

IMPACT OF HOSPITALITY SERVICES ON TOURISM INDUSTRY IN COIMBATORE DISTRICT

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Abstract

The SERVQUAL methodology has been used in this study to assess the quality of services provided by Coimbatore hotels from the perspective of consumers. We employed convenience sampling designs. In a pilot research, the SERVQUAL model's components were verified, and then structured questions were presented to the selected consumers. The analysis began with the respondents and descriptive statistics were calculated for the means and standard deviations of each SERVQUAL statement on service perceptions and expectations. The main data analysis service focuses on t-test, independent samples t-test, paired t-test, neural network and SEM model based on three methods: item-by-item analysis; structured analysis; and calculation of an overall measure of service quality. Compared to customers' expectations, overall service quality perceptions were found to be more negative. Detailed recommendations have been made for Coimbatore hotels so that identified service quality gaps can be closed.

Keywords: Service Quality Gap, Service, Coimbatore Hotels

1. INTRODUCTION

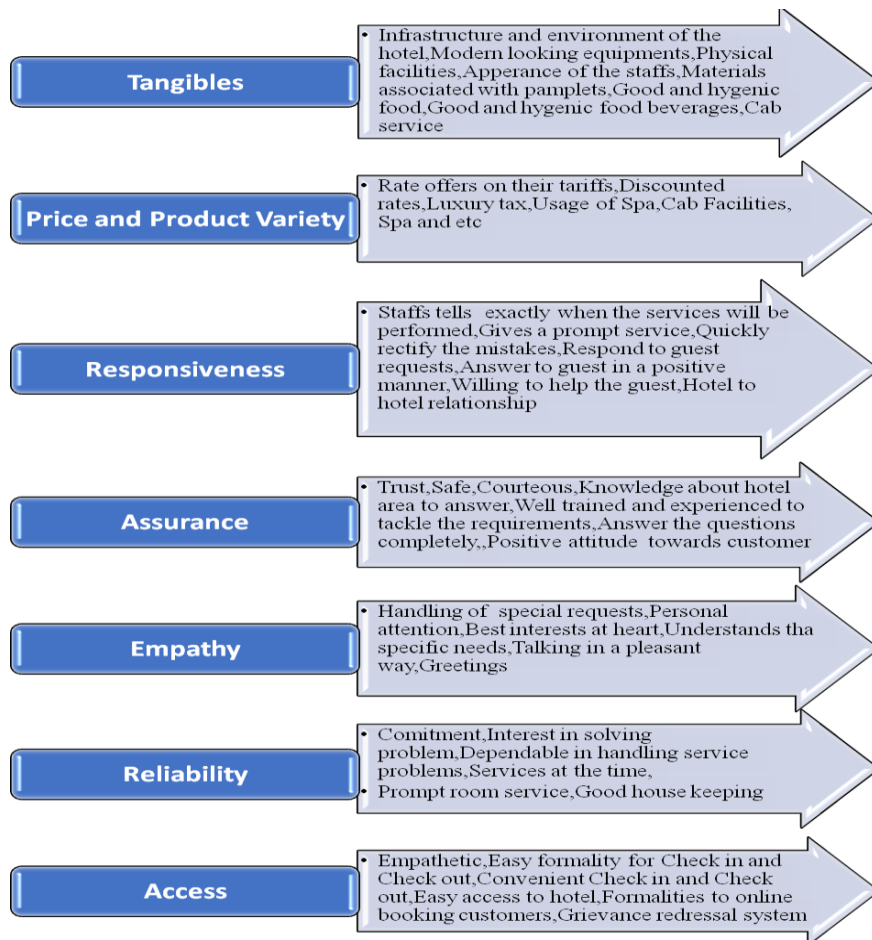
Tourism is a cultural, economic, and social phenomenon in which people travel to different locations for pleasure, business, or professional reasons. Those in the hospitality and tourist industry are responsible for organizing and overseeing guest accommodations, restaurants, local attractions, business meetings, and other visitor-centric services. Coimbatore is a district in Tamil Nadu State that is home to numerous businesses, illustrious educational institutions, and exciting tourist destinations like the Valparai, Kappad Beach, Beypore Beach, Anamalai

Tiger Reserve, Silent Valley National Park, Doddabetta Peak, Amravati Dam, Law Falls, Parambikulam Tiger Reserve, Ketti Valley, Monkey Falls, Palakkad Fort, Malampuzha Dam, and Siruvani Waterfalls.

Understanding how consumer perceptions and expectations influence service quality is crucial in the hotel and tourist sectors. This research uses the SERVQUAL model to assess the effect of hotels in Coimbatore on the hospitality and tourist service sectors.

SERVQUAL MODEL

The SERVQUAL Model is a multi-factor research technique used to quantify the discordance between consumers' stated preferences and actual experiences with a service's quality. SERVQUAL is the most supported instrument for measuring administration quality (Robinson, 1999). Parasuraman Zeithamal (1988) reasoned that shoppers see quality by contrasting desires to execution and assess the nature of the administration in distinctive measurements. Accessibility, Reliability, Empathy, Assurance, Responsiveness, Product Variety, Pricing, and Tangibles are all examples of such factors.



2. REVIEW OF LITERATURE

This section endeavors to survey various written works on consumer loyalty concerning the hospitality industry and presents different investigations on the issues related to the hospitality industry and consumer loyalty. This part further spotlights on evaluating the administration nature of hotel ventures. International journal of Engineering, Business and Management (IJEBM) ISSN: 2456- 8678 [Vol-5, Issue-3, May-Jun, 2021] Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality Bayad Jamal Ali.1 , Bayar Gardi.2, Baban Jabbar Othman.3 , Shahla Ali Ahmed.4 , Nechirwan Burhan Ismael.5, Pshdar Abdalla Hamza 6. Hassan Mahmood Aziz,7 . Bawan Yassin Sabir,8 . Sarhang Sorguli,9 . Govand Anwar,10. Dr.Bidyut Jyoti Gogoi (2020) disclosed that travel industry is an area that welcomes a parcel of chances for increment in income age and improvement and up-degree of the neighborhood economy. The adjustment in data innovation has encouraged data expansion, profiting the travel industry. It has encouraged the simplicity of thinking about any area of visit, analyzing the trip and making necessary travel arrangements. .Syed Ali Haider Shah and Munaza Kazmi (2020), shared the good news for the hospitality industry that Pakistan which was making strides in this direction since the present administration anticipated a large inflow of tourists to the country over the next decade.

3. OBJECTIVES OF THE STUDY

1. To evaluate the hospitality services provided by the tourism industry in Coimbatore district (responses to questions on the hotel business in Coimbatore).
2. To investigate the elements contributing to respondents' satisfaction with SERVQUAL dimensions, including their expectations, impressions, and actual experiences.
3. To determine how respondents' satisfaction with SERVQUAL criteria is affected by their expectations and impressions of service quality.

4. RESEARCH GAP

In this study, the SERVQUAL technique will be utilized to analyze the quality of services offered by Coimbatore hotels from customers' perspectives. We used convenience sampling techniques. The SERVQUAL model's components were validated in a pilot study, and then structured questions were provided to 520 randomly selected consumers. Many aspects of client happiness remain undiscovered, necessitating further empirical research studies in the tourist business.

As a result, the researcher has undertaken this investigation in this instance. Despite service gaps and service quality aspects being found, all of the data are outdated. New and updated research works should be examined to understand shifting customer expectations and demands in a better way.

5. RESEARCH METHODOLOGY

Research Design - Research designs serve as blueprints for the remainder of the research process. The research strategy is the plan that specifies how and where information will be gathered and evaluated. The study used a descriptive research strategy which focuses on elucidating the characteristics of a person or group.

Sampling Method and Technique - This descriptive research uses a random sample technique for data collection. Visitors to Coimbatore's three-, four-, and five-star hotels constitute the study's population. The researcher has 99% confidence in the results, with a margin of error of 3.5%, based on a sample of 520 from an infinite population. The researcher has considered De Morgan's sample formula and table to determine the appropriate sample size for the investigation. The study's sample size of 520 was determined after the researcher handed out 600 questionnaires to respondents (tourists); 46 questions had an obvious bias.

Sampling Formula - The infinite population size is considered. According to De Morgan's sample size estimator, a population above 50000 is considered infinite. The researcher visited all the hotels ranked one, two, and three stars and distributed the questionnaires for the data collection. De Morgan's table and formula are given below; The formula used for these calculations was

$$n = \frac{X^2 * N * P * (1 - P)}{[ME^2 * (N - 1)] + [X^2 * P * (1 - P)]}$$

where, N

Desired Margin of Error (Expressed as a proportion)

Data Collection - The data collected for the study includes primary and secondary data. This research has an applied questionnaire as the data collection instrument for collecting the data. The questionnaire comprises four sections, which are: (i) Service Quality Expectations; (ii) Service Quality Perceptions; (iii) Customer Satisfaction & Attitudinal Loyalty, and (iv) Demographic Profile

Statistical Tools - Data has been scrubbed, sorted, and assessed using various statistical tools. Measures of central tendency were employed to analyze the mean and standard deviation of the variables of service

anticipated & perceived service quality, customer satisfaction, and attitudinal loyalty. Z statistics and one-way analysis of variance (ANOVA) were used to identify the difference in opinion on the variables of service expected & perceived service quality, customer satisfaction, and attitudinal loyalty.

These tools are briefly explained below:

Table 1 Reliability

Dimensions	Items	Means		Standard Deviation	
		Perception	Expectation	Perception	Expectation
Tangibles	Infrastructure And environment of the hotel	4.2600	4.3800	.88329	.80126
	Modern looking equipment	4.1400	4.0400	.89916	.83991
	Physical facilities	4.1900	4.2600	.89550	.86012
	Appearance of the staff	4.2700	4.2600	.85108	.97047
	Materials associated with pamphlets	4.0500	4.1800	.97830	.91431
	Good and hygienic food	4.2000	4.4300	.93203	.91293
	Good and hygienic foodbeverages	4.2800	4.4400	.84184	.87985
	Cab service	4.1600	4.2700	.89578	.83913
Price and Product Variety	Rate offers on their tariffs	4.1800	4.1800	.83339	.93614
	Discounted rates	4.0600	4.1600	.91916	.91806
	Luxury tax)	4.0600	4.1900	.91916	.96080
	(Usage of Spa	4.1300	4.2500	.90626	.90314
	Cab Facilities, Spa and etc	4.1800	4.1600	.92529	.92899

Responsiveness	Staff tell exactly when the services will be performed	4.1400	4.3900	.88785	.80271
	Gives a prompt service	4.2500	4.3300	.86894	.77921
	Quickly rectify the mistakes	4.1500	4.3400	.86894	.84351
	Respond to guest requests	4.1800	4.2900	.90319	.74257
	Answer guests in a positive manner	4.1300	4.4400	.88369	.79544
	Willing to help the	4.1600	4.3800	.92899	.83823
	guest				
	Hotel-to-hotel relationship	4.1100	4.2400	.91998	.92245
Assurance	Trust	4.1600	4.4000	1.00222	.82878
	Safe	4.1600	4.4000	.87294	.82878
	Courteous	4.1200	4.3900	.99778	.77714
	Knowledge about hotel area to answer	4.2200	4.2900	.82364	.87957
	Well-trained and experienced in tackling the requirements	4.2800	4.3600	.85375	.78522
	Answer the questions completely	4.1000	4.2900	.84686	.86801
	Positive attitude toward customer	4.2800	4.3500	.87709	.89188
	Explain the facilities at the hotel clearly	4.2700	4.3600	.83913	.89352
Empathy	Handling of special requests	4.2100	4.2300	.91337	.78951
	Personal attention	4.1300	4.1200	.88369	.90207
	Best interests at heart	4.0700	4.1300	.95616	.89505

	Understands the specific needs	4.0900	4.1900	.91115	.92872
	Talking in a pleasant way	4.1700	4.3100	.93263	.83720
	Greetings	4.0800	4.1700	1.02178	.98530
Reliability	Commitment	4.1800	4.2300	.88054	.91954
	Interest in solving the problem	4.2200	4.3600	.84781	.79798
	Dependable in handling service problems	4.1400	4.3400	.87640	.84351
	Services at the time	4.1500	4.3800	.90314	.81377
	Prompt room service	4.2900	4.3400	.84441	.84351
	Good Housekeeping	4.3200	4.3500	.82731	.86894
	Access	Empathetic	4.1500	4.3400	.90314
Easy formality for Check in and Check out		4.2500	4.2600	.80873	.87178
	Convenient Check in and Check out	4.1900	4.3200	.92872	.88626
	Easy access to the hotel	4.2000	4.3000	.91010	.89330
	Formalities to online booking customers	4.1400	4.2100	.91032	.89098
	Grievance redressal system	4.1400	4.3600	.97463	.87062

Table 2 Reliability

Dimensions	Cronbach's Alpha		N of Items
	Perception	Expectation	
Tangibles	.943	.924	8
Price and Product Variety	.901	.876	5
Responsiveness	.939	.901	7
Assurance	.940	.940	8

Empathy	.942	.887	6
Reliability	.919	.917	6
Access	.925	.914	6

The above results state that the Tangibles with 8 items ($\alpha=0.943$ for perception and $\alpha=0.924$ for expectation), the Price and Product Variety with 5 items ($\alpha=0.901$ for perception and $\alpha=0.876$ for expectation), the Responsiveness with 7 items ($\alpha=0.939$ for perception and $\alpha=0.901$ for expectation), the Assurance with 8 items ($\alpha=0.940$ for perception and $\alpha=0.940$ for expectation), the Empathy with 6 items ($\alpha=0.942$ for perception and $\alpha=0.887$ for expectation), the Reliability with 6 items ($\alpha=0.919$ for perception and $\alpha=0.917$ for expectation), the Access with 6 items ($\alpha=0.925$ for perception and $\alpha=0.914$ for expectation),

Table 3

Number of times stayed at this hotel	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Once / Twice	276	53.1	53.1	53.1
Thrice / Five Times	112	21.5	21.5	74.6
Five / Ten Times	46	8.8	8.8	83.5
More than Ten times	86	16.5	16.5	100.0
Total	520	100.0	100.0	

Of the 520 people who filled out the survey, 53.1% have been there once or twice, 21.5% have been there three to five times, 16.5% have been there more than ten times, and 8.8% have remained there five to ten times.

Table 4

Purpose of the trip	Frequency	Percent	Valid Percent	Cumulative Percent
Business Travel	119	22.9	22.9	22.9
Wedding & Other Functions	117	22.5	22.5	45.4
Temple Functions & Carnivals	89	17.1	17.1	62.5
Game in Town – Cricket Etc.	13	2.5	2.5	65.0
Picnic & Tour	182	35.0	35.0	100.0

Total	520	100.0	100.0	
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From the above table, 35 % of the respondents have stayed for picnics & tours, 22. 9% of the respondents have stayed for, 22.5% of the respondents have stayed for weddings & other functions, 17.1 % of the respondents have stayed for Temple Functions & Carnivals, 2.5 % of the respondents have stayed for Game in Town – Cricket, etc.

Table 5

Reason to choose this hotel	Frequency	Percent	Valid Percent	Cumulative Percent
Convenient Location	326	62.7	62.7	62.7
Company Contract with Hotel	51	9.8	9.8	72.5
Reasonable Room Rate	143	27.5	27.5	100.0
Total	520	100.0	100.0	

From the above table, 62.7 % of the respondents chose the hotel for its convenient location, 27.5% chose the hotel for the reasonable room rate, and 9.8% chose the hotel for the company contract with the hotel.

Table 6

Descriptive							
Profile	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation
		Lower Bound	Upper Bound				
ETAN	33.2538	32.734	33.7737	33.8291	35	36.409	6.03402
EPPV	20.5962	20.2725	20.9198	20.9637	21	14.114	3.75687
ERES	29.6096	29.1895	30.0297	30.0684	30.5	23.78	4.87646
EASSU	33.9692	33.4707	34.4678	34.5662	35	33.487	5.78675
EEMP	24.7077	24.315	25.1004	25.1154	25	20.778	4.55824
ERELI	25.0827	24.6851	25.4802	25.5107	26	21.294	4.61451
EACCE	24.9269	24.5185	25.3354	25.3974	26	22.476	4.74092
PTAN	33.0596	32.5253	33.5939	33.656	34	38.465	6.20199

PPPV	20.3827	20.0554	20.71	20.7179	20	14.433	3.79911
PRES	28.8154	28.3546	29.2762	29.2991	29	28.606	5.34842
PASSU	33.2154	32.7081	33.7227	33.7393	34	34.674	5.88847
PEMP	24.5308	24.1165	24.9451	24.9722	25	23.128	4.80917
PRELI	24.6288	24.226	25.0316	25.0427	25	21.86	4.67547
PACCE	24.5904	24.1869	24.9938	24.9765	25	21.93	4.68296
CSATIS	20.5519	20.2005	20.9033	20.9615	21	16.637	4.07885
ATTLOY A	20.6865	20.3535	21.0196	21.0342	21	14.948	3.86624

Neural Networks

Neural Networks are a kind of nonlinear data modeling that may help you find hidden patterns in your data and get more use out of it. It is suggested to use either radial basis functions (RBF) or multilayer perceptron (MLP) techniques. Training termination rules and network architecture may be manually selected or left up to the procedure's discretion, depending on the circumstances. Tune the relative importance of factors and outline the structure of the network.

6. FINDINGS

From the research regarding the study on impact of hospitality services on tourism industry in Coimbatore district, listed below are the significant findings:

SERVICE QUALITY (Expected and Perceived) and Gap Analysis

- The respondents strongly agree with the variable "Expected Employee Oriented Dimensions", whereas the respondents have a neutral feeling towards the variable "Perceived Employee Oriented Dimensions". This clearly shows that the "Expected and Perceived Employee Oriented Dimensions" gap is significant.
- Participants highly agree with the "Expected Organizational Oriented Dimensions" variable but have no strong feelings one way or the other about the "Perceived Organizational Oriented Dimensions" variable. That there is a vast chasm between "Expected and Perceived Organizational Oriented Dimensions" is made abundantly evident by these findings.
- The respondents strongly agree with the variable "Expected Service Quality", whereas the respondents have a neutral feeling towards the variable "Perceived Service Quality". This clearly shows that the "Expected and Perceived Service Quality" gap is significant.

Customer Satisfaction and Attitudinal Loyalty

- The respondents had a tepid reaction to the question's customer satisfaction variable.
- Participants are agnostic on the "Attitude Loyalty" scale.
- Thus, the results show that the hospitality industry harms customer satisfaction and attitude loyalty because customers' expectations regarding the quality of service provided are higher than their perception of the quality of service provided by the hospitality industry.

7. CONCLUSION

This study looks at hospitality services' influence on the Coimbatore district's tourist business. The empirical data and conclusions indicate that hospitality services substantially influence tourism. The findings also reveal that service quality parameters substantially impact consumer satisfaction. The service quality gap between expected and perceived service quality offered by the hotel industry in the Coimbatore area has a detrimental influence on customer satisfaction and consumer attitudinal loyalty. The research, with its findings, provides a substantial beneficial addition to academic literature and the tourist sector by underlining the importance of interpersonal skills in enhancing service efficiency and, as a result, consumer loyalty. This study opens the path for future research to assess advances in service quality concerning consumer satisfaction in the hotel industry and its influence on the tourist industry.

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