A Study on the Factors Contributing to Service Quality for Customers with Reference to M/S. Ramyas Hotels, Trichy

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ABSTRACT

In the hospitality industry, service quality experience as perceived by hotel guests (customers) is a critical success factor as it determines the extent of customer satisfaction and influences their continued patronage intention. Also, word of mouth advertising by satisfied guests is a significant way of promoting the image of the hotel as it involves zero costs for the hotel and a credible source of message for the audience. Service quality and customer satisfaction therefore influence the success of the hotel in bringing in more customers, retaining customers, increased profitability and are great sources of competitive advantage in the hospitality industry. To sustain and improve the high level of service quality, hotel management should assess how well they have served their customers and how competitive they have grown as a result of continuous service quality improvements. With this aim, the study identifies the key service quality dimensions that influence the customer's perceived service quality and attempts to offer suggestions to the management by identifying key success factors that improve the present level of service quality.

KEYWORDS: service quality, customer satisfaction, critical success factor, competitive advantage

1. INTRODUCTION

Service quality in the hospitality industry becomes one of the most important factors for gaining a sustainable competitive advantage and customers' confidence in the highly competitive marketplace, and therefore service quality can give the hospitality industry a great chance to create competitive differentiation for organizations. It is thus considered as a significant core concept and a critical success factor in the hospitality industry. A successful hotel delivers excellent quality service to customers, and service quality is considered the life of the hotel.

The choice of hotels becomes one of the main issues of discussion: *the variety of the hotel services, quality, reliability, and price are important.* Since there are many hotels in the market providing the same or similar services, it is very important not only to attract but also to keep the customer in your hotel for the long run *(known as guest retention).* In order to maintain the position held and to compete in future, it is necessary to provide quality services by which old customers *(patrons)* may be retained, and new customers *(including millennial travelers)* may be attracted.

Hotel Service Quality is a hotel administration term used to describe performance in service quality of hotels and customer satisfaction. The HSQ performance needs to be improved continually with management techniques and quality standards, such as star rating system of hotel classification. As international travelers expect consistent top notch service quality, hotels require providing professional, efficient, and international service like reservation systems, clean and comfortable rooms, and good staff attitude.

SERVICE QUALITY

Service quality - Customer's judgment of overall excellence of the service provided in relation to the quality that was expected.

Perception - It is the way a person interprets reality or quality

CUSTOMER REQUIREMENTS

- ➢ Speed of delivery
- ➢ Conformance to specifications
- ➢ Reliability of service
- ➢ Responsiveness to queries
- ➢ Low Cost
- ➢ Consistency of product and service

TYPES OF CUSTOMERS

1. External customers -Outside of organization
2. Internal customers -Within the organization

DIMENSIONS OF SERVICE QUALITY
1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Tangibles

RELIABILITY
It is the ability to perform the promised service dependably and accurately. Reliability means that the company delivers on its promises-promises about delivery, service provision, problem resolutions and pricing. Customers want to do business with companies that keep their promises, particularly their promises about the service outcomes and core service attributes.

RESPONSIVENESS
It is the willingness to help customers and provide prompt service. This dimension emphasizes attentiveness and promptness in dealing with customer's requests, questions, complaints and problems. Responsiveness is communicated to customers by length of time they have to wait for assistance, answers to questions or attention to problems. Responsiveness also captures the notion of flexibility and ability to customize the service to customer needs.

ASSURANCE
It means to inspire trust and confidence. Assurance is defined as employees' knowledge of courtesy and the ability of the firm and its employees to inspire trust and confidence.

EMPATHY
It means to provide caring individualized attention the firm provide its customers. In some countries, it is essential to provide individual attention to show to the customer that the company does best to satisfy his needs.

TANGIBILITY
Since services are intangible, customers derive their perception of service quality by comparing the tangibles associated with these services provided. It is the appearance of the physical facilities, equipment, personnel and communication materials.

PURPOSE OF SERVICE QUALITY
➢ Improved Service Performance
➢ Improved Customer Satisfaction
➢ Improved Customer Retention
➢ Increased Market Share
➢ Increased Profitability

SERVICE QUALITY INSPECTION
➢ Opinion surveys - about quality of service
➢ 100 percent inspection - every unit is checked
➢ First article inspection - usually after the process is set up
➢ Acceptance sampling - based on statistical sampling table, a random or stratified sample from a larger lot
➢ If the sample is within the acceptable quality level, the lot passes inspection

2. REVIEW OF LITERATURE
Saleh, F., & Ryan, C. (1991). Analysing service quality in the hospitality industry using the SERVQUAL model. Service Industries Journal, 11(3), 324-345. This study reports an application in the hospitality industry of the SERVQUAL model developed by Parasuraman, Zeithaml and Berry. Although originally developed for application within the financial services sector, the model is designed to measure those components of service that generate satisfaction within five dimensions. This study identified the existence of gaps between clients' and management perceptions of attributes of the hotel, and between client expectation and perception of the services offered. It is argued that the existence of these gaps is a source of dissatisfaction with services provided. Factor analysis identified five dimensions explaining 78 per cent of variance, but these differed from the SERVQUA L model.

Akan, P. (1995). Dimensions of service quality: a study in Istanbul. Managing Service Quality: An International Journal. Investigates the elements which contribute to service quality for customers of the hotel industry in Istanbul. Examines whether the quality dimensions included in the SERVQUAL model apply in an international environment, specifically in Turkey. Searches for additional dimensions, identified by customers, which should be included in the service quality construct. Measures the level of importance of each specific dimension for the users of hotel services in Turkey. Concludes that users of Turkish four– and five-star hotels may expect to receive friendly, courteous, hygienic and expert service but without special personalized attention.

Oh, H., & Parks, S. C. (1996). Customer satisfaction and service quality: A critical review of the literature and research implications for the hospitality industry. Hospitality Research Journal, 20(3), 35-64. There is a desperate need for new research that will advance customer satisfaction (CS) and service quality (SO) methodologies in the hospitality industry. This comprehensive review of the theories and methodologies reported in CS and SQ studies cited in the hospitality literature provides suggestions for future CS and SQ research in the hospitality field. First, the theoretical and methodological issues are critically reviewed. Next, major developments in CS and SQ research methodologies are discussed. The concept of importance and its role in behavioral models are included as they have been recently applied in hospitality CS and SQ research. The final section of this study is devoted to developing and proposing new directions for future CS and SQ research in the hospitality industry.

Mei, A. W. O., Dean, A. M., & White, C. J. (1999). Analysing service quality in the hospitality industry. Managing Service Quality: An International Journal. Examines the dimensions of service quality in the hospitality industry by extending the SERVQUAL scale to include eight new items that specifically pertain to the hospitality industry, subsequently referred to as HOLSERV. A total of 1,000 questionnaires were distributed at five mid-luxury hotels in Australia during July to October 1998 and a response rate of 15.5 per cent achieved. Key findings of the study are that service quality is represented by three dimensions in the hospitality industry, relating to employees (behavior and appearance), tangibles and reliability, and the best predictor of overall service quality is the dimensions referred to as "employees". The findings also show that the one-column format questionnaire provides a valid and reliable, but much shorter, survey. The major implication for managers is that

improvements in the behavior and appearance of their employees is most likely to enhance consumer perceptions of service quality.

Weiermair, K. (2000). Tourists' perceptions towards and satisfaction with service quality in the cross-cultural service encounter: implications for hospitality and tourism management. Managing Service Quality: An International Journal. This article develops a comprehensive cultural construct to explain and forecast tourists' behavior and quality judgments. A destination value chain is depicted to capture the possible influence of culture and cultural values on tourism behavior. Cultural norms have an impact on both tourists' expectations and their perceptions of received service quality for any of the six service elements frequently employed in tourism analyses. Tourism service encounters take place in the context of a tourism culture which is formed by four components: the national/regional settings of the tourist and the host region, the tourists' various subcultures and the organizational culture of tourism enterprises in the tourism receiving region. A differentiated approach is developed which distinguishes between global, national and sub-national cultural constructs.

Ekinci, Y. (2002). A review of theoretical debates on the measurement of service quality: Implications for hospitality research. Journal of Hospitality & Tourism Research, 26(3), 199-216. The complexity of the factors defining service quality has led to the development of multidimensional models, which are divided into two schools of thought: the North American and the Nordic European. The aim of this article is twofold. First, it reviews some of the key is - sues raised in relation to the theoretical formations of these two schools of thought. Second, it outlines further research areas in the hospitality industry.

Akbaba, A. (2006). Measuring service quality in the hotel industry: A study in a business hotel in Turkey. International journal of hospitality management, 25(2), 170-192. The role of service quality in the success of hotel businesses cannot be denied. It is vital for the hotel managers to have a good understanding on what exactly the customers want. Identifying the specific expectations of customers, the dimensions of the service quality, and their relative importance for customers for each specific segment of hotel industry would definitely help managers in the challenge of improving the service quality. The findings of this study confirmed the five-dimensional structure of SERVQUAL; however, some of the dimensions found and their components were different from SERVQUAL. The five service quality dimensions identified in this study were named as "tangibles", "adequacy in service supply", "understanding and caring", "assurance", and "convenience". The findings showed that business travelers had the highest expectations for the dimension of "convenience" followed by "assurance", "tangibles", adequacy in service supply", and "understanding and caring". The research findings also confirmed that, although the SERVQUAL scale was a very useful tool as a concept, it needed to be adapted for the specific service segments and for the cultural context within which it was used.

Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioral intentions: A study in the hotel industry. Managing service quality, 19(3), 308-331.Purpose - The purpose of this paper is to develop and test a conceptual model of the relationships among the constructs of "service quality", "emotional satisfaction", and "behavioral intention" in the hospitality industry. Design/methodology/approach .The purpose of this study is to investigate whether SERVQUAL dimensions are pertinent to the hotel industry. Results from this study verify SERVQUAL dimensions, but demonstrate additional dimensions that are specific to the hotel sector.

Raspor, S. (2010). Measuring Perceived Service Quality Using SERVQUAL: A Case Study of the Croatian Hotel Industry. Management (18544223), 5(3).Abstract: The purpose of the study is to examine customers' perceptions of service quality in the Croatian hotel industry. The aim is to assess the perceived service quality of hotel attributes and to determine the factor structure of service quality perception. A modified servqual scale was used to assess service quality perceptions from the perspective of domestic and international tourists. The results of the quantitative assessment of perceived service quality may provide some insights on how customers rate the service quality of a particular hotel. Thus, the findings can be used as a guide for hotel managers to improve the crucial quality attributes and enhance service quality and business performance.

Salazar, A., Costa, J., & Rita, P. (2010). A service quality evaluation scale for the hospitality sector. Worldwide Hospitality and Tourism Themes. He purpose of this paper is to present a scale for service quality evaluation in the hospitality sector. This scale has two aims: to assess the dimensions and attributes consumers use when evaluating the quality of the service provided by hotels, and to determine what influence service quality perceptions have on consumer behavior, namely on customer intentions to return and to recommend the hotel.

Boon-Itt, S., & Rompho, N. (2012). Measuring service quality dimensions: An empirical analysis of Thai hotel industry. International Journal of Business Administration, 3(5), 52. The aim of this study is to focus on hotel service quality based on the application of 29 characteristic indicators from the SERVQUAL model by comparing two hotel types, namely the boutique and the business hotel, in Thailand and to understand the expectation, perception and gaps between expectation and perception regarding hotel service quality. This study also provides an opportunity for a comparison with other studies conducted previously in different parts of the world.

Marković, S., & Raspor Janković, S. (2013). Exploring the relationship between service quality and customer satisfaction in Croatian hotel industry. Tourism and Hospitality Management, 19(2), 149-164. Purpose – The purpose of the present study was to examine the relationship between service quality and customer satisfaction. The main objective was to discuss the impact of perceived service quality dimensions on customer satisfaction .Findings the Factor analysis identified four dimensions of perceived service quality, namely, reliability, empathy and competence of staff, accessibility and tangibles. Multiple regression analysis showed that reliability, accessibility and tangibles had a significant and positive effect on overall customer satisfaction. On the other hand,

empathy and competence of staff positively influenced hotel guests' satisfaction, but this impact was not statistically significant when other dimensions were involved. These results indicate that hotel service quality is indeed a significant predictor of customer satisfaction

Wu, H. C., & Ko, Y. J. (2013). Assessment of service quality in the hotel industry. Journal of Quality Assurance in Hospitality & Tourism, 14(3), 218-244. The purpose of this study was to enhance an understanding of service quality in the hotel industry by developing a conceptual framework and measurement scale. Based on an extensive literature review, qualitative and empirical research, a multi-dimensional and hierarchical model of service quality for the hotel industry is proposed. Analysis of data from a total of 622 customers revealed that the proposed model fit the data well. Reliability and validity of the measurement scale were established through a pilot test and the substantive survey. This study extends the literature on service quality in the fields of hospitality and tourism management by providing a comprehensive framework and measurement scale. Theoretical and managerial implications are discussed.

Amin, M., Yahya, Z., Ismayatim, W. F. A., Nasharuddin, S. Z., & Kassim, E. (2013). Service quality dimension and customer satisfaction: An empirical study in the Malaysian hotel industry. Services Marketing Quarterly, 34(2), 115-125. The purpose of this study is to examine the relationship between the service quality dimension and customer satisfaction in the Malaysian hotel industry. A no probability sampling technique with a convenient sampling approach has been used in this study. The findings suggest that service quality dimension makes a significant contribution to the prediction of customer satisfaction

3. RESEARCH METHODOLOGY
Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

3.1. RESEARCH OBJECTIVES
➢ To access Hotel service quality along each of the five SERVQUAL dimensions.
➢ To analyze the relationship between service quality and customer satisfaction
➢ To identify attributes of SERVQUAL in Hotel sector, that leads the customers to perceive service dimensions/quality.
➢ To investigate whether Guests perceptions exceed expectations when seeking service in Hotels.

3.1.1. PRIMARY OBJECTIVES
➢ To identify the factors that influences the "The Service Quality" in Ramyas Hotel.

3.1.2. SECONDARY OBJECTIVES
➢ To study the demographic profile of the respondents.
➢ To find out how service quality leads to high customer satisfaction.
➢ To study the factors that influences service quality.

3.2. SCOPE OF THE STUDY
The researcher carried out the study with the objective of finding out the quality of service delivered By Ramyas Hotel.

3.3. SAMPLE SIZE
The questionnaire was administered to 100 Guests of Ramyas Hotel, Trichy

3.4. SAMPLE UNIT
The sampling unit consists of 100 Guests of Ramyas Hotel, Trichy

3.5. SAMPLE METHOD
The sampling technique adopted here was convenience sampling. The time constraint was taken into consideration while selecting the sampling method to be adopted.

3.6. DATA COLLECTION INSTRUMENT
There are two sources by which the data can be collected i.e.
➢ Primary data collection instrument.
➢ Secondary data collection instrument.

3.6.1. PRIMARY DATA COLLECTION INSTRUMENT
The primary data was collected mainly through questionnaire and personal interview.

3.6.2. SECONDARY DATA COLLECTION INSTRUMENT
The secondary data was collected from books and organizational websites. It also collected from the guests (Customers).

3.7. QUESTIONNAIRE DESIGN
The questionnaire used in this study is comprised of two parts. The first part contains questions about demographic profile of the respondents including Gender, Age, Educational qualification, marital status, Occupation, Monthly Income.

The second part of questions was framed according to five service quality dimensions namely Tangibles, Responsiveness, Empathy, Assurance and Reliability. A five-point Likert scale from "strongly disagree "1" to strongly agree "5"" was used to measure items.

3.8. RELIABILITY STATISTICS
Cronbach's alpha is a statistics used in this study. It is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees. Cronbach's alpha will generally increase as the intercorrelations among test items increase, and is thus known as an internal consistency estimate of reliability of test scores, because intercorrelations among test items are maximized when all items measure the same construct, Cronbach's alpha is widely believed to indirectly indicate the degree to which a set of items measures a single one-dimensional latent construct.

Cronbach's Alpha	N of Items
.729	30

INTERPRETATION:
From above table it is clear that values of coefficient alpha (Cronbach's alpha) have been obtained, the value of coefficient alpha obtained was 0.729 which is greater than 0.50 and indicates that the items taken up hang up together and measure the same construct.

3.9. LIMITATIONS OF THE STUDY

The study was carried out in Ramyas Hotel and the result interpreted may not be applicable to other hospitals because they vary in their policies, procedures and so on. The time period of the study is also short. The study is not longitudinal i.e conducted at different point in times to be more effective and the sample size is also not large enough to make valid conclusions.

4.1. FACTOR ANALYSIS

TABLE 4.1.1 KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.578
Bartlett's Test of Sphericity	Approx. Chi-Square	1.073E3
	df	210
	Sig	.000

INTERPRETATION:

From the above table, Bartlett's test of sphericity indicates whether the correlation matrix is an identity matrix, which indicates the variables are unrelated and the significance level 0.000 indicates that there is significant relationship among the variables. The KMO value of 0.578 states that, the factor analysis is valid and can be performed in this study.

4.1.2. ROTATED COMPONENT MATRIX

All the 30 independent variables are grouped into three distinct factors which account for a greater percentage of the variance in the 30 variables.

PARTICULARS	COMPONENT		
	1	2	3
Convenient Hotel Location and Parking Provision	.711		
Way of welcoming the guests is appreciated			.820
Safe and Secure hotel	.635		
Equipped with modern and comfortable furniture		.751	
Rooms and Bathrooms are very clean, spacious, comfortable and equipped with modern furniture	.839		
Good quality and Choices of menu, buffet, beverages are available		.599	
Well-trained and knowledgeable staff		.738	
Give prompt Service	.689		
Immediate responsiveness to customer request			.875
Staffs always willing to help the guests	.782		
Staff are very friendly with patience		.810	
Professional and experienced staff			.754
Adequate staff are available to provide services			.507
Behaviour of staff while delivering service is fine		.598	
Quick check-in and check-out process	.963		
Accuracy in food orders and delivery		.736	
Accuracy in billing	.678		
Timely housekeeping services			.696
Curiosity of the Staffs to know the specific needs of guest	.896		
Staffs give individual attention		.789	
Staff associate themselves with the guest	.863		
Listening carefully to the complaints	.	.698	
Staff are nurtured with quick problem solving ability		.	.742
Staffs have guests' best interest at heart		.574	
Attractive and user friendly Websites	.863		
Hotel accommodation details and related information are available on website	.739		
Easy online booking options	.655		
Easy payment of money(Accepts cash or debit, credit and international cards) and online transaction option		.633	
Immediate response to e-mail queries	.528		
Online feedback system			.824

Extraction Method : Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

A. Rotation converged in 30 Iterations.

INTERPRETATION:

FACTOR 1
- Convenient Hotel Location and Parking Provision (0.711)
- Safe and Secure hotel (0.634)
- Rooms and Bathrooms are very clean, spacious, comfortable and equipped with modern furniture (0.839)
- Give prompt Service (0.689)
- Staff always willing to help the guests (0.782)
- Quick check-in and check-out process (0.963)
- Accuracy in billing (0.678)
- Curiosity of the Staffs to know the specific needs of guest (0.896)
- Staffs associate themselves with the guest (0.863)
- Attractive and user friendly Websites (0.887)
- Hotel accommodation details and related information are available on website (0.739)
- Easy online booking options (0.655)
- Immediate response to e-mail queries (0.528)

FACTOR 2
- Equipped with modern and comfortable furniture (0.751)
- Good quality and Choices of menu, buffet, beverages are available (0.599)
- Well-trained and knowledgeable staff (0.738)
- Staff are very friendly with patience (0.810)
- Behavior of staff while delivering service is fine (0.598)
- Accuracy in food orders and delivery (0.736)
- Staff give individual attention (0.789)
- Listening carefully to the complaints (0.698)
- Staffs have guests' best interest at heart (0.574)
- Easy payment of money(Accepts cash or debit, credit and international cards)and online transaction option (0.633)

FACTOR 3
- Way of welcoming the guests is appreciated (0.820)
- Immediate responsiveness to customer request (0.875)
- Professional and experienced staff (0.754)
- Adequate staff are available to provide services (0.507)
- Timely housekeeping services (0.696)
- Staff are nurtured with quick problem solving ability (0.742)
- Online feedback system (0.824)

MULTIPLE REGRESSIONS

H0 : The variance in the dependent variable cannot be explained by the independent variables i.e. the independent variables do not have a cause and effect relationship with the dependent variable.

H1 : There is relationship between the independent variables and the dependent variable.

REGRESSION ANALYSIS

Regression analysis is used to assess the relationship between one dependent variable and several independent variables.

TABLE 4.2.1 MODEL SUMMARY

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE
1	.728	.530	.374	.65269

INTERPRETATION:

The above model summary table shows R-Square for this model is .530. This means that 53 percent of variation in the dependent variable can be explained by the predictor variables (independent variables).

4.3.1. ANOVA

TABLE 4.3.1 ANOVA

	MODEL	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
1	Regression	41.861	29	1.443	3.388	.000a
	Residual	37.062	87	.426		
	Total	78.923	116			

A. Predictors: (constant),Convenient Hotel Location and Parking Provision, Way of welcoming the guests is appreciated, Safe and Secure hotel, Equipped with modern and comfortable furniture, Rooms and Bathrooms are very clean ,spacious, comfortable and equipped with modern furniture, Good quality and Choices of menu, buffet, beverages are available, Well-trained and knowledgeable staff, Gives prompt Service, Immediate responsiveness to customer request, Staffs always willing to help the guests, Staff are very friendly with patience, Professional and experienced staff, Adequate staff are available to provide

services, Behavior of staff while delivering service is fine, Quick check-in and check-out process, Accuracy in food orders and delivery, Accuracy in billing, Timely housekeeping services, Curiosity of the Staffs to know the specific needs of guest, Staffs gives individual attention, Staffs associate themselves with the guest, Listening carefully to the complaints, Staffs are nurtured with quick problem solving ability, Staffs to have guests best interest at hearts, Attractive and user friendly Websites, Hotel accommodation details and related information are available on website, Easy online booking options, Easy payment of money(Accepts cash or debit, credit and international cards)and online transaction option, Immediate response to e-mail queries, Online feedback system.

B. Dependent variable: The quality of service delivered by Ramyas Hotel is good

INTERPRETATION:
The ANOVA table, as displayed in the above table shows the F ratio for the regression model that indicates the statistical of the overall regression model. The larger the F ratio, there will be more variance in the dependent variable that is associated with the independent variables. The F ratio=3.388. The statistical significance is .000. There is relationship between independent variables and dependent variable.

4.3.2. CO-EFFICIENT

TABLE 4.3.2

MODEL	UNSTANDARDIZED COEFFICIENTS		STANDARDIZED CO EFFICIENTS	T	SIG.
	B	STD. ERROR	BETA		
Convenient Hotel Location and Parking Provision	.937	.306	0.867	3.059	.003
Way of welcoming the guests is appreciated	.008	.059	.015	.140	.889
Safe and Secure hotel	.015	.055	.030	.277	.783
Equipped with modern and comfortable furniture	.077	.058	.145	1.330	.118
Rooms and Bathrooms are very clean, spacious,.	-.011	.054	-0.22	-.201	.841
Good quality and Choices of menu	.039	.134	.037	.288	.774
Well-trained and knowledgeable staff	.131	.134	.127	.978	.331
Gives prompt Service	-.046	.107	-.046	-.435	.665
Immediate responsiveness to customer request	.215	.150	.221	1.435	.155
Staffs always willing to help the guests	-.024	.107	-.024	-.221	.826
Staff are very friendly with patience	-.094	.120	-.096	-.784	.435
Professional and experienced staff	-.076	.132	-.074	-.576	.567
Adequate staff are available to provide services	-.020	.124	-.020	-.159	.874
Behavior of staff while delivering service is fine	.107	.101	.117	1.050	.297
Quick check-in and check-out process	.114	.146	.107	.778	.439
Accuracy in food orders and delivery	.261	.122	.257	2.151	.035
Accuracy in billing	-.118	.106	-.129	-1.113	.269
Timely housekeeping services	-.052	.107	-.054	-.492	.624
Curiosity of the Staffs to know the specific needs of guest	-.036	.135	-.033	-.264	.793
Staffs gives individual attention	-.053	.122	-.047	-.432	.667
Staffs associate themselves with the guest	.186	.125	.178	1.484	.142
Listening carefully to the complaints	.005	.110	.005	.046	.963
Staffs are nurtured with quick problem solving ability	.126	.086	.120	1.468	.146
Staffs to have guests best interest at hearts	-.111	.095	-.106	-1.170	.245
Attractive and user friendly Websites	-.107	.079	-.116	-1.366	.176
Hotel accommodation details and related information are available on website	.039	.134	.037	.288	.774
Easy online booking options	-.005	.068	-.009	-.081	.936
Easy payment of money	.098	.065	.168	1.501	.137
Immediate response to e-mail queries	.071	.072	.103	.982	.329
Online feedback system	.016	.071	.024	.219	.827

A. Dependent variable : The quality of service delivered by Ramyas Hotel is good

INTERPRETATION:
To determine if one or more of the independent variables are significant predictors of overall hotel service quality, we examine the information provided in the coefficient table. From the above 30 independent variables, the following two variables are having larger beta values and are statistically significant in influencing the (explaining the variation) in the overall hotel service quality (dependent variable).

Convenient Hotel Location and Parking Provision	.937	.306	0.867	3.059	.003
Accuracy in food orders and delivery	.261	.122	.257	2.151	.035

5.1. SUGGESTION:

➢ Hotels do initiate effective steps to constantly improve the quality of services provided to their customers.

➢ It is seen that the customers are waiting for table. So, increasing the number of seating facilities would solve the problem and in addition provide employment to many by increasing the attendants.

➢ Medical facilities and equipments may be kept ready at all times at the hotel premises.

➢ The time taken to deliver the service to the customers shall be minimized to 10 minutes.

➢ A special discount in tariff may be considered for regular customers.

➢ Management could see that tariff charged by them is affordable to customers of all classes, not compromising on their quality of services and maintaining good customer relations.

➢ The hotel authorities may go out of their way in serving their customers with the best food, accommodation services and bringing about flexibility in their services to make their stay a pleasant experience.

➢ The management needs to take efforts to see that basic facilities like sanitation, flexibility in check in and out timings, money exchange, cab facilities, ticket booking facilities are adequate to attract and retain customers.

➢ The staffs employed have to be well trained. They need to respond to their guests in an amicable way and be prompt in their services.

➢ Appearance of the hotel, neatness maintained in the premises, and the appearance of the staff count to a great extent to sustain the competing market share.

➢ Hotel staff may be trained and motivated at regular intervals in providing quality services.

➢ Regular feedback from their customers helps to increase their quality of services and serve their guests better.

➢ The hotel owners should recruit right person for the right job, for this will help them to provide prompt services to their customers.

➢ The hotel owners provide quality services at reasonable rate. It is one of the ways to attract the customers among the competitors.

➢ Necessary steps should be taken by the hotel owners to regularly check the proper functioning of facilities provided in the rooms.

CONCLUSION

"Service to man is service to God". As the proverb says the hotel owners and the managers provide good service to their customers, which in turn will increase the profitability of the hotels. In the hotel industry, service quality, as an extremely subjective category, is crucial to the satisfaction of the customers. If they increase the quality of service, it will attract more customers at the same time they can expand the business, and it will lead to more employment opportunities.

This project not only provides a clear picture of the quality of the services provided, but also helps the hotel owners to discover the needs, tastes, preferences and expectations of the guests. It also lists out various facilities provided by the hotels to their customers and also various service mixes provided. The study helps in unraveling new dimensions of service quality which may hitherto be unnoticed but may be very effective in bringing about a significant improvement in overall hotel service quality.

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