"A STUDY ON THE ROLE OF SERVICE SCAPE IN POSTURING OF CUSTOMER SATISFACTION AND POSITIVE EMOTION"

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Abstract

The hospitality business encompasses the travel, tourism, and recreation sectors. Just a few examples of the various companies that belong within the hospitality sector umbrella. Even in the middle of a recession, it has continued to grow for the last 26 years. The sector employs over 2.5 million people and provides services to a broad variety of organisations, including anything from hotels and restaurants to educational facilities. An key service sector in India's economy, tourism and hospitality, has developed in India in recent years. There are 6.23 million people employed in the nation, which makes up 8.78 million people in total. Hotels in India have been well praised for their ongoing innovation, functional growth, and commitment to rising standards. For the most part, there are two main sorts of enterprises operating in this sector.

Key words: Hospitality, Service Sector, Service Scape

INTRODUCTION

Hospitality tourism, adventure and eco-tourist attractions are only a few examples of the many types of tourist attractions that exist. It is possible to find several of these properties under various hotel types. Convention and meeting facilities are often included in this sort of lodging. India's tourist industry is a major source of both jobs and cash. The travel and tourism business accounted for 2.3 percent of the country's GDP in 2013. (Rs 2.21 trillion). According to the most current predictions, Rs4.44 trillion ($72.19 billion) would be generated by 2024. There will be a 5.18 percent growth in domestic travel in 2014, according to the World Travel and Tourism Council. (WTTC). In the previous five years, the Indian hotel

industry has risen at a 14.12 percent annual rate, according to a recent survey. It is ranked 11th in Asia Pacific and 65th worldwide in the 2013 World Economic Forum India Travel Competitiveness Report for travel and tourism competitiveness. More employment per million rupees invested in the industry than any other sector, according to the Planning Commission. It is possible for the country as a whole to employ a broad range of workers, from the least skilled to the most specialized, even in the most distant regions. The World Travel and Tourism Council (WTTC) predicts that India's travel and tourism sector would employ about 52 million people by 2019. the second-largest employer on the planet.

BACKGROUND OF THE STUDY
THE CUSTOMER SATISFACTION

Customers make purchasing decisions based on their assessments of the perceived value of promotional offers. How much a customer enjoys their purchase affects their likelihood of recommending the product. Customer satisfaction may be achieved in a number of ways. An unhappy customer is one who is dissatisfied with the product because it does not live up to their expectations. Customer satisfaction can only be achieved when the product's performance meets or even surpasses expectations. The consumer is content or perhaps thrilled if the performance surpasses their expectations.

Providing Excellent Service and Satisfaction to Our Clients

The success of a marketer depends greatly on consumer satisfaction and value. As a result, how do you go about creating and delivering value to the consumer in the first place? In order to answer this, we'll look at the both the chain of value and the system of value transfer.

Value Chain

To maximise consumer value creation, the value chain, according to Michael Porter, is the most effective technique available. Inventing, producing, promoting, and selling a company's goods requires a wide variety of operations. There are nine steps in the value chain, which aims to understand the dynamics of costs in a given organization and identify potential sources of distinction.. Each of the value-creating activities consists of five main components and four supporting components. Things are a company's primary source of revenue and are handled in a variety of ways, including receiving, processing, delivering, promoting, and selling those products (marketing and sales) (services). Support activities are often held in conjunction with the primary events.

The purchasing department is only responsible for a tiny fraction of the work when it comes to procurement. The growth of technology and the management of human resources are concerns shared by all divisions. General management, planning, financial and accounting operations, as well as legal and government affairs, are all part of the company's architecture. Each value-creating activity should be examined as part of the firm's value-chain strategy in order to uncover potential for improvement. The costs and results of its competitors may also be used as a yardstick. Companies may gain an advantage over one another if they outperform their rivals in crucial areas.

When salespeople are dissatisfied and consumers are compelled to shop elsewhere, a credit department may try to minimize bad debts by limiting credit eligibility. While the consumer waits, the distribution department may opt to save money by transporting goods by train. Because of their own internal barriers, departments cannot give excellent customer service to the rest of the company. If this problem is to be addressed effectively, it is essential to prioritize business procedures that need input and cooperation from many functional divisions. The following are a few instances of these key business practises:

The product development process Research, development, and manufacturing of innovative goods in a timely and cost-effective manner. **The Inventory management processes** Every aspect of generating and controlling the proper inventory levels Supply of raw materials and finished products such that adequate quantities are available while avoiding excessive costs of overstocking. **The order-to-cash flow** receiving orders, authorizing them, sending the items on schedule, and collecting money are all part of this process. **The customer service process** Contacting the right individuals in the company is the first step to getting answers and help. A company's success depends on the proper management of these and other fundamental activities. Having mastered important business practises, these companies enjoy a distinct edge over the competition. Wal-supremacy, for example In terms of order fulfillment and inventory management, Mart has a significant advantage. Individual Wal-Mart shops provide sales data to Wal- suppliers such as Mart'sWal-placement Mart's items are sent relatively immediately to Wal-Mart outlets.

The Key Customer Relationship Marketing

Long-term connections with customers and other stakeholders are the goal of this kind of marketing. The emphasis in marketing is increasingly moving from single transactions to the development of value-laden relationships and value-delivery networks. Long-term connections are at the heart of relationship marketing. Customer satisfaction is a critical statistic for analyzing whether or not a firm has reached its goals. If a firm wants to be successful at relationship marketing, every department inside it must work together. It's because of this that consumers are more inclined to remain loyal. In an ideal world, client input is sought constantly in order to increase consumer happiness. Having a satisfied customer is a good predictor of future purchases and loyalty. Data on customer satisfaction is a common way to gauge how the market perceives a product or service. They are mostly used for two purposes.

1. Because of these figures, companies can understand how critical it is toprioritize their consumers and ensure that they are satisfied with the products and services they provide.

2. The likelihood that a consumer would make further purchases in the future is better predicted by whether or not they are satisfied with their previous purchases as opposed to sales or market share. The link between customer happiness and retention has been studied extensively. People are most sensitive to pleasure at the extremes, according to study. Return customers and even brand advocates are more likely to rate a firm a "5" on a scale of oneto five. (Another key indication of consumer satisfaction is the willingness to provide recommendations.) People who say they'd recommend a brand to a friend are classified as "customers" in surveys. If a customer is satisfied witha purchase, they may tell their friends, family, and colleagues about it. I think this may be a significant selling factor. Less likely to return are those who rate their overall pleasure as a "1". In addition, they might damage the business' reputation by speaking ill of it to prospective

customers. Customer satisfaction may be assessed in part by how likely your customers are to recommend your company to their friends and family.

The construction (Measuring Customer Satisfaction)

Businesses have a problem in keeping existing customers while acquiring new ones. A useful approach to gauge a business' performance in the market is to look at customer satisfaction scores. As a group average, this statistic is seldom presented as an individual figure. It may be quantified in a number of ways. It's very uncommon for hotel visitors to be asked to rate anything from the hotel's check-in personnel to the room's amenities and even its eateries. You may also be asked by the hotel if you were "happy with your stay" generally. People purchase for a combination of hedonic and utilitarian motives, according to an expanding corpus of study on consumer experiences. It is the product's sensory and experiential features that are directly related to the product's hedonic advantages.

Since the term "customer satisfaction" may be used to a wide range of people and things, it's difficult to pin down exactly what it means. People's degree of satisfaction is influenced both psychologically and physically by a wide range of circumstances. The customer's level of contentment may vary depending on the options accessible to them and the things they may compare.

In most situations, customer happiness is measured using Likert scales and questionnaires. Customers are asked to score each statement based on their own expectations and impressions of the company. They provide a rating from one to five for their overall happiness.

Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
1	2	3	4	5

A scale of 1 to 10 may be used to rate a customer's level of satisfaction. Regardless of the size of the sample, the ultimate goal is to ensure that customers are satisfied with a company's products and services. Businesses must place a high priority on their customers' well-being. Measurement of customer satisfaction is essential for this. Low error variations and high levels of customer satisfaction are necessary for excellent quality measures to be accurate. According to empirical study, two multi- item semantic difference measures were effective in both hedonic and utilitarian service consumption scenarios.

Semantic differential six-item 7-point scales (e.g. Oliver and Swan 1983) consistently performed well across hedonic and utilitarian services, according to Wirtz & Lee (2003). In both trials, this item was the most accurate and had the least amount of error variance. ATM services and ice cream parlors were rated on a scale of "please me to disappointed me," "content with to disgusted with," and "very pleased... to two very unhappy...," according to a survey of more than 2,000 adults.

Semantic difference (4 items) (e.g., Eroglu and Michelet 1990) was the second best- performing measure in the study. On a scale of "very happy" to "not at all satisfied," participants were asked to rate their overall satisfaction with the two goods, using terms like "pleased" and "pleasant" to describe how they felt. A seven-point bipolar scale with a single item was the third-best single-item percentage measure (e.g., Westbrook 1980). One to seven points were given on a "delighted to horrible" scale by those who took the survey on their experiences using ice cream parlors and ATMs in the U.S. Using these measurements necessitates additional pre-testing, as shown by these findings. There was also evidence of pleasure's emotional and cognitive components across tests, which is significant. If a customer has any knowledge or experience with a product, affective metrics may be used to capture their attitude toward the product (like or hate).Whether the product's performance surpassed (or fell short of) expectations, to judge if it was beneficial, and to match the circumstances, it is a cognitive attribute.

Customer Satisfaction's advantages
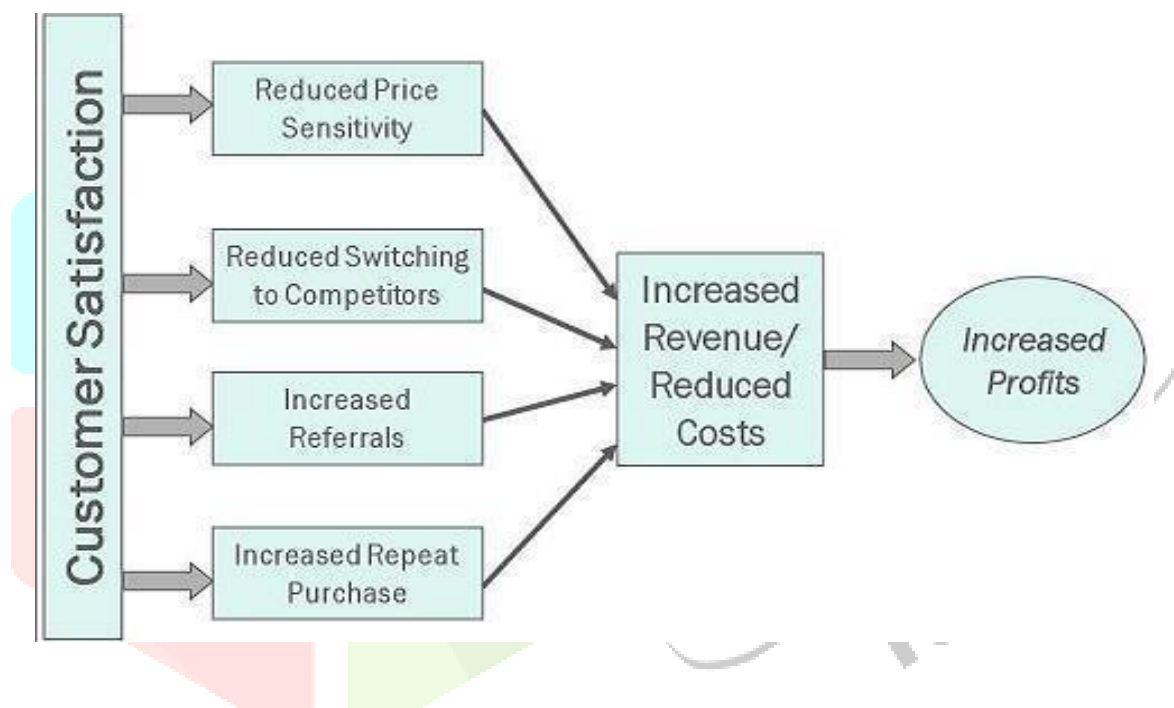
CUSTOMER SATISFACTION'S ADVANTAGES

Satisfied customers, profitable providers, and profitable vendors the majority of businesses put a high priority on their clients' happiness. Many companies, especially big ones, place a great value on their customers' satisfaction. Because of this, it's important to ask: What are the advantages of customer satisfaction for the supplier company?'

Customers that are happy with the company's service are more inclined to remain loyal. In contrast, consumer and industry segmentation and marketing studies suggest that this link is not always as strong. The value of client loyalty as a stand-alone idea isn't clear to sellers and service providers; therefore they shouldn't rely on it. I'll discuss this in more detail in a future article. According to research, customer happiness seems to have a bigger influence on consumers' ability to pay and their ability to be sensitive to pricing. (on a per-item aswell as an overall budgeting basis)

LITERATURE REVIEW

People in the twenty-first century are consumers. To put it another way, customers in the twenty-first century control the success or failure of a firm by owning the company's leaders, employees, and assets as a whole. Customers expect and want near-instantaneous response times. It's anticipated that personal preferences, likes and dislikes, and other preferences would be considered and implemented in a timely manner. A successful firm must ensure that the goals and desires of its customers are satisfied in a timely and professional way. They have a leg up on the competition thanks to expertise and tough competitiveness. Customers in the 21st century want a one-on-one interaction with a management in order to get the greatest deal. Even the companies they do business with want to accommodate their preferences and desires (Galbraith, 2005). The strength of a company's connection with its customers is what ultimately determines its success.

The concept of satisfaction, according to Fourner and Glenmick (2015), can be sustained only if the expectation is positive. Customers form an opinion about what they anticipate from a service or product based on their own experiences. Customer satisfaction starts and ends with the customer's delight after the first interaction an organization has with a customer and throughout the visitor cycle. Several studies have shown that customer satisfaction is impacted by a broad number of variables. However, it has been shown that many people/customers like the same thing. One of the most significant variables in customer satisfaction is cleanliness, appearance, and cost. Knutson emphasized the cleanliness and comfort of the guest rooms, the promptness of service, the friendliness of the employees, the convenience of location, and the security and safety of the establishment (1988).

Choi and Chu (2017) claim that the level of service, the in-room facilities, and the total price of a hotel stay are the most crucial considerations for guests. One of the hotel's many amenities is a complimentary breakfast buffet as well as free airport shuttle service, car rental, parking, and friendly personnel. Atkinson (2016) cites the importance of cleanliness, safety, cost effectiveness, and the manners of employees while evaluating a business.

Developed by Parasuraman et al., the SERVQUAL customer service quality assessment scale was the first to measure customer satisfaction (2017). Reliability, tangibles, responsiveness, assurance, and empathy were ranked as the five most important service quality elements. This 22-element SERVQUAL scale examines consumer expectations and perceptions of service excellence. On a seven-point Likert scale, how strongly do you agree or disagree with a statement? Positive and negative gaps may be calculated using the collected data. A company's degree of customer service excellence may be determined by the gap between what customers perceive and what they anticipate. If the final outcome is favorable, then the perceived quality of the service surpasses expectations. Because the outcomes are poor, the quality of the service is also poor. When customers' expectations are met or exceeded, they express high levels of satisfaction with the quality of the service they get.

RESEARCH GAP AND RESEARCH OBJECTIVE

Study after study has shown that public and private companies have been the most common places to conduct welfare-related research. Customers' pleasure isn't measured in all of this research. The drawbacks of this research include the use of small samples and a lack of investigation into the association between staff demographics and customer satisfaction scores. Hotel staff has not been studied in relation to their attitudes about customer satisfaction metrics. As a result, more research is an absolute need. To that end, our study aims to close the knowledge gap in these fields. At DENISSONS HOTEL, a sample of 40 guests was surveyed.

STATEMENT OF PROBLEM

There has been a lot of talk recently about "relationship marketing" in marketing circles (Palmatier et al. 2006). When a company's activities are in line with its customers' long- term goals, it is reasonable to say that it is using relationship marketing. As a result, the deployment of relationship marketing with exact methods to assure customer categorization and to monitor the return on tailored market offers becomes a major challenge. Although research shows that relationship marketing improves performance, organisations still have difficulty customizing their models for their own business situations. Each and every one of an organization's marketing alliances must be kept accountable. A new word we've invented to represent the way CRM, marketing intelligence, and customer responsibility are all interconnected is "accountable relationship marketing" (i.e. actions that are focused on offering value to customers)

OBJECTIVES OF THE STUDY

☐ To get an understanding of the Servicescape.

☐ To determine the most important aspects of the hotel's Servicescape.

☐ To learn aspects of a hotel's Servicescape have the most influence on guests'pleasure and enjoyment.

☐ The hotel Servicescape and client emotional reactions should be examined.

SCOPE OF THE STUDY

☐ To learn more about the transportation firm.

☐ The primary goal of the survey was to determine the overall degree of consumersatisfaction with hotel services.

☐ To determine the extent to which the hotel's branding and marketing efforts arereaching potential guests.

RESEARCH METHODOLOGY

Data Collection Method

There were both primary and secondary sources used to get the necessary information. Primarily gathered data is what we mean when we say we're using primary sources. Other than resolving the issue at hand, secondary data is information gathered for some other reason.

Secondary data

The secondary data for the study was collected through various sources such as

❖   Information from company manuals

❖   The articles published in web site, magazine, journals and newspapers.

Sample size

The sample size is the number of samples used in a study. 100 individuals were selected from Hubli for the study's sample size.
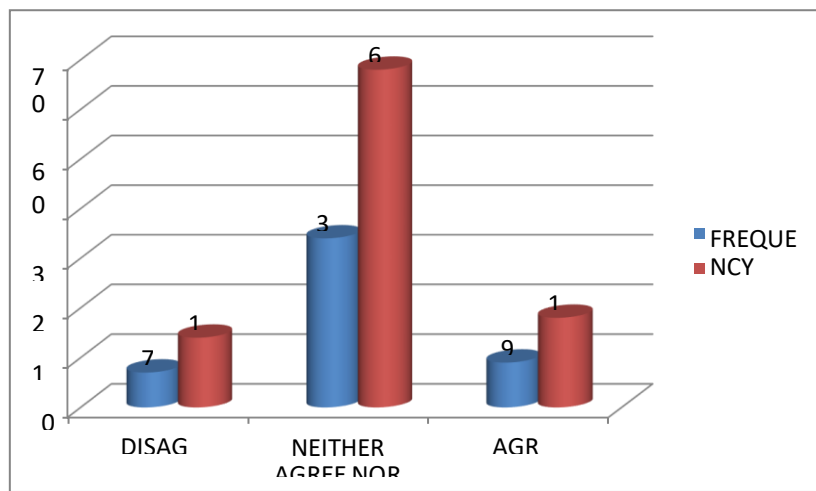
DATA- ANALYSIS AND INTERPRETATION

1. Staff showed knowledge of the products/services.

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
EXCELLENT	11	22
GOOD	17	34
AVERAGE	12	24
FAIR	7	14
POOR	3	6
TOTAL	50	100
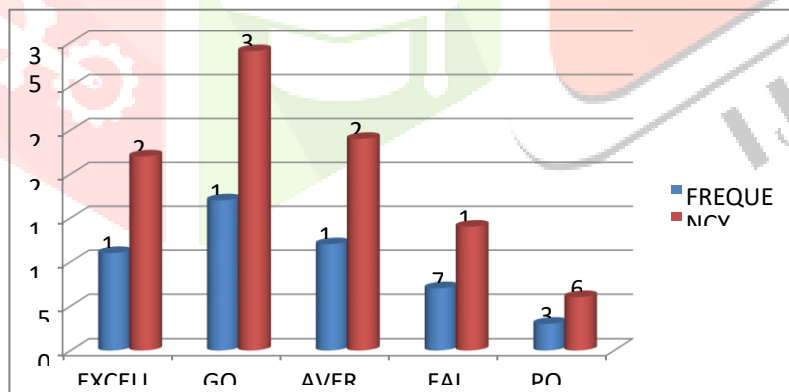
2. Staff was courteous throughout.

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
EXCELLENT	3	6
GOOD	8	16
AVERAGE	20	40
FAIR	17	34
POOR	2	4
TOTAL	50	100

3.   Your complaints are constructively handled.

OPTIONS	Number Of Respondents	PERCENTAGE
STRONGLY DISAGREE	8	16
DISAGREE	16	32
NEITHER AGREE NOR DISAGREE	11	22
AGREE	10	20
STRONGLY AGREE	5	10
TOTAL	50	100
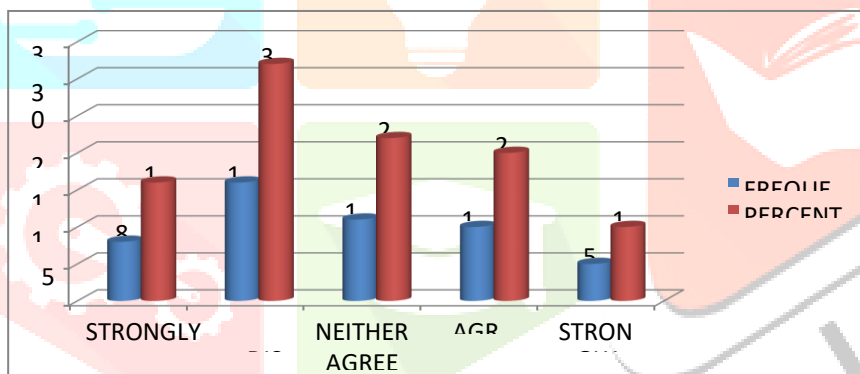
4. Staff delivers the appropriate service as promised.

OPTIONS	NO OF REPSONDENTS	PERCENTAGE
DISAGREE	7	14
NEITHER AGREE NOR DISAGREE	34	68
AGREE	9	18
TOTAL	50	100
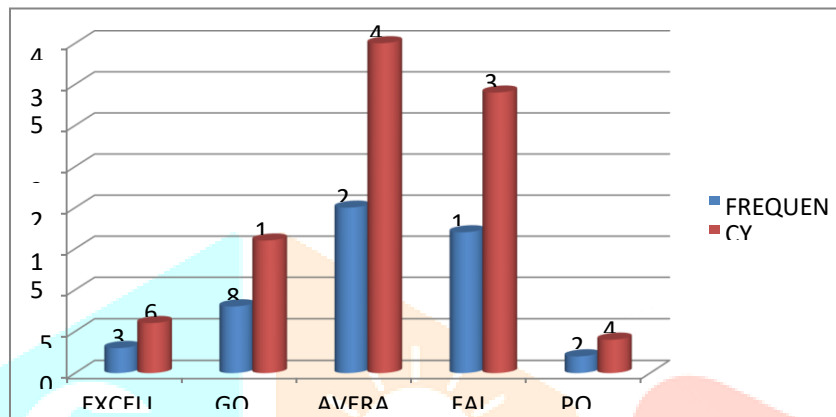
5. Staff communicate in a language that you understand.

Options	NO OF RESPONDENTS	PERCENTAGE
STRONGLY DISAGREE	2	4
DISAGREE	2	4
NEITHER AGREE NOR DISAGREE	4	8
AGREE	18	36
STRONGLY AGREE	24	48
TOTAL	50	100
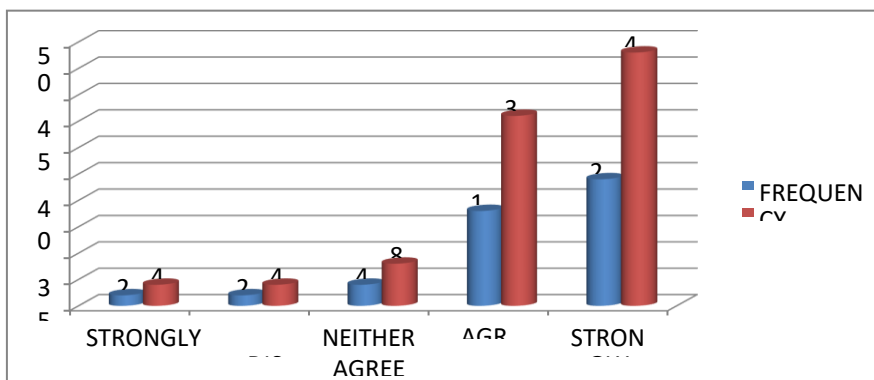
6. The behavior of staff makes you feel that you can trust them and have confidence in them.

Options	No of respondents	PERCENTAGE
STRONGLY DISAGREE	9	18
DISAGREE	16	32
NEITHER AGREE NOR DISAGREE	21	42
AGREE	4	8
TOTAL	50	100
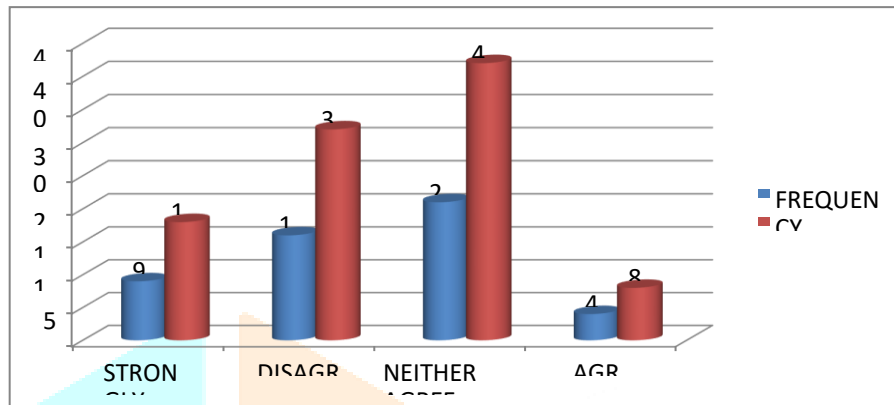
FINDINGS

❖ Their goal is to develop long-term relationships with all its stakeholders, which is critical to a successful company Endeavour.

❖ To entice customers, they must have a convenient parking lot.

❖ DENISSONS HOTEL also places a high priority on cleanliness and sanitary conditions. It is something on which management should place a high priority.

❖ The layout of the store should also be optimized for consumer convenience.

❖ Most individuals, according to my study, were swayed and enticed by promotional offers and schemes. As a result, DENISSONS HOTEL should hire individuals who have received specialized training in providing customers with up-to-date information on new services and amenities.

❖ We can also claim that strong customer service is one of the essential factors that attract clients, in addition to location, various conveniences, and affordable items.

THE RECOMMENDATIONS

❖ In order to raise awareness of a product, advertising is the primary and most prevalent method. As a result, DENISSONS HOTEL should make good use of this resource in order to expand their market share.

❖ Only by providing excellent customer service can a retail firm be considered a success. The only way to earn the loyalty of your clients is to provide them with excellent service.

❖ The majority of respondents said that they are looking for high-quality service, and this is one of the primary reasons they have remained loyal to a certain provider.

❖ Customers are very price-conscious, and this is reflected in the abundance of available alternatives. High

low pricing, rather than daily cheap price, should be used in the following ways:

❖ Customers will return if you give them with an enjoyable experience.

❖ It is essential that the different service categories be represented in a balanced manner.

❖ Consumers need to be well trained so that they can handle customers effectively. Various incentives may be made available to them to attract new clients.

CONCLUSION

Today's businesses face the most intense competition they've ever faced. The solution is to improve our ability to fulfil and satisfy our customers' requirements. The data and numbers presented in this analysis are accurate, and the project on the organisational research of DENISSONS HOTEL is based on the best of intentions.An organization behavior will act as a spokesperson of the company's behaviorand bring. A small percentage of loyal customers will increase the company's sales. Therefore, it is necessary to ensure customer value satisfaction. It is required to maintain good relationship with them in order to enhance the goodwill of the firm. A greater effort should be made by the business to provide customers with more competitive bids. A company's task is not simply to generate delighted consumers, but also to develop long-term customers.
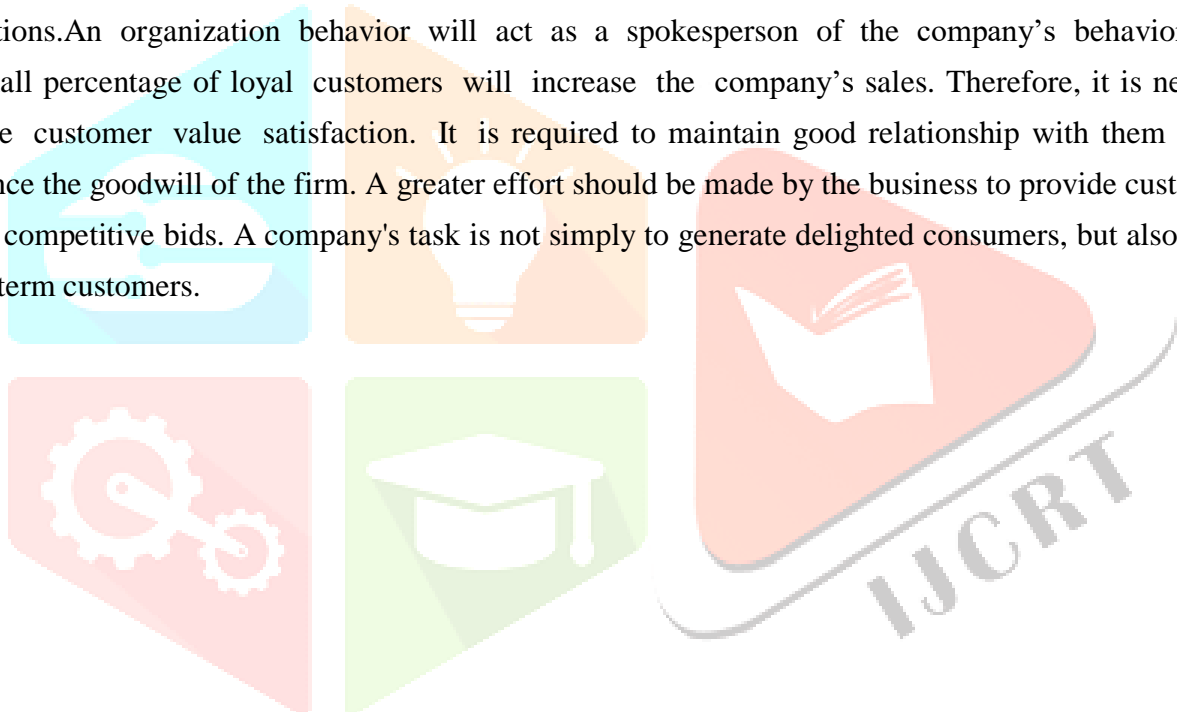
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