

A Study On Customer Responsive Inclination In Telangana Hotel Sector

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Inclination means having a tendency to do something or being a certain way, leaning, or having a natural feeling. Hotels are important globally as providing the facilities for recreation and entertainment, meeting and conferences and business transmission. When foreign visitors avail the facilities of these hotels the foreign currency is earned through the visitors' payments. Hotel industry is a source of employment generation for both skilled and unskilled persons. There is perhaps no country in the world which is not relying on this industry to prosper its economy. The Indian hotel industry has touched \$1.8 billion in 2016 according to ICRA report. Its positive impact on balance of trade, employment generation and gross income etc is appreciated by one and all. : Good service quality creates a positive reputation for the hotel. Positive reviews from previous guests, testimonials, and high ratings can be deciding factors for potential guests who are looking for a place to visit. Good service quality creates a positive reputation for the hotel. Positive reviews from previous guests, testimonials, and high ratings can be deciding factors for potential guests who are looking for a place to stay. A good reputation can increase customer trust and encourage them to make reservations. A good reputation can increase customer trust and encourage them to make reservations. The ability to provide responsive customer service can influence reservation decisions. If potential guests get a quick response to their questions or requests, this creates a positive impression and increases potential customer satisfaction.

Keywords: Quality, Commitment, Responsiveness, Timely Service.

Introduction:

Indian Hotel industry is a rapidly evolving industry that has become increasingly competitive and dynamic in the global arena. It is gaining universal acceptance as a potent engine for

inclusive socioeconomic progress because of the jobs created and infrastructure developed. It has potential to stimulate other economic factors through its forward and backward linkages and ability to create more employment due to its multiplier effect on economy.

The tourism and hospitality industry is contributing significantly to Indian economy also. It is among the top 15 industries of the country to attract highest FDI since the beginning of new

millennium. The tourism and hospitality sector accounts for 7.5% of GDP and is the third largest foreign exchange earner for the country.



Source: Kasinem (2020)

Hotel industry is one of the major variant of tourism and hospitality industry. In Hotel Industry, employees play a very important role as they are in direct contact with the customers so Internal service quality i.e satisfaction of employees with the service received from the internal service providers play a very important role here. One of the important strategy of internal service quality is Developing The Right People, so the present study makes an attempt to analyze the developing strategies of selected five star hotels of North India by garnering the views of the employees pertaining to their expectations and actual perception about the services being rendered to them.

Responsiveness is defined as the hotels ability to provide speedy as well as accurate information on the facility's available, services available, and willingness to help the customers. Although there have been numerous studies dealing with service attitude and customer satisfaction, the issues related to MICE have not been specifically addressed. This study takes a customer perception approach of service attitude affecting the satisfaction of the customers who have come to the hotel to enquire for MICE business. It has been found that the importance of employee attitudes towards the customers who have come to get information on MICE business service and the level of satisfaction with the service vary significantly among customers, they feel that employees must be able to attend to their problems, solve their queries and more effectively clear their doubts, and the customers should not feel that they have been treated unfairly. These findings could furnish managers with useful information for effective communication by the hotel staff and personnel training.

Literature:

The day-to-day management of a hotel, including staff management, maintenance, and finances. Reservation systems and room inventory management are also important parts of hotel operations. The hotel business is highly competitive, and its success often depends on good customer service, efficient management, understanding of market trends, and the ability to adapt to changes in the hotel industry. In line with research from (Napu et al., 2023); (Opit, 2013); (Hastjarjo, 2022); (Farabi, 2014); (Sutrisno et al., 2023). The growth of the hotel industry in Indonesia has experienced significant development in recent years. Some of the factors that have influenced this development involve economic growth, tourism, and changes in consumer lifestyles and preferences. The following are several aspects of the development of the hotel industry in Indonesia: The growth of the hotel industry in Indonesia has experienced significant development in recent years. Some of the factors that have influenced this development involve economic growth, tourism, and changes in consumer lifestyles and preferences. So it can be said that the hotels must develop human resource management strategies to train and develop employees to become more skilled in their job, have excellent communication skills, being courteous, friendly and competent to meet customers' need (Nadiri and Hussain, 2005). The quality of staff and its impact on the quality of customer service had proved to be vital to the organizations (Papazolomou-Doukakis, 2002). Philmore-Alleyne, Liz Doherty, Dion Greenidge (2006) measured the extent of the adoption of human resource management (HRM), the existence of a formal HR strategy, and the development of the HR function in the hotel industry. Because employee morale affects customer satisfaction the managers of the international tourist hotels need to cultivate good relations with their internal staff (Chien-Wen Tsai, 2008). Many hotels strive to implement environmentally friendly and sustainable practices to attract environmentally conscious travelers. (6). Human Resource Training: Efforts to improve service quality through human resource training are also an important factor. Training in customer service, communication and hotel industry-specific skills is key to improving service quality. Despite positive developments, the hotel industry in Indonesia is also faced with several challenges, such as intense competition, licensing policies, and other aspects that need to be addressed to support sustainable growth. With an increase in the number of tourist visits and a focus on infrastructure development, it is hoped that the hotel industry in Indonesia will continue to develop in the next few years. In line with previous research from researchers and book authors (Amanda et al., 2022); (Lin et al., 2023); (Zaragoza-Sáez et al., 2024); (MacAskill et al., 2023); (Tajeddini et al., 2024); (Pfammatter et al., 2024); (Diayudha, 2020) According to (Radnor et al., 2015): they emphasize the importance of efficient operational management in the hospitality industry. Good and efficient processes can support service quality and ensure guest satisfaction. According to (Pizam & Judy, 2017): They identified key factors that influence service quality in the hospitality industry, including effective communication, service reliability, and staff responsibility for guest needs. It is important to note that service quality in the hospitality industry can be greatly influenced by various aspects, including cleanliness, staff friendliness, facility availability, and operational efficiency. The findings showed that the hedonic features of shopping strip did not affect the satisfaction, with reference to the recreational shopping strip. On the contrary, the properties like time-saving feature, convenience and the minimal time to reach the shopping store were found to affect the satisfaction. Work-life balance refers to how your obligations and professional obligations

interact for the rest of your life. To balance the demands of the home and the workplace, policies and practices are referred to as having a "work-life balance" (Vigneshwaran et al., 2021). Vigneshwaran, D., Mohankumar, S., & Vimala, B. (2021). "The objective of this research is to study the predictors of work-family conflict among women employees in the insurance sector. The research was conducted among women employees in the insurance sector in the Cuddalore district. Predictors of work-family conflict entail attaining equilibrium between professional work and other activities so that it reduces friction between work-family conflicts. Work-life Balance enhances efficiency and thus, the productivity of an employee increases. It enhances satisfaction, in both the job factors and family lives. The ultimate performance of any organization depends on the performance of its employees, which in turn depends on numerous factors. These factors can be related to career or family or social support. The relationships between predictors of work-family conflict can be achieved through emotional intelligence. Better emotion management is necessary to accomplish day-to-day objectives of personal factors in life. This paper attempts to identify. Vigneshwaran, D., and Mohankumar, S. (2020). This paper is desirable in labor work-family conflict among women employees. This family work conflict study involves examining the level of satisfaction with work-life balance to simultaneously manage life behaviors. Job and family satisfaction can be determined by a multitude of factors, it is chosen as a result variable due to its relationship with the family-work conflict. Vigneshwaran, D and Dr.S.Mohankumar (2019). This article aims to reflect on the increasing momentum that social media have in the everyday life our students and to investigate the uniqueness that this media offers to the process of education. The study investigates the benefits that Face book and Twitter have as the leading technologically mediated spaces and its application to the learning habitat of the learner in the public pedagogy. The article reflects on the opportunities that social media offers in order to avoid the self-created intellectual chamber by allowing educators to share and challenge ideas and concepts through the so called non-traditional "great spare time revolution".

METHODOLOGY:

Objectives:

1. To know the customer responsiveness factors impact in Hotels service.
2. To study responsiveness inclination factors impact on customer satisfaction
3. To suggest measures to improve responsiveness in respect of business growth.

Hypothesis:

H₀₁: There is no significant association between occupation and their opinions on responsiveness inclination.

H₀₂: There is no significant association between occupation and their opinions on Competence and Courtesy Inclination.

Sample:

Reputed 10 ‘Three Star Hotels’ in Hyderabad which are in hospitality service from last 15 years are considered as sample for the proposed study, hotels like ITC Kakatiya, Western Ashoka and Katriya Hotels are name a few are considered as sample.

Sample Size:

A sample of 520 Hotel repetitive Customers opinion was considered for data collection with the help of questionnaire in various above listed Hotels in Hyderabad.

Sampling Technique: Random Sampling technique was adopted for the data collection process by visiting reputed 10 ‘Three Star Hotels’ in Hyderabad city.

Data Analysis:

H₀₁: There is no significant association between occupation and their opinions on responsiveness inclination.

Crosstab								
			3.Responsiveness Inclination					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Occupation	Private sector	Count	1	1	21	74	69	166
		% within Occup.	0.6%	0.6%	12.7%	44.6%	41.6%	100.0%
	Business	Count	0	7	21	68	54	150
		% within	0.0%	4.7%	14.0%	45.3%	36.0%	100.0%
	Govt. / Public sector	Count	0	1	11	35	40	87
		% within	0.0%	1.1%	12.6%	40.2%	46.0%	100.0%
	Professional	Count	0	0	5	27	12	44
		% within	0.0%	0.0%	11.4%	61.4%	27.3%	100.0%
	Retired	Count	1	7	7	11	15	41
		% within	2.4%	17.1%	17.1%	26.8%	36.6%	100.0%
	Student	Count	0	0	10	14	8	32
		% within	0.0%	0.0%	31.2%	43.8%	25.0%	100.0%
Total		Count	2	16	75	229	198	520
		% within Occup.	0.4%	3.1%	14.4%	44.0%	38.1%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.322 ^a	20	.000
Likelihood Ratio	46.395	20	.001
Linear-by-Linear Association	8.149	1	.004
N of Valid Cases	520		
a. 12 cells (40.0%) have expected count less than 5. The minimum expected count is .12.			

From the above table chi square is significant (sig. value is $0.000 < 0.05$), reject null hypothesis. It means that there is a significant association between occupation and their opinions on responsiveness inclination. It means that responsiveness inclination is dependent on occupation.

H₀₂: There is no significant association between occupation and their opinions on Competence and Courtesy Inclination.

Crosstab								
			4.Competence and Courtesy Inclination					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Occupation	Private sector	Count	2	8	20	75	61	166
		% within Occup.	1.2%	4.8%	12.0%	45.2%	36.7%	100.0%
	Business	Count	0	5	21	71	53	150
		% within Occup.	0.0%	3.3%	14.0%	47.3%	35.3%	100.0%
	Govt. / Public sector	Count	1	5	10	32	39	87
		% within Occup.	1.1%	5.7%	11.5%	36.8%	44.8%	100.0%
	Professional	Count	0	1	6	30	7	44
		% within Occup.	0.0%	2.3%	13.6%	68.2%	15.9%	100.0%
	Retired	Count	1	5	5	14	16	41
		% within Occup.	2.4%	12.2%	12.2%	34.1%	39.0%	100.0%
	Student	Count	0	0	9	14	9	32

		% within Occup.	0.0%	0.0%	28.1%	43.8%	28.1%	100.0%
Total		Count	4	24	71	236	185	520
		% within Occup.	0.8%	4.6%	13.7%	45.4%	35.6%	100.0%
Chi-Square Tests								
			Value	df		Asymp. Sig. (2-sided)		
Pearson Chi-Square			32.611 ^a	20		.037		
Likelihood Ratio			33.281	20		.031		
Linear-by-Linear Association			1.661	1		.197		
N of Valid Cases			520					
a. 11 cells (36.7%) have expected count less than 5. The minimum expected count is .25.								

From the above table chi square is significant (sig. value is $0.037 < 0.05$), reject null hypothesis. It means that there is a significant association between occupation and their opinions on Competence and Courtesy Inclination. It means that Competence and Courtesy Inclinations dependent on occupation.

Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 ^a	.676	.673	.62214
a. Predictors: (Constant), 5. Security Inclination, 1. Tangible Inclination, 3. Responsiveness Inclination, 4. Competence and Courtesy Inclination, 2. Reliability Inclination				

The regression table summarizes the model performance through the following statistics

R square: represents the coefficient of determination and ranges between 0 and 1. Since the R square value is 0.676. It means that 67.6 % of the variation explained by in dependent variable (**Customer Inclination**) in terms of independent variables (**Tangible Inclination, Reliability Inclination, Responsiveness Inclination, Competence and Courtesy Inclination and Security Inclination**).

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	415.782	5	83.156	214.841	.000 ^b
	Residual	198.949	514	.387		
	Total	614.731	519			
a. Dependent Variable: 6. Customer Inclination						

b. Predictors: (Constant), 5. Security Inclination, 1. Tangible Inclination, 3. Responsiveness Inclination, 4. Competence and Courtesy Inclination, 2. Reliability Inclination

The below model coefficients are used to construct the regression line. The low significant values of < 0.05 of the variables Tangible inclination, Reliability Inclination, Responsiveness Inclination, Competence and Courtesy Inclination and Security Inclination are showing very strong significant impact on dependent variable Customer Inclination.

From the above ANOVA table F value is significant (significant value is less than 0.05) it means dependent variable (**Customer Inclination**) is more reliable.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.625	.168		-3.713	.000
	1.Tangible Inclination	.213	.045	.160	4.714	.000
	2.Reliability Inclination	.189	.048	.181	3.961	.000
	3.Responsiveness Inclination	.131	.050	.098	2.594	.010
	4.Competence and Courtesy Inclination	.265	.052	.209	5.052	.000
	5.Security Inclination	.342	.034	.340	9.970	.000
a. Dependent Variable: 6. Customer Inclination						

From the above table the required Multiple Regression line is

Customer Inclination = $-0.625 + 0.213(\text{Tangible Inclination}) + 0.189(\text{Reliability Inclination}) + 0.131(\text{Responsiveness Inclination}) + 0.265 (\text{Competence and Courtesy Inclination}) + 0.342(\text{Security Inclination})$

Discussion of Results:

This research found that there is a phenomenon that occurs in the hotel industry, namely an increase in hotel reservations caused by customer satisfaction which is the result of positive experiences received by guests during their stay. The following are several factors that can explain how customer satisfaction can influence increased hotel reservations: Positive Reviews: Satisfied customers tend to leave positive reviews on review sites or social media. Positive reviews can attract the attention of potential guests and provide encouragement to make a reservation. Word of Mouth Recommendations: Satisfied customers are more likely to recommend a hotel to friends, family or colleagues. Word of mouth recommendations can be a key factor in influencing others to book a room at a recommended hotel. Customer Loyalty: Customers who are satisfied with their experience tend to be loyal customers. Loyal customers have a tendency to return and book rooms at hotels that have provided positive

experiences before. **High Retention Rate:** A high level of satisfaction is often related to a high retention rate, which is a hotel's ability to retain guests who have already stayed. Satisfied guests have a tendency to choose the same hotel again for their next visit. **Positive Marketing Effects:** Positive customer experiences can create positive marketing effects naturally. Testimonials, reviews and great customer experiences can be used in hotel marketing materials, such as websites, promotional materials and advertising campaigns. **Encouragement to Repeat Experience:** Satisfied customers may feel motivated to repeat their experience at the same hotel. Increasing the number of returning customers can result in increased reservations. **High Perception of Value:** Satisfied customers often have a high perception of value in relation to the costs they pay. High perceived value can encourage customers to return and reserve rooms at the same hotel. By ensuring customer satisfaction, hotels can build a positive image, earn recommendations, and create long-term relationships with guests. All this together can contribute to increased reservations and sustainability of the hotel business.

The study has revealed a significant gap in the expectations and actual perceptions of both of them. It means the hotels are either not understanding the expectations of the employees or are not doing enough to meet those expectations. Whatever may be the reason, all this culminates into dissatisfied employees. The same in turn has a bearing on internal as well as external service quality. The hotels, especially less performing ones must try to bridge the gap between expectations and perceptions of the employees.

All the hotels are quite good in promoting teamwork by effective leadership as employees of all the hotels meanwhile have rated their hotels as making genuine efforts for promoting teamwork. This argues well for Indian 5-Star Hotel Industry. It is high time that service quality must be reviewed from the employees' viewpoint and improved accordingly. This is how the five star hotels can hope to get international acclaim and generate positive word of mouth from employees as well as customers.

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