



Empirical Analysis on Quality of Service and Guest Satisfaction of Oyorooms in Bhubaneswar: with Reference to Servqual Model

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Abstract:

It is of the highest significance in today's competitive environment to create and maintain service quality that exceeds consumer expectations. Understanding the consumer's tolerance zone and implementing creative strategies may undoubtedly boost company possibilities and market share.

To achieve a competitive edge, businesses must comprehend the significance of service quality and client happiness. Therefore, it has become essential for businesses to understand how to positively influence the moments of truth in the minds of consumers, as well as track and analyze consumer trends and preferences. Service quality is crucial because it increases customer happiness, customer loyalty, and client retention. Additionally, it helps to increase profit margins via cross-selling and up-selling.

The goal of this paper is to investigate consumer expectations about the quality of services provided by Oyorooms in Bhubaneswar and to assess customer satisfaction with respect to the different services provided using the SERVEQUAL Model.

Keywords: zone of tolerance, moments of truth, Service quality, customer expectations, customer satisfaction, SERVEQUAL Model.

1. INTRODUCTION

SERVQUAL, the multi-item index created by Parasuraman et al. as a consequence of their comprehensive study on service quality, is crucial for commencing research on the aspects of the service quality concept. The factor analysis identified the following dimensions: tangibles, dependability, responsiveness, communication, credibility, security, competence, courtesy, customer understanding/knowledge, and access. Later, a number of the original criteria were merged, resulting in a five-dimensional index: tangibles, dependability, responsiveness, assurance (credibility, security, competence, civility), and empathy (communication, customer knowledge/understanding, and access).

Nowadays, hotels are quite competitive. It emphasizes the value of services, especially in maintaining service quality, as a means of creating competitive advantages in addition to emphasizing the need of offering a diverse selection of goods (Sousa 1999). Using the service quality methodology (SERVQUAL of Zeithaml and al, 1988), research of Bhubaneswar Oyorooms' customers was conducted to determine the variations between respondents' expectations and perceptions of service quality. In addition, the research seeks to determine the consumers' service expectations and related service performance.

Considering the aforementioned information, an investigation of customer perceptions of service quality may be of interest at this time. This research will give Oyorooms with a quantifiable indication of how their services are viewed, including specifics such as whether hotels are meeting, surpassing, or falling short of customer expectations.

Objectives of the study:

- Evaluate client satisfaction with Oyorooms's numerous services in Bhubaneswar.
- Using the SERVEQUAL Model, investigate the gap between customer perception and expectation about the service offering and service quality

Significance of the study:

- Each individual study project has its own relevance and value. This research is similarly constrained by the current environment, but it bears its own relevance and weight. This study's significance lies in its underlying points.
- Identify the service gap and provide a more effective way to close the service gap.
- Suggest ways to increase customer value in order to keep them for a longer length of time.

- To aid in service restoration.

2. RESEARCH DESIGN

This study is an attempt to examine the underlying methodologies and measurements used at the time of data gathering and analysis.

Sources of information:

The information necessary for this research is obtained from both secondary and primary sources.

- Secondary Data was gathered from the Internet.
- The primary data are obtained through structured surveys from the customers' visitors.

Method for collecting data:

The researcher has gathered pertinent literature and other related material from the internet.

For primary data, standardized Questionnaires were given, Personal Interviews were undertaken where required to elicit pertinent information, and observations were made in Oyorooms to get the data.

Data collecting methods:

The study data was gathered from respondents using a structured questionnaire that included closed-ended questions, multiple-choice questions, and rating scales.

3. QUESTIONNAIRE

Service Quality Audit

Name (optional)

Age [under 20] [20 to 35] [36 to 44] [45 and above]

Gender [Male] [Female]

Profession[student] [house wife] [self employed] [working executive]

Purpose of Visit [Holiday] [Business] [Others]

:-

7 is Strongly Agree and 1 is Strongly Disagree.

Table: 1

Sl. No	Oyorooms Features to be evaluated by the guests	Expected Rating	Actual Rating
01	Oyorooms should have modern types of equipment.		
02	Oyorooms have attractive and appealing facilities		
03	Employees working at Oyorooms are well groomed		
04	POP/POS Materials associated with the service are visually appealing		
05	Services promised within a time frame to be offered by Oyorooms are met		
06	Guest grievances are handled promptly by Oyorooms.		
07	The Oyorooms does the right thing at right time.		
08	The Oyorooms provides their services at the time they promise to do so..		
09	Oyorooms focuses on error-free records.		
10	Employees in the Oyorooms communicate to you exactly when services will be performed..		
	Employees in the Oyorooms give you prompt service..		

12	Employees in the Oyorooms always are very helpful.		
13	Employess of Oyorooms immediately respond to your requests.		
14	The behavior of personnel in the Oyorooms will instill confidence in you..		
15	You feel safe in your dealings with the Oyorooms.		
16	Personnel in the Oyorooms are consistently courteous with you..		
17	Personnel in the Oyorooms have the knowledge to answer your questions..		
18	The Oyorooms gives you individual attention..		
19	The Oyorooms has operating hours convenient to you.		
20	The Oyorooms has personnel who give you personal attention.		
21	Excellent Oyorooms will have the guests' best interests at heart.		
22	The personnel of the Oyorooms will understand your specific needs.		

4. DATA PROCESSING AND ANALYSIS

The main data are processed using a computer, and the raw data are sorted into several classes. The raw scores were tallied, and the mean and standard deviation values were calculated. To examine the significance of the mean scores, statistical tests such as the t-test and Chi-square were used. Complex statistical methods, such as factor analysis, were also used to make the research more scientific and to identify successful components.

Analytical Tools:

- Percentiles - Percentiles are values that split a series into 100 equal sections. This instrument was used to analyse the data.
- Factor analysis - The element analysis is used to determine the most significant factor based on the preferences of respondents and the opinions of Oyorooms executives.
- Standard deviation - The standard deviation is applied to both predicted and observed data.
- Mean, median, mode, and range are also determined for the frequencies.
- The significance of the mean scores was examined using the T-test and Chi Square test.

Data Analysis:

SAMPLE PROFILE:

The age, gender, occupation, income, and purpose of the sample respondents' demographic backgrounds are shown in Table -2 in order to comprehend the consumer profiles.

Table – 2

Sample Profile		F	%
Age	Below 18 years	2	2.7
	19 - 30 years	19	25.7
	31 - 50 years	30	40.5
	50 years and above	23	31.1
Sex	Male	67	90.5
	Female	7	9.5
Profession	Student	0	0.0
	Professional	0	0.0
	Entrepreneurs	27	36.5
	Working Executive	47	63.5
Income	Less than Rs.1 lakh	0	0.0
	Rs.1 – 2 lakh	0	0.0
	Rs.2 –3 lakh	41	55.4
	Rs.4 lakh and above	33	44.6

Purpose	Holiday	37	50.0
	Business	28	37.8
	Others	9	12.2
Total		74	100

5. RESULTS AND DISCUSSION

In accordance with the study's aims, the primary areas of inquiry and analysis focused on the expectations and perceptions of service quality and its dimensions: tangibility, dependability, responsiveness, assurance, and empathy. As indicated before, expectations and perceptions were assessed on a seven-point scale ranging from strongly disagree to strongly agree. Separately calculating the mean differences between hotel customers' expectations and perceptions of service quality, followed by a t-test to establish the degree of statistical significance, was performed for each of the hotels under consideration. The outcomes of this calculation are shown in the following Tables.

The Service Quality Dimensions:

The approach proposes five service quality dimensions. These characteristics include tangibility, reliability, responsiveness, assurance, and empathy. Table 3 presents these dimensions relating to various beginning factors.

Table - 3 Variables of the SERVQUAL Model

Sl. No.	Initial Variables	Service quality dimensions
1	Modern Looking Equipment	Tangibility
2	Visually Appealing Physical Facilities	
3	Neat Appearance of Employees	
4	Visually Appealing Materials	
5	Keeping Promises	Reliability
6	Sincere in Solving Customer Problems	
7	Dependable in Transactions	
8	Provide Services as Promised	
9	Keeping Accurate Records	Responsiveness
10	Inform When Service will be Performed	
11	Prompt Service from Employees	
12	Employees' Willingness to Help	
13	Employees' Response to Requests	Assurance
14	Customers' Confidence on Employees	
15	Safe Feeling of Customers in Transaction	
16	Courteous Employees	
17	Adequate Support to Employees	Empathy
18	Individual Attention by Hotel	
19	Personal Attention by Employees	
20	Understanding Specific Needs of the Customers	
21	Customers' Best Interests at Heart	
22	Convenient Operating Hours	

Cronbach Alpha Reliability Test Results:

To verify the dependability of the obtained data, a Cronbach alpha reliability test was conducted. Table 4 reveals that all values were more than 0.73. Nunnally (1978) argued that a level of at least 0.70 would be appropriate.

Table -4 Reliability test of five service quality dimensions

Factor	Oyorooms customer's	
	Expectation	Performance
Tangibility	0.977	0.926
Reliability	0.843	0.949
Responsiveness	0.734	0.975

Assurance	0.973	0.917
Empathy	0.968	0.943

COMPARISON OF EXPECTATION AND PERFORMANCE

A comparison of the views and expectations of respondents reveals that all five aspects of service quality gaps are negative, suggesting customer unhappiness. Table - 5 presents the opinions of the sample respondents on the services provided by the investigated Oyorooms.

Table- 5 Comparison of Expectation and Performance

Service Dimensions	Expectation Mean	Expectation SD	Performance Mean	Performance SD	Service gap	t value
Tangibility	6.50	0.75	5.84	0.61	-0.66	10.91
Reliability	6.56	0.53	5.87	0.63	-0.69	14.11
Responsiveness	6.58	0.47	6.03	0.76	-0.54	8.82
Assurance	6.54	0.73	5.68	0.58	-0.85	12.96
Empathy	6.54	0.67	5.71	0.65	-0.82	13.94

(All the T values are significant at 1% level)

This section discusses the comparison of service quality dimensions among the (n = 74 respondents, which partially fulfils the objectives of this study. Table -7 provides descriptive statistics on the quality dimension of the hotel, and it was found that all dimensions of service quality exhibited a negative gap.

7. LIMITATIONS OF STUDY

- Monetary constraint is also a great factor of limitation.
- Customers were hesitant to share their personal opinions.
- The study was confined to only Bhubaneswar.

8. CONCLUSION

Understanding how customers perceive service quality and assessing service quality may thus be of great use to businesses. Using the SERVQUAL model to evaluate service quality allows firms to comprehend the numerous characteristics and how they influence service quality and customer satisfaction.

Analyzing, monitoring, and enhancing service quality based on the changing tastes and preferences of consumers may unquestionably increase the company's brand equity and assist it to become an iconic brand.

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