Growth of the Hotel Industry in Coimbatore

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ABSTRACT

Customer Attitude has become a topical issue in research and practice due to its proven dominance in hotel organizational success. The present study has been conducted on the customer attitude towards the hospitality industry by improving understanding of the relationships among customer loyalty, customer satisfaction, and image. Also, this research identifies the various factors on which the customer point of view on hotels and lodging industry, which is mainly based on the data collected from various hotels indicate the customer satisfaction with the performance of various aspects of housekeeping, reception, room service, price, food, and beverages. Hotels are the most important part of the lodging industry which contributes to the sector by offering services and facilities of extremely high standards.Facilities provided may range from a modest-quality mattress in a small room to large suites and hotel operations vary in size, function, and cost. In this report, the area of customer complaint behaviour has received considerable attention from hotel managers as dissatisfied customers engage in a variety of complaint actions that could ruin the reputation of a hotel. The main objectives were to identify complaint patterns and the relationships between customers' demographic backgrounds.

Keywords: Customers Satisfaction, Hospitality, Demographics, Hotels, Complaints, Consumer Awareness, Consumer Perception.

INTRODUCTION

The hospitality industry is one of the world's fastest growing industry and a major source of income for many countries. The demand for tourism and hospitality in India is increasing rapidly. Hotels are the major part of the hospitality industry that contributes maximum share in profits but at the same time, there is an inevitable link between hotels and customer satisfaction.In the marketing theory, the concept of quality service coupled with customer satisfaction has a long history.

Understanding of customers as well as customer behaviour is the key success factor in the marketplace, either nationally or internationally. Consumer behaviour refers to "the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society". The purpose of this to investigate the different elements which affect the customer's satisfaction or which can increase the customer satisfaction, such like promotion is one variable through which you can enhance the satisfaction level in promotion through personal selling and public relation, advertising.

This research is mainly based on hotels in Coimbatore, a major city of Indian state of Tamil Nadu. Coimbatore which is known as Manchester of South India is the fastest growing cities in India and a major hub for various industries. Coimbatore cuisine is predominantly south Indian with rice as its base. Most local restaurants still retain their rural flavour, with many restaurants serving food over a banana leaf.Coimbatore has an active food

culture and various cuisine options for dining. The major star hotels are Vivanta by Taj, Hotel Le Meridien, Aloft, The Residency Towers, Gokulam Park, Radisson Blue Hotel CAG Pride.

In addition to the comfort, star hotels provide round the clock open reception, 24 hours accessible by phone, lobby with seats and beverage service, breakfast buffet or via room service, mini bar, daily room cleaning, bathtubs and showers, high class furniture, Linen shelves, bath towels, dressing mirror, telephone and internet access, heating facilities. The superior class luxury includes ironing service, workout rooms, personal care products, the internet with PC, Doorman service or valet parking.

According to study, customer satisfaction could give rise to guest loyalty. However, there is an argument that customer not necessarily will revisit again due to the variable of customers' expectations even though when a customer is satisfied with high hotel experience quality delivered. For example, a customer prefers to look for something new and fresh as he or she is bored of the hotel he or she used to stay. Besides, customers' expectation most likely influenced by pre- purchased from of the hotel industry to some extent. Hence, hotel customers have valid reasons and right to select the hotel rather than the hotel's competitors and revisit over and over again only if the hotelier understanding customers' behaviour and providing constant satisfaction.

There are different results which occur due to customer satisfaction like loyalty and word of mouth.

Customer loyalty is the behaviour of the customer towards purchase the same product or services from the same supplier or same service provider which lead to the customers towards satisfaction. And the offering different packages to the customers lead the customer satisfaction and build loyalty.

Word of mouth is the term defined as the informal way to communicate with the friends or service provider about the product or service. Positive word of mouth can build the strong relationship between potential customer and providers as well as it plays the important role in the promotion of the product and develop a positive image in the society.so positive word of mouth is directly influenced the customer satisfaction because it is the related loyalty of existing customers as well as the new arrivals.

DETERMINANTS OF CUSTOMER SATISFACTION

There are different variables which are influenced on the customer's satisfaction directly or indirectly like services quality, price, service, cleanliness, the environment of restaurants.

Quality such as food material service providers to customers is very important because it affects the customer mind which develops the satisfaction for the specific product. The other element fair price which is charging for the specific product directly related to the customer satisfaction.

Price is the key element in the customer satisfactions in hotel industry because in Coimbatore most of the customers rely on the price of the brand then further purchase it. According to the different research price of any product can build and can down the standard of the brand. Price plays a vital role in the customer satisfaction because the charges of the product directly affect the customer, so if it is affordable then customers get satisfied and will purchase the product again and again in future.

The last variable which is influence the customer satisfaction is the environment of the restaurant because in such cities there is developing the concept of branded and well-furnished restaurants due to the growing literacy rate and betterment in the economy. According to a report, the atmosphere of the restaurant is influenced the customer satisfaction such like music, setting arrangement, decoration these are things which create the positive image of the restaurant in the mind of customers.

TOP STAR HOTELS IN COIMBATORE & FEEDBACK FROM CUSTOMERS
- **Le Merdien :**
  Luxurious Hotel, Excellent hospitality, and yummy food.
- **Vivanta by Taj :**
  Food is really bad, service in a Chinese restaurant is worst. In room service, WiFi does not work.
- **Aloft :**
  Service Quality can be improved
- **Gokulam Park:**

Nice room, Guest service, Excellent food
- **The Residency Towers:**
Good Business com leisure hotel, I find there is an improvement in every visit of mine.
- **Vibe Coimbatore:**
Cute and Sweet hotel at the heart of Coimbatore,
- **CAG Pride Hotel:**
Homely, Family, Friendly, love to stay.
- **Radisson Blue:**
New hotel, things can become better. Nice staff.
- **Heritage Inn:**
Value for money
- **Hotel Vijay Elanza :**
Near to airport, comfortable stay, an avg hotel at avg price.

CONCLUSION

In all business or organization customer satisfaction is most important factor or issue and it is considered as a more valid and reliable feedback from the customers about your business and for the goodness of any business customer satisfaction play a vital role in the market field, and to measure the customer satisfaction different variables are select in the study such like price, quality in service and the environment of the restaurants ,and through different analysis it is concluded that there is positive and significant relationship between these variables and the customers satisfaction.

By improving the influential variable which is said above, Industry can Increase the customer satisfaction level which will change the customer's attitude and brings positivity to the customer.

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