

PalArch's Journal of Archaeology
of Egypt / Egyptology

**"STUDY ON HOTEL FRONT OFFICE PRACTICES AND ITS IMPACT
ON GUEST SATISFACTION"**

Mr. Sameer Mankame

**Assistant Professor, Front Office/ Hospitality / Hotel Management, D. Y.Patil University's School of
Hospitality and Tourism Studies, Sector -7, Vidya Nagar, Nerul, Navi Mumbai-400727**

Email: sameer.mankame@dypatil.edu

**Mr. Sameer Mankame, STUDY ON HOTEL FRONT OFFICE PRACTICES
AND ITS IMPACT ON GUEST SATISFACTION, -- Palarch's Journal Of
Archaeology Of Egypt/Egyptology 18(1). ISSN 1567-214x**

**Keywords: Hospitality Industry, Front Office, Hotel, Guest Satisfaction, Service
Quality.**

ABSTRACT

Among the best contemporary challenges of the board in helpful adventures is surrendering and keeping guest satisfaction. Service quality and guest satisfaction has progressively been recognized as key variables in the fight for serious separation and guest maintenance. Thusly, this examination meant to distinguish the service suppliers' attributes that influence guests' impressions. The consequences of this examination show that competence significantly affects negative impression, that friendliness and service demeanor significantly affect positive impact, and that both positive and negative impact significantly affects guest satisfaction with the registration experience.

INTRODUCTION

The neighborliness industry is endeavoring to advance itself and improve the guest experience. This inn offers an assortment of services which comprise of different kinds of rooms, for example, Superior room, Deluxe room, Family suite, and Grande suite. The hotel front work area is an essential piece of the Front Office tasks since it makes the guest's impression. In this time of rivalry the hotels have embraced new practices to improve their degree of execution and simultaneously charm the guest. Every guest is treated with most extreme thought to cause him to feel uncommon and exceptional. Each hotel separates itself by embracing inventive practices to help draw in an ever increasing number of guests with regards to the competitive atmosphere.

Additionally, front office staff ought to have the choice to manage certain issues, oversee complaints or certain difficulties in the lodging, when the visitors challenge the issues in the inn. As several researchers expressed, the incredible social capacities are required in overseeing visitors, and attempt to decide the issues when

they arise. Guest satisfaction assumes a basic job of commitment to the accomplishment of a business. As per Gerson (1993, p. 5), guest satisfaction is the guest's insight that their desires have been met or outperformed. In the event that a guest isn't fulfilled, there is no longer business. Guest satisfaction can be utilized as a proportion of how fruitful the organization is at a circumstance and how effective it would be later on.

LITERATURE REVIEW

Juan Carlos Martín et al. (2020) Although hotels as a rule have customers from various identities, the examination investigates the multicultural consequences for inn visitors' fulfillment is as yet sparse. The examination offers various significant managerial experiences to hotel managers and professionals. The normal figures acquired by broad hotel satisfaction reviews for the most part prevent significant idiosyncrasies that should be tended to when managers create key satisfaction improvement programs. Specifically, our outcomes show that managers need to adjust the projects to the distinctions seen by ethnicities.

Sarah Hussain, Kavita Khanna (2019) examines the openings between the lodging laborers' and inn visitors' perspective on worth and fulfillment concerning administration and things. The data has been examined by applying Paired model t-test and two model free t-tests to test the theories using Statistical Package for Social Sciences (SPSS) programming transformation 20.0. The lodging laborers saw inn visitors to be more satisfied than genuine fulfillment levels of visitors.

Mr. Akshay Nain, Mr. Abhimanyu Awasthi and Dr. Kunal Seth (2018) The exploration paper centers around finding the different imaginative practices joined by the front office division of The Westin Gurgaon, New Delhi hotel and estimating their effect on guest satisfaction exhaustively. In view of the discoveries, it is discovered that there is sensible, positive and solid effect of different inventive practices fused by the front office division of The Westin Gurgaon, New Delhi hotel on guest satisfaction, maintenance and dedication.

Rasika Gumaste, Ritu Bhagwat, Puneet Thakkar (2015) the contextual analysis of Vivanta by Taj Blue Diamond, Pune revolves around finding the inventive demonstrations of the Front Office Department and assessing their impact on visitor fulfillment. Considering the revelations, it was seen that there was a constructive outcome of creative practices, administration quality, CCR of staff on visitor fulfillment level in the inn.

Milan Bradić, Ljiljana Kosar, Bojana Kalenjuk (2013) this work considers the issue of fulfillment of business visitors with lodging brands in North America. In assessment we used the visitor's responses (scores) given for 12 remarkable segments of lodging thing. To appear at more definite results, noticed inn networks are accumulated into esteem levels. The purpose of this paper is to show what workplaces and administrations the North American business visitors recognize most. Industry examples and results may be useful to all hoteliers, especially the division of movement in business.

OBJECTIVE

1. To analyze the positive impression of front office employees towards guest
2. To evaluate the guest satisfaction in hotels regarding front office practices

METHODOLOGY

Data Collection

Duplicates of the overview were appropriated in various hotels of Indore. We thought the most ideal approach to gather data was a study given to guests by the front desk employees in light of the fact that the front desk where the whole registration measure occurs and it is a spot all guests should visit. We expected that 200 – 300 guests would finish the overview. Furthermore, there was no particular time span for gathering the study.

Sample size

For the study 241 respondents are selected from the hotels of Indore.

ANALYSIS

An enlightening examination clarifies the segment attributes of respondents, with specific factors on sex, age, and traveling type as show in Table 1. A sum of 250 questionnaires was finished, and 241 valid questionnaires were gotten. Respondents, who didn't complete the questionnaire or completed thoughtlessly, an aggregate of 9, were prohibited in the data screening measure.

Table 1: Profile of Respondent

Characteristics		N	%
Gender	Female	116	48.1
	Male	125	51.9
	Total	241	100
Age	17-24	67	8.7
	25-34	123	51
	35-44	21	27.8
	45-54	7	2.9
	55-64	17	7.1
	More than 65	6	2.5
	Total	241	100
Travel Type	Business	78	32.4
	Leisure	163	67.6
	Total	241	100

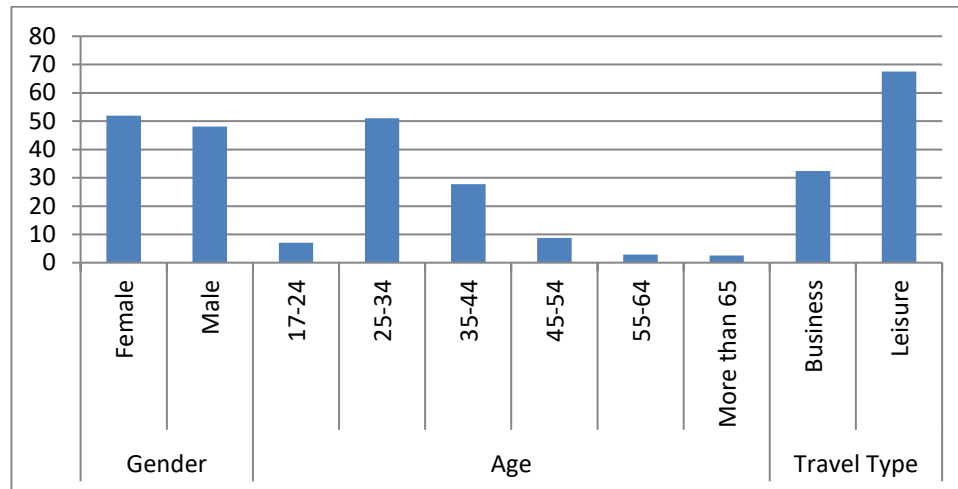


Table 2: Regression Analysis on Positive Impression

Dependent Variable: Positive Impression				
Independent Variable	B	β	t-value	Sig.
(Constant)	.132		.304	
Competence	.128	.076	1.035	.196
Knowledge	.243	.117	1.042	.037
Personalized service (Friendliness & Service Attitude)	.545	.374	4.723	.000***

The subsequent report can be found in Table 3. This examination backslid the poor elements to free factors. Table 2 shows the backslid aftereffects of Competence, Knowledge, and Friendliness and organization Attitude on Negative Impression. The F of the entire model is 19.440, degree opportunity is 3, and the centrality level is .000b (<0.05). Starting now and into the foreseeable future, this model is colossal. Next, this evaluation analyzed the effects of every individual variable. The importance level of ability is lower than .05 (.000), hereafter capability significantly affects negative impression. The noteworthiness level of information is bigger than .05 (.832), so information doesn't significantly affect negative impact. The centrality level of Friendliness and Service Attitude is greater than .05, so Friendliness and Service Attitude doesn't have a huge level on sure impact on guest satisfaction.

Table 3: Regression Results of guest satisfaction

Dependent Variable: Negative Impression				
Independent Variable	B	β	t-value	Sig.
(Constant)	3.851		11.371	
Competence	-.407	-.279	-4.286	.000***
Knowledge	.018	.014	.198	.826

Personalized service (Friendliness & Service Attitude)	-.139	-.123	-1.364	.116
--	-------	-------	--------	------

The third report can be found in Table 4. This investigation relapsed the reliant factors to autonomous factors. Table 4 shows the relapse consequence of Impression (positive and negative) on Guest Satisfaction. The F of the entire model is 23.305, degree opportunity is 2, and the criticality level is .000b. Consequently, this model is huge. The gigantiveness level of negative impression is lower than .05 (.001), such a huge number significantly affects guest satisfaction with registration experience.

Table 4: Comparative study on Guest Satisfaction in hotel

Dependent Variable: Customer Satisfaction				
Independent Variable	B	B	t-value	Sig.
(Constant)	3.752		15.822	
Positive Impression	.209	.281	4.703	.000***
Negative Impression	-.156	-.176	-3.195	.001***

CONCLUSION

Based on essential and optional data gathered through different sources in above exploration study, it is seen that front office management of the hotel joined a few imaginative practices which have made sensible positive effect on guest satisfaction levels. The findings of this examination are that the two drivers—benevolence and administration attitude—go probably as one factor, as appeared in the factor assessment. Likewise, this examination found that neighborliness and administration demeanor, as one factor, significantly affects positive impression.

REFERENCES

- [1] Juan Carlos Martín, Veronika Rudchenko and María-Victoria Sánchez-Rebull, “The Role of Nationality and Hotel Class on Guests’ Satisfaction. A Fuzzy-TOPSIS Approach Applied in Saint Petersburg”, *Adm. Sci.*, 10, 68, 2020
- [2] Sarah Hussain, Kavita Khanna, “Guest Satisfaction: A Comparative Study of Hotel Employees’ and Guests’ Perceptions”, *International Journal of Hospitality & Tourism Systems*, Volume 12 Issue 1 June 2019
- [3] Mr. Akshay Nain, Mr. Abhimanyu Awasthi and Dr. Kunal Seth, “A study on various innovative practices incorporated by the front office department & measuring their impact on guest satisfaction with respect to the westin Gurgaon, new Delhi hotel”, *Int. J. Adv. Res.* 6(10), 578-580, 2018
- [4] Rasika Gumaste, Ritu Bhagwat, Puneet Thakkar, “A Study on Hotel Front Office Practices and Its Impact on Guest Satisfaction with Reference to the Vivanta by Taj Blue Diamond, Pune”, *ATITHYA: A Journal of Hospitality*, Volume 1 Issue 2, (2015)

- [5] Bradić, M., Kosar, L., & Kalenjuk, B. (2013). Business guests satisfaction in the hotel industry: A case study of North American hotel chains. *Turizam*, 17(2), 60-70.
- [6] Aswin, K., & Gunasekar, S. (2015). Factors Affecting Guest Ratings of Indian Hotels. *Proceedings of the International Symposium on Emerging Trends in Social Science Research*. Chennai.
- [7] Yue, Chuan, and Zhongliang Yue. 2018. A soft approach to evaluate the guest satisfaction in E-retailing. *Advances in Intelligent Systems and Computing* 646: 282–96.
- [8] Salem, I. (2014). Toward Better Understanding of Knowledge Management: Correlation to Hotel Performance and Innovation in Five-star Chain Hotels in Egypt. *Tourism and Hospitality Research*, 14(4), pp. 176- 196
- [9] A.S. Manoj. A Study on the Efficiency Of Training In Hospitality – A Kerala Tourism Development Corporation (KTDC) Experience, Trivandrum, Karela. *International Journal of Advanced Research in Management and Social Sciences* (2013)
- [10] Yuksel, Atila, Kilinc Ugurk, and Fisun Yuksel. 2006. Cross-national analysis of hotel guests' attitudes toward complaining and their complaining behaviours. *Tourism Management* 27: 11–24.