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On

**Recent Trends and Issues
in Economics, Commerce
& Management in India**



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Consumer satisfaction toward hotels in Beed district

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Abstract:

One of the fastest growing sectors of the economy of our time is the hotel industry. The hotel industry alone is a multi-billion dollar and growing enterprise. It is exciting, never boring and offer unlimited opportunities. The purpose of the present study is to measure customer satisfaction in the hotels of the Beed district. For conducting the survey a well-structured questionnaire is used to collect primary data from the respondents. The sample size for the study is 100 sample variance and confidence methods are used for determining sample size. Simple random sampling technique has been adopted by the researcher to collect the data. On the basis of results overall 82% of the respondents are highly satisfied with services of the hotel while 18% are highly dissatisfied with the services of the hotel. With the every attribute the level of satisfaction changes, thus making it clear that customers rate their satisfaction differently with every single attribute. As a final point it has been proved that the customer satisfaction in the hotels is high.

Keyword: Customer satisfaction, hotel services

1.1 Introduction

Maharashtra is located in the western region of the country. The state shares borders

with Gujarat, Madhya Pradesh, Chhattisgarh, Andhra Pradesh, Karnataka, Goa and the Union Territory of Dadra and Nagar Haveli. Section contains data on Domestic / Foreign Tourists, Outbound Tourist, Approved Hotels and Monuments. Also gives insight about tourism receipts and tourist places of importance. The hospitality industry is a broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The Indian Hotel Industry is growing at a fast pace. This is due to the intervention by Government of India to facilitate business through economic reforms, changes in different taxation policies, allowing foreign direct investment etc. This paper traces the development of the Indian Hotel Industry in India right from the colonial times so that readers are familiarized with the development of its different stages.

1.2 Hotel – The Concept:

The word 'hotel' derives from the French word hotel (the root word is hôte, which means 'host') – usually referred to a 'townhouse' with frequent visitors. The word 'inn' has been in use since about 14th Century and it was not until 18th century, that 'hotel' became fashionable. At the outset, we go through the concept of hotel. The common law says that hotel is a place where all who conduct, themselves properly and who being able and ready to pay for their entertainment, accommodation and other services including the boarding like a temporary home. It is home away from home where all the modern amenities and facilities are available on a payment basis.

1.3 The customer satisfaction:

It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its

services (ratings) exceeds specified satisfaction goals. It is only through customer satisfaction that a hotel can retain its customers. Basically, customers' loyalty is dependent on the quality of the services that they get in a hotel. For a hotel to remain competitive in terms of customers' satisfaction, it must track the levels of customers' satisfaction. Customer satisfaction represents a modern approach for quality in enterprises and organizations and serves the development of a truly customer-focused management and culture. Customer satisfaction measures offer a meaningful and objective feedback about client's preferences and expectations. Marketing and management sciences now-a-days are focusing on the coordination of all the organization's activities in order to provide goods or services that can satisfy best specific needs of potential customers. Hotels are one part of hospitality industry, which has evolved from the very modest beginning of families and landowners who opened their homes to travellers.

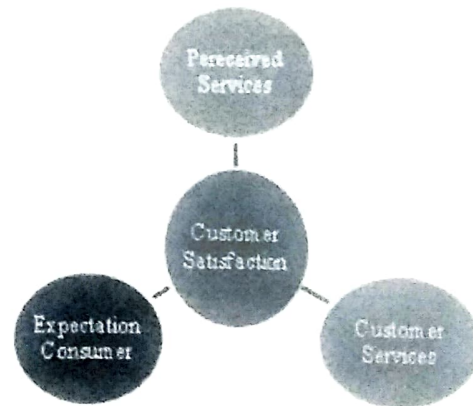


Figure 1 Dependent and Independent services
1.4 Importance of Customer Satisfaction:

The importance of customer satisfaction is unarguable. The principal purpose of a business is to create satisfied customers. Customer satisfaction has direct and indirect impact on business results. Customer satisfaction positively affects business profitability. Increasing customer satisfaction has been found to lead to higher future profitability and higher levels of

customer retention and loyalty. Organizations need to retain existing customers while targeting non-customers. Service quality has emerged as an issue of paramount importance for the hospitality industry. It has been identified as one of the most effective (albeit difficult) means of building a competitive position and improving organizational performance. The hotel industry is experiencing increased globalization, competition, higher customer turnover, growing customer acquisition cost and rising customer expectations, meaning that hotel's performance and competitiveness is significantly dependent on their ability to satisfy customers efficiently and effectively

1.5 Objective of Study:

1. To know the consumer satisfaction of hotels in Beed District.
2. To study present status of hotels in Beed District.

1.6 Research question

1. Are customers satisfied with the quality services provided by hotels?
2. Did the hotel develop in Beed district?

1.7 Research Methodology:

For the purpose of the present study both types of data were collected from primary and secondary sources. Primary data were collected with the help of the like Field survey, Interview with the customers and discussion with the hotel manager for getting accurate information for present study. Secondary data was collected from newspaper, articles and hotels websites.

1.8 Sample Size:

The present study is related to cover all over Beed district of hotel industry. For the purpose of the study primary data were collected 100 customers from Beed district. For the study, the respondents are selected randomly using Simple random sampling technique.

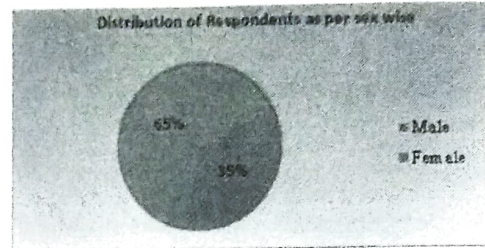
1.9 Scope of the Study:

The purposes study has confined to selected hotels in Beed only. However attempt was made to generate the findings wherever

situation permits. The purpose of the study is to go in to the depth of consumer satisfaction of hotels.

Table No.1.1

Distribution of Respondents as per sex wise

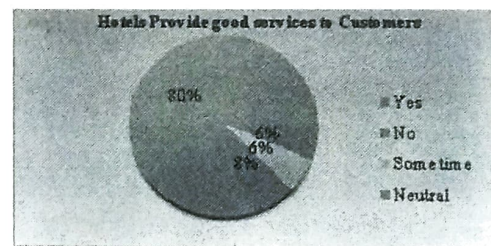


Source: Field survey 2018-19

Out of 100 respondents on the basis of gender 65.00 % were male and 35.00 % were female above the study. It means that majority of respondents were male.

Table No.1.2

Hotels Provide good services to Customers



Source: Field survey 2018-19

Table no 1.2 indicate that maximum 80.00% respondents replied that yes about hotels provided good services; 6.0% respondents replied that no and sometime about hotels provided good services and remaining 8.0% respondents replied that neutral about it. It means that majority of respondents replied yes about hotels provided good services to customers.

Table No 1.3

Customer's satisfaction from services provided by hotels



Source: Field survey 2018-19

Table no 1.3 indicate that maximum 60.00% respondents replied that opinion about hotels services is very good; 22% respondents were replied that excellent service; 8.0% respondents were replied that good services; 7.0% respondents were replied that bad services and 3.0% respondents replied that neutral opinion about it. It means that majority of respondents; opinion about hotels services was good services.

Table No 1.4

Distribution of hotel developed in Beed

Sr No	Particulars	No of respondents	Percentage
1	Strongly agree	22	22
2	Agree	60	60
3	Disagree	8	8
4	Strongly Disagree	7	7
5	Neutral	3	3
Total		100	100

Source: Field survey 2018-19

Table no 1.4 indicate that maximum 22.0% respondents were strongly agree about hotels developed in beed; 60.0% respondents were agree about hotels developed in beed; 8.0% respondents were disagree about hotels developed in beed; 7.0% respondents were strongly disagree about hotels developed in beed; 3.0% respondents replied that neutral opinion about it. It means that majority of respondents were strongly agree about hotels developed in beed district.

1.10 Conclusions

Hotel industry has well developed in all over Beed district. The study clearly indicates that the customers were satisfied regarding provided service by the hotels. Trends in perception of hoteling and spending pattern of individuals many changes are expressed as the financial condition of the individuals. Quality of food, services, cleanliness and overall maintenance at the hotel is very good but management should make the best services of hotels in Beed. And also concluded majority of

respondents were strongly agree about hotels developed in beed district.

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