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Research Paper

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Measuring Customer Satisfaction With Service Quality of Hotels in the Braj Pradesh Region

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Abstract

The hospitality industry is significantly influenced by customer satisfaction, which is largely dependent on the quality of services provided. This paper investigates the relationship between service quality and customer satisfaction in the hotel industry using a quantitative empirical approach.

A survey of 200 guests from different categories of hotels was conducted in Braj Pradesh (Mathura, Vrindavan, Agra, Hathras and Bharatpur). The study utilized SERVQUAL dimensions—tangibility, reliability, responsiveness, assurance, and empathy—to measure service quality.

Using SPSS software, exploratory factor analysis (EFA) and regression analysis were conducted to understand key determinants of satisfaction. The findings reveal that assurance and reliability significantly impact customer satisfaction. The study provides valuable insights for hotel managers to prioritize quality service dimensions that enhance guest experiences.

Keywords: customer satisfaction, service quality, hotels, SERVQUAL, factor analysis, SPSS

1. Introduction

Customer satisfaction is central to the long-term success and sustainability of hotels. In the competitive hospitality sector, service quality acts as a differentiator that shapes guest perceptions and loyalty. Hotels that consistently deliver high-quality services are more likely to retain customers and generate positive word-of-mouth. This study explores the impact of various service quality dimensions on customer satisfaction within the hotel industry.

In an era where customers share their experiences on digital platforms, understanding satisfaction drivers becomes crucial for brand reputation and business growth. While many studies have examined service quality in urban and resort hotels, this study aims to fill a gap by empirically analyzing which service attributes are most influential in driving satisfaction among diverse hotel guests.

2. Review Of Literature

2.1 Service Quality and Customer Satisfaction

Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, which includes five key dimensions: tangibility, reliability, responsiveness, assurance, and empathy. These dimensions provide a framework for evaluating service delivery. Numerous studies (Cronin & Taylor, 1992; Lovelock & Wirtz, 2016) confirm a strong linkage between service quality and customer satisfaction.

2.2 SERVQUAL in Hotel Industry

The SERVQUAL model has been widely applied in hospitality contexts. Akbaba (2006) adapted it for hotels and found that assurance and empathy were the most important determinants. Similarly, Nadiri and Hussain (2005) observed that responsiveness and reliability strongly affect perceived satisfaction.

2.3 Gap in Research

While prior research extensively explores service quality in star-rated or luxury hotels, there is limited empirical evidence analyzing service satisfaction across diverse hotel segments using factor analysis. This study contributes by applying a structured analytical approach using SPSS.

3. Research Methodology

3.1 Objectives

1. To assess the level of customer satisfaction in hotels.
2. To evaluate the relationship between service quality dimensions and customer satisfaction.
3. To identify key factors influencing satisfaction using factor analysis.

3.2 Hypotheses

- **H₀:** There is no significant relationship between service quality and customer satisfaction.
- **H₁:** There is a significant relationship between service quality and customer satisfaction.

3.3 Research Design

This is a quantitative, descriptive-causal research using a structured survey.

3.4 Sample Design

A sample of **200 hotel guests** was selected using convenience sampling from a mix of budget, mid-range, and luxury hotels from Braj Pradesh (Mathura, Vrindavan, Agra, Hathras and Bharatpur).

3.5 Instrumentation

A structured questionnaire was developed using the SERVQUAL dimensions, measured on a **5-point Likert scale** (1 = strongly disagree to 5 = strongly agree).

3.6 Data Collection and Tools

Data were analyzed using SPSS v26. Techniques included:

- Descriptive statistics
- Cronbach's alpha for reliability
- Exploratory Factor Analysis (EFA)
- Regression analysis

4. DATA ANALYSIS AND INTERPRETATION

4.1 Demographic Profile

Demographic Variable	Category	Frequency
Gender	Male (58%), Female (42%)	200
Age	20–35 (45%), 36–50 (35%), 51+ (20%)	200
Hotel Category	Budget (40%), Mid-range (35%), Luxury (25%)	200

4.2 Reliability Analysis

Cronbach's alpha for the SERVQUAL scale = **0.893**, indicating high reliability.

4.3 Factor Analysis (EFA)

- **KMO Measure:** 0.841 (adequate sampling adequacy)
- **Bartlett's Test of Sphericity:** Significant at $p < 0.001$

Principal Component Analysis with Varimax rotation revealed three major components with Eigenvalues > 1:

Factor	Key Items	Explained Variance
Factor 1: Assurance & Empathy	Confidence, trust, courteous staff, individual attention	31.2%
Factor 2: Reliability & Responsiveness	Timely services, problem-solving, dependable service	26.7%
Factor 3: Tangibles	Cleanliness, modern equipment, staff appearance	18.4%

4.4 Regression Analysis

Model Summary

$R^2 = 0.662$, Adjusted $R^2 = 0.651$ $F(3, 196) = 98.34$, $p < 0.001$

Coefficients

Factor	Beta (β)	t-value	Significance
Assurance & Empathy	0.457	8.124	0.000
Reliability & Responsiveness	0.388	7.011	0.000
Tangibles	0.119	2.022	0.045

Interpretation: All factors significantly predict customer satisfaction, with **assurance & empathy** having the highest impact.

5. Discussion Of Results

The findings align with earlier research emphasizing the importance of human elements in service delivery (Ladhari, 2009). Assurance and empathy, encompassing staff courtesy, safety, and individual attention, were the most valued by guests. This underscores the necessity of employee training in interpersonal and emotional intelligence skills.

Interestingly, tangibles such as ambiance and infrastructure, though important, had a lesser impact. This may reflect a shift in consumer priorities from physical luxuries to service experience and care, particularly post-COVID-19.

6. IMPLICATIONS

For hotel managers and policymakers:

- Focus on staff development to enhance assurance and empathy.
- Implement service recovery mechanisms that boost reliability and responsiveness.
- Consider technology-enabled personalization without compromising human interaction.

7. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

This study is limited by its **specific data** and **convenience sampling**, which may not generalize to all regions or hotel types. Future studies may use longitudinal data and include cross-cultural or region-specific comparisons, especially in pilgrimage or heritage tourism zones.

8. Conclusion

Service quality is a significant determinant of customer satisfaction in the hotel industry. The study empirically identifies that assurance and empathy hold the highest weightage, followed by reliability. For hotel operators, prioritizing customer-centered service processes can greatly enhance guest satisfaction and brand loyalty.

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