A study on factors affecting of service quality with reference to Haritha Hotels

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Abstract

Service quality in hotel industry is an essential factor in successful business. Quality in a service business has become a measure of the extent to which the service provided meets the customer expectations. The winning strategy of the hotels is delivering a best service to customers. Due to rigid competition hotels are trying to attain competitive advantage through the human factor. in Andhra Pradesh, APTDC runs several hotels under the banner of Haritha Hotels and resorts. The objective of this paper is to examine the relationship between service quality and customer satisfaction. And To identify the major service quality and customer satisfaction elements in Haritha Hotels.

Key words: Service Quality, Customer satisfaction, Haritha Hotels.
Introduction of Haritha Hotels

Andhra Pradesh state is one of the sun rising state in India. it comprises various pilgrimage centres, Historical Monuments, scenic attract forests and numerous attracted hills, it has rich history, and heritage culture. it has a unique features for mesmerising coastal areas, it is hailed as a “Koh-I-Noor of Indian Tourism”. Andhra Pradesh Tourism Development Corporation (APTDC) runs various hotels across the state. the Government has owned chain is running all major destinations of the state including religious, historical sites and cities.

The Andhra Pradesh Tourism Development Corporation operates a number of resorts in coastal area across Andhra Pradesh. These all hotels and Resorts run under the banner of Haritha Hotels. it provides comfortable accommodation with lavish amenities to take tourists visit to the state unremarkable. And also excellent customer service, friendly cooperation, and attractive scenic locations and with vividly. Haritha Hotels and Resorts offer a home away for visitors who came to enjoy the great heritage and culture of Andhra Pradesh.

Services

Service means to satisfy the customer expectations. it provides better quality of service and creating good value for money. Hospitality industry is playing a vital role in economic Growth of the country. Especially in developing countries service industries are play a significant position. Rande (1995) study identified services are play a vital role in Hospitality industry, Guest look after dinning is going to a pleasurable dine experience. they spend their money two or more times when they satisfied meal just one time because of good service. Remember that service repeatedly.

Service is an inseparable, perishable intangible, customized and variable element which gives mix of benefits to customers. in India some of the major service industries are Banking, Telecommunications, Transportation, Medical, Tourism, Hospitality, Consultancy, Insurance, legal Trucking are major services. among of all Hospitality industry is playing a significant role in developing countries economy. India is a clear climatic conditions, Rich heritage and diversified culture. Mostly foreign visitors coming for the purpose of medical, recreational and religious aspects they enter into the Indian country.

Service Quality

Service quality explains a degree which we can measure the process of service delivery and the expectations of customers which fulfil by the service provider. kasper (1999).service

**Customer Satisfaction**

**Kotler (1996)** study identifies the customer satisfaction is assessed by at what level of customer extent its services of the company with equal to their expectations. **Bruhn & Georgi(2006)** Customer s are satisfied when their perceptions of service go beyond the limits of their expectations level, when it is reach up to they expected level, customers are dissatisfied. **Khan (2012)** study revealed that satisfaction comes when customers feel happily. Dissatisfaction come when customer s expectation not fulfils, then automatically disappointment occurs.

**Objectives**

1. To examine the relationship between service quality and customer satisfaction.
2. To identify the major service quality and customer satisfaction elements in Haritha Hotels.

**Research Methodology**

The present study is depending on Secondary data. The data was collected from various hospitality related journals, and also collected from Andhra Pradesh Tourism development Corporation website.

**Service quality variables**

These service quality variables or elements broadly classified into three type’s .that are

1. Interaction Quality variables
2. Environmental Quality variables
3. Outcome Quality Variables

**Interaction quality:**

**Conduct:** Customers evaluate services quality concern physical evidence surrounding of services behaviour and attitudes of the staff .Based on staff responds, and staff   how to
approach them, how to answer with politely when these are satisfied, finally customers are satisfied.

**Expertise:**

Service quality is hypothesized to be the most important determinant factor for finding customer loyalty. Companies when recruiting staff, company assess expertise qualities are available for staff. The customer loyalty of the hotel is increased. It is a functional interaction quality variable.

**Problem solving:**

Customers perceive excellent service from service provider. In this aspect services provider is solve all problems which are faced by the customer in hotel, like various items, quality of items and time consuming. These are all the qualities in customer insight. These responsibilities bearing by the services provider and satisfy the customer.

**Environmental quality:**

**Atmosphere:**

Any hotel or restaurant maintains vividly and also provide attract to the customers. In this aspects provider should make interior designs should attractively. The major elements are rooms cleaning, designing of tables and chairs, plates design, room climate, slogans, attractive ventilation, when services providers maintain environment clearly customer loyalty also increases.

**Room quality:**

In service quality dimensions tangibility is one of the variable. It means the physical aspects related to hotels. That are beds, bed sheets, wash rooms, blankets, towels are the main facilities along with the room designing structure, interior and exterior design also influencing factor for assessing by customer on hotel.

**Facilities:**

Customers always expect various facilities from service provider in hospitality industry. In that aspects the major minimum facilities with are perceived by customers when they are taking services, like dining atmosphere, interior design, ventilations, vividness, staff.
responsiveness, slogans, lighting, attractive wall designs, some fun games and some of buzz quizzes are also expected from service providers.

**Design:**

Under the tangibility dimensions. Designing also one of the influencing variables. It creates a good architecture and good interior design, sophisticated furniture, fans, air conditioners, refrigerators are also important variables.

**Location:**

Place is an important variable in making mix. The location is easily convenience and near to market, most of the people are willing to enter and taste services. Because in metro Politian cities luxury customers are expected good parking facilities, it is also convenient to households. Provider is select a good and important place while setup a hotel or restaurant.

**Outcome Quality**

**Sociability**

In service quality outcome is most important factor, which is concern to customer’s responsiveness. Majority of the customer creates word of mouth, through that service provider reputation also rises, that’s most important element in service providers aspects, which is relates to communication Gap, which gives positive of negative feedback to market.

**Valence**

Valence is decided the overall outcome of the service, which includes all related elements of Tangibility, sympathy, empathy, Reliability, and Responsiveness factors. Service provider when they offered service to customers they always given service patiently .with respect which automatically gives positive feedback to people.

**Waiting time**

Customer attitude is rational, always they changes their attitude based on good service which are given by service providers. It revels the discrepancy between perceived time and expected time of the customer. When this difference arises hugely customers are dissatisfied, if less difference customers are satisfied.
Conclusion

It is concluded that service business have been rapidly growing in recent decade’s for attaining the competitive advantage, there is a high quality service is expected by customers from service providers. In this paper we identified the major service quality variables which mandatorily followed by Haritha hotels in the area of interaction, Environmental and Outcome aspects. When the customer expectations and its perceives which are equal customers are ultimately satisfied, it is also one of the winning strategy which enhances the customer loyalty of the industry.

References