

# Facility location, Service quality, Product quality and Quick Responsiveness for Chinese Spa Tourism in Thailand

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## ABSTRACT

The research investigated the facility location, service quality, product quality and quick responsiveness for Chinese Spa tourism in Thailand. The conceptual framework was developed from the literature review, survey, and other contemporary research in management. Accordingly, the researchers consider the importance of facility location, service quality, product quality and quick responsiveness. In this, the researchers employed the quantitative research approaches. The instruments of research were the steps of a questionnaire. Data were collected from 385 people who are Chinese spa tourists who come to use spas service in Bangkok. The data collected were analyzed using descriptive statistics as mean, standard deviation, and percentage on the basis of observing the actual tourist satisfaction of the organizations studied through all operational links in management. Findings are applications of facility location, service quality, product quality and quick responsiveness are high-level.

**Keywords:** facility location, service quality, product quality and quick responsiveness

## INTRODUCTION

The expectation inconsistency theory was proposed by Oliver (1977), which serves to explain the formation of satisfaction, and is the most widely used research theory in consumer satisfaction research. This theory holds that the inconsistent satisfaction arises from the gap between the expected expectation value before consumption and the actual utility value after consumption. This gap leads to different customer reactions, showing "moderate satisfaction" when the gap value is zero, "satisfaction" when the actual utility value is greater than the expected expectation value, and "dissatisfaction" when the actual utility value is less than the expected expectation value. Zou Deqiang et al. (2008) there are two such gap measurement methods, including gap reduction and subjective gap; Cronin (2000), the perceived gap of consumers is difficult to express by algebraic difference, so the subjective gap measurement method is widely used.

Expectation inconsistency theory receives high attention from researchers in tourism-related research. Bosque & S an (2008) showed that tourists' preconceived image of a destination affects their expected expectations, in affecting their satisfaction and loyalty. Anderson & Sullivan (199) research showed that consumers tend to expect the same expectations and actual utility when services are difficult to measure by value.

Product quality refers to how well a product satisfies customer needs, serves its purpose and meets industry standards. When evaluating product quality, businesses consider several key

factors, including whether a product solves a problem, works efficiently or suits customers' purposes.

Companies may also evaluate product quality based on various perspectives that show how different groups perceive the usefulness of a product. Perspectives to consider when assessing product quality include customer perspectives, manufacturing perspectives, product-based and value-based perspectives and transcendental perspectives, which perceive a product's value in relation to its cost. Using these perspectives, you can define product quality according to: Performance and intended function, Reliability of the product within a specific time frame, Conformity to product specifications, Product durability and lifespan Product serviceability, Physical features of the product Customers' perception of the product, Related: Guide To Understanding Product Development, Why is product quality important?, Product quality is important because it affects the success of the company and helps establish its reputation in customer markets. When companies can create high-quality products that continue to meet customer demands, it can lead to fewer production costs, higher investment returns and increases in revenue.

Product quality also matters to the customers who depend on a company's attention to detail and customer demand. Companies create products to fill a need in the market, and consumers expect products to meet that need as the company advertises them. They want products that help them establish a connection with a brand so they know they can rely on the company's offerings. Quality products provide customers with safe, effective ways to solve their problems. Related: Guide to Quality Assurance, Developing a product quality strategy, before you decide on a product quality strategy, it's important to research the factors that can affect the quality of your products so you know where you need to make changes. Then, you can determine areas of improvement and identify the elements that define product quality management. Consider the following concepts to create a strategy for monitoring performance and success.

## **METHODOLOGY**

The study of the role of facility location, service quality, product quality and quick responsiveness for Chinese Spa tourism in Thailand, the researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This research is quantitative research in the format is survey research. The research tool was a questionnaire. Data was collected by instrument-based interviews. The survey sample was 385 residents from Chinese spa tourists who come to use spas service in Bangkok. The researchers used a convenient sampling method to conduct a random sample size, as determined according

to W.G. Cochran (1953). The tool is a questionnaire about facility location, service quality, product quality and quick responsiveness the nature of the questionnaire is a rating scale questionnaire with 5 levels. Weights are assigned according to the Likert method by determining each item's weights, scores, and performance levels. There are 5 levels of questions in the questionnaire, separating each variable. The statistics used to analyze the data were descriptive statistics consisting of mean, standard deviation and percentage.

## RESULTS

Table 4.1 Personal characteristics of Chinese spa tourism in Thailand

Characteristics of employees	number (n=385)	Percentage
1. Gender		
- Male	224	58.18
- Female	161	41.82
2. Age		
- 18 - 25 Year	112	29.09
- 26 – 35 year	60	15.58
- 36 – 45 year	123	31.95
- More than 46 year	90	23.38
3. Marital status		
- single	126	32.73
- married	155	40.26
- divorced	104	27.01
4. Degree of education		
- lower than bachelor's degree	106	27.53
- Bachelor's degree	130	33.77
- postgraduate	149	38.70
5. Working time		
- 1-3 years	127	32.99
- 4-6 years	165	42.86
- More than 7 years	93	24.16
-		
6. Monthly income		
- 1000-3000 Yuan	124	32.21
- 3001-5000 Yuan	134	34.81
- 5001-8000 Yuan	127	32.99
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From the table 4.1, the perspective of gender, male are significantly higher than female, accounting for 58.18 percentage, and female 41.82 percentage.

Regarding the age of Chinese spa tourists, the highest proportion was 36-45 years old, accounting for 31.95%, followed by Chinese spa tourists aged 18-25 years and Chinese spa tourists aged 26-35 years, accounting for 29.09% and 15.58%, respectively, and Chinese spa tourists over 46 years old. Representing 23.38% said that Chinese spa tourists who responded to the survey were generally middle age.

Regarding marital status, 40.26% were single, 32.73% were divorced, and 27.01% were related to the age distribution. The company had many married status Chinese tourist.

From the perspective of educational background, Chinese spa tourists generally have lower than bachelor's degree, Bachelor's degree, and graduate accounting for 27.53, 33.77 and 38.70% respectively.

From the perspective of working years, Chinese spa tourists are generally in the range of 1-3 years, and 4-6 years of Chinese spa tourists, accounting for 32.99 and 42.86 respectively, and Chinese spa tourists who have worked for more than 7 years also account for a certain proportion, 24.16%.

In terms of monthly income, 34.81% of Chinese spa tourists have a monthly income of 3000-5000 Yuan, 32.99% of Chinese spa tourist have a monthly income of 5000-8000 Yuan, and only 32.21% of Chinese spa tourists have a monthly income of 1000-3000 Yuan, indicating that the average monthly income of Chinese spa tourists has basically reached the middle-income level.

### 1. Facility Location

Table 4.2 the level of opinion about Facility location

Facility location	Mean	S.D.	Level	Rank
1. The spa shop has a location that is convenient for both going and returning.	3.711	.674	high	5
2. The location of the spa shop has many public transportation lines, convenient to travel both on the way and on the way back.	4.103	.576	high	2
3. The location of the spa shop has many shops as a place to buy souvenirs.	3.997	.532	high	3
4. The location of the spa shop has a department store to buy products after using the spa service.	3.887	.599	high	4
5. The shop's position is clearly visible.	4.111	.587	high	1
Total	3.962	.594	high	

From Table 4.2, the mean and standard deviation of the opinion level of the facility location variable is at a high level, with the mean value at a higher level being 3.962. Comprehensive from all aspects, the average of the highest side is "The shop's position is clearly visible", high level average of 4.111, followed by " The location of the spa shop has many public transportation lines, convenient to travel both on the way and on the way back", high level of average of 4.103, the last is "The spa shop has a location that is convenient for both going and returning", the average is 3.711, in the high level.

## 2. Service quality

Table 4.3 the level of opinion about service quality

<b>Service quality</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>	<b>Rank</b>
1. Taking care of customers closely, always asking for customer needs.	3.876	.661	high	5
2. Provide advice and answer customer questions regularly.	4.111	.676	high	2
3. Provide assistance and advice on product quality for customers to understand.	4.102	.664	high	3
4. Talk to customers to make them comfortable and friendly.	3.998	.647	high	4
5. Explain details of how to use each type of product for customers to use in the right way.	4.127	.663	high	1
Total	4.042	.662	high	

From Table 4.3, both the mean value and the standard deviation regarding the opinion level affecting the service quality are at a high overall level, with the mean value at a higher level being 4.042. From the various aspects of the variables involved, we found that the highest average is "Explain details of how to use each type of product for customers to use in the right way" (4.127), at a high level, followed by "Provide advice and answer customer questions regularly" (4.111), at a high level, the lowest is "Taking care of customers closely, always asking for customer needs", always asking for customer needs the average of 3.876, in the same high level.

### 3. Product quality

Table 4.4 the level of opinion about product quality

Product Quality	Mean	S.D.	Level	Rank
1. All products available in the spa shop are of high quality.	3.897	.645	high	5
2. All kinds of services in the spa shop are always maintained to be the best.	4.111	.776	high	2
3. Products are selected for quality by using high quality raw materials in production.	4.105	.731	high	3
4. All kinds of products have a detailed production process, accurate in every step.	3.998	.659	high	4
5. All products have quality packaging to prevent damage.	4.127	.657	high	1
Total	4.048	.694	high	

From Table 4.4, the mean and standard deviation of the opinion level of the product quality variable is at a high level, with the mean value at a high level being 4.048. Comprehensive from all aspects, the average of the highest side is "All products have quality packaging to prevent damage", high level average of 4.127, followed by " All kinds of services in the spa shop are always maintained to be the best", high level of average of 4.111, the last is " All products available in the spa shop are of high quality" the average is 3.897, in the high level

### 4. Quick responsiveness

Table 4.5 the level of opinion about quick responsiveness

Quick responsiveness	Mean	S.D.	Level	Rank
1. The spa shop can answer all customer questions quickly.	3.994	.542	high	3
2. The spa shop can complete the order quickly.	3.982	.664	high	4
3. The spa shop can give advice about products quickly and accurately.	3.889	.626	high	5
4. Spa shops can help customers quickly shop for products in the shop.	4.112	.599	high	2

5. The spa shop can quickly and timely manage all customer-related activities.	4.119	.675	high	1
Total	4.019	.621	high	

From Table 4.5, the mean and standard deviation of the opinion level of the Quick responsiveness variable is at a high level, with the mean value at a higher level being 4.019. Comprehensive from all aspects, the average of the highest side is "The spa shop can quickly and timely manage all customer-related activities", high-level average of 4.119, followed by "Spa shops can help customers quickly shop for products in the shop", high level of an average of 4.112, the last is "The spa shop can give advice about products quickly and accurately", the average is 3.889, in the high level.

## 5. Tourist Satisfaction

Table 4.6 the level of opinion about tourist satisfaction

<b>Tourist satisfaction</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>	<b>Rank</b>
1. Tourists plan to buy spa products and services in Thailand.	3.998	.632	high	3
2. Tourists like to buy a variety of spa products in Thailand.	4.120	.611	high	1
3. Tourists like to use a variety of spa services in Thailand.	4.102	.583	high	2
4. Tourists tell friends to buy products and services from spas in Thailand.	3.972	.642	high	4
5. Tourists always praise Thai spa products and services.	3.871	0.578	high	5
6. Tourists never complain about products and services.	3.813	0.567	high	6
Total	3.951	.602	high	

From Table 4.6, the mean and standard deviation of the opinion level of the tourism satisfaction variable is at a high level, with the mean value at a higher level being 3.951. Comprehensive from all aspects, the average of the highest side is "Tourists like to buy a variety of spa products in Thailand", high level average of 4.120, followed by "Tourists like to use a variety of spa

services in Thailand.", high level of an average of 4.102, the last is " Tourists never complain about products and services.", the average is 3.813, in the high level.

## 6. The factors affecting the overall

Table 4.8 the level of opinion about the factors affecting the overall

Variable	Mean	S.D.	Level	Rank
1. Facility location	3.962	.594	high	4
2. Service quality	4.042	.662	high	2
3. Product quality	4.048	.694	high	1
4. Quick responsiveness	4.019	.621	high	3
5. Tourist satisfaction	3.951	.602	high	5
Total	4.004	.635	high	

As can be seen in Table 4.8, the mean and standard deviation of opinion levels regarding factors affecting tourist satisfaction are at a high overall level, with a higher-level mean at 4.004. From each variable, we found that the highest average was product quality (4.048), at a high level, followed by service quality (4.042), and the lowest was facility location, with an average of 3.962

## CONCLUSION

### (1) The level of opinion about the factors affecting the overall

The mean and standard deviation of opinion levels regarding factors affecting tourist satisfaction are at a high overall level, with a higher-level mean at 4.004. From each variable, we found that the highest average was product quality (4.048), at a high level, followed by service quality (4.042), and the lowest was facility location, with an average of 3.962.

### (2) Facility Location

The mean and standard deviation of the opinion level of the facility location variable is at a high level, with the mean value at a higher level being 3.962. Comprehensive from all aspects, the average of the highest side is "The shop's position is clearly visible", high level average of 4.111, followed by " The location of the spa shop has many public transportation lines, convenient to travel both on the way and on the way back", high level of average of 4.103, the last is "The spa shop has a location that is convenient for both going and returning", the average is 3.711, in the high level.

### (3) Service Quality

The mean value and the standard deviation regarding the opinion level affecting the service quality are at a high overall level, with the mean value at a higher level being 4.042. From the various aspects of the variables involved, we found that the highest average is "Explain details of how to use each type of product for customers to use in the right way" (4.127), at a high level, followed by "Provide advice and answer customer questions regularly" (4.111), at a high level, the lowest is "Taking care of customers closely, always asking for customer needs", always asking for customer needs the average of 3.876, in the same high level.

#### **(4) Product Quality**

The mean and standard deviation of the opinion level of the product quality variable is at a high level, with the mean value at a high level being 4.048. Comprehensive from all aspects, the average of the highest side is "All products have quality packaging to prevent damage", high level average of 4.127, followed by " All kinds of services in the spa shop are always maintained to be the best", high level of average of 4.111, the last is " All products available in the spa shop are of high quality" the average is 3.897, in the high level.

#### **(5) Quick Responsiveness**

The mean and standard deviation of the opinion level of the Quick responsiveness variable is at a high level, with the mean value at a higher level being 4.019. Comprehensive from all aspects, the average of the highest side is " The spa shop can quickly and timely manage all customer-related activities", high-level average of 4.119, followed by " Spa shops can help customers quickly shop for products in the shop", high level of an average of 4.112, the last is "The spa shop can give advice about products quickly and accurately", the average is 3.889, in the high level.

#### **(6) Tourist Satisfaction**

The mean and standard deviation of the opinion level of the tourism satisfaction variable is at a high level, with the mean value at a higher level being 3.951. Comprehensive from all aspects, the average of the highest side is "Tourists like to buy a variety of spa products in Thailand", high level average of 4.120, followed by " Tourists like to use a variety of spa services in Thailand.", high level of an average of 4.102, the last is " Tourists never complain about products and services.", the average is 3.813, in the high level.

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