

THE IMPACT OF HOUSEKEEPING ON GUEST SATISFACTION: A CRITICAL EVALUATION

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Abstract

The most vital feature of every hotel is the housekeeping division. Not only does it ensure that the entire hotel is clean, but it also significantly contributes to a vast array of other activities that occur at the hotel. This is one of the most important departments because it has the tough responsibility of managing the hotel's inventory and maintaining the public areas and guest rooms. The efforts of the housekeeping staff have a significant impact on the hotel visitors' experience while they are there. It is the obligation of the housekeeping team to maintain a clean, appealing, and well-kept environment so that guests have a more pleasurable, enjoyable, and comfortable stay. This will ultimately result in enhanced consumer satisfaction and loyalty. During their stay, housekeeping ensures that each guest has access to a selection of convenient amenities. This makes the client feel more at ease and calm while away from their usual setting. So, the efforts of the housekeeping staff to give a customer a nice room have a direct effect on how the customer feels about their whole stay. The hotel's guest rooms are the institution's beating heart. In addition to ensuring that clean bedrooms are accessible for freshly arriving guests in a timely manner, the cleaning staff cleans and maintains the entire hotel to keep it looking as fresh as the day it first opened. Therefore, housekeeping is an auxiliary department that contributes significantly to a hotel's overall reputation.

Keywords: housekeeping, hotel industry, guest satisfaction, cleanliness

1. Introduction

Hotel housekeeping is an operational department. It is responsible for the cleaning, maintenance, and upkeep of the rooms, public areas, and rear areas, as well as the surrounding region. Through the sale of rooms, food, beverages, and other ancillary services such as laundry, health clubs, spas, sightseeing, and shopping malls, a hotel earns income and ensures its continued existence. At least 50% of these sales are produced by individual room rentals. Due to the fact that a room can be resold multiple times, the majority of a hotel's profit margin is derived from the sale of rooms. On the other hand, days when the room is vacant result in a total loss of revenue [1].

The hotel's guest rooms are the institution's beating heart. If the interior design of the hotel is unattractive, if the air contains odours, and if the furnishings and upholstery are not immaculate then hotel takes risk of losing a potential guest. In addition to ensuring that guest rooms are pristine and ready for guests in a timely manner, the cleaning staff also cleans and maintains the entire hotel to ensure that it is as clean and lovely as the day it opened [2].

Therefore, the cleanliness of an institution has a significant impact on its reputation as a whole. Included in the hotel's service department are the sections responsible for food and beverage service and housekeeping. Multiple studies on guest satisfaction with these service departments revealed that hotel guests place a greater emphasis on housekeeping than either the front desk or the food and beverage department when deciding whether to return or recommend the establishment. The overwhelming majority of hotel managers do not equate housekeeping with front-line guest service. Therefore, waiters and receptionists receive significantly more guest service training than cleaning employees [3].

2. Literature Review

Singh, Saufi, Tasnim, and Hussin (2017) [4] claimed that a high rate of service standard and quality can only be accomplished by efficient and effective hotel operations, which can ultimately surpass customers' expectations and boost corporate profitability. The agency must make rooms available to consumers instantly and on demand. Additionally, it must manage the hotel's common areas, which must constantly be clean, organised, fresh, and inviting. Thus, the housekeeping department contributes to an establishment's overall reputation. The housekeeping department is the backbone of a hotel. Not only does it ensure the cleanliness of the entire hotel, but it also significantly contributes to many other hotel activities. Managing the inventory and maintenance of the hotel's rooms and public areas is a challenging task, which makes this department one of the most crucial.

According to Han and Hyun (2017) [5], image is a crucial aspect in the creation of intentions, along with customer satisfaction, which is typically seen as having the strongest association with intentions. Enhancing a product's, service's, or brand's quality is likely to increase consumer loyalty. This study's objective is to shed light on the hotel industry, with a special emphasis on cleaning services and practises, and to assess their influence on customer satisfaction and repeat business. To effectively establish, organise, and administer the services and facilities of the housekeeping department, hospitality professionals must recognise the significance of housekeeping operations in hotels. It would also assist the agency in determining its personnel and training needs. In addition, it would concentrate on areas that are more essential and relevant to client retention and satisfaction.

Hussain & Khanna (2016) [6] Customer satisfaction in the hotel industry is an ever-changing phenomenon. The difficulty lies in maintaining tremendously satisfied consumers. Customer satisfaction is a tool for producing brand loyalty and repeat business. Customer satisfaction has been described in different ways. The most widely accepted definition of customer satisfaction is examining the emotional responses and experiences that emerge from a cognitive expectations disconfirmation process involving antecedent expectation and perceived performance of a product's or service's quality. Clearly, if a consumer is pleased and satisfied, the hotel will attract repeat business. A delighted consumer will generate new hotel guests through word of mouth.

Bilgihan (2012) [7] found that the availability of technology-supported amenities that enhance the customer experience and are reserved for customer-tailored experiences has given the hotel industry a chance to create new revenue streams. Hotel facilities and entertainment technology are at the forefront of efforts by contemporary enterprises to replicate home comforts. The in-room entertainment, technology, and leisure services that guests will purchase must be disclosed to the hotel management. Such guests would look for amenities that are comparable to what they have at home or at work. The value of amenities, technological applications, and top-notch services in influencing customer satisfaction and the likelihood of making another purchase Executives at hotels can now offer customers revolutionary customer room knowledge thanks to this analysis.

Ross, J. (2010) [8] explored housekeepers and housekeeping coordinators are tasked with preserving the physical look of significant corporations. Housekeepers in private homes may interact directly with their clients. The duties of the housekeeping coordinator exceed those of the housekeeper. Housekeeping refers to the management of domestic responsibilities and chores, such as cleaning and home maintenance. This task may be performed by members of the household or by a paid professional. A housekeeper is someone who is employed to oversee a household and its domestic employees. The purpose of house cleaning is to improve the home's appearance and odour, as well as to make it safer and more livable. without household chores Scale can accumulate on faucets, and mould grows in damp spots. Vacuum cleaners, brooms, and mops, together with cleaning agents such as detergents and bleach, are used for house cleaning. Her work focuses on residential deep cleaning.

Jesper Pesonen (2015) [9] explored about the cleaning department, its staff, and the housekeepers themselves are all housed within the household, that is considered internal housekeeping. Internal housekeeping includes all common areas and non-visible aspects of the housing in addition to the housekeeping crew and room cleaning. Planning the job of the housekeeping department can seem

overwhelming because of how many parts of the household it is responsible for cleaning and maintaining. The rooms, hallways, bathrooms, and walls require the most cleaning. This kind of cleaning is done primarily at night. Internal housekeeping means meticulously cleaning every area of the property to the homeowner's standards. Since their department is the only one in charge of cleaning every area of the house, housekeepers serve as the property's eyes and ears.

3. Research Methodology

This study aims to investigate the connection between cleaning services and consumer happiness. Four components of hotel housekeeping services are reviewed based on a review of the relevant literature: laundry, décor, room amenities, and cleanliness. According to the conceptual framework, the influence of these variables on customer satisfaction and repeat business is analysed (Figure 1). This study's population was constituted of five-, four-, and three-star hotels in and around Kolkata. This study's sample size consisted of five hotels in Kolkata. 50 completed questionnaires were submitted by customers of the selected hotel. The study was conducted over the months of January and February of 2023. The scales used in the study were developed after a review of prior research material. The constructs of the study are illustrated in the conceptual framework. All the statements based on the above constructs were measured on a “5 - point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree”.

Housekeeping Services

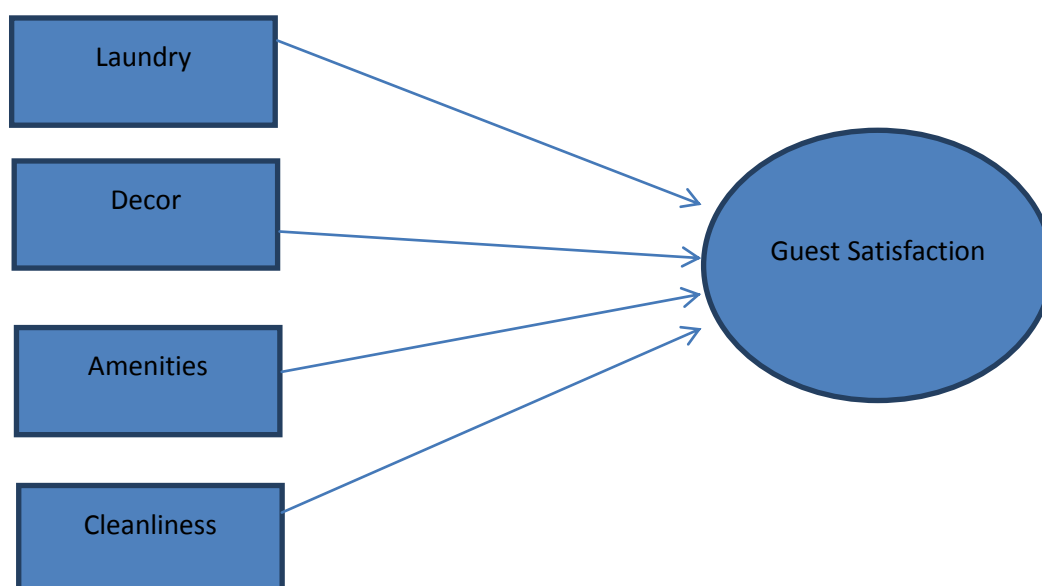


Figure 1: Conceptual Framework**4. Data Analysis and Interpretation**

The research is analysing the collected data from respondents visited to hotels and found some relevant feedback on each questions they were asked.

Construct	Items	No. of respondents (agreed/totally agreed)	Mean	SD
Laundry	The bathroom linens are silky and of exceptional quality.	31/50	1.5009	1.0019
	Valet laundry service is quick & effective	35/50	1.5591	1.0119
	Hotel linen is spotlessly clean.	40/50	1.8880	1.1201
Décor	Excellent floral arrangements are placed throughout the property.	41/50	1.7991	1.1151
	The room decor is exquisite.	31/50	1.5009	1.0020
	In order to bring in more customers, the hotel has spent a lot of money on planning and maintaining its decor.	42/50	1.8890	1.2101
	Flower arrangement helps in beautifying	44/50	1.9251	1.5017

	the environment.			
	Flowers are placed in rooms.	24/50	1.2401	0.8367
Room Amenities	The bathroom amenities are premium and branded.	46/50	1.3010	0.7869
	In room Safe is available in all rooms.	44/50	1.2010	0.7469
	Mini bar is available in all rooms.	47/50	1.3510	0.8859
Cleanliness	Rooms are always clean, comfortable, and cosy.	42/50	1.2010	0.8785
	I always select a hotel with immaculately clean rooms.	43/50	1.2101	0.8175
	Hotel has clean and hygienic surroundings.	40/50	1.0450	0.827
Guest Satisfaction	Are you pleased with the services provided by the hotel where you stayed?	41/50	1.1522	0.7758

Table 1: Housekeeping Service and Guest Satisfaction

The service quality in the hotel business in terms of laundry, decor, room amenities, and cleanliness were the factors through which the guests were satisfied more. Table 1 displays the levels of housekeeping quality scores for each SERVQUAL item for all respondents to the survey. As stated

in Table 2, discriminant validity has been assessed to determine the dissimilarity between the various conceptions.

	Laundry	Decor	Room Amenities	Cleanliness	Customer Satisfaction
Laundry	0.77				
Decor	0.71	0.71			
Room Amenities	0.56	0.36	0.76		
Cleanliness	0.33	0.52	0.43	0.82	
Customer Satisfaction	0.42	0.46	0.40	0.50	1

Table 2: Discriminant validity of Construct

The diagonals in Table 2 reflect the square root of the AVE, while the off-diagonals represent the correlations between the constructs. The customers who visit to hotels are significantly satisfied with the housekeeping services.

Construct	t-value	p-value
Laundry	0.261	0.482
Decor	0.677	0.821
Room Amenities	3.821	0.0003
Cleanliness	0.348	0.7390

Table 3: Constructs of Guest Satisfaction

The constructs of four dimensions are listed in Table 3, along with their level of significance in connection to customer satisfaction. From the table 3, it is found that services provided by the housekeeping were highly reliable and tangible. They also provided highly assured services i.e. one can visit hotels and must be satisfied with their services and the customers would be loyal for the

hotel industry due to housekeeping services. Also, the responsibility of the housekeeping shows most significant; it shows they are very responsible towards customers' need.

5. Conclusion

Providing comfort and exceptional service by housekeeping in hotels frequently the most critical success criterion of the hotels while having an impressive structure and employing the best housekeeping strategy that can be critical in acquiring new features and techniques for providing housekeeping services. Some of the world's finest hotels owe a large portion of their success to their ability to emphasize comfort and high-quality cleaning services throughout the whole client journey. According to the results (shown in table 1-3), the level of quality service by housekeeping in four categories was as follows (p-value): laundry (.482), decor (.821), room amenities (.0003), and cleanliness (0.7390). Due to the fact that all quality scores were favorable, the participants' actual perceptions exceeded their expectations, and they reported varying levels of satisfaction with the service quality at the selected hotels. Additionally, the findings indicated that only responsibilities were significant predictors of overall satisfaction with the hotels' service quality. With this Guest services quality, other staff members can benefit greatly with the support they provide to guest since with their services guest become loyal for the hotels.

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