

SERVICE ENCOUNTER AND CUSTOMER SATISFACTION OF MADURA RESIDENCY AT MADURAI

K.Suresh¹, N.Preethi karunya², and R.Rajeev³

¹Assistant Professor, Department of Catering Science and Hotel Management, Kalasalingam University, Krishnankoil

²Assistant Professor, Department of Catering Science and Hotel Management, Kalasalingam University, Krishnankoil

³Assistant Professor, Department of Catering Science and Hotel Management, Kalasalingam University, Krishnankoil

Email: ¹suresh.fnb@gmail.com, ²karunyapreethi1990@gmail.com, ³rajeevsundar885@gmail.com

Abstract—The present study explores the relationship between service encounter and customer satisfaction of Madura residency at Madurai. The purpose of this study was to explore an “internal service chain” in Madura residency and identify the events and behaviours (service dimensions) that distinguish a successful internal service encounter from a non-successful one. Although internal customers were usually not recognized as such, it was found that interpersonal relations affect to a great extent all internal service encounters in a hotel. Other factors influencing the internal service encounters are the professionalism, the dependability, the conscientiousness of the internal suppliers, and customer loyalty the consideration they show to their internal customers. The study shows how service encounter get better customer satisfaction, service quality, word of mouth, and economic growth in the hotel.

Keywords—Customer Loyalty, Customer Satisfaction, Hotel, Internal Customers, Service Encounter.

INTRODUCTION

The service sector has seen dramatic growth over the years, to the extent that its contribution to global GNP exceeds that of all other sectors combined (TheWorld Bank, 2004). A service is viewed like a performance (Grove, Fisk and Dorsch 1998) in that each service encounter allows the firm's personnel to perform actions and activities of value to the customer. Hence, the interpersonal dynamics that are embedded in a service encounter may have a profound impact on the satisfaction with the service. Madura residencies a chain of executive class hotels, multi- cuisine restaurants and houseboats. The hotel is popular with both business and leisure travellers who appreciate the relaxed atmosphere and friendly service. The rooms and the interiors are contemporary and warm. In spite of all these provisions, the customer base has down. This research is carried out with the aim of measuring service encounter satisfaction and its impact on customer loyalty in Madura residency, Madurai.

PROBLEM STATEMENT

Madura residency in Madurai was the first initiation of this organization and hence it gives much importance to its business by maintaining superior quality. In the recent years, the customer base has come down and hence the turnover. It makes some changes in serving the customer, in promotional measures and the infrastructure which have not yielded fruits. Hence this research focuses on the service encounter and customer loyalty rather than service quality

REVIEW OF LITERATURE

“That period of time during which a customer directly interacts with a service” From Shostack.

Amy K.Smith, et.all (1999) used 4 dimensions such as Disconfirmation, Distributive Justice, Procedural Justice and Interactional Justice to measure satisfaction with service encounter with 12 items.

Chandon et al (1997) developed a dyadic assessment of service encounters encompassing competence of staff, listening behaviors of staff, dedication of staff, and effectiveness of staff.

Winsted (2000) developed a three-dimensional measure to assess service encounter evaluation which encompassed concern, civility and congeniality.

Raajpoot (2004) developed a measure of service encounter quality encompassing seven-dimensions including tangibility, reliability, assurance, sincerity, personalization, formality, and responsiveness.

RESEARCH OBJECTIVES

- To understand the service encounter and loyalty dimensions in Hotel Industry.
- To measure the service encounter satisfaction among the customers of Madura residency, Madurai.
- To know the impact of service encounter satisfaction on customer loyalty.
- To suggest suitable strategies to enhance the customer satisfaction and improve the customer loyalty in Madura residency, Madurai.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the problem it may be understand as a science of studying how research is done scientifically. In the various steps that are generally adopted by a researcher in studying his researcher problem along with logic behind them.

Research Design

Descriptive research is carried out in this project work to know the service encounter satisfaction and loyalty among customers of Madura residency, Madurai. Descriptive research includes surveys and fact findings of different kinds. The main purpose is the description of the current state of affairs as exist.

Sampling Plan

Type of sampling technique

Convenient sampling is used to collect data from workers to analyse their Career Plateau.

Sample Unit: Existing customers of Madura residency, Madurai.

Sample Size: The sample size is 127 respondents.

Sources of Data

Primary Data: existing customers of Madura residency, Madurai

Secondary Data: websites and records of Madura residency, Madurai.

Data Collection Tool: Structured Questionnaire.

Tools for analysis:

Percentage analysis, Chi square test

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS:

Table 1: Demographic Profile of the Respondents

<i>Factors</i>	<i>Category</i>	<i>No. of Respondents</i>	<i>Percentage (%)</i>
Age	18 Yrs to 20 Yrs	36	28.35%
	25 Yrs to 35 Yrs	25	19.69%
	35 Yrs to 45 Yrs	50	39.37%
	Above 45 Years	16	12.59%
Gender	Male	60	47.24%
	Female	67	52.76%
Monthly Income	Rs.5000 to Rs.10,000	68	53.54%
	Rs.10,000 to Rs.25,000	28	22.05%
	Rs.25,000 to Rs35,000	16	12.60%
	Rs.35,000 to 45,000	15	11.81%

In the above Table 1, it can be inferred that the majority of the respondents fall into the age group of 18-20 years with 28.35%, 19.69% of the respondents are 25- 35 years and 35- 45years 39.37% another 12.59% are above 45 years. The

majority of the respondents 47.24% are male employees and the remaining 52.76% are female employees. About 53.54% of the respondents are earning Rs.5000 to Rs.10,000 monthly income and 22.05% are earned Rs.10,000 to Rs.25,000 and the 12.60% employees are earn Rs.25,000 to Rs.35,000 remaining are 11.81% earn Rs.35,000 to Rs.45,000 per month.

CHI SQUARE TEST

Table 2: Association between level of customer satisfaction and level of Responsiveness Perception

Customer Satisfaction	Responsiveness Perception				Chi Square Value	P Value
	Low	Medium	High	Total		
Low	0	90	11	51	177.472 ^a	0.000**
Medium	30	57	228	158		
High	19	44	57	91		
Total	56	96	148	300		

Note: 1. ** denotes significance at 1% level.

2. * denotes significance at 5% level.

Since P value is less than 0.01, null hypothesis is rejected at 1% level of significance. Hence it can be concluded that there is association between level of customer satisfaction and level of Responsiveness Perception.

CONCLUSION

This research builds on the previous findings on the relationships of service encounter with customer loyalty and behavioural intention of customers. Further, this study associates the importance of service encounter dimensions with the strength of their relationships with customer loyalty. A wide variety of industries will be benefited by replications of this study. The conclusions from this study are valuable on a number of accounts.

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