# Tourists' Satisfaction Towards Service Quality Of Hotels In Goa, India

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### Abstract

Hotel business is one of the main activities of the hospitality industry. Hotel service gives home feeling to the tourists at destination. Hospitality industry will not survive if they don't provide quality services to the tourists. The present paper investigates influence of service quality dimensions of hotel services on the tourists' satisfaction. Total 600 tourists including both domestic and foreign were interviewed and collected data was analysed using SPSS software. Exploratory factor analysis was conducted for the purpose of dimension reduction and the influence of identified dimensions of service quality of hotels on tourists' was tested using multiple regression analysis. The study revealed positive influence of identified dimensions of service quality of hotels on the tourists' satisfaction, with coefficient of determination $R^2$ of 74.5%. The study will prove beneficial to the stakeholders in improving their service quality and maintain tourists' satisfaction and tourists' loyalty.

*Keywords: Hotel, Tourists' Satisfaction, Service Quality, Room service.*

## Introduction

Today tourism is considered as one of the major industry in India. Hospitality industry is one of the major activities of tourism industry. Hospitality industry is a billion dollars industry, which includes many activities, from which main is hotel business, tourism services, event planning and transportation ( Bayad Jamal Ali et al.,2021). It is very difficult for tourism industry to survive without hospitality industry.Hotels satisfy most essential guests' need i.e. accommodation and considered as vital element of tourism industry (Prabhu et al. 2020). Guests' use hotels not only for accommodation as well as other services like playground, tennis, restaurants, sauna, bar, swimming pool and so on. Hotel staff is important for business success (Anwar & Shukur, 2015), because hotel staff deliver services to the tourists. If hotel staff delivers right service to the tourists it will have positive influence on the tourists' satisfaction and if hotel staff does not deliver right service it will have negative influence on the tourists' satisfaction (Sultan et al. 2020).

Goa is smallest part of the country located on West Coast of India. The beauty of Goa drives tourist's attention towards it. Majority of tourists prefer Goa as relaxing and entertaining zone as thus it has become famous tourist destination. Majority of the tourists prefer to stay next to beach side in resorts and hotels, there

has been tremendous increase in the hotel industry in Goa due to increasing population and preference of domestic as well as foreign tourists. Hotels in Goa provide boarding and lodging and restaurant facilities to the tourists. There are varieties of options available to the tourists as hotels are categorised into different types viz. Budget hotels, Mid –range hotels, Upper market hotels, Long term rental, Starred hotels, Non-starred hotels each offering different services to their customers.

## Literature Survey

Service quality perceived by customers plays a critical role in the success of a tourism destination management, where it acts as a determinant for visitor satisfaction, royalty and revisit in the tourism market (Xie, 2011).Service Quality Measurement from Customer Perception Based on Services Science, Management and Engineering. There is positive relationship between service quality and tourists' perception towards services provided at Petra historical site (Mukhels, 2013). Tangibles, responsiveness and empathy have a high significant impact on customer satisfaction in the hotel industry of Ethiopia. (Abebe Tessera et al. 2016). Assurance, empathy, and tangibility were the most significant dimensions that had positive influence on customers' loyalty in Sudan (D.M.E Diab et. al.2016). (Chawala U. 2017), focused on customer satisfaction in terms of service quality provided by a hotel in a tourist site. SERVQUAL model focuses on the relationship between functional quality, technical quality, and image (Puri and Singh, 2018). There is positive relation among tangibility, assurance, reliability, responsiveness and empathy, and customer satisfaction (Noor & Ali,2018). The perception of domestic tourists towards budget hotels in tourist places has positive, significant and moderate relation with their intention to stay in the future (Kannan. R, 2018). The customer satisfaction and priority of service quality has positive perception with reference to hotel industry (Anand &Vijay 2018). Tourists' have positive expectation and perception towards service quality of tourism services in Kodaikanal ( Manimekalai ,2019).Empathy, responsiveness, assurance and tangible have positive relation with customer satisfaction, except reliability had negative relation with customer satisfaction ( Ali, Gardi et.al 2021). Hotel industry plays an important role in promote growth and development. (Shah & Devendra, 2020). Nainital as a tourist destination and satisfaction of tourist with staff attributes but revealed just average satisfaction with the service quality (Huzeima & Salia ,2020). Reliability, responsiveness, and tangibility had a significant effect on customer satisfaction in star-rated hotels of Shashemene town (Mena et. al.2020).

2020 West Gonja district is an attractive tourists` destination perceived as peaceful and safe with the majority of its supply elements deemed satisfactory. In this modern world most of business sector classified as travel and tourism as meeting planner and other service providers including accommodation, transportation, attraction and entertainment (Lavanya. M, 2021). Customer satisfaction of Changsha hotels is determined by the service quality dimensions which are tangibility, reliability, responsiveness, assurance and empathy (Saeed, Xizheng, et.al. 2021).

## Identification of Research Problem

After conducting extensive literature review following research problem has been identified by the researchers.

1. There is ample study conducted on service quality of hotels in India. Goa being famous tourists' destination, no studies were conducted on service quality of hotels and tourists' satisfaction. Hence the present study is pioneering in the nature.
2. There are very few studies on hotels service quality and tourists' satisfaction is conducted in the recent years, this may be because of pandemic there has been decline in tourism activities. So, the present study will bridge the time gap and provide recent data relevant to hotel service quality and tourists satisfaction.

The above research problem necessitates the need of study on tourists' satisfaction towards service quality of hotels in Goa, India.

## Research Questions

The research questions addressed in the study are as follows:

1. What are the different service quality dimensions of hotel n Goa, India?
2. Whether there is any significant impact of hotel quality dimensions on the tourists' satisfaction.

## Objectives of the Study

The specific objectives of the study are as follows:

1. To identify service quality dimensions of hotels influencing tourists' satisfaction in Goa, India
2. To analyse the influence of service quality dimensions of hotels on tourists' satisfaction in Goa, India

## Hypothesis of the Study
HO: Identified dimensions of service quality do not have statistically significant impact on the tourists' satisfaction.

## Research Methodology
Research methodology in depth study of methods applied for the study. The following methodology adopted to achieve objectives of the study

## Source of Data
The present study collected is based on both primary and secondary data

## Primary Data
Primary data is collected using structured questionnaire with 7 –point Likert scale, which is administered to 600 tourists including both domestic and foreign who visited and stayed in the hotels of Goa.

## Secondary Data
The theoretical background of the study was framed by collecting secondary data, which was collected from published data of Goa Tourism Development Corporations, book, journals, articles and other published data.

## Period of the Study
The period of study is from October 2023 to January 2024.

## Data Analytical Tools
Data analysis is systematic transformation of data by using proper tool to arrive at conclusion. The following tools are used for the study.
1. **Exploratory Factor Analysis** was used for dimension reduction to reduce number of variables pertaining service quality dimensions of hotels in the Goa India.
2. **Multiple Regression Analysis** used to analyse relationship between dependent variable i.e. tourists' satisfaction and identified service quality dimensions of hotels in the state of Goa.

## Significance of the Study
1. The present study intends to pinpoint service quality of hotels in Goa, India.
2. The study also highlights the influence of service quality dimensions of hotel services on tourists' satisfaction.
3. The present study shall help stakeholders in improving and provide better service quality to the tourists.

## Demographic Findings
The sample surveyed includes 450 tourists belong to domestic and 150 are foreign tourists. There is equality in the gender of the respondent. The majority of sample belongs to age group of below 25 years and less than 50% belongs to mid age i.e. 25 years to 50 years. Very few belong to age group of above 50 years. In terms of occupation, 35% of the sample was represented by domestic tourists who were in service either private or with the government, 30% were self-employed, 32% were homemakers and the balance 5% were retired. In terms of income, the vast majority of the domestic tourists i.e. 79% belong to the annual income category of Rs.250000 and Rs.1000000, which represents a strong tilt towards middle to upper middle-income groups. In terms of foreign tourists' majority of the tourist's income is more. 32% of the respondents were visiting Goa alone or with friends and 68% with family. Majority of tourists looked at Goa as a short weekend holiday destination. 80% having a stay for less than 1 week. 60% of the samples were tourists who had visited the state in the past and the balance 40 % were visiting it for the first time.

**Identified Dimensions of Service Quality of Hotels**

Table no.1 EFA Results Analysis of Dimension of Service Quality of Food and Beverages

| | Factor Loading | Eigen Value | Var. % | Cumm % | Alpha |
|---|---|---|---|---|---|
| **Basic service** | | **6.691** | **24.782** | **24.782** | **.972** |
| Pick up and drop facility by hotel (transport facility) | .906 | | | | |
| Room with comfortable beds , Air conditioner and heaters | .886 | | | | |
| Laundry service | .885 | | | | |
| Quick check in facility | .884 | | | | |
| Provision for senior citizens | .878 | | | | |
| Hotels are equipped with necessary technology | .868 | | | | |
| Level of service and cost of service is appropriate | .864 | | | | |
| **Staff Service** | | 6.680 | 24.742 | 49.524 | **.960** |
| Staff has the skill and knowledge needed to deliver a good service | .888 | | | | |
| Staff is neatly dressed and greet nicely | .888 | | | | |
| Employees of the restaurant give customers personal attention. | .886 | | | | |
| Prompt service from the restaurant's employees. | .874 | | | | |
| Employees of the restaurant are not always willing to help customers | .825 | | | | |
| Well trained employees | .807 | | | | |
| Employees provide quick room service | .799 | | | | |
| feel safe in your transactions with the restaurant`s employees. | .666 | | | | |
| Employees of the restaurant are polite. | .555 | | | | |
| **Location** | | 2.903 | 10.753 | 60.277 | **.830** |
| Location is easily accessible | .877 | | | | |
| Proximity to landmark | .825 | | | | |
| Hotel is located close to restaurants, café, pubs | .675 | | | | |
| Proximity to public transportation | .548 | | | | |
| **Safety and Security** | | 2.704 | 10.015 | 70.292 | **.829** |
| Provision of locker facilities | .848 | | | | |
| Provision of parking facilities | .739 | | | | |
| Security is properly maintained | .726 | | | | |
| **Additional Service** | | 2.196 | 8.133 | 78.425 | **.752** |
| Convenient working hours | .730 | | | | |
| Gym facility | .681 | | | | |
| Variety of cuisine | .675 | | | | |
| Friendly staff | .536 | | | | |

Source: Primary Data

Above table no shows Exploratory Factor Analysis results dimensions of service quality of hotel services. The above factors are identified into five main factors viz. Basic Service, Staff Service, Location, Safety and Security and Additional Service. The factor loadings with respect to all the variables range between .536 to .906. Basic Service explains 24.782% of variance, Staff Service, location, Safety and Security and Additional Service explains 49.524%, 60.277%, 70.292

Basic Service % and 78.425% respectively. Since the Cronbach's Alpha is > 0.65 in respect of all the factors, the factor structures derived are reliable and therefore can be used for further analysis.

Basic Service includes transport facility, comfortable rooms, laundry service, and quick check in facility, provision for senior citizens, necessary technology and appropriate level of service and cost of service. Staff service includes trained and experienced staff providing quality services to the customers; location includes convenient and easily accessible location. Provision of parking facility, locker facility and security is clubbed into safety and security. Working hours, gym facility, variety of cuisines and friendly staff are clubbed into additional service.

Table no.2 Regression results of dimensions of service quality of hotels influencing tourists' satisfaction

| Factors | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.250 | .135 | | 9.237 | .000 |
| Basic Service | .126 | .026 | .220 | 4.855 | .000 |
| Staff Service | .160 | .029 | .261 | 5.569 | .000 |
| Location | .187 | .028 | .309 | 6.683 | .000 |
| Safety and Security | .096 | .026 | .171 | 3.732 | .000 |
| Additional Service | .152 | .032 | .226 | 4.721 | .000 |
| | R Square .751 | Adjusted R Square .745 | F Value 117.135 | P Value .000 | |
| a. Dependent Variable: Tourist Satisfaction | | | | | |

Source: Primary Data

Above table no.2 shows regression results of dimensions of service quality influencing tourists' satisfaction. The adjusted R Square of model is.745 which signifies that model explains 74.5 % of variance. The F-Value is 117.135 and P Value is .000, which implies that model is statistically significant since P Value is < 0.05. The coefficients for all the identified factors are positive this implies that there is positive influence of dimensions of service quality of hotels on tourists' buying satisfaction.

Further analysis revealed that P Value for all the identified dimensions of service quality of hotels is < 0.05.This implies that Ho: Identified dimensions of service quality do not have statistically significant impact on the tourists' satisfaction in rejected in respect of all the factors of service quality of hotels .This implies that basic service, staff service, location, safety and security and additional service have statistically significant impact on tourists' satisfaction.

**Findings of the Study**

Following are the findings of study on analysing the influence of e-marketing practices on tourists' buying behaviour.

- The survey conducted includes equality in the gender of the respondents. The study also includes domestic tourists are more as compared to the international tourists. More than 50% of tourists are educated with good annual income.
- By conducting exploratory factor analysis twenty seven variables were reduced into five major factors viz. Basic Service, Staff Service, Location, Safety and Security and Additional Service.
- It was found that there exists positive correlation between all the factors and tourists satisfaction. Basic Service, Staff Service, Location, Safety and Security and Additional Service have statistically significant influence on tourists' satisfaction with coefficient of determination ($R^2$) of 74.5%.

**Conclusion**

Today hospitality industry has become one of the prominent parts of tourism industry. Tourism is incomplete without hospitality industries. Hotel services play an important role in giving home feeling to the tourist. Goan being tiny state located on Western Ghats of India is famous not only for its beaches, places of historic monuments, and cuisines but also for friendly and hospitable people. Hotel provides all facilities required by the tourists in addition to the sightseeing.

The present study revealed five major service quality dimensions identified by the tourist's viz. Basic service which includes all ancillary facilities, Staff service which includes services offered by well trained and polite staff of hotels. Next is easily accessible and convenient hotel location. Safety and security includes level of safety maintained at hotels and lastly additional service includes gym facility, variety of cuisine etc. The present study revealed that there is positive influence of all these factors on the tourists' satisfaction.

**Limitations of the Study**
1. There are chances of respondent biasness.
2. The present data collected is influenced by the perception of tourists at the time of survey. It is also impacted by their mood and state of mind , so the data may not be accurate.

**Scope for Further Research**
The present study highlights influence service quality dimensions of hotels on tourists' satisfaction. The study can be further initiated in the numerous ways. Some of the scope of further research is enumerated as follows:
1. Further researcher can enhance study by including more aspects like tourists' perception, tourist's behaviour towards hotels services.
2. Researchers can also enhance the study by including other touring enterprises like food and beverages, travel services etc.
3. Researchers can also study role of Goa Tourism department in promoting hotel services in Goa.
4. A comparative study on similar areas can be initiated between hotels , starred hotels, budget hotels etc.

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