



Analysing The Role Of Standard Service Quality In Front Office Of Five Star Hotels

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ABSTRACT

Quality of service is the relationship between delivery and customer satisfaction. It is a strong desire to remain in the hotel business and they are doing (or exercising) great efforts on behalf of the PLA hotel. It is sometimes called the psychological connection of the person to the hotel business. This research defined four service quality criteria, concentrating only on the front office personnel, and examined the expectations and perception levels of consumers for these services. The findings of this quantitative service quality evaluation may offer insights into how consumers rank the service quality and evaluate customer happiness.

KEYWORDS: Customer perception, standard service quality, service satisfaction, SERVQUAL gap of customers, Front office employee.

INTRODUCTION

The hotel is an accommodation facility or it may be stated that it offers you with a home away from home. Five-star hotels are now extremely essential to all economies since most foreign visitors and local tourists stay at these hotels. The level of service in these hotels must thus meet international standards These contemporary and elegant hotels offer clients with different amenities such as air conditioning, internet access, a pool, a spa etc. [1]

Over the years, but mostly in the industrial sector, the focus has been on quality by practitioners and academics. Since the 80s, the literature also extensively recognises the significance of quality for business success in the service sector by the major effects on various aspects of company performance. A number of measuring framings have been developed to investigate the quality of service, such as technical and functional model quality, SERVQUAL, synthesised service quality model, SERVPERF, backgrounds and mediator model. [2]

The hotel sector strives to develop and improve its visitor experience. The hotel front desk is an essential element of the operations at the front desk, since it makes the initial impression of the visitor. In this age of competition, hotels have embraced innovative methods to enhance their performance and pleasure their guests at the same time. Each visitor is handled very carefully to make him feel unique. As the industry is very competitive, each hotel is distinguished by implementing new methods to attract more and more visitors. [3]

Four particular customer service features have the most effect in the hotel sector on repeated business and client satisfaction: competence, friendship, expertise and service. Competence here refers to the issue solving and performance of workers at the hotel front desk. Friendliness

relates to their commitment and expertise. Knowledge refers to the knowledge, skills and other information the individual has about his sector and his particular work. Attitude comprises the excitement, elegance, politeness and compassion of service providers, as well as their patience, conscience and empathy. [4]

The connection between predefined ideas and consumer satisfaction or loyalty and the effect on fulfilment of expectations. Greenroom Christian1 (1982) had shown that the quality of service distinguishes hospitality and lacks a well defined quality of service and its consequences. However, there are many proposals for defining the quality of service by separating it into images, functional and technological components. Another method to assess the quality of service is by establishing the fitness of its consumers internally and outside. It is generally recognised that the quality of service depends entirely on the requirements and expectations of our guests. Given that it is difficult to quantify both service quality and value, hospitality businesses are highly dependent on the quality perception and expectations of guests. [5]

LITERATURE REVIEW

Bayad Jamal Ali , Bayar Gardi , Baban Jabbar Othman et al. (2021) In the hotel business, not only is the customer the part of the actual process of consuming, but also frequently the established quality and service prospects. Today's consumer in the hotel sector is more impoverished, smart and demanding. The primary objective of this research is to show the effect on customer satisfaction of service quality. The results of the research demonstrate the impact of various aspects of service quality on the degree of hotel satisfaction. A quantitative approach for analysing this research. A random sampling technique for distributing and collecting data. This research included 111 individuals. This research shown that four aspects of quality of service (empathy, reactions, assurance and tangible) relate positively to customer satisfaction except that dependability is negatively related to customer happiness.[6]

Wayan Kiki Sanjaya , A.A. Agung Wijaya , Kadek Feni Aryati , Reinaldo Rafael (2020) This research examines the degree of visitor satisfaction with quality of service at Bali Nusa Dua Hotel's headquarters. With more hotels developing, businesses are thus obliged to enhance the quality of service in the front office department to achieve customer satisfaction. At fact, while the services in Bali Nusa Dua Hotel are usually excellent, they have certain flaws and become an impediment to improved quality of service. The issue addressed in this research was, therefore, how the quality of service and alternative methods to improve the quality of service at the Bali Nusa Hotel in Dua are improved. This is a descriptive quantitative study. Research data were collected through observations, questionnaires, interviews and examinations of documents. The findings of the research were further tabulated, which showed that while the average visitor was happy with the front office, empathy was required as one of the alternative methods and as a screening study that resulted in the satisfaction of the guests staying overnight.[7]

S.SEKAR , DR.B.SUDHA (2019) The research focuses on client happiness and provides high quality goods or services. The quality of service is a significant issue for the service sector. The aim of the research is to identify factors that differ from individual demographic variables to independent factors. The researchers took the independent variables and were selected on both

primary and secondary data. In this research, five variables identified for the quality of service by concentrating solely on the front office workers and examined the expectations and perception of these services by consumers. The findings of this quantitative service quality evaluation may offer insights into how consumers rank the service quality and evaluate customer happiness.[8]

Nurul Alia Hassan (2018) The aim of this research was to identify the connection between dependability, confidence and empathy towards customer satisfaction for Hotel Putra Regency's front office personnel. This research aimed to discover the service quality elements for customer satisfaction in the Putra Regency front office personnel and to establish the connection between dependability, security and empathy with the customer happiness of the Putra Regency front office employees. SERVQUAL has been used to create a questionnaire which has subsequently been sent to 100 respondents who are Hotel Putra Regency customers. In order to identify variables affecting customer satisfaction and the connection between service quality and customer satisfaction, descriptive statistics and regression analysis were employed. Following statistical analysis, the outcome is assurance and empathy, while reliability has proven itself to be the lowest level of pleasure. Finally, based on the research findings, this study offers some recommendations for extending research into additional hotels in the tourism area. [9]

Tsietsi Mmutle, Last Shonhe (2017) The purpose of this study was to assess the perception by customers of the quality of service and its effect on the reputation of a certain hotel. A qualitative technique of research was utilised to gather data by means of in-depth semi-structured interviews with consumers and staff as key stakeholders. The results show that the quality of service affects the reputation of the hotel, since poor service provision leads to unfavourable discussions and poor PR in the hotel. It was also shown that consumers and service providers had more or less comparable conceptions about the quality of service. The hotel departments have methods and plans to meet and surpass the satisfaction of customers, in particular, when dealing with customer complaints.[10]

RESEARCH METHODOLOGY

Participants

The participants of this study consisted of 150 customers who stayed at the hotel from 1st -15th September 2019. The researcher selected the respondents by randomly sampling method.

Research Instrument

A questionnaire was employed as a data collecting tool. The survey tool comprised of five components as follows;

The first section included an overview of gender, age, nationality, profession, purpose and frequency of visits.

The second and third portions comprised 5 different variables, based on the quality of service aspects of the SERVQUAL system. The researcher examined the front office staff's standard service quality. On arrival at the hotel reception desk, the questionnaire was given to 100 clients.

The second section (customer expectation) of the questionnaire was asked for these clients at the beginning of their stay. The satisfaction level of front office personnel is set from 1 to 5 (5 is the greatest level of expectation/satisfaction, while 1 is the lowest level of expectation/satisfaction).

Procedures

In order to review the initial draught of the questionnaire and any misunderstanding of terms and conditions in March 2019, the questionnaire was piloted with the front-office manager and night manager prior to the survey. The findings of the pilot research gave the right information and the appropriate questionnaire design.

Data collection

Data from guests staying at the hotel between 1-15 September 2019 were gathered. 150 clients were invited to complete the questionnaire when they arrived to investigate the expectations of the consumers. Upon leaving, 100 consumers returned the completed questionnaire. The consumers advised them of their voluntary involvement and that all information supplied would be kept private and confidential. Customers accepting to participate in the research were given the questionnaires. The receptionists then quickly discussed the survey need before the clients completed the surveys.

Data Analysis

Following the collection of surveys, the investigator investigated the customer expectations and impression of service quality of front office personnel in four areas: tangibility, dependability, responsiveness and assurance. Frequencies and percentages are used to calculate and analyse the personal information. The data were analysed using the statistic software package (SPSS).

RESULTS AND DISCUSSION

Personal data of Respondents

The personal data of 100 clients staying at the hotel between 1 and 15 September 2019 are shown in this part. The profile includes gender, age, country, employment, purpose of travel and length of stay at the hotel (see Table 1). The results revealed that there were more ladies (60%) than male consumers (40 percent). The biggest age group was 25 to 35 years old (25 percent). The majority (20%) of responders were Asians and 30% were staff. The primary objective of their trips were: holidays (40%), business (15%), honeymoon (25%), seminars/conferences (20 percent). 28% of the respondents stayed in the hotel two times while just 2% stayed in the hotel 4 times.

Table 1 Personal data of Respondents (100 persons)

Personal data	Personal data	Percentage
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Sex:		
Male	40	40%
Female	60	60%
Age:		
Below 25 years old	20	20%
25-35 years old	25	25%
36-45 years old	15	15%
46-55 years old	25	25%
Over 55 years old	15	15%
Nationality		
Asian	20	20%
European	25	25%
American	15	15%
Scandinavian	25	25%
Other	15	15%
Occupation:		
Government officer	10	10%
Employee	30	30%
Owner / Private business	20	20%
Student	40	40%
Other	0	0%
Purpose of trip:		
Vacation	40	40%
Honeymoon	25	25%
Seminar / Conference	20	20%
Business	15	15%
Other	0	0%
Number of previous visits:		
1 time	40	40%
2 times	28	28%
3 times	20	20%

4 times	2	2%
More than 4 times	10	10%

Level of Overall (tangibility, reliability, responsiveness, assurance) customer satisfaction towards service quality of front office staff

This section covers the expectation and impression of consumers about the service quality of front office workers. Quality of service consists of tangibility, reliability, sensitivity, assurance. Between 1/15 September 2019, the 100 respondents were asked to assess each statement on their expectation and impression of the service quality of front office personnel. The results of the quality of service of each dimension were as follows:

Table 2 indicates that total satisfaction of anticipation towards the five aspects was at a high level (3.98). (3.98). The results of customer expectations demonstrated that overall expectation satisfaction for the four dimensions was high (3.98). The results of consumer expectations indicated that the b dimensional ‘assurance’ was strong in terms of dependability (3.93) and tangibility (4.05) (3.92). Most clients anticipated to have confidence in the front office (particularly the cashier) since they are accountable for hotel costs or because the hotel guests gather cash.

Table 2 Overall (tangibility, reliability, responsiveness, assurance) customer satisfaction towards service quality of front office staff

Four dimensions	Customers expectation			Customers perception		
	̄	S.D.	Level	̄	S.D.	Level
Tangibility	3.92	0.52	High	4.45*	0.415	Highest
Reliability	3.93	0.55	High	4.30	0.451	Highest
Responsiveness	3.98	0.60	High	4.33	0.545	Highest
Assurance	4.05*	0.56	High	4.37	0.440	Highest
Overall mean score	3.98	0.38	High	4.35	0.355	Highest

Total perceived satisfaction with the five dimensions was greatest (4.35). The most crucial characteristic for most consumers was tangibility (4.45), followed by assurance (4.37), dependability (4.33), and empathy (4.30). (4.28). The 'tangibility' component was the most important element in this research. Most consumers have recognised the significance of the front office personnel appearance and cleanliness.

SERVQUAL gap between customers+ expectation and perception level towards service quality of front office staff at the hotel

The SERVQUAL difference between average expectation and perception is computed. The results of the research revealed the discrepancy between anticipation and perception as given in the following table.

Table 3 SERVQUAL gap of customers expectation and perception towards the service quality of front office staff at the hotel

Attributes	Customers Expectation	Customers Perception	SERVQUAL Gap
Pair 1) Tangibility	3.92	4.45	0.53
Pair 2) Reliability	3.93	4.30	0.37
Pair 3) Responsiveness	3.98	4.33	0.35
Pair 4) Assurance	4.05	4.37	0.32
Overall mean score	3.98	4.35	0.37

Customers suggestions towards service quality of front office staff

Table 4 indicates that the majority of clients (90%) praised the services offered by the hotel. The customers stated that the headquarters personnel were extremely pleasant and offered a fast and easy inspection. They felt extremely comfortable throughout their stay.

Table 4 Customers suggestions

Customers suggestions	Number of respondents	Percentage
Compliments	90	90%
Complaints	10	10%
Total	100	100%

The receptionists were eager to guide their clients to local sights. Only 10 percent of respondents complained that the employees had to improve their English skills and had a better understanding of hotel and room kinds.

CONCLUSION

In this research, the SERVQUAL instrument, developed by Parasuraman (1985), has been applied in designing the questionnaire by using five dimensions of service quality: tangibility, reliability, responsiveness, assurance. Data gathered from a questionnaire were sent between 14 15 September 2019 to 100 guests who stayed in the hotel. The questionnaire was designed to evaluate the customers' expectations and impression of the front office staff's service quality. The findings showed that the dimension of "assurance" had the greatest anticipation, while the dimension of "tangibility" had the best perception.

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