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**KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE -641 049**

Department of Management Studies

**A SUMMER PROJECT WORK (MBA703)
OCTOBER 2010**

This is to certify that the project entitled

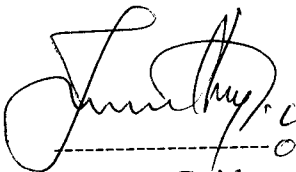
**A STUDY ON CUSTOMER SATISFACTION TOWARDS HOTEL
GRAND PLAZA, COIMBATORE**

is the bonafide record of project work done by

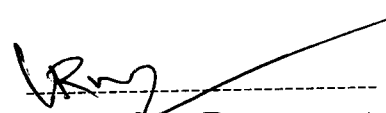
(N. AARTHI)

Reg No: 0920400001

of Master of Business Administration during the year 2010 – 2011

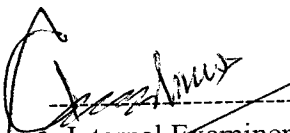


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Project Guide

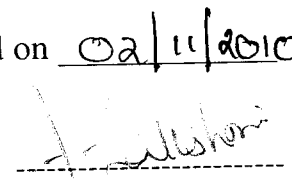


Head of the Department

Submitted for the Summer Project Viva-Voce examination held on 02/11/2010



Internal Examiner



External Examiner

BONAFIDE CERTIFICATE

Grand Plaza

BUSINESS CLASS HOTEL

TO WHOM SOEVER IT MAY CONCERN

This is to certify that Ms. N.AARTHI (09MBA01) has successfully completed her project titled a study on customer satisfaction towards Hotel Grand Plaza, Coimbatore under my guidance during the period 20th july,2010 – 20th august,2010. During the course of project her conduct was found good.

FOR GRAND PLAZA,



Mr. C.Natarajan
Managing Partner
Hotel Grand Plaza

DECLARATION

DECLARATION

I affirm that the project work titled **A Study On Customer Satisfaction Towards Hotel Grand Plaza, Coimbatore** being submitted in partial fulfilment for the award of Master of Business Administration is the original work carried out by me. It has not formed the part of any other project work submitted for award of any degree or diploma, either in this or any other University.

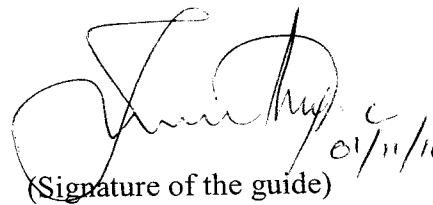


(Signature of the Candidate)

N. AARTHI

092040001

I certify that the declaration made above by the candidate is true



(Signature of the guide)

MR.C.GANESHMOORTHY

Senior Lecturer

KCT BUSINESS SCHOOL

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved chairman **Arutchelvar Dr. N.Mahalingam** and **Management** for the prime guiding spirit of Kumaraguru College of Technology.

I wish to express deep sense of obligation to **Mr.C.Ganeshmoorthy, Senior Lecturer,** KCT Business School, for his intensive guidance throughout my project.

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I thank **Mr.C.Natarajan, Managing Partner, Hotel Grand Plaza,** for his valuable guidance throughout my project.



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ABSTRACT

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Customer Satisfaction refers to how satisfied the customers are with the products or services they receive from a particular company. The level of satisfaction is determined not only by the quality and type of customer experience but also by the customer's expectations. The process for measuring customer satisfaction and obtaining feedback on organizational performance are valuable tools for quality and continuous service improvement.

The research entitled "a study on customer satisfaction towards *hotel grand plaza, Coimbatore*", with the objectives of the study to identify the customer attitude and behaviour regarding the hotel services, to discover the level of tendency to recommend the hotel services to their peer groups.

The research design adopted for this study is descriptive research. Questionnaire method is the tool used to collect the data for the project and the analysis is done by using simple percentage method, weighted average method and chi square method.

The findings came into light with the help of the analysis and interpretation. Based on these findings relevant suggestions were given to the organization in order to increase the customer satisfaction.

The study helped the management to identify the customer satisfaction level and analyze the behavioural pattern and attitude of the customers towards *hotel grand plaza*.

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CHAPTER-I

INTRODUCTION

CHAPTER 1

1.1 INTRODUCTION TO THE STUDY

“Satisfaction is a person’s feelings of pleasure or disappointment resulting from comparing a products perceived performance in relation to his or her expectations”

As this definition makes clear satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations the customer is dissatisfied. If the performance matches the expectations the customer is satisfied. If the performance exceeds expectation the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional affinity with the brand and not just rational preference and the result is high customer loyalty.

This study determines the customer satisfaction towards the hotel industry. The research is undertaken in Hotel Grand Plaza at Coimbatore city.

Customer satisfaction is the key to success. It is the extent to which the desires and the requirements of the customers are met. A service is considered satisfactory if it fulfils all the need and expectation of the customers. Measuring this satisfaction is an important element of providing better, more effective and efficient services. When clients are not satisfied with a service as provided, the service is neither effective nor efficient. This is especially important in a relation to the hotel services. The level of customer satisfaction regarding services is an important factor in developing a system of services provision that is responsive to clients needs while minimising cost & time requirements and maximising the impact of the services on target populations.

Businesses survive because they have customers who are willing to buy their products or services. However, many times business fail to “check in” with their customers to determine whether they are happy or not and what it will take to keep make/them happy. Customers are the best source of business information – whether to improve an existing product/service or whether to launch something new. When we open up the lines of communication, we are able to align our resources to the best advantage, and often we can make changes in our services

more quickly. When we routinely ask our customers for feedback and involve them in our business, they, in turn, become committed to the success of our business.

Customer satisfaction, in hotel industries is a measure of how the services supplied by a hotel meet or surpass customer expectation. This is seen as a key performance indicator within business and is also a part of the four perspectives of a balanced scorecard.

In a competitive market place where the hotels compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of all business strategy. Hotels are increasingly interested in retaining existing customers while targeting new customers; measuring regarding customer satisfaction provides an indication of how successful the hotel is at providing their services.

Satisfying customer is the only way to stay competitive in today's marketplace. Customers have an expectation of services performance that must be met. The balancing act between what customers want and what the hotel provides must be optimised in order to maximise the hotels long-term profits. It therefore follows that hotels wishing to increase the number of customers should measure their customer's satisfaction regularly, ensuring that what is being measured by the majority of their customers.

THEORETICAL BACKGROUND OF THE PROBLEM UNDER THE STUDY

The hotel industry in India is going through an interesting phase. One of the major reasons for the increase in demand for hotel rooms in the country is the boom in the overall economy and high growth in sectors like information technology, telecom, retail and real estate. Raising stock market and new business opportunities are also attracting hordes of foreign investors and international corporate travellers to look for business opportunities in the country.

The government of India's Incredible India campaign have also helped in the growth of domestic and international tourism and consequently the hotel industry. The hospitality industry is poised to grow at a faster rate and is expected to reach around Rs. 900 billion by this year.

While the potential of hotel industry is great there are several constraints for the industry to grow. High cost of land in the country often discourages an investor to put in money in

construction of new hotel. Construction of hotels is highly capital intensive and is estimated in that to construct a single five star room it costs around 1.25 crore. As a result there is no incentive to construct new hotel properties and there is a mismatch between demand and supply leading to higher occupancy rates and increase in prices. In fact, average rate of hotel rooms in five stars have gone up from Rs.4000 five years ago to Rs.16000 now. Though this rate can be affordable for business travellers, it is very difficult for leisure travellers to pay such exorbitant rates.

Across the country there is no rationalisation of taxes as states charge different rates. Secondly, multiplicity of taxes like value added tax and service tax further compound the problem. Tax holidays are available only to hotels at heritage sites and so this measure is restrictive for the growth of the hotel industry.

1.2 REVIEW OF LITERATURE

(Sim, Janet)¹ This study was designed to assess the antecedents and consequences of customer satisfaction and retention in the hotel industry. A survey among hotel customers in the San Francisco Bay Area was conducted. A LISREL structural equation model with confirmatory factor analysis was developed to analyze the data. They have found that customer retention was dependent on the customer satisfaction. They have suggested that the hotel must develop strategies to improve customer satisfaction and enhance retention of hotel customers.

(Mak, Brenda)² This study examines the relationships among guest satisfaction, revenue performance and growth, and franchising strategy at the hotel brand level. Results indicate that guest satisfaction is a key to brand growth, while the positive effect of guest satisfaction on brand revenue performance is moderated by the extent of franchising within each brand.

(Jones, David)³ The satisfaction level of the mainland Chinese travellers on 34 hotel were studied using the disconfirmation paradigm. A total of 203 mainland Chinese travellers were interviewed. The results indicated that mainland Chinese travellers were satisfied with "Availability of personal care amenities", "Quietness of the room", "Availability of food and beverage variety" and dissatisfied with "Recreation facilities" "Availability of frequent travellers' program" and the "Baggage handling service". Eight dimensions of hotel services were identified. "Service quality and value" and "Augmented product quality" dimensions were found to be more important than others in influencing their overall satisfaction levels and the likelihood of returning to the same hotels.

¹ (Sim, Janet) ,The study on antecedents and consequences of customer satisfaction and retention in the hotel industry, Journal of Marketing and Retail management, Vol 12, p20

² (Mak, Brenda) The research examines the relationships among guest satisfaction, revenue performance and growth, and franchising strategy at the hotel brand level, Marketing Mastermind, Vol 21, p24

³ (Jones, David) The satisfaction level of the mainland Chinese travellers on 34 hotel were studied using the disconfirmation paradigm, Vision, the journal on business perspective, Vol

(Mount, Daniel)⁴ The article focuses on an annual survey to determine customer satisfaction in hotels outside the U.S. The results indicate that customers seem to be satisfied more at overseas hotels. After a comparison of hotels of the same brand, both leisure and business travellers have expressed satisfaction in hotels outside the U.S. Fairmont Hotels & Resorts Inc., has been judged as the best international hotel brand among leisure guests. The levels of customer satisfaction are reported to be the highest in hotels in the Philippines, Brazil and Greece, whereas guests staying at hotels in Belgium, the Netherlands and England have indicated the lowest overall customer satisfaction scores. The most comfortable hotel experience has been found in Greece. There is a need of consistency in major hotel chain brands due to their overseas expansion. The results of the survey specifically indicate that overseas hotels have been rated much higher than the U.S. hotels in providing comfort and leisure.

(Ricca, Stephanie)⁵ have given a report on “overall guest satisfaction slips in the U.S. hotel and motel industry “2007. The survey was conducted among in more than 47000 hotel guests. The report says that the decline is not a cause for concern but allows hotels to determine which areas of service needs improvement.

(Richard N. Cardozo)⁶ in the title “An experimental study of customer effort, expectations and satisfaction “says that customer satisfaction with a product is influenced by the effort expended to acquire the product, and the expectations concerning the product. Specifically, the experiment suggests that satisfaction with the product maybe higher when customers expend considerable effort to obtain the product than when they use only modest effort. This finding is opposed to usual notions of marketing efficiency and customer convenience. The research also suggests that customer satisfaction is lower when the product does not come up to expectations when the product meets expectations.

⁴ (Mount, Daniel) The article focuses on an annual survey to determine customer satisfaction in hotels outside the U.S, Asian Journal of Management, Vol 26, p17

⁵ (Ricca, Stephanie) have given a report on “Overall Guest Satisfaction in the U.S. hotel and motel industry “, Journal of American Marketing Association, Vol 34, p28

⁶ (Richard N. Cardozo) An Experimental study of customer effort, expectations and satisfaction. International Journal of Consumer Studies, 2001, Vol 21, p24.

(Pieter J.A. Nagel,⁷ under the topic "customer satisfaction: A comprehensive approach" talks about the concept of customer satisfaction which aims to develop a strategic approach in measuring the customer satisfaction with a particular enterprise. The study is an attempt to (1) develop an overall concept of customer satisfaction;(2) provide a detailed relationship structure for implementation within a company; and (3) identify potential research areas. A basic premise of the study is that the focus should be on maximising total product value to the customer; and then, second, that customer satisfaction of external customers is interdependent on the satisfaction of internal customers. The framework of the research centres on a proposed model which integrates all aspects so as to maximise the potential of the organisation and all its sub systems to create and sustain satisfied customers. The approach begins with a conceptualisation phase in which the concept of customer satisfaction is explored.

(Rust Roland)⁸ under the topic "Customer satisfaction, Customer retention, and Market share" provides a mathematical framework for assessing the value of customer satisfaction. The framework enables managers to determine which customer satisfaction elements have the greatest impact and how much money should be spent to improve particular customer satisfaction elements. This makes it possible to hold customer satisfaction programme accountable, in the way that other business programmes are held accountable, by forcing them to demonstrate their benefits with respect to bottom-line profitability. An individual – level model of loyalty and retention is developed, which can be aggregated to predict market level effects of improvement in service quality. An application of this approach is demonstrated in a pilot study of a city retail banking market.

⁷ (Pieter J.A. Nagel,) " A study on customer satisfaction towards service industry", International Journal of Research in Marketing, Vol 06, p21

⁸ (Rust Roland), "Customer satisfaction, Customer retention, and Market share", Journal of
Customer Research, Vol 15, p22

1.3 STATEMENT OF THE PROBLEM

The satisfaction of the customer is an important aspect in any of the industry. Moreover, a high competition exists among the hotel industry. Therefore this study is undertaken to find out the level of customer satisfaction of *HOTEL GRAND PLAZA* in Coimbatore city.

1.4 COMPANY PROFILE

“HOTEL GRAND PLAZA” is a unit of Velmurugan Group of companies which is having 36 years of servicing experience in the industry of hospitality and hotel management (HOTEL AP). They have served to lakhs of people with 100% satisfaction. Their untiring effort and sincerity in the area of business inspired them to expand their service through “Hotel Grand Plaza”. The management is headed by **Mr.C.NATARAJAN M.A.**, the Director of *HOTEL GRAND PLAZA*. He is assisted by an experienced and qualified group of management professionals. The hotel has a well structured management with proper delegation of authority and responsibility which enables quickest response to customers’ needs in terms of products and services.

“Grand Plaza’s” Commitment, Quality and Hospitality are their Strength. Customer Friendliness, listening to their requirements, services minded is their achievement.

In “Grand Plaza”-“Service” is not Business IT’S THEIR CULTURE.

HOTEL DESCRIPTION

- Hotel Grand Plaza is a business class hotel, perfectly located at the main station.
- Designed with contemporary decor, this 2 star hotel behind the Cheran Towers maintains 40 business-class rooms.
- Guests can dine in the in-house restaurant.
- Corporate travellers are also facilitated with conference venue (2 HALL), which can accommodate a business gathering of 100-200 people.

HOTEL FACILITIES

- Rooms
- Multi cuisine restaurant
- Bar(jungle bar)
- Conference hall

- Other facilities

HOTEL AMENITIES

- Currency Exchange
- Lounge
- Credit Cards Accepted
- Taxi Services
- Laundry Service
- Conference Facilities
- Wi-Fi
- Doctor on Call
- Parking Facility
- Indoor Multi Cuisine Restaurant
- Travel Desk
- Business Centre

LOCATION OF *HOTEL GRAND PLAZA*

Hotel Grand Plaza is situated in the prestigious posh locality with calm surroundings, 10kms from the Airport, Just Opposite to Railway Station.

HOTEL GRAND PLAZA

(A UNIT OF VELMURUGAN HOTELS (P) LTD.,)

58, Geetha Hall Road, (Opp, Railway Station),

Behind Cheran Towers, Coimbatore.

TamilNadu – 641018.

1.5 OBJECTIVES OF THE STUDY

The following are the objectives of the study:

PRIMARY OBJECTIVE

- To study the customer satisfaction towards *HOTEL GRAND PLAZA* in Coimbatore.

SECONDARY OBJECTIVE

- To identify the factors that influences the customer satisfaction.
- To present the facts and findings to the Hotel management this would help in their business development.

1.6 SCOPE OF THE STUDY

- The study aims at discovering the existence of relationship between customer satisfaction and certain factors that influence the satisfaction derived by the customers of hotel Grand Plaza.
- The study would help the Hotel management to improve the satisfaction level by concentrating on the significant factors.

1.7 LIMITATIONS OF THE STUDY

- As the study was conducted in *Hotel Grand Plaza*, the findings are applicable only in hotel grand plaza and do not comprehend to other places.
- The responder has no time in answering the questionnaire and so the results obtained is limited.
- The sample size is limited to 120.

CHAPTER-II

RESEARCH METHODOLOGY

CHAPTER 2

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem by applying the different techniques along with the logic behind the problem.

2.1 RESEARCH DESIGN

The research design is the structure within which the research is conducted. The research study for this study is descriptive research design. This is because the study is concerned with describing the satisfaction towards the people who visit hotel grand plaza.

POPULATION OF THE STUDY

The term population refers to the total number of items about which information is gathered. The population of the study are the people who visit hotel grand plaza.

2.2 SAMPLING FRAMEWORK

- **SAMPLE DESIGN**

The sample design that is followed is probability sample design and the sampling technique followed is sequential sampling technique.

- **SAMPLE SIZE**

The number of respondents constitutes the sample size. The total respondents are the customers (120) who made their visit to hotel grand plaza.

2.3 NATURE OF DATA COLLECTION

Nature of data collection is primary data and also secondary data. Primary data is collected for the first time as original and secondary data are not originally collected but rather obtained from public sources.

TOOLS OF DATA COLLECTION

The primary data is collected through a questionnaire and the secondary data is collected from *Hotel Grand Plaza* and from its websites.

1. PRIMARY DATA

Information obtained from the original source by research is called primary data. It can be gathered slowly at high cost. It is tailor-made and there is no problem to adjustment. They offer much greater accuracy and reliability. The data is collected through a questionnaire from the customers.

2. SECONDARY DATA

These data's are already available i.e. they refer to the data which have already been collected and analysed by someone else. It is more easily available for processing. The data was collected from the office records and journals that are available.

2.4 TECHNIQUE USED FOR DATA ANALYSIS

The rule of statistics in research is to function as a tool in designing research, analysing its data and drawing its conclusion there from. Most research studies result in large volume of raw data, which must to suitably reduce so that the same can be used for further analysis. Two types of tests are done in this study.

1. SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is used to analyse the data. It refers to a specified paid off ratio. These are used in making comparison between a series of percentage used to describe the relationships. Different tables and charts were drawn to interpret the collected data.

2. CHI-SQUARE TEST

The chi square test is a useful measure of experimentally obtained result based on the hypothesis.

2.5 PERIOD OF STUDY

The study was carried out for the period of thirty (30) days.

CHAPTER-III



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DATA ANALYSIS AND INTERPRETATION

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

TABLE 3.1

AGE OF THE RESPONDENTS

S. NO	AGE OF RESPONDENTS	NO. OF RESPONDENTS	PERCENTAGE
1	Below 30	15	12.5
2	31 -50	78	65
3	Above 50	27	22.5
	Total	120	100

INTERPRETATION

From the above table it is inferred that 65% of the customers belong to the age group 31-50 yrs, 22.5% of the customers belong to the age group of above 50 yrs and 12.5% customers are below 30 yrs.

CHART 3.1

AGE OF THE RESPONDENTS

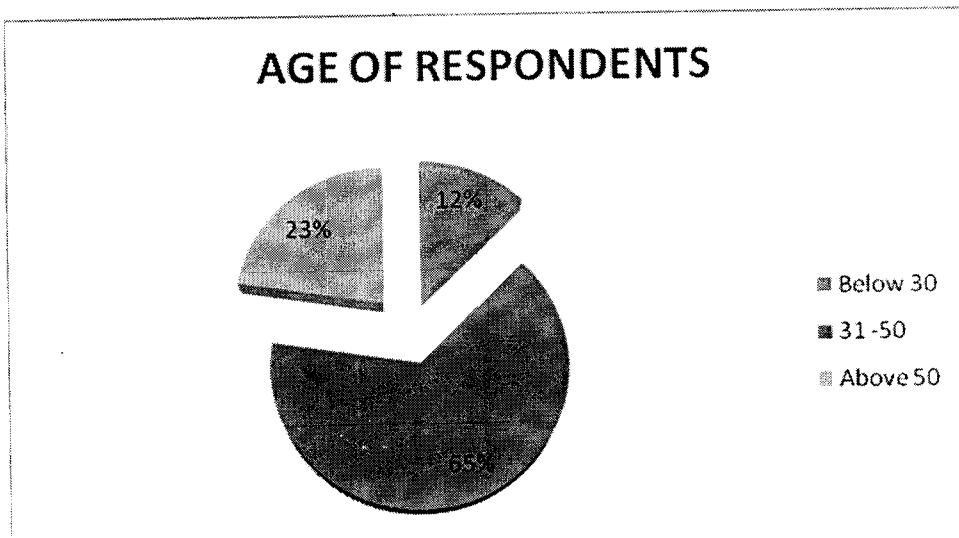


TABLE 3.2

GENDER OF THE RESPONDENTS

S. NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	108	90
2	Female	12	10
	Total	120	100

INTERPRETATION

From the above table it is inferred that 90% of the customers who visited Grand Plaza are male and 10% customers are female.

CHART 3.2

GENDER OF THE RESPONDENTS

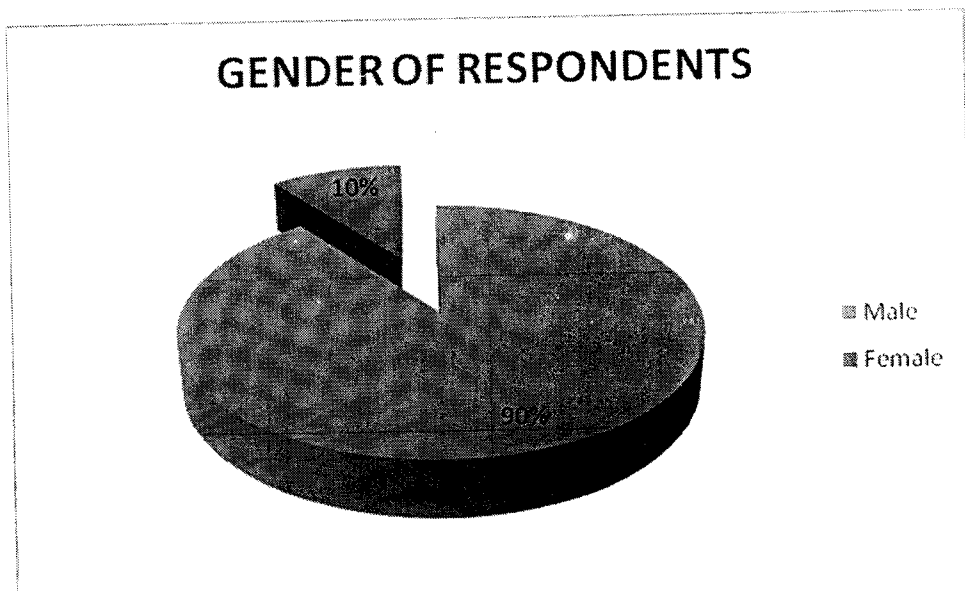


TABLE 3.3

INCOME OF THE RESPONDENTS

S.NO	INCOME	NO OF RESPONDENTS	PERCENTAGE
1	Below 10000	6	5
2	10001-20000	20	16.67
3	Above 20000	94	78.3
	Total	120	100

INTERPRETATION

From the above table it is inferred that majority 78% of the customer's monthly income is above 20000, 16.6% of the customers earn between 10001 – 20000 and 5% of the customers earn below 10000.

CHART 3.3

INCOME OF THE RESPONDENTS

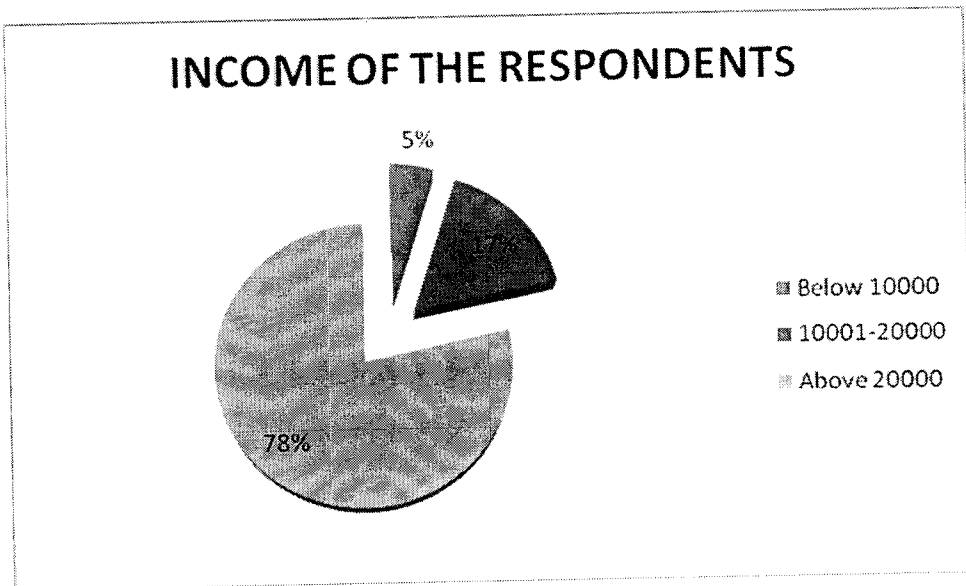


TABLE 3.4

OPINION ABOUT THE TARIFF

S.NO	OPINION ABOUT TARIFF	NO OF RESPONDENTS	PERCENTAGE
1	High	46	38.3
2	Moderate	74	61.6
3	Low	-	-
	Total	120	100

INTERPRETATION

From the above table it is inferred that 61.6% of the customers feel that the hotel tariff is moderate and 38.3% of them has stated it is high.

CHART 3.4

OPINION ABOUT THE TARIFF

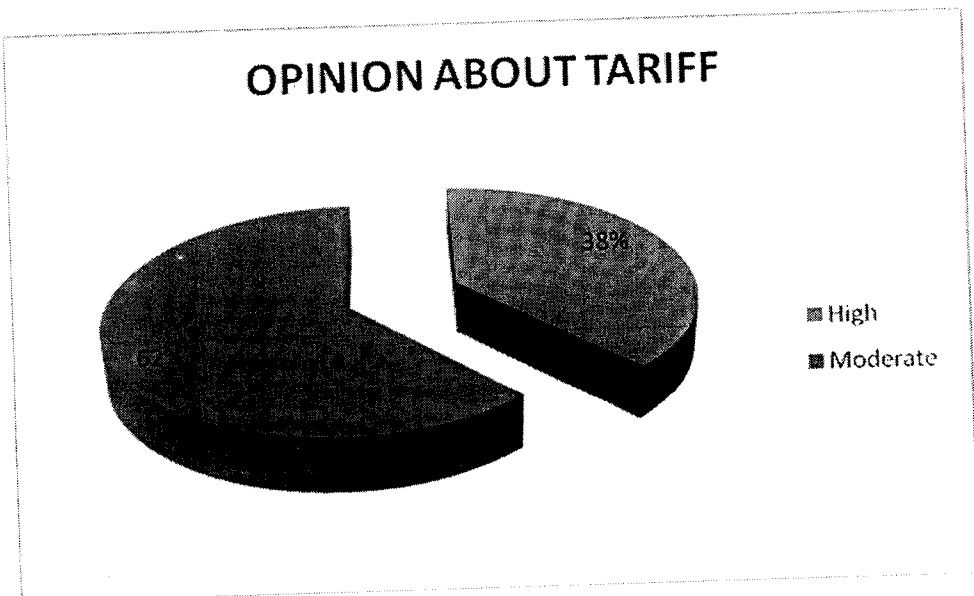


TABLE 3.5

REASON FOR PREFERRING HOTEL GRAND PLAZA

S.NO	PREFERENCE	NO .OF RESPONDENTS	PERCENTAGE
1	Centrally located	86	71.6
2	Quality	23	19.2
3	Amenities	11	9.2
4	Others	-	-
	Total	120	100

INTERPRETATION

From the above table it is inferred that 71.6% of the customers prefer hotel Grand Plaza as it is centrally located, 19.2% of the customers has stated that they prefer this hotel for its quality and 9.2% of them prefer this hotel for the amenities that are provided.

CHART 3.5

REASON FOR PREFERRING HOTEL GRAND PLAZA

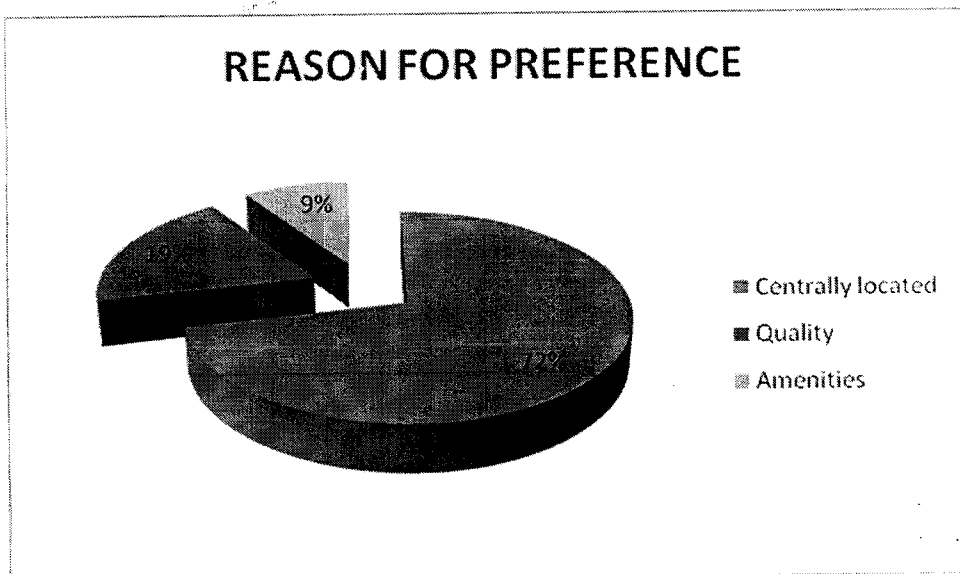


TABLE 3.6

OPNION ON FOOD QUANTITY

S.NO	QUANTITY	NO OF RESPONDENTS	PERCENTAGE
1	More than sufficient	14	11.6
2	Sufficient	39	32.5
3	Insufficient	67	55.8
	Total	120	100

INTERPRETATION

From the above table it is inferred that 55.8% of the customers state that the quantity supplied by the hotel is insufficient, 32.5% of the customer's state that the quantity is sufficient and 11.6% of the customers state it is more than sufficient.

CHART 3.6

OPINION ON FOOD QUANTITY

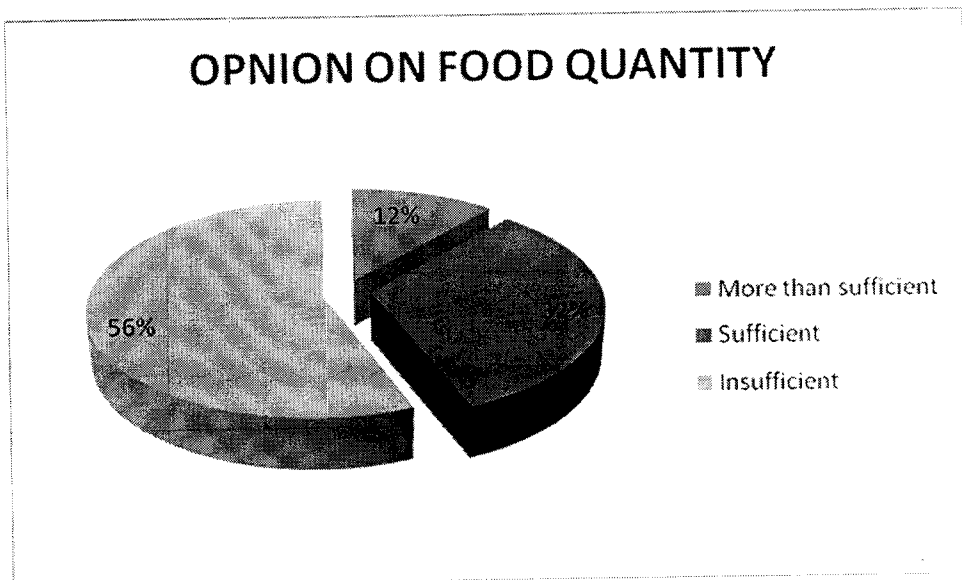


TABLE 3.7

OVERALL SATISFACTORY LEVEL

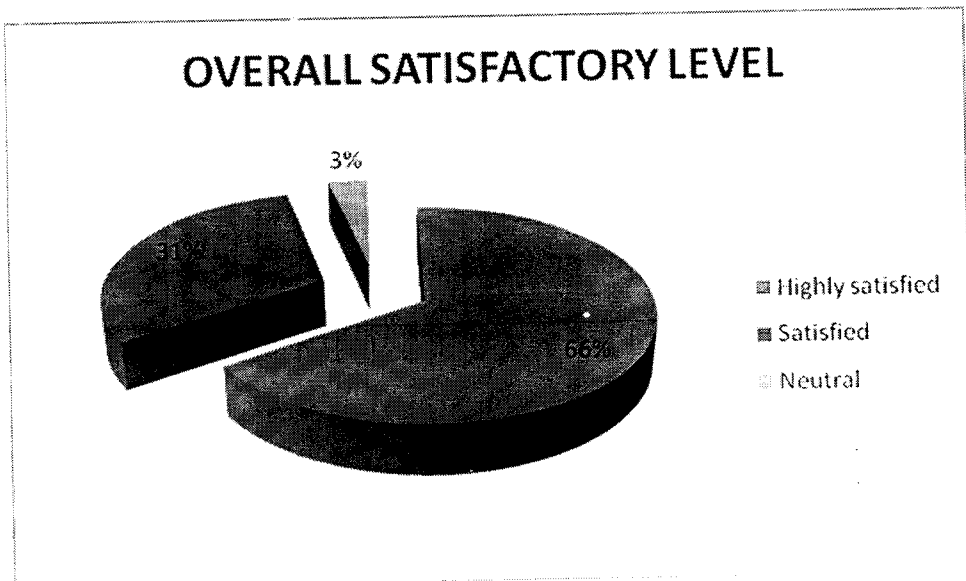
S.NO	SATISFACTORY LEVEL	NO OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	79	65.8
2	Satisfied	37	30.8
3	Neutral	4	3.3
4	Dissatisfied	-	-
5	Highly dissatisfied	-	-
	Total	120	100

INTERPRETATION

From the above table it is inferred that 65.8% of the customers are highly satisfied with the hotel services, 30.8% of the customers are satisfied and 3.3% of them are neutral towards the hotel services.

CHART 3.7

OVERALL SATISFACTORY LEVEL



WEIGHTED AVERAGE METHOD

Table 3.8

RESPONSE FOR AMBIENCE AND DECOR

S.No	Ambience And Decor	Excellent	Good	Average	Below Average	Poor	Total	Weighted Average	Rank
1	Interior decoration	72	46	2	-	-	120	4.58	3
2	Aesthetic Appeal	85	32	3	-	-	120	4.68	2
3	Cleanliness	96	24	-	-	-	120	4.8	1
4	Parking facility	23	28	43	22	4	120	3.36	4
	Overall average for ambience and decor	276	130	48	22	4		4.35	

INTERPRETATION

The overall average satisfaction level of the customers towards ambience and decor was only 4.35. The table shows the scores of the respondents for the attribute of ambience and decor. 72 respondents have rated the hotels interior decoration as excellent, 85 respondents have rated the hotels aesthetic appeal as excellent, 96 respondents have rated the hotels cleanliness as excellent, and 43 respondents have rated the hotels parking facility as average. From the table it is inferred that the customers are highly satisfied with the cleanliness of the hotel and they are dissatisfied with the parking facility provided by the hotel.

TABLE 3.9**RESPONSE FOR SERVICE DELIVERY**

S.N o	Service Delivery	Excellen t	Goo d	Averag e	Below Averag e	Poo r	Tota l	Weighte d Average	Ran k
1	Receptionis t	84	33	3	-	-	120	4.68	1
2	Room boys	52	28	24	16	-	120	3.97	4
3	Supervisor	81	34	5	-	-	120	4.63	2
4	Supplier	61	23	21	15	-	120	4.08	3
	Overall average for service delivery	278	118	53	31	-		4.34	

INTERPRETATION

The service delivery of the hotel had got a score of 4.34. The overall score for the receptionist is 4.68 and a score of 4.63 for the supervisor of the hotel. In the service delivery attribute the lowest score is for the room boys which is only 3.97. This should be the focus area for the hotel management to improve the service of room boys so that the customers are satisfied.

TABLE 3.10**RESPONSE FOR FOOD ATTRIBUTES**

S.No	Food Attributes	Excellent	Good	Average	Below Average	Poor	Total	Weighted Average	Rank
1	Taste	84	33	3	-	-	120	4.68	1
2	Hygiene	52	28	24	16	-	120	3.97	3
3	Quality	81	34	5	-	-	120	4.63	2
	Overall average for food attributes	217	95	32	16	-		4.43	

INTERPRETATION

The food attributes has got an average score of 4.43, this is indeed an encouraging factor for the hotel management. The taste attribute has got a score of 4.68; the quality is also rated as 4.63 and hygiene is rated as 3.97. From all the attributes, the customers are highly satisfied with the food taste supplied by the hotel. Also management must focus on the hygiene factor as it is rated with low score.

TABLE 3.11**RESPONSE FOR CONSUMER PERCEPTION****Consumer Perception in the Following Factors:**

S.N o	Consumer Perception	Excellen t	Goo d	Averag e	Below Averag e	Poo r	Tota l	Weighte d Average	Ran k
1	Housekeepin g services	72	46	2	-	-	120	4.58	2
2	Condition of the rooms	88	32	-	-	-	120	4.73	1
3	Promptness of the services	51	54	15	-	-	120	4.3	4
4	Value for the price paid	78	32	10	-	-	120	4.57	3
	Overall average for consumer perception	289	164	27	-	-		4.55	

INTERPRETATION

The customer perception was measured with various attributes like housekeeping services, condition of rooms, promptness of services, and value for the price paid. From the above table it is inferred that 72 respondents say that the hotel has excellent housekeeping services, 88 respondents say that the condition of the rooms were excellent, 54 respondents has stated that the promptness of service was only good and 18 respondents has said that there is excellent value for the price paid. Therefore from all the attributes, the customers are highly satisfied with the condition of rooms in hotel Grand Plaza.

CHI-SQUARE TEST

TEST 1

In order to understand the influence of demographic variable towards the response of food quality of Hotel Grand Plaza, the chi-square test is performed at 5% significant level. The demographic variable selected is age and the findings are presented below.

AIM:

To know the relationship between the customers age and their response towards the hotel's food quality.

TESTING OF HYPOTHESIS:

- **NULL HYPOTHESIS:**

There is no significant relationship between the customer's age and their response towards the hotel's food quality.

- **ALTERNATIVE HYPOTHESIS:**

There is significant relationship between the customer's age and their response towards the hotel's food quality.

CHI – SQUARE RESULT:

Age Of The Respondents	Quality Of The Food			Total
	Excellent	Good	Average	
Below 30yrs	15	0	0	15
30-40 yrs	64	13	1	78
Above 50yrs	2	21	4	27
Total	81	34	5	120

Degrees Of Freedom	Level Of Significance	Calculated Value	Table Value
4	5%	60.063	9.488

INTERPRETATION

Since the calculated value is higher than the table value, the null hypothesis is rejected. Thus the alternate hypothesis is accepted. Hence the demographic variable age has a significant influence on the response towards the food quality.

TEST 2

In order to understand the influence of demographic variable towards the overall satisfactory level of the customers of hotel Grand Plaza, the chi-square test is performed at 5% significant level. The demographic variable here is the gender of the respondents and the findings are presented below.

AIM:

To know the relationship between the customers gender and their satisfactory level.

TESTING OF HYPOTHESIS:

- **NULL HYPOTHESIS:**

There is no significant relationship between the customer's gender and their satisfactory level.

- **ALTERNATIVE HYPOTHESIS:**

There is significant relationship between the customer's gender and their satisfactory level.

CHI – SQUARE RESULT:

Gender Of The Respondents	Overall Satisfactory Level			Total
	Highly Satisfied	Satisfied	Neutral	
Male	76	30	2	108
Female	3	7	2	12
Total	79	37	4	120

Degrees Of Freedom	Level Of Significance	Calculated Value	Table Value
2	5%	13.758	5.991

Interpretation

Since the calculated value is higher than the table value, the null hypothesis is rejected. Thus the alternate hypothesis is accepted. Hence the demographic variable gender has a significant influence on the overall satisfactory level.

CHAPTER-IV

CONCLUSION

CHAPTER 4

CONCLUSION

4.1 FINDINGS

From the analysis it was found that the major factors that influence customer satisfaction are the promptness of service, food attributes and ambience &decor.

FINDINGS FROM SIMPLE PERCENTAGE ANALYSIS

1. Respondents have rated the hotels cleanliness, interior decoration and aesthetic appeal as excellent.
2. Majority of the respondents have rated the hotels parking facility as average.
3. In the service delivery attribute the lowest score is for the room boys services. So management must focus towards the training of room boys.
4. Hygiene factor has got the lowest score among the food attributes. The management must take into consideration the hygiene factor.
5. Most of the customers feel that the hotel tariff is moderate.
6. The main reason for the customers to prefer hotel Grand Plaza is that it is centrally located.
7. Majority (65.8%) of the customers are highly satisfied with the hotel services.

FINDINGS FROM WEIGHTED AVERAGE METHOD

1. The overall average satisfaction level of the customers towards ambience and decor was only 4.35.
2. The service delivery of the hotel had got a score of 4.34. The management must focus this area to improve its services.
3. The food attributes has got an average score of 4.43, this is indeed an encouraging factor for the hotel management.
4. The overall average score for consumer perception is 4.55.

CHI-SQUARE FINDINGS

1. The gender of the respondents has a significant influence on the overall satisfactory level.
2. The demographic variable age has a significant influence on the response towards the food quality.

4.2 SUGGESTIONS

- Many of the respondents are not satisfied with the hygiene of the food supplied by the hotel. So the management has to concentrate on supplying hygienic food.
- One of the major complaints received from most of the customers is regarding the parking facility. The management has to take immediate action to provide adequate parking facility.
- The management must consider increasing the quantity of certain food items.
- As there is massive welcome for roof garden restaurants the management can take steps to introduce roof garden restaurant.
- As the taste of the customers change from time to time, different food varieties may be introduced to cater to the need of the customers.
- A periodical study has to be conducted about the competitors and based on the findings steps have to be taken to meet the rising demand.

4.3 CONCLUSION

The study thus gave us an insight and exposure to the practical aspects of undertaking survey. The study reveals the awareness of the people towards Hotel Grand Plaza in Coimbatore. The study tells us about the economic status and frequency of the customer's visit to hotel Grand Plaza. From this study it is clear about the factors that are influencing the customers to come frequently to Hotel Grand Plaza.

Also it is essential to make a regular analysis over the customer's preferences and changes very often. The study will be useful for the hotel to formulate strategies in order to enable a good business.

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ANNEXURE

ANNEXURE

A STUDY ON CUSTOMER SATISFACTION TOWARDS

HOTEL GRAND PLAZA, COIMBATORE

QUESTIONNAIRE

PERSONAL DATA:

1. Name:

2. Age:

below 30 30 – 50yrs above 50

3. Sex:

Male Female

4. Occupation:

5. Monthly Income(Rs):

below 10000 10001 – 20000 Above 20000

6. Purpose of your visit?

Business visit Personal visit Vacation

7. How often do you visit?

Weekly Monthly Others

AMBIENCE AND DECOR

8. What is your opinion about the interior decoration of the hotel?

Excellent Good Average below average Poor

9. Opinion about the furniture facility provided by the hotel?

Excellent Good Average below average Poor

10. Opinion about the Cleanliness of the hotel?

Excellent Good Average below average Poor

11. Opinion about the Parking facility provided by the hotel?

Excellent Good Average below average Poor

SERVICE DELIVERY

Please give your ratings regarding the services rendered by the following personnel of Hotel Grand Plaza.

12. Opinion about the service provided by the receptionist?
 Excellent Good Average below average Poor
13. Opinion about the service provided by the room boys?
 Excellent Good Average below average Poor
14. Opinion about the service provided by the supervisors?
 Excellent Good Average below average Poor
15. What is your opinion about the service provided by the suppliers?
 Excellent Good Average below average Poor

FOOD ATTRIBUTES

16. FOOD TASTE:
 Excellent Good Average below average Poor
17. FOOD QUALITY:
 Excellent Good Average below average Poor
18. HYGIENE:
 Excellent Good Average below average Poor
19. FOOD QUANTITY:
 More than sufficient sufficient insufficient
20. FOOD VARIETY:
 Wide variety Limited choice adequate Inadequate

CONSUMER PERCEPTION

21. What is your opinion about the Tariff?
 High Moderate low
22. How would you rate the housekeeping services?
 Excellent Good Average below average Poor
23. What is your opinion regarding the condition of rooms?

Excellent Good Average below average Poor

24. How would you rate the Promptness of service?

Excellent Good Average below average Poor

25. What do you feel about the menu rates?

High Moderate low

26. How would you rate the value for the price paid?

Excellent Good Average below average Poor

27. Will you recommend this hotel for your friends/relatives?

Yes No

28. Why do you prefer Hotel Grand Plaza?

Centrally located Hygiene Quality others (specify)

29. Give your opinion on the level of satisfaction experienced by you?

Highly satisfied Satisfied Neutral Dissatisfied highly dissatisfied

30. Any suggestion?