# IMPACT OF EFFECTIVE ORDER MANAGEMENT AND USE OF INFORMATION TECHNOLOGY IN SERVICE OPERATIONS IN ENHANCING SERVICE QUALITY LEVEL IN HOSPITALITY INDUSTRY

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## ABSTRACT

In Hospitality industry, to maintain consistency, not every customer receives the same degree of treatment. Truly good customer service requires personalization and making each client feel as though they are the only ones who count right now. That is the phenomenon to successful hotel management, better order management with time effective way by adopting technological strategies can enhance the service quality. The objective to this research is to explore the impact and factors affecting service quality in the hotel management.

***Keywords:*** *Order Management, Information Technology, Service Quality.*

## 1. INTRODUCTION

Information technology innovational approaches brought a big changes in the industrial sectors by replacing paper with the latest kind of digital technology solutions which eventually resulted in increasing transparency, lowering the operational costs and improving customer satisfaction. It is significant for the company to adopt enhanced types of order management systems that allows them to gain high return and values from their work [1]–[3]. By the use of IT in managing the orders and inventory of the business that eventually reduces the complexity, provide solutions and ensure reliable supply structure for the organisation at the global level in the marketplace [4].

Even though the hospitality industry is among the oldest globally, it shouldn't come as a surprise that, in the current world, integrating modern technology is the only way for hotels to operate at their peak efficiency [5], [6]. Hotel management software, such as property management systems (PMS), is being quickly adopted, according to reports by Software Advice, to streamline the check-in and check-out process, generate financial reports, manage staff, and automate daily tasks [7]. This saves time, frees up the hotel staff from more laborious duties, and enhances the guest experience and also helps to manage the orders in efficient way. Therefore, this research was mainly aimed to explore the impact of IT and order management on service quality.

## 2. THEORETICAL FRAMEWORK

### *2.1. Impact of effective order management on use of IT in service operation*

As per the perspective of [8] an effective order management is the most convenient and innovative feature for the businesses to manage, control and monitor all of their functions and operations in a structured manner. This modern technique of the business helps them organizing their routine, upcoming and on-going orders and processes that are to be delivered and executed on time to their clients [9]–[11]. It allows them to share entire information on a platform from which the rest of the management and team members can be notify for their part of task [12]. In their studies, it has been determined that the latest technologies in the sector have supportively assisted the service industries in maintaining high standards and quality while delivering the products [13]. With an aim of getting better results and feedback from the clients most of the service operations are performed before deadlines [14], [15].

From the learning of [16], this has made a clear representation for the use of Information Technology (IT) in the service oriented businesses. The study has explained about the benefits of adopting system for gaining proper ways to implement and complete the assigned task [17]. It is claimed that the advancement in the technological structure and software of the business is the key factor to determine their overall success and efficiency in administrating and accomplishing their functional approaches in a better manner [18]–[20]. The latest upgraded technology and configurations has identified new kind of solutions for order processing and benefitted both the aspects which are customers as well as suppliers [21], [22]. The technical sources of IT sector has provided more accurate and faster order processing methods to the industry and also offered

them the option of getting tracking information of the orders to ascertain the status of the progress [23], [24].

Moreover, a research of [25] has highlighted the link between both the factors in a wider form which shows up a conceptual understanding about order management process and use of IT in managing the flow of operations [26]–[28]. The latest feature of order management allows the employees and managers of the organisation to develop a proper strategy of task completion within the stated time and gives them the benefit of maintaining excellence in the functionalities [29]. It is essential for a service based company to perform the set activities in a professional manner to build trust and loyalty among the customers [30], [31]. For this, the order management program provides the facility to their employees to record and track the entire work at various stages of fulfillment and completion [32]. The software used for order management offers the business to maintain a database which can be accessed by them anytime with the credentials. It allows the management team members to store the data and records of their clients for evaluating details about payments, ordered and issues (if occurred) [33], [34].

As per the perspective of [35] the inventive technology facilitate the company to make proficient decisions whenever required, for example, if the customer has ordered a product via website than every department of the management will be notify by the system. The estimated time and available duration gets automatically divided among every stage of task completion and informed to the section by the system [36], [37]. During this procedure, in case of error generation the software automatically informs about the same to every department and place the solution as well.

### *2.2. Impact of effective order management on service quality level*

According to the learning of , which explained the factors responsible for developing the areas of order management that makes is more profitable for the company in upholding their level of service quality [38]. It is necessary for the modern organisation to identify, select and implement the best form of order management system in their business in order to accomplish the desired goals [39], [40]. The order processing feature in the latest structure helps the organisation in promote customer satisfaction rank in the marketplace. Such kind of management systems are considered to be designed for monitoring order completion flow, product availability, scheduling purchase order and identify the dead stock or unsold product [41]. In order management process, the system makes sure that the right order is placed to the right customer within right time. In the studies, the author

evaluated that order management functions improves the loyalty among the customers by delivering high quality and performance in their products and services ordered by the clients [42].

Moreover, the further discussion information was evident from the explanation of , which briefly elaborated the benefits of adopting order management approaches in the service based company like hotels, restaurants, e-commerce websites, etc [19], [43], [44]. All of such sectors use order management practices, activities and facilities to handle and deal with the regular bulk purchase made by the online as well as offline customers [45], [46]. These types of company's daily addresses bulk orders from the clients so it is significant for them to utilize best order management program which controls and monitors the supply chain, logistics, inventory and delivery features [47], [48]. It starts with the order placement and ends up with delivering the product or service by continuing the high performance level at every stage [49]. The main aim of order management in the company is to balance the ratio between overstocking and under-stocking so that the business must avoid the situation in which they are unable to dispatch the right and accurate outline of product to their customer [50]–[52].

The research made by [53], defines that any mismanagement done in the orders creates issues for the business in continuing its operation for long time period [54]. The quality service can be easily delivered by order management as it avoids making mistakes while fulfilling orders, developing base for the information for making data driven mistakes, wasting less time, etc [55], [56]. It is vital for the companies to support the structure of quality in their employee's performance, for this they must motivate, teach and instruct them to deliver the preferred form of routine service [57]. In that case, order management process assign every employee their job description and task which are to be accomplish by them within available resources, time and team members [58]–[60]. This allows the organizational individuals to know their share and part of duty at every stage of order processing and providing services in an effective manner [61].

Contradicting to this information, the study of explained some different perspectives on the stated topic that has strong points to be considered for understanding the actual practical facts and aspects [62]. It depicts that order management has no relevance with the advancing the quality level of the services, however, it all depends on the employee's performance that gives boost to the customer satisfaction [63]. The study determined that an employee's behavior, set of actions and treating abilities define the service quality of the company [64]. In the modern times of

branding and promotional techniques, the company mainly focuses on giving luxurious, comfortable, pleasure and price worthy feelings to their customers [65]. They have belief that to raise loyalty and trust among the customers, the company must focus on improving the structure of delivering high class conduct of work and presentation [66], [67]. However, the order management system is just a process that provides a kind of production cycle to the company which is to be followed by the team to finish the order on time[68].

Besides this, exploration of [69] furnished some real facts towards the topic which shows up new areas of learning to evaluate the impacts [70], [71]. The order management system avoids the user to make any mistakes and delays in placing the right order to the customers [72]. With the facility of managing the orders in the company, the staff members are assigned with the duty of uploading and submitting actual information in the system so that errors and mistakes can be avoided and rectified at the same time [73], [74]. The process of order management assists the staff members in conducting a proper way for accepting the returns made by the customers and schedule the refund process [75]–[77]. It improves the quality level of services and develops the customer loyalty among their regular clients.

*2.3. Impact of use of IT on boosting service quality level*

From the investigation of [78], in which the explanation of technology and advancement in the industrial sector was briefly elaborated, that summarized the link between IT and quality service [79]. It is essential for the company to adopt and use the best suitable technological features, software and equipment's which allows the users to furnish the high quality functions and operations to their clients [80]–[82]. In the era of globalization, the regular day to day up-gradation in the technical fields and structure gives the benefits of identify the better ways to attract the attention of the customers [83]. It is essential for the employees to synchronize themselves with the available technology features and facilities that are directly linked with the company efficiency in building better ways to gain revenue and return [84]. Although, the changing IT specifications in the sector mostly disturbs the working ability of the company and disables them to furnish quality services to their customers, but, with implementing some critical modifications in the system the company is able to accept the program [85], [86].

In addition to this, the learning of briefly concluded about the IT division of the company, in which they positioned the department as a key role player [87]. The main aim of IT section is to

offer new and easy methods to the company to manufacture the product and deliver the service as preferred and liked by their existing customers [88], [89]. It is makes it easier for the business and their team members to allocate the most effective path which is to followed by them in order to achieve the goals and targets determined. The challenges in form of competition, pricing, product return, demand and supply, etc. are the factors that influence the overall performance of the company and eventually their efficiency in delivering quality services to the clients [90]. In that respect, the advancement in the technical guidelines and programs of the organisation allows them to encounter any issue which could reduce their profitability and customer satisfaction achievements [91], [92].

In the research of [93], [94], it was comprehensible enlightened that the regular updating improvement in form of continuous innovation, profitability for the business has gone up [95]. Many companies are fighting for gaining high competitive advantage which can be attained by boosting quality in their operational and functional activities [96]–[98]. In a society of established market, the majority share of it depends on the consumers whose diversifying needs in the segment plays a significant role in changing the overall working and earning capacity. With the help of IT, the company can expand and advance the level of economy by buying and using the software which is mainly oriented towards and trending for service industries [99], [100]. For instance, an individual would generally prefer booking hotels which has higher number of positive reviews, amenities and features that gives comfortable stay to him [101]. For this, the hotel management team would aim on maintaining best ways of room service, food service and others.

In the recent observation of [102], [103], they provided facts that IT sector has the ability to bring sudden changes in the system and give the competitive advantage to the organisation and attract huge amount of audience by offering them the most preferable goods and services [104]. It helps the organisation in sorting out the valuable feedbacks and reviews of the customers, which are due to the poor performance of the staff and company [105]. A business should always assess the negative comments of their customers placed on technical grounds like social media platforms, room assistance made, service demanded and delivered, etc.

## 3. LITERATURE REVIEW

### 3.1. *Impact of effective order management and use of IT in service operation on enhancing service quality level*

From the study of [106], it has been ascertained that an effective order management technique has the most relevant role with the use of technologies for boosting the level of quality service delivered among the customers. Both the functions helps the service oriented company to place valuable ways to enhancing service quality in the marketplace. This ensures the raising of profitability and branding for the organisation, as it is important for them to built a strong market image in the eyes of their targeted audience so that more of the marketplace gets attended by them [107]. In the viewpoint of the writers, professional order management system involves standard changes and up-gradation on regular basis which ultimately supports the team in developing better ways to overcome the demands of the customers by placing the most preferred and unique product and service [108]. By this, the company make surety about their capabilities of the delivering the high quality services in the marketplace [109], [110].

The research made by [111], has a different views on the topic as compare to the above authors, as the study determined that both the system are compelling on their own but has diverse framework from each other. Technologies in the service sector are only enclosed with taking orders and processing them in perfect state [112], [113]. Moreover, the entire quality management feature is directly depending on the employee's ability, skills, talent and knowledge which are to be used in processing the orders placed by the customers [114]. It also showed that the company must focus on managing the process of order placement and use the technology to record and store the information about the same [115], [116]. The company usually pursues a structure determined by the higher authorities while completing the order and it is necessary for the members to fulfill the entire instructions specified in the outline [117].

As per the perception of [118] which clarifies a wide conceptual understanding towards the topic helped to generate values in-depth of the subject [119], [120]. They specified that the modern updates in the order management system are highly effective and it is all due to the technical support which has facilitated many industries in promoting their functioning and quality in the services [121], [122]. In the latest software of order management, an employee can easily insert,

edit, store and update data on routinely which is timely notified to the every other relevant department so that in case of bulk orders the company could avoid failures, errors and mistakes in processing the order [123]–[126]. For example, a restaurant generally manage all its raw material in the store house and records it in the system so that at the time of getting the order [127], the chef can easily assess the quantity and amount available and checks for remaining availability of the raw materials [128]. This feature helps the restaurant to handle all the orders on a single platform and deliver it on estimated time [129], [130].

In the article of [131], [132] which effectively highlighted the areas and facts that provided brief information about the topic. It is summarized in the study that the quality of the services depends on the employees and their company's competency in managing the flow of production and order placement [133], [134]. Any delays in the entire procedure develops bad reputation for the organisation which require proper framing, planning, controlling and executing of the tasks [135], [136]. This can only be possible with the help of novel and inventive order management techniques or systems [137]. With the use of IT and effective order management, the company is able to schedule the entire work and assign every employee their task with required favorable output. However, the explanation of [100], [138] was contradicting the above study and added more information in the subject matter. It stated that depending on IT factors for managing the orders could lead to drastic results [139]. As the values are generally uploaded manually in the system and rest of the staff would believe the mentioned data. Thus, any negligence in feeding up the information in the order management system has higher chances of getting negative impacts on the quality level of services.

*General Research Model*

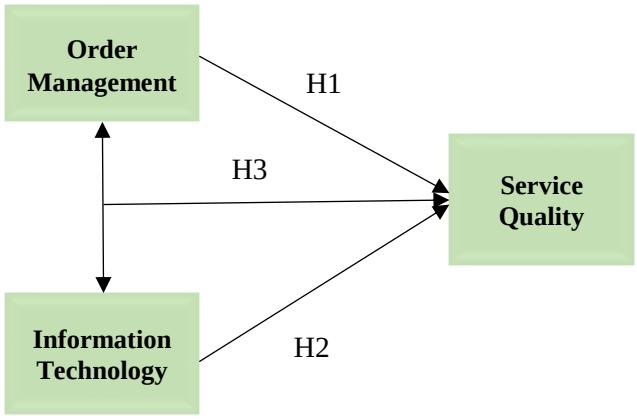


*Figure 1: Conceptual Research Model*

## 4. DISCUSSION

This research evaluated critical details about the topic in which it can be said that IT factors and framework is only limited up to certain extent and has partial support in boosting the quality functioning of the business. The research clarifies that technical fields, systems and equipment in the company are majorly used to accomplish the assigned work. It only helps the employees to finish the work on time; however, the quality of the services has nothing related to it. This assessment changed the entire viewpoint towards use of IT in enhancing the service quality, and added new perception in the subject matter. It stated that the process of maintaining aspects of the services and products in the manner which are highly preferred and liked by the buyers. In this process, IT is responsible to preserve communication, production, routes of system and everything related to the technical phases.

## 5. CONCLUSION

The research findings can be concluded as, the quality service can be easily delivered by order management as it avoids making mistakes while fulfilling orders, developing base for the information for making data driven mistakes, wasting less time, etc. It is vital for the companies to support the structure of quality in their employee's performance, for this they must motivate, teach and instruct them to deliver the preferred form of routine service. Whereas, the IT practices can assist the management to accommodate the time and work efficiency with use of advanced technological software. These aspects have the significance to maintain the service quality of the

firm.

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