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# A Study on Customer Satisfaction towards Hotel Sree Annapoorna with Reference to Coimbatore City

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### ABSTRACT

In the study various differences and similarities in the satisfaction level of the respondent customers have been discussed to identify the needs and satisfaction of hotel. Customers based on the level of their satisfaction with reference to Sree Annapoorna group of hotels in Coimbatore. Overall, the data analysis showed that the results were reliable and indicated a good measure of sampling adequacy.

Keywords: Annapoorna group of hotel, customer satisfaction, customer opinion towards hotel Sree Annapoorna.

### 1. INTRODUCTION:

Customer satisfaction is an important ingredient for a business. "Customer is king", maintenance of long-term relationship with customers facilitate the business. Customer Satisfaction is defined as the number of customers or percentage of total customers, whose reported experience with a firm, its product, or its services (ratings) exceeds specified satisfaction goals. Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a Hotels. Customer satisfaction is a term frequently used in a marketing. It is a measures of how product and services supplied by a hotel to meet a customer expectation. Hotels are increasing their investment to improve services quality and the They have become one of the most competitive businesses in the world over the past three decades. The hotel industry in India has been experiencing healthy growth.

In businesses and organizations, customer satisfaction is a contemporary approach to quality that supports the growth of a management and culture that is genuinely customer-focused. Metrics of customer satisfaction provide an insightful and unbiased assessment of the tastes and expectations of customers. The effective use of customer satisfaction measurement can assist in the organization's relationship for building activities will also be contributing to the profitability of the organization.

### 2. STATEMENT OF PROBLEM:

The problem under consideration is to understand the consumer preference towards Annapoorna Hotel and identify the factor influencing their choice. The objective of the study is to investigate the important factors such as food quality, price, service efficiency, ambiance, brand reputation, location etc. That motivate the customers to choose Annapoorna Hotel over its competitors. In the highly competitive hospitality industry, understanding customer preferences is essential to maintain market share. Annapoorna Hotels must continuously adapt to meet consumer expectations understanding changing preferences, identifying satisfaction gaps, and aligning their service offerings with market demands. Addressing this customer engagement strategy, improve their service delivery and remain competitive in a dynamic market.

### 3. OBJECTIVES:

- To analyse the level of customer satisfaction towards Hotel Sree Annapoorna.
- To Identify the Service Provided by Hotel Sree Annapoorna.
- To Identify the customer expectation and views towards the Hotel.

#### 4. RESEARCH DESIGN:

The research design for the study on customer satisfaction towards Hotel Sree Annapoorna is structured to ensure a systematic and comprehensive approach to gathering and analyzing data. A total of 25 Questionnaires were distributed among 152 customer in Coimbatore District of Tamilnadu. Percentage analysis, Weighted average analysis and Rank analysis method has been used to analysis & interpretation of data.

#### 5. Literature and Review:

**Apsara saleth Mary (2022)** “A study on customer satisfaction in Sree Anna poorna restaurant” Innovative of Business and Management. It is determined that hotel operators must develop efficient marketing plans in order to draw in and keep an increasing number of guests by making them feel welcome on their initial visit.

**Dil Pazir and Insha Amin (2021)** “A study on Customer Satisfaction Towards Hotel Industry in Kashmir Valley” International Journal of Management Research and Review. The analysis's conclusion demonstrated that the clients are quite sensitive to what the hotel supply companies have to provide. Managers must therefore concentrate on their services to satisfy the expectations of their clients and ensure that they are completely satisfied.

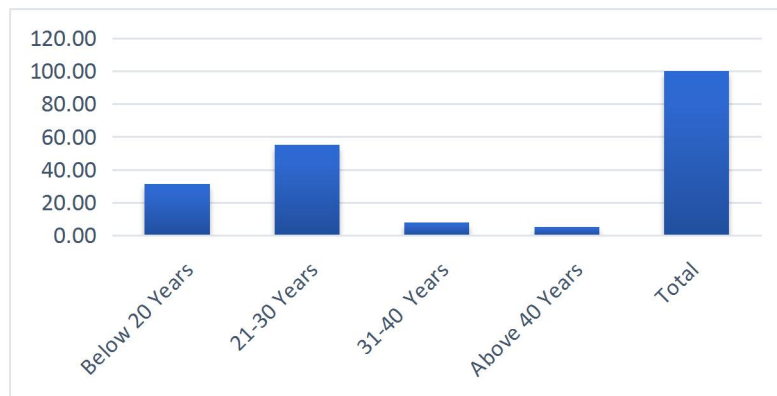
**Soderlund, M. (2020)** “Customer satisfaction and its consequences on customer behavior revisited: The impact of different levels of satisfaction on word-of-mouth, feedback to the supplier and loyalty”. International Journal of Service Industry Management.

**Holjevac, I. A, Marković, S., & Raspor, S. (2019),** “Customer Satisfaction Measurement in Hotel Industry: Content Analysis Study. Hotel management can benefit greatly from this study since it offers guidance on how to carry out and alter the current procedure for gauging guest satisfaction in lodging establishments. GCCs' main goals are to comprehend the demands of visitors, get their feedback, and—above all—evaluate how satisfied they are with the services they receive. Although GCCs are acknowledged as a valuable instrument for gauging guest satisfaction in 76% of the hotels that were examined, the findings show that most hotels need to enhance their measurement procedures.

#### 6. ANALYSIS AND INTERPRETATION:

##### 6.1 DEMOGRAPHIC PROFILE:

##### AGE:

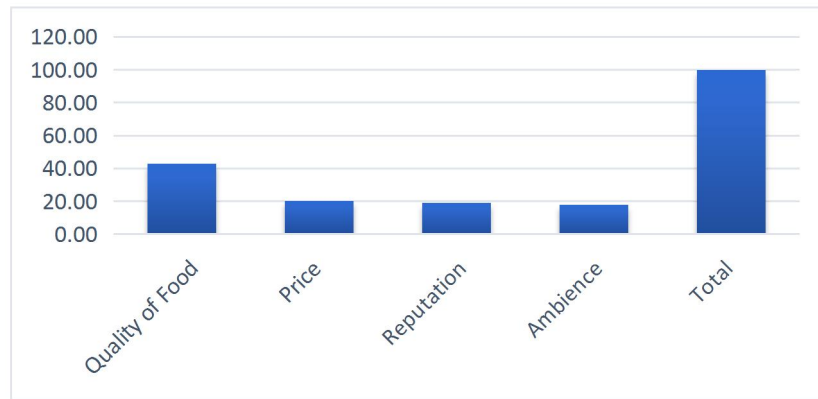


##### INTERPRETATION:

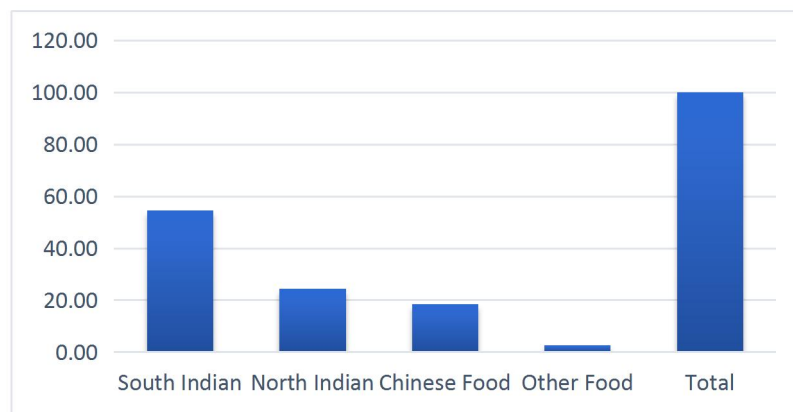
The above chart shows that 31.58% of the respondents are between the age group of BELOW 20 years, 55.26% of the respondents are between the age group of 21-30 years, 7.89% of the respondents are under the age group of 31-40 years and remaining 5.26% of the respondents are above 40 years.

##### 6.2 PERCENTAGE ANALYSIS

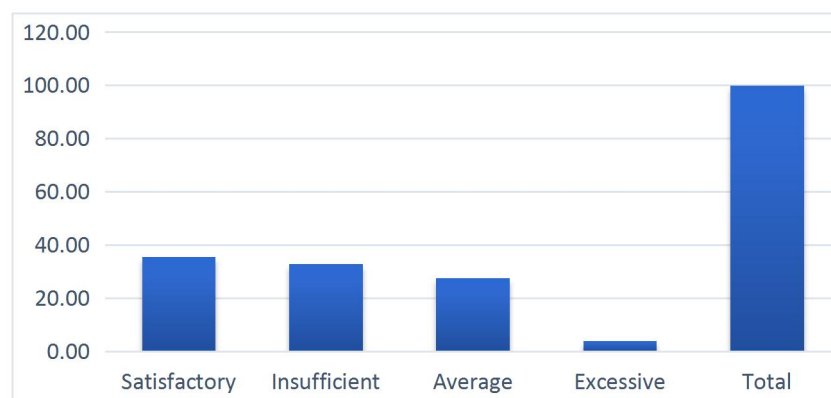
##### INFLUENCING THE SELECTION OF HOTEL:

**INTERPRETATION:**

The above chart indicates that 42.75% of the respondents are Quality of Food. 20.39% of the respondents are Price. 19.08% of the respondents are Reputation. 17.76% of the respondents are never.

**CUSTOMER PREFERENCE OF FOOD IN HOTEL:****INTERPRETATION:**

The above chart indicates that 54.61% of the respondents are South Indian. 24.34% of the respondents are North Indian, 18.42% of the respondents are Chinese food, 2.63% are Other food

**QUANTITY OF FOOD OFFERED:****INTERPRETATION:**

The above chart indicates that 35.53% of the respondents are Satisfactory. 3.95% of the respondents are Excessive, 27.63% of the respondents are Average. 32.89% of the respondent are insufficient.

**6.2 WEIGHTED AVERAGE METHOD:****QUALITY OF FOOD RESPONDENT:**

PARTICULAR	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE	RANK
Taste	36	36	22	19	12	440	2.89	1
Texture	35	51	34	22	10	175	1.15	4
Value for money	33	31	53	23	12	165	1.09	5
Flavour	36	40	38	28	10	180	1.18	3
Nutritial content	37	30	44	24	17	185	1.22	2

**INTERPRETATION:**

The table ranks different product attributes based on weighted averages. Taste (2.89) is the most valued factor, followed by Nutritional content (1.22) and Flavour (1.18). Texture (1.15) and Value for money (1.09) rank lowest, indicating they are less prioritized by respondents.

**7. SUGGESTION:**

- Since food quality is a significant factor for customer satisfaction, ensure consistency in taste, freshness, and presentation. Regularly update the menu to include new and innovative dishes while maintaining the authenticity of traditional South Indian cuisine, which is highly preferred.
- Improve the ambiance, seating arrangements, and cleanliness of the dining area to create a more comfortable and inviting atmosphere. Consider adding live cooking stations or interactive dining experiences to make the dine-in experience more engaging.
- Train staff to be more attentive, polite, and responsive to customer needs. Excellent service can significantly enhance customer satisfaction and loyalty.
- Since South Indian cuisine is highly preferred, consider organizing food festivals or special events to showcase traditional dishes and attract more customers. Highlight the authenticity and uniqueness of the cuisine in marketing campaigns.
- Pay attention to the overall ambiance, including lighting, music, and decor, to create a pleasant dining environment. Ensure that seating is comfortable and that the dining area is well-maintained and clean.

**8. CONCLUSION:**

The study on customer satisfaction towards Hotel Sree Annapoorna highlights several key areas where the hotel excels, as well as opportunities for improvement. The majority of customers are young, unmarried individuals with moderate incomes, who prioritize food quality and affordability. South Indian cuisine is highly preferred, and the dine-in experience plays a significant role in customer satisfaction. While a considerable portion of customers are satisfied, there is a notable percentage who remain neutral, indicating room for enhancement in areas such as service quality, menu variety, and overall dining experience. By leveraging positive word-of-mouth and addressing areas of improvement, the hotel can build a stronger reputation, attract new customers, and ensure long-term success. Ultimately, a customer-centric approach, combined with consistent quality and innovation, will help Hotel Sree Annapoorna stand out in a competitive market and achieve higher levels of customer satisfaction.

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