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ISSN (Online): 2455-7838

SJIF Impact Factor (2017): 5.705

EPRA International Journal of

Research & Development (IJRD)

Monthly Peer Reviewed & Indexed
International Online Journal

Volume: 3, Issue:10, October 2018



Published By :
EPRA Journals

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A STUDY ON GUEST SATISFACTION TOWARDS FOOD AND BEVERAGE- AN EMPIRICAL RESEARCH AT ROYAL ORCHID CENTRAL SHIMOGA

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ABSTRACT

Service sector has important role in Indian economy. India is the second fastest growing sector after China. The tourism and hospitality sector is among the top 10 sectors in India to attract the highest foreign direct investment (FDI). Guest satisfaction is an ever evolving phenomenon for the hotel industry. With fast changing technology and globalization, the hotel industry caters to guests from all over the world, belonging to different segments and demography. The challenge is to keep the guests more than satisfied. This research was undertaken to study the current trends in guest satisfaction in royal orchid. The study analyzed the gaps in understanding **Guest satisfaction towards food and beverage** The study shall contribute to the knowledge pool for academicians and provide an impetus to hotel management to evolve as per the guests' needs. The researchers have taken the independent factors, it was chosen on both primary and secondary data. It also projects a relationship between those independent factors and demographic factors. The primary data has been collected using the questionnaire and has been analyzed using statistical tools with the help of descriptive analysis, chi-square test, correlation & multiple regression for data analysis in this study. The results indicate that the customer satisfaction and priority of service quality. From the study it can be conclude that the Royal Orchid is the only hotel Shimoga city., rendering the international standard service to their guests. Royal Orchid Hotel is satisfying its guest by rendering proper services to guests but still in some areas it has to be improved for the better operation and for better utilization of different resources.

KEYWORDS: Guest Satisfaction, Trends, Royal orchid, Hotels, Feedback

INTRODUCTION

Hotel is one of the faster growing business Hotel is defined by British law as a place where a bonafide guest receives food & shelter. Provided he / she is in a position to pay for it & is in a receivable condition.

- (a) Food & Beverage services
- (b) Room attendant services
- (c) Laundry Services

The establishment whose primary business in providing lodging facilities for the general public & which furnishes one or more of the following services.

- (d) Use of furniture & fixtures
- (e) Safety and security to guest & his belongings.

GROWTH AND DEVELOPMENT OF HOTEL INDUSTRY

A Hotel industry is perhaps one of the earliest enterprises in the world with money as a medium of exchange. Sometime in the 6th century B.C come the first real impious for people of trade to travel & the earliest Inns were ventures by husbands and a wife who used to provides modest wholesome food, quench thirst (mainly wine) and a large hall to stay for **travelers , against money.**

Initially Inns were called "Public Houses or pubs" & the guests were called "paying guests" these conditions reminded for several hundred years. The advent of Industrial Revolution brought ideas progress in the business of Inn keeping the development of railways and ships made travelling more prominent the industrial revolution also changed travel from social to business states. There was an urge for quick &

clean services because the Inns were basically self services institutions.

During the year of 1750 to 1820 the English Inns gained the reputation of being the first in the world and were generally centered on London. In early England public houses were normally called “Inns or Taverns”. Normally the name Inn was reserved for finer establishment catering to the nobles while the name ‘Taverns’ was awarded to the houses frequented by common man. In France the establishments were known as “Holelleries” and the less pretentious houses called “Cabarets” The name Hotel is believed to be derived from

COMPANY PROFILE

Mr. Chander K Baljee an MBA from IIMs Ahmadabad, a person with a passion for hospitality opened the doors of the harsh hotel. Lunched in 1973, the Baljee groups- now Royal orchid groups of Hotels, is one of Bangalore’s most recognized names in hospitality. The groups currently include twenty seven Hotels i.e., Five Hotels in Bangalore and total nine in Karnataka there are additional twenty hotels outside Karnataka. Company has ambitious plans to add more hotels in India and abroad. The groups was also extended its expertise to a broad spectrum of high quality hospitality solutions which include a cal company supplying “ packaged meals “ to a host of MNCS ROHL has centralized reservation system in Bangalore and regional sales offices in metro cities. The Royal orchid hotel have the presidency college of hotel management established in 1994 located in the premises of hotel royal orchid and which is affiliated to the Sikkim manipal university .It has been rated as one of the best colleges in Bangalore and offers 2 years diploma course and a 3 years degree course. College has introduced skill development and vocational courses to serve the great demand f hospitality industry. The Hotel is the part of the secrecies industry , the existence and continuance of which depend on the “quality of gust satisfaction “ for which some of the qualities expected from the employees at all times are as follows.

- A pleasing personality
- A clean and neat appearance and good personal habits.
- Ability to understand instructions quickly and to carry out duties accurately.
- A good memory making it possible to remember the names of the gusts, likes & dislike of our regular gusts
- Ability to be courteous, friendly and responsible at all times.

Three decades ago, Mr. Chender k Baljee ‘s passion for hospitality gave birth to a vision . to provide the finest the business has to offer. The result: Royal orchid Harsha (now ramada) in Bangalore. Today the hotel operates 40 business and leisure hotels in 21 popular destination presently, Royal orchid hotels is among India fastest growing hospitality chains.

THE HOTEL ROYAL ORCHID CENTRAL SHIMOGA

- 1) Royal orchid central shimoga houses 108 well furnished elegantly appointed rooms, suites, coffee shops high speed internet connectivity, fitness centre and a host of banquet and conference facilities. Theirs tiger trail for specially prepared Indian delicacies. A luxury hotel that goes beyond our customer expectations. Situated less than 200 miters from the city bus stations, just 2 km from the city railway stations, it provides easy access to some land mark business and leisure destinations contemporary elegance and thoughtful amenities make this hotel an ideal destination while you are holidaying. There is mix bar for those who prefer a drink or on exotic cocktail before calling it a night. There is a pinxx restaurant for the morning session breakfast. The business finds new reward at royal orchid central shimoga. As the hotel Royal orchid it is in center of the place in shimoga the places like jog falls, lion safari, Bhadra Tiger resource are all just a short drive away. The hotel Royal orchid central shimoga laving & restaurants 1 mix bar, 3 banquet halls, 108 rooms the rooms are classified into 3 types
 - 1) Deluxe – 100
 - 2) Club suit – 7
 - 3) Presidential Suit – 1

LITERATURE REVIEW

1. **Saurabh Kumar Dixit (2013):** Saurabh kumar dixit in his studies on “guest satisfaction of hotel services quality”, get know that it is favorable strategy in the hotel industry to retain the guest because by studying the expectation of hotel service the management get know about what the guest expectations are with the hotel and how much they had full filled it. According to saurabh kumar dixit study, only those hotels provides a quality services to its ever demanding guest which want a long term competitive advantage over their rivals as the hotels are offerings intangible and perishable personal service, managing this services plays a vital role in retaining the guest.
2. **Riadhi ladhari (2009):** Riadhi ladhari in his research paper, “service quality emotional satisfaction and behavioral intentions: a study in the hotel industry, managing service quality”, has made an attempt to understand the relationship among the service quality, emotional satisfaction and emotional satisfaction and behavioral intention in the hotel industry. Study made by the Riadhi Ladhari has confirmed that the service quality directly affect the behavioral intentions.
3. **Heesup Hanand and kisang Ryu (2009)** Heesup hanand and kisang ryu in their research paper, “the role of the physical environment, price perception and customer satisfaction in determining customer loyalty in the restaurant industry”, tries to find the relationship among three components of the physical environment (i.e. décor and artifacts, spatial layout and ambient conditions). According to their study, the three factors of the physical environment strongly influence how customer perceived price and this price in turn enhance the customer satisfaction level which directly or indirectly influence the customer loyalty.
4. **Asad Mohsi and Tim Lockyer (2010),** Asad mohsi and Tim lockyer has written research paper “customer perception of service quality in luxury hotels in New Delhi, India: an exploratory study”, wrote with the purpose to assess the service quality perception of customer of luxury hotels in New Delhi and helps in identifying the area that need attention to meet the exceed customer expectations. The result of the research paper is that there is significant difference between expectation of the guests and actual experience.
5. **Ibrahim Giritlioglu, Eleri Jones, Cevdent Avcikurt, (2014),** Ibrahim Giritlioglu, Eleri Jones, Cevdent Avcikurt wrote their paper “Measuring food and beverage service quality in spa hotels: A case study in Balikersir, Turkey”, with the three major purpose. First to develop an instrument to evaluate food and beverage service quality of which customers had the highest expectations i.e. the key dimensions of the food and

beverage service quality in spa hotels; third to measure customer perception of the spa hotels in this study and to identify those dimensions with the largest gap between customer expectations and perceptions

RESEARCH METHODOLOGY

The methodology adopted to study the guest satisfaction towards the hotel royal orchid central shimoga is descriptive research design. Because the descriptive research has various techniques to understand the guest satisfaction through surveys, panels, observation etc. Food and beverage department plays a vital role in any of the hotel. Maximum percentage of the hotel service is covered and it gives importance to food and beverage section. The purpose of this study is to study “Guest satisfaction towards food and beverage with special reference to Royal Orchid Central, Shimoga” is to understand how the food and beverage department plans or operates to satisfy the guest.

Objectives of The Study:

1. To understand the customer expectation towards Royal Orchid Service.
2. To study the people who offer the services in royal orchid.
3. To study the process in services delivery in Royal Orchid.
4. To understand the impact of physical evidence on consumers.
5. To study the services standards and satisfaction level of customers.

Scope Of The Study: The scope of the study is to analyze and interpret the guest satisfaction towards food and beverage with special reference to hotel royal orchid central shimoga.

- The study helps the hotel to improve in the quality & taste of the food.
- The study also helps in better standard delivery of the service.
- The study includes only the data collected by various sources and also the interaction with the guest in the hotel royal orchid.
- The study also covers the views and opinion of the staff members.
- The scope of the study is restricted to hotel royal orchid central shimoga only.

Sources of Data:

1) Primary Data: The primary data are collected for the first time by the respondent to their reference by giving some questions to the guest so it would be easy to analyze the study. In this study 100 respondents from whom the data has been collected.

2) Secondary Data: The data which are already collected by the company website, magazines, newspapers, etc. In secondary data if any information is needed we can collect from the other sources.

Sample Design:

Population	Over all guest of the hotel Royal Orchid Central Shimoga.
Sample size	The guest who are selected for the study 100.
Sample unit	Guest of the hotel
Sampling method	Non-probability

LIMITATIONS OF THE STUDY

- a) Time constraint is one of the major drawbacks to collect the information.
- b) The study is to be done with in the shimoga city.
- c) During their busy schedule of the guest they were not responding correctly.
- d) There will be the chances of the biased answers given by the respondents.

Table-4.1: Showing age group of the guest visited to Royal Orchid

Sl. No	Age group	Respondents	Percentage
1	18-30	42	42%
2	31-45	39	39%
3	46-59	17	17%
4	60 & above	2	2%

Interpretation: From the primary data it is clear that the Guest belongs to the Age group 18-30 is 42% and 31-45 is 39% respectively. The outcome of

the result is majority of the guest visit for business purpose and with their family and friends to spend some time.

Table4.2: Showing place of the guest visited to Royal Orchid

Sl. No	Place	Respondents	Percentage
1	State	98	98%
2	Foreign	2	2%

Interpretation: Primary Data reveals that maximum of the guest visited to Hotel are from Karnataka state while we get few from Tamilnadu,

Kerala and Andrapradesh. From 100 respondents we got only 2 from foreign country.

Table-4.3: Showing Profession of the guest visited to Royal Orchid

Sl. No	Profession	Respondents	Percentage
1	Businessmen	27	27%
2	Doctor	6	6%
3	Engineer	15	15%
4	Professor	3	3%
5	Others	49	49%

Interpretation: From the primary data it is observed that most of the guest visited are corporate people and managers is of 49%, businessmen of 27%

and engineer is 15%.From the above data it is clear that as a part of their staying corporate people and managers are more

Table-4.4: Showing the guest visited to Royal Orchid Hotel Before

Sl. No	Options	Respondents	Percentage
1	Yes	75	75%
2	No	25	25%

Interpretation: From the primary data it shows that 75% of the guest have visited hotel before and only 25% of the guest are visiting for the first time.

It is observed that majority of the guests visited hotel previously and they are repeat customers.

Table-4.5: Showing how often guest visited to Royal Orchid Central

Sl. No	Option	Respondents	Percentage
1	Weekly	4	4%
2	Monthly	23	23%
3	Occasionally	48	48%

Interpretation: From the above table it is revealed that, 48% of guests visit hotel occasionally, 23% monthly and 4% weekly. As majority of them

visit occasionally. As the hotel having a good brand most of the guests visits occasionally.

Table-4.6: Showing main reasons for today’s Breakfast/Lunch/Dinner

Sl. No	Reasons	Respondents	Percentage
1	Family Outing	19	19%
2	Business Visit	51	51%
3	Treat From Family & Friends	13	13%
4	Other Reasons	17	17%

Interpretation: The above data tells that 51% of the guests have come for the business visit while 19% of the guests come for the family outing and 17% visits for some other reasons. From this it is clear that most of the people visit for business purpose.

Table-4.7: Showing guest like food most in the Royal Orchid

Sl. No	Food	Respondents	Percentage
1	South Indian	60	60%
2	North Indian	24	24%
3	Continental	11	11%
4	Chinese	5	5%

Interpretation:By analyzing this graph, it reveals that 60% of the guest like south Indian food and 24% like north Indian food. The most of the entire customer prefer and demanding south Indian food, only because of majority of the customer for royal orchid are in the region of south-India, particularly this hotel existed in the Shimoga city i.e. South region of India

Table-4.8: Showing Price of the food in the Royal Orchid Central

Sl. No	Price	Respondents	Percentage
1	Economical	14	14%
2	Affordable	54	54%
3	Costly	26	26%
4	Very Costly	6	6%

Interpretation: From the above data 54% the guest rates the price of the hotel is affordable pricing policy of the hotel denotes, majority of the customers were agreeing with the price of the food. And

particularly the royal orchid is mainly focusing on upper income class people.

Table-4.9: Showing the rating of guest on different attributes of Service:

SERVICE	POOR	AVERAGE	GOOD	VERY GOOD	EXCELLENT
Efficiency of service	3	19	48	18	12
Friendliness of the staff	2	7	46	27	18
Waiting time	4	20	40	25	11
Clarity in communication	3	16	30	33	18
Seating arrangements	1	6	34	34	25

Interpretation- The above table clears that when it comes to service the guests are rated on different parameters hence, regarding service, behavior, punctuality the hotel scored more on good and very good. By treating customers as a special guest to the

company, it may enhance the customer’s range of comfortableness inside the royal orchid. Here majority of the customers are feeling the ranges of attributes of services are good.

Table-4.10: Showing parking facilities of the Hotel Royal Orchid

Parking facilities	Respondents	Percentage
More Space	14	14%
Less Space	30	30%
Convenient	56	56%

Interpretation:By 56% of the respondents rated the parking facility as convenient as analyzing these statistics the available space for parking facility inside the city itself is very less, because more

number of boutiques, showrooms and so many shops are existed in the center of the city, so that the hotel royal orchid somehow they are managing the parking facilities of its customers.

Table-4.11: Showing the rating of guest on different attributes of Food and Beverage:

Food and Beverage	POOR	AVERAGE	GOOD	VERY GOOD	EXCELLENT
Variety in buffet	3	14	55	20	8
Variety in vegetarian menu	5	13	47	26	9
Variety in non vegetarian	2	14	40	33	11
Taste of food	1	13	42	30	14
Taste of beverage	1	10	43	32	14
Quantity of food	5	11	40	28	16

Interpretation: Usually the hotel Royal Orchid is famous for giving high-end services to its existing customers, the variety of the foods and beverages are

the only thing for any hotel industries, so that it will enhance the customer satisfaction towards the variety of foods and services.

Table-4.12: Showing the expectations of guest on different attributes in the Royal Orchid

Expectations	Very high	High	Neutral	Acceptable	No expectations
Quality of service	40	37	12	11	-
Taste(food)	31	31	22	15	1
Hygiene(maintenance)	35	43	9	12	1
cleanliness	38	30	17	13	2

Interpretation:The above data reveals the quality of service, food taste, hygiene and cleanliness are of very high level in royal orchid. Analyzing customer’s expectations towards different attributes or the timely presenting of the

services, taste, quality, hygiene and cleanliness by the staffs is the main thing to get good opinion by an existing customer.

Table-4.13: Showing the Behavior of the servicing staff of Hotel Royal Orchid

Behaviour	Respondents	Percentage
Very good	46	46%
Good	50	50%
Average	4	4%

Interpretation: The guest are rated 50% behavior of the servicing staff is good. Particularly the hotel industries have to focus on their customers by giving special services that may

enhances the comfortable level of the customers, these things are handled and it is one of the responsibility of every service staffs.

Table-4.14: Showing Food and Beverage quality exceeds guest expectations

Sl. No	OPTIONS	RESPONDENTS	PERCENTAGE
1	Yes	68	68%
2	No	32	32%

Interpretation: Primary data reveals that the 68% of the guest in food and beverages exceeds their expectations that they reached their

expectations and only 32% of the guests are not reached their expectations.

Table-4.15: Showing the ratings of the physical evidence of Hotel Royal Orchid

Physical evidence	Very good	Good	Average	Poor	Very poor
Entrance	51	44	3	2	
Lobby	38	51	8	3	
Uniform	33	52	13	2	
Furniture	34	53	12	-	1
location	33	53	11	3	

Interpretation: Here in this statistics, physical evidence like menus, seating arrangements, timely services etc. are the special thing to show the appearance of the hotel. Somehow the level of

physical existence and the appearance of the hotel are very good and majority of the customers rated as good.

Table-4.16: Showing where the guest feel that the Hotel needs improvement

Improvement	Respondents	Percentage
Service	21	21%
Physical evidence	10	10%
Taste of food	49	49%
Others	20	20%

Interpretation: Basically the hotel is targeting on the upper class people, by default those customers are looking for the taste of food, the 49% of the guest feels that the hotel needs improvement in taste

of food as value for their money, here somehow the hotel is to focus in and giving special attention to its customers.

Table-4.17: Showing the guest overall satisfaction of the Hotel Royal Orchid

Satisfaction	Respondents	Percentage
Very satisfied	45	45%
Somewhat satisfied	38	38%
Neutral	16	16%
Somewhat dissatisfied	1	1%

Interpretation: The overall opinion of the customers are in the range of satisfied level of 45%, but by analyzing those data some customers are somewhat satisfied, some guests are in the range of neutral level, so that the hotel will ensure their quality of services and taste of food in upcoming days.

SUGGESTIONS

Based on the data collected the following suggestion for the improvement of service and taste of the food is suggested below.

- As most of the guests put forth their views hence the following points can be considering as suggestions.
- Price of the food and beverages are bit expensive, it may be considered for revision
- Further scope of minimizing the waiting time for food and beverages, since the overall score is poor compared to other attributes.

- It is better to select and train the employees for food and beverage department from local market, so that language barrier can be easily overcome.
- It is to go with better forecasting technique so that wastage can be minimized.
- Employees should be trained properly for effective utilization of recourses.

CONCLUSION

In conclusion there is a positive relation between the service quality and customer satisfaction. If hotel meets or surpass the customer expectation about quality provided to them they fell satisfied. If there is positive gap between the perception and expectation of the customers for hotel it means hotel is doing well, but if there is negative gap between the perception and expectation of the customers for hotel it means there is a need of improvement in the service quality level. Guest satisfaction towards food and

beverage in the hotel, with special reference to Hotel Royal Orchid, Shimoga was conducted and with analysis it can be concluded that the Hotel Royal Orchid is the only Hotel in the Shimoga market, rendering the international standard service to their guests. Royal Orchid Hotel is satisfying its guest by rendering proper services to guests but still in some areas it has to be improved for the better operation and for better utilization of different resources. So, the hotel management must take a keen interest in training the employees about their behavior and interaction with the guests. From the study, it is clear that ambiance and food & beverage are positively correlated to service quality and customer loyalty which mean that if ambiance and food & beverage are improved it would improve service quality that leads to customer loyalty for the hotel

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