

SATISFACTION OF SERVICE QUALITY OF SMALL HOTELS.

Mr. Tawatchai Suphuan & Asst. Prof. Phatthanan Hiranrithikorn

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: tawatchai.su@ssru.ac.th , phatthanan.hi@ssru.ac.th

ABSTRACT

Small hotels in Thailand are so significant to the success of the Thai tourism. Small hotels offered good quality services with low prices to many middle income and low international tourists who often travel in Thailand for a long period of time. The measurement of satisfaction is important feedback for small hotels to find the ways to enhance its service quality to match with the international tourists' expectation. The objectives of this study were to survey the level of satisfaction of service quality of small hotels in the Bangkok, Thailand as well as to offer the suggestions from the international tourists to improve the service quality that expected by the international tourists. A total of 200 international tourists, 100 male international tourists and 100 female international tourists in the sample group, from many different countries who were staying at the small hotels in many districts around Bangkok vicinity was randomly selected for an interview survey. The English questionnaire was designed to elicit some important insight information. The finding of the study revealed that the majority of international tourists reported a high level of satisfaction with overall service quality. There were no differences between male and female sample in terms of level satisfaction. There were five items in the ranking list of high level of satisfaction such as food & drink services, information services, housekeeping services, front office services, and spa & massage services. There some suggestions from the international tourists. First, there should be a stable WIFI connection. Second, there should be an assistance to the airport or other destinations. Third, there should be a reliable money exchange counter. Finally, there should be basic medical aids.

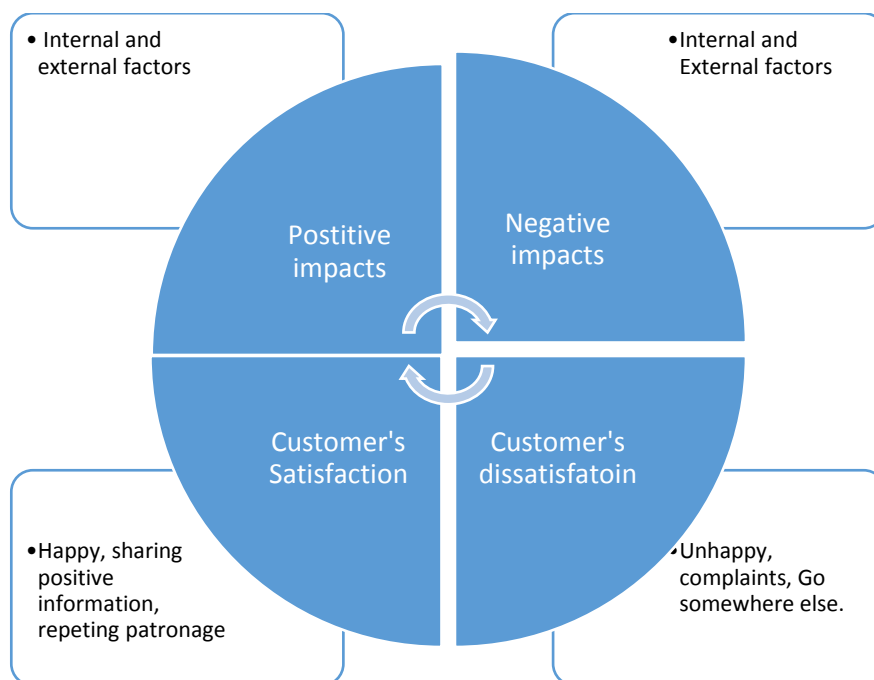
Keywords: Small Hotels, International Tourists, Service Quality

INTRODUCTION

In modern high competitive tourism industry in Thailand, customer's satisfaction of service quality is under many influences factors both internal and external small hotels. Many internal factors include management policies, staff's attitudes and attention, facility quality and conditions, and so forth. Other factors can be external factors such as location, surrounding environment, safety image, friendliness of local natives, and so forth. In general, the surrounding environment is assumed to be external factors that impacts strengths, weaknesses, threats, and opportunities. The idea that there are some special factors which are decisive for enhancing the level of customer's satisfaction and future success of small hotels in Thailand, and that these special factors can be ascertained. Finding these factors will benefit the owner, manager, and customers at large. It can be argued that each small hotel must build and manage according to their strengths which would be their critical success factors. Critical success factors are, according to many experts, the limited strength of business in which satisfactory results will ensure successful competitive performance for each individual business. Critical success factors can thus be characterized by the extent to which they are internal and external to the business. Manager often has more control over the internal factors and needs to come up with strategies to handle changing external factors.

When discussing about critical success factors that can lead to level satisfaction, these important factors may have either positive impacts or negative impacts to future of organization depends on the approach of management. In other words, with better strategies, small hotel business can focus on its strengths and mitigate its weakness as well as enhancing its opportunities in the market. In order to search for critical success factors of small business, there are many ways. However, the focus of this study was on the measure the level of customer's satisfaction. In the survey questionnaire, there are five response categories from both domestic and international customers who may describe the influence of important factors impacting their level of satisfaction. The five responses are very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, and very dissatisfied. The points will be assigned as 5, 4, 3, 2, and 1, respectively. The overall high score will be reported as highest level of job satisfaction, whereas, the low score will be reported as lowest level of customer's satisfaction.

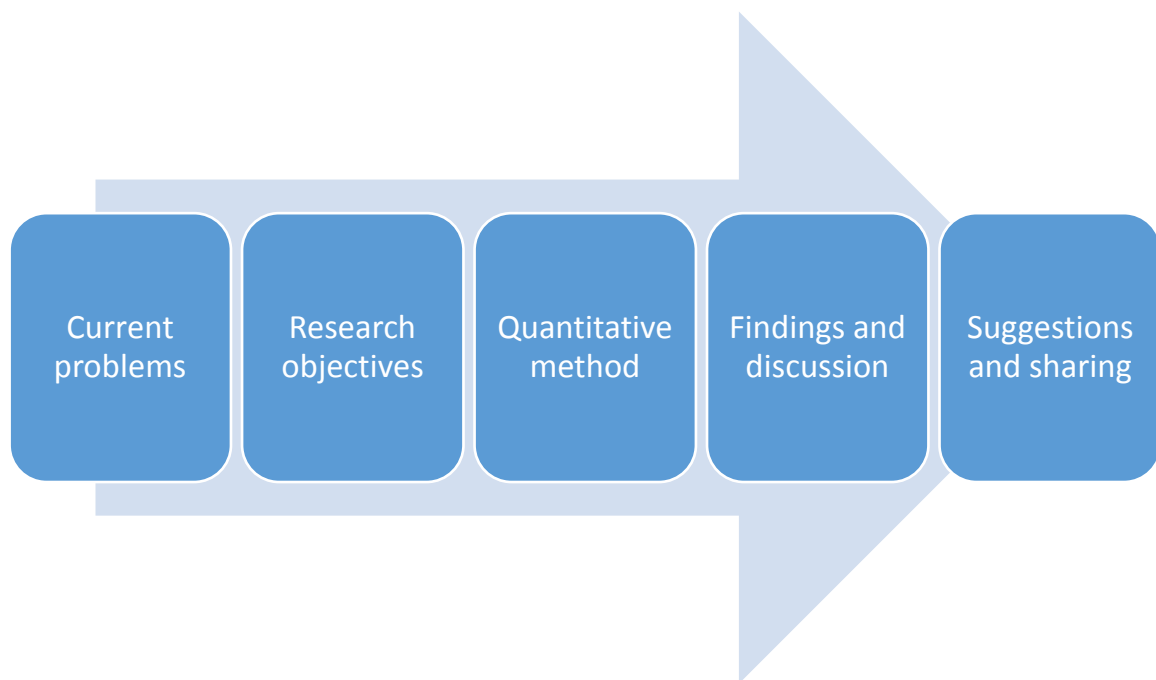
Since the purpose of this study is to survey the customers of small hotels business about the importance of each factors that influence the perception of satisfaction and dissatisfaction, it is very necessary to focus on both internal and external critical success factors. Many studies and many findings suggested mainly one type of factors that influence the customer's satisfaction, however, this research firmly believe both internal and external factors are equally important and have tremendous impact on customer's satisfaction overall.



METHODOLOGY

There are many different size and different service quality of hotels in Thailand. However, small hotels in Thailand are so important to the success of the Thai tourism due to the low prices and long stay. Their main target are many middle income and low income international tourists who often travel in Thailand for a long period of time from one to three months. The measurement of customer's satisfaction is vital feedback for small hotels to use it for enhancing its service quality to match with customer's expectation. There are five important steps of conducting this study: defining current research problems, stating research objectives or aims, employing quantitative method, obtaining findings and discussion, and

finally offering suggestions. In order to obtain the findings and answers to this research objectives, a quantitative research study was properly conducted for the purposes. The objectives of this study were to survey the level of satisfaction of service quality of small hotels that operating in the Bangkok, Thailand as well as to offer some valuable suggestions from the international tourists to improve the service quality that importantly expected by the international tourists. About 200 international tourists, both 100 male and 100 female international tourists was randomly selected to be the pool of sample group. The majority of them were from many different countries and they plan to stay at variety of small hotels in many different districts around Bangkok vicinity. Most of them were willingly to be participated for an interview survey. For data collection, the English questionnaire was designed and developed to elicit some important insight information and their comments and suggestions.



FINDINGS

By employing the method of survey interview, the findings of this study can be reported that customer's satisfaction directly and indirectly affected the success of small hotel business as well as affected the critical success factors of small hotel business. The finding of the study revealed that the majority of international tourists both male and female reported a high level of satisfaction with overall service quality. In other words, the service quality of small hotels met their expectation. Statistically, there were no significant differences between male and female sample in terms of level satisfaction. There were five items in the ranking list of high level of satisfaction such as food & drink services, information services, housekeeping services, front office services, and spa & massage services. There some suggestions from the international tourists. First, there should be a stable WIFI connection. Second, there should be an assistance to the airport or other destinations. Third, there should be a reliable money exchange counter. Finally, there should be basic medical aids. From the findings, some critical factors can be insinuating. First, Wifi is always a big deal in the modern world and international tourists are in great need to use. A hotel without high speed and stable wifi is not a good choice. Second, the eagerness to offer various kinds of

information is important to international tourists. It helps them to save time and be able to make informed decision. Third, safety is always key factors for international tourists.

SUGGESTIONS

From the group discussion of international tourists, it can be reported from the experiences of the sample group that there are some of the most important suggestions.

1. A high speed and stable Wifi
2. Information of shuttle bus to airport
3. Information of reliable money exchange counter
4. Easy access to basic medical aids
5. Communicate with nice tone of English
6. Being helpful with some suggestions and recommendations
7. Giving safety information
8. Offer some use of phone as emergency
9. Nice and clean facilities
10. Allow visiting friends in proper time.

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