

GUEST SATISFACTION AND FRONT OFFICE PRACTICES IN HOTELS

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ABSTRACT

In order to provide outstanding customer service, businesses must embrace automated technologies. To increase customer service, efficiency, and profitability, hotels may use automated operations. Several options exist. The function of automation in hotels is being researched in a number of areas. The purpose of this research was to get insight into the perspectives of operational executives who are actively using automation in order to improve service delivery. Aims of the research on hotel visitor satisfaction and front-of-house procedures Guest satisfaction is one of the greatest obstacles for the board of directors in today's charitable endeavours. Customer satisfaction and service quality have become more important in the battle for considerable separation and visitor retention. The purpose of this study was to identify the characteristics of service providers that have the greatest impact on visitors' perceptions of their experiences. Both good and negative impressions have a substantial impact on customer satisfaction with their registration experience, according to the findings of this study.

Keyword: Hospitality Industry, Front Office, Hotel, Guest Satisfaction, Service Quality.

INTRODUCTION

When it comes to running a hotel, there are dozens of moving pieces that must all function together effortlessly if the business is to remain efficient and happy with its customers. Consistent service quality and an improved guest experience can be achieved via the use of process management. Consistent regulations, processes, policies, and branding are emphasised throughout all hotels, resulting in memorable experiences for guests and a resulting increase in loyalty. Organizational performance and strategic competitiveness are enhanced by its use.

A considerable increase in global market flow has occurred from the agricultural to the service sectors. All businesses in the service sector are working hard to improve or expand their service quality. Because of a basic requirement and customer expectations, it was necessary to fulfil. When a hotel operator is able to properly identify and understand the needs of its customers, it is more likely that the client will be given what they want. The more satisfied a customer is, the more likely they are to return to the hotel where they stayed. It is a constant battle for the hotel business to grow and improve customer service. The front desk of a hotel is an energetic aspect of the front office activity. Because it represents the customer's first impression. In today's competitive hotel industry, new practises have been implemented to improve performance and client satisfaction at the same time. Having each and every customer treated with the utmost respect and deference gives them a sense of honour. It is necessary for any hotel to differentiate itself from the competition by implementing creative methods to attract more customers.

LITERATURE REVIEW

Sarah Hussain (2015) An important part of the Indian economy's expansion is being driven by India's hospitality industry. The success of a hotel is largely determined by how satisfied its guests are. One of the most difficult and demanding duties for a hotel is to ensure and retain customer happiness. An excellent customer service and contentment are the building blocks of long-term customer relationships. The purpose of this study was to find out how hotel personnel in New Delhi's 5 Star Deluxe Hotel Category view factors that influence guest satisfaction. Quality and satisfaction

in service and product are examined in the study. According to the poll results, staff have differing opinions on customer expectations and the actual products they provide. The research also looks into the technologies that Delhi's hotels are currently using to gauge and improve customer satisfaction.

Akshay Nain (2018) Front-office staff at the The Westin Gurgaon, New Delhi hotel have implemented a number of innovative methods that have been studied extensively in this article. There are several inventive ways that The Westin Gurgaon, New Delhi, hotel's front office staff has improved client happiness, retention, and loyalty, according to the results.

Rasika Gumaste (2015) Vivanta by Taj Blue Diamond in Pune is the subject of a study that focuses on the Front Office's inventive tactics and how they effect the customer satisfaction. It was found that hotel visitors were happier when served by staff who were creative in their service approaches, polite, knowledgeable, and attentive (CCR).

Aswin. K, (2015)The online travel market has grown consistently in size, thanks in large part to the increasing importance of social media in the tourism industry. In Europe, it accounted for over 19.4% of the total market in 2007. Tourism and hospitality businesses in India are using social media at a higher rate than the worldwide average, according to a 2014 studyii by Ernst & Young. Travel preparation relies heavily on online hotel evaluations and comments from other travellers. TripAdvisor.com, a popular social media site, allows consumers to score their experience on a variety of categories and to write their own reviews. Due to the fact that TripAdvisor.com's ratings and reviews are universally recognised, and since other Indian travel websites rely on Trip Advisor for their reviews, Indian hotels are motivated to raise their rankings on that platform. Our research aims to identify the elements that influence customer ratings of Indian hotels, with a focus on Goa in particular.

Adrian Alaska (2014) The front office staff of Sutera Sanctuary Lodges in Malaysia's Kinabalu Park were the focus of this research, which focuses on customer service. It will look at how customer happiness and quality of service are affected by the attitude, talents, and knowledge of the employees. According to the findings, front-line employees have difficulty communicating effectively in English. Concerns have been expressed concerning their lack of experience in their chosen subject. ' An operation rated three (3) Orchids or above should not compromise its standards. There is a strong link between customer happiness and the quality of service provided by employees. Customers were dissatisfied in three areas: anticipating guests' demands, the speed and effectiveness of the check-in process, as well as a lack of welcome and greeting. Grooming, politeness, and the helpfulness of staff were all rated worse than anticipated.

RESEARCH MEDHODOLOGY

Data Collection

Several hotels in Indore were given copies of the outline. Because the front desk is where the whole registration process takes place and where all visitors should stop, we decided that surveying guests administered by front desk staff would be the best way to collect data. 200 to 300 people were scheduled to attend and participate in the overview. A time limit for the study's data collection was also a non-issue.

Specifically, this study examines customer satisfaction with the front desk employees of the Hotel Putra Regency in terms of service quality. As a means of collecting data for this study, a questionnaire is sent to participants. Using a questionnaire, we were able to gather both quantitative and qualitative data. At Hotel Putra Regency, we're looking for a correlation between two independent variables, namely, service quality and client satisfaction.

Sample size

241 hotel guests in Indore were surveyed for the research.

ANALYSIS

Table 1 presents the results of an in-depth investigation of the segment characteristics of respondents, including details on sex, age, and mode of transportation. A total of 250 questionnaires

were completed, and 241 of them were found to be legitimate. Non-respondents and those who filled out the questionnaire in a careless manner, an aggregate of 9, were not allowed to participate in the data screening measure.

Table 1: Profile of Respondent

Characteristics		N	%
Gender	Female	116	48.1
	Male	125	51.9
	Total	241	100
Age	17-24	67	8.7
	25-34	123	51
	35-44	21	27.8
	45-54	7	2.9
	55-64	17	7.1
	More than 65	6	2.5
	Total	241	100
Travel Type	Business	78	32.4
	Leisure	163	67.6
	Total	241	100

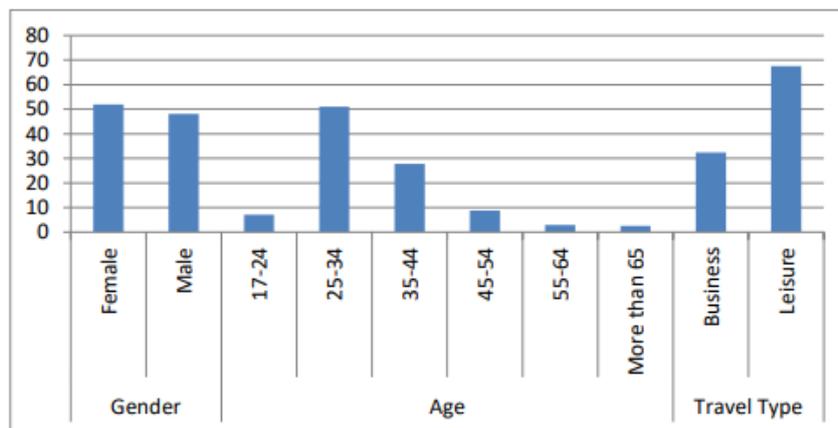


Table 2: Regression Analysis on Positive Impression

Dependent Variable: Positive Impression				
Independent Variable	B	β	t-value	Sig.
(Constant)	.132		.304	
Competence	.128	.076	1.035	.196
Knowledge	.243	.117	1.042	.037
Personalized service (Friendliness & Service Attitude)	.545	.374	4.723	.000***

Table 3 contains the results of the investigation. This investigation shifted the bad components to the free ones. “ For example, competence, knowledge, and friendliness are shown in Table 2 as having a negative impact upon negative impression. Degree opportunity is 3, and the centrality level is .000b (0.05). The F of the complete model is 19.440. This model is massive right now and

for the foreseeable future. The results of this examination were then broken down by variable. Ability is less than a.05 (.000) significance level, hence ability has a substantial impact on a bad image. Information with a significance level greater than.05 (.832) has little effect on the negative impact. Because Friendliness and Service Attitude have a higher centrality level than.05, their influence on visitor satisfaction is less certain.

Table 3: Regression Results of guest satisfaction

Dependent Variable: Negative Impression				
Independent Variable	B	β	t-value	Sig.
(Constant)	3.851		11.371	
Competence	-.407	-.279	-4.286	.000***
Knowledge	.018	.014	.198	.826
Personalized service (Friendliness & Service Attitude)	-.139	-.123	-1.364	.116

Table 4 contains the third and final set of results. The dependant factors reverted to autonomous factors as a result of our analysis. Guest Satisfaction is shown in Table 4 to relapse as a result of Impression (good and negative impressions). Its F is 23.305, the degree of opportunity is 2, and the criticality level is.000b. – As a result, this model is quite large. Negative impressions with a magnitude less than.05 (.001) have a substantial impact on customer satisfaction with the registration process.

Table 4: Comparative study on Guest Satisfaction in hotel

Dependent Variable: Customer Satisfaction				
Independent Variable	B	B	t-value	Sig.
(Constant)	3.752		15.822	
Positive Impression	.209	.281	4.703	.000***
Negative Impression	-.156	-.176	-3.195	.001***

The quantitative data analysis method used in this research provides the opportunity to explore, imagine, and evaluate the relationship between SERVQUAL's three-dimensional model and customer satisfaction, and the entire statistics analysis already designed through using the SPSS software. The researcher use descriptive and inferential statistic in order to analyze the data collection. analysis helps to better understand and move crops to summarize the frequency data to the nominal regime and variables aimed at explaining the nature of change. Initially inference statistics was applied in this research in order to confirm scale that focusing in measuring internal consistency and evaluate scale degree of reliability.

CONCLUSION

This survey clearly shows that CEOs in their respective fields use function-based software on a regular basis. The advantages of using software to automate processes clearly show that it helps to keep correct records, give quick service, decrease guest complaints, eliminate mistakes, and save time and energy, all of which contribute to customer happiness. In order to better use automation, just a tiny percentage of people requested training. Improved employee morale and productivity were

only two of the benefits of adopting an Integrated Process Approach (IPA) in the form of automation. It also shows that automation of activities streamlines the processes without compromising on quality and accuracy with timely analysis and corrective measures employed and accurate backend records maintained for all processes on a real-time basis. Based on essential and optional data gathered through different sources in above exploration study, it is seen that front office management of the hotel joined a few imaginative practices which have made sensible positive effect on guest satisfaction levels. The findings of this examination are that the two drivers—benevolence and administration attitude—go probably as one factor, as appeared in the factor assessment. Likewise, this examination found that neighborliness and administration demeanor, as one factor, significantly affects positive impression.

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