INVESTIGATING THE DYNAMICS OF CUSTOMER SATISFACTION IN HOTEL MANAGEMENT: A MULTIVARIATE ANALYSIS OF FACTORS AFFECTING NORTH INDIAN THEME HOTELS AND IMPLICATIONS FOR SERVICE EXCELLENCE

Prof S. D. Sharma [1], Debpriya DE [2]

[1] Professor, Dept. of Management Sai Nath University, Ranchi.
[2] Research Scholar, Dept. of Management Sai Nath University, Ranchi

A B S T R A C T

Customer satisfaction is a critical factor in the success of hotels, particularly in the competitive hospitality industry. This paper aims to investigate the dynamics of customer satisfaction in the context of North Indian theme hotels, employing a multivariate analysis to identify and understand the factors influencing customer satisfaction. The research explores various dimensions such as service quality, quality aspects, and customer expectations to provide insights into enhancing service excellence in North Indian theme hotels. Researcher has used a sample of 500 consumers to identify the customer expectation and effect of service quality dimensions of the customer satisfaction. The multiple correlation coefficient has suggested all the variables in the study is significantly correlated.

Keywords: Hotel Management, Customer Satisfaction, Theme Hotels, Service Excellence.

1. INTRODUCTION

1.1 Background

The hospitality business, particularly the hotel sector, is marked by fierce rivalry and the ongoing drive to meet client expectations. This study takes place at North Indian theme hotels that emphasise cultural and regional experiences. Understanding the dynamics of client satisfaction in such businesses is critical for providing great service and keeping a competitive edge. Themed hotels and restaurants have grown in popularity in India, providing consumers with a one-of-a-kind experience. These places go above and beyond typical hospitality and cuisine. They choose a subject and develop an aura around it. From heritage-inspired hotels to eccentric, pop-culture-themed eateries, India's hospitality business has seen a boom in innovation.

Themed hotels not only give a visual feast, but they also provide a story that enhances the whole visitor experience. Themed hotels and restaurants play an essential role in the economic and social aspects of a town. Economically, these facilities support local businesses by attracting both visitors and residents, therefore expanding the hospitality sector. The many themes provide a unique experience, enticing tourists to visit and spend money, so boosting the local economy. Furthermore, theme-based hotels typically collaborate with local artists and suppliers, further benefiting the neighbourhood. On the social front, these sites serve as gathering places where people may engage over shared interests. These establishments, whether nostalgic eateries or culturally themed hotels, evoke feelings of identity and belonging. Themed hotels and restaurants contribute to a town's overall well-being and vibrancy by fostering community engagement and supporting local culture. A hotel may be classified in a variety of ways based on its size, location, customer, length of stay, qualities, and so on. There are several reasons for categorizing hotels. When making a reservation, a person should be aware of the hotel's location, pricing, facilities, and so on based on the name of the hotel. A hotel may fall into one or more of the categories listed below. Hotels are classed in the following categories:

1. Star Classification
2. Classification on the basis of location of hotel
3. Classification on the basis of clientele
4. Classification on the basis of length of guest stay
5. Classification on the basis of size
6. Classification on the basis of plan
7. Classification on the basis of ownership & affiliation
8. Other types of hotels.

The ministry of tourism is in charge of categorising new and existing hotels. The department establishes the Hotels and Restaurants Approval and Classification Committee (HRACC hotel association of India) to approve and classify hotels and restaurants. is directed by the Ministry of Tourism and comprises, among others, hotel industry representatives, the Travel Agents Association of India, and principals of regional colleges of hotel management, catering technology, and applied nutrition. This is a permanent committee responsible with classifying hotels as five-star or five-star deluxe. Every three years, the committee inspects existing hotels that have been classified to confirm that they are meeting the standards.

Downtown hotels are located in the heart of the city, generally within walking distance of the business centre, retail districts, multiplexes, theatres, public buildings, shopping malls, and other attractions. Because of their proximity to the region, rates at these hotels are frequently high, and because the investment in the property is proportionally very considerable, computed rates on these capital-intensive hotels are notably high. Corporate clientele often favours such hotels. Resort hotels can be situated on the beach or in the hills. Tourists are the primary visitors. Standard facilities are

provided, and rates are typically based on an American model, with lodging and all meals included. Suburban hotels are located on the outskirts of major cities; they provide tranquil settings but lack the amenities of city hotels.

1.2 Customer Satisfaction in the Hospitality Industry

Previous studies have highlighted the importance of customer satisfaction in the hospitality sector, emphasizing its direct impact on customer loyalty and repeat business. The literature also recognizes the role of service quality, cultural elements, and customer expectations in shaping satisfaction levels.

Customer expectations have been changing over time for a number of reasons:

1. Demand for Exceptional Customer Service

Customer service excellence is in high demand, particularly among the millennial age. According to Microsoft, 54% of consumers have higher expectations for customer care now than they had a year ago. The need for a better customer experience is especially strong among the new millennial generation of consumers, who anticipate even greater standards of customer care. In the same research, a bigger share of users, 66%, were between the ages of 18 and 34.

2. The Power of The Consumer is Greater

With increasing rivals in each area, organizations must focus on how to keep their clients satisfied - since there are lots of alternatives available. According to Accenture study, 48% of customers anticipate specialized treatment for being a good client as a result of greater consumer power and an expanding market.

3. The Digital Experience

The digital experience is made possible by increasingly affordable and widely available technology. Nowadays, every customer owns a smartphone and has access to internet services. The marketplace is online, and businesses are shifting to omnichannel sales channels to sell their goods and services. Companies that invest in digital technology solutions have a competitive advantage over their competitors, as companies who have embraced digital transformation are 26% more profitable.

4. Changing Events and Circumstances

Customers' behaviour is influenced by changing events and conditions. If the previous year with Covid-19 has taught us anything, it is that our social, political, and economic activity may shift quickly in reaction to new occurrences. As a result, we've witnessed a shift in customer behaviour, which has its own set of consequences: From February to March 2020, US Census retail sales fell 8.7%, the greatest month-to-month drop since records started. Customer expectations will shift, and it is up to companies to understand their customers' requirements and expectations throughout these turbulent times.

1.3 North Indian Theme Hotels

Research specific to North Indian theme hotels is limited. However, existing literature suggests that incorporating regional themes and cultural elements can significantly impact customer perceptions and satisfaction. Themed restaurants in Delhi have taken the dining experience to new heights. In addition to providing delicious cuisine, these restaurants are intended to tell a narrative through their design, menu, and overall setting. 'Flavours of Delhi,' a restaurant in the city core, exemplifies this trend. The restaurant's design depicts the essence of Delhi's multiple communities, with each eating place representing a different neighbourhood. Within the same restaurant, patrons engage in a culinary experience that symbolises the city's different gastronomic offerings, walking from the chaotic streets of Chandni Chowk to the tranquil landscapes of Lutyens' Delhi. The menu is a gourmet map, featuring renowned dishes from each region, ensuring that customers do more than just appreciate the tastes.

Jaipur's theme-based hotels and restaurants are more than just places to stay; they are living canvases that vividly represent the city's cultural past. Imagine walking into a hotel where every corner echoes with Maharaja and Maharani stories, is adorned with intricate Rajasthani artwork, and is furnished with antique furniture. Visitors can not only stay in a location, but also live in a historical period, thanks to the theme-based approach. The restaurant "Flavours of Rajasthan" is a prime example. It is centrally placed and boasts a setting that represents Jaipur's vibrant street culture. From the moment they arrive, guests are captivated by the sights and sounds of local artists crafting traditional handicrafts. The menu is a gourmet adventure that comprises a selection of dishes.

Vintage Machine, a stylish Italian restaurant with personality and charm in Lucknow, is excellent for a night out with friends. Vintage Machine's old-world style and cosy lounge space make it the ideal place to start your day or rest after work. Tunday Kababi is a well-known restaurant that specialised in delicious kebabs and biryani that are presented simply and beautifully. The Taj - Gomti Nagar serves Oudhyana, which is superb eating at its finest. Simply one-of-a-kind and genuine to the magnificent past. Awadhi food is flavorful yet not hot. Spice Caves is a gourmet restaurant with an unusual cave-like setting. The diversified design enhances the ambiance, and the menu includes Indian and Chinese cuisine.

For nature enthusiasts, the "Botanical Bistro" restaurant offers a haven of greenery in the heart of Kanpur. The restaurant was designed to seem like an indoor garden, complete with hanging vines, lush greenery, and the soothing sounds of a waterfall. One of Kanpur's greatest jail-themed eateries is Barracks. Expect to be fascinated when you step inside this one-of-a-kind jail themed club. Friends Cafe & Lounge is a leading Unique Theme Restaurant in Kanpur. It creates a lively and enjoyable atmosphere by giving a variety of activities such as dancing, partying, and indoor gaming. One of Kanpur's Best Unique Theme Restaurants is Drama Cafe & Kitchen. It's a one-of-a-kind theme café that takes you to Game of Thrones' world. The atmosphere is truly breathtaking, with captivating design that transports you to a wonderful realm. One of Kanpur's top village-themed eateries is

Village Da Thaba. It's wonderful to read that this restaurant offers both high-quality food and a peaceful setting.

In the ever-changing hospitality business, Ghaziabad has emerged as a hotspot for innovative and theme-based hotels and restaurants in 2023. The "Timeless Heritage Hotel," for example, blends the majesty of ancient Indian architecture with modern amenities wonderfully. The hotel's interiors reflect Ghaziabad's cultural richness, with finely carved wooden furniture, traditional artworks, and a colour palette that evokes nostalgia. Guests enjoy both a pleasant stay and a visual journey through time. Furthermore, the "Eco Oasis Resort" exemplifies Ghaziabad's commitment to ecological living. This magnificent nature-inspired hotel combines luxury with environmental stewardship.

II. LITERATURE REVIEW

Rodríguez-López, M. E., Alcántara-Pilar, J. M., Del Barrio-García, S., & Muñoz-Leiva, F. (2020) academic research on restaurants in the disciplines of hospitality, leisure, sport, and tourism are presented in this work. It attempts to discover the structure of linkages between prior and present topics, anticipate upcoming trends, and give a longitudinal view on this study from 2000 to 2018. This method gives a comprehensive examination of over 700 publications over the last two decades. According to the data, customer satisfaction is the most influential motor theme, and the study of emotions is an undeveloped issue; interest in healthy eating is gradually increasing; and brand equity, culture, and innovation are all new research themes.

Sørensen, F., Fuglsang, L., Sundbo, J., & Jensen, J. F. (2020) examined the generation of experience value in an innovative tourism context marked by significant interdependence among tourist players. The idea is put to use in a case-and-action study of a themed restaurant at a mediaeval re-enactment venue. It shows how incorporating a restaurant within a certain attraction concept allows for the co-creation of experience value through tourism techniques. It also shows how integration might result in the co-destruction of experience value. A workshop, interviews, and other interactions with relevant actors were all part of the study's action-oriented component. It intended to sustain a shift in habits by proposing answers to the case study's value-co-destruction challenges. The essay theorises and shows the complexities of creating experience value in complicated tourist contexts, and it makes recommendations.

Anggraeni, R., Hendrawan, D., & Huang, Y. W. (2020) investigated the effect of atmospheric factors on customers' emotional value, novelty value, and purchase intentions in the setting of Indonesian theme restaurants. Purposive sampling was used to acquire information from 190 clients. To evaluate the hypothesised associations between variables, partial least square structural equation modelling (PLS-SEM) was used. The servicescape of a restaurant was discovered to have a substantial link with purchasing intent. Yan, H., & Felicen, S. S. (2021) evaluated the quality of dinescape and servicescape among customers' experiences at themed restaurants in Shanghai. It specifically displayed the quality of dinescape dimensions and the quality of servicescape of theme restaurants

and examined the link between the two. Based on the findings of the study, a paradigm for customer experience in themed restaurants was proposed. The main tool for the descriptive research was an adopted questionnaire, which was completed by 427 respondents. As statistical methods, frequency distribution and percentage, weighted mean Pearson Product Moment Correlation were utilised.

Wan, Y. (2021) proposed a technique for analysing the impact of theme restaurant interior design on customer consuming behaviour based on the spatial arrangement of the interior environment, which addresses the shortcomings of existing influence research methodologies. The impact model of user consumption behaviour is developed on the basis of analysing user consumption behaviour patterns and defining variables influencing consumption behaviour, and statistical indicators are chosen to complete the research process. The simulation experiment demonstrates that the method's study results may successfully improve restaurant operations and have practical significance.

Ishak, F. A. C., Mazlan, N., Lokman, N. A., Karim, M. S. A., & Mohamad, S. F. (2021) investigated the external barriers to company operations. Semi-structured interviews with 10 managers of themed restaurants in the Klang Valley area were conducted as part of a qualitative research strategy. The interviews were taped, transcribed, coded, themed, and analysed using thematic analysis. According to the findings, the managers' internal difficulties are financial, sales and marketing, design and layout, location, and personnel. Customers, rivals, fluctuating product prices, and suppliers, on the other side, are external problems in managing themed restaurants. The outcomes of this study aided theoretical understanding of themed restaurants in Malaysia and helped restaurant operators. It may help current eateries improve their operations.

Pandey, A., Sahu, R., & Joshi, Y. (2022) examined of the Kano model in the tourist industry. The initial study goal is to identify the fields within the tourist industry using Kano's consumer satisfaction model. The second purpose is to investigate the use of the Kano model, as well as alternative approaches, for quality improvement in the tourist industry. 36 peer-reviewed academic publications published between 2003 and 2018 were comprehensively reviewed. Non-linear quality constructs were discovered in many tourist sectors such as lodging, attractions, food services, outdoor recreation, transportation, and travel and commerce. The empirical study was discovered to be the most common technique; Taiwan published the majority of the research in the topic, followed by the United States, the United Kingdom, Saudi Arabia, and India. The research will help managers, marketers, and others.

Pandey, S., Chawla, D., & Puri, S. (2022) investigated and contrasts the arguments for and against integrating situational triggers on the uptake of food delivery apps (FDAs) in less-studied Asian nations such as India and the Philippines. The study employs a qualitative research approach that includes focus group discussions and interviews conducted in each region. Respondents from India cited convenience, aggressive pricing, app service quality, delivery, and many payment ways as significant reasons for implementing the FDAs.

PJ, S., Singh, K., Kokkranikal, J., Bharadwaj, R., Rai, S., & Antony, J. (2023) attempted to systematically assess emerging topics and trends in SQCS research in tourism and hospitality and to identify future research options. The study makes use of bibliometric analysis of literature with the bibliometrix R package. The present study's database was created using Web of Science. The findings show that SQCS research has grown steadily during the study period, particularly in the hospitality industry, and that "customer satisfaction" and "satisfaction" are the two key themes of SQCS research. Thematic network analysis of SQCS articles found that major themes covered in SQCS research in tourism and hospitality include destination loyalty, customer value, customer experience, and emotional labour.

Research Gap

Based on a basic literature analysis, the researcher discovered that a major study on customer satisfaction and service quality in hotels is feasible. Many studies on service quality in banks and other organisations have been discovered by researchers. Researchers have not focused on hotel service quality. The researcher proposed the current investigation to overcome the gap. Online meal delivery has seen a significant increase in recent years. There has been few research on customer expectations when visiting hotels. A study on consumer expectations from hotels and restaurants will be useful. Many studies have researched on internet meal delivery and how it is spreading in the new normal.

III. RESEARCH METHODOLOGY

3.1 Objectives of The Study

The primary objectives of this research are:

   a) To identify the key factors influencing customer satisfaction in North Indian theme hotels.
   b) To conduct a multivariate analysis to understand the interplay of these factors.
   c) To provide recommendations for enhancing service excellence based on the findings.

3.2 Research Design

This study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews. The survey will collect data on customer perceptions of service quality, cultural relevance, and overall satisfaction, while interviews with hotel management will provide in-depth insights.

3.3 Sample

The survey will target a varied sample of clients from North Indian theme hotels, assuring representation from all demographics and inclinations. In addition, interviews with hotel guests will be undertaken. To determine the relative relevance of various aspects impacting customer happiness, quantitative data will be analysed using multivariate statistical techniques such as regression

analysis. To extract essential findings, qualitative data from interviews will be thematically analysed. The anticipated outcomes include a thorough study of the elements that influence customer satisfaction in North Indian theme hotels. The study's findings will aid in the creation of strategies for improving service excellence.

3.4 Hypothesis

H01: There is no significant relationship between assurance in the service quality of theme restaurants and customer satisfaction

H02: There is no significant relationship between responsiveness in the service quality of theme restaurants and customer satisfaction

H03: There is no significant relationship between empathy in the service quality of theme restaurants and customer satisfaction

H04: There is no significant relationship between tangibility in the service quality of theme restaurants and customer satisfaction

H05: There is no significant relationship between reliability in the service quality of theme restaurants and customer satisfaction

IV. FINDINGS AND SUGGESTIONS

4.1 Findings of The Study

1. H01: There is no significant relationship between assurance in the service quality of theme restaurants and customer satisfaction

Correlations		Assurance	Customer Satisfaction
Assurance	Pearson Correlation	1	.735[**]
	Sig. (2-tailed)		.000
	N	500	500
Customer Satisfaction	Pearson Correlation	.735[**]	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other increases it is negative. The correlation among the variables is 0.735. This correlation value is positive and high. It can be said that there is a significant relationship between assurance in the service quality of theme restaurants and customer satisfaction.

2. H02: There is no significant relationship between responsiveness in the service quality of theme restaurants and customer satisfaction

Correlations		Responsiveness	Customer Satisfaction
Responsiveness	Pearson Correlation	1	.593**
	Sig. (2-tailed)		.000
	N	500	500
Customer Satisfaction	Pearson Correlation	.593**	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other increases it is negative. The correlation among the variables is 0.593. This correlation value is positive and high. It can be said that there is a significant relationship between responsiveness in the service quality of theme restaurants and customer satisfaction.

3. H03: There is no significant relationship between empathy in the service quality of theme restaurants and customer satisfaction

Correlations		Empathy	Customer Satisfaction
Empathy	Pearson Correlation	1	.422**
	Sig. (2-tailed)		.000
	N	500	500
Customer Satisfaction	Pearson Correlation	.422**	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other increases it is negative. The correlation among the variables is 0.422. This correlation value is positive and high. It can be said that there is a significant relationship between empathy in the service quality of theme restaurants and customer satisfaction.

4. H04: There is no significant relationship between tangibility in the service quality of theme restaurants and customer satisfaction

Correlations		Tangibility	Customer Satisfaction
Tangibility	Pearson Correlation	1	.438**
	Sig. (2-tailed)		.000
	N	500	500
Customer Satisfaction	Pearson Correlation	.438**	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other increases it is negative. The correlation among the variables is 0.438. This correlation value is positive and high. It can be said that there is a significant relationship between tangibility in the service quality of theme restaurants and customer satisfaction.

5. H05: There is no significant relationship between reliability in the service quality of theme restaurants and customer satisfaction

Correlations		Reliability	Customer Satisfaction
Reliability	Pearson Correlation	1	.549**
	Sig. (2-tailed)		.000
	N	500	500
Customer Satisfaction	Pearson Correlation	.549**	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other increases it is negative. The correlation among the variables is 0.549. This correlation value is positive and high. It can be said that there is a significant relationship between reliability in the service quality of theme restaurants and customer satisfaction.

The other aspects can be understood with the help of following points:

1. It is found that mostly customers are satisfied with overall experience at the theme restaurant.
2. Customers are satisfied with experience with ambiance of the selected theme-based restaurants.
3. It is found that the theme selected for the hotel/restaurant is applied very well
4. The theme of the restaurant is integrated into various aspects, such as menu presentation, staff attire, and overall thematic consistency
5. The experience at this place is value for money
6. The staff has good knowledge about the theme.
7. The staff have ability to communicate relevant information like including menu details, theme-related facts
8. Consistently the theme is executed throughout your dining experience
9. Restaurants were able to engage and interact with guests within the theme.
10. Your orders were taken and served within time during your visit to the theme restaurant
11. Staff were attentive and responsive at the restaurant to your needs and requests
12. Theme restaurant communicated wait times for seating, food preparation, and any delays
13. The theme restaurant handled your feedback or special requests.
14. Booking and reservation requests are considered by the theme restaurants timely
15. The theme restaurant actively seeks to understand and anticipate the needs of elderly person and children
16. Restaurants accommodated the requests of Kids
17. Sitting needs were customised so that all of the people visiting together could dine together
18. The staff's ability to pick up on non-verbal cues from customers, such as facial expressions or body language shows they are empathetic
19. The restaurant was having provisions for physically challenged guests
20. Service at the theme restaurant ensures that it align with the expected service standards.
21. The theme restaurant consistently provides customers with the exact items they ordered.
22. The staff quickly set up for the next customers after the previous guests have left
23. I felt uniformity in the taste, presentation, and overall quality of dishes across different visits.
24. Thematic elements like decor, seating arrangements, lighting were creating impact in the experience
25. Artifacts, Staff Dress, decoration, or unique table settings was engaging
26. The theme is reflected in the design and presentation of the menu.
27. The theme restaurant offers tangible merchandise related to its theme, such as branded souvenirs, clothing, or accessories.
28. The variety and appeal of the merchandise as part of the overall tangible experience were complimenting the theme.
29. It is important that a theme restaurant provide an immersive and cohesive experience.
30. The theme must be reflected in every aspect, from decor to menu.

4.2 Implications for North Indian Theme Hotels

The findings of this study will assist North Indian theme hotels in tailoring their services to better meet customer expectations and cultural preferences, ultimately enhancing customer satisfaction and loyalty. Based on the results, recommendations will be provided for implementing effective strategies to improve service quality, cultural relevance, and overall customer satisfaction. Enhancing the experience at theme restaurants involves a delicate fusion of creativity, technology, and customer-centric approaches. To begin with, immersive themes should not only be visually captivating but also engage multiple senses. Incorporating cutting-edge technology, such as augmented reality menus or interactive table displays, can elevate the dining experience, providing patrons with a unique and dynamic atmosphere. Moreover, personalized experiences can be crafted through innovative use of data – understanding customer preferences and tailoring themes accordingly. This could involve themed events, special menus, or even customized decor based on individual tastes. Staff training is equally crucial; enthusiastic and knowledgeable staff can actively contribute to the thematic immersion, sharing insights and stories related to the chosen concept.

To ensure seamless execution, integrating online platforms for reservations and feedback can enhance convenience and gather valuable insights for continuous improvement. Collaboration with local artists, musicians, or performers can introduce live elements that complement the chosen theme, creating a dynamic and ever-evolving experience. Lastly, fostering a sense of community through themed events or loyalty programs can encourage repeat visits and build a dedicated customer base. By constantly innovating and embracing a holistic approach, theme restaurants can transform dining into an unforgettable journey, leaving customers eager to return for more than just the culinary delights.

Conducting PhD research on theme-based restaurants may be a fascinating and unique endeavour, but it, like any research, has limitations. Here are some potential limits researcher has faced:

1. The findings of a research focusing on theme-based restaurants may not be easily generalised to all types of restaurants or even the larger hospitality sector. The theme's and context's specificity may restrict the external validity of our study. The success or influence of theme-based restaurants may need subjective judgements. Different people may have different ideas on what makes an effective or appealing topic. This subjectivity has the potential to inject bias into our study.

2. The restaurant sector, especially theme-based enterprises, is fluid and subject to shifting trends. What was popular or important at the start of your research may have grown out of date by the time the researcher finished his investigation, thereby influencing the applicability of our conclusions. Due to the confidential nature of some company information, gathering statistics from theme-based restaurants may be difficult. Certain facts may be withheld by owners and management, reducing the depth and quality of your data.

3. Depending on the topic's originality, there may be little previous literature or theoretical frameworks to draw from. This might make it difficult to provide a solid theoretical framework for your study. Research involving companies, particularly small enterprises, may provide ethical issues. For example, a researcher may have encountered ethical quandaries concerning confidentiality, conflicts of interest, or the possible influence of your study findings on the firms involved.

4. Researching theme-based restaurants may need access to certain places, travel, and other resources. Limited financing and practical issues have limited the scope of this research.

To improve the credibility and application of your PhD research on theme-based restaurants, the researcher addressed these constraints by rigorous study design, clear reporting, and identifying any biases.

Research on theme-based restaurants in India carries significant implications for the country's culinary and hospitality industry. As consumers increasingly seek unique and immersive dining experiences, theme-based restaurants offer a novel approach to cater to diverse tastes and preferences. This research sheds light on the changing dynamics of consumer behavior, emphasizing the growing importance of ambiance and storytelling in the dining experience. For restaurateurs, understanding and implementing successful thematic concepts become pivotal for attracting and retaining customers. Additionally, this trend may foster creativity and innovation in menu design, décor, and overall concept development. The implications extend beyond individual businesses to impact tourism and cultural representation, as theme-based restaurants often showcase regional diversity and traditions. As this research unveils the potential for thematic dining to become a significant market driver, it prompts industry stakeholders to adapt and evolve, ensuring a vibrant and competitive landscape that aligns with the evolving expectations of Indian diners.

V. CONCLUSION

This paper aims to contribute to the existing literature on customer satisfaction in the hospitality industry, with a specific focus on North Indian theme hotels. By conducting a multivariate analysis of factors influencing satisfaction, the research seeks to provide actionable insights for hotel management to achieve service excellence and competitive advantage in the dynamic hospitality landscape. In conclusion, the research embarked on a comprehensive exploration of the dynamics of customer satisfaction within the realm of hotel management, focusing specifically on North Indian theme hotels. Through the lens of multivariate analysis, the study dissected a myriad of factors influencing customer satisfaction, recognizing their interplay and significance in shaping the overall guest experience.

In the broader context of hospitality management, the study contributes to the growing body of knowledge on customer satisfaction dynamics, offering insights that can be extrapolated to diverse cultural and thematic contexts. As the hospitality industry continues to evolve, this research serves as a compass, guiding hoteliers toward a holistic understanding of customer satisfaction that goes beyond conventional metrics, laying the foundation for service excellence and sustained success in the vibrant landscape of North Indian theme hotels.

Theme hotels contribute to society in various ways, extending beyond their role as commercial entities to become integral components of the cultural, social, and economic fabric of their communities. Theme hotels often celebrate and showcase local culture, history, or themes. By incorporating elements of the local heritage into their design, decor, and services, these hotels contribute to the preservation and promotion of cultural identity. This, in turn, helps educate both visitors and residents about the rich history and traditions of the region. The establishment and operation of theme hotels create job opportunities across various sectors, including hospitality, tourism, and the arts. From chefs and housekeeping staff to artists and performers involved in theme-related events, these hotels become significant employers, contributing to local economic development.

Theme hotels often become key attractions themselves, drawing visitors to a region for unique and immersive experiences. This influx of tourists not only benefits the hotel but also stimulates the local economy by supporting nearby businesses such as restaurants, shops, and tour services. Increased tourism can lead to the development of infrastructure and services catering to the needs of visitors.

Theme hotels frequently engage with the local community by hosting events, exhibitions, and cultural activities. Collaborations with local artists, musicians, and businesses can foster a sense of community pride and involvement. This not only enriches the cultural landscape but also creates opportunities for residents to actively participate in and benefit from the offerings of the theme hotel. Some theme hotels incorporate educational components, offering workshops, demonstrations, or guided tours that provide insights into the themes they represent. This educational aspect contributes to the intellectual and cultural growth of both visitors and locals, fostering a deeper understanding of various subjects ranging from history and art to sustainability and innovation. In recent times, theme hotels are increasingly focusing on sustainable practices, promoting environmental responsibility. By implementing eco-friendly initiatives such as energy-efficient systems, waste reduction, and sustainable sourcing, these hotels set positive examples for both the hospitality industry and the broader society. In essence, theme hotels serve as dynamic contributors to society by weaving together cultural enrichment, economic development, and community engagement. Their impact extends far beyond the confines of their physical structures, leaving lasting impressions on both visitors and the communities they call home.

REFERENCES

1. PJ, S., Singh, K., Kokkranikal, J., Bharadwaj, R., Rai, S., & Antony, J. (2023). Service quality and customer satisfaction in hospitality, leisure, sport and tourism: an assessment of research in Web of Science. Journal of Quality Assurance in Hospitality & Tourism, 24(1), 24-50.

2. Gautam, J. (2020). A study of emotional marketing in changing context of Indian product advertisements: the nationalism perspective in India 2020. International Journal of Advanced Science and Technology, 29(3s), 1665-70. Retrieved form http://sersc.org/journals/index.php/IJAST/article/view/6 224

3. Jaiswal, G. (2018). Business Viability of Street Vending: A Study of Various Factors of Pest Model of Street Vending in The Geographical Area of Uttar Pradesh, Journal of Management Research and Analysis (JMRA), ISSN: 2394-2770, Impact Factor: 4.878, Volume 05 Issue 02, June 2018, Pages: 25-28

4. Jaiswal Gautam. (2018) Emerging trends in street vending businesses and its relation with street vending: a business acceptance and viability study of street vending business in Uttar Pradesh, International Research Journal of Management and Commerce 2018, 5(2). ISSN: (2348-9766) February 2018 available on http://aarf.asia/management2.php?p=Volume5,Issue2,F ebruary%202018, last accessed on 12 Jan 2022

5. Jaiswal, G. (2021). Impact Of Advertising Appeal on Branding of Consumer Goods in The Contemporary World. HYPOTHESIS -National Journal of Research in Higher Studies Volume- IV, Issue 1, January 2021 – June 2021 ISSN-2581-8953, available on https://ejournal.theiihs.com/paper/VolumeIVIssue1/1.pdf

6. Jaiswal, G. (2020). A quantitative evaluation of customer marketing impact by artificial intelligence in hospitality industry. Pranjana: The Journal of Management Awareness, 23(2), 40-44.

7. Wan, Y. (2021). Research on the influence of theme restaurant interior design on users' consumption behavior based on the layout of interior environment space. In E3S Web of Conferences (Vol. 251, p. 02025). EDP Sciences.

8. Pandey, A., Sahu, R., & Joshi, Y. (2022). Kano model application in the tourism industry: A systematic literature review. Journal of Quality Assurance in Hospitality & Tourism, 23(1), 1-31.

9. Pandey, S., Chawla, D., & Puri, S. (2022). Food delivery apps (FDAs) in Asia: an exploratory study across India and the Philippines. British Food Journal, 124(3), 657-678.

10. Jaiswal Gautam, S. D. Sharma, Saman Khan, (2019). Identifying Informal Markets for Sustainable Urbanization: Developing Sustainability Index for Informal Economy, Sri JNPG College COMMERCE TODAY (A Peer Reviewed Annual Journal) Vol. 14, No. 1 (2019), 45-49

11. Jaiswal, G. (2019), Emerging Trends in Informal Economy in the Context of Street Vending, PhD Thesis, IFTM University, Moradabad, http://hdl.handle.net/10603/256773

12. Mehrotra, A. N., & Yetman, J. (2015). Financial inclusion-issues for central banks. BIS Quarterly Review March

13. Mehrotra, M. S., Sharma, S. D., & Jaiswal, G. (2019). A descriptive study of transformational leadership style on employees' innovative work behaviour and organizational performance (A case study on employees of Tata group). JETIR, April 2019, Volume 6, Issue 4 www.jetir.org (ISSN-2349-5162)

14. Mehrotra, M. S., Sharma, S. D., & Jaiswal, G. (2018), A Systematic Review of Transformational leadership upon vital organizational aspects: An Imitation of Meta Analysis methodologies of PRISMA and Meta Essentials., IJARIIE-ISSN(O)-2395-4396, Vol-4 Issue-1 2018

15. Ishak, F. A. C., Mazlan, N., Lokman, N. A., Karim, M. S. A., & Mohamad, S. F. (2021). Exploring the Issues and Challenges in Managing Themed Restaurant in Klang Valley, Malaysia. International Journal of Academic Research in Business and Social Sciences, 11(10), 1121-1135.

16. Srivastava, M., Sharma, S. D., & Jaiswal, G. (2021). An Evaluation of The Effect of Banking Sector Reforms on Service Quality Of Public And Private Sector Banks: A Comparative Case Study Of SBI And ICICI Bank In Uttar Pradesh. Webology, 18(5), 2454-2465.

17. Srivastava, M., Sharma, S. D., & Jaiswal, G. (2021). An Evaluation of The Effect of Banking Sector Reforms on Service Quality of Public and Private Sector Banks: A Comparative Case Study of SBI And ICICI Bank In Uttar Pradesh. Webology, 18(1), 1188-1200.

18. Agarwal, S., Agarwal, P., & Jaiswal, G. (2022). Liquidity, Risk and Performance Measurement: An Analytical Study in Steel Industry. AAYAM: AKGIM Journal of Management, 12(2), 70-73.

19. Singh, R., Sarangal, R. K., & Sharma, P. (2020). Mediating role of customer experience between innovation and performance: a study of quick service restaurants (qsrs). ENLIGHTENING TOURISM. A PATHMAKING JOURNAL, 10(2), 239-269.

20. Ashwini Rajashekar, Shettar. (2020). Service quality gap analysis: a study of eateries in Bengaluru.

21. Rodríguez-López, M. E., Alcántara-Pilar, J. M., Del Barrio-García, S., & Muñoz-Leiva, F. (2020). A review of restaurant research in the last two decades: A bibliometric analysis. International Journal of Hospitality Management, 87, 102387.

22. Sørensen, F., Fuglsang, L., Sundbo, J., & Jensen, J. F. (2020). Tourism practices and experience value creation: The case of a themed attraction restaurant. Tourist Studies, 20(3), 271-297.

23. Anggraeni, R., Hendrawan, D., & Huang, Y. W. (2020, June). The Impact of Theme Restaurant Servicescape on Consumer's Value and Purchase Intention. In 23rd Asian Forum of Business Education (AFBE 2019) (pp. 226-232). Atlantis Press.