

SERVICE QUALITY AND CUSTOMER SATISFACTION IN HOSPITALITY INDUSTRY



Dissertation

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Declaration

We, Group 7 declare that this dissertation and the work presented in it are our own and has been generated by us as the result of our own original research.

Research Title: Service Quality & Customer Satisfaction in Hospitality

We confirm that:

1. This work was done wholly or mainly while in candidature for a B. Sc. International Hospitality Management at V M Salgaocar Institute of International Hospitality

Education;

2. Where we have quoted from the work of others, the source is always given. With the exception of such quotations, this dissertation is entirely our own work;

3. We have acknowledged all main sources of help;

4. This work has not been previously submitted for publication elsewhere.

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International Hospitality Management

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Abstract:

The hospitality industry is highly competitive, and ensuring high levels of service quality is essential for achieving customer satisfaction and loyalty. Service quality refers to the extent to which the service provided meets or exceeds customer expectations, while customer satisfaction is the overall evaluation of the service experience

Research in the field of hospitality has shown that service quality has a significant impact on customer satisfaction. Providing high-quality service enhances customer satisfaction, while poor service quality leads to dissatisfaction and negative word-of-mouth. Service quality is a multi-dimensional construct that includes aspects such as reliability, responsiveness, empathy, assurance, and tangibles. Moreover, customer satisfaction is influenced by various factors such as service quality, price, convenience, location, and ambience. Satisfied customers tend to repeat their visits, recommend the business to others, and provide positive reviews, which can lead to increased revenues and profits.

In conclusion, service quality and customer satisfaction are crucial for the success of hospitality businesses. To ensure high levels of customer satisfaction, businesses must focus on providing high-quality service, meeting or exceeding customer expectations, and creating a positive and memorable service experience.

Chapter-1

Introduction

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INTRODUCTION

The quality of service provided by a hotel is recognized as a valuable aspect of hotel customer loyalty and a key aspect of a hotel's profitability. As the hotel industry has grown rapidly around the world in recent years, many incumbent hotels have implemented extensive marketing strategies and promotional packages to attract repeat customers. High-quality service by hotel operators not only contributes to increased customer satisfaction, but also leads to increased customer loyalty. Quality of service in the hospitality industry is becoming one of the most important factors in gaining sustainable competitive advantage and customer trust in a highly competitive marketplace. Quality of service can therefore provide a great opportunity for the hospitality industry to stand out from the competition. Therefore, it is considered an essential core idea and a key success factor in the hotel industry. A successful hotel provides its customers with excellent and quality service, and the quality of service is considered the life of the hotel.

1.1. Background

The rapid growth of the hotel industry over the past decade has led to a massive expansion of the industry, with many hotels appearing to mushroom from different parts of the world. The tourism industry, which complements the hotel industry, is also developing rapidly, with all countries planning their states as tourist destinations to attract more tourists to the country. The income you earn is an asset for the country to maintain the area as a tourist destination. The changing multicultural environment is driving the hospitality industry to thrive, making recreation one of the greatest stress relievers for people today. Spending good time with family and friends and exploring different tourist attractions around the world are common interests shared by many. The hospitality industry has to keep up with the demands of the hospitality industry and is constantly updating new services for customers. In India, the tourism and hospitality industry plays a vital role in maximizing the country's revenue. The Indian hospitality and tourism sector in particular is one of the major growth drivers among all the leading service sectors in India.

Both the tourism and hospitality sectors are important sources of job creation and contribute to India's largest foreign exchange earner. Domestic tourism in India has great potential for growth and development. India's population is the biggest asset driving domestic tourism in India, which will boost the growth of the hospitality and

tourism sector. Due to globalization policy, India has seen many foreign hotel and tourism investors investing in India.

1.1.1. Hotels

An establishment that offers short-term, paid lodging is known as a hotel. A hotel room's amenities might range from a small room with a low-quality mattress to a huge suite with larger, better-quality beds, a dresser, a refrigerator, and other kitchen appliances, as well as upholstered chairs, a flat-screen television, and en-suite bathrooms. Smaller, more affordable hotels might simply provide the most fundamental guest services and amenities.

1.1.2. Types of hotel/topologies

- **Business hotels :-** These hotels are the largest group of hotel types and they primarily cater to business travellers and usually located in downtown or business districts. Guest amenities at business hotels may include complimentary newspapers, morning coffee, free local telephone calls.
- **Airport hotels :-** These type of hotels typically target business clientele, airline passengers with overnight travel layovers or cancelled flights and airline crews or staff. Some hotels might give free transport between hotel and airport. Some Airport hotels also charge the guest by the hour instead of normal daily night charges.

1.1.3. Types of customers

- **Families :-** the family decision maker helps decides which hotel to choose from on the basis of leisure and catering services that are suitable for his/her family.
- **Tourists :-** they are the type of customers for whom the hotel is an experience itself. A tourist looks for the comfort and services offered by the hotel.
- **Traveller :-** they are the type of customers for which the hotel is solely an addition, as they are mainly interested in the destination and the experiences they have there.
- **Business :-** this type of customer has very specific needs in terms of commodities and amenities that help enable them to continue their routine, and also technology is required for them to continue their work.

- Luxury :- this type of customer looks for exclusive, unique experiences, an excellent, limited service with privileges that are not offered generally to the public.

1.1.4. Mediating factor – Customer Satisfaction:

It can be seen that today a lot of researchers are discussing the topic of total satisfaction. Proposers of the above mentioned tend to accentuate the significance of corresponding specifications, satisfying requirements, providing consumers with the desirable quality of services. The thing which seriously counts nowadays is customer satisfaction. If a client is dissatisfied, he will not come back and will not purchase your service for the second time. All the things which the company does in order to increase service quality can be counted as a zero if the customer left the hotel without being satisfied. Nowadays like never before, fulfilling consumers' requests remains the greatest challenge.

1.1.5. Moderating factor –

1.1.6. Background theory –

Service quality theory

Service Quality measurement is one of the significant measurement tools for the firms to understand consumer's needs and wants by analysing the experience of consumers and customer's satisfaction on the service provided. The reason of quality emphasising customers needs is the idea of "only customers judge quality, all other judgements are irrelevant.

1.1.7. Stakeholders –

Directors of Heritage Hotels Private Limited are Kamlesh Devi Tulsian, Divya Rai, Pankaj Rai and Subhash Chand Tulsian. Partners in the protection and conservation of World Heritage can be those individuals and other stakeholders, especially local communities, indigenous peoples, governmental, non-governmental and private organizations and owners who have an interest and involvement in the conservation and management of a World since it is a private limited d major rish barer of the company are the directors and privated investors.

Global Hyatt Corporation is one of the leading luxury hotel companies in the world.

Owned by the Pritzker family of Chicago, Hyatt manages or licenses the management

of more than 210 hotels and resorts (with a total of more than 90,000 rooms) in 43 countries around the world. Hyatt went public in 2009 and the owners sold most of its shares to the general public. Since it is a public limited company the public will gain any losses or gains.

1.2. Operations Definition –

- Independent Variable Service Quality:

Quality is a theory which can be described as an evasive and blurred theory. It is important to differentiate between goods and services, because they have different characteristics. The former is more tangible, an object; the latter is intangible, actual performance. One of the most significant and unparalleled characteristics of services is that it is a process, but not a thing. Therefore, service companies don't have any product, but they do have interactive processes. Services are invisible; therefore, it is difficult for the supplier to unfold and consumers to measure.

- Mediating variable Customer Satisfaction:

It can be seen that today a lot of researchers are discussing the topic of total satisfaction. Proposers of the above mentioned tend to accentuate the significance of corresponding specifications, satisfying requirements, providing consumers with the desirable quality of services. The thing which seriously counts nowadays is customer satisfaction. If a client is dissatisfied, he will not come back and will not purchase your service for the second time. All the things which the company does in order to increase service quality can be counted as a zero if the customer left the hotel without being satisfied. Nowadays like never before, fulfilling consumers' requests remains the greatest challenge.

- Dependent variable Loyalty:

Customer loyalty is seen as an individual's behaviour to favour one organisation over others. A specific client's loyalty can be evaluated by observing repeated purchases of a customer. Loyal clients will always talk positively about the organisation, which produces more clients. Therefore, in short, customer loyalty is when a customer talks positively regarding his/her experience in a hotel, repurchases its products and service in the future and recommends it to others. Customer loyalty is very different from

customer satisfaction. Customer satisfaction measures how well expectations are met, whereas the other measures how frequent a customer will repurchase

1.3. Significance of the study

- This study is important to see whether the customers are getting satisfied with the service provided and whether they are very loyal to the hospitality industry. This study also proves that whether to reveal the impact of service quality on customer satisfaction and show the influence of different service quality dimensions on satisfaction level in Hotels.
- Paper 1

Aim	The main purpose of this study is to reveal the impact of service quality on customer satisfaction.
Author	Bayard 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
Findings	The findings of the study will show influence of different service quality dimensions on satisfaction level in hotels. A quantitative method used to analyse this study.

Paper 2

Aim	the purpose of this review paper is to study whether high level of quality service actually leads to satisfied customers and makes them loyal towards a particular hotel brand.
Author	Relationship between Service Quality and Customer Satisfaction in Hotel Industry
Findings	The study found that it is utmost important for any hotel to understand and recognize the customers' need to satisfy them by providing personal and high-quality service. Customer satisfaction is highly depended on quality service (Harr, 2008; Krishna et al, 2010 and Janet, 2011). Even Parasuraman, 1988; Brady et al., and Bei and Chiao, 2006 have mentioned that when perceived service quality is recognized by the customers' then it will result to the increased customer satisfaction

Paper 3

Aim	The study aims to explore the service quality in the Omani luxury hotels to identify key attributes that can result in customer satisfaction and loyalty
Author	Sammy Said Saud Al-Shidhani*
Findings	Results concluded that customers had very high expectations of service quality in Oman's luxury hotels. Guests ranked ten different service quality attributes; the results showed that 'physical facilities are visually appealing' ranked the most significant among all attributes. However, 'a wide variety of food' was the least important among all attributes

Paper 4

Aim	This study aims to delve upon customer satisfaction and service quality within small- and medium-sized hotels (SMSHs) by using a modified SERVQUAL model.
Author	Syed Zamberi Ahmad, Norita Ahmad and Avraam Papastathopoulos
Findings	The results indicated that three out of the five dimensions of SERVQUAL, namely, tangible, responsiveness and assurance, have significant positive impact on visitors' satisfaction of the SMSHs Industry

Paper 5

Aim	
Author	Nunkoo R., Teeroovengadam V., Ringle, C., & Sunnassee,
Findings	the findings show that waiting time and customer interaction are the significant determinants of the guest satisfaction with high-end accommodation establishments

Paper 6

Aim	The objective of the study is to examine the intricacies of customer satisfaction and loyalty with regard to service quality in the five star hotels of UAE.
Author	Haitham M. Alzoubi, Mohit Vij, Anu Vij, Jalal Rajeh Hanaysha
Findings	The study presents both theoretical and managerial implications. The theoretical aspect explores the relationships among service quality dimensions, customer satisfaction and

	customer loyalty by using Analytic Hierarchy Process (AHP) to investigate and determine which dimensions of the service quality are most appreciated by the hotel guests. The AHP approach assists hotels to devise and maintain a competitive and relevant plan for ongoing improvement in service quality. This study also has managerial implications for the hotel managers needing to better understand the intricacies of guests' satisfaction and loyalty toward service quality. Four hypotheses were proposed to empirically prove that the service quality dimensions positively affect customer satisfaction and customer loyalty. The results of the guest surveys supported the propositions. The results indicate significance of "Personal Contact "dimensions of service quality in enhancing customer satisfaction and loyalty.
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Paper 7

Aim	It aims to investigate the direct and indirect effects of service quality and customer satisfaction on customer loyalty in the hotel service industry.
Author	Joko Sadoso Priyo#1, Bahtiar Mohamad*2, Raji Ridwan Adetunji#3
Findings	This study, therefore, contributes to filling the knowledge gap on the connections between SERVQUAL, customer satisfaction and customer loyalty especially in the realm of hotel service industry.

Paper 8

Aim	The purpose of this paper is to define and measure the effects of service quality on customer satisfaction and customer loyalty of four- and five-star hotels in Ho Chi Minh City, Vietnam
Author	Ho Dinh Phi,1 Long Phan Thanh, 2 Bang Nguyen Viet 3
Findings	The research finds that the customers' loyalty to services supplied by 4- and 5-star hotels in HCMC is affected by four dimensions of service quality (reliability, responsiveness, website utility, and tangibles) and customer satisfaction; especially the website usefulness that is associated with demand from customers on the threshold of the fourth industrial revolution.

Paper 9

Aim	The main motive for this study is why the selected hotel is success among competitors and which factors mainly influence for loyalty of guests.
Author	Yan Naing Myo ^a *, Gamal S. A. Khalifa b, Thin Aye c

Findings	The findings may assist as a fundamental source for future academic and empirical researchers in the context of SQ, CS and CL
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Paper 10

Aim-	Loyalty has become the most important strategic aim in the hotel industry. The purpose of this paper is to obtain an empirical understanding of loyalty in the Kuala Lumpur hotel sector
Author-	Yousef Keshavarz and Dariyoush Jamshidi
Findings-	The statistical findings supported a relationship between process quality and outcome quality with perceived value and tourist satisfaction, and tourist loyalty with perceived value and tourist satisfaction. The results also indicated that process quality and outcome quality did not have a direct effect on tourist loyalty.

1.4. Research gap

- Even though this research dealt with the guest perception towards service quality and its impact on satisfaction in hotel industries, the sample size considered is very small. The purpose of this research was to explore the relationship between the service quality and customer satisfaction in hotel industry. this research is limited to examining service quality and customer satisfaction in SMSHs. It would be worthwhile for future research to examine hotels in other categories, and the results of such studies should be compared with this study to examine similarities among the findings. Other service evaluation constructs, such as the perceived value, image, cultural contact, service experience, and the type of service have also been found to be related to service quality and customer

1.5 Need of the study –

- The need of the study is to see whether the customers are getting satisfied with the service provided and whether they are very loyal to the hospitality industry. This study also proves that whether to reveal the impact of service quality on customer satisfaction and show the influence of different service quality dimensions on satisfaction level in Hotels

1.6 Research Questions/Hypotheses

- H1 = Service Quality positively affects Customer Satisfaction.
- H2 = Customer Satisfaction positively affects customer loyalty.

- H3 = Service Quality positively affects Loyalty

1.7 Methodology

We have used a table as can be seen below to illustrate the framework of the research design.

Sr.no	Methodology	Remarks
1	Unit of Analysis	Managers and Customers of 5-star Hotel
2	Sample Size	Qualitative- 2 managers and 12 Customers Quantitative- 300 managers
3	Sampling Method	Purposive Sampling
4	Period of Data Collection	4 January 2023 – 6 January 2023
5	Nature of Data	Primary Data
6	Data Collection Tool	Qualitative- In-depth Interview Quantitative- Survey using questionnaire
7	Data Collection Procedure	1.Made questionnaire for Managers and customers 2.Taking Appointments from the hotels 3.Approached Selected Hotels 4.Taking Interview of Managers and Customers
8	Measurement Instrument	Interview Questions
9	Method used for Data Analysis	Pie Charts

1.8 Scope of study

- The study is going to benefit the hotels and employees on the basis of their service towards the customers.

1.9 Limitations

- Upon interviewing some of the managers and employees of hotels we found out some limitations found in Customer satisfaction and service failure are:
 1. Subjectivity
 2. Inconsistency
 3. Cost
 4. Competition
 5. Cultural differences

1.10 Managerial Implication

- From the research conducted the managers of hotels can understand whether Satisfied customers are more likely to return and make repeat purchases, whether customers are more likely to remain loyal to the business, even in the face of competition or price increases. We as future employees or future managers in the hospitality industry can also vastly benefit from this as satisfaction are a major thing in this industry.

1.10 Organisation of Dissertation Report.

- Chapter-1 Introduction.
- Chapter 2 Literature Review, Objectives and Hypotheses
- Chapter 3 Research Methodology
- Chapter 4 Data Analysis
- Chapter 5 Findings, Contribution, Managerial Implications, Future Research Area.
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Chapter-2

Literature Review

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2.1 Independent Variable – Service Quality

2.1.1 Hotels:

An establishment that offers short-term, paid lodging is known as a hotel. A hotel room's amenities might range from a small room with a low-quality mattress to a huge suite with larger, better-quality beds, a dresser, a refrigerator, and other kitchen appliances, as well as upholstered chairs, a flat-screen television, and en-suite bathrooms. Smaller, more affordable hotels might simply provide the most fundamental guest services and amenities.

Types of Hotel

- **Business hotels:** - These hotels are the largest group of hotel types and they primarily cater to business travellers and usually located in downtown or business districts. Guest amenities at business hotels may include complimentary newspapers, morning coffee, free local telephone calls.
- **Airport hotels:** - Hotels typically target business clientele, airline passengers with overnight travel layovers or cancelled flights and airline crews or staff. Some hotels might give free transport between hotel and airport. Some Airport hotels also charge the guest by the hour instead of normal daily night charges.
- **Resorts** - Resorts are typically destinations that seek to provide all of a traveller's needs in one place, including lodging, restaurants, beverages, shopping, and entertainment. Some resorts, often located in popular holiday destinations, are all-inclusive, allowing travellers to pay one price for unlimited services.
- **Inns** - Hotels are usually much smaller than standard or chain hotels. Often privately owned or family owned hotels offer their guests a cozy homely atmosphere. They usually offer fewer in-room amenities than larger hotel chains, so you might find in-room coffee, Wi-Fi, or a simple breakfast served at an inn. Many hotels offer a unique style or décor for each room to create a unique experience for their guests.
- **Conference or convention centres** – Conference Centre hotels feature a mix of guest rooms and meeting space. Designed for large-scale events, the facility offers a variety of environments, entertainment options, audio-visual equipment and a variety of event

options to suit your event needs. These types of hotels specialize in providing everything you need for a conference, including venue, lodging, food and beverage, transportation, and more.

- Boutique hotels – Boutique hotels are usually much smaller than regular chain hotels. Typically, boutique hotels with fewer than 100 rooms are located in interesting locations or close to popular places such as the city center or trendy shopping districts. Boutique hotels may be self-managed or part of a chain, but they tend to cater to a specific clientele, offer a unique style, and provide thoughtful service.
- Bed and breakfast –it is a favourite accommodation among travellers looking to experience the intricacies of a destination. Known for providing a bed, as well as food services (most commonly breakfast), many “BnBs” are operated by live-in innkeepers. The owners often live somewhere on-property or nearby, operate the property themselves, and may even prepare meals for travellers.
- Eco hotels – An eco-hotel, also known as a green or sustainable hotel, is a type of hotel that focuses on operating in an environmentally friendly and sustainable way. Green hotels promote environmental initiatives such as solar energy and waste reduction, and prioritize environmental impact reduction.
- Casino hotels – The casino hotel is located in the casino. They usually offer rooms for the night, provide access to their own casino, and often include many restaurants, bars, events, and shops for their guests.

Classification of the Hotels:

- 1 star hotels - A one-star hotel is just a place to stop for the night. Typically run by a single owner, these hotels offer simple rooms with just a bed and bathroom. There is no restaurant on site, but it should be within walking distance of the hotel.
- 2 star hotels - Two-star hotels are usually part of larger chains or franchises (e.g. Econo Lodge or Days Inn) rather than individually owned. Accommodation conditions are similar to 1-star hotels, simple and basic. However, rooms in 2-star hotels have TVs and telephones. These hotels also usually have a restaurant or dining area and daily housekeeping. Front desks at 2-star hotels are usually open 24/7.

- 3 star hotels - Three-star hotels are usually part of larger, upscale hotel chains such as Marriott, Radisson, and DoubleTree. These hotels are generally more stylish and comfortable than 1- or 2-star hotels, and offer a variety of services and facilities, including a fitness centre, swimming pool, business services, on-site restaurant, room service, meeting rooms, and concierge parking. Hotel rooms are larger, with better modern furnishings and trendy extras such as flat screen TVs with expanded cable channels.
- 4 star hotels - A 4-star hotel, also known as a luxury hotel, is a large luxury hotel that is fully staffed and has many additional facilities. Spacious guest rooms are beautifully decorated and furnished with luxurious touches such as fine furniture and fine linens and luxury toiletries. 4-star hotel offers a variety of special services and amenities including concierge service, gourmet restaurant, multiple swimming pools and hot tubs, luxury fitness centre, bellboy, room service, valet parking, day spa, limousine service and a variety of exclusive suites.
- 5 star hotels - Five-star hotels are some of the most luxurious hotels in the world. This sophisticated establishment boasts a lavish lobby, unmatched service and unmatched comfort. It's like a work of architectural art, featuring ultra-modern interior design and luxurious furnishings. As a guest at a five-star hotel, you don't have to lift a finger (except when you hand over this credit card, of course). Many of these hotels offer guests a personal butler or designated concierge. Huge five-star rooms are sumptuous and elegant, often equipped with luxurious linens, private Jacuzzi tubs, large-screen plasma TVs with HD cables, DVD players, high-speed Internet access, fresh flowers and premium toiletries. And quick 24-hour room service.

Why are Hotels Important?

Hotels are an important part of the travel and hospitality industry:-

- It provides comfort and convenience to travellers by giving them a place to stay while exploring new places.

- The hotel also offers amenities such as a restaurant, swimming pool, and spa and fitness centre to make your vacation more enjoyable.
- Hotels also create jobs in the local economy by hiring employees to work for the hotel or related business.
- Finally, hotels often serve as venues for business events or meetings, bringing people from all over the world together to collaborate on a project or idea.

2.1.1.1. History of Research in this Area:

Service Quality receives a significant amount of attention from researchers (e.g., Parasuraman, 1988, Markovic, S. (2005), Cronin, J. and Taylor, S. (1994)) When a country developing, it is quite general that service sector is getting higher proportion in the gross national production. Specially, after the industrial revolution the requirement of services to trade and services which not relevant to trade (E.g. - doctors, lawyers, teachers etc.) have improved dramatically. So the service completion in the global market becomes stronger and shape. Unlike manufacturing organizations, service organizations have high involvement of human that is because service providers directly deal with customers than manufacturing organizations and overall performance of the organization is depend on how well the staff satisfied customer requirements via the superior Service quality.

Evolution of research studies in Independent Variable:

Service quality is considered the life of hotel (Min &Min, 1996) and core of service management (Chen, 2008) Service quality is related with customer satisfaction (Shi &Su, 2007) and customer satisfaction is associated with customers revisit intention (Han, Back & Barrett, 2009). If an effective image is portrayed to customers, it will create competitive advantage for hotel (Ryu, Han & Kim, 2008). As a result of service development process three concept of service is composed and these three steps are

service process, system and Service resources-structure (Edvardsson, 1997). Marketing is the main factor that only focused on the Customer satisfaction (Flint & Woodruff & Gardial 1997 & Peter & Olson, 1996). Customer satisfaction plays an important role in financial performance of hotel (Nilsson Johnson & Gustafsson, 2001). In hotel industry, as service has direct interaction with customers, that is why customer satisfaction can be a replication of service quality in hotels.

Research (How did Hotels come into Existence):

The history of the hotel is closely related to the history of civilization. Or rather, part of this story. Facilities for welcoming guests have existed since early biblical times. The Greeks developed thermal baths in their villages for relaxation and recuperation. Later, the Romans built mansions to accommodate travellers on state business. The Romans developed the first thermal baths in England, Switzerland and the Middle East. Later, caravanserais appeared, serving as a resting place for caravans on routes to the Middle East. During the middle Ages, monasteries and abbeys were the first institutions to provide regular shelter for travellers. The Order built inns, asylums, and hospitals for those on the move.

In the beginning there was a fire in the hearth, warm food and a roof over your head. This is how the history of the hotel business begins. Humans have been welcoming weary travellers since our ancestors lived on Earth between 100,000 and 200,000 years ago. Years later, in ancient times, hot springs and baths often provided a place to sleep and were popular places for rest and relaxation. During the middle Ages, monasteries and abbeys provided accommodation for travellers. Also during this time, more and more inns and guest houses opened along popular trade routes to provide food and lodging for traveling merchants and their horses.

It was not the hotel we know today. Hotel chains like the Ritz didn't come into existence until hundreds of years later, showing the developing world's prosperity.

The hospitality industry, which has always tried to meet the changing needs and demands of society, has in the meantime turned into a very complex economic sector. Today, the hotel industry includes all categories of establishments, from budget guesthouses to luxurious five-star hotels. Hotel management strategies have had to adapt to

these developments, and these strategies can even be said to have entered the realm of science. The demand and choice of subjects to study, such as hospitality or hospitality management, demonstrates the increasing of the hospitality industry.

2.1.1.2. Definitions of Independent Variable (Service Quality):

1. To be globally competitive service industries must achieve a quality service that exceeds customers' expectation. Service quality determines an organizations success or failure. Companies and organizations that virtually every industry employs customer satisfaction measures for the straightforward reason that satisfied customers are essential for a successful business
2. Service quality also determines a customer's satisfaction. However, the determinants of service quality are complicated with the dynamic business environment.
3. Service quality is influenced by expectation, process quality and output quality; in other words the standards of service is defined by customers who have experienced that service and used their experience and feelings to form a judgment.
4. Service companies are trying to find ways to improve and provide superior quality service to satisfy their customers.
5. There are many types of food service providers such as hotels, restaurants, canteens and cafeterias. Service-based industries such as hotels and restaurants are spending a tremendous effort to measure and improve the service quality of their businesses.
6. Service satisfaction is a function of consumers' experience and reactions to a provider's behaviour during the service encounter; it is a function of the service setting.

2.1.1.3. Dimensions of Independent Variable (Service Quality):

Tangible:

- Tangibles are defined "as the appearance of physical facilities, equipment, personnel, and communication materials" Physical appearance is the appearance of the equipment, appearance of the personnel, the look of building and renovation. Tangibility refers to the cleanness of the rooms, restaurants and other areas, the clean and proper uniform, used by the employees, usage of disposable gloves and etc. (Abdulla et al. 2017).

- . Tangibles, amongst all other five dimensions, think over the most significant element for the consumer. It gives physical representation of pictures of the services that clients, especially new clients, will use to assess the quality. In spite of the fact that tangibles are frequently utilized by service providers to reinforce their reputation, give congruity, and sign quality to client, most organizations unite together tangibles with other in order to establish a service quality technique for the company (Anwar & Balcioglu, 2016).
- Padma & Ahn (2020) stated that numerous studies had been done in Malaysian luxury hotels to comprehend customer behaviour. Hence, it was revealed that tangibility had the most effect on guest satisfaction in 4-start and 5-star hotels. Furthermore, a study conducted by Zhao (2018) in Beijing, China, luxury hotels revealed that professionalism, service attitude, efficiency, and facilities are essential attributes as they influence customers' satisfaction.
- Tangibles: This is the extent to which physical facilities, equipment, appearances of personnel and communications materials affect the image perceived by the consumers by Syed Zamberi Ahmad.
- The tangibles dimension is one of the important predictors of overall service quality. Tangibility in the SMSHs sector may be reflected in physical attractiveness of the hotel, the degree of modernity of its equipment and facilities, furnishings, materials associated with the service (i.e. pamphlets) and the appearance of its employees (Tamagni et al., 2003).
- Tangibles refers to the physical ability of a company by Parasuraman.
- AlKhattab and Aldehayyat (2011) found that customers perceived quality of services from the “tangible” aspect of service, which included hotel facilities and equipment and employees’ appearance. Therefore, the current study adopts two major dimensions of service quality viz. “personal contact” and “service performance”.
- Tangibility refers to the physical facilities and other décor of the hotel which leads to positive experience. It is creating the first impression as good as the best impression with personnel’s’ appearance, their way of communication, equipment used, other visible and noticeable items. If the customer is pleased by various artifacts, appearance and aesthetic upkeep of the hotel then it is likely that the customer will come back in future by Parasuraman et al, 1988.

- Tangibility by Sammy Said Saud Al-Shidhani:
 - The hotel has good looking facilities.
 - The hotel's physical facilities are visually appealing.
 - The Hotels employees are neat appearing.
 - The hotel materials associated with the service are visually appealing.

Empathy:

- Assurance and empathy comprise originally developed seven dimensions, which are communication, security, credibility, competence, understanding/knowing customers, courtesy, and access (Anwar & Abdullah, 2021).
- Empathy has significantly predicted customer satisfaction this indicates that empathy have a positive relationship with customer satisfaction by Bayad Jamal Ali.
- Empathy refers to treat the customers individually and pay attention as per their individual need. People are different in nature, their likes and dislikes and therefore, would like to get attracted to the hotels which can understand individual needs and serve to them accordingly then there is a better chance to retaining the customers. By Parasuraman et al, 1988.
- Empathy: This relates to the caring, personalised attention and services provided to the customers. Small service companies are better placed for treating customers as individuals than their larger, invariably standardised, counterparts by Cronin and Taylor, 1992.
- Empathy effects service quality because it allows people to look at problem from another perspective and to stand in somebody else's shoes (i.e. a hotel staff that provides quick services and sensitive to visitors' demands, requests and complaints). Showing empathy makes the visitors in the SMSHs feel respected and taken care of. By Jani and Han, 2014).
- Empathy is the attention to the customers, knowing the customers' specific needs, and having a convenient operational time for the customers by Yilmaz.

- Empathy refers to the ability of one human to identify, understand and share the feelings of another. So, in customer service, empathy means appreciating and validating the emotions of each customer by Niamh reed.
- Empathy is the ability to understand and connect with someone's feelings. In customer service, empathy is the ability to affirm a customer's feelings and indicate that you can understand their pain or frustration, even if you cannot fix it. By Allison Tanner.

Responsiveness:

- “Being willing to help” - refers to the organization's readiness to settle happened issues and availability to provide fast service. It is important to respond to all customer requests, otherwise the request can turn into a complaint. (Anwar & Qadir, 2017).
- Responsiveness is conveyed to clients by the length of time they need to wait for the reply for inquiries. Responsiveness likewise catches the idea of adaptability and capability to redo the service to client needs. (Anwar & Qadir, 2017).
- This is employees’ willingness to aid customers and offer prompt service. This dimension is particularly prevalent where customers have requests, questions, complaints, issues and problems; (Parasuraman et al., 1988).
- Responsiveness refers to willingness of employees to assist consumers and provide prompt service; - Competence involves employees’ knowledge and measure of required skills (Bayar Gardi).
- Responsiveness refers to provide prompt service. It is delivering the service in minimum time. Providing services on time with required quality also leads to customer satisfaction and helps the hotel to retain the customers. (Valdani 2009).
- Responsiveness is the willingness to help visitors and provide prompt service as required. It is essential for the SMSHs employees to be willing to assist visitors by providing them with prompt services that exceed or meet their expectations (Ariffin 2012).

Reliability:

- Reliability depicts whether a service supplier follows assured promises and how precious it is in the actions. The significant importance lies in fulfilling promptly the customer's requests (Hameed & Anwar, 2018).
- Reliability "reflects the service provider's ability to perform service dependably and accurately". It includes "doing it right the first time" and as for the customer it is one of the most significant dimension Berry and Parasuraman, (1991) as cited in (Anwar & Ghafoor, 2017).
- In detail, reliability implies that the organization conveys on its guarantees - guarantees about conveyance, service supply, issue determination and pricing policy. Clients prefer to work with organizations that keep their guarantees about the service outcomes (Anwar & Climis, 2017).
- Reliability is a companies' ability to perform assured service and honour its promises. It signifies that the service supplier provides service right the first time.
- Reliability refers to the commitment of delivering consistent service every time to the guest. If a customer is absolutely sure that the quality of an item will certainly meet the promised quality by the hotel for services, then customers would be satisfied and like to come back to the hotel.
- Reliability refers to a company's ability to provide quick and accurate services.

Assurance:

- It indicates "the knowledge and courtesy of employees and their ability to inspire trust and confidence". It is important for the hotel to prove that it's trustable and worth the money, the customer is paying. The consumer should feel safe when he or she consumes different services from a hotel and would like to feel secure during his stay (Anwar & Louis, 2017).

- Also based on the study of (Cronin & Taylor, 1992) consumers should feel safe in all financial transactions; therefore employees should be trustworthy. This dimension is especially critical for services that consumers see as high hazard or for the services where the outcome seems uncertain for the customer (Anwar & Abdullah, 2021).
- Assurance and empathy comprise originally developed seven dimensions, which are communication, security, credibility, competence, understanding/knowing customers, courtesy, and access (Anwar & Abdullah, 2021).
- Assurance refers to the employees' ability to know and provide right information to the customers. Employees should provide services in such a manner that customers should have the confidence and trust on the employees and they would like to re-visit the hotel.
- Assurance is the ability of a company to develop a sense of trust from the customers to the company.
- Assurance consists of courtesy, competence, security and credibility (Olu Ojo, 2008). In Hotel point of view a customer feel safe while consuming services and feel secure at his stay. Employees must have a sufficient skills and knowledge to perform polite and courteous services.

2.1.2. Independent Variable:

Service Quality

Quality is a theory which can be described as an evasive and blurred theory. It is Important to differentiate between goods and services, because they have different characteristics. The former is more tangible, an object; the latter is intangible, actual performance. One of the most significant and unparalleled characteristics of services is that it is a process, but not a thing. Therefore, service companies don't have any product, but they do have interactive processes. Services are invisible; therefore, it is difficult for the supplier to unfold and consumers to measure.

2.2 Dependent variable

Loyalty

2.2.1 Definition:

Customer loyalty is seen as an individual's behaviour to favour one organisation over others. A specific client's loyalty can be evaluated by observing repeated purchases of a customer. Loyal clients will always talk positively about the organisation, which produces more clients. Therefore, in short, customer loyalty is when a customer talks positively regarding his/her experience in a hotel, repurchases its products and service in the future and recommends it to others. Customer loyalty is very different from customer satisfaction. Customer satisfaction measures how well expectations are met, whereas the other measures how frequent a customer will repurchase.

2.3 Influence of Independent Variable on Dependent Variable

Service quality is an important factor that influences customer loyalty. When customers receive high-quality services, they are more likely to remain loyal to the company and continue to use its products or services. Several studies have shown that there is a positive relationship between service quality and customer loyalty. A study conducted by Zeithaml et al. (1996) found that service quality has a direct impact on customer satisfaction, which in turn leads to customer loyalty. Another study by Parasuraman et al. (1988) identified five dimensions of service quality that have a significant impact on customer satisfaction and loyalty: reliability, responsiveness, assurance, empathy, and tangibles. Reliability refers to the ability of a company to provide its services consistently and accurately. Responsiveness refers to the willingness of a company to provide prompt and helpful service to its customers. Assurance refers to the knowledge, competence, and professionalism of the company's employees. Empathy refers to the degree to which a company understands and responds to the needs of its customers. Tangibles refer to the physical evidence of the company's services, such as its facilities, equipment, and personnel.

These dimensions of service quality are all important for creating a positive customer experience, and they can all influence customer loyalty. When a company excels in these

dimensions, it is more likely to retain its customers and create a positive reputation in the market.

In conclusion, service quality plays a significant role in customer loyalty. A company that consistently provides high-quality services is more likely to retain its customers and create a positive reputation in the market. Companies should strive to excel in the five dimensions of service quality to create a positive customer experience and build customer loyalty over time.

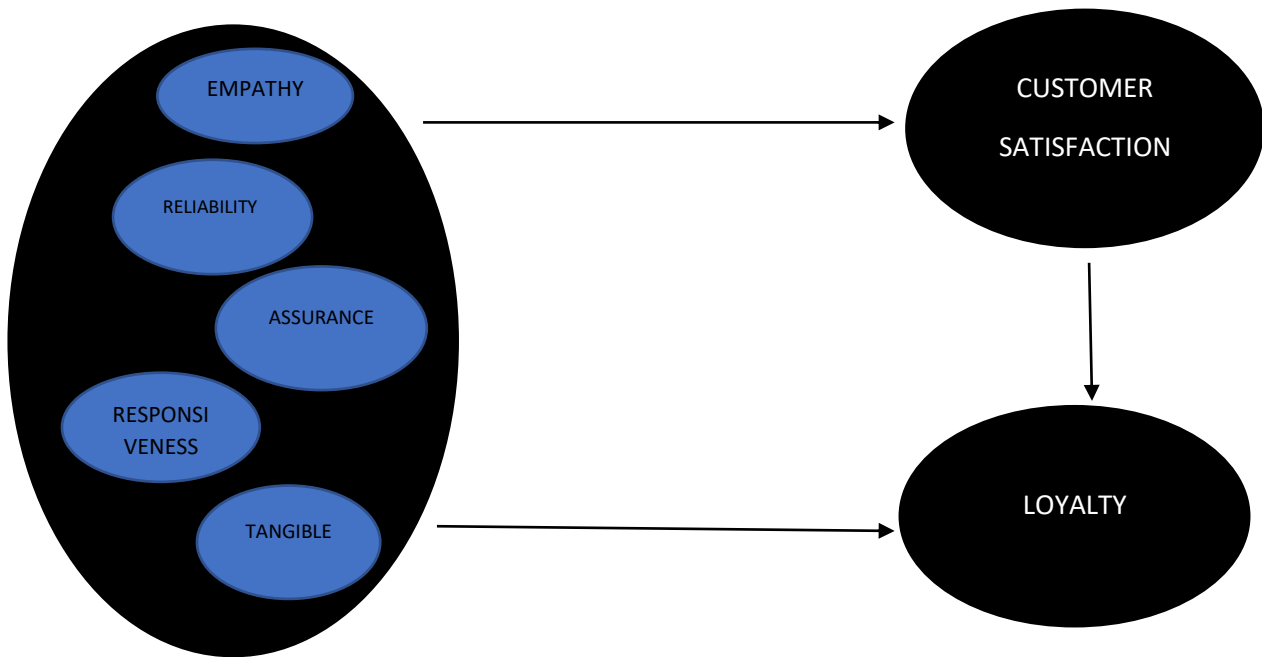
2.5. Mediating variable - Customer Satisfaction:

It can be seen that today a lot of researchers are discussing the topic of total satisfaction. Proposers of the above mentioned tend to accentuate the significance of corresponding specifications, satisfying requirements, providing consumers with the desirable quality of services. The thing which seriously counts nowadays is customer satisfaction. If a client is dissatisfied, he will not come back and will not purchase your service for the second time. All the things which the company does in order to increase service quality can be counted as a zero if the customer left the hotel without being satisfied. Nowadays like never before, fulfilling consumers' requests remains the greatest challenge.

2.5. Theoretical Lense:

This study tests the VBN theory in Japan and demonstrates that, as expected, the more people endorse biospheric values, the stronger they believe that car use has negative environmental impacts, the more they feel responsible for the problems caused by car use, and the more they feel personally obliged to reduce their car use.

2.12. Overall Model:



2.14. Hypotheses:

H1 = There is a positive relationship between Tangibility and Customer Satisfaction.

H2 = There is a positive relationship between Reliability and Customer Satisfaction.

H3 = There is a positive relationship between Responsiveness and Customer Satisfaction.

H4 = There is a positive relationship between Assurance and Customer Satisfaction.

H5 = There is a positive relationship between Empathy and Customer Satisfaction.

Chapter-3

Research

Methodology

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3.1 Section 1

Qualitative Study – Case Analysis

The overall aim of the study was to examine the impact of Service Quality and Customer Satisfaction on the guests of hotels they've resided in and if the mediating variable, obtained by the unit of analysis, explain the relationship between Independent Variable and Dependent Variable of unit of analysis.

This was initially gained through a systematic literature review which pointed to the possibility of relationships between the constructs under study, namely Customer Satisfaction and Service Failure in India

However, to capture the hypothesised relationship in fuller context, a qualitative study of was undertaken at the following hotels:

- 1) Alila Diwa Goa
- 2) Heritage Goa

After the case studies, cross-case analysis was done to compare the answers from different unit if analyses

3.2.1. Protocol For the Case Studies:

A protocol was first designed and followed in carrying out the case of the above-mentioned hotels and customers/guests for the analysis as follows:

The group members contacted the hotel's HR in order to avail and schedule an appointment with the respective managers. The members were able to contact the managers personally because of their work history with them. We visited some of the hotels present in Goa personally to gather information. Some hotels refused to provide information as it was against their company policies. Some instances were registered by the students itself from their previous experiences during their academic and other internships at the hotels.

3.2.1.1 Objectives

Service Quality which consists of Empathy, Reliability, Assurance, and Responsiveness affects customers loyalty through customer satisfaction.

3.2.1.2 Methodology:

The research methodology is a systematic approach to investigate a research problem by identifying the unit of analysis, collecting data, analysing the data, and arriving at certain conclusions. This chapter presents the details of the research methodology adopted for the study, including research design adopted, the unit of analysis, sampling technique, and description of the tools, data collection procedure, and data analysis procedure.

Sr.no	Methodology	Remarks
1	Unit of Analysis	Managers and Customers of 5-star Hotel
2	Sample Size	Qualitative- 2 managers and 12 Customers Quantitative- 86 managers
3	Sampling Method	Purposive Sampling
4	Period of Data Collection	4 January 2023 – 6 January 2023
5	Nature of Data	Primary Data
6	Data Collection Tool	Qualitative- In-depth Interview Quantitative- Survey using questionnaire
7	Data Collection Procedure	1.Made questionnaire for Managers and customers 2.Taking Appointments from the hotels 3.Approached Selected Hotels 4.Taking Interview of Managers and Customers

8	Measurement Instrument	Interview Questions
9	Method used for Data Analysis	Pie Charts and Statistical Package for Social Studies

3.2.1.3 Unit of analysis:

We went to two hotels in south Goa. The aim of this research is to see whether the customers are getting satisfied with the service provided and whether they are very loyal to the hospitality industry. This study also proves that whether to reveal the impact of service quality on customer satisfaction and show the influence of different service quality dimensions on satisfaction level in Hotels derive quality of products and other services that the hotel offers. We start the research by interviewing the hotels first as being the service provider in this case.

3.2.1.4 Sample frame:

The sampling frame of this study consists of a set of a minimum of 2 and 12 semi-structured interviews of unit of analysis, conducted from 2 January 2023 to 6 January 2023. Polit and Beck (2003) say that the main purpose of the qualitative study is to have a holistic view of the subject under study and to have a small sample and extract the maximum information from it, hence the correct choice of sampling may not be convenience sample. The respondents were purposively selected from among the hotels.

3.2.1.5 Questions Asked (Qualitative)

For the managers:

- History of the company.
- Total number of the employees in you departments.
- What kind of complains do you have to deal with regularly?
- What guests do you usually face?
- Does the hotel meet the customer's needs?
- What is the best approach about complaints put by the guests?
- How would you encourage your trust and loyalty in your guests?
- How will you help to improve the employee performance?
- How long does it takes to resolve a conflict?
- What kind of complaints did you came across till date?
- What measures were taken to calm the guests?
- Was the customer satisfied with the solution?

For the Customers:

- What is your name?
- What is your occupation?
- What is your age
- Where do you live?
- What do you expect in a guest room
- How do you choose a hotel?
- If you like a hotel would you recommend it to others?
- Does the staff of the hotel understand your specific needs?
- Does the staff of the hotel able to provide service as promised?
- Does the hotel provides a safe environment to stay in?
- Does the staff at the hotel ready to respond to your requests?
- Does the hotel have adequate fire safety facilities and instructions?
- Does the hotel give you individualized attention?

3.2.2 Case Analysis

3.2.2.1: Unit of Analysis

Alila Diwa Goa



Alila Diwa Goa is both a serene sanctuary and starting point for deep discovery, designed to offer the space to unwind and inspire meaningful connection to the region's lush surroundings and vibrant community. Embark through a land of ancient forts, colorful villas, and traditions rooted in the colonial past, all amidst swaying palms, white sands and sparkling waters.

3.2.2.2: Heritage Goa



Strategically located in a picturesque section of South Goa and a two-minute walk away from Goa's pristine Arossim Beach, Heritage Village Resort and Spa, Goa is a haven for families! As you walk into our boutique resort in Goa, the culture of the locale engulfs you, with the architecture paying tribute to the by-gone Portuguese era - rooms designed for optimum comfort, and indulgences such as a wellness spa that is the ultimate treat for your body and soul. Perfect for family getaways, this is one of the best resorts in South Goa and is just a 15-minute drive away from Dabolim Airport and Madgaon Station and a 30-minute drive from the city. Make your way to this boutique resort in South Goa and treat yourself to an experience, unlike anything you've had before

3.2.3 Data analysis and interpretations

A- Cross tabulation of the Hotels

Heritage

1.What is the history of the company?	It has 97 rooms of 4 different category- Superior, deluxe, club and suit.so first this was an all-inclusive resort as in if a guest would stay with us, they would get the room breakfast lunch and dinner. Morning snacks evening snacks drinks everything included in the package but slowly and steadily we evolved and started offering different packages to guest like room and breakfast, Room breakfast with one major meal room with breakfast lunch and dinner. During this 22 years' time there is a lot of renovation which have been done every time every year there is some sort of renovation been done even during the lockdown, we have done a lot of changes the lobby, restaurant, pub we also have opened up a new pan Asian restaurant which is called ...in future we have many other plans
2.What are the Total number of employees in your department?	So, I take care of reservation as I am the reservation manager including me there total 4.
3.What kind of complains do you have to deal with regularly?	In reservation we have different types of complains like some guest feel the rate is too high for us they feel like if they go to certain websites, they are getting a lower rate this are some of the complains
4.What guest do you usually face?	Both Indian and foreign

5.Does the hotel meet the customer needs?	Yes, they meet the customer needs whether by offering distinctive eating experiences, spa services, or even collaborating with other companies to combine services to create all-inclusive experience packages.
6.What is the best approach about complains put by the guest?	So basically, we cross check like they are maybe saying that certain websites they are getting a lower rate so then we ask then to send us a screenshot send us the retail view and then we try and offer them to some additional discount or we offer something like complementary like a beer bucket certain discount on food and beverage.
7.How would you encourage your trust and loyalty in your guest?	We can do that by so whenever they book what ever we have committed to them whatever inclusions are there in the package we have to make sure they get it.
8.How will you help improve employee performance?	So employee performance we can improve by giving them incentives and also taking good care of them giving increments whenever they require and leaves, offs we can give it to them
9.How long does it take to resolve a conflict?	It depends how big the conflict is sometimes it can take 2mins also, few days so it depends what kind of a conflict what is the profile of the guest how is the nature of the guest it depends upon each one.
10.What kinds of complains did you come across with till date?	Many complains like rates. People see a room category on the net but when they come out over here, they feel it not the same room or the room size is not the same, so this are some of the complains

11. What measures were taken to calm the guest?	So, first of all we make the guest understand lie if they are what they have said is right or wrong we have to evaluate. in most cases the guest are under misconception or maybe some travel agent has promised them something which we do not have, so we have to deal with each and every situation.
12. Was the customer satisfied with the solution?	Yes, most guest was satisfied with the solution

1. Alila Diva (Spa Manager)

Sr.No.	Questions	Answers
1.	History of the company.	Spa Alila is like a wellness program where they usually do the sessions like Ayurveda treatment, Aroma Massages, etc.
2.	Total number of the employees in you departments.	Total number of employees are 9 members where there are 6 female therapists and 1 male therapist and 1 team attender and 1 Team Leader.
3.	What kind of complains do you have to deal with regularly?	Regular complains from the guests are the less time given for the steam, the treatment is cut short
4.	What guests do you usually face?	The guests that they face are mostly Indian and foreigner.
5.	From your point of view how would you evaluate your employee's performance?	In the busy situations employee's needs to wait back so they never complain about it. The employees respects each other's decisions. The evaluation is 100% from manager's point of view.

6.	What is the best approach about complaints put by the guests?	They offer 15 minutes additional for any spa, 15 minutes extra for the steam, 30 minutes of extra massage with hair wash and blow dry.
7.	How would you encourage your trust and loyalty in your guests?	The staff apologies first to the guests and if the complaint reaches the manager, she handles the complains of the guests.
8.	What would you like to say about your staff?	The staff is very friendly and they get along with the guests quickly.
9.	How long does it takes to resolve a conflict?	It takes like about 15 minutes to resolve a conflict because all the HOD's give a quick response over a conflict.
10.	What kind of complaints did you came across till date?	There is a pond near the spa so lot of guests don't pay attention and fall there so that was the different complaint which they came across recently.
11.	What are your welcoming process when it comes to spa?	They greet them, they explains the treatments like what kind of treatments are available and they try to up sale the treatments like for the 60 minutes of treatment they up sale it to 90 minutes if the time slot is available. Then they give the herbal tea and cold towel and the therapist introduce themselves.
12.	Was the customer satisfied with the solution?	Yes, the customers are satisfied by the solution.

INTERPRETATIONS

The aim of our research is to see whether the customers are getting satisfied with the service provided and whether they are very loyal to the hospitality industry. To conduct the qualitative study we chose to interview 10 hotels out of which 2 hotels responded. We found that both the hotels get mostly Indians then foreigners. Then we also understand that the interview we did the managers of both the hotels give different responses like in Heritage, the

guest complaints are mainly focused on the room rates and room size and they handle the complaints by providing the guest with compensation and additional discounts. Where as in Alila Diwa we communicated with the spa manager and the complaints they usually face are less time given for steam, treatment is cut short etc, and the best way they deal with the complaints are they offer 15 mins additional for any spa, steam and 30 minutes extra for massage.

The information received is relevant as we interviewed the managers of the hotels. The questions were framed in such a way to help us get the exact data that we need for our study.

Conclusion

The aim of this research is to see whether the customers are getting satisfied with the service provided and whether they are very loyal to the hospitality industry. This study also proves that whether to reveal the impact of service quality on customer satisfaction and show the influence of different service quality dimensions on satisfaction level in Hotels derive quality of products and other services that the hotel offers. We interviewed the managers of the HERITAGE and ALILA DIWA and asked them questions about the history of the company and the customer service and conflicts in the hotel. Through this study we understand how each hotel handles customer service and how they deal with customer conflicts. We also know what kind of guest come to the hotel and how long does it take for each hotel to resolve a conflict.

B- Cross Tabulation of People

Sr no	Questions	Answers
1.	What is your name?	Figo martins
2.	What is your occupation?	Student
3.	What is your age?	20
4.	Where do you live?	Goa
5.	What do you expect in a guest room?	Comfortable stay
6.	How do you choose a hotel?	Depending on location and season
7.	If you like a hotel, would you recommend it to others?	Yes
8.	Does the staff of the hotel understand your specific needs?	Yes
9.	Does the staff of the hotel able to provide service as promised?	Yes
10.	Does the hotel provide a safe environment to stay in?	Yes
11.	Does the staff at the hotel ready to respond to your requests?	Yes

12.	Does the hotel have adequate fire safety facilities and instructions?	Yes
13.	Does the hotel give you individualized attention?	Yes
Sr no	Questions	Answers
1.	What is your name?	Sheldon
2.	What is your occupation?	Pilot
3.	What is your age	21
4.	Where do you live?	Varca
5.	What do you expect in a guest room?	Cleanliness
6.	How do you choose a hotel?	Based on reviews
7.	If you like a hotel, would you recommend it to others?	Definitely
8.	Does the staff of the hotel understand your specific needs?	Always
9.	Does the staff of the hotel able to provide service as promised?	Yes
10.	Does the hotel provide a safe environment to stay in?	Yes

11.	Does the staff at the hotel ready to respond to your requests?	Yes
12.	Does the hotel have adequate fire safety facilities and instructions?	Yes
13.	Does the hotel give you individualized attention?	Yes
Sr no	Questions	Answers
1.	What is your name?	Pearl
2.	What is your occupation?	Student
3.	What is your age	20
4.	Where do you live?	Goa
5.	What do you expect in a guest room?	Clean and aesthetic
6.	How do you choose a hotel?	Based on rating
7.	If you like a hotel, would you recommend it to others?	Yes
8.	Does the staff of the hotel understand your specific needs?	sometimes

9.	Does the staff of the hotel able to provide service as promised?	Yes
10.	Does the hotel provide a safe environment to stay in?	Yes
11.	Does the staff at the hotel ready to respond to your requests?	Yes
12.	Does the hotel have adequate fire safety facilities and instructions?	Yes
13.	Does the hotel give you individualized attention?	Yes
Sr no	Questions	Answers
1.	What is your name?	Anifa Fernandes
2.	What is your occupation?	Teacher
3.	What is your age	38
4.	Where do you live?	Goa-Velha
5.	What do you expect in a guest room?	Good ambience
6.	How do you choose a hotel?	After reading the reviews from the website
7.	If you like a hotel would you recommend it to others?	Yes

8.	Does the staff of the hotel understand your specific needs?	Not always
9.	Does the staff of the hotel able to provide service as promised?	Yes
10.	Does the hotel provide a safe environment to stay in?	Yes
11.	Does the staff at the hotel ready to respond to your requests?	Yes
12.	Does the hotel have adequate fire safety facilities and instructions?	Yes
13.	Does the hotel give you individualized attention?	Yes
Sr no	Questions	Answers
1.	What is your name?	Hansel
2.	What is your occupation?	Student
3.	What is your age?	20
4.	Where do you live?	Goa
5.	What do you expect in a guest room?	A nice bottle of whiskey
6.	How do you choose a hotel?	Luxury and Rating
7.	If you like a hotel would you recommend it to others?	Yes

8.	Does the staff of the hotel understand your specific needs?	Yes
9.	Does the staff of the hotel able to provide service as promised?	Yes
10.	Does the hotel provide a safe environment to stay in?	Yes
11.	Does the staff at the hotel ready to respond to your requests?	Yes
12.	Does the hotel have adequate fire safety facilities and instructions?	Yes
13.	Does the hotel give you individualized attention?	Yes
Sr no	Questions	Answers
1.	What is your name?	Rishika Verenkar
2.	What is your occupation?	Student
3.	What is your age?	20
4.	Where do you live?	Porvorim
5.	What do you expect in a guest room?	Cleanliness and comfort
6.	How do you choose a hotel?	based on the luxury and safety

7.	If you like a hotel, would you recommend it to others?	yes
8.	Does the staff of the hotel understand your specific needs?	sometimes
9.	Does the staff of the hotel able to provide service as promised?	yes
10.	Does the hotel provide a safe environment to stay in?	yes
11.	Does the staff at the hotel ready to respond to your requests?	yes
12.	Does the hotel have adequate fire safety facilities and instructions?	yes
13.	Does the hotel give you individualized attention?	yes
Sr no	Questions	Answers
1.	What is your name?	Nicholas
2.	What is your occupation?	Event manager
3.	What is your age?	22
4.	Where do you live?	Panjim

5.	What do you expect in a guest room?	Cleanliness of space and phenomenal service.
6.	How do you choose a hotel?	Based on service, accommodation and experience presented by the hotel or resort.
7.	If you like a hotel, would you recommend it to others?	Yes
8.	Does the staff of the hotel understand your specific needs?	Yes
9.	Does the staff of the hotel able to provide service as promised?	Yes
10.	Does the hotel provide a safe environment to stay in?	Yes
11.	Does the staff at the hotel ready to respond to your requests?	Yes
12.	Does the hotel have adequate fire safety facilities and instructions?	Yes
13.	Does the hotel give you individualized attention?	Yes
Sr no	Questions	Answers
1.	What is your name?	Kim
2.	What is your occupation?	Teacher
3.	What is your age	31

4.	Where do you live?	Panjim
5.	What do you expect in a guest room?	Cleanliness
6.	How do you choose a hotel?	Locality, proximity to tourist spots and shopping area
7.	If you like a hotel, would you recommend it to others?	Yes
8.	Does the staff of the hotel understand your specific needs?	Yes
9.	Does the staff of the hotel able to provide service as promised?	Yes
10.	Does the hotel provide a safe environment to stay in?	Yes
11.	Does the staff at the hotel ready to respond to your requests?	Yes
12.	Does the hotel have adequate fire safety facilities and instructions?	Yes
13.	Does the hotel give you individualized attention?	Yes
Sr no	Questions	Answers

1.	What is your name?	Sancia Esteves
2.	What is your occupation?	Private Service
3.	What is your age	26
4.	Where do you live?	Goa
5.	What do you expect in a guest room	Cleanliness, proper amenities replenished. Functional bathroom. No bed bugs or any other insects.
6.	How do you choose a hotel?	Based on the location and budget
7.	If you like a hotel would you recommend it to others?	yes
8.	Does the staff of the hotel understand your specific needs?	yes
9.	Does the staff of the hotel able to provide service as promised?	Yes, within their capacity ofcourse.
10.	Does the hotel provides a safe environment to stay in?	I guess so. They should especially if it is 5 star hotel.
11.	Does the staff at the hotel ready to respond to your requests?	This question is grammatical wrong. However usually the staff is ready to help in their capacity.
12.	Does the hotel have adequate fire safety facilities and instructions?	The good ones do. If it is smaller 1or 2 star they might not.
13.	Does the hotel give you individualized attention?	yes

Sr no	Questions	Answers
1.	What is your name?	Ritika
2.	What is your occupation?	Student
3.	What is your age	17
4.	Where do you live?	Porvorim
5.	What do you expect in a guest room	Safety and cleanliness
6.	How do you choose a hotel?	Based on a good review
7.	If you like a hotel would you recommend it to others?	Yes
8.	Does the staff of the hotel understand your specific needs?	Yes
9.	Does the staff of the hotel able to provide service as promised?	Yes
10.	Does the hotel provides a safe environment to stay in?	Yes
11.	Does the staff at the hotel ready to respond to your requests?	yes
12.	Does the hotel have adequate fire safety facilities and instructions?	yes

13.	Does the hotel give you individualized attention?	yes
Sr no	Questions	Answers
1.	What is your name?	Aditya Sharma
2.	What is your occupation?	Buisnessmen
3.	What is your age	34
4.	Where do you live?	Varca goa
5.	What do you expect in a guest room	Cleanliness and basic amenities
6.	How do you choose a hotel?	By checking the reviews of others on online booking sites.
7.	If you like a hotel would you recommend it to others?	Definetly
8.	Does the staff of the hotel understand your specific needs?	Yes
9.	Does the staff of the hotel able to provide service as promised?	Yes
10.	Does the hotel provides a safe environment to stay in?	Yes
11.	Does the staff at the hotel ready to respond to your requests?	Yes
12.	Does the hotel have adequate fire safety facilities and instructions?	Yes

13.	Does the hotel give you individualized attention?	yes
Sr no	Questions	Answers
1.	What is your name?	Rhea Estibeiro
2.	What is your occupation?	Student
3.	What is your age	19
4.	Where do you live?	bangalore
5.	What do you expect in a guest room	Cleanliness and space in the room
6.	How do you choose a hotel?	By checking out the reviews of previous visitors
7.	If you like a hotel would you recommend it to others?	yes
8.	Does the staff of the hotel understand your specific needs?	Yes
9.	Does the staff of the hotel able to provide service as promised?	Yes
10.	Does the hotel provides a safe environment to stay in?	Yes
11.	Does the staff at the hotel ready to respond to your requests?	Yes
12.	Does the hotel have adequate fire safety facilities and instructions?	Yes

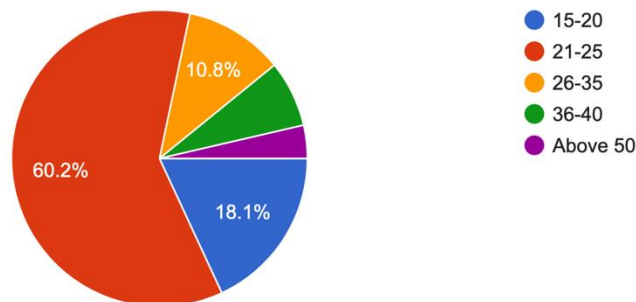
13.	Does the hotel give you individualized attention?	yes
-----	---	-----

Interpretation

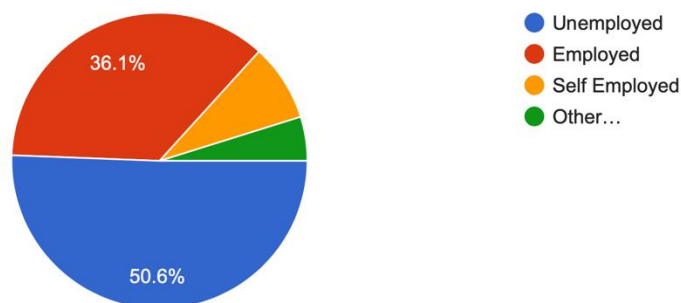
To conduct the qualitative research, we distributed a Google forms to people from various parts of India. The questions were designed in such a way that we would get the information we needed to conduct the study. We discovered that 50% of the people were students, with the remainder being hoteliers, teachers, businesses, event manager and so on. We discovered that the majority of them consider to recommend the hotel to others if they like, most of them expect the guest room to be cleaned.

3.2.3.2.2. PIE CHART

Q1. Age
83 responses

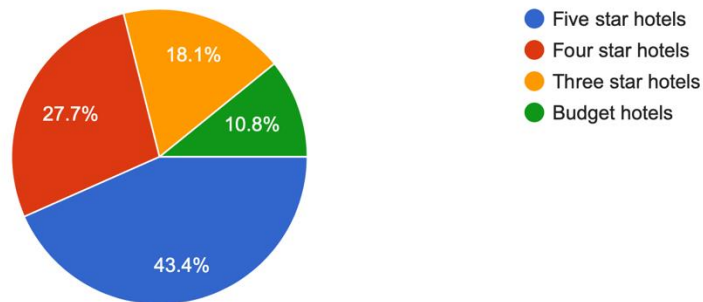


Q6. What is your employment status?
83 responses



Q9. Which type of hotels do you mostly prefer?

83 responses



Conclusion

HOTELS

The goal of this study was to find out what customers expect from a hotel. We have a sample of 12 customers of various ages, occupations, and economic backgrounds. The information we received is extremely useful for drawing conclusions. The data provided us with insight into what customers prefer and what motivates them to go back to a hotel. We designed the questions so that they would answer exactly what we needed to know. As a result, this information was extremely useful.

GUESTS

Based on the survey conducted it found out that majority of the guests use social media and have lived in hotels, it also shows that majority of the guests care about the satisfaction and employee services they are provided by the hotel.

Section-2 Quantitative Study

3.3.1 Unit of Analysis and Sampling

For this study is Customers of hotels who have stayed at any 5-star property and have been satisfied are the unit of analysis.

For the quantitative study convenience sampling technique was used to select respondents, based on their availability and willingness to be a part of this study. Care was taken to include sufficient representation from different groups of residents (age, gender, education, qualifications etc.). The total sample size was 2 Hotels.

3.3.1.1 Sample

Size

A total of 86 responses were received. Out of which 10 were discarded as the respondent had not visited the hotels. The survey period was from _____ to 26 February 2023.

3.3.2 Data Collection tools

A questionnaire with four sections was designed for the study. The first section collected demographic information. The second section measured the Hotel Environment Practices on a five-point semantic scale. The third section measured the Customer Satisfaction of the hotel guest. The fourth section measured the Customer Loyalty of the hotel guest. The third and fourth sections were measured on a five-point likert scale. The questionnaire is shown in appendix.

Data collection Procedure

The data for the quantitative study were collected online through google form questionnaires. The questionnaires were administered through WhatsApp, Emails and iMessages. The structure of the questionnaire, its objective and the rating scheme was explained to the respondents in the beginning. It was ensured that the respondents were explained about their confidentiality through the disclaimer at the beginning of the questionnaire. The respondents belonged to a different gender, age groups, income groups, occupation backgrounds and educational backgrounds.

Chapter-4

Data Analysis

Index

Sr. no	Particular	Pg. no
4.0	Reliability Test of every scale	
4.1	Correlations between items of TAN	
4.2	Correlations between items of EMP	
4.3	Correlations between items of REL	
4.4	Correlations between items of ASST	
4.5	Correlations between items of RES	
4.6	Correlations between items of CS	
4.7	Correlations between items of LOY	
4.8	Coefficients of H1	
4.10	Coefficients of H1A	
4.12	Coefficients of H2	
4.14	Coefficients of H3	
4.16	Coefficients of H4	

Data was collected online through google forms. The data was then downloaded into an Excel sheet and coding was done. This was then extracted in the SPSS software spreadsheet.

RELIABILITY

First the demographic details were analysed and frequency was calculated. Next the Scales were checked for reliability by calculating the Cronbach's alpha. As seen from Table 2 all the scales were found to have Cronbach's alpha greater than 0.7 and hence were found reliable.

Table 4.0: Reliability Test of every scale

Sr.no	Constructs	Items	Cronbach's Alpha
1	TANGIBLE	4	0.947
2	EMPATHY	3	0.954
3	RELIABILITY	3	0.959
4	ASSURANCE	3	0.949
5	RESPONSIVENENSS	2	0.969
6	CUSTOMER SATISFACTION	5	0.956
7	CUSTOMER LOYALTY	5	0.936

CONVERGENT VALIDITY

Next the correlation between the items of each construct were calculated to check if they measured the same construct. The correlations were found to be moderate i.e. between 0.3 and 0.7 and hence the convergent validity was achieved.

Correlations between items of Tangible

4.1 Correlations

		TAN1	TAN2	TAN3	TAN4
TAN1	Pearson Correlation	1	.829**	.791**	.807**
	Sig. (2-tailed)		.000	.000	.000
	N	83	83	83	83
TAN2	Pearson Correlation	.829**	1	.794**	.849**
	Sig. (2-tailed)	.000		.000	.000
	N	83	83	83	83
TAN3	Pearson Correlation	.791**	.794**	1	.852**
	Sig. (2-tailed)	.000	.000		.000
	N	83	83	83	83
TAN4	Pearson Correlation	.807**	.849**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	83	83	83	83

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation in this table is moderate.

4.2 Correlations

		EMP1	EMP2	EMP3
EMP1	Pearson Correlation	1	.860**	.839**
	Sig. (2-tailed)		.000	.000
	N	83	83	83
EMP2	Pearson Correlation	.860**	1	.925**
	Sig. (2-tailed)	.000		.000
	N	83	83	83
EMP3	Pearson Correlation	.839**	.925**	1
	Sig. (2-tailed)	.000	.000	
	N	83	83	83

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation in this table is moderate.

4.3 Correlations

	REL1	REL2	REL3
REL1 Pearson Correlation	1	.918**	.855**
Sig. (2-tailed)		.000	.000
N	83	83	83
REL2 Pearson Correlation	.918**	1	.885**
Sig. (2-tailed)	.000		.000
N	83	83	83
REL3 Pearson Correlation	.855**	.885**	1
Sig. (2-tailed)	.000	.000	
N	83	83	83

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation in this table is moderate.

4.4 Correlations

	ASST1	ASST2	ASST3
ASST1 Pearson Correlation	1	.873**	.857**
Sig. (2-tailed)		.000	.000
N	83	83	83
ASST2 Pearson Correlation	.873**	1	.856**
Sig. (2-tailed)	.000		.000
N	83	83	83
ASST3 Pearson Correlation	.857**	.856**	1
Sig. (2-tailed)	.000	.000	
N	83	83	83

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation in this table is moderate.

4.5 Correlations

	RES1	RES2
RES1 Pearson Correlation	1	.940**
Sig. (2-tailed)		.000
N	83	83
RES2 Pearson Correlation	.940**	1
Sig. (2-tailed)	.000	
N	83	83

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation in this table is moderate.

4.6 Correlations

	CS1	CS2	CS3	CS4	CS5
CS1 Pearson Correlation	1	.838**	.731**	.741**	.736**
Sig. (2-tailed)		.000	.000	.000	.000
N	83	83	83	82	83
CS2 Pearson Correlation	.838**	1	.746**	.800**	.781**
Sig. (2-tailed)	.000		.000	.000	.000
N	83	83	83	82	83
CS3 Pearson Correlation	.731**	.746**	1	.929**	.899**
Sig. (2-tailed)	.000	.000		.000	.000
N	83	83	83	82	83
CS4 Pearson Correlation	.741**	.800**	.929**	1	.939**
Sig. (2-tailed)	.000	.000	.000		.000
N	82	82	82	82	82
CS5 Pearson Correlation	.736**	.781**	.899**	.939**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	83	83	83	82	83

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation in this table is moderate.

4.7 Correlations

	LOY1	LOY2	LOY3	LOY4	LOY5
LOY1 Pearson Correlation	1	.807**	.668**	.769**	.683**
Sig. (2-tailed)		.000	.000	.000	.000
N	83	83	83	83	83
LOY2 Pearson Correlation	.807**	1	.730**	.797**	.710**
Sig. (2-tailed)	.000		.000	.000	.000
N	83	83	83	83	83
LOY3 Pearson Correlation	.668**	.730**	1	.729**	.842**
Sig. (2-tailed)	.000	.000		.000	.000
N	83	83	83	83	83
LOY4 Pearson Correlation	.769**	.797**	.729**	1	.741**
Sig. (2-tailed)	.000	.000	.000		.000
N	83	83	83	83	83
LOY5 Pearson Correlation	.683**	.710**	.842**	.741**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	83	83	83	83	83

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation in this table is moderate.

DIVERGENT VALIDITY

The Independent variables were tested for non-collinearity (that every construct was different from the other and did not share common variance). If VIF is less than 3 than non-collinearity is achieved.

Next the hypotheses were tested using regression analysis. For this IBM SPSS version 22 was used

Regression Analysis

$$Y = \text{constant} + ax_1 + e$$

$$\text{Dependent variable} = \text{constant} + a^* (\text{Independent Variable}) + e$$

H1: Service Quality positively affects Customer Satisfaction

Table 4.8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 ^a	.723	.720	2.38129

a. Predictors: (Constant), SQ

Table 4.9 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.378	1.354		1.757	.083		
	SQ	.297	.021	.851	14.464	.000	1.000	1.000

a. Dependent Variable: CS

CUSTOMER SATISFACTION = 2.378+ 0.297 SQ + e equation 1

From Table 4.8, we can see that $R^2 = 0.723$, This means that the Independent Variable (SQ) explains 72.3% of the variance in the Dependent variable (Customer Satisfaction). It means that 27.7% is explained by other variables.

It can be seen from Table 4.8 and 4.9 that **Service Quality influences Customer Satisfaction significantly**

Hence H1 is supported

H1A: Dimensions of Service Quality differ in the significance of Customer Satisfaction.

TABLE 4.10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	.748	.732	2.33137

a. Predictors: (Constant), RESP, TAN, RELY, ASST, EMPY

TABLE 4.11 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.334	1.340		1.742	.086		
	TAN	-.121	.248	-.096	-.485	.629	.085	11.742
	EMPY	.295	.354	.179	.832	.408	.072	13.976
	RELY	.267	.307	.155	.870	.387	.105	9.513
	ASST	.449	.343	.271	1.310	.194	.077	12.922
	RESP	.953	.521	.376	1.829	.071	.079	12.736

a. Dependent Variable: CS

$$\text{CUSTOMERB SATISFACTION} = 2.334 - .121 \text{ TAN} + .295 \text{ EMPY} + .267 \text{ RELY} + .449 \text{ ASST} + .953 \text{ RESP} + e \text{ equation 2}$$

From Table 4.10, we can see that $R^2 = 0.748$, This means that the Independent Variable (DIMENSIONS OF SQ) explains 74.8% of the variance in the Dependent variable (Customer Satisfaction). It means that 25.2% is explained by other variables.

It can be seen from Table 4.10 and 4.11 that DIMENSIONS OF SQ VARIES IN THEIR influence ON CS significantly

Hence H1A is supported

TABLE 4.12 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.269 ^a	.072	.012	2.44592

a. Predictors: (Constant), RESP, TAN, RELY, ASST, EMPY

TABLE 4.13 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.824	1.402		9.858	.000		
	TAN	.354	.261	.513	1.359	.178	.085	11.823
	EMPY	-.594	.372	-.658	-1.598	.114	.071	14.067
	RELY	.321	.322	.338	.995	.323	.104	9.583
	ASST	-.618	.360	-.680	-1.717	.090	.077	13.010
	RESP	.621	.547	.447	1.137	.259	.078	12.827

a. Dependent Variable: LOY

CUSTOMER LOYALTY= 13.824 - .354 TAN + (-594) EMPY+ .321 RELY+(-618) ASST+ .621 RESP +e equation 3

From Table 4.12, we can see that $R^2 = 0.72$, This means that the Independent Variable (DIMENSIONS OF SQ) explains 72% of the variance in the Dependent variable (Customer Loyalty). It means that 28% is explained by other variables.

It can be seen from Table 4.12 and 4.13 that DIMENSIONS OF **SERVICE QUALITY DIMENSIONS** varies in the influence on Customer Loyalty significantly

Hence H2 is supported

TABLE 4.14 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.043 ^a	.002	-.010	2.47384

a. Predictors: (Constant), SQ

TABLE 4.15 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	14.255	1.403		10.157	.000		
SQ	-.008	.021	-.043	-.387	.700	1.000	1.000

a. Dependent Variable: LOY

CUSTOMER LOYALTY= 14.255 (-.008) SERVICE QUALITY+ e equation 4

From Table 4.14, we can see that $R^2 = .002$, This means that the Independent Variable (SERVICE QUALITY) explains 2% of the variance in the Dependent variable (Customer Loyalty). It means that 98% is explained by other variables.

It can be seen from Table 4.14 and 4.15 that DIMENSIONS OF SERVICE QUALITY varies in the influence on Customer Loyalty significantly

Hence H3 is supported

TABLE 4.16 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.078 ^a	.006	-.006	2.47990

a. Predictors: (Constant), CS

TABLE 4.17 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.628	1.350		10.836	.000		
	CS	-.043	.061	-.078	-.697	.488	1.000	1.000

a. Dependent Variable: LOY

CUSTOMER LOYALTY= 14.628 (-008) SERVICE QUALITY + e equation 5

From Table 4.16, we can see that $R^2 = .006$, This means that the Independent Variable (CUSTOMER SATISFACTION) explains 6% of the variance in the Dependent variable (Customer Loyalty). It means that 94% is explained by other variables.

It can be seen from Table 4.16 and 4.17 that DIMENSIONS OF CUSTOMER SATISFACTION varies in the influence on Customer Loyalty significantly

Hence H4 is supported

Chapter-5

Findings, Contribution,

Managerial Implications,

And

Further Research Areas

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5.1 FINDINGS AND THEORETICAL CONTRIBUTION

5.1.1 Case Studies

The first contribution of the case studies is the detailing of the service quality and customer satisfaction. The second contribution is how service quality contributes to customer satisfaction and customer loyalty and how their experiences are shared by the hotel guests about their stay at the hotel and how the hotel acted to make sure and the guest's perception towards the hotel is loyal. Thus, providing the management of the hotels an insight on how can they improve their service quality and customer satisfaction in India.

5.1.2 H1 = Service Quality positively affects Customer Satisfaction.

Service quality has a direct and positive impact on customer satisfaction. When customers receive high-quality services, they are more likely to be satisfied with their experience and more likely to return to the company for future purchases. This is because service quality is a major factor that influences the overall customer experience. The dimensions of service quality, including reliability, responsiveness, assurance, empathy, and tangibles, all contribute to customer satisfaction. When a company excels in these dimensions, it is more likely to create a positive experience for its customers, leading to higher levels of satisfaction and loyalty.

- H3 = Service Quality positively affects Loyalty

5.1.3 H2 = Customer Satisfaction positively affects customer loyalty.

Customer satisfaction has a strong positive effect on customer loyalty. When customers are satisfied with a company's products or services, they are more likely to become loyal customers who continue to use the company's offerings and recommend it to others. Customer satisfaction can influence customer loyalty through several mechanisms. Satisfied customers are more likely to trust a company, perceive its offerings as high quality, and feel positively towards the company overall. This can lead to repeat purchases and positive word-of-mouth recommendations, which can help to increase customer loyalty over time.

5.1.4 H3- Service Quality positively affects Loyalty

Service quality has a significant positive effect on customer loyalty. When customers receive high-quality services, they are more likely to become loyal to the company and continue to use its products or services in the future. When a company excels in these dimensions of service quality, it creates a positive customer experience that leads to higher levels of satisfaction and loyalty. Customers are more likely to trust and have confidence in a company that consistently delivers high-quality services. They are also more likely to recommend the company to others, which can lead to positive word-of-mouth referrals and increased customer loyalty over time

5.2 Implications

From the research conducted the managers of hotels can understand what a guest needs to stay loyal. Satisfied guests are more likely to return to a hotel for future stays. This can lead to repeat business and increased revenue for the hotel. We as future employees or future managers in the hospitality industry can also vastly benefit from this are a major thing in this industry.

5.3 Limitations

There are several limitations of service failure on customer satisfaction in India, which may include:

Subjectivity: Service quality and customer satisfaction are subjective concepts and can vary from one customer to another. What one customer considers as high quality service may not be the same for another customer.

Cultural differences: Cultural differences can play a role in the perception of service quality and customer satisfaction. What may be acceptable in one culture may not be in another.

Cost: Providing high-quality service can be expensive, and businesses may not always have the resources to invest in it.

Competition: In today's competitive business environment, customers have more choices than ever before, which means that businesses need to constantly work to improve their service quality to stay ahead.

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H1	SUPPORTED
H2	SUPPORTED
H3	SUPPORTED