

# The Factors Affecting Customers Satisfaction In OYO Rooms

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**Abstract-** OYO Room, an online hotel reservation service, is being prepared throughout India for their innovative and technology-based services. Clients are well informed about the use of the Internet for online hotel reservation. It is important to have proper knowledge about the factors that determine the changing behaviour of the consumer. The purpose of the document is to help understand the factors that influence the client's decision to remain in OYO's rooms. For this, an exploratory study was carried out through a survey. The factors were valid and reliable. The contribution of the study is that it develops a vision to understand consumer behaviour in online hotel reservation services.

## I. INTRODUCTION

Online Hotel Reservation Methods used to book a room in a hotel. Electronic booking makes it easy to book or make appointments for services over the Internet. For travelers, it is very useful to book rooms with their laptop or phone using online security to protect their privacy and other information. And they can use different online travel agents to compare amenities and prices in different hotels. Prior to the Internet, travelers could write, call the hotel directly, or use a travel agent to make your reservation.

Nowadays, online travel agents have information about hotels and rooms, prices and offers depending on the season. Agents also record feedback online. Online hotel reservations can also help with last minute booking.

If the rooms are still available, the price of hotels may drop. Philip Kotler and others. (2013), eminent authors in the field of marketing, experience the fact that online travel agents offer consumers the opportunity to book cheaply. However, they make money when visitors visit their websites and book tours.

OYO Rooms, also known as OYO, is the first network of standard and standard hotels in India. It opened in 2012 and is now a chain of hotels and their goal is to change the way people move away from home. OYO Bazaar has a

variety of hotel rooms, major hotels, studio lodges, extended lodging and guests.

## II. OBJECTIVES OF THE STUDY

The study identifies factors that influence customer decision making in OYO rooms.

The main objective of the study is

- To measure and assessing the factors that influence decision making in OYO rooms.
- To identify the relationship between customer's satisfaction level and frequency of use of OYO rooms.

## III. REVIEW OF LITERATURE

Be loyal to an online customer service provider. All they need is repurchase behavior, friendly words and word of mouth spreading quickly, and online customers often provide links to friends and family to recommend their favorite website. General Chat Lounge

Mu Zhang et al (2015) The paper accepts the Gap Model and the Cervical Questionnaire as reference, the six service quality dimensions of data travel bookings, which are data analysis and research, "clear", "reliability", "guaranteed". The online travel booking service quality measurement tool is used, with 18 specific dimensions of response, "empathy" and "consumer friendliness".

The authors conclude that:

- (1) There is a significant difference between the quality of customer service standards and customer expectations of service quality of online travel bookings.
- (2) The quality of online travel booking service quality is positively associated with overall satisfaction.

O'Neill, M.A. et al, (2012), evaluates service quality using Gap analysis, the known quality of service provided in this study is the result of the evaluation process during which

customers compare their expectations of service earlier. Has actually been received. That is, to have a service against the expected service.

Igor H. Kronojevac (2010) A study on "E-Tourism: The Importance of Online and Offline Booking and Hotel Properties" found that there was no significant difference between men and women in bookings.

According to Michael McCormick, Executive Vice President of Hospitality and Leisure Services, Contingent Travel Distribution, 200 Executive - Travel Agents - The problem is caused by changes in the airline's revenue and previous role in agencies. [1] In 1999, travel agency revenues accounted for 53% of domestic-airline revenue. This figure has fallen from two 45 percent to two percent in just two years, and airlines have begun to cut commission payments

**IV. RESEARCH METHODOLOGY**

Source of data	Primary and Secondary data
Sample size	20
Study area	Nagpur
Methods	Survey
Respondents	Customer who is using the service

**Sources of Data:**

In the study the researcher used primary and secondary sources of data. Basic data is collected from customers 'point of view. Websites, Online Surveys, Application Feedback: Secondary data has been collected from various areas.

**Data Analysis Method:**

The structured questionnaire based on SERVQUAL suggested by Parasuraman (2005) was subsequently modified for the study. The selected elements of the construct were accepted from previous studies to ensure content validity. Modifications were made to fit the purpose of the study. All questionnaire items were measured using a five-point Likert scale, beginning with (1) and ending with (5).

**Study Area:**

The study was conducted in the urban areas of Nagpur. Websites, Online Surveys, Application Feedback: Secondary data has been collected from various areas.

**Research Technology:**

To answer the research questions, the data were analysed using the following methods: Observation and Survey in Google form.

**Limit:**

This study is a personal analysis, which has had an impact on the customer ever since. A total of 50 customers were considered to be male and female of different ages and location within 5 days of the study. As soon as possible.

**Findings and Responses:**

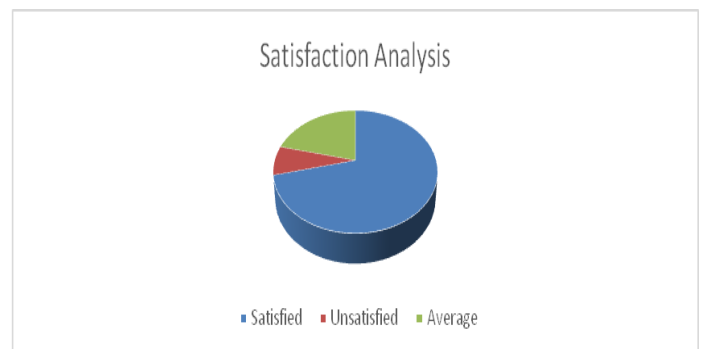
Customer satisfaction is most often associated with buying, loyalty and retention behavior, which has an impact on the profitability of organizations. The problem faced by customers can be solved by providing more flexibility and understanding the problem and finding a better solution.

**DATA COLLECTION AND ANALYSIS**

Table.1

Days	Total no. of Customer visited	Satisfied customers	Unsatisfied customers	Average customers
Day 1	12	6	2	4
Day 2	8	5	1	2
Day 3	9	6	-	3
Day 4	11	9	1	1
Day 5	10	9	-	1
<b>Total</b>	<b>50</b>	<b>37</b>	<b>4</b>	<b>11</b>

Fig. Shows the Customer Satisfaction.



In Table 1: The Data has been collected by feedback forms, Survey and by different means. Here, we have data of 50 Customers in 5 days.

First Day: Total no of customers visited is 12. By which 6 customers are satisfied with the services which they are providing, 2 customers are unsatisfied and 4 customers have the average satisfaction with the services.

Second Day: Total no of customers visited is 8. By which 5 customers enjoyed the services which they are providing, 1

customers are unsatisfied and 2 customers have the average satisfaction with the services.

Third Day: Total no of customers visited is 9. By which 6 customers are satisfied with the services which they are providing, 1 customers are unsatisfied and 2 customers have the average satisfaction with the services.

Forth Day: Total no of customers visited is 11. By which 9 customers are satisfied with the services which they are providing and 2 customers have the average satisfaction with the services.

Fifth Day: Customers visited is 10. In that 9 customers like the services which they are providing and 1 customers have the average satisfaction with the services.

Here we can see in Service quality, 25 Customers give 5 stars. They like the service quality which they are providing.15 give 4 stars Rating, 8 give 3 stars and 2 give 2 stars.

In Price, 23 Customers give 5 stars. They like the rates of the rooms they think rate is worth it according to the services.

16 give 4 stars Rating, 7 give 3 stars and 3 give 2 stars. And 1 give 1 star to the services

In Cleanness, 29 Customers give 5 stars. The find the room neat and clean and well organized. 11 customers give 4 stars Rating, 9 give 3 stars and 1 give 2 stars.

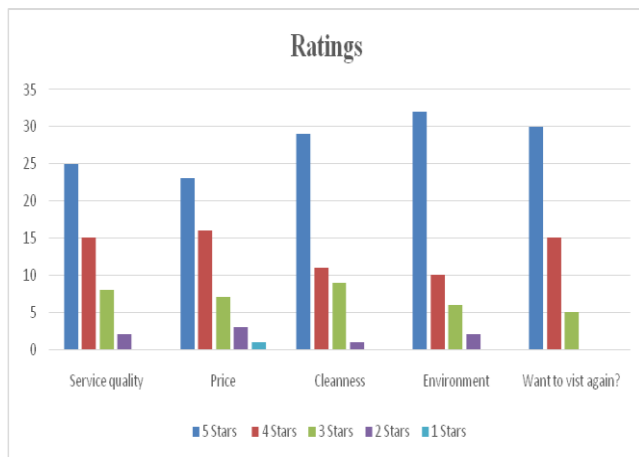
In Environment, 32 Customers give 5 stars. They like the communication. Hospitality which was given and Customer like their welcoming nature. 10 customers give 4 stars Rating, 6 give 3 stars and 2 give 2 stars.

Want to visit again? The response is good people like to visit again to the rooms. The like the rooms. The hospitality which was given to them. The Services they were given. 30 Customers voted for 5 stars, 15 for 4 star, 5 for 3 Star.

Table.2

	Service quality	Price	Cleanness	Environment	Want to visit again?
5 Stars	25	23	29	32	30
4 Stars	15	16	11	10	15
3 Stars	8	7	9	6	5
2 Stars	2	3	1	2	-
1 Stars	-	1	-	-	-

Fig. Shows the Feedback of the Customers.



In table 2: We shows the rating of the customers, we focus on five factors which is important for customer satisfaction they are 1. Service Quality. 2. Price. 3. Cleanness. 4. Environment. 5. Want to visit again?

**V. CONCLUSION**

There is not large enough research on the factors affecting customer satisfaction in the OYO room service. This study helps us better understand the decision-making aspects of the customer associated with OYO rooms. Research shows that OYO can easily retain customers by maintaining quality services and important items. Research has shown that satisfaction levels bring consistency to customer service use. This research helps the OYO room to have a clear understanding of the factors affecting the satisfaction level of Indian consumers

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