

The Role of Human Resource Management, Service Quality, Innovation Process and Tourist Satisfaction for Chinese Health Tourism in Thailand

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ABSTRACT

The research investigated the role of human resource management, service quality, innovation process and tourist satisfaction for Chinese health tourism in Thailand. The conceptual framework was developed from the literature review, survey, and other contemporary research in human resource management. Accordingly, the researchers consider the importance of human resource management, service quality, innovation process and tourist satisfaction. 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 who come to Bangkok for health in the hospital of Thailand. 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 human resource management. Findings are applications of service quality, innovation process and tourist satisfaction are high-level.

Keywords: human resource management, service quality, innovation process and tourist satisfaction

INTRODUCTION

The responsibilities of human resource management HR professionals generally are tasked with creating and administering programs that improve workplace efficiency and employer-employee relationships. Within this broad assignment are several different but critical responsibilities, such as: Staffing a business or an individual department requires several key steps. Hiring managers must first determine how many new employees the budget can support, then find and interview qualified candidates, and finally, make selections and negotiate compensation. Developing workplace policies. If it's determined that a new or revised policy is needed, HR professionals typically consult with executives and other managers, write the supporting documentation and communicate it to employees. Policies may cover vacations, dress codes, disciplinary actions, and other workplace protocols. Administering pay and benefits

To attract and retain talent, compensation must meet industry standards and be comparable to what other employees in similar roles are being paid. Creating such a fair pay system requires carefully considering an employee's years of service with the business, experience level, education and skills. Retaining talent

Compensation isn't the only thing that retains talented employees. HR managers may need to proactively address issues with workplace environments, organizational culture and relationships between employees and supervisors.

Training employees, When employees develop new skills, they tend to be more productive and satisfied with their job. Some of the training programs typically run by HR departments include team-building activities, policy and ethics education, and on-the-job instruction and skills, e.g. how to run a machine or computer program. Complying with regulations, Laws that affect the workplace – whether they're related to discrimination, health care, or wages and hours – are constantly evolving. HR professionals must keep up with these changes and notify the rest of the organization in support of compliance. Maintaining safety, Safety in the workplace means protecting not just the physical health of employees, but also their private information. To minimize workers' compensation claims and data breaches, HR must implement security measures and ensure that all federal, state, and union standards are met.

The Marketing Model is an e-commerce model that integrates offline real economy with online e-commerce, combines online business model with offline real economy through the Internet, and makes the Internet become the front desk of offline transactions. The wide application of the marketing model and social media has prompted the transformation and upgrading of major industries, especially in the consumer service industry. (Johnson, Fornell, 1991; Malthouse et al., 2004). Now, marketing mode has realized the local service and the integration and perfection of mobile devices become the primary way of people consumption; in this context, the connotation of tourism service contact is more prosperous, from a single and service personnel, service environment and customer offline contact, developed based on online platform of browsing, booking, payment, sharing and based on offline experience and a series of activities combining contact, its connotation are significant changes in breadth and depth, to adapt to the development of the new era. (Bowen, 1986; Czepiel, Rosenberg, and Akerele, 1974; Fornell, 1992; Johnson, Fornell, 1991; Malthouse et al., 2004; Parasuraman, Zeithaml, and Berry, 1985; Wang, Gu, and Mei Hu, 2005)

METHODOLOGY

The study of the role of human resource management, service quality, innovation process and tourist satisfaction for Chinese health 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 health tourists who come to health care in the hospital of Thailand. 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 human resource management, service quality, innovation process, and tourist satisfaction 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

Personal characteristics of Chinese health tourist

Table 4.1 Personal characteristics of Chinese health tourist in Thailand

Characteristics of employees	number (n=385)	Percentage
1. Gender		
- Male	243	63.11
- Female	142	36.89
2. Age		
- 18 - 25 Year	102	26.49
- 26 – 35 year	56	14.55
- 36 – 45 year	128	33.24
- More than 46 year	99	25.72
3. Marital status		
- single	121	31.42
- married	159	41.30
- divorced	105	27.28
4. Degree of education		
- lower than bachelor's degree	109	
- Bachelor's degree	132	28.31
- graduate	144	34.29
		37.40
5. Working time		
- 1-3 years	121	32.99
- 4-6 years	168	42.86
- More than 7 years	96	24.15
-		
6. Monthly income		
- 1000-3000 Yuan	129	35.51
- 3001-5000 Yuan	132	34.29
- 5001-8000 Yuan	124	32.21
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From the table 4.1, the perspective of gender, male are significantly higher than female, accounting for 63.11 percentage, and female 36.89 percentage.

Regarding the age of Chinese health tourists, the highest proportion was 36-45 years old, accounting for 33.24%, followed by Chinese tourists aged 18-25 years and Chinese health tourists aged 26-35 years, accounting for 26.49% and 14.55%, respectively, and Chinese health tourist over 46 years old. Representing 25.72% said that Chinese health tourists who responded to the survey were generally middle age.

Regarding marital status, 41.30% were single, 31.42% were divorced, and 27.28% were related to the age distribution. The company had many young Chinese health tourists.

From the perspective of educational background, Chinese health tourists generally have lower than bachelor's degree, Bachelor's degree, and graduate accounting for 28.31, 34.29 and 37.40% respectively.

From the perspective of working years, the Chinese health tourists are generally in the range of 1-3 years, 4-6 years of Chinese health tourists, accounting for 32.99 and 42.86 respectively, and the Chinese health tourists who have worked for more than 7 years also account for a certain proportion, 24.15%.

In terms of monthly income, 34.78% of Chinese health tourists have a monthly income of 3000-5000 Yuan, 26.88% of Chinese health tourists have a monthly income of 5000-8000 Yuan, and only 38.34% of Chinese health tourists have a monthly income of 1000-3000 Yuan, indicating that the average salary of Chinese health tourist has basically reached the middle-income level.

To study facility location, service quality, product quality, quick responsiveness, and tourist satisfaction of Chinese health tourists in Thailand

4.1 Human resource management

Table 4.2 the level of opinion about Human resource management

Human resource management	Mean	S.D.	Level	Rank
1. Announcement of employees with specific abilities	3.987	.629	high	5
2. Employees with outstanding abilities are selected.	4.112	.644	high	2
3. There is continuous training for employees.	4.106	.638	high	3
4. There is an annual outstanding employee contest.	3.999	.693	high	4
5. There is a performance evaluation every half year.	4.117	.665	high	1
6. Salary is given consistently every month.	3.876	.678	high	6
7. There is regular compensation and overtime pay.	3.765	.644	high	8
8. Welfare for sickness, maternity leave, business leave	3.876	.658	high	7
Total	3.979	.656	high	

From Table 4.2, the mean and standard deviation of the opinion level of the human resource management variable is at a high level, with the mean value at a higher level being

3.979. Comprehensive from all aspects, the average of the highest side is "There is a performance evaluation every half year", high-level average of 4.117, followed by "Employees with outstanding abilities are selected", high level of an average of 4.112, the last is "There is regular compensation and overtime pay", the average is 3.765, in the high level.

4.2 Service quality

Table 4.3 the level of opinion about service quality

Service quality	Mean	S.D.	Level	Rank
1. Taking care of customers closely, always asking for customer needs.	3.768	.644	high	5
2. Provide advice and answer customer questions regularly.	4.103	.576	high	2
3. Provide assistance and advice on product quality for customers to understand.	3.983	.668	high	3
4. Talk to customers to make them comfortable and friendly.	3.885	.639	high	4
5. Explain details of how to use each type of product for customers to use in the right way.	4.123	.568	high	1
Total	3.972	.619	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 3.972. 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" (4.123), at a high level, followed by "Provide advice and answer customer questions regularly" (4.103), at a high level, the lowest is "Taking care of customers closely, always asking for customer needs", the average of 3.768, in the same high level.

4.3 Innovation Process

Table 4.4 the level of opinion about innovation process

Innovation process	Mean	S.D.	Level	Rank
1. Using innovations in patient care such as patient beds aerator	3.978	.544	high	5
2. The use of innovative medical materials	4.112	.675	high	2
3. Always using innovative medical equipment	4.107	.632	high	3

4. The use of innovative blood pressure measuring instruments for accuracy and speed.	3.999	.559	high	4
5. Using innovation to move patients to avoid impact	3.876	.568	high	6
6. Using innovation to carefully clean the patient	4.124	.558	high	1
Total	4.033	.589	high	

From Table 4.4, the mean and standard deviation of the opinion level of the innovation process variable is at a high level, with the mean value at a high level being 4.033. Comprehensive from all aspects, the average of the highest side is "Using innovation to carefully clean the patient" high level average of 4.124, followed by "The use of innovative medical materials.", high level of average of 4.112, the last is "Using innovation to move patients to avoid impact" the average is 3.876, in the medium level

4.4 Tourist Satisfaction

Table 4.5 the level of opinion about tourist satisfaction

Tourist Satisfaction	Mean	S.D.	Level	Rank
1. Tourists planning to visit hospitals in Thailand	4.110	.538	high	3
2. Tourists love a variety of medical treatments in Thailand.	3.998	.674	high	4
3. Tourists love the variety of nursing innovations in Thailand.	3.876	.556	high	5
4. Tourists tell friends to receive treatment at hospitals in Thailand.	4.126	.639	high	2
5. Tourists like Thai-style conversation and service.	4.129	.554	high	1
6. Tourists never complain about products and vices	3.865	.568	high	6
Total	4.017	.588	high	

From Table 4.5, the mean and standard deviation of the opinion level of the tourist satisfaction variable is at a high level, with the mean value at a higher level being 4.017. Comprehensive from all aspects, the average of the highest side is "Tourists like Thai-style conversation and service", high level average of 4.129, followed by "Tourists tell friends to receive treatment at

hospitals in Thailand", high level of average of 4.126, the last is "Tourists never complain about products and vices", the average is 3.865, in the high level

4.5 The factors affecting the overall

Table 4.6 the level of opinion about the factors affecting the overall

Variable	Mean	S.D.	Level	Rank
1. Human resource management	3.979	.656	high	3
2. Service quality	3.972	.619	high	4
3. Innovation process	4.033	.589	high	1
4. Tourist satisfaction	4.017	.588	high	2
Total	4.000	.613	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 4.000. From each variable, we found that the highest average was innovation process (4.033), at a high level, followed by tourist satisfaction (4.017), and the lowest was service quality, with an average of 3.972.

CONCLUSION

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

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 4.000. From each variable, we found that the highest average was innovation process (4.033), at a high level, followed by tourist satisfaction (4.017), and the lowest was service quality, with an average of 3.972.

(2) Human resource management

The mean and standard deviation of the opinion level of the human resource management variable is at a high level, with the mean value at a higher level being 3.979. Comprehensive from all aspects, the average of the highest side is "There is a performance evaluation every half year", high-level average of 4.117, followed by "Employees with outstanding abilities are selected", high level of an average of 4.112, the last is "There is regular compensation and overtime pay", the average is 3.765, 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 3.972. 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" (4.123), at a high level, followed by "Provide advice and answer customer questions regularly" (4.103), at a high level, the lowest is "Taking care of customers closely, always asking for customer needs", the average of 3.768, in the same high level.

(4) Innovation Process

The mean and standard deviation of the opinion level of the innovation process variable is at a high level, with the mean value at a high level being 4.033. Comprehensive from all aspects, the average of the highest side is "Using innovation to carefully clean the patient" high level average of 4.124, followed by "The use of innovative medical materials.", high level of average of 4.112, the last is "Using innovation to move patients to avoid impact" the average is 3.876, in the medium level.

(5) Tourist Satisfaction

The mean and standard deviation of the opinion level of the tourist satisfaction variable is at a high level, with the mean value at a higher level being 4.017. Comprehensive from all aspects, the average of the highest side is "Tourists like Thai-style conversation and service", high level average of 4.129, followed by "Tourists tell friends to receive treatment at hospitals in Thailand", high level of average of 4.126, the last is "Tourists never complain about products and vices", the average is 3.865, in the high level

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