VITALITY OF THREE PROCESS OF QUALITY ENHANCEMENT FOR HOTEL INDUSTRY OF THAILAND.

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ABSTRACT

Hotel industry is an important part of tourism industry which is the main source of foreign income for Thailand every year. Service quality improvement is the important process of hotel industry by taking deliberately steps at activity that improve overall service quality. In fact, Service quality enhancement is vital to the success of modern hotel industry in Thailand to compete with other ASEAN nations. The impacts of highly service quality can be positively related to high level of satisfaction, positive word of mouth, and high sales volumes of repeated customers. However, due to the diversity demographic of hotel industry will have different demand for service quality. This objectives of this study were to investigate both the necessary and important factors contributing to the service quality enhancement of hotel industry in Bangkok, Thailand. In order to be able to find the results to the research objectives and research questions, this study had been conducted by utilizing a method of quantitative method. For data collection, it is important to develop English questionnaire survey to elicit insight information. The questionnaires were distributed to ten major hotels in Bangkok on the basis of convenience sampling. About 205 respondents were returned with proper answers and correct format. Data analysis and evaluation were performed by using SPSS. The findings from with study revealed that there was high success rate or about 82 percent to enhance quality at the beginning process of services. There was medium success or about 73 percent to enhance quality at the production process of services. Finally, there was low success or about 49 percent to enhance quality at the final stage process of services. There are three suggestions from this study. First, the focus on the quality enhancement should be on all three stages which help to improve to have highest success rate. Second, the quality assurance can be understand all employees and every step of services. Third, the quality enhancement should be implemented with the intention to save both time and resources.

Keywords: Service Quality, Hotel Industry, Quality Assurance, Productivity

INTRODUCTION

The quality improvement is always important for hotel and service industry in Thailand. The quality available of hotel industry is essential to the success of the macro picture of tourism industry in Thailand in which tourism itself has been so vital to the growth of Thai economy for many decades, and certainly will be even more important in the near future. Tourism industry and hotel industry help in creating service jobs and local jobs and brings foreign currencies to stimuli and expand the Thai economy at the grass root. Hotel industry is one of the most important industries that can help to attract both new customers and returning customers to visit and revisit the same hotels in Thailand due to its reasonable prices and many services. In general, the standard quality of Thai service has been known for being the best among the ASEAN nations. Hotel industry and tourism industry have been

increasingly due to the high quality of services to as a major key ingredient of a business and in differentiating and building a competitive edge in Thai tourism industry. Thai hotels are known to offer a high level of satisfaction based on customers' experiences where prices are reasonable and quite low but high quality of service at all. In general, positive customers' experience often lead to a positive comment of satisfaction which, in turn, reveals a high demand and a willingness to revisit of the same hotels again and again. In addition, satisfied customers are more likely to suggest or to recommend other customers about what many different kinds of positive experience they gain from the previous experiences.

High quality services is essential for hotel industry of Thailand and it is highly promoted by Thai government to expand the growth of their Gross Domestic Products every year. This is because tourism and hotel industry are one of a few industries that can bring large revenues with less cost than other industries.

LITERATURE REVIEW

As the hotel and tourism industry of ASEAN Economic Community grows tremendously, the study of the success factors of industry is becoming increasingly important. In addition, chain hotels are expanding regionally, nationally, and globally have become larger portions of the success in business services and contributing to the expansion of economy. Thai government aimed at enhancing the growth and performance of their hotel industry which requires the expansion of quality improvement as well as new better services. Then, accurate and reliable instruments that assess service quality of hotel industry are of great interest to many researchers. Certainly, one of the best and most importance and widely used service quality instruments is known as SERVQUAL. In fact, many research studies of hotel service quality were based on the theory and the method of SERVQUAL which was developed by Parasuraman, Zeithamal and Berry (1993). The main principle of this theory is based on the gap between the expectation of service quality and the real experience of service received by international tourists. However, the questionnaire of original theory utilized the Likert seven-scales to assess 22 items of service quality in five dimensions which covered the areas of assurance, empathy, reliability, responsiveness, and tangibility. The SERVQUAL method is simple technique and can be applied in many different types of hotel services industry. On one hand, SERVQUAL is based on the proposition that service quality can be measured as the gap between real experience and expected experience. One the other hand, the idea of the principle is the measurement in the service quality gap is very useful to improve the service quality to match with the customers' expectation.

METHODOLOGY

The main objectives of this study were to investigate both the necessary and important factors contributing to the service quality enhancement of hotel industry in Bangkok, Thailand. In order to be able to find the results and answers to the research objectives and research questions, this study had been conducted by utilizing a method of quantitative method. For data collection, it is important to develop English questionnaire survey to elicit insight information. The questionnaires were distributed to ten major hotels in Bangkok on the basis of convenience sampling. About 205 respondents were returned with proper answers and correct format. Data analysis and evaluation were performed by using SPSS.

FINDINGS

The findings of this research showed the important demographic information that respondents were both male and female in the same proportion or with a ratio of 50:50. However, the majority respondents who often be main customers with hotels were between 31-40 years old. Most of the respondents from the survey were single with an undergraduate degree. Most of the respondents were considered themselves as middle income with an average income of the respondents in the medium to high.

The findings from this study can be reported that there was high success rate or about 82 percent to enhance quality at the beginning process of services. There was medium success or about 73 percent to enhance quality at the production process of services. Finally, there was low success or about 49 percent to enhance quality at the final stage process of services. From the discussion with the respondents, there are three suggestions from this study. First, the focus on the quality enhancement should be on all three stages which help to improve to have highest success rate. Second, the quality assurance can be understand all employees and every step of services. Third, the quality enhancement should be implemented with the intention to save both time and resources.

LIMITATIONS

For future study, it is important to learn from the limitations of this study. In fact, there is some limitation of this research. One of the obvious limitations of this research came from the use of the Likert five-scale which may not have a power to distinguish the importance of success factors from expectation and from reality since some of the respondents was first time users of hotel services. It also does not take into account of the reasons behind each factor of services. Therefore, the findings may not be generalized to all hotel industry properly. Hence, future research should use a combination of Likert five-scale with in-depth interviews and focus groups. In other words, future studies should use a combination of qualitative and quantitative methods in order to effectively measure the importance of factors of success from the perspective of hotel customers both domestic customers and international customers.

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