

SCRUTINIZE THE CONSEQUENCE OF HOUSEKEEPING SERVICE QUALITIES ON GUEST SATISFACTION IN STAR-RATED HOTELS

Mr Milind Prakash Kilpadi

DY. Patil University's School of Hospitality and Tourism Studies,
Navi Mumbai, Maharashtra

ABSTRACT

One of the most effective instruments for preserving a competitive edge for company success and survival today is customer happiness, which is achieved by providing excellent service. ABC Hotel, Nusajaya was chosen as the target hotel for this study, and a modified SERVQUAL model was utilized to assess guest satisfaction. Customer satisfaction is a measure of how satisfied customers are with the quality of the service they get. The data was examined from the 229 well-completed surveys. Female visitors made up 59.8% of the sample, while male tourists made up 40.2% of the sample.

KEYWORDS Housekeeping, Hotels, Service quality Guest Satisfaction.

INTRODUCTION

The ever-increasing rivalry in the global economy has led to a greater emphasis on meeting and surpassing client expectations in the hospitality industry. In order to distinguish themselves from their competition and build a positive image, hotels must provide higher service quality. Service quality is a hotly debated subject in the service industry right now. The bulk of today's economy is based on providing high-quality services, not only in wealthy nations but also in emerging economies throughout the globe. Customers' expectations of a service encounter are compared with their views of the contact in order to determine the quality of the service provided. One of the most effective instruments for preserving a competitive edge for company success and survival today is customer happiness, which is achieved by providing excellent service. In other words, "excellent service is a profit strategy since it results in more new customers, more business with current customers, fewer lost customers, greater protection against price competition, and fewer blunders that need the re-performance of services." Firms' market share, return on investment, and manufacturing costs have all been boosted by high-quality customer service. Increased client loyalty, recurrent purchases of the same items, and long-term relationship commitment are all thought to result from providing excellent customer service. Client satisfaction, customer retention, and good word-of-mouth communications have all been linked to service quality.

LITERATURE REVIEW

Yap Kai Wei (2019) A hotel in Johor Bahru, Malaysia, is the focus of this research. ABC Hotel, Nusajaya was chosen as the target hotel for this study, and a modified SERVQUAL model was utilized to assess guest satisfaction. Customer satisfaction is a measure of how satisfied customers are with the quality of the service they get. Therefore, it is essential to examine how the hotel industry's five service quality

characteristics affect total customer satisfaction. In Malaysia, the hotel industry is on the rise, and it's important for hoteliers to know exactly what sets their establishment apart from the competition and boosts client happiness. Thirty-three ABC Hotel guests were surveyed for this research. SmartPLS was used to do a Partial Least Squares (PLS-SEM) analysis on the gathered data (Version 3). Three aspects of service quality—tangibility, assurance, and empathy—were shown to have a favorable effect on customer satisfaction, but reliability and responsiveness had no effect at all. It is thus recommended that ABC Hotel use the right particular approaches to improve the above aspects of service quality and customer happiness.

ELWIN MCHIGAN ET.AL (2019) “It is important for a hotel to maintain high standards of cleanliness and quality in order to keep customers coming back. Guests at Kenya's hotels have expressed dissatisfaction with everything from the cleanliness and upkeep of their rooms to the quality of the services they get, despite the fact that housekeeping practices are well understood and adhered to. The goal of this research was to find out whether the quality of cleaning services in star-rated hotels affects client happiness. The research used a cross-sectional survey design. 1033 hotel guests, 21 executive housekeepers, and 244 guestroom attendants comprised the target population for the study. In order to pick the 149 GRAs and the 221 hotel guests, a stratified random selection method was applied. In contrast to the study's selective sample of 21 executive housekeepers. Both quantitative and qualitative data were gathered via the use of surveys, interviews, and observation checklists. Analyzing quantitative and qualitative data, respectively, required the use of regression and thematic analysis. Using regression analysis, it was shown that $R=0.323$, which suggested a small but positive link between housekeeping quality services and guest satisfaction. Housekeeping service quality at star-rated hotels is strongly linked to management decision-making, as a change in the decision-making process directly affects the quality of service delivery, according to these results. According to the findings, hotels in Nairobi City County should compare their cleaning services to those of similar establishments if they want to maintain a high standard of service. In addition, hotels must constantly adapt their marketing methods in order to match the needs of today's guests. By providing guest cards in guest rooms, hotels may allow customers to choose the housekeeping quality services they would want to have in their rooms.

M. Geetha et.al (2017) Using internet reviews and hotel guest ratings, this research tries to discover if there is any correlation between the two. Customer sentiment is a term used to describe the feelings consumers convey in their written testimonials. Positive, negative, or neutral feelings may all be expressed in this way. In this research, customers' feelings are expressed as polarity of consumer emotions. Our findings show a strong correlation between customer evaluations and actual customer experiences at hotels in both the high-end and low-end price ranges. An important reason for the wide range of client satisfaction in the two types of hotels is the polarity of their feelings toward them. In terms of management consequences, the research found that managers of budget hotels need to enhance their employee performance and hotel services when compared to luxury hotels. Other elements, such as the length of customer reviews and the tone of the reviews' titles, may also be examined for their influence on customer ratings.

Fatemeh Khozaei et.al (2016) Only a few studies have examined the level of consumer satisfaction with Asian hotels, despite the high volume that area attracts

each year. This research, therefore, aims to fill up some of the gaps in our knowledge. Hotel guests' internet evaluations of 1800 hotels in 40 Asian nations were analyzed for their impact on customer satisfaction in the research. Using both text mining and content analysis, reviewers from Agoda.com's online reviews were used for the data analysis. Nvivo 7 was used for the content analysis. Customer satisfaction in three to five star hotels is influenced by service, value, location, cuisine, and eating area, as well as the physical qualities of the room and hotel. Mismatches between passengers' initial expectations and their actual experience, such as online hotel photos vs their actual conditions, facilities or services promised but not obtained or of low quality service, were shown to be key reasons of tourists' discontent. It is rare for a research to canonize consumer happiness with three to five-star hotels in Asia based on the enormous amount of internet reviews.

SEYEDHOSSEIN NIKOU ET.AL (2016) Previous research has shown a link between a company's or hotel's image and customer pleasure and loyalty, and this is confirmed by the Self-Organizing Maps (SOM) technique proposed by researchers (Mazanec 1995). Hotel image is seen to have a significant impact on whether or not a consumer chooses to stay at a certain establishment, and this is particularly true in the hospitality business. We'll look at a few studies that have looked at hotel image and how it relates to customer happiness and loyalty in this post. When it comes to hotel image and how it relates to customer happiness and loyalty, a number of studies have been released in the last few years that support this thesis. In the results, each source is described in detail, showing what can be discovered there and how the information might be used. It also satisfies an established demand for information and resources and provides practical assistance to individuals and academics who are beginning research on corporate/hotel image and its relationship with customer satisfaction and customer loyalty.

METHODOLOGY

Qualitative and quantitative methods were used to gather the data that was necessary for the investigation. For this study's questionnaire, the relevant literature and previous surveys were used as a starting point. Only two of the seventeen service quality indicators identified from the literature study were utilized to create the questionnaire and analyses the gaps between customers' expectations and their actual experiences. SERVQUAL and the Kano's Model were the two contenders. A total of three sections comprised the survey. The first section of the survey asked about the demographics and categorization of foreign tourists. The second portion is meant to gauge how happy actual people are with the level of service provided by their housekeepers and room attendants. In the third section, respondents' expectations for the level of service provided by housekeepers and room attendants were assessed. Data was gathered from non-probability groups staying in hotels using 250 bilingual questionnaires. According to the Likert rating scale, respondents rated significance and satisfaction on a scale of one to five (one being the lowest and five being the greatest).

International travellers staying at the well-known five-star hotels Four Seasons Resort and Hotel OBEROI, Red carpet hotel, were the study's target demographics. Mumbai 229 well-completed surveys notwithstanding the 21 unanswered questions have been used to compile the statistical data.

Four research phases have been planned for this project. The first step is to conduct a literature review to gather secondary data on hospitality service quality. Scholarly publications and electronic resources are included in the research. A questionnaire was created and sent out to those who have previously stayed at 4/5-star hotels in Bandung. Servqual dimension ratings were also subjected to statistical analysis to determine their relative relevance. Finally, hotel management is advised on how to apply service innovation.

RESULT

A. Demographic Profile of the International Guests

The data was examined from the 229 well-completed surveys. Female visitors made up 59.8% of the sample, while male tourists made up 40.2% of the sample. More than half of those surveyed are female Thai nationals between the ages of 21 and 40; they are unmarried and have a college degree; they work in the public sector and earn an average monthly wage of less than Indian Rupees Rs.

70.7 percent of the sample's stay was for personal reasons, 17.5 percent was for private business purposes, 7.4 percent was for group business purposes, and the remaining 4.4 percent was for group purposes. Based on this information, we can see the wide range of expectations people have when looking at various places to stay.

B. Housekeeping Room Attendance Service Sequences

Professional housekeepers came to the conclusion that the 10 stages of HSSS were rational. The initial step is to introduce yourself and request entry into the room. International etiquette dictates that if someone enters the room, the guest should be informed. To begin cleaning, remove all of the garbage that has accumulated and is the root of any filth or bad odours. As a last step, you should switch off any air conditioners or other electric instruments to save energy and prevent the spread of dust. Opening doors, windows, and curtains so that fresh air may circulate is a fourth step. The fifth step is to get rid of things like old towels, a foot scraper, and bed linens, among others. The sixth step is to make the bed. In the seventh step, the bathroom is cleaned and all amenities are replenished, including soap. Dust and wipe shelves with a clean towel, hover, and re-organize all objects in the room back to hotel standards in step eight. The ninth step is floor cleaning, which includes sweeping, mopping, and Hoovering the floors. Last but not least, all electric appliances and room conditions must be inspected and reported if there is anything that isn't right. Afterwards, the housekeeper repeats these techniques when she begins a new room.

C. Housekeeping Room Attendant Function Circle

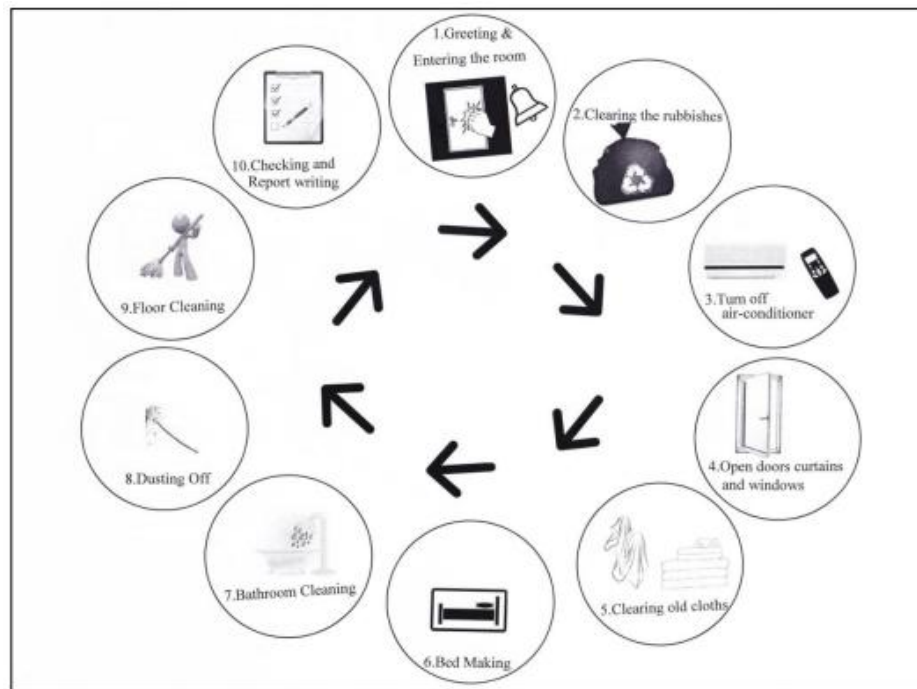


Fig. 1 . Housekeeping room attendant function circle

Since the author has completed the 10 logical stages of housekeeping service sequences. This standard needed to be put into action in the actual world. As a result, a model for teaching was put out.

Preparation for housekeeping training is the goal of setting up a function circle for room attendants. Understanding the rationale behind these phases may be accomplished by using the circles provided by HSS. They would then be able to live up to the high standards set by their clients.

C. Importance and Expectation on the Housekeeping Services

According to the results of a survey of people's expectations for housekeeping quality, such expectations are sky high. Parasuraman's SERVQUAL model was used to measure the expectations of the consumers. Additionally, the relative relevance of each dimension was evaluated while calculating the test results in these expectation experiments. By every metric, expectations for cleaning service are at an all-time high. Housekeeping guarantees, reliability, tangibility, empathy, and responsiveness are the most crucial aspects for consumers to examine and rank.

Customer Satisfaction is closely linked to expectations and significance of cleaning service.

TABLE I: GAPS BETWEEN TOURIST EXPECTATIONS AND REAL PERCEIVED SATISFACTION OF HOUSEKEEPING SERVICE QUALITY IN HOTEL FIRMS IN INDIA

Variable	Sample	Average	S. D.	t-test
	Amount			
Overall				
Satisfaction	229	3.9524	0.35882	-15.665*
Expectation	229	4.4225	0.21101	
Tangible				
Satisfaction	229	4.3926	0.47229	-2.208*
Expectation	229	4.4780	0.32320	
Reliability				
Satisfaction	229	3.8908	0.36292	-17.885*
Expectation	229	4.4873	0.33726	
Responsiveness				
Satisfaction	229	3.3004	0.64797	-18.448*
Expectation	229	4.1328	0.31319	
Assurance				
Satisfaction	229	3.8632	0.62728	-19.506*
Expectation	229	4.7031	0.42364	
Empathy				
Satisfaction	229	3.6114	0.83412	-10.729*
Expectation	229	4.3130	0.46889	

Housekeeping service satisfaction is often considered to be above the "good" level, according to the findings of Table I. To put it another way, the degree of satisfaction with tangibility is very high, housekeeping dependability is excellent, housekeeping responsiveness is outstanding, housekeeping assurance is excellent, and housekeeping empathy is excellent.

The bar is set quite high when it comes to the quality of housekeeping services as a whole. Housekeeping guarantees, reliability, tangibility, empathy, and responsiveness are rated as the most important services by clients. The following is in descending order:

Table 2: Respondent profile

Customer Profile	N	%
<i>Gender</i>		
Male	64	56%
Female	51	44%
<i>Average Income</i>		
< Rp. 5.000.000,-	65	57%
Rp. 5.000.000,- s/d Rp. 10.000.000,-	18	16%
> Rp. 10.000.000,-	32	28%
<i>Industry</i>		
Education	41	36%
Information technology	5	4%
Private companies	31	27%
Small medium enterprises	20	23%
Government Institution	5	4%
Others	13	11%

It was decided to create a three-part survey. Customer profile is the primary emphasis of this section. As for the third and final section, it asks for consumers' opinions on the relevance of each Servqual component, using a five-point Likert scale (1 = not at all; 5 = very essential). Table 2 shows the demographics of the respondents. Table 1 demonstrates that male consumers accounted for the majority of the participants in the survey. The average household's income was much below Rp.5.000.000,- (by as much as 57%). Education, private corporations, and small-to-medium businesses accounted for the majority of the respondents' professional experience. 86% of the 115 respondents had these kinds of backgrounds.

CONCLUSION

Beginning with a full discussion of the upgraded SERVQUAL model's service quality dimensions, the present study sought to answer concerns about the service characteristics that could affect hotel guests' satisfaction in Cambodia's hotel business. According to the survey results, it also aims to determine the factors that have the greatest impact on total customer happiness. If future study examines more than one hotel company that is operating at the same rate as ABC Hotel, then the comparison across hotels tends to provide a more significant conclusion.

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