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**"ANALYSING THE ROLE OF STANDARD SERVICE QUALITY IN
FRONT OFFICE OF FIVE STAR HOTELS"**

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Abstract

The link between delivery and client happiness is service quality. The desire to stay in the hotel industry is strong and on behalf of the PLA hotel, they are doing (or making) tremendous efforts. The psychological relationship of the individual to the business of the hotel is also termed. The study established four criteria for service quality, which focused on the front-office staff exclusively and evaluated customer expectations and perception of these services. The results of this assessment may help us get insight into how consumers classify the quality of service and measure our customers' satisfaction.

INTRODUCTION

The hotel is a lodging or you may say it gives you a home away from home. Five-star hotels are increasingly crucial for any economy since the majority of guests to these hotels are tourists from outside. The service quality at these hotels must thus comply with international standards. These modern and beautiful hotels provide customers with many facilities like air-conditioning, internet connection, swimming pool, spa etc. [1]

Over the years, but mostly in the industrial sector, the focus has been on quality by practitioners and academics. Since the 80s, the literature also extensively recognises the significance of quality for business success in the service sector by the major effects on various aspects of company performance. A number of measuring framings have been developed to investigate the quality of service, such as technical and functional model quality, SERVQUAL, synthesised service quality model,

SERVPERF, backgrounds and mediator model. [2]

The hotel sector strives to develop and improve its visitor experience. The hotel front desk is an essential element of the operations at the front desk, since it makes the initial impression of the visitor. In this age of competition, hotels have embraced innovative methods to enhance their performance and pleasure their guests at the same time. Each visitor is handled very carefully to make him feel unique. As the industry is very competitive, each hotel is distinguished by implementing new methods to attract more and more visitors. [3]

Four particular customer service features have the most effect in the hotel sector on repeated business and client satisfaction: competence, friendship, expertise and service. Competence here refers to the issue solving and performance of workers at the hotel front desk. Friendliness relates to their commitment and expertise. Knowledge refers to the knowledge, skills and other information the individual has about his sector and his particular work. Attitude comprises the excitement, elegance, politeness and compassion of service providers, as well as their patience, conscience and empathy. [4]

The connection between predefined ideas and consumer satisfaction or loyalty and the effect on fulfilment of expectations. Greenroom Christian1 (1982) had shown that the quality of service distinguishes hospitality and lacks a well defined quality of service and its consequences. However, there are many proposals for defining the quality of service by separating it into images, functional and technological components. Another method to assess the quality of service is by establishing the fitness of its consumers internally and outside. It is generally recognised that the quality of service depends entirely on the requirements and expectations of our guests. Given that it is difficult to quantify both service quality and value, hospitality businesses are highly dependent on the quality perception and expectations of guests. [5]

LITERATURE REVIEW

Bayad Jamal Ali , Bayar Gardi , Baban Jabbar Othman et al. (2021) In the hotel industry, customers are not only part of the true consumption process but also often part of the quality and service perspectives created. The customer nowadays is increasingly poor, intelligent and demanding in the hotel industry. The main goal of this study is to demonstrate the impact of service quality on customer satisfaction. Research findings show the effect on the degree of hotel satisfaction of several elements of service quality. A quantitative approach to this study. A random data distribution and data collection method. 111 people were part in this study. Four elements of service quality (empathy, responsiveness, assurance and tangibility) have demonstrated favourable relationships with client satisfaction while reliability is adversely linked to client pleasure. [6]

Kadek Feni Aryati, Wayan Kiki Sanjaya, Agung Wijaya, Reinaldo Rafael (2020) This study investigates the satisfaction of visitors with service quality at the office of the Bali Nusa Dua Hotel. In order to achieve customer happiness, companies are thus required to improve the quality of service in the front-line department with more hotels. In reality, although services are generally good in the Bali Nusa Dua Hotel, certain defects are present and impede better service quality. Therefore, the

question raised in this study was how to enhance service quality and alternative ways for improving the service quality at the Bali Nusa Hotel in Dua. This is a quantitative research descriptive. Data from research were gathered via observations, questionnaires, interviews and document reviews. Furthermore, the results of the research indicated that while the typical visitor was satisfied with the front office, empathy was needed as an alternative approach and as a test that led to the contentment of the visitors staying overnight. The results were obtained.

S.SEKAR, DR.B.SUDHA [6]. (2019) The research focuses on customer satisfaction and offers products or services of high quality. Service quality is an important problem for the service industry. The purpose of study is to discover factors that vary by independent factors from different demographic data. The scientists were chosen for the independent variables, both main and secondary. At this study, five factors for service quality were discovered by focusing just on the employees in the front office and examining customers' expectations and impression of those services. The results of this assessment may help us get insight into how consumers classify the quality of service and measure our customers' satisfaction. [8]

Nurul Alia Hassan (2018) The objective of the study was to investigate the links between trust, trust and customer satisfaction for the front offices of Hotel Putra Regency. This study was carried out in order to identify the quality of service components to ensure customer satisfaction within the staff of the Putra Regency headquarters and to link reliability, security and empathy with Putra Front office staff customer satisfaction. SERVQUAL was used to develop a survey that was then emailed to 100 respondents who are clients of Hotel Putra Regency. Descriptive statistics and regression analysis were used for the identification of factors influencing client satisfaction and the relationship between service quality and customer satisfaction. The result is certainty and empathy, but dependability has proved to be the lowest degree of enjoyment after statistical study. Finally, this study provides some suggestions for further research on other tourist hotels based on the research results. [9]

Last Shonhe, Tsietsi Mmutle (2017) The aim of the research was to evaluate the customers' impression of service quality and its impact on a hotel's reputation. A qualitative research method has been used to collect data via in-depth, semi-structured interviews with customers and employees. The findings reveal that service quality impacts the reputation of the hotel, since poor service provision results in unfavourable conversations and bad relationships in the hotel. Consumers and service providers also showed that they had more or less similar ideas on service quality. The hotel services have procedures and strategies for customer satisfaction, especially in the case of customer complaints, to be fulfilled and exceeded. [10]

RESEARCH METHODOLOGY

Participants

The research included 150 clients who stayed at the hotel from 1-15 September 2019. In a random sample approach, the researcher chose the respondents.

Research Instrument

As a data collection technique, a questionnaire was used. The five-component

survey tool; The following:

The first part provided an overview of sex, age, nationality, occupation, purpose and visiting frequency.

The second and third parts included five distinct factors based on the SERVQUAL system quality of service characteristics. The investigator looked at the standard level of service of front office personnel. At the reception desk of the hotel, 100 customers received the questionnaire. At the start of their stay, they requested the second part (consumer expectations) of the questionnaire. The degree of satisfaction of the headquarters is 1 to 5 (5 are the highest degree of satisfaction and/or expectation, while 1 is the lowest degree of satisfaction).

Procedures

In March 2019 the questionnaire was piloted with the Front office Manager and Night Manager before the survey in order to examine the original drawing of the questionnaire and any misunderstandings of terms and conditions. The pilot study results provided the correct information and questionnaire design. The results provided.

Data collection

Data from guests staying at the hotel between 1-15 September 2019 were gathered. 150 clients were invited to complete the questionnaire when they arrived to investigate the expectations of the consumers. Upon leaving, 100 consumers returned the completed questionnaire. The consumers advised them of their voluntary involvement and that all information supplied would be kept private and confidential. Customers accepting to participate in the research were given the questionnaires. The receptionists then quickly discussed the survey need before the clients completed the surveys.

Data Analysis

Following surveys collected, the investigator examined the customer expectations and an opinion of the service quality of the front office staff in four categories. Frequencies and percentages are utilised for personal information calculation and analysis. The statistical programme was used for data analysis (SPSS).

RESULTS AND DISCUSSION

Personal data of Respondents

In this section you will find personal data of 100 customers staying in the hotel from 1 to 15 September 2019. The profile covers sex, age, nationality, job, travel purposes and time spent in a hotel (see Table 1). The findings showed that women (60 percent) were higher than men (40 percent). 25 to 35 years old were the largest age group (25 percent). The bulk of respondents (20 percent) were Asians and 30% were employees. Holidays (40%), business (15%), lunches (25%), seminars/conferences were the main goals of their travels; (20 percent). 28 percent stayed twice in the hotel and just 2 percent stayed 4 times in the hotel.

Table 1 Personal data of Respondents (100 persons)

Personal data	Number of respondents	Percentage
Sex:		
Male	40	40%
Female	60	60%

Age:		
Below 25 years old	20	20%
25-35 years old	25	25%
36-45 years old	15	15%
46-55 years old	25	25%
Over 55 years old	15	15%
Nationality		
Asian	20	20%
European	25	25%
American	15	15%
Scandinavian	25	25%
Other	15	15%
Occupation:		
Government officer	10	10%
Employee	30	30%
Owner / Private business	20	20%
Student	40	40%
Other	0	0%
Purpose of trip:		
Vacation	40	40%
Honeymoon	25	25%
Seminar / Conference	20	20%
Business	15	15%
Other	0	0%
Number of previous visits:		
1 time	40	40%
2 times	28	28%
3 times	20	20%
4 times	2	2%
More than 4 times	10	10%

Level of Overall (tangibility, reliability, responsiveness, assurance) customer satisfaction towards service quality of front office staff

This section deals with customer expectations and feelings regarding front office employees' service quality. Service quality includes tangibility, dependability, sensitivity and reliability. Every comment on its expectations and an impression of service quality of front desk staff was requested from 1/15 September 2019 to evaluate 100 responses. The findings of each dimension's quality of service were: Table 2 shows that the overall expectation of the five elements was very satisfactory (3.98). (3.98). The findings of consumer expectations have shown that overall four dimensional satisfaction is high (3.98). Bdimensional 'assurance' was strongly shown as regards reliability (3,93) and tangibility (4,05) as a consequence of customer expectations (3.92). Most customers were expected to trust the front office (especially the cashier) since they are responsible for hotel expenses or because hotel guests raise cash.

Table 2 Overall (tangibility, reliability, responsiveness, assurance) customer satisfaction towards service quality of front office staff

Four dimensions	Customers expectation			Customers perception		
	\bar{x}	S.D.	Level	\bar{x}	S.D.	Level
Tangibility	3.92	0.52	High	4.45*	0.415	Highest
Reliability	3.93	0.55	High	4.30	0.451	Highest
Responsiveness	3.98	0.60	High	4.33	0.545	Highest
Assurance	4.05*	0.56	High	4.37	0.440	Highest
Overall mean score	3.98	0.38	High	4.35	0.355	Highest

Total satisfaction was highest with the five dimensions (4.35). Tangibility (4.45) followed by assurance (4.37), reliability (4.33) and empathy were most important features for most customers (4.30). (4.28). The most significant aspect in this study was the tangibility component. The importance of the front office look and cleanliness have been recognised by most customers.

SERVQUAL gap between customers+ expectation and perception level towards service quality of front office staff at the hotel

Average anticipation and perception are the difference of SERVQUAL calculated. The findings of the study showed the differences between anticipation and perception as shown in the table below.

Table 3 SERVQUAL gap of customers expectation and perception towards the service quality of front office staff at the hotel

Attributes	Customers Expectation	Customers Perception	SERVQUAL Gap
Pair 1) Tangibility	3.92	4.45	0.53
Pair 2) Reliability	3.93	4.30	0.37
Pair 3) Responsiveness	3.98	4.33	0.35
Pair 4) Assurance	4.05	4.37	0.32
Overall mean score	3.98	4.35	0.37

Customers suggestions towards service quality of front office staff

Table 4 shows that the majority of customers (90%) appreciated the hotel's service. The clients declared the head office staff very comfortable and provided quick and simple inspection. During their whole stay, they felt very comfortable.

Table 4 Customers suggestions

Customers suggestions	Number of respondents	Percentage
Compliments	90	90%
Complaints	10	10%
Total	100	100%

The receptionists wanted to direct their customers to nearby attractions. Only 10 per cent of respondents stated that their English skills had to be improved and they had a better sense of hotel and room types.

CONCLUSION

This study applied to the construction of the questionnaire with the aid of five aspects of service quality: Tangibility, dependability, responsiveness, assurance, and the SERVQUAL instrument created by Parasuraman (1985). From 14 15 September 2019, the data collected from a survey were distributed to 100 hotel guests. In order to assess the expectations and impressions of the service quality of consumers, the questionnaire was developed. The questionnaire The results showed that the "confidence" component was most anticipated, while the "tangibility" aspect was best perceived.

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