

STUDY OF SERVICE QUALITY IN HOTEL INDUSTRY

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ABSTRACT:- An attempt is made to study the CUSTOMERS' SATISFACTION in Hotel Industry with four distinct parameters like Ambience, Cleanliness, Hygiene and Sanitation lastly Personalized Service. The people come to hotel with expectation to get best service with regard to above items The study identifies service quality in F & B service. To assess feedback from customers which will help the management to take relevant steps Hygiene is an important element needed to satisfy customers.

KEYWORDS : Customers' satisfaction, ambience, cleanliness, hygiene, sanitation, personalized service feedback

INTRODUCTION

I have attempted to find out how customers behave with response to get best satisfaction from Hotel Service with regard to tasty food of satisfaction, the atmosphere in a hotel (ambience), hygiene, sanitation and personalized service from waiters on the dinner table People expect many things as they pay the price to get what they want Luxury in life with deep pockets is the most modern trend among the civilized world of corporate world My study is confined only above four parameters and not beyond that Business community today has direct connection of their clients by taking them to best hotels in the city

Objectives of the Study

The objectives of this study are:

- To identify the service quality with regards to staff in F&B Service Department.
- To assess the feedback received from guests with regards to overall meal experience.
- To find out the consistency in food service.
- To check the satisfaction of guests with regards to the cleanliness and hygiene maintained by the staff and the restaurant.
- To check the courteousness and communication levels of the staff.

REVIEW LITERATURE

It is hard to believe that the current approach to Japan's quality improvement program has changed the balance of the present trade situation between Japan and the rest of the world. It is evident that one of the most important aspects of Japanese quality improvement is the Japanese approach to quality management. Japanese companies have developed quality improvement (QI) in various stages, that is, from inspection after production to new product development through the stages of process control. The Japanese way of UI has been described by Ishikawa (1985), Sullivan (1986) and

Yoshizawa (1987) who have pointed out the importance of the seven stages of QI. Even now, the value of effective QI has not been fully realized by many industries. In fact some people still think that it is the role of a quality department. They do not realize that QI is a way of life and the human aspects of it require a great deal of education and training at all levels.

Improving quality is very often regarded as an activity which is going to increase cost. This view confuses the terms used in industry concerning quality and grade. Improving or raising the grade of products relates to the use of more expensive materials or processes to produce a product and will raise product costs. Improving quality means, among other things, making less faulty products with the same amount of effort or cost which usually gives a lower unit cost.

The cost of producing faulty products in the United Kingdom had been estimated as 10% of the gross national product: several thousand million pounds (Dale and Plunkett, 1991, p.11). Improving quality aims to reduce this cost. This cannot be achieved overnight but requires an investment to be made in activities which are designed to avoid defective production, not activities designed to detect defects after they have been made

The word 'quality' is the most commonly used word by all of us. At the same time, it is one of the most difficult words to define properly. It is a perception of what you are looking for in a product or service and therefore varies from individual to individual. It is akin to another word 'beauty' about which it is said, "beauty lies in the beholder's eyes". In the context of quality management also, there are as *many* definitions of quality as there are books, authors and protagonists. Some of them, spelt out by very prominent Gurus and widely accepted, are as follows:

- i) Quality is a predictable degree of uniformity and dependability, at low cost and suited to the market (Deming)
- ii) Quality is fitness for use (Juran)
- iii) Quality is conformance to requirements (Crosby)
- iv) Quality is the (minimum) loss imparted by a product to society from the time the product is shipped (Taguchi)
- v) Quality is, in its essence, a way of managing the organisation (Feigenbaum)
- vi) Quality is correcting and preventing loss, not living with loss (Hoshin)

Each of the above definitions (and several others by various authors) holds a strong but limited vision of quality. The universally accepted definition of 'quality', which is provided to us by ISO 9001 is as follows:

"Quality is the totality of characteristics of an entity that bear on its ability to satisfy stated and implied needs":

This one sentence definition, though it appears simple enough, conveys a lot of meaning about requirements

of quality. The second part of the sentence is crucial as it emphasises the ability of the entity to satisfy stated and implied needs of a customer. An entity may be a process, a product or an organisation. Needs or requirements may be stated in the form of a specification by the customer or they may be unstated but implied either by convention, customers' expectations or by statutory requirements of society. The implied needs are expected to be identified by the supplier.

b) Definition of "Product" It is important that you understand what the term 'product' means in terms of quality management. A

'product' is the result of activities or processes, and includes service, hardware, processed materials, software or a combination thereof. It can again be a tangible (e.g. assemblies or processed materials) or intangible (e.g. knowledge or concepts) or a combination thereof.

c) Dimensions of Quality

Based on the stated and implied needs of the customer, the product to be provided by the supplier has to have certain characteristics and features and ultimately it is the customers who determine whether or not quality has been achieved. Standards (please refer to 1.3.4 - concept of Standardisation) have, therefore, to be established enabling the characteristics to be measured either by determinants or by subjective criteria or a combination of both. The various dimensions of quality, which the customers look for in a product in order to satisfy their needs, determine the characteristics of the product (See **Box 1.2**).

\ **Bm 1.8: Dimensions of Quality**

I. For Manufactured Product

Performance : Product's primary operating characteristics

Features: Secondary characteristics that supplement the product's basic functioning.

Reliability: The probability of a product's surviving over a specified period of time under stated conditions of use.

Conformity: The degree to which physical and performance characteristics of a product match pre-established standards.

Durability: The amount of use one gets from a product before it physically deteriorates or until replacement is preferable.

Serviceability: The ability to repair a product quickly and easily.

Aesthetics: How a product looks, feels, tastes or smells.

Perceived Quality: Subjective assessment resulting from image, advertising or brand name.

2. For a Service

Time: How much time must a customer wait?

Timeliness: Will a service be performed when promised?

Completeness: Are **all** items in the order included?

Courtesy: Do front-line employees greet each customer cheerfully and politely?

Consistency: Are services delivered in the same fashion for every customer and every time for the same customer?

Accessibility and Convenience: Is the service easy to obtain?

Accuracy: Are the services performed right the first time?

Responsiveness: Can the service personnel react quickly and resolve unexpected problems?

Sources: *Lindsay, William M. 1997, Total Quality and Organizational Development, McGraw-Hill, 8th Edition.*

. - - **Introduction: Basic Concepts and Approach**

d) Facets of Quality

For the supplier, the following are the four facets of quality, which cover most of the quality dimensions

that are key contributors to product quality:

i) **Quality due to definition of needs for the product**: The first facet of quality is due to the extent and completeness of defining and updating the product needs to meet market places requirements and opportunities.

ii) **Quality due to product design**: The second facet of quality is due to designing into the product the characteristics (based on quality dimensions) that enable it to meet marketplace requirements and opportunities, and to provide value to customers and other stakeholders. . - .

iii) **Quality due to conformity to product design**: The third facet of quality is due to maintaining day-to-day consistency in conforming to product design and in providing the designed characteristics

and values for customers and other stakeholders.

iv) Quality due to product support: The fourth facet is quality due to furnishing product support throughout its life cycle, as needed, to provide the designed characteristics and values for customers and other stakeholders.

The chief management principle in manufacturing and services is the QUALITY. It is a set of inherent characteristic which fulfills the requirement of customer. There are three elements before we enter into the subject i.e. quality concept, quality assumption and quality in manufacturing. This follows the footsteps like detection, prevention and direction.

They were standardized in due course to identify a particular set of norms to qualify for a quality status.

We find different elements who are the stakeholders like PEOPLE PROCESSES MATERIALS EQUIPMENTS RESOURCES SYSTEMS and BEST PRACTICES

In the process to qualify a standard every step is properly documented to get an international recognition. In a company which requires such recognition a draft constitution (a set of rules) to be laid down in every step of supply chain so that the inspector has clear idea to check and verify the claim of certain department.

We see here different departments, sections, processes like common tool, manage a change, sustain consistency in every process, keep records which enables to have an effective audit in the last process. Every department is responsible to satisfy requirement of customer

STRUCTURE

9001 Q M S Requirements to qualify

9004 QMS Guidelines for performance

9000 QMS Fundamental vocabulary ISO identifies a standard good company

Every organization is expected to be fully committed to give best to customer and he must draft such policies which has customer focus and determine the objective to improve bottom line with dignity. The CEO has full responsibility to review the objectives laid down in the constitution as mentioned above.

Therefore the CEO must provide resources which include people, materials, equipments, machinery, and proper environment to perform all functions.

Further the steps involves planning, designing, purchasing, producing, selling and calibration.

Apart from that there are steps like systems, processes, product data information and action plan

The various activities are to be incorporated in due course and standard satisfaction as per international BRITISH STANDARD are to be adopted

QUALITY MANAGEMENT IN MANUFACTURING

The idea of business establishment is to satisfy customers. Therefore customer focus has to be there in every activity in the supply chain. Every organization needs best leadership.

Leadership has different elements to be followed by the Chief Executive.

- 1 Do not control too much on staff under you, a good job can be done with least supervision.
- 2 Classify the chain of commands, a person should report to whom?
- 3 Promote specialization which increases efficiency, and quality in product.
- 4 Promote accountability which ensures the expected outcome from an employee.
- 5 Ensure that there is enough staff to take work load and delegate things.
- 6 Standardize the work schedule and develop a manual of work procedure which ensures stability, control, precision, quality and customer satisfaction.
- 7 Just throwing money may not solve problem but you need to organize business, review middle management, maximize delegation, classify chain of commands.
- 8 Use productive capacity to keep cost of personnel and product while work load fluctuates.

LEADERSHIP HAS ONE MORE TRAIT SWOT

Every organization or CEO has certain STRENGTH WEAKNESS OPPORTUNITIES AND THREATS and accordingly these traits help to achieve the BEST Also leader exercises foresight, future objectives, and effective communication with his peers and seers.

According to Mr. Narayan Murthy founder of Infosys says “ He must possess attributes, responsibilities, cooperation, humility, submission, stability and harmony .His responsibility is to raise the aspirations of people, to make them more confident, energetic, enthusiastic, hopeful and determined to seek glorious future for community.”

Dr DEMING' FORMULA FOR QUALITY MANAGEMENT

- 1 Develop production processes and control and understand carefully.
- 2 Production or service process industry must have high quality then only you can get market
- 3 Quality is a special property of product or services by which status of human life gets upgraded.
- 4 The responsibility to produce best quality items does not lie on workers but also lies on top management.
- 5 The observation and assessment is an exercise to study production process and its actual implementations.

- 6 To improve quality of production there is a need to less consumption and wastage of raw materials energy time and cost of production.
- 7 Keep one definite goal for a process.
- 8 Slight change in process may affect other outside environment.
- 9 Study the cooperation of workers in the process.
- 10 Improve time to time processes

9001 Ensures product/services satisfaction as per customer choice.

ISO 14000 Ensures Environment Management reduce harmful effect of activity.

ISO 14001 Requires commitment to legal compliance for pollution prevention and safety.

ENVIRONMENT POLICY

Every organization has obligation to have a policy for environment and compliance of legal tools and define clear objectives for harmless effects of any activity it does.

REVIEW

The organization then proceeds to check and take corrective actions if needed.

Monitoring and measurement for non conformance and corrective actions are needed. This involves PLAN DO CHECK ACT

TOTAL QUALITY MANAGEMENT (TQM)

TQM is proven technique of guarantee to survive in the world class competition. Quality is the DEGREE OF EXCELLANCE OF PRODUCT /SERVICES

MANAGEMENT is ART OR SCIENCE TO GET THINGS DONE FROM ALL AVAILABLE RESOURCES MEN/MATERIALS/CAPITAL/MACHINES etc

TQM IS ART OF MANAGING WHOLE TO ACHIEVE EXCELLANCE

THE QUALITY IS ABOUT ATTITUDES CULTURAL COMMITMENTS WITH ORGANIZER AND APPLIES TO ALL ORGONS OF ACTIVITY MANUFACTURING SERVICES PUBLIC SECTOR GOVERNMENT PRIVATE

Japanese have Kaizen technique of continuous improvement in all processes change is effected by keeping you mind open have positive thinking Have consensus to change It is well defined process in the area of Quality control and effective customer satisfaction

RESEARCH METHODOLOGY

PRIMARY DATA:-

Research is carried on the tool of questionnaire which gives the feedback what they expect with regard to above four parameters.

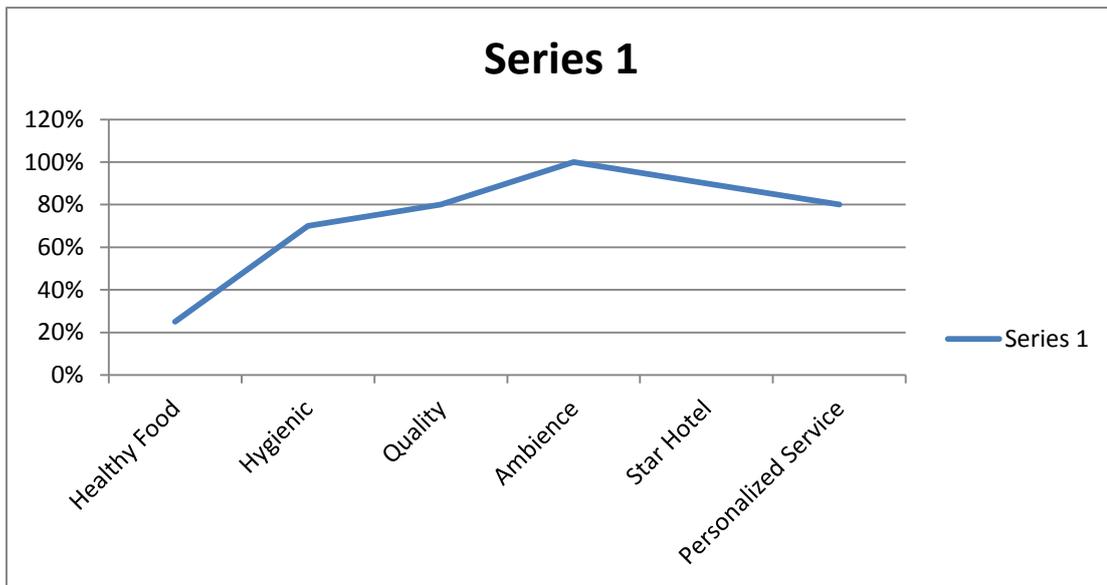


Table no.1

Food Category	Percentage
Healthy Food	25%
Hygienic	70%
Quality	80%
Ambience	100%
Star Hotel	90%
Personalized Service	80%

Survey finds that in India only 20% middle class people spend on the healthy food (Dry fruits, fruits, milk products Fish and Eggs)

AS poor only 5% spend on the healthy food as they cannot afford in their family budget.

70% say that the food served is hygienic and clean

80% say that food quality is consistent through out

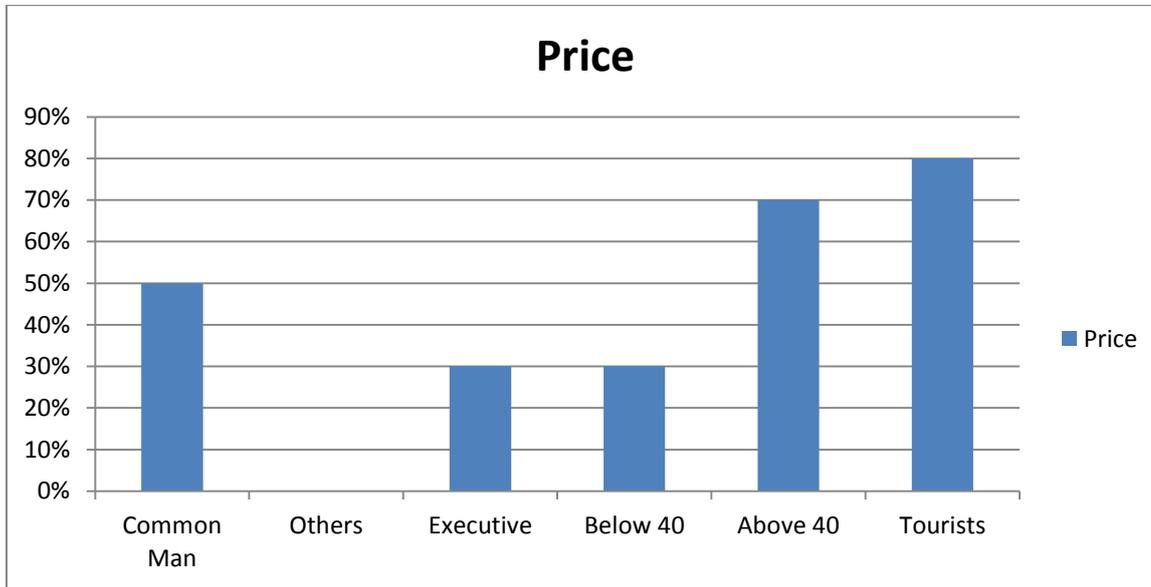
100% say the five star hotels have good atmosphere or good ambience.

90% business executives prefer five star for business dealings and meeting conferences

80% say that personalized service is satisfactory

Only 50% say the price charged is reasonable rest say it is beyond common man to prefer five star meals

Since health is a factor only 30% executive take HOT DRINKS with customers to clinch a business deal



Due to health problems the young under 40 age only 30% take NON VEG and rest 70% prefer vegetarian food

80% say that location of a five star hotel must be near a famous tourist spot or a heritage building. They location is very important to do brisk business if they are isolated in far off the city the business hurts them as customer prefer the nearest location.

In rural India from UP BIHAR MP MAHARASHTRA PUNJAB SOUTH INDIA TAMILNADU KERALA ANDHRA etc QUALITY is compromised against the popular traditional items 80% prefer the traditional like

PARATHA LASSI BURTHA DALBHATTI KHAKRA KHANDVI DHOKLA ZUNKA BHAKRI IDLI SAMBAR DOSA MEDU VADA DIFFERENT TYPES OF RICES FISH IN BENGAL

Gatti ki sabji, churma, laccha, Vada Pav Pav bhaji Dal rice Khadhi etc

In above cases middle class people have no concern on quality but TASTE and LIKES India is a country with diverse tastes customs and culture therefore to assess the mood of people and quantify the result is difficult.

Five star culture represents very small fraction of elite class in cities who care more 5% of all who are concerned with four parameters ambience, hygiene

Quality sanitation and personalized service

SECONDARY DATA:-

There is more information available in magazines, research papers, e-books, websites and specialized articles on F & B SERVICE a major source to get more compressive data to assess the needs of customers In business mantra CUSTOMER IS KING and success of any business depends upon a good network of valued customers

Research is done by resorting to STRATIFIED SAMPLING METHOD to get the assessment of population of entire customer community

Questions are based on the above four parameters and to assess what they expect from a hotel when they pay the price Service industry is facing cut throat competition and to device a business strategy we need a market research

The analysis is based on the answers given by them to be quantified in term of numbers, percentages and pictorial devices. After studying LE Meridian Pune We find 70% are ok with hygiene cleanliness 80% consistency in food items, 100% are ok with atmosphere ambience 60% ok staff prompt service business executives of Pune 90% prefer this hotel as business meetings are more successful here.

CONCLUSIONS FINDINGS & SUGGESTIONS

It was found that customers visit the hotels for social functions like birthday parties, anniversaries and social ceremonies with friends and relatives as they got best F & B service to their satisfaction The food quality , taste, and service was more consistent throughout the survey and there was no complaint received on account delivery or cleanliness, hygiene or personalized service

The value for money by customers' point of view was satisfactory

The waiters attending the customers were enthusiastic, smart, prompt and alert.

Food and beverages in the hotel is consistent, good and quality the best.

Personalized staff is guest friendly and more congenial in behavior

Guests feel homely when they visit this hotel

It is centrally located near station and they have buses to pick up new guests

SUGGESTIONS

I personally suggest that the rates in five star hotel must be at lower side to accommodate more increase in occupancy rate to get better profit

They must give free break fast to new comers as it is done in South India

They must keep representatives of TRAVEL COMPANIES to promote their business.

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