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## A STUDY ON CONSUMER OPINION TOWARDS QUALITY AND SATISFACTION IN HOTEL INDUSTRY (WITH SPECIAL REFERENCE TO ANNAPOORNA GROUP OF HOTELS IN COIMBATORE, TAMILNADU)

**Dr. M. KALIMUTHU**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**Dr. NGP COLLEGE OF ARTS & SCIENCE**  
**COIMBATORE**

**Dr. S. SIVARAMAN**  
**ASST. PROFESSOR**  
**SCHOOL OF COMMERCE & INTERNATIONAL BUSINESS**  
**Dr. GRD COLLEGE OF SCIENCE**  
**COIMBATORE**

### ABSTRACT

*In the study various differences and similarities in the satisfaction level of the respondent customers have been discussed to identify the needs and perceptions of hotel customers based on the level of their satisfaction with reference to Sree Annapoorna Sree Gowrishankar group of hotels in Coimbatore. Overall, the data analysis showed that the results were reliable and indicated a good measure of sampling adequacy. Effective marketing strategies need to be planned by hoteliers to attract and retain more and more customers, by satisfying them during their first visit.*

### KEYWORDS

Annapoorna group of hotels, consumer opinion, hotel industry.

### JEL CODES

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### INTRODUCTION

Most of the biggest contemporary challenges of management in service industries is providing and maintaining customer satisfaction. Overwhelming customer demanding for quality products and service has in recent years become increasingly evident to professionals in the tourism and hotel industry. Customer satisfaction represents a modern approach for quality in enterprises and organizations and serves the development of a truly customer – focused management and culture. Customer satisfaction measures offer a meaningful and objective feedback about client's preferences and expectations. Marketing and management sciences now – a – days are focusing on the coordination of all the organizations' activities in order to provide goods or services that can satisfy best specific needs of potential customers. 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. The basis of consumer satisfaction or dissatisfaction lies in mankind's ability to learn from past experiences – accordingly, consumer preferences are constantly being updated by the way of the learning process. Learning theory postulates "... a given response is reinforced either positively or negatively to the extent that it is followed by a reward. Reward in turn, leads to an evaluation that the purchase was satisfactory ... and hence it can exert an effect on brand beliefs and attitudes. The probability of engaging in a similar buying act will be increased if there are positive consequences in the act of purchase and use and vice versa".

### OBJECTIVES OF THE STUDY

The study intends to pursue the following specific objectives with reference to "Sree Annapoorna Sree Gowrishankar" group, Coimbatore. To identify the level, if customer satisfaction towards various hotel attributes like, quality offered, quantity provided, varieties available, interior decoration, parking facility, drive-in facility, neatness and cleanliness, amenities, price, taste and waiter's service.

### METHODOLOGY

This study is about the customers who had visited in 10 branches of SASG hotels during the study period. The study sample frame covers 10 branches of Sree Annapoorna Sree Gowrishankar group of Hotels in Coimbatore. The customer of this hotel constituted the source of data. The sample size is 140 customer respondents from the 10 branches of group of hotels in Coimbatore. The sampling is equally distributed by 14 respondents from each of the group's branch.

### REVIEW OF LITERATURE

- Apsara Saleth Mary. A (2019)** examine the gender difference towards Customer Satisfaction and analyze the different age group respondents towards the factor customer satisfaction. Her findings from this present study reflects that an element of Customer satisfaction (food product, service quality, cleanliness, dining environment, customer relationship management) have a significant and positive impact.
- Dil Pazir, Insha Amin (2015)** described the customer satisfaction is the key driver for any organisation to sustain in current competitiveera. Service providers need to understand their customers and design their services in such a way that maximum possible satisfaction is attained by the customer. The purpose of the present study is to measure customer satisfaction in the hotels of the Kashmir valley.
- According to Soderlund (1998)** describe about the aims to analyze overall customers their opinion customers services marketing to assess customer satisfaction in terms of tangibility, reliability, responsiveness, assurance, empathy and facilities/attraction.

### ANALYSIS AND INTERPRETATION

#### LIKERT'S FIVE POINT SCALING TECHNIQUE

#### RESPONDENTS OPINION TOWARDS THE QUALITY

Where ever one goes. Quality plays vital role and customers will expect quality more than others things. Respondents are here divided by their opinions towards quality on various food items, provided by the hotel.

**TABLE 1: RESPONDENTS OPINION TOWARDS THE QUALITY**

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. No.	ATTRIBUTES OF QUALITY	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Coffee / Tea	69	60	7	1	3	1.364	1
2	Breakfast Items	39	89	6	1	5	1.114	2
3	Midday Items	34	71	22	2	11	0.821	4
4	Dinner Items	41	76	10	4	9	0.971	3
5	Chat Items	31	57	30	8	14	0.593	8
6	Salads / Juices	31	68	22	8	11	0.714	6
7	Ice Creams	31	69	24	4	12	0.736	5
8	Chinese – Items	27	50	30	17	16	0.393	10
9	North Indians Dishes	30	60	26	9	15	0.579	9
10	Sweets	39	63	22	6	10	0.821	4
11	Savories	29	67	22	4	18	0.607	9

Source: Primary Data

**Interpretation:** Table 1 shows the opinion of sample respondents with regard to the level of their satisfaction about quality provided by the SASG hotels, on various items.

Analysis reveals that for coffee / Tea 129 respondents are either satisfied or lightly satisfied and 4 respondents are either dissatisfied or highly dissatisfied.

➤ It is inferred that satisfaction level is maximum for 'Coffee / Tea' then comes 'Breakfast Items' and the third is 'Dinner Items'.

**RESPONDENTS OPINION TOWARDS THE AVAILABILITY OF VARIETIES**

The customer's satisfaction is very important in business world. On the basis of satisfactory level of customers respondents are divided on the varieties available in the hotel.

**TABLE 2: RESPONDENTS OPINION TOWARDS THE AVAILABILITY OF VARIETIES**

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. No	ATTRIBUTES OF VARIETIES AVAILABLE	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Breakfast Items	66	62	5	2	5	1.300	1
2	Midday Varieties	37	77	15	2	9	0.936	2
3	Dinner Items	33	79	15	2	11	0.864	3
4	Chat Items	33	58	31	8	10	0.686	7
5	Cool Drinks/ Juices	34	64	27	4	11	0.757	4
6	Ice Creams	32	66	27	2	13	0.729	6
7	Chinese – Items	28	45	43	8	16	0.436	9
8	North Indians Dishes	26	63	32	6	13	0.593	8
9	Sweets	36	62	23	7	12	0.736	5
10	Savories	31	60	26	7	16	0.593	8

Source: Primary Data

**Interpretation:** Table 2 shows the opinions of sample respondents with regard to the level of their satisfaction about availability of varieties provided by the SASG hotels a various items.

Analysis reveals that regarding breakfast items 128 respondents are either satisfied or highly satisfied and 7 respondents are either dissatisfied or highly dissatisfied.

➤ It is inferred that satisfaction level is maximum for 'Breakfast Items' then comes 'Midday Varieties' and the third is 'Dinner Items'.

**RESPONDENTS OPINION TOWARDS NEATNESS & CLEANLINESS**

Neatness and cleanliness are very important for a customer who visits the hotel. They play an important role. Respondents are divided according to their opinion towards neatness and cleanliness.

**TABLE 3: RESPONDENTS OPINION TOWARDS NEATNESS & CLEANLINESS**

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. NO	ATTRIBUTES OF NEATNESS & CLEANLINESS	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Vessels (Plates & Glasses)	60	54	16	2	8	1.114	1
2	Table	50	59	18	5	8	0.986	2
3	Floor	45	55	24	6	10	0.850	4
4	Waiters	40	58	25	5	12	0.779	5
5	Toilets	30	67	25	4	14	0.679	8
6	Towels	35	54	26	10	15	0.600	10
7	Napkins	34	56	25	11	14	0.607	9
8	Wash Area	41	54	23	7	15	0.707	7
9	Drinking Water	50	58	17	6	9	0.957	3
10	Furniture	47	50	20	10	13	0.771	6

Source: Primary Data

**Interpretation:** Table 3 shows the opinion of sample respondents with regard to the level of their satisfaction about neatness and cleanliness of the SASG hotel on various attributes. Analysis reveals that for vessels (Plates & Glasses) 114 respondents are either satisfied or highly satisfied and 10 respondents are either dissatisfied or highly dissatisfied.

➤ It is inferred that satisfaction level is maximum for 'Vessels' [Plates & Glasses] then comes 'Table' and the third is 'Drinking Water'.

**RESPONDENTS OPINION TOWARDS QUANTITY OFFERED**

Quantity is one of the factors which measure the satisfactory level of the customers. Respondents are divided by their opinions about quantity of various food items provided in the hotel.

**TABLE 4: RESPONDENTS OPINION TOWARDS QUANTITY OFFERED**

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. NO	ATTRIBUTES OF QUANTITY	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Quantity of Breakfast Items	46	62	18	5	9	0.936	1
2	Quantity of Midday Varieties	31	62	23	6	18	0.586	6
3	Quantity of Dinner	33	67	19	7	14	0.700	3
4	Quantity of Chat Items	28	55	27	10	20	0.436	9
5	Quantity of Juice	34	54	26	8	18	0.557	7
6	Quantity of Ice Creams	34	57	24	9	16	0.600	5
7	Quantity of Coffee/Tea	36	66	19	5	14	0.750	2
8	Quantity of Sweets	37	58	24	6	15	0.686	4
9	Quantity of Savories	34	59	22	7	18	0.600	5
10	Quantity of Chinese Items	33	44	31	12	20	0.414	10
11	Quantity of North Indian Dishes	32	52	27	8	21	0.471	8

Source: Primary Data

**Interpretation:** Table 4 shows the opinions of sample respondents with regard to the level of their satisfaction about quantity offered by the SASG hotel for various items.

Analysis reveals that for breakfast items 108 respondents are either satisfied or highly satisfied and 14 respondents are either dissatisfied or highly dissatisfied.

➤ It is inferred that satisfaction level is maximum for 'Breakfast Items' then comes 'Coffee / Tea' and the third is 'Dinner'.

**RESPONDENTS OPINION TOWARDS TASTE**

Most of the customers, wherever they visit hotels, consider taste of the food provided by the hotel. Here respondents are divided by their opinions towards taste of the food provided by SASG hotels.

**TABLE 5: RESPONDENTS OPINION TOWARDS TASTE**

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. NO	ATTRIBUTE OF TASTE	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Breakfast Items	66	59	6	2	7	1.250	1
2	Midday Varieties	45	60	20	2	13	0.871	3
3	Dinner Items	48	62	15	2	13	0.929	2
4	Chat Items	38	53	27	7	15	0.657	8
5	Cool drinks	36	69	19	1	15	0.786	5
6	Ice Creams	43	55	23	5	14	0.771	6
7	Chinese Items	34	55	24	10	17	0.564	9
8	North Indian Dishes	39	55	24	5	17	0.671	7
9	Sweets	47	61	14	3	15	0.871	3
10	Savories	38	68	16	4	14	0.800	4

Source: Primary Data

**Interpretation:** Table 5 shows the opinions of sample respondents with regard to the level of their satisfaction about taste of the various items provided by the SASG hotels.

Analysis reveals that for 'Breakfast items' 125 respondents are either satisfied or highly satisfied and 9 respondents are either dissatisfied or highly dissatisfied.

➤ It is inferred that satisfaction level is maximum for 'Breakfast Items' then comes 'Dinner Items' and the third is 'Midday Varieties' and 'Sweets'.

**RESPONDENTS OPINION TOWARDS PRICE**

Price is most important factor that determines the satisfactory level of a customer. Respondents are here classified according to their opinion towards price.

**TABLE 6: RESPONDENTS OPINION TOWARDS PRICE**

(HS - Highly satisfied, S - Satisfied, M - Moderate, DS - Dissatisfied and HDS - Highly dissatisfied)

S. No	ATTRIBUTES OF PRICE	HS	S	M	DS	HDS	CO- EFFICIENT	RANK
1	Breakfast Items	14	10	20	45	51	-0.779	1
2	Mid Day Varieties	20	19	21	45	35	-0.400	6
3	Dinner Items	17	13	25	47	38	-0.543	2
4	Chat Items	20	19	24	46	31	-0.350	7
5	Cool drinks	22	9	27	55	27	-0.400	6
6	Ice Creams	20	10	27	51	32	-0.464	3
7	Chinese Items	21	17	24	52	26	-0.321	8
8	North Indian Dishes	22	20	26	44	28	-0.257	9
9	Sweets	21	12	22	56	29	-0.429	4
10	Savories	23	11	21	55	30	-0.414	5

Source: Primary Data

**Interpretation:** Table 6 shows the opinion of sample respondents with regard to the level of their satisfaction about price of the various items provided by the SASG hotel.

Analysis reveals that for 'Breakfast items' 96 respondents are either dissatisfied or highly dissatisfied and 24 respondents are either satisfied or highly satisfied.

➤ It is inferred that dissatisfaction level is maximum for 'Breakfast Items' then comes 'Dinner Items' and the third is 'Ice creams'.

**FINDINGS**

- Majority (55%) of the respondents had visited SASG with their family members.
- Majority (36.43%) of the respondents had visited SASG more than twice in a month.
- Majority (69.29%) of the respondents had opined that the menu items were available in SASG.
- Majority (81.43%) of the respondents were aware of the SASG branches.
- Majority (25%) of the respondents don't had any fixed time to visit SASG.
- Majority (44.29%) of the respondents had opined that IdliSambar as their favourite breakfast item.
- Majority (41.43%) of the respondents favourite is meals.
- Majority (33.57%) of the respondents favourite branch was Gandhipuram (North Zone) and (22.86%) of the respondents favourite branch was Arts College (South Zone).
- Majority (51.43%) of the respondents had visited the hotel with prior planning.

- Majority (75.72%) of the respondents preferred South Indian food items. Majority (52.14%) of the respondents had a habit of asking the menu card.
- Majority (76.43%) of the respondents used to notice and read the today's special, which was kept at the entrance.
- Majority (53.57%) of the respondents had used AC dining halls.
- Majority (33.29%) of the respondents bought the sweets normally during festivals.
- Majority (67.86%) of the respondents normally buy both sweets and savories during their purchase.
- Majority (35.00%) of the respondents had waited 3 – 5 minutes to get a place to sit.
- Majority (39.29%) of the respondents had waited 3 – 5 minutes to place their order.
- Majority (34.29%) of the respondents had waited 3 – 5 minutes to get their ordered items.
- Majority (31.43%) of the respondents had spent Rs. 100 – 200 during their visit.
- Majority (87.86%) of the respondents had opined that they pay tips to the waiters.
- Majority (37.14%) of the respondents had opined that they usually pay Rs. 5 – Rs. 10 as tips to the waiters.
- Majority (56.43%) of the respondents had habit of placing parcel – order during dining.
- Majority (90%) of the respondents has a practice of paying the bill at the dining table.
- Majority (70.71%) of the respondents were not aware of the waiting hall facility.
- Majority (54.29%) of the respondents had not reserved any table in advance they visit the hotel as and when they wish.
- Majority (58.57%) of the respondents had opined that they use family rooms whenever they visit with their family, relatives and friends in good number.
- Majority (78.57%) of the respondents had no issues with respect to bill.
- Majority (76.43%) of the respondents haven't got any health related issues after consuming food in SASG.
- Majority (83.57%) of the respondents were sure to visit SASG in the future.
- Majority (79.29%) of the respondents were willing to recommending SASG for others.

### SUGGESTIONS

- ✓ 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.
- ✓ Regarding the parking facilities, the hotel has to increase the parking space as it was not adequate in some of its branches.
- ✓ Meals were not served in Central Bus-stand branch. The management can make arrangements to serve meals to cater the needs of customers.
- ✓ Interior decoration can be improved in all the branches, which in turn will create good atmosphere for the customers.
- ✓ Separate menu can be provided for diabetic patients.
- ✓ The seating capacity can be increased to mitigate the waiting time of the customers and at the same time without compromising the movement space, which will affect the image of the concern in the long run.
- ✓ 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.
- ✓ More branches can be opened throughout Tamil Nadu to reach more customers with the quality food and other improved and modern amenities.
- ✓ The hotel can apply for ISO – 9001 to build the goodwill among customers.
- ✓ Customers always need privacy in every situation, especially during dining times. Partition can be made for the convenience to the consumers.
- ✓ The hotel administration may opt for comparatively less price structure. This would attract more regular customers. An increased satisfied customer means more profit.
- ✓ The restaurant can introduce the self-service system, so that the consumers can be benefited by saving their waiting time.
- ✓ Door delivery system can be introduced to bring in more customers, who sometimes may not be able to come to the hotels for some reasons.

### CONCLUSION

It is concluded that effective marketing strategies need to be planned by hoteliers to attract and retain more and more customers, by satisfying them during their first visit.

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