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Key Factors in Guests' Perception of Hotel Atmosphere: A Case on Kakarvitta, Nepal

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ABSTRACT

The goal of this research is to identify key variables that can be used to evaluate guest house services from the guests' perspective. One hundred thirty five guests were selected by judgement sampling procedure for the study. A multivariate analysis technique like "Factor Analysis" was used to identify the factors. The results shows that amenities and transport services, attached bathroom and bar services and food and discount facilities have emerged important factors for selecting guest houses.

Keywords: Guest House, Hospitality Services, Factor Analysis

INTRODUCTION

Kakarvitta is a neighbourhood in Mechinagar Municipality in Jhapa District of Mechi zone, Southeastern Nepal. Kakarvitta is the eastern terminus of Nepal's east west Mahendra Highway at the country's eastern border with Darjeeling District, West Bengal State, India. The Panitanki neighbourhood of Naxalbari is on the other side. There is a border checkpoint for third country nationals. Indian and Nepalese nationals cross without restriction(Wikipedia, 2016). Many people come to visit Kakarvitta from home and abroad. To serve these people, a number of guest houses have developed in the area. As a source of revenue for many of the local people, the satisfaction of guests staying at the guest houses have became a increasingly

important both for the guests as well as for the service providers (Habib and Islam, 2009)

LITERATURE REVIEW

So far we know, a large number of research studies, articles relating to various aspects of guest house services have been published home and abroad. However, critical reviews of some of the important research studies/articles have been made in this study. Radder and Wang (2006) determined similarities and differences in business travellers' expectations and managers' perceptions of the service provided by guest houses.Business travellers deemed secure parking and the professionalism of staff as the most important attributes, while guest house managers thought it would be friendliness of front desk staff and efficient handling of complaints. Knutson et al (2009) identified the underlying dimensions of a guests' hotel experience. Goswami and Sarma(2014) explored the role of re-enacted and transitory delight in the management of customer delight in hotels.

Faruqui (2013) aimed at identifying the factors that are considered to be important for the satisfaction of the guests staying at the different guest houses located in Khagrachari. The results of that study showed that Services, Value Added Services and Reservation System are the most important factors to determine the satisfaction of the guests living in the guest houses of Khagrachari.

Thus it appears from the preceding discussions that guests' attitude towards guest house services has not been addressed in Nepal. It would, therefore, not be unjustified to state that present study is the first of its kind in Nepal and can be used for guidelines for the similar studies in years ahead.

OBJECTIVES OF THE STUDY

The study has been conducted keeping the following objectives in mind:

- It aims to document variables and services perceived to be important by guests when staying guest houses.
- This study aims to rank the level of importance of key variables and guest house services.

METHODOLOGY

For achievement of the above objective, a survey is carried out among a sample of guests in hotels in Kakarvitta during May 2012. The sample size consists of 135 guests in 18 such hotels in Kakarvitta. Researchers' judgement is used while selecting the respondents. Responses from the selected guests are obtained with the help of a well defined questionnaire . Judgement sampling method is used to identify guests.It may me noted that the scores on the independent variables were measured through five point Likered scaled questions.The statistical package, SPSS Version 20, was used to perform the required descriptive statistics and exploratory factor analysis.

RESULTS

Table I: Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	53	39.3	39.3	39.3
Male	82	60.7	60.7	100.0
Total	135	100.0	100.0	

Table I indicates that most of the respondents were male and their percentages were 61.

Table II: Age

Age Cohort	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 40 Years	47	34.8	34.8	34.8
40-59 Years	49	36.3	36.3	71.1
60 Years or Older	39	28.9	28.9	100.0
Total	135	100.0	100.0	

The age distribution among three major demographic cohorts in this sample is as follows: above age sixty, 28.9 percent; age forty to fifty nine , 36.3; and under age forty , 34.8 percent(Table II).

Table III: Monthly Income

Monthly Income	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 50,000Tk.	29	21.5	21.5	21.5
50,000Tk.-99,999Tk.	59	43.7	43.7	65.2
100,000Tk or greater	47	34.8	34.8	100.0
Total	135	100.0	100.0	

The income range for our sample tilts toward the upper side with 35 percent reporting incomes over 100,000 Tk, 44 percent between 50,000Tk and 99,999 Tk. Only 22 percent stated that they make less than 50,000Tk.(Table III).

Table IV: Nights stayed in hotel in past 12 months

Night Stay	Frequency	Percent	Valid Percent	Cumulative Percent
10 nights or fewer	89	65.9	65.9	65.9
11-20 nights	28	20.7	20.7	86.7
20 nights or more	18	13.3	13.3	100.0
Total	135	100.0	100.0	

Sixty six percent of guests said they stayed in a guest house ten nights or less (Table IV).

Table V: Purpose of trips

Purpose of Visit	Frequency	Percent	Valid Percent	Cumulative Percent
Official	20	14.8	14.8	14.8
Business	78	57.8	57.8	72.6
Leisure	37	27.4	27.4	100.0
Total	135	100.0	100.0	

Being that the sample was drawn from guest houses , it is not surprising that just over half of these trips were for business purposes (Table V).

Table VI: Descriptive Statistics

Independent Variables	Mean	Std. Deviation	Analysis N
24 Hours Hot and Cold Running Water	3.97	1.106	135
All Rooms with Attached Bathroom	4.35	.602	135
Television	3.74	.801	135
Comfortable Bed	4.02	.758	135
Bar	2.25	1.144	135
Fresh and Tasty Food	3.81	.774	135
Different Varieties of Food	2.42	1.096	135
STD and ISD Facilities	4.32	.788	135
Availability of Domestic and International Air Tickets	4.04	.884	135
Availability of Railway and Bus Tickets	4.13	.640	135
Hiring Cars and Buses	3.70	1.093	135
Special Discount for Groups	3.45	.983	135

According to mean value of the independent variables, guests mostly focused on all rooms with attached bathroom and STD and ISD facilities (Table VI).

Table VII: Correlation matrix of independent variables

Independent variables	1	2	3	4	5	6	7	8	9	10	11	12
24 Hours Hot and Cold Running Water	1											
All Rooms with Attached Bathroom	-.108	1										
Television	.488	-	1									

		.539									
Comfortable Bed	.437	-.328	.834	1							
Bar	-.118	.760	-.694	-.661	1						
Fresh and Tasty Food	.333	-.453	.945	.859	-.739	1					
Different Varieties of Food	.257	-.032	.236	.034	.266	.207	1				
STD and ISD Facilities	.302	-.377	.805	.825	-.636	.794	-.200	1			
Availability of Domestic and International Air Tickets	.123	.354	-.461	-.525	.463	-.589	.038	-.734	1		
Availability of Railway and Bus Tickets	-.301	.253	-.766	-.883	.629	-.811	.083	-.775	.480	1	
Hiring Cars and Buses	.190	.260	.551	.594	-.280	.596	-.107	.543	-.143	-.640	1
Special Discount for Groups	-.468	.564	-.666	-.414	.402	-.634	-.705	-.235	.247	.384	-.013	1

There is a positive relationship between fresh and tasty food with television (Table VII).

Table VIII: Communalities

	Initial	Extraction
24 Hours Hot and Cold Running Water	1.000	.543
All Rooms with Attached Bathroom	1.000	.907

Television	1.000	.944
Comfortable Bed	1.000	.887
Bar	1.000	.836
Fresh and Tasty Food	1.000	.937
Different Varieties of Food	1.000	.811
STD and ISD Facilities	1.000	.874
Availability of Domestic and International Air Tickets	1.000	.556
Availability of Railway and Bus Tickets	1.000	.839
Hiring Cars and Buses	1.000	.856
Special Discount for Groups	1.000	.945
Extraction Method: Principal Component Analysis.		

Higher communalities show higher importance of independent variables. Based on communalities, television, fresh and tasty food and all rooms with attached bathroom are important independent variables (Table VIII).

Table IX: Initial Eigenvalues

Component	Total	% of Variance	Cumulative %
1	6.329	52.741	52.741
2	2.019	16.829	69.570
3	1.586	13.218	82.788

Only factors with Eigen values equal to or greater than one were considered significant and chosen for interpretation (Table IX).

Table X: Rotated Component Matrix (a)

	Component		
	1	2	3
Hiring Cars and Buses	.887	.257	-.044

Availability of Railway and Bus Tickets	-.861	.299	-.086
Comfortable Bed	.854	-.345	.195
STD and ISD Facilities	.812	-.460	-.064
Fresh and Tasty Food	.769	-.483	.334
Television	.734	-.467	.433
All Rooms with Attached Bathroom	.037	.928	-.208
Bar	-.469	.784	.044
Availability of Domestic and International Air Tickets	-.401	.613	.138
Different Varieties of Food	-.144	.078	.885
Special Discount for Groups	-.149	.456	-.845
24 Hours Hot and Cold Running Water	.377	.105	.625

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Only items with loadings of 0.50 or higher were included. From the varimax rotated factor matrix, three factors deemed appropriate for this study contained a total of 12 items.The factors were termed amenities and transport services, attached bathroom and bar services and food and discount facilities (Table X).

CONCLUSION

It is established from this study that amenities and transport services, attached bathroom and bar services and food and discount facilities have emerged important factors for selecting guest house. Moreover, guest house managers are advised to aim at a balance in their focus on non core and core elements of service, and at concentrating on those elements that have the highest importance for their guests. In future, this may affect the profitability and survivality of the hotels.

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Annexure

Table A I. List of Hotels in Kakarvitta Covered During this Study

SL No.	Name of the Hotel
1	New Moonlight Hotel and Lodge
2	Hotel Batika
3	Assam Hotel
4	Hotel Gateway
5	Kamana Guest House
6	Koshi Hotel
7	Sainik Hotel
8	Hotel Beni
9	Hotel Sirijunga
10	Hotel Lumbini

11	Hotel Fewa
12	Hotel Bidhan
13	Hotel Sagarmata
14	Hotel Unique Palace
15	Laligurash Guest House
16	Hotel Pushpanjali and Lodge
17	Mountain Hotel and Lodge
18	Raja Hotel

Source: Field Survey