
Service Quality & Its Impact on Customer Loyalty: A Study on Tripenda Hotels Pvt. Ltd. Malampuzha

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Abstract

Customer loyalty is particularly important to the hotel industry, because most hotel industry segments are mature and competition is strong. Often there is little differentiation among products in the same segment. (Bowen and Shoemaker, 2003). Managing Customer loyalty through a customer relationship approach has become a significant marketing strategy given most of services which hotels offer, are intangible. It is difficult to differentiate themselves from other competitors. Because of this, hotels have been making an effort to succeed in the industry by improving service quality and the service itself in order to maximize the customers' satisfaction and ensure guests become "loyal guests". O'Malley and Prothero (2004) have defined that the purpose of relationship marketing is to create, extend and keep the relationships with customers and other stakeholders. Because of this fact, customer loyalty as relationship marketing is significant. Barsky and Nash (2002) mentioned that the emotions a guest feels during a hotel stay are vital components of satisfaction and loyalty. However it is important to recognize the difference between customer satisfaction and customer loyalty.

Keywords: Customer loyalty, quality management, service quality, SERVQUAL model.

INTRODUCTION

The administration segment is turning into the essential wellspring of riches, exchange and development all through the created world. Financial thriving implies that administration exchanges are turning into tradeoffs between the advantages got and the expenses brought about as far as time and control, with cost getting to be superfluous. Deregulation of administrations and the use of new innovations are exhibiting extensive test to benefit organizations. Banks, insurance agencies, carriers, media communications, tourism, and in addition proficient administration firms, for example, bookkeepers and advisors require new ways to deal with address the test. The issues of administration promoting are more unpredictable, the administration item is harder to plan and bringing advertising introduction into a firm commanded by activities is yet another powerful undertaking. We as a whole live in an administration world. The use of promoting standards in benefit area is primary concern in benefit advertising. Thus there is a need to think about the administration quality in Hotel Industry.

The Hotel Industry, specifically, and all organizations whose administration rely upon building long haul relationship need

to focus on keeping up client's devotion. In this regard, faithfulness is incredibly affected by benefit quality. Thusly, lodgings frequently put resources into dealing with their associations with clients and keeping up quality to guarantee that clients whose devotion is in the here and now will keep on being faithful in the long haul. The development in tourism is all around foreseen as apparent in the enquires about and investigations directed by specialists and important associations in this industry. Consumes and Holden¹ were among the early defenders of the thought where tourism is getting to be one of the biggest worldwide fare enterprises. Along these lines, Weaver and Oppermann have watched that tourism has created from a minor neighbourhood movement to a worldwide monetary goliath speaking to around 6 for each penny of the worldwide economy and making roughly 200 million occupations worldwide amid the later many years of the twentieth century. The above insights have represented that the tourism business has joined the positions of farming and mining as far as industry estimate all inclusive.

Together with customer's loyalty, quality is an equally important factor and may lead to the success of the tourism business. Kandampully has emphasized that quality

will steer tourism firms to successfully encounter the competitive challenges of the future.

For Parasuraman et al, service quality is both the significant differentiator and the most aggressive weapon possessed by many leading service organization. It has been discovered that leading service organizations Endeavour to sustain a superior quality of service over their competitors in an effort to acquire and retain customer loyalty. This is based on the concept where the service organizations' ability to expand and maintain a large and loyal customer base is essential for their long term success in a market. In the face of such critical importance of customer loyalty being vital for business survival, it is rather strange that the relationships between service quality and customer loyalty are not equally well-developed.

OBJECTIVES OF THE STUDY

The study selected for the specific objectives are:

- To assess the service quality of Tripenda Hotels Pvt.Ltd, Malampuzha.
- To analysis the quality management of Tripenda Hotels Pvt.Ltd, Malampuzha.

- To assess the customer loyalty towards the Tripenda Hotels Pvt.LtdMalampuzha.
- To assess the relationship between service quality and customer loyalty in Tripenda Hotels Pvt.Ltd, Malampuzha.

SIGNIFICANCE OF THE STUDY

The overall scope of the study was to ascertain customer loyalty and quality of services rendered by Tripenda Hotels Pvt.Ltd., Malampuzha. Beneficial to the management of the company to providing crystal clear picture regarding important aspects of customer loyalty and the service quality of Tripenda Hotels Pvt.Ltd., Malampuzha. To provide benefits to various parties who directly or indirectly interact with the Tripenda Hotels Pvt.Ltd., Malampuzha.

Introduction to Hospitality Industry

Hospitality is all about offering warmth to someone who looks for help at a strange or unfriendly place. It refers to the process of receiving and entertaining a guest with goodwill. Hospitality in the commercial context refers to the activity of hotels, restaurants, catering, inn, resorts or clubs who make a vocation of treating tourists. Helped With unique efforts by government and all other stakeholders, including hotel

owners, resort managers, tour and travel operators and employees who work in the sector, Indian hospitality industry has gained a level of acceptance world over. It has yet to go miles for recognition as a world leader of hospitality. Many take Indian hospitality service not for its quality of service but India being a cheap destination for leisure tourism.

With unlimited tourism and untapped business prospects, in the coming years Indian hospitality is seeing green pastures of growth. Availability of qualified human resources and untapped geographical resources give great prospects to the hospitality industry. The number of tourists coming to India is growing year after year. Likewise, internal tourism is another area with great potentials.

The hospitality industry is a 3.5 trillion dollar service sector within the global economy. It is an umbrella term for a broad variety of service industries including, but not limited to, hotels, food service, casinos, and tourism. The hospitality industry is very diverse and global. The industry is cyclical; dictated by the fluctuations that occur with an economy every year. Today hospitality sector is one of the fastest growing sectors in India. It is expected to grow at the rate

of 8% between 2007 and 2016. Many international hotels including Sheraton, Hyatt, Radisson, Meridien, Four Seasons Regent, and Marriott International are already established in the Indian markets and are still expanding. Nowadays the travel and tourism industry is also included in hospitality sector. The boom in travel and tourism has led to the further development of hospitality industry.

In 2003-04 the hospitality industry contributed only 2% of the GDP. However, it is projected to grow at a rate of 8.8% between 2007-16, which would place India as the second-fastest growing tourism market in the world. This year the number of tourists visiting India is estimated to have touched the figure of 4.4 million. With this huge figure, India is becoming the hottest tourist destination. The arrival of foreign tourists has shown a compounded annual growth of 6 per cent over the past 10 years. Besides, travel and tourism is the second highest foreign exchange earner for India. Moreover, it is also estimated that the tourism sector will account for nearly 5.3 per cent of GDP and 5.4 per cent of total employment.

The genuine development of the advanced inn industry occurred in the USA starting with the opening of city inn I NEW YORK

in 1794. This was the principal assembling uncommonly raised lodging purposes. This in the long run prompted extraordinary rivalry between various urban areas and brought about excited inn building movement. A portion of the best inns of the USA were worked in this time, yet the genuine blast in inn building came in the mid twentieth century

This period additionally so the start of chain tasks under the direction of E M STATELIER V. It included huge ventures, huge benefits and the prepared experts to oversee business. The present lodging takes into account every one of the necessities and wishes of the visitor and the future hold guarantee for a further mushrooming of current inns.

Offices offered by inns might be the most vital criteria for arranging inns .Some nations receive the star rating framework .Thus ,seven star lodgings which is the most noteworthy rating will give offices, for example, focal aerating and cooling, appended restrooms with hot and chilly water, channel music, one end to the other covering, shopping arcade, wellbeing club, swimming pool, sports offices, assortments of eateries and bars including coffeeshouse, claim to fame eateries, flame broil room and so forth these are only a

portion of the criteria for star rating. Certain such offices are denied as the star rating of the inns goes lower and lower.

Indian Hospitality industries

The Indian Hospitality industry has developed as one of the key enterprises driving development of the administrations division in India. The fortunes of the friendliness business have dependably been connected to the possibilities of the tourism business and tourism is the preeminent request driver of the business. The Indian accommodation industry has recorded sound development fuelled by powerful inflow of outside visitors and also expanded vacationer development inside the nation and it has turned out to be one of the main players in the worldwide business.

'India Hotel Industry' is including around 60,000 quality rooms, as of now in various phases of arranging and improvement and ought to be prepared by 2012. MNC Hotel Industry monsters are running India and producing Joint Ventures to gain their offer of pie in the race. Government has endorsed 300 lodging ventures, almost 50% of which are in the extravagance go. Sources stated, the labour necessities of the inn business will increment from 7 million out of 2002 to 15 million by

2010. With the USD 23 billion programming administrations part pushing the Indian economy skywards, more IT experts are running to Indian metro urban areas. 'Lodging Industry in India' is set to develop at 15% multi year. This figure will soar in 2010, when Delhi has the Commonwealth Games. Effectively, in excess of 50 global spending inn networks are moving into India to stake their turf. Hence, with circumstances in abundance the future 'Situation of Indian Hotel Industry' looks ruddy. The inn business in India is experiencing a fascinating stage. One of the significant purposes behind the expansion sought after for lodging rooms in the nation is the high development in areas like data innovation, telecom, retail and land. The development of the tourism

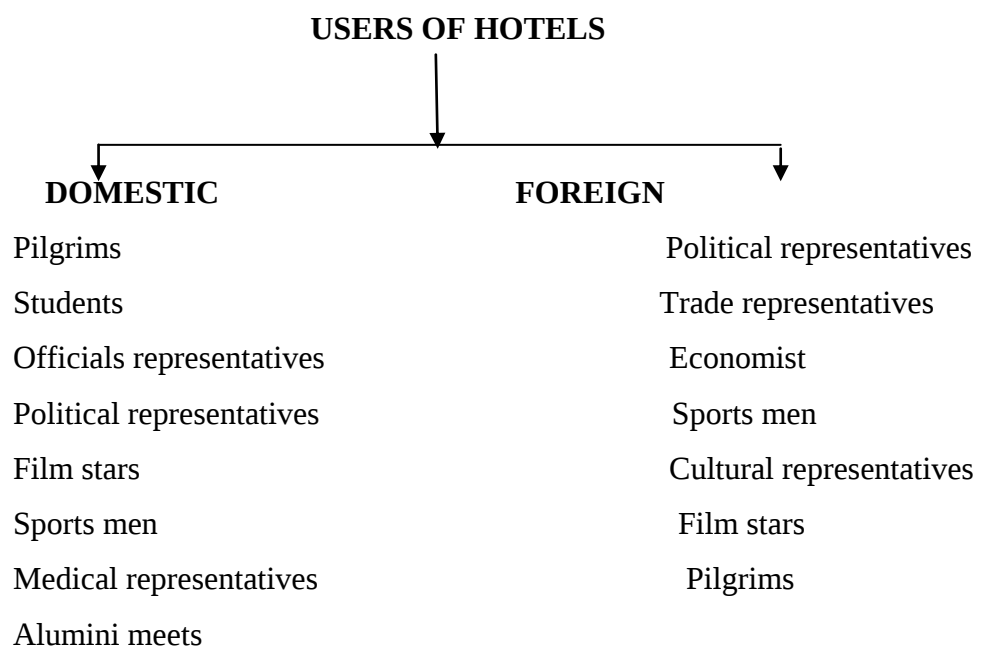
business has additionally added fillip to the inn business. As of late the legislature has found a way to support travel and tourism, which have profited the inn business the most.

LITERATURE REVIEW

Service Quality

Definition

According to Parasuraman et al. (1988), service quality can be defined as an overall judgment similar to attitude towards the service and generally accepted as an antecedent of overall customer satisfaction (Zeithaml and Bitner, 1996). Parasuraman et al. (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations.



It is the difference between customer expectations of service and perceived service (Zeithaml et al., 1990). Perceived service quality results from comparisons by customers of expectations with their perceptions of service delivered by the suppliers (Zeithaml et al., 1990). If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al. 1985; Lewis and Mitchell, 1990).

SERVQUAL Model

The SERVQUAL model proposes that customers evaluate the quality of a service on five distinct dimensions: reliability, responsiveness, assurance, empathy, and tangibles. The SERVQUAL instrument consists of 22 statements for assessing consumer perceptions and expectations regarding the quality of a service. Perceived service quality results from comparisons by consumers of expectations with their perceptions of service delivered by the service providers (Zeithaml et al., 1990). It can be argued that the factor underpinning the delivering of good perceived service quality is actually meeting the expectations of the customers. Thus, excellent service quality is exceeding the customers' expectations. Zeithaml and Bitner (2000) suggested that

customer expectations are beliefs about a service that serve as standards against which service performance is judged.

Parasuraman et al (1985) within the original SERVQUAL model defined service quality using 10 determinants of quality: reliability, responsiveness, competence, credibility, access, courtesy, communication, assurance, empathy and tangibles. Parasuraman et al (1988) reduced those into the following five:

Tangibility

Tangibility refers to quality of attributes and physical evidence of service. Physical aspects of hotel services including the appearance of physical facilities, equipment, personnel and communications materials. SERVQUAL Adjusted Items Description Modern looking equipment, fixtures and fittings Having neat and professional employees Comfortable fixture and fittings generally clean equipment and facilities having variety.

Reliability

The ability to perform the service dependably and accurately SERVQUAL Adjusted Items Description Promising to provide a service and doing so.

Responsiveness

The ability of service provider to respond to customer needs on a timely basis. The willingness of hotel personnel both to help customers and provide prompt services. SERVQUAL Adjusted Items Description Telling guests exactly when the services will be performed always willing to help never too busy to responding to guests' requests.

Assurance

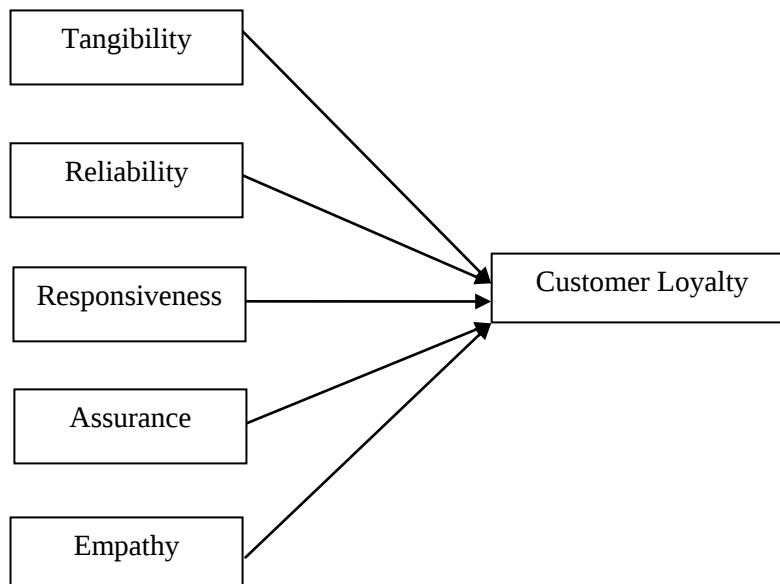
Knowledge and courtesy of hotel employees and their ability to convey trust and confidence. SERVQUAL Adjusted Items Description Feeling safe in the

delivery of services, feeling safe and secure in their stay, having polite and courteous employees, having the knowledge to answer questions Having the skill to perform the service Empathy (understanding the customer) - Making the effort to know customers and their needs.

Empathy

Ability to show caring, individualized attention to hotel customers or high level attention to customers. SERVQUAL Adjusted Items Description Giving individual attention having guests' best interests at heart Understanding guests' specific needs.

Servqual model



CUSTOMER LOYALTY

Definition

Customer loyalty can be defined as a situation when a customer has a positive attitude towards a company, expresses a willingness to repurchase from that company and actually does make the next purchase from that company rather than from a competitor (Chojnacki, 2000).

Butscher (2002) stated that most customer loyalty strategies offer primarily financial benefits. In essence, they provide price discounts and discounts are the last thing that creates loyalty among customers. Customers who buy the organizations' product or service merely because of its price will not continue to do so if they can find a better price elsewhere. The only way to create long-term customer loyalty is to establish a true relationship with customers, which is based not on financial incentives, but on emotion, trust and partnership. (Butscher, 2002).

Customer Loyalty in Hotel Industry

Customer loyalty is particularly important to the hotel industry, because most hotel industry segments are mature and competition is strong. Often there is little differentiation among products in the same segment. (Bowen and Shoemaker, 2003). Managing Customer loyalty through a

customer relationship approach has become a significant marketing strategy given most of services which hotels offer, are intangible. It is difficult to differentiate themselves from other competitors. Because of this, hotels have been making an effort to succeed in the industry by improving service quality and the service itself in order to maximize the customers' satisfaction and ensure guests become "loyal guests". O'Malley and Prothero (2004) have defined that the purpose of relationship marketing is to create, extend and keep the relationships with customers and other stakeholders. Because of this fact, customer loyalty as relationship marketing is significant. Barsky and Nash (2002) mentioned that the emotions a guest feels during a hotel stay are vital components of satisfaction and loyalty. However it is important to recognize the difference between customer satisfaction and customer loyalty. Customer satisfaction assesses how much the transactions exceeded customers' expectations whereas customer loyalty assesses how possible it is that the customers will return to the hotel (Bowen and Shoemaker, 2003) mentioned that the fact loyalty is difficult to measure as a serious matter for hotels. As it can make it difficult to reward loyalty since the value of loyalty is established by both qualitative

and quantitative phases. However this problem can be seen as challenge as if hotel could overcome the matter, then the hotel can differentiate itself from the other hotels.

Customer Loyalty related concepts

Sällberg (2004) indicated that there are different concepts positively related to why customers continue to purchase a certain brand or from a certain firm. She introduced two concepts, which are behavioural loyalty and attitudinal loyalty. Behavioural loyalty and attitudinal loyalty: According to Schultz & Bailey (2000), behavioural loyalty focuses on the value of the brand to the customer. Keenhove (2003) indicated that behavioural loyalty is a customer's repeat patronage behaviour, developed relationship overtime. For any companies, customer loyalty becomes more meaningful only when it translates into purchase behaviour. Purchase behaviour generates direct and tangible returns to the company as compared to the effects of pure attitudinal loyalty where commitment and trust that do not translate directly into actual purchase behaviour.

Therefore, it is important for a company to build behavioural loyalty. Pure attitudinal loyalty of a customer without behavioural

loyalty may provide only limited or no tangible returns to the company. Most loyalty programs in existence today reward behavioural loyalty. As mentioned earlier, attitudinal loyalty is consisted from trust, emotional attachment, and commitment to a brand and a relationship. Customer attitudes have been known to influence customer behavior (Ajzen&Fishbein, 1980) however customers exhibiting a positive attitude may not translate that into purchase behavior due to a relatively more favorable attitude toward another brand (Dick & Basu, 1994). The positive attitude strength of a customer needs to be complemented by high attitude differentiation (compared to other brands) in order for the company to expect sustained purchase behaviour from the customers in the long run.

Consequences of customer's loyalty

Businesses with high customers' loyalty rates have proven to reach great financial results. Buchanan²⁵&Gillies identified six reasons explaining why long-term customers are more profitable than others are:

- Regular customers place frequent, consistent orders and, therefore, usually cost less to serve.

- Long-established customers tend to buy more.
- Satisfied customers may sometimes pay premium prices
- Retaining customers makes it difficult for the competitors to enter a market or increase their share.
- Satisfied customers often refer new customers to the supplier at virtually no cost.
- The cost of acquiring and serving new customers can be substantial. A higher retention rate implies that fewer new customers need be acquired, and that they can be acquired more cheaply. In fact, the acquisition cost of a new customer is three to five times more expensive than retention cost.

Positive and Negative Effects of Customer Loyalty

Diller (2000) defined both positive and negative ways in which customer loyalty may effect to hotels from an economic point of view. Loyal customers tend to bring more certainty to hotels since they will stay at the hotels frequently. Moreover loyalty customers will bring more feedback, both positive and negative, to the hotels, which is indispensable to the

hotel's development. The feedback can provide new ideas, highlights areas that need improvement and influence their marketing strategy towards non-loyalty customers. Needless to say, the trust between loyal customers and hotels is a precious asset. However, having too close relationship with loyal customers and paying attention only to their opinions may bring inflexibility and inactivity to the hotels.

Loyal customers have strong effect towards the hotels growth since the more they satisfied, the more they give recommendations. It is a well-known fact that recommendation and positive words of mouth is the best marketing strategy for hotels. However if hotel makes loyal customers feel bad, those customers may spread negative word of mouth.

It is more profitable for hotels to have loyal customers instead of several opportunistic customers. The cost of convincing loyal customers to stay in a hotel compared to that of obtaining new customers is much lower. Furthermore hotels loyal customers cost less to take care of from a guest management point of view given they are already aware of hotel procedures and can form accurate expectations based of their experience

from the previous stays. Diller (2000) mentioned that loyalty customers are less price-sensitive, but at the same time he is unsure of their expectation for lower prices as a compensation for their loyalty. It is also important to be aware of the costs of having customer loyalty programs.

RESEARCH METHODOLOGY

A self-administered questionnaire, an adapted version of SERVQUAL scale, was used in this project to measure the perceived tourism service quality of the hotel guests. There are various models used to assess service quality, i.e. SERVQUAL, SERVPERF and Non-Difference. This study used the SERVQUAL model to measure the study dimensions due to its high reliability and validity in previous studies. Research instrument design is based on the five dimensions of service quality and the SERVQUAL model.

Some modifications were made to the items in order to suit the context of hotels. The questionnaire was divided into three parts. The first part of the questionnaire contained questions relating to socio-demographic data about the respondents. The second part was designed to measure the respondents' perceptions regarding quality of services offered by the hotel.

Meanwhile, the third part of the questionnaire assessed the respondents' perceptions regarding loyalty on the same five-point scale. Seven customer loyalty items were adapted from Zeithaml et al., and Ndubisi. The researchers introduced the tool of measurement in such a way that it briefly illustrated the topic of the study and procedures of response. The measurement grades were placed according to the five-point Likert scale.

The scales were ordered regressively as follows: Strongly agree, Agree, Neutral, Disagree, and strongly disagree. The study was conducted in Tripenda Hotels Pvt.Ltd., Malampuzha for two months in the summer of 2019. The target population selected for this study during the data collection period comprised tourists who stayed in Hotel. A convenience sampling approach was employed, in which questionnaires were distributed to the guests who agreed to participate in the survey. The guests completed the questionnaires in the presence of the researchers. The completed questionnaires were then collected by the researchers immediately.

Research Design

The descriptive research design had adopted for the study. A descriptive

research design helps to portray the characteristics of a group or individual or situation is known as descriptive study. The main objective of this study is to acquire knowledge and diagnose the problem. Descriptive research design is a scientific method which involves observing and describing the behaviour of a subject without influencing it in any way.

METHOD OF DATA COLLECTION

Primary Data

Primary data are those which are collected fresh and first time. The primary data was collected by using questionnaire for customers. Several methods for collecting primary data are: interview, questionnaire, schedules etc.

Secondary Data

Secondary data are those which have been already collected by someone else and which have already been passed through the statistical process. Several methods for collecting secondary data are: company website, magazines, internet etc.

DESCRIPTIVE ANALYSIS

Methodology

Data was collected by distributing questionnaires. The questionnaire was prepared using 5-point scale method

(Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree). There were a total of 31 questions. Data was collected over a period of two months from customers. Method of sampling was convenience sampling. The sample size was 100. The statistical tools used for data analysis were crosstab, correlation, and regression.

Objectives:

- To examine whether there is any relation between Reliability and Customer Loyalty.
- To examine whether there is any relation between Responsiveness and Customer Loyalty.
- To examine whether there is any relation between Empathy and Customer Loyalty.
- To examine whether there is any relation between Tangibility and Customer Loyalty.
- To examine whether there is any relation between Assurance and Customer Loyalty.

DISCUSSION/ ANALYSIS OF DATA

Demographics

Gender

Gender	Frequency	Percent
Male	70	70
Female	30	30
Total	30	100

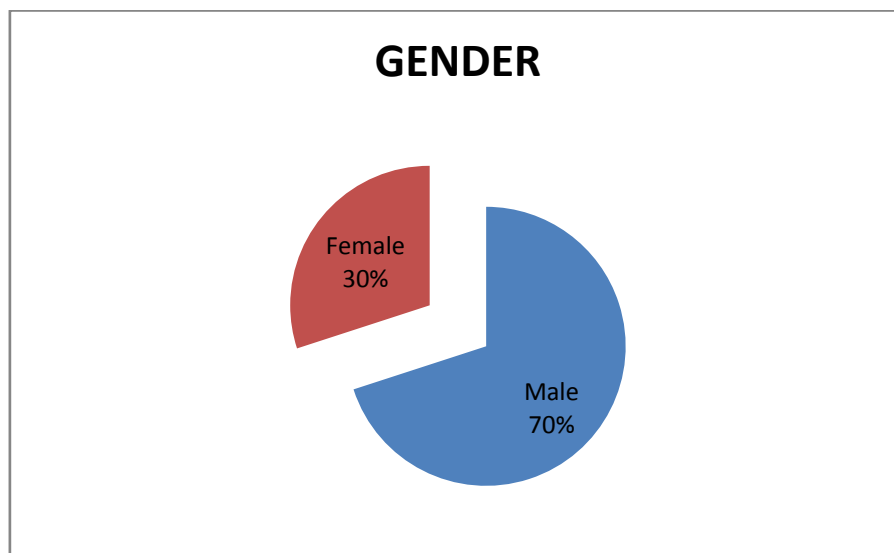


Figure: Gender

From the pie-chart it is clear that 70% of the respondents are males, 30% of the respondents are females.

Age group

Age group	Frequency
18 to 25	20
25 to 50	42
50 to 75	21
Above 75	17
Total	100

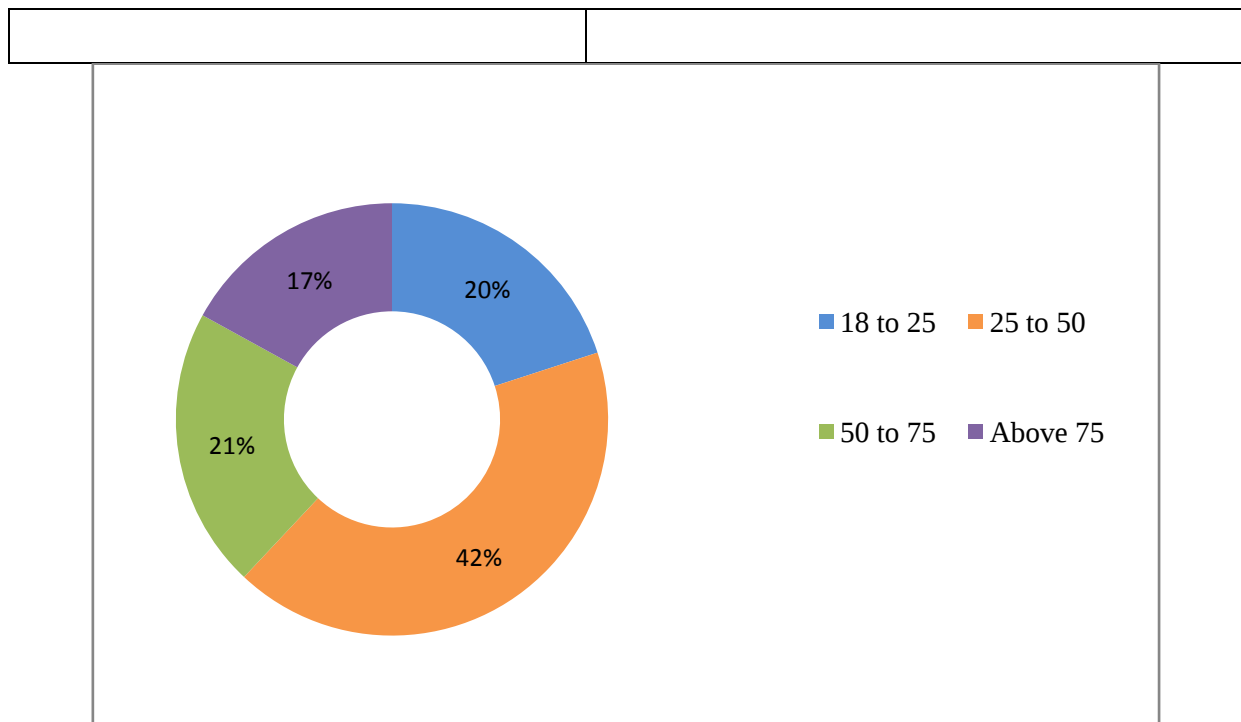


Figure: Age Group

From the pie- chart and the table it is evident that majority of the respondents are between the age of 25 to 50 years of age (42%).

Relationship Between responsiveness and Customer Loyalty

Hypothesis 1

H0: There is no significant relationship between Responsiveness and Customer Loyalty.

H1: There is significant relationship between Responsiveness and Customer Loyalty.

	Responsiveness	Customer Loyalty
Pearson Correlation	1	.764**
Sig. (2-tailed)		.000
N	100	100

The following can be interpreted from the results of the correlation table.

Since the p- value is less than 0.01, the null hypothesis is rejected and the alternative hypothesis is accepted. This finding can be further supported with the help of Pearson

correlation value, which in this case is 0.764** (high correlation). As we can see the Pearson correlation value is closer to 1 than to 0. So we can say that there is a positive significant correlation between responsiveness and customer loyalty.

H1: There is highly significant correlation between responsiveness and customer loyalty.

Relationship between Empathy and Customer Loyalty

Hypothesis 2

H0: There is no significant relationship between Empathy and Customer Loyalty.

H1: There is significant relationship between Empathy and Customer Loyalty.

	Empathy	Customer Loyalty
Pearson Correlation	1	.601**
Sig. (2-tailed)		.000
N	100	100

The following can be interpreted from the results of the correlation table.

Since the p-value is less than 0.01, the null hypothesis is rejected and the alternative hypothesis is accepted. This finding can be further supported with the help of Pearson correlation value, which in this case is 0.601. As we can see the Pearson correlation value is closer to 1 than to 0. So we can say that there is a positive significant correlation between Empathy and Customer loyalty

H1: There is significant correlation between Empathy and Customer loyalty

Relationship between Tangibility and Customer Loyalty

Hypothesis 3

H0: There is no significant relationship between Tangibility and Customer Loyalty.

H1: There is significant relationship between Tangibility and Customer Loyalty.

	Tangibility	Customer loyalty
Pearson Correlation	1	.472**
Sig. (2-tailed)		.008
N	100	100

The following can be interpreted from the results of the correlation table.

Since the p-value is less than 0.01, the null hypothesis is rejected and the alternative hypothesis is accepted. This finding can be further supported with the help of Pearson correlation value, which in this case is 0.472. As we can see the Pearson correlation value is closer to 1 than to 0. So we can say that there is a positive significant correlation between Tangibility and Customer loyalty

H1: There is significant correlation between Tangibility and Customer loyalty.

Relationship between Reliability and customer Loyalty

Hypothesis 4

H0: There is no significant relationship between Reliability and Customer Loyalty.

H1: There is significant relationship between Reliability and Customer Loyalty.

	Reliability	Customer loyalty
Pearson Correlation	1	.459*
Sig. (2-tailed)		.011
N	100	100

The following can be interpreted from the results of the correlation table.

Since the p-value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. This finding can be further supported with the help of Pearson correlation value, which in this case is 0.459*(moderate correlation). As we can see the

Pearson correlation value is closer to 1 than to 0. So we can say that there is a positive significant correlation between need for achievement and satisfaction

H1: There is significant correlation between Reliability and Customer Loyalty.

Relationship between Assurance and customer Loyalty

Hypothesis 5

H0: There is no significant relationship between Assurance and Customer Loyalty.

H1: There is significant relationship between Assurance and Customer Loyalty.

	Assurance	Customer loyalty
Pearson Correlation	1	.393*
Sig. (2-tailed)		.032
N	100	100

The following can be interpreted from the results of the correlation table.

Since the p-value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. This finding can be further supported with the help of Pearson correlation value, which in this case is 0.393*(moderate correlation). As we can see the Pearson correlation value is closer to 1 than to 0. So we can say that there is a positive significant correlation between Assurance and satisfaction.

H1: There is significant correlation between Assurance and Customer loyalty.

Findings

- There is significant relationship between responsiveness and customer loyalty.
- There is significant relationship between Reliability and Customer Loyalty.
- There is significant relationship between Empathy and Customer Loyalty.
- There is significant relationship between Tangibility and Customer Loyalty.

- There is significant relationship between Assurance and Customer Loyalty.
- The highest significant relationship is between responsiveness and Customer Loyalty.
- The lowest significant relationship is between Assurance and Customer Loyalty

SUGGESTIONS

- The Servqual factor assurance must be given more importance in order to give more confidence to customers.
- Front office must try to be more courteous and considerate to guests.
- Informative literature about the hotel can be provided.
- Employees must be trained about local places of interest so that they can assist guest in a better way.
- Modern furniture and amenities can be added up to improve the overall ambience.
- The guest checks in and checkout must be timelier.

- The shops in the hotel can be expanded with more antique collection, as many international guests visit the hotel.

CONCLUSION

In this study, a scale for measuring the service quality of Tripenda Hotels Pvt.Ltd, Malampuzha was proposed through exploratory factor analyses. Having knowledge on these areas would definitely help managers meet the challenge of improving service quality in the hotel industry.

The current paper contributes to the theoretical orientation of tourism service quality and tourists' satisfaction in hotel industry literature by determining some pivotal service quality levels. This study also identified five tourism service quality dimensions, namely, tangibility, reliability, responsiveness, assurance and empathy, all of which comprise the criteria tourists use to evaluate the service quality of Tripenda Hotels Pvt.Ltd, Malampuzha.

The findings of this study indicate that the most important factor in predicting tourism service quality evaluation was tangibility, followed by reliability, empathy and responsiveness. The findings of this study suggest that among the five dimensions of service quality, assurance has emerged as

the best predictor of tourism service quality. These results support the idea that despite the usefulness of the SERVQUAL scale as a concept, it should be adapted for the service environment as well. The questionnaire developed through this study is suitable for use for tourists staying in Tripenda Hotels Pvt.Ltd, Malampuzha, allowing them to confidently identify the service areas of services which require action. At the same time, the modified questionnaire could also provide indicators through which managers and planners can plan service policies that would result in satisfied customers.

Finally, the results of this study may not have been representative of the whole population, due to the fact that a convenience sampling method was used to collect the data. This study was conducted only for Tripenda Hotels Pvt.Ltd, Malampuzha. To be able to generalize the findings for this specific hotel segment, a study that would include more hotels in a variety of regional settings could be conducted. Monitoring customer loyalty has become an important focus for all managers in the hotel industry. Failure to recognize the power of customer satisfaction, especially their emotions, could destroy the power of customer retention and loyalty. Therefore, the hotel

management's greatest challenge lies not only on attracting customers but specifically on identifying customer satisfaction individually. Customers may agree that the hotel provides high levels of service quality but not necessarily agree that the hotel ensures high satisfaction. If prices are perceived to be high, this may still have a negative effect on loyalty.

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