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SAFETY MEASURES ASSESSMENT IS AN IMPORTANT STEP TOWARDS GUEST SATISFACTION: MAIN CONSTRAINTS TOWARDS CURRENT PANDEMIC SITUATION

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Abstract

The success of every company is directly tied to how well it serves its clients. When a company is just getting off the ground, consumers always come "first," followed by profit. One of the most critical strategic mechanisms in best-practice hotel organisations is the ability to keep customers happy. In order to create and sustain consumer satisfaction, business leaders and workers are constantly confronted with new obstacles. We want to find and develop metrics that may be utilised in the hotel sector to evaluate customer satisfaction and customer service performance, particularly in light of the present epidemic. The hotel industry's newest trends are also covered in this article.

Keywords: Customer satisfaction, customer loyalty, factors, relationship, services

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1. Introduction

Guests are more likely to be satisfied if the hotel's service quality is high. According to several first-hand accounts, having excellent service from a hotel's food and beverage (F&B) department is critical to many visitors. It has been determined that the notion of customer-perceived quality, which is entirely based on the viewpoint of customers, defines service quality. [1] An organization's impression of service quality may be created by providing consumers with products and services they're satisfied with and by examining the quality of those services. Client happiness is critical in the hotel business since it encourages return visits and builds customer loyalty and pleasure. [2]

Taking into account the many facets of service quality is thus essential. There were many studies that focused on this aspect, and hotel managers were given assistance to put the findings into action. In the hotel business, the advantages of excellent service quality include happier guests and better performance from employees. [3]

1.1. Dimensions of Service Quality

The capacity of a service provider to quickly provide high-quality service is described as dependability in the first definition. It is critical for a company to adhere to service delivery agreements, pricing, and complaint management. [3] The second notion, responsiveness, refers to a company's willingness to assist customers right away after receiving a request. In response to any requests, questions, and suggestions from their visitors, the service guests will respond quickly and promptly. [4] The third idea is assurance, which takes into account the quality of service retention and considers the product or service's capacity to activate trust and confidence. Customer service excellence emphasizing individual interaction with guests is the fourth level of empathy. Finally, the service component of tangibility is what makes a product or service useful and practical for consumers. [5]

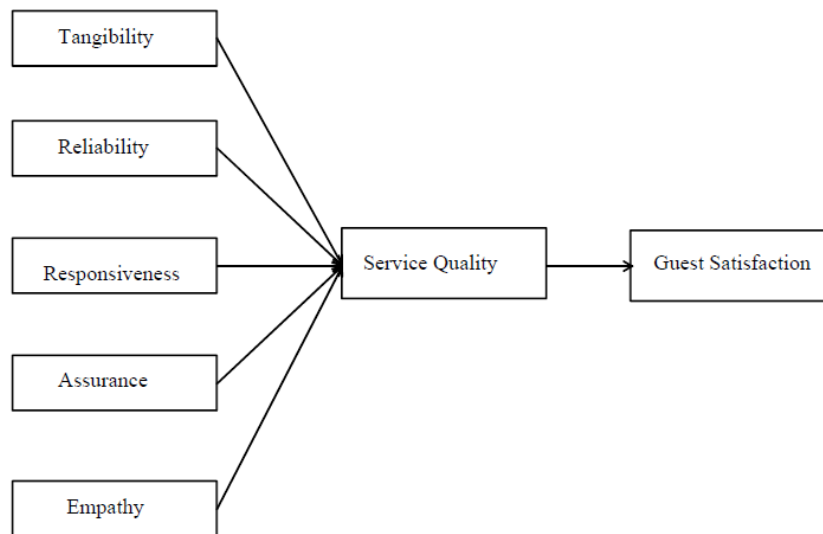


Figure 1: Service quality management framework

If a visitor is satisfied, the quality of the service provided has met his expectations. Guests get disappointed when services fail to live up to expectations. In the hotel business, customer satisfaction is measured by how happy customers are with the F&B department's service and the relationships with hotel employees they establish. [6] In a business focused on the market, one of the most essential results is satisfied customers. The goal of pleasing a client is to grow a company, increase market share, and earn repeat and referral business, all of which contribute to increased profitability. In this model, the notion of visitor satisfaction denotes satisfaction based on both excellent service quality and the ability to meet guests' requirements.

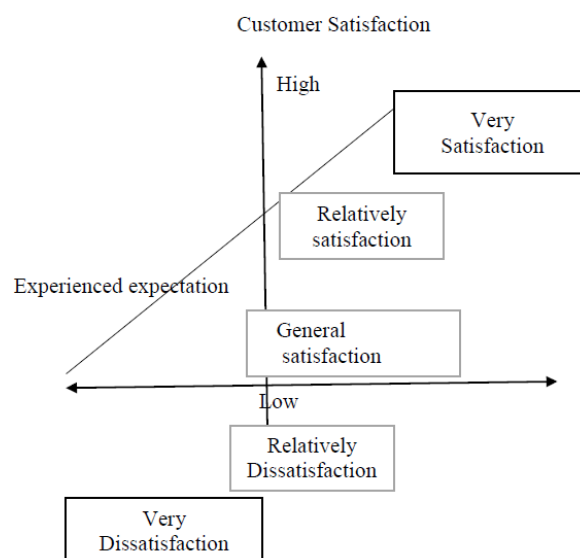


Figure 2: Customer satisfaction analysis model

Customers' behaviour and requirements should be understood by service providers so that they may offer what they need.

Customers are satisfied when they get service that meets or exceeds their expectations. Customer happiness is shown in the graph below to be inversely linked to customer expectations. The graph illustrates the gap between the actual customer experience and what customers anticipate. [7] As a result, it's split into five sections (very dissatisfied, relatively dissatisfied, general satisfaction, relatively satisfied and very satisfied). In contrast, poor customer service results in decreased customer satisfaction when compared to expectations. Companies may boost customer happiness in one of two ways. [8] The first step is to improve customer service by giving them a better overall experience, and the second is to reduce consumer expectations as much as possible. In contrast, the first method is extensively utilised and has had tremendous success. Companies will have to make adjustments in the future to ensure continual development. [9]

1.2. HOSPITALITY INDUSTRY TRENDS – SERVICE PERFORMANCE

Customers select between hotels in a competitive market, such as the hotel business, based on their perception of the hotel's capacity to provide the finest service. To a client, this shows a dedication to providing consistently high-quality service of the highest order. [10]

The ability of hotels to provide excellent service is intimately connected to dependability, or the ability to provide service without interruption, from the viewpoint of their customers. Despite all efforts to minimise service delivery error, most service organisations' significant human engagement means errors are inevitable. A hotel's improved competence and favourable image are a direct result of effective service recovery.

“Service recovery” refers to a hotel's methodical attempt to bring dissatisfied guests back to a happy state of mind after a service has fallen short of their expectations. “Service failure-recovery methods” must thus be taught to workers by tourism and hospitality organisations. Customer dissatisfaction may be turned into loyalty if service failures are managed properly, resulting in rapid remedial action, often referred to as “service recovery”. The inability of the hotel to recover from the service failure magnifies unfavourable client perceptions and opens the door for bad word-of-mouth. The hotel has failed twice. As a result, hotels must take quick action to fulfil client requirements while also taking remedial measures to recover from the error. Using a service guarantee may also help hotels persuade consumers that they are getting a better product or service, which will lead to more repeat business. [11]

1.3. Determinant of customer satisfaction

If a business wants its consumers to be pleased, it must understand what makes them happy. Customer happiness may be influenced by a variety of factors, some of which are described here. Even if something pleases one consumer, it may leave the other disappointed: [12]

- Value of service quality or product quality

Recent Trends In Commerce & Management : Innovations & Updates

Each and every client hopes to get the most bang for their buck. Customers have high expectations before they buy a product or service. Customer satisfaction is essential for any business that offers a service. There is a huge difference between a client being pleased and a dissatisfied when it comes to the quality of the service or product they received. Because of this, consumer happiness hinges in large part on the value of a service or product.

- Customer's emotion

An angry individual may have a hard time appreciating anything, no matter how excellent the service is. When a dissatisfied client enters a business looking for services or products, it's simple for the customer to depart without getting what they wanted. It's very tough to win over an irate client.

- Perception of equality and fair treatment

When someone pays the same amount for a service or product but is handled differently by business employees than other customers, they will be dissatisfied. For instance, when waiting in line at a bank, a customer service representative may summon someone from behind the line and serve them before the people in front of them. Other consumers will be dissatisfied as a result of your actions. Customers must be handled equally and fairly. This is critical.

2. LITERATURE REVIEW

In the face of the COVID-19 epidemic, no systematic literature review was employed to examine the hospitality sector. However, systematic literature reviews are frequent in the hospitality industry:

(A. Sharma et al., 2021) [1] In Cameroon, competition has increased due to the emergence of new hotel companies, prompting hoteliers to seek out innovative methods of providing high-quality services. Consumers who are pleased with the company's quality services are more likely to remain loyal customers. Increased customer pleasure, it has long been believed, is a certain way to boost client loyalty. As a result of this study, we were able to better understand the relationship between customer happiness and loyalty, as well as how various factors affect both. To find out how the business might better satisfy and retain customers.

(G. D. Sharma et al., 2021) [2] The tourist sector took a serious hit as a result of the COVID-19 epidemic. We developed a strategy for recovering the global tourist sector after COVID-19 based on a study of 35 studies that looked at the industry's resilience after the epidemic. Government reaction, technological innovation, local belongingness, and customer and employee confidence are all major elements in industrial resilience development. A new global economic order with sustainable tourism, society's well-being, climate action, and local community participation may be possible if the sector uses inclusive resilience. Further study in the area will be guided by our recommendations.

(Sigahi et al., 2021) [3] When it comes to the Covid19 pandemic, employment is a significant topic of conversation since the disease's symptoms affect employees at all organisational levels and provide unanticipated difficulties for managers. A comprehensive review of how scholars have approached the problem has yet to appear in the literature. Systematic evaluation of Covid19 effect on work and

employees of various professions is presented in this article to identify research gaps and assist managers in adapting to organisations throughout the pandemic. A total of 258 articles from the Web of Science and Scopus databases were used to compile this review. Studies focusing on frontline healthcare workers dominated quantitative and qualitative research, while managers' job was understudied. By examining the literature, we demonstrate how different elements of work have been addressed in various economic sectors (e.g. health of the workforce, working environment, processes, protective equipment and remote working). There are two disciplines that consider labour and organisation to be closely connected: ergonomics and psychodynamics, which may help managers handle the challenges brought on by a pandemic.

(Magableh, 2021) [4] The Coronavirus pandemic had a major impact on supply chain (SC) operations throughout the globe. Consequently, the SC is unlikely to return to its pre-COVID-19 position in the near future. This research analyses the disruptions, related difficulties, and trend that the COVID-19 pandemic has had on SCs. There is a thorough examination of the many stages, phases, and symptoms that a pandemic has on SCs. The SC with COVID-19 architecture is provided for a global value chain in the future and for continual development. SC-COVID19 connections are explored and connected in this paper (SCC19). In a comprehensive framework, this research identifies, categorizes, and frames the critical variables and their interrelationships. There is value in the SCC19 framework for decision-makers as well as researchers, and it may be applied to other sectors. There are also discussions on the study's shortcomings and potential future research paths.

(Davahli et al., 2020) [5] Systematic examination of the available literature was utilised to uncover current studies on how the hotel sector would cope with a COVID-19 pandemic, according to this paper. The current review used Google Scholar, Web of Science, and Science Direct databases to find relevant articles. Only 50 of the total 175 articles matched the inclusion requirements. We sorted the articles based on the following criteria: publication year, industry, and research technique. The papers that were examined included a wide range of topics related to the hospitality sector, such as problems facing employees in the industry, job losses, revenue effect, COVID-19 spreading trends in the industry, market demand, and the industry's recovery hopes. Many different methods were employed to study the hotel sector during the epidemic, according to the findings. For discovering the COVID-19 spreading patterns, researchers used simulation and scenario modelling, as well as field surveys and secondary data analysis. They also discussed the resumption of activities during and after the pandemic, and compared the COVID-19 pandemic to previous public health crises.

(Vujić et al., 2019) [6] This research aimed to find out how satisfied customers are with the service they get from the hotel industry. Descriptive research technique was used to achieve this objective. 390 SNNPRS hotel/restaurant respondents were surveyed using convenient sampling to get data for this study. A well recognised SERVQUAL model was employed to take the measures. Customers' views differed from what they expected, as shown by descriptive statistics such as percentage, mean, and gap analysis. Results showed that SNNPRS Hotels/Restaurants did not meet the service expectations of its clients due to a large difference between perceptions and expectations. The conclusion: When looking at the Modified Five Dimensions of Service Quality, Assurance and Tangibility have the greatest negative

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gap score (or difference). Furthermore, the research showed that the responsiveness aspects of service quality had the lowest negative gap score. To better serve their clients, SNNPRS hotels and restaurants must get a deeper understanding of them by measuring and evaluating their service quality performance on a continual basis.

3. New normal after COVID-19

The hotel business has been particularly severely impacted by COVID-19, which has had ramifications across all industries. According to our findings, it will be at least until 2023 before we see recovery to pre-COVID-19 levels. As shown by the underperformance of US lodging REITs, investors have similar perspectives on the future of hotel businesses (REITs). The hotel industry, like many others, will undergo both minor and major changes in the years after the epidemic. Some of these things have already come to light today. [13]

Hotels are under pressure to inspire customer trust while simultaneously working hard to keep visitors and workers safe from COVID-19 in today's health-conscious world.

Every sector in the globe is working to keep the economy humming and consumers confident. Practices like mask use, hand sanitising and social distance are recognised as new standards, and strategies to keep people apart while doing business (i.e. "touch-free" or "contactless" solutions) are the rule of the day nowadays. [14]

One of the worst-hit industries by the epidemic has been the food and lodging industry. Trade restrictions have had a major effect on the turnover of the hotel industry. The industry is concerned about rising fixed expenses and debt, as well as poor revenues and cash reserves that remain.

Large public facilities such as hotels and tourist accommodations are no more immune to the spread of infectious diseases than are the individuals who use them. However, these are locations where visitors temporarily dwell and where there is a lot of contact between guests and employees. We need to pay attention to these details—guest housing with all of the associated services (food and beverage, cleaning, activity planning, etc.) and the relationships that are unique to these facilities (guests to other visitors, guests to the staff, and staff to the staff).

After the COVID-19 epidemic, the globe is progressively opening up again, and our hotel stays will be organised differently. Some long-held customs must be retired - sayonara to the breakfast buffet - and new procedures must be implemented to guarantee the safety and protection of both travellers and employees. Hotel stays will change in a number of ways in the future, as detailed below.

Cleanliness: Travelers have always given high marks to a hotel's cleanliness, but in the future, they'll be much more picky. As well as cleaning guest rooms and meeting spaces, hotels will have to show that they have improved health and safety procedures in place for these areas as well as at the back of the house. Hotel cleanliness will be assessed via auditing efforts that are anticipated to be introduced in the near future.

Richa Srivastava

Leisure: When hotels reopen, guests will be able to relax in their pools and remain active in their gyms again, but new rules will apply when the facilities reopen. Scheduled gym time-slots, for example, are likely to be implemented, meaning we won't be able to show there whenever we like.

Check-in: Changes to check-in processes may include the placement of social distancing floor decals, front desk barriers, and hand sanitizing stations when they are not done on a self-service basis. When staying at some hotels, guests may be required to submit to regular temperature checks both before entering the hotel and while they are there.

Minimalism: In spite of our desire for luxurious hotel amenities, it seems that a focus on simplicity will be the best strategy for minimising the amount of things that need to be cleaned. So, free pencils, paper, magazines, and guest directories may have to go goodbye, as well as other things we enjoy but aren't really necessary in the room

In light of the coronavirus, we must prepare for future pandemics, and hoteliers must do their part to make guests feel secure while visiting. When choosing a hotel for a visit, social event, meeting, or conference, these new amenities will be front of mind for guests and meeting planners alike. It is anticipated that the implementation of these new elements would result in a worldwide standard for hospitality cleanliness and safety for visitors and employees alike.

4. CONCLUSION

It is the goal of any hotel to bring in a new client. As long as you provide consistently excellent levels of service quality, you'll keep your customers coming back for more. Ignoring the importance of customer satisfaction, particularly their wants and expectations, may have a negative impact on customer retention and loyalty. As a result, the greatest issue facing hotel management is not just recruiting guests but also identifying individual customer satisfaction. Customers' expectations and perceptions vary, as do the things they anticipate from you. Every client is unique, and no two are alike when it comes to how they see a service or what they require from it. As a result, there isn't a single ideal method to improve the quality of hotel service. Everything is determined by the nation in which the hotel is situated and the local culture. Because culture affects how people perceive things, it's important to learn about the people before starting a hotel company so you can provide the service precisely as they want it.

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Recent Trends In Commerce & Management : Innovations & Updates

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