A Study on relationship between Service Quality Dimensions and Customer Satisfaction: An Empirical Investigation on Hotel Industry

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ABSTRACT: The hotel industry is one of the biggest industries in services. It includes food and drink services or event planning in the restaurants and bars. The Hotel industry focuses instead of providing food for necessities and fundamental values on the thinking of luxury, pleasure, desire and experience. The word Service Quality has two different words like 'Service' and 'Quality'. Service means "any activity that offered by one person to another person". Quality means it is a strategic tool which is used to check the efficiency or performance of an activity.

The research aims to understand the different factors influenced on customer satisfaction, to study the service quality dimensions that leads towards customer satisfaction and to analyze the correlation between service quality and customer satisfaction. The research is conducted using descriptive research methodology. For the study data has been collected via structured questionnaire, with sample size of 100 respondents. The study concluded that the service quality and customer satisfaction both are interrelated in hotel industry. While some of the factors of Quality dimensions influenced on customer satisfaction.

Keywords: *Empathy, Reliability, Responsiveness, Assurance, Tangible, and Customer satisfaction.*

INTRODUCTION

Hotel industry is one of the biggest industries in services. It includes food and drink services or event planning in the restaurants and bars. Hotel industry is a wider component in service industries, catering for required customers and overnight accommodation. It is closely associated with the hospitality industry. The word

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Service Quality has two different words like 'Service' and 'Quality'. Service means "any activity that is offered by one person to another person". Quality means it is a strategic tool which is used to check the efficiency or performance of an activity. The food quality should be considered by the hotels. The food offering by the hotels increase the desire in the minds of the customer. Service quality means it is an ability of a customer in a systematic manner which can give better performance. In the sector of service industry, Quality is a significant tool for the accomplishment of business especially in hotel industry. It makes positive impression with respect to profits, market value as well as customer satisfaction.

Definition of Service Quality: According to Philip Kotler and Gary Armstrong 'service quality' as it is an ability of a service to its customers. That is in their opinion for customer retention is the best measuring tool for service quality.

DIMENSIONS OF SERVICE QUALITY:

Empathy: Empathy can also be called as the considerate, individual consideration provided to the customers by their hotels. This dimension try to express the meaning through personal or individual services that customers are matchless in hotel services. The intension of this dimension tells about keeping attention on its customers. So Empathy tells about service providers preferences regarding their offered services.

Reliability: Reliability can be defined as it is an ability to execute the proper services. This means the hotel promise about giving quality food, home delivery, and other facilities. The customers want to deal with those service businesses who maintain transparency between business and the customers. It is significant factor that leads to attract loyal and retain the customers.

Responsiveness: Responsiveness determines the hotel staff's ability to help their customers for giving proper services. The dimension tells about when the customer arise any question regarding the services, promptness and faithfulness of the workers. As in a service oriented business it is a responsibility of every worker to address and resolve the customer's objections.

Assurance: Assurance is one of the service quality dimensions. It can be known as employee awareness, consideration and abilities to inspiring belief in the minds of the customer. It is essential in hotel because, it represents customers trust towards the hotel services and to get good results. The employee or the staffs of the hotel is the people who spared assurance in the hotel industry. This dimension looks skills, truthfulness and consideration of the works.

Tangibility: Tangibility presents the appearance of physical facilities, equipment etc. All these provide adequate indication to customers about the quality of services offered by the hotel. Also, this dimension will represent the hotel services.

Customer satisfaction: Customer satisfaction is also known as opinion as measurement of the services compared with their expectations. Customer satisfaction is evaluated by utilizing the customer expectations with the presentation of the hotel services that can lead to the needs

and expectations of the customers. A satisfied customer shows that there is a similarity between the performances of the services with the expectations of the customers, where it will attract to the customers. At the same time, a disappointed customer would convince different customers not to go to particular hotel and the customers may shift to other hotel.

LITRATURE REVIEW

Dr. Rashmi R. Hunnur (2016): In the research paper "An empirical investigation on the comparative study of Government and Private hospital on the basis of Service Quality Dimensions" published by "Indian Journal of Research in Commerce, Management, Engineering and applied Science" stated that service plays a crucial role in satisfying customers and building loyalty among the customers. The study was focused on analysing the factors influencing service quality dimensions in government and private hospitals. It was found that respondents preferred private hospitals because of its effective services with respect to service quality dimensions.

Bayad Jamal Ali, et. (2021): In the article "Hotel Service Quality: The Impact of service Quality on Customer Satisfaction in Hospitality" published by "International Journal of Engineering, business And Management" (IJEBM). Hotel business is million dollars industry it has many activities it includes transportation, functions organising etc. The objective of the study is to know the impact of quality service on customer satisfaction and hotels reputation. The researcher used questionnaire to understand the research , The set of questionnaire is divide into two parts

like some of based on gender of the respondent, nationality, status, occupation, visitors as per the year et. The results of the research are quality dimensions more influenced on customer satisfaction, Quality service increases customer loyalty. **Feven AbebeTessera, et. (2016**): In the article "Service Quality and Hotel's Customer Satisfaction: An Empirical Evidence from Ethiopia" published by "Electronic Journal of Business and Management**"** The research highlights the study of examine the impact of service quality to the customer which satisfies the hotel business in Ethiopia. The researcher used sampling method in his research where the researcher frame 130 questionnaires the he distributes to the customers. The researcher find outs that out of five service dimensions, three factors that are more influenced on the customers are Tangibles, Responsiveness and Empathy. This study will guide hotels to improve the level of customer satisfaction which can also be useful for government and some other commercial sectors for which hotel and tourism business have much importance. **Shafit Jamel Mim, MD Monjural Azziz Ferdous (2021**): In the article "Factors Influencing Customer Satisfaction in Hospitality Industry: Fine Dining Restaurants" the objective of these research is customer satisfaction, loyalty for the customer and factors that are influenced on customer satisfaction. In any business we cannot satisfy each and every customer. A satisfied customer shows performance between product and services. The outcome of this research is that some factors influence on loyal customers in hotel. For example: food quality service, price, environment of

restaurant, location, trust, and customer satisfaction.

Suzan Markovic, Sanja Raspor Jankovik (2013): In the article "Exploring the relationship between Service quantity and customer satisfaction in Croatian Hotel Industry" the objective of the review is testing the relationship between quality service and customer satisfaction in Croatia hotel industry. This research is completely based on administrated questionnaire. The questionnaire has 3 parts which is based on service quality, and customer satisfaction and statistical details of the customer. Many researches are done by focusing on natural relationship between service quality and customer satisfaction. Overall the outcomes of the research are the relationship between service quality and customer satisfaction. That is based on dimensions like "Accessibility, Reliability, and Tangibility".

Ms. S.Usha, Dr. Mahan K (2014): In the article "A Study on Customer Satisfaction in Hotel Industry with Special Reference to JC Residency, Madurai" the purpose of the study is customer satisfaction in JC Residency, Madurai. The researcher used sampling method through questionnaire as primary data collection and books, website, journals for secondary data collection. Customer satisfaction word is used commonly. It evaluates how services can match with the expectation of the customer. Evaluation of customer satisfaction is most important in hotel industry. It can build life time value of the customer. It helps to attract new customers. Outcome of the study is that strategies have more impact on

customers to meet their desired expectations in Madurai.

PROBLEM STATEMENT

As per the literature review service quality plays vital role to satisfy the customers. The relationship of service quality and customer satisfaction is most important in Hotel Industry. Many researchers carried out research by studying service quality and customer satisfaction in different industries. But very few studies have been conducted in hotel industry. Hence, a Study on relationship between Service Quality Dimensions and Customer Satisfaction: An Empirical Investigation on Hotel Industry

OBJECTIVES

Title of the study:

A Study on relationship between Service Quality Dimensions and Customer Satisfaction: An Empirical Investigation on Hotel Industry

Objectives:

- To study the different factors influenced on customer satisfaction.
- To study the service quality dimensions that leads towards customer satisfaction.
- To analyze the correlation between service quality and, customer satisfaction.

Hypothesis:

Hypothesis 1

To know the relationship between customer satisfaction and service quality dimensions in hotel industry

H_0: There is no significant relationship between customer satisfaction and service quality dimensions in Hotel Industry.

H_1: There is a significant relationship between customer satisfaction and

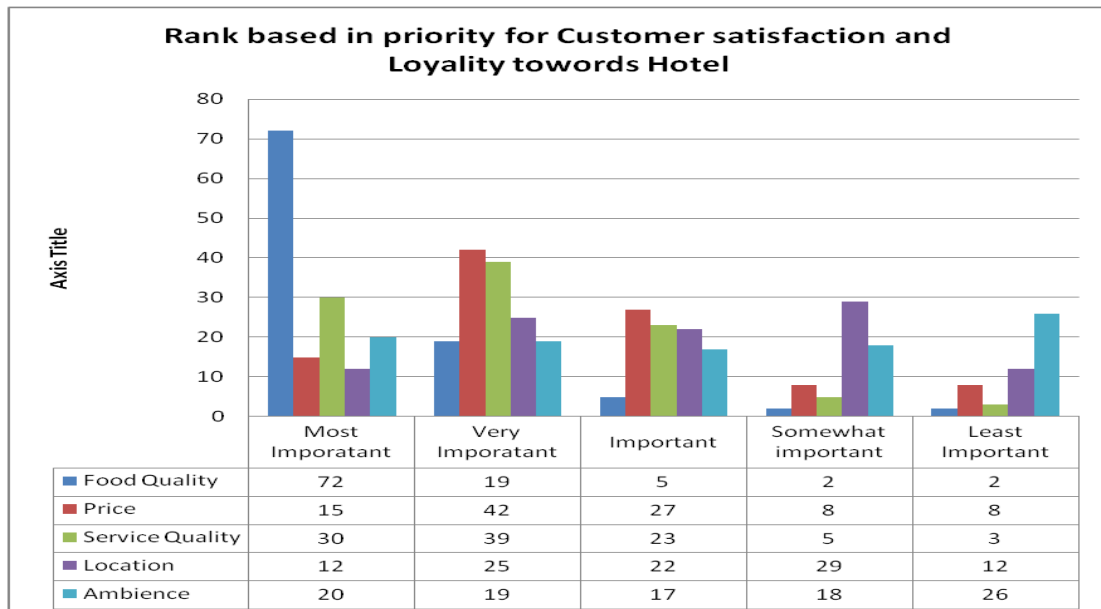service quality dimensions in Hotel Industry.

RESERCH METHODOLY

The purpose of the research is to know the relationship between Service quality and customer satisfaction in hotel industry. A**s** part of the project the descriptive research is carried out. The problem is already kwon and elaborated. The information will be collected from the field survey for primary data. The information will be collected from Literature review, Journals, Research Paper for secondary data. Probability Sampling (Cluster Sampling) is used for the research. Structured questionnaire is used for collecting the data. The researcher considered North Karnataka as sample frame, and sample size is 100.

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Scope of the study: This study helps to understand correlation between service quality dimensions and customer satisfaction in hotel industry. Further this study helps to local hotels to adopt and give the quality services to the customers based on the service dimensions used in the research. This study can be further conducted on other hospitality industries to adopt and give the quality services to the customers based on the service dimensions used in the research.

Limitation of the study: The study is restricted to Hotel Industry, the respondents may give biased response, and the study is conducted only in North Karnataka

DATA ANALYSIS AND INTERPRITATION

Graph no. 1: Showing the rank based priority for customer satisfaction and loyalty towards hotel.

Rank based in priority for Customer satisfaction and Loyality towords Hotel

	Most Imporatant	Very Imporatant	Important	Somewhat important	Least Important
Food Quality	72	19	5	2	2
Price	15	42	27	8	8
Service Quality	30	39	23	5	3
Location	12	25	22	29	12
Ambience	20	19	17	18	26

Data Analysis: The above graph shows among 100 respondents, the priority for customer satisfaction and locality towards hotel. 72% of respondents
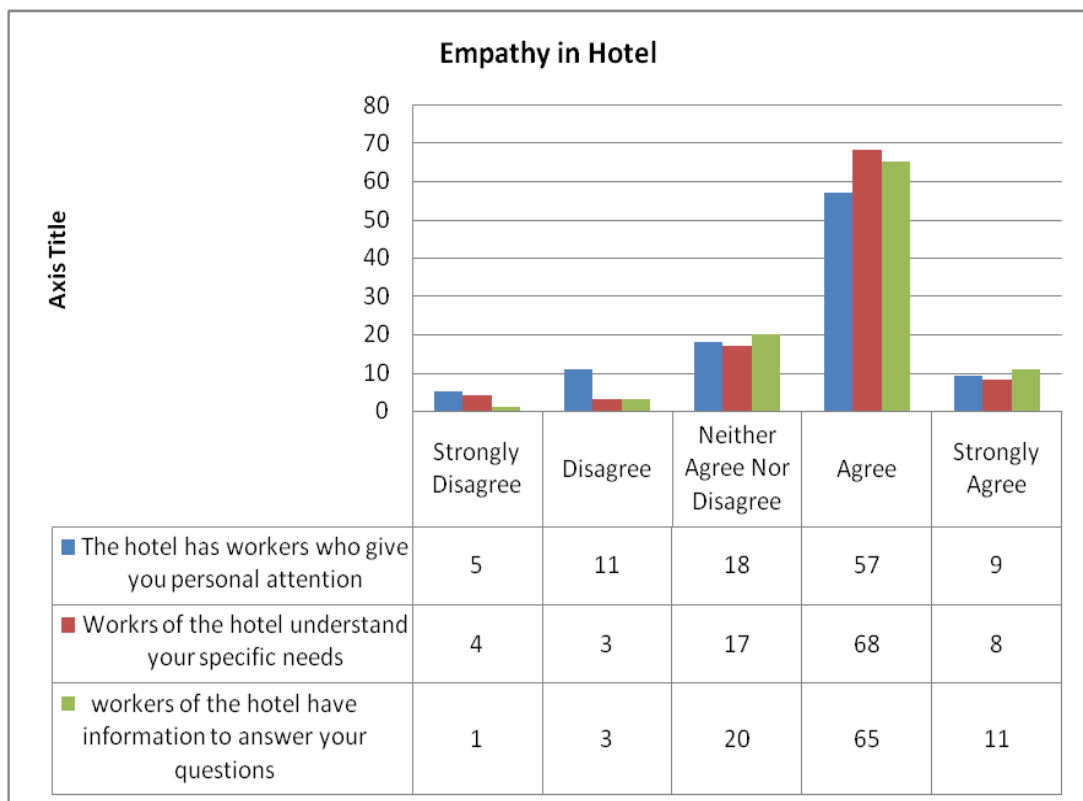
ranked food quality as most important, 42% of respondents ranked price as very important, 39% of respondents ranked service quality as

very important, 29% of respondents ranked location as somewhat important and 26% of respondents ranked ambiance as least important.

Interpretation: From the above data analysis, it can be interpreted that food quality, price, service quality, location and ambiance are the priorities to build customer satisfaction and loyalty towards hotel industry. The reasons might be taste, quantity and quality of the food can create an impact on the customers. The price should be set as per the

customer mindset. In north Karnataka, the customers are more concentrated on the food quality and prices. The customer will be loyal because of the quality service delivered by the hotel. Location of the hotel might be convenient to every customer. The ambiance makes impression on the customers. Ambiance makes people to visit hotels more time. But in this research study, respondents gave more preference to food quality and price followed by Service quality, Location and ambiance.

Graph no. 2: Showing Empathy in hotel

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
■ The hotel has workers who give you personal attention	5	11	18	57	9
■ Workrs of the hotel understand your specific needs	4	3	17	68	8
■ workers of the hotel have information to answer your questions	1	3	20	65	11

Data analysis: As per the above chart it shows empathy in hotel. 57% of the respondents agreed for the hotel has workers give personal attention, 68% of the respondents agreed that the workers of the hotel be aware of specific needs, 65% of the respondents agreed for the workers of the hotel have information to respond customers questions.

Interpretation: According to Bitner, Empathy is one of the element in service quality dimensions. Empathy is something that, taking care and attention of every customer. The reasons might be use of empathy in the hotel industry are the hotel staffs gives personal attention on their customers. Hotel staff or employees should understand the needs and

wants of the customer. It helps to give proper service by understanding the needs and wants of the customer. If customer has any query about the

hotel or food services, The employee should have knowledge to answer them.

Graph no. 3: Showing Reliability in Hotel.

Reliability in Hotels

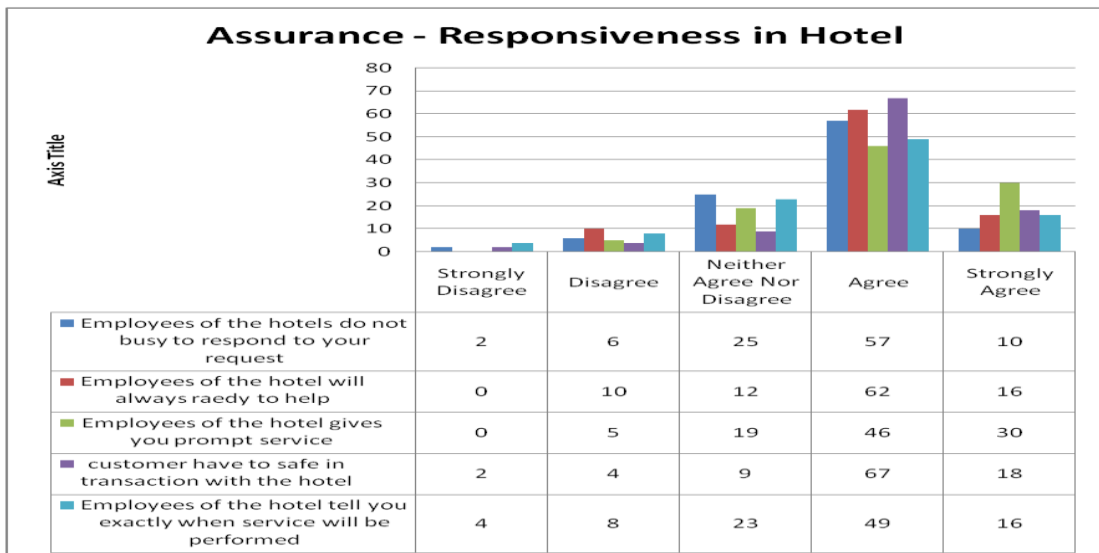|	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
The hotel performs service accurate in the first time when you have a problem	1	8	22	52	17
The hotel shows sincere interest in solving it	2	3	16	52	27
The hotel provides its services at the time, it promises to do so	2	3	21	52	22
When the hotel promises to do something by the certain time, it does so	1	4	29	44	22
The hotel insists on error-free records	0	7	21	49	23

Data analysis: As per the above graph, it shows reliability in hotel. 52% of the respondents agreed for the hotel for flexible service at the first time when customer have a problem, 52% of the respondents agreed that hotel shows sincere interest in solving the problem, 52% of the respondents agreed that hotel provides its services in time, it promises to do. 44% of the respondents agreed that when the hotel promises to do something by the certain time, it does so. 49% of the respondents agreed for the hotel insist on error free records.

Interpretation: From the above data analysis it can be interpreted that, according to Bitner reliability is one of the element in service quality

dimensions. Reliability leads the transparency between hotel and the customers. The reasons might be use of reliability in the hotel industry are every customer wants the hotel services should be right at the first time when the customer has a problem regarding the services. If the customer is facing any problem in the hotel. Hotel staff should be interested in solving the problem. It might impact on the customers. The hotel must promise the customers for giving proper service. The hotel services should match with the promise. The hotel should maintain error free records while billing or it may be the transaction of the money.
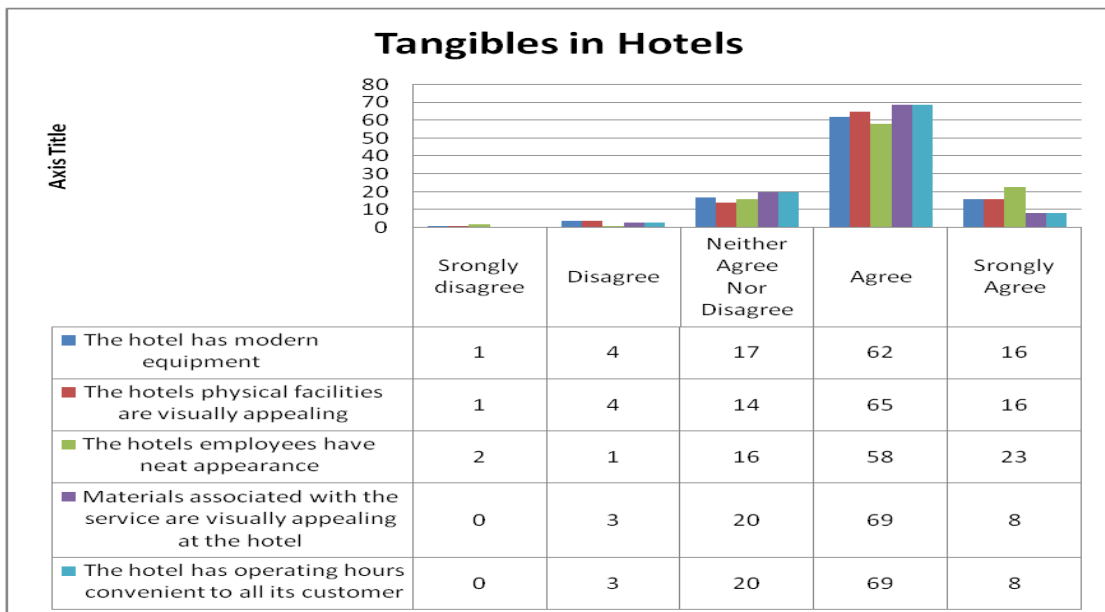
Graph no. 4: Showing Assurance and Responsiveness in Hotel.

Assurance – Responsiveness in Hotel

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
■ Employees of the hotels do not busy to respond to your request	2	6	25	57	10
■ Employees of the hotel will always raedy to help	0	10	12	62	16
■ Employees of the hotel gives you prompt service	0	5	19	46	30
■ customer have to safe in transaction with the hotel	2	4	9	67	18
■ Employees of the hotel tell you exactly when service will be performed	4	8	23	49	16

Data analysis: Among 100 respondents 57% of respondents agreed that the employees of the hotel are never too busy to respond to customer's request, 62% of the respondents agreed that the employees of the hotel are always willing to help to the customers. 46% of the respondents agreed for employees of the hotels gives prompt service to their customers, 67% of the respondents agreed that the customer feel safe during the transaction with the hotel, 49% of the respondents agreed that the work force of the hotel inform right when the service will be performed.

Graph no. 5: Showing Tangibles in hotel.

Interpretation: According to Bitner assurance and responsiveness are elements of service quality dimension. Assurance and responsiveness are something that hotel should assure and more responsible while giving their services. The reasons might be employees of the hotel are never too busy in their work while the customer request. Employees of the hotel are always willing to help each and every customers that can lead to make strong bonding between customers and the hotel staff. Every employee should give proper service to their customers. A customer feels that hotel gives assurance and take complete responsibility of the services.

Tangibles in Hotels

	Srongly disagree	Disagree	Neither Agree Nor Disagree	Agree	Srongly Agree
■ The hotel has modern equipment	1	4	17	62	16
■ The hotels physical facilities are visually appealing	1	4	14	65	16
■ The hotels employees have neat appearance	2	1	16	58	23
■ Materials associated with the service are visually appealing at the hotel	0	3	20	69	8
■ The hotel has operating hours convenient to all its customer	0	3	20	69	8

Data analysis: The above chart shows tangibles used in hotels. 62% of respondents agreed that the hotels in Bagalkot have modern equipment, 65% of respondents agreed for the hotels physical facilities are visually appealing, 58% of respondents agreed that the hotel employees have neat dressing appeal towards customer, 69% of respondents agreed for materials associated with the service are visually appealing at the hotel, 69% of respondents agreed that the hotel has operating hours as per the convenience of its customers.

Interpretation: According to Bitner the tangible is one of the elements in service quality dimension. Tangibles in hotel industry are modern equipment, physical facilities, employee's appearance, materials and operating hours. The reasons might be tangible in hotel industry like modern equipments makes work easy for employees. Physical facilities may attract the customers, neat appearance of employees affect on the customers. Materials can relate to visually appealing to the customers.

The hotel should be operating in convenient hours, because it will help to build consumer relationship. Respondents are happy with the tangibles provided by hotels in Bagalkot.

Hypothesis:

To know the relationship between customer satisfaction and service quality dimensions in hotel industry

H_0: There is no significant relationship between customer satisfaction and service quality dimensions in Hotel Industry.

H_1: There is a significant relationship between customer satisfaction and service quality dimensions in Hotel Industry.

Sub-hypothesis:

1. H_0: There is no significant relationship between customer satisfaction and service quality dimensions (Empathy) in Hotel Industry.

   H_1: There is a significant relationship between customer satisfaction and service quality dimensions (Empathy) in Hotel Industry.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.296[a]	.087	.078	.50886
a. Predictors: (Constant), Empathy				
b. Dependent Variable: satisfaction				

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.381	1	2.381	9.194	.003[a]
	Residual	24.858	96	.259		
	Total	27.239	97			
a. Predictors: (Constant), Empathy						
b. Dependent Variable: satisfaction						

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.803	.281		9.960	.000
	Empathy	.227	.075	.296	3.032	.003
a. Dependent Variable: satisfaction						

Here P< 0.05, (significance value is 0.003)

From the above chart it can be analyzed that, the P value is identified as 0.003 in regression test. And it is less than the significance level of 0.05. Hence, the null hypothesis is rejected and it can be specified that there is a significant relationship between empathy and customer's satisfaction, so empathy influenced on customer's satisfaction.

2. H₀: There is no significant relationship between customer satisfaction and service quality dimensions (Reliability) in Hotel Industry.

H₁: There is a significant relationship between customer satisfaction and service quality dimensions (Reliability) in Hotel Industry.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286[a]	.082	.072	.51038

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286[a]	.082	.072	.51038

a. Predictors: (Constant), Reliability

b. Dependent Variable: satisfaction

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.232	1	2.232	8.570	.004[a]
	Residual	25.006	96	.260		
	Total	27.239	97			

a. Predictors: (Constant), Reliability

b. Dependent Variable: satisfaction

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.792	.295		9.476	.000
	Reliability	.219	.075	.286	2.927	.004

a. Dependent Variable: satisfaction

Here P< 0.05, (significance value is 0.004)

From the above chart it can be analyzed that, the P value is identified as 0.004 in regression test. And it is less than the significance level of 0.05. Hence, the null hypothesis is rejected, and it can be specified that there is a significant relationship between reliability and customer's satisfaction, so reliability influenced on customer satisfaction.

3. H₀: There is no significant relationship between customer satisfaction and service quality dimensions (Assurance and Responsiveness) in Hotel Industry.

H₁: There is a significant relationship between customer satisfaction and service quality dimensions (Assurance and Responsiveness) in Hotel Industry.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.382[a]	.146	.137	.49225

a. Predictors: (Constant), Assurance and Responsiveness	
b. Dependent Variable: satisfaction	

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3.977	1	3.977	16.413	.000[a]
Residual	23.262	96	.242		
Total	27.239	97			
a. Predictors: (Constant), Assurance and Responsiveness					
b. Dependent Variable: satisfaction					

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	2.396	.311		7.697	.000
Assurance and Responsivness	.325	.080	.382	4.051	.000
a. Dependent Variable: satisfaction					

Here $P < 0.05$, (significance value is 0.000)

From the above chart it can be analyzed that, the P value is identified as 0.000 in regression test. And it is less than the significance level of 0.05. Hence, the null hypothesis is rejected and it can be specified that there is a significant relationship between assurance, responsiveness and customer satisfaction, so responsiveness and assurance influenced on customer satisfaction.

4. **H_0:** There is no significant relationship between customer satisfaction and service quality dimensions (Tangible) in Hotel Industry.

H_1: There is a significant relationship between customer satisfaction and service quality dimensions (Tangible) in Hotel Industry.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.400[a]	.160	.152	.48808

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.400[a]	.160	.152	.48808
a. Predictors: (Constant), Tangibles				
b. Dependent Variable: satisfaction				

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.369	1	4.369	18.340	.000[a]
	Residual	22.870	96	.238		
	Total	27.239	97			
a. Predictors: (Constant), Tangibles						
b. Dependent Variable: satisfaction						

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.844	.423		4.363	.000
	Tanjibles	.460	.107	.400	4.283	.000
a. Dependent Variable: satisfaction						

Here P < 0.05, (significant value is 0.000)

From the above chart it can be analyzed that, the P value is identified as 0.000 in regression test. And it is less than the significance level of 0.05. Hence, the null hypothesis is rejected and it can be specified that there is a significant relationship between tangibles and customer's satisfaction, so tangibles influenced on customer satisfaction.

FINDINGS:

Customer priority for satisfaction and loyalty: 72% of the respondents ranked food quality as a most important factor that gives them satisfaction and build loyalty among them towards hotels, 42% of respondents ranked price as very important, 39% respondents said service quality is very important, 29% of respondents said location is somewhat important, 26% respondents said, they consider ambiance as least important for their satisfaction and loyalty towards Hotels.

Empathy: 57% of the respondents agreed for the hotel has workers give personal attention, 68% of the respondents agreed that the workers of the hotel be aware of specific needs, 65% of the respondents agreed for the workers of the hotel have information to respond customers questions.

Tangibles: 62% of respondents agreed that the hotels in north Karnataka have modern equipment, 65% of respondents said hotels physical facilities are visually appealing, 58% of respondents said that the hotel employees have service are visually appealing at the hotel, 69% of respondents agreed for materials associated with the neat appearance, 69% of respondents are agreed the hotel has operating hours as per the convince of its customers.

Assurance – Responsiveness: 57% of respondents agreed that staff of the hotel should not busy to respond to request of the customers, 62% of the respondents agreed that staff of the hotel are ready to respond to the customers. 46% of the respondents agreed for employees of the hotels gives prompt service to their customers, 67% of the respondents agreed that the customer have to safe during the transaction with the hotel, 49% of the respondents agreed that the workers of the hotel inform right when the service will be performed.

Reliability: 52% of the respondents agreed for the hotel performs service right at the first time when customer have a problem, 52% of the respondents agreed that hotel shows sincere interest in solving the problem, 52% of the respondents agreed that hotel provides its services in time, it promises to do. 44% of the

respondents agreed that when the hotel promises to do something by the certain time, it does so. 49 of the respondents agreed for the hotel maintain on error free report.

Relationship between service quality dimensions and customer satisfaction: There is a significant relationship between service quality dimensions (Empathy, reliability, assurance-responsiveness, and tangibles) and customer satisfaction. These service quality dimensions influences on customer satisfaction.

SUGGESTIONS

In hotel industry ambiance is also one of the important element for building customer satisfaction. So the hotels must give proper ambiance to the customers. The hotel must provide proper service to customers in order to reach their expectations. Being empathic, reliable, and responsive make a great impact on the customer, hence Hotels should work on all the dimensions of service quality which leads towards customer satisfaction.

CONCLUSION

The study was framed to evaluate the relationship between service quality and the customer satisfaction with reference to hotel industry. Both the service quality and customer satisfaction are interrelated in hotel industry. By using different types of statistical tools to generate questionnaire which are to be answered, objectives is being matched with the title of the research and hypothesis is set to test regression.

The findings of the research disclosed that the importance for the customer satisfaction and loyalty towards the hotel industry. Food quality, price of

the food, service quality, location of the hotel and the ambiance plays a major role in customer satisfaction, and building loyalty towards hotels. The service quality dimensions of hotel industry were tangibles, assurance, responsiveness, reliability and empathy. The outcomes of the study show that the customers usually recognize service quality as reliable, error free services and promises of the hotels.

Regression analysis shows that service quality dimensions, are fundamental root for customer satisfaction. The result shows positive and significant relationship, between the combination of service quality and customer satisfaction. It indicates that tangibles, assurance, responsiveness, reliability and empathy lead to customer satisfaction in the hotel industry.

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