

A Comparative Analysis of Repeat Business and Satisfied Guests

Mrs. Anjali Daniel Chatterton

Sr. Lecturer

Anjuman-I-Islam's Institute of Hospitality Management, Mumbai, India

Abstract: *Guests who are happy are more likely to return, spend more on facilities and services provided by the hotel and give positive reviews, all of which can draw in additional visitors., Guests are willing to spend more for a superior guest experience, giving businesses a competitive advantage. It's a measurement of how happy the guests are with the hotel's hospitality, service, and amenities. And you can gauge guest satisfaction levels by looking at the hotel's reviews and ratings. In the hotel business, guest satisfaction gauges how well you're able to satisfy the guest's needs by thinking a mile ahead and make them feel at home. Furthermore, it provides you with a distinct competitive edge that directly affects profitability, retention, and growth.*

Keywords: Customers, Hospitality, Profitability, satisfaction.

I. INTRODUCTION

The hospitality industry has begun measuring the value of guest satisfaction. In order to satisfy clients, one must attend to their requirements and desires (Maslow, 1943, 1954). During their stay at a hotel, guests require a room. Once their necessities are satisfied, they want additional amenities like a gym, a swimming pool, or butler service. In order to improve visitor happiness, hotels must respond to these requirements and desires. In addition, a guest's experience and impression of the hotel can play a role in their level of pleasure. Their experience will dictate the level of service provided by the hotel; if it meets their expectations, there's a good possibility they'll become devoted patrons. Additionally, hotels might use visitor satisfaction as a standard. In the hotel business, guest satisfaction gauges how well you're able to satisfy your guests and make them feel at home. Furthermore, it provides you with a distinct competitive edge that directly affects profitability, retention, and growth.

Guest satisfaction is a gauge of how satisfied patrons are with the facilities and services provided by a business. It serves as a gauge for how well customers' experiences lived up to their expectations. Understanding how expectations and experience relate to one another is essential for ensuring customer happiness.

II. REVIEW OF LITERATURE

eRevMax In order to assess the present and previous service performances, hotels might use visitor satisfaction as a benchmark. As a result, hotels may utilize this benchmarking to raise visitor satisfaction. Customer/guest satisfaction is a gauge of how contented patrons are with a business's amenities and services. It reveals whether or not customers' experiences lived up to their expectations. Understanding how expectations and experience relate to one another is essential for ensuring customer happiness.

Hannah 2017 Customers who are happy are more likely to return, spend more on facilities and services, and give positive reviews, all of which can draw in additional visitors. According to studies, customers are willing to spend more for a superior guest experience, giving businesses a competitive advantage. It's a measurement of how happy your guests are with your hotel's hospitality, service, and amenities. And you can gauge guest satisfaction levels by looking at your hotel's reviews and ratings.

Top five key benefits of customer satisfaction

Customer loyalty. When your customers are satisfied, they believe in the brand and become loyal. ...

Support pillars. ...

Sales revenue. ...

Boost brand reputation and popularity for benefits of customer satisfaction. ...

Reduce marketing expenses.

It's about how a customer feels and perceives their interactions throughout their entire journey. On the other hand, customer satisfaction specifically measures how content customers are with their experiences. It's a direct reflection of whether a brand meets or exceeds customer expectations.

Customer retention means long-term clients who will help your business grow and keep your profits flowing.

4 Levels of Customer Satisfaction.

Meet Customer Expectations.

Exceed Customer Expectations.

Delight Your Customers.

Amaze Your Customers.

There are many components that make up customer happiness, and it's critical to monitor them all. The characteristics that determine customer happiness have a significant impact on your organization. The first effect is on the likelihood of repeat business. Furthermore, given the importance of what consumers post online in the digital age, customer happiness has grown. One further element that is frequently disregarded is the potential future spending amount with your company. Understanding the elements that affect customer satisfaction and learning how to address them are the first steps towards enhancing it.

The three primary variables that impact customer satisfaction in the current day are perceived quality, value, and service by the customer.

Quality: Customers will detect when a burger isn't up to par if they only receive it once a week and expect the same quality every time. The perceived quality will change if their favorite burger isn't cooked to the same consistency, has a wet bread, or has withering lettuce. The occurrence of this incidence lowers customer satisfaction. You can be proactive in informing customers about product/service inconsistencies and the actions you are doing to address them by being aware of instances of such inconsistencies.

Value: The perceived value of a burger from a steakhouse differs from that of a McDonald's. Because it's only \$2, the McDonald's \$2 burger is a good deal. However, their perceived value won't be that high if they ordered the identical burger from the steakhouse. You can proactively offer a cure by being aware of when a customer's expectations have not been reached by a product or service. For instance, provide a coupon for their next meal to make up for a bad experience if someone left a negative review or stated in a feedback survey that they thought the \$20 burger was underwhelming.

Service by the customer:Idea of Service

A major source of conflict for some people can be the quality of service they receive. Were they met with a smile of friendship? Did they get their order in a timely manner? Did they receive gratitude for their business? Or did they detect a negative outlook? Did they have to wait ten minutes for assistance? While it could appear that a single disappointing act, such as misinterpreting someone at a drive-through, might be excused by promptly delivering their meal and expressing gratitude for their purchase, that isn't always the case.

Improving customer happiness requires you to recognize when one aspect of your business process is subpar. It's a good idea to identify any potential weaknesses in your company process.

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