Zeithaml and Berry (1985, 1988) presented the servqual scale, which became the most popular instrument for measuring service quality. The model has been applied in various service industries, including tourism and hospitality. In most of the researches the instrument was modified to suit the features of a specific service.

Conceptual Background

SERVQUAL is founded on the view that the customer's assessment of SQ is paramount. This assessment is conceptualized as a gap between what the customer expects by way of SQ from a class of service providers (say, all opticians), and their evaluations of the performance of a particular service provider (say a single Specsavers store). SQ is presented as a multidimensional construct. In their original formulation, Parasuraman et al. (1985) identified ten components of SQ:

- Reliability;
- Competence;
- Courtesy;
- Credibility;
- Understanding/knowing the customer;
- Tangibles.
- Responsiveness;
- Access;
- Communication;
- Security;

In their 1988 work, these components were collapsed into five dimensions: reliability, assurance, tangibles, empathy, and responsiveness. Reliability, tangibles and responsiveness remained distinct, but the remaining seven components collapsed into two aggregate dimensions, assurance and empathy (Buttle, 1996). This model of service quality provided and evaluated after five shows. The next five are (Andaleeb, 1998):

- **Tangibility:** NON appearance and physical equipment and tools in the workplace and employees.
- **Trust:** The service provider organization's ability to practice their promise of a precise and continuous.
- **Responsibility:** Desire and enthusiasm to help the organization and provide timely customer service.
- **Assurance:** Knowledge and skills and competencies of staff and the

organization's induction programme to induce customer trust.

- **Empathy:** A close and harmonious with the customer and individual attention to his efforts to understand customer needs.

SERVQUAL model based on 22 components (dimensions around five branches) expectations and perceptions of customer service it gives the measure using gap analysis to the study deals with service quality (Caruana, 2000).

The ultimate goal of this model, lead the organization toward excellence is the yield (Bodvarsson, 2002).

Fig -01: Showing Service Gap

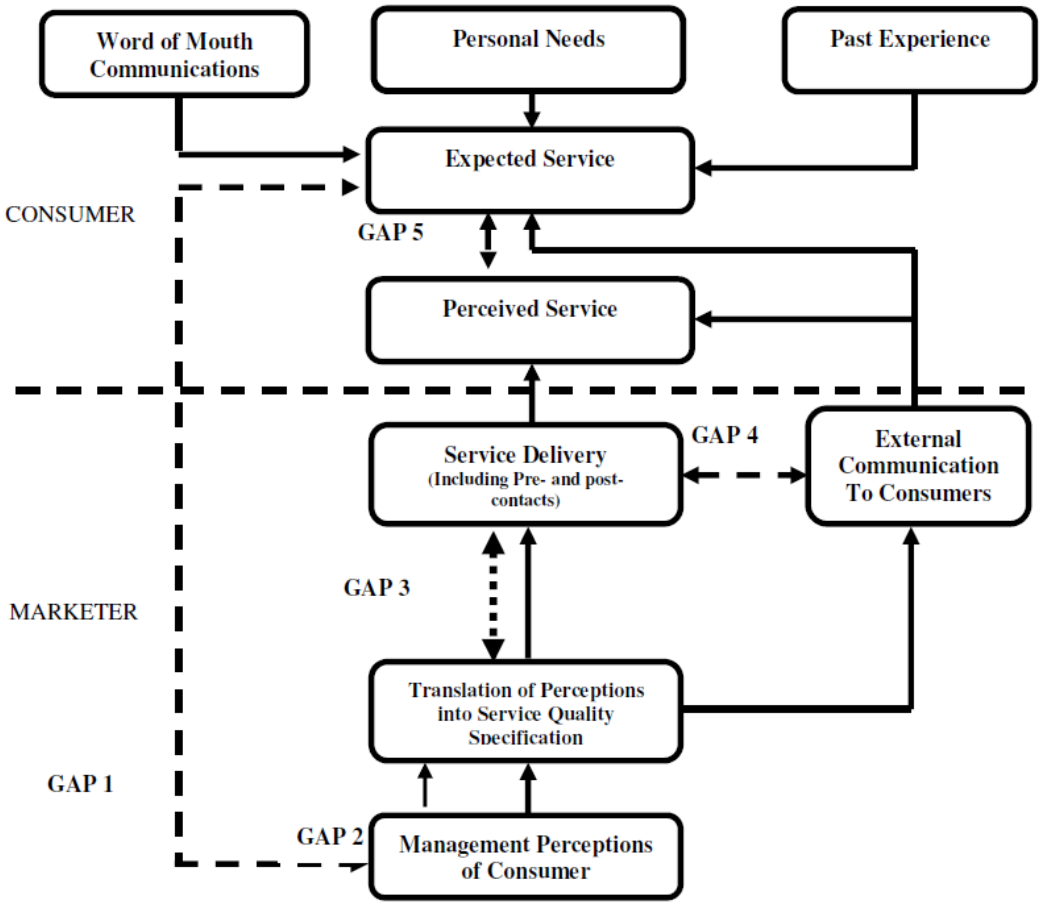


Figure (1): gap analysis model (adapted from Parasuraman, and Zeithaml, & Berry, 1985)

Figure shows (1) gaps in the five branches of the formation of quality and services. Fifth gap between the perceptions and expectations represent clients of service

units. Other functions are split, and thus have been known as a quality gap (Brown, 2000). So far, much research in the field of monitoring and measuring customer satisfaction using the model SERVQUAL in different areas has been accepted.

LITERATURE REVIEW:

Mahadev (1967)[1], in his article, has suggested various physical planning decisions modifying the spatial trend. He has attempted to study the location pattern of different temporal stages. The author has analyzed the spatial structure of hotel industry in the city of Mysore.

Singh, T.V (1975)[2], in his study, has assessed hotels capacity at twelve different locations of tourist importance in the State of Uttar Pradesh. The main findings of the study were that the domestic tourists are neither choosey about accommodation nor they demand superior service. But the foreign tourists demand better quality hotels. As such, there is a shortage of accommodation in relation to foreign tourist.

Guha (1981)[3], while highlighting the importance of the hotel industry in Indian tourism has suggested that the hotel has to provide basic hospitality services besides doing marketing (promotions) of rooms, supply of food, etc. He suggests ways of maximum utilization of the capacity and ways to increase tourist inflow.

Kachru, Arun (1981)[4], in his paper, concludes that each hotel room gives employment to 3 direct workers while indirectly 9 workers are employed. Further important role of hotel industry is the generation of employment and foreign exchange earnings.

Nadkarni, M.M. (1981)[5] opines that due to neglect of buildings adequate infrastructure such as airports, road transport, communication, etc., are the main reasons for a setback to hotel industry. He points out that there still there is a shortage of rooms' facilities in luxury and deluxe hotels. He concludes by saying that there should be a proper tourism planning.

Dash, M.K. (2002)[6], in his article, observes that the Indian accommodation sector is mainly patronized by domestic tourists, while the rich tourists visit luxury hotel sector. He says that only a few luxury hotels have modern entertainment facilities, whereas others do not have any sort of family entertainment facilities.

Swain, Sampat Kumar and Babu P George (2007)[7], in their article, have measured the employees perceptions of some of the human resource development practices prevailing in the classified hotels in Orissa.

RESEARCH METHODOLGY

The data and information needed for the study has been collected from both primary and secondary sources.

Research instruments:

The questionnaire has been prepared and directed to the respondents for collecting primary data through verbal discussion.

1. Sample design:

About 100 respondents are interviewed to get first-hand information. The respondents were selected on random sampling basis. They were interviewed by adopting personal survey method.

OBJECTIVES OF THE STUDY:

1. To measure the effectiveness of service quality in achieving customers satisfaction.
2. To determine the factor effecting the customer satisfaction
3. To suggest suitable marketing strategies.

OVERVIEW OF HOTELS AT HOSAPETE CITY.

Hampi is a town in north ern Karnata ka, India. It was one of the weal thiest and bi ggest urban communi ties on the planet amid its prime. The name Hampi can li kewise signi fy "champ ion".

Hampi is one of the UNESCO world Heritage Sites in India situated close Hospet town in the Karnataka state. Hampi is alluring even in its demolished state, pulling in a great many guests consistently. Immense extends of rock strewn slopes make the background of Hampi interesting. Spotted around the slopes and valleys are in addition to landmarks. Some of the star hotels at Hosapete are Clark's inn, Malligi inn, Royal Orchid, Hampi International and Priyadarshni, Krishna Palace

FINDINDS

1. From the above study it was found that 45% of the respondents was dissatisfied outside appearance of the Hotels.
2. From the above study it was found that 68% of the respondents was have good experience.
3. It was found that 64% of the respondents are satisfied with the interior design of the Hotels.
4. 35% of the respondents was unhappy with quality of food and beverages in the restaurant.
5. It was found that 35% of the respondents are unhappy with the serving in the restaurant is not good.
6. From the above study 40% of the respondents was happy with the breakfast meals taste and flavor in the restaurant.
7. 55% of the respondents are unhappy with the personalized room service in the Hotels.
8. From the above study it was found that 76% of the respondents are happy with employee promise the work done on time of the Hotel.
9. It was found that 42% of the respondents are doesn't happy with the basic amenities which is provided by the hotel to the guest.
10. From the above study it was found that 72% of the respondents are happy with the Hotel employees are

willing to help for guests staff of the hotel.

11. From the study it was found that 76% of the respondents are happy with the employees are able to tell guest exactly when service will be provided.
12. It was found that 38% of the respondents are unhappy with the cleanliness of the rooms.
13. From the above study it was found that 80% of the respondents were happy with the hotel employee's gives positive response for guest question.
14. 72% of the respondents were happy with the type of solutions and response to the guest complaint about service the employees will help to solve the problem.
15. It was found that 86% of the respondents were happy with the maintenance of accurate records.
16. From the above study found that 72% of them were happy with the service provided by hotel is as per specification of the guests.
17. 36% of the respondents rated about the variability of services provided at hotel.
18. 32% of the respondents have negative remark about serving the food in the restaurant.
19. Majority of them that is 58% of the respondents are happy for price which is paid at hotel.
20. From the above study found that 76% of them were not any having complaint when they have stayed at the Hotel.
21. 26% of the respondents have rated about the complaints of the service at the hotel and to improve the service of the Hotel.
22. It was found that 88% of the respondents were happy with employees' polite behaviour at hotel and good knowledge about hotel introduction.
23. Majority of them that is 74% hotel staff understand specific needs of guests.
24. 54% of the respondent rated the hotel staff have good communication with the guest and responses to solve the problem of the guests.
25. 68% of the respondents rated as good overall rating for the Hotels

SUGGESTIONS:

1. The overall outside appearance of the Hotel must be improved to attract the guests.
2. The quality and taste of the food in the restaurant must be improved so those customers get good impression of the hotel.
3. Regular training and orientation programs to be conducted for employees about delivering the

value based service to the customers and customer expectations.

4. The hotel must maintain the electronic equipment in working condition so that customer gets best impression.

5. The hotel should focus on the internal marketing with the employees like, providing them information about promotional tools adopted by the company.

6. The interior design of the hotel must be changed in modern manner to attract the guest.

7. Restaurant service should be more professional and pleasing with time punctuality.

8. The hotel must improve the personalized room service on time.

9. The hotel must improvisation of the service quality to attract the more customers.

10. The hotel employees must keep their trust worthy which they have made to the guest feel comfort

CONCLUSION

Service quality that is provided by the Hotels in Hosapete city to the customers found responses both favorable and unfavorable response. The results of this study suggest that solving guests' problems, on service quality dimensions such as - performing error-free service, employees' attitude towards the guests at the hotel, appropriate location, and the appearance of the facilities are the key attributes for a hotel's success. Thus, the findings can be used as a guide for hotel managers to improve crucial quality attributes and enhance service quality and business performance.

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