

CHAPTER 4

STUDY FINDINGS, ANALYSIS AND DISCUSSIONS

4.1 Questionnaire data analysis method

The research of the article adopts EXCEL software to complete the input of survey data. Data analysis and various tests are completed with SPSS18.0 software. The main data analysis methods used in the article include the following.

- Descriptive statistical analysis

In the survey questionnaire, there are questions about the basic conditions of the respondents such as gender, age, education, and income. The statistics of these information help to understand the overall characteristics of the sample representative. The descriptive statistical analysis is based on the statistical analysis of the average, standard deviation, median, and frequency distribution of the various characteristics of the survey sample to obtain an understanding of the basic situation of the total sample.

- Reliability and validity tests

Reliability analysis is a method to measure the comprehensive evaluation system, mainly to measure the stability and reliability of the design of the measurement table. Whether the scale is reasonable and effective will determine whether the survey results are reasonable. The reliability analysis is mainly used to study the internal reliability of the scale. It calculates the simple correlation coefficient of each item, eliminates unreasonable items, and completes the preliminary analysis of internal reliability.

The reliability coefficient mainly in a coefficient, half-reliability coefficient, and so on. The is mainly used to measure the internal consistency of the metrics, and the coefficient is between them. The closer the coefficient is to the higher the intrinsic reliability of the proving items; on the contrary, the closer the coefficient a is to 0, the lower the intrinsic reliability of the items is. There are certain problems with the design of the table, and redesign should be considered. The half-reliability coefficient is mainly used for the evaluation of external and internal reliability. The half-reliability is calculated by dividing the assessment scale into two parts and calculating their respective coefficients. Then the reliability of the two parts of the scale is compared and analyzed.

- Factor analysis

At the time of the study, in order to collect information comprehensively and have a comprehensive and complete understanding of the problem, the survey questionnaire will design multiple indicators and collect more variables. If these variables are

involved in data modeling, a lot of calculations will be added, and these variables may be more or less relevant. The high correlation of information between variables will make it difficult to use statistical methods. Factor analysis is to classify a large number of related variables into a few large factors with insignificant linear correlation, replace the original variables with large factors and participate in data modeling, and reduce the computational workload in the analysis process. The researchers' renamed factors generated by factor analysis can help to explain and evaluate the results of factor analysis.

- Regression analysis

Regression analysis is a statistical method commonly used in empirical research to analyze the correlation between dependent variables and quantitative and qualitative variables. Regression analysis can not only reflect the degree of relationship between variables, but also can show the degree of influence between variables in the form of mathematical equations, that is, the regression equation. In general, the regression analysis method is often used in the following problems: establish the mathematical relationship of the variables according to the sample of the survey; complete the mathematical relationship of the variables into a statistical test, according to the test results to determine the credibility of the mathematical relationship; analysis of many factors, test out the most significant factors.

This article uses one-dimensional regression statistical analysis, regression analysis of the 19 indicators of the survey questionnaire, testing the hotel's tangibility, the hotel's ability to achieve commitment services, the responsiveness of the hotel to provide services, the guarantee of the hotel to provide services, the hotel from the customer The ability to provide service and customer satisfaction are significantly related to different degrees.

4.2 Formal research and data analysis

A total of 200 questionnaires were distributed and 151 valid questionnaires were returned. The questionnaires were valid. Survey questionnaires were completed in three budget hotels in Bangkok City Mall, Bangkok Light Rail Station Exit, Bangkok Metro Station Exit, and Train Night Market. Chained economy hotel homes, such as home, seven days, ibis, local economy hotels, and bed and breakfasts. Chinese version of the questionnaire data analysis. The questionnaire used Lite scale to measure the guest's experience and satisfaction of staying in a budget hotel.

4.3 Hypothesis test results

According to the regression analysis, we tested five previous assumptions about the impact of previous service quality factors on customer satisfaction, discovered the tangibility of hotel services, the ability of hotels to fulfill promised services, the responsiveness of hotel-provided services, the guarantee of hotel-provided services, and the availability of hotels. The ability to provide services from the perspective of customers has a significant impact on customer satisfaction.

The relationship between the variables and customer satisfaction is as follows:

The Effect of Hotel Services on Customer Satisfaction The study assumes that the tangible part of hotel services has a significant impact on customer satisfaction. Hotel services are available After the factor analysis of the shape part, it can be divided into two major factors: the tangibility of room service and other services of the hotel. Tangible. The analysis results of the table show that the tangibility of the other services of the hotel and the degree of customer satisfaction Passed the level of significance, the tangibility of room service and customer satisfaction The level of significance passed, assuming support. This shows that hotel services are tangible Sex has a significant impact on customer satisfaction, especially the tangibility of the room part affects customer satisfaction. Significantly, the higher the tangible quality hotel

The impact of the responsiveness of hotel services on customer satisfaction. The responsiveness of the service provided by the hotel has a significant impact on customer satisfaction. The analysis results show that the hotel's ability to fulfill promised services and customer satisfaction is $R^2=0.434$, passing a significance level of 0.01, which indicates that the responsiveness of hotel-provided services has a significant impact on customer satisfaction and the responsiveness of hotel-provided services. The higher, the higher the customer's satisfaction. the higher the customer's satisfaction.

The effect of hotel guarantees on customer satisfaction. The guarantee of hotel services has a significant impact on customer satisfaction. The analysis results show that the $R^2=0.526$ of the guarantee of the hotel service and the satisfaction of the customer passes a significance level of 0.01, which indicates that the guarantee of the hotel service has a significant effect on the customer satisfaction, and the higher the responsiveness of the hotel service is provided by the hotel. The higher the customer's satisfaction.

The ability of a hotel to provide service from the customer's point of view affects customer satisfaction. The service provided by the hotel from the customer's point of view has a significant impact on customer satisfaction. The analysis shows that the

ability to provide services from the customer's point of view and customer satisfaction is $R^2=0.392$, passing a significance level of 0.01, indicating that it can be viewed from the customer perspective. The ability to provide services has a significant impact on customer satisfaction. The stronger the ability to provide services from the perspective of customers, the higher the customer's satisfaction.

In summary, the tangible nature of hotel services, the ability of hotels to fulfill promised services, the responsiveness of hotel services, the guarantee of hotel services, and the ability of hotels to provide services from the perspective of customers all have a significant impact on customer satisfaction. The degree of influence on customer satisfaction is in the order of strong weak: the guarantee of hotel services, the tangibility of hotel service tangible room services, the tangibility of other hotel services, the responsiveness of hotel services, and the customer's ability to view The ability to provide services, the hotel's ability to fulfill promised services.

1.The tangible part of hotel services has a significant effect on customer satisfaction.

2.Hotel's ability to deliver promised services has a significant impact on customer satisfaction.

3.The responsiveness of the service provided by the hotel has a significant effect on customer satisfaction.

4.The guarantee of hotel services has a significant impact on customer satisfaction.

The services provided by the hotel from the perspective of customers have a significant impact on customer satisfaction.

Five all passed the test.

Super 8 Hotel overall feel more pragmatic, good health, cost-effective, good location, big room, more concerned about the customer's feelings, for example, some customers have mentioned Super 8 thick slippers, more expensive than some The hotel is willing to invest in these areas, not to mention that some hotels do not offer. This shows that as long as the hotel provides services with the heart, even in a very small place, customers can also be aware addition, the decoration of the Ibis hotel was heavily mentioned by the customers. The customers think that the design and layout of the hotel The style is outstanding, the rooms are warm and comfortable, the overall feeling is simple and neat, don't have European style.

On the service side, there are a lot of parking when a large number of samples mention customers staying at the hotel. Inconvenient, therefore, based on previous research, this article gives a certain analysis of this “parking service” From the score results, most of the customers think that the hotel's parking service is far from meeting their expectations. Therefore, the hotel manager should attach great importance to the hotel's ability to provide a matching parking lot, even if it does not exist. Hotels not far away, should also be equipped with some parking spaces through relevant means, which can be more conducive to customers Travel.

4.4 Importance and Performance Analysis (IPA Analysis)

This article uses the importance and performance analysis methods to study customer satisfaction in budget hotels. The so-called Importance and Performance Analysis method represents Importance and Performance Analysis in English, abbreviated as IPA The model analysis method, also called the multi-factor contribution model, is shown in the figure below. In simple terms, it is a combination of customer satisfaction with the hotel's products and services and emphasis on the degree of analysis to explore what factors should be worth focusing on, and which factors can be appropriately diluted. This is actually a performance evaluation method for hotel products and services and provides technical support for the correct realization of value innovation.

The importance and performance analysis method uses importance as the ordinate and satisfaction as the abscissa. The model is divided into four quadrants. Through the analysis of the quadrant of satisfaction and importance of each influencing factor, each hotel index can be set as follows: Category.

Advantage Zone: The indicators focused on this quadrant have a decisive influence on customer satisfaction. At the same time, the performance of the hotel in these areas also makes the customer feel very satisfied. Managers need to maintain and gradually develop these superior indicators to make customers have higher loyalty. We can also see that the indicators located in this quadrant are the most important aspects of the hotel's ability to achieve good market competitiveness.

Improvement Area: The indicators in this quadrant have a very important impact on the overall customer satisfaction, but the performance of the hotel in this area is disappointing, and the overall customer satisfaction is at a relatively low level. The hotel needs to focus on repairing and improving the indicators that fall in this quadrant to improve customer satisfaction. Otherwise, customers will complain about the quality

of the hotel's products and services over the long term, which will lead to the loss of customers.

Opportunity Area: The indicators in this quadrant are not of high importance in determining overall customer satisfaction. The hotel's performance is also average, and even worse. Both the guests and the hotel ignore these indicators. For these indicators, hotels should dig deeper and analyze them to find new opportunities for improving customer satisfaction.

Maintenance area: The indicators in this quadrant are not very important in determining overall customer satisfaction, but the hotel performed well in these areas. The hotel can devote appropriate energy to do more articles in these areas to show that the hotel products and services are centered on the details of the customers, to achieve the overall impression of customers on the icing on the cake, and thus enhance customer loyalty.

In order to more clearly and intuitively reflect the degree of influence of customer satisfaction indicators, this paper uses the IPA model to perform quadrant analysis of each indicator. Among them, the horizontal axis represents the degree of customer satisfaction with the hotel's various indicators, and the vertical axis represents the customer's degree of concern with the indicator. Among them, the score of satisfaction is the Likert score of each indicator. The degree of concern is the percentage of the number of evaluations of the indicator in the total sample size. According to the scores of satisfaction and importance that we have drawn in the previous articles, the author Carry out drawings. First of all, the satisfaction score of the indicator is 2.25 minimum, 3.03 maximum, 2.25 average, 0.70% minimum importance, 48.00% maximum, 13.91% average, based on the scale, establishing the coordinates Department, the evaluation results are shown below:

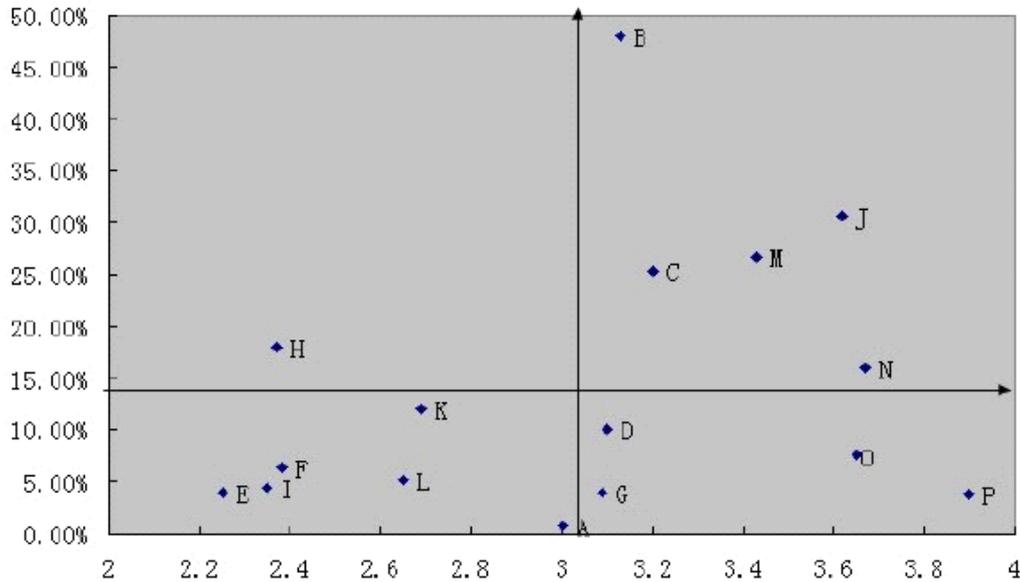


Figure 4-2 IPA model analysis of indicators

Note: The indicators for each letter are as follows:

A: Lobby; B: Room; C: Toilet; D: Bed; E: TV; F: Air Conditioning; G: Network; H: Soundproofing; I: Heat Water; J: General Desk Service; K: Breakfast Service; L: Parking Service; M: Location; N: Peripheral Traffic; P: shopping around;

As shown in the figure, there are 5 indicators identified in the first quadrant, 1 variable in the 2nd quadrant, 6 variables in the 3rd quadrant, and 4 variables in the 4th quadrant.

(1) The indicators located in the first quadrant dominant area are “room”, “main station service”, “geographic location”, “bathroom” and “surrounding traffic”.

The customer's attention and satisfaction with the five hotel products are the highest, which shows that the hotel has achieved good results in these areas and can better meet the needs of customers. However, it should be noted that the degree of satisfaction of the customer still does not reach 4 points, indicating that although these indicators can obtain a relatively high degree of satisfaction, they are only slightly higher than the general needs of the customer. They are very good and have great The room for improvement, especially the rooms and bathrooms that are located at the back of the score, the hotel cannot have the lax mentality, we must strengthen and better improve these facilities and equipment.

(2) The indicator located in the second quadrant improvement zone is "sound insulation."

Customers pay more attention to hotel products, but their satisfaction is low. From an important point of view, “sound insulation” ranks the fourth among all indicators, indicating that customers have a high degree of emphasis on the soundproofing effect of hotel rooms. Of course, the quietness of the room is indeed a great influence on whether customers can have a good sleep environment. However, its score is not ideal, only about 2.4 points, it cannot reach the average customer expectations, indicating that the hotel's resources in this area is very inadequate investment, there is a big room for improvement, the need for hotel managers to improve, in the case where the customer pays so much attention, once it is improved, the customer's overall satisfaction can be greatly improved.

(3) Indicators located in the third quadrant of opportunity area include “air conditioning”, “television”, “hot water”, “parking service”, “breakfast service” and “lobby”. The indicators in this quadrant are not of high importance in determining overall customer satisfaction. The performance of the hotel is also average, and even worse. Both the guests and the hotel ignore these indicators. In terms of specific indicators, the importance of "Breakfast" and "Air Conditioning" ranks among the top two and deserves attention from the hotel. Its score is 2.4 and 2.8. Right, the average customer's expectations have not yet been reached. Although "breakfast" is currently in the area of opportunity, it does not mean that the hotel can relax the service, because its importance score is very close to the average, indicating that customers are also quite concerned about breakfast. The hotel should appropriately invest some resources according to its own economic strength to dig out some indicators worthy of improvement, and thus have new opportunities to enhance customers' overall satisfaction with the hotel.

(4) The indicators located in the fourth quadrant maintenance area include "bed", "network", "peripheral catering" and "surrounding shopping". Overall, the indicators that fall in this area are not of high importance in determining overall customer satisfaction, but the hotel performed well in these areas. From the score point of view, these indicators have reached a good degree of satisfaction; from the perspective of feasibility, the hotel can be properly upgraded to "bed", "network" services, so that customer satisfaction is icing on the cake, so as to enhance customer loyalty Effect. To sum up, the customer satisfaction with various products and services of the sample economy hotel is between 2-4 points, and the distribution is relatively even, and the degree of concern is quite different. On the whole, there is a wide range of improvements in satisfaction between.