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CUSTOMER ATTITUDE TOWARDS SERVICES AND AMENITIES PROVIDED BY STAR HOTELS: A STUDY WITH REFERENCE TO MADURAI CITY

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ABSTRACT

A hotel is an establishment which provides paid lodging on a short-term basis. Services and facilities/amenities provided by hotels are the basis for awarding the Star status to any hotel. The hotel industry plays an important role in the tourism of any country. Madurai city in the State of Tamilnadu, South India, is described as "Temple City" and it has large number of national and international tourists. Though the Star hotels provide many services and amenities, only if surveys are conducted and the opinion of customers are understood, it will be possible to pinpoint the areas of their dissatisfaction and this would be a step forward in improving the services and amenities. Hence this study has been undertaken to analyse the attitude of the customers towards the services and amenities offered by Star hotels of Madurai. Though Madurai has all categories of Star hotels, the study covers only Two Star and Three Star hotels since there are very few Four Star and Five Star hotels. The customers who stayed in these Star hotels for any reason during 2011-2012 have been chosen as respondents. Most of the customers are satisfied with the size of the hotel rooms. They are also highly satisfied about the location of the restaurant and the amenities in the room. They have given first rank to the quality of the 'Front Office service' second rank to the quality of 'Complimentary Breakfast' and third rank to the 'Quality and taste of food served in the restaurant'.

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KEYWORDS

Amenity, Quality, Service, Star Hotel, Visit.

INTRODUCTION

A hotel can be defined as a place where a prospective guest can be provided with accommodation, food and beverage, entertainment and services. The primary purpose of hotels is to offer on a commercial basis things that are customarily furnished within households but unavailable to people on a journey away from home. Hotels have also taken on many other functions and services as business exchanges, centers of sociability, places of public assembly and deliberation, decorative showcases, political headquarters, vacation spots, and permanent residences.

These are a few things that are taken into consideration while awarding star category to any hotel. The basic accommodation of hotels in number and types of rooms, elegant and comfortable surroundings, rooms efficiency, cleanness and sanitation, staff size and specialization, range and level of services, number of restaurants and bars and beverage services, concierge services, accessibility to entertainment and availability of transportation, spa and swimming pool facility, reservation and referral services are the criteria that are taken into account while awarding the star category.

There are five categories of star hotels.

ONE STAR HOTELS: They mostly have only one private bedroom and may or may not include a bathroom. Aside from the bed, they have very little other accommodations and decorations. Usually they are a family owned business, warm and home like.

TWO STAR HOTELS: They have private bathrooms, a cafeteria service or dining room/area. The accommodations are more or less the same like one star hotel but there are a few more services available.

THREE STAR HOTELS: They have more spacious entry hall and reception area, in-house cleaning services, offer breakfast and are usually located on or near to main avenues and streets of the cities in order to be easily found.

FOUR STAR HOTELS: They are more luxurious hotels. They have conference rooms for business meetings or private gatherings and large areas for recreation.

FIVE STAR HOTELS: They are the most luxurious and costly hotels. They are an attraction to customers as they offer everything and anything any one might need, without having to step outside their doors. Some of its services would be private Jacuzzi in the bathrooms, full-hour of the day or night entertainment such as in-house casinos and pools, spas, gyms and much more.

STATEMENT OF THE PROBLEM

The hotel industry plays an important role in the tourism of any country. They provide various services to the customers. Hotel industry occupies the most significant place in the system of services in almost all country. Madurai is a city in the State of Tamilnadu, South India, and it is described as "Temple City" and it has large number of tourists both from abroad and from places within the country. Most of the tourists prefer to stay in Star hotels considering the services and amenities provided by them.



The basic services and amenities provided by the Star hotels are reception, boarding, lodging, customer amenities and customer services. Boarding includes restaurant and cafeteria. Lodging covers the stay rooms and function room like conference halls. The hotels provide various customer facilities/ amenities both at reception/ lobby and other areas. Also the hotels provide customer amenities and customer services in the rooms they stay.

Though the star hotels provide many services and amenities, how many of them are utilized by the customers is a question. If surveys are conducted and the opinion of customers are understood, it will be possible to pinpoint many of the areas of dissatisfaction of the customers and this would be a step forward in improving the services of the hotels. Hence this study has been undertaken to analyse and measure the attitude and satisfaction of the customers with regard to the services and amenities offered by Star hotels of Madurai.

OBJECTIVES

1. To analyse the details of stay of travelers and tourists in Star hotels in Madurai city.
2. To analyse the customer attitude and satisfaction towards services and amenities offered by Star Hotels in Madurai City.
3. To summarise the findings and to offer suggestions on the basis of findings.

SCOPE OF THE STUDY

Madurai is a busy city. It is a hub for all business activities. It is also a place for tourism since it is a Temple city. Madurai city has Two Star, Three Star, Four Star and Five Star hotels catering to the needs of travelers and tourists. The study covers only Two Star and Three Star hotels since there are very few Four Star hotels and only one Five Star hotel in Madurai. There are 6 Three Star hotels and 9 Two Star hotels in Madurai. The name of the hotels are Hotel Germanus, Hotel Royal court, Hotel Park plaza, Hotel Rathna residency, Hotel Chentoor, Hotel Sangam, Hotel J.C. residency, Hotel North Gate, Hotel GRT Regency, Hotel Western Park, Hotel Saratha Rajans, Hotel Madurai Residency, Hotel Supreme, Hotel Tamil Nadu and Hotel Temple Park.

HYPOTHESES

- ✓ There is no significant relationship between the purpose of visit of the customers and the length of their stay, the mode of reservation and the method of payment of hotel tariff.
- ✓ There is no significant difference among customers of different age groups, nativity and income levels as far as their level of satisfaction towards facilities and amenities offered by Star hotels is concerned

METHODOLOGY

SAMPLING DESIGN

The customers who stayed in Two and Three Star hotels for any reason during 2011-2012 have been chosen as respondents. As the population is infinite the researcher has adopted "Stratified Convenient Sampling" method. 12 customers from each of the 15 hotels are selected to administer the interview schedule totaling 180 respondents. Care has been taken to include foreign tourists and Indian customers.

COLLECTION OF DATA

This is an empirical study based upon the survey method. This study considers both primary and secondary data. Primary data is collected by interview schedules where as the secondary data is collected from various journals, magazine, websites and text books.

An interview schedule is given to the customers of Star hotels to get details about their attitude and satisfaction towards the services and amenities.

The Interview schedule designed for the study is an elaborate and comprehensive one. It consists of three parts. The first part deals with the socio-economic characteristics of the respondents. Second part consists of the information about their stay in Star hotels such as purpose of stay, nature of room engaged, length of stay, sources of tariff payment, payment method and the reason for choosing or selecting a Star hotel. Third part contains questions related to the attitude of the customers.

FRAME WORK OF ANALYSIS

Percentage analysis is used to analyze and interpret the primary data. Weighted Average Mean method is used to rank the sources of information about star hotels.

Chi-square test is used to know the relationship between the purpose of visit and length of stay, purpose of visit and mode of reservation, purpose of visit and the payment method. Chi – Square test is a non – parametric test used for comparing a sample variance to a theoretical population variance.

Chi-Square = $\sum [(O-E)^2 / E]$, O = Observed frequency

E = (Expected frequency) = (Row total * Column total) / Grand total

Degrees of freedom = (C-1) (R-1)

If the calculated value is less than table value then the Null hypothesis is accepted and vice versa.

One-way ANOVA is used to find the significance of the difference among the respondents with regard to their level of satisfaction on the basis of their age, nativity and income. ANOVA is a Statistical technique used to examine whether the sample have been drawn from the populations having same mean. This is used when more than two samples are used. Under One-way ANOVA only one factor is considered.

Likert's Scaling Technique method is used to score the level of satisfaction of customers towards hotel amenities and facilities.

STAY IN STAR HOTELS

Customers who stay in star hotels have their own choice of hotel, choice of rooms, the period of stay, the payment method and the like. They come to know about the star hotels, their services and amenities through various sources and decide as to which will be the best choice to suit their requirement.

SOURCE OF INFORMATION ABOUT THE HOTEL

There are various ways through which the customers can gather information about hotels. They are Net/website, Travel Agencies, Advertisement, and Friends & Relatives. The respondents were asked to rank the sources and the ranks are consolidated using Weighted Average method to find out the most influencing source of information and given in Table 1.

TABLE 1: RANKING OF THE SOURCE OF INFORMATION

Sources of Information	Number of Respondents Assigning Ranks				Score	Mean Score	Rank
	1	2	3	4			
Net/Website	140	105	116	52	413	2.29	III
Travel Agencies	100	183	136	26	445	2.47	II
Advertisement	76	177	68	68	389	2.16	IV
Friends & Relatives	404	75	40	34	553	3.07	I

Table 1 shows the ranking of the respondents for the various sources of information. As per Weighted Average method the first rank goes to "Friends & Relatives", the second rank goes to "Travel Agencies", the third rank goes to "Net/Website", and the Fourth rank goes to "Advertisement".

PURPOSE OF VISIT

Different people visit different places for different purposes and stay in hotel during their visit. Here the researcher has selected some important purposes of visit such as tour, business, official and personal purposes. Table 2 denotes the purpose of the respondents' visit to Madurai.

TABLE 2: CLASSIFICATION ON THE BASIS OF PURPOSE OF VISIT

S. No	Purpose of Visit	Number of Respondents	Percentage
1	Tour	34	18.89
2	Business	53	29.44
3	Official	50	27.78
4	Personal	43	23.89
	Total	180	100

Source: Primary data

Table 2 indicates that most of the respondents (29.44%) visit Madurai for business purpose, 27.78% of the respondents make an official visit, 23.89% of the respondents make personal visits and few of the respondents (18.89%) visit Madurai for the purpose of tour. From this Table it is to be concluded that people opt to stay in hotels when they visit Madurai for various purposes.

LENGTH OF STAY IN HOTEL

Customers' period of stay depend on the purpose of their visit. They may stay in the hotel till the purpose is accomplished. Table 3 shows the classification of sample respondents on the basis of their maximum length of stay in hotel during their visit.

TABLE 3: CLASSIFICATION ON THE BASIS OF LENGTH OF STAY IN HOTEL

S. No	Length of Stay	Number of Respondents	Percentage
1	One day	41	22.78
2	Two days	53	29.44
3	Three days	40	22.22
4	Four days	17	9.44
5	More than four days	29	16.11
	Total	180	100

Source: Primary data

Table 3 elucidates that 29.44% of the respondents stayed in the hotel for two days, 22.78% of the respondents stayed for one day, 22.22% of the respondents stayed for three days, 16.11% of the respondents stayed for more than four days and 9.44% of the respondents stayed in the hotel for four days.

MODE OF RESERVATION

Reservation is one among the useful services of hotels. There are various ways or modes through which the customers can reserve their room. In order to meet the requirements of people and their convenience Indian hotels authorize direct call to the hotel. They may also reserve through a travel agent or through internet. There is a chance that people stay for their employment or for an educational tour and in such cases their company or institution reserves their rooms. Table 4 shows the classification of respondents on the basis of mode of reservation

TABLE 4: CLASSIFICATION ON THE BASIS OF RESERVATION

S. No	Method of Reservation	Number of Respondents	Percentage
1	Direct call to this hotel	87	48.33
2	Through a Travel Agent	27	15
3	Through the Company or Business	41	22.78
4	Through Internet	25	13.89
	Total	180	100

Source: Primary data

It is understood from Table 4 that 48.33% of the respondents have reserved their room through a direct call to the hotel, 22.78% of the respondents' rooms are reserved through the company or business, 15% of the respondents have reserved their room through a travel agent and least of the respondents (13.89%) have reserved through internet.

PAYMENT METHOD

Customers can pay the hotel tariff by cash, cheque, through online and by credit/debit card at the reception counter. Table 5 shows the classification of respondents on the basis of the mode of payment of tariff.

TABLE 5: CLASSIFICATION ON THE BASIS OF MODE OF PAYMENT OF TARIFF

S. No	Payment Mode	Number of Respondents	Percentage
1	Cash	72	40
2	Cheque	23	12.78
3	Online payment	22	12.22
4	Payment through credit/debit card	63	35
	Total	180	100

Source: Primary data

It is clear from Table 5 that 40% of the respondents make the payment of hotel tariff by cash, 35% of the respondents make the payment through credit/debit card, 12.78% of the respondents make the payment through cheque, and 12.22% of the respondents make the payment through online payment at the time of reservation.

RELATIONSHIP BETWEEN THE PURPOSE OF VISIT AND STAY IN HOTELS

The respondents visit Madurai for various purposes and they follow different patterns of stay in hotels. An attempt is made to analyse the relationship between the purpose of visit and the various stay variables and the Chi-square test is employed for establishing the relationship. Suitable hypotheses are framed for the purpose.

1. H0: There is no significant relationship between the purpose of visit and length of stay;
2. H0: There is no significant relationship between the purpose of visit and mode of reservation;
3. H0: There is no significant relationship between the purpose of visit and the payment method;

TABLE 6: RELATIONSHIP BETWEEN THE PURPOSE OF VISIT AND THE STAY VARIABLES

S.No	Stay Variables	Calculated value	D.O.F	Table Value	Result at 5% level of significance
1	Length of Stay	19.604	12	21.0	Not Significant
2	Mode of Reservation	24.484	9	16.9	Significant
3	Payment Method	30.936	9	16.9	Significant

The statistical analysis as per Table 6 proves that there is no significant relationship between the purpose of visit and the length of stay. The visitors stay as long as their purpose of visit is served.

The Chi-square test proves that there is a significant relationship between the purpose of visit and the mode of reservation. It also proves that there is a significant relationship between the purpose of visit and the payment method.

SERVICES AND AMENITIES OFFERED BY STAR HOTELS

The services and amenities provided by hotels are collectively known as hotel products. The core product of any hotel is lodging. The Star hotels offer comfortable accommodation in well furnished rooms that are equipped with all modern amenities including cable television, telephone, cushioned chairs, cupboard and luggage rack. Each room has an attached washroom that receives a continuous supply of hot and cold water.

The next important hotel product is boarding. The Star hotels provide food to the customers at the Restaurant or Coffee shop or even in the rooms where they stay.

Services rendered are other major products of Star hotels, the main service being front office service. The services enable the customers to have a comfortable and care free stay in the hotels. The innovative amenities and additional facilities are the other hotel products provided by Star hotels.

CUSTOMER ATTITUDES AND SATISFACTION TOWARDS FACILITIES AND AMENITIES

Star Hotels in Madurai provide various facilities and amenities to its customers. They include spacious rooms, amenities in the room like geyser, TV and the like, restaurants in closer locations, good entertainment facilities, spacious lounge, 24 hour wi-fi connectivity, adequate parking space for the own vehicles and safety locker facility.

The researcher has sought to find the level of satisfaction of the customers towards the various services and amenities provided, on the basis of Likert scale. Scores are allotted as

Highly satisfied – 4, Satisfied – 3, Neutral – 2, Not satisfied – 1, Not utilised – 0

The scores are summarised to calculate the Intensity values and the facilities and amenities are ranked in order and presented in the Table 7.

TABLE 7: RANKING OF THE LEVEL OF SATISFACTION TOWARDS THE FACILITIES AND AMENITIES

Facilities and amenities	Number of respondents who have the opinion as					Intensity value	Rank
	Highly satisfied	Satisfied	Neutral	Not satisfied	Not utilised		
Size of the room	65	108	7	-	-	598	I
Amenities in the room	39	112	27	2	-	548	III
Location of restaurant	52	104	21	3	-	565	II
Entertainment system	26	65	28	15	46	370	VII
Lounge facilities	22	55	37	9	57	336	VIII
Wi-Fi connectivity	56	71	20	6	27	483	IV
Parking space	56	74	14	6	30	480	V
Safety locker	38	66	28	3	45	413	VI

Source: Primary data

It is clear from the Table 7 that the satisfaction scores imply that most of the customers are satisfied with the size of the hotel rooms. They are also highly satisfied about the location of the restaurant and the amenities in the room. Wi-Fi connectivity, Parking space, Safety locker, Entertainment system and Lounge are other facilities and amenities that are satisfactory to the customers in that order.

RELATIONSHIP BETWEEN PERSONAL VARIABLES AND LEVEL OF SATISFACTION OF THE CUSTOMERS TOWARDS FACILITIES AND AMENITIES

An attempt is made to find out if there is a significant difference in the level of satisfaction of the respondents on the basis of their age, nativity and income. Hypotheses are framed and One way ANOVA tool is employed.

H0: There is no significant difference among customers of different age groups as far as their level of satisfaction towards facilities and amenities is concerned.

TABLE 8: LEVEL OF SATISFACTION AND AGE

Age	Number of Respondents	Mean Scores
Below 30 years	59	29.17
31 to 40 years	49	27.22
41 to 50 years	41	32.93
Above 50 years	31	38.61
Total	180	31.12

ANOVA

	Sum of Squares	D O F	Mean sum of Squares	F	Significance
Between Groups	2842.340	3	947.447	6.197	.001
Within Groups	26908.971	176	152.892		
Total	29751.311	179			

The value of F is 6.197 which is significant at 5% level of significance (.001 < 0.05). Hence it is concluded that there is a significant difference among customers of different age groups as far as their level of satisfaction towards facilities and amenities of hotels is concerned.

H0: There is no significant difference among customers of different nativity as far as their level of satisfaction towards facilities and amenities is concerned.

TABLE 9: LEVEL OF SATISFACTION AND NATIVITY OF THE RESPONDENTS

Nativity	Number of Respondents	Mean
Other Districts	78	28.79
Other States	52	30.33
Other Countries	50	35.58
Total	180	31.12

ANOVA

	Sum of Squares	D O F	Mean sum of Squares	F	Significance
Between Groups	1448.971	2	724.485	4.531	.012
Within Groups	28302.340	177	159.900		
Total	29751.311	179			

The value of F is 4.531 which is significant at 5% level of significance (.012 < 0.05). Hence is concluded that there is a significant difference among customers of different nativity as far as their level of satisfaction towards facilities and amenities is concerned.

H0: There is no significant difference among customers of different income levels as far as their level of satisfaction towards facilities and amenities is concerned.

TABLE 10: LEVEL OF SATISFACTION AND INCOME OF THE RESPONDENTS

Income	Number of Respondents	Mean Scores
Less than Rs.30000 (600\$)	55	25.29
Rs.30001 to Rs.50000 (600\$ to 1000\$)	41	30.07
Rs.50001 to Rs.100000 (1000\$ to 2000\$)	40	32.20
Above Rs.100000 (Above 2000\$)	44	38.41
Total	180	31.12

ANOVA

	Sum of Squares	D O F	Mean sum of Squares	F	Significant
Between Groups	4298.149	3	1432.716	9.907	.000
Within Groups	25453.162	176	144.620		
Total	29751.311	179			

The value of F is 9.907 which is significant at 5% level of significance (.000 < 0.05). Hence it is concluded that there is a significant difference among customers of different income levels as far as their level of satisfaction towards facilities and amenities is concerned.

The study reveals that the satisfaction of customers varies on the basis of their age, nativity and income.

QUALITY OF THE SERVICES

Customer service is the backbone of any industry-especially the service industry. Services in hotel industry are provided by the employees to the inmates. The quality of the various services rendered is judged on the basis of the expectations of the customers. The dimensions and indicators of service quality are reliability, empathy, courtesy, communication and competence.

Some of the prominent services offered by hotels are front office service, housekeeping service, room service, technical service, health service, security service, laundry service, transportation service, communication and telephone service and luggage service. The hotels also provide variety of menu in the restaurant, quality and tasty food in the restaurant and complementary breakfast.

The researcher has sought to rate the quality of the services on the basis of the opinions of the customers on a Likert scale. Scores are allotted as -: - Excellent-5, Good - 4, Average - 3, Poor - 2, Not utilised - 1

The scores are summarised to calculate the Intensity values and the quality of services are ranked and presented in Table 11

TABLE 11: RANKING ON THE BASIS OF QUALITY OF SERVICES

Services Rendered	Number of Respondents who Rate the Service as					Intensity value	Rank
	Excellent	Good	Average	Poor	Not utilised		
Front office service	72	93	12	3	0	774	I
Housekeeping service	39	102	29	6	4	706	V
Room service	25	101	43	7	4	676	VIII
Room service menu variety	38	75	47	16	4	667	IX
Technical service	24	71	37	16	32	579	XII
Health service	25	63	39	12	41	559	XIII
Security service	37	84	46	13	0	685	VII
Laundry service	32	89	28	9	22	640	XI
Transportation service	40	77	34	5	24	644	X
Luggage service	43	100	26	7	4	711	IV
Communication service	44	81	48	5	2	700	VI
Quality and taste of food in the restaurant	52	87	29	10	2	717	III
Complimentary Breakfast	60	90	22	5	3	739	II

Source: Primary data

It is clear from the Table 11 that the customers have utilised almost all the services rendered and have rated them on the basis of their experiences. They give first rank to the quality of the 'Front Office service' second rank to the quality of 'Complimentary Breakfast' and third rank to the 'Quality and taste of food served in the restaurant'. The other services which are rated high are Luggage service, Housekeeping service, Communication service and Security service. Health service, Technical service, Laundry service and Transportation service are not utilised by many customers.

RELATIONSHIP BETWEEN PERSONAL VARIABLES OF THE CUSTOMERS AND THEIR QUALITY RATING OF THE SERVICES

An attempt is made to find out if there is a significant difference in the quality rating of the services by the respondents on the basis of their age, nativity and income. Hypotheses are framed and One-way ANOVA is employed.

HO: There is no significant difference among customers of different age groups as far as their quality rating of the hotel services is concerned.

TABLE 12: QUALITY OF SERVICE AND AGE OF RESPONDENTS

	Number of Respondents	Mean
Below 30 years	59	46.83
31 to 40 years	49	49.90
41 to 50 years	41	48.88
Above 50 years	31	51.13
Total	180	48.87

ANOVA

	Sum of Squares	D O F	Mean sum of Squares	F	Significant
Between Groups	455.392	3	151.797	2.545	.058
Within Groups	10496.669	176	59.640		
Total	10952.061	179			

The value of F is 2.545 which is not significant at 5% level of significance (0.058 > 0.05). It is concluded that there is no significant difference among customers of different age groups as far as their quality rating of the hotel services is concerned.

HO: There is no significant difference among customers of different nativity as far as their quality rating of the hotel services is concerned

TABLE 13: QUALITY OF SERVICE AND NATIVITY OF RESPONDENTS

	Number of Respondents	Mean
Other Districts	78	48.26
Other States	52	50.19
Other Countries	50	48.46
Total	180	48.87

ANOVA

	Sum of Squares	Difference	Mean Square	F	Significant
Between Groups	128.692	2	64.346	1.052	.351
Within Groups	10823.369	177	61.149		
Total	10952.061	179			

The value of F is 1.052 which is not significant at 5% level of significance (.351 > 0.05) It is concluded that there is no significant difference among customers of different nativity as far as quality rating of the hotel services is concerned.

HO: There is no significant difference among customers of different income levels as far as their quality rating of the hotel service is concerned.

TABLE 14: QUALITY OF SERVICE AND INCOME OF RESPONDENTS

	Number of Respondents	Mean
Less than Rs.30000(600\$)	55	47.98
Rs.30001 to Rs.50000 (600\$ to 1000\$)	41	49.73
Rs.50001 to Rs.100000 (1000\$to2000\$)	40	48.38
Above Rs.100000 (Above 2000\$)	44	49.64
Total	180	48.87

ANOVA

	Sum of Squares	Difference	Mean Square	F	Significant
Between Groups	109.474	3	36.491	.592	.621
Within Groups	10842.587	176	61.606		
Total	10952.061	179			

The value of F is 0.592 which is not significant at 5% level of significance (.621 >0.05). It is concluded that there is no significant difference among customers of different income levels as far as their quality rating of the hotel service is concerned

FINDINGS

- The ranking as per the Weighted Average method shows that the first source of information about Star hotels in Madurai is "Friends & Relatives", the second source is "Travel Agencies", the third is "Net/Website", and the fourth is "Advertisement".
- It is found that most of the respondents (29.44%) visited Madurai for business purpose, 27.78% of the respondents made official visit, 23.89% of the respondents made personal visits and few of the respondents (18.89%) visited Madurai for tour purposes. During such visits they stayed in Star hotels.
- It is found that 29.44% of the respondents stayed in the Star hotels for two days, 22.78% of the respondents stayed for one day, 22.22% of the respondents stayed for three days, and the rest for more than three days during their visit for various purposes.
- It is found that 48.33% of the respondents reserved their room in the Star hotels through a direct call to the hotel, 22.78% of the respondents' rooms were reserved through their company or business, 15% reserved their room through a travel agent and least of the respondents (13.89%) reserved through internet.
- It is found that 40% of the respondents made the payment of the hotel tariff by cash, 35% of the respondents paid through credit/debit card, 12.78% paid through cheque, and 12.22% made the payment through online at the time of reservation.
- The Chi-square test proves that there is a significant relationship between the purpose of visit of the respondents and their mode of reservation. It also proves that there is a significant relationship between the purpose of visit of the respondents and the method of payment of the hotel tariff.
- The satisfaction scores imply that most of the respondents are satisfied with the size of the hotel rooms. They are also highly satisfied about the location of the restaurant and the amenities in the room.
- The one way ANOVA test reveals that there is a significant difference among the respondents of different age groups, of different nativity and of different income levels as far as their level of satisfaction towards facilities and amenities of Star hotels is concerned.
- It is found that the customers have utilised almost all the services rendered and have rated them on the basis of their experiences. They give first rank to the quality of the 'Front Office service' second rank to the quality of 'Complimentary Breakfast' and third rank to the 'Quality and taste of food served in the restaurant'.
- The one way ANOVA test reveals that there is no significant difference among the respondents of different age groups, of different nativity and of different income levels as far as their rating of the quality of the services rendered by of Star hotels is concerned.

SUGGESTIONS

- Some Star hotels in Madurai do not provide the services of multilingual staff. They are suggested to provide this service to attract more tourists from other States and other Countries.
- Safety lockers are not provided in all the Star hotels. As customers are worried about the safety of their belongings, it is suggested that this amenity is provided.
- The travelers and tourists who stay in Star hotels may be motivated to reserve through online and to pay through online at the time of reservation. Such a procedure will be convenient to both the customers and the Star hotels.

CONCLUSION

Hotel is a home away from home where all the modern amenities and facilities are available on a payment basis. Hotels have grown to be a service industry catering to a variety of customers of different age groups, different nativity and different income groups. Their development depends on the quality of the various products provided by them. The Star hotels provide various services and amenities to sustain their Star status. Unless the customers are satisfied by these services and amenities, they become uneconomical. The Star hotels in Madurai should strive to grab the opportunity of serving the large number of tourists who visit this Temple City.

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