

# INVESTIGATE THE RELATIONSHIP BETWEEN THE RIGHT CUSTOMER SATISFACTION INDEX MODEL AND A TAIWANESE INTERNATIONAL TOURIST HOTEL

CHEN JIAN<sup>1</sup>, ABHIJIT GHOSH<sup>2</sup>

<sup>1</sup>Research scholar, Lincoln university College, Petaling Jaya, Malaysia.

<sup>2</sup>Lincoln university College, Petaling Jaya, Malaysia.

## ABSTRACT

The purpose of this research is to make a list of the services offered by hotels in order to get a more in-depth knowledge of the components that are responsible for the remarkable quality of such services. The hospitality business makes use of a wide variety of various models to assess the quality of service offered and the degree of satisfaction achieved by customers. The researchers decided to look at SERVQUAL, HOLSERV, and the LODGING QUALITY INDEX in order to carry out this investigation. These are three of the most well recognised and comprehensive models that are at disposal. In addition to this, the research investigates the gender gap that exists among hotel guests originating from Taiwan in terms of the service expectations they have and the degree to which they are satisfied with their stays. This section contains a more in-depth investigation of the elements (such as services, hotel amenities, location, etc.) that influence their choices and how they make those choices. In addition, recommendations for guests with disabilities about the amenities and services offered by the hotel are included in this package. When choosing a hotel room, guests often place a higher value on one that has been cleaned recently. Already in the present day, a number of different hotel chains provide allergy-free rooms for an additional fee. However, there are no hotel chains that cater to clients who are prepared to pay extra for greater cleanliness, and there are no customers who match this profile. Moreover, there are no customers who meet this criterion.

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

## 1 INTRODUCTION

There is a possibility that the expansion of most economies is in large part tied to the accomplishments of the service sector. This area of the economy is significantly impacted by the hospitality industry, particularly the hotel and restaurant business. Hotels, an important component of the hospitality sector, are now among the markets that are being aggressively contested for the most all over the world. This is because hotels are among the products or services that customers want the most. As an example, the hospitality sector in the United States had around 536,500 distinct businesses and had a total worth of 108 billion dollars. In 2006, there were 4.1 million hotel rooms available to guests worldwide. (The American Hotel & Lodging Association published its findings in 2006). In recent times, there has been a shift in the hotel industry's emphasis away from construction and more toward administration and marketing. The services offered by hotels are distinct from those offered by stores in the sense that hotels tend to focus more on the development of hotel services requires a significant investment of time and effort, and since there is such a high demand for these services, they must be finished as fast as possible. The hospitality business wished to maintain its level of competitiveness; it was not possible for it to ignore the problem of the behavioral intentions of customers. Customers were planning to maintain their repeat business at the same hotels time and time again. Desires to carry themselves in a certain style, for instance, In the field of marketing, researchers have invested a substantial amount of time and effort into the study of the purchase and use patterns of a variety of products by end users. Predictions on the actions carried out by clients include vital process of decision making, in particular as it relates to

repurchases the behavior of consumers in the future would be reliant on four elements. These factors are as follows: connected to the level of contentment that hotel guests report feeling during their stays at the establishment. An adverse impact on the level of satisfaction experienced by customers. It is important to consider the customer's level of happiness with the service, as well as their future actions toward the service provider and their general perception of the service. As a direct consequence of this, people's plans to make advantage of the amenities and services provided by the hotel were modified. According to the findings of studies, hotels that have been successful in increasing customer satisfaction have also been successful in increasing positive behavioral intentions among existing customers, preventing customer defection, decreasing marketing costs, and decreasing the costs associated with cultivating new customers. The issue of customer behavioral intentions was typically overlooked in the satisfaction-behavioral mix. This was the case regardless of whether or not customer satisfaction had a significant influence on future behavior in the hotel industry (Bello, 2018). The fast-food business has shown a direct connection between high levels of service quality, a consumer's perception of value, and the degree to which they are satisfied with their purchases. Customer satisfaction mediated the effects of service quality and perceived value on behavioral intentions in the education, fast food, recreational sports, and health care industries. Several studies found that service quality significantly influenced image, and a positive image influenced customer satisfaction in the airline, restaurant, retail, tourism, and telecommunications industries. Additionally, a positive image was found to significantly influence customer satisfaction. Customers in the following sectors are more likely to suggest a company that has a favorable public image: the aviation industry, the manufacturing industry, the telecommunications industry, the retail industry, the education industry, the tourist industry, and the restaurant industry. In addition, research carried out in the airline, restaurant, technology, and tourism industries suggests that customer satisfaction has a direct influence on behavioral intentions. In spite of this, a number of academics have claimed that the hospitality industry has not given adequate attention to the links that exist between aspects such as service quality, perceived value, image, customer pleasure, and behavioral intentions. As the 21st century has progressed and the global service industry has grown, Taiwan's economy has shifted away from the manufacturing sector and toward the provision of a wide variety of services. As a consequence of the fast economic development and rising general level of living in Taiwan, the tourism industry has evolved into a very lucrative sector of the island's economy. The government of Taiwan is putting a lot of effort into developing the tourism sector of the nation so that it can provide better accommodations for travelers (Rauch et al., 2015). According to the Taiwan Agriculture Information Centre, this sort of circumstance has the potential to bring about growth in both the number of various forms of leisure activities and the degree of participation in those activities. The Provincial Government of Taiwan has been trying to build picturesque new places, such as the west coast highway travel and leisure system, the Central Taiwan north-south highway travel and leisure system, and hot spring scenic regions, with the intention of increasing Taiwan's tourist business. In addition, the efforts that the provincial government has been doing to promote road safety have persisted. These efforts have been ongoing. The administration of the province heavily pushed the local municipal governments to create tourist organizations in order to improve the management of domestic tourism and the expansion of its workforce. This was done in order to better the overall experience for domestic tourists. The month of July, which coincides with the height of the summer vacation season, is often the busiest month for tourism in Taiwan. This is because July is the month in which students are on summer break. The number of tourists that visited Taiwan in July 2007 was 285 075, which is a 5.25 percent increase

compared to the number of visitors who came in July 2006, which was 270 850. There was a total of 222,187 arrivals, of whom 62,888 were Chinese nationals who had been living outside of China. While the total number of Chinese tourists going outside of China has climbed by 5,166, which is similar to an 8.95 percent increase, the overall number of visitors from other countries has increased by 9,059, which is equivalent to a 4.25 percent increase. The average number of visitors per day for the month of July in 2007 was 9,196. Visitors often travel to Taiwan for one of the following five sorts of trips: vacation, business, family, or academic. Taiwan is a popular tourist destination. Comparing the high seasons of 2006 and 2007, the proportion of guests who traveled to the place for the purpose of having fun rose from 39.06 percent to 39.55 percent (Soliha et al. 2021).

## 2 BACKGROUND OF THE STUDY

In this section they are going to investigate and come up with new ways for boosting the number of happy customers. In this study they were present definitions for a number of ideas that they have considered to be significant to the broader framework of inquiry. These concepts have been highlighted throughout the investigation as being particularly important. When checking into a hotel, visitors have the opportunity to get some much-needed rest, satiate their hunger, and take advantage of a wide range of additional amenities during their time away from home. In what sense does the idea of comparative advantage become relevant in this context? It is feasible for one economic actor to create products and services at an opportunity cost that is less than that of other economic actors, according to one of the laws of economics. Another economic law indicates that this is achievable. Within the realm of marketing, the expression "satisfied customers" has developed into something of a buzzword throughout the years. It is a measurement of the extent to which the goods and services offered by a firm either live up to or exceed the standards set by its customers. The idea of service quality is challenging to pin down since it is both subjective and too general. This makes it tough to define (Sharma, 2018). When they inquire about the significance of it with other individuals, they were get a variety of responses. Service quality is often defined as the degree to which the experiences of customers are compatible with their expectations. The idea of quality may be broken down into many different components, and it's worth can be judged according to a broad range of standards. Physical quality, interaction quality, and corporate quality are the three separate subcategories that may be distinguished under the overarching idea of service quality asserts that there are three aspects that contribute to the overall quality of a service: the functional quality, the technical quality, and the corporate image. On the other hand, the SERVQUAL scale was established, and it has since evolved to become the instrument that is used the most often for assessing the quality of service. They identified five characteristics that, when combined, provide for high-quality service: dependability, tangibles, responsiveness, assurance, and empathy. When assessing the level of satisfaction a customer has with the level of service they have gotten, the SERVQUAL scale considers a total of 22 different factors (Maharsi et al., 2021). A statement is presented to respondents, and they are given the option of utilizing a Likert scale that contains seven points to score the degree to which they agree or disagree with the statement. After this step, the data are examined in order to establish both the positive and negative aspects of the situation. The disparity between the two serves as an indication of the level of service that was delivered to the customer. A favorable outcome indicates that customers were given service that was superior to what they had expected obtaining from the company. A negative outcome suggests that the service that was provided was of a poor quality (Tsiotsou, 2012).

### 3 LITERATURE REVIEW

#### 3.1 HOTELS AND MOTELS

Bed and breakfasts, often commonly referred to as B&Bs, are smaller hotels that provide guests private rooms and a complimentary breakfast each morning. These accommodations are also commonly abbreviated as "B&Bs." Since bed and breakfast establishments are sometimes established in previously existing homes, the operators of these enterprises frequently also live on the premises. On the other hand, one other alternative is to stay at a posh bed and breakfast throughout their trip (Leroi-Werelds, 2014).

#### 3.2 MOTELS

Motels are places to stay for the night that cater to those who like to travel by vehicle. Because of this, they may often find them by the side of the road, where there is typically lots of parking that is completely free. Motels are often less opulent than hotels, despite the fact that they could offer more rooms and a wider variety of facilities than hotels.

#### 3.3 BOTELS

'Botel' is the name given to a boat that has been adapted to offer hotel-style lodgings. Many botels are permanently moored riverboats, although others are converted ships, which are perfectly capable of travelling with guests onboard. They are especially popular in European cities with rivers or canals.

#### 3.4 INNS

A kind of hotel that provides accommodation as well as meals and other amenities to passing travelers is known as an inn. Inns are a form of lodging that are somewhere in the between of hotels and regular bed and breakfasts. They are larger than bed and breakfasts but smaller than hotels. There are private rooms available, and both breakfast and dinner are served on a consistent basis.

#### 3.5 RESORTS

Hotels, along with a variety of other amenities and services, are often found in commercial resorts. In most instances, visitors won't be required to leave the premises in order to enjoy a range of activities, including shopping, eating, drinking, entertainment, and other forms of amusement, as well as entertainment and shopping (University of Arizona, 2016).

### WHY THE STAR RATINGS OF HOTELS ARE SO IMPORTANT?

A star rating is a common method for assessing the quality of a hotel, and its use is widespread across the hospitality industry. Although there isn't a single, agreed-upon definition of what each star rating stands for, the version of this system that is used the most frequently is associated with the Forbes Travel Guide. This version of the system assigns ratings to hotels based on criteria that have been established in advance.

The number of stars awarded to a hotel is particularly significant in the hospitality industry since the majority of customers read reviews posted online before booking a reservation. Because reviewers have been in a wider range of hotels than customers do, star ratings could be more convincing to potential guests than customer recommendations. Those who work in

the hotel industry go to tremendous measures to enhance their star ratings, which highlights the significance of these ratings because of the effort that is put into improving them. Alternately, lowering a hotel's star rating may result in a decline in both reservation volume and income, while raising it may have the opposite effect. People may learn more about the technique behind star ratings, the influence they may have on business, and what each star level truly represents by reading the article "The Hotel Star Rating System: Types, Benefits, Significance, Examples."

## MARKETING STRATEGIES AND EMERGING TRENDS FOR HOTELS

Marketing is vital for hotels since it helps owners boost awareness, which in turn increases the number of bookings and profits. After all, it is the major channel via which hotels connect with potential customers, outlining the unique selling proposition (USP) of their business, the brand values, and the many benefits of staying there. Is expanding people understanding of hotel advertising one of their primary objectives for the future? For the most recent information on the marketing of hotels, please refer to the articles titled "Essential Hotel Marketing Strategies" and "The Latest Hotel Marketing Trends in the Hotel Industry."

## KEEPING TRACK OF HOTEL REVENUES AND EXPENSES

Hotel operators are able to better predict the demand for their services from guests and optimize revenue-generating strategies like distribution and pricing with the assistance of hotel revenue management software.

## TRENDS IN THE TECHNOLOGY USED IN HOTELS

In recent years, there has been a significant advancement in the hotel industry's technological capabilities. Not only are "smart" gadgets commonplace, but they also provide guests an increased number of possibilities to engage in conversation than ever before. In the essay titled "The Latest Hotel Technology Trends," the author explores the implications that recent advancements in hotel technology have had on the hospitality industry as a whole (Hau, 2014).

## 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 research was place in an international hotel in Taiwan. Locations were selected for the studies based on the high probability of seeing respondents who might provide feedback on their levels of satisfaction.
- In surveys meant to gauge respondents' mental states, the use of a rating scale like the Likert scale has become standard practise. Each question or statement has a set of alternative answers, such as "strongly agree," "agree," "did not respond," "disagree," and "strongly disagree," and the subjects may choose whichever one they like. In many studies, the different levels of agreement are classified with numbers, such as 5 for "very agree," 4 for "agree," and so on; in these cases, the values for the numbers must be determined beforehand.
- 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

Principal Components Analysis (PCA) is a strategy for minimising the number of variables by finding those that best describe the variables that are still of interest. This approach may be found in statistical research (the components).

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

CLEANLINESS

It is essential to maintain a tidy hotel if the management wants customers to repeat and frequent their visits to the establishment. There may be unique qualities that need a specialised cleaning agent, and these traits may differ from one hotel to another as well as from one service to another. Employing a trustworthy cleaning staff is essential to maintain a high level of customer satisfaction at the hotel. Hotels that have a strong reputation for cleanliness tend to have a larger number of guests. Customers' choices for hotels often depend on how they perceive the quality of what is being provided. As a general rule, hotel guests are concerned about the quality of the cleaning services they may get before to their stay, while they are there, and after they check out. This is because guests sometimes have negative experiences related to the cleanliness of hotels. Putting a stop to this concern may be as simple as using a cleaning product made by Jani-King. At all times, there was trained staff members available to ensure that guests are happy with the level of cleanliness throughout the hotel.

On basis of the above discussion, the researcher formulated the following hypothesis, which was analyze the relationship between customer satisfaction through cleanliness and reputation of the hotel.

**H02:** There is no significant relationship between customer satisfaction through cleanliness and reputation of the hotel.

**H2:** There is a significant relationship between customer satisfaction through cleanliness 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
	H2_Mean	.998	.994	1.000	.994	.995
Sig. (1-tailed)	Sum	.	.000	.000	.000	.000
	H2_Mean	.000	.000	.	.000	.000
N	Sum	100	100	100	100	100
	H2_Mean	100	100	100	100	100

The first notable table is the Model Summary table. This table shows the R, R2, corrected R2, and standard error of the estimate for evaluating the fit of a regression model to the data.



Table 3: Model Summary

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	1.000 <sup>a</sup>	1.000	1.000	.468	1.515
a. Predictors: (Constant), H2_Mean					
b. Dependent Variable: Sum					

This table displays the multiple correlation coefficient in the "R" column. R, one of the measures of prediction quality, may be used to analyse disruptive technology forecasts. Here, a predictive value of 1.0 would be appropriate. R Squared is a representation of R<sup>2</sup>, the coefficient of determination. This much of the variation in the dependent variable may be attributed to the effects of the independent variables (technically, it is the proportion of variation accounted for by the regression model above and beyond the mean model). When added together, they equal 1, which means that the sum of their parts accounts for all of the variety in disruptive technologies. To appropriately display information and clarify the "Adjusted R Square" (adj. R<sup>2</sup>). Results and their origins are covered in depth in the improved multiple regression training.

Table 4. Anova

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68131.295	4	17032.824	77736.883	.000 <sup>b</sup>
	Residual	20.815	95	.219		
	Total	68152.110	99			
a. Dependent Variable: Sum						
b. Predictors: (Constant), H2_Mean						

This table displays the multiple correlation coefficient in the "R" column. Predictions about potentially disruptive technologies might be evaluated using the prediction quality measure R. Here, a predictive value of 1.0 would be appropriate. You may find the F-ratio, or R<sup>2</sup>, in the "R Square" column of the ANOVA table. This value reflects how well the data fit the regression model. It can be shown in the table that the independent variables provide a significant prediction of the dependent variable ( $F(4, 95) = 77736.883, p .0005$ ). The data are a good match for the regression model.



Table 5. Coefficients

Coefficients <sup>a</sup>													
Model		Unstandardized		Standardized	t	Sig.	95.0% Confidence		Correlations			Collinearity Statistics	
		Coefficients		Coefficients			Interval for B						
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.278	.158		-1.764	.081	-.591	.035					
	H2_Mean	3.391	.552	.168	6.147	.000	2.296	4.486	.998	.533	.011	.004	232.811
a. Dependent Variable: Sum													

The basic equation that may be used to anticipate disruptive technology based on cleanliness: The likelihood of including essential components, Reputation of the hotel =  $-.278 + (3.391 \times \text{H2\_Mean (Cleanliness)})$ . 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.

7 CONCLUSION

The hospitality sector in Taiwan has been experiencing a period of tremendous expansion in recent years. A thriving economy and the rapid growth of significant industries, such as information technology, telecommunications, retail, and real estate, are contributing factors in a surge in the demand for hotel rooms across the country. This demand is also being driven in part by a growing population across the country. Even if the hospitality sector has a bright future ahead of it, service providers still need to constantly evaluate their strategy to ensure that they are effectively drawing and retaining clients. According to the findings of the research, consumers are, on average, happy with the products and services they get; thus, the focus should be on surpassing the customers' expectations and making them feel really pleased with the product or service they receive. It was pretty intriguing to obtain feedback from guests and understand what facilities travelers search for in a hotel when they wish some of the comforts of home while they are away from it. This was something that I found to be quite interesting.

According to the authors of the study, this is the first piece of research that looks at the potential economic benefits of improved cleaning technologies. The results add to the current body of information by revealing that certain customer categories, namely women and young travelers, are ready to pay a premium for a higher degree of cleanliness. This is especially true for hotels that have received high ratings for their cleanliness. As a result of the increasingly competitive nature of the industry, hotel owners and operators are left with no other option than to investigate any and all possible means by which they might boost their revenues. It is not always easy to see possibilities to increase profits; nevertheless, when people do, grabbing such opportunities may be as straightforward as doing something obvious (such as keeping the rooms clean) in a more effective manner.

## LIMITATIONS

Quantitative research requires big samples. However, funding hinders such a thorough research. Non-governmental organizations, public service providers, educational institutions, and others in developing countries may lack the expertise and, more importantly, the finances to perform in-depth quantitative research. Researchers can't always create a safe setting for participants to answer all questions. Situations may also alter a person's response time. Quantitative studies need a well-designed questionnaire without open-ended questions. Experiments create just intended results. Thus, the results cannot replace the event. The researcher also chooses whatever alternatives respondents see. Quantitative research is labor- and resource-intensive. For accurate randomization and group assignment, this study needs careful planning. The sample has enough persons to make generalizations. Qualitative data collection is cheaper than quantitative data collection, making it better for problem solving.

## REFERENCES

- [1] Bello, Y.O. & Majebi, E.C. (2018) *Lodging quality index approach: Exploring the relationship between service quality and customer satisfaction in hotel industry*. *Journal of Tourism and Heritage Studies*, 7(1).
- [2] Hau, T.C. (2014). *The impact of service quality on tourist satisfaction: The Case Study of Rantau Abang beach as a turtle sanctuary destination*. *Mediterranean Journal of Social Sciences*, 5(23), 1827-1832.
- [3] Maharsi, A.R., Njotoprajitno, R.S., Hadiananto, B., & Wiraatmaja, J. (2021). *The effect of service quality and customer satisfaction on purchasing intention: A case study in Indonesia*. *The Journal of Asian Finance, Economics and Business*, 8(4), 475–482.
- [4] Rauch, D.A., Collins, M.D., Nale, R.D. & Barr, P.B. (2015). *Measuring service quality in mid-scale hotels*. *International Journal of Contemporary Hospitality Management*, 27(1), 87-106.
- [5] Sharma, S. & Srivasta, S., 2018. *Relationship between Service Quality and Customer Satisfaction in Hotel Industry*. *Tourism Research Journal* , 2(1).
- [6] Soliha, E., Maskur, A., Widayarsi, S., & Ariyani, E. (2021). *The effect of trust and customer value on loyalty: An empirical study in Indonesia*. *The Journal of Asian Finance, Economics and Business*, 8(5), 1001–1010.
- [7] Tsiotsou, R., & Goldsmith, R. (2012). *Strategic marketing in tourism services*. Bingley: Emerald. University of Arizona. 2016.