Impact of service performance on competitive advantage of the firm in reference to green hotel practices

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Abstract

The purpose of this research was to examine the impact of service performance on competitive advantage of the firm in reference to green hotel practices. Using convenience sampling technique, data of 100 Indian hotel managers was collected with the help of the questionnaire whose ages ranged from 26 to 40 years. The findings of the research confirmed the significant impact of service performance on competitive advantage of the firm.

Keywords: Service performance, competitive advantage, green practices, hotel industry.

1. Introduction

Green practices are the activities or actions that are employed by an organization with the aim of protecting the environment and reducing its carbon emissions. Following are the few green practices that are practiced in several hotels in India.

- Recycling Initiatives
- Reusing Towels
- Temperature Control
- Organic Food Options
- Revamp Bathrooms

The purpose of this research was to examine the impact of service performance on competitive advantage of the firm in reference to green hotel practices.

2. Objective

To find the influence of service performance on competitive advantage of the firm.

3. Hypothesis

H1: Service performance is not a significant predictor of competitive advantage.

4. Methods

To conduct this study quantitative research methodology was used.

Sample and data collection

Using convenience sampling technique, a data of 100 Indian hotel managers was collected whose ages ranged from 26 to 40 years.

Research instruments

The survey method used a questionnaire to collect data which intends to measure the impact of service performance on competitive advantage. Questionnaire was divided into two parts, first part contained questions to measure service performance and competitive advantage which was measured on a Likert type scale, where 1 stands for strongly disagree and 7 stands for strongly agree while the second part contained demographic questions.

Data analysis procedures

To find the relationship between service performance and competitive advantage regression analysis has been used. Microsoft office excel 2007 was used to run independent t test.

5. Data analysis and interpretation

Regression analysis to find relationship between service performance and competitive advantage

Simple linear regression was performed to find the relationship between service performance and competitive advantage.

Table 1 Summary of relationship between service performance and competitive advantage

Regression Statistics				
Multiple R	R Square	Adjusted R Square	Standard Error	Observations
0.831763	0.69183	0.688685	4.74705	100

Table 2 Linear regression coefficients of relationship between service performance and competitive advantage

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	10.409	2.523	4.125	0.000	5.401	15.416	5.401	15.417
X Variable 1	1.539	0.104	14.835	0.000	1.333	1.745	1.333	1.745

As it is mentioned in above table that p-value is greater than 0.05, so service performance is not a significant predictor of competitive advantage. Thus, service performance has no significant impact on competitive advantage.

6. Results and discussion

Relationship between service performance and competitive advantage

It was assumed that service performance is not a significant predictor of competitive advantage. Results confirmed that there is a significant impact of service performance on competitive advantage; hence hypothesis 1 service performance is not a significant predictor of competitive advantage has been rejected.

Discussion of hypothesis

Table 3 Result of hypothesis

S.no.	Hypothesis	Result
H1	Service performance is not a significant predictor of competitive advantage	Rejected

7. Conclusion

This paper examined the impact of service performance on competitive advantage of the firm in reference to green hotel practices. Findings confirmed the significant impact of service performance on competitive advantage of the firm. So, it is suggested that companies should regularly measure and monitor the service performance in order to get the competitive edge over the competitors.

Future research can be conducted using more numbers of respondent, thus will give more

accurate result. Also by adding more variables in hope that the study will give more understanding on how those variables play important role on competitive advantage.

Reference

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