

## **A COMPARATIVE STUDY OF “CUSTOMER SATISFACTION” ON HOSPITALITY SERVICES OF STAR HOTELS IN HYDERABAD, ANDHRA PRADESH**

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### **ABSTRACT**

Customer satisfaction with a hotel is a broader concept that will certainly be influenced by perceptions of service quality but that will also include perception of product quality (Accommodation, Food, Amenities and Bar& Beverages), price (Tariff), situational as well as personal factors such as the consumer emotional state, status etc. This article mainly concentrates on growing importance of service sector with special emphasis on hospitality industry in India, to elicit the views of customers of select 5 star hotels and 3 star hotels on service quality provided by them, to compare the views of customers on the marketing strategies and satisfaction levels on the services provided by the select 3 star & 5 star hotels located in Hyderabad city of Andhra Pradesh, and also offer Suitable findings, Suggestions & Conclusions based on the study for more effective marketing of hospitality services in star hotels. For this purpose the opinions of customers were derived from 5 star hotels & 3 star hotels and make a comparative study between the star hotels. For this purpose, 307 respondents from 5 star hotels and 474 respondents from 3 star hotels each sample hotel totaling 783 are selected by “**stratified random sampling**” method. Sample respondents are selected from different strata viz., Business travellers, leisure, Professional, Government, Self-employed and others. These include both male and female guests. Female guests include spouses of male guests and single lady travellers. customer satisfaction” on hospitality services of star hotels in **Hyderabad**, Andhra Pradesh in terms of Age of the respondents, Gender of

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respondents, Educational background of respondents from star hotels, Occupational category of respondents, Nativity of respondents, Income pattern of respondents, Frequent visits of respondents, Purpose visit of respondents, Employment status of respondents, Opinion of respondents on completion of formalities in star hotels , Finally derive the results with support of formulated hypothesis.

**KEY WORDS: Customer, Customer Satisfaction, Hospitality Services, Star Hotels, Respondents.**

- **INTRODUCTION:**

- **Concept of Customer Satisfaction:**

- “Zeithaml and bitner” defined satisfaction as “the customer’s evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Failure to meet the needs and expectations is assumed to result in dissatisfaction with the product or service<sup>2</sup>. “Satisfaction is the consumer’s fulfillment response. It is a judgment that a product a service feature or the product or service itself, provides a pleasurable level of consumption–related fulfillment”<sup>3</sup>. Through the service cycle the consumer may have a variety of different experiences – some good and some not good – and each will ultimately impact satisfaction. According to “Zeithaml and Bitner”, customer satisfaction is influenced by specific product or service features and by perceptions of quality viz., product quality, price, interactive quality, physical environment quality, outcome quality as also customer emotional responses, their attributions, their perceptions of equity and other respondents, family members etc.

- **OBJECTIVES OF THE STUDY:**

The following are the objectives of the study:

1. To present the growing importance of service sector with special emphasis on hospitality industry in India.
2. .To elicit the views of customers of select 5 star hotels and 3 star hotels on service quality provided by them.

3. To compare the views of customers on the marketing strategies and satisfaction levels on the services provided by the select 3 star & 5 star hotels located in Hyderabad city of Andhra Pradesh.
4. To offer Suitable findings, Suggestions & Conclusions based on the study for more effective marketing of hospitality services in star hotels.

**HYPOTHESIS OF THE STUDY:** The following is the Hypothesis formulated for the present study.

**Statistical Hypothesis:**

**H<sub>0</sub>:** There is no significant differences in the customer satisfaction on 3 star and 5 star hotels in Hyderabad city. v/s

**H<sub>1</sub>:** There : There is significant differences in the customer satisfaction on 3 star and 5 star hotels in Hyderabad city

**PERIOD OF STUDY:**

The period of study is a period of 5 years from 2009 –2010 to 2014-2015 Respectively.

**Approach to Survey:**

In the context where hotel respondents respondents may have different perceptions on service quality and levels of satisfaction with the products and services of hotels depending upon their expectations and experiences during their stay, it is considered essential to ascertain how satisfied they are with our selected sample star hotels. During the period of 2009—2015, the total No.of customers visited to 3 star hotels were 15336, out of this (5% of 15336), 307 were taken as sample for the present study. For this purpose the opinions of customers were derived from 5 star hotels & 3 star hotels and make a comparative study between the star hotels.

For this purpose, 307 respondents from 5 star hotels and 474 respondents from 3 star hotels each sample hotel totaling 783 are selected by “**stratified random sampling**” method. Sample respondents are selected from different strata viz., Business travellers, leisure, Professional, Government, Self-employed and others. These include both male and female guests. Female guests include spouses of male guests and single lady travellers. Only guests who are the occupants of the rooms and who stay for a minimum one day with access to all the services like restaurant, bar, Lounge, business centre ,Other amenities etc., are selected for survey. A

questionnaire prepared for them with open ended and closed ended questions was administered to each of them, explaining the purpose of our study and assuring them that strict confidentiality would be maintained on their responses and was collected back after a few hours. No difficulty was reported by the respondents in answering questions as they are all well educated and understood the purpose of the study. For closed ended questions 5 point scale was used with the columns of “Excellent”, “Very Good”, “Good”, “Average” and “poor”. The questionnaires were distributed to the guests when they were in their own rooms and were given sufficient time to return duly responded. Their responses are tabulated and analyzed based on relevant statistical tools.

### **TOOLS OF ANALYSIS:**

In the present study, as per the collection of data from the different sources, statistical tools such as chi-square ( $\chi^2$ -test) test, paired t-test, ANOVA – one –way test(F-TEST), etc. are used. To present the data in a clear manner charts are also used.

### **Data Analysis and Interpretation:**

**TABLE –I. SHOWING AGE PATTERN OF RESPONDENTS FROM STAR HOTELS**

Age (in years)	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
BELOW 25	33	10.75	44	9.28
25 to 35	40	13.03	63	13.29
35 to 45	83	27.04	113	23.84
45 to 55	98	31.92	169	35.65
Above 55	53	17.26	85	17.94
<b>Total</b>	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

**Source: Questionnaire served to Respondents**

**Age pattern of Respondents:** The age pattern of the respondents selected from 5 star and 3 star hotels is shown in **Table I**. This table reveals that 10.75% of respondents from 5 star hotels, 9.28% of respondents from 3 star hotels are belong to the age group of below 25 years. 13.03% of respondents from 5 star hotels, 13.29% of respondents from 3 star hotels are belong to the age

group of below 35 years. 27.04% of respondents from 5 star hotels, 23.84% of respondents from 3 star hotels are belongs to the age group of below 45 years. 31.92% of respondents from 5 star hotels, 35.65% of respondents from 3 star hotels are belongs to the group of below 55 years. 17.26% of respondents from 5 star hotels, 17.94% of respondents from 3 star hotels are belong to the age group of above 55 years. It is evident from the data most of the respondents are (58.96 % In case of 5 star hotels and 59.49% In case of 3 star hotels.) in the age group of 35 to 55 years.

**Explanation:** From the above table it is clear that “**The age Pattern of the respondents from Star Hotels**” are uniformly distributed among both the hotels. The calculated value of chi-square is 1.981; the table value at 4 degree of freedom with 5% level of significance is 9.49.

**Conclusion:** Since the Observed value is less than the table value at 5% level of significance. Hence Average No. of respondents visiting of same age group of both the star hotels is uniformly distributed. From the data we can observe that respondents of following age group frequently visit both the Star Hotels

- a) 35 to 45
- b) 45 to 55

#### Statistical Hypothesis:

**H<sub>0</sub>:** There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H<sub>0</sub>)**” is Accepted.

**TABLE-II. SHOWING GENDER OF RESPONDENTS FROM STAR HOTELS**

Sexual Gender	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Male	193	62.87	283	59.70
Female	114	37.13	191	40.30
Total	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

Source: Questionnaire served to Respondents

**Gender Category of Respondents:** The gender of respondents selected from 5 star and 3 star hotels is shown in **Table II**. This table reveals that 62.87% of respondents from 5 star hotels, 59.70% of respondents from 3 star hotels are sexually ‘**Male**’ gender category. 37.13% of respondents from 5 star hotels, 40.30% of respondents from 3 star hotels are sexually ‘**Female**’ gender category. It is evident from the data most of the respondents are in the age group of 35 to 55 years. It is evident from the data most of the respondents are (62.87 % In case of 5 star hotels and 59.70 % In case of 3 star hotels.) male respondents.

**Explanation:** From the above table it is clear that “**The Gender of respondents**” category is uniformly distributed between the star hotels. The calculated value of chi-square is 0.783; the table value at 1 degree of freedom with 5% level of significance is 3.841.

**Conclusion:** Since the Observed value is less than the table value at 5% level of significance. Hence Average number of Male and Female respondents visiting both 3 star, 5 star hotels is uniformly distributed. It is cleared from the data that the male respondents are more frequently visiting the star hotels

❖ **Statistical Hypothesis:**

**H<sub>0</sub>:** There is no significant difference between the responses of the respondents in 3 star and 5 star hotels Hence “**Null Hypothesis (H<sub>0</sub>)**” is Accepted.

**TABLE-III. SHOWING EDUCATIONAL BACKGROUND OF RESPONDENTS FROM STAR HOTELS**

Educational Qualifications	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Under Graduation	42	13.69	37	7.81
Post Graduation	59	19.22	79	16.67
Professional Degree	103	33.55	183	38.61
Technical degree	82	26.71	139	29.32
Others	21	6.83	36	7.59
<b>Total</b>	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

**Source: Questionnaire served to Respondents.**

**Educational Background of Respondents:** The educational back ground of respondents selected from 5 star and 3 star hotels is shown in **Table VII.3**. This table reveals that Basic educational qualifications are Under graduation; Post graduation; Professional degrees; Technical degree; Other degrees etc., 13.69% of respondents from 5 star hotels, 7.81% of respondents from 3 star hotels are having basic qualification of ‘**under graduation degree**’. 19.22% of respondents from 5 star hotels, 16.67% of respondents from 3 star hotels are having basic qualification of ‘**post graduation degree**’. 33.55% of respondents from 5 star hotels, 38.61% of respondents from 3 star hotels are having basic qualification of ‘**professional degree**’. 26.71% of respondents from 5 star hotels, 29.32% of respondents from 3 star hotels are having basic qualification of ‘**Technical degree**’. 6.83% of respondents from 5 star hotels, 7.59% of respondents from 3 star hotels are having basic qualification of **any other degrees**. It is evident from the data most of the respondents are (60.26 % In case of 5 star hotels and 67.93% In case of 3 star hotels) Professional, Technical degree holders respondents are frequently visiting the star hotels.

**Explanation:** From the above table it is clear that “The **Educational background of the respondents**” is uniformly distributed among both the types of star hotels. The calculated value of chi-square is 8.941; the table value at 4 degree of freedom with 5% level of significance is 9.49.

**Conclusion:** Since the Observed value is less than the table value at 5% level of significance. Hence Average response in both 3 star, 5 star hotels is uniformly distributed. It is cleared from the data that the Professional, Technical degree holders are frequently visiting the star hotels.

❖ **Statistical Hypothesis:**

**H<sub>0</sub>:** There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis**” (**H<sub>0</sub>**) is Accepted.

**TABLE .IV.SHOWING OCCUPATIONAL CATEGORY OF RESPONDENTS FROM STAR HOTELS**

<b>Occupational</b>	<b>5 STAR Hotels</b>	<b>3 STAR Hotels</b>
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category	No. of Respondents	%	No. of Respondents	%
Business	83	27.04	158	33.33
Service	58	18.89	88	18.57
Professional	57	18.57	83	17.51
Government	32	10.42	48	10.13
Self-employed	53	17.26	66	13.92
Others	24	7.82	31	6.54
Total	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

**Source: Questionnaire served to Respondents.**

**Occupational category of Respondents:** The occupational structure of respondents selected from 5 star and 3 star hotels is shown in **Table VII.4**. This Table reveal that the basic occupational categories are Business, Profession, Service, Government service, Self-employed and Other occupations etc., 27.04% of respondents from 5 star hotels, 33.33% of respondents from 3 star hotels are choose '**Business**' occupation. 18.89% of respondents from 5 star hotels, 18.57% of respondents from 3 star hotels are choose '**Services**' as occupation. 18.57% of respondents from 5 star hotels, 17.51% of respondents from 3 star hotels are categorized '**Profession**' as occupation. 10.42% of respondents from 5 star hotels, 10.13% of respondents from 3 star hotels are categorized '**Government services**' as occupation. 17.26% of respondents from 5 star hotels, 13.92% of respondents from 3 star hotels are categorized as '**Self-employment**' as occupation. 7.82% of respondents from 5 star hotels, 6.54% of 3 star hotels are categorized to any '**Other activity**' as occupation. It is evident from the data most of the respondents are (64.50 % In case of 5 star hotels and 69.41 % In case of 3 star hotels.) the Business, Service and Professional occupational respondents are frequently visiting the star hotels.

**Explanation:** From the above table it is clear that "**The Occupational category of customers**" from both the star hotels are uniformly distributed. The calculated value of chi-square is 4.33; the table value at 5 degree of freedom with 5% level of significance is 9.49.



**Conclusion:** Since the Observed value is less than the table value at 5% level of significance. Hence Average response in both 3 star, 5 star hotels is uniformly distributed. It is cleared from the data that the Business, Service and Professional occupational respondents are frequently visiting the star hotels.

❖ **Statistical Hypothesis:**  $H_0$ : There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis ( $H_0$ )” is Accepted.

**TABLE.V.SHOWING NATIVITY OF RESPONDENTS FROM STAR HOTELS**

NATIVITY	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Within the state	87	28.34	209	44.09
Outside the state	146	47.56	193	40.72
Foreign	74	24.10	72	15.19
<b>Total</b>	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

Source: Questionnaire served to Respondents

**Nativity of Respondents:** The nativity of respondents selected from the 5 star and 3 star hotels is shown in table .5. The basic classification of nativity was with in the state; Outside of the state, Foreign nationals. 28.34% of respondents from 5 star hotels, 44.09% of respondent from 3 star hotels are residing **with in the state**. 47.56% of respondents from 5 star hotels, 40.72% of respondents from 3 star hotels are residing **outside of the state**. 24.10% of respondents from 5 star hotels, 15.19% of respondents from 3 star hotels are outside India considered as ‘**Non-Resident Indians/ Foreign Nationals**’. . It is evident from the data most of the respondents are (47.56 % In case of 5 star hotels and 40.72 % In case of 3 star hotels.) **Outside the state respondents** are frequently visiting the star hotels.

**Explanation:** From the above table it is clear that “**The Nativity of customers**” from both the star hotels are not uniformly distributed. The calculated value of chi-square is 22.13; the table value at 2 degree of freedom with 5% level of significance is 5.99.

**Conclusion:** Since the Observed value is greater than the table value at 5% level of significance. Hence Average response in both 3 star, 5 star hotels is not uniformly distributed. It is cleared from the data that the outside the state respondents are frequently visiting the star hotels.

❖ **Statistical Hypothesis:**

**H<sub>1</sub>:** There is significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H<sub>0</sub>)**” is Rejected.

**TABLE .VI.SHOWING INCOME PATTERN OF RESPONDENTS FROM STAR HOTELS**

Income (Rs.)	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Below 2,50,000	24	7.82	83	17.51
2,50,000 to 4,00,000	42	13.68	206	43.46
4,00,000 to 6,00,000	56	18.24	122	25.73
6,00,000 to 8,00,000	76	24.76	40	8.44
Above 8,00,000	109	35.50	23	4.86
<b>Total</b>	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

**Source: Questionnaire served to Respondents**

**Income Pattern of Respondents:** The income pattern of respondents from 5 star and 3 star hotels is shown in **Table .6**. 7.82% of respondents from 5 star hotels, 17.51% of respondents from 3 star hotels are in the income group of Below Rs 2,50,000; 13.68% of respondents from 5 star hotels, 43.46% of respondents from 3 star hotels are in the income group of Between Rs 2,50,000 to Rs 4,00,000; 18.24% of respondents from 5 star hotels, 25.73% of respondents from 3 star hotels are in the income group of Between Rs 4,00,000 to Rs 6,00,000; 24.76% of respondents from 5 star hotels, 8.44% of respondents from 3 star hotels are in the income group of Between Rs 6,00,000 to Rs 8,00,000; 35.50% of respondents from 5 star hotels, 4.86% of respondents from 3 star hotels are in the income group of Above Rs 8,00,000. It is evident from the data most of the respondents are the **Average income of people** (60.97% of respondents in

case of 3 star hotels) are more frequently visiting; but in the case of 5 star hotels(60.26% of respondents) **High income people** are more frequently visiting to star hotels.

**Explanation:** From the above table it is clear that “**The Income category of the Respondents**” from both the star hotels are not uniformly distributed. The calculated value of chi-square is 206.386; the table value at 4 degree of freedom with 5% level of significance is 9.49.

**Conclusion:** Since the Observed value is greater than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is not uniformly distributed. There is a huge difference between visitors of both the star hotels. In 3 star hotels the “**Average income people**” are more frequently visiting; but in the case of 5 star hotels “**High income people**” are more frequently visiting.

❖ **Statistical Hypothesis:**

**H<sub>1</sub>:** There is significant difference between the responses of the respondents in 3 star and 5 star hotels .Hence “**Null Hypothesis (H<sub>0</sub>)**” is Rejected.

**TABLE VII.SHOWING FREQUENT VISITS OF RESPONDENTS FROM STAR HOTELS**

No. of Visits	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Once in a week	40	13.03	66	13.92
Once in a month	89	25.73	126	25.95
Once in a quarter	96	31.27	106	22.36
Twice in a year	68	22.15	111	23.42
Occasional	24	7.82	68	14.35
Total	<b>317</b>	<b>100.00</b>	<b>477</b>	<b>100.00</b>

Source: Questionnaire served to Respondents.

**Frequent visits of Respondents:** Showing the frequency visits of respondents selected from 5 star and 3 star hotels in shown in the **Table VII**. The basic optional visits selected for the study are once in a week; once in a month; once in a quarter; twice in a year and Occasional visit of respondents to the star hotels. The table reveals that 13.03% of respondents from 5 star hotels, 13.92% of respondents from 3 star hotels are option for frequent visited to star hotels is ‘**Once in a week**’. 25.73% of respondents from 5 star hotels, 25.95% of respondents from 3 star hotels are option for frequent visit to star hotels is ‘**Once in a month**’. 31.27% of respondents from 5 star hotels, 22.36% of respondents from 3 star hotels option for frequent visit to star hotels is ‘**Once in quarter**’. 22.15% of respondents from 5 star hotels, 23.42% of respondents from 3 star hotels option for frequent visit to star hotels is ‘**Twice in a year**’. 7.82% of respondents from 5 star hotels, 14.35% of respondents from 3 star hotels are option for frequent visit to star hotels is ‘**occasional purposes**’. It is evident from the data most of the respondents that the respondents visiting “**once in a month**”, “**once in a quarter**” and “**twice in a year**” are more in both 3 star and 5 star hotels. That the respondents visiting once in a month, (25.73% in case of 5 star hotels and 25.95% In case of 3 star hotels) once in a quarter (31.27% in case of 5 star hotels and 22.36% In case of 3 star hotels) and twice in a year (22.15% in case of 5 star hotels and 23.42% In case of 3 star hotels) are more in both 3 star and 5 star hotels.

**Explanation:** From the above table it is clear that “**The frequent visits category of the customer’s**” from both the star hotels are uniformly distributed. The calculated value of chi-square is 12.895; the table value at 4 degree of freedom with 5% level of significance is 9.49.

**Conclusion:** Since the Observed value is greater than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is not uniformly distributed. From the data we can observe that the respondents visiting once in a month, once in a quarter and twice in a year are more in both 3 star and 5 star hotels.

❖ **Statistical Hypothesis:**

**H<sub>1</sub>:** There is significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H<sub>0</sub>)**” is Rejected.

**TABLE.VIII. SHOWING PURPOSE VISIT OF RESPONDENTS TO STAR HOTELS**

Purpose	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Business	116	37.79	204	43.04
Leisure	77	25.08	86	18.14
Office Duty	39	12.70	107	22.57
Recreation purposes	53	17.26	54	11.39
Others	22	7.17	23	4.86
<b>Total</b>	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

**Source: Questionnaire served to Respondents.**

#### **Purpose visit of Respondents:**

Showing the purpose of visit of respondents to star hotels selected from the 5 star and 3 star hotels. 37.79% of respondents from 5 star hotels, 43.04% of respondents from 3 star hotels are visited to star hotels for the purpose of '**Business**'. 25.08% of respondents from 5 star hotels, 18.14% of respondents from 3 star hotels are visited to star hotels for the purpose of '**Leisure**'. 12.70% of respondents from 5 star hotels, 22.57% of respondents from 3 star hotels are visited to star hotels for the purpose of '**official/ office duty**'. 17.26% of respondents from 5 star hotels, 11.39% of respondents from 3 star hotels are visited to star hotels for the purpose of '**Recreation**'. 7.17% of respondents from 5 star hotels, 4.86% of respondents from 3 star hotels are visited to star hotels for the purpose of '**others**'. It is evident from the data most of the respondents visiting on business purpose are (37.79 % In case of 5 star hotels and 43.04% In case of 3 star hotels.). (25.08 % In case of 5 star hotels and 18.14% In case of 3 star hotels.) for leisure, and on office duty(12.70 % In case of 5 star hotels and 22.57% In case of 3 star hotels.) are more in both 3 star and 5 star hotels.

**Explanation:** From the above table it is clear that "**The purpose visit of customers**" from both the star hotels are uniformly distributed. The calculated value of chi-square is 21.682; the table value at 4 degree of freedom with 5% level of significance is 9.49.

**Conclusion:** Since the Observed value is greater than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is not uniformly distributed. From the data we can observe that the respondents visiting on business purpose, leisure, and on office duty are more in both 3 star and 5 star hotels.

❖ **Statistical Hypothesis:**

**H<sub>1</sub>:** There is significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “Null Hypothesis (H<sub>0</sub>)” is Rejected.

**TABLE .IX**

**SHOWING EMPLOYMENT STATUS OF RESPONDENTS FROM STAR HOTELS**

Employment Status	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Executive level of management	143	46.58	127	26.79
Middle level of management	97	31.60	194	40.93
Junior level of management	47	15.31	106	22.36
Others	20	6.51	47	9.92
<b>TOTAL</b>	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

**Source: Questionnaire served to Respondents.**

**Employment status of Respondents:** Showing the employment status of respondents selected from 5 star and 3 star hotels. 46.58% of respondents from 5 star hotels, 26.79% of respondents from 3 star hotels are belong to “**Executive level of management**” category. 31.60% of respondents from 5 star hotels, 40.93% of respondents from 3 star hotels belong to “**Middle level of management**” Category.15.31% of respondents from 5 star hotels, 22.36% of respondents from 3 star hotels are belongs to “**Junior level/ lower level management**” category. 6.51% of respondents from 5 star hotels, 9.92% of respondents from 3 star hotels are belong to “**others**” category. It is evident from the data most of the respondents are visiting 5 star hotels mostly comprise of “**Executive level of Management**” (46.58% ) and “**Middle level of Management**” (31.60 % ); But whereas respondents visiting 3 star hotels are mostly “**Middle**

**level of Management**” (40.93) and **“Junior level of Management”** (22.36)% are frequently visiting the star hotels.

**Explanation:** From the above table it is clear that **“The Employment Status of customers”** category of the customers from both the star hotels are not uniformly distributed. The calculated value of chi-square is 32.699; the table value at 3 degree of freedom with 5% level of significance is 7.82.

**Conclusion:** Since the Observed value is greater than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is not uniformly distributed. From the data we can observe that the respondents visiting 5 star hotels mostly comprise of **“Executive level of Management”** and **“Middle level of Management”**; But whereas respondents visiting 3 star hotels are mostly **“Middle level of Management”** and **“Junior level of Management”**.

❖ **Statistical Hypothesis:**

**H<sub>1</sub>:** There is significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence **“Null Hypothesis (H<sub>0</sub>)”** is Rejected.

**TABLE.X.SHOWING OPINION OF RESPONDENTS ON COMPLETION OF FORMALITIES IN STAR HOTELS**

<b>Time Duration</b>	<b>5 STAR Hotels</b>		<b>3 STAR Hotels</b>	
	<b>No. of Respondents</b>	<b>%</b>	<b>No. of Respondents</b>	<b>%</b>
5 to 10 minutes	93	30.29	146	30.80
10 to 20 minutes	147	47.88	207	43.67
20 to 30 minutes	43	14.01	72	15.19
More than 30 minutes	24	7.82	49	10.34
<b>Total</b>	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

**Source: Questionnaire addressed to Respondents.**

**Showing completion of Basic Formalities** :Showing the opinion of respondents on completion of basic formalities at the time of entry into hotel premises derived from the 5 star hotels and 3 star hotels. 30.29% of respondents from 5 star hotels, 30.80% of respondents from 3 star hotels are opined that the time duration for completion of the basic formalities in star hotels is between “**5 to 10 minutes**”. 47.88% of respondents from 5 star hotels, 43.67% of respondents from 3 star hotels are opined that the time duration for completion of the basic formalities in star hotels is between “**10 to 20 minutes**”. 14.01% of respondents from 5 star hotels, 15.19% of respondents from 3 star hotels are opined that the time duration for completion of the basic formalities in star hotels is between “**20 to 30 minutes**”. 7.82% of respondents from 5 star hotels, 10.34% of respondents from 3 star hotels are opined that the time duration for completion of basic formalities in star hotels “**more than 30 minutes**”. . It is evident from the data most of the respondents feel that the completion of formalities in both the 3 star hotels and 5 star hotels(78.17 % In case of 5 star hotels and 74.47% In case of 3 star hotels.) is taking nearly equal amount of time.

**Explanation:** From the above table it is clear that “**Opinion of respondents on completion of Formalities in Star Hotels**” from both the star hotels are uniformly distributed. The calculated value of chi-square is 2.188; the table value at 3 degree of freedom with 5% level of significance is 7.82.

**Conclusion:**Since the Observed value is less than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the respondents feel that the completion of formalities in both the 3 star hotels and 5 star hotels is taking nearly equal amount of time. From the data we can say that most of responded to the following options

- a) 5 to 10 minutes
- b) 10 to 20 minutes

❖ **Statistical Hypothesis:**

**H<sub>0</sub>:** There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H<sub>0</sub>)**” is Accepted.



## REFERENCES

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