

## Comparative Study of Guest Repeats Encouragement in Selected Hotels of Agra on the Basis of Service Quality

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### ABSTRACT

Since the success of the hotel business is largely attributed to service quality, it is crucial to assess the quality of the services offered to visitors. The information required to manage service delivery operations effectively is provided through service quality assessment. Given the significance, the study's objective is to use random sampling to assess the level of service at two five-star hotels in Chittagong. The SERVQUAL paradigm, which has five dimensions—tangibility, reliability, responsiveness, assurance, and empathy—was used in the study. A frequency analysis, gap analysis between perceptions and expectations, and item reliability tests were carried out using data from a questionnaire survey of 68 consumers (guests). The study's findings show that the sample hotels' total service quality received a score of -0.24 out of 10. In all of SERVQUAL's dimensions, guests' expectations about the quality of the service received fell short of reality. The sample hotels failed to live up to their visitors' expectations. According to the study's conclusions, the management of the chosen hotels should be aware of their guests' expectations, standardize their pertinent services to meet those expectations, establish appropriate standards, and provide them with the resources they need to do so in order to reduce the gaps between perception and expectation.

Keywords: quality, hospitality services, customers.

### Introduction

Tourism is the act of traveling for fun and leisure. It is both the philosophy and the practice as well as a significant industry to draw, amuse, house, and provide tours for tourists. Travelers might engage in domestic or international tourist activities. The term "tourism" is defined by the World Tourism Organization. There is domestic and international tourism. It has been observed that both inbound and outbound foreign travel significantly affect a nation's balance of payments. The majority of service sectors that profit from tourism are those in transportation, including airlines, hotels, cruise ships, taxis, entertainment venues and theaters. More than 126 million people globally are anticipated to have direct employment in the tourist sector by 2024, according to the WTTC. The tourism industry also had significant indirect and induced effects, creating 285 million jobs (8.7% of total employment) and contributing to a USD 7.2 trillion GDP. The tourism industry is expected to create 370 million jobs and USD 11 trillion in GDP globally by the year 2026. The business environment is particularly competitive in the hotel industry because it has been observed that each hotel directly or indirectly engages in fierce competition with other hotels.

Product quality, competing firms typically move in close proximity to one another, and it is the quality of services developed from core skills that gives organizations a competitive edge over one another (Gronroos, 1984; Johns 1999; Kandampully, Mok & Sparks, 2001; Kandampully, 2007; Parasurman, Zeithaml & Berry, 1990). Service quality influences how businesses create and provide their goods and services to customers, how they handle their workforce, and how they build a strong reputation and favorable brand image in the marketplace. As a result, service quality is a process that

incorporates responsiveness and consistency in service delivery. The quality of the service has continued to be of interest to a number of researchers (**Kandampully, 2007**).

In recent years, there has been a rise in the amount of research conducted in the hospitality business regarding the level of satisfaction experienced by guests (**Peterson & Wilson, 1992**). This increase can be attributed to a rise in activity in the service sector (**Danaher & Haddrell, 1995**). **Barsky and Labagh (1992) and Legohere (1998)** found that an increase in the quality of services provided to guests and an increase in the level of satisfaction experienced by those guests are the factors that are widely acknowledged as crucial contributors to the success of hotels, catering businesses, and tourism industries. "In order to be successful in the hospitality sector and to gain an advantage over other competitors, hotel providers need to ensure that their customers are completely satisfied with the services they receive. It is considered that clients are more likely to create loyalty when they experience the services they have expected (**Cronin & Taylor, 1992**), which results in repeat purchases (**Fornell, 1992**) and favorable word-of-mouth " (**Halstead & Page, 1992**). According to the findings of these studies, the crucial factor of guests' propensity to stay at the same hotel multiple times has not been investigated sufficiently in the hotel sector. In addition, the three factors that make up the understudy, viz.-a-viz. service quality, brand image, and guest repeat patronage, have not been researched together in the hospitality business.

### **Material and Method**

Research design, Sampling design, Data collection, Questionnaire design, and Data analysis techniques, applied structural equation modeling.

Descriptive statistics are the numbers that help a researcher to summarize and describe data. These are brief descriptive coefficients that summarize a given data set, it can be said that it represents the total population or a sample out of it. The mathematical operation, like mean and standard deviation, has been used to summarize and interpret a given sample's properties. These were used to summarize and explain the demographic profile of the collected sample (guests), which comprises gender, age, marital status, income, occupation, education level, etc. **Data Analysis and Interpretation** Data analysis and interpretation obtained through the guests' data collection accommodated in the leading select hotels of Agra. The statistical technique of central tendency measures like mean, percentage, and standard deviation has applied to analyze the respondents' demographic profile. Cronbach alpha was used to ensure the consistency, reliability, and validity of the measurement scales. Factor analysis and SEM like techniques have been used to analyze the respondents' response to get accurate results from the study.

### **Reliability**

48 items of the research instrument, consisting of service quality (38 items), hotel brand image (6 items), and guest repeat patronage (4 items), were subjected to a reliability test. Cronbach's Coefficient Alpha was used to measure reliability. It helped in ensuring the consistency of the measurement scale. In the case of exploratory research, all the factors need to have Cronbach's Coefficient Alpha above 0.60 (**Churchill, 1979; DeVellis, 2003**). In the current study, variables like service quality, hotel brand image, and guest repeat patronage got their Cronbach alpha value as 0.94, 0.86, and 0.89, respectively (refer table 1). As per **Churchill (1979)**, the alpha values of all the factors were above the recommended 0.70 point, which indicates that the scale is reliable. Overall the scale was in a favorable position to give reliable and valid results, and therefore it has been seen that all the items are accomplishing adequate content validity.

**Table No: 1 Reliability Statistics**

Name of the Variable	No. of Items	Cronbach's Alpha
Tangibility	10	.92*
Reliability	7	.96*
Assertiveness	6	.93
Responsiveness	6	.94
Empathy	9	.95*
Overall Service Quality	38	0.94*
Hotel Brand Image	6	0.86
Guest Repeat Patronage	4	0.89

In social psychology research, the reliability coefficient exceeding 0.6 is usually acceptable (**Robinson, Shaver & Wrightsman, 1991**).

### Normality

It is clear that the skewness and kurtosis values for all the three constructs - brand image, service quality, and repeat patronage were falling in between -2 to +2 (refer table 2). The skewness value for service quality was found to be 1.80 and kurtosis value as -1.34. The skewness value for the brand image was found to be 1.76, and kurtosis value as -1.48. Also, skewness value for repeat patronage was found to be 0.29, and kurtosis value as -1.52. If skewness & kurtosis's normality values are between -2 to +2, then the data collected is said to be normal (**George & Mallery, 2010**).

**Table No: 2 Test for Normality**

Variable	Skewness	Kurtosis
SQ	.220 /.122 = 1.80	-.323 /.241 = -1.34
BI	.215 /.122 = 1.76	-.358 /.242 = -1.48
RP	.036 /.122 = 0.29	-.366 /.240 = -1.52

Reference: **George and Mallery (2010)**

### Analysis of the Data

**Collected:** The simple random sampling method was applied to collect the data from the respondents. The respondents each received one of 460 questionnaires in total. 420 of the 460 questionnaires that were sent out were returned, and 400 (or 96.38%) of those were deemed to be legitimate responses and subjected to analysis. (refer table 3).

**Table No: 3 Data collected from Guests of the Select Hotels**

S.No	Name of the Hotel	Questionnaires distributed	Questionnaires received	Valid responses	Response Rate (%)
1	Ramada Plaza	154	145	135	93.10
2	Taj Convention Hotel	152	142	135	95.07
3	Double Tree by Hilton	154	133	130	97.74
Total		460	420	400	95.24

## Factor Analysis Result

### KMO and Bartlett's Test

To extract the dimensions of service quality (SQ), the statistical technique of exploratory factor analysis was applied. Table 4, shown below, presents KMO and Bartlett's test along with their respective values. Proposed that the basic criteria to apply the factor analysis is that the value of KMO should come at least 0.70, and here in this study the value we got is 0.75 for service quality, which is more than the basic criteria of 0.70. Therefore, the KMO value suggested that the data is sufficient and normal to execute the factor analysis technique in SPSS.

**Table No: 4 KMO and Bartlett's Test for Service Quality**

KMO and Bartlett's Test for Service Quality		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.73
Bartlett's Test of Sphericity	Approx. Chi-Square	23811.63
	Df	596
	Sig.	<0.05

Following the gathering and tabulation of data, it was necessary to test a number of statistical hypotheses to determine whether the data were appropriate for factor analysis. The fundamental components of service quality have been found via factor analysis. The likelihood of these assumptions being violated is minimized once the data matrix exhibits enough correlations, and factor analysis is then appropriate. The correlation matrix, anti-image correlation matrix, Bartlett's test of sphericity, and KMO measure of sample adequacy were all computed and looked at in order to check the data matrix for sufficient correlations. The Bartlett's Test of Sphericity is a statistical test that determines whether there are correlations between the variables. Kaiser Meyer Olkin (KMO)'s (**George & Malley, 2000**) measure of sample adequacy yielded a value in the current study for service quality of 0.75; this value is regarded as outstanding and, as a result, is eligible for factor analysis.

### Analysis of the factors

The items related to service quality were used in the exploratory factor analysis. Using the SPSS software, the following five characteristics of high-quality service were identified: tangibility, dependability, assertiveness, responsiveness, and empathy.

**Table No: 5 Factor Analysis - Dimensions of Service Quality**

S. No.	Attributes	Factor Loading				
		Factor	Factor	Factor	Factor	Factor
		1	2	3	4	5
Factor 1	Tangibility					
TAN 1	Physical appearance, dress code and attitude of employees	.95				
TAN 2	Modern technology facilities	.93				
TAN 3	Variety and excellent quality of meals in the restaurant	.86				
TAN 4	Quick Check-in and check-out procedures	.85				
TAN 5	Entertainment facilities being provided in the lounge or restaurant	.85				
TAN 6	Efficient baggage handling mechanism	.84				
TAN 7	Level of cleanliness of toilets	.82				

TAN 8	Amenities offered to you in the guest room like TV, radio, A/C, lights, and extra mechanical equipment installed	.73				
TAN 9	Ambience in the hotel like interior design/décor	.64				
TAN 10	Amenities offered in other areas of the hotel other than guest room	.59				
Factor 2	Reliability					
REL 1	Accessibility of the hotel from the airport and major highways		.94			
REL 2	Price of supplementary services, e.g., room service, laundry		.94			
REL 3	Reliability of on-line assistance like convenience and service of the reservation system		.93			
REL 4	Management of emergency by the hotel staff		.92			
REL 5	Sincerity and patience of hotel employees in resolving your problems		.90			
REL 6	Employees response to your queries		.81			
REL 7	Accessibility for dis-able people		.67			
Factor 3	Assertiveness					
ASS 1	Friendliness of the hotel employees			.93		
ASS 2	Safety performance of the hotel			.91		
ASS 3	Professional approach of the employees in discharging their duties towards guests			.89		
ASS 4	Prompt attention by hotel authority towards guest specific needs			.82		
ASS 5	Charges on my account were clearly explained.			.77		
ASS 6	Guest room all set as promised			.75		
Factor 4	Responsiveness					
RES 1	Free SMS alerts/e-mails to guests when some important information is to be given				.93	
RES 2	Toll free number provided by the hotel				.91	
RES 3	Guest feedback policy				.92	
RES 4	Tourism related information given to you				.90	
RES 5	Money exchange facility				.86	
RES 6	Timeliness of the staff of hotel while dealing with the guests in busy hours				.86	
Factor 5	Empathy					
EMP 1	Hotel website updated all the time					.94
EMP 2	Care and concern by the hotel staff for their guests					.93
EMP 3	Compensation given to you if anyhow baggage is lost or damaged					.90
EMP 4	Tie-up with travel related partners like car rentals, airlines etc					.87

EMP 5	Offers like discount, cash-back on special occasions					.85
EMP 6	Grievance redress cell of the hotel					.80
EMP 7	Pricing policy of the hotel					.79
EMP 8	Free kid meal up to age of fourteen years					.81
EMP 9	Restaurant's atmosphere was inviting					.78
	Eigen value	6.45	5.62	4.36	5.21	6.58
	Total Variance Explained (%) = 79.83	18.21	15.11	7.90	14.37	26.13
	Reliability Alpha (%) = .92	.91	.95	.94	.92	.96

\*\*Rotated Component Matrix (a), Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 5 iterations.

### Results of the Factor Analysis-Service Quality

Factors are having Eigen values (latent root criterion) higher than one would be treated as significant. As shown in Table 5, the latent root criterion results demonstrated that thirty-eight items were submitted for factor analysis in which five dimensions were extracted. These thirty-eight variables explained 82.86% of the variation in the data.

**Scree Test Criterion:** Five components were extracted before the curve turned into a straight line, indicating that this analysis was appropriate for them when a straight edge was placed over the bottom portion of the roots.

**Factor Rotation:** Using the generated factor matrix to determine the final factors requires interpretation. According to the current study, there were 38 items that were strongly loaded on five factors when the unrotated factor matrix was first examined. Rotations using VARIMAX and OBLIMIN were used to reduce ambiguity in the factor analysis. Because it treats the elements as independent, the final factorial structure was based on the VARIMAX rotation approach.

**Interpretation of Factors:** state that factor loadings greater than 0.30 and a sample size of 350 should be regarded as significant. The factor loading, which is the correlation between a variable and a factor, measures the proportion of the variable's overall variation that is explained by a certain component. Additionally, a factor loading of 0.50 means that 25% of the variance is explained by the component. Therefore, in the present study, the VARIMAX rotation method treated the factor loadings of  $\pm 0.50$  for thirty eight items of service quality variable as significant. Every factor was named as per the construct that they represent. The five factors of service quality extracted were: 1. Tangibility 2. Reliability 3. Assertiveness 4. Responsiveness 5. Empathy.

**Discussion of the Factors - Service Quality** After factor analysis, five factors and items and their loadings were identified and obtained (refer table 5), which are discussed below. **Factor 1-Tangibility:** In this factor, it has been found that the ten variables exist having factor loadings as -"Physical appearance, dress code and attitude of employees" (0.95), "Modern in-flight technology facilities" (0.93), "Variety and excellent quality of meals in the restaurant" (0.86), "Quick check-in and check-out procedure" (0.85), "Entertainment facilities being provided in the lounge or restaurant" (0.85), "Efficient baggage handling mechanism" (0.84), "Level of cleanliness of toilets" (0.82), "Amenities offered to you in the guest room like TV, radio, A/C, lights, and extra mechanical equipment installed (0.73), "Ambience in the hotel like interior design/décor" (0.64), and "Amenities offered in other areas of the hotel other than a guest room" (0.59) respectively. The factor explained 18.32% of the variance. **Factor 2- Reliability:** It could be described as a device, machine, or system that can consistently and on demand carry out the necessary functions without experiencing any failures. It is concerned with a system's

capacity to perform its essential tasks under predetermined circumstances for a specific period of time. Reliability is described by **Parasuraman et al. (1988)** as "the ability to perform the promised service dependably and accurately." In this factor, seven variables were found having factor loadings as- "Accessibility of the hotel from the airport and major highways" (0.94), "Price of supplementary services e.g., room service, laundry" (0.94), "Reliability of on-line assistance like convenience and service of the reservation system" (0.93), "Management of emergency by the hotel staff" (0.92), "Sincerity and patience of hotel employees in resolving your problems" (0.90), "Employees response to your queries" (0.81), and "Accessibility for disable people" (0.67) respectively. The factor is explaining 15.14% of the variance. **Factor 3-Assertiveness:** It involves having a self-assured, confident demeanor without being confrontational. According to **Parasuraman et al. (1988)**, assertiveness can be described as "the knowledge and courtesy of employees and their ability to convey trust and confidence." It is a communicative technique and a skill that may be learned in the study of psychology. In this factor, there were six variables which were identified having factor loadings as- "Friendliness of the hotel employees" (0.93), "Safety performance of the hotel" (0.91), "Professional approach of the employees in discharging their duties towards guests" (0.89), "Prompt attention by hotel authority towards guest specific needs" (0.82), "Charges on my account were clearly explained" (0.77) and "Guest room all set as promised" (0.75) respectively. The total variance explained by the factor is 9.13%. **Factor 4- Responsiveness:** "Being able to react quickly" is what responsiveness entails. Being responsive, behaving swiftly, and expressing emotion in response to others and situations are all characteristics of responsive people. Response time is described by **Parasuraman, et al. (1988)** as "the ability to perform the promised service consistently and accurately." In this factor, it was found that six variables exist having factor loadings as- "Free SMS alerts/e-mails to guests when some important information is to be given" (0.93), "Toll-free number provided by the hotel" (0.91), "Guest feedback policy" (0.92), "Tourism related information given to you" (0.90), "Money exchange facility" (0.86) and "Timeliness of the staff of hotel while dealing with the guests in busy hours" (0.86) respectively. The factor is explaining 12.83% of the variance. **Factor 5-Empathy:** Empathy is the capacity to understand and share the feelings of another person. The populace has developed the capacity to pick up on the feelings of others and the imagination to guess what another person is thinking. According to **Parasuraman et al. (1988)**, empathy is "providing caring, individualized attention to customers." The factor obtained nine variables with factor loadings as- "Hotel website updated all the time" (0.94), "Care and concern by the hotel staff for their guests" (0.93), "Compensation is given to you if anyhow baggage is lost or damaged" (0.90), "Tie-up with travel-related partners like car rentals, airlines." (0.87), "Offers like a discount, cash-back on special occasions" (0.85), "Grievance redress cell of the hotel" (0.80), "Pricing policy of the hotel" (0.79), "Free kid meal up to the age of 14 years" (0.81), and "Restaurant's atmosphere was inviting" (0.78) respectively. The factor is explaining 24.03% of the variance.

### Descriptive Statistics

The below mentioned following tables (refer table 6) represents the overall descriptive statistics, i.e., mean and standard deviation. In these tables, the analysis of the responses gathered from guests is presented with overall mean values and standard deviations of the factors. The overall mean and standard deviation values of the service quality variable were found to be 3.91 and 0.99, respectively.

### Overall Mean and Standard Deviation of the Factors (Total N=400)

**Table No: 6 Descriptive Statistics for Service Quality**

S.NO	Factor 1: Tangibility	Mean	S.D
TAN 1	Physical appearance, dress code and attitude of employees	4.10	0.93
TAN 2	Modern technology facilities	3.91	1.05
TAN 3	Variety and excellent quality of meals in the restaurant	4.08	.96
TAN 4	Quick Check-in and check-out procedures	4.09	.97
TAN 5	Entertainment facilities being provided in the lounge or restaurant	3.84	1.08

TAN 6	Efficient baggage handling mechanism	4.11	.95
TAN 7	Level of cleanliness of toilets	4.27	.88
TAN 8	Amenities offered to you in the guest room like TV, radio, A/C, lights, and extra mechanical equipment installed	4.31	.86
TAN 9	Ambience in the hotel room like interior design/décor	3.94	1.04
TAN 10	Amenities offered in other areas of the hotel other than guest room	3.89	1.03
	Overall mean and standard deviations	4.06	.96

S.NO	Factor 2: Reliability	Mean	S.D
REL 1	Accessibility of the hotel from airport and major highways	3.67	1.13
REL 2	Price of supplementary services e.g. room service, laundry	3.66	1.17
REL 3	Reliability of on-line assistance like convenience and service of the reservation system	3.74	1.14
REL 4	Management of emergency by the hotel staff	3.72	1.13
REL 5	Sincerity and patience of hotel employees in resolving your problems	3.81	1.10
REL 6	Employees response to your queries	3.85	1.15
REL 7	Accessibility for dis-able people	3.90	1.05
	Overall mean and standard deviations	3.78	1.10

S.NO	Factor 3: Assertiveness	Mean	S.D
ASS 1	Friendliness of the hotel employees	3.98	.91
ASS 2	Safety performance of the hotel	3.87	.99
ASS 3	Professional approach of the employees in discharging their duties towards guests	3.75	.94
ASS 4	Prompt attention by hotel authority towards guest specific needs	3.58	1.01
ASS 5	Charges on my account were clearly explained	3.94	.97
ASS 6	Guest room all set as promised	3.97	.96
	Overall mean and standard deviations	3.84	.95

S.NO	Factor 4: Responsiveness	Mean	S.D
RES 1	Free SMS alerts/e-mails to guests when some important information is to be given	4.01	.96
RES 2	Toll free number provided by the hotel	4.15	.92
RES 3	Guest feedback policy	4.10	.91
RES 4	Tourism related information given to you	4.14	.94
RES 5	Money exchange facility	3.98	.97
RES 6	Timeliness of the staff of hotel while dealing with the guests in busy hours	3.97	.96
	Overall mean and standard deviations	4.04	.96

S.NO	Factor 5: Empathy	Mean	S.D
EMP 1	Hotel website updated all the time	4.10	.91
EMP 2	Care and concern by the hotel staff for their guests	3.77	.98
EMP 3	Compensation given to you if anyhow baggage is lost or damaged	3.79	.97
EMP 4	Tie-up with travel related partners like car rentals, airlines etc	4.13	.92
EMP 5	Offers like discount, cash-back on special occasions	3.81	.94
EMP 6	Grievance redress cell of the hotel	3.62	1.12
EMP 7	Pricing policy of the hotel	3.51	1.10



EMP 8	Free kid meal up to age of fourteen years	3.72	1.11
EMP 9	Restaurant's atmosphere was inviting	4.15	.88
	Overall mean and standard deviations	3.83	.97

Following are the factors along with their overall mean and standard deviations:

**Tangibility:** It was found that the variables have got mean values as "Physical appearance, dress code and attitude of employees (mean = 4.10)", "Modern technology facilities (mean = 3.91)", "Variety and excellent quality of meals in the restaurant (mean = 4.08)", "Quick Check-in and check-out procedures (mean = 4.09)", "Entertainment facilities being provided in the lounge or restaurant (mean = 3.84)", "Efficient baggage handling mechanism (mean = 4.11)", "Level of cleanliness of toilets (mean = 4.27)", "Amenities offered to you in the guest room like TV, radio, A/C, lights, and extra mechanical equipments installed (mean = 4.31)", "Ambience in the hotel like interior design/décor (mean = 3.94)", and "Amenities offered in other areas of the hotel other than guest room (mean = 3.89)".

The mean values were highest loaded in the variables of "Amenities offered to you in the guest room like TV, radio, A/C, lights, and extra mechanical equipment installed" (mean=4.31), "Level of cleanliness of toilets" (mean=4.27), "Efficient baggage handling mechanism" (mean=4.11), "Physical appearance, dress code and attitude of employees" (mean=4.10), "Quick Check-in and check-out procedure" (mean=4.09), and "Variety and excellent quality of meals in the restaurant" (mean=4.08). Hence, it has shown that the guests rated very important to these attributes with mean values greater than four, which means hotels understudy are providing excellent service quality about the above-mentioned items of tangibility.

The remaining variables like "Modern technology facilities" (mean=3.91), "Entertainment facilities being provided in the lounge or restaurant" (mean=3.84), "Ambience in the hotel like interior design/décor" (mean=3.94), and "Amenities offered in other areas of the hotel other than a guest room" (mean=3.89) got there mean values close to four which indicates that the hoteliers are providing good service quality on these service attributes. They should enhance their quality, even more, to make themselves competent in the market by providing an excellent form of service quality to satisfy the guests to the fullest extent. Working on tangibility variables that have got low mean values (close to four) are becoming the implications for the hotels.

The overall mean and standard deviation that we got for the factor is 4.06 and 0.96, respectively.

**Reliability:** It was found that the variables have got their mean values as "Accessibility of the hotel from airport and major highways (mean=3.67)", "Price of supplementary services, e.g., room service, laundry (mean=3.66)", "Reliability of on-line assistance like convenience and service of the reservation system (mean=3.74)", "Management of emergency by the hotel staff (mean=3.72)", "Sincerity and patience of hotel employees in resolving your problems (mean=3.81)", "Employees response to your queries (mean=3.85)", and "Accessibility for disable people (mean=3.90)".

The mean values were highest noticed in the variables of "Accessibility for dis-able people" (mean=3.90), "Sincerity and patience of hotel employees in resolving your problems" (mean=3.81), and "Employees response to your queries" (mean=3.85) which indicates that respondents rated very important to these attributes but are not highly satisfied with it, as the mean values of the variables are in between three and four only (4=very good) but not excellent. None of the variables in the reliability factor got the mean value above four.

The remaining variables viz "Reliability of on-line assistance like convenience and service of the reservation system" (mean=3.74), "Accessibility of the hotel from the airport and major highways" (mean=3.67), "Management of emergency by the hotel staff" (mean=3.72), "Price of supplementary services, e.g., room service, laundry" (mean=3.66), got less than four mean values. It means that the

hotels should give due attention to these attributes and have a proper focus or an eye on delivering these service quality attributes. The guests get more satisfied with these attributes when delivered properly. Hence, improving the quality of these variables becomes the implication for the hotels.

The overall mean and standard deviation that we got for this factor is 3.78 and 1.10, respectively.

**Assertiveness:** It was found that the variables have got their mean values as "Friendliness of the hotel employees (mean=3.98)", "Safety performance of the hotel (mean=3.87)", "Professional approach of the employees in discharging their duties towards guests (mean=3.75)", "Prompt attention by hotel authority towards guest specific needs (mean=3.58)", "Charges on my account were clearly explained (mean=3.94)", and "Guest room all set as promised (mean=3.97)".

The mean values were highest noticed in the variables of "Friendliness of the hotel employees" (mean=3.98), "Safety performance of the hotel" (mean=3.87), "Charges on my account were clearly explained" (mean=3.94), "Guest room all set as promised" (mean=3.97), which indicates that respondents rated very important to these attributes but are not highly satisfied with it, as the mean values of the variables obtained were close to four (4=very good) but not an excellent form of service quality has been delivered. None of the variables in the assertiveness factor got the mean value above four.

The remaining variables viz "Professional approach of the employees in discharging their duties towards guests" (mean=3.75), "Prompt attention by hotel authority towards guest specific needs" (mean=3.58), got less mean values which means that the hotels should give due attention towards these attributes, meaning that the guests are not getting delightful services so far as these two attributes are concerned. They are less satisfied, which directly presents a negative image. The results conveyed that the hotels should give these attributes more focus and thrust. The hotels should try to increase the extent of service quality and the way it is being delivered, hence becoming important implications for the selected hotels operating in Agra.

The overall mean and standard deviation for this factor is 3.84 and 0.96, respectively.

**Responsiveness:** It was found that the variables have got their mean values as "Free SMS alerts/e-mails to guests when some important information is to be given (mean=4.01)", "Toll-free number provided by the hotel (mean=4.15)", "Guest feedback policy (mean=4.10)", "Tourism related information given to you (mean=4.14)", "Money exchange facility (mean=3.98)", "Timeliness of the staff of hotel while dealing with the guests in busy hours (mean=3.97)".

Almost all the variables of this factor got their mean values greater than or equal to four. The respondents are very satisfied with the level of service quality as the attributes of responsiveness are concerned. The hotels should try and enhance the already existing service quality as responsiveness will play a crucial role in the satisfaction and delightedness of guests. There are fewer managerial implications required for the hotels for this factor.

The overall mean and standard deviation is 4.04 and 0.96, respectively, for this factor.

**Empathy:** It was found that the variables have got their mean values as "Updated website all the time (mean=4.10)", "Care and concern by the hotel staff for their guests (mean=3.77)", "Compensation is given if anyhow baggage is lost or damaged (mean=3.79)", "Tie-up of the hotel with travel-related partners, car rentals, airlines. (mean=4.13)", "Offers like a discount, cash-back on special occasions (mean=3.81)", "Grievance redress cell of the hotel (mean=3.62)", "Pricing policy of the hotel (mean=3.51)", "Free kid meal up to the age of 14 years (mean=3.72)", "Restaurant's atmosphere was inviting (mean=4.15)".

The mean values were highest noticed in the variables of "Updated website all the time" (mean=4.10), "Compensation given if anyhow baggage is lost or damaged" (mean=3.79), "Tieup of the hotel with

travel-related partners, car rentals, airlines" (mean=4.13), "Offers like a discount, cash-back on special occasions" (mean=3.81), "Restaurant's atmosphere was inviting" (mean=4.15). It indicates that respondents rated very important to these attributes and are satisfied with them, as the mean values of the variables obtained were close to four or even above four (4=very good).

The remaining variables viz "Care and concern by the hotel staff for their guests" (mean=3.77), "Grievance redress cell of the hotel" (mean=3.62), "Pricing policy of the hotel" (mean=3.51), "Free kid meal up to the age of 14 years" (mean=3.72) got less mean values which mean that the hotels should give due attention towards these attributes, meaning that the guests are not getting delightful services so far as these four attributes of empathy are concerned. The less satisfaction directly leads to a bad feeling in the minds of guests against the particular hotel. The results convey to us that the hotel managers should give these attributes more focus and thrust. The hotels should enhance their service quality, mostly in attributes about this factor. To develop a positive image and have the constructive repeat patronage of guests, the managers have to work more hard on empathy attributes. The hotels should try to increase the magnitude of quality of service and the way it is being delivered, hence leaves the implication for the selected hotels operating in the valley of Agra.

## CONCLUSION

The study's findings included techniques that should be put into practice to raise customer satisfaction with regard to the caliber of the services provided. The goal of the current study was to investigate the relationship between aspects of service quality and repeat business. Dimensions of service quality and customer satisfaction are directly correlated, and it has been established that better service quality raises customer contentment. Modern hotels are capable of satisfying guests thanks to the introduction of new innovations in service quality. Additionally, it has been shown that when visitors are happier, there is an increase in their loyalty to a particular hotel, which ultimately results in favorable repeat business. When visitors are pleased, they become devoted and their spending habit is favourably impacted. Additionally, the reputation of the hotel brand is intricately linked to customer loyalty and service excellence. The guests' positive view of the hotel brand is boosted by loyalty and trust. The primary objective of hotels should always be to satisfy their guests. The management of the chosen hotels must put forth a lot of effort to create a pleasant impression in visitors' thoughts and encourage repeat business. Only by increasing the guests' comfort levels could this be accomplished. As a result, the hotels are able to grow significantly, raise their earnings, and stimulate the economy. To reduce the gap between expectations and the services received, hotel managers must ensure that every guest interaction results in a worthwhile experience. To succeed by meeting the requirements and wants of the visitor and for the benefit of all stakeholders, hotel management should manage and provide their service quality through collective engagement. It has been emphasized from the current research that understanding better methods for quality management and image-building elements in addition to their interactions can help give policy makers and hotel managers fresh perspectives. Such tactics help manage and provide great experiences for the guests, which favorably influences repeat business from the guests. Additionally, the stakeholders benefit greatly from pleasant repeat business. The findings showed that customer satisfaction and loyalty are significantly impacted by greater service quality. Additionally, customer happiness is impacting loyalty more and more. Additionally, it has been found that higher hotel service quality results in a more favorable brand image in customers' thoughts, which has a direct beneficial impact on their likelihood to return. The literature further reveals that brand image, service quality, and repeat business were significantly correlated. The hotels are advised to implement the suggested strategies in letter and spirit in order to increase the quality of their services, increase their market share, increase their business profitability, and maintain themselves in the highly competitive environment. The perception that guests have of a hotel's brand has a significant impact on their likelihood to book a room at that hotel again in the future. As a result, hotels must maintain a favorable reputation with prospective customers in order to draw in new ones. The study suggests that as service quality characteristics directly affect brand image and repeat business, hotel marketing managers need to develop a variety of tactics to provide high-quality services. Inability to offer visitors

higher-quality services severely harms the hotel brand's reputation and has a negative effect on repeat business. By working tirelessly to restore the service, the parties involved in providing the service might affect the feelings of the customers.

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