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# What Are the Factors That are Preferred by the Visitors in Khulna Region When They Getting Service from the Hotel Industry?

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**ABSTRACT**

**The paper is done to identify the factors that are acceptable by the customer in hotel industry of Khulna. Khulna is a central point for tourism and business hub for the southern part of Bangladesh. For the construction of Padma bridge the need of also, increased in this area of Bangladesh. The hotel industry has to work on their ways to get the customer satisfaction. There are many hotels in Khulna that play a special role in the hospitality & tourism industry. The objective of the study is to identify the preferred factors of visitors, to identify the factors that they are not happy actually and to give some suggestions based on the findings that will help the hotel industry to gain the best output from the visitors of Khulna. To satisfy the aim of this report data are collected from fifty four visitors through the questionnaire and analyzed it by using some statistical tools. In this research some factors are found that are preferred by the visitors; hotel staffs are friendly, hotel response is good on request, hotel are clean upon arrival, hotel's restaurant food quality is good ect. Some negative factors are identified in this research also; recreation facilities are not up to the mark and hotel's room was not well equipped. The recommendations in that case are to improve the recreational facilities and try to make the room well equipped that will help to get the maximum attractions.**

**Key words:** hotel industry, preferred factors, friendly behavior, good quality, highly preferred.

## INTRODUCTION

With the latest technological advancements, the hospitality business is booming globally today. In addition, spending patterns in the areas of lifestyle and leisure time have altered dramatically. To stay up with the ever-changing demand and capture the newest market segment while maintaining dynamism and variety, the novel idea is displacing the old and evolving daily. Bangladesh's hotel business is fast increasing. Back in the 1980s, Bangladesh had only two international class hotels: the Hotel Sheraton and the Sonargaon. Today, Bangladesh's hospitality business boasts more than six multinational hotel brands that have continually dominated the local hospitality sector, with exceptional performance and productivity. More worldwide brand hotels are expected to develop in the Hospitality business over the next 10 years (siteminder,2020). These hotels are projected to do well because demand is expanding at a rapid pace. According to a study of World Travel and Tourism Council (WTTC), direct employment support by travel and tourism is forecast to rise by 2.9 per cent per

annum to 1,785,000 jobs or 1.9 per cent of total employment in 2023. This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services)(risingbd;2020). So if the hotel industry can ensure the maximum satisfaction from the visitors it will increase the economy of the country. And for gaining this it is important to identify the factors preferred by the visitors.

## LITERATURE REVIEW

The concept of customer satisfaction occupies a central position in business thought and practice. The task of providing and maintaining customer satisfaction isone of the most important challenges currently facing business leaders, academics and policy makers (Band, 1978; Bitner, 1990; Oliver & DeSarbo, 1988;Parasuraman, et al, 1988). This concept, however, is relatively recent. During the1970s American firms, for a variety of reasons, did not recognize customer satisfaction as a problem. Leading market research actually supported the notion that the United States was, "succeeding reasonably well in providing acceptable levels of satisfaction to the buying public," and that, "consumers find enjoyment and satisfaction in their buying experiences ... considerably more often than they find difficulty and discontent" (Westbrook, et al., 1978).

As a result, the U.S. population's strong demand for service and product consumption in the last 20 years has been met primarily by technical product innovations rather than by service improvements or other quality considerations (Barsky, 1990). There is, however, strong evidence of a growing concern and awareness of customer satisfaction. It has become a critical issue for many American industries fighting to remain competitive. For example, the U.S. Department of Commerce's Malcolm Baldridge National Quality Award now places more weight on applicants' abilities to manage and develop customer relations (Fortune,Aug. 13, '90, p.71).The amount of research on and public attention to the issue of customer satisfaction has grown significantly since the early 1970s. The early 1970s market the emergence of customer satisfaction as a legitimate field of inquiry. Two studies during this period established the foundation for subsequent research and experimental application (Anderson, 1973; Olshavsky & Miller, 1972).The two theories that have best explained customer satisfaction are both widely accepted theories of consumer behavior. The disconfirmation paradigm and the expectancy-value concept have each (separately) been closely linked to determining customer satisfaction. This study will draw components from each of these approaches to develop a model of customer satisfaction for the hotel industry. It is important to emphasize that neither of these theories addresses the relationship between customer satisfaction and actual purchase behavior. These issues are considered later in this article.

## METHODOLOGY AND OBJECTIVES

The main objective is to identify the customer satisfaction level of the Hotel Royal International. Also, there are some specific objectives which are: to identify the factors the factors that are acceptable by the customer in hotel industry of Khulna, to identify the level of their preference, to identify some factors that are not preferred by the visitors and to give some recommendations based on the findings. Acquiring primary data by conducting a survey of fifty-four visitors. The questionnaire is included as an appendix in the report. The survey assisted in both obtaining information and explaining the level of satisfaction among hotel visitors. The questionnaire is based on Likert scale and asked them to give their answer according to the points of Likert scale that is set for the questions. Data Processing and Analyzing: The

conventional weighted average and tabulation form were employed to analyze the quantitative data. Five-point Likert scales have also been used. 1=Strongly Disagree; 2= Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree. Date is calculated based on following method: Standard weighted average = (Strongly Disagree+ Disagree+ Neutral+ Agree+ Strongly Agree)/Number of Point; (1+2+3+4+5)/5=3. Form the value of standard weighted average we can find 3 is the standard level. Value of standard weighted average >3 is satisfactory level Value of standard weighted average.

## ANALYSIS AND FINDINGS

The process of examining data using analytical and logical reasoning to investigate each component of the data presented is known as data analysis. The investigation of data allows the researcher to organize the information gathered. In order to review and evaluate the findings during the research discoveries, and to come up with some valid, reasonable, and feasible solutions. The research will be descriptive in nature and presenting and analyzing data based on empirical statistics. The research is based on a weighted average, and the sample size is 54 people.

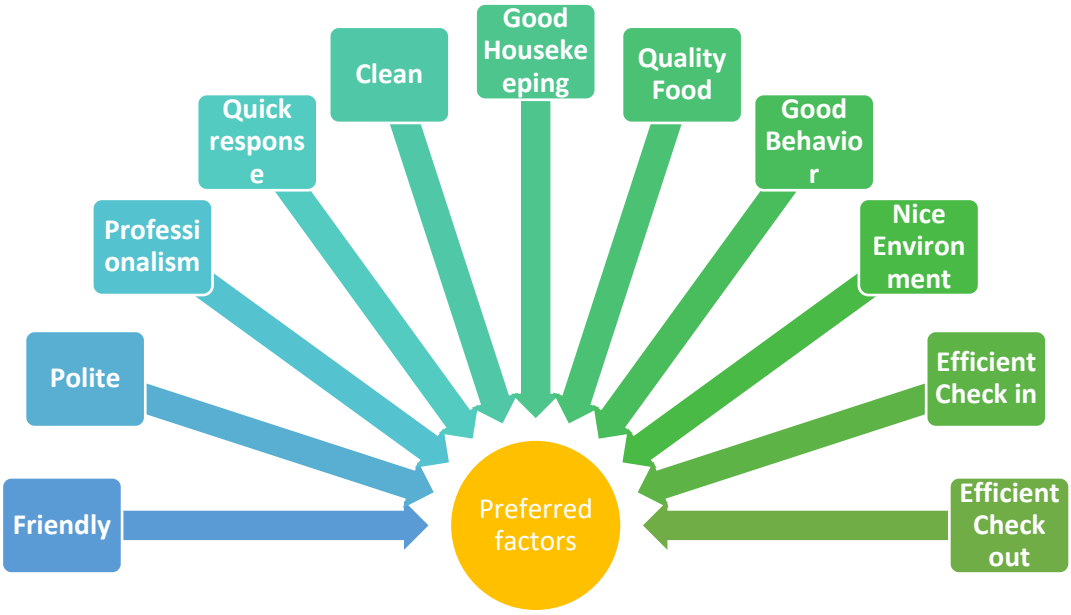
| Sl. No. | Particulars | (5)* | (4)* | (3)* | (2)* | (1)* | Score Obtained | WeightedAverage |
|---|---|---|---|---|---|---|---|---|
| 01 | The hotel staff is friendly | 9 | 29 | 15 | 0 | 1 | 207 | 3.83 |
| 02 | The hotel staff is polite to you | 9 | 34 | 11 | 0 | 0 | 214 | 3.96 |
| 03 | The professionalism of the hotel staff is good | 9 | 32 | 11 | 2 | 0 | 210 | 3.89 |
| 04 | The responses are quick upon request | 8 | 34 | 12 | 0 | 0 | 212 | 3.93 |
| 05 | The room is clean upon arrival | 9 | 38 | 7 | 0 | 0 | 218 | 4.04 |
| 06 | The service of housekeeping is good | 9 | 36 | 9 | 0 | 0 | 216 | 4.00 |
| 07 | The room is well equipped according to your payment | 8 | 10 | 6 | 29 | 0 | 157 | 2.91 |
| 08 | Throughout your stay the concierge is good | 7 | 36 | 7 | 2 | 2 | 206 | 3.82 |
| 09 | The food quality of this hotel's restaurant is good | 9 | 28 | 11 | 5 | 0 | 200 | 3.7 |
| 10 | The front office behavior during your stay is good | 8 | 34 | 9 | 1 | 2 | 207 | 3.83 |
| 11 | You are satisfied with charge in comparison to the service | 8 | 36 | 7 | 2 | 1 | 210 | 3.89 |
| 12 | The environment of the restaurant is nice | 8 | 30 | 11 | 2 | 1 | 198 | 3.81 |
| 13 | The check in procedure is efficient | 12 | 31 | 11 | 0 | 0 | 217 | 4.02 |
| 14 | The check-out procedure is efficient | 11 | 31 | 11 | 1 | 0 | 214 | 3.96 |
| 15 | The recreation facilities are up to the mark | 7 | 10 | 10 | 23 | 4 | 155 | 2.87 |

**Source: Field study**

***(Strongly Disagree (1), disagree (2) Neutral (3), Strongly agree (4), Agree(5)**

The sl. no. 1 shows that among 54 customers 9 strongly agree, 29 agree, 14 neutral, 0 disagree and only one strongly disagree with the statement. The weighted average scored obtained by the guests is 3.815 that is above of standard level 3. So, it can be said that the hotel staffs are friendly. The sl. no. 2 shows that among 54 customers 9 strongly agree, 34 agree, 11 neutral, 0 disagree and 0 strongly disagree with the statement. The weighted average scored obtained by the guests is 3.963 that is above of standard level 3. So, it can be said that the hotel staffs are

polite. The sl. no. 3 shows that among 54 customers 9 strongly agree, 32 agree, 11 neutral, 2 disagree and 0 strongly disagree with the statement. The weighted average scored obtained by the guests is 3.889 that is above of standard level 3. So, it can be said that the hotel staff's professionalism was good. The sl. no. 4 shows that among 54 customers 8 strongly agree, 34 agree, 12 neutral, 0 disagree and 0 strongly disagree with the statement. The weighted average scored obtained by the guests is 3.926 that is above of standard level 3. So, it can be said that the hotel response was good on request. The sl. no. 5 shows that among 54 customers 9 strongly agree, 38 agree, 7 neutral, 0 disagree and 0 strongly disagree with the statement. The weighted average scored obtained by the guests is 4.037 that is above of standard level 3. So, it can be said that the hotel was clean upon arrival. The sl. no. 6 shows that among 54 customers 9 strongly agree, 36 agree, 9 neutral, 0 disagree and 0 strongly disagree with the statement. The weighted average scored obtained by the guests is 4.00that is above of standard level 3. So, it can be said that the hotel's housekeeping service was good. The sl. no. 7 shows that among 54 customers 8 strongly agree, 10 agree, 6 neutral, 29 disagree and 1 strongly disagree with the statement. The weighted average scored obtained by the guests is 2.907 that is below of standard level 3. So, it can be said that the hotel's room was not well equipped. The sl. no. 8 shows that among 54 customers 7 strongly agree, 36 agree, 7 neutral, 2 disagree and 2 strongly disagree with the statement. The weighted average scored obtained by the guests is 3.815 that is above of standard level 3. So, it can be said that the concierge was good. The sl. no. 9 shows that among 54 customers 9 strongly agree, 28 agree, 11 neutral, 5 disagree and 0 strongly disagree with the statement. The weighted average scored obtained by the guests is 3.704 that is above of standard level 3. So, it can be said that the hotel's restaurant food quality was good. The sl. no. 10 shows that among 54 customers 8 strongly agree, 34 agree, 9 neutral, 1 disagree and 2 strongly disagree with the statement. The weighted average scored obtained by the guests is 3.833 that is above of standard level 3. So, it can be said that the hotel's front office behavior was good. The sl. no. 11 shows that among 54 customers 8 strongly agree, 36 agree, 7 neutral, 2 disagree and 1 strongly disagree with the statement. The weighted average scored obtained by the guests is 3.889 that is above of standard level 3. So, it can be said that the customers were satisfied with charge in comparison of service. The sl. no. 12 shows that among 54 customers 8 strongly agree, 30 agree, 11 neutral, 2 disagree and 1 strongly disagree with the statement. The weighted average scored obtained by the guests is 3.808 that is above of standard level 3. So, it can be said that the hotel restaurant environment was nice. The sl. no. 13 shows that among 54 customers 12 strongly agree, 31 agree, 11 neutral, 0 disagree and 0 strongly disagree with the statement. The weighted average scored obtained by the guests is 4.019 that is above of standard level 3. So, it can be said that the check in was efficient. The sl. no. 14 shows that among 54 customers 11 strongly agree, 31 agree, 11 neutral, 1 disagree and 0 strongly disagree with the statement. The weighted average scored obtained by the guests is 3.963 that is above of standard level 3. So, it can be said that the check-out procedure was efficient. The sl. no. 15 shows that among 54 customers7 strongly agree (13%), 10 agree (18%), 10 neutral (19%), 23 disagree (43%) and 4 strongly disagree (7%) with the statement. The weighted average scored obtained by the guests is 2.870 that is below of standard level 3. So, it can be said that the recreation facilities were not up to the mark.




**Findings:**

- The hotel staffs are friendly.
- The hotel staffs are polite.
- The hotel staff's professionalism was good.
- The hotel response was good on request.
- The hotel was clean upon arrival.
- The hotel's housekeeping service was good.
- The hotel's room was not well equipped.
- The concierge was good.
- The hotel's restaurant food quality was good.
- The hotel's front office behavior was good.
- Satisfied with charge in comparison of service.
- The hotel restaurant environment was nice.
- The check in was efficient.
- The check-out procedure was efficient.

Recreation facilities are not so good

## RECOMMENDATIONS

The performance of hotel industry in Khulna is excellent expect the recreational activities and the equipment in rooms of the hotel. It can be said that Hotels in Khulna gives a high priority to visitors. But their recreational activities and room's equipment should be upgraded.

## CONCLUSION

At the conclusion of this research, it can be stated that Bangladesh's hotel and tourist sectors, as well as hotel customer satisfaction, have seen significant growth in recent years. A large number of new local and foreign hotels have opened in Bangladesh to serve the people. Among the local hotels, the hotels of Khulna are in a very good position. The majority of customers are satisfied with the hotel's services, according to the research, but the hotel should focus on meeting the requirements of those who are dissatisfied with the hotel's services. In order to attract customers to their hotel, hotels of Khulna must also, focus and develop an effective promotional strategy. They can take a variety of tactics to maintain positive consumer relations.

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