

CAMPUS HOTEL MANAGEMENT AND SERVICE IMPROVEMENT

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ABSTRACT

Campus hotel management and service improvement is vital for the success of campus services and it is necessary and required for campus hotel management level in order to be very competitive and be able to provide standard of services to customers. In fact, five dimension of measuring service quality have become a significant part of service improvement. The service quality model in this paper benefits from five dimensions of service quality which are tangibles, reliability, responsiveness, assurance, and empathy. The objectives of this research were to survey of hotels staff and managers about what kinds of services that needed to be improved to gain more satisfaction from customers. The population of this study included all staff and managers who were providing the services in various hotels, Bangkok, Thailand. In order to prevent the gender effect, the sample size included 100 staff which were fifty male staff and fifty female staff. Data collection was conducted by using a five Likert questionnaire which was designed and developed to measure the five antecedents of services. A survey quantitative research was utilized which aimed to search for which proper antecedents of services that needed to be improved. The findings of this research revealed that overall the majority of campus staff agreed that these five antecedents of services would affected customers' level of satisfaction with a mean of 4.54 and standard deviation of 0.7529. However, there were three antecedents of services that needed to be improved which were responsiveness or prompt services. It is a fact that all antecedents of services are important for customers but some are more important than other. The finds found that reliability and responsiveness are more important to price sensitive customers than that of assurance, empathy, and tangibles.

Keywords: Service Improvement, Service Quality, Campus, Satisfaction

Introduction

Hotel in campus of Suan Sunandha Rajabhat University needed an improvement plan to be more competitive in today's environment and to be able to delivering high quality service to enhance the level of satisfaction of customers. In fact, satisfaction is the key for a sustainable competitive advantages and surely it is widely accepted that it does have a major positive effect on hotel's sales performance and profitability. The majority of satisfied customers are the strong foundation of any successful hotel business. Why? Because there are many benefits directly link to repeat customer, positive words of mouth, and loyalty retention. The logic shows that highly satisfied customers often have a willingness to exchange their positive words of mouth to other customers who may be their friends and family members, on the opposite, highly unsatisfied customers also more than willing to exchange their negative comments and words of mouth to countless new customers.

Modern campus hotels are increasingly demanding in regarding better quality services. Many successful hotels often reported that service quality is their number one priority for their employee's improvement and engagement. The gain from high quality services will benefits both employees and employers in the sustainable ways. However, many papers suggested that there is a direct positive relationship between level of satisfaction of quality of services and success of the hotels in the long run. Satisfaction of customers can be measured in terms of satisfaction with the overall experiences offered by campus hotels.

Research Methodology

One of the main functions of campus services is to offer campus hotel management. It is, however, important to have service improvement which is vital for the success of campus hotel and it is necessary and required for campus hotel management in order to be very competitive and be able to provide standard of services to high expectation of modern customers. Hence, five dimensions of measuring service quality needed to be implement which are tangibles, reliability, responsiveness, assurance, and empathy. In order to obtain the results of this research, there are five steps of the research process: research aims, data collection, data analyzing, discussion & results, and conclusion.

The aims of this research were to investigate hotels staff and managers about what kinds of services that needed to be improved to enhance high level of satisfaction from customers. The population of this study included all staff and managers who were providing the services in various hotels, Bangkok, Thailand. To prevent the gender effect, the sample size included 100 staff which were fifty male staff and fifty female staff who were currently working in the hotels. Data collection was conducted by utilizing five Likert questionnaire which was aimed to measure the five antecedents of services. By using Taro Yamane sampling method, about 400 samples was required. However, due to limited budget and time constraints, a total of 200 samples was used for this study and then was interviewed with questionnaire.

Results

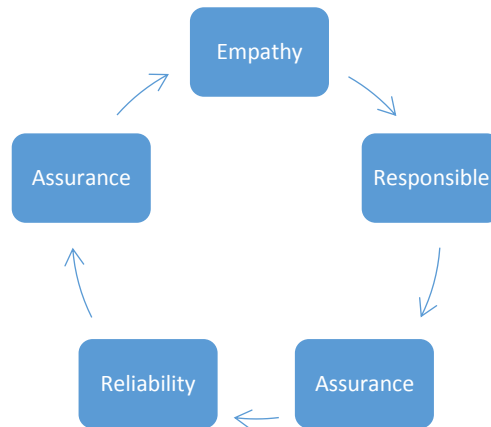
TABLE I
LEVEL OF SATISFACTION

	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
<i>Five Dimensions</i>			
1. Reliability	4.75	.7809	1
2. Responsiveness	4.63	.7970	2
3. Assurance	4.51	.9650	3
4. Empathy	4.33	.8433	4
5. Tangibles	4.09	.7891	5

From table 1, the five dimensions of services include reliability, responsiveness, assurance, empathy and tangibles. First, the respondents had rated “Reliability of service quality” as number one of level of satisfaction with a mean of 4.75 and standard deviation of .7809. Second, the respondents had rated “Responsiveness of service quality” as number two of level of satisfaction with a mean of 4.63 and standard deviation of .7970. Third, the respondents had rated “Assurance of service quality” as number three of level of satisfaction with a mean of 4.51 and standard deviation of .9650. Fourth, the respondents had rated “Empathy of service quality” as number four of level of satisfaction with a mean of 4.33 and standard deviation of .8433. Finally, the respondents had rated “Tangible of service quality” as number five of level of satisfaction with a mean of 4.09 and standard deviation of .7891.

The results of this research investigation can be reported that overall the majority of campus staff agreed that these five dimensions of services would affected the overall level of customers’ satisfaction with a mean of 4.54 and standard deviation of 0.7529. From table w, it can be concluded that all five dimensions of service are important to customers and affect their level of satisfaction. However, there were two antecedents of services that were in good

shape and not in a hurry to be improved which were reliability or the service that customers can be trust and responsiveness or prompt services to customers. It is understanding that all antecedents of services may not as important as reliability and responsiveness in the eyes off customers. However, some are more important than other dimensions of services. The results part showed that reliability and responsiveness are more important to price sensitive customers than that of assurance, empathy, and tangibles.



Suggestions

From the discussion part and focus group, there are three vital suggestions from this study to provide the improvement of the campus hotel on Suan Sunandha Rajabhat University in order to increase the level of satisfaction. The first suggestion is about the shutter bus to the international airport need to provide the location and schedule of the bus on a daily basis. Second suggestion is the need for increasing the speed and stability of WIFI in all areas of the campus hotel which is the basic service standard that are expected by all customers. Third suggestion is about the noise mitigation. There must be a way to reduce a noises of construction around the campus and at many important of meetings and conferences or early in the morning. Finally, the last suggestion is about the problems of parking lots. Hotel guest should have a priority of parking lot in front of the hotel building.

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