

CHAPTER 3

RESEARCH METHOD

3.1 Research objects and research ideas

Before using the content analysis method to evaluate the design of the system, the author once again clarified that the object of this study is the economical hotel where scholars are less involved, and on this basis, selected to study a certain area of economical hotels, namely famous tourism City - budget hotel in Bangkok.

At present, a large number of scholars analyze the various aspects of the hotel's service quality and customer satisfaction from the perspective of norms, through the study of relevant theoretical foundations, the establishment of models, and the use of questionnaires by investigators to analyze what factors affect the hotel's Customer satisfaction, and based on the customer's direct perception of self-appraisal, such as the direct evaluation of economic hotels, based on the first-hand data to evaluate the economic hotel products and service quality, less research. And many researchers have a single way of collecting data on hotel customer satisfaction. The main form of data survey is the distribution of questionnaires. Based on the direct perception and self-evaluation of customers' satisfaction with economy hotels, they stand in the customer's perspective. Which factors have an important influence on the satisfaction of the impact. On the basis of summarizing the various analysts' methods of analysis of hotel customer satisfaction, we try to carry out research through content analysis. The author will analyze and summarize the evaluations that are highly trusted by customers and have a high degree of truth. Using content analysis as a research method, these textual content will be extracted, classified, coded, quantified, and empirically studied to try to find samples. Presented the status quo of the development and operation of budget hotels in Bangkok, researching the influencing factors of their customer satisfaction, and proposing specific measures to increase consumer satisfaction, and providing the Super 8 hotels for the development of budget hotels in Bangkok. Reference.

Based on the above analysis, combined with the research steps of the content analysis method in the second chapter of the literature research, the author will proceed with the design of the evaluation system and the acquisition of sample data. It should be noted that the content analysis method based on the literature Steps, the author in this article by refining the keyword method to determine the unit of analysis, through the appropriate index classification criteria for the classification of evaluation indicators to design analysis dimensions. In general, the research steps of the content analysis method conducted in this chapter are within the scope of the literature. Analysis of the analytical process of content analysis.

3.2 Economic hotel service quality 5 related level definition conversion

According to the PBZ definition of service quality, service quality includes tangible, reliable, reactive, deterministic and empathic dimensions.

Tangible: Refers to the tangible physical conditions in which a company provides services to its customers, including corporate buildings, hardware facilities, and staff's grooming instruments.

Reliability: The company can ensure that customers can enjoy the company's promised services throughout the process.

Guaranteed: the company's staff are well-educated, have higher professional knowledge and professional qualities, have skilled professional skills, and can provide customers with satisfactory services.

Reactivity: The company is willing to help customers, respond to customer needs in a timely manner, and provide customers with fast, efficient services at any time.

Empathy: The company cares for and cares for the customer, the service staff cares for the customer, and understands and values the special requirements of the customer.

The five dimensions of SERVQUAL come from western management models, which have been verified in many industries. However, taking into account differences in national conditions between China and the West, the differences in industry characteristics, and differences in the understanding of respondents, evaluation scales cannot simply be copied to other services. Research in the industry must be combined with the characteristics of the research industry to carry out the transformation of dimensions, transforming the dimensions of tangibility, reliability, reactivity, certainty and empathy into the dimension of the expression level significance associated with the economy of the Hotel.

Combining the characteristics of budget hotels, the article translated the dimensions of the SERVQUAL rating scale into the tangibility of the hotel services, the ability of the hotel to fulfill the promised service, the responsiveness of the hotel to provide services, the guarantee of the service provided by the hotel, and the hotel from the customer's point of view. The ability to provide services in this dimension is more suitable for the study of this article. See Table 3.1 below for details.

Table 3.1 Influencing factors related to the definition of conversion

5 dimensions	Dimension definition
Physicality	The tangible part of service.
Reliability	The ability to fulfill promised services.
Guaranteed	The guarantee of service attitude, knowledge and skills needed to realize services.
Guaranteed	Provide service responsiveness.
Empathy	Customer care and individual care.
5 dimensions	Conversion definition
Physicality	The tangibility of hotel services
Reliability	Hotel's ability to fulfill promised services
Guaranteed	Hotel service guarantee
Guaranteed	The responsiveness of the hotel's services
Empathy	Hotel's ability to provide services from the customer's point of view

Facilities and Equipment Analysis:

The higher the frequency of customer reviews mentioning a certain factor, the higher the customer's attention to the factor; the customer The higher the score for a certain factor, the higher the customer's satisfaction with this factor.

The importance of soundproofing in hotel rooms, bathrooms and houses highlights the main purpose of customers. It is to get a comfortable and restful rest at the hotel. These indicators are closely related to the rest quality of the customer. Compared with "Network" (4.00%) and "TV" (4.00%), customers pay more attention to "bed" (10.00%), "air conditioning" (6.40%) and "hot water" (4.40%). This also fully proves the foregoing point of view. Compared with the entertainment and leisure functions of the rooms, customers are more concerned about whether they can obtain high-quality rest, and beds, air conditioners and hot water have a greater impact, so the degree of concern is relatively higher. some. The lowest level of concern is the "Lobby", which is only 0.70%. This shows that most of the guests' evaluations of hotel services are still very pragmatic. They pay more attention to rooms that have a long stay, beds that have a large impact on rest, and so on. "Lobby" is less concerned about the area where the stay is short and has little impact on the comfort of the guests.

In general, customer satisfaction with the hotel has not reached an ideal level. Around the level, a high degree of attention is paid to hotel facilities that are closely related to rest quality; From the perspective of customers, the customer pays great attention to facilities such as rooms, toilets, and beds, and their satisfaction is also high.

The degree of attention to sound insulation is high but satisfaction is low, there are high attention factors and high fullness. The inconsistency of intentional factors means that the hotel's soundproofing effect really needs to be significantly improved.

Analysis of service evaluation indicators: Among these three service indicators, 30.67% of customers mentioned "Taiwan Service" and 12% of customers mentioned "Breakfast service", 5.11% of customers mentioned "parking service." As most budget hotels only provide Limited service, so, "total station service" in the customer psychology will form a very them, the attention of the general station service and the breakfast service exceeded the beds, networks, and televisions in the facilities and equipment. Among them, the reception of the service of the general station often referred to the "good attitude and patience of the hotel staff. Compared with ordinary facilities and equipment, the customer's attention to the service is still very high, especially the service attitude and work efficiency. Overall, the score of the total station service was 3.62 points, which was above the average level. The customer was more satisfied with the service attitude and work efficiency of the sample hotel staff. However, the score of the breakfast service was only 2.62 points, which was below the average and it was a situation of high concern but low satisfaction. The customer was found to be mainly responsible for providing breakfast at the hotel for too short a time, and the types and tastes were not very satisfactory. Many customers complained that "there was no breakfast at 9 o'clock in the restaurant," and "the milk is thin and the porridge is thin". Many customers Feeling that breakfast was charged but the breakfast provided was far from reaching its psychological level, it showed strong dissatisfaction. From this it can be seen that catering services are the most important supplement to guestroom products and are a more sensitive point of consumption for budget hotel customers.

3.3 Survey Design

3.3.1 Questionnaire Design Process

The questionnaire design of this paper includes the following two part (1) Prepare the first draft of the survey questionnaire. Due to the relatively low quality of service in the economy hotel industry, brigade The tour bureau also has only the official evaluation index of the star hotel rating. There is no budget for the quality of hotel services. Use it. Only by consulting foreign literature, carefully study the dimensions of the existing SERVQUAL model 22 indicators, combined with the characteristics of economy hotels, re-development of the design scale. This process is longer and includes the following 4 stages.

1. Read foreign documents, study foreign service quality studies have a good scale;

2. Adjust the translation to ensure that the dimension of the research scale is translated accurately;

3. Analyze the current status and characteristics of the service quality of economy hotels, convert the dimensions proposed by the model into relevant definitions, and refine the variables into specific measurement indicators so that the surveyed people can better understand the problems during the investigation;

4. Consult the hotel experts and marketing experts with the scale and obtain expert advice, modify and adjust in time, and form the first draft of the questionnaire.

Small sample survey forecast questionnaire. After the completion of the first part of the work, a preliminary draft of the questionnaire was formed. However, whether or not the dimensions of the questionnaire appropriate and reasonable was needed to test the reliability and validity of the small sample. A small sample of investigation distributed questionnaires, recovered valid questionnaires, and the questionnaires were valid. The questionnaires were completed in Bangkok's urban areas, subway stations, and budget hotels. There are global chain hotels, such as homes, seven days, ibis, local economy.

After retrieving the questionnaire, the overall correlation analysis of the project was used to test in two steps. First of all, through correlation analysis to find out which items to delete can increase the 'coefficient' to improve the overall reliability of the survey scale; secondly, find the item whose overall correlation coefficient is less than that of the item and delete the item to improve the reliability.

Through the inspection, it was found that the original 25 items of the questionnaire had unclear items, the reliability and validity of the test were not good, and the deputy related items, respectively, were problems 6 room beds and bedding comfort, good sleeping conditions, and problems 7 toilets Facilities and facilities, convenient and comfortable bathing, problem 10 hotel can provide customers with a reasonable price of the room, the problem 12 hotel service staff can accurately record the customer's requested services, the problem 14 hotel can provide the correct bill. According to the survey, the merger of questions 15 and 16 into front-office service personnel can provide quick check-in and check-out services. Twenty-five questionnaires were revised to 19 questions.

3.3.2 Questionnaire structure and content

The questionnaire consists of three parts. The first part is the initial sentence and explains the purpose of the survey to the respondents. Second Part of the personal information of the surveyed people, to understand the basic situation of the respondents. Specific issues include being investigated; The sex of the person, the age of the surveyed person, the academic record of the surveyed person, and the source of the surveyed person's residence. Through The characteristics of the survey samples were analyzed by statistical analysis such as average, standard deviation, median, and frequency distribution Get an understanding of the basic situation of the total sample. The third part is the main part of the research, based on customer perception. A Questionnaire for the Impact of Customer Service Quality Factors on Customer Satisfaction. After a small sample of the development of the questionnaire. Reliability and validity test, the hypothesis of the original design of the project indicators to modify the index. See the table for details.

3.4 Coding and Reliability Check

3.4.1 Likert coding

This article uses Liker's five-grade scale method, that is, 1-5 is poor, poor, average, good, and very good. Based on this, according to various special examples encountered in the actual scoring, the author summarizes and summarizes the following Several categories, in order to establish a more specific coding system.

3.4.2 Verification of Reliability

In order to increase the credibility of the scores, 3 judges will be set in the coding process. In the scoring process for each indicator, if there are 2 (or more) appraisers, the scores given are consistent. then the score is used, and the other score is discarded; if the scores given by the three appraisers are all inconsistent, the score is re-rated. If the re-scoring result is still inconsistent, the median score is taken. Both scores are discarded. In addition, before the official scoring, each appraiser should learn the above coding system, and then perform a test score, and have a unified understanding of the coding system based on the test score results and the actual situation of the sample.