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Employee Behaviour & Guest Satisfaction"- A Case Study on Employee Behaviour of Hotel EROS Restaurant "Blooms" & "Empress of China" towards Guest Satisfaction

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The questionnaire of this research paper have been filled by 40 Guest and Employee of Hotel Eros New Delhi to complete primary data collecton.

The Research has found that the role of employee behaviour especially those who are front liner are very significant in guest satisfaction.

Based on our research it is discovered a various practises aimed at hotel EROS restaurant at improving guest satisfaction and service quality.

Keywords: *customer satisfaction, customer loyalty, quality of services and the hotel industry.*

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Chetan Parasar[α] & Monalisha Dash[σ]

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I. Introduction

Guest Behaviour is the way a guest reacts or responds to a particular situation. Employee Behaviour is the way the Employee's attitude towards the Guest which has a great Role in impacting the outlook of Guest towards the Hotel property. Employee's attitude not only affect the image but also the quality of service rendered. 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.

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These information are 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.

Eros building from the last twenty-five years, Nehru Place has been known for dependably providing the best Indian welcome experience. In terms of performance measurement practises, the gap between global and Indian corporations is closing. Because international corporations in the hotel and restaurant sectors are returning to India, this gap will narrow and industry practises will become international standard. As a strategic goal, the world is focusing on client satisfaction, increasing market share, and providing quality and customised services. Hotel services primarily employs the activity-based mostly cost accounting approach, which has a significant impact on the organization's performance. Human behaviour is the most distorted when the performance measurement system is used. The value-based strategy is commonly used by hotel businesses to achieve the stated objectives. the most important performance indicator for Guest satisfaction..

II. Objectives

- To identify the employees behaviour in the restaurant of "Blooms" of Eros Hotel.
- To find out the behaviour of employees in the restaurant of "Empress of China" of Eros Hotel.
- To compare employees behaviour of "Blooms" & "Empress of China" Towards guest satisfaction.

III. Literature Review

According to judge (2009), behaviour is that the issue of perspective, and to grasp behaviour, one should 1st comprehend perspective. That somebody's perspective is made by hidden circumstances perspective is outlined as one's perspective toward one thing. Objects, people, events, or circumstances (Bos-

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Nehles & Veenendaal, 2019). Positive or negative attitudes represent however individuals feel.

A person's feelings concerning a scenario or object.in line with Robbins and judge (2014), people's perceptions of reality, rather than the actual reality, confirm organisational behaviour, that explains why individuals typically study the identical item and interpret it otherwise. 3 key elements square measure accountable for this outcome: the beholder, the target, and so the case. Which factors influence a human perspective of reality? Determines however they act.

the link between customer happiness, repeat-purchase intentions, and restaurant performance, which is a crucial issue in customer satisfaction. Customer happiness has been linked to organisational goals and corporate performance in a variety of studies, both theoretical and empirical as per author Mr. Sachin Gupta in his article "Guest satisfaction & restaurant performance".

Guest happiness is a key sign of a restaurant's overall success, and restaurateurs should work hard to figure out what factors influence it. When a service fails to meet expectations as per Snježana Gagić*, Dragan Tešanović*, Ana Jovičić* in his research "The Vital Components of Restaurant Quality that Affect Guest Satisfaction".

IV. Methodology

Primary sources:

- Questionnaire
- Field survey

Secondary sources:

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

V. Data Analysis and Interpretation

Surveys have been done by well-designed questionnaire with 20 guests who had visited the Eros hotel Nehru place and 20 employees who had served them .Among of them there are73% were male and 27% were female.

According to this data we can see that 48.6% of people liked the service of food whereas 20% of them liked the quality of ambience.

VI. Conclusion

This study on worker behaviour & Guest Satisfaction" A case study on worker behaviour of the building "Blooms" & "Empress of China" towards visitor satisfaction is based on findings related to the F&B department`s engagement in guest satisfaction activities. Client satisfaction can be defined as a measure of how well a service meets a client's expectations, and thereby identifying the variables that lead to service satisfaction. Client expectations are influenced by how well they comprehend a product or service. Based on our research, we've discovered a variety of various practises aimed at improving client satisfaction and service quality.

Customer satisfaction (abbreviated as CSAT) is a phrase used frequently in sales. It is a live of whether or not a company's products and services meet or exceed client expectations. "The variety of shoppers, or proportion of total customers, whose reportable expertise with a business, its product, or its services (ratings) exceeds nominative satisfaction targets," according to client satisfaction. Customers play a key part in keeping a product or service relevant; as a result, it's in the best interest of the firm to promote high client satisfaction and build customer loyalty.

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