SERVICE QUALITY RELATED WITH HEALTHY SPA SERVICE'S SATISFACTION OF CHINESE TOURISTS IN CHIENGMAI PROVINCE.

Pornkul Suksod

Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand
E-Mail: Pornkul.su@ssru.ac.th

ABSTRACT

These research objectives aimed to study 1) the service quality of the healthy spa in Chiengmai Province 2) the healthy spa service's satisfaction of Chinese tourists in Chiengmai Province 3) the relationship between the service quality and the decision making in choosing the healthy spa of Chinese tourists in Chiengmai Province. The instrument of the quantitative research represented the questionnaire, the research population represented Chinese tourists who chose the healthy spa service in Chiengmai Province. The 384 sample sizes were determined with the unknown number of populations, the statistical approaches represented by mean, standard deviation and Pearson product-moment correlation coefficient. The research finding represented 1) the high level of mean in overall service quality aspects and the most level represented the responsive, tangibles, reliability, empathy assurance, respectively 2) the high level of statistical mean in overall tourists satisfaction aspects and the most level represented the equitable service, continuous service, progressive service, ample service, timely service, respectively 3) the service quality on the tangibles, reliability, responsive, assurance and empathy related with the healthy spa service's satisfaction of Chinese tourists in Chiengmai Province.

Keywords: service quality, tourist satisfaction, healthy spa

INTRODUCTION

At present, the tourism business greatly expanded and created the enormous revenue to Thailand, especially inbound tourism business. The purposes of foreign tourists represented not only for tourism but also on other purposes like medical treatment, health caring and shopping. The healthy spa represented one of the businesses that the tourists chose, especially the Chinese who intended to use only the spa. The high expense of the spa contributed the high revenue on this service, meanwhile the high competition on the healthy spa businesses resulted from the more investment, therefore these businesses maintained good business status and their remaining, they had to improve the quality that satisfied with tourists. The good service was a crucial choice for service decision making of tourists. (Chaoprasert, 2009; Douglas, 2007; Promdao et al.2019).

LITERATURE REVIEW

The meaning of service quality represented the service work that could be intangible and difficult to evaluate the service quality but scholars defined and the evaluation approaches the service quality such as Douglas (2007) defined the service quality represented the long-term attitude of the total performance evaluation, Chaisonpon Chaoprasert (2009) stated the excellent service that fulfilled the customers needs meant the thing customers perceived and met their expectation, the service beyond the customers'needs represented customers perceived things beyond their expectation with delighting, Etzel (2014) stated the

service quality management in the organization should determine 1) the consumers' expectation 2) to measure the expectation level of target 3) try to maintain the service quality level beyond the consumers' expectation. In brief, the service quality represented the delivery of service with quality that indicated a path of the business succession among the competition especially the similar pattern of service providing and the location, therefore the service quality represented the means to create the organizational differentiation and the number of consumers. The service characteristics, the service represented four crucial characteristics that effected to marketing operational designing as following (Kotler, 2010)

1. Intangibility, the service was invisible or felt before purchasing and could Not anticipate the results, therefore the risk reduction, the buyers looked for the signals that indicated the service quality with the determining of location, staff, facilities, communication and price, therefore the service providers should produce these things as collateral for buyers.

2. Inseparability, the service represented the production and consuming at The similar time that represented no goods to supply on stock, distribute and consume later. A service provider could serve only one customer at that time and caused the timing constrains, these problems were solved by the strategies with the expansion of number of clients and determining the service time standard.

3. Variability, the characteristics of service represented the variability that depended on various factors such as service providers, service timing, service site, therefore the service providers should control the service quality that could perform three steps as following 3.1 recruitment and training the staff 3.2 determining the servicing procedures of systematic standardization 3.3 inspection the customer satisfaction from the questionnaire.

4. Perishability, the service represented the perishable like goods, the uncertainty demand fluctuation caused the missing or unavailable. Therefore, the service business should implement the marketing strategies to adjust the demand and simultaneous servicing such as the pricing strategy to contribute the certainty demand or part-time staff on the peak time for the fast servicing.

The service quality tools, Ziethaml, Parasuraman & Berry (2013) stated the service quality represented the customers' service expectation in service. The customers measured with service quality in five aspects as following.

1. The tangibles represented the service should be tangible in the term of the visible characteristics like equipment, office stationary, decoration, uniforms, leaflet and the documentation, banner, cleanliness, office order and location. These characteristics contributed the customers' perception in the service intention and clean.

2. The reliability represented the punctual service, service perceiving with the credibility, appropriateness and reliability, customers' data and rapid response, adequacy of staff and problem solving with empathy.

3. Responsiveness meant the quick intention to serve the customer, rapid service with enthusiasm to serve the customer, inquisition without ignorance, the speedy staff and the efficient service procedures.

4. Assurance represented the service from staff who possessed the exact information, performing skills with hospitality that made the trust and safety to assure the excellent service to customers.

5. Empathy meant the staff who served the customer individually with caring and friendliness, information and studying of the similar and unique of customers individually to serve customers with satisfaction.

Many researches of service quality perception, especially the researches of Ziethaml, Parasuraman & Berry (2013) who studied on the focus group to measure ten dimensions and evaluated by customers. The service quality evaluation found that the intense significant relationship among these dimensions and five strong variables for the service quality and also

the study of service quality of Bangkok Mass Transit System that concluded the service quality instruments as following. (Chutimon Vimoolchart, 2010)

The client satisfaction, to measure the service satisfaction that Millet (2012) stated the satisfactory service or the ability to produce the satisfaction to clients was considered five factors as following 1) Equitable service meant the fairness of service on the assumption of equality in the individual and discrimination 2) Timely service meant the service was punctual, to be unpunctual caused to be unsatisfied clients 3) Ample service meant the service should have the appropriateness of the number and right place, the equitable and punctual were meaningless if the number of right places and caused the discriminatory service to clients 4) continuous service meant maintaining the service level that focused on the benefit of clients not for organization 5) Progressive service represented the quality and performance improving service, the other aspect represented the efficiency or capacity enhancement with no increased resources, the conclusion of definition in satisfaction of service quality represented that service meant activities or procedures to facilitate the individual, the activities were intangible but response the needs of clients, delighted and satisfied to clients. The principles of servicing comprised of the equality, punctuality, sufficiency, continuation and discrimination.

Picture 1 Framework
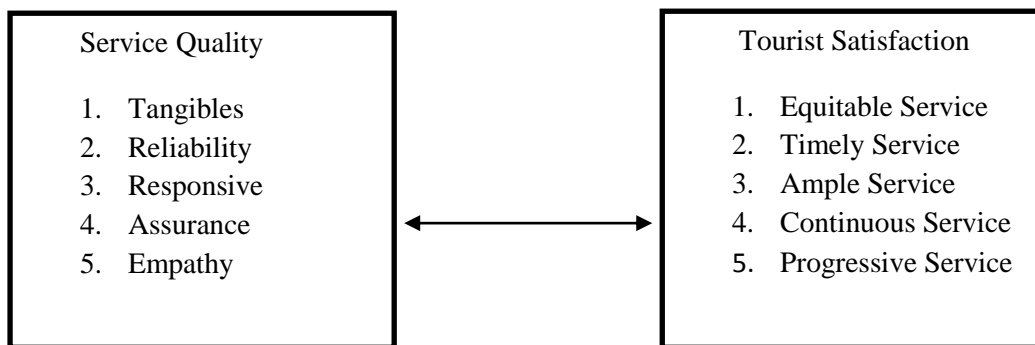
METHODOLOGY

The population in this quantitative research represented Chinese tourists in Chiengmai Province and used the healthy spa service, because of unknown and many population, 384 sample was determined by unknown population sampling method. The research instrument represented the questionnaire and data collection from Chinese tourists who used the healthy spa service in Chiengmai Province. The data analysis represented by mean, standard deviation and the relationship testing by Pearson product-moment correlation coefficient.

RESULTS

Table 1. The finding of the healthy spa service quality in Chiengmai Province (n=384)

Variable	Mean	S.D.	Result
1. Tangibles	3.727	.721	Most
2. Reliability	3.721	.854	Most
3. Responsive	3.812	.679	Most
4. Assurance	3.653	.736	Most
5. Empathy	3.695	.712	Most
Service Quality	3.721	.740	Most

Table 2 The finding of the satisfaction on spa service of Chinese tourists in Chiengmai Province (n=384)

Variable	Mean	S.D.	Result
1. Equitable Service	3.789	.765	Most
2. Timely Service	3.685	.762	Most
3. Ample Service	3.699	.711	Most
4. Continuous Service	3.757	.685	Most
5. Progressive Service	3.746	.724	Most
Tourist Satisfaction	3.735	.729	Most

Table 3 Data analysis of correlation coefficient in forecasted variables and among variables

Service Quality	Tourist Satisfaction in Cheng Mai Province				
	Equitable Service	Timely Service	Ample Service	Continuous Service	Progressive Service Y
Mean	3.727	3.721	3.812	3.653	3.695
S.D.	.721	.854	.679	.736	.712
Tangibles	1				
Reliability	.689	1			
Responsive	.745	.723	1		
Assurance	.634	.658	.697	1	
Empathy	.756	.733	.762	.771	1

CONCLUSION

The conclusion of finding represented as following
1) the high level of mean in overall service quality aspects and the most level represented the responsive, tangibles, reliability, empathy assurance, respectively 2) the high level of statistical mean in overall tourists satisfaction aspects and the most level represented the equitable service, continuous service, progressive service, ample service, timely service, respectively 3) the service quality on the tangibles, reliability, responsive, assurance and empathy related with the healthy spa service's satisfaction of Chinese tourists in Chiengmai Province.

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