



“Exploring The Relationship Between Service Quality and Demographic Factors Among Hotel Employees: Cross-Tabulation Analysis

Mrs. S. Bhargavi^{1*}, Dr. T. Lokeswara Rao², Dr. Lomte Daulatrao. M³

^{1*}Research Scholar, GIET University, Gunupur, Email Id: bhargavi.sangaraju@giet.edu

²Supervisor, Associate Professor, SMS, GIET University, Gunupur

³Co- Supervisor Faculty Member, Indian Culinary Institute, Tirupati, A.P

***Corresponding Author:** Mrs. S. Bhargavi

*Email Id: bhargavi.sangaraju@giet.edu

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ABSTRACT

Using cross-tabulation analysis, this research investigates how hotel staff members' demographic characteristics relate to their opinions on service quality. It is critical to understand what variables impact staff views of service quality in the hospitality business, as this directly affects client satisfaction and the likelihood of customer loyalty. The research looks at how workers' perspectives on service quality are affected by important demographic characteristics such as age, gender, education level, and job function. Through the use of structured questionnaires, data was collected from a varied set of hotel staff members about their perspectives on customer interactions and service performance. We used statistical methods like cross-tabulation to look for trends and correlations between employees' demographics and their opinions of the service's quality. This helped us learn a lot about how various types of employees rate the service's overall quality. Insights into how various employee groups perceive and provide service excellence are provided by the results, which indicate intricate correlations between demographic characteristics and service quality perceptions. We stress the necessity of personalized tactics to enhance staff performance and visitor happiness in the hospitality industry, and we examine implications for hotel management practices and ideas for improving service quality based on demographic information.

Key words: Employees of Star Hotel, Demographic factors, socio-economic conditions, cross-tabulation

Introduction

Ensuring high-quality service is a fundamental factor in achieving customer satisfaction and business success, particularly in the highly competitive hotel industry. Employee demographics, including age, gender, educational background, and job role, play a significant role in shaping their attitudes, behaviors, and perceptions in the workplace. These factors can influence how hotel employees assess service quality and interact with customers. However, despite the recognition of these influences, the precise nature of these relationships has not been extensively examined through in-depth research. A comprehensive analysis using cross-tabulation can provide valuable insights into the connections between demographic characteristics and perceptions of service quality. This study aims to bridge this gap by conducting an in-depth examination of how hotel staff members' demographic attributes impact their views on service quality. The objective is to identify meaningful patterns and trends that can inform strategic decision-making to enhance service excellence in the hospitality industry. By employing cross-tabulation analysis, this research not only contributes to theoretical advancements in service quality studies but also offers practical implications for hotel management. It seeks to provide a deeper understanding of how demographic factors influence service delivery and guest experiences within the dynamic hospitality sector.

Literature Review

There has long been an understanding that high-quality service is one of the most important factors in the hotel industry's ability to attract and retain customers. The impact of staff demographics on service perceptions and delivery has been the subject of an increasing amount of research into the elements that affect service quality. Service quality, demographic impacts on employee behavior, and cross-tabulation analysis in the hotel industry are all topics covered in this literature review. Businesses in the cutthroat hospitality industry stand out from the crowd because of the exceptional service they provide. The disparity between what customers anticipate and what they get is what defines service quality, say Parasuraman, Zeithaml, and Berry (1988). A popular tool for gauging service excellence in the hotel industry is the SERVQUAL model, which includes criteria including responsiveness, assurance, empathy, and tangibles. Wu and Ko (2013) provide more research that shows how service quality affects customer happiness, which in turn affects loyalty to the company and the likelihood that guests would return. According to Kandampully and Suhartanto (2000), hotels that place an emphasis on staff training and consistent service delivery have a higher rate of customer retention and revenue production.

Employees' work attitudes, service approach, and overall performance are greatly affected by their age, gender, education level, and job function, according to research. According to research by Lee and Way (2010), older workers are more likely to be professional and have better problem-solving abilities, whereas younger workers are more likely to be adaptable but may lack the expertise to handle complicated client interactions. In addition, research on gender variations in service orientation has shown that female workers are more likely to show empathy and interact with customers, while male employees may be more concerned with getting things done quickly and efficiently (Bitner, Booms, & Mohr, 1994). Higher levels of education are associated with improved problem-solving abilities and flexibility in interactions with customers, which in turn affects how workers perceive the quality of service they get (Baum, 2007).

When looking for correlations between categories, statisticians often turn to cross-tabulation analysis. It is useful for finding correlations and trends in the relationship between staff demographics and their opinions on service quality in the hospitality industry. When it comes to studying workforce diversity and service delivery efficiency, studies like González et al. (2018) highlight the usefulness of cross-tabulation. Using cross-tabulation research, Singh and Kundu (2021) determined that workers with more experience are more likely to obtain favorable feedback from customers when it comes to customer satisfaction ratings, which is influenced by staff demographics. Hotel managers have also benefited from this approach, which has allowed them to create workforce-specific training programs by examining regional variations in service standards (Kim, Knutson, & Choi, 2016). Both academics and business leaders may learn from studying the correlation between demographics and service excellence. Theoretically, the hotel industry's human resource practices and ideas of workforce management benefit from a better grasp of these connections. From a management standpoint, the findings from these types of research may inform strategies for hiring, training, and retaining employees based on their specific demographics. To improve service consistency, hotels should provide individualized training programs that include staff from different demographic backgrounds (Mullins, 2016). The use of workforce analytics also allows hotels to improve service efficiency by allocating staff more effectively. Despite a wealth of literature on the topic, few studies have used cross-tabulation analysis to probe the connections between service quality and staff demographics. To further understand how employees' opinions evolve over time, future studies should use longitudinal designs with bigger and more varied samples. Additionally, international hospitality companies might benefit from further research on the impact of cultural variations on the perception of service quality. The research emphasizes that hotel workers' views and actions about service quality are greatly impacted by demographic characteristics. When it comes to optimizing the workforce and developing strategies to enhance services, cross-tabulation analysis has shown to be an invaluable tool for discovering patterns within these interactions. To better comprehend these dynamics, however, and to make a contribution to the academic literature as well as practical managerial applications in the hotel business, more empirical research is necessary. According to Hartline and Ferrell's "The Management of Customer-Contact Service Employees" written in 1996: Employees' perspectives and actions while interacting with customers are impacted by demographic variables such as age, gender, and education level, according to this research. How different demographics affect hotel teams' dynamics and the quality of service they provide might be the subject of future studies. The article "Adapting Quality Function Deployment to Service Quality Improvement in Hotels" was written by Sgiuaw, Enz, and Namasivayam (2000). In order to better meet the demands of both customers and employees, this paper recommends using Quality Function Deployment (QFD). The use of QFD approaches to improve demographically-based internal service quality evaluations is an area that might need further investigation in the future. "The Impact of Employee Demographic Characteristics on Organizational Performance" (Hansen & Machum, 2013): In this study, we look at how cultural variations in staff demographics affect service quality in international hotel environments. Methods for effectively balancing cultural diversity in order to improve service delivery might be the subject of future research.

Need for the study

The research on the correlation between service quality as well as demographic characteristics among hotel personnel aims to fulfill certain crucial requirements within the hospitality sector: Demographic factors, including gender, age, level of education, and occupation type, might influence the way staff engage with visitors and provide services. An investigation into the relationship among service quality as well as demographic factors between hotel employees helps to create a welcoming atmosphere at work and improve service delivery as well as customer satisfaction in the lodging sector. This study aims to fill both operational and theoretical gaps by examining how the demographic diversity within employees affects perceptions of service quality, providing actionable insights.

Study of Objectives

With the use of cross-tabulation analysis, we want to learn more about the connection between hotel staff demographics and service quality.

Research Methodology

Research is the term used to describe a thorough and methodical exploration of pertinent facts. The principal objective of study is to uncover concealed truths that have yet to be unveiled, or to enhance the existing discoveries of prior research endeavors.

Data Collection Methods

Once an investigation issue has been identified, the process of gathering data commences. The research is predominantly based on empirical evidence.

Primary Source

Data (640 respondents) was gathered using well-structured questionnaires. Separate questionnaires were developed and distributed. The surveys had a combination of open-ended and closed-ended inquiries.

Table-1: Service Quality of Star Hotel Employees

Service Quality of Star Hotel Employees	"Strongly Disagree"	"Disagree"	"Neutral"	"Agree"	"Strongly Agree"	Total
Tangibility						
The appearance and professionalism of our staff are always maintained.	91	92	139	199	119	640
"Percentage"	14.22	14.38	21.72	31.09	18.59	100
Reliability						
Our employees perform their services reliably and consistently	110	104	101	176	149	640
"Percentage"	17.19	16.25	15.78	27.50	23.28	100
Responsiveness						
Our employees promptly attend to guests' needs and requests.	98	108	156	138	140	640
"Percentage"	15.31	16.88	24.38	21.56	21.88	100
Assurance						
Our employees are knowledgeable and instill confidence in guests.	94	81	123	187	155	640
"Percentage"	14.69	12.66	19.22	29.22	24.22	100
Empathy						
Our employees provide personalized attention to guests	74	132	101	225	108	640
"Percentage"	11.56	20.63	15.78	35.16	16.88	100
"TOTAL"	467	517	620	925	671	3200
Source : Primary Data						

Figure -1: Service Quality of Star Hotel Employees

Table -1, Illustrates the viewpoint of the participants on "The consistent maintenance of our staff's appearance and professionalism." 31.09% of the respondents expressed agreement with the statement, while 21.72% indicated a neutral stance. Yet, 18.59% of respondents strongly agreed, whereas 14.38% of respondents disagreed. Just 14.22% of those surveyed have expressed a "Strongly Disagree" sentiment. The respondents' viewpoint regarding the reliability and consistency of our employees' service. 27.5% of the respondents expressed agreement with the statement, while 23.28% strongly agreed. However, 17.19% of the participants strongly disagreed, while 16.25% indicated a disagreement. Merely 15.78% of the participants have indicated a "Neutral" response.

The viewpoint of the participants regarding the promptness of our employees in attending to the demands and requests of guests. 24.38% of the respondents expressed a "Neutral" stance towards the remark, while 21.88% strongly agreed with it. 21.56% of respondents agreed, while 16.88% disagreed. Merely 15.31% of those surveyed have expressed a "Strongly Disagree" sentiment.

The respondents' viewpoint regarding the statement "Our employees possess expertise and inspire trust in guests." 29.22% of the respondents expressed agreement with the statement, while 24.22% strongly agreed. Nevertheless, 19.22% of participants indicated a state of neutrality. 14.69% of the responders have indicated a "Strongly Disagree" response. Merely 12.66% of the participants have expressed a stance of "Disagree".

The respondents' viewpoint regarding "The level of individualized care our employees offer to guests." 35.16% of the respondents expressed agreement with the statement, while 20.63% indicated disagreement. However, 16.88% of the participants indicated a "Strongly Agree" response, while 15.78% of the participants expressed a "Neutral" viewpoint. Merely 11.56% of participants have expressed a "Strongly Disagree" viewpoint.

Cross Table

A cross table, also known as a contingency table or crosstab. It displays the frequency or count of observations that fall into various categories of both variables.

Cross Table-Age and Service Quality of Star Hotel employees Testing the Hypothesis

Table-2: Age group and Service Quality of employees

	Service Quality of Employees					
Age of group	"Strongly Disagree"	"Disagree"	"Neutral"	"Agree"	"Strongly Agree"	Total
Upto 30 Years	39	35	38	57	47	216
Percentage	18.06	16.20	17.59	26.39	21.76	100
Between 31-40 Years	24	25	27	52	36	164
Percentage	14.63	15.24	16.46	31.71	21.95	100
Between 41-50 Years	17	22	37	44	23	143

Percentage	11.89	15.38	25.87	30.77	16.08	100
Between 51-60 Years						
	7	15	11	21	18	72
Percentage	9.72	20.83	15.28	29.17	25.00	100
above 60 Years						
	6	6	11	12	10	45
Percentage	13.33	13.33	24.44	26.67	22.22	100
Total	93	103	124	186	134	640
Chi-square Value =	13.994a	P Value =			0.599178	

Source: Primary data – Analysis - Output SPSS

Cross table-2 shows the relationship between Age Group upto 30 years and service quality of star hotel employee .Among respondents in this age group, the majority with 26.39% expressed "Agree" perception; followed by 21.76% who "Strongly Agree" expressed as "Strongly Disagree" While, 17.59% of respondents have viewed "Neutral". Only, 16.2% of respondents have stated "Disagree".

The relationship between Age Group (31-40 years) and service quality of star hotel employee .Among respondents in this age group, the majority with 31.71% expressed "Agree" perception; followed by 21.95% who "Strongly Agree" with the given statement. Additionally, 16.46% of respondents expressed as "Neutral" While, 15.24% of respondents have viewed "Disagree". Only, 14.63% of respondents have stated "Strongly Disagree".

The relationship between Age Group (41-50 years) and service quality of star hotel employee .Among respondents in this age group, the majority with 30.77% expressed "Agree" perception; followed by 25.87% who "Neutral" with the given statement. Additionally, 16.08% of respondents expressed as "Strongly Agree" While, 15.38% of respondents have viewed "Disagree". Only, 11.89% of respondents have stated "Strongly Disagree".

The relationship between Age Group (51-60 years) and service quality of star hotel employee .Among respondents in this age group, the majority with 29.17% expressed "Agree" perception; followed by 25% who "Strongly Agree" with the given statement. Additionally, 20.83% of respondents expressed as "Disagree" While, 15.28% of respondents have viewed "Neutral". Only, 9.72% of respondents have stated "Strongly Disagree". The relationship between Age Group (above 60 years) and service quality of star hotel employee .Among respondents in this age group, the majority with 26.67% expressed "Agree" perception; followed by 24.44% who "Neutral" with the given statement. Additionally, 22.22% of respondents expressed as "Strongly Agree". A Chi-Square value of 13.994a was computed. There is no significant link between age group and service quality of star hotel employees, as shown by the 'p' value of 0.5992 (Pearson's) at a 0.05 percent level of significance. There is not enough evidence to conclude that there is an association between age and service quality of star hotel employees based on your data. This suggests that the differences in service quality observed in your data are likely due to random variation rather than a true association with age.

Cross Table-Education and Service Quality of Star Hotel employees Testing the Hypothesis

Null Hypothesis: There is no association between Education and Service Quality of Star Hotel employees.

Table-3: Education and Service Quality of employees

	Service Quality of Star Hotel Employees					
Educational Qualifications	“Strongly Disagree”	“Disagree”	“Neutral”	“Agree”	“Strongly Agree”	Total
SSC	9	10	7	13	16	55
Percentage	16.36	18.18	12.73	23.64	29.09	100
Inter	18	20	13	27	32	110
Percentage	16.36	18.18	11.82	24.55	29.09	100
Degree	47	54	73	101	56	331
Percentage	14.20	16.31	22.05	30.51	16.92	100
Post Graduation	13	17	24	32	26	112
Percentage	11.61	15.18	21.43	28.57	23.21	100
Others	6	2	7	13	4	32
Percentage	18.75	6.25	21.88	40.63	12.50	100
Total	93	103	124	186	134	640
Chi-square Value =	22.178a	P Value =			0.138	

Cross table-3 shows the relationship between Educational Qualifications SSC and Service Quality of employees. Among respondents in this group, the majority with 29.09% expressed "Strongly Agree" perception; followed by 23.64% who "Agree" with the given statement. Additionally, 18.18% of respondents expressed as "Disagree" While, 16.36% of respondents have viewed "Strongly Disagree". Only, 12.73% of respondents have stated "Neutral".

The relationship between Educational Qualifications Inter and Service Quality of employees. Among respondents in this group, the majority with 29.09% expressed "Strongly Agree" perception; followed by 24.55% who "Agree" with the given statement. Additionally, 18.18% of respondents expressed as "Disagree" While, 16.36% of respondents have viewed "Strongly Disagree". Only, 11.82% of respondents have stated "Neutral". The relationship between Educational Qualifications Degree and Service Quality of employees. Among respondents in this group, the majority with 30.51% expressed "Agree" perception; followed by 22.05% who "Neutral" with the given statement. Additionally, 16.92% of respondents expressed as "Strongly Agree" While, 16.31% of respondents have viewed "Disagree". Only, 14.2% of respondents have stated "Strongly Disagree". The relationship between Educational Qualifications Post Graduation and Service Quality of employees. Among respondents in this group, the majority with 28.57% expressed "Agree" perception; followed by 23.21% who "Strongly Agree" with the given statement. Additionally, 21.43% of respondents expressed as "Neutral" While, 15.18% of respondents have viewed "Disagree". Only, 11.61% of respondents have stated "Strongly Disagree".

The relationship between Educational Qualifications Others and Service Quality of employees. Among respondents in this group, the majority with 40.63% expressed "Agree" perception; followed by 21.88% who "Neutral" with the given statement. Additionally, 18.75% of respondents expressed as "Strongly Disagree" While, 12.5% of respondents have viewed "Strongly Agree". Only, 6.25% of respondents have stated "Disagree".

The calculated Chi-Square value is. 22.178a. The 'p' value is 0.1375 (Pearson's) at 0.05 percent level of significance. It can be interpreted that there is not enough evidence to conclude that there is an association between education and service quality of star hotel employees based on your data. This suggests that the differences in service quality observed in your data are likely due to random variation rather than a true association with education level.

Conclusion

This research uses cross-tabulation analysis to find significant relationships and patterns in the relationship between service quality and demographic characteristics among hotel personnel. Maintaining a good standard of service is crucial to attracting and retaining customers in the cutthroat hotel sector. Age, gender, education level, and work type are some of the demographic aspects that have a significant impact on how employees perceive service quality and interact with customers, according to the study. According to the data, younger workers may show more energy and flexibility, but older workers tend to be more competent and professional when it comes to handling problems. Equally telling is the fact that male and female staff members interact with customers differently according to gender-based service orientation. Employees who have completed more formal education programs are more likely to provide excellent customer service, thus demonstrating the need of ongoing education and training for those working in the hospitality industry. Hotel management and HR experts have benefited greatly from the insights provided by cross-tabulation analysis, which has been important in revealing these correlations. Businesses might benefit from designing targeted training programs, optimizing worker allocation, and enhancing service methods by understanding these demographic factors. Future research might build upon this study by include longitudinal studies, varied geographical contexts, and other aspects including cultural impacts. It already makes significant contributions to the literature on service quality and workforce management in the hotel industry. Strategies for enhancing service quality and staff performance in the hotel business might be further refined with a more thorough investigation of the temporal evolution of these demographic parameters. Hotel managers may improve service quality and ensure the company's long-term viability by using these insights to build a staff that is more inclusive, efficient, and customer-oriented. Based on your statistics, it is not possible to infer that there is a correlation between the age of star hotel staff and the quality of their service. Therefore, it is more probable that the variations in service quality shown in your data are the result of random chance than a real correlation with age. From what you've shown, it seems like there isn't enough proof to say that more education correlates with better service at five-star hotels. Therefore, it is more probable that the variations in service quality shown in your data are the result of random chance than a real correlation with education level.

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