

The effect of demographics on customer expectations for service
quality in the hotel industry(A case study of 3-star hotel in
phuket,Thailand)



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The purpose of this study is to investigate the influence of different customer demographics on hotel service quality expectations. A three-star hotel in Phuket was chosen as the case study, and a quantitative methodology was used to investigate it. A total of 305 questionnaires were completed and the data obtained were analyzed using SPSS (Statistical Product and Service Solutions). One way ANOVA was used to investigate the extent to which guests' perceptions of service quality depend on their socio-demographic characteristics. The research results are as follows: First, customers' expectations of hotel service quality are influenced by demographic characteristics, such as: age, gender, occupation, education level, and employment status. Second, most female customers have higher expectations for service quality. It is found that customers with lower education level have higher expectations of service quality. Retirees were found to have higher expectations for service quality. The findings have some implications for hotel managers. Overall, the results suggest that service quality should be related to certain demographic characteristics.



Field of Study:	Business and Managerial Economics	Student's Signature
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1.Introduction

(Gössling, Scott, & Hall, 2020)The outbreak of the new crown pneumonia epidemic has serious implications for the global economy, and the tourism industry is the most affected. The epidemic has had a huge impact on the global tourism industry, and Thailand is a well-known tourist country in the world. The impact of the epidemic on Thailand's tourism industry has caused a sharp decline in the domestic economy. The epidemic had a huge impact on Phuket, as Phuket is the highest contributing province to tourism revenue in Thailand, contributing over THB 400 billion to the country's economy. In order to increase the occupancy rate, many hotels rely on discounts to increase the attractiveness of the market. However, this strategy is not suitable in the long term and may have a negative impact on the hotel and even cause it to lose its competitiveness in the future. Comparing the market performance of luxury, upscale and midscale hotels in 2017-2019, it can be seen that midscale hotels have large fluctuations in hotel prices compared to upscale hotels during an economic crisis or downturn. They will lower hotel prices to maintain occupancy rates to tide over the difficulties. Studies have shown that consumers adjust their expectations of service quality when prices fluctuate. However, this price adjustment does not reduce their perceived service quality.(Bojanic, 1996) Therefore, it is essential to learn how to solve the difficulties of mid-segment hotels in an economic downturn, considering that mid-segment hotels are sensitive to prices in times of crisis.

Therefore, the quality of hotel services has become the key to customer loyalty, not price. Loyal customers are more likely to come back to the hotel and recommend it to friends. This reduces the hotel's marketing costs to some extent. All in all, excellent service is very beneficial for the hotel in the long run. Therefore, it is crucial to understand customers' positive perceptions of service quality and consumer preferences so that the hotel can meet customers' needs. (Minh, Ha, Anh, & Matsui, 2015)

To understand and meet consumer expectations, we must study their characteristics and then classify them. Therefore, it is vital to identify why customers are loyal to the company and consistently exceed their needs and expectations. In fact,

differences in consumer demographic characteristics can lead to differences in service quality expectations (Bebko, 2000) Perceptions of hospitality services can also vary widely among customers due to differences in gender, age, occupation, race, monthly income, etc. Therefore, the purpose of this study is to analyze whether there are differences in expectations of hotel service quality based on various demographic characteristics.

2.Literature interview

2.1 The importance of service quality

In most service industries, service quality has always been the key to a company's success. Some scholars believe that service quality is the comparison between customers' own expectations and customers' perception of service quality of the way the service has been performed (Lehtinen & Lehtinen, 1991; Lewis & Booms, 1983; Parasuraman, Berry, & Zeithaml, 1993) As society develops day by day and the competition becomes more and more fierce, many enterprises begin to seek differentiation, product differentiation, and service differentiation. The key strategy for the success of an enterprise is to improve service quality and enhance customers' internal perception, rather than a discounted price strategy. (Rudie & Wansley, 1985) It is a method that is related to the profit and revenue of business organizations. In the service industry, a 5% increase in customer loyalty can bring as much as 25% to 85% of profits (Kerin, Hartley and Rudelius, 2009). Previous researchers summarized that perceived service quality was found to be the key factor that influences customer loyalty.(Cheng & Lew, 2015; Marković & Raspor Janković, 2013; Minh et al., 2015) Their study proved that service quality plays an important role in increasing customer satisfaction levels in hotel service. Research has shown that service quality is the most important factor affecting customer satisfaction, and it has also been shown that customer satisfaction is the key to the success and competitiveness of the hotel industry. Therefore, hotel managers should comprehensively improve the service quality in hotels through various strategies.(Amirreza, Mohammad, & Gilani, 2013)

2.2 Measuring service quality in the hotel industry

There have been many literatures that have studied the measurement indicators of service quality. (1985) American Scholar Parasuraman, Zeithaml, Berry Establishing a New Type of Service Quality Measuring Table. The original scale had 10 basic dimensions. Re-condensed to 5 dimensions in 1988: Tangibles, Reliability, Assurance, Responsiveness, Empathy. According to Parasuraman, here is a more detailed introduction to service quality dimension. The overall evaluation of service quality is obtained from the evaluation of five dimensions:

1. Tangibles – physical facilities, equipment, and appearance of personnel.
2. Reliability – The organization's ability to deliver exactly what it promises
3. Responsiveness – Willing to help customers and provide timely service
4. Assurance – Ability to convey trust and confidence, being polite and showing respect for customer.
5. Empathy – Caring for and providing personalized service to customers.

Although various studies have questioned the model, it is still regarded as a leading measure of service quality (Lam & Woo, 1997; Minh et al., 2015) found that empathy has the greatest impact on customer satisfaction, followed by responsiveness, Reliability, and Assurance, respectively. However, Tangible is the only factor that does not has an impact on customer satisfaction. (Siripipattanakul, Siripipatthanakul, Limna, & Auttawechasakoon, 2022)It shows that assurance quality has the greatest impact on customer loyalty, followed by empathy, responsiveness, tangibility, and reliability respectively. In addition, tangible and reliability have no significant influence on hotel customer loyalty.

2.3 Service Quality and Socio-demographic Characteristics

It has been theorized that demographics can serve as an important influence on the consumer-making process. (Akbar, 2013) proved that the strength of the connection between customer loyalty and service quality has a tough bonding influenced by the socio-demographic characteristics of customers. Therefore, it is rationally assumed people with different characteristics will also have different behaviors and choices.

(Hagan, 2015)'s study evaluates service quality according to the demographic characteristics of hotel guests, and guests' overall perception of hotel service quality is affected by their own characteristics. Additionally, studies have shown that guests' overall perceptions of hotel service quality are influenced by guest demographic characteristics such as gender, occupation, and education level. Most female customers perceive service quality higher than males; people with less education level have a good perception of service quality, and retirees also find a high perception of service quality.

However,(Lin, 2005) found that the perceived difference is not affected by gender, but different education levels have a significant impact on customers' revisiting. Similarity, (Kim & Lough, 2007) Age gaps and differences in education levels, these demographic characteristics have a significant impact on the overall perception of service quality. Furthermore,(Jack Kivela, 1997) approved that customers with higher income have selected ambiance and comfort level as their determinant selection variables.(Abdullah & Haan, 2012)found out that age, occupation, marital status, gender, and monthly income influenced how customer and other foreign guests in Malaysia selected their hotel. In the (Tabassum, Rahman, & Jahan, 2012) study, It is also common that there are significant differences in the quality of service among the hotel's tourists due to differences in gender and education level. The study shows that customers with different occupational backgrounds have significant differences in reliability, responsiveness, and empathy when they perceive service quality. (Ganesan - Lim, Russell - Bennett, & Dagger, 2008)'s study indicates that the age of consumers will affect the perception of service quality, but gender and different incomes have no difference in the perception of service quality.

3. Conceptual Framework

Conceptual framework of the study has been provided in detail in figure 1.

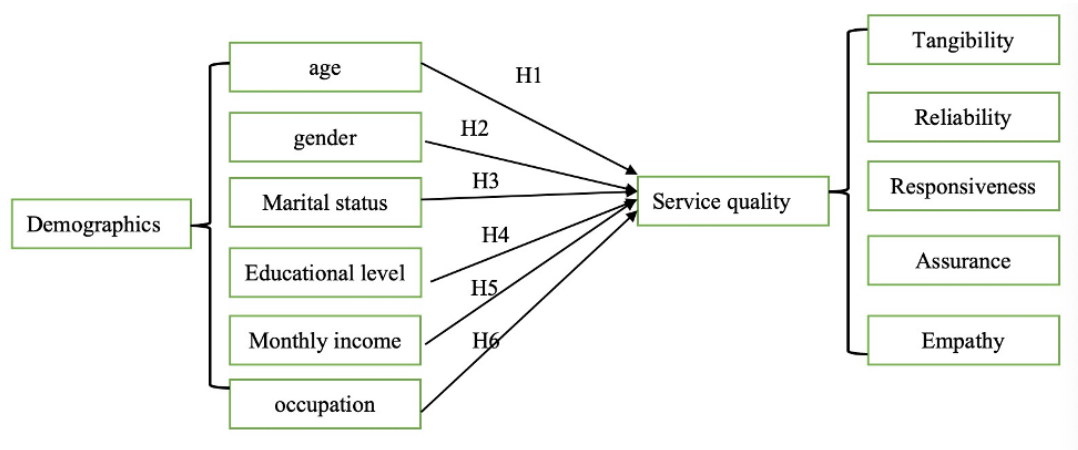


Figure 1
Conceptual Framework

Data for customer ratings of service quality expectations on five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The 20 items of SERVQUAL instrument were reduced to the five dimensions of service quality. In testing the hypotheses, the 0.10 level of probability was used.

Six hypotheses regarding the demographic effect on expectations for service quality were developed H1-H6:

H1: There will be a significant difference in expectations for customer service quality related to customer age.

H2: There will be a significant difference in expectations for customer service quality related to customer gender.

H3: There will be a significant difference in expectations for customer service quality related to customer marital status.

H4: There will be a significant difference in expectations for customer service quality related to customer educational level.

H5: There will be a significant difference in expectations for customer service quality related to customer household monthly income level.

H6: There will be a significant difference in expectations for customer service quality related to customer occupation.

4. Research Methodology

The study adopts the form of closed-end questionnaire survey and collects relevant data in the form of online questionnaire survey. Each question in the questionnaire is based on previous research (Akbaba, 2006). We adopt a 5-point scale, where 5 points are very important, and 1 point is not important. After designing the questionnaire, we conducted a pilot test, and the test participants were 10 graduate students from the Faculty of Economics, Chulalongkorn University. This study used closed-end questionnaires for data collection. The target groups were the people who may plan to travel to Phuket and choose 3-star hotels for accommodation. One-way analysis of variance (ANOVA) was also used to examine the extent to which guests' perceptions of service quality dimensions vary with their sociodemographic characteristics.

5. Results

5.1 Respondent profile

Table 1 represents the descriptive analysis of the respondent profile. From Table 1, 43.93% of respondents are male and 56.07% are female. In terms of marital status, 53.77% were married and 31.48% were single, and 14.75% prefer not to say. Most respondents (59.35%) were between the ages of 25 and 44 years. The remaining, 20, 8.85, 6.89, and 4.92% are between 18 and 24 years, between 45 and 54 years, between 54 and 65 years, and over the age of 65 years, respectively.

In terms of occupation, 12.13% are reported to have Executive/Manager, 11.8% had self-employed, 25.25% had white collar, 10.82% had a blue-collar, 14.1% had student, 4.92% had retired, 3.93% had housewives, 17.05% had others occupation.

In terms of current employment status, most respondents (66.56%) had employed full-time, 13.44% of respondents had employed. Part-Time, 5.9% of respondents had retired,

and 9.51% of respondents prefer not to say, and 4.59% of respondents are seeking opportunities.

In terms of income, 39.34% of respondents had monthly income less than 30,000THB, 29.84% of respondents had income between 30,000-50,000THB and 18.36% of respondents had income between 50,000-100,000THB, 6.89% of respondents had income between 100,000 and 200,000 THB and 5.57% of respondents had income over 200,000THB.

Most respondents (52.79%) were bachelor's degrees. The remaining, 6.89, 20.33, 17.38 and 2.62% are below high school, Junior college, master's degree, and doctorate degree, respectively.

In terms of Frequency of stay at hotels, 26.89% of respondents were stay over five times or more a year, the remaining 14.43, 12.46, 16.07, 15.76 and 14.43% stayed less than once a year, twice a year, three times a year, and four times a year, respectively.

Table 1: Demographic attributes of respondents		
Socio-demographic characteristics	Frequency N=305	Percentage (%)
Nationality THAI NON-THAI	54 251	29.33% 70.67%
AGE (in years) 18-24 25-34 35-44 45-54 55-64 65 or above	61 110 71 27 21 15	20% 36.07% 23.28% 8.85% 6.89% 4.92%
Gender Male female	134 171	43.93% 56.07%
Marital status Married Single Prefer not to say	164 96 45	53.77% 31.48% 14.75%

Occupation		
Executive/manager	37	12.13%
Self-employed	36	11.8%
White collar	77	25.25%
Blue collar	33	10.82%
Student	43	14.1%
Retired	15	4.92%
Housewife	12	3.93%
others	52	17.05%
Level of Education		
Below high school	21	6.89%
Junior college	62	20.33%
Bachelor's degree	161	52.79%
Master degree	53	17.38%
Doctorate degree	8	2.62%
Frequency of stay at hotels		
Less than once a year	44	14.43%
Once a year	38	12.46%
Twice a year	49	16.07%
Three times a year	48	15.74%
Four times a year	44	14.43%
Five times or more a year	82	26.89%
Current employment status		
Employed full-time	203	66.56%
Employed Part-Time	41	13.44%
Seeking opportunities	14	4.59%
Retired	18	5.9%
Prefer not to say	29	9.51%
Monthly income (THB)		
Below 30,000	120	39.34%
30,000-50,000	91	29.84%
50,000-100,000	56	18.36%
100,000-200,000	21	6.89%
Above 200,000	17	5.57%

5.2 Cronbach's Data analysis results *Standardized Cronbach's alpha coefficient: 0.960*

Reliability analysis is used to study the reliability and accuracy of responses to quantitative data, especially attitude scale questions

ITEMS	Samples	Cronbach
25	305	0.957

Table 2

Attribute	Corrected Item-Total Correlation(CITC)	α -coefficient with term removed
Tangibility	0.837	0.955
1. Hotel furniture and rooms are modern and comfortable	0.592	0.938
2. The interior and exterior of this hotel are attractive	0.496	0.940
3. Hotel staff are well-groomed and well-dressed	0.563	0.939
4.The hotel in a convenient location	0.569	0.938
5.The hotel room has a great view	0.643	0.939
Reliability	0.904	0.954
6. Hotel staff can provide correct service information.	0.701	0.937
7. The hotel staff will provide services in advance according to the guest's request	0.664	0.937
8.Provide easily accessible reservation system quick check-in and check-out service	0.699	0.937
9. Hotel staff following covid-19 precautionary procedures	0.618	0.938
10.Hotel keeps confidential records	0.668	0.937
Reponsiveness	0.862	0.954
11.The staff are courteous	0.666	0.956
12.The staff Flexibility according to guests' demand	0.707	0.955
13. The staff provides service and can solve problems in a timely manner	0.724	0.955
Assurance	0.831	0.954
14. The hotel is regularly cleaned and disinfected to prevent covid-19	0.603	0.938
15. The hotel has a security system to ensure the safety of guests	0.698	0.937
16.The hotel's operating hours are convenient to customers	0.678	0.937
Empathy	0.842	0.954
17. Hotel staff are very attentive to customers throughout their stay	0.582	0.957
18.Hotel staff can exceed customer expectations	0.587	0.957
19.Hotel staff treat every customer equally	0.694	0.955
20.Hotel staff have positive attitude when receive feedback from guests	0.665	0.956

It can be seen from the above table that the reliability coefficient value is 0.957, which is greater than 0.9, indicating that the reliability of the research data is of high quality. In addition, for the "CITC" value, the values of the analysis items are all greater than 0.4, indicating that there is a good correlation between the analysis items, and the overall level of reliability is relatively high, which can be used for further analysis.

5.3 ONE WAY ANOVA TEST RESULT(* $p < 0.05$ ** $p < 0.01$)

X	TABLE 3 Y (Service Dimensions)				
	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Age					
<i>F</i>	1.030	1.770	1.682	3.634	0.730
<i>p</i>	0.400	0.119	0.139	0.003**	0.601
Gender					
<i>F</i>	13.117	17.200	16.109	12.962	10.990
<i>p</i>	0.000**	0.000**	0.000**	0.000**	0.001**
Marital status					
<i>F</i>	0.661	1.614	1.281	1.807	0.833
<i>p</i>	0.517	0.201	0.279	0.166	0.436
Educational level					
<i>F</i>	1.434	2.363	2.735	3.661	2.398
<i>p</i>	0.223	0.053	0.029*	0.006**	0.050
Monthly income					
<i>F</i>	1.696	1.431	2.168	1.700	0.407
<i>p</i>	0.151	0.224	0.073	0.150	0.804
Occupation					
<i>F</i>	1.127	3.620	2.743	4.391	1.613
<i>p</i>	0.346	0.001**	0.009**	0.000**	0.131
Employment status					
<i>F</i>	1.125	5.213	2.847	5.264	3.228
<i>p</i>	0.345	0.000**	0.024*	0.000**	0.013*
The frequency stay hotels					
<i>F</i>	0.898	1.721	1.239	1.319	0.324
<i>p</i>	0.483	0.130	0.291	0.256	0.898
Nationality					
<i>F</i>	0.131	0.100	0.919	0.172	0.307
<i>p</i>	0.877	0.905	0.400	0.842	0.736

Table4

Demographic	*Age	*Gender	*Marital status	*Educational level	*Monthly income	*Employment status	Occupation	Frequency of stay hotels
Tangibility		√						
Reliability		√				√	√	
Responsiveness		√		√		√	√	
Assurance	√	√		√		√	√	
Empathy		√				√		

Table 5

Hypothesis results	Decision
H1 : There will be a significant difference in expectations for customer service quality related to customer age.	supported
H2: There will be a significant difference in expectations for customer service quality related to customer gender.	supported
H3 : There will be a significant difference in expectations for customer service quality related to customer marital status.	Not
H4: There will be a significant difference in expectations for customer service quality related to customer educational level.	supported
H5 : There will be a significant difference in expectations for customer service quality related to customer household monthly income level.	Not
H6: There will be a significant difference in expectations for customer service quality related to customer occupation.	Supported

Age

Different samples of your age group will not show significant differences in Tangibility, Reliability, Responsiveness, and Empathy, and age group samples will show significant differences in Assurance.

The age group has an impact on the dimension of assurance($p=0.003$), and the specific difference in the average values of different age groups are: "Above65(4.45)>25-34(4.41)=45-54(4.39)>55-64(4.38)>1824(3.92)"

Gender

As can be seen from the above table, samples of different genders are significant in Tangibility, Reliability, Responsiveness, Assurance, and Empathy ($p < 0.05$). This means that samples of different genders have a significant impact on Tangibility, Reliability, Responsiveness, Assurance, and Empathy, and there are differences. The specific analysis is as follows:

Gender has an impact on the dimension of tangibility ($p = 0.000$). The specific performance is that the average expectation of women (4.18) for hotel service quality is higher than that of men (3.89).

Gender has an impact on the dimension of reliability ($p = 0.000$). The specific performance is that the average expectation of women (4.39) for hotel service quality is higher than that of men (4.03).

Gender has an impact on the dimension of responsiveness ($p = 0.000$). The specific performance is that the average expectation of women (4.42) for hotel service quality is higher than that of men (4.06).

Gender has an impact on the dimension of assurance. ($p = 0.000$). The specific performance is that the average expectation of women (4.45) for hotel service quality is higher than that of men (4.12).

Gender has an impact on the dimension of empathy. ($p = 0.001$). The specific performance is that the average expectation of women (4.22) for hotel service quality is higher than that of men (3.93).

Marital status

As can be seen from the above table, different samples of marital status will not show significant significance for Tangibility, Reliability, Responsiveness, Assurance, Empathy ($p > 0.05$), which means that different samples of your marital status will not Show significant impact on your service quality dimensions. Tangibility, Reliability, Reliability, Responsiveness, Assurance, and Empathy all showed consistency and no difference.

Monthly Income

As can be seen from the above table, different samples of monthly income will not show significant effects on Tangibility, Reliability, Responsiveness, Assurance, and Empathy ($p > 0.05$), which means that different samples of your monthly income will not show significant impact on your service quality dimensions. Tangibility, Reliability, Responsiveness, Assurance, and Empathy all showed consistency and no difference.

Educational level

The samples of different levels of education will not show significance for Tangibility, Reliability, and Empathy ($p > 0.05$), which means that the samples of different levels of your education will show consistency for Tangibility, Reliability, and Empathy, and there is no difference. In addition, the sample of educational level shows significant ($p < 0.05$) for Responsiveness and Assurance, which means that the sample of your educational level is different for Responsiveness and Assurance. The specific analysis is as follows:

Educational level showed a significant difference on responsiveness ($p = 0.029$), and the specific differences in the average values of different educational level groups are "bachelor's degree (4.38) > Master degree (3.98)"

The educational level has an impact on the dimension of assurance ($p = 0.006$), and the specific differences in the average values of different age groups are: Below high school (4.45) > Bachelor (4.42) > Junior high (4.29) > Master degree (3.98) > Ph.D. (3.96)

Occupation

The occupation has an impact on the dimension of reliability ($p = 0.006$), and the specific differences in the average values of different age groups are: Executive (4.33) > blue-collar (3.79); Retired (4.88) > Executive (4.33); Retired (4.88) > blue collar (3.79)

The occupation has an impact on the dimension of responsiveness ($p = 0.000$), and the specific differences in the average values of different occupation groups are: Retired (4.69) > Blue collar (3.83)

The occupation has an impact on the dimension of assurance ($p=0.000$), and the specific differences in the average values of different occupation groups are: Retired (4.80)>Blue collar (3.79)

Employment status

The employment status has an impact on the dimension of reliability ($p=0.000$), and the specific differences in the average values of different employment status groups are: “Retired (4.83)>full time (4.22); Retired (4.83)>Part time (3.97)

The employment status has an impact on the dimension of responsiveness ($p=0.024$), and the specific differences in the average values of different employment status groups are: Retired (4.74)>Full time (4.24); Retired (4.74)>Part time (4.08)

The employment status has an impact on the dimension of assurance ($p=0.000$), and the specific differences in the average values of different employment status groups are: Fulltime (4.31)>Part time (3.91); Retired (4.83)>Full time (4.31)

The employment status has an impact on the dimension of assurance ($p=0.013$), and the specific differences in the average values of different employment status groups are: Retired (4.53)>full time (4.08)> part time (3.88)

5.4 Analysis of the impact of different demographics on service quality

1. Different age groups only impact the assurance dimension, the older you are, the higher your expectations.
2. Different genders impact the five dimensions of Service Quality, women have higher expectations of hotel service quality than men.
3. Different education levels impact the dimensions of assurance, highly educated customers have relatively low expectations.
4. Different occupations affect the dimensions of reliability, retired people always have high expectations, while blue-collar workers always have the lowest.

X	Table6 Y (Tangible dimensions)				
	Hotel furniture and rooms are modern and comfortable	The interior and exterior of this hotel are attractive	Hotel staff are well-groomed and well-dressed	The hotel room has a great view	The hotel in a convenient location
Gender					
F	10.801	4.439	4.615	7.637	7.052
p	0.001**	0.036*	0.032*	0.006**	0.008**
Nationality					
F	0.021	0.552	0.279	0.021	0.058
p	0.980	0.577	0.757	0.979	0.943
Age groups					
F	0.890	0.709	0.932	1.034	1.198
p	0.488	0.617	0.460	0.398	0.310
Marital status					
F	0.202	0.119	0.305	2.420	1.162
p	0.817	0.888	0.737	0.091	0.314
Educational Level					
F	1.564	1.344	1.450	2.031	1.638
p	0.184	0.254	0.217	0.090	0.165
Monthly Income					
F	1.477	0.065	2.429	1.126	1.349
p	0.209	0.992	0.048*	0.344	0.252
Occupation					
F	0.822	1.087	1.976	0.830	1.176
p	0.570	0.372	0.058	0.563	0.316
Frequency of stay hotel					
F	1.116	1.089	1.438	1.203	1.065
p	0.352	0.367	0.211	0.308	0.380
Employment status					
F	0.270	0.307	0.622	1.853	1.670
p	0.897	0.873	0.647	0.119	0.157

X	Table7 Y (Reliability dimensions)				
	Hotel staff can provide correct service information	The hotel staff will provide services in advance according to the guest's request	Provide easily accessible reservation system quick check-in and check-out service	Hotel staff following covid-19 precautionary procedures	Hotel keeps confidential records
Gender					
F	12.122	6.283	18.227	12.701	3.965
p	0.001**	0.013*	0.000**	0.000**	0.047*
Nationality					
F	0.776	0.017	0.073	0.065	0.683
p	0.461	0.983	0.929	0.937	0.506
Age groups					
F	1.844	1.565	1.033	1.737	1.394
p	0.104	0.170	0.398	0.126	0.226
Marital status					
F	1.137	0.549	0.653	2.404	2.127
p	0.322	0.578	0.521	0.092	0.121
Educational Level					
F	2.035	1.771	2.430	1.957	0.821
p	0.089	0.135	0.048*	0.101	0.512
Monthly Income					
F	2.537	0.502	1.600	0.656	2.578
p	0.040*	0.734	0.174	0.623	0.038*
Occupation					
F	4.165	1.741	1.634	2.029	2.199
P	0.000**	0.099	0.125	0.051	0.034*
Frequency of stay hotel					
F	2.788	0.568	0.501	1.101	2.005
p	0.018*	0.725	0.776	0.360	0.078
Employment status					
F	4.043	2.080	2.956	5.350	3.006
p	0.003**	0.083	0.020*	0.000**	0.019*

X	Table8 Y (Responsiveness dimensions)		
(Mean± Std. Deviation)	The hotel's operating hours are convenient to customers	The hotel has a security system to ensure the safety of guests.	The hotel is regularly cleaned and disinfected to prevent covid-19
Gender			
F	12.354	11.703	8.900
p	0.001**	0.001**	0.003**
Nationality			
F	0.659	0.997	0.569
p	0.518	0.370	0.566
Age groups			
F	0.728	1.539	1.859
p	0.603	0.177	0.101
Marital status			
F	0.490	1.608	0.897
p	0.613	0.202	0.409
Educational Level			
F	2.749	1.907	1.713
p	0.029*	0.109	0.147
Monthly Income			
F	1.446	1.907	1.713
p	0.219	0.109	0.147
Occupation			
F	1.863	1.775	2.282
p	0.075	0.092	0.028*
Frequency of stay hotel			
F	0.734	1.074	1.173
p	0.075	0.375	0.323
Employment status			
F	2.164	1.229	3.154
p	0.073	0.299	0.015*

X	Table9 Y(Assurance)		
Gender (Mean± Std. Deviation)	The hotel's operating hours are convenient to customers	The hotel has a security system to ensure the safety of guests.	The hotel is regularly cleaned and disinfected to prevent covid-19
F	8.375	8.769	9.113
p	0.004**	0.003**	0.003**
Nationality			
F	0.070	0.463	0.643
p	0.932	0.630	0.527
Age groups			
F	1.281	5.162	2.692
p	0.272	0.000**	0.021*
Marital status			
F	1.789	2.370	0.803
p	0.169	0.095	0.449
Educational Level			
F	3.540	1.627	2.918
p	0.008**	0.167	0.022*
Monthly Income			
F	0.803	2.671	0.992
p	0.524	0.032*	0.412
Occupation			
F	2.938	3.360	3.523
p	0.005**	0.002**	0.001**
Frequency of stay hotel			
F	1.741	1.294	1.055
p	0.125	0.266	0.386
Employment status			
F	2.732	5.243	3.250
p	0.029*	0.000**	0.012*

X	Table 10 Y (Empathy dimensions)			
	Hotel staff are very attentive to customers throughout their stay	Hotel staff can exceed customer expectations	Hotel staff treat every customer equally	Hotel staff have positive attitude when receive feedback from guests
Gender				
F	4.852	3.822	1.811	3.950
p	0.030*	0.053	0.181	0.050*
Nationality				
F	0.767	0.018	1.888	0.326
p	0.467	0.982	0.157	0.723
Age groups				
F	0.632	0.506	0.572	1.197
p	0.675	0.771	0.721	0.316
Marital status				
F	0.035	0.027	1.007	0.303
p	0.965	0.974	0.369	0.739
Educational Level				
F	0.390	0.311	0.851	1.610
p	0.815	0.870	0.496	0.178
Monthly Income				
F	0.684	0.493	0.414	0.152
p	0.605	0.741	0.798	0.962
Occupation				
F	0.987	0.466	0.686	0.825
p	0.446	0.857	0.684	0.569
Frequency of stay hotel				
F	0.401	0.499	1.123	1.483
p	0.847	0.776	0.353	0.203
Employment status				
F	0.480	1.180	0.953	1.780
p	0.750	0.325	0.437	0.139

5.5 The impact of various demographic characteristics on service quality attributes

Through the data in the above table, we can compare which demographic has specific impacts on different dimensions of service quality, such as gender or age on the appearance of the hotel or the location of the hotel under the Tangible dimension. This conclusion is relatively more detailed.

5.5.1 Age

From the analysis results of the data table, it can be seen that different age groups have an impact on the dimension of assurance.

For “The hotel has a security system to ensure the safety of guests”, showing a significance level of 0.01 ($p=0.000$), and the specific differences in the average values of different age groups are "above 65(4.57)>25-34(4.57)>35-44(4.56)>45-54(4.52)>55-64(4.43)>18-24(3.93)", which means that The group over 65 has the highest expectations for hotel security systems and safety facilities, followed by the group aged 25 to 34, and the group aged 18 to 24 has the lowest expectations.

For “The hotel is regularly cleaned and disinfected to prevent covid-19”, showing significance at the 0.05 level ($p=0.021$), and the specific differences in the average values of different age groups are "above 65(4.53)>55-64(4.48)>25-34(4.42)>35-44(4.39)>45-54(4.22)>18-24(3.89)", which means that People over the age of 55 have higher expectations for hotel cleaning than middle-aged and young people, and those aged 18 to 24 have relatively lower expectations for hotel cleaning.

5.5.2 Gender

Gender has an impact on the five dimensions of service quality.

Gender has a significant level of 0.01 for “the comfortable and modern hotel room furniture” ($p=0.001$). The specific performance is that the average expectation of women (4.25) for this item is higher than that of men (3.90).

As can be seen from the data analysis results ($p=0.036$), gender has a significant impact on “The interior and exterior of this hotel are attractive”. The specific performance is

that the average expectation of women (3.87) for this attribute is higher than that of men(3.61).

For “the hotel staff to be neat and well-dressed” ($p=0.032$). The specific performance is that the average expectation of women (4.19) for this attribute is higher than that of men (3.95).

For “the beautiful view of the hotel room” ($p=0.006$). The specific performance is that the average expectation of women (4.22) for this attribute is higher than that of men (3.90). For “the location convenience of the hotel” ($p=0.008$). The specific performance is that the average expectation of women (4.37) for this attribute is higher than that of men (4.07).

Reliability Dimension

For “the hotel staff’s questions from customers” ($p=0.001$). The specific performance is that the average expectation of women (4.44) for this attribute is higher than that of men (4.06).

For “the hotel staff to prepare customers' needs in advance” ($p=0.013$). The specific performance is that the average expectation of women (4.26) for this attribute is higher than that of men (3.97).

For “the hotel provides a convenient reservation system for the hotel, as well as fast check-in and check-out services” ($p=0.000$). The specific performance is that the average expectation of women (4.45) for this attribute is higher than that of men (3.99).

For “the hotel employees to strictly abide by the guidelines for epidemic prevention” ($p=0.000$). The specific performance is that the average expectation of women (4.30) for this attribute is higher than that of men (3.87).

For “the hotel employees to strictly abide by the guidelines for epidemic prevention” ($p=0.047$). The specific performance is that the average expectation of women (4.49) for this attribute is higher than that of men (4.26).

Responsiveness Dimension

For “the hotel employees to strictly abide by the guidelines for epidemic prevention” ($p=0.000$). The specific performance is that the average expectation of women (4.30) for this attribute is higher than that of men (3.87).

For “the staff are courteous” ($p=0.001$). The specific performance is that the average expectation of women (4.39) for this attribute is higher than that of men (3.99).

For “the hotel staff to flexibly respond to customer needs” ($p=0.001$). The specific performance is that the average expectation of women (4.40) for this attribute is higher than that of men (4.01).

For “the hotel staff to correctly solve customer problems” ($p=0.003$). The specific performance is that the average expectation of women (4.47) for this attribute is higher than that of men (4.16).

Assurance Dimension

For “the hotel’s operating hours are convenient to customers” ($p=0.004$). The specific performance is that the average expectation of women (4.33) for this attribute is higher than that of men (4.00).

For “the hotel has a security system in the hotel to ensure the safety of customers” ($p=0.003$). The specific performance is that the average expectation of women (4.56) for this attribute is higher than that of men (4.26).

For “the hotel is regularly cleaned and disinfected to prevent covid-19” ($p=0.003$). The specific performance is that the average expectation of women (4.46) for this attribute is higher than that of men (4.10).

Empathy Dimension

For “the hotel staff to pay close attention to customers throughout the stay” ($p=0.030$). The specific performance is that the average expectation of women (4.33) for this attribute is higher than that of men (3.95).

For “the positive attitude of hotel staff when receiving feedback from guests” ($p=0.050$). The specific performance is that the average expectation of women (4.65) for this attribute is higher than that of men (4.38).

5.5.3 Monthly income

Reliability Dimension

For “Hotel staff can provide correct service information”, the different monthly income group have shown a significance level of 0.05 ($p=0.040$), and the specific differences

in the average values of different monthly income groups are "30,000-50,000^{THB}>less than 30,000^{THB}; 100,000-200,000^{THB}>less than 30,000^{THB}; over 200,000^{THB}>less than 30,000".

The monthly income has a significance of 0.05 level for the hotel's strict protection of customers' private information ($p=0.038$), and the specific differences in the average values of different monthly income groups are "100,000-200,000^{THB}>less than 30,000"

Assurance dimensions

Difference in monthly income groups in the assessment of service quality in the question "The hotel has a security system to ensure the safety of guests" with a significance level of 0.05 ($p=0.032$), and the specific differences in the average values of different monthly income groups are " more than 200,000^{THB}(4.82)>100,000-200,000^{THB} (4.71)> 50,000-100,000^{THB}(4.48)=30,000-50,000(4.48)>less than 30,000(4.26)

5.5.4Occupation

Reliability Dimension

Occupation shows a significant level of 0.05 for the hotel's strict protection of customers' private information ($p=0.034$), and the specific differences in the average values of different occupation groups are "manager>blue collar;white collar >blue collar;Retired >Blue collar.

Occupation Accurate responses to hotel staff's questions from customers. It showed a significance level of 0.01 ($p=0.000$), and the specific differences in the average values of different occupation groups are "manager>blue collar.manager>housewife; Retired (4.87)>housewife (4.0)

Responsiveness Dimension

Occupation is significant at the 0.05 level for hotel staff to correctly solve customer problems ($p=0.028$), and the specific differences in the average values of different occupation groups are "Retired (4.8)>Full time (4.51)>Part time 4.36)>blue collar(3.91)

Assurance dimensions

“The hotel's business hours are convenient for customers” showing a significant level of 0.01 ($p=0.005$), and the specific differences in the average values of different occupation groups are “Retired (4.6)>White collar (4.37)>blue collar(3.61)

“The hotel has a security system to ensure the safety of guests”, showing a significance level of 0.01 ($p=0.002$), and the specific differences in the average values of different groups are "Retired(4.93)>others(4.69)>executive/manager(4.57)>white collar(4.47)>self-employed(4.42)>blue collar(4.12)>student(4.09)>housewife(4.08)

“The hotel is regularly cleaned and disinfected to prevent covid-19” showing significance at the 0.01 level ($p=0.001$), as well as the specific comparison differences: Retired(4.87)>others(4.50)=self-employed(4.50)>housewife(4.42)>white collar(4.34)>executive/manager(4.32)>student(4.07)>blue collar(3.64)

5.5.5 Educational level

Reliability Dimension

The level of educational background for the hotel to provide a convenient reservation system, and fast check-in and check-out services showed a significant level of 0.05 ($p=0.048$), and the specific differences in the average values of different educational level groups are "Junior high>Master degree; Bachelor>Master degree"

Responsiveness Dimension

The education level is very polite to the hotel staff, showing significance at the 0.05 level ($p=0.029$), and the specific differences in the average values of different educational level groups are "Bachelor>Master Degree"

Assurance dimensions

Educational level has a 0.01 level significance for hotel business hours and convenient customers ($p=0.008$), and the specific differences in the average values of different educational level groups are "bachelor's degree >master's degree".

Education level is significant at the 0.05 level for “regular cleaning and disinfection of the hotel to prevent the epidemic”(p=0.022), and the specific differences in the average

values of different educational level groups are " Below high school(4.62)>Bachelor(4.39)> junior college(4.32)>Master(3.92)>Ph.D(3.88)

5.5.6 Frequency of stay hotel

Reliability Dimension

The frequency of the hotel has an accurate response to the hotel staff's questions from customers. It showed a significant level of 0.05 ($p=0.018$), and the specific differences in the average values of different educational level groups are "Five times or more a year(4.51)>three times a year(4.38);Three times a year>four times a year(3.89)

5.5.7 Employment status

Reliability Dimension

The employment status has an accurate reply to the hotel staff's questions from the customers. It showed a significance level of 0.01 ($p=0.003$), and the specific differences in the average values of different employment status groups are "Retired(4.83)>Full time (4.27)>Part time(4.15)>Seeking job(3.5)

The employment status has a significant level of 0.05 for the hotel's convenient reservation system and fast check-in and check-out services ($p=0.020$), and the specific differences in the average values of different employment status groups are "Retired(4.78)>full time(4.24)>Part time(4.02)>seek job(3.86)

Employment status showed a significant level of 0.01 for hotel employees to strictly abide by the guidelines for epidemic prevention ($p=0.000$), and the specific differences in the average values of different employment status groups are "Retired(4.89)> Full time (4.11)>Seek job(3.71)>Part time(3.68)

The employment status has a significance of 0.05 level for the hotel's strict protection of customers' private information ($p=0.019$), and the specific differences in the average values of different employment status groups are "Retired(4.89)>seek job(4.50)>Full time(4.38)

Responsiveness Dimension

Employment status showed significant significance at the 0.05 level ($p=0.015$) for the hotel staff's ability to correctly solve customer problems, as well as specific comparison differences "Retired (4.83)>Fulltime (4.33)>seek job (4.14)>part time (4.05)

Assurance Dimension

The employment status has a significance of 0.05 level for the convenient customers of the hotel's business hours ($p=0.029$), and the specific differences in the average values of different employment status groups are "Retired (4.67)>Employed full time (4.19)>Part time (3.83)"

The employment status of the hotel has a security system to ensure the safety of customers showing a significant level of 0.01 ($p=0.000$), and the specific differences in the average values of different employment status groups are "Retired(4.94)>not disclose(4.62)>Fulltime(4.46)>Part time(3.95)"

Employment status is significant at the 0.05 level for regular cleaning and disinfection of hotels to prevent the epidemic ($p=0.012$), and the specific differences in the average values of different employment status groups are "Retired (4.89)>not disclose (4.56)> Manager (4.28)>seek job(4.21)>Part time (3.95)

6. Conclusion and managerial implication

The following conclusions are based on the results of this study. Customers' expectations of service quality in hotels are influenced by demographic factors, such as age, gender, occupation, education level, and employment status. Therefore, hotel management should try to improve these aspects of service quality by considering the characteristics of customers and the corresponding areas that need improvement. On average, the older customers are, the higher their expectations of a hotel's service quality, and the expectations of female customers are higher than those of male customers. Therefore, many hotel managers can improve the hotel's service quality according to the positioning of their guests' groups. For example, if most of the hotel guests are women, the material factors of the hotel should be improved, such as the interior and exterior decoration of the hotel and the style of

living, to attract more target groups. If the hotel's target group is retirees, then the hotel's security and the hotel staff's service should be improved. So, managers in the hotel industry need to take the views of certain demographic segments into account if they want to maximize perceived service quality.

My study aims to analyze customers' expectations of hotel service quality from a single and different demographic perspective, using attributes such as age, gender, marital status, and monthly income, which is not detailed enough. If future research can combine multiple demographic attributes for analysis, the conclusions could be more directly helpful to hotel managers. For example, one could examine women or women in high-income groups, older high-income groups, or divorced high-income groups, etc. Combine multiple demographic characteristics to analyze impact.



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APPENDIX :

Questionnaire

Customer Expectations for service quality in hotel industry in post covid-19(a case study for 3 star hotels in Phuket)

PART1: Personal information

1.You are:

- a.Male
- b.Female

2.What's your nationality

- a.THAI
- b.Chinese
- c.Others

3.Your age falls into following groups of

- a.18-24
- b.25-34
- c.35-44
- d.45-54
- e.55-64

4.Your marital status

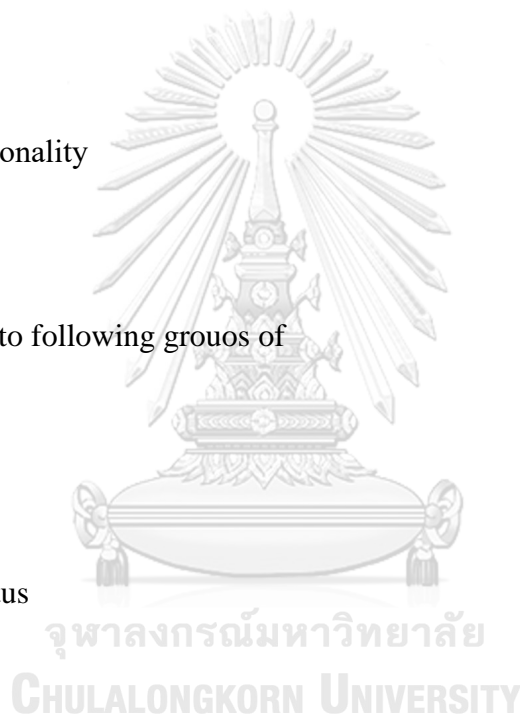
- a.Married
- b.Single
- c.Prefer not to say

5.Your occupation

- a.Executive/Manager
- b.Self-employed
- c.White collar
- d.Blue collar
- e.Student
- f.Retired
- g.Housewife
- h.Other

6.The level of education you received

- a.Below High school
- b.Junior college
- c.Bachelor's degree



- d. Master Degree
 - e. Doctorate
7. Your frequency of stay at hotels
- a. less than once a year
 - b. Once a year
 - c. Twice a year
 - d. Three times a year
 - e. Four times a year
 - f. Five times a year

8. What is your current employment status
- a. Employed full-time
 - b. Employed Part-time
 - c. Seeking opportunities
 - d. Retired
 - e. Prefer not to say

9. What is your monthly household income?
- a. below THB30,000
 - b. THB30,000-50,000
 - c. THB50,000-100,000
 - d. THB100,000-200,000
 - e. Above THB 200,000

PART2

If you choose to stay at 3 stars hotel in Phuket, how important these attributes to you?
(Rate them on a scale of 1 to 5)

- 1=not important
- 2=slightly important
- 3=Moderately important
- 4=important
- 5=very important

- Q1. The furniture and room in the hotel are modern and comfortable
- Q2. The interior and exterior decoration in this hotel is appealing
- Q3. the hotel staff have a neat appearance and well-groomed
- Q4. The hotel in a convenient location
- Q5. The hotel room has a great view

- Q6. The hotel staff can provide the correct information of service
- Q7. Hotel staff offer services following the customers' requests in advance
- Q8. Provide easily accessible reservation system quick check-in and check-out service
- Q9. Hotel staff comply with covid-19 prevention procedures
- Q10. Hotel keeps confidential records

Q11.The staff are courteous

Q12.The staff Flexibility according to guests's demand

Q13.The staff provide the service and can solve problems in a timely manner

Q14.The hotel is cleaned and disinfected regularly to prevent covid-19

Q15.The hotel has a security system to ensure customer safety

Q16.The hotel's opearting hours are convenient to customers

Q17.Hotel staff pay great attention to the customers during the whole period of stay

Q18.Hotel staff can exceed customer expectations

Q19.Hotel staff treat every customer equally

Q20.Hotel staff have positive attitude when receive feedback from guests.



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