

Causality between Service Quality and Customers' Satisfaction Across Star Hotels

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Received: 26th Nov 2021
Review: 21st Dec 2021
Accepted: 06th Mar 2022

Abstract

Background: To win the race of hares, one has to become a leopard performing in faster and pro-active manners than others to win the competition. But to come first and remain ahead of others for longer durations, demands quality initiatives in business processes and therefore the topic on quality in service operations bears paramount importance.

Objectives: On this note, we have tried to assess the prevailing service quality of various star category hotels in the state of Odisha in India where the renowned SERVQUAL scale is employed to map the difference of opinions between the guests visiting the hotels.

Materials & Methods: A total of 395 numbers of interviews were conducted through convenient sampling process and the data was captured through the use of a structured questionnaire. The collected data were assessed through the use of descriptive statistics that includes percentage calculations, cross tabulations, t-test, analysis of variance, correlation coefficient, and multiple regression analysis, etc.

Results: The results revealed sorry state of affairs at the selected hotels where positive gap scores were obtained between the expectations and perceptions of the customers. Based upon the findings, certain corrective measures are proposed in the study for enhancing the qualitative parameters of the hotels.

Epilogue: Survival of the fittest is the word that describes the market scenario. The entities that remain fit, agile, anticipatory, proactive, caring, and most importantly quality conscious can only win the race with flying colours.

Originality: This study analyzes the quality of various services initiatives prevailing at the star hotels in the state of Odisha in India for which our study can certainly help in generating different guidelines to ensure the optimal levels of quality as desired by the guests at the hotels which will help in development of a long term and sustainable quality initiative in the sector compared to international standards.

Keywords: *Service Quality, SERVQUAL Scale, Customer Satisfaction, Repeat Purchase Intentions.*



NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

<https://doi.org/10.53908/NMMR.300205>

1. Introduction

The importance of services sector to the world economy has grown manifold in the recent decades and it has been established as the major contributor of the GDP in almost all countries today (WTTC Economic Impact report of 2020). Synonymous with its growth, the discussion is on towards the proper assessment, implementation, and management, of service quality which is imperative towards achieving success, survival, and sustenance in the competitive marketplace (Ghobadian, *et al.* 1994; Yilmaz, 2009). The idea behind this is to attract more numbers of customers, give them the best of products / services with a perceived value for money objective and retain those customers for a longer period of time which will ultimately help in achieving sustainable competitive advantage (Samal et al. 2017). For this, the notion called Quality is the focal point that helps in differentiating between the choices available and building the image of the brand in the minds of the customers (Ramos et al. 2007; Huang et al. 2019). With rate of competition in the marketplace increasing day by day, quality has become the one and only true differentiator for both products and service based organizations. Therefore, it can be safely stated as the most essential ingredient to build a productive and successful business that not only matches but often exceeds its customers' expectations (Shukla, 2016). If we try to strategically evaluate the different benefits of managing the quality affairs of products / service offerings, it certainly lead towards the aspects of customer satisfaction, customer loyalty, repeat purchase intentions as well as many more benefits which are explained below in Figure 1 (Harrison & Shaw 2004; Mpinganjira, 2014; Shafiee & Bazargan 2017; Rita et al. 2019).

In case of hotel industry, the concept of quality is the inherent characteristics as it not only helps in improvement of quality in products (What is offered?) and services (How it is offered?) but also help in boosting morale of the employees, building image of the company differentiating the brand from others, helps in effective use of resources, lowering the costs, generating customers' satisfaction, ensuring their long-term loyalty and repeat purchase intentions and many more (Fick & Ritchie 1991; Oh & Parks 1997; Uvet, 2020). But in order to ensure high levels of quality initiatives in products and operations, we need to accurately measure the current state of affairs from the customers' perspective as they are the ones who can make or break any business venture. With this background, as part of a larger doctoral research work, we have tried to assess the present levels of service quality as perceived by the customers in various star category hotels at the capital city of Bhubaneswar, in Odisha, India which will certainly give necessary insights towards strengthening the hospitality sector and make it sustainable.



NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

2. Literature Review

From pre-booking stage to the post-stay evaluation process, quality always plays an important role for defining the success of a hotel. And therefore, every successful hotel entity needs lavish yet non-exaggerative presentation as well as most importantly thorough improvement of quality in all service operations. The role of quality, reliability, and pricing are the key cornerstones on which the success of any hotel stands (Jasinskas, et al. 2016). As the customers are becoming more and more demanding and do not hesitate to pay more for better quality products and services, it is the need of the hour to assess, measure, rectify, implement, evaluate, and take corrective measures to ensure quality in all our operations (Schwager, & Meyer, 2007). For achievement of ever desirous competitive advantage we need to provide best in class quality of services to the existing customers and attract new customers as well (Taylor 1997). Therefore proper assessment of existing quality is the fundamental approach towards ensuring a qualitative future (Atkinson 2019). Coming to the definitions of quality some defines it as the combination of both technical and functional parameters (Gronroos, 1984) whereas many state it as the difference between the perceptions and expectations of the customers both before and after consumptions (Parsuraman *et al.*, 1988). Over the years, many models have been proposed by different academicians and social science researchers amongst which the SERVQUAL scale proposed by Parsuraman et al. in 1985, 1988 has become the prominent yard stick to measure the quality aspects of services through measurement of dimensions like reliability, assurance, tangibility, responsiveness and empathy (in short as RATER Scale) (Pycraft et al. 2000; Raja et al. 2007; Ladhari 2009; Azam et al. 2012; Endeshaw 2019). Due to its proven track record and wide scale applicability across different sectors, we have chosen the SERVQUAL scale for our study.

3. Objective of the Study

The research work was carried out with the following set of objectives.

- a. To gauge different influencing factors that affects the customer's preferences towards availing different services at various luxury hotels
- b. To identify and analyze the major service quality gaps in the selected luxury hotels
- c. To evaluate their price sensitivity, overall satisfaction levels as well as their attitudinal loyalty levels.
- d. To suggest measure to improvise upon the current state of affairs.

4. Hypotheses of the Study

The following hypotheses were generated to be tested during the research work.

H₀₁: Based upon their purpose of the visit, there is no significant difference between the opinions of people regarding their overall satisfaction scores.

H₀₂: There is no significant difference between the expectations and perceptions scores towards various SERVQUAL parameters amongst the respondents at an overall level.

H₀₃: Based upon their demographic profiles (Age, gender, & Income level wise), there are no significant differences between the opinions of people towards the various SERVQUAL parameters.

H₀₄: Based upon their demographic profiles (Age, gender, & Income level wise), there are no significant differences between the opinions of people for overall satisfaction scores derived by them.

H₀₅: Based upon their demographic profiles (Age, gender, & Income level wise), there are no significant differences between the opinions of people regarding their sensitivity towards the pricing of the hospitality services.

H₀₆: Based upon their demographic profiles (Age, gender, & Income level wise), there are no significant differences between the opinions of people regarding their attitudinal loyalty towards the hotels.

5. Materials and Methods

As part of a doctoral research work, this study was conducted in the state of Odisha in eastern India, where the data was collected from around 395 numbers of respondents visiting to various star category hotels. The hotels were chosen based upon their category as mentioned in the annual report published by the department of tourism, Government of Odisha and responses were obtained from only those who were staying at the hotel (residential guests). A questionnaire containing the famous SERVQUAL scale was developed after thorough review of available literatures that contains five dimensions of quality measures such as tangibility, reliability, responsiveness, assurance, and empathy spread over 22 nos. of questions asked twice; once for expectations and once for perception scores. Seven point likert scales were used to record the feedbacks given by the respondents. The statistical methods used in the study include percentage calculation, cross tabulation, t-test, analysis of variance, correlation coefficient, and multiple regression analysis, etc. The t-test and analysis of variance tests are used to study the significance levels within the differences in opinions of people who belonged to different areas, genders, age groups, marital status, education levels, and income groups towards the SERVQUAL scale,



NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

satisfaction scores, price sensitivities, and attitudinal loyalty. Correlation coefficient is used to analyze the relationship between satisfaction scores with different variables of SERVQUAL scale, satisfaction scores, price sensitivities, and attitudinal loyalty. Multiple regression analysis is also used to measure the effect of selected variables on the overall satisfaction levels.

6. Findings

6.1. Profiling

The demographic profiling of the yielded the following observations.

The respondents those who are visiting the hotels from urban areas were 91.20% ,whereas 8.8% were from the rural areas. When the data was analyzed using chi-square test, the value was found to be 25.831 and p value of 0.104 which is found to be negligible and thus, it is inferred that area of the respondents from where they have come to the hotels is not significant.

Out of the total respondents 69.40% were males whereas the remaining 30.60% were females. When the data was analyzed using chi-square test, the value was found to be 29.168 and p value of 0.046 which is found to be significant and thus, it is inferred that the gender of the respondents is a contributing demographic factor.

When their socio-economic class was assessed, 62.88% of the respondents were from SEC A followed by 20.96% who belonged to SEC B and only 12.63% were from the SEC C. When the socio economic data was analyzed through chi-square test, it indicated a significant difference among the respondents with effect to their socio-economic classifications.

Age wise, 5.3% of respondents were in the age group of 18 to 25 years of old, 28.03% of respondents were in the age group of 26-35 years, 30.81% of respondents were in the age group of 36-45 years, 28.54% of respondents were in the age group of 46-55 years and 7.32% of respondents were in the age group of above 56 years. The chi-square value was found to be 154.792 with 72 degrees of freedom indicated a significant difference in the different age groups of the respondents.

When their matrimonial status was asked, 46 numbers respondents were unmarried, 47 numbers were married but without any children, 291 of them were married with children, 5 numbers of respondents were either widowed or divorced or separated, also 5 of them fallen in the category of the older couple staying alone and rest 2 numbers were another category, whose corresponding percentages were found to be 11.62, 11.87, 73.48, 1.26, 1.26 and 0.51%, respectively. Data regarding the same, when subjected to statistical analysis using chi-square analysis, the value was found to be 137.563 with 90 degrees of freedom and the level of significance is 0.001.



When we queried regarding the monthly household incomes of the respondents, 42.20% were having income of more than Rs.70,000/- per month followed by 26.50% who were having income between Rs.60,001/- to Rs.70,000/- per month; 16.20% were having incomes in the bracket of Rs.50,001/- to Rs.60,000/- per month; 8.33% were having it between Rs.40,001/- to Rs.50,000/- per month, 4.80% were having it between Rs.30,001/- to Rs.40,000/- per month and only 2.02% were having it between Rs.20,001/- to Rs.30,000/- per month. The data for monthly household income was subjected to statistical analysis by using chi-square test (χ^2) and the value is 183.42 with 90 degrees of freedom and significance value is 0.000 which is highly significant.

Out of the total respondents 53.80% of the respondents were paying the repeat visit to the hotels whereas 46.20% were the first timers. The chi-square test regarding the same, yielded value to be 19.876 ($p=0.340$) which is statistically non-significant and therefore it is suggested here that frequency of visit has no effect on the quality of the service rendered by the hotels.

6.2. Visit Details

When they were asked about their purpose of visit to the hotels, 23.20% of the respondents stated they were on vacation followed by 21.97% who stated the reason to be business trip, 19.9% who were attending various ongoing seminars and conferences, on vacation, 14.90% were for pleasure or celebration, 10.10% were visiting their friends and relatives whereas the remaining 9.85% were there for pilgrimage purposes.

As per the cross-tabulation and chi-square table (Table 1), it is inferred here that, based upon the purpose of the visit of the respondents to different hotels, there is a significant difference between the opinions of the people regarding their overall satisfaction scores. Hence, the hypothesis H_{01} is rejected ($p<0.05$).

When we asked them about the different sources from where they come to know about the hotel, 33.59% said they were visiting due to the recommendations made by friends and relatives followed by 28.54% who mentioned about their past experience that compelled them to revisit, 18.69% who mentioned that the bookings were done by their respective companies in that particular hotel, 9.60% mentioned about travel agencies, 9.09% mentioned about the advertisements which instigated them and 0.51% mentioned about the cab / taxi operators in the local areas brought them there. The chi-square value ($\chi^2=158.65$, $df=90$, $p=0.000$) indicated that the frequency difference was found to be statistically significant and therefore the source of information about the hotels plays a vital role in the study.

When we asked them about the mode of bookings done, 52.02% did it through online reservation portals, followed by 27.02% who did the bookings over phones, 9.85%



booked through their travel agencies and tour operators, 9.09% were direct walk-in guests, and 2.02% were referred by other hotels. The chi-square value (χ^2 -189.372, df-72, p-0.000) indicated that the frequency difference was found to be statistically significant and therefore the mode of booking the hotels by the respondents is a contributing indicator for the study.

When the respondents were asked about the reasons for which they had preferred the particular hotel over others, the quality of services offered in them came up as the top reason with around 84.85% mentioning the same. It is followed by the reasons such as competitive pricing with 78.28%, Convenience & Accessibility with 77.78%, comfortable accommodation facilities with 77.53%, privacy with 77.53%, design & décor with 77.02%, image & reputation of the hotel with 69.44%, professional and efficient staffs with 62.37%, safety with 53.54%, quality of food with 52.53%, ease & speed of booking processes with 51.77%, loyalty programs (For repeat customers) with 48.48% and package tour deal with 15.15% mentions. The importance of service quality while choosing a particular hotel can be observed here as around 85% of the respondents stated about it. When asked about their feedbacks regarding the importance of various factors that affects their choices of availing a hotel, the highest mean score was observed for the safety followed by well-behaved and efficient staffs and comfortable accommodations respectively. However, all the data were subjected to chi-square test and the chi-square value was found to be 808.869 with 72 degrees of freedom and the p-value is 0.000 which is highly significant ($p < 0.01$).

6.3. The SERVQUAL Statements

When the average mean scores of the expectations and perception parameters were assessed we obtained positive scores across all the 5 dimensions and 22 statements of the SERVQUAL scale which can be understood as none of the hotels in the study area were matching with the expectation levels of the customers (As per Table 2). In table, we can observe that comparatively, the gap scores for the Assurance factor followed by empathy and reliability parameters were higher than other aspects of responsiveness and tangibility. When the individual parameters were evaluated further, higher gap scores were found for lack of adequate knowledge for addressing customers' complaints and queries, lack of interests towards customer services, lacksture attitude towards addressing the guest safety concerns, round the clock availability of services and amenities, absence of professional and competent staffs at the hotels etc.

As per the descriptive statistics, there was a significant difference between expectation and perception scores towards various service qualities. Hence, the hypothesis H_{02} is rejected ($p < 0.01$). Similarly, when the samples were assessed for testing the hypothesis H_{03} , the following results were found

H_{03a} : Based upon their genders, there is no significant difference of opinions between the people towards the various SERVQUAL parameters. Hence, the null hypothesis is rejected as per the analysis table.

H_{03b} : Based upon their age, there is no significant difference of opinions between the people towards the various SERVQUAL parameters. Hence, the null hypothesis is rejected as per the analysis table.

H_{03c} : Based upon their Income levels, there is no significant difference of opinions between the people towards the various SERVQUAL parameters. Hence, the null hypothesis is rejected as per the analysis table.

Thus, the hypothesis H_{03} is rejected. (As per Table 3,4,5,6)

6.4 Overall Satisfaction towards the Quality of Services

When asked about the overall level of satisfaction towards the particular hotels, around 50.76% (Combined scores of somewhat satisfied, very satisfied, and extremely satisfied) of the respondent expressed their satisfaction whereas around 28.79% (Combined scores of somewhat dissatisfied, very dissatisfied, and extremely dissatisfied) expressed their dissatisfaction with the particular hotels. Around 20.45% of the people were neither satisfied nor dissatisfied.

As per the descriptive statistics, when the samples were assessed for testing the hypothesis H_{04} , the following results were found

H_{04a} : Based upon their genders, there is no significant difference of opinions between the people for their satisfaction scores. Hence, the null Hypothesis is accepted indicated as per the analysis table.

H_{04b} : Based upon their age, there is no significant difference of opinions between the people for their satisfaction scores. Hence, the null Hypothesis is accepted indicated as per the analysis table.

H_{04c} : Based upon their Income levels, there is no significant difference of opinions between the people for their satisfaction scores. Hence, the null Hypothesis is rejected indicated as per the analysis table.

Thus, the hypothesis H_{04} is partially accepted only for the income level variable and rejected for the gender and age variables. (As per Table 7,8,9,10)

6.5 Price Sensitivity

When the sensitivity towards pricing of the customers was assessed, around 78.54% (i.e. combined scores of expensive, very expensive & extremely expensive) of



NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

respondents perceived the pricing of services available at hotels as expensive whereas only 3.03% perceived them to be cheaper (i.e. combined scores of cheap, very cheap & extremely cheap). Around 18.43% of the respondents mentioned the pricing as reasonable or value for the money spent.

As per the descriptive statistics, when the samples were assessed for testing the hypothesis H_{05} , the following results were found

H_{05a} : Based upon their genders, there is no significant difference of opinions between the opinions of people regarding their sensitivity towards the pricing of the hospitality services. Hence, the null hypothesis is accepted as per the analysis table.

H_{05b} : Based upon their age, there is no significant difference of opinions between the opinions of people regarding their sensitivity towards the pricing of the hospitality services. Hence, the null hypothesis is accepted as per the analysis table.

H_{05c} : Based upon their Income levels, there is no significant difference of opinions between the opinions of people regarding their sensitivity towards the pricing of hospitality services. Hence, the null hypothesis is accepted as per the analysis table.

Thus, the hypothesis H_{05} is accepted. (As per Table 11, 12)

6.6 Repeat Purchase Intentions

When the attitudinal loyalty scores of the respondents were assessed, lukewarm responses were recorded. Though they were considering the quality services offered at the hotels to be good, the willingness towards re-patronization, maintenance of a long-term relation, or spreading of positive word-of-mouth communication was found to be on the average side as shown through the mean scores mentioned here.

As per the descriptive statistics, when the samples were assessed for testing the hypothesis H_{06} , the following results were found

H_{06a} : Based upon their genders, there is no significant difference of opinions between the opinions of people regarding their attitudinal loyalty towards the hotels. Hence, the null hypothesis is accepted as per the analysis table.

H_{06b} : Based upon their age, there is no significant difference of opinions between the opinions of people regarding their attitudinal loyalty towards the hotels. Hence, the null hypothesis is accepted as per the analysis table.

H_{06c} : Based upon their Income levels, there is no significant difference of opinions between the opinions of people regarding their attitudinal loyalty towards the hotels. Hence, the null hypothesis is rejected as per the analysis table.



Thus, the hypothesis H_{06} is partially accepted for gender and age variables and rejected for the income level variable. (As per Table 13, 14)

6.7 Problems Faced

In the last part of the questionnaire, an open-ended question was put up before the respondents to capture their dislike aspects where the issues such as high costs of products and services rendered came up on top followed by other aspects such as the grooming standards, and etiquette of the staffs, irresponsible and unempathetic behavior demonstrated, unbearable delay in the arrival of the orders, attitudes of the staffs, issues like deteriorating décor, interior fit, finish, furnishing, prevalence of mosquito, unhygienic conditions etc., safety & security issues like instances of thefts, lack of basic knowledge, skills, & professional attitudes, infrastructural issues like inadequate parking areas, smaller rooms, broken & non-functional equipments, unavailability of internet (Wifi) facilities etc. quality, quantity & tastes of food & beverage items, absence of regular feedbacks collection practice, as well as unavailability of a sound grievance handling mechanism etc. that needs undivided attention of the management of the hotels. (As per Table 15)

7. Discussions

The study revealed many areas which need immediate and proper attentions as well as demands for serious efforts to strengthen the service delivery mechanisms which will ensure the quality in services offered. The key issues regarding the same can be listed as follows.

As the past experience of a guest compels him/her for revisiting a hotel, it become very important for the services provider to ensure their optimal levels of satisfaction as satisfied guests are the loyal guests.

As majority of the guests were found to be booking the hotels through online platforms, the IT infrastructure has to be strengthened with presence in multiple arenas that will ensure our visibility across platforms. Similarly, the record keeping and retrieval system has to be made full proof with the use of latest technologies and equipment.

As the quality of services is the prime factor that governs their choices while booking a hotel, we need to ensure it of highest standards compared to other national and international hotel chains. We need to realize that being cost effective doesn't always attract the customers rather it is the quality that play the pivotal role.

We have to make constant interactions with the customers in all stages of service delivery, be it pre-arrival, service encounter and post departure stage as it not only help in building a long-term mutually benefiting relation but also help in differentiating the brand from others.



NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

To offer them a pleasant and hassle free environment, we need to obtain their views on a serious note and a neutral feedback procedures has to be installed in the system to get their unbiased views.

The cleanliness and hygienic factors along with the safety and security measures has to be reviewed and act upon to ensure the much desired customers' satisfaction.

Behavioural training for the staffs of all levels is a much desired aspect for ensuring quality.

Stringent administrative policies have to be put in to act to ensure smooth flow of operational activities, management of chaotic situations, and preventing the delays in service offerings.

Costing of different products and services should be made competitive as it vastly affects the choices made by the customers both in short and long runs.

We need to realize the importance of a competent and service friendly pool of human resources and act towards realizing it through proper recruitment, empowerment, training, and developmental measures.

8. Way Forward

The phenomenon of consumer behavior is very complex in nature as it includes the psychology, sociology, anthropology, ethnography of customers blended with marketing and behavioral economics studies. Every human being is different and so as their emotions, attitudes, and preferences. Their expectation and perception scores also greatly vary as per their culture, subculture, social classes, motivations, reference groups, risk factors, prior experiences with the service providers, etc. Therefore, it becomes necessary for the researchers to study every aspect of consumer behavior before arriving upon any conclusion towards their choices. In this direction, our study can certainly generate certain guidelines to ensure the optimal levels of quality as desired by the guests at the hotels which will help in development of a long term and sustainable quality initiative in the sector compared to international standards.

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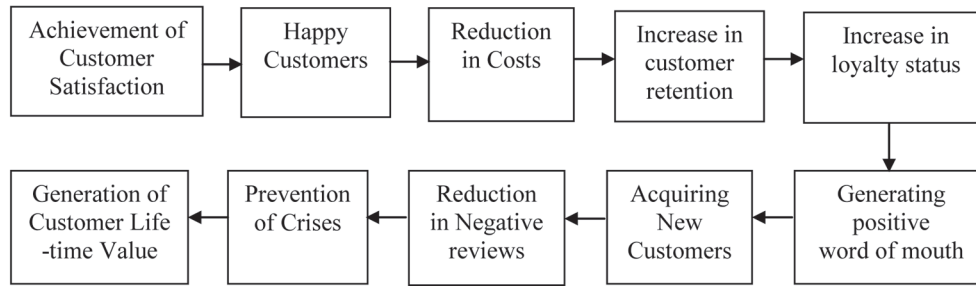
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NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

Fig.1.: Benefits of Customer's Satisfaction



Source: Researcher's Own Understanding & Plot

Table-1. Cross Tabulation Between Satisfaction and Purpose of Visit

Satisfaction Scores * Purpose Cross tabulation								
Count								
		Purpose of visit						
		1- Vacation	2- Pleasure	3- Seminar	4- Business Trip	5- Visiting friends	6- Pilgrimage	Total
Satisfaction Scores	1	3	0	0	3	0	0	6
	2	9	5	16	10	0	3	43
	3	12	6	12	20	10	5	65
	4	27	11	13	12	8	10	81
	5	32	22	26	29	17	15	141
	6	8	6	3	8	2	5	32
	7	1	9	9	5	3	1	28
Total		92	59	79	87	40	39	396

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.524 ^a	30	.011-reject
Likelihood Ratio	57.036	30	.002
Linear-by-Linear Association	.211	1	.646
N of Valid Cases	396		

a. 14 cells (33.3%) have an expected count of less than 5. The minimum expected count is .59.



Table 2, GAP Analysis Dimensions

SERVQUAL		MS	MS	GAP
Parameters	Statements	E	P	Score
Tangibles Overall E = 6.43 P = 4.38 GAP = 2.05	Possession of modern looking equipment	6.38	4.66	1.72
	Visually appealing physical facilities	6.49	4.41	2.08
	Neat appearances of the hotel's employees	6.47	4.24	2.23
	Visually appealing materials associated with the hotels & services (such as pamphlets / statements)	6.38	4.20	2.18
Reliability Overall E = 6.52 P = 4.22 GAP = 2.31	Provision of services at the promised time	6.58	4.26	2.33
	Demonstration of sincere interest towards solving the problems	6.54	4.16	2.37
	Services are carried out right from beginning	6.45	4.29	2.16
	Presence of professional and competent staffs at the hotel	6.58	4.15	2.43
	Well maintained and error-free records keeping activities	6.46	4.21	2.25
Responsiveness Overall E = 6.42 P = 4.13 GAP = 2.29	Description of exact time for delivery of services	6.47	4.13	2.34
	Provision of Prompt services	6.44	4.16	2.28
	Readiness and willingness to help the customers	6.39	4.05	2.33
	Responses of the employees towards the needs of the customers	6.37	4.18	2.19
Assurance Overall E = 6.61 P = 4.11 GAP = 2.50	Courteous & friendly behaviors of the staffs	6.60	4.14	2.46
	Safety of the guests	6.68	4.15	2.53
	Dignity and respect offered by the employees during the services	6.61	4.14	2.47
	Adequate knowledge to answer all queries / questions raised	6.56	4.02	2.55

Empathy Overall E = 6.39 P = 4.02 GAP = 2.37	Regular, neutral and personal feedbacks from the customers	6.31	4.07	2.24
	Individualized and personalized attention to all its customers	6.28	4.07	2.20
	Availability of services 24 X 7 so that it is convenient	6.48	4.01	2.48
	Customers' best interests at heart	6.49	3.97	2.52
	Understanding the customers' specific needs	6.38	3.97	2.41

Table 3, Level of Acceptance for the Expected Service Level of Hotels (Frequency Table)

		Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
		1	2	3	4	5	6	7
I. Tangibles								
1	The excellent hotels should possess modern looking equipment.	0	0	0	5	21	189	121
2	The excellent hotels' physical facilities should be visually appealing.	0	0	0	2	29	137	228
3	The excellent hotels' employees should be neat in their appearances.	2	0	0	0	27	144	223
4	Materials associated with the hotels & services	1	0	0	12	9	184	190



II. Reliability								
5	The excellent hotels should provide all its services as per the promised time.	0	0	0	2	13	133	248
6	In case of any problem, sincere interest should be shown in solving it at the excellent hotels.	0	0	0	2	32	114	248
7	Various services should be performed correctly from the beginning at the excellent hotels	2	0	0	3	31	134	226
8	The staffs should be professional and competent at the excellent hotels	1	0	0	3	21	110	261
9	The records keeping activities should be well maintained and error-free in excellent hotels.	0	0	0	2	23	160	211
III. Responsiveness								
10	Employees at the excellent hotels should tell the customers exactly when services will be performed.	0	0	0	14	22	122	238
11	Services should be offered promptly by the employees at the excellent hotels.	1	0	0	6	42	113	234
12	Employees should always be ready and willing to help the customers at the excellent hotels.	2	0	0	12	19	156	207
13	Employees should never be too busy to respond to the needs of their customers at the excellent hotels.	0	0	9	13	12	149	213



IV. Assurance								
14	The Staffs should be courteous & friendly in the behaviors in excellent hotels.	0	0	0	4	8	100	284
15	The customers in excellent hotels should feel safe during their transactions.	0	0	0	4	8	100	284
16	Customers in the excellent hotels should be treated with dignity and respect.	3	0	0	2	22	85	284
17	Employees in the excellent hotel should have adequate knowledge to answer all queries / questions raised by the customers.	0	0	0	17	9	104	266
V. Empathy								
18	The excellent hotels should obtain neutral and personal feedbacks from its customers	6	2	2	6	19	163	198
19	The excellent hotels should give individual/ personal attention to all its customers.	10	0	2	13	18	143	210
20	The excellent hotels should operate in such a way that it can be convenient to all its customers	1	0	6	11	8	126	244
21	The employees at the excellent hotels should have their Customers' best interests at heart while offering the services	0	2	2	13	4	138	237



22	Employees of the excellent hotels should understand the specific/ special needs of the customers and act in a caring manner	0	2	4	4	35	137	214
	Pearson Chi-Square	662.56	df	126	P=0.000**	Rejected		

Table 4, Descriptive Statistics

Descriptive Statistics							
	N	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Tangibility_1	396	4.00	7.00	6.3788	.03250	.64667	.418
Tangibility_2	396	4.00	7.00	6.4924	.03287	.65406	.428
Tangibility_3	396	1.00	7.00	6.4697	.03687	.73370	.538
Tangibility_4	396	1.00	7.00	6.3838	.03696	.73546	.541
Reliability_1	396	4.00	7.00	6.5833	.02930	.58299	.340
Reliability_2	396	4.00	7.00	6.5354	.03340	.66467	.442
Reliability_3	396	1.00	7.00	6.4520	.03901	.77637	.603
Reliability_4	396	1.00	7.00	6.5783	.03454	.68727	.472
Reliability_5	396	4.00	7.00	6.4646	.03163	.62946	.396
Responsiveness_1	396	4.00	7.00	6.4747	.03807	.75766	.574
Responsiveness_2	396	1.00	7.00	6.4419	.03979	.79183	.627
Responsiveness_3	396	1.00	7.00	6.3858	.04124	.81861	.670
Responsiveness_4	396	3.00	7.00	6.3737	.04399	.87538	.766
Assurance_1	396	2.00	7.00	6.5960	.03779	.75197	.565
Assurance_2	396	4.00	7.00	6.6768	.02845	.56619	.321
Assurance_3	396	1.00	7.00	6.6136	.03916	.77930	.607
Assurance_4	396	4.00	7.00	6.5631	.03728	.74191	.550
Empathy_1	396	1.00	7.00	6.3106	.05075	1.00982	1.020
Empathy_2	396	1.00	7.00	6.2778	.05752	1.14455	1.310
Empathy_3	396	1.00	7.00	6.4823	.04253	.84625	.716
Empathy_4	396	2.00	7.00	6.4874	.03989	.79386	.630
Empathy_5	396	2.00	7.00	6.3813	.04196	.83503	.697
Valid N (listwise)	396						



Table-5, Level of Acceptance Towards the Perceived Service Level of this Particular Hotel (Frequency Table)

		Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
		1	2	3	4	5	6	7
I. Tangibles								
1	The hotel possesses modern looking equipment.	3	32	33	86	142	74	26
2	The physical facilities of the hotel are visually appealing.	9	36	44	100	138	40	29
3	The employees of the hotel are neat in their appearances.	19	23	54	125	123	26	26
4	Materials associated with the hotels & services	16	33	54	123	117	29	24
II. Reliability								
5	The hotel provides all its services as per the promised time.	10	29	62	134	93	45	23
6	In case of any problem, the staffs show sincere interest in solving it ASAP.	13	37	72	118	82	54	20
7	Various services at the hotel are performed correctly from the beginning.	13	38	56	112	101	42	34
8	The staffs at the hotel are professional and competent in their dealings.	17	29	71	119	103	36	21
9	The records keeping activities at the hotel are well maintained and error-free.	19	20	77	128	70	57	25



III. Responsiveness								
10	The customers at the hotel are told about the exact timings of the services offered.	9	39	86	108	92	34	28
11	Services at the hotel are promptly offered promptly.	7	48	72	105	97	46	21
12	Employees are always ready and willing to help the customers at the hotel.	28	32	74	110	82	49	21
13	Employees at the hotel are never too busy to respond to the needs of their customers.	23	35	54	115	94	55	20
IV. Assurance								
14	The Staffs at the hotel are courteous & friendly in the behaviors.	14	50	80	90	72	66	24
15	The customers at the hotel feel safe during their transactions.	26	34	84	82	90	42	38
16	Customers in the hotel are treated with dignity and respect.	25	43	61	104	78	55	30
17	Employees in the hotel possess adequate knowledge to answer all queries / questions raised by the customers.	12	59	86	76	102	38	23
V. Empathy								
18	Neutral and personal feedbacks are obtained from the customers	13	45	87	91	98	41	21
19	Individual/personal attention is given to the customers at the hotel.	17	47	75	98	96	36	27
20	The hotel operates conveniently to cater all its customers.	20	48	98	72	87	44	27
21	The employees at the hotel have their Customers' best interests at heart while offering the services.	15	56	98	71	88	48	20
22	Employees of the hotel understand the specific/special needs of the customers and act in a caring manner.	25	51	83	76	96	43	22
	Pearson Chi-Square	430.086	df	126	P=0.000**	Rejected		



Table 6, Descriptive Statistics

Descriptive Statistics							
	N	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Tangibility_1	396	1.00	7.00	4.6616	.06626	1.31847	1.738
Tangibility_2	396	1.00	7.00	4.4091	.06978	1.38868	1.928
Tangibility_3	396	1.00	7.00	4.2424	.06946	1.38228	1.911
Tangibility_4	396	1.00	7.00	4.1995	.06985	1.39006	1.932
Reliability_1	396	1.00	7.00	4.2576	.06793	1.35172	1.827
Reliability_2	396	1.00	7.00	4.1641	.07171	1.42698	2.036
Reliability_3	396	1.00	7.00	4.2929	.07441	1.48069	2.192
Reliability_4	396	1.00	7.00	4.1465	.07005	1.39393	1.943
Reliability_5	396	1.00	7.00	4.2146	.07296	1.45198	2.108
Responsiveness_1	396	1.00	7.00	4.1338	.07133	1.41949	2.015
Responsiveness_2	396	1.00	7.00	4.1591	.07093	1.41151	1.992
Responsiveness_3	396	1.00	7.00	4.0530	.07669	1.52605	2.329
Responsiveness_4	396	1.00	7.00	4.1793	.07510	1.49452	2.234
Assurance_1	396	1.00	7.00	4.1364	.07796	1.55135	2.407
Assurance_2	396	1.00	7.00	4.1465	.08176	1.62691	2.647
Assurance_3	396	1.00	7.00	4.1414	.08068	1.60543	2.577
Assurance_4	396	1.00	7.00	4.0177	.07547	1.50179	2.255
Empathy_1	396	1.00	7.00	4.0682	.07298	1.45233	2.109
Empathy_2	396	1.00	7.00	4.0732	.07572	1.50684	2.271
Empathy_3	396	1.00	7.00	4.0051	.07899	1.57190	2.471
Empathy_4	396	1.00	7.00	3.9722	.07655	1.52340	2.321
Empathy_5	396	1.00	7.00	3.9697	.07906	1.57322	2.475
Valid N (listwise)	396						

T-Test

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	expectation	142.37	396	13.00676	.65361
	perception	91.6439	396	29.36608	1.47570

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	Expectation & perception	396	.576	.000

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	expectation - perception	50.727	24.322	1.222	48.324	53.130	41.504	395	.000** Rejected



NMIMS
Management Review
 ISSN: 0971-1023
 Volume XXX
 Issue-2 | April 2022

T-Test

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Service quality	139.32	396	50.888	2.557
	Overall Satisfaction Scores	4.3030	396	1.40130	.07042
Pair 2	Service quality	139.32	396	50.888	2.557
	Sensitivity towards Pricing	5.2576	396	.98048	.04927
Pair 3	Service quality	139.32	396	50.888	2.557
	Attitudinal Loyalty	39.6439	396	14.19260	.71320

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	Service quality & Overall Satisfaction Scores	396	.869	.000**
Pair 2	Service quality & Sensitivity towards Pricing	396	-.008	.874
Pair 3	Service quality & Attitudinal Loyalty	396	.842	.000**

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Service quality & Overall Satisfaction Scores	1.35018E2	49.67466	2.49625	130.11009	139.92527	54.088	395	.000**
Pair 2	Service quality & Sensitivity towards Pricing	1.34063E2	50.90546	2.55810	129.03395	139.09232	52.407	395	.000**
Pair 3	Service quality & Attitudinal Loyalty	9.96768E1	39.67950	1.99397	95.75665	103.59689	49.989	395	.000**

Source: Primary data (*=H0 accepted at 5% significance level)

Table-7. Overall level of satisfaction towards the services of this hotel

			Q16_Satisfaction Scores							Total
			Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied Nor Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied	
			1	2	3	4	5	6	7	
hotels	Ginger, Bhubaneswar	Count	0	5	10	4	6	2	5	32
		% within hotels	.0%	15.6%	31.2%	12.5%	18.8%	6.2%	15.6%	100.0%
	Hotel Brundaban, Rourkela	Count	0	3	1	4	6	2	4	20
		% within hotels	.0%	15.0%	5.0%	20.0%	30.0%	10.0%	20.0%	100.0%
	Hotel Deepti, Rourkela	Count	0	3	1	5	4	1	1	15
		% within hotels	.0%	20.0%	6.7%	33.3%	26.7%	6.7%	6.7%	100.0%
Hotel Hans Coco Palms, Puri	Count	0	1	0	3	11	0	0	15	
	% within hotels	.0%	6.7%	.0%	20.0%	73.3%	.0%	.0%	100.0%	



Hotel May Fair Heritage, Puri	Count	0	2	0	2	7	4	0	15
	% within hotels	.0%	13.3%	.0%	13.3%	46.7%	26.7%	.0%	100.0%
Hotel Mayfair, Rourkela	Count	1	0	4	7	6	0	0	18
	% within hotels	5.6%	.0%	22.2%	38.9%	33.3%	.0%	.0%	100.0%
Hotel Radhika Regency, Rourkela	Count	1	2	6	5	5	2	1	22
	% within hotels	4.5%	9.1%	27.3%	22.7%	22.7%	9.1%	4.5%	100.0%
Hotel Shakti International, Puri	Count	0	2	2	4	7	1	0	16
	% within hotels	.0%	12.5%	12.5%	25.0%	43.8%	6.2%	.0%	100.0%
Hotel Swosti Grand, Bhubaneswar	Count	2	8	5	1	2	0	4	22
	% within hotels	9.1%	36.4%	22.7%	4.5%	9.1%	.0%	18.2%	100.0%
Hotel The Orchard, Jharsuguda	Count	0	3	1	4	4	2	1	15
	% within hotels	.0%	20.0%	6.7%	26.7%	26.7%	13.3%	6.7%	100.0%
Hotel Toshali Sands, Puri	Count	0	3	1	8	15	1	0	28
	% within hotels	.0%	10.7%	3.6%	28.6%	53.6%	3.6%	.0%	100.0%
Hotel Trident, Bhubaneswar	Count	0	1	2	6	4	1	6	20
	% within hotels	.0%	5.0%	10.0%	30.0%	20.0%	5.0%	30.0%	100.0%
Hotel Tridev International, Rourkela	Count	0	0	2	5	2	1	0	10
	% within hotels	.0%	.0%	20.0%	50.0%	20.0%	10.0%	.0%	100.0%
May Fair Lagoon, Bhubaneswar	Count	0	3	12	6	8	2	1	32
	% within hotels	.0%	9.4%	37.5%	18.8%	25.0%	6.2%	3.1%	100.0%
Mayfair Palm Beach Resort, Gopalpur	Count	0	1	4	1	12	2	0	20
	% within hotels	.0%	5.0%	20.0%	5.0%	60.0%	10.0%	.0%	100.0%
Mayfair Waves, Puri	Count	0	2	6	5	4	1	0	18
	% within hotels	.0%	11.1%	33.3%	27.8%	22.2%	5.6%	.0%	100.0%
Sandy's Tower, Bhubaneswar	Count	2	0	3	8	8	0	5	26
	% within hotels	7.7%	.0%	11.5%	30.8%	30.8%	.0%	19.2%	100.0%
Swosti Premium Ltd, Bhubaneswar	Count	0	2	2	3	18	6	0	31
	% within hotels	.0%	6.5%	6.5%	9.7%	58.1%	19.4%	.0%	100.0%
The Crown, Bhubaneswar	Count	0	2	3	0	12	4	0	21
	% within hotels	.0%	9.5%	14.3%	.0%	57.1%	19.0%	.0%	100.0%
Total	Count	6	43	65	81	141	32	28	396
	% within hotels	1.5%	10.9%	16.4%	20.5%	35.6%	8.1%	7.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.081E2 ^a	108	.000
Likelihood Ratio	216.292	108	.000
N of Valid Cases	396		

a. 107 cells (80.5%) have expected count less than 5. The minimum expected count is .15.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
Satisfaction Scores	396	1.00	7.00	4.3030	.07042	1.40130
Valid N (List wise)	396					



NMIMS
Management Review
 ISSN: 0971-1023
 Volume XXX
 Issue-2 | April 2022

Table - 8- CHI-SQUARE TEST BETWEEN DEMOGRAPHIC FACTORS AND OVERALL LEVEL OF SATISFACTION SCORES

Sl. No	Factors	χ^2 value	Sig.	Result
1	Area	3.233	0.779	Accept
2	Gender	3.064	0.801	Accept
3	Age	20.474	0.670	Accept
4	Marital status	43.390	0.054	Accept
5	Monthly Household Income	66.162	0.000	Reject
6	Monthly Personal income	66.251	0.002	Reject

(* = Ho accepted at 5% significance level)

Table -9 - Correlations coefficient study between satisfaction scores of the people with sensitivity towards pricing and attitudinal loyalty

	Satisfaction Scores
Sensitivity towards pricing	-.116*
Attitudinal_Loyalty_1	.955**
Attitudinal_Loyalty_2	.922**
Attitudinal_Loyalty_3	.895**
Attitudinal_Loyalty_4	.910**
Attitudinal_Loyalty_5	.901**
Attitudinal_Loyalty_6	.915**
Attitudinal_Loyalty_7	.923**
Attitudinal_Loyalty_8	.917**
Attitudinal_Loyalty_9	.923**
Attitudinal_Loyalty_10	.919**

*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

Table-10, Multiple Regression Analysis of Perceived Quality on Overall Satisfaction Level

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.236	.171		7.247	.000
	Tangibility 1	.051	.086	.048	.595	.552
	Tangibility 2	-.078	.086	-.078	-.913	.362
	Tangibility 3	.161	.092	.159	1.742	.082
	Tangibility 4	.071	.084	.070	.843	.400
	Reliability 1	-.043	.083	-.041	-.521	.603
	Reliability 2	.106	.078	.108	1.366	.173
	Reliability 3	-.200	.079	-.211	-2.534	.012*
	Reliability 4	-.082	.091	-.082	-.906	.365
	Reliability 5	.083	.077	.086	1.077	.282
	Responsiveness 1	-.043	.075	-.044	-.573	.567
	Responsiveness 2	.086	.087	.086	.989	.324
	Responsiveness 3	-.131	.085	-.143	-1.548	.123
	Responsiveness 4	.184	.091	.196	2.033	.043*
	Assurance 1	.057	.090	.063	.629	.529
	Assurance 2	-.120	.085	-.140	-1.416	.158
	Assurance 3	.021	.077	.024	.270	.787
	Assurance 4	.160	.086	.172	1.869	.062
	Empathy 1	-.015	.101	-.016	-.150	.881
	Empathy 2	-.139	.104	-.150	-1.333	.184
Empathy 3	.096	.096	.108	1.001	.317	
Empathy 4	.079	.102	.086	.771	.441	
Empathy 5	.462	.087	.519	5.283	.000**	

a. Dependent Variable: Q16 Satisfaction Scores



Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.642	.621	.86289

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	497.911	22	22.632	30.396	.000 ^a
	Residual	277.725	373	.745		
	Total	775.636	395			

Table 11 Views Regarding the Pricing of Various Services of this Hotel

			Pricing					Total
			Cheap	Reasonable / Value for Money	Expensive	Very Expensive	Extremely Expensive	
Hotels	Ginger, Bhubaneswar	Count	3	6	5	13	5	32
		% within hotels	9.4%	18.8%	15.6%	40.6%	15.6%	100.0%
	Hotel Brundaban, Rourkela	Count	0	4	13	3	0	20
		% within hotels	.0%	20.0%	65.0%	15.0%	.0%	100.0%
	Hotel Deepti, Rourkela	Count	0	3	10	2	0	15
		% within hotels	.0%	20.0%	66.7%	13.3%	.0%	100.0%
	Hotel Hans Coco Palms, Puri	Count	0	3	12	0	0	15
		% within hotels	.0%	20.0%	80.0%	.0%	.0%	100.0%
	Hotel May Fair Heritage, Puri	Count	0	9	4	2	0	15
		% within hotels	.0%	60.0%	26.7%	13.3%	.0%	100.0%
	Hotel Mayfair, Rourkela	Count	1	2	7	5	3	18
		% within hotels	5.6%	11.1%	38.9%	27.8%	16.7%	100.0%
	Hotel Radhika Regency, Rourkela	Count	2	3	6	5	6	22
		% within hotels	9.1%	13.6%	27.3%	22.7%	27.3%	100.0%
	Hotel Shakti International, Puri	Count	1	4	7	3	1	16
		% within hotels	6.2%	25.0%	43.8%	18.8%	6.2%	100.0%
	Hotel Swosti Grand, Bhubaneswar	Count	0	2	4	11	5	22
		% within hotels	.0%	9.1%	18.2%	50.0%	22.7%	100.0%
	Hotel The Orchard, Jharsuguda	Count	1	2	7	5	0	15
		% within hotels	6.7%	13.3%	46.7%	33.3%	.0%	100.0%
	Hotel Toshali Sands, Puri	Count	0	6	18	3	1	28
		% within hotels	.0%	21.4%	64.3%	10.7%	3.6%	100.0%
	Hotel Trident, Bhubaneswar	Count	0	4	5	5	6	20
		% within hotels	.0%	20.0%	25.0%	25.0%	30.0%	100.0%
	Hotel Tridev International, Rourkela	Count	1	2	3	2	2	10
		% within hotels	10.0%	20.0%	30.0%	20.0%	20.0%	100.0%
	May Fair Lagoon, Bhubaneswar	Count	2	2	9	15	4	32
		% within hotels	6.2%	6.2%	28.1%	46.9%	12.5%	100.0%
	Mayfair Palm Beach Resort, Gopalpur	Count	0	8	6	6	0	20
		% within hotels	.0%	40.0%	30.0%	30.0%	.0%	100.0%
	Mayfair Waves, Puri	Count	1	2	5	8	2	18
		% within hotels	5.6%	11.1%	27.8%	44.4%	11.1%	100.0%
	Sandy's Tower, Bhubaneswar	Count	0	3	16	2	5	26
		% within hotels	.0%	11.5%	61.5%	7.7%	19.2%	100.0%
	Swosti Premium Ltd, Bhubaneswar	Count	0	5	11	15	0	31
		% within hotels	.0%	16.1%	35.5%	48.4%	.0%	100.0%
	The Crown, Bhubaneswar	Count	0	3	7	8	3	21
		% within hotels	.0%	14.3%	33.3%	38.1%	14.3%	100.0%
Total		Count	12	73	155	113	43	396
		% within hotels	3.0%	18.4%	39.1%	28.5%	10.9%	100.0%



NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.441E2 ^a	72	.000
Likelihood Ratio	155.880	72	.000
N of Valid Cases	396		

a. 60 cells (63.2%) have expected count less than 5. The minimum expected count is .30.

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
Q17 Pricing	396	3.00	7.00	5.2576	.04927	.98048
Valid N (listwise)	396					.961

Table- 12 Chi-Square Test Between Demographic Factors And Pricing Of Various Services of this Hotel

Sl.No	Factors	χ^2 value	Sig.	Result
1	Area	2.660	0.616	Accept
2	Gender	2.746	0.601	Accept
3	Age	16.119	0.445	Accept
4	Marital status	15.128	0.769	Accept
5	Monthly Household Income	30.195	0.067	Accept
6	Monthly personal income	46.174	0.004	Reject

(* = Ho accepted at 5% significance level)

Table 13 Attitudinal Loyalty towards the Hotel's Services.

Sl. No	Statements	Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
		1	2	3	4	5	6	7
1	I consider this hotel's services as good.	8	45	65	88	124	48	18
2	In every visit, I find better quality in this hotel's services.	5	64	63	116	92	33	23
3	The services at this hotel are better than those of others.	8	83	56	123	72	34	20
4	I will say positive things about this hotel & definitely recommend this hotel to everyone.	30	54	69	112	76	33	22
5	I like being associated with this hotel.	19	47	78	121	79	30	22
6	Definitely consider this hotel as the first choice for all my hospitality needs in future.	26	36	79	123	78	32	22
7	Definitely maintain a long-term relationship with this hotel.	23	51	78	113	77	27	27
8	I am willing to put in extra effort to stay with this hotel.	19	63	70	106	82	32	24
9	I am prepared to pay more for their high quality of services.	16	66	74	71	108	40	21
10	Hotel is best alternative for a luxury and comfort staying.	16	68	69	100	89	30	24



Pearson Chi-Square	135.5	Df	54	P=0.000			
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Descriptive Statistics							
	N	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Q18 Attitudinal Loyalty 1	396	1.00	7.00	4.2399	.07026	1.39820	1.955
Q18 Attitudinal Loyalty 2	396	1.00	7.00	4.0530	.07124	1.41769	2.010
Q18 Attitudinal Loyalty 3	396	1.00	7.00	3.8838	.07340	1.46058	2.133
Q18 Attitudinal Loyalty 4	396	1.00	7.00	3.8510	.07802	1.55263	2.411
Q18 Attitudinal Loyalty 5	396	1.00	7.00	3.9394	.07296	1.45180	2.108
Q18 Attitudinal Loyalty 6	396	1.00	7.00	3.9470	.07414	1.47544	2.177
Q18 Attitudinal Loyalty 7	396	1.00	7.00	3.9066	.07642	1.52078	2.313
Q18 Attitudinal Loyalty 8	396	1.00	7.00	3.9116	.07652	1.52274	2.319
Q18 Attitudinal Loyalty 9	396	1.00	7.00	3.9924	.07748	1.54180	2.377
Q18 Attitudinal Loyalty 10	396	1.00	7.00	3.9192	.07617	1.51567	2.297
Valid N (listwise)	396						

Table- 14 Chi-Square Test between Demographic Factors and Attitudinal Loyalty Towards the Hotel's Services

Sl.No	Factors	χ^2 value	Sig.	Result
1	Area	0.259	0.879	Accept
2	Gender	0.362	0.864	Accept
3	Age	10.133	0.256	Accept
4	Marital status	12.989	0.224	Accept
5	Monthly Household Income	26.279	0.003	Reject
6	Monthly Personal income	33.104	0.001	Reject

(* = Ho accepted at 5% significance level)

Table 15 Problems in the Selected Hotels

Sl.	Dislikes about the hotels	Percentage
1	Highly Expensive in comparison to the quality of available Services	65.40
2	Grooming as well as etiquette of the Staffs are not up to the standards	50.76
3	Irresponsible and unempathetic behaviours of the staffs	47.47
4	Delay in Service Delivery be it food, laundry, or other services etc.	45.45
5	Attitudes of the staffs are not up to the standards of a star category hotel	39.65
6	Issues like deteriorating décor, furnishing, improper lighting, stinking beds, prevalence of mosquito, unhygienic conditions etc.	35.10
7	Safety & security issues like displacement of luggage, thefts, issues of electrical short circuits & water slippage etc.	28.03
8	Lack of Knowledge and Skills amongst the staffs	27.78
9	Lack of Professionalism	23.23
10	Infrastructure issues like inadequate parking areas, smaller rooms, broken & non-functional equipments, unavailability of internet (Wifi) facilities etc.	22.22
11	Quality, quantity, and taste of food & beverage items	13.89
12	Absence of feedback & grievance handling mechanisms	12.88



NMIMS
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