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RESEARCH ARTICLE

A STUDY OF TRINITY: SERVICE QUALITY, CUSTOMER SATISFACTION AND TRUST IN CONTEXT OF JAMMU AND KASHMIR

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Abstract

In this fiercely competitive market, every company aims to gain an advantage over the others. They consequently constantly struggle to hold onto their ideal position in the market. The purpose of this research is to examine the relationship between Kashmiri hotel service quality and the factors that influence customer cheerfulness, and their belief. The primary data was collected from 109 guests from a luxury hotel of Kashmir. The findings suggest that different possible correlations between the study variables with varied levels of relationship are identified. Further, it can be noted that 'r' values corresponding to ten correlations such as customer satisfaction & trust, Customer Satisfaction & tangibility, Customer Satisfaction & reliability, Customer Trust & responsiveness, assurance & tangibility, assurance & responsiveness, empathy & responsiveness, responsiveness & reliability, responsiveness & tangibility and reliability & tangibility are related at higher levels. The 'r' values corresponding to five correlations such as Customer Trust & tangibility, Customer trust & reliability, trust & empathy, satisfaction & responsiveness and empathy & assurance are related at Medium levels. Further, the 'r' values corresponding to five correlations such as assurance & trust, Customer Satisfaction & assurance, assurance & reliability, empathy & customer satisfaction and empathy & reliability are related at Lower levels.

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Introduction:-

Global markets are clearly trending away from agricultural markets and towards service markets. All service organizations, particularly the hotel industry, are making every effort to raise the quality of their offerings in order to satisfy clients. In order to satisfy guests' fundamental requirements and expectations, hotel operators are now placing a greater emphasis on quality standards. Hotel operators are more likely to anticipate and satisfy their clients' needs and wishes after their requirements have been precisely recognized and understood (Juwaheer & Ross, 2003). Customers are more inclined to stay longer at hotels or make repeat visits when they are happier (Choi & Chu, 2001). The nature of the service is regarded as the main factor in determining whether a business succeeds or fails in the commercial marketplace. Quality is defined as the degree of grandeur at a reasonable cost and the estimation of

control over inconsistency at a reasonable cost. Over time, the customer loyalty centre has continued to prioritise quality in the assembly segment (Padma & Ahn, 2020; Wu, 2012). Some researchers who consider the quality of administration have been impacted by this shift to benefit division (Liat et al., 2014; Gummesson, 1991). Although it is a service sector, the hotel industry likewise has high standards for service quality. When the hotel is offering goods or services, it comes into high-frequency or even zero-distance interaction with customers. The primary focus for hotel management now is the guest's emotions and impressions of the establishment, together with the implementation of service initiatives and service levels that meet or exceed customer expectations. Given the fierce rivalry that exists in the hospitality and leisure industries, it is critical to comprehend the factors that contribute to total service quality and how they affect the behavioral and attitude loyalty of consumers (Chikazhe et al., 2021). Because client switching costs are low in the hospitality service sector, this is especially essential (Sardana and Bajpai, 2020). Hotel guests who transfer brands or goods incur switching costs, which can be financial, psychological, effort- or time-related (Lam et al., 2004). Because hotels offer good overall service quality, there are lower switching costs in the hospitality sector. This lowers the likelihood that clients will switch hotels frequently (Yang and Peterson, 2004). Service excellence and customer retention are anticipated to be improved by the elements that influence consumers' behavioural and attitudinal loyalty, such as dedication, value, trust, and quality of service (Ashraf et al., 2018).

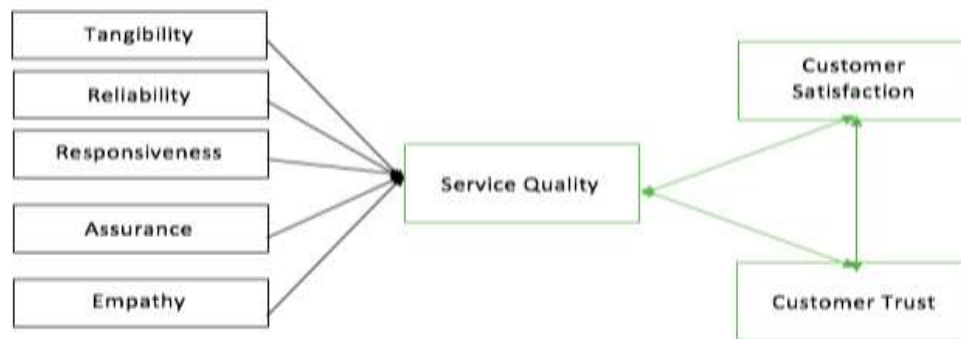
In addition, Wang (2022) elaborates on the word vector of model input before focusing on the structure and calculation process of the two-channel RNN triplet block model proposed in this paper. Wang analyses the problems with hotel service quality from the standpoint of customer satisfaction and service, and proposes corresponding solution strategies. The RNN ternary block structure is configured to capture the structure of emotional tendency expressions and reinforce the dependence link between emotional tendency expression words based on the expression habits of everyday emotional tendencies. Provide recommendations for enhancing Guido Hotel's service quality based on the findings of the customer survey and satisfaction study. The efficiency of the two-channel RNN ternary block model in the hotel review sentiment tendency analysis task is confirmed by comparing the experimental results. Further, Using the SERVQUAL model, Shah, Jan, and Baloch (2018) examined the relationship between customer satisfaction and service quality and hotel performance. The information was gathered from 1429 hotel patrons in a few chosen towns in Pakistan: Lahore, Rawalpindi; Punjab; Khyber Pakhtunkhwa (Peshawar, Swat, Chitral, Naran, Abbottabad, Galiat); and Islamabad, the country's capital. Ten hotels from each location made up the sample of hotels, and twenty guests each hotel were selected as responders. The data was analyzed by the researchers using factor analysis and regression. The findings showed that customer happiness is significantly positively impacted by service qualities. Furthermore, research shows that customer pleasure is highly correlated negatively with service assurance. The study's findings demonstrate a positive relationship between customer satisfaction and the expected and real characteristics of service quality. The experience that hotel guests have is deemed to be the most important component in the hospitality sector by the survey.

Research Objectives and Hypothesis:-

Ob1: To find out interrelationship between service quality, customer satisfaction and Trust.

H1: There is no relationship between service quality, customer satisfaction and Trust.

Conceptual Framework

**Details of Research Design:-**

One hundred nine guests of The Orchard Retreat & Spa Hotel made up the sampled population for this investigation. This demographic comprised both domestic and foreign guests, spanning all age groups and genders. Furthermore, this sample included both those who had previously visited and those who were now staying at these establishments. It was estimated that over 109 hotel patrons would participate in the study. The study discovered that it was challenging to pinpoint the exact number of visitors who come every day. This factor stems from the fact that hotel management views the information as classified, which makes it extremely difficult to share. In light of the population's size, the study employed a sample of the population to address its research issues. The collected primary data from 109 respondents is processed and tested with appropriate statistical tools and techniques through latest version of Statistical Package for the Social Sciences (SPSS). Bivariate correlation was applied to find out the relationship between service quality, customer satisfaction and trust in Kashmir hotel industry. This research was carried out based on the primary data gathered through the data collection instrument. The data collection instrument used for this work was a questionnaire. The data collection instrument was employed to collect the primary data and relevant information from the hotel guests. The data collection instrument was designed and tested as a part of this research and proved reliable.

To obtain the preliminary assessment of validity of the research data collection instrument questionnaire, a pilot study was conducted. The results of the pilot study confirmed the internal reliability of the data collection instrument deployed and hence, the same data collection instrument was used in the identified sampling areas to collect the primary data needed for the present research. The data collection instrument was tested with appropriate reliability analysis through the computed value of Cronbach's Alpha and the Alpha figure for all the research variables taken up in the data collection instrument is found to be above the figure of 0.6 (Nunnally, 1978). The specific, details of Alpha figure for each of the research variable constituting the present research is shown in the Table-1.

Table:1 Reliability analysis	
Dimension	Cronbach Value
Tangibility	0.730
Reliability	0.822
Responsiveness	0.890
Assurance	0.701
Empathy	0.690
Customer satisfaction	0.894
Trust	0.903

Detail of Statistical Tools:-

The quantifiable methods used for the present work contain the major obvious subtleties of the investigation factors. Further, bivariate correlation models were verified through SPSS 20 software as fragment of investigation. In view of the

exploration models accepted and the comparing statistical expedients, hypothesis defined in this work are tried and furnished with relating results.

Table-2: Hypothesis 1								
Factors		Customer Trust	Customer Satisfaction	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Customer Trust	Pearson Correlation	1						
Customer Satisfaction	Pearson Correlation	0.347**	1					
Tangibility	Pearson Correlation	0.210*	0.330**	1				
Reliability	Pearson Correlation	0.231**	0.411**	0.234**	1			
Responsiveness	Pearson Correlation	0.423**	0.232**	0.259**	0.510**	1		
Assurance	Pearson Correlation	0.173**	0.161**	0.332**	0.192**	0.310**	1	
Empathy	Pearson Correlation	0.221**	0.171**	0.022	0.191**	0.310**	0.220**	1
** Correlation is significant at 0.01 level (2-tailed)								
* Correlation is significant at 0.05 level (1 tailed)								

The relationship possibility between 7 study variables such as customer trust, customer satisfaction, tangibility, reliability, responsiveness, assurance and empathy is defined in hypothesis-1 taken up and its results are shown in the table-2, as an outcome of Bivariate Correlation test. From the results it can be inferred that Pearson 'r' values between the range 0.161 and 0.510 corresponding to 20 different correlations are found to be significant at 5 percent level. However, the Pearson 'r' value of 0.022 corresponding to a correlation is not found to be significant at 5 percent level. This insignificant correlation has study variable empathy as one of the correlating dimension that has lowest mean value of 71.201 While these results forms the basis to accept the hypothesis-1, the importance of 20 significant correlations out of total 21 possible relationships provide the base to identify varied level of relationships which can exist among study variables.

Based on standard approach (Nunnally, 1978) different possible correlations between these study variables with varied levels of relationship are identified. it can be noted that 'r' values corresponding to ten correlations such as customer satisfaction & trust, Customer Satisfaction & tangibility, Customer Satisfaction & reliability, Customer Trust & responsiveness, assurance & tangibility, assurance & responsiveness, empathy & responsiveness, responsiveness & reliability, responsiveness & tangibility and reliability & tangibility are related at higher levels. The 'r' values corresponding to five correlations such as Customer Trust & tangibility, Customer trust & reliability, trust & empathy, satisfaction & responsiveness and empathy & assurance are related at Medium levels. Further, the 'r' values corresponding to five correlations such as assurance & trust, Customer Satisfaction & assurance, assurance & reliability, empathy & customer satisfaction and empathy & reliability are related at Lower levels. The 'r' value corresponding to correlation empathy and reliability is found to be insignificant representing no relationship between the corresponding variables.

Conclusion:-

In order to adapt to guests' evolving expectations for service, the hotel must put the needs of the guest first. The purpose of this study was to identify the variables affecting customer satisfaction and demonstrate a clear link

between service quality, customer satisfaction and trust. Considering the specified conclusions, the foundation for identifying the various degrees of links that may exist between the study variables is provided by the significance of 20 of the 21 possible correlations. This insignificant correlation has study variable empathy as one of the correlating dimension that has lowest mean value. Further, this study was conducted exclusively in The Orchard Retreat & Spa Hotel in Srinagar, its conclusions cannot be applied to other hotels in Kashmir. Future research should take into account data from other regions of Kashmir and examine multiple factors, such as a larger sample size and improved demographic features, due to this component. Second, the perceptions of service quality by hotel employees and customers were never seriously compared in this survey. It would be a good idea for future researches to try and characterize any differences in customer ratings between those of hotel staff and service quality. This feature will make it possible for hotel management to create additional winning plans that raise client happiness.

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