

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

## **CHAPTER 1 INTRODUCTION**

### **1.1 Research Background and Purpose**

In recent years, with the development of economy and tourism, Thailand's "World News" website reported that Thailand is one of the favorite tourist destinations for the Chinese people. It is expected that Chinese tourists will hit a new high of 10 million this year. According to Pompano, executive director of the Ministry of Tourism and Sports of Thailand, the number of tourists traveling to Thailand all over the world is increasing, but this is particularly evident in East Asia. In October 2017, there were 1,854,450 tourists from East Asia, an increase of 29.38% compared to last year. Followed by the EU, South Asia, the United States, the Middle East and Africa.

International economical hotels have also entered the fast-growing industry. Domestic and foreign tourists have continued to grow. There are a large number of ordinary business people and tour workers. In order to better meet the needs of this group of people, budget hotels have been in recent years. Prominent, hot hands.

The economical hotel first appeared in the United States in the 1950s, and it is now quite mature in European and American countries. At present, the Super 8 Hotel in the United States is the world's largest economy hotel chain, which has grown from 1974 to the present. The development of budget hotels has catered to the new direction of hotel development and has received positive responses from the society and the market, as well as a lot of economic benefits. In addition to the above Super 8 hotels, there are hotels, orange hotels and more. On the whole, the main reasons for the rapid rise of budget hotels can be summed up in four aspects: First, tourism enthusiasts are increasing. Second, the number of small and medium-sized business guests has gradually increased. Third, the residents enter the stage of leisure and holiday consumption on a large scale. Fourth, young people after 80s and 90s, especially students, have a soft spot for budget hotels.

Compared with middle-to-high-end hotels, budget hotels have more business opportunities and have attracted a wider range of mass travelers and small and medium sized businesses. The rooms are the only core products, low prices (generally below 300 yuan), service standards, comfortable environment, superior hardware, and cost-

effective modern hotel formats. Regardless of the number, size, grades of hotels, or the property rights mechanism, business model, management service standards, and industry system, there are huge room for development for economic hotels. The development of economical hotels is the current demand for the development of the hotel industry at the new stage, the demand for social and economic development, the demand for reform and opening up, and the demand for economic globalization. The development of economical hotels is not only necessary and feasible, but also has realistic urgency.

The "City of Angels" in Bangkok, the "Northern Rose" in Chiang Mai, the "Pearl of the Andaman Sea" in Phuket, and the "Snorkeling Site" in are all well-known destinations for Thai tourists. According to donkey mother travel network data, after 80,90 is the main force to travel to Thailand, visa policy is favorable, relatively close distance, beautiful scenery, relatively low prices, local residents and friendly and so became to attract Chinese tourists to Thailand travel There are several major factors. Destinations such as Phuket, Pattaya, Bangkok, and Chiang Mai are the most popular among the people. Island tours, parent-child visits, and honeymoon tours have become hot topics for travel to Thailand, and unique Buddhist culture is an important factor in attracting tourists. The tourism resources are abundant, transportation is convenient, the economy continues to grow, and there are good social conditions for the development of economy hotels. However, Thailand currently has a large number of individual hotel businesses and fewer hotel chains. For those who come to Thailand for travel and business trips, N hotel names appear, and online booking software prices and reviews may be similar, so that customers will have trouble arranging choice of hotels. Its hotel products, service quality, and safety factor were not satisfactory and exposed a series of problems in many details. With the development of the mass tourism market and the modern business market, ordinary consumer groups are highly cost-effective and can meet a variety of special needs. The personal hotel industry needs to be further improved in terms of accommodation safety and cleanliness. In the face of increasingly fierce market competition, how should economic hotels correctly understand consumer expectations and, based on this, assess the performance of their own service quality and improve them in a targeted manner.

This article discusses empirical analysis of Chinese customers' analysis of service quality and customer satisfaction at Super 8 Hotel. Ibis uses the Thai Satisfaction Analysis as a reference and combines local customs to find out how to increase consumer satisfaction and hopes to enter Thailand. Super 8 Supermarket's industry authorities and hotel managers provide decision-making reference.

## **1.2 Research Significance**

### **1.2.1 Theoretical significance**

The research on customer satisfaction is of great significance, and the customer satisfaction of the hotel has attracted many scholars' active attention. At present, research results on customer satisfaction at home and abroad have formed a certain system. However, domestic scholars currently analyze the hotel's product service and customer satisfaction mainly from the perspective of norms, through the study of the theoretical basis, the construction of the model to explore what factors affect customer satisfaction, and customer satisfaction with the economy hotel. Degree of direct perception, self-evaluation and other primary data based on the evaluation of economic hotel products and service quality of less research. And the current research data is mainly obtained through questionnaires, and the data collection methods are relatively simple. There are very few scholars who have assessed the level of customer satisfaction in hotels by analyzing various online media users. Based on this, this article focuses on the actual situation of Super 8 hotels in Jinan, China, and uses a large number of users to truly evaluate the service of Super 8 hotels. The specific conditions of the ibis hotels in Bangkok, Thailand, are widely used by users to truly evaluate the service of ibis hotels, and in order to As a sample of research, find the best demand for Super 8 hotels to enter Thai customers.

### **1.2.2 Practical significance**

With the increasing consumption of tourism in Thailand in recent years and the increasing frequency of business activities, the development of economy hotels is also very important. The quality of services for brand economy hotels has not kept pace with the development. China's outbound travel has developed rapidly. By 2016, China's outbound tourists reached about 122 million. Platinum Group began operating hotels in Thailand and Malaysia. International also operates two budget hotels in the Philippines and plans to open more than a dozen.

Mitch, the founder of Super 8 Hotel in China, said: "Now is a good time for the Chinese hotel industry to go global." Super 8 is the only foreign hotel group active in the Chinese economy hotel market.

Therefore, Super 8 hotels want to require long-term and stable development, we must pay attention to the improvement of their customer satisfaction, so the study of its customer satisfaction has important implications for its survival and development. This article starts with the details of facilities, service quality, surrounding environment and other aspects, and at the same time cuts in from various perspectives such as customer

attributes and hotel brands. Based on this, it studies in detail the current status of the development of Super 8 hotels in Jinan to find and solve Super 8 The problems existing in the development of the hotel industry are the fundamental purpose. For the future, its development and expansion will be of great practical significance to the entire economy hotel industry and it is of vital importance.

### **1.3 Research content**

This article focuses on the Super 8 hotel in Jinan as the research object, from the perspective of customer satisfaction, taking a large number of free comments on the Internet as the analysis sample, using the content analysis method, Likert scale method to compile the textual comments of users. And quantify. The processed data was then analyzed using SPSS software to arrive at the overall perception of hotel satisfaction and the correlation between various service details and overall satisfaction; at the same time, the IPA model was used to perform a full range of hotel quality services in Hangzhou. evaluation of. At the same time, it also categorizes the purpose of the customers' trips to compare the different hotel customers' requirements for the hotel. Thailand's budget hotel market will be more competitive. In order to achieve the expansion plan, Chinese hotels should collect Thailand's history, geography, culture, dietary habits, customs, and other information, and use Thai consumption habits to achieve localization.

As a tourist city, Thailand has great potential for growth in tourism and hotel industry. The number of Chinese tourists who choose to play in Thailand is 4.46 million/year, which accounts for 4.8% of the total number of China's annual outbound travel visits. At the same time, Thailand is also the third most favorite tourist in China. December 3, 2014 According to Nanbo.com, 7 Days Group and Home Inns & Hotels Management Inc., a listed company from China, plan to enter the Thai market with budget hotels. The seven-day hotel chain will open in Chiang Mai by the end of the year. The number of hotels in the seven-day chain and Home Inns worldwide exceeds 4,000. The seven-day chain plans to open a branch in Chiang Mai by the end of this year. In the next five years, it will open 30-50 hotels in Thailand, with Chinese tourists as its main customer base. Apart from Chiang Mai, Bangkok and Phuket are both priority areas.

After the above analysis and analysis of expectations can be drawn to the current customer satisfaction level of Super 8 hotel customers, that is done in what areas is better, it is worth keeping, what aspects are still lacking, needs to be improved, and put forward corresponding measures. In addition, it is expected that various factors

affecting the level of customer satisfaction can be analyzed and summarized from the results of the research to obtain hotel management methods that increase satisfaction.

This article is divided into five parts to analyze the quality of international economic hotel service satisfaction.

#### **1.4 Research Methods**

This article mainly uses the following methods:

##### **(I) Content Analysis**

The content analysis method is a research method that converts unsystematic and qualitative symbolic content such as words and images into systemic and quantitative data. It is a major research method for document data analysis. Its main function is to help Researchers extract key words, key events, key figures, etc. in the literature and reveal the hidden content in the literature. The essence of the research is to see the essence through phenomena. The basic approach is to refine the relevant content in the literature and then summarize it according to a certain basis so as to decompose the literature data. At the same time, some non-quantitative information can also be transformed into quantifiable data to find out the data can be reflected. Certain in nature

The easiest-to-count feature is that the meaningful meanings of the characterizations are inferred to be accurate meanings, which can overcome the defects of subjectivity and inaccuracy of qualitative research, and achieve a more profound and accurate understanding of the literature. This article quantitatively analyzes the objective and true freedom of the hotel by the American Mission and the questionnaire survey on the US Mission and the questionnaire survey to study the general law of the customer's evaluation of the product quality of the economy hotel, and further improve the service quality of the economy hotel. Provide valuable advice.

##### **(II) Empirical research - SPSS analysis, IPA analysis**

This article will use SPSS.17 software to analyze the keywords and data refined by the content analysis method, so as to obtain the overall evaluation of the guests' satisfaction with the hotel and the evaluation of each specific index; secondly, from the overall evaluation and specific evaluation A correlation analysis of the overall evaluation was conducted to obtain the relationship between the content of the reviews and the overall satisfaction of budget hotels. At the same time, in order to make more effective use of the above data, this paper also analyzes the satisfaction analysis of budget hotel guests using importance and performance analysis methods. The so-called

importance and performance analysis method is expressed in English as Importance and Performance Analysis, abbreviated as IPA model analysis method, also called multi-factor contribution model. This article uses this method to combine the customer's satisfaction with the hotel's products and services and the degree of emphasis to explore what factors should be worth focusing on and which factors can be appropriately diluted. On this basis, this article also conducts a comparative analysis from the differences in customer attributes and the differences between various brand economy hotels, so as to more clearly perceive the current status of budget hotels in Bangkok, Thailand.