

Guest Experience and Repeat Occupancy: A Review of Literature on Service Quality in Bengaluru's Star Hotels

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ABSTRACT

The research is intended to determine the role played in the tastes and experiences of the guests and their recurrence in the star hotels of Bengaluru in reference to both national and international journals. The study relies on a qualitative, mini-review approach to gather and analyze evidence from a wide range of peer-reviewed articles. While the findings are not comprehensive, they can be used to provide a useful background when it comes to comprehending critical areas like marketing management, service quality, customer satisfaction, and revenue generation. The results show that when guests are satisfied and receive high-quality service, they are more likely to return to the same hotel. Consistently improving these areas benefits all guests, especially those who stay on-site. The study also suggests that future research should look further into other factors affecting occupancy rates, such as price, advertising, location, guest loyalty, and brand reputation.

Keywords: Repeat Occupancy, Service Quality, Technology Adoption, Customer Satisfaction and Guest Loyalty.

INTRODUCTION

The hotels in Bengaluru were explored in the exploration of the hospitality industry in the city out of curiosity and need. Online reviews have become critical for decision-making in the hotel industry because of the emergence of the digital era. These reviews represented the voice of travellers, and influences of their choice of a place to stay that merely exist on the screen. To provide services to customers, enhance customer satisfaction and attract people, the hotels might want to increase the services they have been offering to the customers. Hence, it becomes essential to understand the underlying factors that shape customer reviews. The emergence of sites such as TripAdvisor, Booking.com, and Google Reviews allowed exploring numerous opportunities to analyse data. Because of the prominence of text that has no structure, machine learning is being applied more frequently by hotels in order to obtain useful data that may inform their strategies.

The customer sentiment analysis is now a vital instrument for isolating the strong and weak aspects of the cutthroat urban hospitality market in Bengaluru. Understanding customer feedback would help hotels enhance their products, customer satisfaction, and gain a unique presence in the industry. The core aim was to improve the visitor experience. Reviewing online enabled hotels to get valuable feedback on the different aspects of services, such as staff conduct, comfort of the room, and cleanliness. The need to address concerns expressed in negative reviews and use positive statements helped stimulate further progress, ensuring that expectations of the visitors were fulfilled. Each improvement was made, be it the modernisation of facilities or the simplification of the operations process, which was informed by a better understanding of visitor sentiment.

The work of the particular hotels is not the only implication of this study. It contributes to the understanding of the use of machine learning in hospitality management by focusing on the market of urban hotels in Bengaluru. The further comprehension of sentiment analysis in the field is provided by the knowledge of the regional preferences and behaviours. Service excellence is the final aim of this study, which reveals the importance of raising the level of customer satisfaction, enhancing the competitive edge, optimum decision-making, and achieving positive transformation in the ever-evolving hospitality industry.

2. LITERATURE REVIEW

According to Ramdhani et al. (2014), a literature review written before or after qualification is an important part of academic study and research. It does not merely summarise the sources. It would require a clear structure of the review that will incorporate and critically evaluate the literature. Identifying the topics of research, conducting an effective literature search, synthesising and interpreting the data, and presenting the obtained results, which are frequently required

within time limits, are only some of the skills required in the given process. This article aims to equip the students and inexperienced researchers with a methodological, systematic approach to writing a literature review, in this way teaching them how to collect, evaluate, and integrate the data efficiently so as to develop a sound foundation in their research undertakings. This strategy can ensure that the literature review makes important contributions to the body of known information and, at the same time, enhances writing and reporting skills by picking out themes, points, and areas of interest and research gaps.

According to Revankar et al. (2017), guest satisfaction is a crucial variable that influences the income of the hotel industry. The quality of the customer experience and loyalty of the guests is influenced by the attitude towards the room services, staff attitude, and the facilities. The changing hospitality industry in India is due to globalisation and fast technological development. The changes have increased the expectations of the guests and altered the manner in which services are offered. According to recent surveys in 3-star hotels in North Karnataka, the staff at the hotels do not always perform as per the expectations of the guests, particularly in the area of room service. Examples of analytical tools that reveal these gaps are SPSS and chi-square, which indicate that the quality of services and staff training should be enhanced.

According to Apeksha et al. (2021), natural disasters, economic shifts, and civil unrest usually impact the hospitality industry more than others, affecting the business in Bengaluru once again. The hotel industry registered the largest decline in Bengaluru compared to other big cities in India during the COVID-19 pandemic. The revenue Per Available Room (RevPAR) declined by 59%, and the occupancy rates had significantly declined due to travel restrictions and lockdowns. Most hotels were forced to briefly shut down or work under stringent regulations, and were predominantly rented out as quarantine and repatriation, very expensive and damaging their profit margins in a further blow. This research paper highlights that improving the services marketing mix is vital towards amplifying operational efficiency and ensuring the performance of the hotel market remains in the midst of these problems. The study adds to the body of knowledge by realising such impacts and offering an insight into how such aspects of services can contribute to recovery and efficiency in the hotel industry in Bengaluru.

According to Booshan et al. (2021), the attitude of customers towards the quality of service has a significant effect on their overall impression of hotels. In Bengaluru, a sample size (380 customers) examined issues such as hotel selection, purpose of visits, and information sources with the help of such statistical measures as percentage analysis, chi-square, ANOVA, factor analysis, and multiple regression. The findings demonstrate that the customers already have expectations which they have at their arrival, and that the quality of the food is relevant in relation to the service to meet the expectations of the customers. The work concludes that managers and owners of restaurants and their staff should collaborate to offer great service. Good service will make the dining experience better and make customers revisit again.

Here, Candra et al. (2023) employed a method of a qualitative mini-review to introduce the information provided in the national and international peer-reviewed journals related to the key variables, including marketing management, customer satisfaction, service quality, and revenue uplift. After analyzing dozens of scientific sources, the study concludes that customer satisfaction and the quality of service can significantly influence hotel room occupancy. Despite its weaknesses and descriptive nature, it offers valuable information on the nature of the hospitality industry and the places where one can conduct further research, particularly on factors such as price, advertising, location, loyalty, and brand image. It is a method that results in informed recommendations and identifies gaps that guide further qualitative research among populations of hotel visitors.

Amirulloh et al (2024). present an explanation that the area of digital transformation has been essential in the hospitality sector, where it has made a significant impact on operational stability as well as customer experiences. Recent research focuses on the impact of such technologies as Artificial Intelligence (AI), Internet of Things (IoT), and big data analytics in star hotels. Recent works show the effect of big data analytics, the Internet of Things, and artificial intelligence (AI) on star-rated hotels. AI-based chatbots have decreased staff workload by 70%, and a based property management system has made work more efficient by 30%. Although the experiences of safety and comfort have been enhanced with the help of contactless technologies, especially in the context of the COVID-19 pandemic, the decisions made to enable personalisation due to the introduction of big data analytics have positively led to an increase in guest satisfaction, with an incentive of up to 15%. Digital adoption is to be done continually, despite the challenges such as integration of the system, employee training, and up-front costs to keep up the competitiveness.

Boontos and Uon (2025) aim to provide an exhaustive detail of the information based on the literature review on the factors that influence the intentions of travellers to revisit hotels. The paper explains the meaning, background, components, and relation of variables concerning revisit intention by means of documentary research and content analysis of 250 articles that were retrieved from different databases. Customer experience, quality of service, brand image, and customer satisfaction, according to a review, are the most frequently studied things that can promote the return to a hotel by the travellers. The combination of these factors forms positive perceptions and loyalty, which is necessary to facilitate returning business and maintain long-term profitability and competitive position of a hotel. To enhance revisit intentions in the hospitality industry, this synthesis offers an excellent foundation to study and managerial strategies.

According to Raza et al. (2025), machine learning and natural language processing (NLP) approaches to analysing the reviews of hotel customers are necessary in the modern hospitality sector to enhance the quality of services and customer satisfaction. Tools, such as the NLTK and TextBlob, are used in data preprocessing and sentiment classification, and algorithms such as Random Forest, Support Vector Machines (SVM), Naive Bayes, and logistic regression are used to label the sentiment of reviews as either positive, negative, or neutral. More advanced methods also employ ensemble learning methods with oversampling methods such as SMOTE in order to deal with the issue of class imbalances and achieve better accuracy and prediction reliability. The sentiment distribution could be demonstrated with the help of visualisation instruments such as word clouds and location-based maps.

Prabhakar and Gunasekharan (2025). It must be added that the hotel industry is more concerned with offering excellent service quality that can result in higher satisfaction levels among the guests, so as to guarantee success in the business as well as customer retention. Important factors that shape the guest experience are the key elements of service quality, such as tangibles (facilities and amenities), assurance (staff knowledge and courtesy), responsiveness (speediness), empathy (personal service), and dependability (uniformity of service). Studies indicate that customer satisfaction rates are very high whenever extremely well-equipped facilities are used, effective complaint management, and personalised services are provided. Best practices in ensuring high standards of service include continuous employee training, the use of technology, and a culture of being customer-driven.

As Kandampelly et al. (2015) emphasise, in the settings of the hospitality industry, customer loyalty does not merely represent a product of an effective service delivery, production; instead, it largely constitutes a part of the emotional and psychological relationship the clients, the guests, develop towards a brand. Service quality is the starting point; this is defined as the perceived quality of services and will determine the level of satisfaction and first impressions of guests. However, the idea of loyalty is broader than the effectual performance in cases when the visitors are warmly welcomed, taken care of, and addressed personally. The emotional experiences make a difference between one brand and another, and they result in unforgettable experiences. Indeed, trust enhances this bond as clients will revisit a hotel if they know that a company acts according to the promises it makes. The study contends that customer service interactions and customised visitor experience lead to repeat business and result in long-term profitability. To ensure the hospitality businesses are set on the road of long-term success, loyalty can be one of the strategic outcomes of the quality, emotion, and trust integration.

Torres et al. (2013) underline the idea that luxury hospitality is socially constructed, depending not only on the functional delivery of the services but also robustly founded on responsiveness, empathy among staff, and the atmosphere of the hotel at all. Responsiveness gives a feeling of being reliable and attentive as the needs of customers are met on time. Nevertheless, staff empathy leads to emotional bonds by ensuring the visitor feels well-cared for and understood. Hotel ambience can provide the emotive and sensory setting that will envelop the whole experience through design, atmosphere, and comfort. All these elements come together to bring out an overall picture that outlines the service to this target clientele. In the event of a high level of satisfaction, the tourists would be willing to go back and recommend the place to many people. This leads to the enhancement of the hotel in terms of market coverage and goodwill. Enhancement of service and the aspect of emotional connectivity are thus essential investments towards success in the long run in the luxury industry. This is a tactical idea that directs to advocacy, loyalty, and satisfaction.

According to Ali et al. (2013), the physical environment of a hotel is a significant aspect that can influence how guests perceive and react emotionally. These elements consist of illumination, room organisation, interior, and facility hygiene. All these elements combine to provide the atmosphere of visiting the place. The feeling of safety and care of visitors is

brought to the premises with the help of cleanliness, whereas the sophisticated interior design brings about the feeling of comfort and sophistication. Light affects mood; warm and very ambient light tends to relax, whereas bright and very natural light makes one active and leaves one cheered. The convenience and openness are expressed in the way the rooms are organised in the open spaces. These environmental cues affect the emotions of the guests, making them feel valued, relaxed, and comfortable. Satisfaction leads to loyalty, thus later leading to repeat business and word of mouth.

The article by Bhatti and Alawad (2023) highlights the growing relevance of technology-enabled services as the cause of current experiences of hospitality. The characteristics such as online interfaces, mobile check-in, and fast internet connections, eliminate the friction in the journey of the guest and make it quicker and more accessible. These innovations enable the guest during the entire stay, including the booking and check-out period, which is time-saving and allows for a greater level of control. Millennial travellers need convenience and connectivity, which is a non-negotiable factor, and a perfect digital experience makes one hotel better and more trustworthy than another. In the case where technology is applied in the delivery of services by the hotels, the guest tends to be more emotionally involved and satisfied, and thus has more chances of coming back again, which leads to enhanced guest loyalty.

Han et al. (2009) are emphatic that concepts of environmental beliefs and green initiatives have become an increasing force in the hospitality industry when it comes to selecting a guest. As a sustained increase in eco-consciousness in Bengaluru has proven, the pattern of travellers selecting hotels pursues sustainability of the choice, confirmed on the basis of green certifications and observable green activities. Green hotel behaviours such as energy efficient systems, minimisation of wastes, and use of sustainable products appeal to the personal values of the guests and make them feel more involved and trust the brand. Green-certified hotels' occupancy rates are higher because they are considered to be a part of a more global environmental conscious initiative and not merely the service providers. It is noteworthy that these sustainable properties are well-positioned with the tapped prospective opportunities, as they are regarded as having a competitive advantage by catering to the increasing demand of environmentally conscious customers.

Al-Hyari et al. (2023) provide an insight into the way AI-enabled services will transform the hospitality experience by making it more convenient and personalised at every stage of a guest journey. Concierge services based on AI provide immediate, accurate answers to any inquiry or demand, be it one wants to know where to have dinner, where to book a hotel, or other services, so that their needs can be addressed. Automated cheque-in and cheque-out help in reducing queues at the front desk at both arrival and departure, as well as enhancing the feeling of efficiency and reliability. Meanwhile, guests are able to design their spaces with intelligent features within the room, including customised lighting, temperature management, and entertainment features, which leads to comfort and gratification solely theirs.

Dedeoğlu and Demirer (2015) report and underline the importance of cultural differences as a contributing factor to the perceptions of the guests regarding the quality of the services. Actually, the foreigners who visit Bengaluru often compare the way they feel with that of other international service providers, with expectations of efficiency, professionalism, and personalised treatment. When these needs are fulfilled, the guests will be reassured and satisfied, and the loyalty will become stronger, and the number of revisions will increase. But there exist inconsistencies between anticipations and performance, including reduced responsiveness, lack of personalisation, or differences in amenities, which hurt occupancy performance and satisfaction. To Bengaluru hotels, this involves cultural authenticity with the adoption of local service standards in line with international standards.

According to Rajesh (2013), the aspect of destination attractiveness remains one of the primary sources of choosing a hotel and staying loyal to it. Guest satisfaction and loyalty directly depend on the factors related to the safety, accessibility, and the appeal of the urban environment of the city. The fact that Bengaluru has a good business infrastructure and the city's position as an international IT centre also contributes excellently towards its attractiveness as a hospitality destination. As an illustration, the business travellers arrive in this city to attend conferences, business opportunities, and international connectivity, and using the star-rated hotels makes it very convenient to stay in this city. The fact that the guests mix their business visits with the anticipation of quality services keeps these hotels experiencing occupancy recurrence.

Carasuk et al. (2013) note that trust in the sustainability claim is one of the most important factors in the hotel business in terms of guest loyalty. Indeed, eco-conscious travellers have increasingly been suspicious of vague, immeasurable, or

unproven greenwashing-type messages, which have been given the label greenwashing because of a lack of a different name. Hotels will show their transparency in sustainability performance by providing measurable energy savings, illustrating waste minimisation processes, or receiving credible eco-certification that will make visitors trust the hotel. Again, this assists in establishing an emotional connection with the brand since it will assure the traveller that their values are being treated accordingly.

3. LITERATURE REVIEW OF GAPS

The service quality, staff behaviour, cleanliness, and hotel atmosphere all play a big role in the satisfaction level among guests and repeat business with the same hotel, as shown in the study of the guest reception experience and repeat business in Bengaluru leading hotels. These factors have a direct influence on whether visitors will come back or not. To satisfy the expectations of guests, hotel managers are advised to focus on the improvement of the level of service delivery, offering sufficient training of staff, and modernising technology, as the research results indicate the discrepancy between the expectations and experiences that guests have. Research shows that between 40% of patrons attending the five-star hotels in Bengaluru are regulars. It means that, with a high priority on the quality of services, which is crucial to preserve the competitiveness of hotels, they are more likely to attract loyal customers and positive reviews.

4. OBJECTIVES OF THE STUDY

To examine and bring together the literature on the factors of repeat business and visitor satisfaction by the star-rated hotels of Bengaluru. This paper aims to identify major aspects of service quality, variables used in determining guest satisfaction, and management strategies used in encouraging client loyalty and repeat business in the highly competitive hospitality business in Bengaluru.

5. RESEARCH METHODOLOGY

This paper critically analyses the pertinent previous research work through descriptive, qualitative, and library research methodologies. Most of the information was obtained from Google Scholar, and bibliographies were organised using Mendeley. Through the use of the qualitative approach, the study points out that the process was always rigorous in ensuring reliability and transparency to the readers. The exploratory nature of the study is intended to enhance the understanding and provide some insight through a systematic study and analysis of the pertinent qualitative research.

6. RESULTS AND DISCUSSION

According to a study conducted by Candra et al. (2023), customer satisfaction and the quality of the services they provide impact the hotel rooms' occupancy significantly. The level of occupancy is expected to be elevated in the presence of enhanced customer satisfaction and the quality of services, as a result of studying many peer-reviewed sources. The emphasis of this relation is the need to work with the help of effective marketing and quality services to enhance hotel performance and income. The research, however, also indicates that more research should be conducted on other factors that influence the occupancy rates, but they have yet to be adequately researched, including price, advertising, location, loyalty, and brand image.

MB Apeksha, K Narendra, and S Harish (2021) reveal the struggles the hotel industry in Bengaluru is going through. RevPAR declined by 59% in the COVID-19 crisis because of several crises. The research also emphasises that optimising the marketing mix can be very instrumental in enhancing the productivity and continuing to perform for the hotel in the bleakest of moments. In restrictions, this will require the adjustment to lower occupancy and controls on room rates by the government.

Boontos and Uon (2025) concentrate on the intentions to revisit. They find that customer satisfaction, brand image, service quality, and customer experience are all interdependent in their role to build repeat business and guest loyalty, which are vital in the survival of profitability in the hotel industry. Their thorough examination of the literature provides the basis on which it is possible to manage customer relationships and engage in the improvement of repeat occupancy.

The conclusions are supported by research by Revankar et al. (2017) and Booshan et al. (2021), who indicate discrepancies between guest expectations and the actual service, especially in terms of room services and the responsiveness of the staff. To meet the demands of the rise in the number of visitors due to globalisation and the rise in technology, the statistical analysis reveals that better training of the staff and quality service provision are needed. Amirulloh et al. (2024) state that digital transformation is a blend of technological advances such as AI and IoT to cut down the workload of the staff, enhance customer satisfaction and competitiveness, as well as efficiency by up to 30%. These innovations are inevitable in modern hotel operations, even though they pose challenges of integration and cost. These efforts not only minimise the cost of operation and environmental effects, but also attract eco-tourists, a new consideration for visitors and loyalty.

On the whole, these papers reveal that the quality of service, customer satisfaction, flexibility in the face of an emergency, technology implementation, and sustainability have a strong impact on guest experience and repeat business in star hotels, especially in Bengaluru. Through these factors, the proper management of the hotels will help them to boost their financial performance, customer loyalty, and occupancy rates. Future studies concerning the pricing strategies, advertising, location benefits, and brand development can further strengthen the industry and make it resilient. This summation draws out a holistic approach to maintaining occupancy and guest satisfaction by way of responsive management, the application of technology, concern for the environment, and outstanding service.

7. CONCLUSION

A review of the literature and studies on hotel occupancy highlights that several factors influence the occupancy rates, customer satisfaction, and the performance of the hotel industry. The overall findings of these studies indicate that happy customers and quality service are direct causes of an increase in occupancy. This emphasizes the importance of marketing management and excellent customer service. The hotel business has been hit badly by the pandemic-related issues, including COVID-19, especially in Bengaluru. Here, the revenues and occupancy reduced drastically. This circumstance highlights the necessity of enhancing marketing mixes and operational strategies so that they can maintain performance despite the challenges. Further, positive customer experiences, brand image, and service satisfaction are vital in ensuring that customers become loyal and frequent customers. Examples of such technological innovations are AI, IoT, and digital transformation that make the operations more efficient and deliver personalised guest services, sustainability, eco-friendly systems, empathetic staff, fair pricing, interior design, and space layout, green initiatives, global service standards, and urban safety and accessibility that enhance customer satisfaction and competitiveness. Also, new sustainability programmes attract environmentally conscious customers and save the operating costs, particularly at the eco-friendly hotels in Bengaluru. Overall, the results suggest that hotels in the evolving hospitality sector need to offer quality services as well as adaptable marketing technology, and sustainability initiatives to achieve greater occupancy, guest retention, and boost profits.

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