

The Research on Customer Satisfaction and Loyalty of Business Hotel Service Quality

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Abstract -Taiwan's tourism industry began to develop in 1956, and the hotel industry was also emerging at this time. Hotels must maintain good perceived quality and experience value in order to improve customer satisfaction and loyalty, and increase their willingness to stay.

The research object is to explore the research on customer satisfaction and loyalty of hotel service quality on travelers who have stayed in Midu Business Hotel. In this study, SPSS statistical software was used for data analysis, 200 questionnaires were distributed, and a total of 142 questionnaires were recovered, with a recovery rate of 71%. After deducting 17 incomplete questionnaires, the effective recovery rate was 62.5%, and the average value of the dimensions was greater than 4.4, indicating that tourists basically have a positive attitude towards the service quality, satisfaction and loyalty of the hotel. The research results show that the service quality provided by the hotel has a significant impact on customer satisfaction, which means that the higher the service quality provided by the hotel to the customer, the higher the overall customer satisfaction, that is, the service quality has a significant impact on the overall customer satisfaction. significant positive relationship.

Index Terms-Business Hotel, Service Quality, Satisfaction, Loyalty

I. INTRODUCTION

Tourism and tourism are called "chimneyless industry" and "invisible export trade" in the current economic structure. It has the contribution of industry to economic growth, but has no damage to the environment and economic civilization caused by industrial development. It is listed as a multi-objective emerging conglomerate. With the vigorous development of industry and commerce in Taiwan, the hotel industry has grown rapidly in economy, increasing a lot of funding sources year by year, which helps the domestic leisure activity industry to become more and more popular, and move towards a diversified business model to achieve a source of benefit. The vigorous development of the economy and the improvement of national income have increased the quality of life of the people and promoted the vigorous development of the service industry. In the era of the service industry, consumers are increasingly demanding service quality [9] . With the changing times, many hotels have become fashionable and cutting-edge, attracting many tourists to spend and increase the source of income. Hotel consumption has become an indispensable part of the public, which is also conducive to the rapid development of Taiwan's tourism industry, making domestic tourists more attractive. Year by year, in a highly competitive environment, it is very competitive, and the management of service quality must meet the

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requirements. For example, hardware equipment is easy to be imitated and surpassed. In order to highlight the overall differentiation and improve the resources of hardware equipment, Create new value and present corporate brand and uniqueness.

Service quality is a long-term evaluation of service, which is an evaluation measured by attitude, which is defined as the gap between customer's expectation of service and the actual perception of service after receiving service [12] . [14] believes that service quality is a comprehensive evaluation of all the advantages, disadvantages and grades of products by customers. [13] proposed that service quality is the degree of service quality in the interaction between service providers/consumers in the process of service delivery. That is, service quality is measured by customers, and the service quality is measured by the difference between the expected service and the actual service experienced by the customer [6] , so the service quality will affect the customer's experience. After consumers consume in a business hotel, if they will continue to consume in the future, during this period, consumers can also choose to accept a business hotel with the same price or a relatively low price. Therefore, if a business hotel operator provides good service quality, whether it can lead to better customer satisfaction, and then affect customer loyalty, attract consumers to return and accept other products and other services, is also one of the topics to be discussed in this study.

How to use service quality to create customer satisfaction and thus generate customer loyalty, will not affect the operation of the entire enterprise due to the shrinking of front-end sales, so it will continue to strive to improve services at the after-sales service side, and because service is an intangible The product, so that the industry has been constantly trying to find ways to present the service product to the customer, which is the goal of the industry's continuous efforts [7] . How the service provided by the hotel can attract many customers to stay is the biggest motivation and purpose, and the quality of the service depends on the customer's feeling of the hotel. Whether the follow-up subjective comments will affect the tourists' willingness to visit the hotel again? It's worth discussing the quality of this hotel.

This research analyzes the relationship between service quality and customer satisfaction in Yunlin Midu Business Hotel, strengthens customers who demand service quality at different levels, strengthens the improvement of service quality, and improves customer satisfaction. The main research objectives are as follows:

1. Use SWOT analysis and marketing strategy 4P to explain the strategy of "Midu Business Hotel".

2. To explore the degree of correlation and influence among consumers on the service quality, satisfaction and loyalty of business hotels.

II. LITERATURE REVIEW

A. Overview of Midu Business Hotel

Midu Business Hotel currently has more than 10 rooms, and has a fixed source of tourists, and also has contacts with travel agencies to arrange occupancy for tourists. Group tourists are the main source. On weekdays, there will be individual tourists and business travelers on business trips or guests entertained by local businesses as the main source of tourists. Holidays are people who return home. The main reason is that the space required at home was limited and could not accommodate the size of a family. Come to the hotel to stay overnight; in addition, activities corresponding to religious festivals, such as the tour period of Dajia Mazu and Baishatun Mazu, are also the peak period of hotel guests.

B. SWOT analysis and strengths and weaknesses strategy formulation

Strengths

1. The room is well designed to make people feel comfortable. / 2. The appearance of the hotel is distinctive. / 3. Each room has a balcony for viewing. / 4. Every room has free WIFI. / 5. Each room has a unique design style. / 6. The hotel provides free parking and bicycles. / 7. Room service and room service are available for extended stay.

Weaknesses

1. Poor location. / 2. There is no transportation service. / 3. The sound insulation effect is not so good. / 4. There are few choices of Chinese and Western breakfast in the hotel. / 5. The decoration of the hotel room is single, without any change. / 6. Basic manpower training needs to be strengthened. / 7. Un even distribution of manpower.

Opportunities

1. There are many open spaces around, and the expansion scope can be expanded. / 2. The operator has a good relationship with a number of travel agency operators, which can increase mutual benefits. / 3. The distance between the scenic spots and the scenic spots is relatively close, and it will not be particularly advantageous to anyone.

Threats

1. Few people know the existence of this hotel. / 2. There are many B&Bs and motels nearby, and it is difficult to stand out in terms of price. / 3. There are not many direct bus trips, and the time interval is long. / 4. There are many innovative styles of homestays and other hotels.

C. 4P Marketing Strategy

The suggested direction of the marketing strategy is summarized as follows:

1. Product positioning and pricing service quality

(1) A three-star mid-price business hotel, which meets the needs of the market; (2) Simple and clean suites of business room type; (3) The location is located near the center of Xiluo Town in the interchange, which meets the needs of customers; (4) The price is oligopoly It is a relatively new hotel with high price; (5) considerate service will attract more tourists to come again; (6) comfort, safety, quality and integrity of auxiliary services.

2. Promotion

It is still mainly based on the customers who make reservations by telephone. The reservation website is the trend. The hotel uses the reservation network to let tourists know about the hotel, and can arrange promotional activities to increase the chances of tourists staying.

3. Access

(1) The market segment is mainly composed of returning home residents on holidays, and on weekdays, tourists from fruit and vegetable market companies, peasant associations and other companies on business trips, student tourism, government organizations and company travel, and foreign tourists. ; (2) The market is positioned as a high-quality business hotel; (3) It pays attention to the integrity of comfort, safety, quality and sensory auxiliary services, and cooperates with the hotel software; (4) The operation of the hotel operating system is based on the gnosis system. main; (5) the cooperation of the entity channel.

D. Business hotel

Business hotels are mainly for business guests, rather than tourist and holiday guests. The main source of customers is the company personnel who travel on business, most of whom are managers. Business hotels take business as the starting point in terms of hotel facilities, service items, prices, etc., and provide business guests with convenience for business guests. Business related facilities must be equipped with users. Business hotels are continuously improved and developed, and further developed into independent business floors [4] .

E. Service Quality

Service is not only an intangible product and intangible things, but also there is no fixed standard model, not only the product itself, but also emphasizing the intangible customer service quality [12] . [10] believed that due to the nature of service quality, there are simultaneity, intangibility, subjectivity, ambiguity, perishability and variability. Moreover, it is affected by the qualitative characteristics of evaluation criteria and the subjective judgment of evaluators, which makes measurement and evaluation more complicated and difficult. Service quality and satisfaction play an important basis for consumers to choose hotel products and services. Consumers have expectations for service quality, and the difference between expected and actual feelings is enough to show consumer satisfaction. [11] °

[12] put forward the concept of "cognitive service quality continuum", which believes that the level of

customer service expectations is determined by multiplying the pre-purchase expectations by the experience during the service process and by multiplying the experience of receiving the service. Then compare with the service provided by the industry, if the two are the same, it is a satisfactory level of service quality. Based on the above discussion, this study believes that when customers consume in restaurants, they determine service quality based on their own pre-consumption cognition and actual post-consumption feelings. After the actual comparison”, and use this definition to measure the consumer’s evaluation of service quality.

F. Customer Satisfaction

[1] studied the antecedents and consequences of customer satisfaction, and pointed out that customer satisfaction positively affects customer repurchase behavior, and customer repurchase behavior is a manifestation of customer loyalty. [2] believes that customer satisfaction will increase customer repurchase behavior, and will further affect the purchase of other products. [15] believes that customer satisfaction can be regarded as an identification of customer expectations, and has almost begun to be conceptualized as a threshold for customer satisfaction with services. This study believes that customer satisfaction is constructed between consumers' expectations of a product before purchase and their perception of product performance after purchase. ; Conversely, satisfaction occurs when product performance exceeds expectations.

G. Customer Loyalty

Customer loyalty means that customers are satisfied with a company's products or services, leading customers to be willing to make positive publicity and recommendations for the company. Customer satisfaction can be divided into long-term and short-term. The former means long-term customers who will buy for a long time; the latter means that when customers encounter better manufacturers or products, they will switch to new manufacturers or new products. Customer loyalty refers to a customer's sense of belonging or identification with the company's personnel, services or products, which will directly affect consumer behavior [8].

III. METHODOLOGY

A. Research Structure

According to the above-mentioned relationship structure between service quality, satisfaction and loyalty, and finally adding demographic variables to verify the influence of different customer groups on each variable.

B. Research Hypothesis

- H1: Hotel service quality has a significant impact on customer satisfaction.
- H2: Hotel service quality has a significant impact on customer loyalty.
- H3: Customer satisfaction and customer loyalty have a significant impact.

C. Measurement of Research Variables

1. Service Quality

According to [12], the SERVQUAL service quality questionnaire was revised, with a total of 22 items, as a quantitative standard for research evaluation.

2. Satisfaction

According to the customer satisfaction scale proposed by [3], it was combined with a total of 11 items in the directions of service quality, environmental facilities, price and promotion, as the research evaluation. Quantitative standard.

3. Loyalty

It is revised based on the loyalty scale proposed by [5], with a total of 7 items, as a quantitative standard for research evaluation, and believes that loyalty is the willingness to rely on the other party to believe that the other party is honest and reliable.

The question items of this research dimension are based on the Likert 5-scale scale, according to the subjects' own feelings, from "very satisfied", "satisfied", "normal", "dissatisfied" and "very dissatisfied", respectively giving 5 ~ 1 points, the higher the score, the higher the satisfaction of consumers for Midu Business Hotel.

4. Basic information and consumption characteristics variables

According to this study, the basic data of consumers and the variables of consumption characteristics, including variables such as gender, age, education level, occupation and personal average monthly income, are mainly to understand the distribution of sample structure.

E. Research Objects

The subjects of this research are the tourists who have stayed in Midu Business Hotel as the subjects of the questionnaire distribution, and the questionnaire is sampled by the convenience sampling method.

F. Questionnaire test (Pilot test)

In terms of reliability, this study uses internal consistency as the detection standard, and uses Cronbach's alpha coefficient to measure the internal consistency of the dimensions. The Cronbach's α of service quality, satisfaction and loyalty are 0.927, 0.925 and 0.925, respectively, and the reliability is within the acceptable range.

IV. RESULT

Based on the data collected by the questionnaire survey, the research hypotheses proposed by the research model were tested.

A. Sample basic characteristics

A total of 142 questionnaires were recovered in this study, with a recovery rate of 71%. After deducting 17 incomplete questionnaires, the effective recovery rate was 62.5%. The distribution of the samples was 69 males, accounting for 55.2% of the total sample, and 56 females. Accounted for 44.8% of the total sample; the first three items of age were 21-30 years old, with 44 people,

accounting for 35.2%; 31-40 years old, with 40 people, accounting for 32.0%; 41-50 years old, with 33 people, accounting for 26.4% %; the education level is mostly university, with a total of 52 people, accounting for 41.6%, followed by high school (vocational), with 49 people, accounting for 39.2%; the top three occupations (or status) are service industry with 35 people, accounting for 28.8% , followed by other categories, with 26 people, accounting for 20.8%, the third is the electronic technology industry, with 18 people, accounting for 14.4%; finally, the average monthly income of individuals, 20,001~35,000 is the most, with 62 people, accounting for 49.6% , followed by 35,001~50,000, with 36 people, accounting for 36.0%.

B. Reliability and Validity Analysis

In this study, the maximum variation axis method of factor analysis was used to extract factors whose eigenvalues of each scale were greater than 1, and the items with too low factor load were deleted. Calculate the internal consistency of each subscale, use correlation analysis and Item-to-Total analysis to delete the items with low correlation in each subscale, so as to improve the reliability of the scale, until the composition of each scale factor is questioned. until the item is stable.

In the service quality scale, through the above detection steps, a total of one factor was extracted, and the cumulative explained variance was 54.384. Among them, "Do you think the hotel has advanced-looking equipment", "Do you think the physical equipment of the hotel looks attractive", "Do you think the hotel's brochures are beautiful and practical", "Do you think the hotel staff can clearly tell the time to complete the service." ", "Do you think the hotel staff has enough knowledge to answer customers' questions", "Do you think the hotel will pay attention to every customer", "Do you think the hotel staff can give customers personal care", "Do you think the hotel will give customers the most attention" Take the things you care about", "Do you think the hotel staff can understand the individual needs of customers", "Do you think the hotel's business hours are convenient for customers", there are some errors in the classification of factor analysis, and the mean value is higher than low, so it was excluded in this study. The first factor is related to the overall consumer service, so it is called "service quality".

In the satisfaction scale, through the above detection steps, a factor was extracted, and the cumulative explained variance was 60.194%. This factor is related to consumers' overall service satisfaction, so it is called "satisfaction".

In the loyalty scale, through the above detection steps, a factor is extracted, and the cumulative explained variance is 71.50%. This factor is related to the loyalty of consumers, so it is called "loyalty".

The Cronbach's α of each factor dimension in this study was 0.903, 0.925 and 0.925, respectively, all greater than 0.70, indicating that the scale had appropriate reliability; the factor components extracted by factor analysis were consistent with the original design of this study, so the scale has appropriate

construct validity.

C. General Analysis of Service Quality, Satisfaction and Loyalty

In order to understand the customer's current perception of the service quality, satisfaction and loyalty of Midu Business Hotel, the average is calculated. The higher the average is, the higher the sample's approval of the question is; otherwise , is lower.

Consumers' analysis of the service quality of Midu Business Hotel shows that the order of the first three items is: 1. Staff are willing to help customers (M=4.664); 2. Hotel staff are always polite to customers (M= 4.632); 3. The performance of hotel staff is always confident (M=4.624). It can be seen that the hotel staff helping customers, being polite to customers and showing confidence are the main reasons for the service quality of Midu Business Hotel. The order of consumers' ranking of the last three items is: 1. The staff of the restaurant will not be too busy to ignore customer requirements (M=4.488); 2. The restaurant can complete the service in the first time (M=4.472); 3. Hotel staff can clearly tell the time to complete the service (M=4.451). It can be seen that the service quality of hotel staff will not be too busy to ignore customer requirements, complete the service at the first time and clearly inform the time of completion of the service, etc. The service quality is slightly lower, but still maintains an average value of 4.4 or more.

The current situation of consumers' satisfaction with Midu Business Hotel, the survey analysis results show that the order of the first three items is: 1.The service quality of the hotel does not vary from person to person (M=4.576); 2.The service staff of the hotel have Professionalism (M=4.576); 3.Hotel safety measures are good (M=4.536). It can be seen that service quality does not vary from person to person, safety measures and professionalism are the main reasons for consumers' high satisfaction score for Midu Business Hotel. The order of the last three items of consumers' satisfaction motivation for Midu Business Hotel is: 1.The overall accommodation process is satisfactory (M=4.312); 2.The hotel provides perfect software and hardware facilities (M=4.320); 3. Hotel facilities are satisfactory (M=4.440). It can be seen that the satisfaction of Midu Business Hotel in terms of the overall accommodation process, the provision of software and hardware facilities and activity facilities is slightly lower, but it still remains above the average of 4.3.

The results of the survey and analysis of consumers' loyalty to Midu Business Hotel show that: the ranking of the first three items. The order is: 1. I am willing to introduce my relatives and friends to Midu Business Hotel for consumption (M=4.552); 2. I am willing to publicize the advantages of Midu Business Hotel to others (M=4.512); 3. If anyone please recommend me , I would like to recommend Midu Business Hotel (M=4.480). It can be seen that the main reasons for the willingness to introduce relatives and friends to the Midu Business Hotel for consumption, the willingness to publicize the advantages of the Midu Business Hotel to others, and the willingness to recommend the Midu

Business Hotel to the Midu Business Hotel are the main reasons for the high loyalty score of the Midu Business Hotel. The order of the last three items of consumers' loyalty motivation for Midu Business Hotel is: 1. Even if Midu Business Hotel raises the price, I am willing to continue to visit (M=4.104); 2. Even if the consumption of other hotels is higher Cheap, I will not switch to other hotel accommodation (M=4.224); 3. Midu Business Hotel is my first choice (M=4.320). It can be seen that if you increase the price, you are willing to continue to visit, and the consumption of other hotels is cheaper, and the loyalty will not be converted to other hotels and hotel selection.

D. Variable descriptive statistics and correlations

According to the correlation analysis in Table 1, there was a significant positive correlation between the variables. That is, when consuming those who think that the better the service quality of the hotel, the better the satisfaction, and the better the meaning of loyalty; in addition, from simply analyzing the correlation between satisfaction and loyalty, there is also a significant positive correlation between the two variables. Correlation, that is, when satisfaction is better, loyalty is higher.

Table1 Pearson correlation analysis table

Variable	1	2	3
1.Service Quality	1.00		
2. Satisfaction	.690**	1.00	
3.Loyalty	.664**	.674**	1.00

Note: * means p<0.05; ** means p<0.01

E. Regression Analysis

The relationship between consumers' service quality, satisfaction and loyalty of Midu Business Hotel is tested by regression analysis. When the criterion variable is satisfaction and the predicted variable is service quality, the regression analysis results show that service quality is not related to satisfaction. In addition, when the criterion variable is loyalty and the predictor variable is service quality, the regression analysis results show that service quality has a significant effect on loyalty The effect of sex (β value is 0.690), as shown in Table 2.

Table 2 Regression Analysis of Service Quality, Satisfaction and Loyalty

Validation variable	Satisfaction	Loyalty
Predictor	Model 1	Mode 2
Service Quality	0.664**	0.690**
F-value	96.037**	110.568**

Note: * means p<0.05; ** means p<0.01

In addition, to further understand the correlation between consumer satisfaction and loyalty, when the criterion variable is loyalty and the predictor variable is satisfaction, the regression analysis results show that consumer satisfaction has a significant effect on loyalty. Influence effect (β value is 0.683), indicating the

existence of a linear relationship, as shown in Table 3.

Table 3 Regression Analysis of Satisfaction and Loyalty

Validation variable	Loyalty
Predictor	Model 3
Satisfaction	0.683**
F-value	107.658**

Note: * means p<0.05; ** means p<0.01

V. CONCLUSIONS AND SUGGESTIONS

A. Research conclusions

The main purpose of this study is to explore the correlation and causal relationship between the service quality of Midu Business Hotel and customer satisfaction and customer loyalty. After the data analysis in the previous chapter, the conclusions in this chapter are as follows:

1. (H1) The service quality provided by the hotel has a significant impact on customer satisfaction. The research results show that the higher the service quality provided by the hotel to the customer, the higher the overall customer satisfaction, that is, the service quality has a significant impact on the overall customer satisfaction. Satisfaction has a significant positive relationship.

2. (H2) The service quality provided by the hotel has a significant impact on customer loyalty. The research results show that the higher the service quality provided by the hotel to the customer, the higher the overall customer satisfaction and loyalty, that is, the service quality. There is a significant positive relationship with overall customer satisfaction.

3. (H3) Customer satisfaction has a significant impact on customer loyalty. The research conclusion shows that the overall customer satisfaction has a significant positive relationship with whether customers are willing to stay again.

4. Use SWOT analysis to illustrate the strategy of "Midu Business Hotel"

(1). Opportunity pursuit strategy

The hotel is the only business hotel in Xiluo, Yunlin. The choice of tourists when visiting Yunlin Xiluo is the Midu Business Hotel. In order to improve the willingness of tourists to stay, it is recommended to expand the possibilities of the hotel to all aspects, including the best opportunity point is the nearby There are many scenic spots, including: Xiluo Bridge, Yanping Old Street, Xiluo Fuxing Palace, Xiluo Qikan Sculpture Park, and in order to make this opportunity an advantage of the hotel, it is recommended that tourists who come to Xiluo for a slow tour travel by bicycle., This kind of itinerary is convenient for tourists to go sightseeing and the itinerary is quite safe, and the possibility for tourists to stay is relatively much higher.

(2). Threat hedging strategy

Due to the inconvenient location of the hotel, it is necessary to pay more attention to the mode of transportation for tourists. In the lobby, the hotel posts the timetable for passenger transportation and the contact

information of taxis, so that passengers can pay attention to the time at any time. Strengthen the requirement for hotel service personnel to take the initiative to inquire about passenger transportation arrangements, and provide the fastest way to reach the hotel, return home or the station. Let the considerate service, maintain the initiative, enthusiasm, sincerity, and unique service to create their own unique, when guests choose to stay in Yunlin Hotel in the future, they will first think of the hotel's good service quality and will stay again.

(3). Strength strengthening strategy

The advantage of the hotel lies in the good and comfortable suites, each of which has a different room type design, coupled with the designed vegetarian menu, these reasons are a good choice for especially attracting customers to stay based on food. The hotel needs to strengthen the publicity on the Internet, and make posters, room type introductions, and menu introductions to promote the good side of the hotel. It allows guests to experience the opportunity to stay at Midu Business Hotel as a promotional service for festivals, and through the convenience of the Internet and the use of social media publicity to increase exposure. In addition, compared with other hotels, the hotel's considerate service facilities can increase some of the services originally provided and improve the original internal facilities, so that passengers feel that Midu Business Hotel is the best choice after comparison.

(4). Disadvantage defensive strategy

Midu Business Hotel does not have any promotions and promotional activities on the Internet, but it cannot continue to operate the website due to lack of manpower. After understanding these disadvantages, it starts to absorb the opinions of many customers on the Internet, and launches it for various types of customers. For special promotions, you can follow other hotels' network dynamics to improve the quality of your own activities. The online promotion of Midu Business Hotel includes the content of preferential activities, shooting hotel promotional videos, and increasing the exposure to attract customers. In the past, individual guests stayed mainly on weekdays, and group guests stayed quite frequently during holidays. We must maintain the rate of group guests and increase the rate of individual guests, and try to do preferential activities to make customers more satisfied. This turns the disadvantaged part into an advantage.

B. Research Recommendations

This research mainly focuses on the service quality and satisfaction of Midu Business Hotel, and the research object is the tourists who have stayed in Midu Business Hotel. This method is used to analyze whether it affects the satisfaction of the service quality of Midu Business Hotel. Spend. The main purpose is to explore the influence of hotel service quality on customer satisfaction through the factors of different background information and accommodation properties.

According to the differences of demographic characteristics, for passengers with low "satisfaction" in different service quality items, the improvement of service quality can be strengthened, so that the satisfaction of passengers can be improved. In terms of service improvement, enhancement and marketing, it is suggested that Midu business hotel operators should correct problems as soon as possible, and formulate improvement strategies, which must be implemented. Actively improve and strengthen the service quality project to turn it into a hotel's advantage and become a consideration that travelers are willing to visit again.

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