

Customer's View on Booking Microstay Services Online in Hotels

Dr. TR. Kalai Lakshmi¹ dr. S. S.Rau² Dr. Rai Rake Setyawan³

¹Assistant Professor, School of Management Studies, Satyabhama Institute of Science and Technology,
Chennai.

²Registrar, Satyabhama Institute of Science and Technology, Chennai.

³Professor, International School of Business and Management, Universtas of Ahmad Dahlan,,Indonesia

¹kalailakshmip@gmail.com, ²ssrau@gmail.com, ³rairake@mgm.uad.ac.id

Article Info

Volume 82

Page Number: 1887 - 1890

Publication Issue:

January-February 2020

Article History

Article Received: 14 March 2019

Revised: 27 May 2019

Accepted: 16 October 2019

Publication: 11 January 2020

Abstract

Travelling is a part and parcel of business world. Business travelers constitute of a large chunk of customers in hotel industry. Majority of the travelers in business are interested in seeking for hotel accommodation for a short day in between their business hours which reduces their travelling expenses and gives them flexible timings of stay. Microstay facilities are latest in hospitality industry and are beneficial to both customer and the owner's in hotel industry. The customers are provided options for a short stay in hotels when they are bookings hotel rooms and saves money of the customers. This system is a boon to the tourists taking day trips and provides them to take a break at a hotel without paying for overnight accommodation. The present study aims to understand customer's perception towards the various services provided by hotels having micro stay facilities.

Keywords: Customers perception, Tourism, Microstay, Customer Satisfaction, Online bookings, online applications.

I. Introduction

Microstay are residency in a hotel room for less than 24 hours, choosing the check in time and length of the stay. Microstay facilities fulfils a niche in the hotel industry where travelers or guests demand flexibility in their stay facilities and timings and also are cost conscious. This concept in hotel marketing is believed to have originated in Europe at the peak of the recession and gradually matured into a successful concept benefitting both the travellers and hoteliers in the market. Microstay facilities provide a new way for hoteliers to boost revenues, as they can increase their inventories by selling the same accommodation twice in a day. The business travelers occupy a major chunk of market share in the hotel business apart from regular tourist. These travelers do not stay for longer hours and expect space for a short stay in hotels to get on to

their business. People are getting used to travelling a lot for business and are seeking for hotel stay for few hours. Hotels are losing out on the usual overnight custom they would have from these business travelers. Micro-stay hotel facilitates hotels to sell their inventory basis based on the requirement of the guest in the hotel interested in hourly stay or short time stay. Microstay concept gives a win-win strategy used for both travelers and hoteliers. The initial takers of this concept are brands at the lower levels of the hospitality pyramid yet it is felt that the concept will gain sizable acceptance in the market from wider spectrum of the industry. The concept has been widely accepted by many five-star hotels located near airports and its has been felt that these concepts will be widely known in the near future as one of the best strategies to be implemented in hotel industry which saves the

inventory and creates good profit to the hoteliers. Microstay is a very new concept in the Indian travel industry. Though the concept is new it is welcome by Indian customer's as it saves cost. To promote Microstay concepts the marketers has to be understood from customer's point of view. Hence the present study is an initiative to understand the customer's preference towards microstay in hotel industry. The study objectives explore on customer's preference for online application used for booking microstay hotels and their preferred mode of booking microstay which is very essential to understand customer's perception towards the micro stay services.

II. Review of Literature

Pietro and Roland (2016) studied the effect of online network in customer decision making and have highlighted the need for optimization of channels to book hotels online. The increase in the number of online bookings of hotels depends on the number and the typed of channels available for bookings. Inversini and Maseiero (2014) have highlighted on the effective presence on social media and OTA's in hospitality industries to transfer towards the new ways of attracting customers. The new form of social booking technologies increases the visibility of hotels and also improve the sales. Sergej and Štefan (2019) provided a reliable statistical model of time-series prices for short-stay accommodation and overnight stays in a eurozone country. The model suggests that time duration of hotel stays for foreign tourists are positively associated with the pricings given for the shortstay accommodation in hotels. Kalai Lakshmi and Rau (2018) state that customer's have given higher preference for Navigation facilities, customer data security, customization of website among technical services provided in their preference for online shopping and emphasize that in online booking brand plays a vital role to get the trust of customers.

III. RESEARCH METHODOLOGY

The present research is descriptive in nature is conducted in Tirupati, Hyderabad, Tiruvannamalai and Guruvayoor city in Freshmindshotels providing micro stay service to its customers. Convenience sampling method is used by the researcher collected from 150 respondents with a prevalidated questionnaire in all the four cities. The objective of the study to understand customers preference for microstay facilities for short stay, to understand their preference for various online applications to book short stay in Freshminds and to identify their preferred mode of booking micro stay facilities. The researcher has used Chi Square and ANOVA statistical tools to prove the Hypothesis of the study.

IV. HYPOYTHESIS OF THE STUDY

Hypothesis 1

H₀: There is no significant relationship between respondent age and their preference for online booking of micro stay hotels

H₁: There is significant relationship between respondent age and their preference for online booking of micro stay hotels

Hypothesis 2

H₀: There is no significant difference between the gender of the respondents and their preference for online sites used book microstay facilities.

H₀: There is significant difference between the gender of the respondents and their preference for online sites used book microstay facilities.

V. DATA ANALYSIS AND FINDINGS

Table 1 Showing customers preferred mode of booking microstay in hotels

S.No	Mode of booking microstay hotels	No. of respondents	Percentage
1	Online	63	42.00

2	Tourism agencies	28	18.67
3	Direct booking	41	27.33
4	Private Agencies	18	12.00

Source: primary data

From the above table it is interpreted that 42 percent of the respondents prefer to book microstay using online, 18.67 percent book microstay through tourism agencies and 27.33 percent book microstay directly in hotels and 12 percent of the respondent's book microstay through private agencies. It could be inferred that more than 40 percent of the respondents prefer booking microstay through online. The study reveals that maximum of the respondent's are interested in booking via online and it is very positive sign for the hoteliers to promote the niche service of microstay through online platform.

Hypothesis 1

H₀: There is no significant relationship between respondent age and their preference for online booking of micro stay hotels

H₁: There is significant relationship between respondent age and their preference for online booking of micro stay hotels.

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	108.251	6	.000
Likelihood Ratio	^a	6	.000
N of Valid Cases	97.358		
	150		

VI. INTERPRETATION:

Since P value is less than 0.00, we accept the alternate hypothesis and accept the null hypothesis. Hence it is interpreted that there is

significant relationship between respondent's age and their preference for booking micro stay online. Understood that the novel concept of micro stay has wide reach among customer majorly via online. Hence online booking facilities for microstay would be a variant in creating awareness about the novel concept to customers. Online bookings are one of the effective modes to create awareness as well as promote the concept of microstay to Indian customers.

Table 2 Showing customers preferred websites for booking microstay in hotels .

S.No	Particulars	No. of respondents	Percentage
	Trivago	23	36.51
	Yatra	12	19.05
	IRCTC	14	22.22
	Goibibo	9	14.29
	Others	5	7.94
	Total	63	100.00

Source: primary data

From the above table it is interpreted that 36.51 percent respondents' book via Trivago online networking site, 19.5 percent of the respondent's book via Yatra for microstay booking, 22.22 percent use IRCTC, 14.29 percent of the respondents use Gobibo and 7.94 percent the respondents use other networking site for booking microstay online.

HYPOTHESIS 1.

H₀: There is no significant relationship between respondent age and their preference for online booking of micro stay hotels

H₁: There is significant relationship between respondent age and their preference for online booking of micro stay hotels.

Gender and online site preferred for micro stay booking-Paired Differences				t	df	Sig. (2-tailed)
Mean	Std.	Std.	95% Confidence Interval of			

		Deviation	Error Mean	the Difference				
				Lower	Upper			
Pair 1 Gender	-1.033	1.463	.119	-1.269	-.797	8.652	149	.000

Since P value is less than 0.00, we accept the alternate hypothesis and reject the null hypothesis. Hence it is interpreted that there is significant difference between the gender of respondents and their preference for online sites used book microstay facilities. It is inferred that the customers have their own choice for online booking which is based on their gender. Hence the hoteliers have to understand the preference of both the gender to launch their hotel in online. This would enable the service providers to attract customers of both genders for micro stay bookings in their hotel and would be able to attract more customers.

VII. Conclusion

Microstay concept of booking hotels for short stay is niche market and has a prodigious market potential in India. Customer preference for microstay services is expected to be high as majority on the customer are business people and expect short stay bookings in hotels. Microstay concept is highly recommended in India as it is a win-win situation for both travelers and the hoteliers. It is economical for the guest booking hotel for short stays and also is beneficial to the hotelier as they can book the same space multiple times based on its availability in a day. The customers also state that they prefer online booking for using the facilities of microstay through various web platforms available. Hence it could be concluded that hoteliers have to concentrate on online booking services to improve their market of microstay facilities in their hotel. Customers prefer online booking services to book microstay hotels. These niche facilities in hotels are highly welcome by the customers as they have more liking towards microstay facilities.

REFERENCE

- [1] Ahmad (2012), "Customer relationship management for hotels in Hong Kong", International journal of contemporary hospitality management vol 22, no 2, pp 139-159.
- [2] Ambardar, (2013), "Business Travelers' Accommodation Selection: A Comparative Study of Two International Hotels in Cairo", International Journal of hospitality and tourism, VOL: 11, NO: 2, PP 138-156.
- [3] Al-Rousan, White paper on Micro Stay - A Market to Capture for Hotels, 2017, <http://www.hospitalitybizindia.com/detailNews.aspx?aid=26866&sid=20>
- [4] Gricar, S. and Bojnec, (2019), "Prices of short-stay accommodation: time series of a eurozone country", International Journal of Contemporary Hospitality Management, Vol. 31 No. 12, pp. 4500-4519. <https://doi.org/10.1108/IJCHM-01-2019-0091>
- [5] Inversini, A. and Masiero, L. (2014), "Selling rooms online: the use of social media and online travel agents", International Journal of Contemporary Hospitality Management, Vol. 26 No. 2, pp. 272-292. <https://doi.org/10.1108/IJCHM-03-2013-0140>
- [6] Pietro Beritelli and Roland Schegg, (2016) Maximizing online bookings through a multi-channel-strategy, 11 January 2016, International Journal of Contemporary Hospitality Management, vol. 28 no. 1, DOI: <https://doi.org/10.1108/IJCHM-07-2014-0326>, ISSN: 0959-611
- [7] The rise of the microstay | Aetna International, <https://www.aetnainternational.com/en/about-us/explore/...> The Indian Hotel Industry, Sunshine Ahead – IBEF, <https://www.ibef.org> › India Adda
- [8] White paper on "A breakdown of micro-stay bookings", 2015, eHotelier Editor Featured, Global News <https://insights.ehotelier.com/global-news/2015/05/08/>