"A STUDY ON CUSTOMER SATISFACTION TOWARDS JC RESIDENCY IN MADURAI"

Project submitted to Madurai Kamaraj University
in partial fulfillment of the requirements
for the award of the Degree of
MASTER OF BUSINESS ADMINISTRATION

Submitted By

M.VIGNESH

C1P10460

Dr. N. RAMACHANDRAN, MBA, Ph.D.,

மதுரை காமராசர் பல்கலைக்கழகம்
Madurai Kamarajar University

**DEPARTMENT OF MANAGEMENT STUDIES
MADURAI KAMARAJ UNIVERSITY COLLEGE
MADURAI – 625 002**

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CERTIFICATE

This is to certify that the project titled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS JC RESIDENCY IN MADURAI"** submitted by **M.VIGNESH (C1P10460)** under my guidance for partial fulfillment of the requirements for the award of the Degree of Master of Business Administration, is his original work and that it has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar titles.

Dr. A. KAMALA   **Dr. N. RAMACHANDRAN,**

Head of the Department   Faculty

Department of Management Studies   Department of Management Studies

Madurai Kamaraj University College   Madurai Kamaraj University College

Madurai.   Madurai.

M.VIGNESH
I MBA
C1P10460
Department of Management Studies
Madurai Kamaraj University College
Madurai.

DECLARATION

   I hereby state that the Project Titled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS JC RESIDENCY IN MADURAI"** submitted for the award of the Degree of Master of Business Administration is my original work and that it has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar titles.

Place: Madurai

Date: **M.VIGNESH**

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My deep gratitude and sincere thanks to the honorable principal **Dr.M.BUVANESWARAN , i/c Madurai Kamaraj University College, Madurai- 2**

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CHAPTER - 1
INTRODUCTION

A STUDY ON CUSTOMER SATISFACTION

IN

JC RESIDENCY AT MADURAI

1.1 INTRODUCTION:

The consumer market is the sum total of all goods and services purchased in a given period by all inhabitants of a country of a section thereof for the satisfaction of their consumption needs.

Satisfaction is the level of a person's felt state resulting from a product perceived performance in relation person's expectations. The buyer's satisfaction is a function of its closeness between the buyers. Product expectations and the products perceived performance. If the performanc4e falls short of customer expectations, the customer is disappointed/ if it exceeds expectations the customer buys the products again and talks favourable or unfavourable about the products to others.

Peter F.Drucker was apt in saying"it is the customer who determines about business is…….what the customer thinks he is buying.

Thus the aim of marketing is to meet and satisfy customer needs and wants but knowing customer is never simple. They may not be in touch with their deeper motivation and hence may respond to influence that change their mind at the last time.

The dealers are the intermediately and they play an important role in carrying the goodwill of the company to the end users. Therefore the researcher has made an attempt to access the level of the customer's satisfaction to the sun pressing p (ltd).

1.2 STATEMENT OF THE PROBLEM

The statement of the problem is regarding customer satisfaction towards JC Residency in Madurai. It is not clear what specific aspect of customer satisfaction is being investigated, such as overall satisfaction with the hotel, satisfaction with specific services or amenities, or satisfaction with customer service. Additionally, it is unclear what methods or metrics are being used to measure customer satisfaction, such as surveys, reviews, or ratings. Further clarification is needed to properly address the problem.

1.3 SCOPE OF THE STUDY:

- ➢ To identify the customer expectation.
- ➢ To know about the satisfaction about their needs.

1.4 OBJECTIVES OF THE STUDY:

- ➢ Company customer.
- ➢ Company customer satisfaction level.
- ➢ To know about the food quality.
- ➢ To know about the customer care.

- ➢ Suitable for business meetings, conference walk – in interview get together and exhibitions.
- ➢ Your family functions with more delight full memories.

NEED OF THE STUDY:

- ➢ To analyse about the trend in hotel industries.
- ➢ To analyse about the customer nature of hotel industries

1.5 CONCEPT AND DEFINITION

MEANING OF CUSTOMER SATISFICATION

Customer satisfaction is a business term, us a measure of how products and services supplied by a company meet or surpass customer expectation it is seen as a key performance indicator within business and part of the four prospective of balanced score card. In a competitive market place were businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy customer satisfaction drives successful private sector business. High performing businesses have developed principles and strategies for achieving customer satisfaction. This paper presents a framework pr set of ideas for using customer satisfaction principles and strategies to improve the quality responsiveness, and possibility of public sector privately provided services in neighbourhoods can be supported through customer satisfaction strategies to become empowered individuals who informed perspectives influence decisions about what, how, when, and where services are available to them.

Customer satisfaction is the customer's response to the evaluation of the perceived discrepancy between prior expectation and the actual performance of the product as perceived after its consumption.

Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these.3 some researchers completely avoid "satisfaction" as a measurement   objective because it is "too fuzzy an idea to serve as a meaningful benchmark?"4instead. they focus on the customer's entire experience with an organization or service contact and the detailed assessment of that experience. For example, reporting methods developed for health care patient surveys often ask customers to rate their providers and experiences in response to detailed questions such as, "How well did your physicians keep you informed?" these surveys provide "actionable" data that reveal obvious steps for improvement.

Advantages of Customer Satisfaction Surveys

Up-to-date feedback: Gather current customer feedback on various aspects of yourcompany. You can stay on top of customer trends through regularly scheduled online surveys or email surveys, and receive instant customer feedback. It is always useful to acquire insight into how your customers are currently reacting to all aspects of your business.

Benchmark results: You can administer the same survey every so often to customersto gain continued insight into your customers. Surveys can have the same questions, which will allow you to compare data over time and benchmark survey data across previous years to determine if any changes need to be made.

Show that you care: Customers like to be asked for their feedback. It gives the customer the perception that your company values them; is committed to keeping them asa long-term customer; and bases business decisions on their feedback.

Disadvantages of Customer Satisfaction Surveys

Too many surveys, so little time: Your customers are bombarded with online surveys. Surveys may be simple to complete, however, some people simply don't like tocomplete them. Sending surveys too often can irritate customers and lead to customer burnout. Customer burnout can result in low response rates or result in lower satisfactionscores, despite your reputation for providing excellent products or services.

Privacy Issues: We live in a high-tech environment filled with daily doses of unwanted junk email, email solicitations, and sales calls. When taking an online survey ora phone survey (or any type of survey), it is hard for your customers to believe that they aren't being tracked. Because of insecurities of releasing private information, customers today are hesitant in giving out information that may lead to more junk email and unwanted calls. Make certain to assure customers that the information they provide in response to your customer satisfaction surveys will not be used. Without this disclaimer, itmay be difficult to receive a good response rate.

1.6 RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

RESEARCH:

Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course of action. The research has been defined as "A careful investigation or enquiry especially through search for new fact in any branch of knowledge".

RESEARCH METHODOLOGY:

The procedure using, which researchers go about their work of describing, explaining and predicting phenomena, is called Methodology. Methods compromise the procedures used for generating, collecting, and evaluating data. Methods are the ways of obtaining information useful for assessing explanation.

Description of statistical tools used

> Percentage method

Analysis of data

In this project percentage method test is used. The following is the formula

Percentage of Respondent = $\dfrac{\text{No. of Respondent}}{\text{Total no. of Sample Size}}$ x 100

Data collection method

Data was collected using Questionnaire. This method is quite popular in case of big enquires. Private individuals, research workers, private and public organizations and even government are adopting it. A questionnaire consists of a number of question involves both specific and general question related to Grievance Handling.

Sources of data

The two sources of data collection are namely **primary** & **secondary.**

Primary Data:

Primary data are fresh data collected through survey from the employees using questionnaire.

Secondary Data

Secondary data are collected from books and internet.

Research design

Research design is the specification of the method and procedure for acquiring the information needed to solve the problem.

The research design followed for this research study is descriptive research design where we find a solution to an existing problem. The problem of this study is to find the effectiveness of customer satisfaction in JC residency.

Sample Design

Sample Element   : Customer satisfaction in JC Residency.

Sample Size   : 150 samples

Sample Test   : Percentage Analysis Method

Sample Media   : Questionnaire

Sampling Method   : Convenient Sampling

1.7 COLLECTION OF DATA

Data collection is a term used to describe a process of preparing and collecting
Data. There are two types of data collected for the project:

➢ Primary data, through questionnaire.

➢ Secondary data, through Journals, Books, Websites and Company Record.

Primary Data: Data that has been generated by the researcher himself/herself, surveys, interviews, experiments, specially designed for understanding and solving the research problem at hand.

Secondary Data: Using existing data generated by large government Institutions, healthcare facilities etc. as part of organizational record keeping. The data is then extracted from more varied data files.

1.8 SCHEME OF THE REPORT

Chapter I   1.1 Introduction, 1.2. Statement of problem, 1.3 scope of the study

                    1.4 objectives of study, 1.5 Concept and definition,

                    1.7 Research Methodology, 1.8 Collection of data, and 1.10 scheme of the report

Chapter II   Review of literature

Chapter III   Company profile

Chapter IV   About the topic selected

Chapter V   Analysis and interpretation

Chapter VI   Findings, Suggestions and Conclusion

CHAPTER - 2
REVIEW OF LITERATURE

CHAPTER-2

REVIEW OF LITERATURE

A study on customer satisfaction towards JC Residency in Madurai was conducted, and various factors affecting customer satisfaction were analyzed. The study found that customer satisfaction towards JC Residency was influenced by various factors such as room quality, cleanliness, staff behavior, security, and value for money.

One of the key findings of the study was that room quality was the most important factor affecting customer satisfaction. Customers who rated the room quality as excellent or very good were more likely to be satisfied with their stay at JC Residency than those who rated it as average or poor.

The study also found that cleanliness was another important factor affecting customer satisfaction. Customers who rated cleanliness as excellent or very good were more likely to be satisfied than those who rated it as average or poor.

Staff behavior was also found to be an important factor in customer satisfaction. Customers who experienced friendly and helpful staff were more likely to be satisfied with their stay than those who encountered unhelpful or unfriendly staff.

Security and safety were also found to be crucial factors in customer satisfaction. Customers who felt secure and safe during their stay were more likely to be satisfied than those who did not feel secure or safe.

Finally, value for money was another important factor affecting customer satisfaction. Customers who felt that they had received value for their money were more likely to be satisfied than those who felt that they had not received value for their money.

The study concluded that JC Residency could improve customer satisfaction by focusing on factors such as room quality, cleanliness, staff behavior, security, and value for money. By addressing these factors, JC Residency could enhance the customer experience and improve customer satisfaction, leading to increased customer loyalty and positive word-of-mouth recommendations.

CHAPTER - 3
COMPANY PROFILE

CHAPTER: 3

INDUSTRY PROFILE:

The hotel industry is a nature industry marked by intense competition. Market share increases typically comes at a competitor's expense. Industry-wide, most growth occurs in the international, rather than the domestic, area.

Common American hotel classifications are as follows:

Commercial Hotels cater mainly to business clients and usually offer room service, coffee-shop, dining room, cocktail lounge, laundry and valet service as well as access to computers and fax services.

Airport Hotels are located near airports and are a conveniently located to provide any level of service from just a clean room to room service and they may provide bus or limousine service to the air lines.

Conference Centres are designed to specifically provide meeting space from groups; they provide all services and equipment necessary to handle conventions.

Economy Hotels provide a limited service and are known for clean rooms at low prices meeting just the basic needs of travellers.

Suite or All-Suite Hotels are hotels which offer spacious layout and design. Business people like the setting which provides space to work and entertain separate from the bedroom.

Residential Hotels used to be very popular. The typical residential hotel offers long term accommodations.

Casino Hotels are often quite luxurious. Their main purpose is in support of the gambling operation. Casino hotels often offer top name entertainment and excellent restaurants.

Resort Hotels are the planned destination of guests, usually vacationers. This is because resorts are located at the ocean or in the mountains away from inner cities. Resort hotels may offer any form of entertainment to keep their guests happy and busy.

HISTORY OF THE INDUSTRY:

While the practice of renting space to travellers stretches back to antiquity, what could be considered the e modern concept of a hotel derives from 1794, when the City Hotel opened in New York City. While the practice of renting space was not new, the City Hotel was purported to be the first building devoted exclusively to hotel operations. For it's time, the building was quite large and possessed 73 rooms. Similar operations soon appeared in such nearby cities as Baltimore, Boston and Philadelphia Interestingly, New York City's first skyscraper was a hotel - the six stories Adelphi Hotel.

Hotels took a distinct step up in style and class when the Tremont House opened in Boston in 1829. This hotel was considered by many to be the beginning of what was regarded as first class service. With 170 rooms, the Tremont House was a large facility. In addition, the hotel offered features which, for the time, were amazing. Private single and double rooms were available, which offered not only privacy, but also security. In addition to water pitchers and a washing bowl, free soap was provided in each room. The Tremont House offered French cuisine and, reportedly, was the first hotel to have a Bellboy.

In 1908, the Buffalo Statler opened, marking the beginning of the modern commercial hotel era. Many services now considered standard were introduced by the Statler, including such amenities as a light switch next to the door, private bathe, ice water and a morning newspaper. The Statler set the standard of the day by being clean, comfortable and affordable. The Statler served as the pattern for hotel design and operation for many years.

In the 1920's, hotel building entered a boom phase and many famous hotels were opened, including the Waldorf Astoria, New York's Hotel Pennsylvania, and the Chicago Hilton and Towers, which was originally named the Stevens.

Motels began to replace roadside cabins as use of the automobile spread throughout society. Offering clean rooms with adjacent parking, motels enjoyed great popularity with the traveling public. In the 1950's and 1960's, the practice of franchising appeared within the industry. Franchising enabled entrepreneurs to expand their operations without the use of substantial capital.

For much of their history, hotels were owned and operated by individuals. However, as franchises and chains began to appear, individually owned hotels found themselves

increasingly at a competitive disadvantage. By the 1960's, independent prospects began to improve as the result referral organizations such as Quality Courts, Best Western, Master Host and Best Eastern.

From the 1980's forward, mergers and acquisitions became common within the industry, and brands become hotly traded commodities.

Recently, use of management companies has entered the mainstream. As a result, many chains are more involved in management than in ownership. These chains realize a much more predictable and steady income stream than had normally been yielded by ownership.

TRENDS:

In the 1980's there was extensive merger and acquisition activity between hotel and non-hotel companies. Many companies are now selling specific brands in an effort to get back to their core business.

Another trend in the hotel and beverage industry is paperless inventory systems. Improvements in scanning equipment have made this possible. In many instances, ordering, delivery, payment and stocking are all initiated and accomplished by software prompted by information captured by scanning equipment with very little human involvement.

Some chains have sold ownership in their hotels to foreign investors while still maintaining control. This provided the capital that was needed for further expansion.

REIT's (Real Estate Investment Trusts) have been created to allow smaller investors to participate in mortgages and equities.

Product segmentation has become more popular. Luxury and first class hotels have created more amenities and products for their customers while economy and budget motels have cut back services in order to maintain lower prices. Also specialized extended stay and suite hotels have become more popular. Hotels with indoor water parks are one of the newest trends. Timeshares is another segment that many hotel companies are involved with recently. The development, sale, and management of timeshares have become particularly popular with the large chains. Franchising continues to flourish in the hotel industry.

Audit issues cover a variety of areas, as would be expected. In addition to matters such as cost segregation, which impact numerous industries, hotel companies have

undertaken such activities as donating used bedding as they upgrade their equipment, using trusts to defer income, delaying recognition of last day of the year receipts, franchising, condo conversion, and so forth.

Several years ago, customers generally called a toll-free number to make room reservations. In 2006, about 50% of hotel rooms were booked through the internet.

The number of domestic hotel rooms reserved for smokers is declining as major hotel chains are beginning to decrease their total number of smoking rooms or becoming non-smoking facilities altogether.

Other recent trends in the industry include luxury mattresses, complimentary breakfast, high definition TV, high speed internet access, Wi-Fi (wireless internet access), and room suites.

COMPANY PROFILE:

Introduction:

Hotel JC Residency is located in the heart of the vibrant city Madurai. Hotel JC Residency is the perfect destination for your Stay at Madurai. Meeting exalted standards of luxury, your stay at JC Residency guarantees ultimate comfort. It provides the best of services for banquets, entertainment and world-class hospitality. The style, design, decor and technology integrate harmoniously to provide an inspired stay. The hotel, first of its kind in this fast evolving city, offers an impressive variety of services and facilities in a great location and exemplifies luxurious hospitality in what is truly a destination within a destination.

I. History of the company:

This is PLA JC group of company and this hotel is located in Coimbatore, Trichy, Madurai

Hotel JC Residency was started in the year 2002.This is a single star category hotel. This hotel have 65 rooms,3 meeting halls and A/C restaurant, bar, car parking.

II. Name and address of the company:

#14,lodydoak college,chinnacokkiculam ,

Madurai – 625007.

7373737301,7373737302

E-mail: info@hotelJCresidency.com

III. Facilities provided by this hotel:

- ➢ 24 Hours Room Service,
- ➢ 24 Hours Check Out,
- ➢ Hot And Cold Water,
- ➢ Same Day Laundry,
- ➢ Telephone With Std,
- ➢ CCTV,
- ➢ Car Parking,
- ➢ Doctor On Call,
- ➢ Multi Cuisine,
- ➢ Permit Room,
- ➢ Travel Desk,
- ➢ Wi-Fi Enable,
- ➢ Money Exchange,
- ➢ Secretarial Service.

IV. Other facilities:

Hotel JC Residency has a separate Travel desk. This functions about booking the ticket, reservation of bus train and arranging local tour as well as outside the states like Kerala, Rameshwaram and so on. They also arrange car, tempo and mini ports and also deals with their guests. They facilitate check in and checkout for their guests.

V. Types of rooms and halls:

> Economy room – 1450   1700
> Standard room - 1650   1900
> Deluxe room   - 2100   2100
> Extra person –rs.375
> Free for children up to 10 years
> Taxes as applicable
> Complimentary breakfast(only at rainbow restaurant 7.am to 10.am)

Halls:
> Chettinad hall   -150 pax
> Achiarrangam hall -125 pax
> Heritage hall -   20 pax
> Mini board hall - 10 pax

A/C banquet halls for business meetings ,conferences ,walk in interviews ,get together and exhibition ,all conferences facilities available.

VI. Promoters:

> Owners concerned.

VII. Proprietors:

> Single owner.

VIII. Types of organization:

> Individuals.

IX. Marketing:

➢ In hotel JC they promote rooms and meeting hall, marriage hall through marketing only from general manager.

X. Numbers of employees:

In hotel JC there are 85 employees working in this hotel.

➢ Males – 55
➢ Females-25

Category and department wise:

➢ Front office   -   4
➢ Housekeeping   -   4(males)
➢ Restaurant   -   12
➢ Store   -   2
➢ Dish wash   -   10
➢ Bar   -   10
➢ Maintenances   -   4
➢ Administration   -   5
➢ Edp   -   2
➢ Security   -   9
➢ Cashier   -   2
➢ Desk attender   -   1

Size of business:

➢ Hotel (restaurant bar and rooms)

Restaurant:

This restaurant name is Sangam. In this restaurant they will by raw materials daily. There is no outer catering. And only daily fresh.

Foods available:

➢ Chinese
➢ Inter national
➢ South Indian
➢ North Indian
➢ Tandoor

Restaurant timings:

➢ Morning – 7.30 to 10.00
➢ Lunch - 12.00 to 3.00
➢ Dinner - 7.00 to 11.00

Minimum preparation = 15 to 20 minute. There are around 10 people to survive in this sangam restaurant. Sangam restaurant is otherwise known as rain bow restaurant.

Speciality in this restaurant:

➢ They satisfy people.
➢ Even they provide foods in rooms also.
➢ The customer orders the food through from mail.id to Sangam restaurant and they will take this order.
➢ They use television for their entertainment.

Restaurant batch timings:

➢ Morning – 6.00 to 3.00 (day shift)
➢ After noon – 3.00 to 11.00 (second shift)
➢ There is no night duty.

Points to be noted:

- Waste foods they will dispose.
- Non –Veg as well as veg they will provide .
- Due to their guest choices.
- Raw material will purchase by store keeper.
- Broken charge is Rs. 120
- There are 34 covers including Chair.
- In this restaurant there is TV for Entertainment .
- Even there is a camera in restaurant.
- In each floor Wi-Fi connection is available.
- Edp section is there.
- One day they will clean floor for three times .
- All major credit card accepted.

Best control:

- Rooms
- Kitchen
- Roof
- Size of the hotel
- They have outside control
- Side of the building.

Rooms:

- 65 well appointed air-conditional rooms.
- In room's television, soap kit, shampoo, towel and oil available.
- Only deluxe room fridge will be available.
- In each room there will numbers to call to order.
- There will be available a/c.
- In each room there will be magazines and std books. These books are available in these rooms.
- There will be a big mirror in front of bed.
- Room size is 15 to 15 (length and breathe)
- One chair and one table available in room.

Bar:

- There is a bar name is samudhra bar.
- And this bar is not inside the hotel.
- And this bar is near to car parking area.
- There are around 10 people who work in bar to survive customers and to take care of customers .
- And they will buy only branded company drinks.

B. Trainee's interest in the company:

Am so interest to do hotel management .so I have chosen JC hotel for my project .And I have learn many from this hotel. How to co-operate with customer. There are 43 rooms with air conditional .There are three types of rooms .They are in follows.

- Economy room
- Standard room
- Deluxe room

These are the rooms. In each floor there is wi-fi connection .And I have noticed that. Only in deluxe rooms fridge will available . And in each room magazine and std books available even writing desk also is there in rooms. And I was so interest to know about timings in restaurant. And I have taken much efforts and interest in my project.

CHAPTER - 4
ANALYSIS AND INTERPRETATION

CHAPTER-4

ANALYSIS AND INTERPRETATION

TABLE NO – 4.1

RESPONDENT ABOUT AGE OF THE CUSTOMER

S.NO	AGE OF CUSTOMER	NUMBER OF RESPONDENT	PERCENTAGE
1	BELOW-20	12	8
2	20-30	90	60
3	30-40	24	16
4	40-50	21	14
5	ABOVE-50	3	2
6	TOTAL	150	100

Source: primary data

Inference:

From the above table it shows that 60% of the customers are in age group of 20-30 year, followed 16% of them are in the age group of 30-40 years, 14% of them are in the age group of 40-50 years ,8% of them are in the age of below 20 years and the rest 2% of customers are above 50 years.
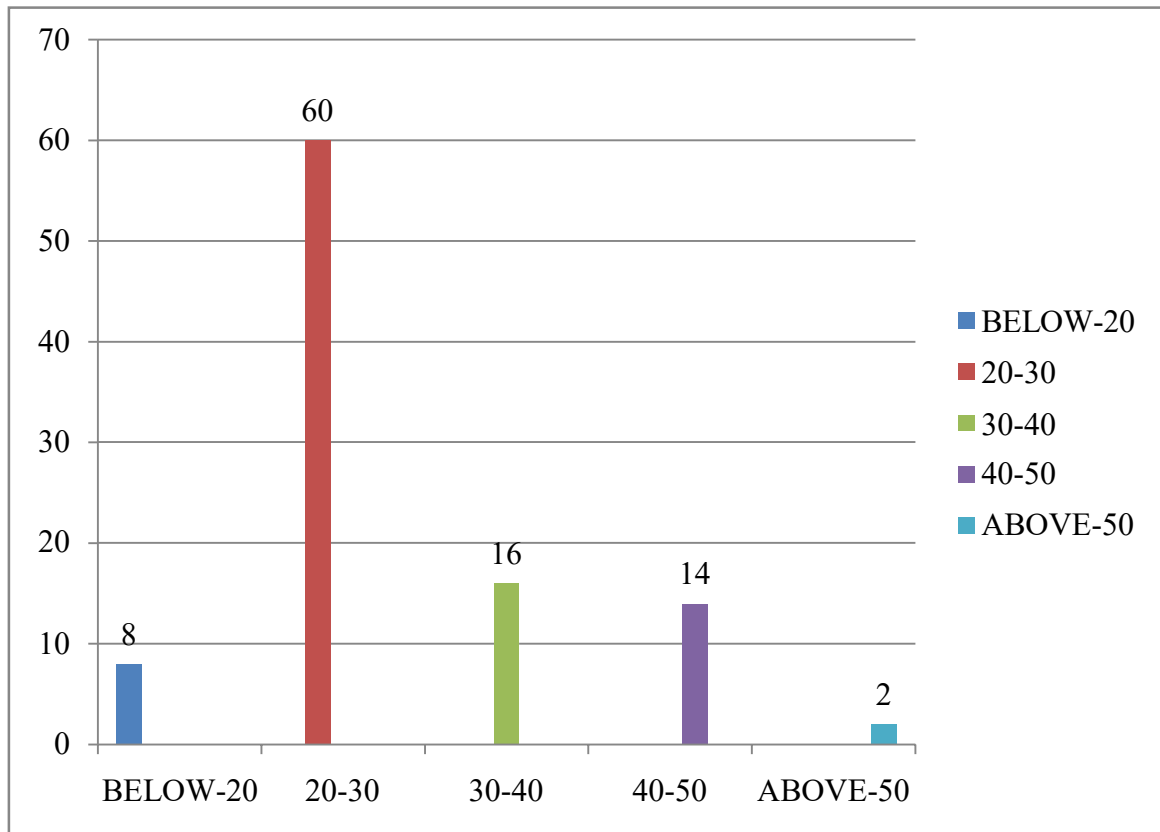
CHART NO-4.1

TABLE NO – 4.2

RESPONDENT ABOUT GENDER OF CUSTOMER

S.NO	GENDER OF CUSTOMER	NUMBER OF RESPONDENT	PERCENTAGE
1	MALE	96	64
2	FEMLE	54	36
3	TOTAL	150	100

Source: primary data

Inference:

Based on the data provided, we can infer that out of 150 respondents, 64% were male customers and 36% were female customers. It is important to note that this data only represents a sample of customers and may not be representative of the entire population. Further analysis and data collection would be required to draw more accurate conclusions about the gender distribution of customers.
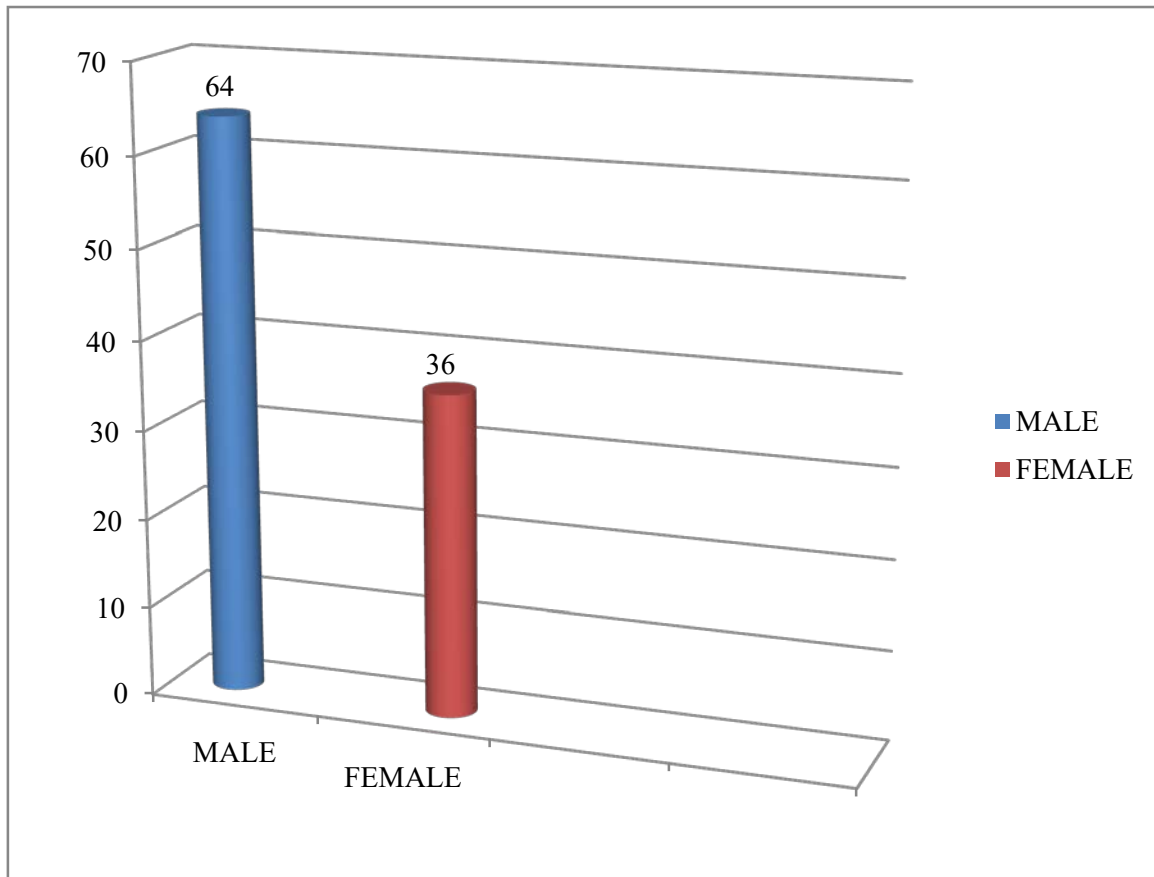
CHART NO-4.2

TABLE NO 4.3

RESPONDENT ABOUT VARIETY OF FOODS

S.NO	VARIETY OF FOODS	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	48	32
2	SATISFIED	90	60
3	NEUTRAL	3	2
4	DISSATISFIED	9	6
5	HIGHLY DISSATISFIED	0	0
6	TOTAL	150	100

Source: primary data

Inference:

Based on the data provided, we can infer that the majority of respondents were satisfied with the variety of foods offered, with 60% reporting being satisfied and 32% reporting being highly satisfied. Only 6% reported being dissatisfied with the variety of foods. It is also worth noting that none of the respondents reported being highly dissatisfied with the variety of foods, indicating that overall the variety of foods offered was adequate. However, it is important to note that this data only represents a sample of customers and may not be representative of the entire population. Further analysis and data collection would be required to draw more accurate conclusions about the satisfaction with the variety of foods offered.
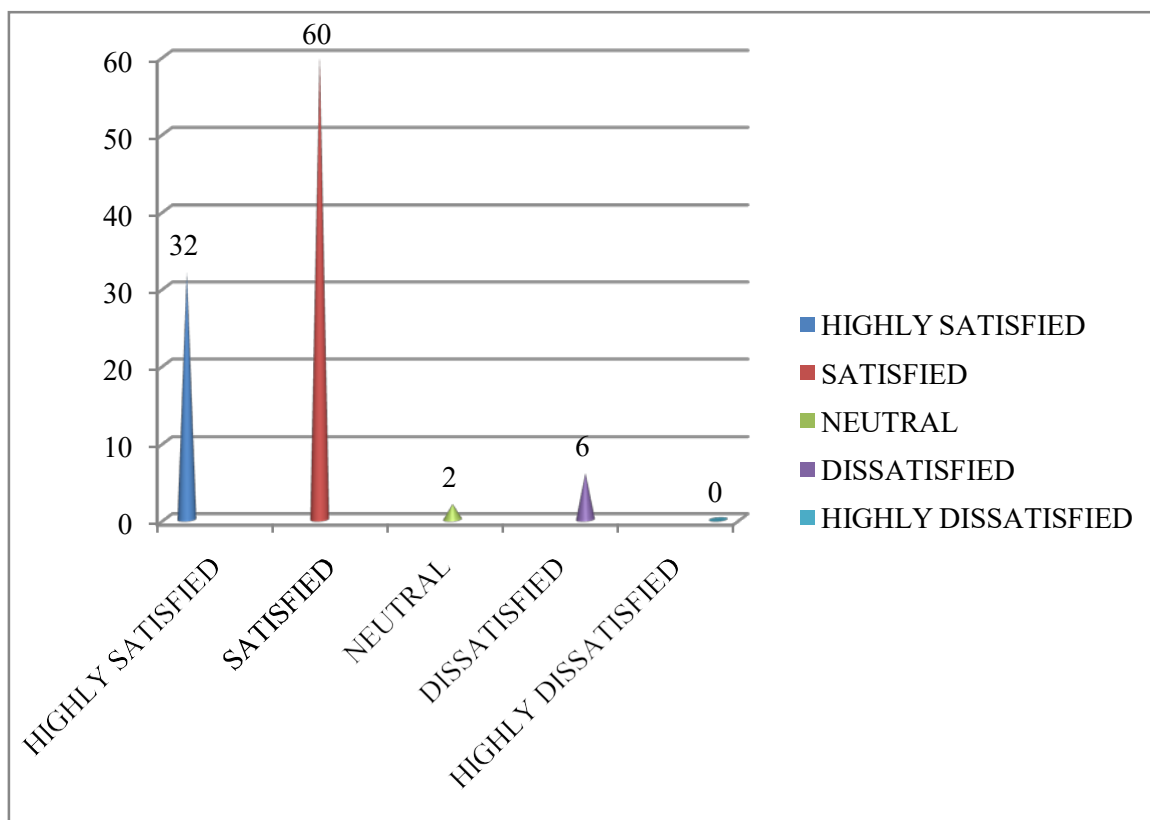
CHART NO-4.3

Value		
60		
32		
2		
6		
0		

■ HIGHLY SATISFIED
■ SATISFIED
■ NEUTRAL
■ DISSATISFIED
■ HIGHLY DISSATISFIED

HIGHLY SATISFIED
SATISFIED
NEUTRAL
DISSATISFIED
HIGHLY DISSATISFIED

TABLE 4.4

RESPONDENT ABOUT PROMPTNESS IN SERVICE

S.NO	PROMPTNESS IN SERVICE	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	39	26
2	SATISFIED	90	60
3	NEUTRAL	15	10
4	DISSATISFIED	3	2
5	HIGHLY DISSATISFIED	3	2
6	TOTAL	150	100

Source: primary data

Inference:

Based on the data provided, we can infer that the majority of respondents were satisfied with the promptness of the service, with 60% reporting being satisfied and 26% reporting being highly satisfied. However, 4% of respondents reported being dissatisfied or highly dissatisfied with the promptness of the service. It is important for businesses to ensure prompt and efficient service to improve customer satisfaction. It is also important to note that this data only represents a sample of customers and may not be representative of the entire population. Further analysis and data collection would be required to draw more accurate conclusions about the promptness of the service offered.
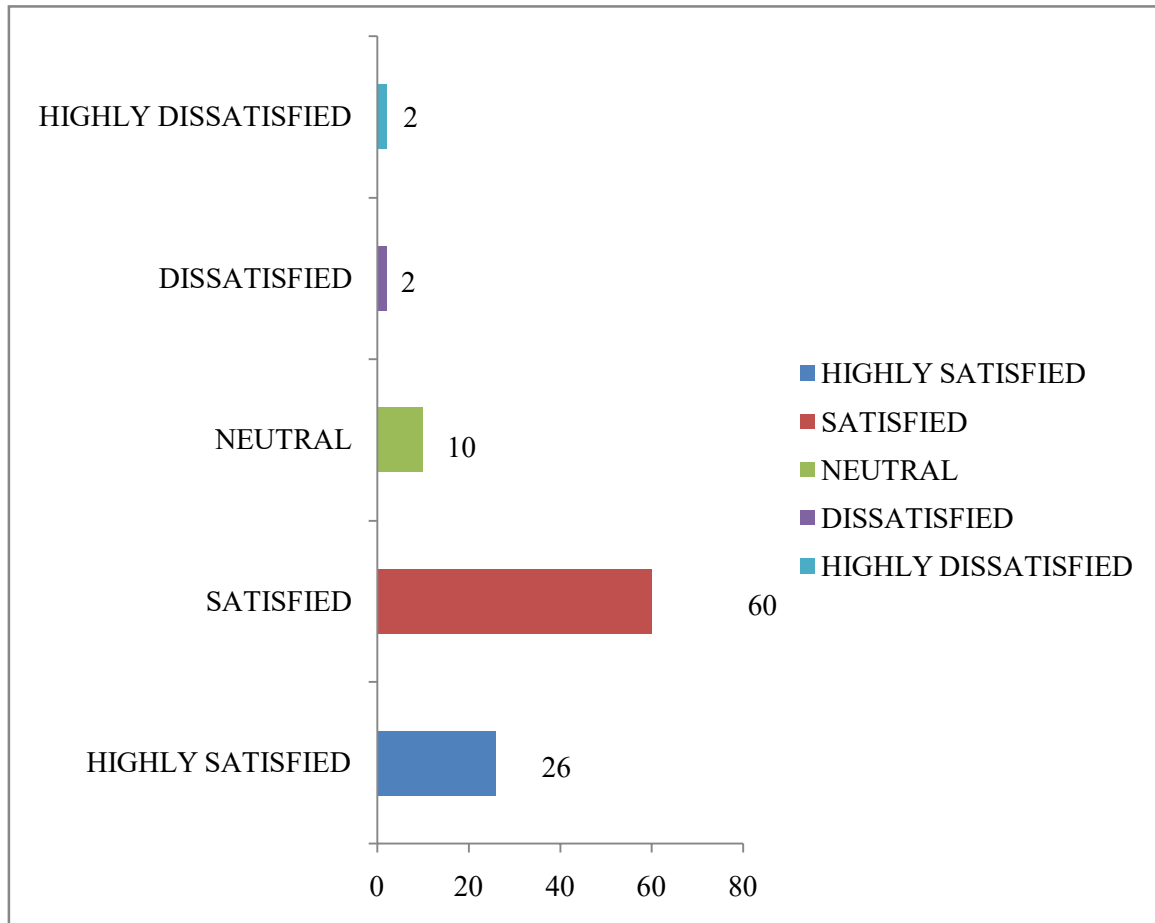
CHART NO-4.4

TABLE 4.5

RESPONDENT ABOUT STAFF'S HOSPITALITY

S.NO	STAFF'S HOSPITALITY	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	45	30
2	SATISFIED	69	46
3	NEUTRAL	33	22
4	DISSATISFIED	0	0
5	HIGHLY DISSATISFIED	3	2
6	TOTAL	150	100

Source: primary data

Inference:

Based on the data provided, we can infer that the majority of respondents were satisfied with the staff's hospitality, with 46% reporting being satisfied and 30% reporting being highly satisfied. Only 2% of respondents reported being highly dissatisfied with the staff's hospitality. Good customer service, including friendly and helpful staff, is important for businesses to build customer loyalty and improve customer satisfaction. It is also important to note that this data only represents a sample of customers and may not be representative of the entire population. Further analysis and data collection would be required to draw more accurate conclusions about the staff's hospitality.
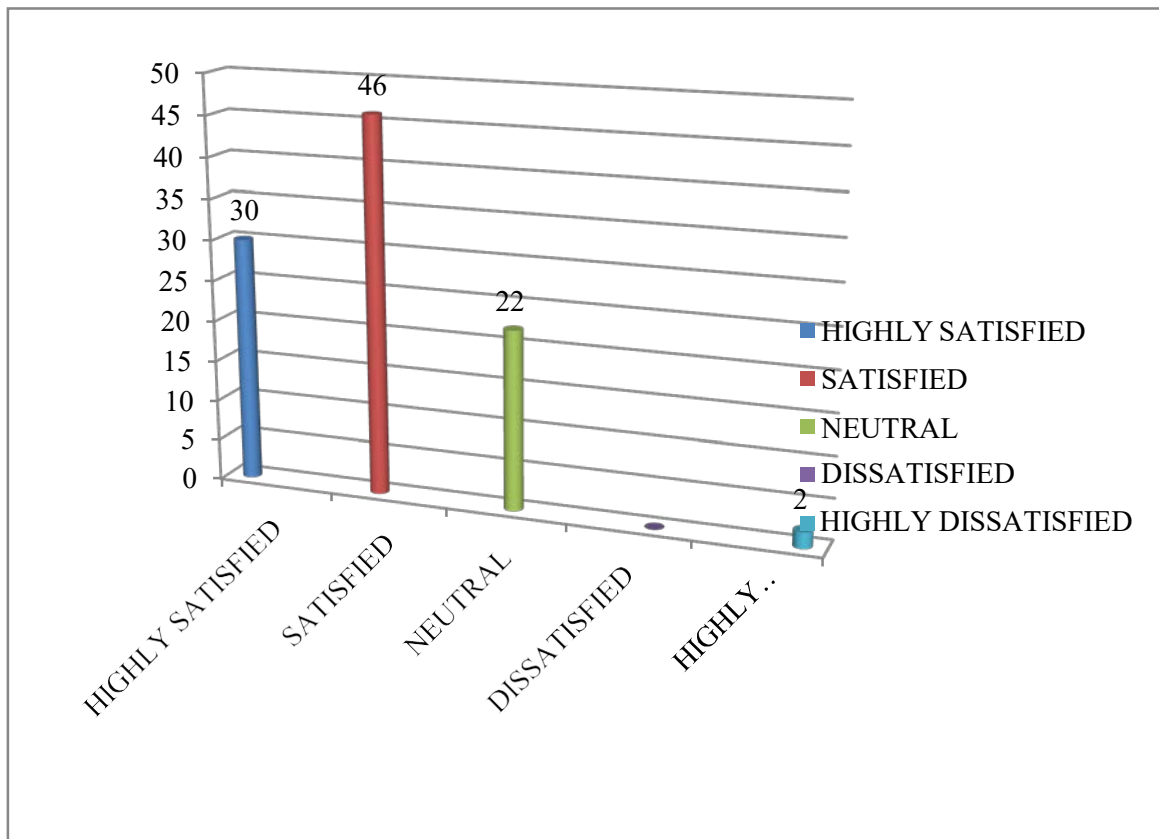
CHART NO-4.5

TABLE 4.6

RESPONDENT ABOUT QUALITY OF FOODS

S.NO	QUALITY OF FOODS	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	27	18
2	SATISFIED	69	46
3	NEUTRAL	27	18
4	DISSATISFIED	9	6
5	HIGHLY DISSATISFIED	18	12
6	TOTAL	150	100

Source: primary data

Inference:

Based on the data provided, we can infer that the quality of foods offered was not highly satisfactory for the majority of the respondents. Only 18% of respondents reported being highly satisfied with the quality of foods offered. Additionally, 18% of respondents reported being neutral, while 12% reported being highly dissatisfied and 6% reported being dissatisfied with the quality of foods offered. It is crucial for businesses in the food industry to maintain high standards of food quality to ensure customer satisfaction and loyalty. It is also important to note that this data only represents a sample of customers and may not be representative of the entire population. Further analysis and data collection would be required to draw more accurate conclusions about the quality of foods offered.
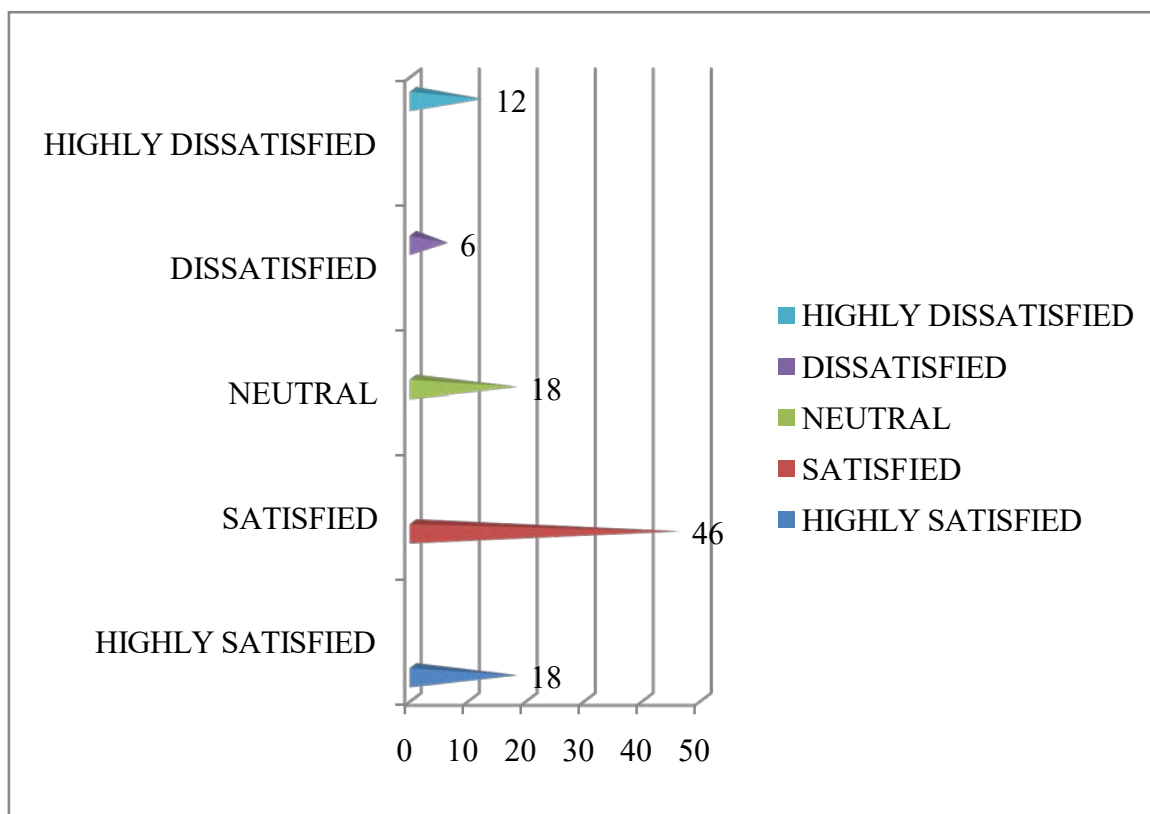
CHART NO-4.6

HIGHLY DISSATISFIED — 12

DISSATISFIED — 6

NEUTRAL — 18

SATISFIED — 46

HIGHLY SATISFIED — 18

Legend:
- HIGHLY DISSATISFIED
- DISSATISFIED
- NEUTRAL
- SATISFIED
- HIGHLY SATISFIED

X-axis: 0 10 20 30 40 50

TABLE 4.7

RESPONDENT ABOUT CUSTOMER'S FACILITIES

S.NO	CUSTOMER'S FACILITIES	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	45	30
2	SATISFIED	57	38
3	NEUTRAL	12	8
4	DISSATISFIED	18	12
5	HIGHLY DISSATISFIED	18	12
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, the following inferences can be made:

- Out of 150 respondents, - 68%, while the total percentage of dissatisfied and 38% of the respondents reported being satisfied, which is the highest percentage in the table. 30% of them reported being highly satisfied with the customer facilities. 12% of the respondents were highly dissatisfied with the customer facilities, which is the highest percentage in the negative responses category. The total percentage of satisfied and highly satisfied responses is and highly dissatisfied responses is 24%
- The most common response was "satisfied", with 19 out of 150 respondents choosing this option
- Only 8% of the respondents reported a neutral experience with the customer facilities.
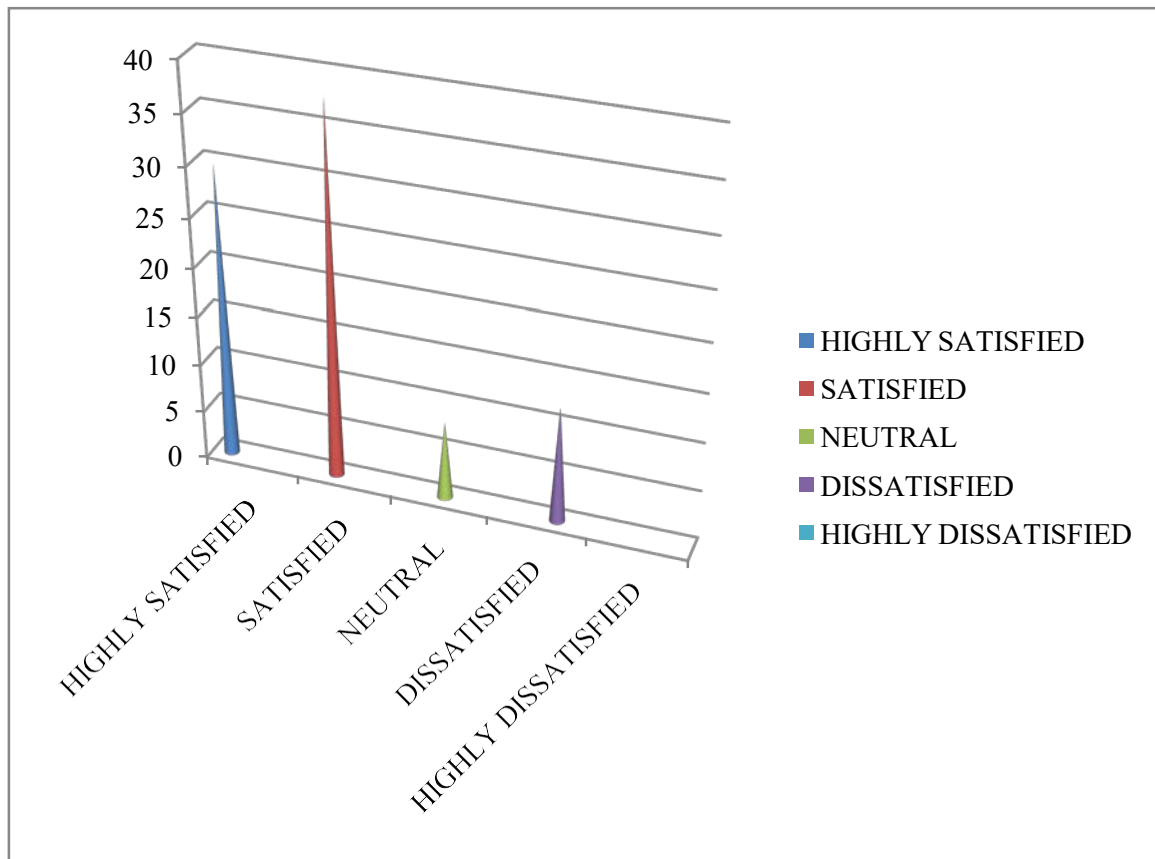
CHART NO-4.7

Legend:
- HIGHLY SATISFIED
- SATISFIED
- NEUTRAL
- DISSATISFIED
- HIGHLY DISSATISFIED

TABLE 4.8

RESPONDENT ABOUT ROOM RENT

S.NO	ROOM RENT	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	51	34
2	SATISFIED	54	36
3	NEUTRAL	21	14
4	DISSATISFIED	21	14
5	HIGHLY DISSATISFIED	3	2
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 36% of the respondents reported being satisfied, which is the highest percentage in the table. 34% of them reported being highly satisfied with the room rent. 14% of the respondents were neutral and dissatisfied, respectively. Only 2% of the respondents were highly dissatisfied with the room rent, which is the lowest percentage in the negative responses category. The most common response was "satisfied", with 18 out of 150 respondents choosing this option. The total percentage of satisfied and highly satisfied responses is 70%, while the total percentage of dissatisfied and highly dissatisfied responses is 16%
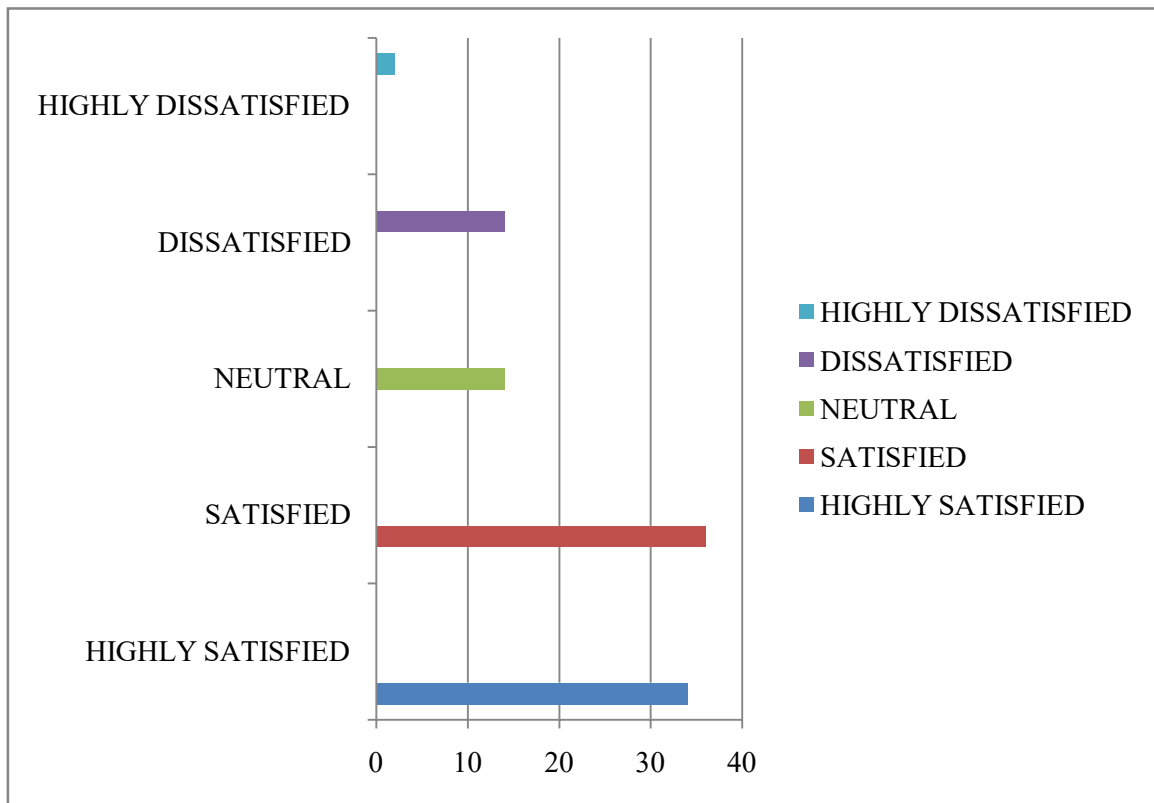
CHART NO -4.8

TABLE 4.9

RESPONDENT ABOUT ENVIRONMENT

S.NO	ENVIRONMENT	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	33	22
2	SATISFIED	66	44
3	NEUTRAL	15	10
4	DISSATISFIED	27	18
5	HIGHLY DISSATISFIED	9	6
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 44% of the respondents reported being satisfied, which is the highest percentage in the table. 22% of them reported being highly satisfied with the environment. 18% of the respondents reported being dissatisfied, which is the second-highest percentage in the negative responses category. 10% of the respondents were neutral, which is the lowest percentage in the table. Only 6% of the respondents were highly dissatisfied with the room rent, which is the lowest percentage in the negative responses category. The most common response was "satisfied", with 22 out of 150 respondents choosing this option. The total percentage of satisfied and highly satisfied responses is 66%, while the total percentage of dissatisfied and highly dissatisfied responses is 24%
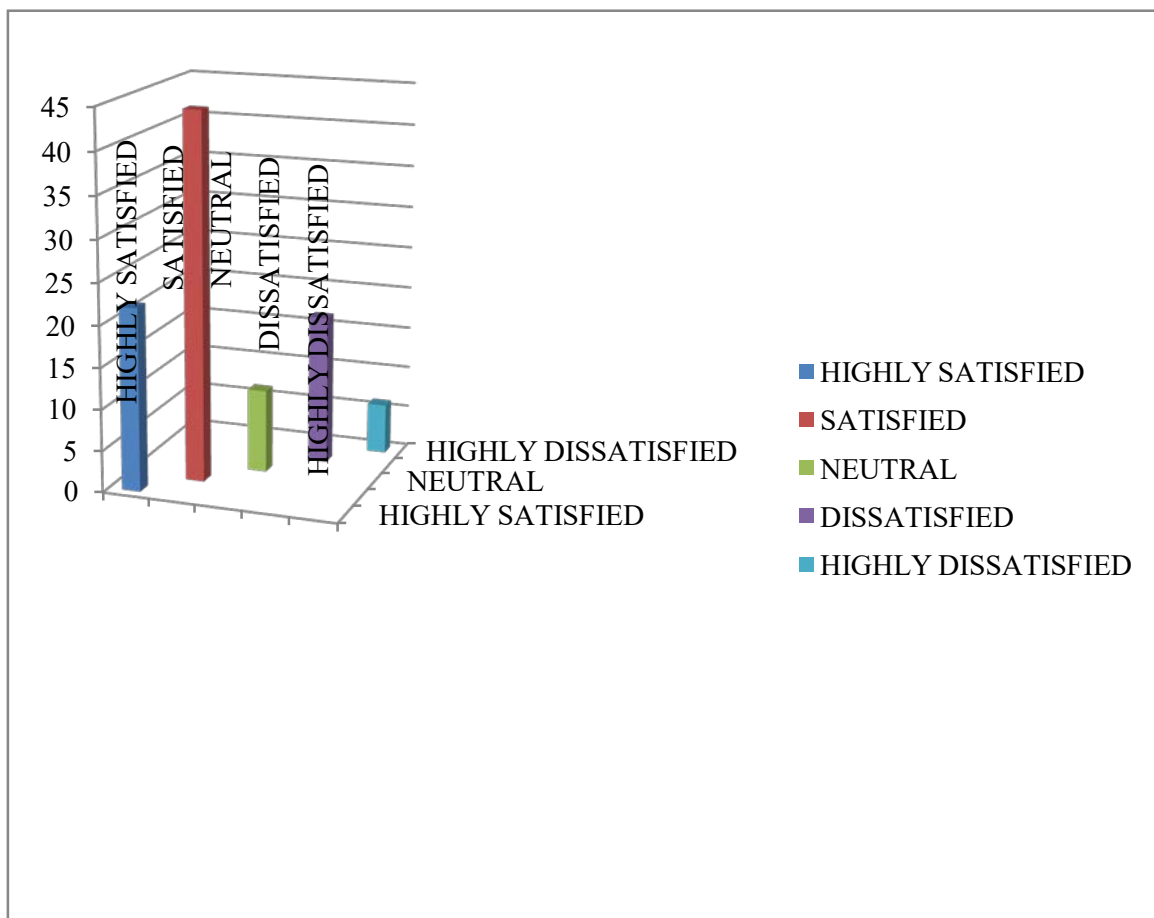
CHART NO-4.9

TABLE 4.10

RESPONDENT ABOUT EMPLOYEE RESPONSE

S.NO	EMPLOYEE RESPONSE	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	33	22
2	SATISFIED	81	54
3	NEUTRAL	24	16
4	DISSATISFIED	9	6
5	HIGHLY DISSATISFIED	3	2
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 54% of the respondents reported being satisfied, which is the highest percentage in the table. 22% of them reported being highly satisfied with the employee response. 16% of the respondents were neutral, which is the highest percentage in the neutral category. Only 6% of the respondents were dissatisfied, which is the lowest percentage in the negative responses category. Only 2% of the respondents were highly dissatisfied with the employee response, which is the lowest percentage in the negative responses category - The most common response was "satisfied", with 27 out of 150 respondents choosing this option - The total percentage of satisfied and highly satisfied responses is 76%, while the total percentage of dissatisfied and highly dissatisfied responses is 8%
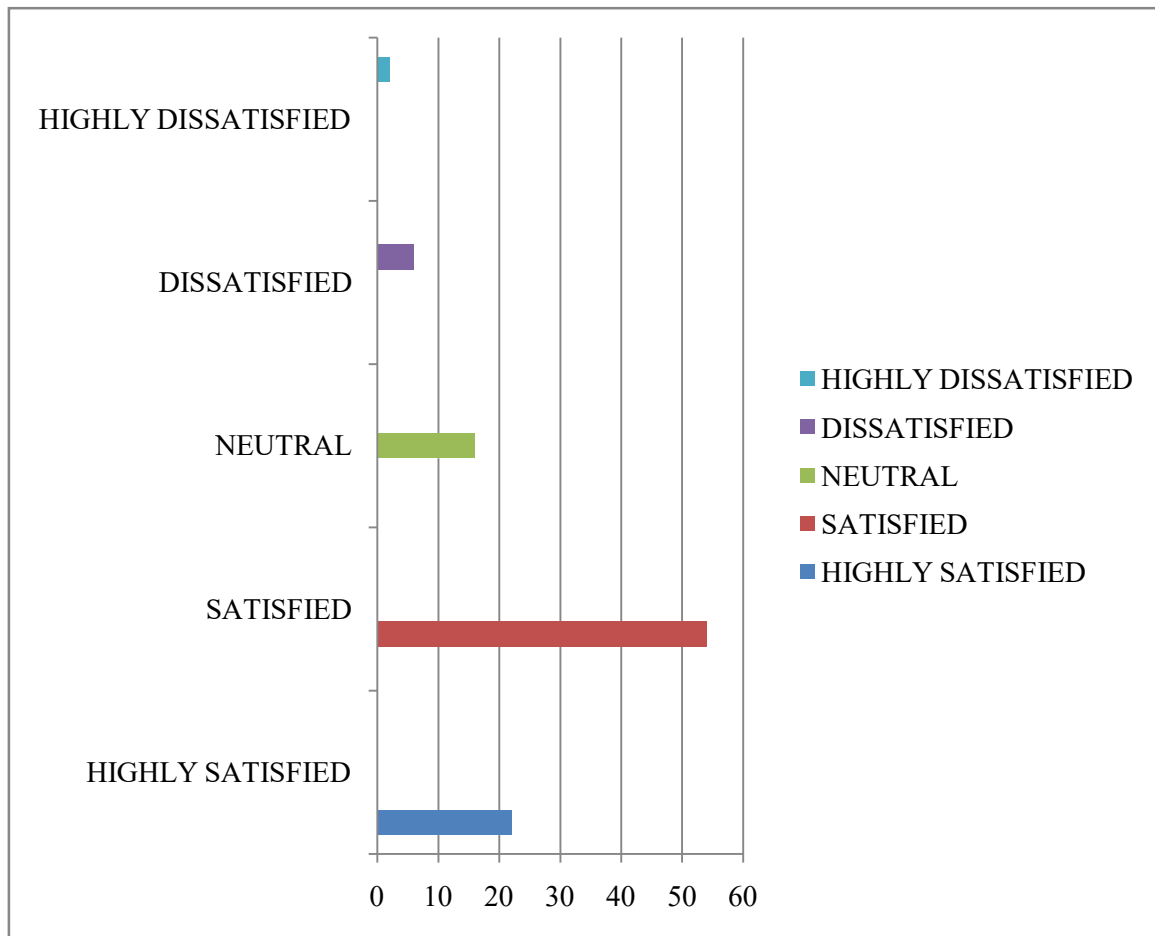
CHART NO-4.10

TABLE 4.11

RESPONDENT ABOUT HOUSEKEEPING

S.NO	HOUSEKEEPING	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	27	18
2	SATISFIED	90	60
3	NEUTRAL	21	14
4	DISSATISFIED	6	4
5	HIGHLY DISSATISFIED	6	4
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 60% of the respondents reported being satisfied, which is the highest percentage in the table. 18% of them reported being highly satisfied with the housekeeping. 14% of the respondents were neutral, which is the second-highest percentage in the neutral category. Only 4% of the respondents were dissatisfied and highly dissatisfied with the housekeeping, respectively. The most common response was "satisfied", with 30 out of 150 respondents choosing this option. The total percentage of satisfied and highly satisfied responses is 78%, while the total percentage of dissatisfied and highly dissatisfied responses is 8%
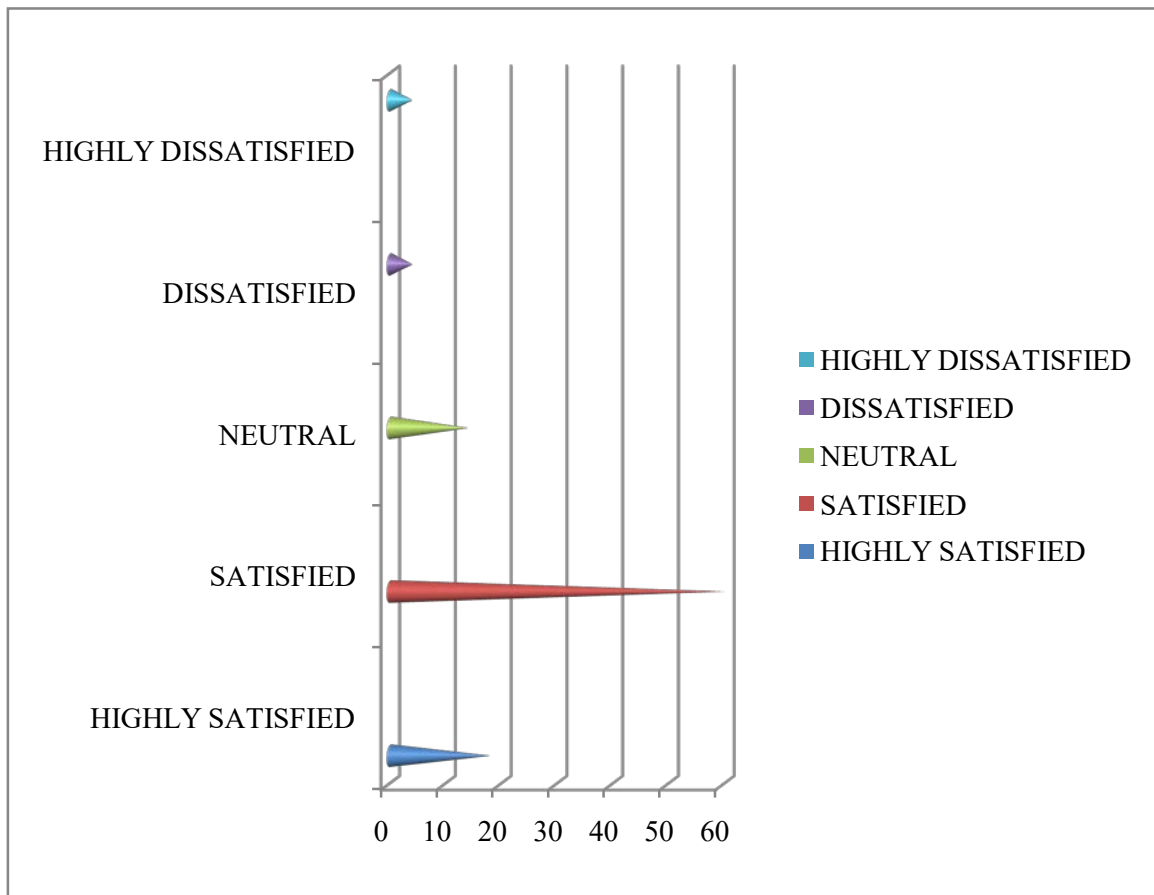
CHART NO-4.11

TABLE 4.12

RESPONDENT ABOUT ROOM BOOKING FACILITIES

S.NO	ROOM BOOKING FACILITIES	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	45	30
2	SATISFIED	60	40
3	NEUTRAL	15	10
4	DISSATISFIED	21	14
5	HIGHLY DISSATISFIED	9	6
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 40% of the respondents reported being satisfied, which is the highest percentage in the table. 30% of them reported being highly satisfied with the room booking facilities. 10% of the respondents were neutral, which is the lowest percentage in the neutral category. 14% of the respondents were dissatisfied and 6% of the respondents were highly dissatisfied with the room booking facilities. The most common response was "satisfied", with 20 out of 150 respondents choosing this option.The total percentage of satisfied and highly satisfied responses is 70%, while the total percentage of dissatisfied and highly dissatisfied responses is 20%
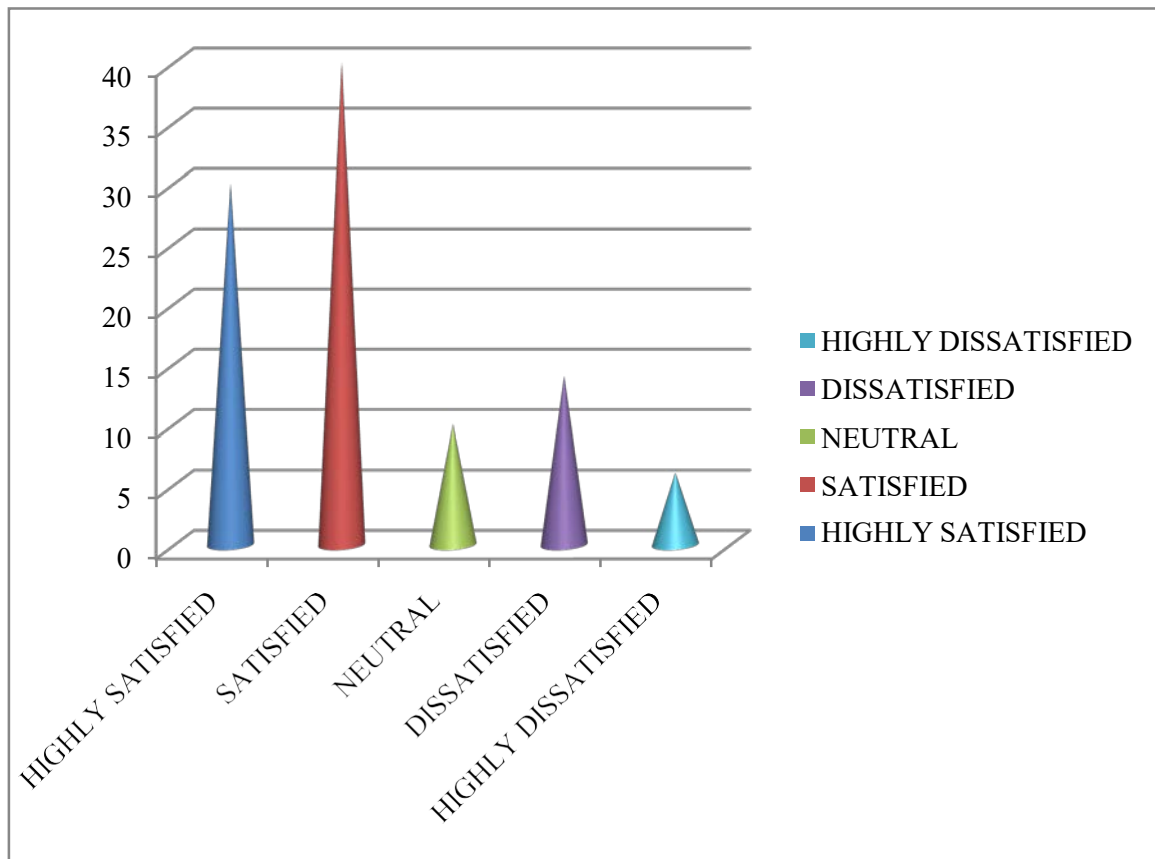
CHART NO-4.12

TABLE 4.13

RESPONDENT ABOUT RECEPTIONIST RESPONSE

S.NO	RECEPTIONIST RESPONSE	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	51	34
2	SATISFIED	57	38
3	NEUTRAL	36	24
4	DISSATISFIED	6	4
5	HIGHLY DISSATISFIED	0	0
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: Out of 150 respondents, 38% of the respondents reported being satisfied, which is the second-highest percentage in the table. 34% of them reported being highly satisfied with the receptionist response. 24% of the respondents were neutral, which is the second-highest percentage in the neutral category. Only 4% of the respondents were dissatisfied with the receptionist response. The most common response was "satisfied", with 19 out of 150 respondents choosing this option. The total percentage of satisfied and highly satisfied responses is 72%, while the total percentage of dissatisfied and highly dissatisfied responses is 4%
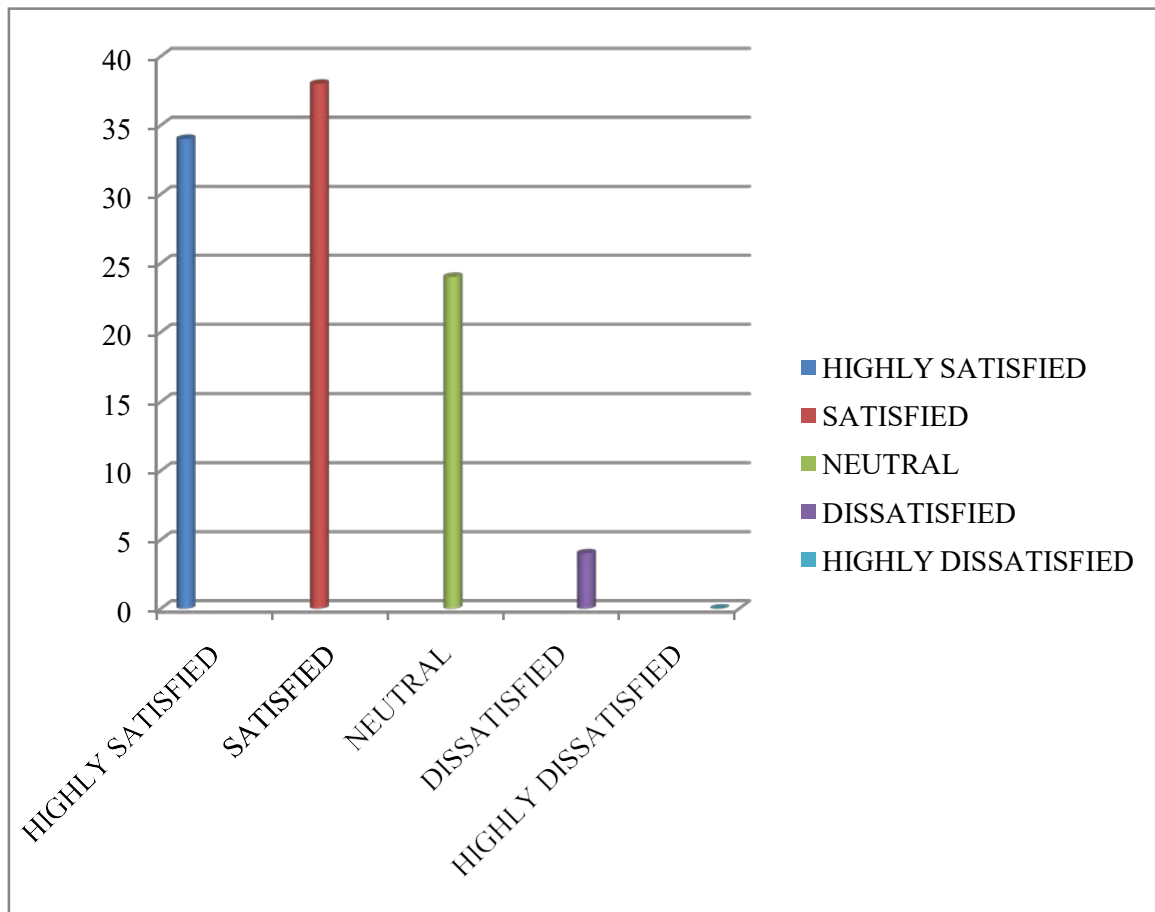
CHART NO-4.13

HIGHLY SATISFIED
SATISFIED
NEUTRAL
DISSATISFIED
HIGHLY DISSATISFIED

TABLE 4.14

RESPONDENT ABOUT RECEIVING THE CUSTOMER

S.NO	RECEIVING THE CUSTOMER	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	69	46
2	SATISFIED	42	28
3	NEUTRAL	24	16
4	DISSATISFIED	6	4
5	HIGHLY DISSATISFIED	9	6
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: Out of 150 respondents, 46% of them reported being highly satisfied with receiving the customer. 28% of the respondents reported being satisfied, which is the second-highest percentage in the table. 16% of the respondents were neutral, which is the second-highest percentage in the neutral category. Only 4% of the respondents were dissatisfied with receiving the customer. 6% of the respondents were highly dissatisfied with receiving the customer - The most common response was "highly satisfied", with 23 out of 150 respondents choosing this option - The total percentage of satisfied and highly satisfied responses is 74%, while the total percentage of dissatisfied and highly dissatisfied responses is 10%
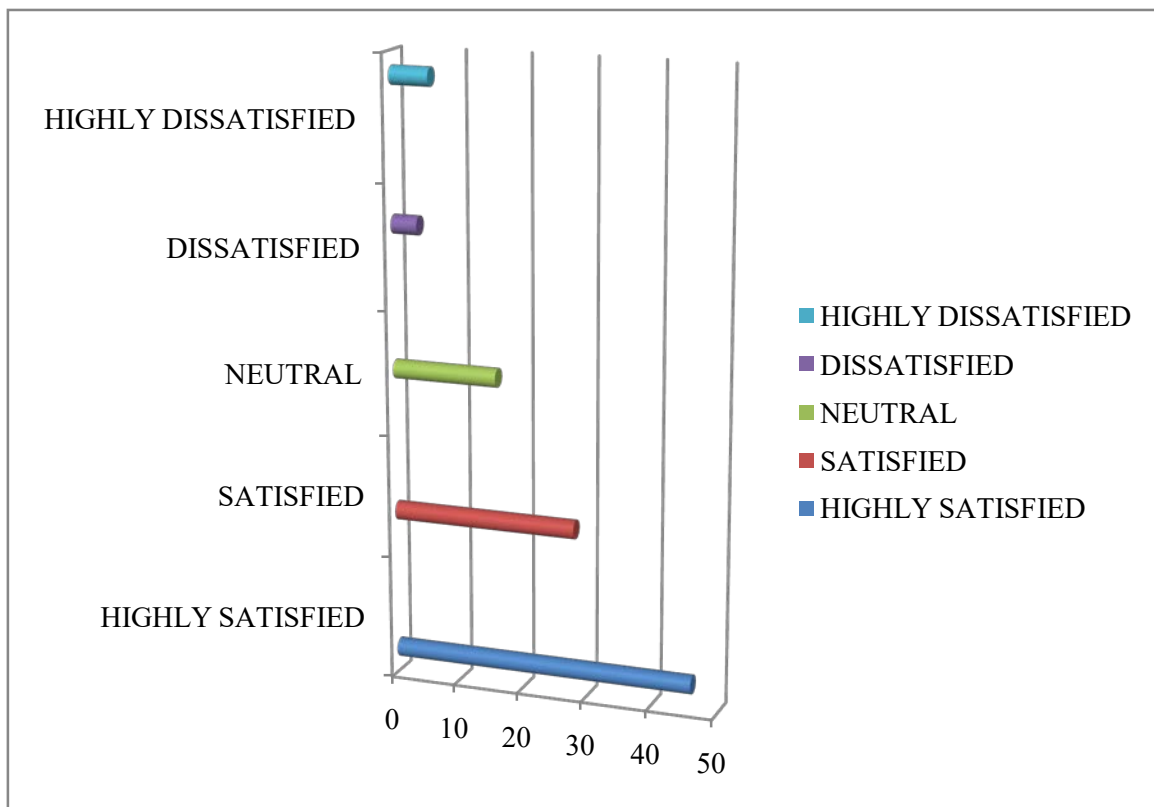
CHART NO-4.14

TABLE 4.15

RESPONDENT ABOUT PRICE OF BEVERAGES

S.NO	PRICE OF BEVERAGES	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	33	22
2	SATISFIED	42	28
3	NEUTRAL	27	18
4	DISSATISFIED	18	12
5	HIGHLY DISSATISFIED	30	20
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 28% of the respondents reported being satisfied, which is the second-highest percentage in the table 22% of them reported being highly satisfied with the price of beverages. 20% of the respondents were highly dissatisfied. 18% of the respondents were neutral.12% of the respondents were dissatisfied with the price of beverages with the price of beverages, which is the highest percentage in the table - The most common response was "satisfied", with 14 out of 150 respondents choosing this option - The total percentage of satisfied and highly satisfied responses is 50%, while the total percentage of dissatisfied and highly dissatisfied responses is 32%
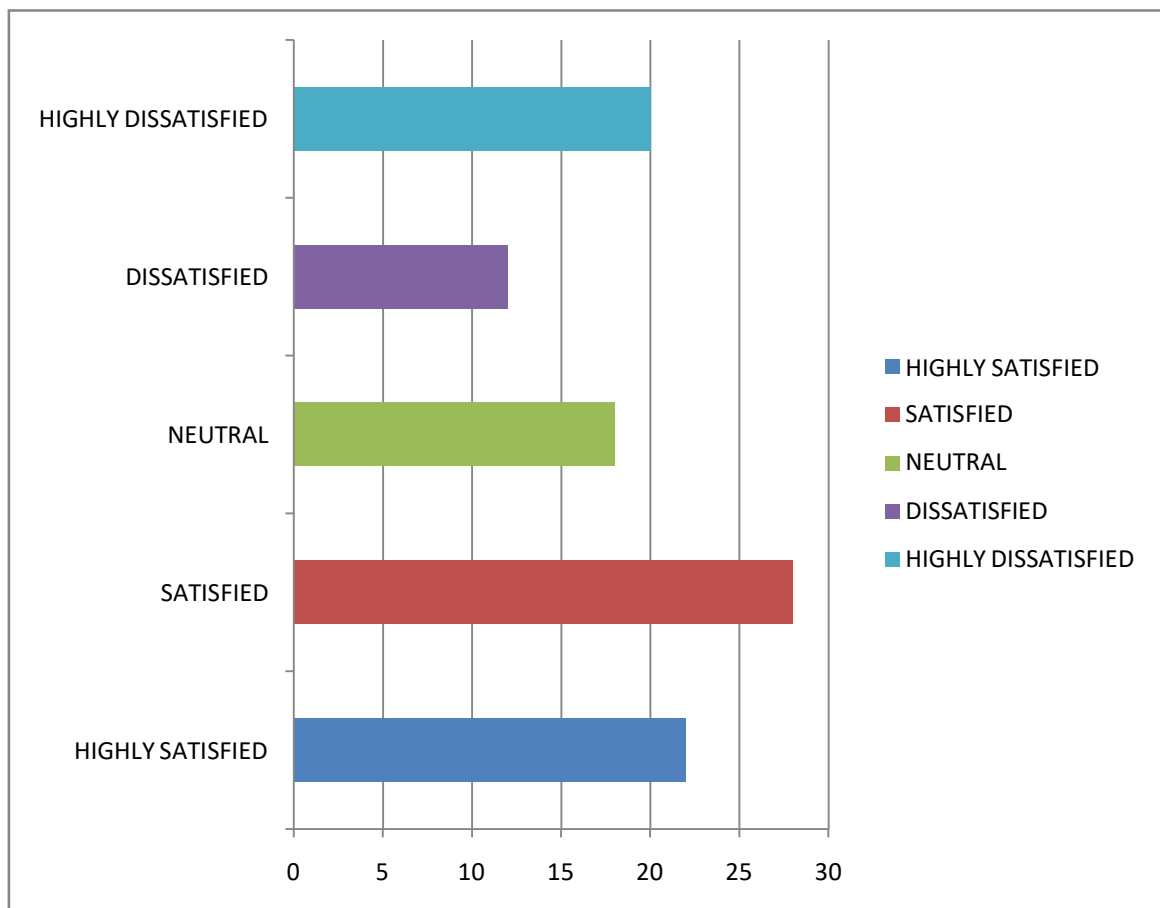
CHART NO-4.15

TABLE 4.16

RESPONDENT ABOUT ROOM SERVICE

S.NO	ROOM SERVICE	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	81	54
2	SATISFIED	42	28
3	NEUTRAL	9	6
4	DISSATISFIED	9	6
5	HIGHLY DISSATISFIED	9	6
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 54% of them reported being highly satisfied with the room service - 28% of the respondents reported being satisfied - Only 6% of the respondents were neutral - 6% of the respondents were dissatisfied, which is the same percentage as those who were highly dissatisfied - The most common response was "highly satisfied", with 27 out of 150 respondents choosing this option - The total percentage of satisfied and highly satisfied responses is 82%, while the total percentage of dissatisfied and highly dissatisfied responses is 12%
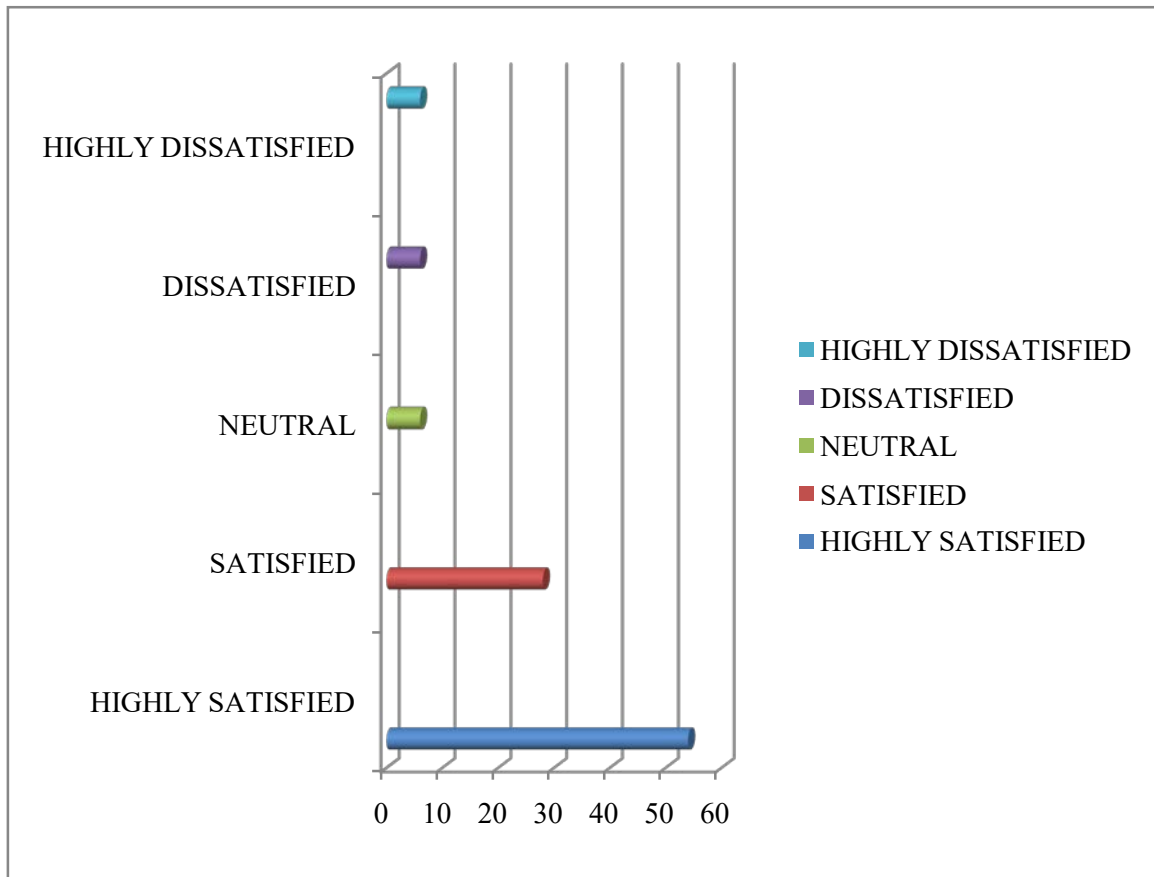
CHART NO-4.16

TABLE 4.17

RESPONDENT ABOUT TAXES AND CHARGES

S.NO	TAXES AND CHARGES	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	39	26
2	SATISFIED	72	48
3	NEUTRAL	24	16
4	DISSATISFIED	6	4
5	HIGHLY DISSATISFIED	9	6
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, - 48% of the respondents reported being satisfied, which is the highest percentage in the table. 26% of them reported being highly satisfied with the taxes and charges - 16% of the respondents were neutral - - 6% of the respondents were highly dissatisfied with the taxes and charges. Only 4% of the respondents were dissatisfied with the taxes and charges. The most common response was "satisfied", with 24 out of 150 respondents choosing this option - The total percentage of satisfied and highly satisfied responses is 74%, while the total percentage of dissatisfied and highly dissatisfied responses is 10%
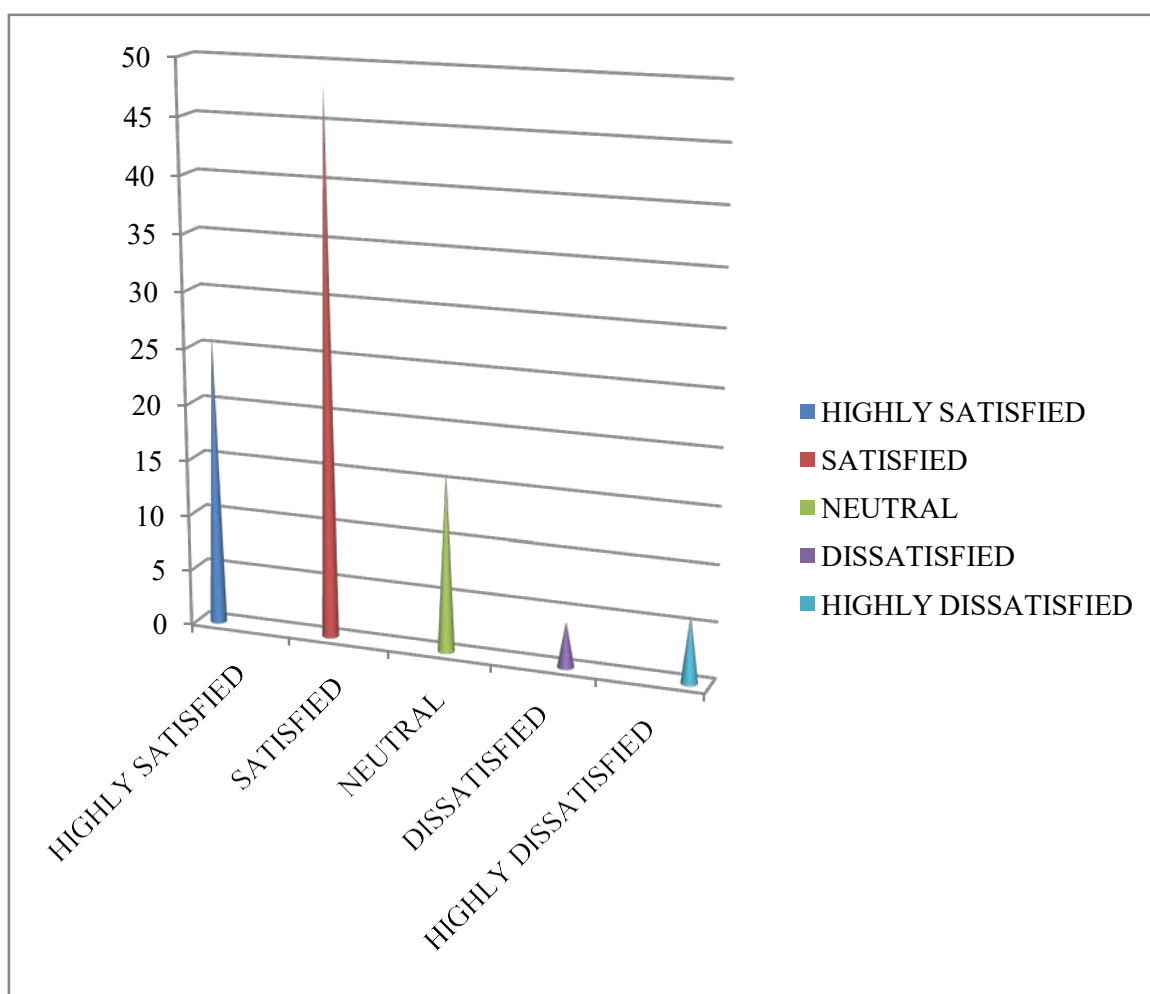
CHART NO-4.17

TABLE 4.18

RESPONDENT ABOUT EXTRA BED CHARGES

S.NO	EXTRA BED CHARGES	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	96	64
2	SATISFIED	30	20
3	NEUTRAL	15	10
4	DISSATISFIED	0	0
5	HIGHLY DISSATISFIED	9	6
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 64% of them reported being highly satisfied with the extra bed charges - 20% of the respondents reported being satisfied - 10% of the respondents were neutral - None of the respondents were dissatisfied with the extra bed charges - 6% of the respondents were highly dissatisfied with the extra bed charges - The most common response was "highly satisfied", with 32 out of 150 respondents choosing this option - The total percentage of satisfied and highly satisfied responses is 84%, while the total percentage of neutral, dissatisfied, and highly dissatisfied responses is 16%
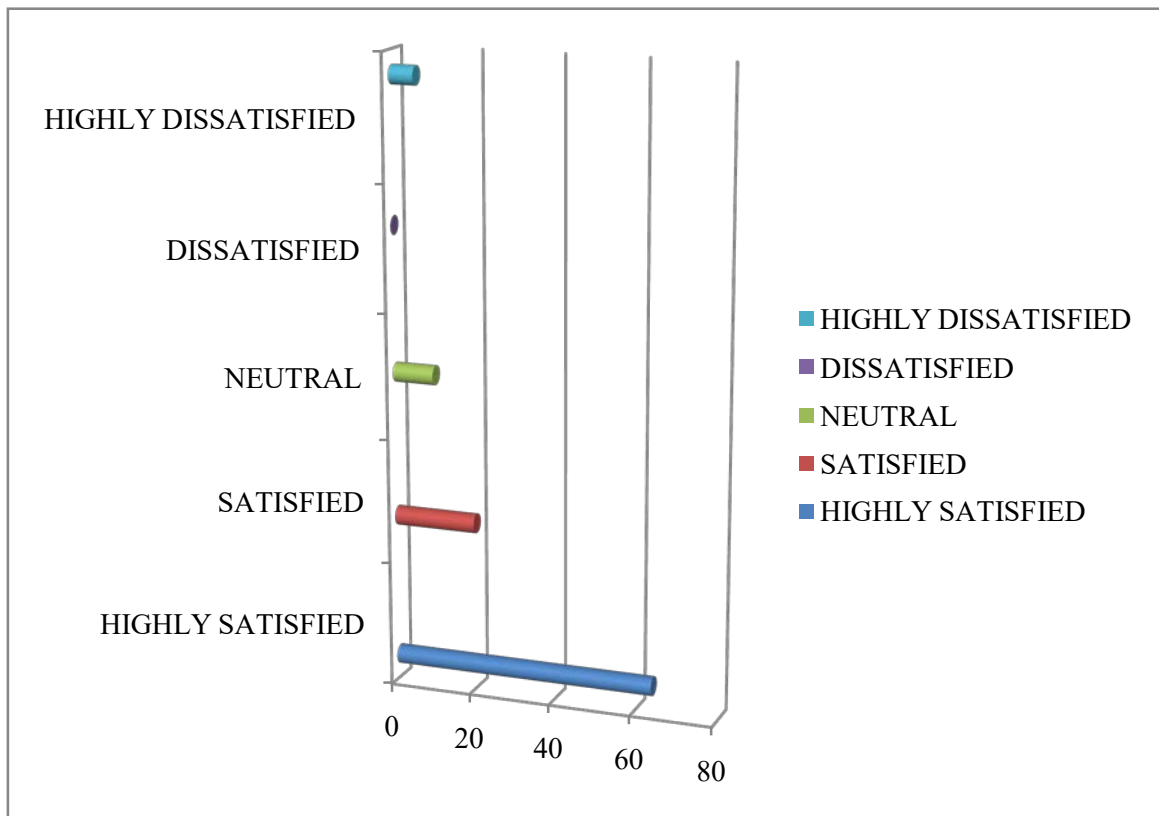
CHART NO-4.18

HIGHLY DISSATISFIED

DISSATISFIED

NEUTRAL

SATISFIED

HIGHLY SATISFIED

- HIGHLY DISSATISFIED
- DISSATISFIED
- NEUTRAL
- SATISFIED
- HIGHLY SATISFIED

0   20   40   60   80

TABLE 4.19

RESPONDENT ABOUT CHECKOUT FORMALITIES

S.NO	CHECKOUT FORMALITIES	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	21	14
2	SATISFIED	81	54
3	NEUTRAL	24	16
4	DISSATISFIED	12	8
5	HIGHLY DISSATISFIED	12	8
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 54% of the respondents reported being satisfied, which is the highest percentage in the table. only 14% of them reported being highly satisfied with the checkout formalities. 16% of the respondents were neutral. 8% of the respondents were dissatisfied, which is the same percentage as those who were highly dissatisfied. The most common response was "satisfied", with 27 out of 150 respondents choosing this option - The total percentage of satisfied and highly satisfied responses is 68%, while the total percentage of neutral, dissatisfied, and highly dissatisfied responses is 32%
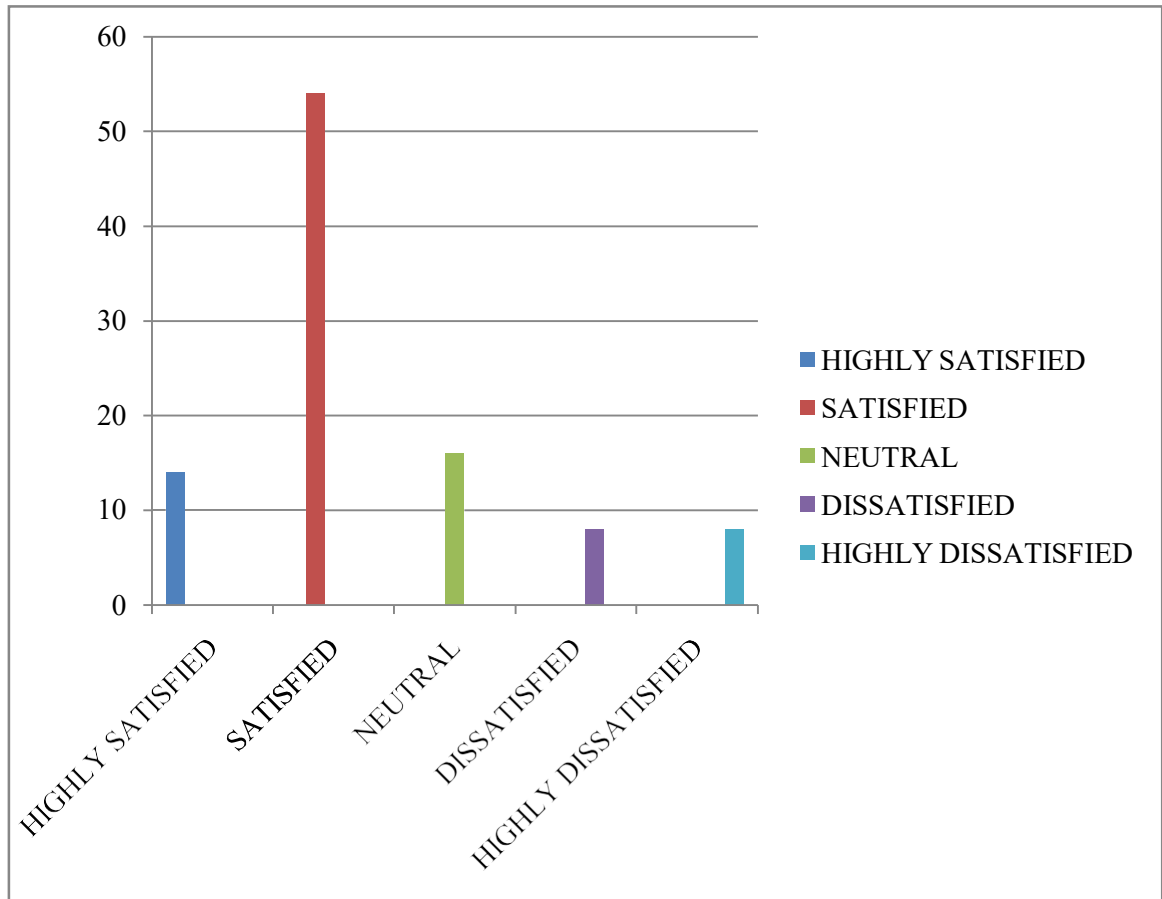
CHART NO-4.19

TABLE 4.20

RESPONDENT ABOUT LAUNDRY SERVICES

S.NO	LAUNDRY SERVICES	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	27	18
2	SATISFIED	39	26
3	NEUTRAL	45	30
4	DISSATISFIED	21	14
5	HIGHLY DISSATISFIED	18	12
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 26% of the respondents reported being satisfied. 30% of the respondents were neutral, which is the highest percentage in the table only 18% of them reported being highly satisfied with the laundry services - - 14% of the respondents were dissatisfied, while 12% were highly dissatisfied. The most common response was "neutral", with 15 out of 150 respondents choosing this option. The total percentage of satisfied and highly satisfied responses is 44%, which is lower than the total percentage of dissatisfied and highly dissatisfied responses, which is 26% + 14% + 12% = 52%
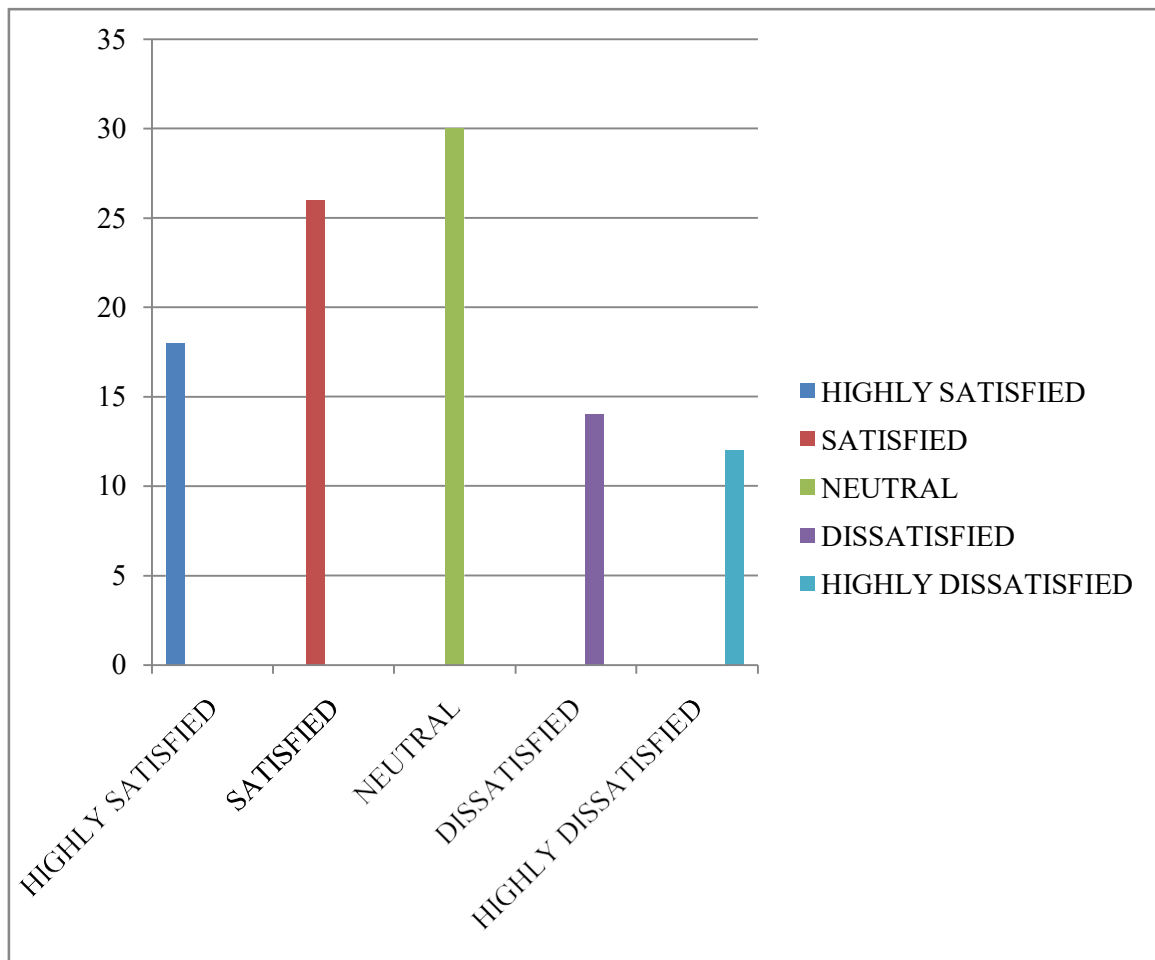
CHART NO-4.20

TABLE 4.21

RESPONDENT ABOUT CAR PARKING FACILITIES

S.NO	CAR PARKING FACILITIES	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	24	16
2	SATISFIED	51	34
3	NEUTRAL	27	18
4	DISSATISFIED	33	22
5	HIGHLY DISSATISFIED	15	10
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 34% of the respondents reported being satisfied, which is the highest percentage in the table. only 16% of them reported being highly satisfied with the car parking facilities. 18% of the respondents were neutral. 22% of the respondents were dissatisfied, while 10% were highly dissatisfied. The most common response was "satisfied", with 17 out of 150 respondents choosing this option. The total percentage of satisfied and highly satisfied responses is 50%, while the total percentage of neutral, dissatisfied, and highly dissatisfied responses is 50%
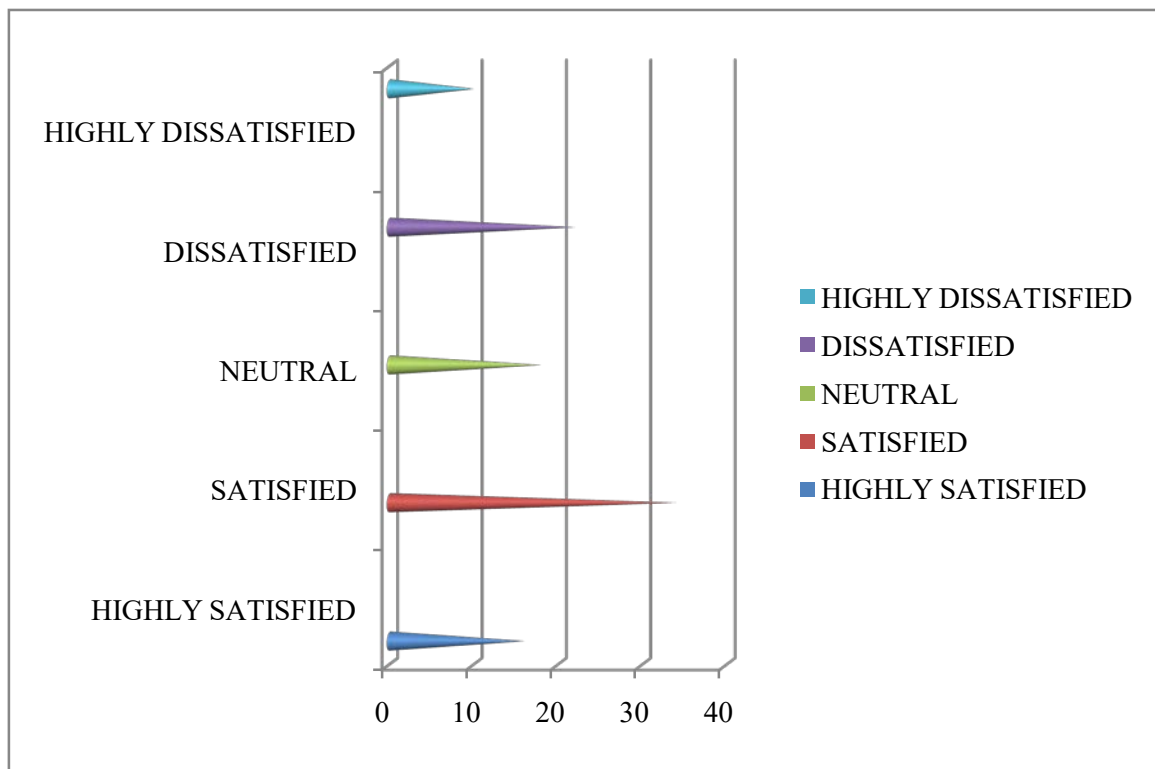
CHART NO-4.21

TABLE 4.22

RESPONDENT ABOUT TRAVEL DESK

S.NO	TRAVEL DESK	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	18	12
2	SATISFIED	60	40
3	NEUTRAL	39	26
4	DISSATISFIED	12	8
5	HIGHLY DISSATISFIED	21	14
6	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 40% of the respondents reported being satisfied, which is the highest percentage in the table. 26% of the respondents were neutral only 12% of them reported being highly satisfied with the travel desk. 8% of the respondents were dissatisfied, while 14% were highly dissatisfied, which is the highest percentage of highly dissatisfied responses in all the tables provided. The most common response was "satisfied", with 20 out of 150 respondents choosing this option. The total percentage of satisfied and highly satisfied responses is 52%, while the total percentage of neutral, dissatisfied, and highly dissatisfied responses is 48%
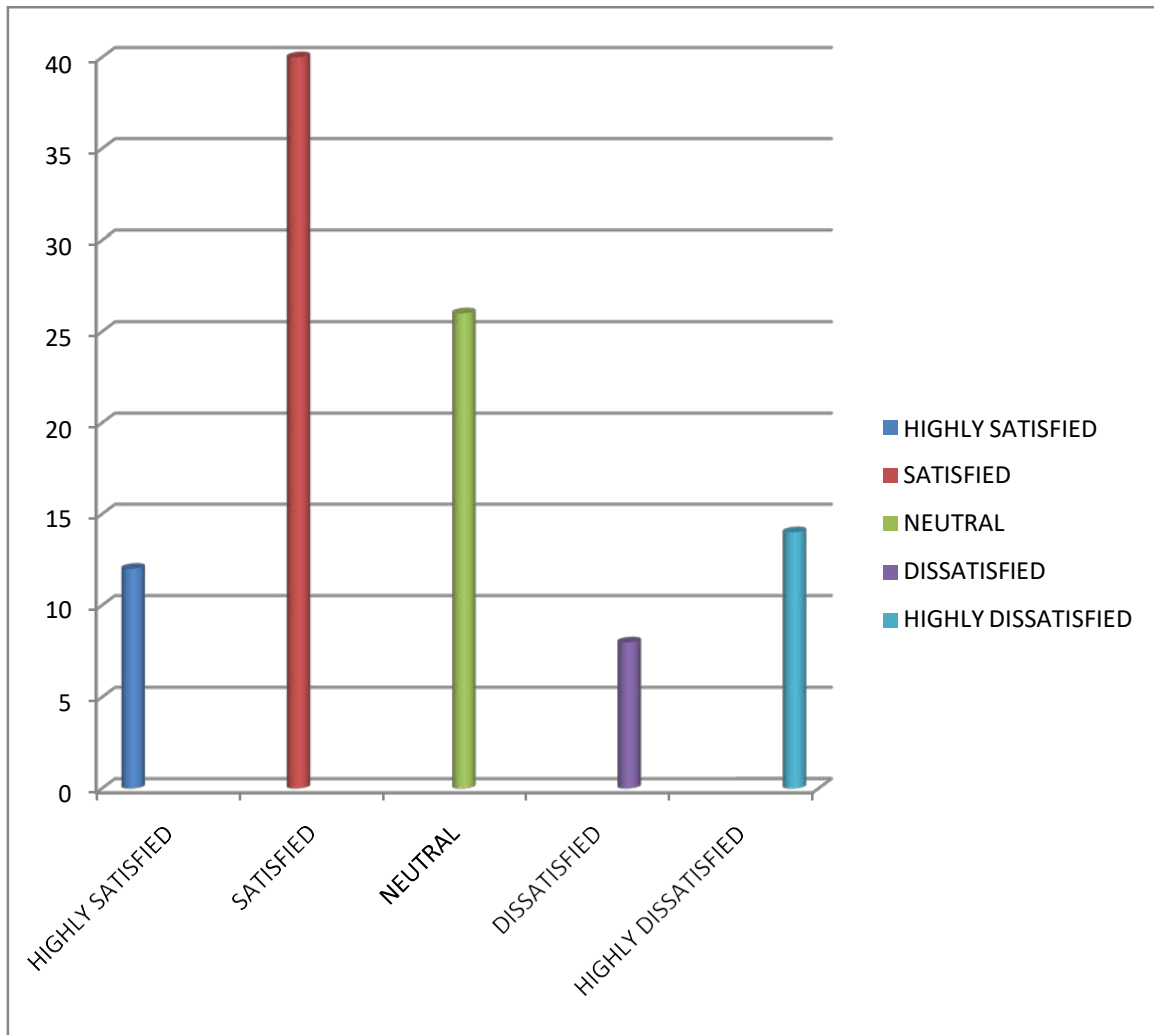
CHART NO-4.22

TABLE 4.23

RESPONDENT ABOUT RECOMMENDED TO THEIR FRIENDS

S.NO	RECOMMENDED TO THEIR FRIENDS	NUMBER OF RESPONDENT	PERCENTAGE
1	HIGHLY RECOMMENDED	36	24
2	RECOMMENDED	75	50
3	NEUTRAL	27	18
4	HIGHLY NOT RECOMMENDED	12	8
5	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 50% of the respondents recommended the service to their friends, which is the highest percentage in the table. 24% of them highly recommended the service to their friends. 18% of the respondents were neutral. 8% of the respondents highly did not recommend the service to their friends. The most common response was "recommended", with 25 out of 150 respondents choosing this option. The total percentage of recommended responses is 74%, while the total percentage of highly recommended and highly not recommended responses combined is 32%
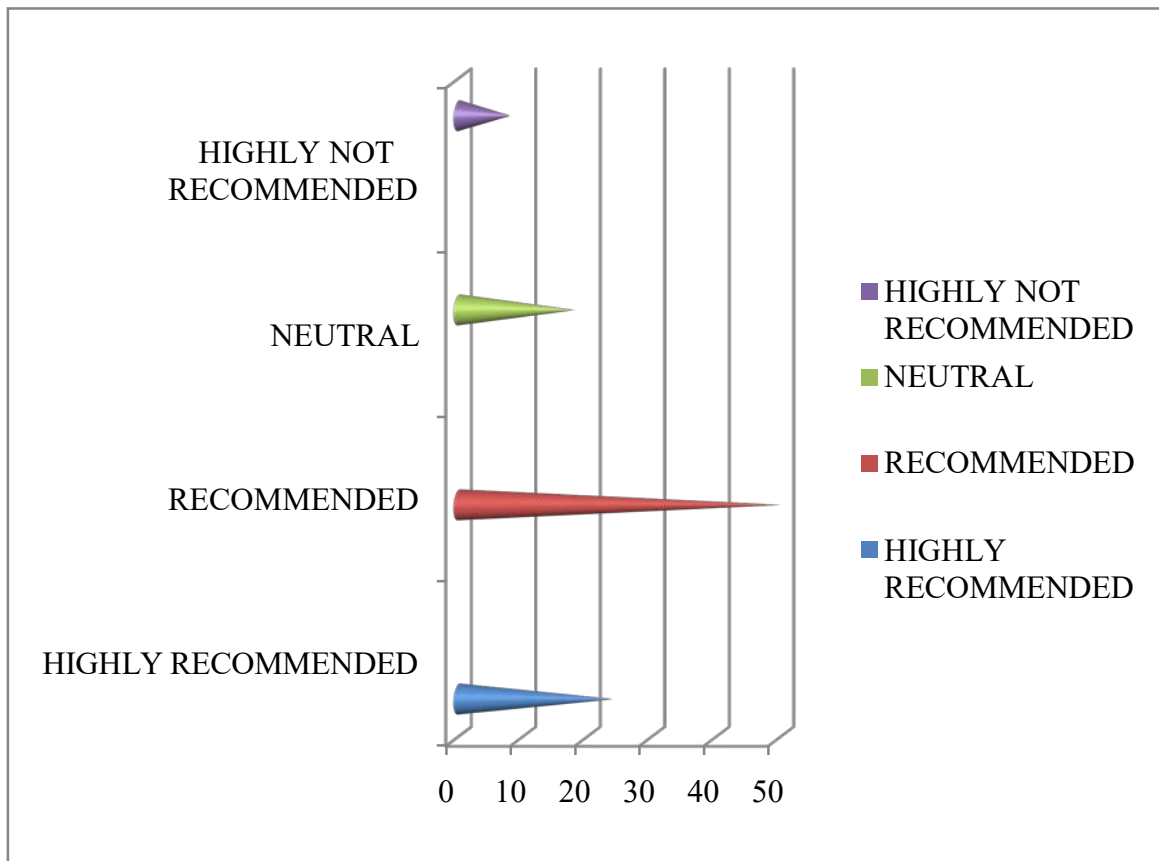
CHART NO-4.23

TABLE 4.24

RESPONDENT ABOUT AWARE OF JC RESIDENCY

S.NO	AWARE OF JC RESIDENCY	NUMBER OF RESPONDENT	PERCENTAGE
1	FRIENDS	102	68
2	NEWSPAPERS	9	6
3	WEBSITE	12	8
4	OTHERS	27	18
5	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 68% of them knew about JC Residency through their friends. 18% of the respondents knew about JC Residency through other means not specified in the table. 8% of the respondents knew about JC Residency through their website. The least common response was through newspapers, with only 3 out of 150 respondents choosing this option
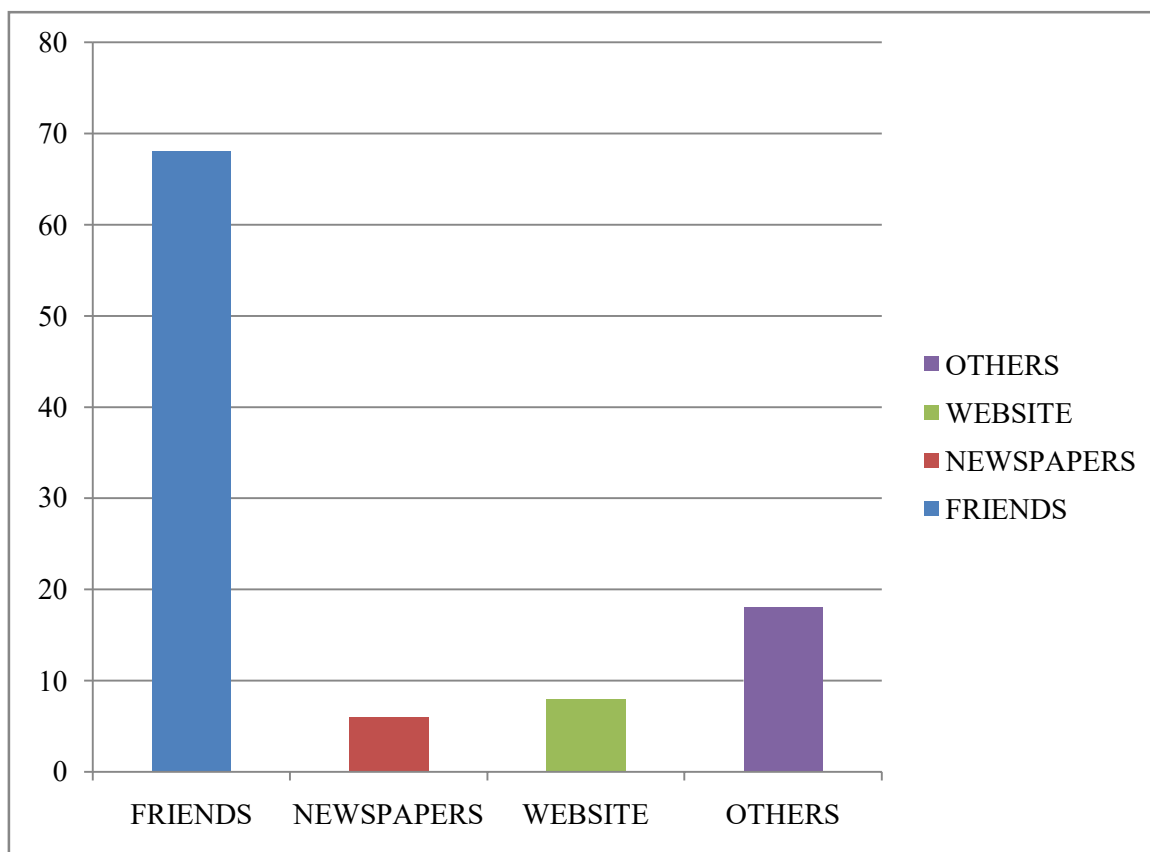
CHART NO-4.24

TABLE 4.25

RESPONDENT ABOUT COMPETITOR OF JC RESIDENCY

S.NO	COMPETITOR OF JC RESIDENCY	NUMBER OF RESPONDENT	PERCENTAGE
1	ROYAL COURT	69	46
2	SENTHUR	60	40
3	SUPREME	9	6
4	GOLDENPARK	12	8
5	TOTAL	150	100

Source: primary data

Inference:

Based on the table provided, we can make the following inferences: - Out of 150 respondents, 46% of them considered Royal Court as a competitor of JC Residency - 40% of the respondents considered Senthur as a competitor - 8% of the respondents considered GoldenPark as a competitor - The least common response was Supreme, with only 3 out of 150 respondents considering them as a competitor.

CHART NO-4.25
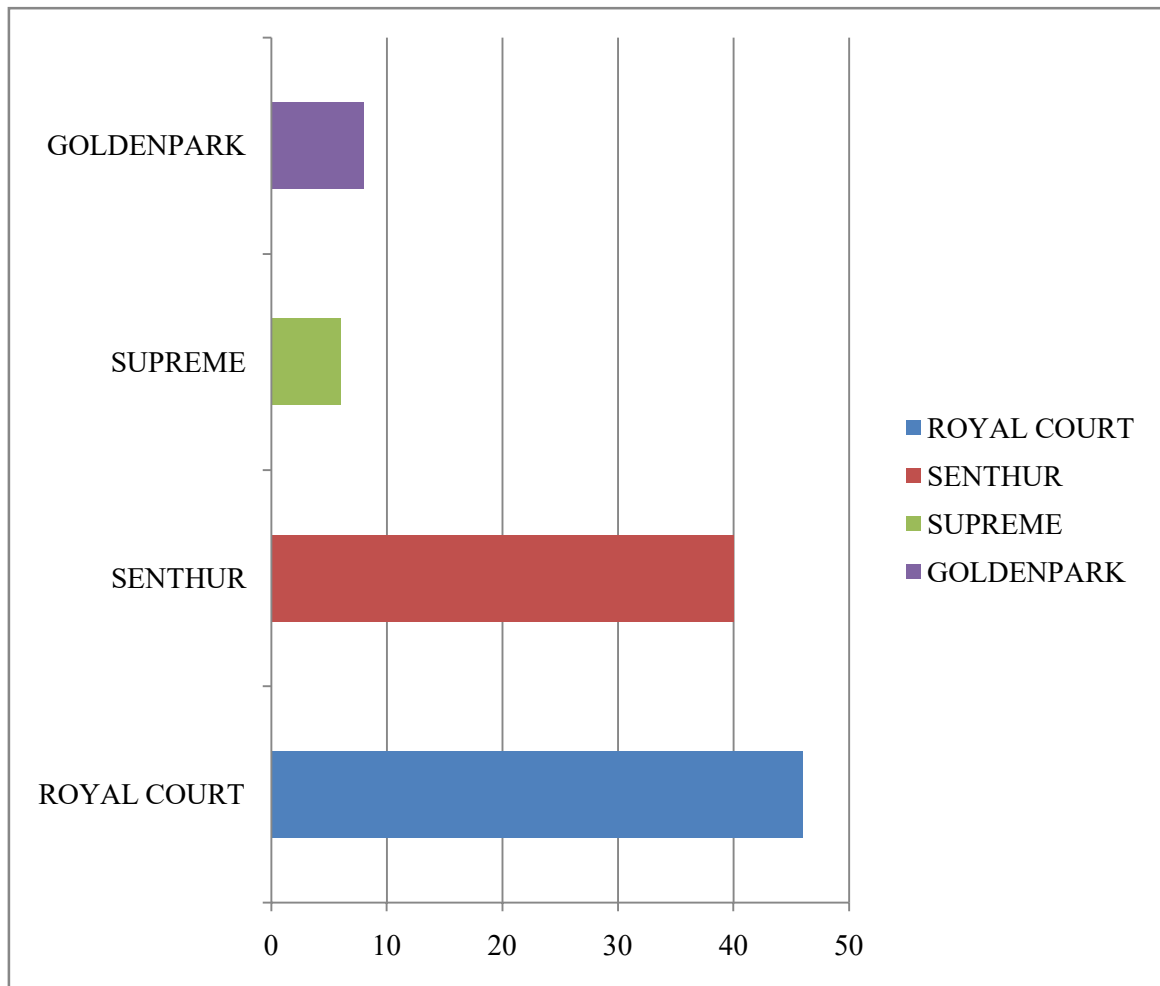
CHAPTER - 5
FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS:

- There are 60% of the customers are in 20-30 age group people.
- There are 64% of customers are male.
- There are 60% of customer are satisfied with food facilities.
- There are 60% of customers are satisfied with promptness in service.
- There are 46% of customers are satisfied with staff's hospitality.
- There are 46% of customers are satisfied with quality of foods.
- There are 38% of customers are satisfied with customer's facilities.
- There are 36% of customers are satisfied with room rent.
- There are 44% of customers are satisfied with environment.
- There are 54% of customers are satisfied with employee response.
- There are 60% of customers are satisfied with housekeeping.
- There are 40% of customers are satisfied with room booking facilities.
- There are 38% of customers are satisfied with receptionist response.
- There are 46% of customers are highly satisfied with receiving the customer.
- There are 28% of customers are satisfied with price of beverages.
- There are 54% of customers are highly satisfied with room service.
- There are 48% of customers are satisfied with taxes and charges.
- There are 64% of customers are highly satisfied with extra bed charges.
- There are 54% of customers are satisfied with checkout formalities.
- There are 30% of customers are neutral with laundry service.
- There are 34% of customers are satisfied with car parking facilities.
- There are 40% of customers are satisfied with travel desk.
- There are 50% of customers are recommended to their friends.
- There are 68% of customers are get aware of JC residency by friends.
- There are 46% of respondence said royal court is the competitor of the JC residency.

SUGGESTIONS:

- To improve the quality of foods.
- To develop the online booking facilities.
- To develop the variety of foods.
- To develop the car parking facilities.
- To maintained this level of check out formalities.
- Price of beverages is too high.
- To improve the facilities of bar.
- To maintained this level of tax and charges.
- To give more advertisement about the hotel.

CONCLUSION:

From the organization we have come to know that almost all the customer are satisfied about the performance of JC residency. The customers are responsible for the success of any business activity. So the customers should be fully satisfied. By make us of this study the organization know about their performance of office automation products and find out the factors that affect the satisfaction level of customers. We hope, this study would be a helpful one to the organization to improve the quality of the product and may help to reduce their defectives.

APPENDIX

A STUDY ON CUSTOMER SATISFACTION

IN

JC RESIDENCY AT MADURAI

1. Name:_____

2. Age:

   a. Below20   b. 20-30   c. 30-40

   d. 40-50   e. Above50

3. Occupation:_____

4. Gender:

   a. Male   b. Female

5. Are you satisfied with the food variety of JC residency

   a. Highly satisfied   b. satisfied   c. neutral

   d. dissatisfied   e. highly dissatisfied

6. Are you satisfied the promptness of service

   a. Highly satisfied   b. satisfied   c. neutral

   d. dissatisfied   e. highly dissatisfied

 7. Overall, how would you rate our staff's hospitality? (friendliness, courtesy, responsiveness)

   a. Highly satisfied   b. satisfied   c. neutral

   d. dissatisfied   e. highly dissatisfied

8. Are you satisfied about the quality of foods?

    a. Highly satisfied   b. satisfied   c. neutral

    d. dissatisfied   e. highly dissatisfied

9 Are you satisfied about the facilities of JC residency?

    a. Highly satisfied   b. satisfied   c. neutral

    d. dissatisfied   e. highly dissatisfied

10. Are you satisfied of the room rent?

    a. Highly satisfied   b. satisfied   c. neutral

    d. dissatisfied   e. highly dissatisfied

11. Are you satisfied of the environment?

    a. Highly satisfied   b. satisfied   c. neutral

    d. dissatisfied   e. highly dissatisfied

12. Are you satisfied about the employee response?

    a. Highly satisfied   b. satisfied   c. neutral

    d. dissatisfied   e. highly dissatisfied

13. Are you satisfied of the housekeeping?

    a. Highly satisfied   b. satisfied   c. neutral

    d. dissatisfied   e. highly dissatisfied

14. Are you satisfied of the room booking facilities?

    a. Highly satisfied   b. satisfied   c. neutral

    d. dissatisfied   e. highly dissatisfied

15. Are you satisfied of the receptionist response?

    a. Highly satisfied   b. satisfied   c. neutral

    d. dissatisfied   e. highly dissatisfied

16. Are you satisfied of the receiving the customer?

a. Highly satisfied	b. satisfied	c. neutral
d. dissatisfied	e. highly dissatisfied	

17. Are you satisfied with the price of beverages?

a. Highly satisfied	b. satisfied	c. neutral
d. dissatisfied	e. highly dissatisfied	

18. Are you satisfied of the room service?

a. Highly satisfied	b. satisfied	c. neutral
d. dissatisfied	e. highly dissatisfied	

19. Are you satisfied with the taxes charged from the customer?

a. Highly satisfied	b. satisfied	c. neutral
d. dissatisfied	e. highly dissatisfied	

20. Are you satisfied of the extra bed charges?

a. Highly satisfied	b. satisfied	c. neutral
d. dissatisfied	e. highly dissatisfied	

21. Are you satisfied with the checkout formalities?

a. Highly satisfied	b. satisfied	c. neutral
d. dissatisfied	e. highly dissatisfied	

22. Are you satisfied with the laundery services?

a. Highly satisfied	b. satisfied	c. neutral
d. dissatisfied	e. highly dissatisfied	

23. Are you satisfied with the car parking facilities?

a. Highly satisfied	b. satisfied	c. neutral
d. dissatisfied	e. highly dissatisfied	

24. Are you satisfied with the travel desk?

    a. Highly satisfied   b. satisfied   c. neutral

    d. dissatisfied   e. highly dissatisfied

25. Do you recommended JC residency to your friends?

    a. Highly recommended   b. recommended

    c. neutral   d. highly not recommended

26. How do you aware about JC residency?

    a. Friends   b. news papers

    c. Website   d. others

27. Who is competitor of JC residency?

    a. Royal court   b. senthur

    c. Supreme   d. goldenpark

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