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A Study on the Impact of Housekeeping Service on Customer Satisfaction and Repeat Business in Crowne Plaza Hotel, Greater Noida

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Abstract- A hotel's housekeeping department is its foundation. It not only maintains the cleanliness of the entire inn, but also contributes significantly to a variety of other activities in a lodge. Keeping track of and maintaining all of the hotel convenience and public areas is a challenge in and of itself, making it one of the inn's most important branches. The work done by the housekeeping office has a significant impact on the tourist experience at the lodging. The study looked into the impact of housekeeping administrations and practices on customer satisfaction and repeat business. Laundry, Decor, Room Amenities, Cleanliness, Guest Satisfaction, and Repeat Business were the constructs used in the review. Cleanliness and stylistic arrangement were proven to have a positive impact.

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A Study on the Impact of Housekeeping Service on Customer Satisfaction and Repeat Business in Crowne Plaza Hotel, Greater Noida

Nikhil Kumar Singh [α], Himanshu Sharma [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- **A hotel's housekeeping department is its foundation. It not only maintains the cleanliness of the entire inn, but also contributes significantly to a variety of other activities in a lodge. Keeping track of and maintaining all of the hotel convenience and public areas is a challenge in and of itself, making it one of the inn's most important branches. The work done by the housekeeping office has a significant impact on the tourist experience at the lodging. The study looked into the impact of housekeeping administrations and practices on customer satisfaction and repeat business. Laundry, Decor, Room Amenities, Cleanliness, Guest Satisfaction, and Repeat Business were the constructs used in the review. Cleanliness and stylistic arrangement were proven to have a positive impact.**

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I. Introduction

Guest satisfaction is a critical component in the hotel industry since it improves the hotel's reputation, increases room sales (because satisfied guests are more likely to return), and increases profitability. The primary purpose of housekeeping is to suit the needs of guests while meeting financial expectations. Because of the increased competition and quality requirements, this customer-oriented approach is increasingly necessary. A hotel is a major unit in itself comprising of different divisions, which run in joint effort and coordination with one another to make the visitor stay agreeable. One of the significant divisions in a hotel is housekeeping. Housekeeping is responsible for neatness, upkeep, stylistic layout, and support of the whole five-star hotel. A five-star hotel in itself is a tremendous region containing an enormous number of rooms, huge public region including entryway, hallways, various foods, eateries, gyms, pools, spa, and so forth and immense back region too including clothing, staff cafeteria, shelter, storage spaces, stores, regulatory divisions, different food creation units, and so on. Dealing with the neatness, support, upkeep, and style of these region is a test in itself. The hotel's housekeeping office makes a usual hangout spot. The essential Endeavor is to give perfect, all around kept up with, agreeable rooms with warm environmental elements that deal an incentive for cash. Aside from hotel, housekeeping legally binding administrations are in a ton of interest at corporate workplaces, air terminals, carriers, clinics, banks, cruisers, and shopping arcades. Subsequently, contract housekeeping is likewise a beneficial business undertaking. A five star perseveres on the room deals, food and drink, and other valuable administrations like exercise center, clothing, clubs, well-being spa, shopping arcades, touring, and so forth. Consequently, an immense piece of a five-star hotel's income is gotten from the offer of rooms on the grounds that a room once made can be sold over and over. In any case, there is intense loss of income assuming that the rooms stay unsold. Along these lines, clearly rooms are more short-lived than even food. The visitor experience in a hotel is profoundly changed by the work being placed in by the housekeeping office. In this way, visitor rooms are the guts of a hotel. The hotel might lose a client as an expected visitor on the off chance that the stylistic layout isn't considerable, the air isn't sans scent, and outfitting and upholstery are not perfectly spotless. High pace of administration standard and quality must be accomplished through productive and powerful inn activities that can dominate clients' assumptions lastly increment firm productivity. The office needs to make rooms accessible as and when expected on an ideal reason for the visitors.

To have meetings over lunch, the cooperate clients that use the banquet, spaces within the hotel. The families who plan an outing to celebrate an occasion among other.

II. Objectives

- To investigate the impact of cleaning areas on guest satisfaction.
- To analyses the used of new technologies used in housekeeping department.

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- To evaluate the Guest opinion on the new standard operating procedure followed in the Hotel.

III. Importance

- Government

The study will be significant to the government as they'll be able to have a body knowledge that will help them create policies and regulations that can be beneficial or the hotel sector. They will be able to assist the hotel industry by providing a conducive business environment for the hotels to fulfill customers preferences.

- Scholars

This study will provide other scholars and other researchers with literature that can be used for further research on how customer preferences play a big role in the hotel industry especially in regards to Fine Dining Restaurants and Quick Service Restaurants.

- Crowne Plaza

Crowne Plaza hotel will gain information on how their customers prefer and this can be used to create a better experience and services for their customers.

IV. Justification

First of all, the understanding of what customers prefer is essential for every restaurant so as they are able to satisfy their wants and needs. Secondly the knowledge can be used to refine the standard operating procedures to better retain their customers and even attract new clientele as the best advertisers are the customers who are satisfied with the services rendered.

V. Literature Review

- As per Ms Madhu kumari," To examine various issues faced by the housekeeping department in hotels", Hotel housekeeping is changing dramatically; formerly, the department's role was to provide clean guestrooms on a timely basis, but recently there have been significant adjustments. To boost hotel operations, this market needs new trends and technologies. After all, the housekeeping staff is in charge of bringing in the majority of the hotel's profit. As a result, the trends in housekeeping in the hotel business are examined in this article. This article focuses on the current cleaning trends that hotels can adopt to increase revenue from their operations. In order to maintain dominance in the strong competition, the Hotel Industry must follow the trends of the times, establish distinctive commodity value or service method.

As discussed by Dr Seema Zagade, the importance of room decorating for customer happiness was investigated in this study. The study's goal is to figure out what the link is between customer pleasure and client retention. According to the survey, a variety of housekeeping services on the Guest supply quality, quantity, manner, and service, among other things. Has a significant influence or impact on consumers, resulting in customers interacting with Housekeeping, which is a strong sign that a customer will likely return to the hotel. A well-thought-out customer service strategy draws an increasing number of customers.

VI. Methodology

a) Introduction

The study will indicate the research design, population, and sample size, sampling procedure, data collection instruments, data collection procedures, and finally data analysis and presentation.

b) Research design

This study will use a descriptive research design. A descriptive research design allows researchers to gather information and summarize, present and interpret data for the purpose of clarification. Therefore, descriptive approach is the best to understand the comparative analysis between fine dining restaurants and quick service restaurants.

c) Study area

The study will be undertaken at Crowne Plaza, Greater Noida. Crowne Plaza is a 5-star hotel located at Greater Noida in India. The study involved customers as the study participants.

d) Study population

The population of this study will be customers from Crowne Plaza, Greater Noida. The target population will be the customers that will be present at the hotel during collection of data. The respondents will be 72 participants from Crowne Plaza. The participants must be proficient in English, are above 18 years old, and the participants who gave informed consent.

e) Sampling and Sample Size

Sampling is the procedure of choosing elements such as people or organization from a population of interest. Through the studying of a sample, researchers may impartially generalize their results on the entire population from the sample. A sampling design stipulates the population frame, sample size and its selection, as well as the process of estimating the sample size. Stratified sampling will be used to select the sample of the study. It will involve dividing the population into homogeneous subgroups and then taking a simple random sample in each subgroup. The sample size will be 50% of the target population. Therefore, the sample size will be 72 participants.

VII. Data Collection Methods and Procedure

Questionnaire was prepared and participated were asked questions related to which the preferred fine

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dining or quick service restaurants. Questions about factors affecting their choice was asked such as, quality of service, cleanliness, cost and value for money, the ambience.

A total of 72 participants filled the questionnaire. Likert scale was used to ask participants to rate their satisfaction of Cleanliness of hotel premises, hygiene standards maintained, level of customer satisfaction, level of luxury and privacy provided by housekeeping department in Hotel Crowne Plaza Greater Noida.

VIII. Data Analysis

The collected data in this study was first grouped, edited and checked for completeness. Quantitative data and descriptive statistics were used to analyse the data. The accuracy, reliability and validity of the data collected was done before the data analysis. The data collected was then analyzed and presented in graphs and pie chart along a descriptive analysis of the same findings.

IX. Conclusion

The contribution of the Human Resources section and the housekeeping duties. We now have a better understanding of the gravity of the problem and how to best handle it as a result of this investigation. This cycle requires standardized merchandise, well-prepared, energetic, and merciful representatives, and stringent quality monitoring. The policies and ideologies of various hotels differ greatly.

The research's findings are as follows. The survey looked at the qualities of housekeeping personnel, which included being courteous and properly groomed.

Guest satisfaction is influenced by the staff, uniform cleanliness, and handling.

Outsourced housekeeping staff have a beneficial impact on guest satisfaction in every way.

All public locations have a good impact on cleanliness, with the exception of the parking lot, which has a favourable impact.

The key components that affect guest satisfaction in started hotels are five aspects and that all of them affect guest satisfaction in a positive direction. This therefore means hotels lack the capacity to offer services related to lack of documented policies to adhere to when it comes to housekeeping services.

The staff is also working by the rules and are maintaining appropriate distance as required

At the end I really feel that the hospitality industry is trying it best to get back to its feet which may take some time but eventually they will cope up with this situation. Even after having a lot of restrictions and ban on travel the hotel are able to attract people through the services they are providing to the guest.

Hotel are following the rules and regulations issued by the official organization which helps in creating a safe environment for the guest and building more business.

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