

**CUSTOMER SATISFACTION ANALYSIS OF INTERNATIONAL
ECONOMY HOTEL SERVICE QUALITY STUDY OF
SUPER 8HOTEL IN THAILAND**

ABSTRACT

Title: Customer Satisfaction Analysis of International Economy Hotel Service Quality Study of Super 8 Hotel in Thailand

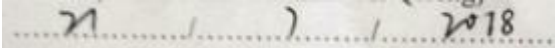
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As a key tourist city in the world, Thailand has abundant tourism resources and convenient transportation. In recent years, with the booming and increasingly fierce competition, how to improve the service quality of budget hotels and how to improve customer satisfaction was the key.

This paper discusses the service quality and customer satisfaction analysis of Super 8 hotels by Chinese customers through empirical research. Ibis in Thailand's satisfaction analysis, combined with local customs, find out the satisfaction of consumers' demand, hope to enter The industry authorities and hotel managers of the Super 8 Hotel in Thailand provide decision-making reference.

This thesis first analyzes the research status of economic hotels, the relevant theories and contents of customer satisfaction, which lays a theoretical foundation for the follow-up study and build the establishment of the evaluation system. In summing up the basics on the trust by the users of the hotel customer satisfaction analysis method by the relevant scholars, Literature review has been done on service quality and budget. Based on perceived service model, the service quality evaluation model has been established in the paper after considering the industrial characteristics of budget hotel, Deep interview and questionnaire survey have been used to get the data. Reliability and validity analysis.

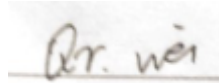
The results show that five factors of service quality of budget hotels, such as the tangibility, the commitment, the ability to meet their commitments, the promptness and consideration, have significant effects on the customer satisfaction. And among them, tangibility has the biggest influences on the service quality of budget hotels. Therefore, according to the research made above and real situation of Economic Hotels in Thailand, this paper attempts to provide some specific advice to the Super 8 Hotel to improve the products and services of its hotels and the satisfaction of customers. satisfaction by focusing on the facilities of hotels, the quality of services, the location of hotels and relation marketing.

Keywords: International Economy Hotel, service quality, Satisfaction analysis, Super 8 Hotel Thailand

摘 要

题目： 国际经济型酒店服务与品质顾客满意度分析：以泰国速 8 酒店研究
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泰国作为世界重点旅游城市，旅游资源丰富，交通便利。近年来，随着蓬勃发展，竞争日益激烈，如何提高经济型酒店的服务质量以及如何提高客户满意度是关键。

本论文通过实证研究来讨论以中国顾客对速 8 酒店服务品质和顾客满意度分析，宜必思在泰国满意度分析做借鉴，结合当地本土风情，找出提升消费者的需求满意度，希望能为进入泰国市场速 8 酒店的行业主管部门和酒店管理人员提供决策参考。

本论文首先对经济型酒店的研究现状，客户满意度的相关理论和内容进行了分析，为后续研究和评估体系的建立奠定了理论基础。本论文在总结了相关学者对酒店顾客满意度分析方法用户信任的基础知识的基础上，对服务质量和预算进行了文献综述。在感知服务模型的基础上，建立了服务质量评价模型；在考虑了经济型酒店的行业特征后，采用深度访谈和问卷调查的方式得出了数据，信度和效度分析。

结果表明，经济型酒店服务质量的五个因素，如有形性，承诺，履行承诺的能力，及时性和考虑，对客户满意度有显著影响。其中，有形性影响最大。因此，根据上述研究和泰国经济型酒店的实际情况，本文试图提供一些具体的建议给速 8 酒店，以改善其酒店的产品和服务以及客户的满意程度。通过关注酒店的设施，服务质量，酒店的位置和关系营销来满足客户的需求。

关键词：国际经济型酒店，服务质量，满意度分析，泰国速 8 酒店

