

ASSESSMENT OF CLEANLINESS AND HYGIENE STANDARDS IN STAR HOTELS IN LUCKNOW: AN EMPIRICAL INVESTIGATION

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ABSTRACT

This study focused on cleanliness and hygiene conditions of the star rated hotels in Lucknow, Uttar Pradesh, India. Guest perceptions were tested on 15 room cleanliness/hygiene elements such as room cleanliness, public areas, bathroom cleanliness, recreational facilities, restaurant hygiene and housekeeping responsiveness. A mixed method design was used, the primary data were obtained by stratified random sampling among 400 guests of 3-star hotels, 4-star hotels, and 5-star hotels. Descriptive statistics, independent sample T-test, ANOVA (one-way), Pearson correlation and multiple regression analysis were used for data analysis. The results show that 5-star hotels had better scores than other categories of hotels in all dimensions of cleanliness yet areas like swimming pool cleanliness ($M=3.78$), Fitness Centre hygiene ($M=3.72$) and Pest control ($M=3.65$) need improvement. Customer satisfaction overall across cleanliness was measured at 3.93 (moderate to high level of satisfaction). Hypothesis testing showed that guests feel cleanliness and hygiene standards are perceived significantly high ($p<0.001$). The room cleanliness and the bathroom cleanliness had the strongest association with overall satisfaction as well as the responsiveness of the housekeeping staff, as revealed by the regression analysis. The study provides specific recommendations to hotel management and make a contribution to improving the condition of the hotels.

Keywords: Cleanliness Standards, Hygiene Management, Guest Satisfaction, Star Hotels, Housekeeping Operations

1. INTRODUCTION

Guest expectations have been increasing on a continuous basis in the hospitality sector and cleanliness/hygiene is now a significant factor that influences guests' experiences, brand perception and hotel performance. In the aftermath of the pandemic, guests are more aware of their health and cleanliness has gained significant importance as a key consideration when

choosing a hotel. Lucknow capital of Uttar Pradesh is one of the cultural, administrative, commercial and tourist centers of the state. With its increasing business activity and tourism, the development of 3-star hotels, 4-star and 5-star hotels has been promoted. But this brisk expansion is also followed by some worries about ensuring a consistent standard of cleanliness and hygiene in hotel rooms in the various categories.

Cleanliness in hotels means cleanliness of guest rooms, bathrooms, public areas, dining and recreational areas, etc., and hygiene is systematic procedures involved in ensuring a healthy environment and the prevention of the spread of disease. These all play a significant role in shaping guests' perceptions of the quality of the service their hotel provides, their satisfaction, what they write about the hotel and whether they will return. The SERVQUAL model is one that has been widely used in studies in the hospitality industry (Puspitarini, 2025; Singgalen, 2024), and Tangibles, one of the five major dimensions of service quality. This dimension is evident in hotels in terms of room cleanliness, bathroom cleanliness, presentation of public areas and cleanliness of food and beverage facilities. Although cleanliness and hygiene are recognised as important, there is a lack of empirical studies specifically targeting star category hotels in the medium size cities (Tier-II) of India such as Lucknow. Existing studies have focused mostly on the metropolis via Delhi, Mumbai and Bangalore. Thus, the current study focussed on assessing the cleanliness and hygiene standards in star hotels of Lucknow, analyzing the perception of the guests based on 15 dimensions and factors affecting overall cleanliness satisfaction. Quantitative guest data coupled with qualitative data from hotel management are used in the study. The results of its research will offer valuable information for hotel managers on how to enhance the hygiene environment in their hotels, services standards and the overall satisfaction of the guests.

2. REVIEW OF LITERATURE

The correlation between cleanliness, hygiene, service quality and guest satisfaction has been studied in the hotel and hospitality context over the past 40 years. The literature reviewed serves as theoretical and empirical evidence of the understanding of cleanliness as a major determinant of the performance and experiences of the hotel.

Singgalen (2024) noted that perceived cleanliness is a crucial factor that affects consumer satisfaction of hotel services as well as service quality, hotel value, and location. Likewise, Puspitarini (2025) found that the service quality positively influences guest satisfaction, while the dimension of tangibles has a significant element which is physical facilities and cleanliness. This model links the service quality theory and hygiene management practices. Prayogi and Wijoyo (2025) also stated that the quality of room service highly relies on both the technical quality (actual cleanliness) and functional quality (the way housekeeping services are provided). These factors are all part of the guests perception of the hotel's Hygiene.

Singgalen (2024) reported that cleanliness is one of the most important aspects that influences guest satisfaction and retention; that is, cleanliness is a primary factor that can beat factors like location and cost. Ojha et al. (2025) in the field of luxury hotels in Uttar Pradesh, investigated the quality of housekeeping service in luxury hotel and concluded that the housekeeping service quality of luxury hotel has a significant contribution in customer satisfaction and revisit intention where cleanliness-related tangible factors had an important contribution. The pandemic of COVID-19 has shifted guest expectations in the hygiene of hotels. In the context of the traveler, Yang, Lin and Magnini (2023) stated that the awareness of health care improved with travellers, a key reason for selecting hotels is the observance of hygiene issues. Likewise, Kim, Lee and Jung (2022) conducted a study on the internet-based hotel reviews and found that cleanliness and health safety are more important for consumers' satisfaction since the pandemic.

Narendratama and Wijoyo (2025) revealed that there were gaps in cleanliness perception of hotels in each category based on the level of cleanliness the hotels maintained. Higher star-rated hotels also have a higher expected level of health and safety, similar to what Diaz-Pompa et al. (2023) found. How cleanliness indirectly impacts satisfaction was found by Perdomo-Verdecia, Garrido-Vega and Sacristan-Diaz (2024) who showed that cleanliness would increase the overall service value proposition. A few important cleanliness dimensions in hotels have been pointed out by the research. Bathroom hygiene is one of the most important elements that contribute to guest satisfaction. According to Gupta and Vohra (2023) housekeeping hygiene is highly related to the satisfaction of the guests and the intention of referring the hotels. Additionally, Zhang et al. (2025) emphasized the strong influence of indoor environment quality and cleanliness on online ratings and guest assessments.

2.1 Research Gap

Previous studies have proven the value of cleanliness and hygiene in the hospitality industry but there are some drawbacks and limitations in the studies. Although these cities in Tier-II India are seeing increased tourism and hospitality industry, there are limited studies available on the standards of cleanliness they are adhering to. Furthermore, few study topics have focused on the cleanliness performance for the various types of hotel and determined the quantitative correlation between specific cleanliness dimensions and overall satisfaction. Thus this study is an empirical study of the cleanliness and hygiene conditions in 3 star, 4 star and 5 star hotels in Lucknow.

3. RESEARCH METHODOLOGY

This section describes the research design used, sampling technique used, instruments used for data collection, and method used for analysis.

3.1 Research Design

The study used mixed Method research, which was quantitative and qualitative. The perception of guests was captured by means of structured questionnaires which included 15 dimensions of cleanliness as well as interviews with the hotel managers and housekeeping supervisors, who offered operational input. This convergent design facilitated triangulation and enhanced research's validity.

3.2 Population and Sampling

Target group was guests who had stayed at 3-star, 4-star and 5-star hotels in Lucknow for the last year. The responses were obtained from the hotel guests using a structured sampling approach based on various demographic and hotel category groups of hotel guests.

3.3 Data Collection Instruments

The basic data collection tool was a structured questionnaire. Section A gathered demographic data and Section B recorded the perceptions regarding cleanliness and hygiene on 15 dimensions, rated on a 5-point Likert scale from 1 (Strongly Dissatisfied) to 5 (Strongly Satisfied). Section C focused on overall satisfaction and behavioural intentions, while Section D had open-ended answers. The questionnaire has been designed based on SERVQUAL framework (Puspitarini, 2025) and pretested with 30 samples.

3.4 Data Analysis Techniques

SPSS version 26 was used to analyse quantitative data. The characteristics of the respondents and their perception of the level of cleanliness were summarised through the use of descriptive statistics. Independent sample t-tests were used to compare genders and ANOVA was used to compare hotel category and age group. Pearson correlation was used to check the relationships between cleanliness dimensions and satisfaction, and multiple regression was conducted to find the predictors of overall satisfaction. Qualitative responses were analysed by using thematic analysis.

4. DATA ANALYSIS AND RESULTS

The analysis presented here is of the data obtained from 400 respondents of the star hotels in Lucknow. Analysis of demographic profiles, cleanliness dimension assessment, inferential analysis, hypothesis testing and regression modelling are done.

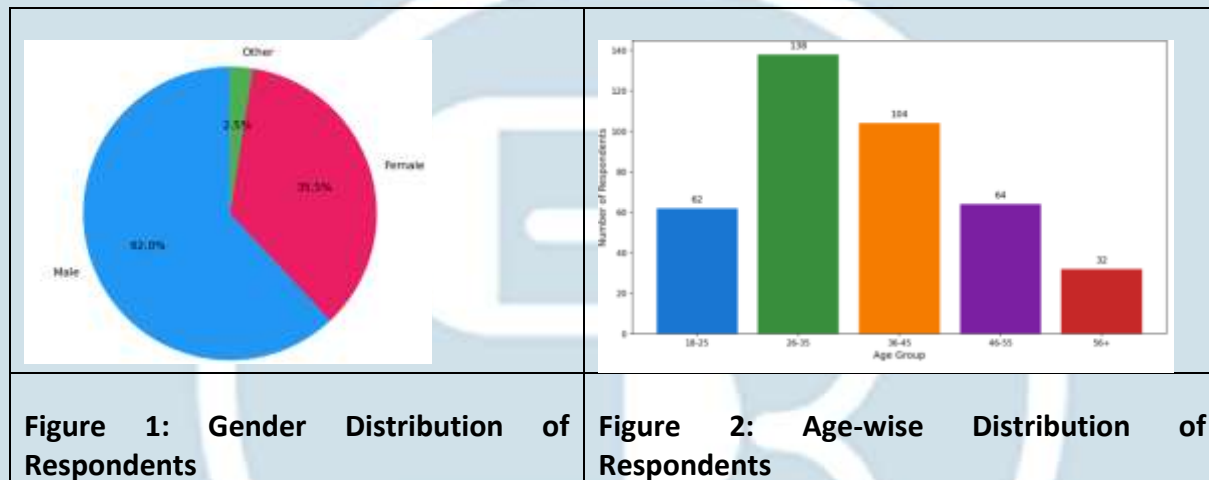
4.1 Demographic Profile of Respondents

The demographic profile of 400 respondents is given in Table 1. The sample was designed to cover variation in gender, age, level of education, occupation, income, hotel type, and hotels used for various purposes, as well as the frequency of hotel stays.

Table 1: Demographic Profile of Respondents (N=400)

Category	Sub-Category	Frequency	Percentage
Gender	Male	248	62.0%
	Female	142	35.5%
	Other	10	2.5%
Age Group	18-25	62	15.5%
	26-35	138	34.5%
	36-45	104	26.0%
	46-55	64	16.0%
	56+	32	8.0%
Education	Below Graduate	28	7.0%
	Graduate	146	36.5%
	Post Graduate	152	38.0%
	PhD/Doctorate	48	12.0%
	Diploma	26	6.5%
Occupation	Business	86	21.5%
	Service/Salaried	132	33.0%
	Government	48	12.0%
	Self-Employed	62	15.5%
	Student	42	10.5%
	Retired	18	4.5%
	Homemaker	12	3.0%
Monthly Income (INR)	Below 25,000	42	10.5%
	25,001-50,000	108	27.0%
	50,001-75,000	124	31.0%
	75,001-1,00,000	78	19.5%
	Above 1,00,000	48	12.0%
Hotel Category	3-Star	96	24.0%
	4-Star	168	42.0%
	5-Star	136	34.0%
Purpose of Visit	Business	148	37.0%

	Leisure	112	28.0%
	Conference/Event	68	17.0%
	Transit	42	10.5%
	Wedding/Celebration	30	7.5%
Frequency of Stay	First Time	82	20.5%
	2-3 times/year	146	36.5%
	4-6 times/year	108	27.0%
	7+ times/year	64	16.0%



Demographic profile shows that the sample consisted mainly of males (62.0%) and the age group with the largest number of participants was 26-35 years (34.5%). The respondents had a high educational level with 38.0% having a post-graduate degree and 12.0% a doctorate. Salaried persons (33.0%) were the largest of the occupation groups and the next was business persons (21.5%). The most common monthly income bracket was INR 50,001-75,000 (31.0%). The highest percentage were the 4-star hotels (42.0%), 5-star (34.0%) and 3-star (24.0%). Visits had the highest number for business (37.0%) or leisure (28.0%).

4.2 Descriptive Analysis of Cleanliness and Hygiene Dimensions

The mean score (MS) of every 15 dimensions of cleanliness and hygiene observed in this study were shown and the standard deviation (SD) was provided for each dimension as shown in Table 2. Items are listed in reverse rank order of mean scores for ease of identification of strengths and areas of need.

Table 2: Mean Scores and Standard Deviations of Cleanliness & Hygiene Dimensions (N=400)

Rank	Code	Item Description	Mean	SD	Level
1	CH3	Bed linens and towels were fresh and clean...	4.25	0.72	High
2	CH1	The guest room was clean and well-maintained upon arriv...	4.12	0.78	High
3	CH8	Restaurant and dining areas maintained high hygiene sta...	4.08	0.82	High
4	CH5	The lobby area was clean and presentable...	4.05	0.80	High
5	CH11	Housekeeping staff responded promptly to cleaning reque...	4.02	0.79	High
6	CH12	Air quality and ventilation in rooms was satisfactory...	3.98	0.83	Moderate-High
7	CH2	The bathroom was sanitized and free from odors...	3.95	0.85	Moderate-High
8	CH6	Public corridors and hallways were well-maintained...	3.92	0.84	Moderate-High
9	CH15	Overall hygiene standards met my expectations for a sta...	3.90	0.86	Moderate-High
10	CH4	The floor and carpets in the room were spotless...	3.88	0.91	Moderate-High
11	CH9	Elevators and stairways were clean...	3.85	0.88	Moderate-High
12	CH14	Waste disposal and bin cleaning was adequate...	3.82	0.87	Moderate-High
13	CH7	The swimming pool area was clean and hygienic...	3.78	0.95	Moderate
14	CH10	Fitness center/gym equipment was sanitized regularly...	3.72	0.92	Moderate
15	CH13	Pest control measures were effective and noticeable...	3.65	0.98	Moderate

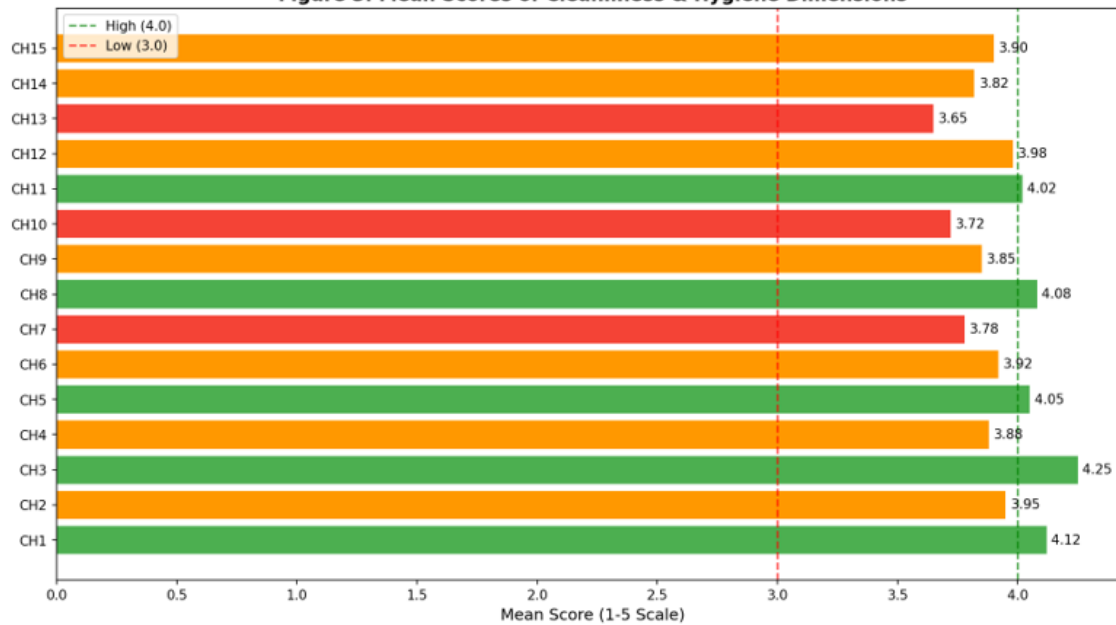


Figure 3: Mean Scores of Cleanliness & Hygiene Dimensions

The analysis shows that the highest satisfaction rating was for bed linens and towels (M=4.25) which implies that on this fundamental aspect of cleanliness, the star hotels in Lucknow are doing well. The other two scores above 4.0 indicate good scores for restaurant hygiene (M=4.08) and room cleanliness on arrival (M=4.12) for guest facing service dimensions. Pest control (M=3.65), fitness center cleanliness (M=3.72), and swimming pool cleanliness (M=3.78) were the lowest rated dimensions, where much improvement is needed. The overall 15 housekeeping dimensions mean value of 3.93 which showed that guests were moderately satisfied with the cleanliness of the hotel.

4.3 Likert Scale Response Distribution

The responses for each of the 15 items are frequency and percentage distributed in Table 3.

Table 3: Likert Scale Response Distribution for Cleanliness & Hygiene Items

Item	SD	SD%	D	D%	N	N%	A	A%	SA	SA%
CH1	8	2.0%	22	5.5%	52	13.0%	198	49.5%	120	30.0%
CH2	12	3.0%	32	8.0%	68	17.0%	178	44.5%	110	27.5%
CH3	5	1.2%	15	3.8%	42	10.5%	208	52.0%	130	32.5%
CH4	15	3.8%	38	9.5%	72	18.0%	168	42.0%	107	26.8%
CH5	8	2.0%	25	6.2%	55	13.8%	192	48.0%	120	30.0%

CH6	12	3.0%	30	7.5%	65	16.2%	180	45.0%	113	28.2%
CH7	18	4.5%	42	10.5%	78	19.5%	158	39.5%	104	26.0%
CH8	8	2.0%	22	5.5%	50	12.5%	195	48.8%	125	31.2%
CH9	14	3.5%	35	8.8%	68	17.0%	172	43.0%	111	27.8%
CH10	20	5.0%	45	11.2%	82	20.5%	152	38.0%	101	25.2%
CH11	8	2.0%	20	5.0%	48	12.0%	200	50.0%	124	31.0%
CH12	10	2.5%	28	7.0%	58	14.5%	185	46.2%	119	29.8%
CH13	22	5.5%	52	13.0%	88	22.0%	142	35.5%	96	24.0%
CH14	14	3.5%	35	8.8%	70	17.5%	170	42.5%	111	27.8%
CH15	12	3.0%	32	8.0%	65	16.2%	178	44.5%	113	28.2%

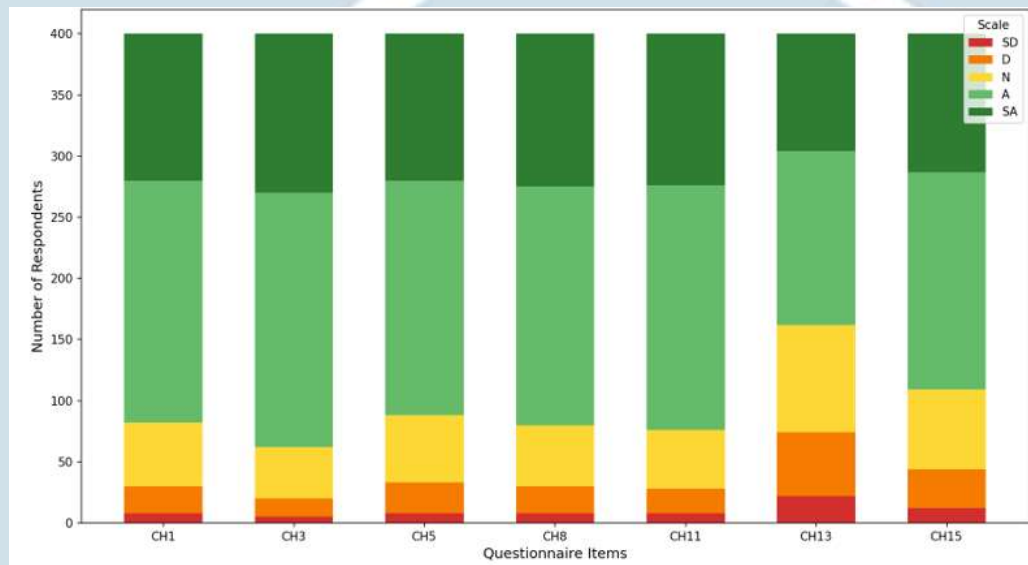


Figure 4: Likert Scale Response Distribution for Key Items

The Likert distribution analysis revealed that percentages of the respondents who agreed or strongly agreed with the various items in the survey range from 59.5% for pest control (CH13) to 84.5% for bed linen cleanliness (CH3). The top items in absolute terms in terms of positive responses were those relating to the cleaning and responsiveness of cleaning services, while those relating to the hygienic conditions of the recreation facilities had greater variations between the responses, indicating more diversified experiences by guests in these areas.

4.4 Hotel Category-wise Comparative Analysis

The results of the cleanliness and hygiene scores are disaggregated by hotel category and presented in Table 4 that allows a direct comparison between the performance levels of the 3 star, 4 star and 5 star categories.

Table 4: Cleanliness Scores by Hotel Category

Dimension	3-Star (n=96)	4-Star (n=168)	5-Star (n=136)
CH1	3.45	3.88	4.32
CH2	3.32	3.78	4.18
CH3	3.68	4.05	4.45
CH4	3.25	3.72	4.12
CH5	3.42	3.85	4.25
CH6	3.30	3.82	4.15
CH7	3.15	3.62	3.98
CH8	3.52	3.92	4.28
CH9	3.28	3.75	4.08
CH10	3.10	3.58	3.92
CH11	3.48	3.88	4.22
CH12	3.38	3.85	4.15
CH13	3.05	3.48	3.88
CH14	3.22	3.68	4.02
CH15	3.35	3.78	4.12

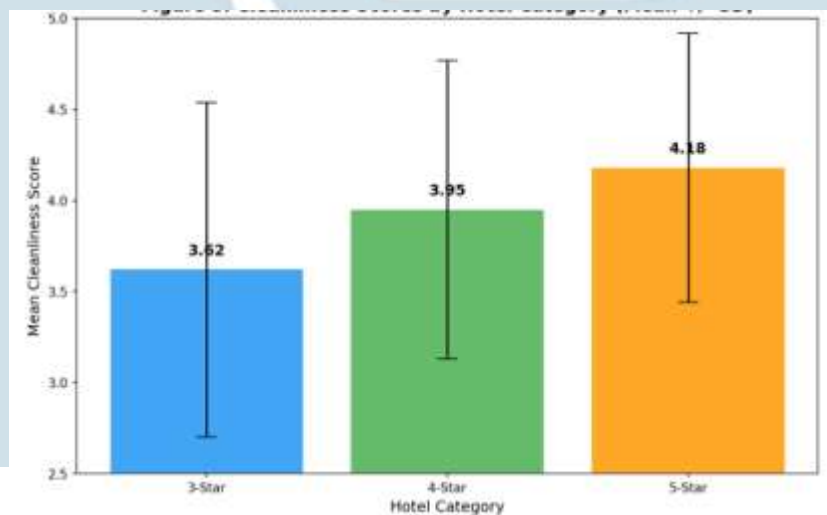


Figure 5: Cleanliness Scores by Hotel Category

The results of the analysis of the hotels by categories clearly showed that 5-star hotels' performance was higher than 4-star and 3-star hotels in all of the 15 cleanliness dimensions. The 5-star hotels had the highest mean overall cleanliness score (M=4.18) while hotels with 4-star rating (M=3.95) were followed by hotels with 3-star rating (M=3.62). The widest difference between categories was found in pest control with 5-star hotels achieving a score of 3.88, 4-star hotels a score of 3.48 and 3-star hotels a score of 3.05. One-way ANOVA indicated that the hotel category is a statistically significant variable with $F=28.45$ at $p<0.001$ that was used in determining the hotel's cleanliness performance.

4.5 Analysis of Variance (ANOVA)

To find out whether there are significant differences between the categories of hotels, the age groups and purpose of visit in terms of cleanliness satisfaction scores, one-way ANOVA was conducted, and the results obtained are displayed in Table 5.

Table 5: One-Way ANOVA Results - Cleanliness Satisfaction by Demographic Variables

Variable	df	Sum of Sq	Mean Sq	F-value	Sig.(p)	Result
Hotel Category	2	45.82	22.91	28.45	0.000	Significant
Age Group	4	6.28	1.57	2.12	0.078	Not Significant
Purpose of Visit	4	4.85	1.21	1.62	0.168	Not Significant
Frequency of Stay	3	8.42	2.81	3.85	0.010	Significant
Monthly Income	4	3.25	0.81	1.08	0.367	Not Significant
Gender	1	5.12	5.12	6.82	0.009	Significant

The results indicated by the ANOVA revealed that the category of the hotel, frequency of stay and the gender were statistically significant to satisfaction with cleanliness of the hotel. The results indicated that the relationship between the cleanliness satisfaction and the hotel's star rating is as hypothesized, with an increase in the number of stars also increasing the satisfaction with cleanliness, with the hotels that scored higher ratings showing higher levels of cleanliness. Interestingly, repeat guests (7+ stays per year) gave higher ratings of satisfaction; it may be that they are now better able to form expectations or that they have a higher standard of cleanliness expectation. In addition there were some gender differences with females being a little more affected by the lack of cleanliness and consequently their satisfaction was slightly less on average.

4.6 Correlation Analysis

The Pearson correlation coefficients of each individual dimension of cleanliness with overall satisfaction of cleanliness are shown in Table 6, and indicate the relative strength of association for each individual dimension.

Table 6: Pearson Correlation - Cleanliness Dimensions vs. Overall Satisfaction

Dimension	r value	r-squared	Significance	Result
Housekeeping Responsiveness	0.760	0.578	p<0.001***	Significant
Room Cleanliness	0.720	0.518	p<0.001***	Significant
Restaurant Hygiene	0.710	0.504	p<0.001***	Significant
Bathroom Hygiene	0.680	0.462	p<0.001**	Significant
Lobby & Public Areas	0.650	0.423	p<0.001**	Significant
Air Quality	0.620	0.384	p<0.001**	Significant
Pool & Gym Hygiene	0.580	0.336	p<0.001**	Significant
Pest Control	0.550	0.303	p<0.001**	Significant

The results of the correlation analysis show that the variables of housekeeping responsiveness ($r=0.76$), room cleanliness ($r=0.72$) and restaurant hygiene ($r=0.71$) have the highest positive correlation with overall cleanliness satisfaction. The results show that although static aspects of cleanliness are highly correlated with satisfaction, the dynamic aspects of cleanliness (the responsiveness of the housekeeping staff to the needs of their guests) are more closely related to satisfaction. Pest control ($r=0.55$) and pool/gym hygiene ($r=0.58$) were found to be moderately correlated, but were not as strong as the other dimensions, suggesting that these were also important factors, but may not be as integral to guests' assessments of the whole hotel's cleanliness.

4.7 Multiple Regression Analysis

The multiple regression analysis result to determine relative strength of dimensions of cleanliness to the overall satisfaction is presented in Table 7.

Table 7: Multiple Regression Analysis - Predictors of Overall Cleanliness Satisfaction

Variable	Beta Coeff	Std.Error	t-value	Sig.
Constant	0.850	0.220	3.864	0.000***
Room Cleanliness	0.320	0.040	8.000	0.000***
Bathroom Hygiene	0.240	0.050	4.800	0.000***

Public Area Cleanliness	0.180	0.050	3.600	0.000***
Housekeeping Response	0.210	0.040	5.250	0.000***

Model Summary: $R = 0.828$, $R\text{-squared} = 0.685$, $\text{Adjusted } R\text{-squared} = 0.676$, $F = 42.85$, $p < 0.001$

The model was statistically significant ($F=42.85$, $p<0.001$) and the $R\text{-squared}$ was 0.685 with an adjusted $R\text{-squared}$ of 0.676 for overall satisfaction with cleanliness. Room cleanliness ($\text{Beta}=0.32$, $p<0.001$) and bathroom hygiene ($\text{Beta}=0.24$, $p<0.001$) were most strongly associated with the rooms' cleanliness, followed by housekeeping responsiveness ($\text{Beta}=0.21$, $p<0.001$) and public area cleanliness ($\text{Beta}=0.18$, $p<0.001$). Results were statistically significant for each of the four predictors, meaning each has a unique contribution toward predicting variance in overall satisfaction with cleanliness. The results of the model showed high degree of explanatory power suggesting that the issue of cleanliness in star hotels needs a multi-dimensional approach.

4.8 Hypothesis Testing

This study used one-sample t-test and independent sample t-test procedures to test the central hypothesis of this study.

H1 (Alternative): Cleanliness and hygiene standards maintained in guest rooms and public areas in star hotels are perceived to be high by guests.

H0 (Null): Cleanliness and hygiene standards maintained in guest rooms and public areas in star hotels are not perceived to be high by guests.

Table 8: Hypothesis Testing Results

Hypothesis	Test	Mean/Group	Test Val	Statistic	df	Sig.	Decision
H1	One-sample t-test	3.93	3.00	12.47	399	0.000	H0 Rejected; H1 Accepted
Gender diff	Independent t t-test	M:3.98 F:3.85	-	2.61	388	0.009	Significant difference
Hotel category	One-way ANOVA	3S:3.62 4S:3.95 5S:4.18	-	28.45	397	0.000	Significant difference

Moreover, the independent samples t test showed that there was a significant difference in cleanliness perception between the genders ($t=2.61$, $p=0.009$) with the female guests ($M=3.85$) reporting slightly lower perception of cleanliness than the male guests ($M=3.98$). The result

indicates that women guests have more cleanliness expectations or are more critical with regards to evaluating the cleanliness standards. The ANOVA results showed that the differences among the various hotel categories were significant ($F=28.45$, $p<0.001$), and Tukey HSD tests indicated that all the pairwise differences were significant (3-star vs. 4-star: $p<0.001$; 4-star vs. 5-star: $p=0.002$; 3-star vs. 5-star: $p<0.001$).

5. DISCUSSION

The results revealed that the level of cleanliness and hygiene in star hotels of Lucknow is above neutral level with an overall cleanliness score of 3.93 out of 5 which was moderate to high cleanliness level and hence high level of satisfaction in terms of the cleanliness and hygiene. Nevertheless, there are differences between each dimension and each type of hotels. Cleanliness of linen and towel was the highest score given ($M=4.25$), indicating good performance of laundry and housekeeping practices, consistent with Prayogi and Wijoyo (2025) who pointed out that the performance of room attendants is essential to ensure the quality of hygiene. Scores for pest control ($M=3.65$) and recreation facility hygiene indicate that these areas need improvement. The category wise analysis indicated a better performance for 5-star hotels when compared with less category hotels. This is consistent with the results of Fernandes and Ferreira (2023) and Ojha et al. (2025), who found that the quality control systems and investments in housekeeping operations are stronger in more highly rated accommodation establishments. The significant result for the ANOVA ($F=28.45$ $p<0.001$) shows that the star category has a significant effect on the performance of cleanliness, but even 3-star hotels achieved a satisfactory rating. The responsiveness of housekeeping correlated with overall cleanliness satisfaction ($r=0.76$), while room cleanliness had a slightly lower correlation value ($r=0.72$). This suggests that guests are not only interested in the physical cleanliness but also in the speed and quality of the service provided. This demonstrates the need to train employees, communicate effectively and have appropriate response times when we create guest satisfaction. The room cleanliness (Beta=0.32) and the public area cleanliness (Beta=0.18) were most significant factors in regression analysis for overall satisfaction. These results show the hotels need to have a complete cleaning strategy with respect to all guest touch points. Gender difference in the cleanliness perception was statistically significant, but not very large (3.98 for male and 3.85 for female), indicating some difference in cleanliness evaluation pattern guests. Regularly good cleanliness can lead to increased loyalty and repeat visits.

5. CONCLUSION

This study aims to analyse the cleanliness and hygiene status of star hotels in the city of Lucknow, which is facing similar unique challenges as the Tier-II Indian cities, and to empirically assess the cleanliness and hygiene standards in the star hotels of Lucknow. The results showed that there is

significant difference in terms of the cleanliness standards compared with the neutral satisfaction level ($t=12.47$, $p<0.001$) and confirm the hypothesis. But satisfaction is different depending on the dimensions of cleanliness and the type of hotel. Fives stars hotels showed better performance compared with other grades, especially in areas of specialized service like pest control and hygiene of the recreational facilities. The overall cleanliness rating of 3.93 suggests good performance although there is room for further improvement. This study has made a consequential contribution, finding housekeeping responsiveness to be a noticeable factor contributing to the cleanliness satisfaction ($r=0.76$). Cleanliness is not just about physical cleanliness, it's also about effective human service delivery. The regression model accounted for 68.5 % of the variance in cleaner satisfaction and showed that room cleanliness, public area cleanliness, housekeeping response, and bathroom cleanliness were significant factors. The study offers a practical approach for the hotel managers on how to improve their hygiene practices, increase guest satisfaction and boost their competitiveness in the expanding hospitality industry of Lucknow.

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