



Hotel Housekeeping Services And Customer Satisfaction

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ABSTRACT

The purpose of this research is to determine the hotel service's quality qualities. There are a number of models used in the hotel sector to gauge the level of service and satisfaction provided to guests. However, SERVQUAL, HOLSERV, and the LODGING QUALITY INDEX are three of the most widely used and comprehensive models in this research. As a consequence, two of the four initial structures were shown to have an impact on customer satisfaction directly. Understanding and Competency were shown to have a direct impact on customer satisfaction in this research. Reliability, responsiveness, understanding, and competence comprised the final model's four components, all of which had a direct impact on customer satisfaction. When it comes to providing cleaning services, luxury hotel management must appreciate the importance of "Competency" and "Understanding" and teach their staff in order to do it effectively, politely, and anticipatorily.

KEYWORDS customer satisfaction, Hotel industry, Housekeeping, SERVQUAL.

INTRODUCTION

The reception, food and beverage, and cleaning divisions make up the hotel's service department. There have been several studies on customer satisfaction with these service departments, and they found that hotel visitors rated housekeeping more highly than reception and food and beverage when determining whether or not to return or recommend the establishment. Hotel managers do not often see cleaning as a front-line service function. Consequently, cleaning personnel receives much less training in customer care than receptionists and restaurant workers. In spite of this, only a small number of studies have attempted to pinpoint the specific aspects of hotel cleaning service quality that have the greatest impact on guests' levels of happiness and loyalty. Therefore, this article will focus on the importance of housekeeping service quality to hotel management in order to improve housekeeping service performance and customer happiness.

LITERATURE REVIEW

JESSZON B. CANO (2019) Hotel room attendants' effectiveness is aided by conventional housekeeping techniques. Guest satisfaction with room attendants' cleanliness standards was the focus of this investigation. This research drew the participation of fifty visitors. Three pieces

make up the instruments. Part 1 focuses on the demographics of the respondents, part 2 focuses on the guests' degree of happiness, and part 3 focuses on the most prevalent issues that visitors face. A variety of statistical techniques were used to analyse the data, including frequency analysis, basic percentage calculations, weighted means, and Spearman's rho correlation. Guests had stated their general happiness with the service they got at the event. However, tourists at the resort also reported some issues. Resort management might use the data on service quality gaps to identify the areas in which they should focus their efforts for improvement. In order for service standards to be internalised, businesses need a steady workforce.

DIL PAZIR ET.AL (2019) Keeping customers happy is the most important factor in a company's ability to thrive in today's competitive marketplace. To ensure customer pleasure, service providers need to understand their consumers and develop their services in a manner that maximises the client's satisfaction. Customers' satisfaction at Kashmir Valley hotels is the focus of this research. The results of the research will be used to give recommendations to consumers on how to improve the quality and effectiveness of their services. Questionnaires are used to acquire primary data from respondents in the survey. The research has a 150-person sample size. Sample variance and confidence approaches are used to determine the sample size in statistical research. The researcher used a simple random sample procedure to get the data. According to the findings, 40% of the respondents are extremely happy with the hotel's safety and security, while 20% are highly unsatisfied with the hotel's location. The amount of satisfaction fluctuates with each characteristic, making it evident that consumers estimate their happiness differently with each and every feature. Finally, the hotels' excellent levels of client satisfaction have been shown.

SARAH HUSSAIN ET.AL (2015) India's hotel industry has grown to be a major force in the expansion of the country's services sector and the economy as a whole. The success of a hotel is largely determined by how well its guests are treated. One of the most difficult and demanding duties for a hotel is to ensure and retain customer happiness. In order to build long-term connections with clients, a business must be able to deliver excellent service and meet their needs. In this study, hotel workers' perceptions of New Delhi's 5 Star Deluxe Hotel Category were analysed to determine the factors that contribute to customer satisfaction. The research investigates how customers and clients feel about the quality and happiness of the service and product they get. The survey's findings reflect what staff think guests anticipate and how they really deliver on those expectations. It also examines how hotels in Delhi are presently gauging and improving customer satisfaction.

PUNEET H. THAKKAR ET.AL (2014) The hospitality sector is booming, and so is the battle between hotels to keep clients. For a hotel in today's market, keeping a client means more than just building brand loyalty and goodwill; it also means saving money on advertising and other expenses associated with acquiring new customers. In recent years, guest happiness has become an important metric for evaluating a hotel's success. Trying to figure out which components of

customer satisfaction were most important and what vital traits employees should have in order to improve the guest experience was a common dilemma for managers. Guest Satisfaction Tracking Systems were born as a result of the need for a methodical approach to tracking and identifying the factors that contribute to customer happiness (GSTS). GSTS reimagined the old-fashioned remark cards with a more modern and useful approach. Improved understanding of client demands and new ways of thinking about data have been facilitated by the use of GSTS. Management Information Systems (MIS) relied heavily on charts, graphs, and tables to show data in an easy-to-understand style. The researchers are interested in analysing the hotel's guest satisfaction monitoring system and determining which features are most promising and which need to be improved. Moreover, they want to raise public awareness of GSTS as a whole. This was done by examining the hotel's random feedback forms, conducting interviews with staff and management, and evaluating the data.

SUMAN MAZUMDER ET.AL (2014) There is an increasing necessity to examine in depth the service quality claimed by Bangladeshi hotels as the number of foreign visitors constantly grows in Bangladesh. For this study, the primary goal is determining whether or not there is a difference in expectations and perceptions between native and foreign hotel customers in Bangladesh when it comes to service quality. To begin, a thorough survey of the literature is used to develop the notion of service in this essay. For the purposes of this study, we used a modified version of the SERVQUAL model to compare hotel visitors from the United States with those from other countries. The survey found that hotel customers' opinions of service quality supplied by the sector were lower than their expectations. Hotel visitors from Bangladesh have the lowest expectations and views of the hotels in their country. Between domestic hotel customers and hotel guests from other countries, the general customer satisfaction ratings were found to be low. As a hotel, you have a long way to go before you can effectively conceptualise and implement service quality. Such an article will be useful in promoting discussion of essential reforms within these areas.

RESEARCH METHODOLOGY

Significance of the study

The results of this research will be invaluable in educating hotel management about the critical role played by housekeeping in ensuring a positive visitor experience. Students and academics who are interested in doing more research on the subject topic can greatly benefit from this study.

- Management concepts and choices, which are more usually identified as causes of good or evil, will be examined in connection to structural factors.
- The poll questions were set up on a five-point Likert scale, with 1 denoting strong disagreement and 5 denoting strong agreement.
- The questionnaire had 25 questions on how patient happiness affects the quality of treatment.

RESEARCH HYPOTHESIS:

The simplest and most fundamental part of being a good ethical, constructive, welfare service platform provider is to maintain houseclean. Cleanliness in the workplace may open up new possibilities for a long-term, patient-focused effort to meet all their needs, large and little. To paraphrase the well-known saying, "The customer is always right," a patient who is content with the hospital's atmosphere and service is more likely to come back for more, which in turn will assist to increase its profitability. Goodwill and word-of-mouth referrals from satisfied patients will have a significant impact on the company's bottom line. There is a strong correlation between customer happiness and client loyalty in the online service market, which leads to repeat purchases and referrals.

If we honestly evaluate the scope of our housekeeping responsibilities, we will see that they are commensurate with their noble nature. God's hand is a caring hand. When it comes to providing guilt-free service and maximising patient happiness, no other department or division can employ this term quite like housekeeping. This superintendence conduct attribute has the potential to generate a great deal of rewards. Because of this, there are several research analysing the connection between customer happiness and repeat purchases, and the literature shows that there are substantial links. There are several correlations between service quality, policyholder satisfaction, and behavioural intentions, such as the desire to return and to refer, that have been established via extensive research.

The following hypotheses were developed to address the study questions:

It's possible to construct a systematic conceptual model of the factors affecting patient satisfaction with healthcare quality.

Ho: There isn't a well-defined conceptual model for understanding and quantifying factors that influence patient satisfaction-based healthcare quality.

RESULTS AND ANALYSIS

Scale modification and validation need the use of confirmatory factor analysis (Churchill, 1979). AMOS has been Organiza to integrate CFA with the conventional organizational equation viewpoint to aid the research examine the evaluation of constructs. A total of 371 applicants' CFA scores were analysed using summed data. As a result, Table2's improved portrayal of relevant information is accurate. The Cronbach's of each construct, i.e., Service Quality, is quantified in an analysis (see Table 1). (.971).

Table 1: Summary of Validation

S.no.	Dimensions	Convergent Validity					Discriminant Validity		
		Cronbach's α	CR	AVE	MSV	ASV	1 SQ	2 PS	3 BI
1	Service	.971	0.756	0.564	0.023	0.355	0.751		

	Quality									
	Acceptable Level	More than 0.7	More than 0.7 & greater than AVE	More than 0.5	less than AVE	less than AVE	AVE Square root of each variable listed at diagnosing should be greater than the correlation values with other variables			

There is a large level of core incoherence in the insurance industry, as shown by the fact that every concept has a major impact. The instrument's validity may be assessed using other measures, such as content validity, convergent validity, and discriminating validity. Table 2 shows the results of convergent and discriminative validity (CV and DV) (DV). In terms of CV, it can be seen that the CR value falls and the desired AVE value rises over 0.5. There is a subsequent decrease in the MSV and ASV values when compared to the AVE value.

There is a weaker connection between each component and its related elements than the square root of AVE on the diagonal of the domain vector (DV).

Basic research statistics, such as the AGFI (goodness of fit index) and the χ^2/df (normed categorical Chi-square) of 74.8, the degree of freedom of 41, and the Bollen-Stine p-value of 0.19 indicate that all variables in the data set fit the model well. CLOSE of 0.29 indicates that the model behind the fit has been correctly tested, and the root mean square error of approximation was discovered at 0.05. There is a CFI and TLI difference of less than 0.97 and an AGFI difference of less than 0.92 when regressions are done. As of this writing, the CIM/DF ratio is 4.9. R Square = .361 (36 percent), $p < .001$, while = .56, $p < .001$, are the retro gradation results described by Table 3. The standard coefficient is 0.36, while the average is 3.32 using Analysis of Variance. In light of the findings, H1 is selected, and H0 is rejected. It suggests that the housekeeping unit or division is the best place to apply this statement since their primary responsibilities focus on providing guiltless service and ensuring maximum patient happiness. As a result, the research is deemed appropriate after a thorough examination of this model.

Table 2: Model fits indices

S. No.	Name	Acceptable Level	Model fits indices	Reference
1	chi-square (χ^2/df)	$1 < \chi^2/df < 2$	74.81(41)1.83	Gefen (2000)
.2	Bollen-Stine p	>.05	0.19	Hoyle (2003)
3	CMIM/DF	>1.5	4.9	Gefen (2000)
4	RMSEA	<0.06	0.05	Robert et al. (1996)
5	CLOSE	>0.05	0.29	Robert et al. (1996)
6	CFI	>0.95	0.97	Yi (1988)
7	AGFI	>0.8	0.92	Chau (2001)

Table 3: Analysis of Dimensions

Hypothesis	β	Standard Coefficient	T	Sig.	R Square (%)	Acceptable Level <0.001	Hypotheses Results
H1	.56	.36	3.32	.000	.361 (36%)	Significant	Accepted

Organizational Structure of Housekeeping Department

Organizing is the act of identifying and arranging tasks, defining and allocating responsibility and authority, and forming connections so that people may work more efficiently toward achieving goals. A well-functioning organization requires clear lines of power and open channels of communication. An organization chart depicts the structure of a hotel's cleaning department, regardless of the size of the establishment. Schematic depiction of positions in a company, indicating how they relate to one another, as well as the responsibilities they bear and the levels of power they have, are found in an organization chart. The hotel's activities and size have a significant impact on the housekeeping department's organizational structure. The organizational structure of big and medium-sized hotels is shown in the following graphs. One or more duties are merged and performed by the limited cleaning staff at the smaller hotels.

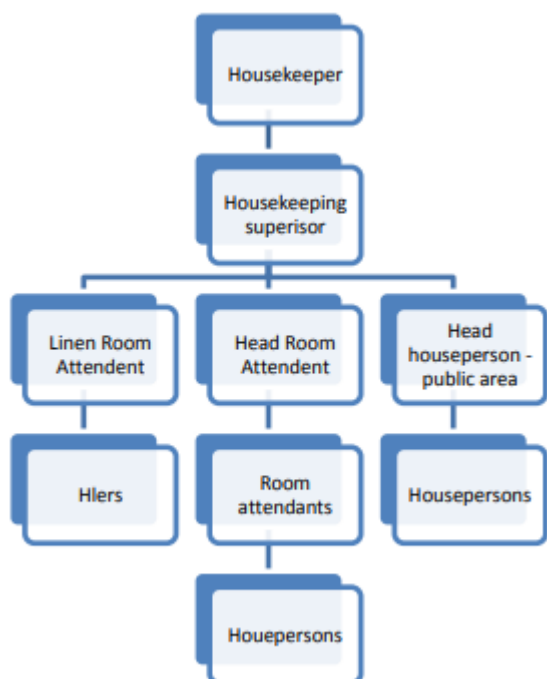


Figure 1 Organization chart of housekeeping department of small hotel

CONCLUSION

The study's goal was to examine the hotel industry's post-Covid 19 housekeeping operations and the involvement of the Human Resources department. As a result of this research, we have a better understanding of the severity of this epidemic and how to best address it. Kandampully and Suhartanto's research indicated that consumer satisfaction with cleaning is the most important element in determining customer loyalty. Room Divisions, which includes cleaning, obtained the highest overall mean ratings for both hotels in this survey. "Customers who have travelled a lot are more likely to stay with a hotel rather than spend a lot of money trying to recruit new ones, due to the increasing rivalry in the hospitality sector. Standardized goods, well-trained, enthusiastic, and compassionate employees, and stringent quality controls are essential components in this process. The regulations and ideologies of various hotels are quite varied.

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