A STUDY ON **GUES**T'S **PERCEPTION&SATISFACTION**TOWARDS
HOUSEKEEPING SERVICES IN **FIVE STAR**HOTELS OF INDIA

Anindita Bharadwaj, Research Scholor, Hospitality Management, CT University,Ludhiana

Dr. Ashutosh Sharma,Assistant Professor School of Hotel Management, Airlines& Tourism, CT **University, Ludhiana**

Abstract

Hotel building has been an important economic support in India. The success of a hotel depends on its guests. Keeping customers pleased is one of a hotel's most challenging tasks. Customer satisfaction and service are the foundation of a long-term client relationship. In this research, hotel personnel in luxury Hotel Category and guests were asked about customer satisfaction concerns. The study focuses on customer happiness and service quality of hotels. The Hotels' services and consumers' expectations use technology to measure and improve client experiences. An evaluation of service and facilities quality helps hotel management retain and attract guests. In this research, survey has been carried out among 80 customers who visited to luxury hotels like Taj Group and ITC Groups. Further, this research concludes that the customers are highly satisfied with these groups of hotels.

Keywords – guest satisfaction, housekeeping, guest's decisions, standard operating procedure.

1. Introduction

Hotels have relied on their ability to keep clients pleased in order to keep them coming back and develop brand awareness. The guest's experience at a hotel is influenced by a number of concrete and intangible factors. The most urgent concerns for hotel management are the satisfaction of their guests and their desire not to stay at a competitor's hotel. Hotel management is keen to hear from visitors regarding their experiences with the hotel's services, facilities, and other operational issues because of this [1]. For this reason, it's possible that the hotel's management may use feedback from visitors to better understand the quality of their experience and prevent them from moving on to a competing property [1,2].

The responsibilities of housekeeping fall to a room attendant or floor supervisor to keep an eye on cleanliness and safety in the bedrooms and the surrounding area. Public locations include things like parking lots, swimming pools, and nightclubs, to name a few. Food

preparation and service areas, for example Kitchen, service elevator, restrooms, and other sections in the building's infrastructure [3]. The kitchen is the only area that does not have a cafeteria or washing facilities. The housekeeping department is responsible for maintaining the linen and uniform storage areas and maintaining and repairing linen to keep it in the best possible shape keeping track of the stock of linen [4]. Linen is a word that encompasses both room linen and meal service clothing, bed and bath linens, soft furnishings, and linens for the home.

In order to assess visitor satisfaction and behaviour intentions, this study is making use of online guest comment cards. As part of a structural model, guests' views of value, contentment, and future plans to return or refer to the hotel are analysed simultaneously [8]. Studies looking at consumer happiness and loyalty might benefit from comparing and evaluating intangible factors with their more concrete counterparts because of the comparisons [7].

2. Literature survey

Services are tough to identify in many hotels because practises and operations have changed dramatically. Many of the advantages go away with time [3]. Some customers consider service delivery as a constant stream interrupted by large events or critical milestones. Several research have attempted to show a relationship between the two assessing hotel facilities and guests' overall impressions [9]. Features of a product or service may not all contribute equally to a customer's evaluation and selection [3,7,8]. These features boost the chance of a sale. The hotel attributes in the hospitality industry, cleanliness, location, rate, room type, and guest rooms are all important considerations for hotel guests when booking a room [10]. Customers value hotel staff politeness, cleanliness, and security [11].

For hotel guests, the most important factors were service quality, personnel knowledge, attitudes, and room cleanliness and neatness [12]. We found a link between customer happiness and staff service quality, as well as customer referrals. A Marriott poll of hotel visitors' preferences scored cleanliness, friendliness, value, and check-in time highly [13]. Guests reported the physical characteristics of the hotel, the service, the rooms, and the location were the most important considerations to consider when booking their next holiday [12,14].

Customer satisfaction may be measured in two ways: by looking at what consumers value most and asking how satisfied they are with those attributes. Focus groups and systematic recording of client complaints and compliments can measure customer satisfaction [11]. Most of these studies have little impact due to low response rates and lack of managerial material. As a result, guests' perspectives may be biased. Optional questions may lead to statistical mistakes [15]. Guests can expect to show their gratitude for the hotel's efforts and services more frequently. Visitors' responses are biased since they reflect their own perceptions and experiences. As said, visitors who are indifferent or seldom express themselves are ignored [16]. Those who gave the hotel a neutral rating had no negative experiences. When making a purchase, this large group considers price, availability, and features. As a result, if their expectations and demands are not met, they may not return. A 3-star hotel must know how it compares to its rivals and how it meets tourist expectations in order to compete [17].

Experts say surveys let clients express themselves and help hotel management better understand its visitors. Every hotel's toolset should include guest and management surveys. Hotels can improve service quality and ensure customer pleasure [18]. Guest surveys are certainly valuable, but some researchers stressed that they must be utilised to make managerial choices. This sort of analysis can "enable management to forecast customer decision with some degree of accuracy," [20].

3.Objectives of the Study

This research paper has following objectives:

- To assess the services quality offered by housekeeping department of hotels
- To assess the consumer perception towards housekeeping department of hotels.

4.Methodology

This research is descriptive analytical based in finding the consumer perception towards housekeeping department of selected hotels. The data has been collected from 80 respondents who visited to selected hotels namely Taj Hotels and ITC Group of Hotels. For assessing the service quality offered by housekeeping department and guest satisfaction following conceptual model can be followed:
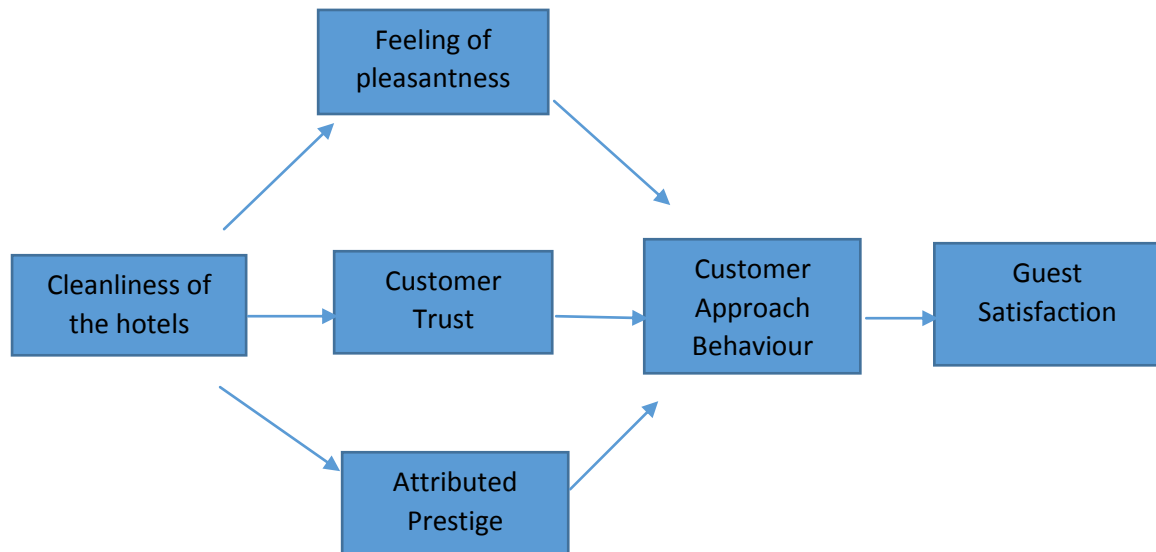
Figure 1: Conceptual model

5. Data Analysis and Interpretation

Surveys were carried out to determine the importance of each of the hotel's attributes in influencing guests' decisions.

Demographic Results

	Frequency (n)	Total(N)	Percentage
Gender			
Male	36	80	45%
Female	44	80	55%
Age			
Below20 Years		80	12.5%
20-29Years	35	80	43.7%
30-39Years	24	80	30.0%
Above40Years	21	80	26.25%
Education Level			
Certificate	28	80	35%

Diploma	26	80	32.5%
Degree	17	80	21.25%
Postgraduate	9	80	11.25%

TimeMostlyVisited

Morning Hours	17	80	21.3%
LunchHours	26	80	32.5%
DinnerTime	37	80	46.25%

HowOften The Guest Visited Hotel

VeryOften	23	80	28.7%
Occasionally	35	80	43.75%
Everyday	22	80	27.5%

Table 1: Demographic Variables

From the table 1, it can be analysed that the frequency of the respondents visits to the selected hotels. 36% respondents were Male. Most of the respondents (35%) belong to the age group of 20 – 29 years old. Out of survey, 98% respondents were educated and majority among them has achieved certification level.

Service Quality

Variable	Mean	Std.Deviation	N
Cleanliness	3.44	1.007	80
Hygiene	3.49	.884	80
Speed of services	3.04	.915	80
Cleaning methods	3.63	.882	80
Standard operating procedure	4.07	.748	80
Employees professionalism	3.76	.891	80
Communication skills	2.76	.741	80
GuestSatisfaction	4.21	.973	80

Table 2: Service Quality offered by Housekeeping

Table 2 represents the satisfaction level among different guests arrived at the two hotels during a predefined interval.

Out of 80 respondents who visited to selected hotels were asked about the hotels' experience for housekeeping as explored in table 3:

Guest satisfaction level	Rated by no. of people	Percentage
Very Unsatisfied	2	2.5
Unsatisfied	13	16.25
Neutral	27	33.75
Satisfied	24	30
Very Satisfied	14	17.5

Table 3: Guest Satisfaction level with Housekeeping

The goal of this study was to look into the current level of service quality in the hotel business in terms of cleanliness, hygiene, speed of services, standard operating procedures, cleaning methods, employee's professionalism, communication skills and guest satisfaction. Table 3 shows the level of quality disconfirmation scores for each SERVQUAL item for all subjects that responded to the questions. From the table 2, it was found that among housekeeping services qualities standard operating procedure and guest satisfaction, provided from the hotels were most significant and in quality way. A consensus was reached by the researchers in this study about 9 categories of housekeeping department.

6. Conclusion and Recommendation

Conclusion

Guest satisfaction, happiness, and loyalty are directly related to the intangible quality of service delivered by hotel employees. Service quality of the hotel's offerings may make or break a trip for hotel guests. Guests' opinions and their value, happiness, and loyalty will be influenced by any nice or negative experience. Maintaining a high quality of guest service requires well-trained workers that are committed to client satisfaction and have a wide variety of expertise and experience. Hence, this research has revealed that hotel guest's satisfaction in Taj Group and ITC Group of Hotels. Guest satisfaction, happiness, and loyalty are all impacted by the hotel security level.

Recommendation

This study provides hoteliers with more crucial facts and implications, allowing them to see the current scenario. If their service and tactics got unfavourable, management must intervene swiftly and find a suitable solution regarding the same. Profit margins aren't as crucial as customer satisfaction. Favourable hotel experiences encourage repeat visits and positive

word-of-mouth. Positive hotel experiences encourage repeat visits. The service quality of a hotel is defined by its staff' attitudes and behaviours as well as its facilities. Hotels should enhance their staff' attitudes and efficiency to demonstrate excellent behaviour and give great service. Hotels should initially focus on internal marketing to keep personnel motivated. Intangible hotel services need marketing efforts to develop confidence and credibility with potential consumers. Marketers must consider their ethical obligations when marketing a product. Hotels must be able to know if their clients are happy and satisfied or not.

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