

Delivering Service Quality in Airport Hotels and Its Influence on Customer Satisfaction

Anu B¹, Dr. A. Manorselvi ^{*2}, Joshyja Jose³

^{#1}Research Scholar, St.Peter's Institute of Higher Education and Research, Chennai ,

²Associate Professor, St.Peter's Institute of Higher Education and Research, Chennai,

³Assistant Professor, Saintgits College of Applied Sciences, Pathamuttom, Kerala

Abstract— Service quality is one main key driver towards customer satisfaction and has gotten high importance in the hotel and hospitality sector. The customer ratings, revisit, and referencing is purely on the basis of the quality of the services offered by the airport hotels. The service quality dimensions such as visitor management practices and indoor amenities play a pivotal role in the hotel industry as it could create a strong positive mentality towards the services offered. The current study evaluates the influence of service quality dimensions on customer satisfaction in airport hotels through correlation and ANOVA techniques. The latent constructs influence the endogenous variable Customer satisfaction in a positive manner and results in a 50% or more variables.

Keywords— *Service Quality Dimensions, Customer Satisfaction, Hotel Industry, Airport hotel management*

I. INTRODUCTION

Airport hotel chains target the specific and important segment of accommodation near airports, thus benefiting from travellers seeking to stay near an airport (Moro, Lopes, Esmerado, & Botelho, 2020) by offering front office services, house keeping services and through visitor management techniques including welcome gifts, reception and service at point . The revisit behavior of the visitors in airport hotels mainly depends on the quality of the services rendered by the hotel staff.

Service quality can be defined as a function of the differences between expectation and performance along the quality dimensions (Oliver, 2010). The visitors evaluate the services of the staff and the hotel surroundings to assess the performance of the hotel and compare the same with the expectations. If the expectations are met during the evaluation stage the visitor has got high utility. Service quality is the provision of service that can meet the expectations of customers (Reeves & Bednar, 1994). Parasuraman et al. (1988) had defined service quality as “function of difference between service expected and customer’s perceptions of the actual service delivered.” Service quality includes several dimensions: functional quality, environmental quality, technical quality. Assurance, reliability, empathy, tangibility and responsiveness. (Mukhles, 2017). (Fen & Lian, 2004) In their study defined service quality as the consumer’s overall impression of the organization and its services to the customers. Service quality is a form of attitude which represents an overall evaluation of the organization. This attitude positive or negative creates cues in the mind of the customer about the service delivered by the hotels and in turn it influences the overall satisfaction of the customer.

Customer satisfaction is satisfaction with goods or services which fulfill the customer expectation in terms of quality and service for which he paid (Khan, Hussain, & Yaqoob, 2012). Customer satisfaction is an overall customer attitude or behavior towards a service provider, or an emotional reaction towards the difference between what customers expect and what they receive, regarding the fulfillment of any desire, need or goal (Hansemark & Albinson, 2004). The services proffer by the hotels for the visitors strongly influences the satisfaction and increases the customer rating of the hotels.

II. RESEARCH OBJECTIVES

The investigator has framed two main objectives for the study as follows;

- To evaluate the effect of service quality dimensions on customer satisfaction
- Visitor Management Practices (VMP) have an influence on Customer Satisfaction (CS)
- Indoor Amenities (IA) had a positive influence on Customer Satisfaction (CS)
- To analyse the correlation between service quality dimensions and customer satisfaction.

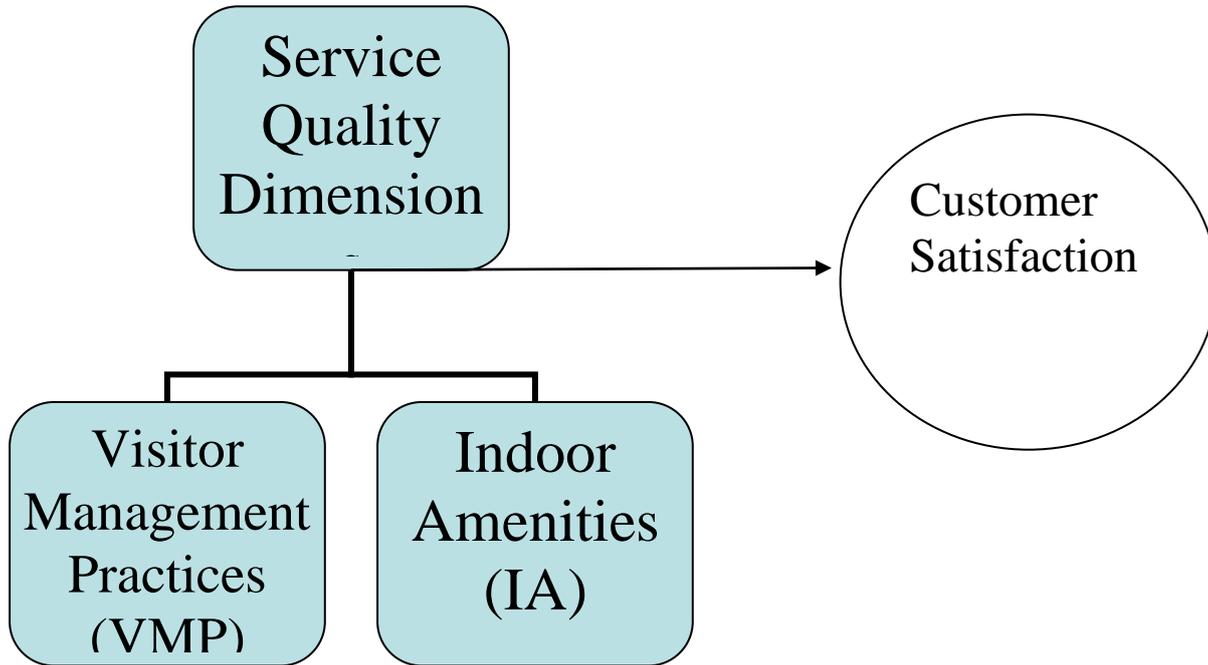
METHODOLOGY

The investigator has used both primary and secondary data for the research. The primary data were collected from the guest visitors at the airport hotel through a structured questionnaire. The sample size for the study is 20 respondents. The survey was conducted from December 2019- January 2019 as the researcher can get more visitors during the time due to New year and Christmas vacation.

The study area of this research is Radisson Blu airport hotel, Rajasthan. Data were collected from the guest those who are staying in this hotel. 25 questions were asked to the guests for this research. The questionnaires were divided into 2 sections. Section A includes demographic factors and section B tested the independent variables Respondents were asked to tick the answers in 7-point scale. In this research, SPSS (Statistical Package for Social Sciences) was used as statistical software.

Crosstab, ANOVA, correlation, regression was used as statistical tools. The responses were measured by using a 7-point scale. The seven-point scale assigned points 1 to 7 in terms of very high, high, above average, average, below average, poor, very poor.

Model:



III. VARIABLES OF THE STUDY

The researcher has identified three main variables in the study. Customer Satisfaction is the dependent variable with seven items following seven-point Likert scale. Visitor management practices with nine items and Indoor Amenities with five items are the independent variables in the study.

IV. DATA ANALYSIS

The researcher has used Karl Pearson’s Correlation Analysis as a tool to find the relationship between the variables under the study.

HO₁: there is no significant relationship between customer Satisfaction with Visitor Management Practices (VMP)

HO₂: there is a significant relationship between Indoor Amenities and Customer Satisfaction

HO₃: there is no significant difference between Customer Satisfaction with Visitor Management Practices (VMP)

HO₄: there is no significant difference between Customer Satisfaction with Indoor amenities

TABLE I

RELATIONSHIP BETWEEN VISITOR MANAGEMENT PRACTICES AND CUSTOMER SATISFACTION

Correlations		Customer Satisfaction	Visitor Management Practices
Customer Satisfaction	Pearson Correlation	1	.748**
	Sig. (2-tailed)		.000
Visitor Management Practices	Pearson Correlation	.748**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

The customer satisfaction towards the visitor management practices is having a positive relationship. It is evident that there exists a significant relationship with the customer satisfaction with the latent variable Visitor Management Practices (VMP). The receiving style, check in process, check out process, one touch services, communication styles etc act as significant determinants in improving the customer satisfaction.

Table 2 : ANOVA table between Visitor Management Practices (VMP) and Customer Satisfaction (CS)

ANOVA					
Customer Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.169	2	4.085	10.882	.001

From the ANOVA table above, it is clear that the customer satisfaction is different based on their perception of Visitor Management Practices followed by the airport hotels. The p value is .001 it is significant at 0.01 levels. This means the customer satisfaction of the guest and Visitor Management Practices provided by the hotels are statistically significant.

Table 3: Correlation between Indoor Amenities and Customer Satisfaction

Correlations			
		Indoor Amenities	Customer Satisfaction
Indoor Amenities	Pearson Correlation	1	.684**
	Sig. (2-tailed)		.001
Customer Satisfaction	Pearson Correlation	.684**	1
	Sig. (2-tailed)	.001	

** . Correlation is significant at the 0.01 level (2-tailed).

Analysis of correlation indicates that the indoor amenities provided by the hotel and overall satisfaction of the customer were very strongly correlated. Because the table shows that there is a positive significant correlation between variable indoor amenities and customer satisfaction. Here the significance value is .001, it is significant at 0.01 levels. The indoor amenities such as the appearance of the room, cleanliness, guest lounge, outdoor decoration etc, positively influences the attitude of the visitor and hence improves the customer satisfaction.

Table 4: ANOVA table between Indoor Amenities and Customer Satisfaction

ANOVA					
Customer Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.894	2	3.447	7.655	.004

From the ANOVA table above, it is clear that the customer satisfaction is different based on their perception of indoor amenities provided by the hotels. The p value is .004 it is significant at 0.01 levels.

Regression Analysis

Regression technique is adopted to evaluate the impact of two factors such as Visitor Management Practices (VMP) and Indoor Amenities (IA) on Customer Satisfaction. Multiple regression analysis is applied to identify the variance in the outcome, which is R-square. The results are portrayed in the following tables.

HO: Visitor Management Practices (VMP) and Indoor Amenities does not influence the Customer Satisfaction

Ha: Visitor Management Practices (VMP) and Indoor Amenities positively influences on Customer Satisfaction

Table 2: Regression table between Visitor Management Practices, Indoor Amenities on Customer Satisfaction

	B	R square	Beta	Sig.
Customer Satisfaction	1.145	.559	.748	.000

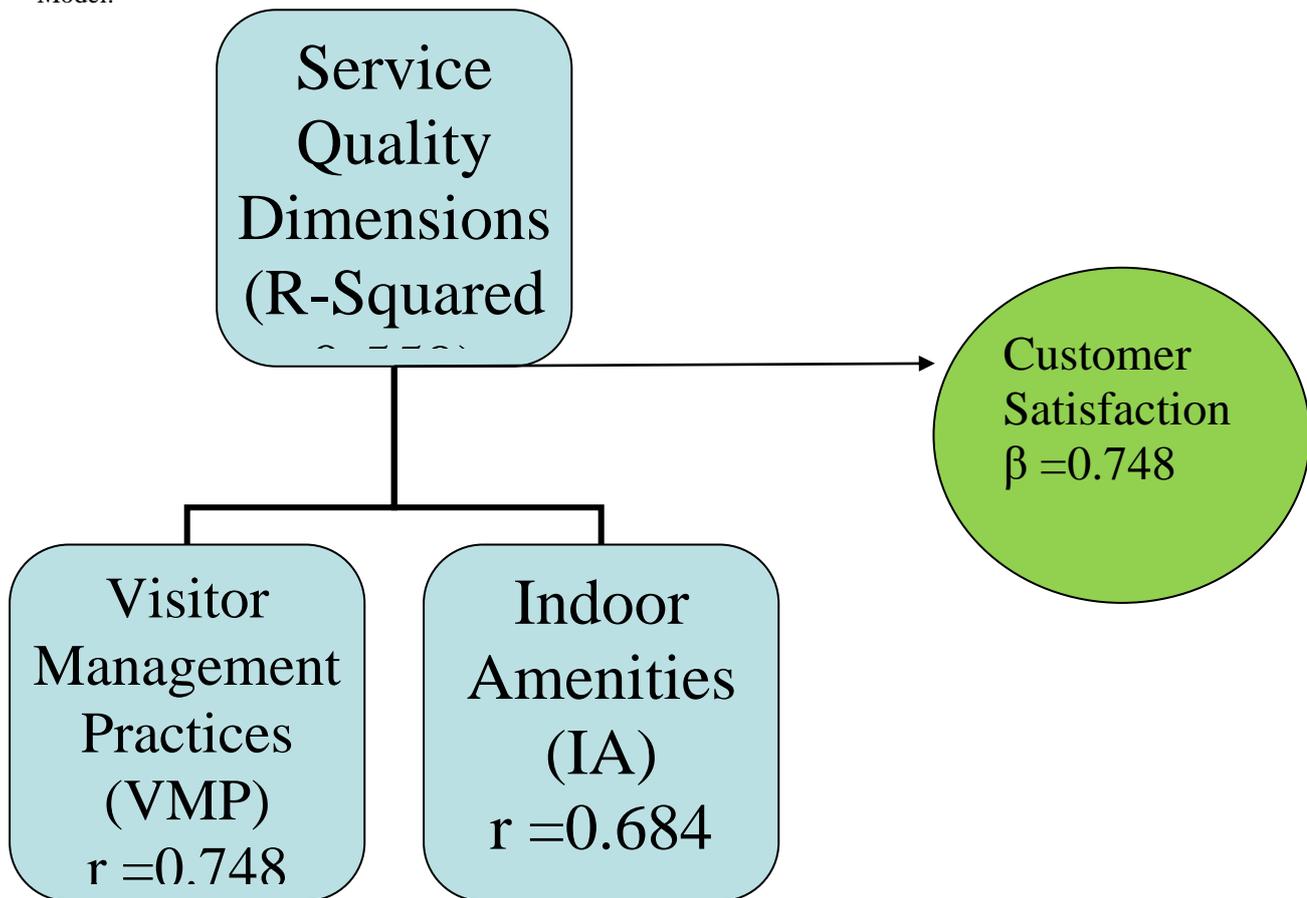
Variables: Visitor Management Practices
 Indoor Amenities

From the above table it is evident that the customer satisfaction is influenced by the factors such as Visitor Management Practices and Indoor Amenities. The R square value is 0.559, hence the null hypothesis is rejected and the alternative hypothesis is accepted that means there exists a significant positive influence by the latent constructs on consumer satisfaction due to service quality dimensions such as visitor management practices and indoor amenities.

V. CONCLUSIONS

The study found that the Customer Satisfaction towards the airport hotels are highly influenced by the visitor management practices and indoor amenities. The Service quality dimensions such as Visitor Management Practices (VMP) and Indoor Amenities (IA) are playing a pivotal role in the utility of the visitors and this results in the strong customer rating of the hotels. The Airport hotels should focus to improve the VMP and IA for strong customer satisfaction and to improve revisit behaviour. The visitor management practices have a very high F value 10.882 and hence it is concluded that Visitor Management Practices (VMP) strongly contribute to the service quality dimensions as a latent variable and ultimately results in high customer satisfaction.

Model:



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