



The Manages Perspectives of Service Quality of Hotel industry in Anuradhapura

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Abstract

Competitiveness has been a subject of study in the services, manufacturing and related sectors since the early 1990s. Hotel industry as it is a service base industry based on the service quality, only recently have some researchers started to study the competitiveness in both conceptually and empirically. The aim of this research is to study the service quality in hotel industry in management perspectives. Ten manages were selected from the tourist hotels in Anuradhapura to collect the data using standard questionnaire and regression analysis was employed to analysis the relationship between service quality and customer satisfaction and also with the other determinants. The 81% variation of the service quality explain by the customer satisfaction, physical environment, clean and neatness, qualification of manages and employees. Such a review shall provide researchers with a good understanding of the current status of service quality and with a vision for advancing the existing knowledge of destination and hotel competitiveness.

Keywords: Service quality, Customer Satisfaction, Hotel Industry in Anuradhapura.

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Introduction

A tourist is anybody who visits another country and spends more than 24 hours, but less than one year, irrespective of travel purpose. After 30 years war, as a country Sri Lanka has a great opportunity to develop tourism industry and there are lot of tourists visit to spend holidays in Sri Lanka from around the world. The area in and around Anuradhapura is designated as one of the prime places for tourism in Sri Lanka. Most local and foreign tourists who wish to stay more than one day, hope to use hotels in this Anuradhapura for their accommodations. There are about more than 200 hotels in the Anuradhapura. Among them, some of Hotels are Forest Rock Garden Resort , Rajarata Hotel, Palm garden Village hotel, The Lake Side Hotel at Nuwara wewa, he Sanctuary at Thissa wewa , Heritage Hotel , Dulyana , Avasta Resort and Spa, Hotel Randiya , Nilketha villa Eco Hotel, Mirirdiya Lake Resort.

Services quality is considered substantial when it comes to define organizational success. Excellent quality service not only results in a profit strategy but also it is energizing for employees to perform to their potential to meet challenges. By providing quality service, hotels can sustain customers' confidence and gain competitive advantages over their competitors. Porter, 1990; Enderwick, 1990), which consider a number of broad categories of factor endowments; human resources, physical resources, knowledge resources, capital resources, infrastructure, and historical and cultural resources. Different from those competitiveness studies focusing on either only tourists (Hsu, Wolfe and Kang, 2004) or only service providers (Enright and Newton, 2004; Yoon, 2002), Bahar and Kozak (2007) examined the competitive position of Turkey comparing the views from both tourists and service providers. In their study, four factors, including cultural and natural attractiveness, quality of tourist services, availability of tourist facilities and activities and quality of infrastructure were considered.

Problem Statement

This research study the relationship between Services Quality and Customer Satisfaction in hotels of Anuradhapura. As playing major role

of hotel industry in tourism sector, should be provided excellent quality of services for their customers. Service quality receives a significant amount of attention from researchers. Therefore it is obvious that quality is a critical factor for service organizations, in which customers get strong impression either service provider, respond positively or negatively. Especially with the growing completion it is essential that every organization should strengthen their quality in every aspect than competitors.

The quality of service in hotel industry is an important factor of successful business. As the tourist industry is well established & blooming Industry in Sri Lanka especially after the war. The literature has made a distinction between service quality and customer satisfaction. The inconclusive nature of the relationship between service quality and customer satisfaction motivates this study to investigate whether such relationship between them is really meaningful in the rural context in Sri Lanka. As the improvements and developments take place at a slow rate as a post-war development, as well as customers are satisfied with the service provided by the hotels in Anuradhapura is questionable. Therefore, the ultimate purpose of this study is to investigate the relationship between services quality (SQ) and customer satisfaction (CS) in hotel Industry. In addition, Physical Environment (EP), Qualification of employees (QL), Qualification of managers (QM), Cleanness & neatness (CN) are also consider as the determinants of the service quality.

Anuradhapura is one of the ancient cities in Sri Lanka, well known for its ruins depicting early Sri Lankan civilization. It is very famous among Buddhists pilgrims. Anuradhapura was earlier the capital of the Island (in ancient times) and most of the Kings who ruled Sri Lanka resided in this vast city. The city is now named as a world heritage site by UNESCO.

This study provide opportunities to the managers to meet the challengers of service quality in the hotel industry. It will helps to improve the service quality of hotels in Anuradhapura. Further, foreigners and local tourist can find the better accommodations.

Service quality in Hotel industry

Hotels are escalating their investments to improve their service quality and the perceived value for customers to achieve a better customer

satisfaction and loyalty as this would result in better relationships with each customer (Jones et al., 2007). Kim et al. (2001) emphasis that quality has a remarkable positive effect on the hotel guests' behavior and it creates positive word of mouth and increases the repeated guest rates.

Quality is one of the indications for the efficient service of a firm for retaining their consumers. The quality of the services would attract the customers. According to the researchers Cardozo, 1995; Fornell, 1992; considerate consumer satisfaction is supposed to lead to purchases decision by the customers. Westbrook and Oliver (1991), study defined the consumer's satisfaction as a normal feeling that a customer improved about a purchased product or services. According to the study by Engel, Blackwell, and Miniard (1990), the influence factors for customer satisfactions is culture, social class, personal influence and family, and other individual differences such as motivation and involvement, knowledge, attitude, lifestyle, personality, and demographics. According to Choi and Chu (1999), satisfaction is a product attribute. Attributes are the underlying characteristics of the product or service. Product attributes are measured by the presence of facilities, number of rooms, or perceptually such as cleanliness of hotel, staff's helpfulness and efficiency, etc (Oh, 1999; Siguaw, 1999,).

Methodology of the study

In tourism industry Hotels play a major role. Therefore the hotels should be provided excellent services for their customers. It is need to improve services quality in Sri Lankan hotel industry have come under limelight due to stiff competition where hotels are trying to attain competitive advantage through the human factor. This attain to studies the relationship between Services Quality and Customer Satisfaction in Sri Lankan hotel industry. Using quantitative methods, the data were collected using questionnaire survey which was design with five point Likert scale statements. Randomly selected 10 manages in Anuradhapura were used for the data collection and deta were analysis using regression analysis revealed an existing services with customer satisfaction. This study confirms direct relationship between Service Quality and customer satisfaction.

Objective of the Study

The aim of this research is to study the service quality in hotel industry in management perspectives. As a result study the major service quality dimensions in tourist hotels in Anuradhapura and study the relationship between service quality and identified factors.



Rajarata Hotel



Ayestar Hotel

Result and Discussion

This study considers four demographic factors relating to the respondent. The composition of the sample indicated that the 100 % of respondents are males and they are employed with high job satisfaction. The reason that service providing with room occupancy is the nature of the job for male workers is due to the nature of the industry.

Table 1: Age of Hotel Manages

Age	Frequency	Percentage
25- 34	2	20
35 – 44	5	50
45 -54	3	30
Total	10	100

Table 1 reveals

That the largest group of hotel manages fell into the 35 - 44 years age group (50%), followed closely by 30 % are above the 45 -54 year age group. Of the rest closely by the 25 - 34 age groups at 20%. The level of education was categories as degree, diploma, O/L, A/L and others. In order to that in this research, it provided the picture for tertiary education level in Sri Lanka.

Table: 2 - Model Summary^b

R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
.819	.671	3.40000	1.051

a. Predictors: (Constant), CN, QM, QL, EP, CS

The R - Square value is 0.819, which means that 81 % of the variation in service quality can be explained by customer satisfaction (CS), Physical Environment (EP), Qualification of employees (QL), Qualification of managers (QM), Cleanness & neatness (CN). The Durbin - Watson statistics of 1.051 is not too far from 2.

Table 3 - ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.275	5	0.127	10.5833	.000 ^a
	Residual	0.124	4	0.012		
	Total	1.399	9			

a. Predictors: (Constant), CN,QM, QL, EP, CS

b. Dependent Variable: SQ

Total variances are explained by the customer satisfaction (CS) in hotel Industry, Physical Environment (EP), Qualification of employees (QL), Qualification of managers (QM), Cleanness & neatness (CN) (X

variables) in the regression in which the degree of freedom are 5. The Unexplained part of the total variance indicates from the residuals which is the difference of observe value and predictor value in which the degree of freedom is 4. The p-value from the ANOVA table is less than 0.05 which means that at least one of the five variables; customer satisfaction (CS), Physical Environment (EP), Qualification of employees (QL), Qualification of managers (QM), Cleanness & neatness (CN) can be used to predict service quality.

Table 4 - Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	Sig.	95% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta		Lower Bound	Upper Bound	Tolerance	VIF
	Constant	.750	7.106			.750	.750		
	EP	8.99	.132	.000	.012	.000	.000	.490	2.041
	CS	.500	.958	.717		.500	.500	.319	8.003
	QL	1.05	-2.54	.000	.023	.000	.000	.447	2.239
	QM	.250	0.216	.582	.003	.250	.250	.837	1.195
	CN	9.320	.835	.000		.000	.000	.327	7.004
a. Dependent Variable: SQ									

Variance inflation factor (VIF) is used to measure the multicollinearity where VIF value of the model is more than 5 which is indicating that there is some problem of multicollinearity.

The equation:

$$SQ = 0.750 + 8.99EP + 0.500 CS + 1.05 QL + 0.250QM + 9.320CN$$

For every unit increase in the Physical Environment (EP), the service quality (SQ) is expected to increase by 8.99, provided the Customer Satisfaction (CS), qualification of Employees (QL), Qualification of

manages (QM) and Clean and Neatness (CN) remains unchanged. Similarly, for every unit increase in Customer Satisfaction (CS), the service quality is expected to increase by 0.500, provided that the other factors remain unchanged. Also, every unit increase in qualification of Employees (QL), the service quality is expected to increase by 1.05, provided that the other factors remain unchanged. Every unit increase in Qualification of manages (QM), the service quality is expected to increase by 0.250, provided that the other factors remain unchanged. Every unit increase in Clean and Neatness (CN), the service quality is expected to increase by 9.320, provided that the other factors remain unchanged. The p-value for Physical Environment, Customer Satisfaction (CS), qualification of Employees (QL), Qualification of manages (QM) and Clean and Neatness (CN) are less than 0.05. Hence, all these independent variables are significant predictors of the model.

Concluding Remarks

From the structured questionnaires to the management, it emerged that two and three star Hotels in Anuradhapura. Targeted are families that are considered by the hotel's management the ideal target because they are more sensitive to service quality. The hotel has a good repeated patronage rate with 20% of guests that have already spent their holidays in the hotel in the past. The hotel works especially during summer and national holidays and gives several possibilities of trips to visit the main touristic attractions in Anuradhapura. Regression analysis quantified that the relationship between service quality and customer satisfaction. Further, regression analysis show the relationship between Physical Environment, qualification of Employees (QL), Qualification of manages (QM) and Clean and Neatness (CN) with the service quality. In order to that, 81 % of the variation in service quality can be explained by customer satisfaction (CS), Physical Environment (EP), Qualification of employees (QL), Qualification of managers (QM), Cleanness & neatness (CN). The main strengths of the hotel are the Physical Environment and Cleanness & neatness. The weaknesses are the Qualification of employees (QL) and Qualification of managers. These compare the results about the managers' perceptions of quality of the hotel's services of the management with those of guests, using the Customer Satisfaction (Cuomo, 2000). The employees deal with customers, qualifications of employees and food & beverage service are not significantly associated with service quality of hotel industry although the correlation coefficient results show otherwise.

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