

Wenzao Ursline University of Languages

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Exploring college students' satisfaction of service between

Hotels and Guesthouses

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Key words:

Service quality of Hotels and Guesthouses, customer loyalty, customer satisfaction, infrastructure of tourism

Chapter 1 Introduction

1.1 Background

Recently, the local tourism industry has blossomed and flourished, with more and more people traveling in Taiwan. According to the Tourism Bureau, M.O.T.C Republic of China (Taiwan) (2015), the statistics from 2012 to 2014 demonstrated that people traveling in Taiwan increased more than 2.7million. Meanwhile, the Tourism Bureau (2015) published the growing number of guesthouses, increasing 541 guesthouses from January to September, 2015.

Numerous studies (Ye, Li, Wang & Law, 2014; Chen, Yang, Li &Liu, 2015) had explored the impact of hotels price on service quality and customers satisfaction. However, not many research studies have focused on comparing hotels and guesthouses of college student customers' satisfaction of service quality, infrastructure and loyalty, which help both the tourism industry and target customers' selection of the most suitable accommodation. Therefore, this will be the major issue of the current research.

1.2 Purpose of study

The purpose of the study is to explore college customers' perception of overall customer satisfaction, service quality and required infrastructure between hotels and guesthouses.

1.3 Research Questions

The overarching research questions include:

RQ1: What is college students' perception of service quality between hotels and guesthouses?

RQ2: What is college students' satisfaction between hotels and guesthouses?

RQ3: What are the customers' loyalty differences between hotels and guesthouses?

1.4 Qualification of the Author

The author has the qualification to implement this study because she is a veteran domestic traveler in Taiwan. In addition, the author used to take business courses in the tourism industry and she is admitted to a local five-star hotel to work as a front desk receptionist this month. Therefore, the author has the qualification to do this research.

1.5 Significance of the study

The study aims to help tourism industry to enlarge the target customers of the potential college students in comparison of a variety of differences between hotels and guesthouses while they choose the accommodation. Also, it is significant in exploring whether the college student goes into Hotels industry in their future career.

Chapter 2 Review of Literature

The review of literature is divided into three parts: 2.1 hotels and guesthouses 2.2 customer satisfaction of service quality and 2.3 Customer satisfaction of infrastructure.

2.1 Hotels and Guesthouses

The accommodation included hotels and guesthouses, with the definitions of hotels and guesthouses.

2.1.1 Definition of hotels

The definition of hotels is normally related to a type of accommodation operation with employees, large venues and added extras.

Earls (2012) defines "Hotels" is an extremely wide category, ranging from small operations with only a couple of part-time staff to much larger venues employing hundreds of people. Moreover, a hotels normally provides access to guests 24

hours a day, meaning a receptionist, more often than not, needs to be employed around the clock. On top of this, most hotels have 20 rooms or more as well as added extras such as a conference room and health and leisure facilities. (p.80)

Hotels have larger venues and normally provide access to customers 24 hours a day, so hotels hire hundreds of people to shift change, also provide additional facilities.

Additionally, Earls (2012) pointed out that the hotels infrastructures and Human Resource are important factors, so the researcher will use into the questionnaire.

2.1.2 Definition of guesthouses

The definition of the guesthouses is a type of small-scale accomodation business, with home-run operations and comfortable environment (Earls, 2012). Earls (2012) states that it is a more substantial business than a B&B:

although many guesthouses operators opt to call themselves B&Bs to appeal to a market that increasingly favors familiar, friendly, home-run operations. Normally with five to 20 bedrooms, As with B&Bs, most guesthouses are predominantly operated by the owners; but in contrast, the majority will also employ part-time staff, and larger operations might even have a full-time cleaner or housekeeper during peak season, too. (P. 79)

The other views of Guesthouses Vienna (2014) "It is meant to make guests feel as if they are in a home away from home. The concept is about making sure the environment is less corporate, homely, comfortable, and cozy (p. 50) ".

The guesthouses are huger commercial than B&Bs. For attracting customers, guesthouses emulate some elements from B&Bs, such as familiar and friendly atmosphere, and home-run operations. To make customers travel comfortable, also have homely feel of the accommodation. Therefore, the current researcher will investigate friendly atmosphere, and home-run operations of guesthouses.

2.2 Service quality

Customer satisfaction is a set of customer's perception on services quality, customer loyalty and human resource management (Belcastro 2005; LaBarbera & Mazursky 1983; Chand 2010; Hartline & Jones 1996; Ariffin, & Maghzi, 2012).

The definition of service quality has a set of perception on HRM practices and ratio of service quality level (Hartline & Jones 1996; Chand 2010; Ariffin & Maghzi, 2012).

Hartline and Jones (1996) mention this increased competition has forced in the International Journal of Human Resource Management, many hotels to find ways to retain current customers and attract competitor's customers. Increased service quality, customer's satisfaction and hotels performance, though HRM practices are a viable way for the hotels to remain competitive. However, service quality is typically intangible and non-standardized. (p. 207)

Chand (2010) found "Service quality dimension is positively associated with customer satisfaction in hotels" (p. 553). In addition, Ariffin and Maghzi (2012) mention "Hotel hospitality can be explained by five dimensions namely personalization, warm welcoming, special relationship, straight from the heart and comfort" (p.193).

In recently, the competition of hospitality industry is increasing, many hotels find ways to keep not only regulars but also attract competitor's customers. Therefore, the current researcher will investigate intangible of service quality in hotels and guesthouses. Additionally, Lin (2010) pointed out, "I am satisfied with staff's ability to deal with the problem, staff's attitude, professional ability, familiarity operating procedures" the researcher will use these questions in the questionnaire.

Apart from this, Belcastro have other views on customer service satisfaction.

2.3 Customer service satisfaction

There are different perceptions on pleasant experience, emotional level and customer

loyalty (Tse & Wilton; Belcastro; LaBarbera & Mazursky; **Chu & Choi, 2000**).

Customer satisfaction is defined as the customers' evaluation of the service encounter based on their expectation and actual performance (Tse & Wilton, 1988).

Belcastro (2005) observed on customer service and said customer service is about ensuring that the patron or customer remembers his or her encounter with the service staff as a pleasant experience. The total customer experience--the service, the quality, the design, the brand attributes--connects on an emotional level, keeping customers satisfied and feeling well-served, as well as loyal.

(pp.131-132)

Among others, LaBarbera and Mazursky (1983) defined "Thus, customer satisfaction can be concluded to affect a customer's assessment of service quality and customer loyalty" (p.403). According to researches, helping customers have comfortable experience about well-served which can increase customer loyalty and enhance a high level of customer satisfaction.

Chu and Choi (2000) found out that business and leisure travellers' perceived important hotel selection factors as: Service Quality, Business Facilities, Value, Room and Front Desk, Food and Recreation, and Security. Among the six, Room, Front Desk and Security were found to be the crucial factors for business and leisure travellers, respectively, in their hotel choice selection. Both business and leisure travellers perceived all the six hotel selection factors similarly.

Apart from this, Bilgili, Candan, and Bilgili (2014) indicate the importance of providing with a suitable channel for complaints and track proactively to solve problems with friendly staff's attitude. Hence, the complaint channel and friendly attitude will apply for the questionnaire.

2.4 Customer loyalty

Customer loyalty is a set of customer's perception on creating customer satisfaction

and pleasure, the combination of the emotional commitment, and the long term success and profitability of a company (Bilgili, Candan & Bilgili 2014; Bayuk & Küçük 2007; Kavas, 2004).

Bilgili, Candan and Bilgili (2014) said in entertainment industry and accommodation businesses, customer loyalty is very important:

consumers recommend a business or its products to the people they are in contact with, which is an important indicator of customer loyalty, is an essential factor to prevent the vacant capacities of these businesses from staying empty. There several important factors to create customer loyalty. Any factors that will create customer satisfaction and pleasure can also be considered as important factors affecting customer loyalty. (pp. 21-22)

In accommodation industry, create the fixed guests and make the customer feel pleasure are eventful factors for customer loyalty.

Also, Bayuk and Küçük (2007) mention customer loyalty is the combination of the emotional commitment that a customer feels toward a certain business, the purchasing tendency and will which are intentional and the repeated preferences. Customer loyalty describes both the commitment to a certain business or brand and the commitment to the products or services of that business or brand. Their loyalty can be towards not only the business, but also the product or service. (p. 287)

Kavas (2004) said "The number of loyal customers is essential for the long term success and profitability of a company. For this reason, creating customer loyalty and maintaining it are among the basic marketing and management strategies of businesses" (p. 22).

According to researches, customer loyalty can bring a long term success and benefits for the company. The important factors to create customer loyalty is providing pleasure service and product, let the customers feel satisfied. Additionally, Chih-Wei

Lin (2010) pointed out two items of customer loyalty I would like to praise the hotels / guesthouses satisfying advantages to others and focus on the related news of the researcher will use these questions in the questionnaire.

Chapter 3 Research Methodology

3.1 Methodology

This study was planning to use a quantitative methodological approach to investigate college students' customer satisfaction of service quality and customer loyalty between hotels and guesthouses. The research method and the design of the questionnaire are presented within this chapter.

3.2 Research methods

Questionnaire method was used to examine the degree of the consumer satisfaction of service quality and customer loyalty between hotels and guesthouses. The questionnaire of this research was based on the model of Chih-Wei Lin (2010) and Bilgili, B., Candan, B., and Bilgili, S. (2014).

3.3 Instrument

The questionnaire was divided into three parts: (1) hotels and guesthouses, (2) consumer satisfaction of service quality and (3) customer loyalty. The main purpose of this questionnaire was to focus on the consumer satisfaction of service and customer loyalty between hotels and guesthouses toward college students. Simultaneously, explores the college students' views toward the service satisfaction between hotels and guesthouses. The researcher used the Likert scale to measure each question from 1 to 6 and divided into two groups which are hotels and guesthouses assess the participants' opinions. The very first part was regarding the factors which the participants feel about the service quality. The section of part two was used to get a better understanding of how the participants regard the satisfaction of service

between hotels and guesthouses. The last part was to evaluate the customer loyalty of hotels and guesthouses. There were nineteen questions totalled. The design of this questionnaire had main five sections at the end. Accordingly, the researcher would be easier to have a basic understanding of the result of this questionnaire after collecting the statistics.

3.4 Research procedure

The college students are the main participants of this research. During the first period of the procedure, the participants were selected randomly online from any colleges or universities in Taiwan. The research planned to invite 70 students to participate at the same time. The participants of the second period were selected randomly at Wenzao Ursuline University of Languages. The questionnaire was expected to have 20 students to participate. As a consequence, the total number of the participants will be approximately 90 students. There were 84 valid samples and invalid samples were 6 participants. There were 65 females & 19 males.

3.5 Research Participants

The procedure was divided into two parts. To begin with the first part, the questionnaire was planned to be available online from January 18th to February 14th because of the winter vacation. For the purpose of making the procedure go well, the researcher posted the questionnaire to some websites and asked some college students online to fill in. The second part started from February 15th to February 29th. The researcher also sent out the questionnaire personally in Wenzao Ursuline University of Languages.

3.6 Possible challenges

Some participants may not have the experience in guesthouses because travelers may choose hotels or motels for convenience factor. In order to prevent invalid questionnaires, before the researcher sent out the questionnaire, the researcher would

ask participants a question "Have you ever been living in the guesthouses?" If the response is no, the researcher will change other people to fill out the questionnaire.

Chapter 4 Research Result

This chapter presents the data of the service quality, customer satisfaction and customer loyalty in hotels and guesthouses. In section 4.1 shows the college students perception in the service quality and revealed the importance of the staff's ability. Section 4.2 shows the college students' opinion on the customer satisfaction. Section 4.3 points out the college students' customer loyalty. Moreover, section 4.4 explains the factor analysis in relationship to personal information. Finally, section 4.5 is the summary of the findings.

4.1 Perception of Service Quality

The section of Service Quality of hotels and guesthouses contained three factors, including: "staff track proactively to solve problems", "solve the problems quickly", and "staff's professional knowledge". Table 4.1 demonstrates how the service quality of hotels and guesthouses impact the college students' perception.

Table 4.1 Descriptive Statistics of Part1 Mean & SD N=84

(First Item=Hotels) (*=Guesthouses)	Mean	SD
1. It provided with a suitable channel for complaints and track proactively to solve problems	5.32 *4.38	.82 1.1
2. When I have trouble, staff will solve the problems quickly	5.29 *4.90	.77 .98
3. Staff have professional knowledge	5.25 *4.76	.64 .85
4. Staff's attitude is friendly	5.19 *5.04	.77 .78
5. Staff understand the surrounding environment and can give advice	5.12 *5.21	.81 .82
6. Staff can satisfy the personal need of disable customers	5.11 *4.67	.76 1.1
7. Staff will not be too busy to respond negligent customers	4.77 *4.90	.99 .89
Average	5.15 *4.84	.79 .93

In a 1-6 Likert Scale, the average of slightly positive Service Quality in hotels was found $M=5.15$, $SD=.79$ and the guesthouses was highly moderate $M=4.84$, $SD=.93$

From Table 1, based on the result of the questionnaire, the highest item of Service Quality in the hotels was which provided with a suitable channel for complaints and track actively to solve problems ($M=5.32$, $SD=.82$). The second important impact was the staff solve the problems quickly ($M=5.29$, $SD=.77$). For the lowest one was “Staff will not be too busy to respond negligent customers” ($M=4.77$, $SD=.99$).

These imply that the two highest reasons for college students in hotels of service quality were the hotels staff solve problem abilities. The lowest was while the staff were busy, they would respond careless.

Moreover, the highest item of Service Quality in guesthouses was the staff understand the surrounding environment and can give advice ($M=5.21$, $SD=.82$). The second highest was the staff’s friendly attitude ($M=5.04$, $SD=.78$). For the lowest one was “It provided with a suitable channel for complaints and track proactively to solve problems” ($M=4.38$, $SD=1.1$).

It is inferred that two highest facts for college students in guesthouses of service quality were staff’s friendly attitude and advice on surrounding environment information. However, the lowest fact was channel for complaints and problem solving updates by guesthouses.

Therefore, according to Table 4.1, college participants are concerned about how the hotel staff deal with the problems and how guesthouses staff assist in introducing the surrounding environment for travel advice.

4.2 Perception of Customer satisfaction

The Customer satisfaction is in the second part of the questionnaire. There are six questions below in Table 4.2 to show the college students' opinions and perceptions in the hotels and guesthouses of customer satisfaction.

Table 4.2 Descriptive Statistics of Part2 Mean & SD

(First Item=Hotels) (*=Guesthouses)	Mean	SD
1. Room equipment conforms over my heart (e.g.Sanitary equipment).	5.32 *4.56	.81 1.02
2. I am satisfied with Counter staff's professional ability.	5.24 *4.70	.74 .94
3. I am satisfied with staff's familiarity in operating procedures.	5.20 *4.76	.74 .95
4. I am satisfied with staff's attitude.	5.20 *5.01	.76 .87
5. I am satisfied with staff's ability to deal with the problem.	5.19 *4.82	.75 .87
6. Guidance of space and flowline	5.18 *4.69	.79 .96
Average	5.22 *4.76	.77 .94

N=84

The average of highly positive Customer satisfaction with hotels was found $M=5.22$, $SD=.77$ and the guesthouses was highly moderate ($M=4.76$, $SD=.94$).

From Table 2, based on the result of the questionnaire, the highest item of Customer satisfaction with the hotels was which room equipment conforms over their heart ($M=5.32$, $SD=.81$). The second important impact was satisfied with the counter staff's professional ability ($M=5.24$, $SD=.74$). For the lowest one was "Guidance of space and flowline" ($M=5.18$, $SD=.79$).

In addition, the highest item of Customer satisfaction with guesthouses was satisfied with staff's attitude ($M=5.01$, $SD=.87$). The second highest was satisfied with staff's ability to deal with the problem. ($M=4.82$, $SD=.87$). For the lowest one was satisfy

with room equipment ($M=4.56$, $SD=1.02$).

These imply that two highest facts for college students in hotels of customer satisfaction were hotels rooms equipment and counter staff's professional ability.

Furthermore, these refer that two highest facts for guesthouses service quality were the staff's ability to manage the problem and the staff's attitude. However, the lowest fact was guesthouses room equipment.

Therefore, Table 4.2 shows that room equipment and the professional counter staff were the importance reason which impact on hotels. On the other hand, guesthouses the staff not only need manage problem ability, but also need to improve their service attitude and manners.

To sum up, the room equipment has a significant influence on customer satisfaction between hotels and guesthouses.

4.3 Perception of Customer loyalty

The customer loyalty is in the third part of the questionnaire. There are six questions in Table 4.3 to illustrate college students' viewpoints in the hotels and guesthouses of customer loyalty.

Table 4.3 Descriptive Statistics of Part3 Mean & SD

(First Item=Hotels) (*=Guesthouses)	Mean	SD
1. I would like to praise the hotels / guesthouses advantage to others.	5.30 *5.23	.79 .81
2. I will recommend my close friends or family to visit this hotels/guesthouses.	5.10 *5.05	.91 1.01
3. This hotels/guesthouses is my first preference.	4.89 *4.63	1.03 1.08
4. If the hotels/guesthouses increases price due to improve the service quality, I will still select to stay.	4.42 *4.31	1.19 1.17
5. I will focus on the relate news of hotels/guesthouses.	4.08 *4.14	1.27 1.27
6. Even the hotels/guesthouses price is higher, I would still choose to stay.	3.92 *3.86	1.29 1.26
Average	4.62 *4.54	1.08 1.10

N=84

The average of moderately high Customer loyalty in hotels was (M=4.62, SD=1.08), and slightly higher than guesthouses (M=4.54, SD=1.10).

From Table 3, based on the result of the questionnaire, the highest item of Customer loyalty in the hotels was to pass praises of the hotels/guesthouses advantage to others (M=5.30, SD=.79). The second important impact was to recommend friends or family to visit this hotels/guesthouses (M=5.10, SD=.91). For the lowest one was “Even the hotels/guesthouses price is higher, I would still choose to stay” (M=3.92, SD=1.29).

In addition, the highest item of customer loyalty in guesthouses was that I would like to praise the hotels/guesthouses satisfied advantage to others. (M=5.23, SD=.81). The second highest was “I will recommend my close friends or family to visit this hotels/guesthouses” (M=5.05, SD=1.01). For the lowest one was “ Even the hotels/guesthouses price is higher, I would still choose to stay” (M=3.86, SD=1.26).

These refer that two highest and the lowest items of customer loyalty between hotels and guesthouses were the same praising the hotels or guesthouses advantages to others and recommending their friends or family to visit it. The lowest was even the hotels or guesthouses price became higher, the participants would still choose to stay.

However, if the budget is in higher rank, the participants would rather pay more money to the service and infrastructure of hotels than guesthouses.

Consequently, while the participants were satisfied with service of hotels and guesthouses, they will recommend and forward positive comments to friends or family. However, price increases would affect college students choose to live in the same place.

4.4 Factor Analysis of Income, Travel Experience on Service Quality

This section analyzes the relationship of hotels, guesthouses and other basic personal information.. In Table 4.4.1, it reveals the impact of different income levels on college participants' various satisfaction level. Next, Table 4.4.2 analyzes the impact of recent travel times within two years on service quality of hotels and guesthouses.

Table 4.4.1 ANOVA of income on Service Quality

Items-	Incomes	Mean	SD	F.	Sig
(Hotels) Staff have professional knowledge	No income	5.00	.41	3.55	.018
	5,000	5.52	.51		
	5,000-10,000	5.07	.80		
	10,000	5.27	.47		
(Guesthouses) Staff have professional knowledge	No income	4.54	.78	2.05	.113
	5,000	5.03	.84		
	5,000-10,000	4.55	.83		
	10,000	4.82	.87		
(Hotels) Staff can satisfy the personal need of disable customers	No income	5.08	.49	.95	.421
	5,000	5.23	.72		
	5,000-10,000	4.93	.88		
	10,000	5.27	.79		
(Guesthouses) Staff can satisfy the personal need of disable customers	No income	3.92	1.66	3.33	.024
	5,000	5.03	.95		
	5,000-10,000	4.62	.90		
	10,000	4.64	.92		
(Hotels)Staff understand the surrounding environment and can give advice	No income	5.38	.65	3.13	.030
	5,000	5.35	.61		
	5,000-10,000	4.90	.94		
	10,000	4.73	.91		
(Guesthouses) Staff understand the surrounding environment and can give advice	No income	5.46	.66	1.43	.241
	5,000	5.35	.80		
	5,000-10,000	5.03	.82		
	10,000	5.00	1.00		

From table 4.4.1, based on the result of the questionnaire, income was lower than 5,000 would mind the hotel's staff who have the professional knowledge or not to impact their satisfaction. In the guesthouses, the participants who have the lowest

income disagree the guesthouses' staff can satisfy the personal need of disable customers. Moreover, participants who have no income were more care about the hotels staff can give surrounding information than income 10,000 of people.

Table 4.4.2 ANOVA of travel times in two years on Service Quality

Items-Travel times		Mean	SD	F.	Sig
(Hotels) It provided with a suitable channel for complaints and tracking proactively to solve problems	No	4.80	1.10	5.80	.001
	1-3	5.44	.58		
	4-6	5.57	.60		
	7 up	4.50	1.43		
(Guesthouses) It provided with a suitable channel for complaints and track proactively to solve problems	No	4.40	.55	0.56	.982
	1-3	4.38	1.10		
	4-6	4.33	.73		
	7 up	4.50	1.58		
(Hotels) When I have trouble, staff will solve the problems quickly	No	5.00	1.00	2.90	.04
	1-3	5.35	.64		
	4-6	5.48	.60		
	7 up	4.70	1.25		
(Guesthouses) When I have trouble, staff will solve the problems quickly	No	4.40	.89	2.17	.098
	1-3	4.81	1.00		
	4-6	5.33	.73		
	7 up	4.70	1.16		

According to Table 4.4.2, college participants with 4-6 travels were more satisfied with hotels in suitable channel for complaints and problem-solving tracking than other groups. Moreover, participants with 4-6 travels were the most satisfied with hotel's staff ability to solve the problems quickly among all travelers.

4.5 Summary

To sum up, compared with their views of guesthouses, the college participants were highly positive on service quality and customer satisfaction with hotels, especially in providing suitable channel for complaints and the quality infrastructure of the room equipment.

However, college participants were more satisfied with guesthouses than with hotels in two respects, which are “The staff understands the surrounding environment and can give advice” and “Staff will not be too busy to respond to negligent customers”. In other words, the advantages of guesthouses are in providing surrounding information and their staff’s unconditional positive service attitude even during tight schedules.

Regarding factor analysis of service quality, both participants whose income is lower than 5,000 thought the staff not only need expertise, but also can satisfy the personal needs of disabled customers. Moreover, in hotels and guesthouses the participants who have no income were concerned about the staff understanding the surrounding environment and being able to give advice.

Chapter 5 Discussion

Chapter 5 is divided into three parts. The first section is the analysis of Service Quality. The second is the analysis of Customer Satisfaction. And the last is the analysis of Customer Loyalty.

5.1 The Analysis of Service Quality

Similar to the finding report by Hartline and Jones (1996) and Ariffin and Maghzi (2012), the customer attaches importance to non-standardized and typically intangible service, such as a warm welcoming, namely personalization and service comfort straight from the heart. As shown in table 4.1, the current study found out that the average satisfaction level about providing a complaint channel, solving problems quickly, and staff's professional knowledge of their hotels are slightly positive. Nearly each satisfaction level about the service quality of hotels is higher than guesthouses except the staff giving surrounding environment information and being patient to answer questions. Therefore, it is recommended that hotel staff should know more about the nearby attractions, and should also be trained not to ignore customers while being busy. In addition, the satisfaction level of college students who income NT 5,000 dollars judges that hotel staff have professional knowledge higher than those in guesthouses. Besides, college students with no income prefer that staff understand the surrounding environment and can give advice in hotels.

5.2 The Analysis of Customer Satisfaction

Similar to the research of Belcastro (2005) and Chu and Choi (2000), room and front desk quality were found to be the determining factors for hotel hospitality. As shown in table 4.2, the current study found that the average satisfaction level is highly positive and is related to room equipment and counter staff's professional ability. All satisfaction levels regarding the customer satisfaction with hotels is higher than guesthouses. Especially, in current study, room equipment was judged a big difference

between hotels and guesthouses. The participants are more satisfied with the hotels' room facilities.

5.3 The Analysis of Customer Loyalty

Similar to the finding of Bilgili, Candan and Bilgili (2014) and Bayuk and Küçük (2007), the important factors affecting customer loyalty are creating customer satisfaction and making customer feel pleasure regarding their stay. Like the result of 4.3, the average satisfaction level is moderately high and related to customer will recommend and praise the hotels or guesthouses while they felt satisfied. Nearly each satisfaction level about the customer loyalty of hotels is higher than guesthouses except the following news. It is recommend hotels provide more information to increase the visibility and let the customers track the relate news. However, there are no significant differences of satisfaction level toward gender, income and travel times.

Chapter 6 Conclusion

6.1 Summary

The study set out to explore the service quality, customer satisfaction and customer loyalty between hotels and guesthouses. College participants were found to be more satisfied with the service in hotels than in guesthouses. The top three advantages in Hotel were found providing complaint channel, efficient track problems and equipment quality. Guesthouse staff were found to be superior in two respects: staff's advice on understanding surrounding environment and staff's inability to respond to customers. The comparative advantages of guesthouses over hotels were in providing surrounding information and their staff's unconditional positive service attitude even during tight schedules. Additionally, participants whose income is lowest were most satisfied with staff's professionalism, personal needs and disabled customers.

6.2 Limitations of the study

The result of the study is not able to be generalized to the entire college student population in Taiwan for two reasons. First, due to convenient sampling and limitation of the sample size of 84 participants, the study was limited in data collection. Second, it also lacks gender balance. The questionnaire could reach large-scaled participants in a more specific and balanced way.

6.3 Recommendations

The future studies are recommended to integrate more detailed infrastructure comparison, and travel packages in addition to qualitative research data by in-depth interviews for more comprehensive evaluation of college students' customer satisfaction of service in hotels and guesthouses.

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第三部分：顧客忠誠度

對於飯店

對於民宿

(Lin,2010)

6 5 4 3 2 1

6 5 4 3 2 1

(Bilgili, B., Candan, B., & Bilgili, S. 2014)

- | | | | | | | | | | | | | |
|--------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 14. 我會向親朋好友推薦到我所住過的飯店/民宿消費? …… | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. 舊地重遊，我依然會選擇這家飯店/民宿…………… | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. 我會向其他人稱讚飯店/民宿滿意的優點…………… | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. 若為提高服務品質而增加費用，我仍會選擇入住…………… | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. 我會關注飯店/民宿相關消息…………… | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. 即使飯店/民宿價錢較高，我仍會選擇入住…………… | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

填卷者基本資料

- 性別：男 女
- 每月可支用資金：無 5,000 元以下 5,000-10,000 元 10,000 元以上
- 曾經住過飯店：有 無
- 曾經住過民宿：有 無
- 近兩年旅遊住房次數：無 1-3 次 4-6 次 7 次以上

問卷到此結束，感謝您寶貴的意見！

procedures..

Part 3: Customer loyalty

(Chih-Wei Lin,2010)

(Bilgili, B., Candan, B., & Bilgili, S. 2014)

	Hotels						Guesthouses					
	6	5	4	3	2	1	6	5	4	3	2	1
14. I will recommend my close friends or family to visit this hotels/guesthouses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. This hotels/guesthouses is my first preference.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. I would like to praise the hotels / guesthouses advantage to others.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. If the hotels/guesthouses increases price due to improve the service quality, I will still select to stay.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. I will focus on the relate news of hotels/guesthouses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Even the hotels/guesthouses price is higher, I would still choose to stay.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Basic Information

- 1. Gender: Male Female
- 2. Monthly funds: No Below NT\$5,000 NT\$5,000-10,000 More than NT\$10,000
- 3. Used to live in Hotels: Yes No
- 4. Used to live in Guesthouses: Yes No
- 5. The number of tours in past two years : No 1-3 4-6 More than 7

The End of Questionnaire. Thank you for your valuable feedback!!