



**CUSTOMER SATISFACTION ANALYSIS OF INTERNATIONAL  
ECONOMY HOTEL SERVICE QUALITY STUDY OF  
SUPER 8HOTEL IN THAILAND**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
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ECONOMY HOTEL SERVICE QUALITY STUDY OF  
SUPER 8HOTEL IN THAILAND**

**Thematic Certificate**

**To**

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**ABSTRACT**

Title: Customer Satisfaction Analysis of International Economy Hotel Service Quality Study of Super 8 Hotel in Thailand

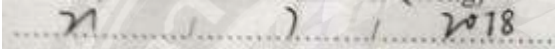
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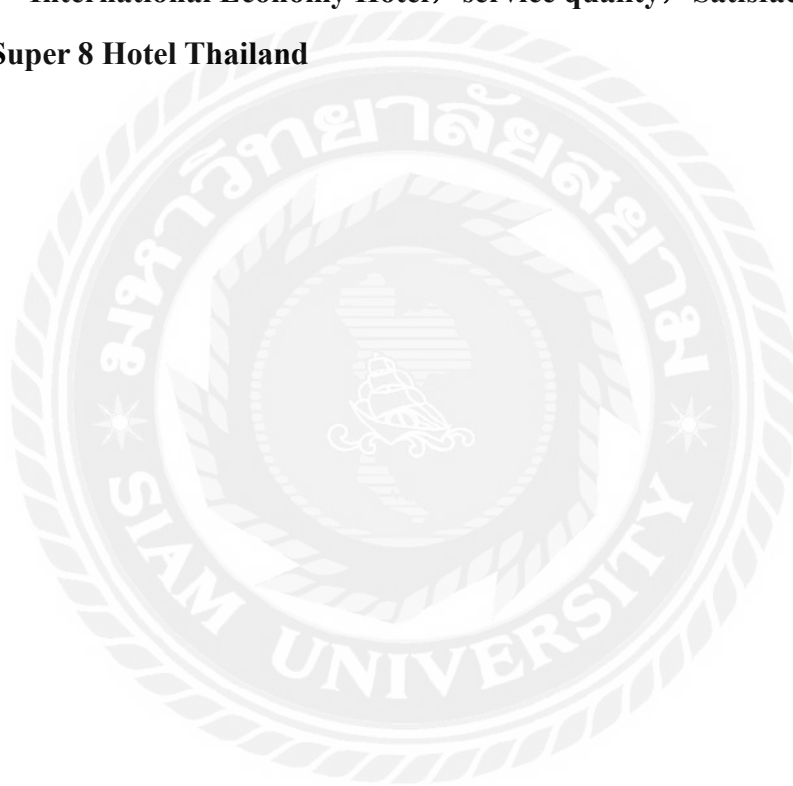
As a key tourist city in the world, Thailand has abundant tourism resources and convenient transportation. In recent years, with the booming and increasingly fierce competition, how to improve the service quality of budget hotels and how to improve customer satisfaction was the key.

This paper discusses the service quality and customer satisfaction analysis of Super 8 hotels by Chinese customers through empirical research. Ibis in Thailand's satisfaction analysis, combined with local customs, find out the satisfaction of consumers' demand, hope to enter The industry authorities and hotel managers of the Super 8 Hotel in Thailand provide decision-making reference.

This thesis first analyzes the research status of economic hotels, the relevant theories and contents of customer satisfaction, which lays a theoretical foundation for the follow-up study and build the establishment of the evaluation system. In summing up the basics on the trust by the users of the hotel customer satisfaction analysis method by the relevant scholars, Literature review has been done on service quality and budget. Based on perceived service model, the service quality evaluation model has been established in the paper after considering the industrial characteristics of budget hotel, Deep interview and questionnaire survey have been used to get the data. Reliability and validity analysis.

The results show that five factors of service quality of budget hotels, such as the tangibility, the commitment, the ability to meet their commitments, the promptness and consideration, have significant effects on the customer satisfaction. And among them, tangibility has the biggest influences on the service quality of budget hotels. Therefore, according to the research made above and real situation of Economic Hotels in Thailand, this paper attempts to provide some specific advice to the Super 8 Hotel to improve the products and services of its hotels and the satisfaction of customers. satisfaction by focusing on the facilities of hotels, the quality of services, the location of hotels and relation marketing.

**Keywords: International Economy Hotel, service quality, Satisfaction analysis, Super 8 Hotel Thailand**



## 摘要

题目： 国际经济型酒店服务与品质顾客满意度分析：以泰国速 8 酒店研究  
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泰国作为世界重点旅游城市，旅游资源丰富，交通便利。近年来，随着蓬勃发展，竞争日益激烈，如何提高经济型酒店的服务质量以及如何提高客户满意度是关键。

本论文通过实证研究来讨论以中国顾客对速 8 酒店服务品质和顾客满意度分析，宜必思在泰国满意度分析做借鉴，结合当地本土风情，找出提升消费者的需求满意度，希望能为进入泰国市场速 8 酒店的行业主管部门和酒店管理人员提供决策参考。

本论文首先对经济型酒店的研究现状，客户满意度的相关理论和内容进行了分析，为后续研究和评估体系的建立奠定了理论基础。本论文在总结了相关学者对酒店顾客满意度分析方法用户信任的基础知识的基础上，对服务质量和预算进行了文献综述。在感知服务模型的基础上，建立了服务质量评价模型；在考虑了经济型酒店的行业特征后，采用深度访谈和问卷调查的方式得出了数据，信度和效度分析。

结果表明，经济型酒店服务质量的五个因素，如有形性，承诺，履行承诺的能力，及时性和考虑，对客户满意度有显著影响。其中，有形性影响最大。因此，根据上述研究和泰国经济型酒店的实际情况，本文试图提供一些具体的建议给速 8 酒店，以改善其酒店的产品和服务以及客户的满意程度。通过关注酒店的设施，服务质量，酒店的位置和关系营销来满足客户的需求。

关键词：国际经济型酒店，服务质量，满意度分析，泰国速 8 酒店



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# **CUSTOMER SATISFACTION ANALYSIS OF INTERNATIONAL ECONOMY HOTEL SERVICE QUALITY STUDY OF SUPER 8HOTEL IN THAILAND**

## **CHAPTER 1 INTRODUCTION**

### **1.1 Research Background and Purpose**

In recent years, with the development of economy and tourism, Thailand's "World News" website reported that Thailand is one of the favorite tourist destinations for the Chinese people. It is expected that Chinese tourists will hit a new high of 10 million this year. According to Pompano, executive director of the Ministry of Tourism and Sports of Thailand, the number of tourists traveling to Thailand all over the world is increasing, but this is particularly evident in East Asia. In October 2017, there were 1,854,450 tourists from East Asia, an increase of 29.38% compared to last year. Followed by the EU, South Asia, the United States, the Middle East and Africa.

International economical hotels have also entered the fast-growing industry. Domestic and foreign tourists have continued to grow. There are a large number of ordinary business people and tour workers. In order to better meet the needs of this group of people, budget hotels have been in recent years. Prominent, hot hands.

The economical hotel first appeared in the United States in the 1950s, and it is now quite mature in European and American countries. At present, the Super 8 Hotel in the United States is the world's largest economy hotel chain, which has grown from 1974 to the present. The development of budget hotels has catered to the new direction of hotel development and has received positive responses from the society and the market, as well as a lot of economic benefits. In addition to the above Super 8 hotels, there are hotels, orange hotels and more. On the whole, the main reasons for the rapid rise of budget hotels can be summed up in four aspects: First, tourism enthusiasts are increasing. Second, the number of small and medium-sized business guests has gradually increased. Third, the residents enter the stage of leisure and holiday consumption on a large scale. Fourth, young people after 80s and 90s, especially students, have a soft spot for budget hotels.

Compared with middle-to-high-end hotels, budget hotels have more business opportunities and have attracted a wider range of mass travelers and small and medium sized businesses. The rooms are the only core products, low prices (generally below 300 yuan), service standards, comfortable environment, superior hardware, and cost-

effective modern hotel formats. Regardless of the number, size, grades of hotels, or the property rights mechanism, business model, management service standards, and industry system, there are huge room for development for economic hotels. The development of economical hotels is the current demand for the development of the hotel industry at the new stage, the demand for social and economic development, the demand for reform and opening up, and the demand for economic globalization. The development of economical hotels is not only necessary and feasible, but also has realistic urgency.

The "City of Angels" in Bangkok, the "Northern Rose" in Chiang Mai, the "Pearl of the Andaman Sea" in Phuket, and the "Snorkeling Site" in are all well-known destinations for Thai tourists. According to donkey mother travel network data, after 80,90 is the main force to travel to Thailand, visa policy is favorable, relatively close distance, beautiful scenery, relatively low prices, local residents and friendly and so became to attract Chinese tourists to Thailand travel There are several major factors. Destinations such as Phuket, Pattaya, Bangkok, and Chiang Mai are the most popular among the people. Island tours, parent-child visits, and honeymoon tours have become hot topics for travel to Thailand, and unique Buddhist culture is an important factor in attracting tourists. The tourism resources are abundant, transportation is convenient, the economy continues to grow, and there are good social conditions for the development of economy hotels. However, Thailand currently has a large number of individual hotel businesses and fewer hotel chains. For those who come to Thailand for travel and business trips, N hotel names appear, and online booking software prices and reviews may be similar, so that customers will have trouble arranging choice of hotels. Its hotel products, service quality, and safety factor were not satisfactory and exposed a series of problems in many details. With the development of the mass tourism market and the modern business market, ordinary consumer groups are highly cost-effective and can meet a variety of special needs. The personal hotel industry needs to be further improved in terms of accommodation safety and cleanliness. In the face of increasingly fierce market competition, how should economic hotels correctly understand consumer expectations and, based on this, assess the performance of their own service quality and improve them in a targeted manner.

This article discusses empirical analysis of Chinese customers' analysis of service quality and customer satisfaction at Super 8 Hotel. Ibis uses the Thai Satisfaction Analysis as a reference and combines local customs to find out how to increase consumer satisfaction and hopes to enter Thailand. Super 8 Supermarket's industry authorities and hotel managers provide decision-making reference.

## **1.2 Research Significance**

### **1.2.1 Theoretical significance**

The research on customer satisfaction is of great significance, and the customer satisfaction of the hotel has attracted many scholars' active attention. At present, research results on customer satisfaction at home and abroad have formed a certain system. However, domestic scholars currently analyze the hotel's product service and customer satisfaction mainly from the perspective of norms, through the study of the theoretical basis, the construction of the model to explore what factors affect customer satisfaction, and customer satisfaction with the economy hotel. Degree of direct perception, self-evaluation and other primary data based on the evaluation of economic hotel products and service quality of less research. And the current research data is mainly obtained through questionnaires, and the data collection methods are relatively simple. There are very few scholars who have assessed the level of customer satisfaction in hotels by analyzing various online media users. Based on this, this article focuses on the actual situation of Super 8 hotels in Jinan, China, and uses a large number of users to truly evaluate the service of Super 8 hotels. The specific conditions of the ibis hotels in Bangkok, Thailand, are widely used by users to truly evaluate the service of ibis hotels, and in order to As a sample of research, find the best demand for Super 8 hotels to enter Thai customers.

### **1.2.2 Practical significance**

With the increasing consumption of tourism in Thailand in recent years and the increasing frequency of business activities, the development of economy hotels is also very important. The quality of services for brand economy hotels has not kept pace with the development. China's outbound travel has developed rapidly. By 2016, China's outbound tourists reached about 122 million. Platinum Group began operating hotels in Thailand and Malaysia. International also operates two budget hotels in the Philippines and plans to open more than a dozen.

Mitch, the founder of Super 8 Hotel in China, said: "Now is a good time for the Chinese hotel industry to go global." Super 8 is the only foreign hotel group active in the Chinese economy hotel market.

Therefore, Super 8 hotels want to require long-term and stable development, we must pay attention to the improvement of their customer satisfaction, so the study of its customer satisfaction has important implications for its survival and development. This article starts with the details of facilities, service quality, surrounding environment and other aspects, and at the same time cuts in from various perspectives such as customer

attributes and hotel brands. Based on this, it studies in detail the current status of the development of Super 8 hotels in Jinan to find and solve Super 8 The problems existing in the development of the hotel industry are the fundamental purpose. For the future, its development and expansion will be of great practical significance to the entire economy hotel industry and it is of vital importance.

### **1.3 Research content**

This article focuses on the Super 8 hotel in Jinan as the research object, from the perspective of customer satisfaction, taking a large number of free comments on the Internet as the analysis sample, using the content analysis method, Likert scale method to compile the textual comments of users. And quantify. The processed data was then analyzed using SPSS software to arrive at the overall perception of hotel satisfaction and the correlation between various service details and overall satisfaction; at the same time, the IPA model was used to perform a full range of hotel quality services in Hangzhou. evaluation of. At the same time, it also categorizes the purpose of the customers' trips to compare the different hotel customers' requirements for the hotel. Thailand's budget hotel market will be more competitive. In order to achieve the expansion plan, Chinese hotels should collect Thailand's history, geography, culture, dietary habits, customs, and other information, and use Thai consumption habits to achieve localization.

As a tourist city, Thailand has great potential for growth in tourism and hotel industry. The number of Chinese tourists who choose to play in Thailand is 4.46 million/year, which accounts for 4.8% of the total number of China's annual outbound travel visits. At the same time, Thailand is also the third most favorite tourist in China. December 3, 2014 According to Nanbo.com, 7 Days Group and Home Inns & Hotels Management Inc., a listed company from China, plan to enter the Thai market with budget hotels. The seven-day hotel chain will open in Chiang Mai by the end of the year. The number of hotels in the seven-day chain and Home Inns worldwide exceeds 4,000. The seven-day chain plans to open a branch in Chiang Mai by the end of this year. In the next five years, it will open 30-50 hotels in Thailand, with Chinese tourists as its main customer base. Apart from Chiang Mai, Bangkok and Phuket are both priority areas.

After the above analysis and analysis of expectations can be drawn to the current customer satisfaction level of Super 8 hotel customers, that is done in what areas is better, it is worth keeping, what aspects are still lacking, needs to be improved, and put forward corresponding measures. In addition, it is expected that various factors

affecting the level of customer satisfaction can be analyzed and summarized from the results of the research to obtain hotel management methods that increase satisfaction.

This article is divided into five parts to analyze the quality of international economic hotel service satisfaction.

#### **1.4 Research Methods**

This article mainly uses the following methods:

##### **(I) Content Analysis**

The content analysis method is a research method that converts unsystematic and qualitative symbolic content such as words and images into systemic and quantitative data. It is a major research method for document data analysis. Its main function is to help Researchers extract key words, key events, key figures, etc. in the literature and reveal the hidden content in the literature. The essence of the research is to see the essence through phenomena. The basic approach is to refine the relevant content in the literature and then summarize it according to a certain basis so as to decompose the literature data. At the same time, some non-quantitative information can also be transformed into quantifiable data to find out the data can be reflected. Certain in nature

The easiest-to-count feature is that the meaningful meanings of the characterizations are inferred to be accurate meanings, which can overcome the defects of subjectivity and inaccuracy of qualitative research, and achieve a more profound and accurate understanding of the literature. This article quantitatively analyzes the objective and true freedom of the hotel by the American Mission and the questionnaire survey on the US Mission and the questionnaire survey to study the general law of the customer's evaluation of the product quality of the economy hotel, and further improve the service quality of the economy hotel. Provide valuable advice.

##### **(II) Empirical research - SPSS analysis, IPA analysis**

This article will use SPSS.17 software to analyze the keywords and data refined by the content analysis method, so as to obtain the overall evaluation of the guests' satisfaction with the hotel and the evaluation of each specific index; secondly, from the overall evaluation and specific evaluation A correlation analysis of the overall evaluation was conducted to obtain the relationship between the content of the reviews and the overall satisfaction of budget hotels. At the same time, in order to make more effective use of the above data, this paper also analyzes the satisfaction analysis of budget hotel guests using importance and performance analysis methods. The so-called

importance and performance analysis method is expressed in English as Importance and Performance Analysis, abbreviated as IPA model analysis method, also called multi-factor contribution model. This article uses this method to combine the customer's satisfaction with the hotel's products and services and the degree of emphasis to explore what factors should be worth focusing on and which factors can be appropriately diluted. On this basis, this article also conducts a comparative analysis from the differences in customer attributes and the differences between various brand economy hotels, so as to more clearly perceive the current status of budget hotels in Bangkok, Thailand.





## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1. Service and Service Quality**

##### **2.1.1 Services**

Service quality (SQ), in its contemporary is a comparison of perceived expectations (E) of a service with perceived performance (P), giving rise to the equation  $SQ = P - E$  of service quality has its origins in the expectancy-disconfirmation paradigm.

A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive. Evidence from empirical studies suggests that improved service quality increases profitability and long term economic competitiveness. Improvements to service quality may be achieved by improving operational processes; identifying problems quickly and systematically; establishing valid and reliable service performance measures and other performance outcomes.

Definition: From the viewpoint of business administration, service quality is an achievement in customer service. It reflects at each service encounter. Customers form service expectations from past experiences, word of mouth and marketing communications. In general, customers compare perceived service with expected service, and which if the former falls short of the latter the customers are disappointed. The measurement of subjective aspects of customer service depends on the conformity of the expected benefit with the perceived result. This in turn depends upon the customer's expectation in terms of service, they might receive and the service provider's ability and talent to present this expected service. Successful companies add benefits to their offering that not only satisfy the customers but also surprise and delight them. Delighting customers is a matter of exceeding their expectations.

Pre-defined objective criteria may be unattainable in practice, in which case, the best possible achievable result becomes the ideal. The objective ideal may still be poor, in subjective terms.

Service quality can be related to service potential (for example, worker's qualifications); service process (for example, the quickness of service) and service result (customer satisfaction).

Individual service quality states the service quality of employees as distinct from the quality that the customers perceived.

Dimensions of service quality: A customer's expectation of a particular service is determined by factors such as recommendations, personal needs and past experiences.

The expected service and the perceived service sometimes may not be equal, thus leaving a gap. The service quality model or the 'GAP model' developed in 1985, highlights the main requirements for delivering high service quality. It identifies five 'gaps' that cause unsuccessful delivery. Customers generally have a tendency to compare the service they 'experience' with the service they 'expect'. If the experience does not match the expectation, there arises a gap. Ten determinants that may influence the appearance of a gap were described by and Berry in the SERVQUAL model: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer and tangibles.

Later, the determinants were reduced to five: tangibles; reliability; responsiveness; service assurance and empathy in the so-called RATER model.

Measuring service quality may involve both subjective and objective processes. In both cases, it is often some aspect of customer satisfaction which is being assessed. However, customer satisfaction is an indirect measure of service quality.

Measuring subjective elements of service quality Subjective processes can be assessed in characteristics (assessed by the SERVQUAL method); in incidents (assessed in Critical Incident Theory) and in problems (assessed by a German term. The most important and most used method with which to measure subjective elements of service quality is the method.

Measuring objective elements of service quality Objective processes may be subdivided into primary processes and secondary processes. During primary processes, silent customers create test episodes of service or the service episodes of normal customers are observed. In secondary processes, quantifiable factors such as numbers of customer complaints or numbers of returned goods are in order to make inferences about service quality.

Approaches to the improvement of service quality. In general, an improvement in service design and delivery helps achieve higher levels of service quality. For example, in service design, changes can be brought about in the design of service products and facilities. On the other hand, in service delivery, changes can be brought about in the service delivery processes, the environment in which the service delivery takes place and improvements in the interaction processes between customers and service providers.

Various techniques can be used to make changes such as: Quality function deployment (QFD); moving the line of visibility and the line of accessibility; and blueprinting.

Approaches to improve the conformity of service quality. In order to ensure and increase the 'conformance quality' of services, that is, service delivery happening as designed, various methods are available. Some of these include Guaranteeing; Mystery Shopping; Recovering; Setting standards and measuring; Statistical process control and Customer involvement.

Service quality and customer satisfaction. The relationship between service quality and customer satisfaction has received considerable attention in academic literature. The results of most research studies have indicated that the service quality and customer satisfaction are indeed independent but are closely related that and a rise in one is likely to result in an increase in another construct.

Maslow's hierarchy of needs is a theory in psychology proposed by Abraham Maslow in his 1943 paper "A Theory of Human Motivation" in Psychological Review. Maslow subsequently extended the idea to include his observations of humans' innate curiosity. His theories parallel many other theories of human developmental psychology, some of which focus on describing the stages of growth in humans. Maslow used the terms "physiological", "safety", "belonging and love", "esteem", "self-actualization", and "self-transcendence" to describe the pattern that human motivations generally move through. The goal of Maslow's Theory is to attain the sixth level or stage: needs.

Maslow studied what he called exemplary people such as Albert Einstein, Jane Addams, Eleanor Roosevelt, and Frederick Douglass rather than mentally ill or neurotic people, writing that "the study of crippled, stunted, immature, and unhealthy specimens can yield only a cripple psychology and a cripple philosophy."<sup>236</sup> Maslow studied the healthiest 1% of the college student population.

Maslow's theory was fully expressed in his 1954 book *Motivation and Personality*. The hierarchy remains a very popular framework in sociology research, management training and secondary and higher psychology instruction.

Hierarchy alternative illustration as dynamic hierarchy of needs with overlaps of different needs at same time Maslow's hierarchy of needs is often portrayed in the shape of a pyramid with the largest, most fundamental needs at the bottom and the need for self-actualization and self-transcendence at the top.

The most fundamental and basic four layers of the pyramid contain what Maslow called "deficiency needs" or "d-needs": esteem, friendship and love, security, and

physical needs. If these "deficiency needs" are not met - with the exception of the most fundamental (physiological) need - there may not be a physical indication, but the individual will feel anxious and tense. Maslow's theory suggests that the level of needs must be met before the individual will strongly desire (or focus motivation upon) the secondary or higher level needs. Maslow also coined the term to describe the motivation of people who go beyond the scope of the basic needs and strive for constant betterment.

The human brain is a complex system and has parallel processes running at the same time, thus many different motivations from various levels of Maslow's hierarchy can occur at the same time. Maslow spoke clearly about these levels and their satisfaction in terms such as "relative", "general", and "primarily". Instead of stating that the individual focuses on a certain need at any given time, Maslow stated that a certain need "dominates" the human organism. Thus Maslow acknowledged the likelihood that the different levels of motivation could occur at any time in the human mind, but he focused on identifying the basic types of motivation and the order in which they would tend to be met.

Physiological needs are the physical requirements for human survival. If these requirements are not met, the human body cannot function properly and will ultimately fail. Physiological needs are thought to be the most important; they should be met first. This is the first and basic need on the hierarchy of needs. Without them, the other needs cannot follow up.

The research on the concept of services first started from the economics field. Adam Smith first proposed the concept of services. However, because of the intangibility of service activities and the breadth of service industries, it is difficult to generalize services as a whole, and there has not been a direct and authoritative service definition.

Until the 1960s, the first definition of service was the American Marketing Association: Services are the sum of related activities, benefits, and gratifications that are used to sell products or are sold together with the products. They later change the definition to: The service is the sum of all the behaviors that the two parties exchange, the valuable benefits provided by the producer to the customer or the satisfaction of the customer.

Later, many scholars defined the concept of service from different perspectives. One of the more influential ones is Stanton, who believes that service is a special kind

of intangible activity. It provides customers with the satisfaction they need. It is not necessarily linked to other products, sales, and other services.

Let thinks that service is one or more activities. It is completed during the interaction between customers and service providers or equipment, and makes customers satisfied.

On the basis of summarizing the definitions of the predecessors, sums up the definition of service as follows: Service is a kind of activity process composed of a series of activities with intangible characteristics. This process is composed of customers, employees, and tangible resources. The tangible system of tangible resources or tangible products carried out in the interrelationships is provided as a solution to solve customer problems. sums up services as actions, processes, and performance.

For the definition of service, scholars put forward different views from different perspectives and summed up the definitions that are not exactly the same. However, analyzing these views, we found that the definition of services by scholars can reach consensus in some aspects. First, the intangibility of services. Services are not like ordinary products. They have tangible solid-state performance such as weight, size, shape and color. They cannot be touched. Services are intangible and cannot be displayed like ordinary products. Second, non-storage, instant consumerism. The production process and the consumption process of the service are carried out at the same time. The services provided by the service personnel and the customers and the customer consumption services are performed at the same time. Unlike ordinary products, they can be produced first and then consumed.

### **2.1.2 Service Quality**

The earliest theoretical research on the quality of service was about the definition of basic concepts. The study of service quality began late. It was only after the 1960s that it gradually attracted the attention of scholars. The earliest representative scholar was Johnson. In his thesis, he proposed that "service and commodity are different."

Swan and Combs proposed that consumer-perceived product performance consists of the mechanical and expressive aspects of the product. The concept of customer perception was first proposed.

Hehtinen, De fining service quality from service elements, he divides service quality into entity quality, interaction quality and enterprise quality. Physical quality includes tangible facilities, equipment, environment, products, etc. Interactive quality refers to the relevant interaction between customers, and the interaction between staff and customers. Enterprise quality refers to the company's reputation, overall image and other factors.

Rust believe that service quality includes one core and three elements, tangible Product is the core, service products, service environment and service delivery are three factors. However, it is a symbol of the quality of service management research that will become a hotspot for future research in marketing. It is the Nordic Finnish scholar. (presents the concept of customer-perceived service quality theory on the basis of the research of Swann and Combs. He believes that customer perceived service quality consists of two parts: the technical result element and the functional process element Technology or result quality refers to the quality of the service result and output, that is, the customer's income after the service transaction or service process is over. Customer's measurement of the quality of results is objective and easy to perceive, because the quality of results is mainly related to tangible content. Functional or process quality refers to how customers receive or receive services. The way customers receive services and in the process of service production and service consumption The participation experience has an impact on the quality of service perceived by the customer, and it is closely related to the critical moment when the service transaction occurs when both parties come into contact with the service. The process quality is difficult to be objectively evaluated by the customer, and it depends more on the customer's subjective experience. Process quality not only with employee's instrumentation, knowledge structure, service status Service mode and so on, but also to customer enthusiasm, knowledge, interests and other factors related to building customer Perceptual research model. In 1984, published an article "A Service Quality Model and Its Marketing Implications" in the "European Marketing" magazine. For the first time, he proposed the customer-aware service quality model and continued to improve him in later research. Theoretical model. For the first time, made a distinction between the tangible and intangible parts of the service. The theory of customer perceived service quality proposed by him indicates the direction for future research on service quality, but he has not further studied the components of service quality.

The second phase of the research on service quality focuses on the study of the components of service quality. The most influential in this period was the customer perception service quality gap model proposed by and Berry (PZB) in 1988. PZB points out that customer perceived service quality is composed of five gaps and proposes a SERVQUAL assessment scale, which will affect service quality through empirical

evidence in the service industries of securities brokerage, bank credit card, microfinance banking, and product maintenance. The factors are summed up into 10 dimensions. Afterwards, PAB revised 10 dimensions into tangible, assurance, reliability, responsive and empathic 5 dimension and item indicators, and established a well-known service quality evaluation method SERVQUAL evaluation scale. . After the customer perceived service quality gap model and SERVQUAL evaluation scale were generated, it became the most widely used theoretical basis for the current research on service quality. Many scholars used this classical theory in different service areas and have been verified to varying degrees.

Rust. believe that service quality includes a core and three elements, tangible Product is the core, service products, service environment and service delivery are three factors.

Research on the quality of service lags behind foreign theoretical research, mainly on the application and validation of foreign scholar theories.

## **2.2 Budget Hotel Concept**

The concept of a budget hotel comes from abroad. Developed countries in Europe and America divide hotels into three categories: luxury hotels, mid-range hotels and budget hotels. Among them, budget hotels, compared to luxury hotels, save the luxury halls, high-end restaurants, conference rooms, fitness and entertainment facilities and other facilities. They only provide hotels that meet the most basic requirements for customers' accommodation requirements. Usually the prices of such hotels are higher. Class hotels are cheap, so later, budget hotels were also known as "Budget hotel, Economy hotel.

Research abroad on economic hotels was earlier, and scholars put forward their own concepts from different perspectives. According to the definition of the Smith Travel Study (economy hotels refer to hotels that are kept at a low price by 20% of price-sensitive consumers in the low-end market. The hotel is mainly developed for a new type of hotel in the traditional sense of full-service hotels. Format.

Liu Wen Tao (2006) also believes that budget hotels should focus on rooms, shopping and entertainment functions, be simplified as much as possible, or even canceled, catering services can only provide breakfast service, and the main service as Bed (Breakfast), although the economy is without losing the standard.

The main performance is to highlight the high efficiency of organization settings, streamlined staffing, and outstanding people-oriented management concepts. Job responsibilities can be as versatile as one person; Fourth, equipment configuration and maintenance and maintenance, its performance is to pay attention to less investment, and pay attention Simple and practical and low cost operation. The views of several researchers mentioned above are related to the economy from the aspects of facilities and equipment, hotel prices, and market positioning. Hotels define the concept. The point of view raises the question of the "relativeness of budget hotels"; Point 2 is characterized by "emphasis on room products as the core"; three points of view will be included in all social hotels Point 4 provides a more comprehensive definition of market, organization and service Although there is currently no unified definition of budget hotels in China, most researchers will. The characteristics of budget hotels are attributed to two points: First, these hotels only provide the most basic living facilities. Justus's concept of a budget hotel concept is: "The characteristics of so-called budget accommodation are basic facilities but low prices, and do not provide any additional facilities such as food, beverages, conference facilities, fitness centers or other recreational areas. Equipment and services."

Discusses three types of hotels, hotels, hostels and small hotels in the United States that have conducted research in four aspects: distribution characteristics, scale status, function allocation, and development trends, and pointed out that these three types of hotels will become the mainstay of the development of the US hotel industry in the future.

The "Encyclopedia of Modern Hotel and Catering Management in the WTO" defines a budget hotel as: Economic hotels are generally low-cost hotels, usually only operating rooms. They have only limited catering services or no catering management facilities.

## **2.3 Hotel service quality**

### **2.3.1 Hotel service quality evaluation**

As economy hotels are new, and the hotel industry is positioned in the middle and low-priced markets, there are few theoretical studies on economical hotel services. However, budget hotels are a category of the hotel industry. The study in this paper refers to a large number of theoretical studies on hotel service quality.

As for the evaluation of hotel service quality, there are three evaluation methods based on the evaluation body. One is the evaluation of the customer as the subject of



evaluation, the other is the evaluation of the organization as the main body, and the third is the third party evaluation based on the industry competent department.

In terms of customer evaluation, most domestic and foreign scholars use the customer perception service quality theory and the SERVQUAL model to construct a research evaluation scale.

Yang Wen (2010) summarized and summarized the evaluation models of foreign hotel service quality research, and conducted some in-depth discussions on some of the more influential classical models.

In terms of third-party evaluation, the hotel industry has "the classification and assessment of foreign stars for tourism-related hotels", "Guidelines for the Elements of Service Quality Management and Service System", and the revised "Division and Evaluation of Stars for Tourist Hotels."

The third-party evaluation of budget hotels has only introduced the economic hotel standards prepared by the first local authorities in Chongqing.

Zhang Hui (2005) analyzes the characteristics of the six elements of a budget hotel and uses the customer satisfaction index theory to construct a customer satisfaction index, including customer expectations, customer perception, customer perceived value, customer satisfaction, customer complaints and The six dimensions of customer loyalty are considered to affect customer satisfaction in these six aspects.

Xu Wei and Jing Fengjie (2008) describe the relationship between customer satisfaction and behavioral intention from the perspective of customer value theory.

Zhu Xi (2008) used the causality analysis method to establish and test two hotel guest satisfaction degree models.

Wang Qiuyu (2010) conducted a survey on the factors affecting customers' stay at the hotel and found that the location of the hotel and the quality of hotel services are the most concerned.

Wu Binbin (2009) conducted a survey of 510 hotel consumers on how to choose a hotel, and found that hotel quality, hotel price, safety level and convenience are the most important indicators for customers.

Wu Xiayan (2009) believes that the key to determining customer satisfaction is whether the hotel provides good services and whether the hotel's facilities are perfect;

Wu Xuefei (2010) found that various factors affecting hotel customer satisfaction, hotel cleaning, safety, price and attitude of service personnel have become the key to the choice of hotel guests;

Zhang Hui (2012) uses content analysis to summarize the quality of hotel services, facilities, equipment, health, and the environment is the key to ultimately affect customer satisfaction factor.

Lu Hongguang (2009) based on the theory of customer satisfaction, comparative analysis of several well-known Chinese and foreign budget hotels, found that the hotel's services, facilities, environmental reputation, price is a very important factor, among which hotel facilities provide Good parking lot service, convenient transportation around the hotel, the brand reputation of the hotel has a great influence on the choice of customers.

### **2.3.2 Hotel Service Quality Control**

Hotel service quality control refers to the adoption of certain standards to take appropriate measures to ensure the implementation of hotel service quality, and achieve effective control by timely adjustment of goals. Research in this area is also a hot topic in hotel service quality research.

Sun Yan (2009) studied high-star hotels in Nanchang and found that the key moment for customers' satisfaction with hotel service quality was service-to-case. To improve customer satisfaction, it was necessary to start from the perspective of service.

Peng Runhua and Zhang Lin (2011) reviewed the research on hotel service quality and customer satisfaction, and discussed the impact of hotel service quality on satisfaction.

Wenji and Zengfu (2011) studied the relationship between customer perceived service quality and post-purchase behavior in Shenzhen theme rooms, and pointed out that the theme hotel will become the future development trend of the hotel industry.

### **2.4 International Super 8 Hotel Introduction**

Super 8 Hotel is a budget hotel brand. English name is Super 8. Super 8 International is the world's largest economy hotel chain. It has grown from 1974 to the present and there are more than 2,100 Super 8 hotels worldwide. There are more than 680 Super 8 hotels that are opening or are about to open in China. The budget hotel has huge market potential, outstanding advantages such as low investment, high returns, and short cycle, and its expansion speed is astonishing. At the same time, the global economy hotel heads the United States' "Super 8" into the country. From the coast to

the mainland, market share has gradually expanded. Super 8 Worldwide Inc. is one of the world's largest budget hotel chains (more than 2,300) and is the Wyndham Hotel Group brand with the largest number of hotels in the world (around 7,000). The first Super 8 hotel was opened in Aberdeen, South Dakota, US, in October 1974. The cost of a nightly stay was 8.8 USD. In 2003, the Super 8 Hotel in the United States ranked 24th in the "Entrepreneur" magazine ranked first in the annual 500 franchisees. Super 8 Hotel is always committed to providing every guest with a clean room and friendly service. Super 8 Hotel officially entered China in 2004, and the first hotel opened in Beijing in the same year.

Super 8 hotel service concept: 1, a clean room. 2, friendly service. 3, cost-effective. 4, free broadband Internet access. 5 hot water. 6. More convenient location. 7, 24 hours online booking service. 8, a variety of hotel decoration.

About Wyndham Hotel Group Wyndham Hotel Group (NYSE: WYN) is the owner of Super 8(R) and other brands. It is a world-renowned hotel and leisure services group headquartered in New Jersey, USA. Parsippany. Wyndham Hotel Group was formerly part of the Hotel Management Group, which has more than 6,500 franchised hotels and more than 541,000 rooms spread across six continents. Its top ten famous brands are: Super 8 (Days Inn(R)), Ramada (R), Travelodge(R), Howard Johnson (R), Knights Inn(R), Wingate Inn(R) Host Inn(R) and Wyndham(R) Hotels. (Super 8(R)).

The following is the Super 8 address of Super 8 hotel official website:

	NORTH AMERICA		SOUTH AMERICA	INTERNATIONAL		
country	UNITED STATES	CANADA	BRAZIL	CHINA	GERMANY	SAUDI ARABIA
Number of cities	51 cities	11 cities	18 cities	307 cities	67 cities	10 cities

Table 2.4 Super 8 address

## 2.5 Customer Satisfaction

Customer satisfaction is a measure of customer satisfaction. Random surveys are often used to obtain samples. Based on the customer's scoring data on specific satisfaction indicators, the weighted average method is used to derive the corresponding results. Customer satisfaction management is a marketing management strategy that emerged in the 1990s. It requires not only understanding the external customer satisfaction, but also understanding the internal customer, that is, the employee's satisfaction status, thus revealing the problems in the creation and transmission of customer value. and to achieve comprehensive customer satisfaction as the goal, to explore, analyze and solve these problems. In the mid-1980s, the U.S. government established the "Malcolm Baldrige National Quality Award" to encourage companies to apply "customer satisfaction."

## **2.6 Conceptual Definition of Customer Satisfaction**

The full English name of Customer Satisfaction is Customer Satisfaction (CS). Since the concept of customer satisfaction appeared in the marketing theory in the 1960s, many scholars have conducted continuous and in-depth and continuous research. According to Philip Kotler, a well-known American marketing scientist, customer satisfaction is a feeling of pleasure or disappointment that a person feels after comparing the perceived effect of a product with his expectations.

Richard L. Oliver (1999) believes that satisfaction is a reaction of the consumer. This response is based on the consumer's judgment of the characteristics of the product or service. It describes the level of pleasure of the consumer-related practice.

The definition of Keith Hunt (2001) believes that customers are satisfied or dissatisfied by comparing their feelings in the actual service process with their own expectations.

The PZB model is a service quality concept model proposed by three professors and Berry of the University of Cambridge in England in 1985, abbreviated as PZB mode.

The concept of the center is that the customer is the decisive factor of the service quality, and the enterprise must satisfy the customer's needs, it must equalize the five gaps of this model.

Five gap patterns:

- 1, Cognitive gaps between customer expectations and business managers. When companies do not understand customer expectations, they cannot provide services that satisfy customers.

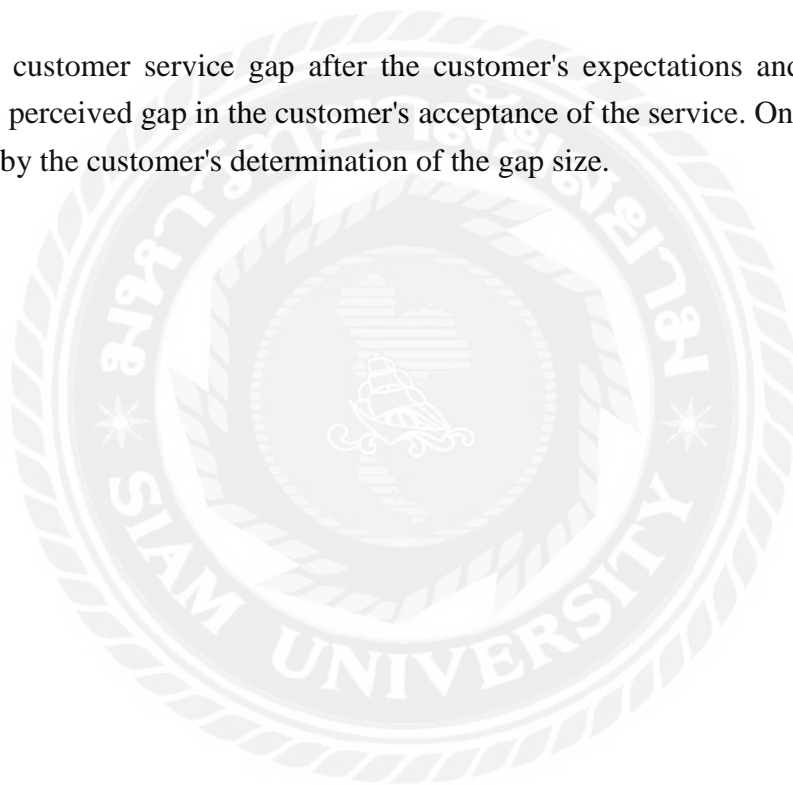
- 2, The gap between business managers and service specifications, companies may be

limited by resources and market conditions, may not be able to achieve standardized services, and produce a quality management gap.

3. The gap between the service quality specification and the service delivery process, when the employee's quality or training cannot be standardized, or when heterogeneity occurs, it will affect the customer's perception of service quality.

4. The gap between service delivery and external communication, such as over-exaggerated advertising, causing consumer expectations to be too high, making the actual acceptance of services worse than expected, will reduce their perception of service quality.

5. The customer service gap after the customer's expectations and experience refers to the perceived gap in the customer's acceptance of the service. Only this gap is determined by the customer's determination of the gap size.



## **CHAPTER 3**

### **RESEARCH METHOD**

#### **3.1 Research objects and research ideas**

Before using the content analysis method to evaluate the design of the system, the author once again clarified that the object of this study is the economical hotel where scholars are less involved, and on this basis, selected to study a certain area of economical hotels, namely famous tourism City - budget hotel in Bangkok.

At present, a large number of scholars analyze the various aspects of the hotel's service quality and customer satisfaction from the perspective of norms, through the study of relevant theoretical foundations, the establishment of models, and the use of questionnaires by investigators to analyze what factors affect the hotel's Customer satisfaction, and based on the customer's direct perception of self-appraisal, such as the direct evaluation of economic hotels, based on the first-hand data to evaluate the economic hotel products and service quality, less research. And many researchers have a single way of collecting data on hotel customer satisfaction. The main form of data survey is the distribution of questionnaires. Based on the direct perception and self-evaluation of customers' satisfaction with economy hotels, they stand in the customer's perspective. Which factors have an important influence on the satisfaction of the impact. On the basis of summarizing the various analysts' methods of analysis of hotel customer satisfaction, we try to carry out research through content analysis. The author will analyze and summarize the evaluations that are highly trusted by customers and have a high degree of truth. Using content analysis as a research method, these textual content will be extracted, classified, coded, quantified, and empirically studied to try to find samples. Presented the status quo of the development and operation of budget hotels in Bangkok, researching the influencing factors of their customer satisfaction, and proposing specific measures to increase consumer satisfaction, and providing the Super 8 hotels for the development of budget hotels in Bangkok. Reference.

Based on the above analysis, combined with the research steps of the content analysis method in the second chapter of the literature research, the author will proceed with the design of the evaluation system and the acquisition of sample data. It should be noted that the content analysis method based on the literature Steps, the author in this article by refining the keyword method to determine the unit of analysis, through the appropriate index classification criteria for the classification of evaluation indicators to design analysis dimensions. In general, the research steps of the content analysis method conducted in this chapter are within the scope of the literature. Analysis of the analytical process of content analysis.

### **3.2 Economic hotel service quality 5 related level definition conversion**

According to the PBZ definition of service quality, service quality includes tangible, reliable, reactive, deterministic and empathic dimensions.

**Tangible:** Refers to the tangible physical conditions in which a company provides services to its customers, including corporate buildings, hardware facilities, and staff's grooming instruments.

**Reliability:** The company can ensure that customers can enjoy the company's promised services throughout the process.

**Guaranteed:** the company's staff are well-educated, have higher professional knowledge and professional qualities, have skilled professional skills, and can provide customers with satisfactory services.

**Reactivity:** The company is willing to help customers, respond to customer needs in a timely manner, and provide customers with fast, efficient services at any time.

**Empathy:** The company cares for and cares for the customer, the service staff cares for the customer, and understands and values the special requirements of the customer.

The five dimensions of SERVQUAL come from western management models, which have been verified in many industries. However, taking into account differences in national conditions between China and the West, the differences in industry characteristics, and differences in the understanding of respondents, evaluation scales cannot simply be copied to other services. Research in the industry must be combined with the characteristics of the research industry to carry out the transformation of dimensions, transforming the dimensions of tangibility, reliability, reactivity, certainty and empathy into the dimension of the expression level significance associated with the economy of the Hotel.

Combining the characteristics of budget hotels, the article translated the dimensions of the SERVQUAL rating scale into the tangibility of the hotel services, the ability of the hotel to fulfill the promised service, the responsiveness of the hotel to provide services, the guarantee of the service provided by the hotel, and the hotel from the customer's point of view. The ability to provide services in this dimension is more suitable for the study of this article. See Table 3.1 below for details.

Table 3.1 Influencing factors related to the definition of conversion

5 dimensions	Dimension definition
Physicality	The tangible part of service.
Reliability	The ability to fulfill promised services.
Guaranteed	The guarantee of service attitude, knowledge and skills needed to realize services.
Guaranteed	Provide service responsiveness.
Empathy	Customer care and individual care.
5 dimensions	Conversion definition
Physicality	The tangibility of hotel services
Reliability	Hotel's ability to fulfill promised services
Guaranteed	Hotel service guarantee
Guaranteed	The responsiveness of the hotel's services
Empathy	Hotel's ability to provide services from the customer's point of view

#### Facilities and Equipment Analysis:

The higher the frequency of customer reviews mentioning a certain factor, the higher the customer's attention to the factor; the customer The higher the score for a certain factor, the higher the customer's satisfaction with this factor.

The importance of soundproofing in hotel rooms, bathrooms and houses highlights the main purpose of customers. It is to get a comfortable and restful rest at the hotel. These indicators are closely related to the rest quality of the customer. Compared with "Network" (4.00%) and "TV" (4.00%), customers pay more attention to "bed" (10.00%), "air conditioning" (6.40%) and "hot water" (4.40%). This also fully proves the foregoing point of view. Compared with the entertainment and leisure functions of the rooms, customers are more concerned about whether they can obtain high-quality rest, and beds, air conditioners and hot water have a greater impact, so the degree of concern is relatively higher. some. The lowest level of concern is the "Lobby", which is only 0.70%. This shows that most of the guests' evaluations of hotel services are still very pragmatic. They pay more attention to rooms that have a long stay, beds that have a large impact on rest, and so on. "Lobby" is less concerned about the area where the stay is short and has little impact on the comfort of the guests.

In general, customer satisfaction with the hotel has not reached an ideal level. Around the level, a high degree of attention is paid to hotel facilities that are closely related to rest quality; From the perspective of customers, the customer pays great attention to facilities such as rooms, toilets, and beds, and their satisfaction is also high.



The degree of attention to sound insulation is high but satisfaction is low, there are high attention factors and high fullness. The inconsistency of intentional factors means that the hotel's soundproofing effect really needs to be significantly improved.

Analysis of service evaluation indicators: Among these three service indicators, 30.67% of customers mentioned "Taiwan Service" and 12% of customers mentioned "Breakfast service", 5.11% of customers mentioned "parking service." As most budget hotels only provide Limited service, so, "total station service" in the customer psychology will form a very them, the attention of the general station service and the breakfast service exceeded the beds, networks, and televisions in the facilities and equipment. Among them, the reception of the service of the general station often referred to the "good attitude and patience of the hotel staff. Compared with ordinary facilities and equipment, the customer's attention to the service is still very high, especially the service attitude and work efficiency. Overall, the score of the total station service was 3.62 points, which was above the average level. The customer was more satisfied with the service attitude and work efficiency of the sample hotel staff. However, the score of the breakfast service was only 2.62 points, which was below the average and it was a situation of high concern but low satisfaction. The customer was found to be mainly responsible for providing breakfast at the hotel for too short a time, and the types and tastes were not very satisfactory. Many customers complained that "there was no breakfast at 9 o'clock in the restaurant," and "the milk is thin and the porridge is thin". Many customers Feeling that breakfast was charged but the breakfast provided was far from reaching its psychological level, it showed strong dissatisfaction. From this it can be seen that catering services are the most important supplement to guestroom products and are a more sensitive point of consumption for budget hotel customers.

### **3.3 Survey Design**

#### **3.3.1 Questionnaire Design Process**

The questionnaire design of this paper includes the following two part (1) Prepare the first draft of the survey questionnaire. Due to the relatively low quality of service in the economy hotel industry, brigade The tour bureau also has only the official evaluation index of the star hotel rating. There is no budget for the quality of hotel services. Use it. Only by consulting foreign literature, carefully study the dimensions of the existing SERVQUAL model 22 indicators, combined with the characteristics of economy hotels, re-development of the design scale. This process is longer and includes the following 4 stages.

1. Read foreign documents, study foreign service quality studies have a good scale;

2. Adjust the translation to ensure that the dimension of the research scale is translated accurately;

3. Analyze the current status and characteristics of the service quality of economy hotels, convert the dimensions proposed by the model into relevant definitions, and refine the variables into specific measurement indicators so that the surveyed people can better understand the problems during the investigation;

4. Consult the hotel experts and marketing experts with the scale and obtain expert advice, modify and adjust in time, and form the first draft of the questionnaire.

Small sample survey forecast questionnaire. After the completion of the first part of the work, a preliminary draft of the questionnaire was formed. However, whether or not the dimensions of the questionnaire appropriate and reasonable was needed to test the reliability and validity of the small sample. A small sample of investigation distributed questionnaires, recovered valid questionnaires, and the questionnaires were valid. The questionnaires were completed in Bangkok's urban areas, subway stations, and budget hotels. There are global chain hotels, such as homes, seven days, ibis, local economy.

After retrieving the questionnaire, the overall correlation analysis of the project was used to test in two steps. First of all, through correlation analysis to find out which items to delete can increase the 'coefficient' to improve the overall reliability of the survey scale; secondly, find the item whose overall correlation coefficient is less than that of the item and delete the item to improve the reliability.

Through the inspection, it was found that the original 25 items of the questionnaire had unclear items, the reliability and validity of the test were not good, and the deputy related items, respectively, were problems 6 room beds and bedding comfort, good sleeping conditions, and problems 7 toilets Facilities and facilities, convenient and comfortable bathing, problem 10 hotel can provide customers with a reasonable price of the room, the problem 12 hotel service staff can accurately record the customer's requested services, the problem 14 hotel can provide the correct bill. According to the survey, the merger of questions 15 and 16 into front-office service personnel can provide quick check-in and check-out services. Twenty-five questionnaires were revised to 19 questions.

### **3.3.2 Questionnaire structure and content**

The questionnaire consists of three parts. The first part is the initial sentence and explains the purpose of the survey to the respondents. Second Part of the personal information of the surveyed people, to understand the basic situation of the respondents. Specific issues include being investigated; The sex of the person, the age of the surveyed person, the academic record of the surveyed person, and the source of the surveyed person's residence. Through The characteristics of the survey samples were analyzed by statistical analysis such as average, standard deviation, median, and frequency distribution Get an understanding of the basic situation of the total sample. The third part is the main part of the research, based on customer perception. A Questionnaire for the Impact of Customer Service Quality Factors on Customer Satisfaction. After a small sample of the development of the questionnaire. Reliability and validity test, the hypothesis of the original design of the project indicators to modify the index. See the table for details.

### **3.4 Coding and Reliability Check**

#### **3.4.1 Likert coding**

This article uses Liker's five-grade scale method, that is, 1-5 is poor, poor, average, good, and very good. Based on this, according to various special examples encountered in the actual scoring, the author summarizes and summarizes the following Several categories, in order to establish a more specific coding system.

#### **3.4.2 Verification of Reliability**

In order to increase the credibility of the scores, 3 judges will be set in the coding process. In the scoring process for each indicator, if there are 2 (or more) appraisers, the scores given are consistent. then the score is used, and the other score is discarded; if the scores given by the three appraisers are all inconsistent, the score is re-rated. If the re-scoring result is still inconsistent, the median score is taken. Both scores are discarded. In addition, before the official scoring, each appraiser should learn the above coding system, and then perform a test score, and have a unified understanding of the coding system based on the test score results and the actual situation of the sample.

## **CHAPTER 4**

### **STUDY FINDINGS, ANALYSIS AND DISCUSSIONS**

#### **4.1 Questionnaire data analysis method**

The research of the article adopts EXCEL software to complete the input of survey data. Data analysis and various tests are completed with SPSS18.0 software. The main data analysis methods used in the article include the following.

- Descriptive statistical analysis

In the survey questionnaire, there are questions about the basic conditions of the respondents such as gender, age, education, and income. The statistics of these information help to understand the overall characteristics of the sample representative. The descriptive statistical analysis is based on the statistical analysis of the average, standard deviation, median, and frequency distribution of the various characteristics of the survey sample to obtain an understanding of the basic situation of the total sample.

- Reliability and validity tests

Reliability analysis is a method to measure the comprehensive evaluation system, mainly to measure the stability and reliability of the design of the measurement table. Whether the scale is reasonable and effective will determine whether the survey results are reasonable. The reliability analysis is mainly used to study the internal reliability of the scale. It calculates the simple correlation coefficient of each item, eliminates unreasonable items, and completes the preliminary analysis of internal reliability.

The reliability coefficient mainly in a coefficient, half-reliability coefficient, and so on. The is mainly used to measure the internal consistency of the metrics, and the coefficient is between them. The closer the coefficient is to the higher the intrinsic reliability of the proving items; on the contrary, the closer the coefficient a is to 0, the lower the intrinsic reliability of the items is. There are certain problems with the design of the table, and redesign should be considered. The half-reliability coefficient is mainly used for the evaluation of external and internal reliability. The half-reliability is calculated by dividing the assessment scale into two parts and calculating their respective coefficients. Then the reliability of the two parts of the scale is compared and analyzed.

- Factor analysis

At the time of the study, in order to collect information comprehensively and have a comprehensive and complete understanding of the problem, the survey questionnaire will design multiple indicators and collect more variables. If these variables are

involved in data modeling, a lot of calculations will be added, and these variables may be more or less relevant. The high correlation of information between variables will make it difficult to use statistical methods. Factor analysis is to classify a large number of related variables into a few large factors with insignificant linear correlation, replace the original variables with large factors and participate in data modeling, and reduce the computational workload in the analysis process. The researchers' renamed factors generated by factor analysis can help to explain and evaluate the results of factor analysis.

- Regression analysis

Regression analysis is a statistical method commonly used in empirical research to analyze the correlation between dependent variables and quantitative and qualitative variables. Regression analysis can not only reflect the degree of relationship between variables, but also can show the degree of influence between variables in the form of mathematical equations, that is, the regression equation. In general, the regression analysis method is often used in the following problems: establish the mathematical relationship of the variables according to the sample of the survey; complete the mathematical relationship of the variables into a statistical test, according to the test results to determine the credibility of the mathematical relationship; analysis of many factors, test out the most significant factors.

This article uses one-dimensional regression statistical analysis, regression analysis of the 19 indicators of the survey questionnaire, testing the hotel's tangibility, the hotel's ability to achieve commitment services, the responsiveness of the hotel to provide services, the guarantee of the hotel to provide services, the hotel from the customer The ability to provide service and customer satisfaction are significantly related to different degrees.

## **4.2 Formal research and data analysis**

A total of 200 questionnaires were distributed and 151 valid questionnaires were returned. The questionnaires were valid. Survey questionnaires were completed in three budget hotels in Bangkok City Mall, Bangkok Light Rail Station Exit, Bangkok Metro Station Exit, and Train Night Market. Chained economy hotel homes, such as home, seven days, ibis, local economy hotels, and bed and breakfasts. Chinese version of the questionnaire data analysis. The questionnaire used Lite scale to measure the guest's experience and satisfaction of staying in a budget hotel.

### 4.3 Hypothesis test results

According to the regression analysis, we tested five previous assumptions about the impact of previous service quality factors on customer satisfaction, discovered the tangibility of hotel services, the ability of hotels to fulfill promised services, the responsiveness of hotel-provided services, the guarantee of hotel-provided services, and the availability of hotels. The ability to provide services from the perspective of customers has a significant impact on customer satisfaction.

The relationship between the variables and customer satisfaction is as follows:

The Effect of Hotel Services on Customer Satisfaction The study assumes that the tangible part of hotel services has a significant impact on customer satisfaction. Hotel services are available After the factor analysis of the shape part, it can be divided into two major factors: the tangibility of room service and other services of the hotel. Tangible. The analysis results of the table show that the tangibility of the other services of the hotel and the degree of customer satisfaction Passed the level of significance, the tangibility of room service and customer satisfaction The level of significance passed, assuming support. This shows that hotel services are tangible Sex has a significant impact on customer satisfaction, especially the tangibility of the room part affects customer satisfaction. Significantly, the higher the tangible quality hotel

The impact of the responsiveness of hotel services on customer satisfaction. The responsiveness of the service provided by the hotel has a significant impact on customer satisfaction. The analysis results show that the hotel's ability to fulfill promised services and customer satisfaction is  $R^2=0.434$ , passing a significance level of 0.01, which indicates that the responsiveness of hotel-provided services has a significant impact on customer satisfaction and the responsiveness of hotel-provided services. The higher, the higher the customer's satisfaction. the higher the customer's satisfaction.

The effect of hotel guarantees on customer satisfaction. The guarantee of hotel services has a significant impact on customer satisfaction. The analysis results show that the  $R^2=0.526$  of the guarantee of the hotel service and the satisfaction of the customer passes a significance level of 0.01, which indicates that the guarantee of the hotel service has a significant effect on the customer satisfaction, and the higher the responsiveness of the hotel service is provided by the hotel. The higher the customer's satisfaction.

The ability of a hotel to provide service from the customer's point of view affects customer satisfaction. The service provided by the hotel from the customer's point of view has a significant impact on customer satisfaction. The analysis shows that the

ability to provide services from the customer's point of view and customer satisfaction is  $R^2=0.392$ , passing a significance level of 0.01, indicating that it can be viewed from the customer perspective. The ability to provide services has a significant impact on customer satisfaction. The stronger the ability to provide services from the perspective of customers, the higher the customer's satisfaction.

In summary, the tangible nature of hotel services, the ability of hotels to fulfill promised services, the responsiveness of hotel services, the guarantee of hotel services, and the ability of hotels to provide services from the perspective of customers all have a significant impact on customer satisfaction. The degree of influence on customer satisfaction is in the order of strong weak: the guarantee of hotel services, the tangibility of hotel service tangible room services, the tangibility of other hotel services, the responsiveness of hotel services, and the customer's ability to view The ability to provide services, the hotel's ability to fulfill promised services.

1.The tangible part of hotel services has a significant effect on customer satisfaction.

2.Hotel's ability to deliver promised services has a significant impact on customer satisfaction.

3.The responsiveness of the service provided by the hotel has a significant effect on customer satisfaction.

4.The guarantee of hotel services has a significant impact on customer satisfaction.

The services provided by the hotel from the perspective of customers have a significant impact on customer satisfaction.

Five all passed the test.

Super 8 Hotel overall feel more pragmatic, good health, cost-effective, good location, big room, more concerned about the customer's feelings, for example, some customers have mentioned Super 8 thick slippers, more expensive than some The hotel is willing to invest in these areas, not to mention that some hotels do not offer. This shows that as long as the hotel provides services with the heart, even in a very small place, customers can also be aware addition, the decoration of the Ibis hotel was heavily mentioned by the customers. The customers think that the design and layout of the hotel The style is outstanding, the rooms are warm and comfortable, the overall feeling is simple and neat, don't have European style.

On the service side, there are a lot of parking when a large number of samples mention customers staying at the hotel. Inconvenient, therefore, based on previous research, this article gives a certain analysis of this “parking service” From the score results, most of the customers think that the hotel's parking service is far from meeting their expectations. Therefore, the hotel manager should attach great importance to the hotel's ability to provide a matching parking lot, even if it does not exist. Hotels not far away, should also be equipped with some parking spaces through relevant means, which can be more conducive to customers Travel.

#### **4.4 Importance and Performance Analysis (IPA Analysis)**

This article uses the importance and performance analysis methods to study customer satisfaction in budget hotels. The so-called Importance and Performance Analysis method represents Importance and Performance Analysis in English, abbreviated as IPA The model analysis method, also called the multi-factor contribution model, is shown in the figure below. In simple terms, it is a combination of customer satisfaction with the hotel's products and services and emphasis on the degree of analysis to explore what factors should be worth focusing on, and which factors can be appropriately diluted. This is actually a performance evaluation method for hotel products and services and provides technical support for the correct realization of value innovation.

The importance and performance analysis method uses importance as the ordinate and satisfaction as the abscissa. The model is divided into four quadrants. Through the analysis of the quadrant of satisfaction and importance of each influencing factor, each hotel index can be set as follows: Category.

**Advantage Zone:** The indicators focused on this quadrant have a decisive influence on customer satisfaction. At the same time, the performance of the hotel in these areas also makes the customer feel very satisfied. Managers need to maintain and gradually develop these superior indicators to make customers have higher loyalty. We can also see that the indicators located in this quadrant are the most important aspects of the hotel's ability to achieve good market competitiveness.

**Improvement Area:** The indicators in this quadrant have a very important impact on the overall customer satisfaction, but the performance of the hotel in this area is disappointing, and the overall customer satisfaction is at a relatively low level. The hotel needs to focus on repairing and improving the indicators that fall in this quadrant to improve customer satisfaction. Otherwise, customers will complain about the quality



of the hotel's products and services over the long term, which will lead to the loss of customers.

**Opportunity Area:** The indicators in this quadrant are not of high importance in determining overall customer satisfaction. The hotel's performance is also average, and even worse. Both the guests and the hotel ignore these indicators. For these indicators, hotels should dig deeper and analyze them to find new opportunities for improving customer satisfaction.

**Maintenance area:** The indicators in this quadrant are not very important in determining overall customer satisfaction, but the hotel performed well in these areas. The hotel can devote appropriate energy to do more articles in these areas to show that the hotel products and services are centered on the details of the customers, to achieve the overall impression of customers on the icing on the cake, and thus enhance customer loyalty.

In order to more clearly and intuitively reflect the degree of influence of customer satisfaction indicators, this paper uses the IPA model to perform quadrant analysis of each indicator. Among them, the horizontal axis represents the degree of customer satisfaction with the hotel's various indicators, and the vertical axis represents the customer's degree of concern with the indicator. Among them, the score of satisfaction is the Likert score of each indicator. The degree of concern is the percentage of the number of evaluations of the indicator in the total sample size. According to the scores of satisfaction and importance that we have drawn in the previous articles, the author Carry out drawings. First of all, the satisfaction score of the indicator is 2.25 minimum, 3.03 maximum, 2.25 average, 0.70% minimum importance, 48.00% maximum, 13.91% average, based on the scale, establishing the coordinates Department, the evaluation results are shown below:

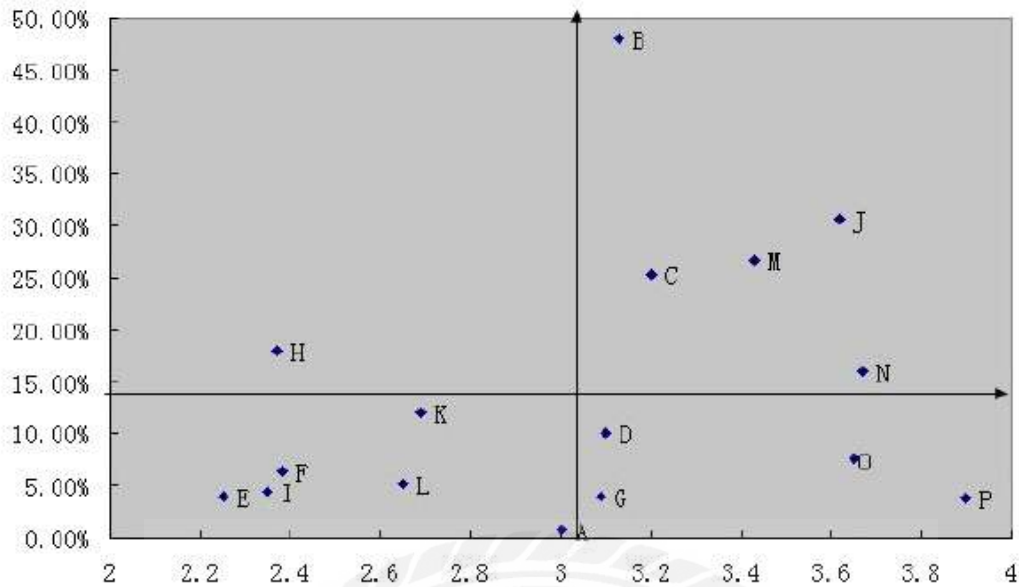


Figure 4-2 IPA model analysis of indicators

Note: The indicators for each letter are as follows:

A: Lobby; B: Room; C: Toilet; D: Bed; E: TV; F: Air Conditioning; G: Network; H: Soundproofing; I: Heat Water; J: General Desk Service; K: Breakfast Service; L: Parking Service; M: Location; N: Peripheral Traffic; P: shopping around;

As shown in the figure, there are 5 indicators identified in the first quadrant, 1 variable in the 2nd quadrant, 6 variables in the 3rd quadrant, and 4 variables in the 4th quadrant.

(1) The indicators located in the first quadrant dominant area are “room”, “main station service”, “geographic location”, “bathroom” and “surrounding traffic”.

The customer's attention and satisfaction with the five hotel products are the highest, which shows that the hotel has achieved good results in these areas and can better meet the needs of customers. However, it should be noted that the degree of satisfaction of the customer still does not reach 4 points, indicating that although these indicators can obtain a relatively high degree of satisfaction, they are only slightly higher than the general needs of the customer. They are very good and have great The room for improvement, especially the rooms and bathrooms that are located at the back of the score, the hotel cannot have the lax mentality, we must strengthen and better improve these facilities and equipment.

(2) The indicator located in the second quadrant improvement zone is "sound insulation."

Customers pay more attention to hotel products, but their satisfaction is low. From an important point of view, “sound insulation” ranks the fourth among all indicators, indicating that customers have a high degree of emphasis on the soundproofing effect of hotel rooms. Of course, the quietness of the room is indeed a great influence on whether customers can have a good sleep environment. However, its score is not ideal, only about 2.4 points, it cannot reach the average customer expectations, indicating that the hotel's resources in this area is very inadequate investment, there is a big room for improvement, the need for hotel managers to improve, in the case where the customer pays so much attention, once it is improved, the customer's overall satisfaction can be greatly improved.

(3) Indicators located in the third quadrant of opportunity area include “air conditioning”, “television”, “hot water”, “parking service”, “breakfast service” and “lobby”. The indicators in this quadrant are not of high importance in determining overall customer satisfaction. The performance of the hotel is also average, and even worse. Both the guests and the hotel ignore these indicators. In terms of specific indicators, the importance of "Breakfast" and "Air Conditioning" ranks among the top two and deserves attention from the hotel. Its score is 2.4 and 2.8. Right, the average customer's expectations have not yet been reached. Although "breakfast" is currently in the area of opportunity, it does not mean that the hotel can relax the service, because its importance score is very close to the average, indicating that customers are also quite concerned about breakfast. The hotel should appropriately invest some resources according to its own economic strength to dig out some indicators worthy of improvement, and thus have new opportunities to enhance customers' overall satisfaction with the hotel.

(4) The indicators located in the fourth quadrant maintenance area include "bed", "network", "peripheral catering" and "surrounding shopping". Overall, the indicators that fall in this area are not of high importance in determining overall customer satisfaction, but the hotel performed well in these areas. From the score point of view, these indicators have reached a good degree of satisfaction; from the perspective of feasibility, the hotel can be properly upgraded to "bed", "network" services, so that customer satisfaction is icing on the cake, so as to enhance customer loyalty Effect. To sum up, the customer satisfaction with various products and services of the sample economy hotel is between 2-4 points, and the distribution is relatively even, and the degree of concern is quite different. On the whole, there is a wide range of improvements in satisfaction between.

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Research conclusions**

##### **(I) Analysis of indicators**

From the analysis of the comprehensive indicators, we can see that the customers are quite satisfied with the health conditions of the budget hotels in Bangkok and the services provided by the hotels. This is in relation to the "rooms" and "bathrooms" in the facilities and equipment in the analysis of the following specific indicators. The customer evaluation of the “Taiwan Service” in the service is basically the same. The downside is that many customers point out that the facilities and equipment of the hotel are not very satisfactory and the average is the last. Therefore, the hotel manager must pay sufficient attention to the improvement and update of facilities and equipment.

From the analysis of specific indicators, we summarize from the following three aspects:

(1) In terms of facilities and equipment, we can see that the customer's evaluation of relevant indicators has not reached an ideal level, and the overall score is only about the average value. Among them, the customer's evaluation of the main facilities provided by the hotel is slightly better, such as “bathroom” , “room” , “bed” , etc. However, the evaluation of some auxiliary facilities is very different. Many evaluations are to complain that the hotel does not provide Expected standards, such as "air conditioning," "hot water," "TV," etc.

(2) In terms of services, due to a large number of samples mentioning customers staying at the hotel, there is a lot of inconvenience in parking. Therefore, based on the previous research, this article gives a certain analysis of this “parking service” from the score. As a result, most customers think that hotel parking services are far from meeting their expectations. Therefore, hotel managers should attach great importance to the hotel's ability to provide a matching parking area. Even if not, it should be equipped with some parking spaces through relevant means in order to better facilitate customers' travel. In addition, the quality of the breakfast provided by the current budget hotels in Hangzhou is not satisfactory. From the perspective of the number of reviews, the customers pay more attention to the quality of the hotels, but their ratings do not even meet the average expectations. Therefore, hotel managers should realize that for budget hotels, breakfast service is the only service that is second only to the guest room in the limited service. It is a more sensitive point of consumption for budget hotel customers and there is room for improvement.

(3) In terms of the surrounding environment, "geographical location" and "surrounding traffic" are highly valued by customers, and their emphasis is higher than that of "breakfast services", in which "geographical location" ranks among all indicators. Second, the second only to the "room" concern index, it can be seen that the surrounding environment is the hotel manager to enhance hotel occupancy.

The rate must not be underestimated. Overall, the location of the hotel and its surrounding facilities have become a very critical factor, because a good site selection is not only conducive to the social service of the hotel's non-core business, but also have customers.

## (II) Empirical Analysis Conclusions

From the results of the correlation analysis, it can be seen that "bed", "room", "soundproof", "total station service", and "breakfast" The three indicators of "service" and "geographical location" have a strong positive correlation with the overall evaluation at the level of 0.05; "bathroom", "network", "air conditioning" and "peripheral traffic" are at the level of 0.01 and the overall evaluation has High positive correlation;

From the results of the IPA analysis, we can see that at present, Hangzhou economy hotels have achieved good results in terms of "room", "total station service", "geographical location", "bathroom" and "surrounding traffic" and are able to achieve better results. Meet the needs of customers. However, there are serious shortcomings in the "acoustic insulation" of the hotel. From the analysis of the specific indicators mentioned above, it can be seen that the importance of "sound insulation" ranks fourth in all indicators, but the score is the third to last, only 2.4. Around the point, much lower than the customer's average expectation, there are high attention factors and high fullness.

The high degree of inconsistency in meaning factors indicates that the hotel's investment in this area is very inadequate and there is a lot of room for improvement. It requires the hotel manager to start improving, and in the case where the customer pays so much attention, once the improvement is done, it can greatly improve the customer's Overall satisfaction.

## (III) Results of analysis of indicator differences in customer attributes

The purpose of the customers' travel is different, and the angle of concern for the products provided by the hotel will also vary greatly.

Physically speaking, casual customers want to be able to get comfortable and high-quality hotel services, to achieve the purpose of physical and mental relaxation, spiritual pleasure; and business customers prefer the hotel to provide convenient services. In addition, from the point of view of concern, business and leisure travelers generally have the same degree of attention and satisfaction with the indicators of hotel service quality, but there are some differences. Due to the different purpose of travel, different needs, etc., the expectations are different, resulting in a certain degree of difference in their level of satisfaction. Overall, the purpose of travel is different, and the customer's attention to the hotel will be more obvious. Business travelers pay more attention to the convenience of the service while leisure travelers pay more attention to the comfort of the service.

#### (IV) Result analysis of the index difference of the hotel brand

Comparing and analyzing Bangkok's 8 influential chain hotels, the scores between hotels were not significantly different, with a score of 3.5 or higher. This shows that customers are in good health, environment, service, and facilities of most hotels. Satisfaction level. Among them, Home Inns is in a leading position in the rankings, followed by Ibis. At the end of the rankings are the Seven Days chain.

#### (v) Overall conclusion

Overall, customer satisfaction with the hotel did not reach an ideal level. The satisfaction of various services was between 2-4 points, and the distribution was relatively even, slightly higher than the average score. The degree of concern is quite different. The customer pays high attention to those hotel products that are closely related to rest quality. At the same time, the difference in the purpose of travel will lead to a certain degree of difference in the degree of customer attention and satisfaction with the products provided by the hotel.

The "City of Angels" in Bangkok, the "Northern Rose", the "Pearl of the Andaman Sea", and the "Snorkeling Site" are all well-known destinations for Thai tourists. According to donkey mother travel network data, after 80 is the main force to travel to Thailand, visa policy is favorable, relatively close distance, beautiful scenery, relatively low prices, friendly and friendly local residents have become a few to attract Chinese tourists to Thailand tourism Big factor. Destinations such as Bangkok, and Mai are the most popular among the people. It is understood that the 10 countries that have visited Thailand most are China, Malaysia, Laos, South Korea, India, Japan, Russia, Cambodia, the United States, and the United Kingdom. Foreign tourists spent in Thailand and brought about 142.64 billion baht for Thailand, an increase of 24.38% over the same period in 2016. The 10 countries that have the largest income for Thailand are China,

Russia, Malaysia, Australia, the United Kingdom, South Korea, the United States, Japan, India and Germany.

From the previous sample, some customers mentioned that "the decoration of the hotel is very tasteful. The use of bed sheets and curtains is in harmony with the overall style of the room. The overall layout is simple and not simple." This shows that the unique franchise-style hotel grid is very Welcomed by customers. Thailand is one of the most famous tourist destinations in the world. The fascinating tropical scenery, islands, "heroes" and unique Buddhist culture are important attractions for tourists. Hotel industry is one of Thailand's tourist destinations. With the sluggish consumption in Southeast Asia and more tourists coming to other countries, the number of budget hotel chains in Thailand has decreased. According to reports in Thailand, Super 8 International Economy Hotel is the world's largest economy hotel. Improve the local customs, customer opinions and needs in the survey. There are over 8 hotels in 307 cities in China. As Super 8 Hotel is so successful in China, it shows that the Chinese have a higher degree of satisfaction with Super 8 Hotel. From the point of view of the text, budget hotels that entered Thailand, such as airport hotels, attractions hotels and shopping centers, can satisfy the traveler's leisure and leisure aspirations. The Super 8 brand does not blindly enter the Thai market. A comprehensive study has been conducted on the development status and future development trend of China's budget hotels. It believes that this market is indeed promising and made such a decision. The Super 8 has been working on it. We provide every guest with a clean room, standard and friendly service. Most hotels in Thailand lack brand strength, especially two- and three-star hotels, and these areas are areas that the Super 8 can provide.

If a hotel with a good hardware infrastructure can add an attractive brand, then this hotel will be able to make a profit. Super 8 officially hopes to help more Thai hotel owners to increase the hotel's popularity and increase occupancy rates through franchising, and ultimately achieve a win-win situation. At present, most economy hotels have positioned their customers as low- and mid-level employees, while Mr. Bailey has different opinions. He believes that the current state of budget hotels is 50% of business guests and leisure guests, so it is difficult for budget hotels to target only business guests or leisure guests according to the characteristics of each city. Specific analysis, such as the popularity of Thailand is a tourism-oriented city, so there are relatively more casual guests, Bangkok, Thailand is not only a tourist city, but also a commercial city, then the customer must be two parts of business guests and leisure guests. Get up and make up.

References the hotel service quality factor, the hotel service guarantee witness and the hotel room service's substantive have a greater impact on customer satisfaction. This information is also felt in interviews with customers. With the deepening of the branding and chaining of economy hotels, through brand recognition, the globally mature online reservation system, uniform decoration standards, and uniform service processes and standards, customers can enjoy guaranteed service quality. Improve the quality of service in any hotel chain in the world. customer satisfaction. On the other hand, with the post-1980s generation and the younger generation becoming the main consumers of budget hotels, they prefer personalization and innovation. The traditional single room decoration style cannot meet the needs of customers, as well as some special room design. Can better attract young customers.

In the survey, the customer first responded to the situation in Thailand in the hotel. Hotel cleanliness addition to the common issues we are concerned about when choosing a hotel, there are special issues to be aware of when choosing a hotel in Bangkok, Thailand. For example, Bangkok is located in the River Delta, surrounded by the sea, many tourists to Thailand will reflect the Thai hotel is too humid, there is an unpleasant smell in the house, so when we travel to Thailand to choose a hotel, the hotel ventilation is good, solar The conditions are good or bad, moisture-proof equipment is not complete, these are the points that customers consider. In terms of management strategy, Super 8 does a good job. Through my research, we mentioned the following three points: 1. Super 8 to enter the Thai market, need to address the above customer needs. 2. Room decoration style innovation. 3. Build a global budget hotel. The best brand image.

## **5.2 Strengthening Facilities and Equipment**

In this study, it was found that facilities and equipment are the most problematic areas for economic hotels at present. The author believes that the following aspects can be started:

### **(1) Perfect room facilities and equipment**

From the analysis results, the customer is most concerned about the "room", the room layout, decoration, facilities and equipment are all closely related to the customer's overall impression of the hotel. Therefore, budget hotels should proceed from their own circumstances and, on the basis of ensuring the quality of major products and services, take seriously the individualized needs of customers, such as providing rooms equipped with computers and increasing the speed of rooms. In addition, air-conditioning, 24-hour hot water, etc. should also be provided as much as possible, especially in winter. For many customers mentioned that the economical hotel's



facilities and equipment are too old, the hotel should always pay attention to and promptly replace those facilities and equipment that cannot be used normally or even have adverse effects on customers. The layout of the rooms, although not required to achieve the same level of design concepts and decoration of the star hotel, but it should be as simple as possible, fresh, warm, giving guests a comfortable environment. Compared with the sound insulation problems reflected in the research results, we can find that the quietness of the room cannot be attributed to the noise of the hotel corridors, the noise generated by the operation of the equipment and the noise generated by the hotel's external environment. In response to the noise problem in the corridor, the hotel can be improved from both the staff and the customer. The staff should be “three light”, that is, the speech is light, the action is light and the walk is light. At the same time, some brands are placed in the corridor of the hotel to remind the customer and the staff. Pay attention to lowering the sound. For the noise emitted by the equipment operation and the noise of the external environment, the hotel shall regularly organize the staff to maintain and maintain the equipment, and at the same time, provide a glass with better sound insulation for the windows near the outside.

#### (2) Improve the cost-effectiveness of facilities and equipment

Hotel managers must understand that budget hotels attract mass consumers who are able to afford affordable hotel products. Considering the purchasing power of these consumers, hotels must pay attention to controlling operating costs. Therefore, budget hotels should provide affordable, clean, safe rooms with the necessary facilities and equipment to reduce or even eliminate ridiculous hotel products. For example, the relevance of some hotels to overall satisfaction is not obvious. Service projects and facilities and equipment reduce the cost of hotel products and achieve cost-effective goals for hotel facilities and equipment investment. From the previous research results also show that customers pay great attention affordable, mainly require a clean, comfortable rest environment, so rooms can be simplified, but the premise is that the investment in those basic facilities and equipment cannot be ignored, to meet the basic needs of customers Because the hotel is a place to rest, so have a comfortable bed, good shower facilities and a quiet resting place.

#### (3) Add the cultural style of room decoration

From the previous sample, some customers mentioned that “the decoration of the hotel is very tasteful, the bed linen and curtains used are in harmony with the overall style of the room, and the overall arrangement is simple and not simple”, which shows that the unique style of the hotel is very much influenced by the customers. welcome. Therefore, from the economical point of view, budget hotels should try their best to make the hotel's style taste different from other hotels and improve the market

competitiveness of the hotel. In the decoration design should also try to achieve low cost, advocates simple and warm style. But a simple design is not the same as the flow of people without personality, but through a relatively simple decoration to highlight its unique side, because the unique personality style can bring about cultural added value, it can not only attract most of the pursuit of material needs of customers, It can also satisfy those customers who have a unique pursuit of spiritual and cultural levels, especially those who are highly educated and young. At the same time, they increase the return rate of hotels and bring better economic benefits. From the foregoing, we can also see that. There are a large number of leisure travelers. Their main purpose is to travel and leisure, enjoy life, and, after a large number of travelers now have 80, 90, they also put forward higher requirements for the decoration style of the hotel.

To sum up, the positioning and design of the facilities and equipment for economic hotels should be based on the needs of the target customer source market. The functional orientation should be based on the principle of objective demand, and the design should be based on the consumer's living habits. The actual work of the laborers, as well as the regional culture. Efforts should be made to maximize the products and services to answer and exceed the expected expectations of consumers, and always embody the consumer-oriented and employee-centered thinking, while pursuing the best combination of cost, operation and management, and actual Products and services to win consumer loyalty.

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