

EXAMINE THE APPROPRIATE CUSTOMER SATISFACTION INDEX MODEL ASSOCIATION WITH TAIWANESE INTERNATIONAL TOURIST HOTEL

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ABSTRACT

This study is to compile a list of hotel services in order to get a deeper comprehension of the factors that contribute to the exceptional quality of such services. There are many different models used in the hotel industry to evaluate the level of service provided and the satisfaction of guests. However, in order to do this analysis, researcher choose to look at SERVQUAL, HOLSERV, and the LODGING QUALITY INDEX. These are three of the most well-known and thorough models available. In addition to this, the study delves into the gender disparity that exists among hotel guests hailing from Taiwan in terms of their service expectations and levels of contentment. Included in this section is a more in-depth exploration of the factors (such as services, hotel facilities, location, etc.) that impact their decisions. Also included are suggestions for visitors with disabilities about the facilities and services provided by the hotel. When staying in a hotel, patrons often value a room that has been recently cleaned. Already today, there are several hotel companies that provide allergy-free rooms for an extra price. However, there are no hotel chains that cater to consumers who are willing to pay more for improved cleanliness and there are no customers that fit this bill.

Keywords: Customer Satisfaction, Taiwanese International Tourist Hotel, Service quality, Guest comment card, Hotels, Hospitality Management.

1 INTRODUCTION

In Taiwan, there is not a single standardized or widely used method for determining the level of satisfaction experienced by hotel visitors. A customer happiness index is a standardized system that aims to give a means of measuring, comparing, and increasing customer satisfaction across a variety of enterprises and industries. The objective of this preliminary study was to determine whether or not there were substantial differences between the ways in which male and female customers rated the quality of service they received at international tourist hotels in Taiwan based on demographic factors such as age, education level, country of origin, and income (Cia, 2013). In a study conducted by Stefano et al, to gather data, fieldworkers went to six different hotels and handed out 200 questionnaires to guests at each hotel's front desk. The questionnaires were dispersed randomly. In all, 1,200 questionnaires were sent, and 352 replies were deemed useful, for a response rate of 29.33 percent. The percentage of male respondents was around 65.90%, while the percentage of female respondents was approximately 34.10%. There were 34.38% of visitors from Taiwan R.O.C., 20.17% from Japan, and 11.93% from the Americas. It was determined, via the use of Structural Equation Modeling, whether the assumptions behind the research were accurate, and it was investigated how the many aspects that go into calculating the customer satisfaction index are related to one another. Between the dates of May 1 and May 20, 2009, research was carried out utilizing the convenience sample method at a total of six international hotels located in Taiwan. At the time of check-out, guests were given surveys that included postage that was already paid for (Ronald, 2017). The analysis of variance (ANOVA) was also used to look for demographic variations in service quality, hotel image, perceived value, and overall customer satisfaction, such as among age group, ethnicity/nationality/ethnicity, education

level, and income level. The pilot study's open-ended replies from hotel guests, as well as the qualitative questions answered by hospitality industry experts and academics, provide light on the importance of the elements included in the structured questionnaire (Thai, 2016). The researcher demonstrated that the questionnaire questions were more accurate and valid when they matched the leading three characteristics of each of the following four categories: service quality, hotel image, perceived value, and customer satisfaction. According to the findings, a standardized method was available for evaluating the level of satisfaction supplied to guests at international tourist hotels in Taiwan by using a modified customer satisfaction index model. This method was used to evaluate the level of satisfaction provided to guests at international tourist hotels in Taiwan. This customer happiness index has the potential to be a useful tool for hotel owners and managers in analyzing client pleasure. It would be a major complement to other methods of measuring customer fulfillment that are more traditionally used. This study proposes a model for a hotel customer satisfaction index (H-CSI) that could be used to measure the level of customer satisfaction experienced by guests of international tourist hotels. This model is developed by incorporating the concept of consuming emotions into the model of the Taiwanese Customer Satisfaction Index. After conducting an in-depth review of the prior research and enlisting the participation of a focus group, the components that make up the H-CSI scale were conceptualized and developed (Liu, 2010). The researcher's asked 412 visitors who were staying in tourist-oriented hotels situated in different parts of the world about their experiences. The approach of partial least squares was utilized in order to validate the measuring equipment that are a component of the H-CSI model. This was done in order to ensure the accuracy of the measurements. This approach was also used to determine the item weights for the customer satisfaction measurements. To have a comprehensive understanding of the factors that contribute to customer satisfaction as well as the outcomes that result from customer satisfaction, the H-CSI model is an excellent choice to pursue. The findings of this inquiry led to the conclusion that the H-CSI model is both dependable and accurate. These findings were based on the findings that were obtained from the investigation. Because of these results, the model has a significant capacity for explanation. Because of this, the H-SCI model provides hotel managers with a more accurate evaluation of the happiness of their customers as well as additional data into the behavior of their customers after they have made a purchase. This makes it possible for hotel managers to better control the pleasure of their customers and gives them an edge over their rivals in the industry (Bello 2017).

2 BACKGROUND OF THE STUDY

In the 1980s Professor Noriaki Kano thought up the Kano model as a hypothesis for improving the quality of product production and the happiness of consumers. This theory is now known as the Kano model. This approach has the potential to be beneficial for every sort of business, whatever the sector in which they operate or the scale of their operation. It is useful to have a framework like this one that categorizes the five main kinds of customer desires that should be considered when designing a product or service, and this particular framework meets that need. Professor Noriaki Kano divides consumers' preferences into one of five categories, based on whether or not they consider a feature to be "must-have," "one-dimensional," "attractive," or "indifferent," or whether or not they consider it to be a "reserve." The Kano Model was thought of and developed as a result of these many factors and concerns. It is very necessary for product and service designers to have an awareness of the five distinct categories of consumer expectations in order for them to achieve success in today's market. To begin elucidating how each of these five universal characteristics leads to varying degrees of

pleasure or discontentment, let's first explain each of these components and then discuss how they work together (Laparojkit and Suttioun, 2021).

To illustrate the concept of creating value, they used the third category. To illustrate the concept of adding value, they used two categories to illustrate the concept of subtracting value, they used two categories and to illustrate the concept of creating value they used the third category. To increase an organization's ability to anticipate and meet the needs of its customers and clients it is important to learn more about those requirements than the customers and clients themselves are aware of assist businesses in discovering and categorizing all prospective consumer demands and features into these five areas with the goal of enabling those businesses to focus their product development efforts where they have the most impact on customer pleasure and loyalty. This is the objective of the research project that is often referred to as a Kano Study but may alternatively be referred to as a Kano Analysis. Kano Model as a firm has conclude that the luxury hotel industry is where it wants to focus the most of its attention and energy. The level of expertise that is considered acceptable in this field of research is very high. Because of how positively they felt about their whole experience, the consumers are eager to pay the full amount. It is essential that the staff members pay close attention. But how precisely can they tell whether a guest has appreciated the time they spent at their establishment? It is vital to measure it in order to get insight into how to enhance the quality of service offered and boost levels of customer satisfaction, and it is essential to do so in a consistent manner (Fuchs, 2014).

3 LITERATURE REVIEW

In this research talk about the many facets that make up the hospitality business. It presents an overview of the hotel business, covering its history, as well as its recent expansion and the patterns that are presently widespread in the sector. Recent growth and trends in the hotel industry are also discussed. When starting the process of planning for a vacation, the first thing that vacationers often do is make a reservation at a nearby hotel. These days, operating a hotel entails more than just renting out individual rooms; the hospitality business is thriving, and a considerable number of women are working in it. The hotel industry is one of the most significant sub-industries within the service sector since it caters to the requirements of customers who are looking for a place to stay for the night. In spite of the fact that its influence is somewhat smaller than that of the travel and hospitality sectors, the two are intimately interwoven. As a consequence of this study, researchers have a greater grasp of the hotel industry, its ties to other service sectors, as well as the many types of hotels and guest housing that are currently available (Taipei Times, 2012).

3.1 WHAT IS A HOTEL?

The prevalent understanding of what constitutes a hotel is that it is a kind of commercial establishment that is managed in an expert manner and that offers guestrooms for rent to travellers who are only staying for a short period of time. It is possible for various hotels to give dramatically varied collections of facilities and services to the customers who stay at their properties. This is because each institution often caters to a certain demographic by providing personalised pricing, promotional activities, and amenities (Vecchiato, 2010).

The three things that are absolutely required for the existence of every single human being are food, a secure place to live, and clothes. Meals and a place to sleep are two of the most significant things that hotels may provide on their own, and they can both be offered by the

hotel.

3.1.1 A CONCISE EXPLANATION OF THE HOSPITALITY INDUSTRY

The next stage is to specify the scope of the hotel industry. It is common practise to refer to that segment of the service sector of the economy known as the "hotel industry" when discussing businesses whose primary focus is on the provision of clients with sleeping accommodations. There are instances when the phrase "hotel industry" is used to refer to not just hotels but also motels, inns, guesthouses, and other places that are comparable in nature to hotels and offer visitors with a place to stay for the night in addition to hotels. However, this category does not often include lodgings that are available on a long-term or permanent basis. The tourism industry and the hospitality industry are inextricably intertwined due to the nature of the services that are provided by the hotel industry (Terrera, 2016).

3.1.2 A WIDE SELECTION OF HOTEL ROOMS

Because the word "hotel sector" is often used as a catch-all for everything and everything having to do with lodging paying clients, it is essential that people have a solid understanding of what they are referring to when they use it. In light of this, it is essential to keep in mind that this umbrella term may refer to a wide variety of various types of accommodations in addition to the one researcher have been discussing thus far. The following is a list of some of the most typical and specific descriptions.

3.1.2 HOTELS

Hotels are by far the most common kind of accommodation offered by the hospitality industry. Hotels not only provide their visitors a place to lay their heads, but also meals and a variety of other facilities. Although locals are welcome to make use of them, those from outside the area are the primary target audience for whom they are intended. Hotels provide their customers the convenience of individual solitude by furnishing their guest rooms with private bathrooms (Zhou J, 2016).

4 METHODOLOGY

Data for the study was collected through a questionnaire. Sample Size calculated through Rao-soft software was 2773, a total of 3000 questionnaires were distributed, out of which 2890 questionnaires were received back, and 9 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 2881 with 1642 males and 1239 females respectively. Using convenience sampling, all respondents were approached at the places listed above. Respondents were asked to engage in a monitoring programme at the factories. Participants who decided to participate in the study were given information about it by the researcher, who was also on hand to answer any questions they had while they were waiting to finish their monitoring programme. When a respondent was unable to read or write, or was confined to a wheelchair, the researcher read the survey questions and response categories to them, and then recorded their responses in the survey form as they were told. In some places, people were given questionnaires to complete and return all at once.

STUDY AREA

- The study was conducted in Taiwanese international tourist hotel. The study sites were chosen because of the broad availability of people to assess their satisfactions.
- Likert scale, rating system, used in questionnaires, that is designed to measure people’s attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include “strongly agree,” “agree,” “did not answer,” “disagree,” and “strongly disagree.” Often, the categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as 5 = strongly agree, 4 = agree, and so on.
- The questions from 1-20 follow the Likert scale mentioned above and it provides us with the customer satisfaction index model association with Taiwanese international tourist hotel.

5 THEORETICAL FRAMEWORK

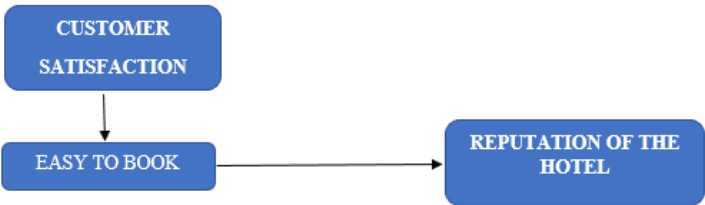


Figure 1. Theoretical Framework

6 RESULTS

Factor Analysis

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.926
Bartlett's Test of Sphericity	Approx. Chi-Square	6741.584
	df	190
	Sig.	.000

In this regard, Kaiser recommended that the KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy coefficient value should be greater than 0.5 as a bare minimum for performing factor analysis. The KMO value of the data used for this study is .926. Furthermore, Bartlett’s test of Sphericity derived the significance level as 0.00.

Test for hypothesis

Easy to book:

The overwhelming majority of those who embarked on an adventure may concur that it was a memorable and enjoyable experience. Over the last several decades, the world has become a

lot smaller, which has made travelling a much easier and more inexpensive alternative for anyone who have the financial means to do so. When planning a vacation to an unfamiliar location, one of the most crucial steps to do is to reserve a hotel room (or rooms) for the whole travelling party as early as possible.

On basis of the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between customer satisfaction through easy to book and reputation of the hotel.

H01: There is no significant relationship between customer satisfaction through easy booking and reputation of the hotel.

H1: There is a significant relationship between customer satisfaction through easy booking and reputation of the hotel.

Table 2. Correlations

Correlations						
		Sum	H1_Mean	H2_Mean	H3_Mean	H4_Mean
Pearson Correlation	Sum	1.000	.996	.998	.998	.996
	H1_Mean	.996	1.000	.994	.994	.988
Sig. (1-tailed)	Sum	.	.000	.000	.000	.000
	H1_Mean	.000	.	.000	.000	.000
N	Sum	100	100	100	100	100
	H1_Mean	100	100	100	100	100

The first table of interest is the Model Summary table. This table provides the R, R2, adjusted R2, and the standard error of the estimate, which can be used to determine how well a regression model fits the data.

Table 3: Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	1.000 ^a	1.000	1.000	.468	1.515
a. Predictors: (Constant), H1_Mean					
b. Dependent Variable: Sum					

The multiple correlation coefficient is shown in the "R" column. The predictive skill of the independent variable (disruptive technologies) may be evaluated using R. A prediction accuracy of 1.0 is regarded adequate in this scenario. The coefficient of determination, or R2, is shown in the "R Square" column. This value indicates the extent to which the effects of the independent variables account for the overall variance in the dependent variable (technically, it is the proportion of variation accounted for by the regression model above and beyond the

mean model). At the 1.0 level, we conclude that the independent factors account for all of the observed variance in disruptive technologies. However, in order to present results credibly, one needs a solid understanding of the "Adjusted R Square" (adj. R2). Our new introduction to multiple regression not only includes the results of our research, but also details the key factors that led to those findings.

Table 4. Anova

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	68131.295	4	17032.824	77736.883
	Residual	20.815	95	.219	
	Total	68152.110	99		
a. Dependent Variable: Sum					
b. Predictors: (Constant), H1_Mean					

The multiple correlation coefficient is shown in the "R" column. The predictive skill of the independent variable (disruptive technologies) may be evaluated using R. A prediction accuracy of 1.0 is regarded adequate in this scenario. The value of R2 (or the F-ratio) is provided in the "R Square" column of the ANOVA table. Researcher may be certain that the overall regression model adequately represents the data regardless of where you fall on this number. The table shows a very significant association between the independent variables and the dependent variable ($F(4, 95) = 77736.883, p.0005$). (What this means is that) the regression model provides a good fit for the data.

Table 5. Coefficients

Coefficients ^a													
Model		Unstandar dized Coefficien ts		Standar dized Coeffici ents	t	Si g.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std - Err or	Beta			Lo wer Bo un d	Up per Bo un d	Ze ro- or de r	Par tial	P ar t	Toler ance	VIF
1	(Cons tant)	- .2 78	.15 8		- 1.7 64	.0 8 1	- .59 1	.03 5					
	H1_ Mean	4. 43 1	.39 1	.219	11. 345	.0 0 0	3.6 56	5.2 07	.99 6	.75 9	.0 20	.009	115. 810
a. Dependent Variable: Sum													

The basic equation that may be used to anticipate disruptive technology based on easy to book, cleanliness, friendly staff, food service: The likelihood of including essential components, Reputation of the hotel = $-.278 + (4.431 \times H1_Mean \text{ (Easy to book)})$. When all of the other independent variables are maintained constant, unstandardized coefficients may be used to determine how much the dependent variable changes with one of the independent variables. Take into consideration the influence that the easy to be booking. The unstandardized coefficient for the easy to be booking, denoted by B1, is equal to 4.431. (See Coefficients table).

7 CONCLUSION

According to the conclusions of this research, having a client base that is delighted leads to having a customer base that is loyal, which in turn leads to higher profitability. When it comes to the levels of satisfaction and employee retention, further study on the topic would be beneficial in evaluating whether or not there is a major discrepancy between the sexes. The fact that only 71% of people take the time to provide any information about their gender is one of the shortcomings of this study. In the future, those doing research need to make self-identification in the survey as either male or female a prerequisite for participation. If researcher had access to this information, they would be in a better position to carry out an investigation on the role that gender plays in the maintenance of clientele, which would provide more reliable results. Additionally, the customer satisfaction construct that was employed in this study is comprised of just two factors: the environment and the quality of hospitality that was offered. It was required, in the course of subsequent research, to investigate a larger variety of features that have the ability to impact the general views that guests have of the quality of a hotel. These characteristics include the degree to which the hotel is clean and safe, the consistency of its branding, as well as the quality of the food and drinks that are offered by the establishment, and so on. One further thing to bear in mind is that all of the participants in this research were guests staying at 4-star hotels. This is an important distinction to make. It is possible that in the future, researchers may compare the visitors who stay at hotels with various star ratings by gathering information from an increased number of three and five star hotels (e.g., 5-star hotels versus 3-star hotels). It is quite likely that there is not a single trait or group of traits that, when applied uniformly across all hotels, consistently impacts guest loyalty. It is necessary to do out research on this matter.

LIMITATIONS

Quantitative research techniques need a large sample size. Lack of finance, however, prevents the conduct of such a comprehensive investigation. In developing nations, many stakeholders (including non-governmental organizations, public service providers, educational institutions, etc.) may lack the skills and, more critically, the resources to conduct in-depth quantitative research. Therefore, researchers aren't always able to provide a safe space where participants may reply openly to all inquiries. A person's rate of reaction might also be affected by the specifics of the situation they're in at any one time. If researcher want to conduct a quantitative study, researcher need a well-constructed questionnaire that leaves no space for open-ended answers. Only the desired outcomes of the experiment are produced. As a result, the results should not be taken as a stand-in for the event itself. Further, the researcher has previously determined which options are presented to the responders. Quantitative research is expensive in terms of both manpower and resources. This sort of research requires meticulous

preparation to ensure reliable randomization and group assignment. An enough number of people were included in the sample to draw valid conclusions about the whole. To get to the root of an issue, a qualitative approach is preferable since it requires less money to collect data than a quantitative one.

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