



**A STUDY OF CUSTOMERS SATISFACTION IN SERVICE QUALITY
TOWARDS KANDAWGYI PALACE HOTEL, YANGON, MYANMAR.**

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ABSTRACT

To sustain in the hotel industries especially for long lasting and have competitive advantage over others should have to find different alternatives to maintain customer satisfaction and to accomplish it hotel industries should focus on its key factors that enable them to increase the customer satisfaction and customer retention. This research paper identifies service quality, perceived value and customer expectation as vital factors affecting customer service. Quality of service and customer satisfaction are critical factors for success of any business (Gronoos, 1990; Parasuraman et al., 1988). As Valdani (2009) points out: enterprises exist because they have a customer to serve. The key to achieve sustainable advantage lies in delivering high quality service that results in satisfied customers (Shemwell et al, 1998).

The main purpose of this study is to study the guest's responses at kandwagyi palace hotel Yangon, Myanmar and the results of this study can provide the wide variety of different alternative to tackle the customer demands and needs.

After completion of all data analysis the researcher found out that there is a strong relationship between dependent variables (Perceived value, service quality and customer expectation) and independent variables (customer satisfaction) and three hypotheses proved that there is a strong relationship and accepted the relevant relationship, data collected were correct and significant. In addition, the relationship between customer demands and expectation could also be conducted and use of different statistical method to analyze the test between service quality and customer satisfaction. This research work can also be applied to different sector as well such as manufacturing sector, marketing and aviation sector.

Keyword: Service quality, perceived quality, customer expectation, customer satisfaction

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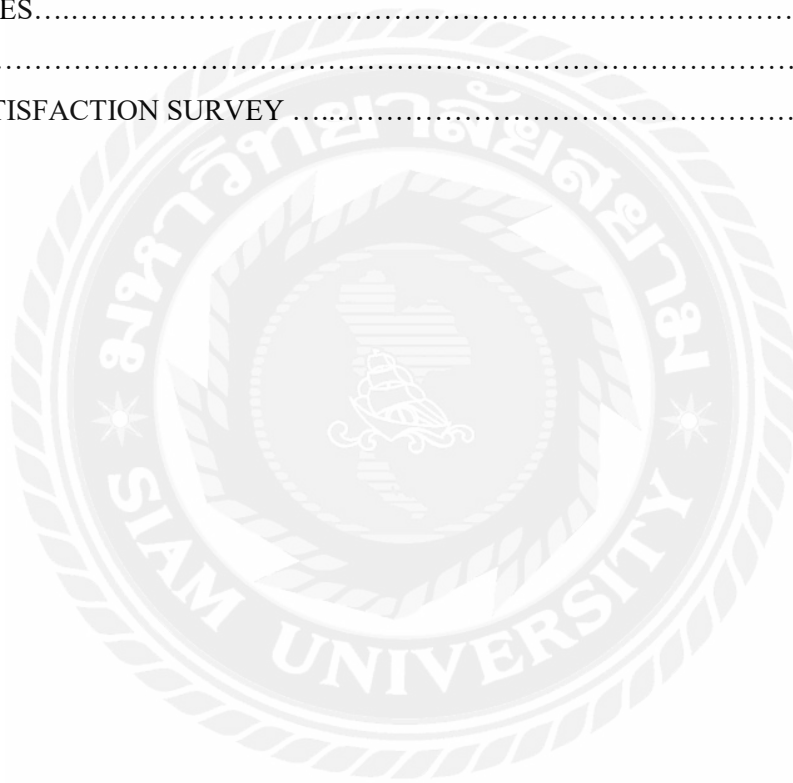
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CHAPTER 1

INTRODUCTION

1.1. BACKGROUND OF STUDY

Firstly, we have to know that hotel is a place to give tourist for accommodation, free foods, drink, and then, providing essential services. Traditionally guesthouses have occupied at several occupations, helping like commercial currency, the hearts of civility, and residences of community gathering, discussion, and long-lasting houses. The guesthouse like an organization, hotels like a manufacturing, changed tourism at US, hurried the reimbursement on mainland, and then, stretched the effect of city tradition.

The Kandawgyi Palace Hotel is located in the downtown of Yangon, Myanmar and has 119 rooms, all of which are equipped with a spa bath and a shower that targets local and tourist around the world. Architecture in Burma used homegrown wooden-teaks compound by lovely surroundings of the gardens, lake and unique ancient forest built the Hostel the favored endpoint at Rangoon, in Burma by the professional explorers that can be travelers to be pleased. Buildings were nicely stylized by the woody grounds like the worldwide services. Currently, tourists at hotel in the Myanmar look higher living-standards but still need to be the best facility.

In Yangon, most of the guest-houses are increasing by the competitions now, instead of the best room to be interest consumers, most of the hotels apply higher class employees for being attraction. Customer's happiness is the essential significance for the hotel-owners and supervisors challenging by thousands of other ones. In addition, individual services are of vital importance for the hotel and tourism the lists of necessary services in Yangon Myanmar.

The customers' needs and satisfaction are really important to recognize to maintain the customer satisfactions at any hotels all over the world. Lam & Zhang in 1999 and Yen and Su in 2004 said that the valuable of to be interesting consumers are greater than valuable of the remaining customers, to be effective successful business, all leaders have to focus on maintaining current consumers fulfilling operational strategies to guest's happiness and faithfulness. It is really right at any hotels or organizations. This research studies the customer satisfaction and loyalty toward Kandawgyi Palace hotel in Yangon, Myanmar in view of an interesting case study that can use the result obtained for a service development and improvement in the future.

1.2. THE RESEARCH PROBLEM

The key problem for Kandawgyi Palace hotel to survive is how to attract and retain customers. Competitor hotels in Yangon such as Sedona Hotel Yangon, Chatrium Hotel Royal Lake Yangon,

Savoy Hotel, PARKROYAL Yangon, The Stand Yangon, and Anantara (being constructed) are strongly competing with five-star hotel chains.

The aim of this research is to evaluate the level of customer satisfactions towards Kandawgyi Palace Hotel who is an independent operator. Perceived value, customer expectation and service quality are the main reasons that consumer makes decision to come back again to the same hotel. Many scholars and business practitioners transfer it into the importance of customer satisfaction.

1.3. OBJECTIVE OF THE STUDY

The purpose of this research is to be collection perspective of customers that have experiences in the services of Kandawgyi Palace Hotel and to be attaining, mutual consideration of the guest's perspective and much knowledge to the service providing. According to SERVQUAL, there are six dimensions' tools such as Responsiveness, Reliability, Tangibles, Empathy, customer satisfaction and Assurance that is obliged as six standards in doing a ruling on quality of supported services by customers.

The study of major objectives is as following:

1. To evaluate the levels of the customers' satisfaction in quality of service in Kandawgyi Palace Hotel in Yangon.
2. To analysis the relationship between customer's satisfaction and service quality in the hotel zone throughout the literature review.
3. To evaluate service quality dimensions that influence customer satisfactions at Kandawgyi Palace hotel.

1.4. QUESTION OF THE STUDY

1. What is the customer's level of satisfaction dealing with service quality of Kandawgyi Palace Hotel?
2. What are the differences between customers' satisfaction dealing with service quality of Kandawgyi Palace Hotel?
3. How do the customers who have experience with Kandaw Gyi Palace hotel currently perceive the quality of service?
4. What the expectation levels regarding to service quality of Kandaw Gyi Palace hotel in customer mind?
5. What is the implication of managing and improving quality of service at Kandaw Gyi Palace hotel?

1.5. SIGNIFICANCE OF THE STUDY

This research is to be assessable the satisfaction of customers in service quality dealing with Kandawgyi Palace hotel. This research is important because it will be effect on the training of future for the service quality like nine deliveries of services for customers. This research will provide

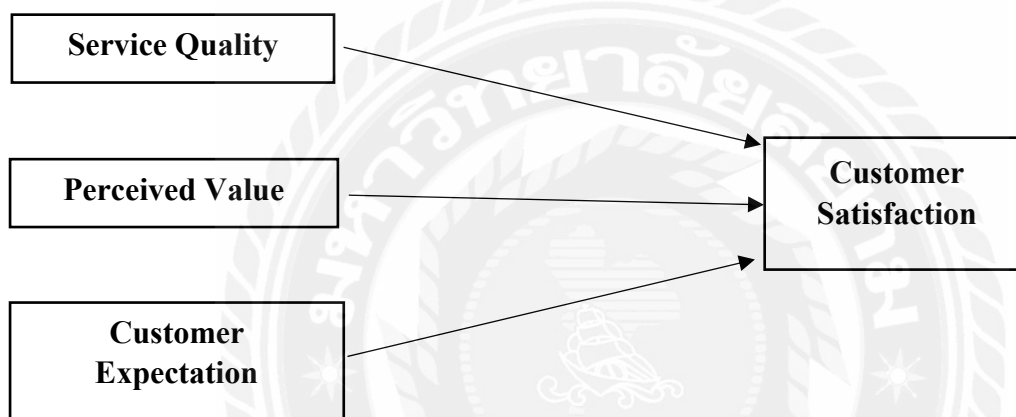
beneficial to students, instructors and the society involved in the hospitality industry. Kandawgyi Palace hotel be assured of a competitive advantage by understanding the needs of customers and benefit of quality service. Until now there is the lack of sufficient data collection to design and training development program for the hotel industry that can be responded to service perceptions of customers. Hotel manager would be development and improvement their training program in the area of service quality, to retain regular customers who visit's the hotel.

1.6. CONCEPTUAL FRAMEWORK

Figure 1.6

Dependent variable

Independent variable



1.7. HYPOTHESIS OF THE STUDY

Independent variable and dependent variable, effect on three hypotheses are illustrated from conceptual framework are as following:

H1: Service Quality has direct relationship dealing with customer satisfaction in Kandawgyi Palace Hotel.

H2: Perceived value has direct effect on customer satisfaction in Kandawgyi Palace Hotel.

H3: Expectation has direct influence dealing with customer satisfaction in Kandawgyi Palace Hotel.

1.8. DEFINITION OF TERMS

Customer: Anyone who receives services of Kandawgyi Palace hotel.

Customer satisfaction: A measurement of how a product or service meets or surpasses customer expectations.

Service quality: A global judgment or attitude relating to a particular service; the customer's overall superiority of the Kandawgyi Palace hotel and its services.

Expectations of Customers: The similar of service idea that is desired to the customer for the entering to organization.

Perceived value: The customer's perception of the balance between benefits received from product or service and the sacrifices made to experience those benefits.



CHAPTER 2

LITRATURE VIEW

This chapter reviews the literature in six main areas: (1) hotel information, (2) customer satisfactions, (3) service quality: SERVQUAL system, (4) customer expectations (5) perceived value and (6) previous studies.

2.1. HOTEL INFORMATION

The Kandawgyi Palace Hotel is located in the downtown of Yangon, Myanmar and has 119 rooms, all of which are equipped with a spa bath and a shower that targets local and tourist around the world by retaining the traditions of Myanmar architecture using local golden teak and modern conveniences blend with the beautiful environs of the lake, gardens and original old rainforest make our Hotel the preferred destination in Yangon, Myanmar for both discerning business travelers and tourists alike. Rooms are pleasantly designed with wooden floors and international facilities. It is located within 30 minutes of Yangon International Airport, situated on the shores of the Kandawgyi (Royal) Lake, within walking distance of the famous Shwedagon Pagoda. The grand and majestic presence of the traditional golden teak architecture, with a long and unique heritage is set in lush tropical rainforest gardens offering a restful ambience but within minutes to sightseeing, shopping and the commercial downtown and city Centre.

Service and facilities:

The hotel has various types of room such as Superior Room, Deluxe, Lake Front Deluxe, Diplomat Suite, Corporate Suite, Governor Suite, Presidential Suite, Imperial Suite and Royal Bungalows.

- Butler Service in Suites
- Complimentary Shoeshine Service
- Express Check-in and Check-out Services
- Laundry & Valet Service
- Postal / Courier Service
- Complimentary high-speed Wi-Fi access in all guest rooms, function rooms, restaurants and lounges
- Conference Facilities

Non-smoking Rooms

Safe Deposit Box

2.2. CUSTOMER SATISFACTION OF SERVICE

Some scholars define customer satisfaction as a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs. Gronoos (1990) and Parasuraman et al., (1988) said that qualities of service and customer satisfaction are critical factors for success of any business. Enterprises exist because they have a customer to serve (Valdani,2009). Shemwellet al (1998) point out that the results in satisfied customers are the key for achieving sustainable advantage lies in delivering high quality service. Customer satisfaction is the highest goal for every business (Reid and Bojavie, 2001). It should be top factor for working in the service industry to build their strong strategies and generate repeat purchases, brand loyalty and positive word-of-mouth.

As Neal (1998) defined, customer satisfaction is the attitude resulting from what customers think should happen (expectations) interacting with what customers think did happen. Evaluation of service is also included in customer satisfaction. The difference can be illustrated by situations where customers are satisfied with a specific service but at the same time feel that the overall transaction was not satisfactory. A customer can be satisfied with the service encounter with the employee but overall dissatisfied with the price, selection, or quality of merchandise available. Satisfaction may reinforce quality perceptions, but only indirectly (Bittner and Hubbert, 1994). As Jones and Sasser (1995) point out that the four elements which influence on the customer satisfaction are; firstly, the basic elements of the product or service that customer expects all competitors to deliver, secondly, basic support service such as customer assistance or order tracking that make the product or service more effective and easier to use, the third, a recovery process for counteracting bad experiences (example product or service guarantees or no-hassle return policies) and, finally, extraordinary service that excel in meeting customers' personal preferences, appealing to their values or solving their particular problems so they make the product or service seem customized.

In hotel industry, many studies have been mentioned to scrutinize features that travelers might identify as important concerning customer satisfaction. Every customer want good services from the hotel they choose. They anticipate getting a high quality of service. They will return back again and again to that hotel if their experience matches their expectations. For hotel industries, customer satisfaction is trigged when a hotel's services consistently meet or surpass expectations and are perceived by customers as contributing to a good reputation and a quality image.

In the service quality and consumer satisfaction literature, some confusion remains in particular regarding the nature of the connecting direction of the relationship between service quality and consumer satisfaction. However, one can find agreement among various researchers that satisfaction

and service quality are related, but not in the same way (Parasuraman et al, 85). Furthermore, service quality is an overall evaluation or a global value assessment, whereas customer satisfaction is a transactions assessment (Cronin and Taylor, 1992; Teas, 1993; Parasuraman et al., 1988, 1994; Carman, 1990). Some service quality researchers, and based on this distinction, have argued that assessing customer satisfaction is an antecedent of service quality (Bolton & Drew, 1991). Others, based on theoretical and empirical evidence, believe that service quality is an antecedent of customer satisfaction, and that higher levels of perceived service quality result in increased consumer satisfaction (Parasuraman et al., 1988; Cronin & Taylor, 1992). Furthermore, Parasuraman et al. (1988) and Cronin and Taylor (1992) found that both service quality and consumer satisfaction affect purchase intentions. Cronin and Taylor (1992), however, stated that consumer satisfaction causes a stronger impact on purchase intentions than service quality.

Even with this distinction, customer satisfaction has been abstracted the similar as service quality, specifically, the variance among expectations and experiences (Baker & Crompton, 2000). The common of study revisions concentrating either on service quality or customer satisfaction have used the disconfirmation paradigm. Oliver & DeSarbo (1988) mentioned that the disconfirmation paradigm is a method in which satisfaction is the outcome of a relating process customers assume between their perceptions of how a product or service performs with their previous expectations. This identical illustration has been used in examining and calculating service quality as the difference between service expectations and service perceptions (Brown, Cherchille, & Peter, 1993).

2.3. SERVICE QUALITY

Gronroos (1984) and Parasuraman et al. (1985, 1988) define that service quality is the outcome of the judgement that customers brand between their expectations about a service and their observation of the technique the service has been achieved. Moreover, the number of experts define service quality in a different way. Parasuraman et al. (1985) describe service quality as the differences among customers, expectation of services and their perceived service. If the expectation is more than the service act, perceived value is fewer than acceptable and hence, customer unhappiness (dissatisfaction) happens. Asubonteng et al. (1996) Dotchin, Oakland (1994) and Lewis and Mitchell (1990) explain it as the scope to which a service meets customers, need and expectation.

2.3.1. Service Quality in the Hotel and Tourism Literature

Meeting the needs of existing and potential customers is the main objective of developing products or service in any industry. Hotel and tourism is primarily a service industry, which consist of a strong psychological feature in terms of responding to and developing feelings toward an experience. For itself, the concern surrounding matters such as quality and productivity are becoming more and

more important (Otto & Ritchie, 1996). Service quality research has been conducted as it relates to various topics in the hotel and tourism field.

Hotel and tourism industry, using mostly the SERVQUAL and SEVPERF scales with some modifications. This is especially true in relation to the kind and number of dimensions and items used in the scale; for example, in leisure services (Crompton, MacKay, & Fesenmaier, 1991; Fick & Ritchie, 1991); in travel agencies, (Johns, Avci, & Karatepe, 2004; Bigne, Martinez, Miquel, & Andreu 2003; LeBlanc 1992; Ryan & Cliff 1997; Fick & Ritchie 1991); in hospitality (Knutson, Stevens, Wullaert, & Patton 1991; Fick & Ritchie 1991); and in parks, (Hamilton, Crompton, & More, 1991; Fick & Ritchie 1991).

Fick and Ritchie (1991) applied the SERVQUAL scale in four travel and tourism services: airlines, restaurants, hotels, and ski areas. In their research, they conducted a survey of 200 respondents from each service, and their survey was divided into three parts. The first part measured the expectations of the service quality; the second measured perceptions; and the third measured the overall quality of service. They agreed with Carman (1990) that the five dimensions and their 22 items may not apply in different type of services. They also suggested that dimensions used in SERVQUAL may be too limited for tourism services. Crompton et al. (1991), in their research on four recreation services, suggested that only four dimensions can be applied for recreation services.

Although they agreed with Carman (1990) and Teas (1993) that importance should be added to the scale, their results revealed significant differences between dimensions and program participation. For example, they found that the tangible dimension was important in the hockey program, whereas the assurance dimension was important to trip participants. On the other hand, Hamilton, et al. (1991) found that the importance of dimension can vary even within the same service, when visitors evaluated quality among the eight parks they studied in their research. They suggested that service quality in the context of parks would be measured differently from one park to another depending on the ranking and importance of the dimensions. Other researchers have modified SERVQUAL to become a new scale, including Knutson, Stevens, Wullaert, and Patton (1991) who developed the LODGSERV scale to be used to evaluating hotel services, while keeping the original dimensions of the different rankings and importance. LeBlanc (1992) found that dimensions of brand image should be added to service quality dimensions in the case of travel agencies. More recently, other studies have measured service quality in the travel and tourism industry using the SERVQUAL instrument. For example, Pakdil and Aydin (2007) developed a weighted SERVQUAL after adding four more dimensions to the original scale: availability, employees, flight pattern, and image to create an instrument appropriate for measuring the quality of airline services. In their research, they found that both education level and passengers' past experiences have an obvious effect on passengers' expectations and experiences. Albacete-Saez, Fuentes, and Liorens-Montes (2007) developed a modified SERVQUAL method to measure service quality in nature-based tourism, particularly rural tourism, using seven dimensions: personnel response, complementary offers, tourist relations, basic demand, tangible elements, security, and empathy. Their

scale included 58 items and was designed to measure expectations and perceptions of quality that were distributed simultaneously.

Khan (2003) also developed SERVQUAL to measure service quality perceptions among tourists to eco-tourism destinations, which he called ECOSERV. Tribe and Snaith (1998) also developed their HOLSAT model, also modified from SERVQUAL, to measure tourists' satisfaction in holiday experiences. Other researchers have also developed modifications, including Caro and Garcia (2008), who developed a multidimensional and hierarchical service quality model following Brady and Cronin (2001). In their study, Brady and Cronin (2001) emphasized that customers, in their evaluation of service quality, need multi-level or hierarchical models that consist of primary dimensions and sub-dimensions in order to measure service quality. Caro and Garcia (2008) built their new model to measure service quality in travel agencies after analyzing both qualitative and quantitative data.

Notably et al, (2004) applied four instruments: Importance Performance Analysis, SERVQUAL, SERVQUAL multiply by importance, and SERFBERF as a methodological comparison in their research to measure service quality in a tour operating system. After analyzing their data, which was collected from 220 respondents in cooperation with a major UK tour operator, a service quality score was calculated for each question using the following four formulas:

1. Performance (P) – Importance (I)
2. Performance (P) – Expectations (E)
3. (Performance [P] – Expectations [E]) × Importance (I)
4. Performance (P) only

Their study revealed no statistical difference between the four methods despite the variety in rankings, which featured 13 different elements used in the study. Some researchers believe that measuring service quality in tourism should focus on measuring experience quality. In many cases, the quality tourists perceive is related more to their experiences during their visit as a whole than to services delivered in the attraction (Chen & Chen, 2010). For example, Otto and Ritchie (2000) built their scale in measuring experience quality in tourism with four dimensions: hedonics, peace of mind, involvement, and recognition. Others such as Haber and Lerner (1999) insisted that experience quality and tourist satisfaction depend on location attractiveness, number of services offered, managerial skills, and personnel attitudes. Finally, Otto and Ritchie (2000) argued that tourism service experience can be seen as a key link between the two concepts that include the service element, with its managerial roots, and the experience element, with its psychological roots.

2.1.2. Measuring Service Quality

Bittner and Hubbert (1994) define service quality as the consumer's overall impression of the virtual subservience of the organization and its services. When a customer enters into a customer service association with an organization, he fetches along convinced expectations. Schneider and Bowen (1995) explain that customers are commonly aware, or simply turn out to be aware of what they expect. Service quality dimensions are measured in several ways. The best-known measure of service quality is

SERVQUAL by Parasuraman, Zeithaml, and Berry (1985, 1988). Based on research directed in a number of service settings, SERVQUAL custom the encountered expectations model to measure service against an ideal service benefactor. The ninety-seven-item questionnaire produced ten service quality dimensions; tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and understanding. The unique ten dimensions were condensed to the five that described the most discrepancy in overall evaluations of service quality such as reliability, responsiveness, assurance, empathy, and tangibles. Explanation of the five dimensions of SERVQUAL are as follow;

Reliability- The ability of the organization to perform the promised service dependably and accurately. Customer consistently rate reliability as more important than the other dimensions.

Responsiveness- The organization's willingness to help customers and provide prompt service. Examples include waiting time, or the time it takes to complete a transaction.

Assurance- The knowledge and courtesy of the employees and their ability to inspire trust confidence in the customers of the organizations.

Empathy- The caring and individualized attention the organization provides to its customers.

Tangibles- The physical facilities, equipment, and appearance of personnel in the organization. Examples include the appearance of hotel staffs, or cleanliness of the room.

Source; Parsuamann, Berry, and Zeithaml (1998).

2.4. PERCEIVED VALUE

Bettman, Luce, John and Payne (1998) define perceived value as the value that customers receive or experience by using a service. Once services are delivered, customers perceive or experience value inversely based on their needs, preferences, financial status, or particular values (Ravald & Grönroos, 1996). "Perceived value is the consumer's overall assessment of the utility of a product based on what is perceived and what is given" Zeithmal (1988) (p.14). Lovelock (2000) well-thought-out the idea as an assessment a customer styles between perceived benefits and perceived expenses. According to the the marketing literature, perceived value has been measured as an only general value that the customer exceeded from a product (Gale, 1994; Bolton & Drew, 1991) or as cumulative values that we can calculated it in a multi-item scale (Sheth, Newman & Gross, 1991; Grewal, Monroe, & Krishnan, 1998). Sheth et al., (1991) assembled their rule to measure perceived value in the electronic self-service framework on five value dimensions as social, emotional, functional, epistemic, and conditional. In Petrick, (2002)'s research used SERVPERVAL as a scale which consist of five dimensions: quality, monetary price, non-monetary price, reputation, and emotional response. Ravald and Grönroos (1996) conceptualize perceived value as an energetic variable that can be supposed and evaluated in another way before purchase, during the purchasing process, as soon as the product is being used, and later the product or service has been used. In addition, many researchers in hotel and tourism field give more attention on perceived value, typically measured by a multidimensional scale with unlike dimensions

(Petrick & Backman, 2002; Duman & Mattila, 2005; Sanchez, Callarisa, Rodriguez, & Molineret, 2006).

2.5. CUSTOMER EXPECTATION OF SERVICE

Zeithaml et al. (2006) defines customer expectation as a principle of a specific idea about the product or service performance before the receiving of the definite service delivery. The degree of customer satisfaction varies and is usually related to the expectations of the customers (Nigeli, Brierlery and MacDougall (2006)). Customer will be more satisfied if the service they received exceeds their expectations. Customer expectation of service is also related to previous experiences, personal needs, implicit service communication, explicit service and communication. There are influences toward customer feeling about overall quality of services. (Reisig and Chandek 2001) suggested that expectations have been found to directly affect satisfaction. In situation with guest complain the staff has to ask questions to help and ask the guest to describe the problem in much detail necessary which revealed that nonverbal behavior then significantly associated with verbal interaction scores to increase satisfaction. Bateson (1995) and Zeithaml et al. (2006) state that customer expectation is compared with the actual service performances in measuring the level of service quality and the different between customer expectations and perceptions of service is the 'customer gap' that a firm desire to close that gap. In addition, according to Palmer & Cole (1995) and Zeithaml et al. (2006), the expectations and perceptions of customers are energetic and regularly vary by the time, so a firm has to be incessantly investigative every variation for making a development rapidly. Hence, the researcher believe that the current status of service quality offered by Kandawgyi Palace hotel would affect the expected service of existing customers of Kandawgyi Palace hotel as well as new customers who make a decision to stay at Kandawgyi Palace hotel.

2.6. PREVIOUS STUDY

Srishti Priya, Pavitarjit Singh & W. Sagar a (2015) studied about "Impact of service quality on customer satisfaction, customer loyalty and brand image in hotel industry" and they proved that service quality has a direct and significant effect on customer satisfaction, customer loyalty and brand image. Miss. Ingyin Khaing (2015) studied about 'A Study of Customers Satisfaction and Customer Loyalty of Sule Shangri-La, Yangon' and said that the customers' satisfaction is the most important in hotel industry. Mahdavinia Seyed Hessamaldin (2007) analysis Customer Satisfaction in Four Star Isfahan Hotels by using an application of SERVQUAL Model. Umesh Gunarathne W.H.D.P(2013) determined the relationship between Service Quality and Customer Satisfaction in Sri Lankan Hotel Industry and suggested that that different methods and models could be used to measure service quality and customer satisfaction in hotel industry. Dr. P. Srinivas Rao and Dr. Padma Charan Sahu (2013) analysis the

impact of Service Quality on Customer Satisfaction in Hotel Industry and research could be broadened to include other star hotels of metropolitan cities and it would be valuable to conduct further research concerning customers' attitudes towards the quality of other service businesses such as restaurants, travel agencies and airlines. The researcher believes that this paper would be effective for the improving service quality of the Kandawgyi Palace Hotel, Yangon.

2.7. SUMMARY

Service quality is one of the main topics that among the researchers who studied service marketing in the last three decades. Different from product, investigating the quality of a service can be an actual hard exercise. Products have tangible specifications such as length, depth, width, weight, color etc. Service can have several intangible or qualitative specifications. In addition to different expectations that customers may have been based on a range of factors such as prior experience, personal needs and word of mouth communications. Different approaches were used applying different models. Importance performance analysis, SERVQUAL, SERVPERF and critical incident technique seem to be the most important approaches in evaluating of service delivery. Perceived value is considered as an important factor in customer judgment on service quality as an antecedent along with perceived quality for overall customer satisfaction with the delivered services.

In hotel industry as a mainly service industry, there is always need to evaluate hotel services for the benefit of both, visitors to enhance experiences they seek, and for suppliers to improve their competitive advantages. Most of the models used are either objective as quantitative researches or subjective as qualitative researches. The next chapter focuses on the methodology used in the present study.

Chapter 3 RESEARCH METHODOLOGY

3.1. RESEARCH METHOD

The research method used in this paper was the quantitative research method. The researcher used the questionnaire survey to gather the all information and data of customers at Kandawgyi Palace Hotel, Yangon. The hotel staff sent questionnaires to guest rooms when they arrive at the hotel, for rating the performance after their use of the services in hotel, and also rating, in multiple item. All respondents are asked to return back before their leaving from hotel.

3.2. POPULATION AND SAMPLING

The researcher targets the customers who used to visit and had experience with Kandawgyi Palace Hotel, Yangon as a population for this research. It was estimated that about 250 customers visited to the Kandawgyi Palace Hotel, Yangon in monthly. For these reason, the research used this customer amount as population of the research.

The sample size for this study was 169. This sample size was determined according to the guideline of Naumann & Giel (1995) that describe the suitable sample size requirements concerning to the population size as in the following table (3.2.1.).

Table.3.2.1. Sample size requirements (95%Confidence, Error= +5%):

Population size	Require No. of Respondents
100	80
200	132
300	169
400	197
500	218
1,000	278
1,500	306
2,000	323
2,500	334
3,000	341
5,000	357
10,000	370
20,000	377

Source: Naumann and Giel (1995)

3.3. RESEARCH INSTRUMENT

The researcher used questionnaire instrument to collect the data. It consists of four parts totally. In the first part, the questions are related with demographic factors of customers such gender, age, purpose of visit etc.

The questionnaires in the second part is related to 6 dimensions of SERVQUAL tools which includes: Tangibles, Reliability, Responsiveness, Assurance, Empathy and customer satisfaction which are served as 6 criteria to make evaluation about the service quality that the hotel offers for the customers.

The researcher also analysis the level of customers' expectation and perception towards service quality of the Kandawgyi Palace Hotel, Yangon. The data collection period was from October6-November 25, 2016. When the 169 customers arrived at the hotel, the hotel staffs asked them to fill out the questionnaire at reception desk of the hotel. After the customers using the hotel service, they also asked to complete the second part. The receptionist requested the guests to answer the third part and final part of questionnaire before their leaving from hotel.

Additionally, questionnaire was based on Likert scale with the range are as follows.

1= highly unsatisfied

2= unsatisfied

3= neutral

4= satisfied

5= highly satisfied

The questionnaire that related with the customer suggestions and advice for the future development of hotel service quality were in the third part of survey.

The final part was a question that asking for customer wish to return back to this hotel again or not. All completed questionnaires were collected before the guest's departure by the receptionists.

3.4. DATA ANALYSIS

The researcher analysis the level of customer perception and expectation after the collecting of questionnaires in 6 areas which includes tangibility, reliability, responsiveness, assurance, empathy and customer satisfaction. The researcher made the suitable questions for each part and collects the data. In the first part of survey the researcher used frequencies and percentages to calculate and analyze the information from the demographic factors.

Descriptive research method was used and has been focused to determine the customer satisfaction in service quality towards kandwagyi palace hotel. Collection of data for this research gathered from books, newspaper, journal, research, article, conferences, questionnaire and some additional support from different sources available through previous study done by other researchers. Analysis all the results deal with the demographic factors (personal information) of the respondents,

customers' expectation and perception level, and the advices regarding the service quality of the Kandawgyi Palace Hotel in Yangon.



CHAPTER 4

RESULT AND DISCUSSION

Explains and discusses about the analysis of the data, results, hypothesis testing and the confirmation of the expectation disconfirmation theory. In this chapter, detailed information acquired from the questionnaire survey was presented and discussed in order to answer the research objectives. This chapter presents the results of this study consisting of the personal data of the respondents, level of customers' expectation and perception, and their suggestions concerning the service quality of the Kandawgyi Palace Hotel in Yangon.

4.1. RELIABILITY ANF SAMPLE CHARACTERISTIC

To check the reliability of the content provided in the items of the data instrument in order to identify the consistency and undeviating of the items were checked and scrutinized by Cronbach's alpha. The significant importance of Cronbach's alpha is to provide the range of authenticity by considering all the necessary measures to determine the reliability of the data. According to (Tavakol & Dennick, 2011) that to recognize the stability, consistency and accuracy of the data, reliability coefficient method applied in this research work ranging between 0 and 1.

Furthermore, when the Cronbach's alpha is greater than 0.9 it's considered to be an "excellent" reliability, between 0.8 and 0.9 accounted as "good" reliability, range from 0.7 to 0.8 treated as an "acceptable" reliability followed by the horizon of 0.6 and 0.7 reflected as questionable. Lastly, less than 0.5 adjudged as low reliability.

By exercising the above Cronbach's alpha the following result has arrived by analyzing the five major aspects of service quality such as tangibility, reliability, responsiveness, assurance, empathy.

Table 4.1.1. Reliability test

Case Processing Summary

		N	%
Cases	Valid	169	100.0
	Excluded ^a	0	.0
	Total	169	100.0

- a. List wise deletion based on all variables in the procedure.

Table 4.1.2. Reliability**Statistics**

Cronbach's	
Alpha	N of Items
.819	25

The above table shows that all the questions are related in the identical way to determine identical objectives of data analysis and according to the overall results its decided that with .819 of Cronbach's alpha reliability statistics accounted as "good" reliability test based on 25 questions.

4.2 DATA ANALYSIS

According to Honda and Gulati (2011) various procedure provide a way of drawing inductive interference from data and distinguishing the signal (the phenomenon of interest) from the noise (statistical fluctuations) present in the data. Data analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap and evaluate data.

This research has analyzed the data from the questionnaire given to the guests upon their arrivals at Kandwagyi Palace hotel, Yangon and put into SPSS format and after putting the data the producing's is going to be explained in this chapter.

The questionnaire was based on Likert scale with the range are as follows.

1= highly unsatisfied

2= unsatisfied

3= neutral

4= satisfied

5= highly satisfied

In this research, frequency analysis, descriptive analysis and correlation of Pearson to find out the relationship between independent variable and dependent variables to prove our hypothesis.

4.3. VARIABLE INFORMATION

Variable	Position	Label	Measurement	Role	Column width	Alignment
Service quality	1	Service quality: Overall how would you rate our staff's hospitality?	Scale	Input	8	Right
Service quality	2	Service quality: Overall, how would you rate our	Scale	Input	8	Right

		decor, condition of rooms and public areas?				
Service quality	3	Service quality: Overall, how would you rate our cleanliness Room, common areas, lobby	Scale	Input	8	Right
Service quality	4	Service quality: Quality of service compared to other hotels of the same category	Scale	Input	8	Right
Service quality	5	Service quality: The willingness and ability of the personnel to provide service.	Scale	Input	8	Right
Service quality	6	Service quality: Quality of food and beverages.	Scale	Input	8	Right
Perceived value	7	Perceived value: Quickness and efficiency of associate at Front desk/ Reception	Scale	Input	8	Right
Perceived value	8	Perceived value: The ambience of the reception area.	Scale	Input	8	Right
Perceived value	9	Perceived value: The room amenities (e.g. TV, lamp, phone, mini-bar etc.)	Scale	Input	8	Right
Perceived value	10	Perceived value: The room comfort	Scale	Input	8	Right
Perceived value	11	Perceived value: Quickness and efficiency of associate at Front desk/ Reception	Scale	Input	8	Right
Perceived value	12	Perceived value: The ambience of the food and beverage area.	Scale	Input	8	Right
Perceived value	13	Perceived value: Hotel location ambience.	Scale	Input	8	Right
Perceived value	14	Perceived value: Interior design ambience	Scale	Input	8	Right

Perceived value	15	Perceived value: Hotel's atmosphere ambience	Scale	Input	8	Right
Perceived value	16	Perceived value: Overall, how would you rate the value for the price paid?	Scale	Input	8	Right
Perceived value	17	Perceived value: External appearance ambience	Scale	Input	8	Right
Customer expectation	18	Expectation: Excellent hotel show a sincere interest to solve your problem.	scale	Input	8	Right
Customer expectation	19	Expectation: Excellent hotel service high quality of service.	Scale	Input	8	Right
Customer expectation	20	Expectation: Employees at an excellent hotel have the knowledge to perform service	Scale	Input	8	Right
Customer expectation	21	Expectation: Employees at an excellent hotel always willing to help you with friendliness.	Scale	Input	8	Right
Customer expectation	22	Expectation: Employees at an excellent hotel are ready to respond to your request.	Scale	Input	8	Right
Customer expectation	23	Expectation: Courtesy and friendliness of associates at front desk and reception	Nominal	Input	8	Right
Customer expectation	24	Expectation: Courtesy and friendliness of associates at restaurant and bar	Nominal	Input	8	Right
Customer expectation	25	Expectation: Quickness and efficiency of associate	Nominal	Input	8	Right

4.4. VARIABLE VALUES

Variables	Value	Label
Service quality	1	Highly unsatisfied
	2	Unsatisfied
	3	Moderate
	4	Satisfied
	5	Very satisfied
Perceived value	1	Highly unsatisfied
	2	Unsatisfied
	3	Moderate
	4	Satisfied
	5	Very satisfied
Customer expectation	1	Not at all important
	2	Not important
	3	Neutral
	4	Important
	5	Very important

To determine relationship between the data and variable and to find out the accuracy in order to check the information one should need these array of information.

4.5 FREQUENCY TABLE

Question 1:

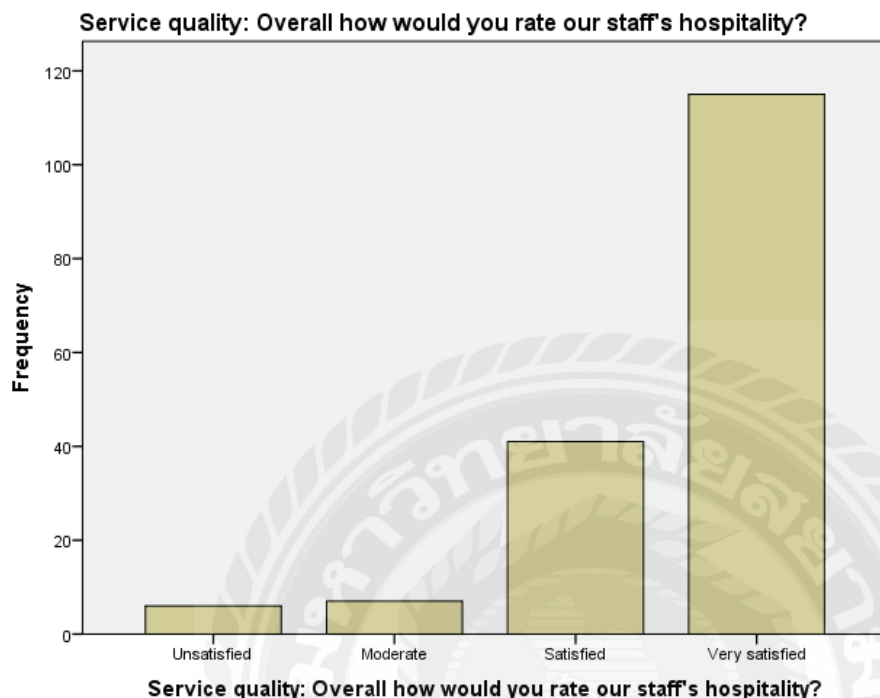
Table.4.5.1. Service quality: Overall how would you rate our staff's hospitality?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unsatisfied	6	3.6	3.6	3.6
Moderate	7	4.1	4.1	7.7
Satisfied	41	24.3	24.3	32.0
Very satisfied	115	68.0	68.0	100.0
Total	169	100.0	100.0	

The above result shown that 68% of guests were very satisfied with service quality regarding the staff hospitality which can be significant enough to increase customer satisfaction followed by

satisfied guests and they were nearly 24%. Only 3.6% of guests unsatisfied accounted. Only 4.1% was the amounts of moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.1



Question 2:

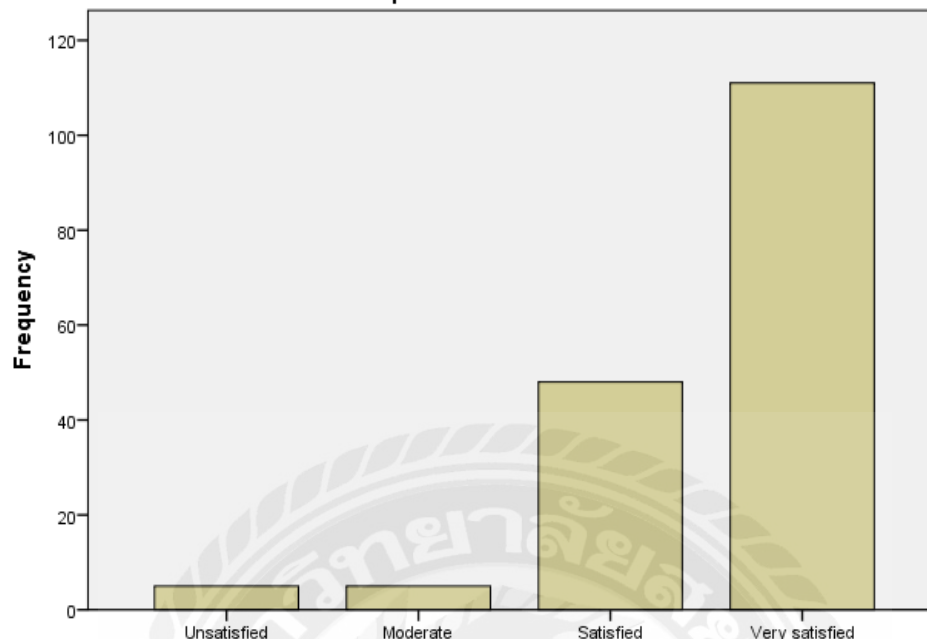
Table.4.5.2. Service quality: Overall, how would you rate our decor, condition of rooms and public areas?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unsatisfied	5	3.0	3.0	3.0
Moderate	5	3.0	3.0	5.9
Satisfied	48	28.4	28.4	34.3
Very satisfied	111	65.7	65.7	100.0
Total	169	100.0	100.0	

The above result shown that 65.7% of guests were very satisfied with service quality regarding the ratings of décor, condition of rooms and public areas which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 28.4%. Only 3.0% of guests unsatisfied account. And only 3.0% was the amount of moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.2.

Service quality: Overall, how would you rate our decor, condition of rooms and public areas?



Service quality: Overall, how would you rate our decor, condition of rooms and public areas?

Question 3:

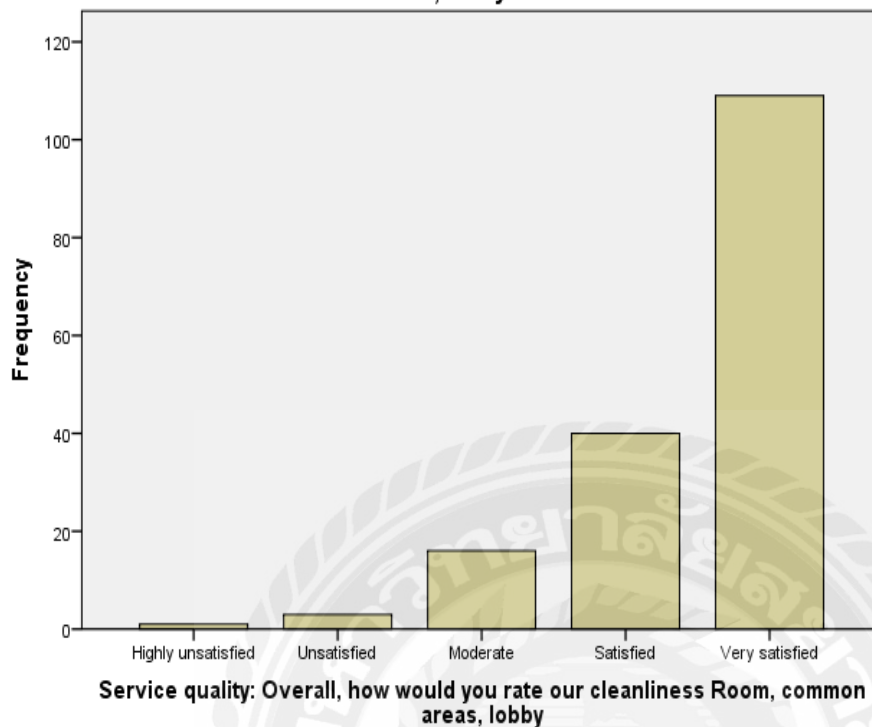
Table 4.5.3. Service quality: Overall, how would you rate our cleanliness Room, common areas, lobby?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly unsatisfied	1	.6	.6	.6
Unsatisfied	3	1.8	1.8	2.4
Moderate	16	9.5	9.5	11.8
Satisfied	40	23.7	23.7	35.5
Very satisfied	109	64.5	64.5	100.0
Total	169	100.0	100.0	

The above result shown that 64.5% of guests were very satisfied with service quality regarding the ratings of cleanliness room, common areas and lobby which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 23.7%. Only 1.8% of guests unsatisfied accounted. And only 9.5% of guests was the amount of moderate guests. According to the researcher the above figure can be predicted as good to determine the results.

Figure.4.5.3.

Service quality: Overall, how would you rate our cleanliness Room, common areas, lobby



Question 4:

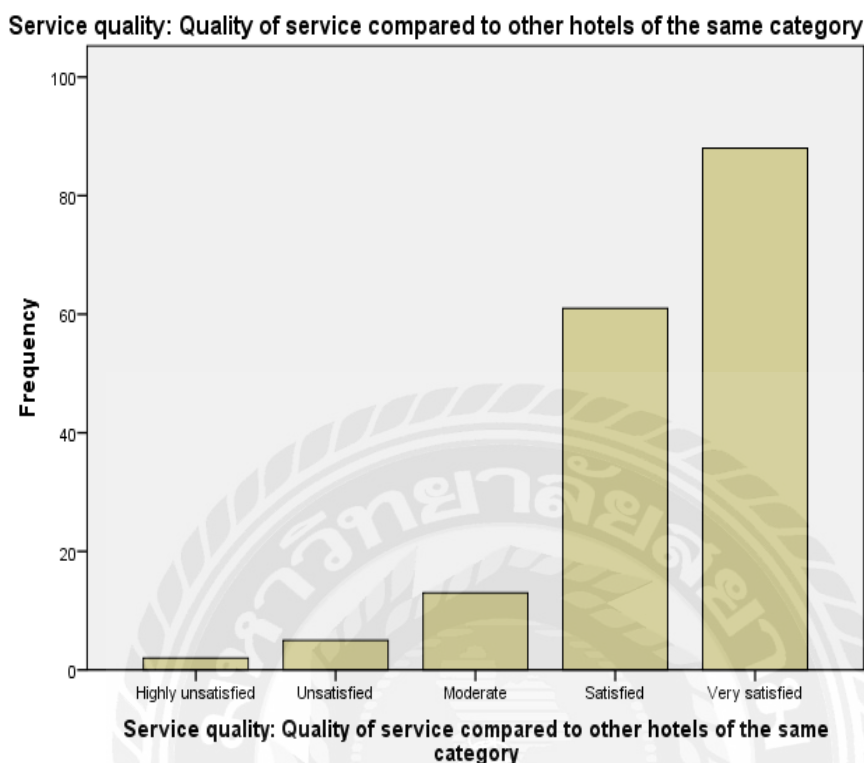
Table.4.5.4. Service quality: Quality of service compared to other hotels of the same category

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly unsatisfied	2	1.2	1.2	1.2
Unsatisfied	5	3.0	3.0	4.1
Moderate	13	7.7	7.7	11.8
Satisfied	61	36.1	36.1	47.9
Very satisfied	88	52.1	52.1	100.0
Total	169	100.0	100.0	

The above result shown that 52.1% of guests were very satisfied with service quality regarding the quality of service compared to other hotels of the same category which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 36.1%. Only 3.0% and 1.2% of guests unsatisfied and highly unsatisfied accounted. And only 7.7% of guests was the amount

of moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.4.



Question 5:

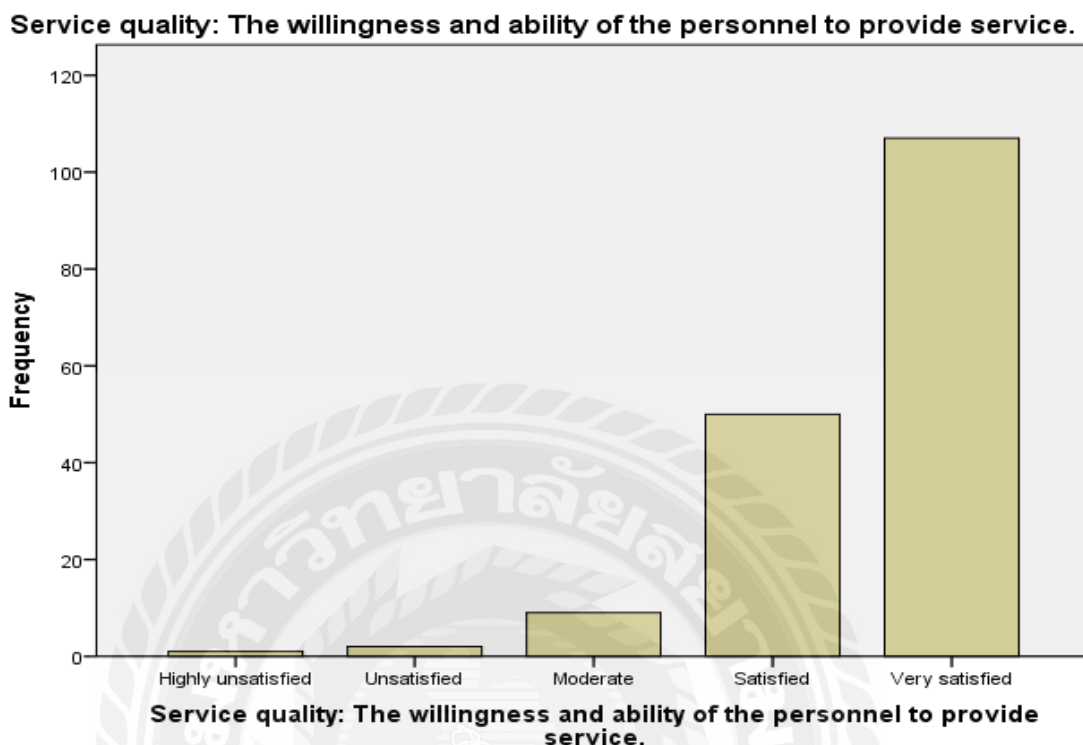
Table.4.5.5. Service quality: The willingness and ability of the personnel to provide service.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly unsatisfied	1	.6	.6	.6
Unsatisfied	2	1.2	1.2	1.8
Moderate	9	5.3	5.3	7.1
Satisfied	50	29.6	29.6	36.7
Very satisfied	107	63.3	63.3	100.0
Total	169	100.0	100.0	

The above result shown that 63.3% of guests were very satisfied with service quality regarding the willingness and ability of the personnel to provide service which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 29.6%. Only 1.2% and 0.6% of guests unsatisfied and highly unsatisfied accounted. And only 5.3% of guests was the amount

of moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.5.



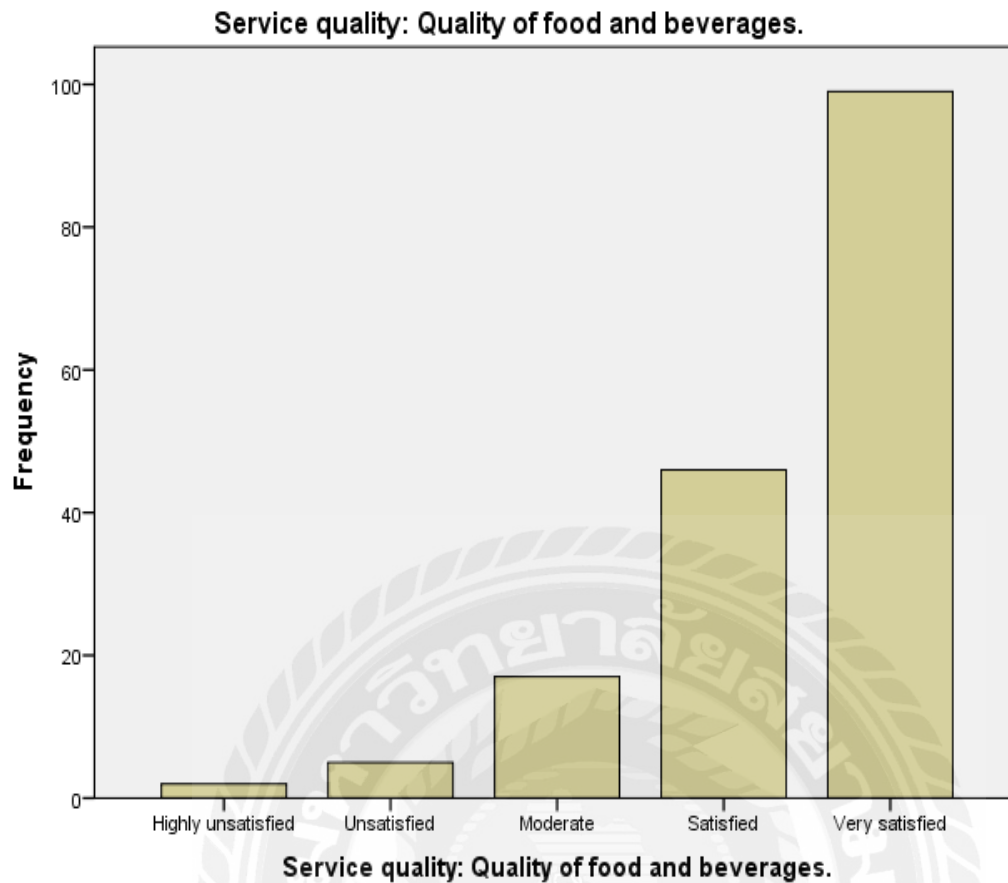
Question 6:

Table 4.5.6. Service quality: Quality of food and beverages.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly unsatisfied	2	1.2	1.2	1.2
Unsatisfied	5	3.0	3.0	4.1
Moderate	17	10.1	10.1	14.2
Satisfied	46	27.2	27.2	41.4
Very satisfied	99	58.6	58.6	100.0
Total	169	100.0	100.0	

The above result shown that 58.6% of guests were very satisfied with service quality regarding the quality of food and beverages which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 27.2%. Only 3.0% and 1.2% of guests unsatisfied and highly unsatisfied accounted. And only 10.1% of guests was the amount of moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.6.



Question 7:

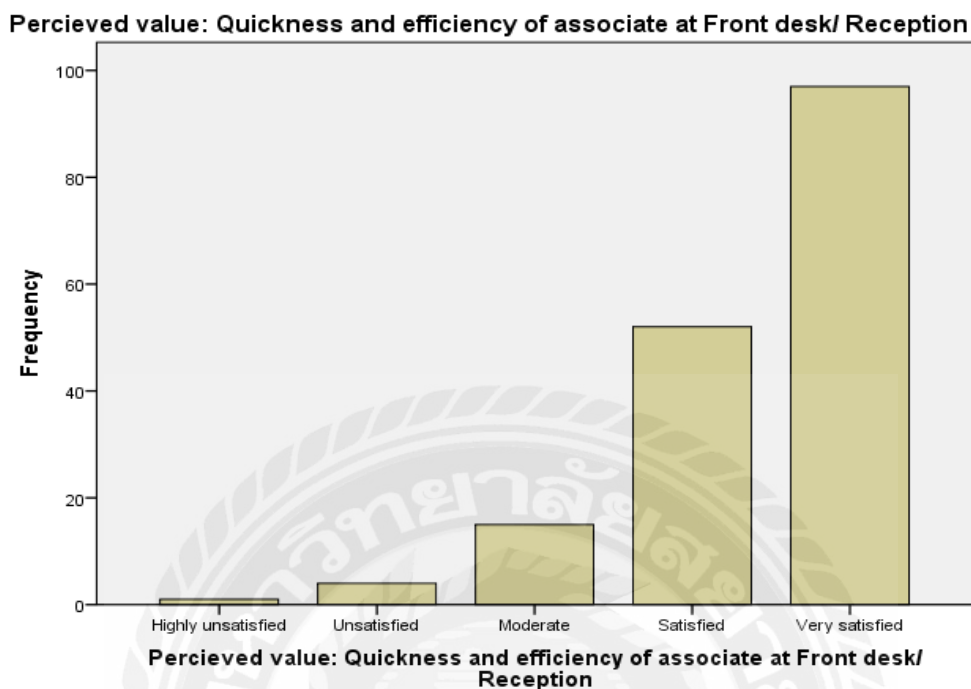
Table.4.5.7. Perceived value: Quickness and efficiency of associate at Front desk/ Reception

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly unsatisfied	1	.6	.6	.6
Unsatisfied	4	2.4	2.4	3.0
Moderate	15	8.9	8.9	11.8
Satisfied	52	30.8	30.8	42.6
Very satisfied	97	57.4	57.4	100.0
Total	169	100.0	100.0	

The above result shown that 57.4% of guests were very satisfied with perceived value regarding the quickness and efficiency of associate at front desk/reception and which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 30.8%. Only 2.4% and 0.6% of guests unsatisfied and highly unsatisfied. And only 8.9% of guests was the amount of

moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.7.



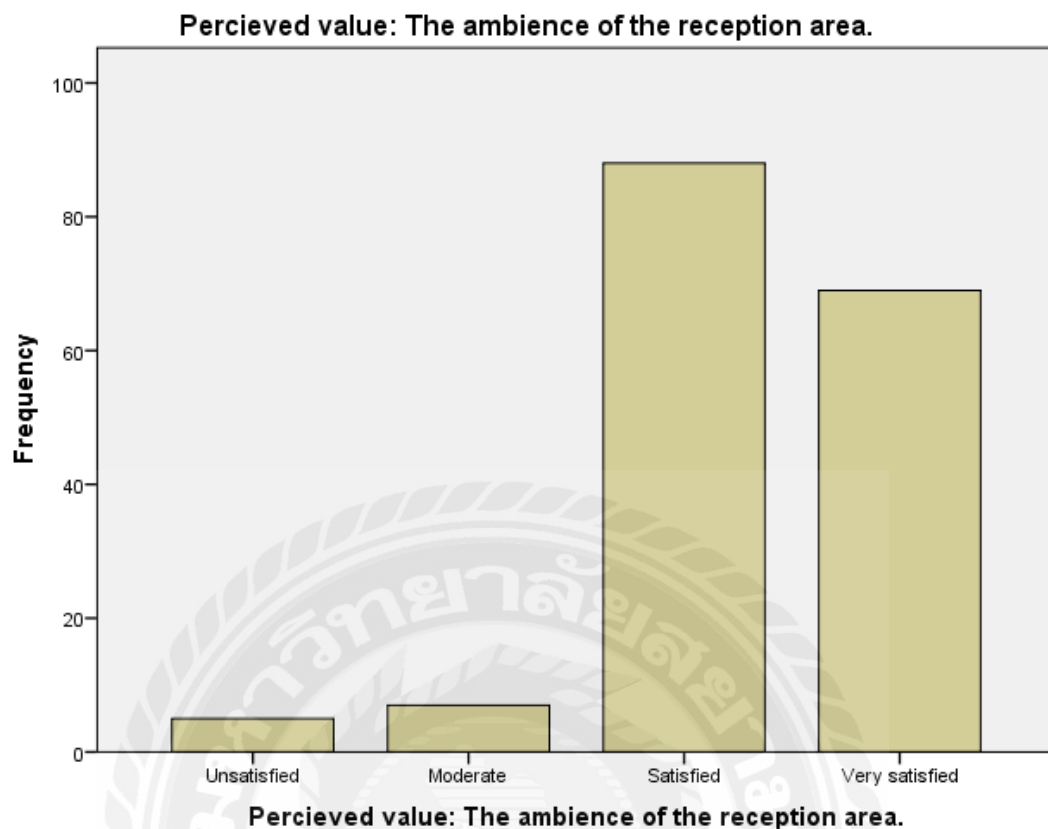
Question 8:

Table 4.5.8. Perceived value: The ambience of the reception area.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unsatisfied	5	3.0	3.0	3.0
Moderate	7	4.1	4.1	7.1
Satisfied	88	52.1	52.1	59.2
Very satisfied	69	40.8	40.8	100.0
Total	169	100.0	100.0	

The above result shown that 40.8% of guests were very satisfied with perceived value regarding the ambience of the reception area which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 52.1%. Only 3.0% of guests were unsatisfied. And only 4.1% of guests was the amount of moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.8.

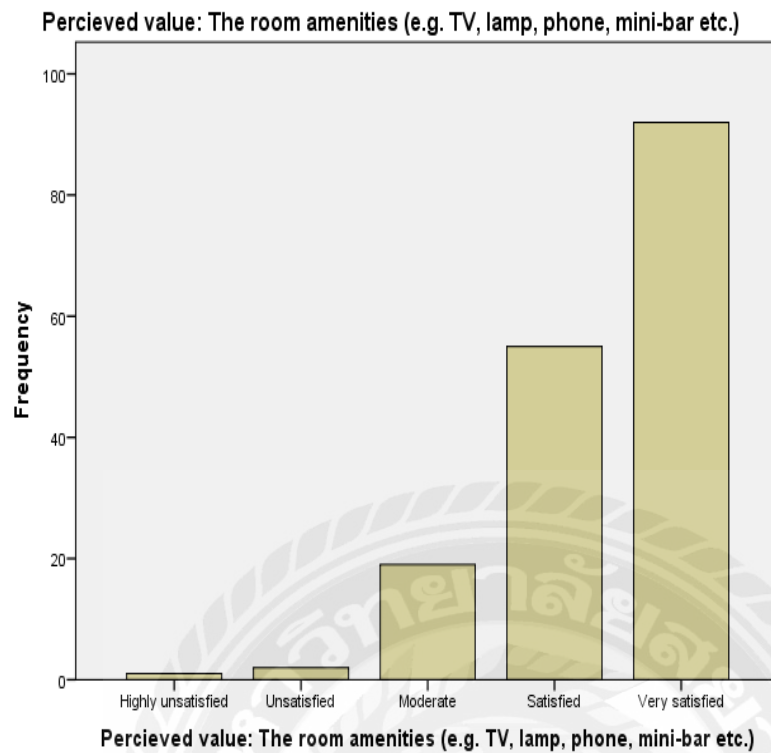


Question 9:

Table.4.5.9. Perceived value: The room amenities (e.g. TV, lamp, phone, mini-bar etc.)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly unsatisfied	1	.6	.6	.6
Unsatisfied	2	1.2	1.2	1.8
Moderate	19	11.2	11.2	13.0
Satisfied	55	32.5	32.5	45.6
Very satisfied	92	54.4	54.4	100.0
Total	169	100.0	100.0	

The above result shown that 54.4% of guests were very satisfied with perceived value regarding the room amenities which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 32.5%. Only 1.2 and 0.6% of guests were unsatisfied and highly unsatisfied guests. And only 11.2% of guests was the amount of moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.9.

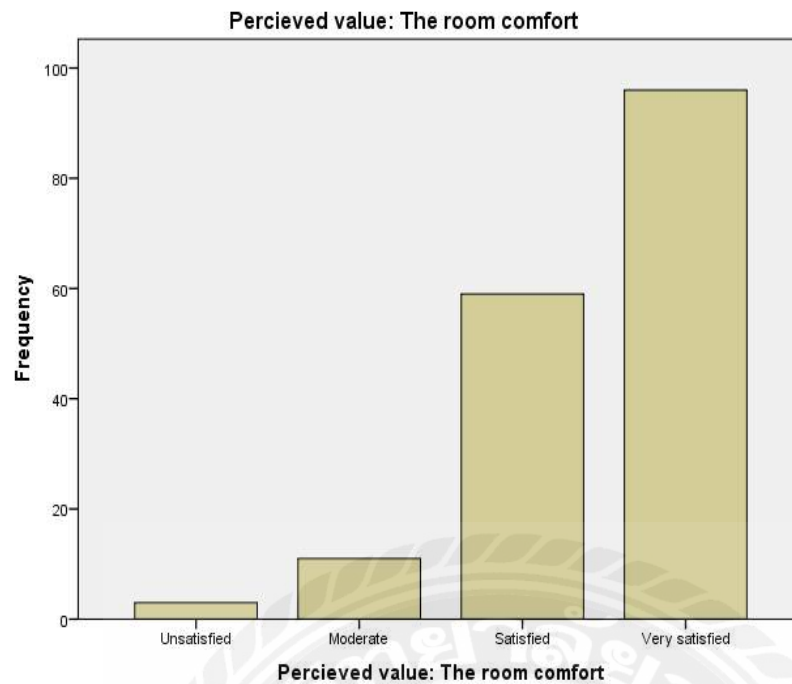
Question 10:

Table.4.5.10. Perceived value: The room comfort

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unsatisfied	3	1.8	1.8	1.8
Moderate	11	6.5	6.5	8.3
Satisfied	59	34.9	34.9	43.2
Very satisfied	96	56.8	56.8	100.0
Total	169	100.0	100.0	

The above result shown that 56.8% of guests were very satisfied with perceived value regarding the room comfort which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 34.9%. Only 1.8% of guests was unsatisfied accounted. And only 6.5% of guests was the amount of moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.10.

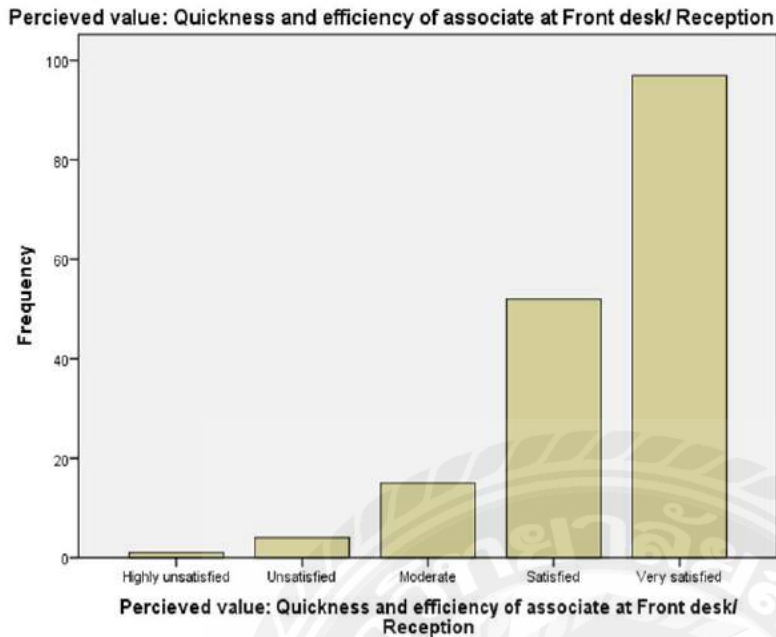


Question 11:

Table.4.5.11. Perceived value: Quickness and efficiency of associate at Front desk/ Reception

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly unsatisfied	1	.6	.6	.6
Unsatisfied	4	2.4	2.4	3.0
Moderate	15	8.9	8.9	11.8
Satisfied	52	30.8	30.8	42.6
Very satisfied	97	57.4	57.4	100.0
Total	169	100.0	100.0	

The above result shown that 57.4% of guests were very satisfied with perceived value regarding the quickness and efficiency of associate at front desk and reception which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 31%. Only 2.4% and .6% of guests were unsatisfied and highly unsatisfied. And only 8.9% of guests was the moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.11.

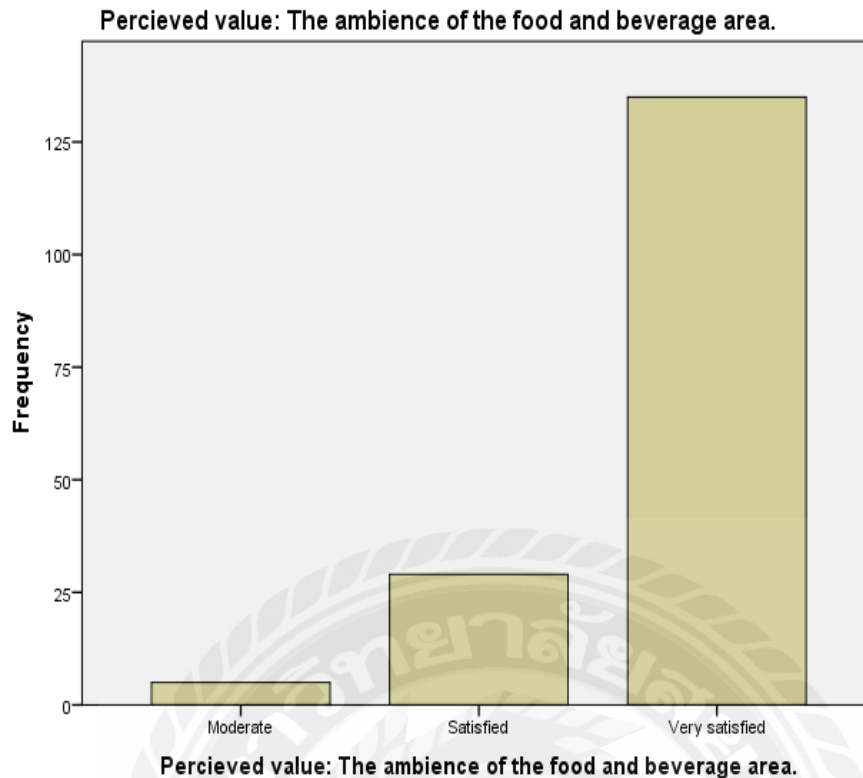
Question 12:

Table. 4.5.12. Perceived value: The ambience of the food and beverage area.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Moderate	5	3.0	3.0	3.0
Satisfied	29	17.2	17.2	20.1
Very satisfied	135	79.9	79.9	100.0
Total	169	100.0	100.0	

The above result shown that 79.9% of guests were very satisfied with perceived value regarding the ambience of the food and beverage area which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 17.2%. Only 3.0% of guests was the moderate guests As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.12.



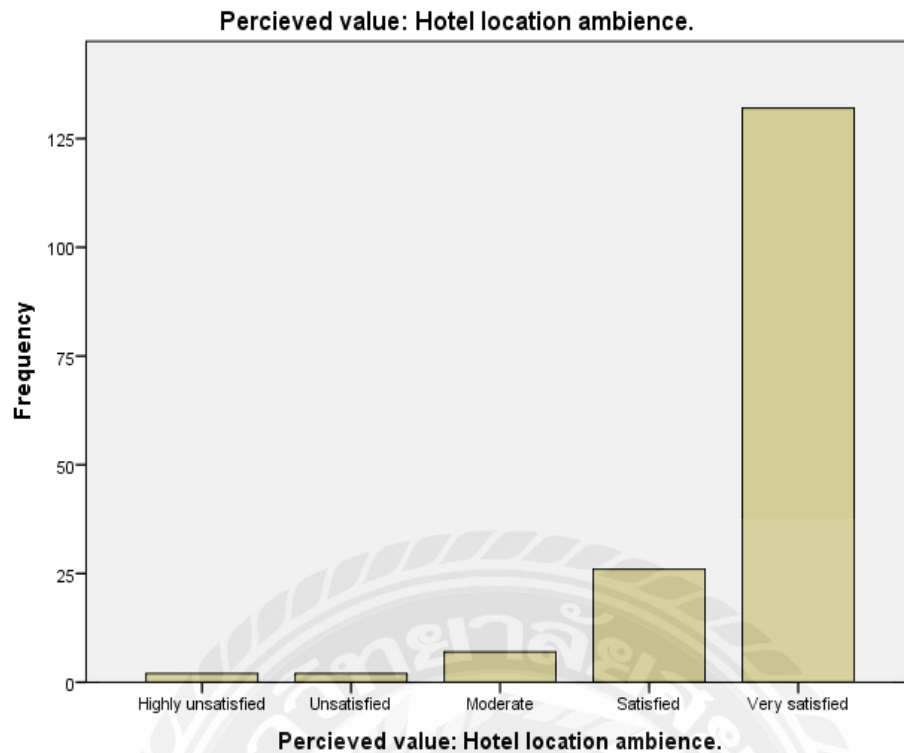
Question 13:

Table.4.5.13. Perceived value: Hotel location ambience.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly unsatisfied	2	1.2	1.2	1.2
Unsatisfied	2	1.2	1.2	2.4
Moderate	7	4.1	4.1	6.5
Satisfied	26	15.4	15.4	21.9
Very satisfied	132	78.1	78.1	100.0
Total	169	100.0	100.0	

The above result shown that 78.1% of guests were very satisfied with perceived value regarding the hotel location ambience which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 15.4%. Each 1.2% of guests were unsatisfied and highly unsatisfied. Only 4.1% of guests were moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.13.



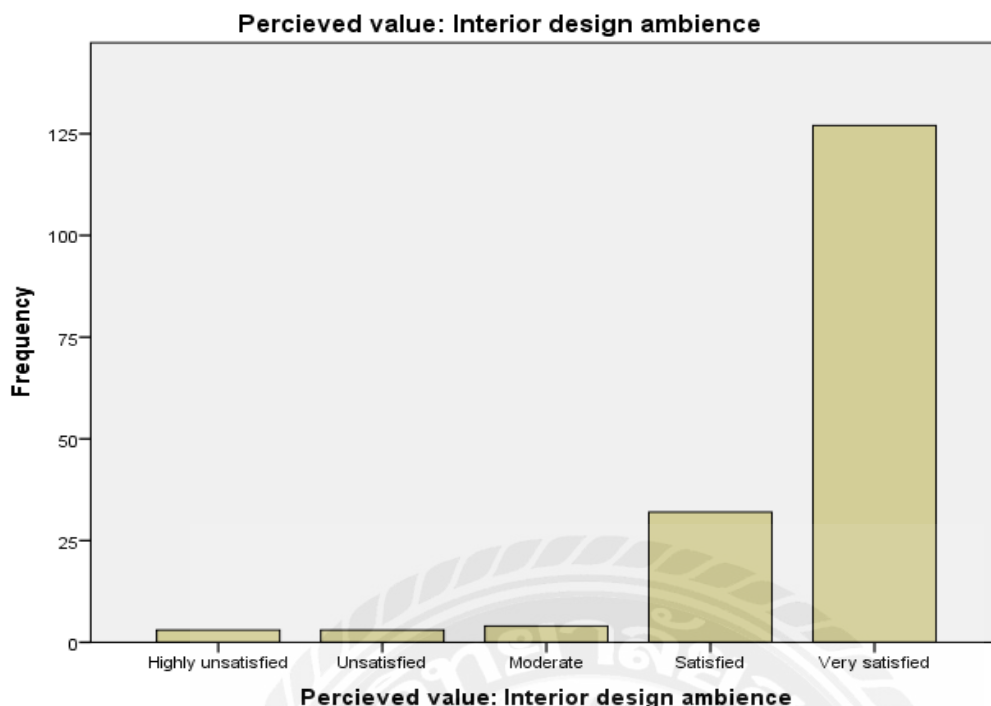
Question 14:

Table.4.5.14. Perceived value: Interior design ambience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly unsatisfied	3	1.8	1.8	1.8
	Unsatisfied	3	1.8	1.8	3.6
	Moderate	4	2.4	2.4	5.9
	Satisfied	32	18.9	18.9	24.9
	Very satisfied	127	75.1	75.1	100.0
	Total	169	100.0	100.0	

The above result shown that 75.1% of guests were very satisfied with perceived value regarding the interior design ambience which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 18.9%. Each 1.8% of guests were unsatisfied and highly unsatisfied guests. And only 2.4% of guests was the moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.14.



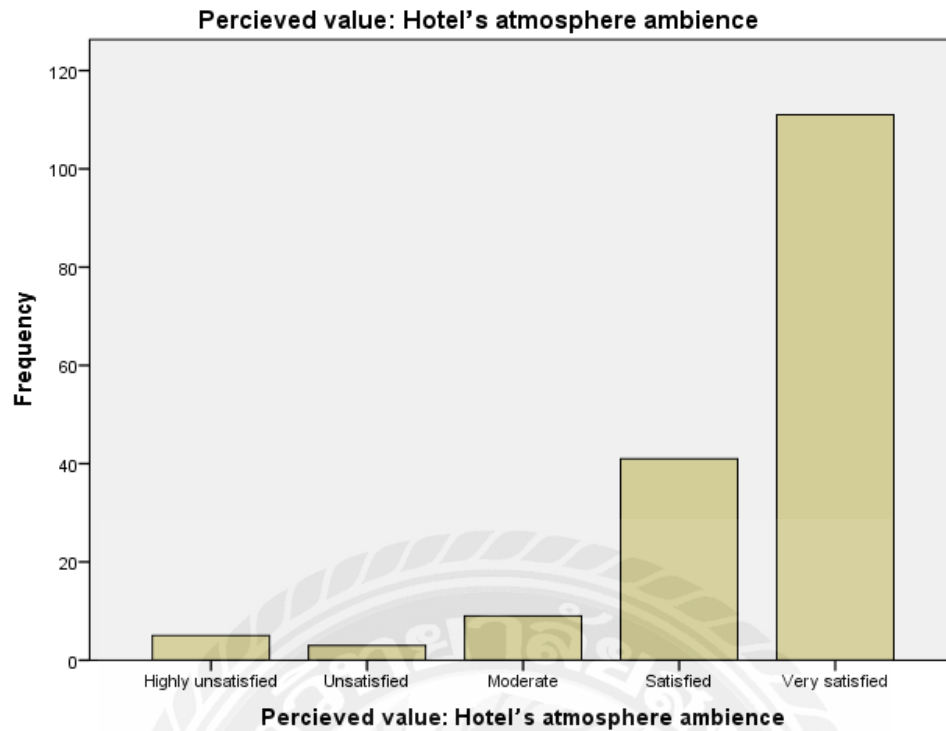
Question 15:

Table.4.5.15. Perceived value: Hotel’s atmosphere ambience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly unsatisfied	5	3.0	3.0	3.0
Unsatisfied	3	1.8	1.8	4.7
Moderate	9	5.3	5.3	10.1
Satisfied	41	24.3	24.3	34.3
Very satisfied	111	65.7	65.7	100.0
Total	169	100.0	100.0	

The above result shown that 65.7% of guests were very satisfied with perceived value regarding the hotel’s atmosphere ambience which can be significant enough to increase customer satisfaction followed by satisfied guests and they were nearly 24.3%. Only 1.8% and 3.0% of guests were unsatisfied and highly unsatisfied. And only 5.3% of guests was the amount of moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.15.



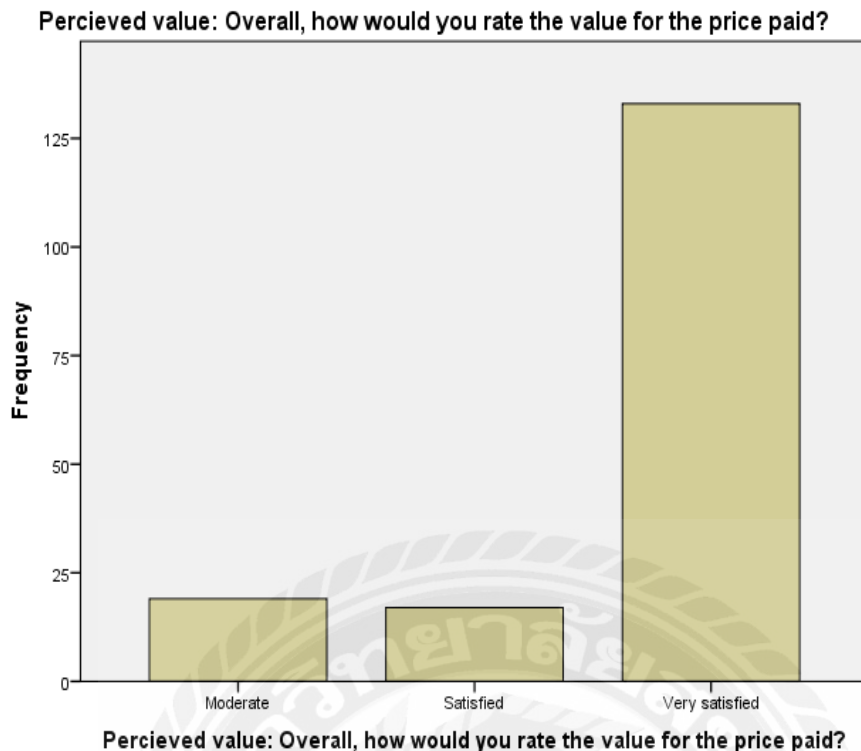
Question 16:

Table.4.5.16. Perceived value: Overall, how would you rate the value for the price paid?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Moderate	19	11.2	11.2	11.2
Satisfied	17	10.1	10.1	21.3
Very satisfied	133	78.7	78.7	100.0
Total	169	100.0	100.0	

The above result shown that 78.7% of guests were very satisfied with perceived value describing overall the value of price paid which can be significant enough to increase customer satisfaction next to the satisfied guests (nearly 10.1%). The only 11.2% of guest was the amount of moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.16.



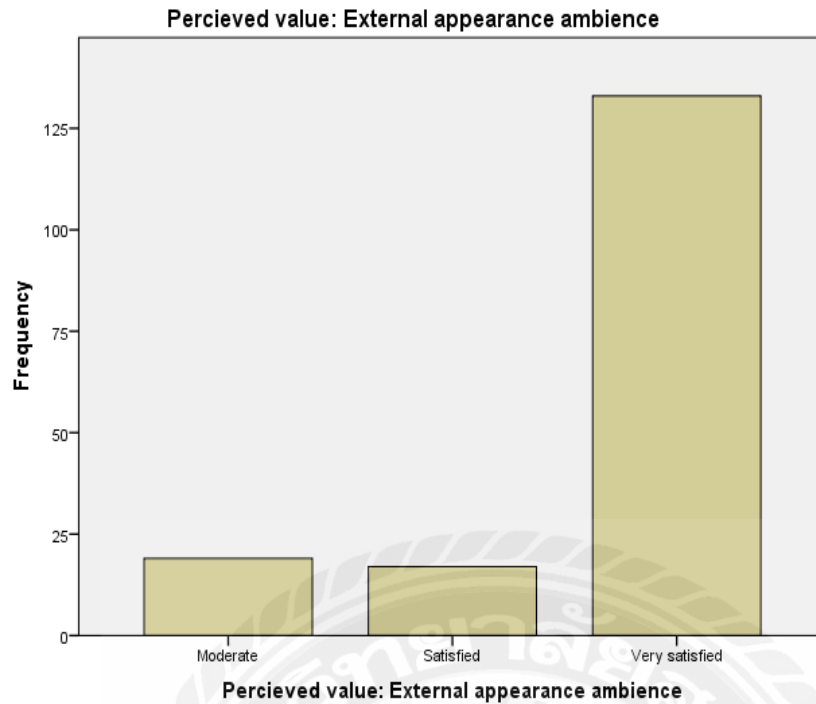
Question 17:

Table.4.5.17. Perceived value: External appearance ambience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Moderate	19	11.2	11.2	11.2
Satisfied	17	10.1	10.1	21.3
Very satisfied	133	78.7	78.7	100.0
Total	169	100.0	100.0	

The above result shown that 78.7%% of guests were very satisfied with perceived value regarding the external appearance ambience which can be significant enough to increase customer satisfaction next to the satisfied guests (nearly 10.1%). The only 11.2% of guests was the amount of moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.17.



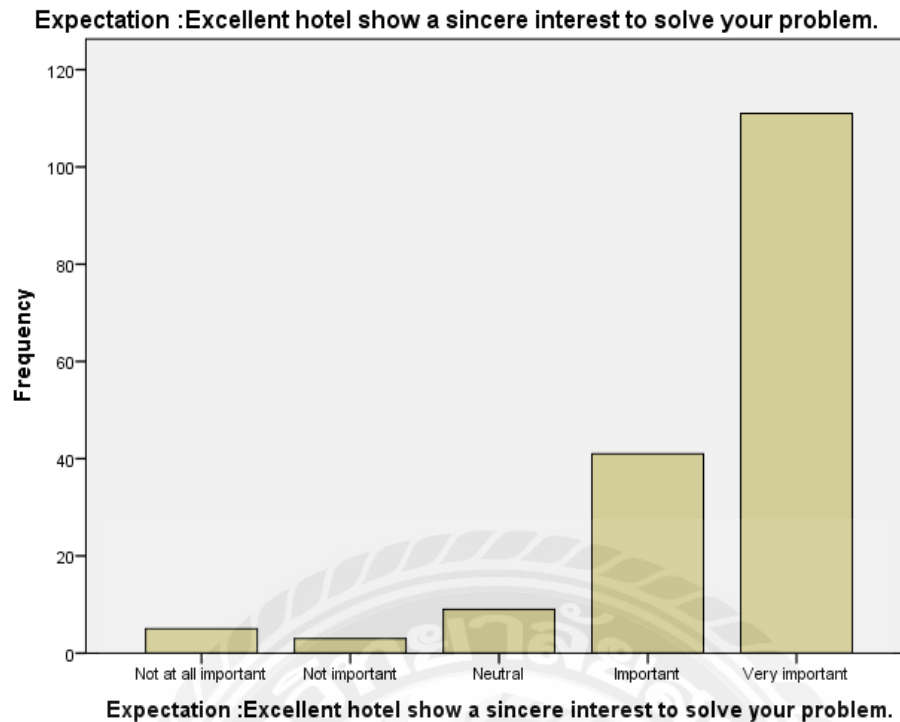
Question 18:

Table.4.5.18. Expectation: Excellent hotel show a sincere interest to solve your problem.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all important	5	3.0	3.0	3.0
Not important	3	1.8	1.8	4.7
Neutral	9	5.3	5.3	10.1
Important	41	24.3	24.3	34.3
Very important	111	65.7	65.7	100.0
Total	169	100.0	100.0	

The above result shown that 65.7% of guests had advocated that excellent hotel show a sincere interest to solve your problem are extremely significant concerning the customer expectation which can be definitely enough for increasing customer satisfaction followed by the guests who said its important were 24.3%. Only 1.8% and 3% of guests said it's not important and not at all important. And only 5.3% of guests was the amount of neural guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.18.



Question 19:

Table.4.5.19. Expectation: Excellent hotel service high quality of service.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all important	3	1.8	1.8	1.8
Not important	3	1.8	1.8	3.6
Neutral	4	2.4	2.4	5.9
Important	32	18.9	18.9	24.9
Very important	127	75.1	75.1	100.0
Total	169	100.0	100.0	

The above result shown that 75.1% of guests had advocated that excellent hotel service high quality of problem is extremely significant concerning the customer expectation which can be definitely enough for increasing customer satisfaction followed by the guests who said its important were 18.9%. Each 1.8% of guests said it's not important and not at all important accounted as. And only 2.4% of guests was the amount of neural guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.19.



Question 20:

Table.4.5.20. Expectation: Employees at an excellent hotel have the knowledge to perform service

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important	3	1.8	1.8	1.8
Neutral	11	6.5	6.5	8.3
Important	59	34.9	34.9	43.2
Very important	96	56.8	56.8	100.0
Total	169	100.0	100.0	

The above result shown that 56.8% of guests had advocated that employees at an excellent hotel have the knowledge to perform service problem are extremely significant concerning the customer expectation which can be definitely enough for increasing customer satisfaction followed by the guests who said its important were 34.9%. Only 1.8% of guests said it's not important. And only 6.5% of guests was the amount of neural guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.20.



Question 21:

Table. 4.5.21. Expectation: Employees at an excellent hotel always willing to help you with friendliness.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	5	3.0	3.0	3.0
	Neutral	7	4.1	4.1	7.1
	Important	88	52.1	52.1	59.2
	Very important	69	40.8	40.8	100.0
	Total	169	100.0	100.0	

The above result shown that 40.8% of guests had advocated that employees at an excellent hotel always willing to help you with friendliness problem are extremely significant concerning the customer expectation which can be definitely enough for increasing customer satisfaction followed by the guests who said its important were 52.1%. Only 3% of guests said it's not important. And only 4.1% of guests was the amount of neural guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.21.



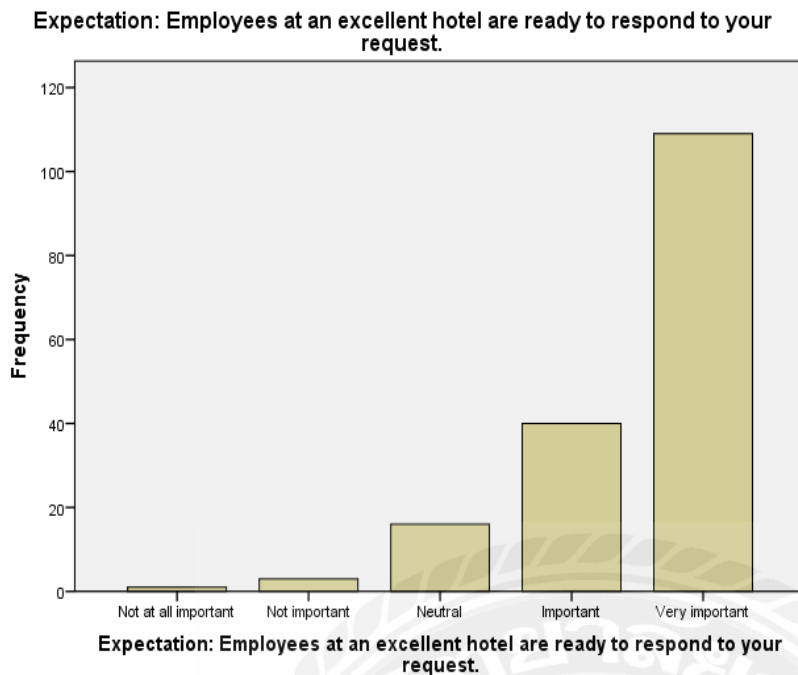
Question 22:

Table.4.5.22. Expectation: Employees at an excellent hotel are ready to respond to your request.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all important	1	.6	.6	.6
Not important	3	1.8	1.8	2.4
Neutral	16	9.5	9.5	11.8
Important	40	23.7	23.7	35.5
Very important	109	64.5	64.5	100.0
Total	169	100.0	100.0	

The above result shown that 64.5% of guests had advocated that employees at an excellent hotel are ready to respond the request problem are extremely significant concerning the customer expectation which can be definitely enough for increasing customer satisfaction followed by the guests who said its important were 23.7%. The numbers of guests who said it's not important and not at all important were only 1.8% and 0.6%. And only 9.5% was the neural guest. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.22.



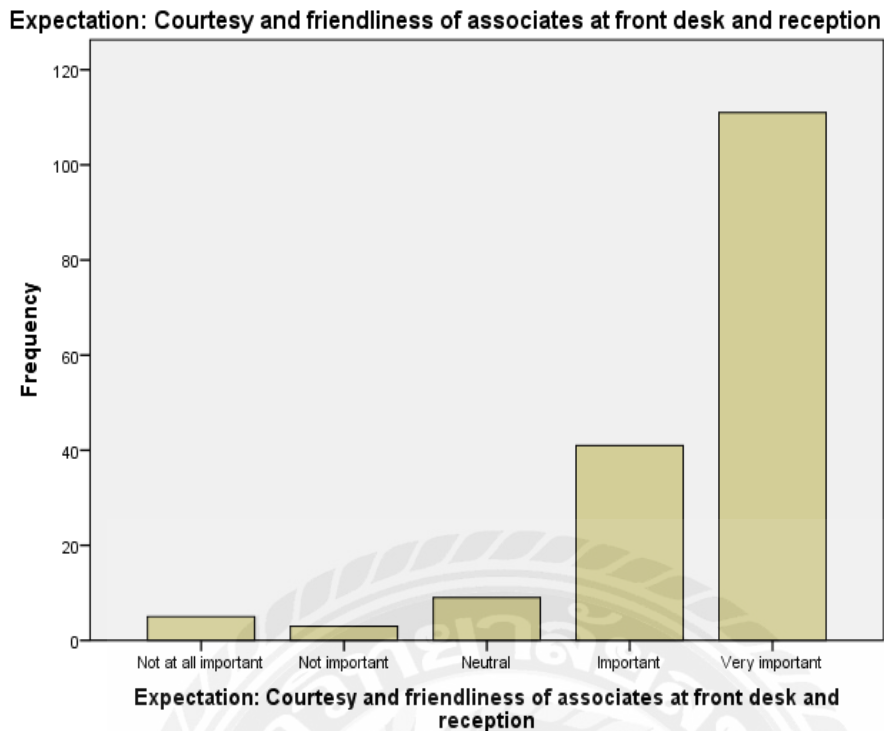
Question 23:

Table.4.5.23. Expectation: Courtesy and friendliness of associates at front desk and reception

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all important	5	3.0	3.0	3.0
Not important	3	1.8	1.8	4.7
Neutral	9	5.3	5.3	10.1
Important	41	24.3	24.3	34.3
Very important	111	65.7	65.7	100.0
Total	169	100.0	100.0	

The above result shown that 65.7% of guests had advocated that quickness and efficiency of associate problem are extremely significant concerning the customer expectation which can be definitely enough for increasing customer satisfaction followed by the guests who said its important were 24.3%. The numbers of guests who said it's not important and not at all important were only 1.8% and 3%. And only 5.3% of guests was the amount of neural guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.23.



Question 24:

Table.4.5.24. Expectation: Courtesy and friendliness of associates at restaurant and bar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important	5	3.0	3.0	3.0
Neutral	7	4.1	4.1	7.1
Important	88	52.1	52.1	59.2
Very important	69	40.8	40.8	100.0
Total	169	100.0	100.0	

The above result shown that 52.1 of guests had advocated that courtesy and friendliness of associates at restaurant and bar are extremely significant concerning the customer expectation which can be definitely enough for increasing customer satisfaction followed by the guests who said its very important were 40.8%. The number of guests who said it's not important and not at all important accounted was only 3.0%. And only 4.1% of guests was the amount of neural guest. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.24.



Question 25:

Table.4.5.25. Expectation: Quickness and efficiency of associate

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all important	5	3.0	3.0	3.0
Not important	3	1.8	1.8	4.7
Neutral	9	5.3	5.3	10.1
Important	41	24.3	24.3	34.3
Very important	111	65.7	65.7	100.0
Total	169	100.0	100.0	

The above result shown that 65.7% of guests had advocated that quickness and efficiency of associate are extremely significant concerning the customer expectation which can be definitely enough for increasing customer satisfaction followed by the guests who said its important were 24.3%. The number of guests who said it's not important and not at all important were 1.8% and 3%. And only 5.1% of guests was moderate guests. As said by the researcher, all the data in the above figure can be presented as good to define the results.

Figure.4.5.25.

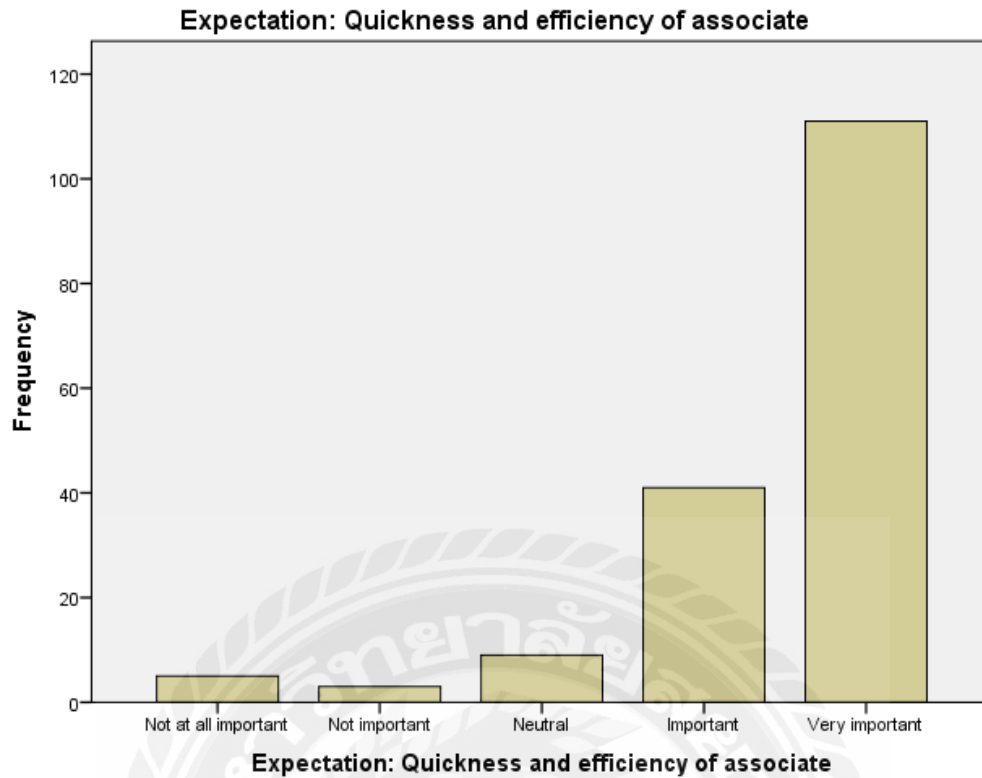


Table.4.5.26. Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
Service quality: Overall how would you rate our staff's hospitality?	169	3	2	5	4.57	.057	.738
Service quality: Overall, how would you rate our decor, condition of rooms and public areas?	169	3	2	5	4.57	.054	.696
Service quality: Overall, how would you rate our cleanliness Room, common areas, lobby	169	4	1	5	4.50	.061	.788

Service quality: Quality of service compared to other hotels of the same category	169	4	1	5	4.35	.065	.840	.705
Service quality: The willingness and ability of the personnel to provide service.	169	4	1	5	4.54	.054	.707	.500
Service quality: Quality of food and beverages.	169	4	1	5	4.39	.067	.874	.763
Perceived value: Quickness and efficiency of associate at Front desk/ Reception	169	4	1	5	4.42	.061	.799	.638
Perceived value: The ambience of the reception area.	169	3	2	5	4.31	.053	.690	.476
Perceived value: The room amenities (e.g. TV, lamp, phone, mini-bar etc.)	169	4	1	5	4.39	.060	.780	.608
Perceived value: The room comfort	169	3	2	5	4.47	.054	.699	.489
Perceived value: Quickness and efficiency of associate at Front desk/ Reception	169	4	1	5	4.42	.061	.799	.638
Perceived value: The ambience of the food and beverage area.	169	2	3	5	4.77	.038	.488	.238

Perceived value: Hotel location ambience.	169	4	1	5	4.68	.055	.719	.516
Perceived value: Interior design ambience	169	4	1	5	4.64	.060	.775	.601
Perceived value: Hotel's atmosphere ambience	169	4	1	5	4.48	.070	.907	.822
Perceived value: Overall, how would you rate the value for the price paid?	169	2	3	5	4.67	.051	.669	.447
Perceived value: External appearance ambience	169	2	3	5	4.67	.051	.669	.447
Expectation: Excellent hotel show a sincere interest to solve your problem.	169	4	1	5	4.48	.070	.907	.822
Expectation: Excellent hotel service high quality of service.	169	4	1	5	4.64	.060	.775	.601
Expectation: Employees at an excellent hotel have the knowledge to perform service	169	3	2	5	4.47	.054	.699	.489
Expectation: Employees at an excellent hotel always willing to help you with friendliness.	169	3	2	5	4.31	.053	.690	.476

Expectation: Employees at an excellent hotel are ready to respond to your request.	169	4	1	5	4.50	.061	.788	.621
Expectation: Courtesy and friendliness of associates at front desk and reception	169	4	1	5	4.48	.070	.907	.822
Expectation: Courtesy and friendliness of associates at restaurant and bar	169	3	2	5	4.31	.053	.690	.476
Expectation: Quickness and efficiency of associate	169	4	1	5	4.48	.070	.907	.822
Valid N (list wise)	169							

4.6. CORRELATION

4.6.1 Relationship between service quality and customer service.

Correlations

		Service quality	Customer service
Service quality	Pearson Correlation	1	.719**
	Sig. (2-tailed)		.003
	N	169	169
Customer service	Pearson Correlation	.719**	1
	Sig. (2-tailed)	.003	
	N	169	169

** Correlation is significant at the 0.01 level (2-tailed).

Explanation:

From the above correlation table, it has been point out that the relationship between the service quality and customer service is a strong relationship because of the correlation value is lower 0.03 and it explains that it's below the level 0.05 margin error, hence, the hypothesis H1 is accepted. Therefore, there is relationship between independent factors (service quality) and dependent factors (customer service) positively.

Accepted:

H1= There is relationship between service quality and customer service.

Hypothesis:

H0= There is no relationship between service quality and customer service.

H1= There is relationship between service quality and customer service.

4.6.2 Relationship between perceived value and customer service.

Correlations

		Perceived value	Customer service
Perceived value	Pearson Correlation	1	.769**
	Sig. (2-tailed)		.002
	N	169	169
Customer service	Pearson Correlation	.769**	1
	Sig. (2-tailed)	.002	
	N	169	169

** Correlation is significant at the 0.01 level (2-tailed).

Explanation:

From the above correlation table, it has been point out that the relationship between the perceived value and customer service is a strong relationship because of the correlation value is lower 0.02 and it explains that it's below the level 0.05 margin error, hence, the hypothesis H1 is accepted. Therefore, there is a relationship between independent factors (perceived value) and dependent factors (customer service) positively.

Accepted:

H1= There is relationship between perceived value and customer service.

Hypothesis:

H0= There is no relationship between perceived value and customer service.

H1= There is relationship between perceived value and customer service.

4.6.3 Relationship between customer expectation and customer service.

Correlations

		Customer expectation	Customer service
Customer expectation	Pearson Correlation	1	.731**
	Sig. (2-tailed)		.002
	N	169	169
Customer service	Pearson Correlation	.731**	1
	Sig. (2-tailed)	.002	
	N	169	169

** Correlation is significant at the 0.01 level (2-tailed).

Explanation:

From the above correlation table, it has been point out that the relationship between the service quality and customer service is a strong relationship because of correlation value is lower 0.02 and it explains that it's below the level 0.05 margin error, hence, the hypothesis H1 is accepted. Therefore, there is relationship between independent factors (customer expectation) and dependent factors (customer service) positively.

Accepted:

H1= There is relationship between customer expectation and customer service.

Hypothesis:

H0= There is no relationship between customer expectation and customer service.

H1= There is relationship between customer expectation and customer service.

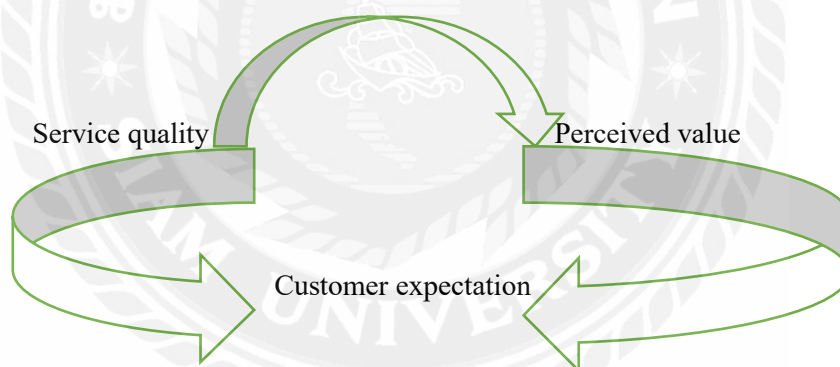
CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 CONCLUSION

The study of customer satisfaction in service quality is a very important topic to be researched on as it provides the different variables to research for graduating students and enable them to know about their country economy and investment prospects. In order to go for detailed research students should know about how to attain customer satisfaction, it is significant for recognizing and anticipating customers' needs and to be able to satisfy them. By understanding and satisfying customers' needs can make greater profits more than failing to understand and satisfy them. As we know that the cost of attracting new customers is higher than the cost of retaining the existing ones, in order to be successful managers must concentrate on retaining existing customers implementing effective policies of customer satisfaction and loyalty. Therefore, to compete with the competitors in hospitality sector and that can be achieved only by understanding different variables which provide high customer satisfaction in hotel industry to grow.

This research was mainly focused on customer satisfaction in service quality and emphasized on three main dependent variables to prove the independent variable.



As we studied in chapter 1 that the aim of this research is to evaluate the level of customer satisfactions towards Kandawgyi Palace Hotel and to make improvement for attracting and retain customers. These are based on 6 dimensions of SERVQUAL tools including: Tangibles, Reliability, Responsiveness, Assurance, Empathy and customer satisfaction which are served as 6 criteria for making a judgment about quality of provided services by hotel guests.

There are three major research objectives in this paper.

1. To evaluate the levels of the customers' satisfaction in quality of service in Kandawgyi Palace Hotel in Yangon.
2. To analysis the relationship between customer's satisfaction and service quality in the hotel zone throughout the literature review.

3. To evaluate service quality dimensions that influence customer satisfactions at Kandawgyi Palace hotel.

Hypothesis mentioned

H1: Service Quality has direct relationship dealing with customer satisfaction in Kandawgyi Palace Hotel.

H2: Perceived value has direct effect on customer satisfaction in Kandawgyi Palace Hotel.

H3: Expectation has direct influence dealing with customer satisfaction in Kandawgyi Palace Hotel.

The research problem in this paper was how Kandawgyi Palace hotel to survive in the market to attract customers over its competitors such as in Yangon such as Sedona Hotel Yangon, Chatrium Hotel Royal Lake Yangon, Savoy Hotel, PARKROYAL Yangon, The Stand Yangon, and Anantara (being constructed) are strongly competing with five-star hotel chains. This paper also outlined how kandawgyi palace hotel can retain its customer over other by influencing the three major factors such as Service quality, Perceived value and customer expectation.

Furthermore, this chapter also summarized on how this study had to assessed the customer satisfaction towards service quality at kandawgyi palace hotel because it would be beneficial for the hotel industry to learn different innovative ways to attract and retain their customers and also by providing important training platforms to their staffs so that they perform better which can cause the increment in customer visits.

Chapter 2:

In this chapter researcher first introduced hotel background information along with its various service and facilities.

Secondly this chapter explained the important background studies on customer satisfaction which was very essential to discussed in this paper such as (1) Qualities of service and customer satisfaction are critical factors for success of any business (Gronoos, 1990; Parasuraman et al., 1988). (2) According to Valdmanis (2009) indicated that enterprises exist because they have a customer to serve. (3) Customer satisfaction is the highest goal for every business as said by Reid and Bojavie, 2001) (4) As Cronin and Taylor (1992), Teas (1993), Parasuraman et al. (1988, 1994) and Carman, (1990) discussed that service quality is an overall evaluation or a global value assessment, whereas customer satisfaction is a transactions assessment. (5) . Cronin and Taylor (1992) stated that consumer satisfaction causes a stronger impact on purchase intentions than service quality.

Thirdly this chapter discussed the definition of service quality by Gronroos (1984) and Parasuraman et al. (1985, 1988) as service quality is the outcome of the judgement that customers brand between their expectations about a service and their observation of the technique the service has been achieved. Also, discussed about the service quality in the hotel and tourism Literature and how to measure the service quality by the best-known measure of service quality is SERVQUAL of Parasuraman, Zeithaml, and Berry (1985, 1988). And also, explain that the unique ten dimensions

were condensed to the five that described the most discrepancy in overall evaluations of service quality such as reliability, responsiveness, assurance, empathy, and tangibles.

Lastly, this research paper discussed the definition and demonstrated important research done by Kuo, Wu and Deng, 2009; Reid, Pullins, and Plank, 2002 about the perceived value of customer play a significant role in determining customer satisfaction, decision making and purchase behaviors and according to Davidow and Uttal (1989) proposed that customers, expectation is formed by many uncontrollable factors which include previous experience with other companies, and their advertising, customers, psychological condition at the time of service delivery, customer background and values and the images of the purchased product. In addition, the researcher stated the previous study regarding with customer satisfaction and summary of the chapter.

Chapter 3:

In this chapter researcher exhibited the research design based on quantitative approach to collect primary data and in achieving the data questionnaire were provided to the customers upon their arrivals and sampling method with reliability. To analyze data, researcher used questionnaire to convey the questions related with independent variables and dependent variables and analyzed in systematic manner. The sample size was 169 according to the population sample 300. Descriptive research method was used and has been focused to determine the customer satisfaction in service quality towards kandwagi palace hotel. Collection of data for this research gathered from books, newspaper, journal, research, article, conferences, questionnaire and some additional support from different sources available through previous study done by others researcher.

Chapter 4:

In this chapter the researcher has provided the data findings and established the relationship between the independent variables and dependent variables first hypothesis relationship between service quality and customer service shown correlation of .719** and second hypothesis between perceived value and customer services shown the correlation of .769**and finally the correlation between customer expectation and customer service is .731**.

This research work has achieved and attained the objective of this study and that was to analyze the dependent factors such as service quality, perceived value and customer expectations and its positive relationship with independent factor i.e. Customer satisfaction. These factors play significant and noteworthy role in this research to establish relationship.

Ha: Service quality has been positive influence on customer satisfaction.

There is a strong relationship between service quality and customer satisfaction as proved in chapter fourth of data findings and analysis according to Pearson correlation test as had shown a strong connection between the two attributes and actualized the first hypothesis.

Hb: Perceived value has been positive influence on customer satisfaction.

There is a strong relationship between perceived value and customer satisfaction as proved in chapter fourth of data findings and analysis according to Pearson correlation test as had shown a strong connection between the two attributes and actualized the second hypothesis.

Hc: Customer expectation has been positive influence on customer satisfaction.

There is a strong relationship between customer expectation and customer satisfaction as proved in chapter fourth of data findings and analysis according to Pearson correlation test as had shown a strong connection between the two attributes and actualized the third hypothesis.

Chapter 5:

In this final chapter the researcher has provided the short summary according to the chapter wise in the end of this paper followed by recommendation, research limitation, and suggestion for future research, conclusions and observations. After completion of chapter 4 researcher found out that there is a strong relationship between dependent variables (Perceived value, service quality and customer expectation) and independent variables (customer satisfaction) and three hypotheses proved that there is a strong relationship and accepted the relevant relationship, data collected were correct and significant.

5.2 RECOMMENDATION

In order to sustain in the market for long term the Kandwagyi Palace hotel has to understand the importance of guest loyalty because the preference of customer can change at very fast speed and it's not permanent in nature as there are various other products available in the market to provide value at low cost. The guarantee of a hotel user to avail the services of the same hotel is very less likely even though it has better offerings than its competitors but to build better guest loyalty it requires investment prospects to retain profitable guests

Kandwagyi Palace hotel should involve a continuous education process to study the different possible meets, demands and desire requirements to keep them going into the market and this will require consistent investment.

Kandwagyi Palace hotel should give a great amount of prominence on guest satisfaction on basis of achieving higher quality assurance by reducing poor participation rates, enhancing quality of surroundings and the emotional aspects of staying away from home and performance management.

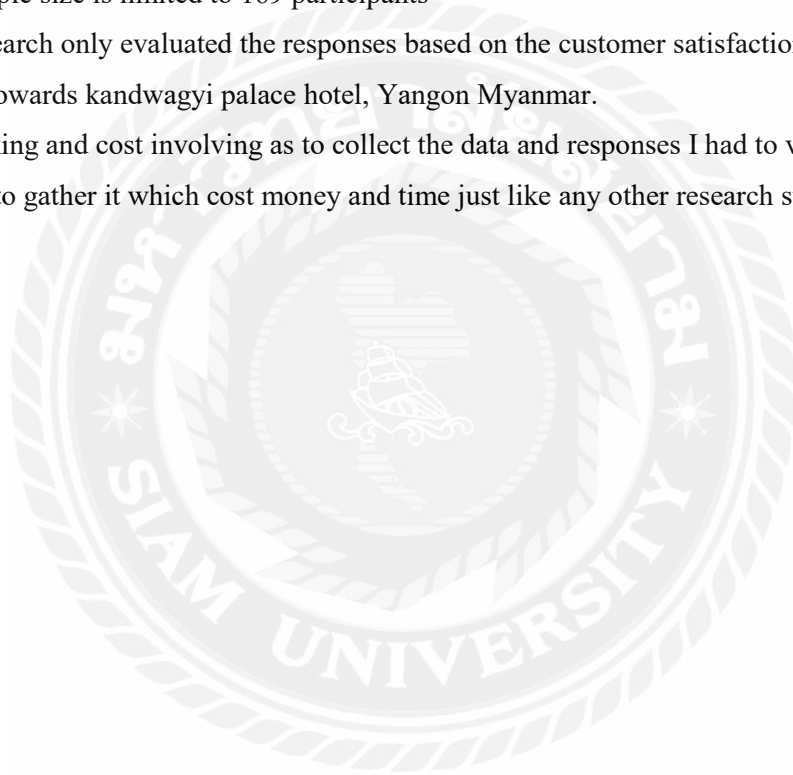
5.3 SUGGESTION FOR FUTURE RESEARCH

This research was very good for one aspect and that is service quality and customer satisfaction but as according to its limitation and outcome, there is a need for further research in different aspects such as customer loyalty and customer satisfaction, relationship between customer satisfaction, service quality and job satisfaction with the help of all the five SERVQUAL dimensions to check and analyze if the satisfaction level is directly related with the services. In addition, the

relationship between customer demands and expectation could also be conducted and use of different statistical method to analyze the test between service quality and customer satisfaction. This research work can also be applied to different sector as well such as manufacturing sector, marketing and aviation sector.

5.4 LIMITATION OF RESEARCH

1. This research studies only on the customer satisfaction on service quality towards kandwagyi palace hotel, Yangon Myanmar.
2. This research investigates only three defined factors namely, service quality, perceived value, customer expectation.
3. The sample size is limited to 169 participants
4. This research only evaluated the responses based on the customer satisfaction on service quality towards kandwagyi palace hotel, Yangon Myanmar.
5. Time taking and cost involving as to collect the data and responses I had to visit my home country to gather it which cost money and time just like any other research studies.



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APPENDICES

Statistics

		Nationality	Sex	In years	Purpose of visit	Hotel selection	Occupation	Number of times visit at Kandwagyi Palace Hotel, Yangon
N	Valid	169	169	169	169	169	169	169
	Missing	0	0	0	0	0	0	0

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian	110	65.1	65.1	65.1
	UK	4	2.4	2.4	67.5
	European	12	7.1	7.1	74.6
	German	3	1.8	1.8	76.3
	Other	40	23.7	23.7	100.0
	Total	169	100.0	100.0	

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	99	58.6	58.6	58.6
	Female	70	41.4	41.4	100.0
	Total	169	100.0	100.0	

Purpose of visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vacation	60	35.5	35.5	35.5
	Business	70	41.4	41.4	76.9
	Visiting friends/relatives	17	10.1	10.1	87.0
	Honeymoon	10	5.9	5.9	92.9
	Other	12	7.1	7.1	100.0
	Total	169	100.0	100.0	

Hotel selection

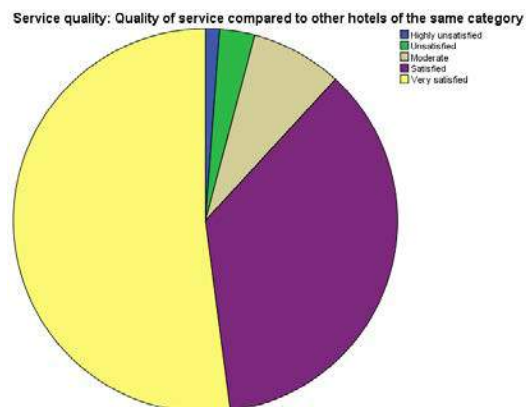
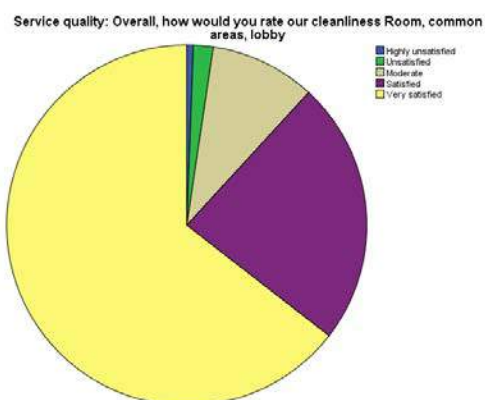
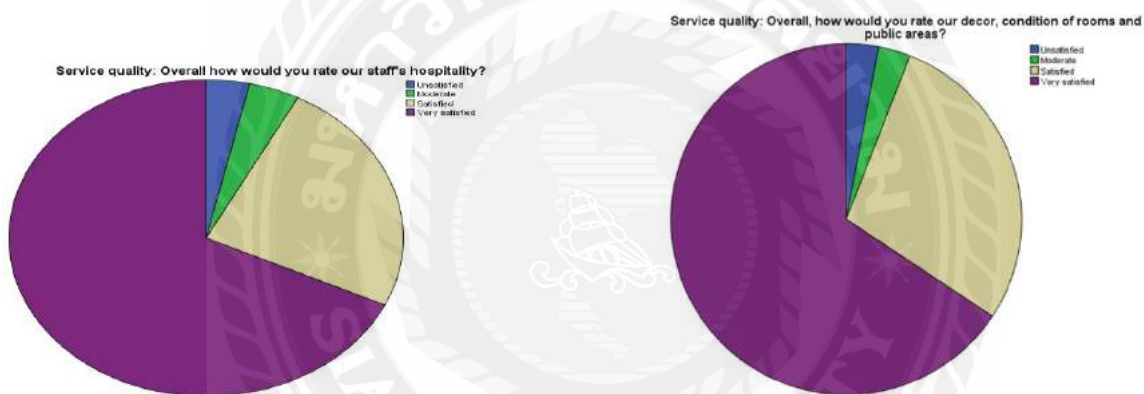
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yourself	41	24.3	24.3	24.3
	Tourist agency	57	33.7	33.7	58.0
	Internet	60	35.5	35.5	93.5
	Other	11	6.5	6.5	100.0
	Total	169	100.0	100.0	

Occupation

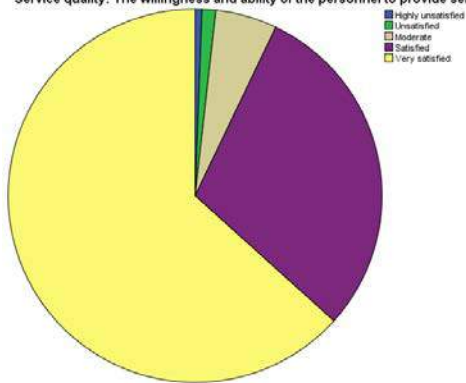
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government official	10	5.9	5.9	5.9
	Owner of business/company	46	27.2	27.2	33.1
	Employee	75	44.4	44.4	77.5
	Student	16	9.5	9.5	87.0
	Other	22	13.0	13.0	100.0
	Total	169	100.0	100.0	

Number of times visit at Kandwagyi Palace Hotel, Yangon

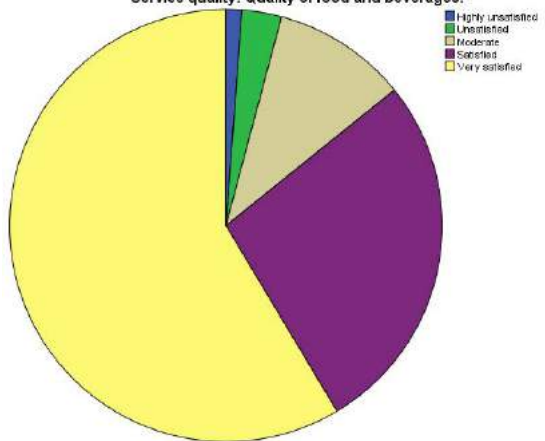
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Time	41	24.3	24.3	24.3
2 Times	95	56.2	56.2	80.5
3 Times	12	7.1	7.1	87.6
4 Times	10	5.9	5.9	93.5
More than 4 times	11	6.5	6.5	100.0
Total	169	100.0	100.0	



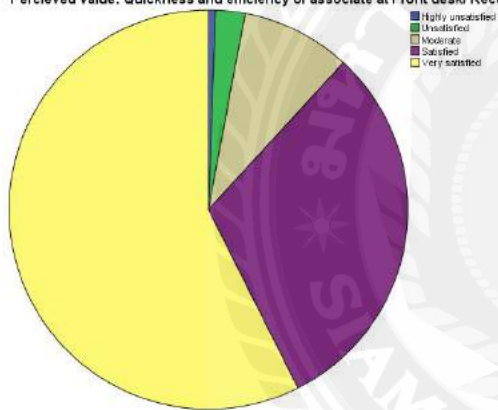
Service quality: The willingness and ability of the personnel to provide service.



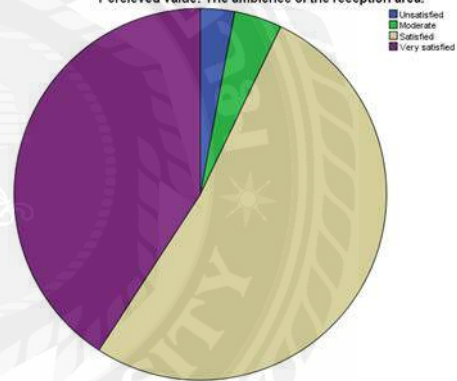
Service quality: Quality of food and beverages.



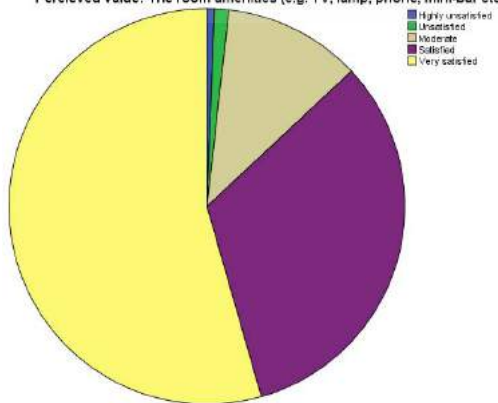
Perceived value: Quickness and efficiency of associate at Front desk/ Reception



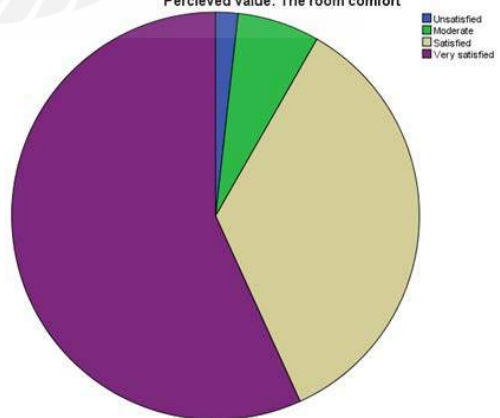
Perceived value: The ambience of the reception area.



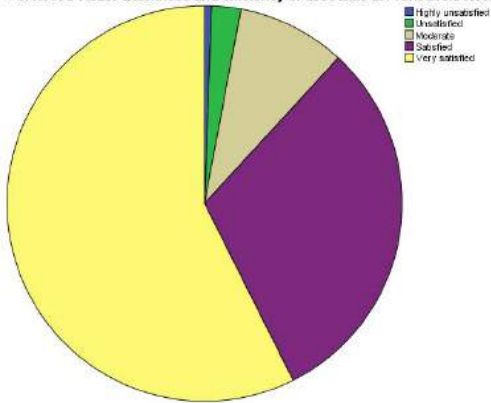
Perceived value: The room amenities (e.g. TV, lamp, phone, mini-bar etc.)



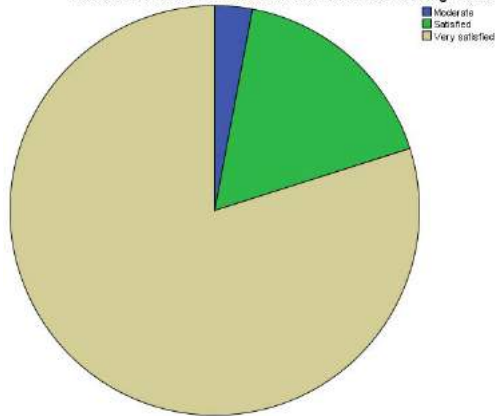
Perceived value: The room comfort



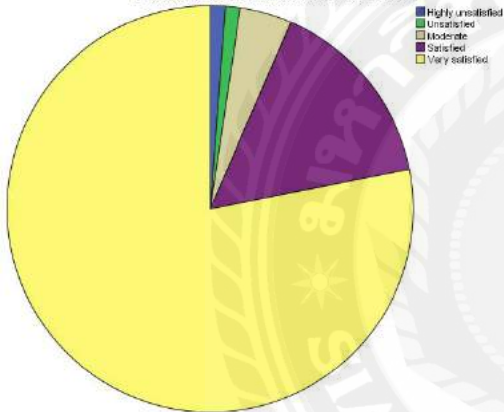
Perceived value: Quickness and efficiency of associate at Front desk/ Reception



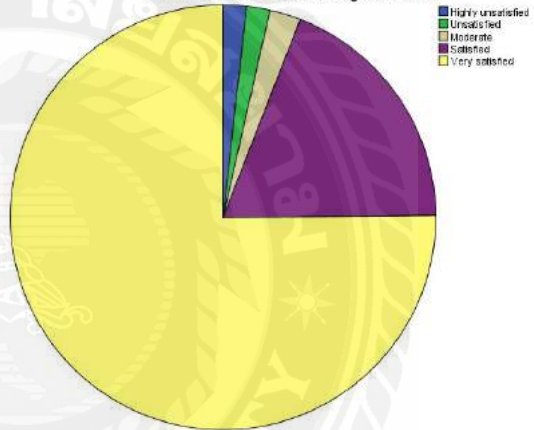
Perceived value: The ambience of the food and beverage area.



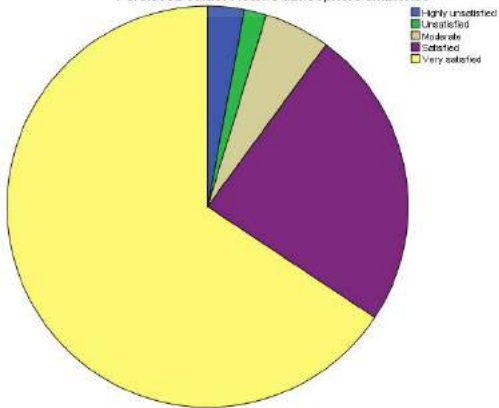
Perceived value: Hotel location ambience.



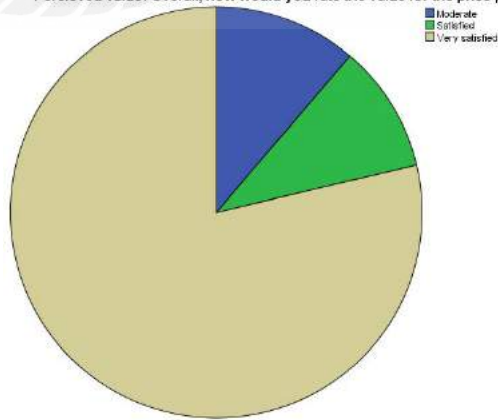
Perceived value: Interior design ambience



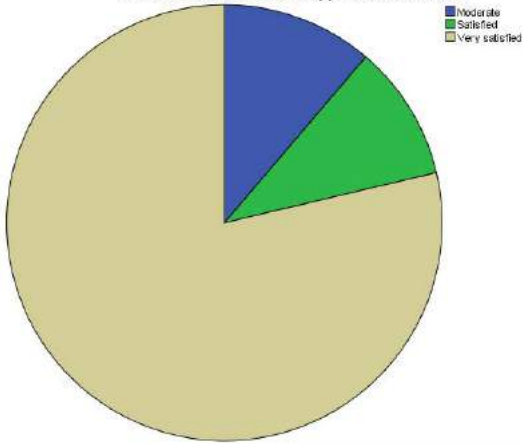
Perceived value: Hotel's atmosphere ambience



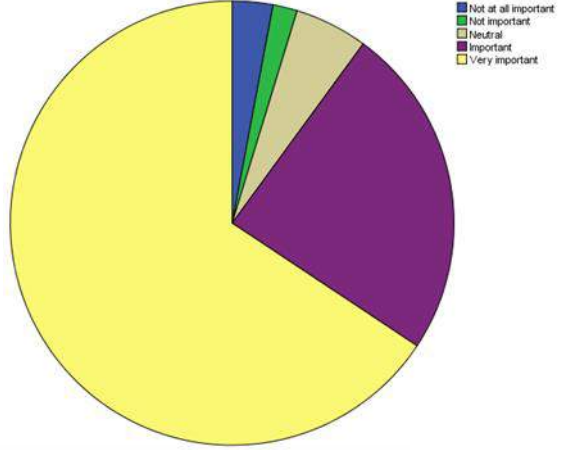
Perceived value: Overall, how would you rate the value for the price paid?



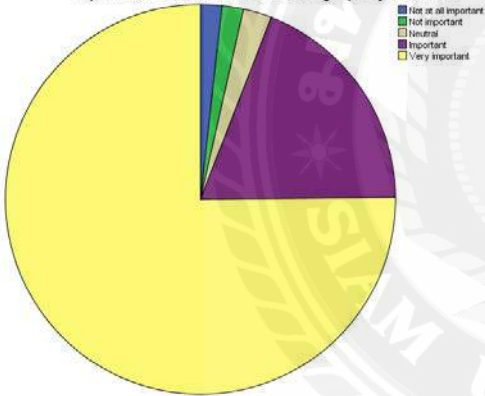
Perceived value: External appearance ambience



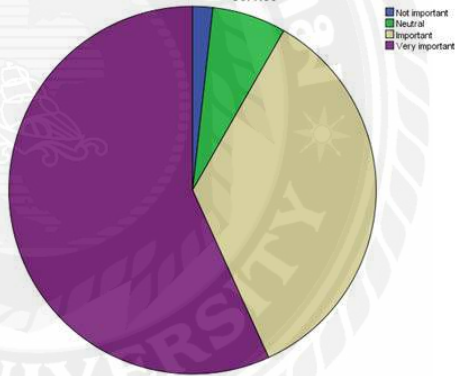
Expectation :Excellent hotel show a sincere interest to solve your problem.



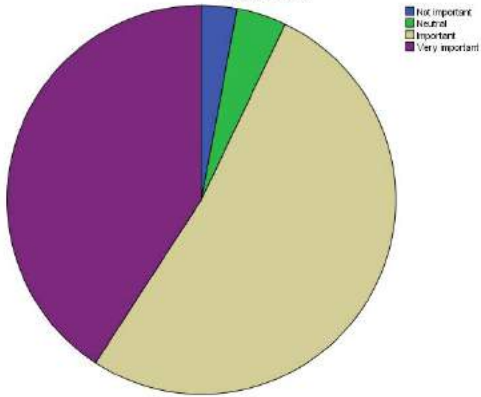
Expectation: Excellent hotel service high quality of service.



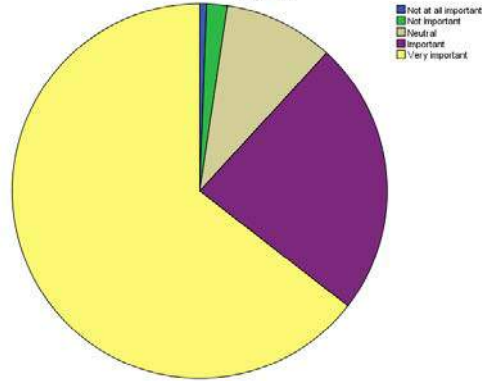
Expectation: Employees at an excellent hotel have the knowledge to perform service



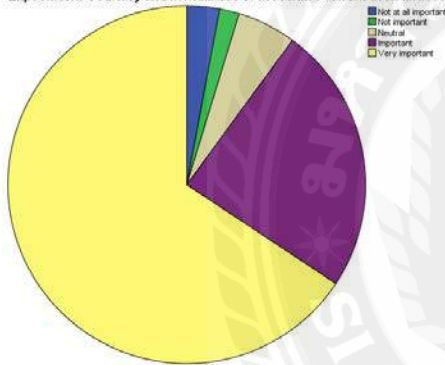
Expectation: Employees at an excellent hotel always willing to help you with friendliness.



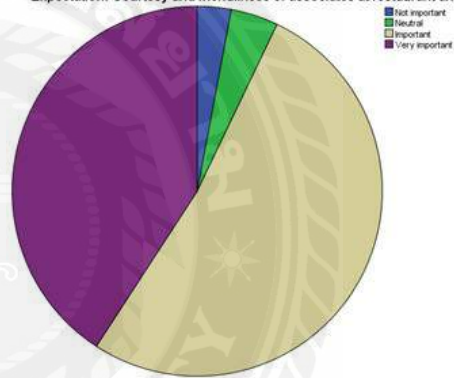
Expectation: Employees at an excellent hotel are ready to respond to your request.



Expectation: Courtesy and friendliness of associates at front desk and reception



Expectation: Courtesy and friendliness of associates at restaurant and bar



Expectation: Quickness and efficiency of associate

