

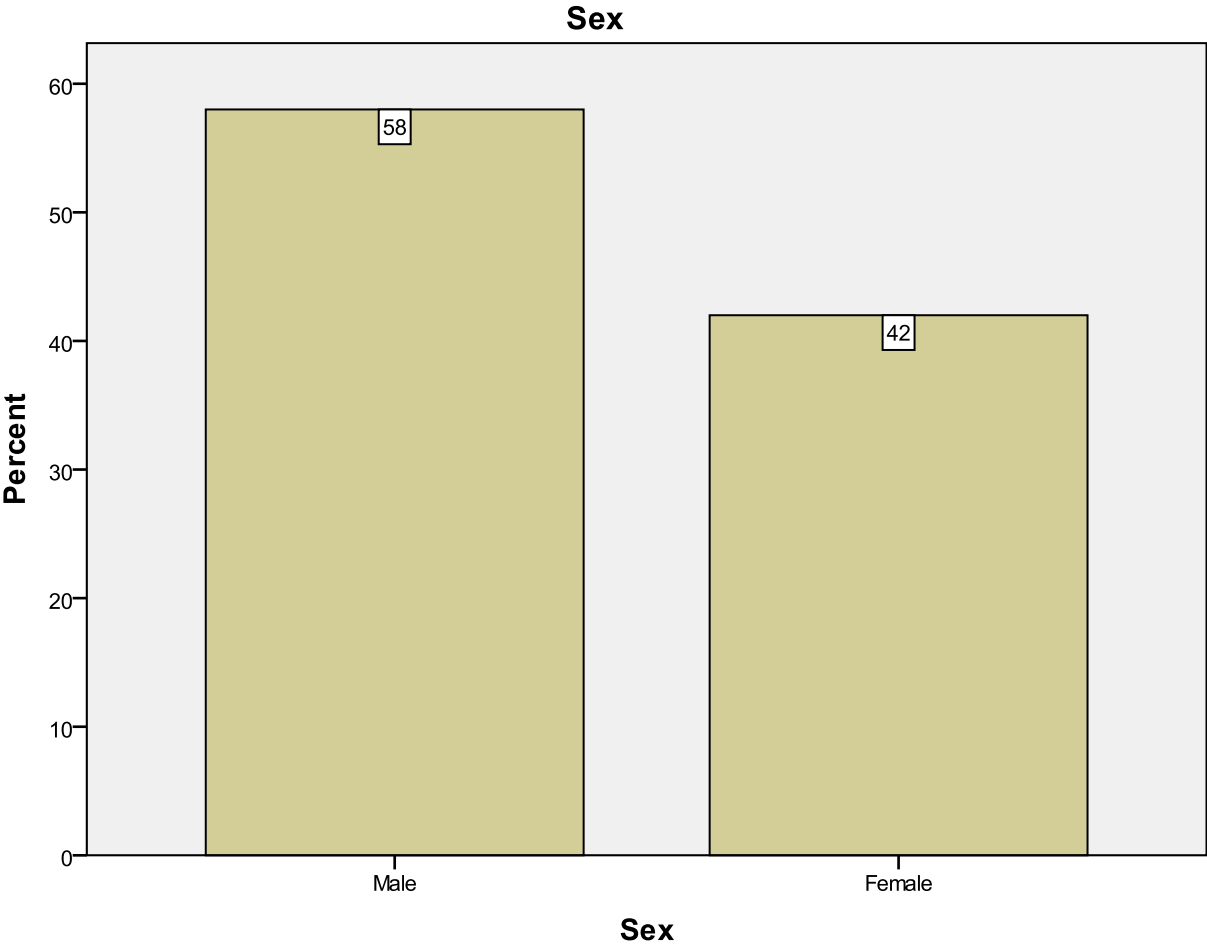
# Analysis

## 1) Frequency Analysis:

First of all we see the proportion of each sex, education level , residency, age group, marital status and reason to visit hotel as in following tables and bar charts from which the conclusions of which category is greater or less is obvious.

**Sex**

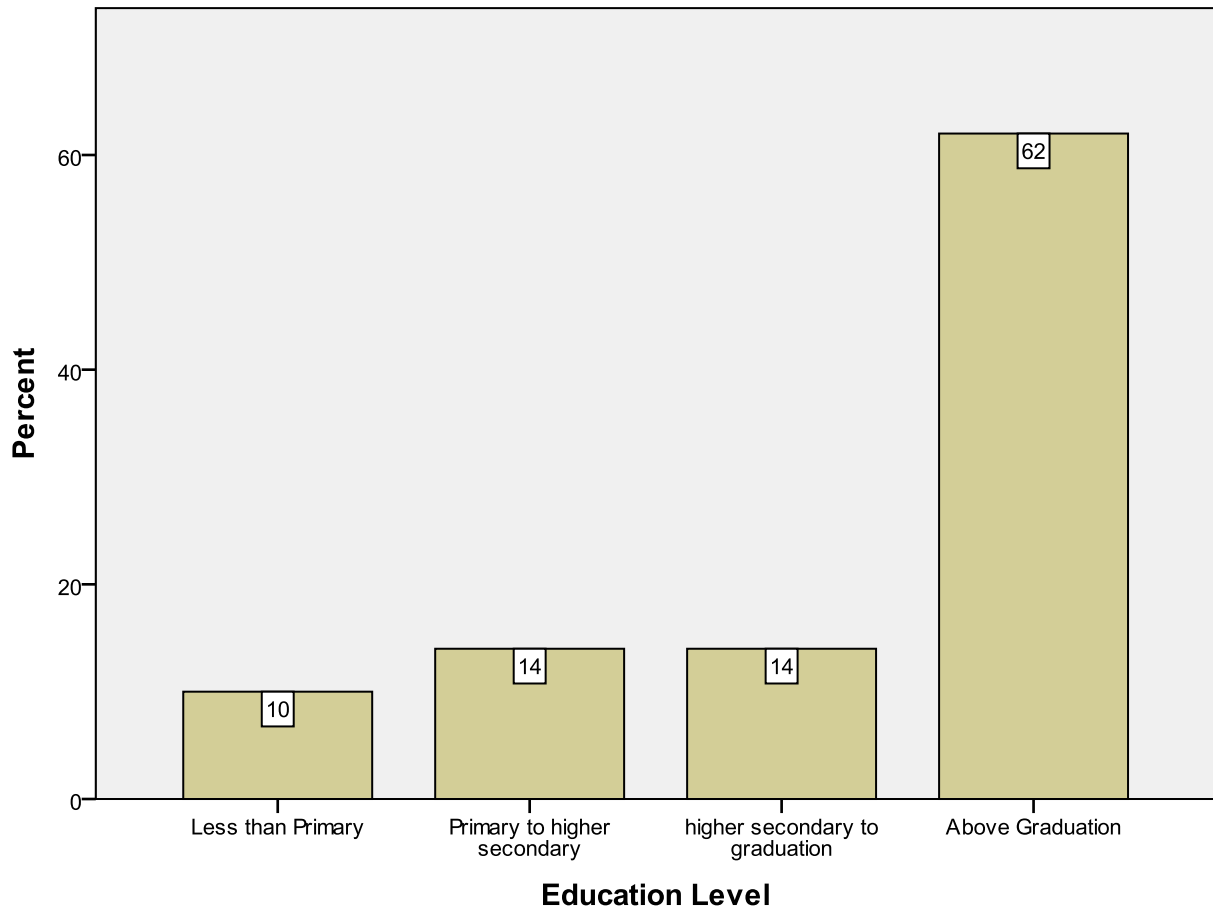
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	29	58.0	58.0	58.0
Female	21	42.0	42.0	100.0
Total	50	100.0	100.0	



**Education Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than Primary	5	10.0	10.0	10.0
	Primary to higher secondary	7	14.0	14.0	24.0
	higher secondary to graduation	7	14.0	14.0	38.0
	Above Graduation	31	62.0	62.0	100.0
	Total	50	100.0	100.0	

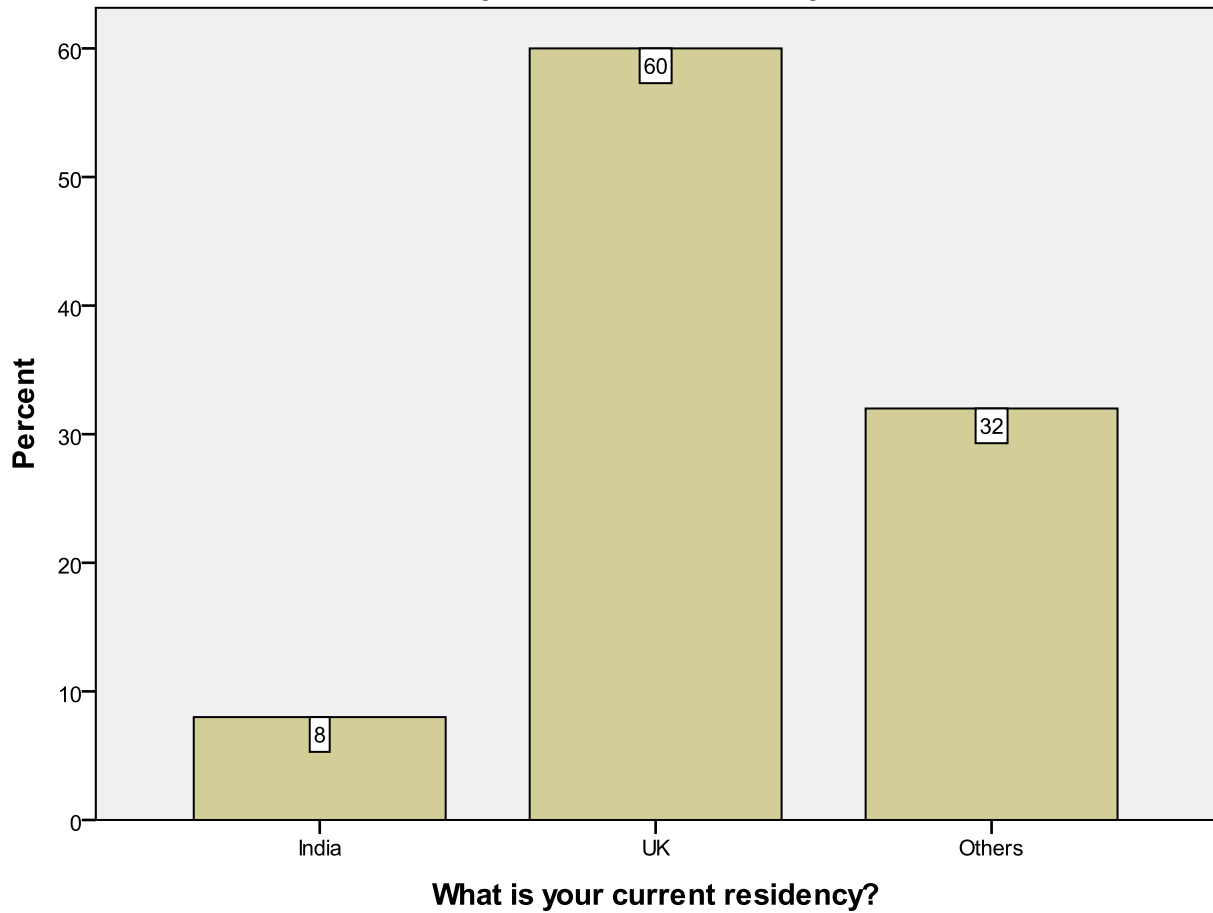
**Education Level**



**What is your current residency?**

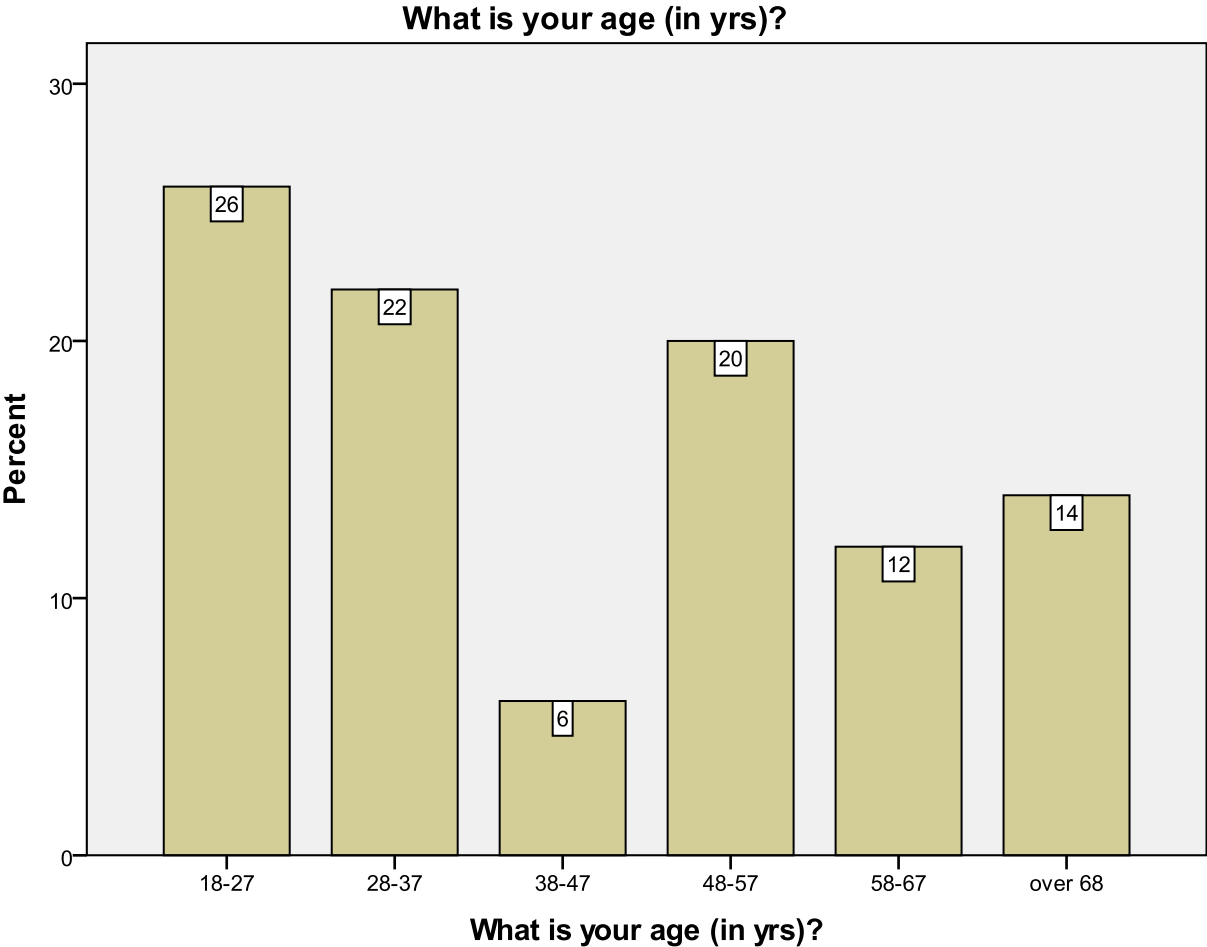
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid India	4	8.0	8.0	8.0
UK	30	60.0	60.0	68.0
Others	16	32.0	32.0	100.0
Total	50	100.0	100.0	

**What is your current residency?**



**What is your age (in yrs)?**

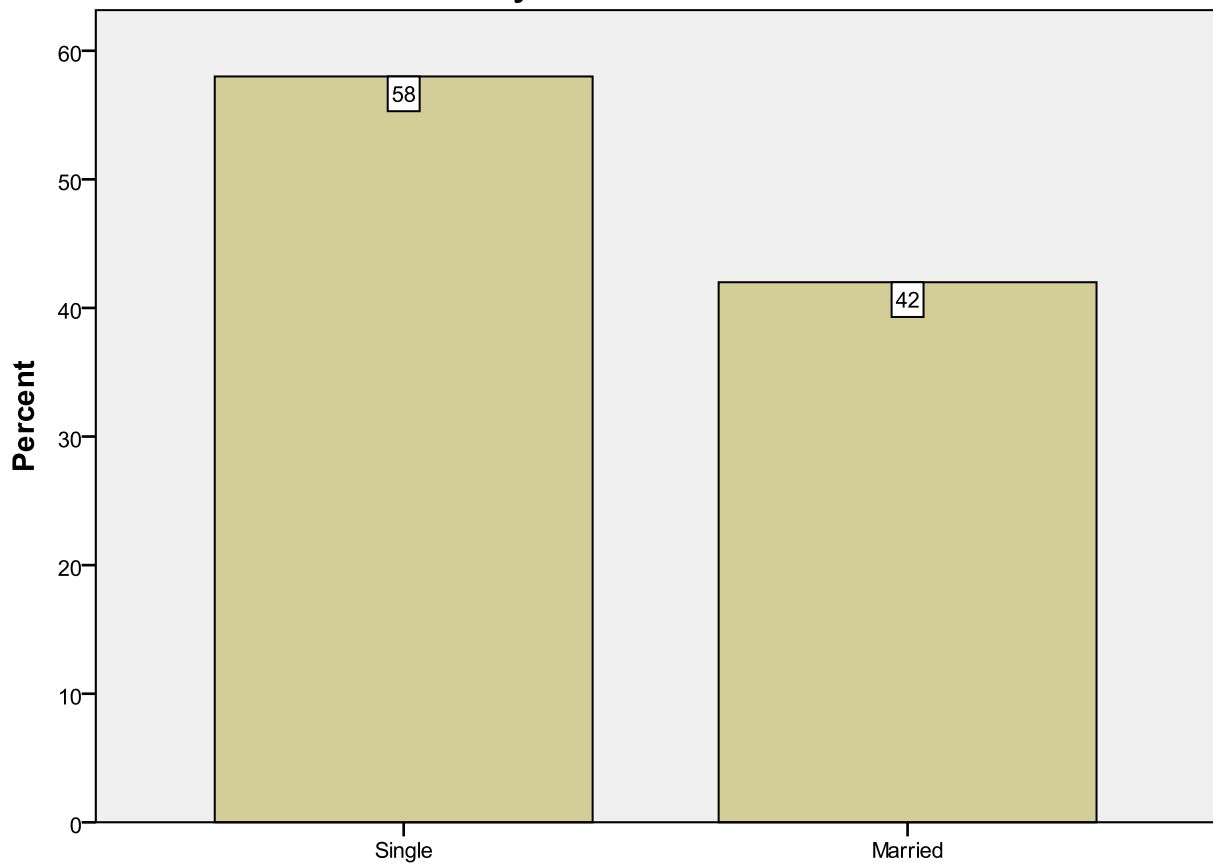
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-27	13	26.0	26.0	26.0
	28-37	11	22.0	22.0	48.0
	38-47	3	6.0	6.0	54.0
	48-57	10	20.0	20.0	74.0
	58-67	6	12.0	12.0	86.0
	over 68	7	14.0	14.0	100.0
	Total	50	100.0	100.0	



What is your marital status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	29	58.0	58.0	58.0
	Married	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

What is your marital status?

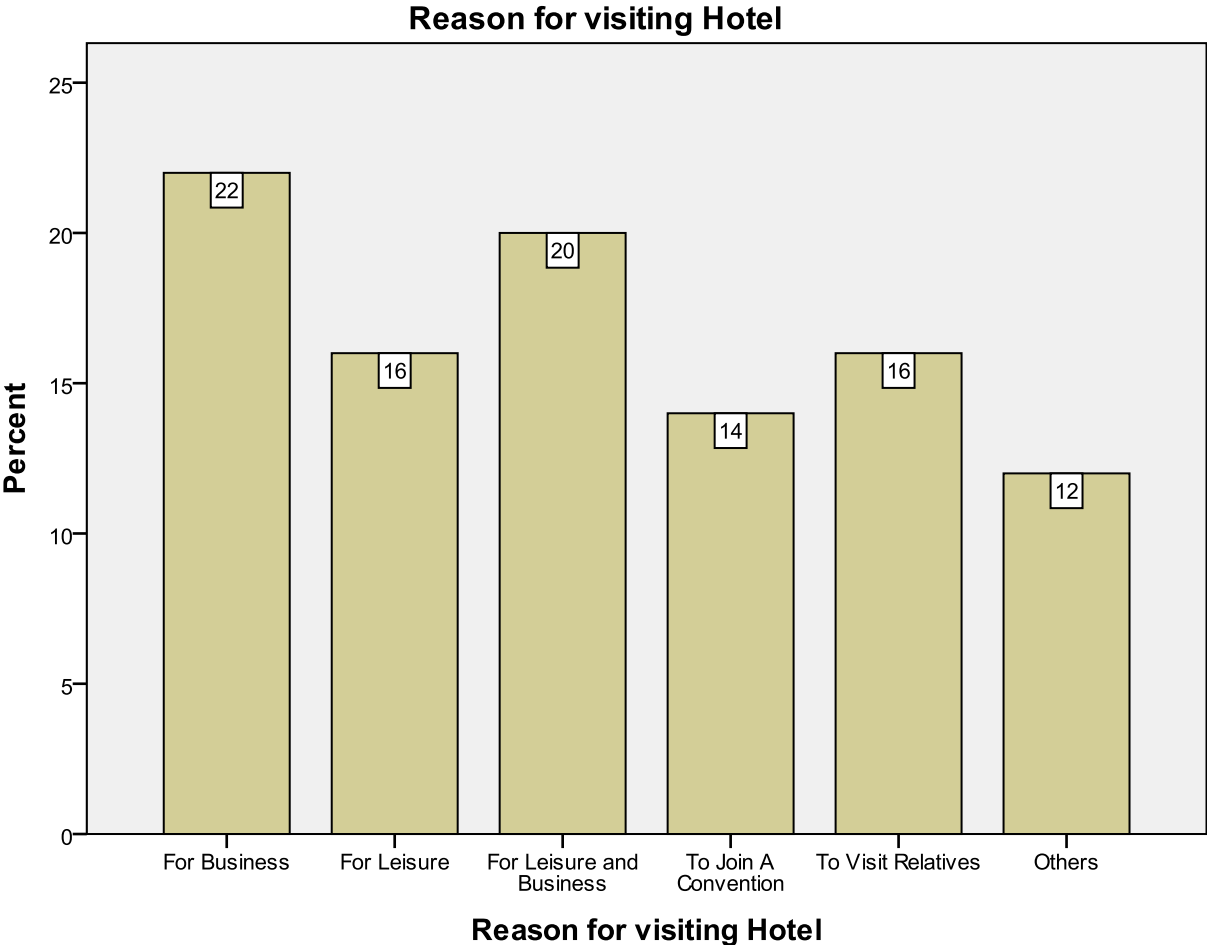


What is your marital status?

**Reason for visiting Hotel**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid For Business	11	22.0	22.0	22.0
For Leisure	8	16.0	16.0	38.0
For Leisure and Business	10	20.0	20.0	58.0
To Join A Convention	7	14.0	14.0	72.0
To Visit Relatives	8	16.0	16.0	88.0
Others	6	12.0	12.0	100.0
Total	50	100.0	100.0	





## **2)perceived quality of the physical environmental service at Hotel.**

For this we first calculate

Average\_Ext\_Appear=Average opinion about hotel external appearance,

Average\_Int\_Appear= Average opinion about hotel interior decoration,

Average\_Staff\_Appear =average opinion about staff appearance and their tidiness,

Average\_Accommodation\_Time =average opinion about time taken to provide accommodation:.,

Average\_Del\_Room =average opinion about the room delivered to you:.,

Average\_Staff\_Welcome =average opinion about Hotel staff welcome to you:

These averages are calculated by taking mean of the variables representing these opinions as given in following questionnaire:

S.NO.	Questions	Very Bad	Bad	Moderate	Good	Excellent
1. About the Hotel External Appearance:						
7.1	How attractive did you consider it before arriving to the hotel?					
7.2	How attractive did you find it after seeing the building?					
2. About the beauty of hotel internal decorations:						
8.1	What was your expectation before entering the hotel?					

8.2	What is your opinion after entering the hotel?					
3. About the staff appearance and their tidiness:						
9.1	What was your expectation before meeting them?					
9.2	How would you evaluate their tidiness now?					
4. About time taken to provide accommodation:						
10.1	What was your expectation before checking in?					
10.2	How would you rate the check in process?					
5. About the room delivered to you:						
11.1	How much did you expect it to be exactly as your request before entering the room? Not clear what you are looking for here. Are asking about room size, décor or facilities?					
11.2	How adequate did you find it after?					
6. About Hotel staff welcome to you:						
12.1	What level of welcome did you expect from hotel staff?					
12.2	How do you rate the welcome you received?					

From the following frequency tables and bar charts we observe that average opinion about each of the above measure of perceived quality of the physical environmental service at Hotel is excellent as most of the people have good percentage of higher scale of measurement. Here the scales of measurements are 2,2.5,3,3.5,4,4.5,5 and higher the scale higher the rating for physical appearance.

**Frequency Table**

**Average opinion about hotel external appearance**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	2.0	2.0	2.0
	2.50	1	2.0	2.0	4.0
	3.00	2	4.0	4.0	8.0
	3.50	3	6.0	6.0	14.0
	4.00	14	28.0	28.0	42.0
	4.50	13	26.0	26.0	68.0
	5.00	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

**Average opinion about hotel interior decoration**

Rita Jacob's Work Sample

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	2.0	2.0	2.0
	2.50	1	2.0	2.0	4.0
	3.00	2	4.0	4.0	8.0
	3.50	7	14.0	14.0	22.0
	4.00	8	16.0	16.0	38.0
	4.50	16	32.0	32.0	70.0
	5.00	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

**average opinion about staff appearance and their tidiness**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	2.0	2.0	2.0
	2.50	3	6.0	6.0	8.0
	3.00	4	8.0	8.0	16.0
	3.50	3	6.0	6.0	22.0
	4.00	6	12.0	12.0	34.0
	4.50	17	34.0	34.0	68.0
	5.00	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

**average opinion about time taken to provide accommodation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	2.0	2.0	2.0
	2.50	1	2.0	2.0	4.0
	3.00	1	2.0	2.0	6.0
	3.50	2	4.0	4.0	10.0
	4.00	8	16.0	16.0	26.0
	4.50	23	46.0	46.0	72.0
	5.00	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

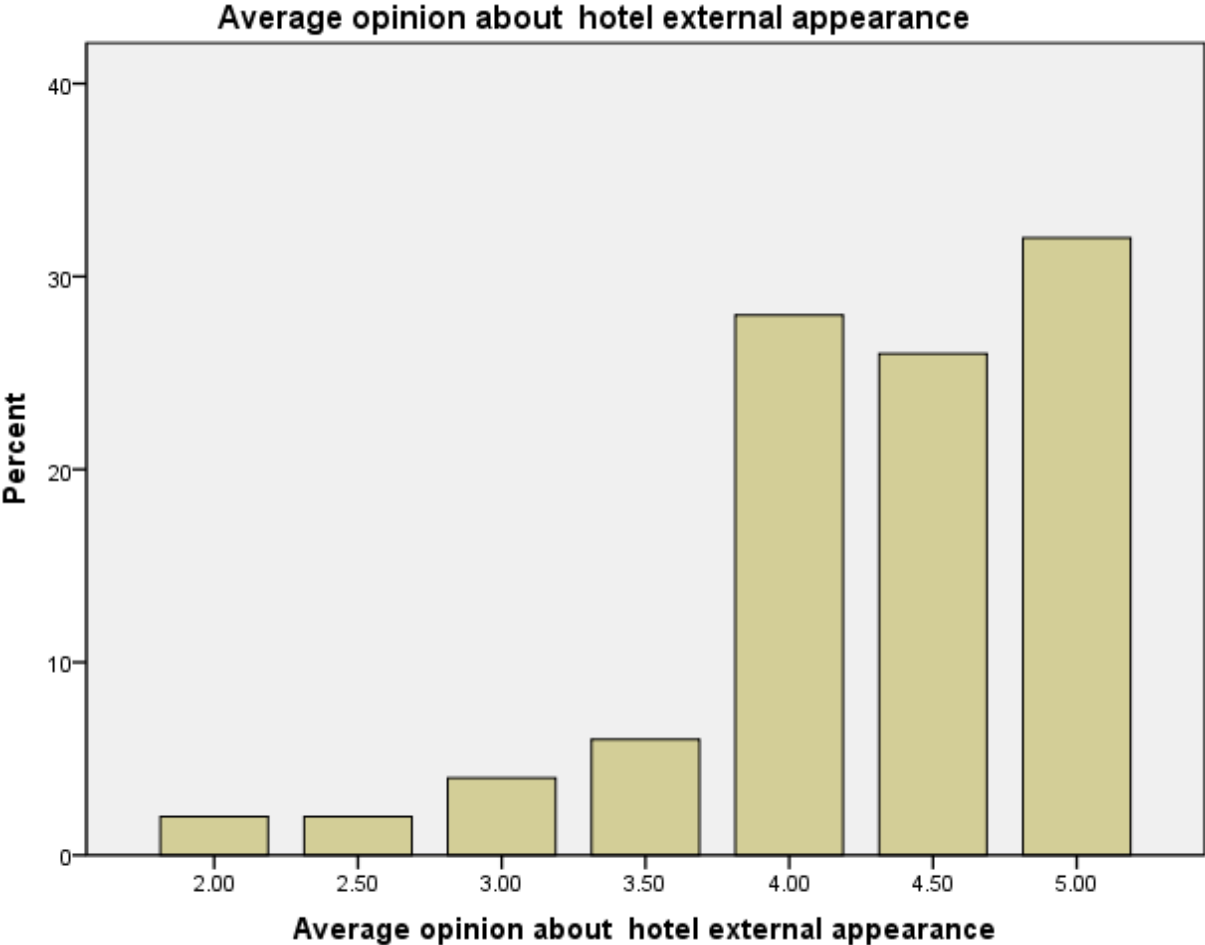
**average opinion about the room delivered to you**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	2.0	2.0	2.0
	2.50	3	6.0	6.0	8.0
	3.00	7	14.0	14.0	22.0
	3.50	4	8.0	8.0	30.0
	4.00	9	18.0	18.0	48.0
	4.50	16	32.0	32.0	80.0
	5.00	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

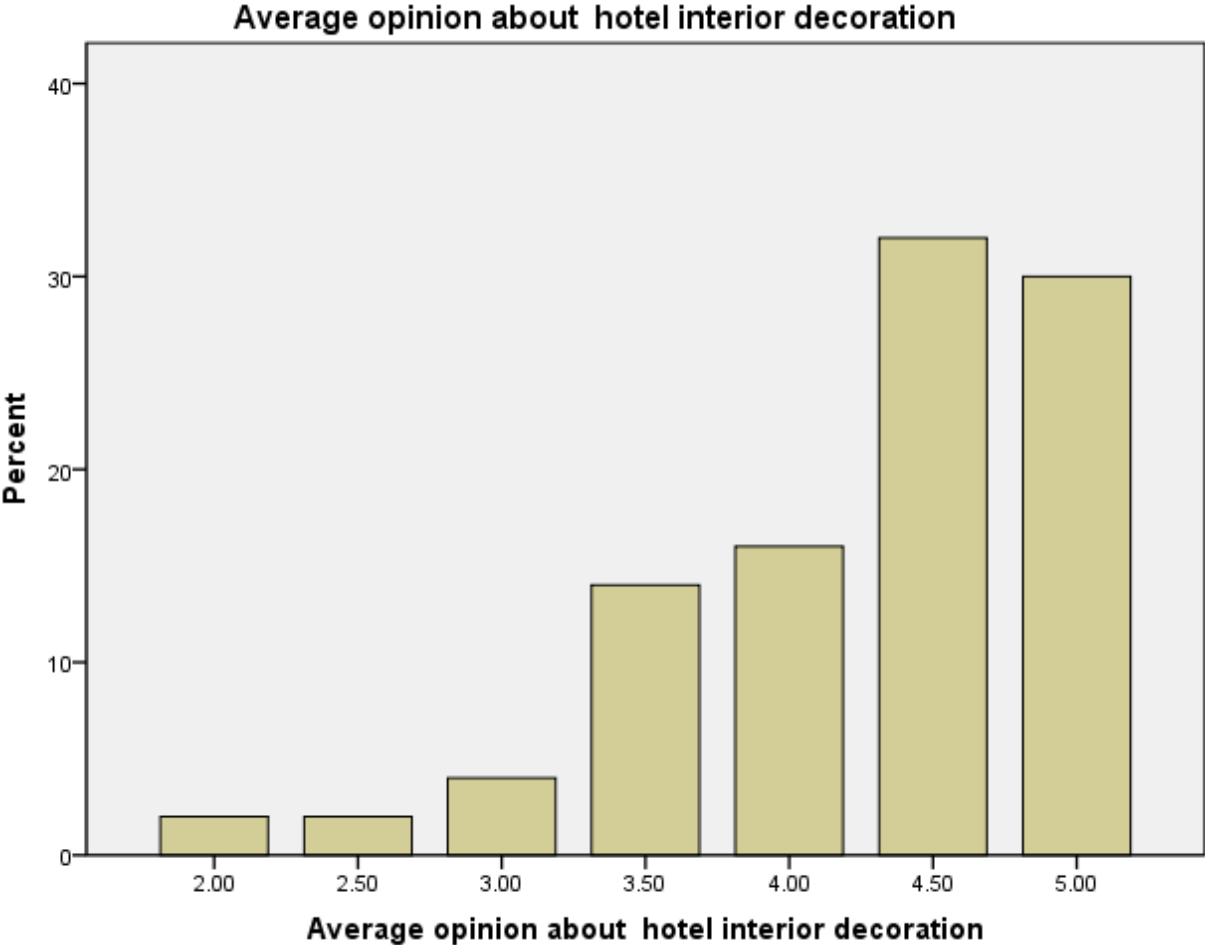
**average opinion about Hotel staff welcome to you**

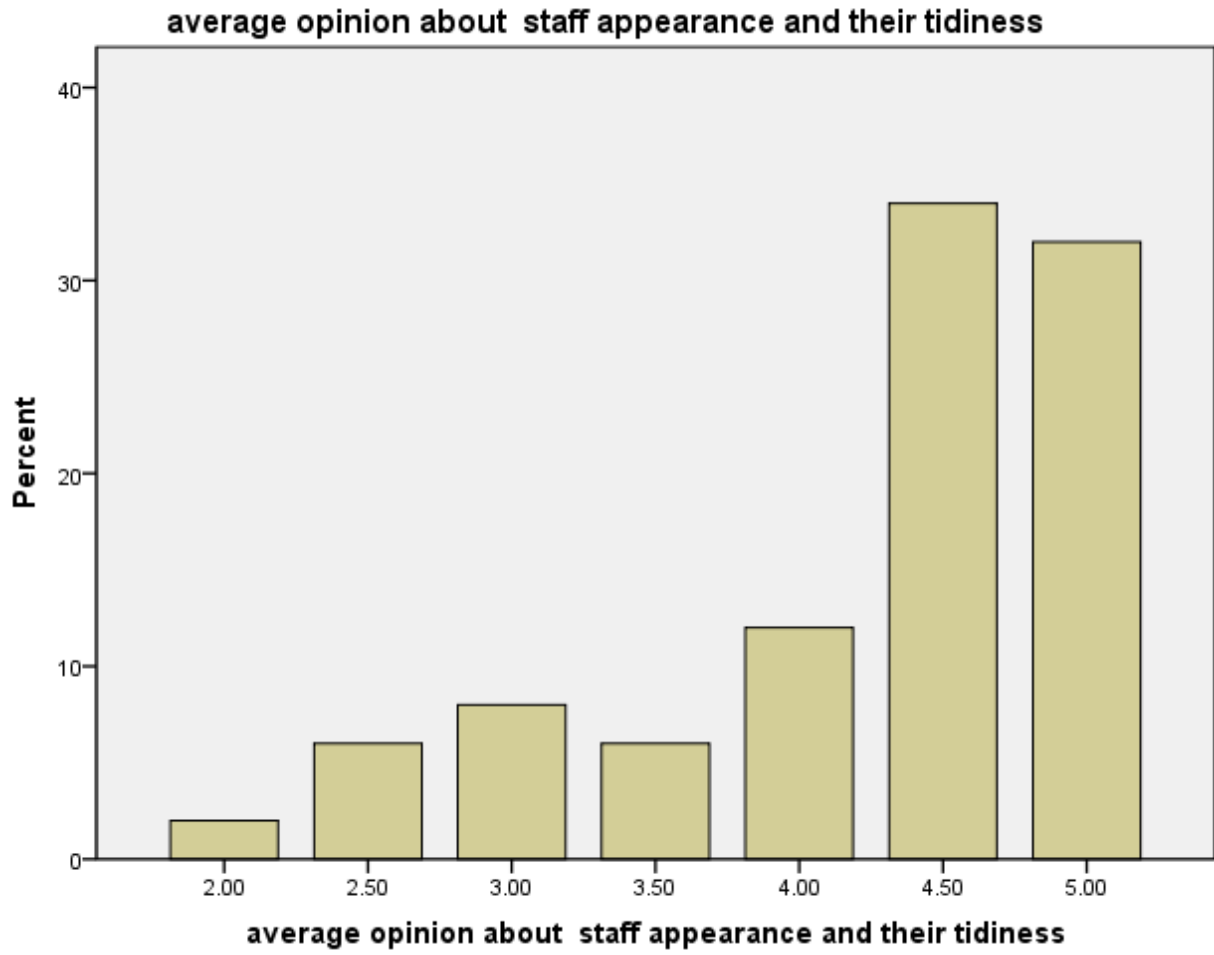
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.50	3	6.0	6.0	6.0
	3.00	3	6.0	6.0	12.0
	3.50	8	16.0	16.0	28.0
	4.00	6	12.0	12.0	40.0
	4.50	16	32.0	32.0	72.0
	5.00	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

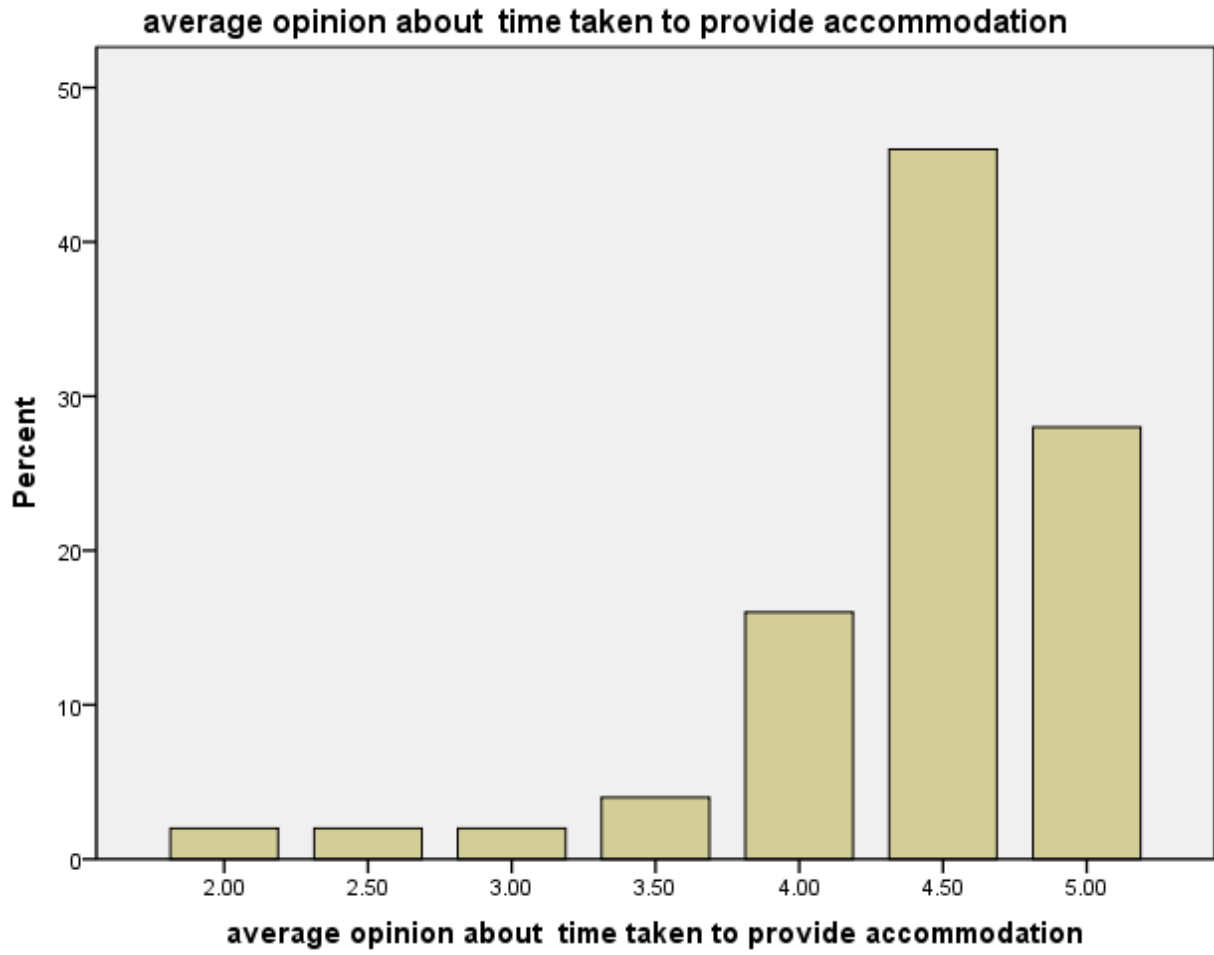
**Bar Chart**



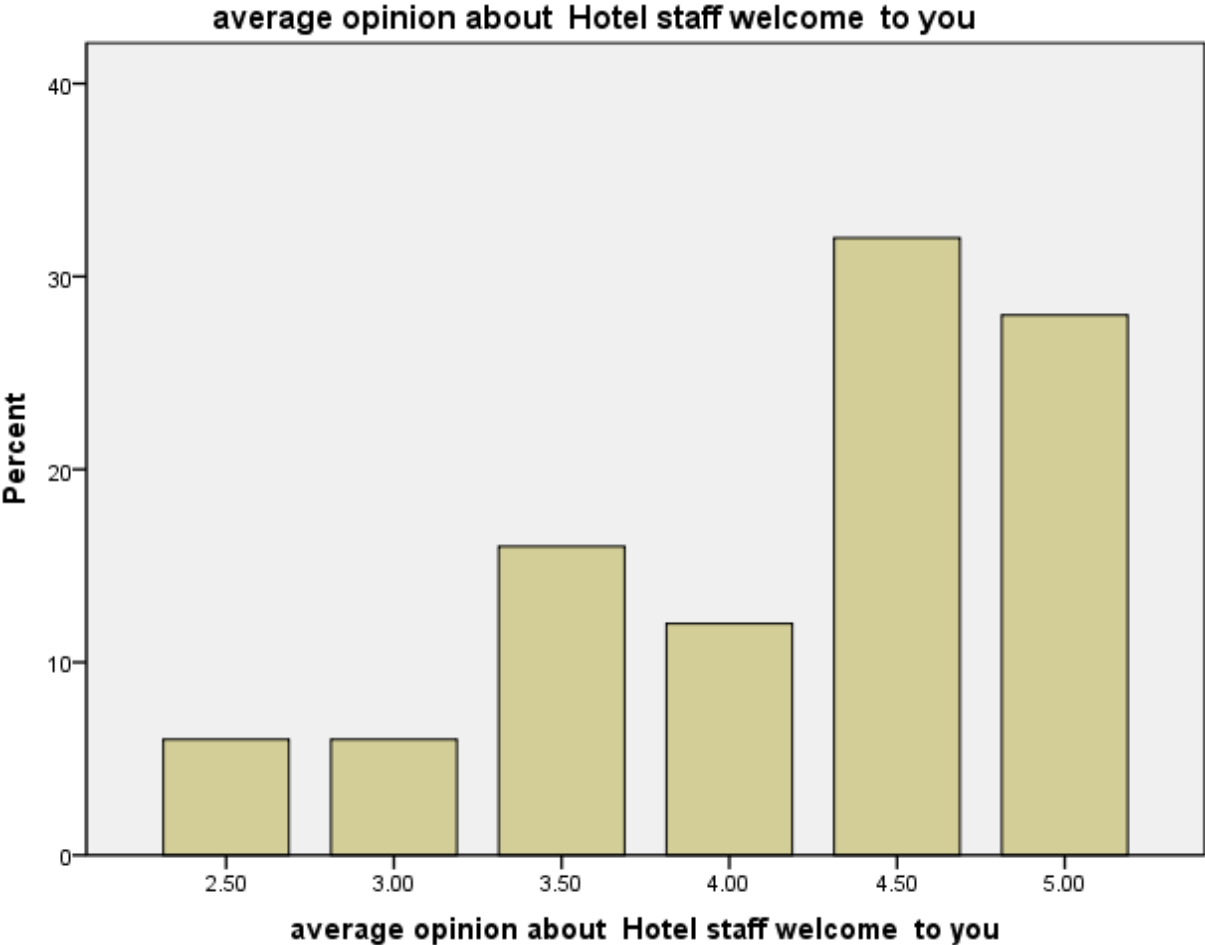












### 3) *Factors for Visiting hotel*

For this we first calculate

Average\_Visit\_Hotel\_Int= Average opinion about visit of hotel due to interior

Average\_Visit\_Hotel\_Employees= Average opinion about visit of hotel due to Employee Perspective

Average\_Visit\_Hotel\_Manitenance= Average opinion about visit of hotel due to Hotel Maintenance

These averages are calculated by taking mean of the variables representing these opinions as given in following questionnaire:

S. NO.	Questions	Strongly Disagree	Disagree	Neither agree nor disagree	agree	Strongly agree
13 Hotel Interior						
13.1	The overall lighting level in this hotel environments is appropriate					
13.2	The temperature in this hotels is comfortable					
13.3	The aroma in this hotel makes me feel good.					
13.4	This is an attractive hotel					
13.5	The interior décor of this hotel is attractive					
13.6	I enjoy spending time at this hotel					

14 Employee Perspective						
14.1	Employees in this hotel display personal warmth in their behaviour					
14.2	Employee in this hotel are happy to serve the customers					
14.3	Employees in this hotel are neat in appearance					
14.4	Employees respond to customer requests quickly					
14.5	Prompt service is important to employees at this hotel					
15 Hotel Maintenance						
15.1	The hotel maintains clean public restrooms					
15.2	This hotel maintains clean public customer service areas					
15.3	This hotel maintains clean walkways and exits					
15.4	This hotel public space's environment is clean					
15.5	Your hotel guest room's environment are polite and courteous					

From the following frequency tables and bar charts we observe that average opinion about each of the above measure of factors affecting visit to hotel is excellent as most of the people have good percentage of higher scale of measurement. Here the scales of measurements are obtained in decimals because we have taken mean of ordinal variables. and higher the scale higher the rating for physical appearance.

**Average opinion about visit of hotel due to interior**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.17	2	4.0	4.0	4.0
	3.33	2	4.0	4.0	8.0
	3.50	3	6.0	6.0	14.0
	3.67	6	12.0	12.0	26.0
	3.83	6	12.0	12.0	38.0
	4.00	8	16.0	16.0	54.0
	4.17	5	10.0	10.0	64.0
	4.33	9	18.0	18.0	82.0
	4.50	4	8.0	8.0	90.0
	4.67	2	4.0	4.0	94.0
	4.83	2	4.0	4.0	98.0
	5.00	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

**Average\_Visit\_Hotel\_Manitenance**



Rita Jacob's Work Sample

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	2.0	2.0	2.0
	3.20	3	6.0	6.0	8.0
	3.40	6	12.0	12.0	20.0
	3.80	5	10.0	10.0	30.0
	4.00	8	16.0	16.0	46.0
	4.20	15	30.0	30.0	76.0
	4.40	6	12.0	12.0	88.0
	4.60	4	8.0	8.0	96.0
	4.80	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

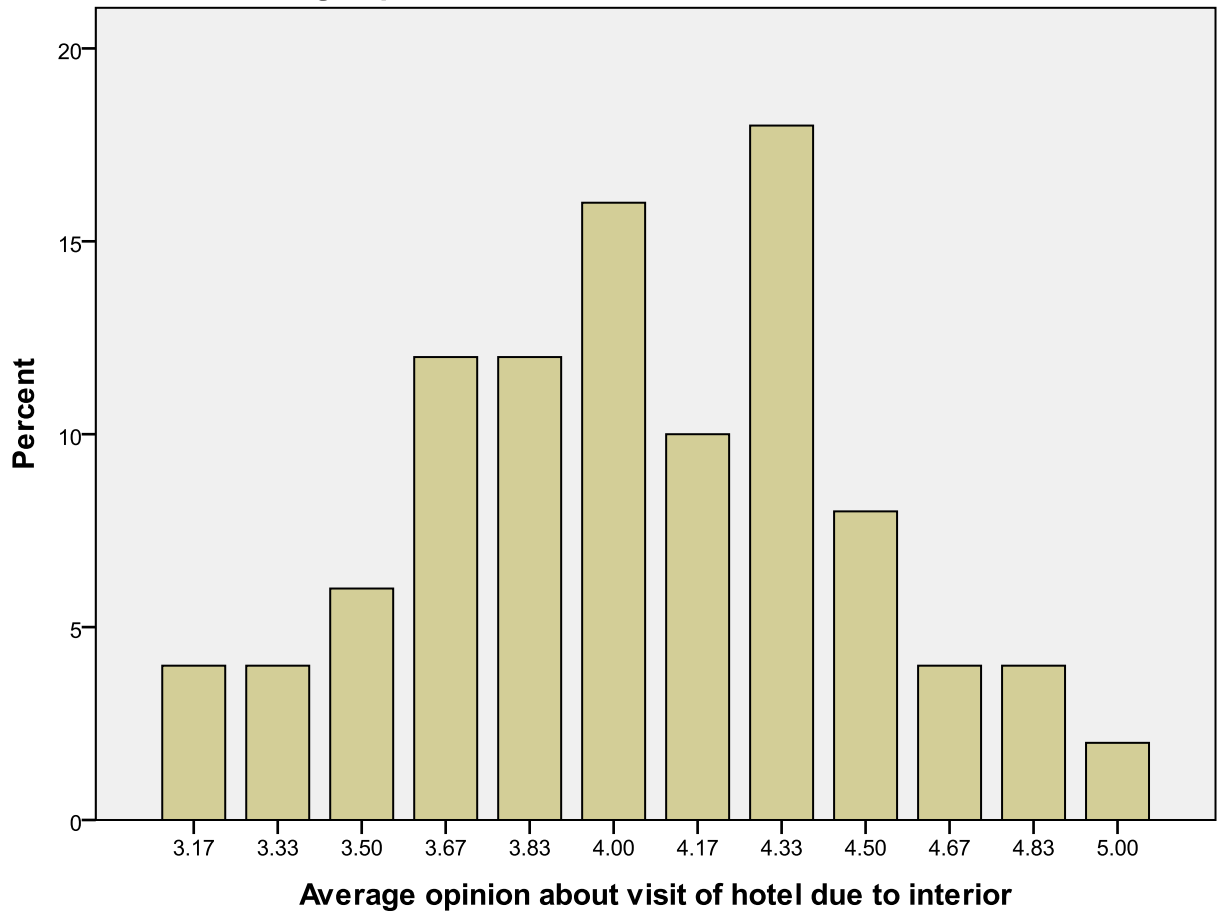
**Average opinion about visit of hotel due to Hotel Maintenance**

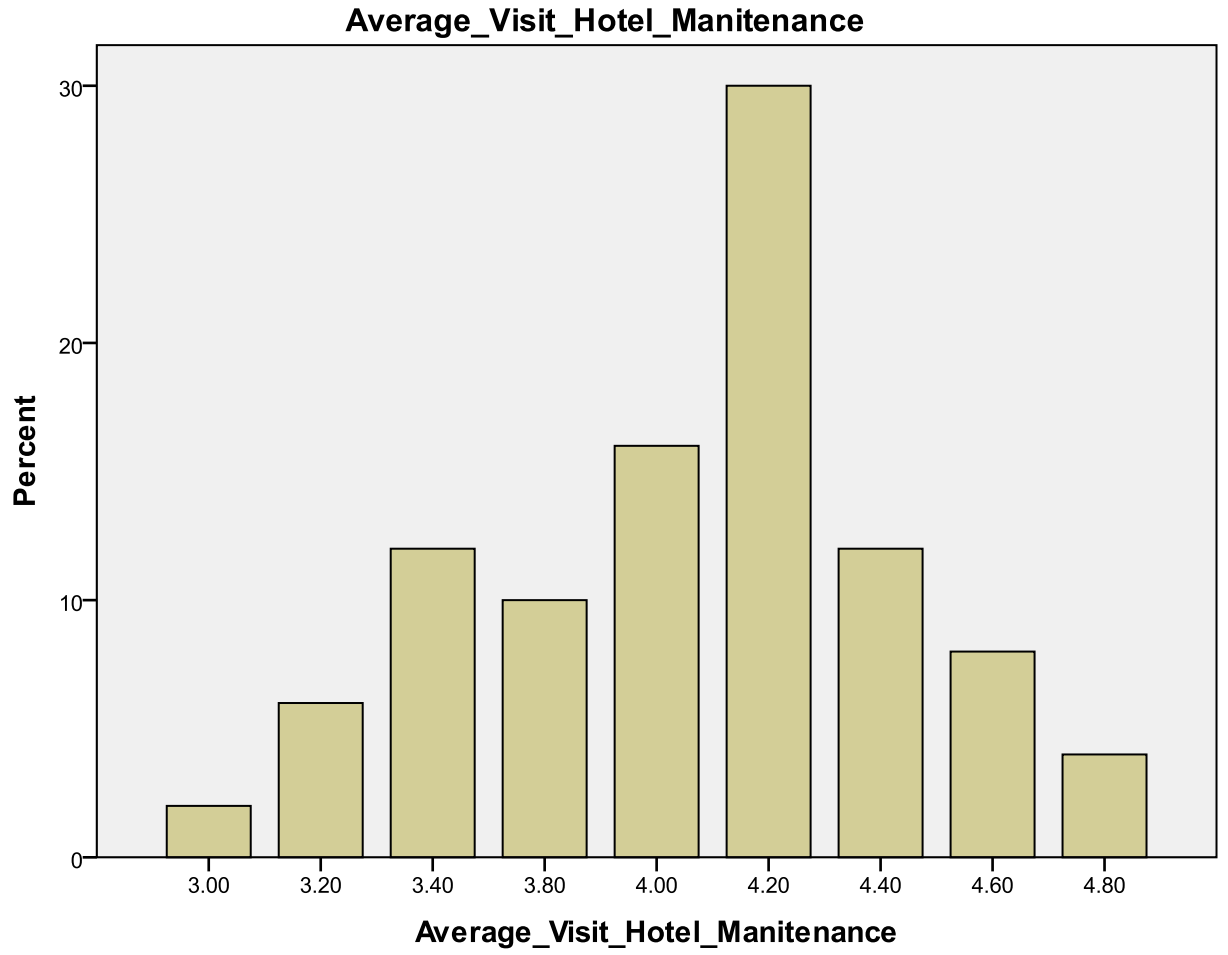
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.20	2	4.0	4.0	4.0
	3.40	2	4.0	4.0	8.0
	3.60	3	6.0	6.0	14.0
	3.80	1	2.0	2.0	16.0
	4.00	7	14.0	14.0	30.0
	4.20	10	20.0	20.0	50.0

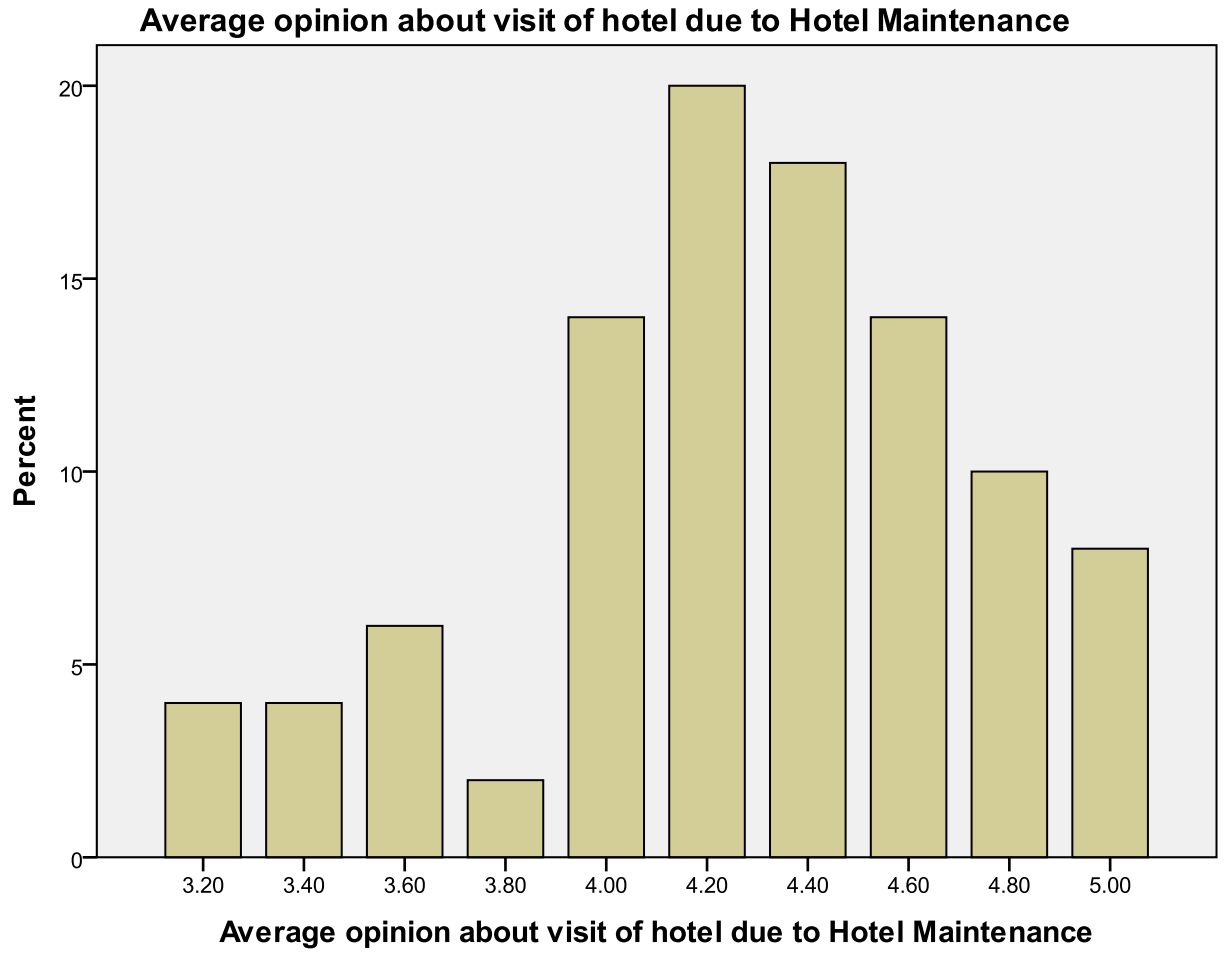
Rita Jacob's Work Sample

4.40	9	18.0	18.0	68.0
4.60	7	14.0	14.0	82.0
4.80	5	10.0	10.0	92.0
5.00	4	8.0	8.0	100.0
Total	50	100.0	100.0	

**Average opinion about visit of hotel due to interior**







## 4) *Intangible, tangible and overall service quality of hotel:*

We see the proportion of each each category for these variables and conclude that all the three service quality are above average as more proportion is for above good opinion.

**The intangible service quality of this hotel**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Poor	2	4.0	4.0	4.0
Average	2	4.0	4.0	8.0
Good	6	12.0	12.0	20.0
Very Good	18	36.0	36.0	56.0
Excellent	22	44.0	44.0	100.0
Total	50	100.0	100.0	

**The tangible service quality of this hotel.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Poor	1	2.0	2.0	2.0
Average	3	6.0	6.0	8.0
Good	6	12.0	12.0	20.0
Very Good	18	36.0	36.0	56.0

Rita Jacob's Work Sample

Excellent	22	44.0	44.0	100.0
Total	50	100.0	100.0	

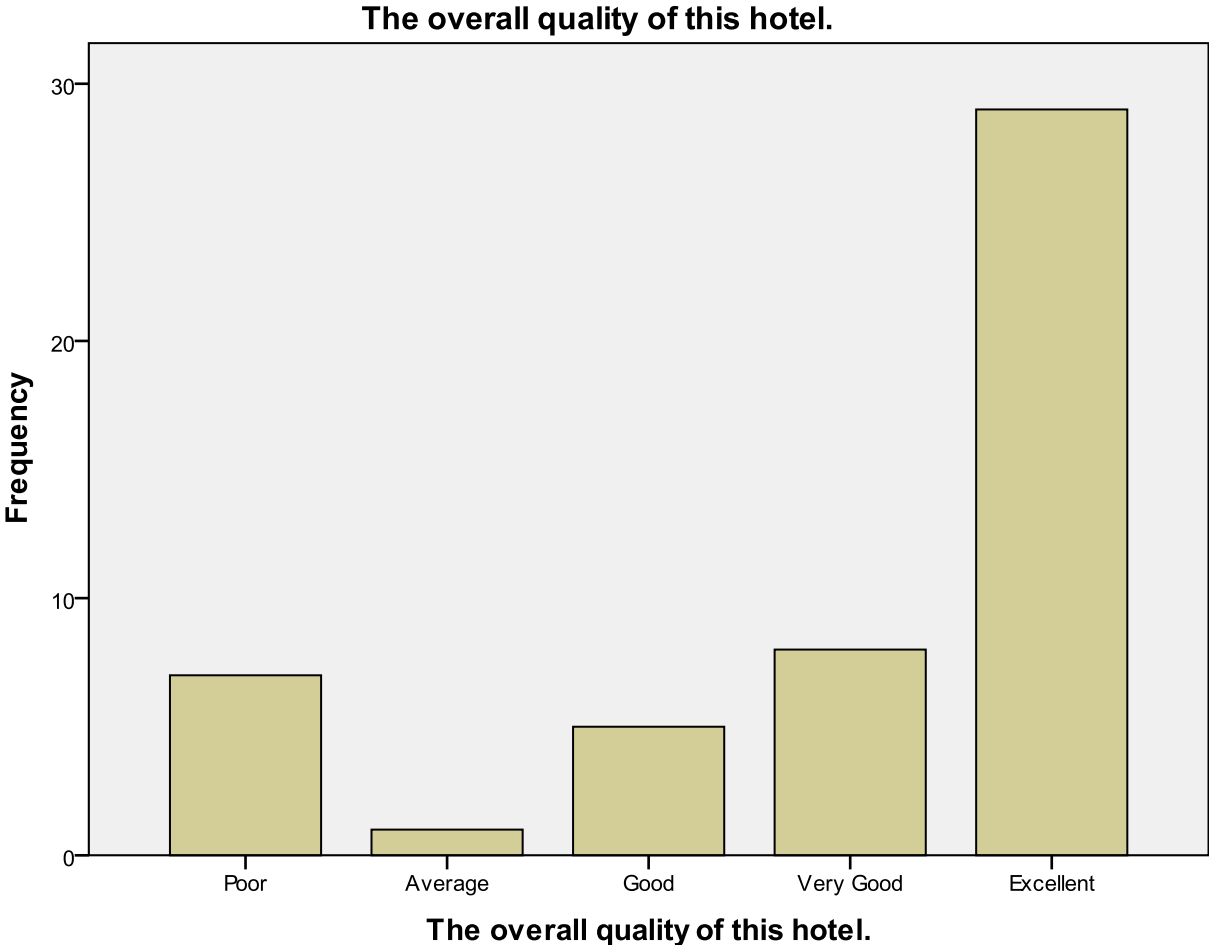
**The overall quality of this hotel.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Poor	7	14.0	14.0	14.0
Average	1	2.0	2.0	16.0
Good	5	10.0	10.0	26.0
Very Good	8	16.0	16.0	42.0
Excellent	29	58.0	58.0	100.0
Total	50	100.0	100.0	









## **5) Comparison of Intangible and tangible service quality of hotel:**

We apply paired t-test to know if there exists any differences in these opinions:

**Paired Samples Test**

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 The intangible service quality of this hotel - The tangible service quality of this hotel.	-.020	1.491	.211	-.444	.404	-.095	49	.925

As p-value(0.925) is greater than 0.05 so there is no difference in these opinions.

## **Conclusion:**

We conclude that RITZ hotel is the best Hotel and benchmark for other hotels.