



## Tourist perception and satisfaction towards the hotels in Amritsar, Punjab.

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### Abstract:

*Tourist perception and satisfaction is an emotional state of tourists' after exposure to the destination experience. Generally it is the pre-purchase judgment and the outcome of the tourist's needs wants and expectations in the different stages of the product life, resulting in the repurchase and the customer loyalty. As the tourism industry is leaping forward globally, the tourists are progressively becoming demanding. Here it is pertinent on the part of the hotelier's to provide maximum satisfaction to the visitors so that they are the repeat visitors.*

*In this paper the researchers try to find out the factors which were above the expectation score of the tourists and the attributes that need immediate attention. Total 28 variables were taken and each factor was analysed by examining its importance verses its experience for the tourists and satisfaction/dissatisfaction and the eight factors were identified which directly affect guest experience in the 5 star category hotels in the region of Amritsar.*

### Keywords:

Tourist perception; loyalty; hotel attributes; factor analysed

### Introduction

Customer satisfaction is the best indicator of a company's future profits (Kotler, 1999). Every guest creates its expected service value individually. The Quality of the service of any hospitality industry may be observed by the levels of customer's satisfaction. Customer satisfaction is a very serious issue in the hospitality industry. For any hospitality industry it is very difficult to understand the different needs of the guests at a particular time. The objective of this study is to find out the effects of most important factors on tourist's perception and satisfaction towards the hospitality industry of Amritsar. Amritsar is a historic town known from pre-independence is a very well-known city in the state of Punjab in India. Amritsar known for the famous Golden temple is one of the most important pilgrimage centres especially for the Sikhs in the country. Established in the year 1574, the city is the most visited tourist destination in the state of Punjab. The city offers a wide range of sight-seeing scope from the historical monuments, places religious places etc. Many places especially the Golden Temple are visited daily by thousands of foreigners. Visiting rate of Amritsar dominates when viewed from the prospective of the entire state of Punjab with 55, 56,342 domestic



visitors, and 15, 00,000 foreigners, making the total of 57, 06,342 tourists number that were recorded during 2011 survey (<http://www.mapsofindia.com>). The glorious places and the historical value behind each one is the cause for its popularity and fame. Amritsar holds the reputation of being the principal place to be visited when tourists visit the state. Other attraction of interest for the tourist includes are Jallianwala Bagh, Wagha Border, Durgiana Temple, Shri Ram Tirth and many more. Accommodation is an important component for the development of any destination. From the cheapest to the costliest hotels, Amritsar has got everything covered. Amritsar provides a good number of budget hotels that are available to suit the customers' needs. Today the customer is highly demanding from the point of view of the expectations of hospitality services from hotels. The interaction happens between a customer and the staffs of a hotel play an important role in providing customer's unique experience. Therefore this human interaction has an important role in making a customer satisfy. This study is aimed at studying customer satisfaction with respect to Hotels in Amritsar. Apart from studying the level of customer's satisfaction, the present study also aims at finding out the other variables for satisfying any customer.

## Review of Literature

Rich literature exists that covers the tourist's perception and satisfaction towards the hotels. Authors in various existing tourism literature have attempted to embrace the study to specific places as well as countries. The satisfaction is an attitude or evaluation that is formed by the customer comparing their pre-purchase expectations of what they would receive from the product to their subjective perceptions of the performance they actually did receive (Oliver, 1980). Vanacore and Erto (2002) noted that in

recent years, regardless of the growing significance of service quality, the concept of this issue has not properly developed yet and service quality has been identified as a prominent sector of hospitality. Parasuraman & Zeithaml (1991) proposed that in recent era, there are plenty of studies that indicate the method of evaluation of service quality by some well-known researchers. Generally, these techniques may be divided into two kinds that are incident-based or attribute based (Oliver, 1980). Satisfaction is derived by the fulfilment of customers' anticipations against what they receive from organization (Akan, 1995). Kotler (2000) realized that some factors such as security, cleanliness and courtesy of staff might be controlled by customer satisfaction. Comfort and cleanliness of rooms, location accessibility, suitable service delivery, security and the behaviours of staffs are some vital elements of customer satisfaction in the hospitality industry.

Customer satisfaction is a purely business strategy which always aims to provide the value to the customers as well as to fulfil their expectations. In order to be a successful manager as well as to sustain in the market one need to concentrate on retaining existing customers by implementing effective marketing strategies to gain the customer satisfaction and loyalty. This is very true and the hospitality industry should always be careful for the same.

## Research Methodology

To gain a better understanding of the given problem a questionnaire was developed which was divided into three parts and consisted of thirty four components. As Likert scale is considered to be an ideal tool to measure guest preference and satisfaction was also substantially supported by the literature review. Five point Likert scale was used to evaluate tourists' perception of hotel attributes, where



respondents were asked to give rating between 1= Very dissatisfactory and 5= Very satisfactory. The respondents were explained about components and the motive of the research. Demographic information of the respondents was obtained through the first section of questionnaire. In the second section, hotel guest respondents were provided with twenty eight attributes of the hotel on which they had to mark their satisfaction level, again using Likert scale. And the third section respondents' choiceto comment and compliment upon any other services of a hotel which they considered important from their viewpoint.

The respondents were interviewed on the day of their check out from the hotel and their responses are recorded using questionnaires. The survey was supposed to be carried on 180 guests who would be staying in the five star category hotel in Amritsar for a duration of three or more days and have an adequate perception about the service standards and facilities offered by the hotels,

howeverresponses from 169 guests were considered usable for the final study.

## Data Analysis

The first section of the questionnaire includes components like age, gender, origin and marital status. The recorded findings showcase that 10.06% of the respondents belongs to the age group of below 25 years and 58.57% and 31.37% belongs to the age group of 26-50 years and above 50 years respectively. 39.05% of respondents are females and 60.95% of respondents are males. 23.01% guest belongs to Indian origin and 76.9% belongs to international destinations. It also reveals that only 15.98% of the respondents are not married in comparison to all.

To analyze the data obtained from the second section of the questionnaire, factor analyses technique was used. The attributes of hotels were subjected to principle factor analyses with varimax rotation.

**Table 1**  
**KMO and Bartlett's Test**

|  |      |          |
|--|------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |      | .726     |
| Approx. Chi-Square                               |      | 2216.537 |
| Bartlett's Test of Sphericity                    | Df   | 378      |
|  | Sig. | .000     |

Table 1 summarises the measures for Kaiser Meyer Olkin, which are considered as exceptionally good if measured at 0.90, in the 0.80's as excellent, in the 0.70's as good, in the 0.60's as fair, in the 0.50's as improper, and below 0.50 as unacceptable. The value of the KMO Measure of Sampling Adequacy for this set of variables is .726, which would be labeled as 'good'. Since the KMO Measure of Sampling Adequacy meets the minimum criteria, we do not have a problem that requires us to examine the Anti-Image Correlation Matrix. Eight factors out of twenty eight represents the 72.410% overall variance which states that 28 attributes can be reduced to eight factors. A good structure with relatively high loading for the factor was generated after with varimax rotation of principal component analyses but four factors with factor loading less than 0.50 were dropped from the final analyses.

**Table 2**

| Hotel Attributes                              | Variance (%) | Eigenvalues | Factor Loading | Communalities |
|---|--------------|-------------|----------------|---------------|
| <b>Factor 1: Employee Attributes</b>          | 29.098       | 8.147       |                |               |
| Staff Grooming                                |              |             | .542           | .692          |
| Staff Communication Skills                    |              |             | .582           | .602          |
| Maintenance of Rooms                          |              |             | .846           | .844          |
| Room Service Facilities                       |              |             | .708           | .774          |
| Service Standards                             |              |             | .920           | .892          |
| Staff Appearance                              |              |             | .533           | .622          |
| <b>Factor 2: Promotional Measures</b>         | 9.556        | 2.676       |                |               |
| Website of the Hotel                          |              |             | .802           | .759          |
| Online Booking Facility                       |              |             | .861           | .791          |
| Discounts Offered                             |              |             | .631           | .675          |
| <b>Factor 3: Communication Network</b>        | 8.101        | 2.268       |                |               |
| Wi-Fi Facility                                |              |             | .831           | .851          |
| Browsing Speed                                |              |             | .774           | .821          |
| Intercom Facility                             |              |             | .619           | .700          |
| <b>Factor 4: Food</b>                         | 6.151        | 1.722       |                |               |
| Menu Offered                                  |              |             | .675           | .537          |
| Food Standard                                 |              |             | .675           | .599          |
| Presentation of Food                          |              |             | .701           | .790          |
| Hygiene standards                             |              |             | .574           | .726          |
| <b>Factor 5: Safety Measures in the Hotel</b> | 5.770        | 1.616       |                |               |
| Security in the Hotel                         |              |             | .787           | .822          |
| Hotel Location                                |              |             | .796           | .840          |
| <b>Factor 6: Value for Money</b>              | 5.109        | 1.431       |                |               |
| Room Rack Rate                                |              |             | .881           | .812          |
| Taxes and Service Charge                      |              |             | .615           | .701          |
| <b>Factor 7: Hotel Interiors</b>              | 4.442        | 1.244       |                |               |
| Structure of Lobby                            |              |             | .870           | .839          |
| Reception Counter                             |              |             | .814           | .724          |
| <b>Factor 8: Extra Facilities</b>             | 4.184        | 1.172       |                |               |
| Medical Facility                              |              |             | .543           | .711          |
| Parking Facility                              |              |             | .803           | .703          |

The third section of the questionnaire reveals that the high guest satisfaction level in the hotel is also a motivating factor that encourage guests to the hotel again and recommend the hotel services to others.

## Conclusion

The findings of the paper may be utilized by the hoteliers to effective guidelines to enhance the guest satisfaction with the 5 star rated hotels in the city of Amritsar. The study has discovered the consumer insight preferences towards hotel attributes. Factor analyses were carried out on the satisfaction level derived from guest staying for three or



more days in 5 star category hotels in Amritsar. As a result eight factors, presented in Table 2 derived from twenty four attributes were taken out and marked as Factor1: Employee Attributes, Factor2: Promotional Measures, Factor3: Communication Network, Factor4: Food, Factor5: Safety Measures in the Hotel, Factor6: Value for Money, Factor7: Hotel Interiors and Factor8: Extra Facilities. The study has given a good understanding of the factors that may be vital in understanding the guest satisfaction level in a hotel during their stay. However there some noteworthy limitations attached to the study i.e. as the size of sample is limited and conducted in the month of December 2014 so the results of the study might differs from the survey conducted in some different period.

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