



**A study on perception of guest about food and beverage service in five star hotels.**

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**Abstract**

The study is about whether customer perception about F&B Service in five star hotels compared to other star hotels. The study is important as with times the customer are now conscious and are very demanding. The hotels should be able to provide value for money to the customers visiting these hotels. There are many areas which make customer prefer five star hotels F&B Service, like better hygiene, luxurious set ups, great food and wine menus, personalized services and value for money. Hence making many customers visit these five star hotels on regular basis. So this paper studies the customer preferences about five star services.

**Keywords**

**F&B Service:** Food and beverage operations in hospitality industry are concerned with the provision of food and drink ready for immediate consumption.

**Star category:** Hotels are an important component of the tourism product. They contribute to the overall tourism experience through the standards of facilities and services offered by them. With the aim of providing contemporary standards of facilities and services available in the hotels, the Ministry of Tourism has formulated a voluntary scheme for classification of operational hotels which will be applicable to the following categories: Star Category Hotels: 5 Star Deluxe, 5 Star, 4 Star, 3 Star, 2 Star & 1 Star Heritage Category Hotels: Heritage Grand, Heritage Classic & Heritage Basic.

Ref: Ministry of tourism Govt. of India.

## **Introduction**

Trends are changing in service industry with times. People are well travelled and want to experiment and explore new concepts and creative ideas. The new concepts and standards which are introduced in the hotel for that the staff needs to be trained. The department operational training is important during these times when trends keep changing. As the staff needs knowledge and skills to be updated as per new concepts.

It is important for a profit oriented hotel business to understand the recent preferences of the customers especially in Food and beverage requirements. With time the customers are more demanding and at the same time very much aware about the various services which should be offered in a star category hotel. There are more options available to the customers, so the management in order to retain the clientele should also study their preferences and make provisions for it.

The department of food and beverage service is an important part of the service-oriented hospitality sector. It is also a part of any large hotel or tourism organization and it can also be run as an independent business. The members of the F&B Services team are required to perform a wide range of tasks which include preparation for service, greeting the guests, taking their orders, settling the bills, and performing various other tasks after the guests leave. This research aims to find the perception of customer about food and beverage service of five star category hotels.

## **Objectives**

- To find how often guest prefer to visit five star hotels.
- To study perception about guest for the five star hotel on following parameters – First Impression , Comfort and luxury, Hygienic services, Personalizedservice, value for money,Latest trends,Skilled staff,Grooming of staff, Staff courteous,Selection of Food and beverage on offer, Timely service.
- To find whether services in five star are better than lower star hotels.

## **Literature Review**

1. (Hasan2, 2014)The paper mentions that it is important to understand customers' service quality expectations and perceptions should always be the main concern of the hotel operators. As the trends keep changing with time the hotel operators should be proactive to be abreast with the changes and therefore continuously encourage them to complete the

feedback forms. It is necessary to concentrate on customer satisfaction which will be a driving force for organizations and it is mentioned that to be successful, an organization ought to place emphasis on the service<sup>1</sup>

2.(**Uddin, 2015**)The research mentions that the management of star hotels should try to understand the guests' expectation and accordingly standardize their required services following set standards also support staff to overcome any gaps in expected services and actual standards. The role of staff is important in providing better services and it is recommended to make the efforts to elect, evaluate, employ and train the best employee. Even employee job satisfaction also be considered<sup>2</sup>.

3. (**Sang-Hyeop Lee1, 2016**)As a five star customer guest high quality service and personalized service. The research paper shows that the respondents are positive about helpful and friendly staff. In this paper the results show that most of the respondents have good perceptions toward the attentiveness of the service staff where they are prompt and polite, neat and tidy, has courtesies, and frontline service staff are knowledgeable. The results have showed that the respondents mostly commented on service and environment of the hotel. Customers' satisfaction and expectation were mostly based on the quality of service and the comfort and spacious of the hotel<sup>3</sup>.

4. (**Anand, 2018**)In the recent years, Cleanliness in the hotel has become is an important factor for the development of the hotel. It is stated that this is main factor that leads to service quality and customer loyalty. The paper suggests that the hotel should maintain cleanliness which is an important factor for creating a brand image. Also mention is for the waiting time

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<sup>1</sup>Hasan2, S. M. (2014, June). Measuring Service Quality and Customer Satisfaction of the Hotels in bangladesh A Study on National and International Hotel Guest". Journal of Tourism and Hospitality Management, 2(1), 95-111.

<sup>2</sup>Uddin, M. M. (2015). Assessing the Quality of Hospitality Services: A Study on Hotels in Chittagong. European Journal of Business and Management, 7(4).

<sup>3</sup>Sang-Hyeop Lee1, S. M.-S. (2016). The Customers' Perception on Luxury Hotel: A Case of Sunway Resort Hotel and Spa . Culinary Science & Hospitality Research, 22(6), 145-150.

is one of the most important factors for a service delivery process. Interaction and behavior quality is also an important factor that leads to customer loyalty and service quality. Hence the management of the hotel must take high level interest in training the employees about their behavior and interaction with the guests<sup>4</sup>.

5. (Md. Nur-E-Alam Siddique, 2013) The research paper analysis shows that the service quality of the five star hotels is highly dependent on the physical appearance, ambience, food quality, behavior of the F&B service staff, over all security system, and some special customized services given to individual customers. One of the primary causes of service quality design failure is the lack of understanding of the changing customer preferences. The five star hotels must make developments in order to move by making changes in its service delivery system to enhance the service quality<sup>5</sup>.

## **Research Methodology**

**1. Data collection:** The primary data which was required for this research was collected using the following technique:

**Questionnaire:** A questionnaire with straight forward and relevant questions was drafted and the link was sent over to the sample to obtain their response.

### **2. Sample technique**

The population for the research was visitors of star category hotels across various cities. The data was collected via Google doc questionnaire forms. Apart from the above mentioned other secondary data was collected from various journals books and internet.

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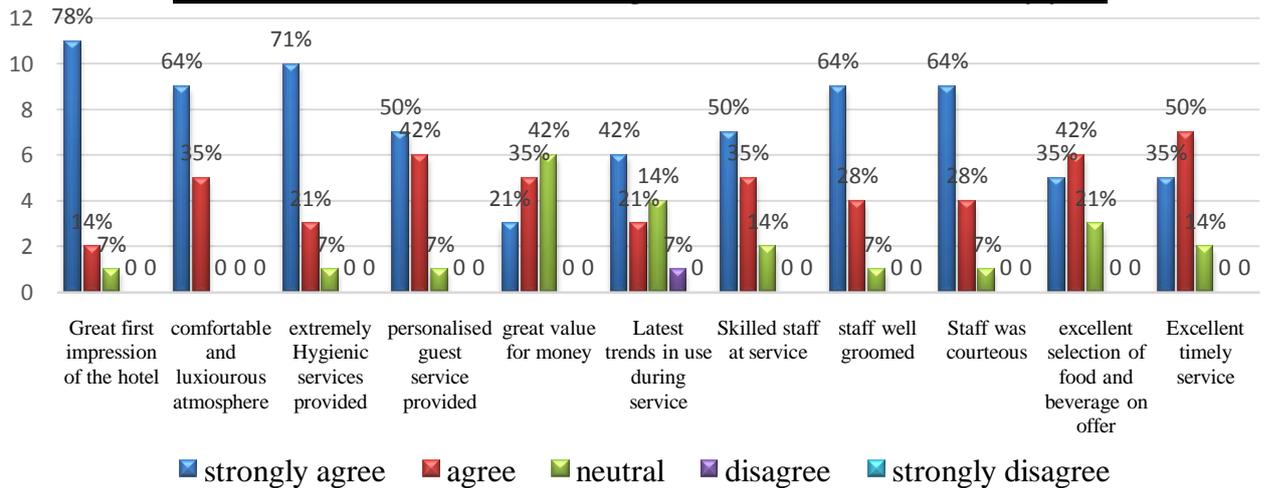
<sup>4</sup>Anand, D. V. (2018). A STUDY ON GUEST PERCEPTION ABOUT SERVICE QUALITY WITH REFERENCE TO HOTEL INDUSTRY. *International Journal of Pure and Applied Mathematics*, 119(7).

<sup>5</sup>Md. Nur-E-Alam Siddique, M. M. (2013). Service Quality of Five Star Hotels in Bangladesh: An Empirical Assessment. *Asian Business Review*, 2(4).

## Data Analysis

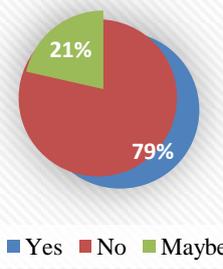
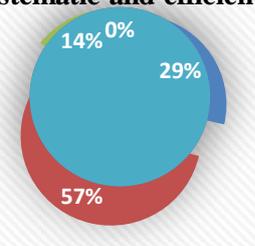
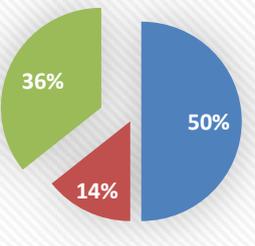
Figure	Data Analysis
<p style="text-align: center;"><b><u>1. Gender</u></b></p> <p style="text-align: center;">■ Female ■ Male</p>	<p>1. The bar chart shows 36% age are male respondents and 64 % age are female respondents.</p>
<p style="text-align: center;"><b><u>2. Age</u></b></p> <p style="text-align: center;">■ Below 15 ■ 15-25 ■ 25-35 ■ 35-45 ■ 45 above</p>	<p>2. As shown in the bar chart the %age of respondents of below 15 yrs is 14%, 15-25 has 7% respondents and 25-35 age group respondents are around 22% whereas 35-45 age group respondents are 57% age.</p>
<p style="text-align: center;"><b><u>3. How often do you visit five star hotel</u></b></p> <p style="text-align: center;">■ daily ■ weekly ■ monthly ■ yearly</p>	<p>3. Around 72% age respondents visit on yearly basis the five star hotels in city, 21% visit monthly basis, and 7% on weekly basis.</p>

**4. Please comment on the following for five star hotels visited by you.**



4. Rating for following parameters which are concerned about five star hotel.

- Great first impression- 78% strongly agree that five star hotels create great first impression. 14% agree and 7% are neutral about their response.
- Comfortable & luxurious atmosphere- 64% strongly agree and 35% agree that five star hotels provide comfortable and luxurious atmosphere.
- Extremely hygienic services – 71% strongly agree, 21% agree and 7% are neutral about response that five star hotel provide hygienic service.
- Personalized guest service – 50% strongly agree and 42% agree that five star hotel have personalized guest service.
- Great value for money- 21% strongly agree, 35% agree and 42% are neutral on their response that five star hotel give value for money.
- Latest trends in use during service- 42% strongly agree, 21% agree and 14% neutral whereas 7% disagree that five star hotel have latest trends in use during service.
- Skilled staff at service- 50% strongly agree, 35% agree and 14% are neutral on this statement.
- Staff well groomed- 64% strongly agree, 28% agree that five star hotel staff is well groomed.
- Courteous Staff- 64% strongly agree, 28% agree that staff is courteous.
- Excellent selection of food and beverage- 35% strongly agree
- Excellent timely service- 35% strongly agree 50% agree that excellent timely service is provided by five star hotel.

<p><b>5. Do you think services provided in five star Hotels are different than other star category hotels?</b></p>  <p>■ Yes ■ No ■ Maybe</p>	<p>5. About 79% said yes that services provided in five star hotels are different than other star category hotel, 21% respondents said maybe.</p>
<p><b>6. Five star hotel services are more systematic and efficient.</b></p>  <p>■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree</p>	<p>6. The pie chart represents how many respondents find five star hotel services are systematic and efficient. Around 57% agree, 29% strongly disagree, 14% are neutral on the statement</p>
<p><b>7. You prefer five star hotel services compared to four star ,three star Hotels</b></p>  <p>■ Yes ■ No ■ Maybe</p>	<p>7. The pie chart shows that 50% of respondents prefer 5 star hotel services compared to other star category, 36% said maybe and 14% said no they don't prefer.</p>

### Observations

Most of the customers visiting five star hotels are in the age group of 35-45 yrs. Also it is seen as per respondents reply that 50% are preferring five star hotel compared to other star hotel, many are not sure. This also indicates that the customers are also open to explore other hospitality options other than five star.

## Findings

- **To find how often guest prefer to visit five star hotels** –The study reveals that around 72% age respondents visit five star hotel in the city on yearly basis , 21% visit monthly basis, and 7% on weekly basis. This shows that people like visiting the five star hotels and there is scope for business in these category hotels. Hence the preferences and needs of guest should be studied.
- **To study perception about guest for following parameters – First Impression , Comfort and luxury, Hygienic services, Personalized service, value for money, Latest trends, Skilled staff, Grooming of staff, Staff courteous, Selection of Food and beverage on offer, Timely service –**
- Great first impression - 78% strongly agree that five star hotels create great first impression. 14% agree and 7% are neutral about their response. As many respondents have given positive feedback about the five star hotel impression, it can be due to great lobby areas at the entrance, courteous and efficient staff.
- Comfortable & luxurious atmosphere - 64% strongly agree and 35% agree that five star hotels provide comfortable and luxurious atmosphere.
- Extremely hygienic services – 71% strongly agree, 21% agree and 7% are neutral about response that five star hotel provide hygienic service. Five star hotel have to follow lot of hygiene and sanitation rules and regulations, most of the hotel will also be undergoing timely audits for various hygiene and sanitation related certifications.
- Personalized guest service – 50% strongly agree and 42% agree that five star hotel have personalized guest service.
- Great value for money- 21% strongly agree, 35% agree and 42% are neutral on their response that five star hotel give value for money. The product prices are higher than lower star category hotels, somewhere the customers are finding it not value for money due to these reasons.
- Latest trends in use during service- 42% strongly agree, 21% agree and 14% neutral whereas 7% disagree that five star hotel have latest trends in use during service.
- Skilled staff at service- 50% strongly agree, 35% agree and 14% are neutral on this statement.
- Staff well groomed- 64% strongly agree, 28% agree that five star hotel staff is well groomed. Five star hotel staff are well groomed and are well trained.
- Courteous Staff- 64% strongly agree, 28% agree that staff is courteous.
- Excellent selection of food and beverage- 35% strongly agree. The food and beverage menu are modified on regular basis depending on customers wants.
- Excellent timely service - 35% strongly agree 50% agree that excellent timely service is

provided by five star hotel.

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- **Whether services in five star are better than lower star hotels** –It is observed from the study that 50% of total respondents prefer 5 star hotel services compared to other star category, 36% said maybe and 14% said no they don't prefer. Also the study mentions that respondents find five star hotel services are systematic and efficient.

## **Conclusion**

The study shows that there are customers who prefer five star hotels as compared to other star category hotels. There are some customers who visit five star hotels but feel that the latest trends in service are not seen in some five star hotels which can change their opinion about five star hotels. There are many areas which make customer prefer five star hotels, like better hygiene, luxurious set ups, great food and wine menus, personalized services and value for money .Hence making many customers visit these five star hotels on regular basis. So it can be concluded that customer do feel that there are many areas where five star services are better than other star category hotels.

## **Suggestion**

Following is the suggestion based on the findings:

As guest expectations are more from five star hotels due to higher star category and the value which guest pays. So then it becomes responsibility of all the staff who are working in these hotels to adhere to the standards and have good image and impression of hotel with the customer's .This is achievable with continuous training of staff hence maintaining the standard operating procedures in all areas of the hotel. Also suggested that latest trends in the world should be incorporated in operational service on regular basis.

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