

1. TITLE OF THE PROJECT

“A STUDY ON CUSTOMER SATISFACTION AND PERCEPTION ABOUT OBEROI HOTEL, DELHI”

2. STATEMENT OF THE PROBLEM

This study will analyze customer satisfaction and perception about Oberoi Hotel in Delhi, Customer loyalty means we grow with our customers and they give references to others as well relationship-based customer satisfaction research, often simply referred to as general customer satisfaction research, encompasses the entire customer relationship, from price and availability to customer service. It studies characteristics of individual Customer such as demographics, psycho graphics, and behavioral variables in an attempt to understand people's wants. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

3. OBJECTIVES OF THE STUDY

The objective decides where we want to go, what we want to achieve and what is our goal or destination.

1. To know the reason why people should visit Oberoi Hotel.
2. To find the customer perception and satisfaction for Oberoi Hotel.
3. To analyze customer opinion for amusement parks.
4. To analyze overall satisfaction level of visitors for Oberoi Hotel.
5. To study about best services and feature are provided by Oberoi Hotel.

4. RESEARCH METHODOLOGY

Methodology:

Primary Data

Method you will use to present data:

Tabulation transforms the raw data collected through questionnaire in to useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted in to understandable and orderly statistics are used to organize and analyze the data: • Calculating the percentage of the responses. • Formula used = $\text{no. of responses} / \text{total responses} * 100$ REPORT WRITING AND PRESENTATION Report Encompasses – Charts, diagrams

Method you will use to classify data:

PRIMARY DATA: Most of the information will be gathered through primary sources'. The methods that will be used to collect primary data are: Questionnaire and online interviews
SECONDARY DATA: The secondary data will be collected through:, internet and Magazines

No. of respondent

50

Location of study:

Delhi

Explanation of the method: Research methodology in a way is a written game plan for conducting research.

Research methodology has many dimensions.

METHODOLOGY ADOPTED:- This research is aimed at studying the customer perception and satisfaction for Oberoi Hotel.

RESEARCH DESIGN:- The research design used in this study was both 'Descriptive' and 'exploratory'.

SAMPLING TECHNIQUE:-

The selection of respondents will be doing on the basis of convenience sampling (Non- Probability). Basically I will use random sampling method.

STATISTICAL TOOLS:

MS-EXCEL will use to prepare pie- charts and graphs and MS-WORD will use to prepare or write the whole project report.

Project Report

5. COMPANY PROFILE

The Oberoi, New Delhi, the capital's first luxury hotel, is an iconic landmark. Situated in an unparalleled location, it is afforded sweeping views of the prestigious Delhi Golf Course on one side and the world heritage site: Humayun's Tomb, on the other. Natural sunlight flows into the reception area from windows overlooking an azure water body and verdant palm trees. The entrance is filled by a bespoke, white marble lotus fountain and watched over by a hand carved Tree of Life - the leitmotif of the hotel - whose interweaving branches symbolise emotional, physical and spiritual harmony.

QUESTIONNAIRE

Dear Respondents,

I am **AYUSH**, a student of **MBA**, as a part of my curriculum; I am to take a research Project on “**A STUDY ON CUSTOMER SATISFACTION AND PERCEPTION ABOUT OBEROI HOTEL, DELHI**”. To enable to undertake above mentioned study, I request you to give your fair views. Your insights and perspective are important and valuable for my research.

Policy on Confidentiality: Please feel free to give your honest responses. The confidentiality of the information provided by the respondent is completely assured.

Name :
Age :
Gender : **Male** ☐ **Female** ☐
Education :
Organization :
Designation :
No of years in the organization:

Q1. Respondent Profile:

1.1 Gender profile :

- a. Male
- b. Female

1.2 Age Profile

- a. 15-25
- b. 25-35
- c. 35-45
- d. 45 & ABOVE

1.3 Occupation of the respondents

- a. Business men
- b. Student
- c. Shop-keeper
- d. Profession
- e. Others

1.4 Income of the respondents

- a. Below 5000
- b. Between 500-1000
- c. Above 10000

2. Do you have sufficient information of Oberoi Hotel?

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree

3. How did you come to know about Oberoi Hotel?

- A. Advertisement
- B. Friends/Relatives
- C. Car Expert

- D. Sales person visit
- E. Auto Magazines

If Adv. then which Media...

- ✓ Newspaper
- ✓ Television
- ✓ Hoardings
- ✓ Fliers

4. What are your favourite features about the Oberoi Hotel?

- A. Price,
- B. Service
- C. Goodwill
- D. Features
- E. Influence by other,

5. Overall, how satisfied are you with Oberoi Hotel?

- A. Very Unsatisfied
- B. Unsatisfied
- C. Somewhat Satisfied
- D. Very Satisfied
- E. Extremely Satisfied

6. How likely are you to recommend Oberoi Hotel to others?

- A. Definitely will recommend
- B. Probably will recommend

- C. Not sure
- D. Probably will not recommend
- E. Definitely will not recommend

7. How do you rate the quality or services of Oberoi Hotel that you received?

- A. Excellent
- B. Good
- C. Very Good
- D. Satisfactory
- E. Poor

8. Do you want use Oberoi Hotel again in future?

- A. Yes
- B. No

9. Are you satisfied with services and goodwill of Oberoi Hotel?

- A. Totally satisfied
- B. Partially Satisfied
- C. Satisfied
- D. Not Satisfied
- E. Totally Dissatisfied

10. Do you think that Oberoi Hotel offer Value for Money?

- A. Strongly Agree
- B. Agree
- C. Neither agrees nor disagree
- D. Disagree
- E. Strongly Disagree

7. REFERENCES

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3. “Customer Satisfaction Tools, Techniques, and Formulas for Success” by Craig
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12. Ranaweera, Chatura and Jaideep Prabhu. "On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word of mouth." Journal of Targeting, Measurement and Analysis for Marketing 12, no. 1(2003): 82-90.
13. Rubin, Judith. TEA/ERA Theme Park Attendance Report for 2007 (2008)
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8. CHAPTER SCHEME

Detailed/final project report will include the following chapters;

1. Introduction
2. Objective and scope of study
3. Review of Literature
4. Methodology (Details of methodology used in studying and collecting the data and issue will be described)
5. Descriptive work (Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)
 - a. Study report (Study report of other researcher will be observed and analyzed)
6. Findings & Recommendation
7. Conclusion
8. Limitations
 - a. References
9. Questionnaire

9. PROFILE OF PROJECT GUIDE

Name :

Age :

Educational Qualification :

Professional Experience :

Organization :

Current Designation :

Address :

House No. :

Street :

City :

State :

Country :

Phone Number (Office) :

Phone Number (Residence) :

Mobile Number (10 digits) :

Email :
