

**“CUSTOMER SATISFACTION” ON HOSPITALITY  
SERVICES OF STAR HOTELS ” IN  
HYDERABAD, ANDHRA PRADESH—  
(A COMPARATIVE STUDY OF 3 STAR & 5 STAR HOTELS)**

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**ABSTRACT**

This research paper mainly focuses on customer satisfaction on hospitality services of star hotels in Hyderabad, AP, and make a comparative study of 3 star & 5 star hotels.

It covers Objectives ,Hypothesis, Methodology, Analysis of data and also derive the results. Hotel industry is very much “**people–industry**” which deals more with intangibles. The profitability of the hotel industries largely impinges on the environment, amenities, ambience, facilities, care, Policies of the government, and quality of all the services, as they are the crucial determinants of the volume of sales. Consumers evaluate services in terms of the quality of the service and how satisfied they are overall with their experiences. Perceptions, leanings are always considered relative to expectations. All organizations including hospitality recognize today that they can compete more effectively by distinguishing themselves with respect to service quality and improved customer satisfaction. Services in hotel industry may be classified along three different dimensions. Namely Person related services, Product related services Information related services. “**Zeithaml and bitner**” defined satisfaction as “the customer’s evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Failure to meet the needs and expectations is assumed to result in dissatisfaction with the product or service. “Satisfaction is the consumer’s fulfillment response.

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It is a judgment that a product a service feature or the product or service itself, provides a pleasurable level of consumption–related fulfillment”. According to “**Zeithaml and Bitner**”, customer satisfaction is influenced by specific product or service features and by perceptions of quality viz., product quality, price, interactive quality, physical environment quality, outcome quality as also customer emotional responses, their attributions, their perceptions of equity and other respondents, family members etc. Through the service cycle the consumer may have a variety of different experiences – some good and some not good – and each will ultimately impact satisfaction.

**Key words: Hospitality services; Customer Satisfaction; Hotels; Quality of services;**

❖ **INTRODUCTION:**

Hotel industry is very much “**people–industry**” which deals more with intangibles. The profitability of the hotel industries largely impinges on the environment, amenities, ambience, facilities, care, Policies of the government, and quality of all the services, as they are the crucial determinants of the volume of sales. Consumers evaluate services in terms of the quality of the service and how satisfied they are overall with their experiences. Perceptions, leanings are always considered relative to expectations. All organizations including hospitality recognize today that they can compete more effectively by distinguishing themselves with respect to service quality and improved customer satisfaction. Services in hotel industry may be classified along three different dimensions. Namely Person related services, Product related services Information related services.

❖ **CUSTOMER SATISFACTION:**

Customer satisfaction with a hotel is a broader concept that will certainly be influenced by perceptions of service quality but that will also include perception of product quality (Accommodation, Food, Amenities and Bar& Beverages), price (Tariff), situational as well as personal factors such as the consumer emotional state, status etc. “**Zeithaml and bitner**” defined satisfaction as “the customer’s evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Failure to meet the needs and expectations is assumed to result in dissatisfaction with the product or service<sup>2</sup>. “Satisfaction is

the consumer's fulfillment response. It is a judgment that a product a service feature or the product or service itself, provides a pleasurable level of consumption-related fulfillment"<sup>3</sup>. According to "Zeithaml and Bitner", customer satisfaction is influenced by specific product or service features and by perceptions of quality viz., product quality, price, interactive quality, physical environment quality, outcome quality as also customer emotional responses, their attributions, their perceptions of equity and other respondents, family members etc. Through the service cycle the consumer may have a variety of different experiences – some good and some not good – and each will ultimately impact satisfaction.

#### ❖ OBJECTIVES OF THE STUDY:

- To elicit the views of customers on hospitality services provided by 5 star hotels and 3 star hotels on service quality provided by them in Hyderabad city.
- To compare the views of customers on satisfaction levels on the services provided by the 3 star & 5 star hotels located in Hyderabad city of Andhra Pradesh.
- To offer Suitable findings, Suggestions & Conclusions based on the study for more effective marketing of hospitality services in star hotels.

#### HYPOTHESIS OF THE STUDY:

The following is the Hypothesis formulated for the present study.

##### Statistical Hypothesis:

- **H<sub>0</sub>**: There is no significant differences in the customer satisfaction on 3 star and 5 star hotels in Hyderabad city. **v/s**
- **H<sub>1</sub>**: There : There is significant differences in the customer satisfaction on 3 star and 5 star hotels in Hyderabad city

**PERIOD OF STUDY:** The period of study is a period of 5 years from 2010 –2011 to 2015-2016 Respectively.

#### ❖ METHODOLOGY OF THE STUDY:

In the context where hotel respondents may have different perceptions on service quality and levels of satisfaction with the products and services of hotels depending upon their expectations and experiences during their stay, it is considered essential to ascertain how satisfied they are

with our selected sample star hotels. During the period of 2011—2016, the opinions of customers were derived from 5 star hotels & 3 star hotels and make a comparative study between the star hotels. For this purpose, 307 respondents from 5 star hotels and 474 respondents from 3 star hotels each sample hotel totaling 783 are selected by “**stratified random sampling**” method. Sample respondents are selected from different strata viz., Business travellers, leisure, Professional, Government, Self-employed and others. No difficulty was reported by the respondents in answering questions as they are all well educated and understood the purpose of the study. For closed ended questions 5 point scale was used with the columns of “**Excellent**”, “**Very Good**”, “**Good**”, “**Average**” and “**poor**”. The questionnaires were distributed to the guests when they were in their own rooms and were given sufficient time to return duly responded. Their responses are tabulated and analyzed based on relevant statistical tools.

- **TOOLS OF ANALYSIS:** In the present study, as per the collection of data from the different sources, statistical tools such as chi-square ( $\chi^2$ -test) test, paired t-test, ANOVA – one – way test (F-TEST), etc. are used. To present the data in a clear manner charts are also used.

- **DATA ANALYSIS AND INTERPRETATION:**

**TABLE- I.I.**

**SHOWING OCCUPATIONAL CATEGORY OF RESPONDENTS FROM STAR HOTELS**

Occupational category	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Business	83	27.04	158	33.33
Service	58	18.89	88	18.57
Professional	57	18.57	83	17.51
Government	32	10.42	48	10.13
Self-employed	53	17.26	66	13.92
Others	24	7.82	31	6.54
<b>Total</b>	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

Source: Questionnaire served to Respondents.

**TABLE.I.I. Occupational category of Respondents:** This Table reveals that the basic occupational categories are Business, Profession, Service, Government service, Self-employed and Other occupations etc., 27.04% of respondents from 5 star hotels, 33.33% of respondents from 3 star hotels are choose ‘**Business**’ occupation. 18.89% of respondents from 5 star hotels, 18.57% of respondents from 3 star hotels are choose ‘**Services**’ as occupation. 18.57% of respondents from 5 star hotels, 17.51% of respondents from 3 star hotels are categorized ‘**Profession**’ as occupation. 10.42% of respondents from 5 star hotels, 10.13% of respondents from 3 star hotels are categorized ‘**Government services**’ as occupation. 17.26% of respondents from 5 star hotels, 13.92% of respondents from 3 star hotels are categorized as ‘**Self-employment**’ as occupation. 7.82% of respondents from 5 star hotels, 6.54% of 3 star hotels are categorized to any ‘**Other activity**’ as occupation. It is evident from the data most of the respondents are (64.50 % In case of 5 star hotels and 69.41 % In case of 3 star hotels.) the Business, Service and Professional occupational respondents are frequently visiting the star hotels.

**Explanation:** From the above table it is clear that “**The Occupational category of customers**” from both the star hotels are uniformly distributed. The calculated value of chi-square is 4.33; the table value at 5 degree of freedom with 5% level of significance is 9.49. Since the Observed value is less than the table value at 5% level of significance. Hence Average response in both 3 star, 5 star hotels is uniformly distributed. It is cleared from the data that the Business, Service and Professional occupational respondents are frequently visiting the star hotels.

❖ **Statistical Hypothesis:**

**H<sub>0</sub>:** There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H<sub>0</sub>)**” is Accepted.

**TABLE -I.2**

**SHOWING PURPOSE VISIT OF RESPONDENTS TO STAR HOTELS**

Purpose	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Business	116	37.79	204	43.04

Leisure	77	25.08	86	18.14
Office Duty	39	12.70	107	22.57
Recreation purposes	53	17.26	54	11.39
Others	22	7.17	23	4.86
<b>Total</b>	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

**Source: Questionnaire served to Respondents.**

**TABLE -I.2. Purpose visit of Respondents:** Showing the purpose of visit of respondents to star hotels selected from the 5 star and 3 star hotels. 37.79% of respondents from 5 star hotels, 43.04% of respondents from 3 star hotels are visited to star hotels for the purpose of ‘**Business**’. 25.08% of respondents from 5 star hotels, 18.14% of respondents from 3 star hotels are visited to star hotels for the purpose of ‘**Leisure**’. 12.70% of respondents from 5 star hotels, 22.57% of respondents from 3 star hotels are visited to star hotels for the purpose of ‘**official/ office duty**’. 17.26% of respondents from 5 star hotels, 11.39% of respondents from 3 star hotels are visited to star hotels for the purpose of ‘**Recreation**’. 7.17% of respondents from 5 star hotels, 4.86% of respondents from 3 star hotels are visited to star hotels for the purpose of ‘**others**’. It is evident from the data most of the respondents visiting on business purpose are (37.79 % In case of 5 star hotels and 43.04% In case of 3 star hotels.). (25.08 % In case of 5 star hotels and 18.14% In case of 3 star hotels.) for leisure, and on office duty(12.70 % In case of 5 star hotels and 22.57% In case of 3 star hotels.) are more in both 3 star and 5 star hotels.

**Explanation:** From the above table it is clear that “**The purpose visit of customers**” from both the star hotels are uniformly distributed. The calculated value of chi-square is 21.682; the table value at 4 degree of freedom with 5% level of significance is 9.49. Since the Observed value is greater than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is not uniformly distributed. From the data we can observe that the respondents visiting on business purpose, leisure, and on office duty are more in both 3 star and 5 star hotels.

❖ **Statistical Hypothesis:**

**H<sub>1</sub>:** There is significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H<sub>0</sub>)**” is Rejected.

**TABLE –I.3****SHOWING RANKING ON HOSPITALITY SERVICES RENDERED BY STAR HOTELS**

Content	Opinion of Ranking									
	5 Star Hotels					3 Star Hotels				
	Total No. of Respondents 307					Total No. of Respondents 474				
	1	2	3	4	5	1	2	3	4	5
a) Great experience	107	87	66	37	10	183	137	109	30	15
b) Brilliant weekend get away	111	83	57	43	13	181	140	97	36	20
c) Good Hospitality	104	77	61	46	19	187	132	88	47	20
d) Excellent Service & Location	97	92	63	43	12	173	141	96	44	20
e) Comfortable Tariff	102	88	58	41	18	169	143	104	41	17
f) An Experimental to cherish	105	84	64	36	18	203	124	89	35	23
f) Warm & Friendly behavior of staff	123	77	56	36	15	167	127	103	47	30
h) Smart Hotel with high value	102	83	57	49	16	176	133	107	41	17
i) Excellent stay with family vacation	117	83	62	32	13	187	134	107	33	13

Source: Questionnaire served to Respondents.

(1) Excellent (2) Very good (3) Good (4) Average (5) Poor

**TABLE I.3. Opinion of hospitality services rendered by star hotels:** Table I.4. is showing the opinion of respondents on various hospitality services rendered by the star hotels indicated in terms of ranking. The data is collected from the selected 5 star and 3 star hotels. Table covers the opinion of ranking about contents like “**Great experience**,” “**Brilliant weekend getaway**,” “**Good hospitality**”, “**Excellent service and location**”, “**Comfort able tariff**”, “**An**





Guidance bureau	21	34	63	79	110	41	57	86	92	198
Quality of service	14	24	52	73	144	33	53	74	119	195
Hospitality	22	33	46	58	121	26	37	56	132	223
Tariff	28	41	53	84	101	43	67	82	96	186

Source: Questionnaire addressed to Respondents.

**TABLE I.4. Opinion of Respondents about problems faced from staff of star hotels (Opinion of Ranking):** showing the opinion of respondents about the various problems faced from the staff of star hotels; the data is collected from the selected 3 star and 5 star hotels. The table covers the various contents relating to “**Accommodation**”, “**Allotment of rooms**”, “**Provision for supply of facilities**”, “**Guidance bureau**”, “**Quality of service**”, “**Hospitality aspects**”, “**Tariff**” etc. The respondents are give ranking for every mentioned contents provided by the star hotels. It is evident from the data, 28% of respondents from 5 star hotels, 13% of respondents from 3 star hotels ranking on problems faced to “**Accommodation**”. 24% of respondents from 5 star hotels, 18% of respondents from 3 star hotels ranking on problems faced to “**Allotment of rooms**”. 21% of respondents from 5 star hotels, 17% of respondents from 3 star hotels ranking on problems faced to “**Facilities**”. 16% of respondents from 5 star hotels, 18% of respondents from 3 star hotels ranking on problems faced to “**Guidance bureau**”. 16% of respondents from 5 star hotels, 24% of respondents from 3 star hotels ranking on problems faced to “**Quality of service**”. 14% of respondents from 5 star hotels, 17% of respondents from 3 star hotels ranking on problems faced to “**Hospitality aspects**”. 18% of respondents from 5 star hotels, 22% of respondents from 3 star hotels ranking on problems faced to “**Tariff**”.

a) Fair                                      b) Poor

**Explanation:**

From the above table it is clear that “**Opinion of respondents about Problems Faced from Staff of Star Hotels (opinion ranking)**” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 0.11348; the table value at (6, 35) degree of freedom with 5% level of significance is 2.371781. Since the Observed value is less than the table value at 5% level of significance. Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Opinion of**

respondents about Problems Faced from Staff of Star Hotels (opinion ranking)” is equally distributed.

❖ **Statistical Hypothesis:**

**H<sub>0</sub>:** There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H<sub>0</sub>)**” is Accepted.

**TABLE-I.5**

**SHOWING OPINION OF RESPONDENTS ABOUT THE INCONVINIENCE FACED DURING THE VISIT OF STAR HOTELS**

ASPECT	5 Star Hotels					3 Star Hotels				
	Total No. of Respondents 307					Total No. of Respondents 474				
	1	2	3	4	5	1	2	3	4	5
No. of inconvenience	22	36	51	84	114	37	57	69	87	224
Found difficult for introduced	27	34	53	73	120	41	53	67	79	234
Indifferece of Hotel staff	42	31	48	78	108	33	46	78	91	226
Lengthy Procedures	62	53	68	67	57	49	63	78	103	181
Rules & Regulations	53	47	61	58	88	81	97	86	93	117
Delay in supply of Facilities	61	73	47	47	79	103	87	94	89	101
Delay in provision of bar facilities	24	41	58	67	117	85	87	98	96	108

Source: Questionnaire addressed to Respondents.

**TABLE I.5. Opinion of Respondents about the inconvenience faced during the visits of star hotels:** It is showing the opinion of respondents about the inconvenience faced during the visits of star hotels. The data is collected from the selected 3 star and 5 star hotels. The table reveals the various aspects make a inconvenience to the respondents at the time of visit to the star hotels like **No.of inconvenience situations, Difficulty for introduced, Indifference behaviour of hotel staff, Dignity proceedings, Rules and regulations, Delay in supply of facilities, Delay in provisions of bar facilities etc.,** The respondents give ranking for every mentioned aspects provided by the star hotels. It can be analyzed that make a comparative study between the 3 star and 5 star hotels. It is evident from the data most of the respondents from both the star hotels given the following responses. Majority of the respondents from 3 star hotels facing

inconvenience during the visit of star hotels are “**Lengthy procedures**”, “**Rules and regulations**”, “**Delay in supply of facilities**”, “**Delay in provision of bar facilities**” etc., in case 5 star hotels majority of the respondent facing inconvenience in relating to “**Lengthy procedures**”, “**Delay in supply of facilities**”, “**Delay in supply of Bar & Beverage facilities**”.

**Explanation:**

From the above table it is clear that “**Opinion of respondents about the Inconvenience Faced during the visit of Star Hotels**” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 0.212288; the table value at (6, 35) degree of freedom with 5% level of significance is 2.371781. Since the Observed value is less than the table value at 5% level of significance. Hence Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Opinion of respondents about the Inconvenience Faced during the visit of Star Hotels**” is equally distributed.

❖ **Statistical Hypothesis:**

**H<sub>0</sub>:** There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H<sub>0</sub>)**” is Accepted.

**TABLE-I.6**

**SHOWING RESPONDENTS SATISFACTION ON FACILITIES PROVIDED BY STAR HOTELS**

ASPECT	5 Star Hotels					3 Star Hotels				
	Total No. of Respondents 307					Total No. of Respondents 474				
	1	2	3	4	5	1	2	3	4	5
Ventilation	137	83	51	20	16	226	181	35	18	14
Room Accomodation	121	86	58	32	10	267	121	41	27	18
Space available for parking of vehicles	106	83	68	37	13	203	107	87	47	30
Separate Bar facilities	123	84	62	24	14	237	163	37	20	17
Good Hospitality Service	116	76	57	42	16	263	107	65	28	11

Services of Quality Staff	137	78	61	20	11	247	148	40	29	10
Conference facilities	112	81	73	26	15	263	137	42	20	12
Basic Amenities	109	84	68	28	18	210	147	67	34	16
Tight & Vigilance Security	141	63	50	31	22	167	193	57	37	20
Customer assistance & Information Guidance	97	124	46	28	12	134	214	82	38	6

Source: Questionnaire addressed to Respondents.

**Table I.6.** is showing the opinion of customer satisfaction on physical facilities provided by star hotels. The data is collected from the selected 5 star and 3 star hotels. The table covers the basic aspects like Ventilation, Room accommodation, Space available for parking of vehicles, Bar facilities, Good hospitality, Services, Services of quality staff, Conference facilities, Basic amenities, Tight and vigilance security, Customer assistance and influence guidance etc. The respondents are give ranking for every mentioned aspects provided by the star hotels in terms of “**Highly satisfied**”, “**Satisfied**”, “**Some what satisfied**”, “**de-satisfied**” and “**Highly de-satisfied**”. It can be analyzed that make a comparative study between the 3 star and 5 star hotels. It is evident from the data most of the respondents are most of the respondents of both the star hotels given the following responses “**Highly satisfied**” & “**Satisfied**”. From the above table it is clear that “**Customer satisfaction on facilities provided by Star Hotels**” from both the star hotels are uniformly distributed. By ANOVA Analysis the calculated F-value is 0.356478; the table value at (9, 50) degree of freedom with 5% level of significance is 2.0733351.

### **Conclusion:**

Since the Observed value is less than the table value at 5% level of significance. Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Customer satisfaction on facilities provided by Star Hotels**” is equally distributed. But we can observe from the data that most of the Respondents of both the star hotels given the following responses

- a) Highly satisfied                      b) Satisfied

❖ **Statistical Hypothesis:**

**H<sub>0</sub>**: There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H<sub>0</sub>)**” is Accepted.

**TABLE –I.7.**

**SHOWING RATING THE OPINION OF RESPONDENTS TOWARDS DISCHARGING OF DUTIES OF STAR HOTELS**

Opinion	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Highly co-operative	173	56.35	259	54.64
Co-operative	63	20.52	106	22.36
Somewhat co-operative	36	11.73	79	16.67
Non – co-operative	20	6.51	23	4.85
Highly Non-co-operative	15	4.89	7	1.48
Total	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

Source: Questionnaire served to Respondents.

**TABLE I.7. Opinion of Respondents towards discharging of duties of star hotels:**

Showing the opinion of respondents towards the discharging of duties of star hotels. The data is collected from the selected 3 star and 5 star hotels. 56.35% of respondents from 5 star hotels 54.64% of respondents from 3 star hotels are response that at the time of discharging of their responsibilities by the star hotels are ‘**highly co-operative**’. 20.52% of respondents from 5 star hotels, 22.36% of respondents from 3 star hotels are response that at the time of discharging of their responsibilities by the star hotels are ‘**co-operative**’. 11.73% of respondents from 5 star hotels, 16.67% of respondents from 3 star hotels are response that at the time of discharging of the responsibilities by the star hotels are ‘**some what co-operative**’. 6.51% of respondents from 5 star hotels, 48.57% of respondents from 3 star hotels are response that at the time of discharging of their responsibilities by the star hotels are ‘**non-cooperative**’. 4.89% of respondents from 5 star hotels, 1.48% of respondents from 3 star hotels are the time of discharging of their responsibilities by the star hotels are ‘**highly non-cooperative**’.





TABLE –I.9

.SHOWING OPINION OF RESPONDENTS IN TERMS OF RANKING OF HOSPITALITY SERVICES OF STAR HOTELS

Opinion	5 STAR Hotels		3 STAR Hotels	
	No. of Respondents	%	No. of Respondents	%
Excellent	244	79.48	387	81.65
Very good	28	9.12	43	9.08
Good	18	5.86	21	4.43
Average	10	3.26	13	2.74
Poor	7	2.28	10	2.10
<b>Total</b>	<b>307</b>	<b>100.00</b>	<b>474</b>	<b>100.00</b>

Source: Questionnaire served to Respondents.

**TABLE I.9. Opinion of Respondents in ranking of hospitality services of star hotels:**

showing the opinion of respondents' in terms of ranking of hospitality services rendered by star hotels. The data is collected from the selected 3 star and 5 star hotels. 79.48% of respondents from 5 star hotels, 81.65% of respondents from 3 star hotels are responded as '**Excellent**' in terms of ranking hospitality services rendered by star hotels. 9.12% of respondents from 5 star hotels, 9.08% of respondents from 3 star hotels are responded as '**Very good**' for ranking of hospitality services rendered by star hotels. 5.86% of respondents from 5 star hotels, 4.43% of respondents from 3 star hotels as responded as '**Good**' for ranking of hospitality services of rendered by star hotels. 3.26% of respondents from 5 star hotels, 2.74% of respondents from 3 star hotels are responded as '**Average**' for ranking of hospitality services rendered by star hotels. 2.28% of respondents from 5 star hotels, 2.10% of respondents from 3 star hotels are responded as '**Poor**' for ranking of hospitality service rendered by star hotels. . It is evident from the data most of the respondents are (58.96 % In case of 5 star hotels and 59.49% In case of 3 star hotels) most of the Respondents of both the star hotels agree with the option **Excellent** (79.48 % In case of 5 star hotels and 81. 65% in case of 3 star hotels) & **Very good** (58.96 % In case of 5 star hotels and 59.49% In case of 3 star hotels). From the above table it is clear that "**Opinion of respondents in terms of Ranking of Hospitality Services of Star Hotels**" from both the star





hotels are responded as ‘**Most likely**’ to visiting the star hotels in future. 5.54% of respondents from 5 star hotels, 6.75% of respondents from 3 star hotels are responded as ‘**Likely**’ to visiting the star hotels on future. 7.89% of respondents from 5 star hotels, 4.22% of respondents from 3 star hotels are response that ‘**Not sure**’ to visiting the star hotels in future. 2.92% of respondents from 5 star hotels, 1.68% of respondents from 3 star hotels are responded as ‘**Dislike**’ to visiting of star hotels in future. It is evident from the data most of the respondents are (58.96 % In case of 5 star hotels and 59.49% In case of 3 star hotels) that most of the respondents of both the star hotels agree with the options **Definitely** (75.90 % In case of 5 star hotels and 77.43% In case of 3 star hotels) & **Most Likely** (10.75 % In case of 5 star hotels and 9.92% In case of 3 star hotels)

From the above table it is clear that “**Opinion of respondents on Visiting of Star Hotels in Future**” from both the star hotels are uniformly distributed. The calculated value of chi-square is 2.13; the table value at 1 degree of freedom with 5% level of significance is 3.841.

### **Conclusion:**

Since the Observed value is less than the table value at 5% level of significance. Average response between both 3 star hotels, 5 star hotels is uniformly distributed. From the test we can conclude that the Average Response of “**Opinion of respondents on Visiting of Star Hotels in Future**” is equally distributed. But we can observe from the data that most of the respondents of both the star hotels agree with the options of

- a) Definitely
- b) Most likely
- c)

### **❖ Statistical Hypothesis:**

**H<sub>0</sub>:** There is no significant difference between the responses of the respondents in 3 star and 5 star hotels. Hence “**Null Hypothesis (H<sub>0</sub>)**” is Accepted.

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