

## A Study on Customer Delight in Hotel Sector

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### ABSTRACT

*Customer satisfaction, like explored in the present times on front of the endeavors to create a “Delighted” customer. “Customer Delight” can be defined as pleasing the customer with the product or service. This article is about exploring the customer delight variables and overall satisfaction of the hotel and also the factor influencing the customer satisfaction. One of the major factors is Customer Delight, a significant role in deciding whether to do a business with the certain hotel or not. Hence, an attempt has to measure the customer delight of hotel sectors.*

**Keywords:** Customer Delight, Hotel Sector, Satisfaction.

### INTRODUCTION:

‘Customer Delight’ can be defined as pleasing the customer with the product or service. Customer satisfaction like identified in the present times on front of endeavors to create a ‘delighted’ customer. The right experience to the customer at the right time for the business is to towards as well. Customer Delight would not just help in the retention of the customer but trigger a chain of positive reactions (Hasan. et al. 2011). A Delighted Customer would be happy to bring in new and more customers without any extra effort.

A hotel or a guest house is a large building with many rooms, where people can sleep when they are not at home. A motel is a hotel especially for motorists, people who drive cars where the room door usually opens into the parking lot. Inn is sometimes used to mean a smaller hotel. These places will rent a room for any number of days. They offer rooms to sleep, and want money for the service. There are also hotels where conferences are held. Many hoteliers seek to satisfy their customers in an effort to deliver positive results for their business. In light of this, many have looked at customer delight as an alternative approach (Swanson, & Kelley, 2000). Customer delight is about engaging your guest at an emotional level and appealing to their higher order needs. Customer delight refers to foreseeing customer needs, providing solution ahead of time and presenting the unexpected customer is satisfied when they are according to their expectations.

### Indian Hotel Sector:

The hotel (hospitality) industry is a board category of fields with in the service industry that includes food and drink service, lodging, transportation, travelling and additional fields with in the tourism industry. The hospitality industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant hotel or an amusement park consists of multiple groups such as facility maintenance and direct operations.

### Luxury Hotel:

A Luxury Hotel is considered a hotel which provides a luxurious accommodation experience to the guest. There are no set standards for luxury hotels. Often 4 or 5 star hotels describe themselves as ‘Luxury’. Allow an easy, simple and intelligent planning and booking process. Fast easy, direct check in & check out. The room offered is exact what a guest wanted, Amazing service etc.,

### **Heritage hotels:**

Heritage hotels are the hotels run in the Palaces/Castles/Forts/Havel's built before 1950. These hotels serve twin purposes. They have prompted tourism secondly they are successfully preserving some of the India's most valuable monumental heritage. In India after independence royalty was marginalized and jagirdari system was abolished and the erstwhile rulers and nobles had to learn to earn their living.

### **Apartments:**

Apartment hotel is a serviced apartment complex, that uses a hotel style booking system. It is similar to renting an apartment, but with no fixed contracts and occupants can "checkout" whenever they wish.

### **CHALLENGES IN THE HOTEL SECTOR:**

- 1) Challenges in guest expectations is One of the biggest challenge in hotel industry.
- 2) Challenge in the advertising and marketing trends often create a problem for the hoteliers.
- 3) One if themajor challenges in hotel industry many hotels are facing is the credit menace.

### **Customer Service:**

Make customer service easy. If a hotel knows that many people will ask for an extra blanket or towel, provided easy to find instructions in the hotel room for the best way to make those requests. Similarly e-mail receipt sent to guests who've checked out should include instructions for the bet way to dispute billing changes. Nobody likes to deal with issues like that but a little bit of work up front can make it a lot less painful.

### **Customer Delight:**

Customer Delight means exceeding customer's expectations. Every interactions with the customer and has an opportunity to create delight. Customer delight is a deep positive emotional state resulting from exceeding the consumer's expectations. Positively to a surprising degree (Rust and Oliver, 2000). "Pleasant Surprise" is the terms of delight.

### **Need for the study:**

Customers are primarily rests on its whole hotel sectors. The hotel sector's challenges are to maintain a strong customer base is very important to understand what customers exactly want, when they want it and then satisfy them accordingly, thus making customer delight. In today's fast changing and competitive world, maintaining customer's delight is the key to gain success in hotel sector.

### **OBJECTIVES OF THE STUDY:**

1. To explore the relationship between the customer delight variables and overall satisfaction of the hotel sector.
2. To identify the major factors influences customer delight.
3. To study the frequency of hotel services usage year wise based on demographic characteristics and customer delight (gender, occupation).

### **LITERATURE REVIEW:**

According to Sharma et.al (2011), the journey from consumer satisfaction to consumer delight and successful in reaching their goals in a study of Indian hotel sectors. Sritharan et al, way back in 2008 suggested that brand preference and brand equity closely associated with brand loyalty, which in-turn reflects brand delight. It was explained in nature to identify the key service dimension important to customers. The study was suggested to deliver high quality services the specific basic needs of their customers and the service points where they can actually deliver delight to them.

Sarma , & Dr. Sarmistha (2015) has been assessed that how the customer delight is an emotional Experience believed at a point beyond customer satisfaction. It is a pleasure or fulfillment Reached by the customer of a service. Oliver, Rust and Varki (1997) have been examined customer delightedness was Originally Conceptualized as a profoundly positive emotional state generally resulting from having one's expectations exceeded to a surprising degree.

Baker & Crompton (2000), Zeithaml & Bitner (2003) have been investigated the Service quality has been suggested as a key concept for organisations, that it is directly Related Customer retention rates and higher profits for hotel organization. According to Barnes, Beauchamp and Webster (2010) identified that the delight

has shown to have powerful effects on both psychological and behavioural customer variables. Chandler (1989) has been find out customer delight is the reaction that customers have When they experience a product or service that not only satisfies but provides unexpected Value or unanticipated satisfactions.

**METHODOLOGY:**

**Sample Size:**

In this study sample consists of 100 respondents. The data were collected through convenience sampling method. Descriptive analysis were made to analyze the collected data.

**ANALYSIS:**

To identified the frequency of hotel service usage based on Gender.

**Table 1: Frequency of hotel services usage – Gender wise.**

| Particulars |        | Frequency of Hotel |           |           |              | Total |
|-------------|--------|--------------------|-----------|-----------|--------------|-------|
|             |        | Nil                | 1-3 Times | 3-5 Times | Over 5 Times |       |
| Gender      | Male   | 17.6               | 59.1      | 19.8      | 3.5          | 100.0 |
|             | Female | 36.0               | 58.0      | 3.0       | 3.0          | 100.0 |
| Total       |        | 26.7               | 57.0      | 11.1      | 3.2          | 100.0 |

**Inference:**

From the above table, we conclude that majority of respondents are visiting the hotels 1-3 times per year. In that value of visiting hotels by male is greater than female.

**Table 2: Frequency of Gender- wise Luxury hotels usage.**

| Particulars |        | Frequency of Luxury Hotel Usage |           |           |              | Total |
|-------------|--------|---------------------------------|-----------|-----------|--------------|-------|
|             |        | Nil                             | 1-3 Times | 3-5 Times | Over 5 Times |       |
| Gender      | Male   | 23.4                            | 51.1      | 16.9      | 8.6          | 100.0 |
|             | Female | 32.6                            | 40.0      | 15.4      | 6.0          | 100.0 |
| Total       |        | 28.1                            | 48.9      | 15.4      | 7.6          | 100.0 |

**Inference:**

From the above table 2, It's ascertain that majority are using Luxury Hotel 1-3 times per year. In that value usage of Luxury hotel services by male is greater than female.

**Table 3: Frequency of Gender- wise Heritage hotels usage.**

| Particulars |        | Frequency of Heritage Hotel Usage |           |              | Total |
|-------------|--------|-----------------------------------|-----------|--------------|-------|
|             |        | 1-3 Times                         | 3-5 Times | Over 5 Times |       |
| Gender      | Male   | 28.5                              | 75.0      | 6.5          | 100.0 |
|             | Female | 39.7                              | 52.0      | 8.3          | 100.0 |
| Total       |        | 29.6                              | 65.0      | 5.4          | 100.0 |

**Inference:**

From the above table 3, we speculate that majority of respondents are using Heritage Hotel 3-5 per year. In that value usage of Heritage hotels by female is greater than male.

**Table 4: Frequency of Gender - wise Apartment hotels usage.**

| Particulars  |        | Frequency of Apartment Hotel Usage |             |             |              | Total        |
|--------------|--------|------------------------------------|-------------|-------------|--------------|--------------|
|              |        | Nil                                | 1-3 Times   | 3-5 Times   | Over 5 Times |              |
| Gender       | Male   | 25.5                               | 50.5        | 17.3        | 6.7          | 100.0        |
|              | Female | 36.7                               | 43.8        | 15.5        | 4.0          | 100.0        |
| <b>Total</b> |        | <b>27.7</b>                        | <b>50.3</b> | <b>16.2</b> | <b>5.8</b>   | <b>100.0</b> |

**Inference:**

From the above table 4, It's inferred that majority of respondents are using Apartment Hotel usage is Nil per year compared to other hotel services.

To identify the frequency usage of hotel services based on Occupation.

**Table 5: Frequency of Occupation-wise Luxury hotel usage.**

| Particulars  |                      | Frequency of Luxury Hotel Usage |             |             |              | Total        |
|--------------|----------------------|---------------------------------|-------------|-------------|--------------|--------------|
|              |                      | Nil                             | 1-3 Times   | 3-5 Times   | Over 5 Times |              |
| Occupation   | Government. Employee | 46.6                            | 36.6        | 16.8        | .0           | 100.0        |
|              | Private Employee     | 25.4                            | 68.7        | 5.9         | .0           | 100.0        |
|              | Business             | 1.0                             | 73.2        | 25.7        | .1           | 100.0        |
|              | Self- Employee       | 15.3                            | 63.3        | 1.0         | 20.4         | 100.0        |
|              | Student              | 30.5                            | 52.8        | 13.6        | 3.1          | 100.0        |
| <b>Total</b> |                      | <b>27.7</b>                     | <b>58.1</b> | <b>11.4</b> | <b>2.8</b>   | <b>100.0</b> |

**Inference:**

From the above table 5, It's inferred that majority of respondents are visiting the Luxury hotel 1-3 times per year. In that maximum people visiting Luxury hotel are Business.

**Table 6: Frequency of Occupation-wise Heritage hotel usage.**

| Particulars  |                      | Frequency of Heritage Hotel Usage |             |              | Total        |
|--------------|----------------------|-----------------------------------|-------------|--------------|--------------|
|              |                      | 1-3 Times                         | 3-5 Times   | Over 5 Times |              |
| Occupation   | Government. Employee | 1.1                               | 70.9        | 28.0         | 100.0        |
|              | Private Employee     | 27.4                              | 64.3        | 8.3          | 100.0        |
|              | Business             | 5.0                               | 56.2        | 38.8         | 100.0        |
|              | Self – Employee      | 14.8                              | 64.7        | 20.5         | 100.0        |
|              | Student              | 41.6                              | 49.7        | 8.7          | 100.0        |
| <b>Total</b> |                      | <b>33.7</b>                       | <b>50.7</b> | <b>15.6</b>  | <b>100.0</b> |

**Inference:**

From the above table 6, It's inferred that majority of respondents are using Heritage hotels 3-5 times per year. In that maximum people using Heritage hotel are Government employee.

**Table 7: Frequency of Occupation-wise Apartments hotel usage.**

| Particulars  |                      | Frequency of Apartment Hotel Usage |             |             |              | Total        |
|--------------|----------------------|------------------------------------|-------------|-------------|--------------|--------------|
|              |                      | Nil                                | 1-3 Times   | 3-5 Times   | Over 5 Times |              |
| Occupation   | Government. Employee | 42.2                               | 56.6        | 101         | 0.1          | 100.0        |
|              | Private Employee     | 5.3                                | 28.7        | 57.7        | 8.3          | 100.0        |
|              | Business             | 41.0                               | 41.2        | 17.8        | 0.0          | 100.0        |
|              | Self – Employee      | 58.5                               | 22.9        | 1.1         | 17.5         | 100.0        |
|              | Student              | 54.7                               | 29.4        | 12.2        | 3.7          | 100.0        |
| <b>Total</b> |                      | <b>47.3</b>                        | <b>32.5</b> | <b>13.8</b> | <b>6.4</b>   | <b>100.0</b> |

**Inference:**

From the above table 7, It's inferred that majority of respondents are using Apartment hotelsNIL per year compared to other services. In that most of the people are Self - Employed.

**Value Analysis:**

A value analysis is done to find which attribute of hotel attracts the customer to prefer their hotel.

**Table 8: Value (percentage) Analysis for hotel Attributes.**

| ATTRIBUTE OF HOTEL     | VALUE (PERCENTAGE) OF PREFERENCE |
|------------------------|----------------------------------|
| Location               | 40.10                            |
| Quality of the service | 23.61                            |
| Technology             | 10.43                            |
| Trust                  | 18.15                            |
| Type of the Hotel      | 7.71                             |
| <b>Grand Total</b>     | <b>100.0</b>                     |

**Interpretation:**

From the above table 8 identified that majority of the respondents felt that location is the most important attribute.

**Table 9: Value (percentage) Analysis for Problems faced in Hotels.**

| PROBLEMS FACED     | VALUE ( PERCENTAGE) |
|--------------------|---------------------|
| No                 | 78.24               |
| Yes                | 21.76               |
| <b>Grand Total</b> | <b>100.0</b>        |

**Interpretation:**

From the above table 9 it is inferred that majority of the respondents have not faced any problem with the hotel.

**FINDINGS:**

Most of the respondents visiting hotel 1-3 times per year. Level of usage of Luxury Hotel service is 1-3 times per year. Majority of the respondents are not frequently using the Heritage Hotel Services. Similarly, there is positive and closer relationship between variables like 'Hospitality and Politeness' and 'Customer Grievance', 'Goodwill, Reputation of the hotel' and safety' Satisfaction, Speed, Promptness and Accuracy' and 'Safety' Satisfaction. Most of the respondents prefer the location of the hotel as important attribute of the hotel. Majority of the respondents have not faced any problem with their respective hotel.

**SUGGESTIONS:**

- Awareness about ease in usage of Luxury hotel and Heritage hotel services should be created among customer.
- Also, the methods and procedures of using Luxury, Heritage hotels are to be explained in detail to the customers.

**CONCLUSION:**

The main objective of the study is to explore the relationship between the customer delight variables and overall satisfaction of hotel sector. The customers delight variables highly influencing the dependent variable. i.e. overall satisfaction of the hotel sector Most of the people are using Luxury hotel 1-3 times per year. Our finding reveals that location of the hotel as important attribute of the hotel also that most of the respondents have not faced any problems. Majority of the people are choosing their hotel based on the location.

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