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A Case Study on Customer Satisfaction towards Service Quality of Front Office Staff at Radisson Blu Hotel [Delhi NCR]

By Shivagya Karan, Jyoti & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Guest satisfaction is important because it gives us business and if they are satisfied then it increases the chances of a guest returning to do more business. It generally means how the guest is satisfied with the company products and service. The hospitality industry is a vast category which includes lodging, food and drink service, event planning, theme parks, travel and tourism. It includes hotels, tourism agencies, restaurants and bars. In this review I got to know that how hotel is maintaining guest experience in this pandemic and building the good value in the market. for my research I also conduct a online survey which shows that how employees of Radisson blu Kaushambi is doing their best to maintain the guest expectations and how much they are satisfied working in this situation.

Keywords: *covid, guest satisfaction, employees, staff, hospitality.*

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A Case Study on Customer Satisfaction towards Service Quality of Front Office Staff at Radisson Blu Hotel [Delhi NCR]

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I. Introduction

The Indian tourism and hospitality industry both the categories are interlinked and without tourism the hospitality sector will not evolve as much as it is evolving now. As this pandemic hits there is complete blockage of tourism in every country and hospitality sector suffers a lot by this but sooner and later everything comes to an normal end and hospitality sector is now on normal track with some new trends and technology

I have done my industrial training from 5-star property i.e., Crowne plaza, Greater Noida, Uttar Pradesh Including the core departments and now I am working in the front office department As a GSA at Radisson blu Kaushambi, Delhi NCR. I came across many new ideas when I was working in the front office department and got to know how records are being maintained in excel sheets, monitoring of review websites, handling guest complaints, service recovery for any incidentals these things which I have observed.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: shivagyakaran982@gmail.com
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: jyoti@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

II. Objectives

- To study and analyse the working environment in Radisson blu kaushambi.
- To find out the problems across the department.
- To study how employees are sustaining post covid situations.

III. Literature Review

- After going through this research I came to know that before everything we need to work on interpersonal skills of humans and the most important thing that hinder is behaviour of the person which evaluates everything of a person. So the person standing at the main desk should have proper training of interpersonal skills (Garavan, T. N. (1997). Interpersonal skills training for quality service interactions. Industrial and Commercial Training.)
- Quality in service is very important especially for the growth and development of service sector business enterprises (Rahaman et al, 2011). It works as a factor of customer satisfaction (Ruyter and Bloemer, 1995). With the increase of the importance of the service sector in the Zimbabwean economy, the measurements of service quality become important. ISO standards are one of the popular measurement tools of service quality, where quality is defined as the totality of features and characteristics of a product, process or service (Islam & Ahmed, 2005).
- After going through this research paper we got to know that everything needs an update so hospitality also does the same. New trends have been introduced in all departments. AI is playing a vital role in hospitality contact less checkins and checkouts introduced. Basically we got to know how various hotel chains are adopting new trends and technology to make things more convenient and efficient (Seal, P. P. (2019). Guest retention through automation: an analysis of emerging trends in hotels in the Indian Subcontinent. In Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management (pp. 58-69). IGI Global)

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IV. Methodology

This Paper is based upon the both qualitative and quantitative methods of research, the sample papers and the other information which was gathered through the medium of online media that is the google forms. For this paper I have personally taken reviews from more than 50 people. I have also met people personally to gather information for the same. The people whom I have taken my reviews from were in the age category of 18-50 years that included the permanent employees as well as the trainees that were present in the hotel Radisson Blu Kaushambi, Ghaziabad. Based on my survey some bar charts and some pie charts have been generated after conducting the survey. The information that I gathered through the medium sources of my research are almost the accurate and have been checked by the hotel experts and some other people working in the same industry.

V. Graphical Presentation

Research analysis data and the screenshots of the responses collected:

Covid-19 degrading the overall guest satisfaction: We took a survey to get to know a few things. We asked people whether covid-19 is becoming an issue or not ? Majority of people agree on the same as clearly you can see in the pie chart. That means poking everytime about the masks and hand sanitizer in the hotel is somehow degrading the satisfaction but still employees are maintaining a good guest experience.

Best Possible Outcomes: Most of the employees as well as guests agree that staff is doing their best in providing the hospitality but one question arises here that if everyone is doing their best then how come problems are coming in guest satisfaction.

Covid Protocols In hotel: We asked people that do you observe covid protocols in Radisson blu kaushambi then we got know that yes people observe and they also have the proper sanitizing dispenser for guests in most of the place of the hotel.

Adequate knowledge of the property: In The Busy Operation sometimes staff forgets to give the proper knowledge but we asked from guests that is the staff have adequate knowledge about the property so most of the people strongly agree that Yes they have the proper knowledge about the property.

Over guest expectations: Do you also think that over guest expectations make blunder but if we see from hospitality point of view expectation is expectation there is no over and low we as a people of hospitality are here to meet.

Rating of front office department: We asked people how much would you rate front office department on the scale of 0-5 we got some good results

Clientele matters in feedback: According to this survey We got now that Yes clientele matters in guest feedback one night stayers mostly don't give feedbacks and and they don't even bothered about the services but business people do look forward for the best service and they do give feedbacks.

Safety Measure In Hotel: Most Of the People Feel Safe In Radisson BluKaushambi In Terms of Safety Protocols HR departments is taking Care of safety Measures in the hotel, Guest As well As Staff Feels Safe in the hotel and people are enjoying been safe in the hotel.

Regular Training of staff: Training is a most important part in an organization and if it is on a regular basis it will be beneficial for the company to sustain. Training of staff will increase productivity and make the guest experience better.

The Team is working as per the standards: Every hotel has some standards for operating operation but we need to check whether the employees of that hotel are working according to that if not they need training. As per the pie chart people think the yes team is working according to the standards.

VI. Conclusion

Through this research I got to know various things about how employees are working in this situation and keeping the standards high. By this research we are able to get to know what exactly the employees think about the department and how they feel working in this situation. Everyone is aware about the safety protocols which need to be followed for their personal safety. After the pre-covid era the challenging part is to overcome this situation and get back to the new normal and that's what the hospitality industry does so well and is still now. They ensure the safety of guests so you can set out of your home and enjoy as they did earlier, Front office department is the one who encounters the guest first so for that hotel plans according to that. We put shield face masks to ensure 100% safety of the guest contactless check in and check outs introduced during this era and people started getting used to this new normal. We hope that the hospitality industry grows as fast as possible!

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