

THE IMPACT OF HOTEL FRONT OFFICE PRACTICES ON GUEST SATISFACTION IN INDIA HOTEL INDUSTRY

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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 demeanour significantly affect positive impact, and that both positive and negative impact significantly affects guest satisfaction with the registration experience. The study reveals that competence significantly impacts negative guest impressions, while friendliness and service demeanour significantly impact positive impressions. Both positive and negative impacts significantly affect guest satisfaction with the registration experience.

Keywords:-Front desk procedures, satisfaction of guests, Front desk procedures and hotel front offices

Introduction

The neighbourliness sector is working hard to develop and enhance the visitor experience. The hotel provides a range of amenities, including various room types, including family suites, superior rooms, deluxe rooms, and Grande suites. Given that it greets guests, the hotel front desk is a crucial component of front desk duties. In this competitive era, hotels have adopted innovative methods to enhance their level of service while also winning over guests. Every visitor is given the utmost consideration in an effort to make him feel unique and remarkable. In the competitive environment, each hotel sets itself apart by using creative strategies to help attract an ever-increasing number of customers.

Furthermore, when guests have concerns about the inn, front desk employees should have the authority to handle specific problems, supervise grievances, or handle certain challenges in the accommodation. Several experts have stated that superhuman social skills are necessary for supervising guests and attempting to resolve conflicts as they emerge. Customer happiness is predicated on a fundamental duty of dedication to a business's success. Guest satisfaction, according to Garson (1993, p. 5), is the recognition by the guest that their needs have been fulfilled or exceeded. There is no longer any business if a guest is not satisfied. Customer satisfaction can be used as a proxy for an organization's future effectiveness and productivity in a given situation.

Literature Review

Martín Juan Carlos et al. (2020) although guests at hotels tend to have diverse identities, little research has been done on how diversity influences hotel guests' pleasure. The test offers a range of beneficial managing experiences to professionals, including hotel managers. The average information gleaned from extensive hotel satisfaction surveys frequently obscures significant peculiarities that managers should consider when creating significant programs aimed at enhancing guest contentment. Specifically, our results show that project managers need to modify their plans to take into consideration ethnic inequalities.

The differences in the viewpoints of accommodation employees and visitors regarding what matters to them and what brings them happiness in terms of management and items are examined by Sarah Hussain and Kavita Khanna (2019). Two model free t-tests and a paired model t-test were utilized to analyse the data using the statistical package for social sciences (SPSS) programming transformation 20.0 to evaluate the theories. Employees in the hospitality sector thought that hotel visitors were happier than real vacationers. The differences in the viewpoints of accommodation employees and visitors regarding what matters to them and what brings them happiness in terms of management and items are examined by Sarah Hussain and Kavita Khanna (2019). Transformation 20.0 of the

statistical package for social sciences (SPSS) has been utilized to evaluate the theories, analyse the data using a paired model t-test and two model free t-tests. Employees in the hospitality sector thought that hotel visitors were happier than real vacationers

Dr. Kunal Seth, Mr. Abhimanyu Awasthi, and Mr. Akshay Nain (2018). The primary goal of the study paper is to list the many creative techniques used by the front desk of The Westin Gurgaon, New Delhi, and to calculate the precise effect of these techniques on customer satisfaction. The results show that the creative procedures implemented by the front office division of The Westin Gurgaon, New Delhi hotel have a reasonable, positive, and noteworthy effect on guest satisfaction, loyalty, and upkeep.

The study conducted in 2013 by Milan Bradić, Ljiljana Kosar, and Bojana Kalenjuk examines the problem of meeting the needs of business travellers with accommodation brands in North America. We evaluated the responses (scores) provided by the visitors for 12 noteworthy lodge item segments. Noticed networks are compiled into esteem levels in order to show more definitive results. This article aims to illustrate which workplaces and organizations business travellers from North America most commonly associate with. All hoteliers may find industry examples and results helpful, particularly with regard to the division of labour in the industry.

Objective

1. To assess how well front desk staff members interact with guests.
2. To evaluate hotel guests' satisfaction with front desk procedures.

Methodology

Data Collection

Copies of the summary were taken in several hotels in the New Delhi. Provided that the front desk is where the entire registration process takes place and is a location that all visitors should frequent, we believed that the best way to collect data was through a survey that was provided to guests by front desk staff. We projected that between 220 and 300 people would complete the overview. Moreover, there was no set period of time for collecting the study.

Sample-magnitude

220 respondents were chosen for the study from Himachal Pradesh's hotels.

Examining

A comprehensive analysis reveals the segment characteristics of participants, including aspects related to sex, age, and mode of transportation, as presented in Table 1. Out of the 240 completed surveys, 220 were found to be valid. Respondents who completed the questionnaire carelessly or not at all, totalling 20, were excluded from the data screening process.

Table 1: Profile of Respondent

Characteristics		N	Percentage
Gender	Female	105	47.73%
	Male	115	52.27%
	Total	220	100%
Age	17-24	62	28.18%
	25-34	120	54.54%
	35-44	16	7.27%
	45-54	8	3.64%
	55-64	10	4.55%
	More than 65	4	1.82%
	Total	220	100%
Travel Type	Business	66	30%

	Leisure	154	70%
	Total	220	100%

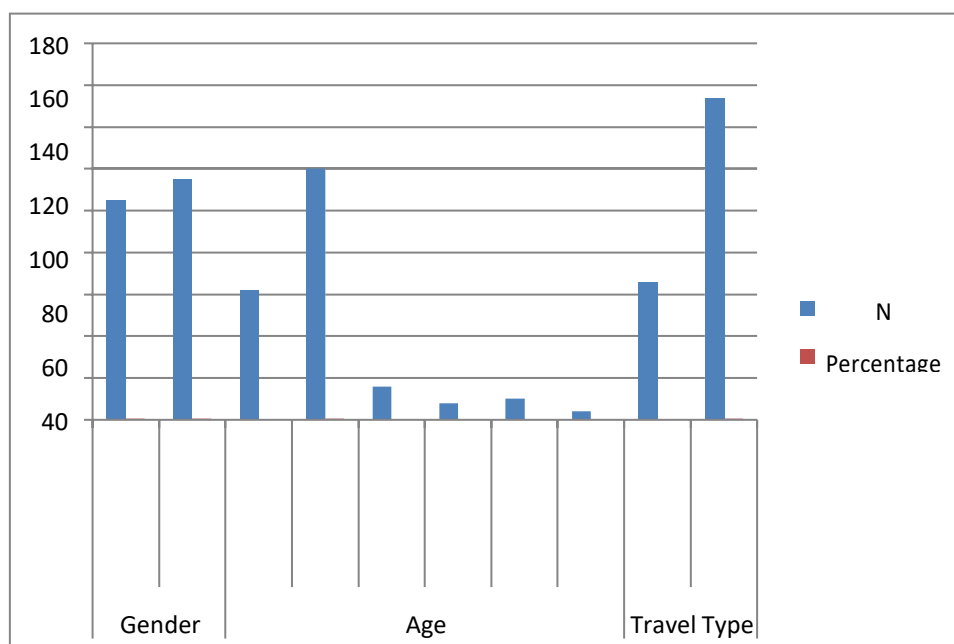


Table 2: Regression Analysis of the Positive Guest Impression

Dependent Variable: Positive Impression				
Independent Variable	B	β	t-value	Sig.
(Constant)	1.480		5.986	.000
Competence	.166	.122	3.458	.001
Knowledge	.245	.236	6.693	.000
Personalized service (Friendliness & Service Attitude)	.325	.254	3.660	.000

Table 3 contains the report that follows. The poor elements were regressed to free variables by this investigation. Table 2 displays the decline in negative impression following the effects of organization attitude, competence, knowledge, and friendliness. Degree opportunity is 3, centrality level is .000b (<0.05), and the overall model's F is 19.440. For the foreseeable future and right now, this model is enormous. After then, each variable's effects were examined in detail in this evaluation. Because ability is less important than .05 (.000), ability has a big unfavourable image impact. Information has a larger significance level than 0.05 (.832), indicating that its negative impact is not significantly affected. Friendliness and Service Attitude don't have a high degree of correlation because their centrality level is higher than .05 a certain effect on visitors' contentment.

Table 3: Regression Results of guest satisfaction

Dependent Variable: Negative Impression				
Independent Variable	B	β	t-value	Sig.
(Constant)	1.109		2.693	.008
Competence	.204	.182	2.934	.004
Knowledge	.314	.245	4.092	.000
Personalized service (Friendliness & Service Attitude)	.200	.178	2.975	.000

Table 4 has the third report available. The dependent factors become autonomous factors as a result of this inquiry. Table 4 displays the impact of both positive and negative impressions on guest satisfaction when it comes to relapse. The criticality level is .000b, the degree opportunity is 2, and the overall model's F is 23.305. As a result, this model is enormous. The magnitude of the unfavourable impression is less than .05 (.001), which has a substantial impact on how satisfied guests are with their registration experience.

Table 4: Comparative study on Guest Satisfaction in hotel

Dependent Variable: Customer Satisfaction				
Independent Variable	B	B	t-value	Sig.
(Constant)	2.134		5.113	.000
Positive Impression	.304	.256	3.741	.000
Negative Impression	.309	.259	4.485	.000

Conclusion

Based on mandatory and optional data acquired from various sources for the aforementioned exploratory study, it is evident that the hotel's front office management implemented a few creative techniques that have had a logically good impact on visitor satisfaction levels. The investigation's conclusions indicate that, as the factor evaluation indicated, the two drivers benevolence and administration attitude go presumably together as a single factor. Similarly, this analysis discovered that one aspect that considerably influences a pleasant impression is administration manner and neighbourliness.

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