

## **A Study on Personalized Service & its Implication on Guest Satisfaction in 5 Star Hotels of Delhi**

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### **Abstract**

There is tremendous growth in the hospitality industry, and hotels are competing for customers to stay. Guests are considered a prime area of concern from the view point of business. Every business running is making profit, but what makes them stand apart and brings the guest back to them, is the guest experience. It is said that a person may forget the words that you used, but will never forget the way you made them feel. So if a guest is made to feel valued and satisfied it can give an upper hand to the hotel as compared to other hotels. It is the satisfied guest that brings more and more business to the hotels by repeat visit and even by word of mouth publicity. In the current market scenario, a retained customer is crucial to any hotel because they help reduce expenses associated with acquiring new guest as well as brand loyalty and goodwill in the marketplace. A descriptive research design using a structured questionnaire was filled by the staff members four and 5-star hotels of Ahmedabad. The secondary data has been gathered through literature reviews from similar research areas. The respondent's sample size is 53 from the select hotels in Delhi. The findings have revealed that all the 5 dimensions of the SERVPERF are significantly related to overall service quality as well as indicators of high service quality items that are considered important by the guest.

**Keywords:** Hospitality, tremendous, retained customer, brand loyalty, goodwill

### **Introduction**

Personalized service is a product of human psychology which varies from person to person. It is to make the guest feel like the experience is unique to them and they feel that they are understood and acted upon. A guest selecting a hotel for stay considers the famous quote "Home away from home" emphasizing on safety, hygiene and highest standards of service, according to his preference. Personalized service is provided to the guest by the hotel staff based on the understanding of guest needs which is important in providing service. There is no fixed standard or pattern to provide personalized service all what is needed is the staff follow the preference of the guest. The hotel industry revolves around guest and trying all efforts to surpass the service experience of the guest. Guests are considered as prime area of concern from the view point of business. It is the satisfied guest that brings more and more business to the hotels by repeat visit and even by word of mouth publicity.

If the hotel wants repeat business from the guest it is important that the guest is fully satisfied with the first time experience he had in the hotel, only then he will become the loyal customer and this will give the hotel an upper edge among its competitors also the hotel will be able to earn more revenues and escalate its market share. So, it is very important for the hoteliers to pay attention to the guest to achieve their highest level of satisfaction. One of the vital parameter for selection of a 5-star hotel for a stay would be personalized service because most of the star hotels of the same region would be providing nearly similar type of infrastructure and facilities. Personalized has various styles one where you

create an opportunity to make the guest feel that somebody is taking care of you for e.g. during the stay at the hotel the guest has procured a replica of the Taj Mahal as a sovereign the housekeeping staff during service observed that one pillar of the sovereign has come out here, the housekeeping staff has the opportunity to create a magical moment. As a part of personalized service the housekeeping staff can get the pillar mended through maintenance department. This would definitely leave an impression on the guest mind for the level of service provided to him. The personalized service can also be provided on every day basis, here the staff has to note the pattern of the guest consumption and utilization and by observing these patterns the guest preference can be noted and can be used for personalizing the guest stay for the present and future. For e.g. the hotel staff observes the tea consumption from the private bar of the guest staying in the room and based on this the staff places extra tea bag of that particular type of tea in the private bar room and this will create an impact in the guest mind.

Guest satisfaction is perception of service received and facilities utilised, when this perception matches guest preferences this will lead into maximum satisfaction. Higher the match the higher the degree of satisfaction to the guest

According to the standards of 5 star hotels there will be a long array of services & amenities of highest quality and state of art facilities provided to the guest, now personalizing these services will have a positive impact on guest experience towards services offered. In a hotel it is difficult to personalize the state of art facilities but on the contrary the services can be personalized which will have a long lasting

impact on guest mind. It is less expensive to retain a guest as compared to luring a new one. The guest retention will be directly proportional to the guest perception to actual service offered. In today's fast moving world, a business man travels and stays in a hotel more as compared to the stay at his home, their first priority in selecting a hotel stay will be a place offering tailored service & security.

Guest satisfaction is intangible, not only state of art facilities but personalized service is required to achieve the highest degree of guest satisfaction. The management have to think an extra yard to maximize their revenues

Guest satisfaction plays a vital role in hotel industry. The guest is the most important aspect taken into account while chalking out any operations. A satisfied guest is your best brand ambassador for promoting your business leading to a higher market share. It is quite cheaper to retain a guest than to create a new one.

Since hotel industry is one in which a human being works for a human being. Every individual has different psychology, the way of looking, understanding & interpreting activities. Each individual has their personal liking, a particular way to avail services and products. Recording this preference and reusing

them for creating a dazzle and delight moment for the guest during the guest stay in the hotel. For an instance, if guest likes to read a particular newspaper recording this information and utilizing it during his stay in the hotel or its chain hotels. The services and facilities provided should create an image in mind of guest that they are designed taking the guest preferences into consideration. A slight modification or alteration in SOP for activity will lead to personalized service. The creation of an image in guest's mind that he is the king, all activities and facilities are specially designed taking him into consideration. Hence, personalized service will lead to a higher degree of guest satisfaction. The Servperf model by Cronin and Taylor (1992) is used to fulfil the objectives of the research. It is a method of the service quality analysis. It was to fulfil the objectives of the research. It is a method of the service quality analysis. It was created as a contrast proposal to the Servqual method. The basic assumption the Servperf method is to improve the service quality. Evaluation and measurement of the quality service in the Servperf method is based on determinants derived from the Servqual method. (Ingaldi, 2016)<sup>[6]</sup>.

## Literature Review

**Table 1:** Synoptic table

S. No.	Title of the study	Author	Resource Journal	Publisher	Year of publication	Study Gap/Findings
1	A preliminary study on customer expectations of hotel hospitality: Influences of personal and hotel factors	Ahmad Azmi M. Ariffi	International Journal of Hospitality Management	Elsevier	2012	This study found that hospitality of hotel services is best explained by "Personalization"
2	Impact of Service Quality on Customer Satisfaction in Hotel Industry	P. Srinivas Rao	Journal Of Humanities And Social Science	IOSR	2013	The findings showed that most respondents identified tangibility as the most important factor in determining satisfaction.
3	Assessing Service Quality: A Combination of SERVPERF and Importance Performance Analysis	Dyah R. Rasyida	Matec web of conferences	EDP Sciences <a href="https://www.edpsciences.org/">https://www.edpsciences.org/</a>	2016	The research has demonstrated the assessment of service quality using weighted SERVPERF and identified the attributes of the service providers that perceived important by the customers and its performance.
4	Customer Perception and Application of Gap Model in Service Quality of Star-Category hotels in Varanasi Article	SujayVikram Singh	Avahan- International Journal of Hospitality Management	Publishing India	2017	This study has contributed to the theoretical and methodological advancement of service quality and hotel industry literature by analysing some pivotal service quality issues in a specific class of accommodation sector of Varanasi.
5	Research on Hotel Industry Personalized Service from the Perspective of Experience Economy	Yuan Zhang	Advances in Social Science, Education and Humanities Research, volume 193	Atlantis Press	2018	The paper suggest the hotel to carry out bold reform and innovation on the service concept and service mode, so as to provide the guests with personalized and emotional services.
6	Guest Satisfaction: A Comparative Study of Hotel Employees' and	Sarah Husain	International Journal of Hospitality & Tourism Systems	Publishing India	2019	The study reveals that there is difference between the guest

	Guests' Perceptions		Volume 12 Issue 1 June 2019 ISSN: 0947-6250			expectations (importance) and guest satisfaction (performance) from Reception and Room facilities, Room Service and Food and Beverage Outlets depicting that guests were not as satisfied as the expectations they had from the hotels. There
7	Weathering consumer pricing sensitivity: The importance of customer contact and personalized services in the financial services industry	Wonjoo Yun	Journal of Retailing and Consumer Services	Elsevier	2020	The reveals that Personalized services is the only marketing effort found to be positively and significantly associated with both customer satisfaction and loyalty.
8	Guest satisfaction & dissatisfaction in luxury hotels: An application of big data	Panchapakesan Padma	International Journal of Hospitality Management	Elsevier	2020	It is observed from the results of this research that luxury hotel guests have much higher expectations than non-luxury hotel guests.

**Objectives**

1. To evaluate the quality of service perceived by the guest
2. To assess the impact of personalized service on guest satisfaction.

**Hypothesis**

[H<sub>0</sub>]: There is no positive effect of Personalize services have on customer satisfactions

[H<sub>1</sub>]: There is positive effect of Personalize services have on customer satisfactions

**Research Methodology**

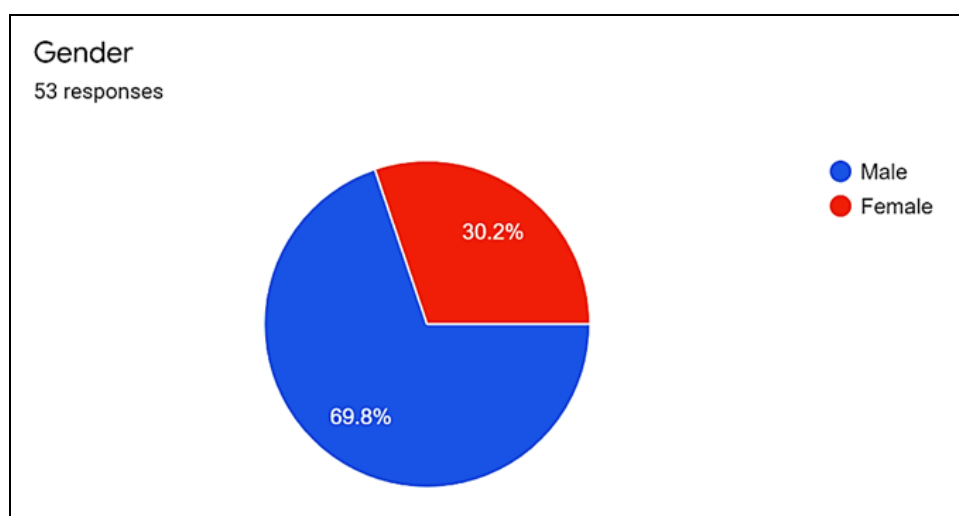
The study was carried out in Delhi. It was conducted using primary data and secondary data. The study used a structured questionnaire as the instrument for collecting the data from the respondents. The respondents of this study involved hotel guest's s who had at least one-night experience of staying

**Data Analysis & Interpretation**

five-star hotel located in the city of Delhi. A sample size of 70 was targeted and 53 responses were received. Data collected was analysed with the help of statistical charts. SERVPERF model is used for the analysis of this study.

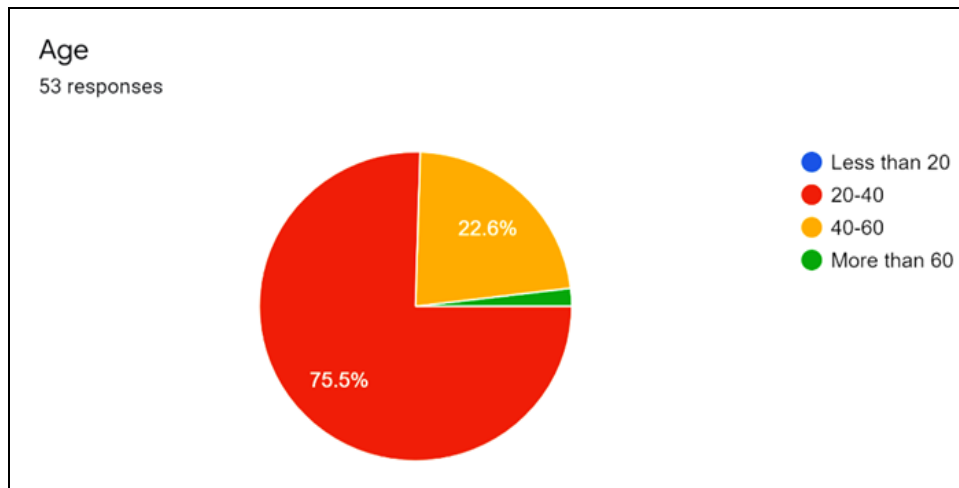
**Service Quality is Composed of 5 Dimensions: (Akdere *et al.*, 2020) [2]**

- a) Tangibles: physical facilities, equipment, and appearance of personnel.
- b) Reliability: the ability to perform the promised service dependably and accurately.
- c) Responsiveness: the willingness to help customers and provide prompt service.
- d) Assurance: knowledge and courtesy of employees and their ability to inspire trust and confidence in customers.
- e) Empathy: caring about others and providing individualised attention to customers.



**Fig 1:** Gender composition of the respondents

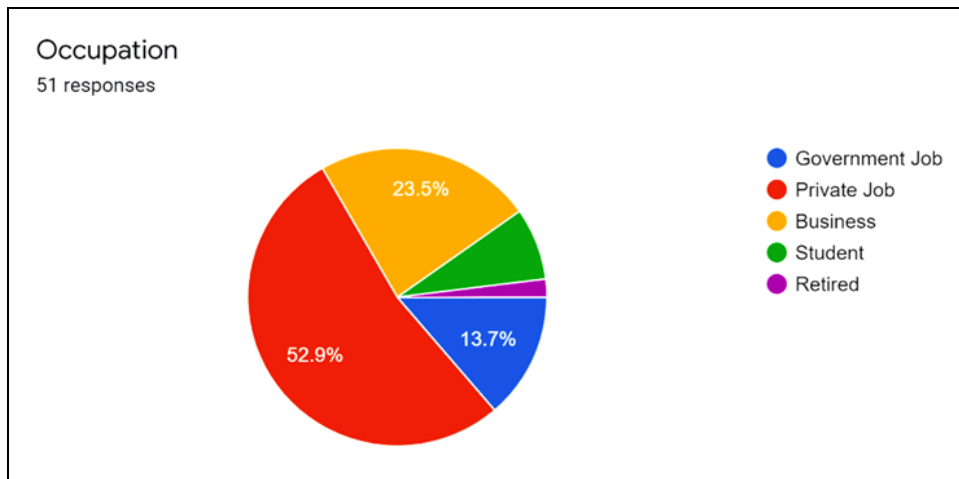
In the fig. no. 1.1.it is analysed that out 53 respondents 69.8% were male and 30.2%were female out of all for the study. It means that majority of respondents are male.



**Fig 2:** Respondents of different age group levels

It has observed from Fig no 1.2 that maximum age of respondents belongs 75.5% in the age group of 20-40 year. The second largest groups of respondents i.e. 22.6% belongs

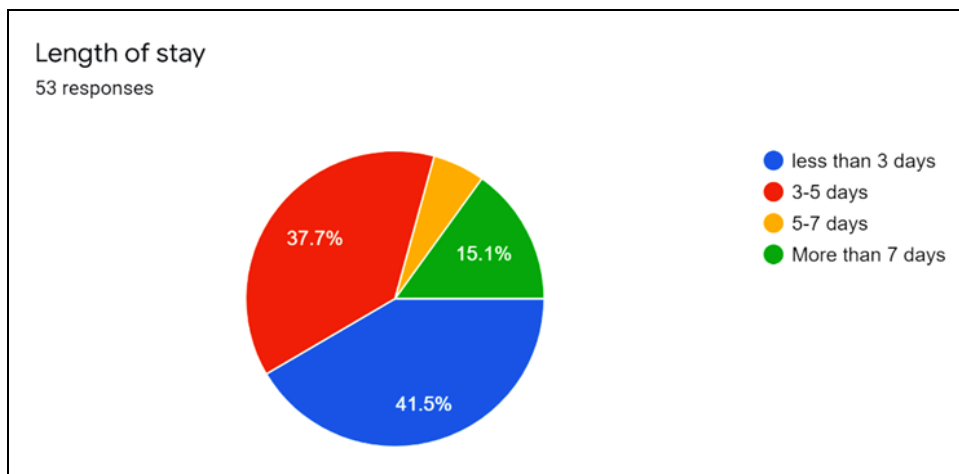
to the age group of 40-60. The majority of respondents taking hotels services is between the age of 20-40 year.



**Fig 3:** Occupation of the respondents

It is revealed from fig no 1.3 that out of 53 respondents, maximum 52.9% respondents have private jobs; 23.5% respondents have business; 13.7% respondents have

government jobs, 7.8% respondents are students and remaining 2% respondents are retired. It means that maximum respondents are employees in private sector.



**Fig 4:** Length of respondent's stay at the hotel

It is revealed that 41.5% of the guests stay in the hotel for less than 3 days followed by 37.7% of the guest stay from 3-5 days, 15.1% of them for more than 7 days, 5.7% of them for

5-7 days and hence it is observed that maximum number of guest i.e. 41.5% stay for less than 3 days.

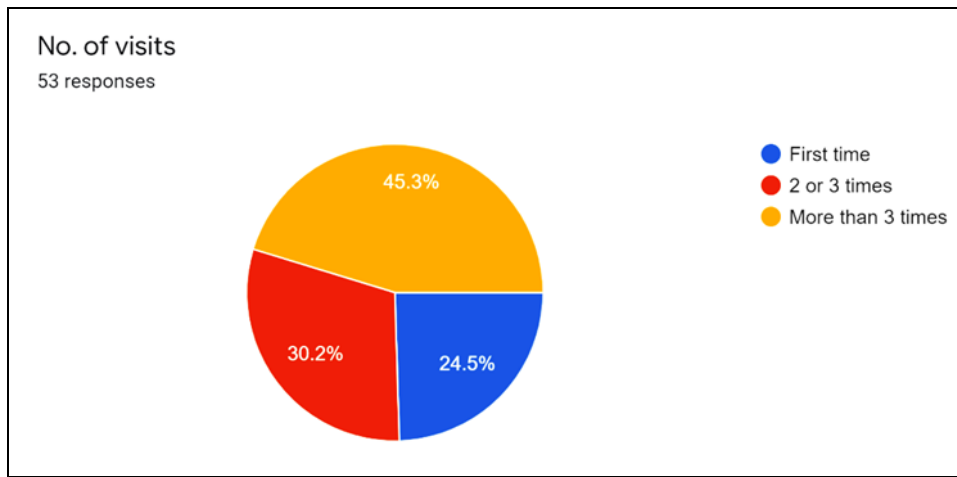


Fig 5: Frequency of the respondent's visit

Regarding the respondents' frequency of visit at hotels, the respondents reported that they stayed at hotels more than 3 times (45.3%), followed by 2 or 3 times (30.2%) and first timer (24.5%)

**Respondents View of Service Quality Performance on Tangibility**

The tangibility dimension includes physical aspects such as the physical appearance of the hotel services, including the cleanliness of the hotel staff and the professionalism of the staff (Rao, 2013) [8].

Table 2: Tangibility Dimension

Aesthetic appeal (ambience of the hotel)					
Scale	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied
Frequency in %	2	0	15	47	34
Comfortable facilities					
Frequency in %	2	4	9	45	38
Quality & Variety of Food & Beverage					
Frequency in %	2	0	30	38	28
Appearance (uniform and grooming)					
Frequency in %	2	6	13	40	38
User friendly Equipment					
Frequency in %	2	4	23	43	26

Table 2 depicts the guest satisfaction expectation towards tangibility. All the four variables have significant impact on the guest satisfaction in a hotel. In view of the data analysis it is evident that out of 53 respondents a majority of 81% are satisfied with the aesthetic appeal. 78% from the uniform & grooming of the staff, 69% with user friendly equipment and 66% with the quality & variety of Food & Beverage served. It was found that with respect of tangibility the factor that contributes most to the overall satisfaction of guests in a hotel is the comfortable facilities.

**Respondents View of Service Quality Performance on Reliability**

The reliability dimension refers to the ability of the hotel staff to provide services dependably and accurately (Rao, 2013) [8].

Reliable service performance has to meet customers' expectation. Service must be accomplished on time, every time, in the same manner and without errors.

Table 3: Reliability Dimension

Scale	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied
Accuracy of service					
Frequency in %	2	6	23	49	21
Timeliness of service					
Frequency in %	2	8	21	51	19
Service as per guest request					
Frequency in %	2	0	23	45	30
Sincere effort of problem solving (staff)					
Frequency in %	2	11	11	40	32
Accuracy of records					
Frequency in %	2	4	15	43	34
Consistency in service (providing the same service every time)					
Frequency in %	2	2	25	42	28

Table 3 Depicts that 70% of the respondents are satisfied with accuracy, timeliness and consistency of the service that was provided to them during their stay at the hotel. 72% of the guest are pleased with the sincerity of the staff and its efforts in solving a problem whereas 75% of the guest agreed that the services provided to them were as per their request. The highest satisfaction with respect to the reliability dimension is from accuracy of records maintained by the hotel where the satisfaction is 77.

**Respondents View of Service Quality Performance on Responsiveness**

Responsiveness is willingness to respond to the wishes or needs of the customers' support and fast services. It includes the rapid airport access, as well as effective and efficient security clearance. (Rasyida *et al.*, 2016) [9]

Table 4: Responsiveness Dimension

Scale	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied
Willingness to serve guest					
Frequency in %	2	2	17	49	30
Availability to support guest					
Frequency in %	2	2	21	42	34
Flexibility in service					
Frequency in %	2	4	19	55	21
Promptness of service					
Frequency in %	4	2	21	47	26

Table 4 shows 79% of the guest are satisfied with the willingness of the staff to assist the guest during the stay. 76% of the guest are satisfied that the hotel staff is available to support them at any given point of time. 76% of the respondents are satisfied with the flexibility of service provided to them.

### Respondents View of Service Quality Performance Assurance

Assurance includes the knowledge, courtesy, skills, and trustworthiness of the employees, as well as free from danger, risk, or doubt. (Rasyida *et al.*, 2016) <sup>[9]</sup>

**Table 5:** Assurance Dimension

Scale	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied
<b>Trustworthy staff</b>					
Frequency in %	2	2	17	49	30
<b>Courteous staff</b>					
Frequency in %	2	2	15	40	42
<b>Safety of the guest transaction</b>					
Frequency in %	4	4	21	26	43
<b>Adequate facility for employee for service</b>					
Frequency in %	2	11	13	34	38

Table 5 exhibits that 72% of the respondents considered the staff to be trustworthy. 82% of the guest considers that the hotel staff is courteous towards them. 69% of the guest feels that the hotel staff handles their transactions related to money and other expenses safely and 72% of them agrees that the hotel provides adequate facilities to the staff so that they can provide those services easily.

### Respondents View of Service Quality Performance on Empathy

The empathy dimension represents the provision of caring and individualized attention to customers including access or approachability and ease of contact, effective communication, and understanding the customers (Rao, 2013) <sup>[8]</sup>

**Table 6:** Empathy Dimension

Scale	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied
<b>Customer centric approach</b>					
Frequency in %	4	4	13	51	28
<b>Convenient operating hrs for guest</b>					
Frequency in %	2	9	15	36	36
<b>Anticipating guest needs</b>					
Frequency in %	2	6	21	38	34
<b>Personal Attention by staff</b>					
Frequency in %	4	6	15	38	36

Table 6 depicts that 79% of the guest feels that the staff approach towards them is customer centric. i.e. always keeping the customer in mind. The guest is affirmative with the operating hours in the hotel and they feel it is convenient for them and therefore the level of agreeability for this variable is 72%. In terms of anticipating the guest needs 72% of guest are affirmative with the hotel staff. When it comes to giving personal attention to the guest by the staff. 74% of the respondents were positive.

### Conclusion

In today's era of competition service business is growing

substantially so the requirement of customer for a high standard of service is also growing. Through the analysis of data received from the respondents that it has been found all the dimensions are rated fairly high by the guest. All the item under tangibility dimension have rated fairly except one that is related to quality & variety of food & beverage. This can be improved by providing the guest with more choice of items and by working on the quality aspects. In regard to the assurance all the items in the dimension are rated fairly except management needs to work more on the safety of the guest transaction by being more responsible while handling money or other expenses from the guest. A credible person should be given such a task so that guest is assured about the safety of their transaction. The guest response from the dimensions of reliability, responsiveness and empathy are rated fairly high and the management of the hotel should try to maintain consistency in these dimensions for a higher level of guest satisfaction which in turn will get the repeat business for hotel. Therefore, every hotel should evaluate the quality of its services provided from time to time to know about guest satisfaction and if any improvements are needed. Furthermore, based on the findings the researcher concluded that all the 5 dimensions of the SERVPERF are significantly related to overall service quality as well as indicators of high service quality items that are considered important by the guest. It is important that the management of the hotel engage in continuous measurement and improvement of the quality of their services provided by them. Hence the results show a positive impact of personalized service on guest satisfaction.

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