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A Study on Hotel Marketing and Customer Service and Its Influence on Customer Satisfaction

Research scholar: **Jaswanth varma** Bachelor of Business Administration, KL Business School, KLEF,

KL University Vaddeswaram, Guntur, Andra Pradesh. INDIA.

Mail Id: kjvarma@gmail.com

Research Guide: **Kvb Ganesh**, Department KL Business School, KLEF

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Abstract
The hotel and hostel industry has become highly competitive, and attracting customers is no longer enough to achieve long-term success. Hotels also need to provide good service and create a positive experience that encourages customers to return. This study looks at hotel marketing and customer service and how they relate to customer satisfaction. The literature reviewed for this study shows that hotel marketing now involves digital marketing, social media, customer relationship management, pricing, personalized communication and the use of technology. At the same time, customers pay close attention to staff behaviors, cleanliness, facilities, safety, location, atmosphere and value for money. The study proposes a quantitative and descriptive research approach using a structured questionnaire. The main purpose is to understand how customers view hotel marketing and service quality and whether these factors are related to their satisfaction. The study is designed as an undergraduate research model, so the final numerical results should be based only on actual responses collected from respondents.

Keywords: Hotel marketing, customer service, customer satisfaction, service quality, digital marketing, perceived value, hospitality

1.Introduction

The hotel and hostel industry is one of the most competitive areas in the hospitality sector. Customers today have many choices, and they can easily compare hotels based on price, location, online reviews, facilities and service. Because of this, hotels need to do more than simply promote their rooms. They need to understand what customers expect and make sure that the actual service matches those expectations.

Marketing has also changed considerably because of digital platforms. Hotels can now communicate with customers through websites, social media, online travel agencies, email and other digital channels. These platforms help hotels reach new customers, share offers and communicate with guests before, during and after their stay. Personalized communication and customer relationship management can also help hotels build stronger relationships with their customers.

Customer service is equally important. A customer may choose a hotel because of an attractive advertisement or a good price, but their final opinion is usually influenced by what happens during the stay. Friendly and helpful staff, clean rooms, good facilities, safety, reasonable prices and quick responses to customer needs can make the experience more positive.

Research on backpacker hostels also shows that perceived value, service quality and brand-related factors can influence satisfaction and loyalty. Studies have highlighted staff, supplementary services, facilities, location, atmosphere, guest interaction, cleanliness, design, value for money and safety as important parts of a positive stay.

Therefore, hotel marketing and customer service should not be viewed separately. Both can contribute to the overall customer experience.

2. Review of Literature

2.1 Hotel Marketing Strategies

Shrivastava and Metta discuss several important areas of hotel marketing, including product, price, place and promotion. Their work also highlights customer relationship management, digital marketing and service differentiation. Modern hotels are increasingly using social media, personalized guest experiences, technology, sustainability initiatives and influencer partnerships to attract customers and create a stronger market presence.

2.2f Customer satisfaction, perceived value and loyalty

The ECSI-based study of backpacker hostels explains that perceived value can act as an important connection between service attributes, customer satisfaction and loyalty. The study used questionnaires from 281 backpackers staying at three YHA hostels. It focused on the factors that influence perceived value and how perceived value relates to satisfaction and loyalty.

Permata Sari studied 300 young adult domestic hostel users in Indonesia and examined perceived value through image, price, technical dimensions and functional dimensions. The findings reported that price was the strongest significant factor among the variables considered, while the technical dimension did not show a significant partial effect in that study.

2.3 Service Quality and Customer Satisfaction

Lima and Vicente studied service quality and customer satisfaction among guests staying in 14 hostels in Lisbon. The study considered location, ambience and design, price, equipment, staff, security and cleanliness. The results highlighted the importance of staff competence, friendliness and helpfulness, together with cleanliness and price. These findings suggest that basic service conditions and employee behavior can have an important role in shaping customer satisfaction.

2.4 positive hostel service experience

Veríssimo and Costa examined 500 positive reviews from selected hostels in Europe and Latin America using retinography and content analysis. Their study identified ten features connected with positive hostel experiences: staff, supplementary services, facilities, location, atmosphere, guest interactions, cleanliness, design and decoration, value for money and safety. Staff, supplementary services and facilities were among the features mentioned most frequently.

2.5 Digital Marketing and Customer and Customer Engagement

Research on digital marketing in short-stay hostels during the pandemic showed that digital tools support communication between tourists and hostels. Online communication, social media and multichannel platforms helped accommodation businesses communicate with customers and provide information without requiring physical contact. Digital channels were also useful for sharing hygiene and safety information.

2.6 Hostel Purchase and Distribution Channels

Pyramidata, Bisma and Gulsan examined the distribution-channel preferences of 349 backpacker hostel customers. Their findings showed a significant positive relationship between online travel agents and different stages of the purchase decision process. Company websites were also significantly related to purchase decisions and post-purchase behavior. This shows that online channels can play an important role in how customers search for, select and evaluate accommodation.

3. Research problem Statement

Hotels and hostels use different marketing methods to attract customers and encourage them to make bookings. However, attracting a customer is only the first step. Their satisfaction can depend on the actual experience they

receive after choosing the hotel. Factors such as staff behaviors, cleanliness, facilities, safety, price and value for money may influence whether customers feel satisfied with their stay.

Therefore, there is a need to study hotel marketing and customer service together. This research focuses on customers' perceptions of marketing practices and service quality and examines how these factors are associated with overall customer satisfaction.

4.Research gap

The studies reviewed in this paper cover several related topics, including hotel marketing, digital marketing, perceived value, service quality, hostel experiences and distribution channels. However, many of these studies examine individual factors separately or focus on locations and types of accommodation.

A useful area for undergraduate research is to examine hotel marketing and customer service together using a common questionnaire. Such a study can provide a clearer understanding of how customers perceive marketing exposure, service quality and overall satisfaction within a defined local sample. This proposed research gap should be further checked against current literature before being presented as a final research gap.

5.Objectives of the study

To identify the major hotel marketing practices experienced by customers.

To assess customers' perceptions of customer service quality in hotels and hostels.

To examine the relationship between hotel marketing practices and customer satisfaction.

To examine the relationship between customer service quality and customer satisfaction.

To identify the service factors that customers consider important for a positive stay.

6.Research Questions and Hypotheses

Research Question 1: What hotel marketing practices are most noticed by customers?

Research Question 2: How do customers perceive the quality of hotel customer service?

Research Question 3: Is hotel marketing associated with customer satisfaction?

Research Question 4: Is customer service quality associated with customer satisfaction?

H1: Hotel marketing practices are positively associated with customer satisfaction.

H2: Customer service quality is positively associated with customer satisfaction.

H0: There is no significant association between the respective independent variables and customer satisfaction.

7.Research Methodology

7.1 Research Design

This study follows quantitative, descriptive and cross-sectional research design. Data can be collected at one point in time using a structured questionnaire. Frequency, percentage, meaning and standard deviation can be used to describe the responses. Correlation and suitable regression analysis can be used to examine the relationship between the study variables. However, correlation should be interpreted as an association and not as proof that one variable cause another.

7.2 Population and Sample

The target population should include customers who have stayed in hotels or hostels within the selected study area. The final sample size should be decided according to the approved population, sampling method and research requirements. The final research paper should clearly mention the actual number of valid responses collected.

7.3 Data collection Instrument

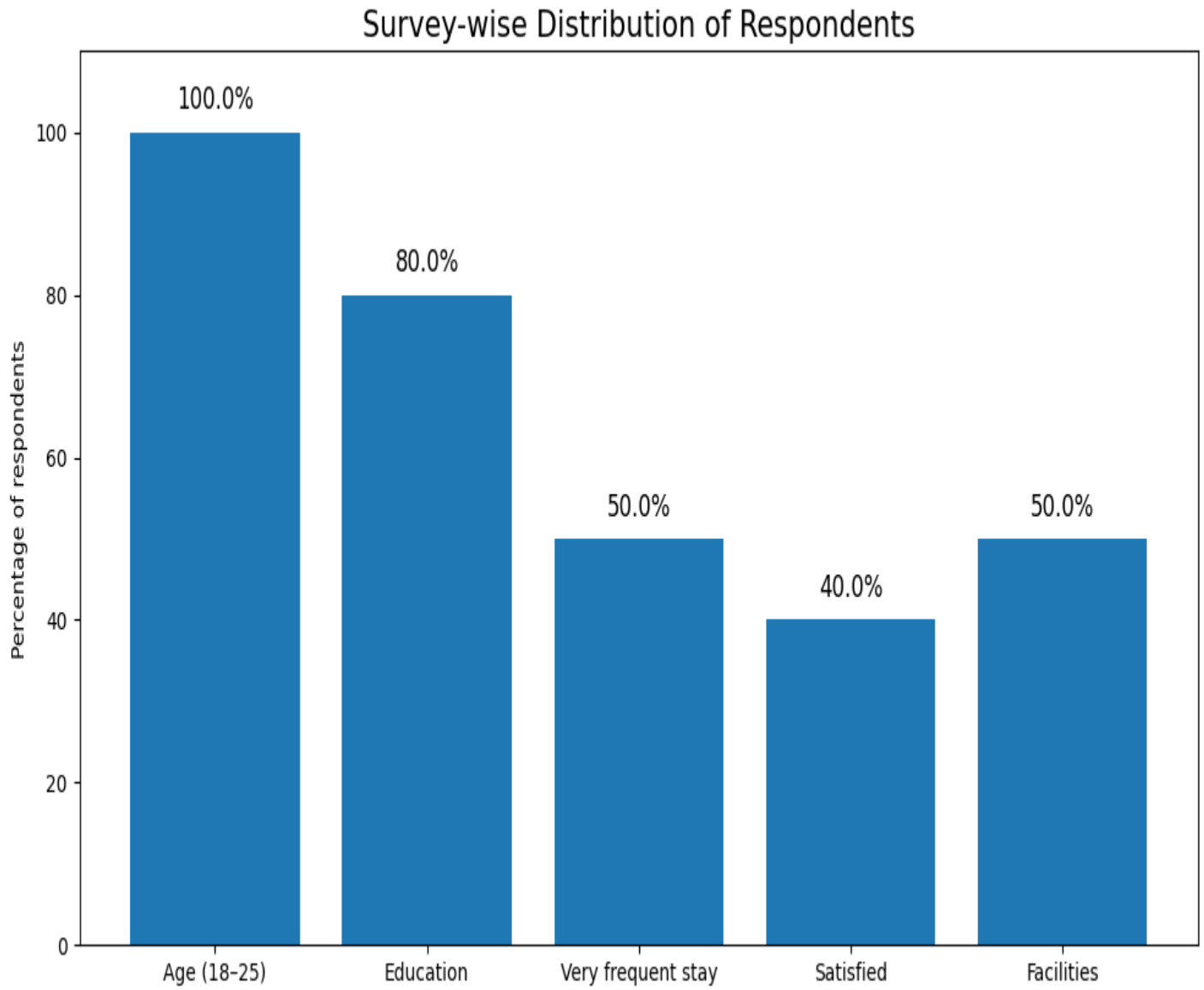
A structured questionnaire can be divided into demographic questions and questions related to hotel marketing, customer service and customer satisfaction. A five-point Likert scale can be used for attitude-based questions, with responses ranging from 1 = Strongly Disagree to 5 = Strongly Agree. This type of scale makes it easier to compare the opinions of different respondents.

7.4 Variables

The main independent variables in the study are hotel marketing practices and customer service quality. Possible dimensions include digital marketing, social media, pricing, personalized communication, staff friendliness and helpfulness, cleanliness, facilities, safety and security, value for money and service responsiveness. Customer satisfaction is treated as the dependent variable.

7.5 Data Analysis plan





Frequency and percentage can be used to describe demographic information. Mean and standard deviation can be used to summarize Likert-scale responses. Cronbach's alpha may be used to check the internal consistency of suitable questionnaire items. Pearson correlation can be used when its assumptions are reasonably satisfied, while a suitable non-parametric alternative may be considered when they are not. Regression analysis can also be used to examine the contribution of hotel marketing and customer service to customer satisfaction.

7.6 Ethical Considerations

Respondents should be informed about the purpose of the study before completing the questionnaire. Participation should be voluntary, and unnecessary personal information should not be collected. The responses should be stored securely and used only for the stated research purpose. Most importantly, the final paper should report only data that was collected and analyzed.

8.Propsed Questionnaire

The questionnaire should include demographic questions followed by statements measuring hotel marketing, customer service and customer satisfaction. A five-point Likert scale may be used for the main attitude-based questions, ranging from Strongly Disagree to Strongly Agree.

9. Results and Interpreatation

The results section should be completed after the questionnaire responses have been collected and analyzed. The final paper should include the actual frequency, percentage, meaning, standard deviation, correlation and other statistical results obtained from the dataset. Hypothetical figures should not be presented as actual findings.

The original research model contains an example structure for reporting variables such as hotel marketing, staff service, cleanliness, facilities, safety/security, value for money and customer satisfaction. These example values should be replaced with the researcher's actual results before submission.

10. Findings and Discussion

The literature reviewed in this study suggests that customer satisfaction with budget accommodation is influenced by several factors rather than by one single aspect. Staff behaviors, cleanliness, price and value for money appear repeatedly in hostel-related research. At the same time, hotel marketing research gives greater attention to digital marketing, personalization, customer relationship management, social media and technology.

Bringing these two areas together provides a useful way of understanding the customer experience. A hotel may have strong online promotion, but customers may still be dissatisfied if the service received during the stay is poor. Similarly, good service may not be enough if customers cannot easily find information about the hotel or feel that the price does not provide sufficient value.

11.Suggestions

Hotels should maintain clear and quick communication through websites, social media and other digital channels.

Regular customer service training should focus on staff friendliness, competence and helpfulness.

Cleanliness and safety should be maintained consistently because they directly influence the guest experience.

Prices, discounts and promotional offers should be communicated clearly so customers can understand the value they are receiving.

Hotels should regularly review customer feedback and online reviews to identify areas that need improvement.

Personalized communication and appropriate technology can be used to make the guest experience more convenient and engaging.

12.conclusion

This study shows that hotel marketing and customer service are closely connected with the overall customer experience. Modern hotel marketing is increasingly focused on digital platforms, social media, personalization and technology. At the same time, customers continue to value basic service qualities such as friendly staff, cleanliness, good facilities, safety, atmosphere and value for money.

The proposed questionnaire and research methodology provide a practical structure for collecting primary data and examining the relationship between hotel marketing, customer service and customer satisfaction. The final conclusions, however, should be based only on the actual responses collected and the statistical analysis performed on those responses.

13.Limitations

The study may be limited by the selected geographical area and the size and type of sample.

Because the study is cross-sectional, it can identify relationships between variables but cannot establish causality.

The study depends on self-reported responses, which may include response bias or recall bias.

Findings from hostel-specific studies may not apply equally to every type of hotel or accommodation business.

The proposed research gap should be refined after reviewing a wider range of recent literature.

14. References

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Appendix A: Student Checklist

☐ Replace all placeholders with the actual student details.

☐ Collect responses ethically and report only actual results.

☐ Make sure the objectives, questionnaire, analysis and conclusions are aligned.

☐ Add the final statistical tables after completing the data analysis.

☐ Check APA 7 formatting and reference details before submission.

☐ Do not claim that correlation proves causation.