Volume 22 Issue 18
Originally issued as F2

Global Journal of Management and Business Research: F
Real Estate, Event and Tourism Management
Volume 22 Issue 2 Version 1.0 Year 2022
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Study on Front Office & its Impact on Guest Satisfaction in Radiusson Blu Hotel, Greater Noida

By Debjani Roy, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- This examination is completed in the viewpoint of continuous patterns in This study of Radisson Blu Greater Noida is based on the findings related to the practices of the front office department in the engagement of guest satisfaction activities. Customer satisfaction is a function of service performance in relation to customer expectations. As a result, it is critical to understand how customer expectations are formed in order to identify the factors that contribute to service satisfaction. Customer expectations are determined by their understanding of a product or service.

Based on the research filled by 40 respondent we come across various different practiced involved in front office to increase the customer satisfaction & the quality of services the amount of steps taken in consideration for improvement & innovation.

Keywords: front office practices, impact, guest satisfaction, improvement & innovation.

GJMBR-F Classification: DDC Code: 658.72 LCC Code: HD38.5



Strictly as per the compliance and regulations of:

© 2022. Debjani Roy, Monalisha Dash & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at https://creative commons.org/licenses/by-nc-nd/4.0/.

A Study on Front Office & its Impact on Guest Satisfaction in Radiusson Blu Hotel, Greater Noida

Debjani Roy [α], Monalisha Dash [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- This examination is completed in the viewpoint of continuous patterns in This study of Radisson Blu Greater Noida is based on the findings related to the practices of the front office department in the engagement of guest satisfaction activities. Customer satisfaction is a function of service performance in relation to customer expectations. As a result, it is critical to understand how customer expectations are formed in order to identify the factors that contribute to service satisfaction. Customer expectations are determined by their understanding of a product or service.

Based on the research filled by 40 respondent we come across various different practiced involved in front office to increase the customer satisfaction & the quality of services the amount of steps taken in consideration for improvement & innovation.

Keywords: front office practices, impact, guest satisfaction, improvement & innovation.

I. Introduction

In this research study we will discuss what every hotel & even restaurant are doing in order to utilize the power & potential aspects of guest satisfaction on both in the premises or on the online platforms. But before we understand about the importance of guest satisfaction it is very much important to know exactly what does guest satisfaction means. Basically it's a study which can be defined as the process in which we measure how much satisfied or happy a customer is with the services products offered to the guest by the hotel.

This information is gathered by the hotel with the help of various methods which can be classified as internal & external methods. This study will help us to understand the practices of front office in improving the customer satisfaction because the hotel industry itself is a customer oriented industry; therefore it is very important for us to firstly understand why we need work on negative as well as positive guest experience.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: debjani_roy.gsohbsc@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: monalisha.dash@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 identify the role of front offices practices to improve guest satisfaction.
- To analyse how the front office impact the guest satisfaction.
- To find out the overall factors in front office department that's affecting the guest satisfaction.

III. Literature Review

According to the research of Mr Nain he primarily focussed on the very fact how the assorted innovative practices are impacting the guest satisfaction the guest satisfaction yet because the measure which are implemented for the identical ranging from the pre arrival stage to the post departure stage in context of the hotel within the West Gurgaon & capital of India region which had a big impact on their guest retention & loyalty.

According to Mohsin, in his work he was focussed to assess the service quality & its perception of shoppers within the hotels and which helps the management so as to spot the areas which require attention to satisfy and which can help in exceeding the customer expectations. The results indicated that there's significant difference between expectations of the guests and therefore the actual experiences.

According to Melia 2010 research she explained about the critical areas which cause the successful operation of the business & in addition because the areas which are chargeable for achieving the general goals of the hotel which are needed to be achieved & how this affects the performance standard of the hotel. therein they discussed about how customer satisfaction, quality of staff performance & the standard of products/goods & services offered as these are a very important factor which helps the hotel to take care of its competitive draw near the market.

According to Valeria, in her article she suggested that to extend the occupancy levels, consecutively the revenue levels and therefore the guest experience, the hoteliers must understand the requirements of the guest, their preferences within the hotel. It affirms that it might provide value to customers and aid in guest retention. The study has developed

© 2022 Global Journals

methodological framework to analyse the guest-hotellationship training.

Reward employees for positive mentions.

Responding to guest reviews and feedback on social media is that the next best practise. By responding, you demonstrate that you're being attentive and are concerned about the satisfaction of your guests. It's a chance to shift perceptions and express gratitude to guests for his or her feedback.

IV. Methodology

Primary sources

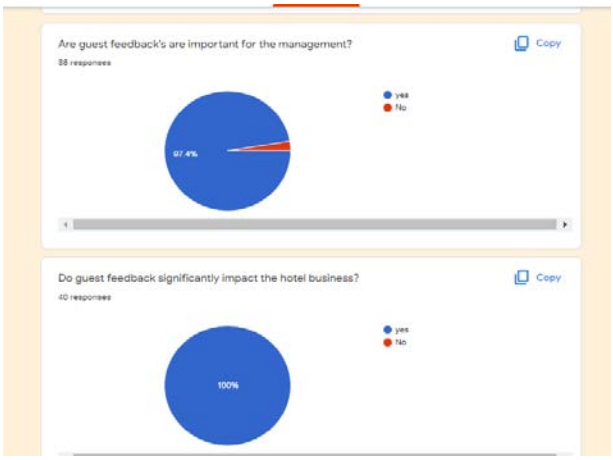
- Questionnaire
- Field survey

Secondary sources

- NET magazine
- Tourism ministry
- Hospitality Industry
- Sample paper

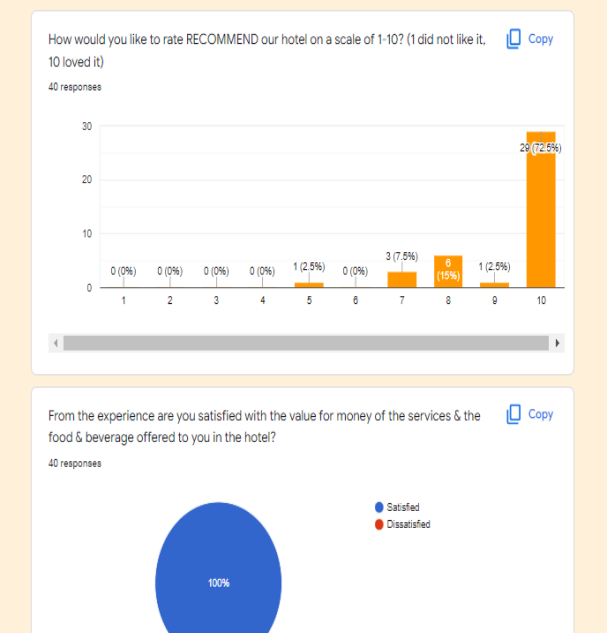
V. Data Analysis and Interpretation

I have surveyed among the 40 people who visited the hotel (Radisson Blu Greater Noida).Below analysis is the result of my field survey. In my survey, out of 45 people, 60.6% and 26.1% were male and female, respectively.



According to the data we can see that 100% of the people have their responsive in the for of that feedbacks are important for the management and it to effects or impacts the hotel business. According to the status we see that 90% of people think that taking follow ups on guest complaint is important where as we can see that only 10% of the population are not really in the favour of the same.

Online reviews of the properties and important factor for the prospective customer while choosing any property where we can see that 25% of the people are strongly agree in this fact where as 60% are just agree with the same and only few person are neutral to the fast and 7.5% strongly disagree this.



VI. Conclusion

To better comprehend the significance of consumer service in the welcome commercial enterprise, first examine the business itself. The welcome commercial enterprise includes all agencies that rely heavily on consumer interactions, such as hotels, restaurants, bars, resorts, theme parks, and tourist destinations, among others. When welcome agencies disregard the cost of consumer provider, they tend to attract fewer clients and generate fewer sales. As 70% of all purchase decisions were prompted by using consumer provider. Many factors influence whether or not a customer can buy a welcome commercial enterprise's products or services. On the other hand, consumer provider is one of the most powerful. According to one study, product ratings and reviews influence 70 percent of all purchase decisions.

One of the most important, but often overlooked, responsibilities is following up with clients.

Customers typically arrive at hotels with the conduct perceptions of how they should be treated. Most visitors believe that employees are helpful and friendly, as well as knowledgeable about the world and nearby attractions.

All of those hotels, restaurants, resorts, home stays, airlines, cruise ships, and specific establishments are a part of the rapidly expanding welcome industry. This business is primarily driven through the use of the service provided to clients throughout their tour, in addition to the meal they may be available to eat. With more clients gaining power, more people will be able to afford to travel and visit new places. On the other hand,

© 2022 Global Journals

the increase in tourism contributes to the expansion of the welcome commercial enterprise.

References Références Referencias

1. Google websites
2. Books
3. https://www.hospitalitynet.org
4. https://en.wikipedia.org/wiki/Customersatisfaction

© 2022 Global Journals