

Quality and Service Satisfaction Analysis of Mercure Hotel Ibis Bangkok Sukhumvit 24

Tosaporn Mahamud and Saranya Kongtham

Abstract— This study aims to study 1) Relationship between Quality and Service Satisfaction of Mercury Ibis Bangkok Sukhumvit 24 Hotel Population used in the study as service recipients Mercury ibis Sukhumvit 24 Select The sample group was 400 people. Suggestions from the study, hotel management should prepare publicity signs for service points in various departments that are beautiful and clearly visible. And arrange the dining room to look clean Tidy and hygienic principles, including the rooms are clean. Airy and comfortable Provide equipment and facilities that are suitable and standardized. The car park is spacious enough for service. Training and development of hotel staff to have knowledge and abilities Expertise in service provision including bringing technology to enhance service efficiency. Provide a channel for hearing opinions Feedback from service users will use information to improve and develop the service continuously in order to increase the satisfaction of the repeat service and refer to the increasing use of the service.

Keywords— Quality of Service, Satisfaction

I. INTRODUCTION

Tourism industry is regarded as an industry that is important to the national economy. As it can generate a lot of income for the country, the government actively supports and promotes activities related to the tourism industry such as Providing support for entrepreneurs in hotels, resorts, golf courses, spa businesses, etc. International trade show business is one of the business in tourism industry. That can generate income for the country continuously. The government has a policy to build and expand a standardized exhibition center. (Mahamud, Yeesoontes., & Saeliang 2019)

The hotel industry, which is a part of the tourism industry, is a service sector, is a business that has played a very important role, namely, (Wu, & Ko, 2013) the business that allows Convenience and services are provided to both travelers and tourists as accommodation and food are essential for those who are away from home. (Kulendran,& Wilson,2000) Both businessmen and tourists want the comfort and satisfaction of being at home. A person's innate nature is different in physical, emotional and mental needs. (Mahamud.,& Sotmali, 2018)

So a wide variety of hotels to meet making that guests' satisfaction. As far as possible, each consumer has the opportunity to choose from a hotel based on their needs and

preferences, as the hotel business is different from the others. (Kandampully, & Suhartanto,2000) The success of the hotel business depends on quality service staff and the operation of the hotels that have to provide the most amenities.(Presbury, Fitzgerald & Chapman,2005) the guests with the fastest and best service, hotel (Lewis, & Mottier,2012) the hotel business is expanding following tourism and economic growth service liberalization have made the competition of the hotel business more intense today. (Durbarry,2004) The foreign hotel companies can operate freely and play a role in setting standards and developing more international services (Goryushkina, Shkurkin, Petrenko, Demin & Yarovaya, 2016) The impact on business operations greatly, by Thai people they wanting to modernize of service and facilities strategy to be an international standard (Tuntirattanasoontorn, 2008)

The quality of service hotel business is great importance Since must be efficient and developed in line with the needs of the customers. (Lee, Barker, & Kandampully, 2003) The level is greater or less depending on the perception of the service being actually received and the expectations set before entering (Narangajavana,& Hu, 2008)

Service quality is therefore an important strategy for conducting marketing activities (Greenrooms, 2001) the expectations service quality (Xie, & Chaipooirutana, 2014) Bangkok Sukhumvit hotel (Howard, 2010) staff 24 Objectives of research, analysis of service quality influencing employee service satisfaction.

II. CONCEPTS, THEORIES AND RELATED RESEARCH

Study on quality of service of the staff of Mercure ibis Bangkok Sukhumvit 24 The study has studied papers, concepts, theories and related research. To be used to define the conceptual framework and guidelines in the study as follows

A. Theories of service quality (Service Quality). Quality of service.

There are four factors that affect customer expectations: Word of mouth, when customers hear, be heard from other customers. Each customer is different. Past Experience (Past Experience), which will affect the level of expectations of each customer differently. External Communications from the service of Service provider to customer Whether it is direct communication The most widely recognized academic scholars who have conveyed the widely recognized definition of quality, administrative teacher. Quality work, the conceptual proponent of Total Quality Management (TQM),(Lau, R.S.M. Anderson,

Tosaporn Mahamud, Graduate School of Business Administration, Kasembundit University, Bangkok, Thailand.

Saranya Kongtham, Graduate School of Business Administration, Kasembundit University, Bangkok, Thailand

1998) a former MIT professor at the Massachusetts Institute of Technology (MIT), argues that quality is a fitting, fit and an extension. In the success of the product (Goods or services) in response to the purpose and purpose of use throughout the period of use of that product or service. Crosby (is concisely defined as a response to demand (Conformance to Requirement) while Parasuraman, Sea Taml and Berry (Parasuraman, Zeithaml, & Berry, 1985) (Leonard Valarie & Parasuraman, 1985).

B. Study results

A Study on Service Quality of Employees of Mercure Hotel Ibis Bangkok Sukhumvit 24 Example

The study was the population of the employees of Mercure ibis Bangkok Sukhumvit 24 using a questionnaire. A total of 400 copies were used for data collection, and 400 was recovered, representing 100 percent results. Sections are as follows: 5 studies are divided into For the statistics used in the analysis The test will be performed by stepwise multiple regression analysis by considering the tolerance of at least 10 values of the variance expansion factor (VIF). Values that are less than 10 The results of data analysis were analyzed by using statistics comparing service quality influencing employee satisfaction at Mercure ibis Bangkok Sukhumvit 24. The results of the comparative data analysis were summarized in the table.

ANALYSIS OF SERVICE QUALITY INFLUENCING EMPLOYEE SERVICE SATISFACTION

Service Quality	B	Std. Error	Beta	t	Sig.	Test
(Constant)	2.064	.232		8.892	.000*	yes
The concrete aspect of the service	.376	.147	.359	2.547	.011	yes
Reliability or reliability	.196	.184	.192	1.069	.286	no
Responding to customer needs	-.207	.211	-.198	-.979	.328	no
Customer confidence	-.009	.193	-.009	-.049	.961	no
In understanding the perception of the client's needs	-.192	.160	-.189	-1.199	.231	no

** Statistically significant at the .05 level (2-tailed).

Analysis of service quality influencing staff satisfaction at Mercure ibis Bangkok Sukhumvit 24 found that the concrete aspect of service There was a significant influence on the service satisfaction of Mercure ibis Bangkok Sukhumvit 24 hotel staff at 0.05 level. Responding to customer needs In providing confidence to customers and understanding of client's needs There was no significant influence on service satisfaction of Mercure Hotel Ibis Bangkok Sukhumvit 24 at 0.05 level. The concrete aspect of the service .376 Reliability or reliability.196 Responding to customer needs-.207

C. Discussion of results and suggestions

The study of employee service quality of Mercure ibis

Bangkok Sukhumvit 24 was aimed to study the level of service quality of Mercure ibis Bangkok Sukhumvit 24 staff to study the level of satisfaction in the Service of Mercure ibis Bangkok Sukhumvit 24 staff to study the comparison of service satisfaction of Mercure ibis Bangkok Sukhumvit 24 staff classified by personal data to study the relationship between quality The satisfaction of the service of the staff of Mercure ibis Bangkok Sukhumvit 24 by using 400 questionnaires was used as a tool to collect data and use statistics to analyze the data, ie percentage, average from the analysis results. The information can be summarized as follows.

D. Service quality level information of Mercure Hotel ibis Bangkok Sukhumvit 24

From the study, it was found that the quality of service The concrete aspect of the service Reliability or reliability Responding to customer needs Customer Confidence In terms of understanding, the perception of customer needs is at a very important level, with details as follows:

The concrete aspect of the service The results of the study were at a very important level. The details of the importance are at a very important level, 5 items, consisting of a publicity sign prompting the various service points clearly, restaurants, convenience stores and rooms are clean and tidy There is a convenient and clean car park available. The hotel staff are polite. The hotel must have modern equipment and cleanliness.

Trust (Jeong, & Lee, 2017)The results of the study were at a very important level. The details of importance are at a very important level, 5 items, consisting of system services. (One stop service) Got international standards When customers have problems The hotel shows sincerity in solving such problems, has a good security system for guests in the hotel as standard, the hotel is certified with international standards.

In terms of customer response, (Hur, Moon, &Jung,2015) the results of the study were at a very important level. The details of the importance are at a very important level 5 items, consisting of employees who do not refuse to provide services and find new solutions. To meet customer needs Travel to get the service easily and convenient to the needs of customers The food service, accommodation is neat, convenient, clean and fast to the customer The service staff are polite and gentle. Smiley, friendly to customers, fast service staff. Make no mistake and take good care of it.

Confidence to customers (Ramsaran -Fowdar, 2007) The results of the study were at a very important level. The details of the importance are at a very important level 5 items, including the restaurant is clean and hygienic. Delicious food and enough to meet the needs of customers. The rooms are clean, tidy and modern. The service staff is of the same standard. Employees are knowledgeable in the job they provide. The staff provided accurate service and helpful advice every time.

On knowing and understanding customers, (Park, Kang, Choi, & Han,2020) the results of the study were at a very important level. The details of the importance are at a very important level, 5 items, including after-service monitoring. Receive service quickly and meet the needs. Employees provide

attentive customer service. Employees know and remember regular customers. Employees pay attention to customers in using the service.

E. Information on service satisfaction levels of Mercure hotel ibis Bangkok Sukhumvit 24

The study of information on service satisfaction levels of Mercure ibis Bangkok Sukhumvit 24 employees found that the quality of service The concrete aspect of the service Reliability or reliability Responding to customer needs Customer Confidence In understanding the perception of the client's needs Moderately important

III. DISCUSSION OF RESULTS

From the study of service quality of Mercure ibis' hotel staff Bangkok Sukhumvit 24 The student has a point to discuss so.

A. Service quality level information of Mercure hotel ibis Bangkok Sukhumvit 24

From the study, it was found that the quality of service The concrete aspect of the service Reliability or reliability (Wang, Royo Vela, & Tyler, 2008) Responding to customer needs Customer Confidence in terms of understanding, perception of client's needs was at a very important level. Tourists attach great importance to accommodation quality And each side is at a high level The results of the analysis revealed that in the overall picture of the five aspects of service quality, namely, appearance, physical appearance, touch. Trust Response to service recipients Giving confidence to service recipients and understanding customers It had the greatest effect on the re-use of the service.

B. Information on service satisfaction levels of Mercure hotel ibis Bangkok Sukhumvit 24

The study of information on service satisfaction levels of Mercure ibis Bangkok Sukhumvit 24 employees found that the quality of service The concrete aspect of the service Reliability or reliability Responding to customer needs Customer Confidence in terms of understanding, the perceived needs of clients were at a moderate level.

C. Study Suggestions The students have suggestions for the following benefits: and conclusion

In terms of concrete, hotel management services (Lee, & Tsang, 2013) should prepare publicity boards to notify service points in various departments that are beautiful and can be seen clearly and the dining room looks clean.

Tidy and hygienic principles, (Bywater,1952)including the rooms are clean. Airy and comfortable Provide equipment and facilities that are suitable and standardized. The car park is spacious enough for service. The hotel staff provided courteous service. Be humble, friendly, and attentive to service users.

In terms of reliability, Martyn (Hammersley (1987) hotel management should provide the hotel equipment in a modern and safe manner. Train employees to have knowledge and understanding in providing services that are correct and

standardized. Create a good impression and satisfaction with customers or service users. In terms of customer response, hotel management should seek out ways to provide services that meet the needs of customers, apply technology to provide services that can meet customers' needs effectively. In providing customer confidence, hotel management should develop personnel who provide services to have the skills, knowledge, expertise, to be ready to serve customers quickly and accurately. In regards to knowing and understanding of customers, hotel management should provide channels to listen to opinions, suggestions from users, use information to improve and develop services continuously in order to create satisfaction in repeated use and tell them to be used. Increased service Suggestions for the next study should study the factors affecting the users' satisfaction of the service. Adjust marketing strategies for the hotel business.

REFERENCES

- [1] Bywater, H. E. (1952). The Hygienic Preparation of Meat Carcasses. *Journal of the Royal Sanitary Institute*, 72(4), 375–387. <https://doi.org/10.1177/146642405207200418>
- [2] Durbarry, R. (2004). Tourism and Economic Growth: The Case of Mauritius. *Tourism Economics*, 10(4), 389–401. <https://doi.org/10.5367/0000000042430962>
- [3] Goryushkina, N. Y., Shkurkin, D. V., Petrenko, A. S., Demin S. Y., & Yarovaya, N. S. (2016). Marketing management in the sphere of hotel and tourist services. *International Review of Management and Marketing*, 6(6) Retrieved from <https://search.proquest.com/scholarly-journals/marketing-management-sphere-hotel-tourist/docview/1836588390/se-2?accountid=15637>
- [4] Grönroos, C. (2001), "The perceived service quality concept – a mistake?", *Managing Service Quality: An International Journal*, Vol. 11 No. 3, pp. 150-152. <https://doi.org/10.1108/09604520110393386>
- [5] Hammersley, M.Y (1987) Some Notes on the Terms 'Validity' and 'Reliability', *British Educational Research Journal*, 13:1, 73-82, DOI: 10.1080/0141192870130107
- [6] Howard, R.W (2010) Urban Tourism Districts: A Taxonomy and a Study of a New Proposed Type, *Tourism and Hospitality Planning & Development*, 7:4, 415-428, DOI: 10.1080/1479053X.2010.520468
- [7] Hung-Che Wu & Yong Jae Ko (2013) Assessment of Service Quality in the Hotel Industry, *Journal of Quality Assurance in Hospitality & Tourism*, 14:3, 218-244, DOI: 10.1080/1528008X.2013.802557
- [8] Hur, W.-M., Moon, T.-W. & Jung, Y.S. (2015), "Customer response to employee emotional labor: the structural relationship between emotional labor, job satisfaction, and customer satisfaction", *Journal of Services Marketing*, Vol. 29 No. 1, pp. 71-80. <https://doi.org/10.1108/JSM-07-2013-0161>
- [9] Jeong, M. and Lee, S.A. (2017), "Do customers care about types of hotel service recovery efforts? An example of consumer-generated review sites", *Journal of Hospitality and Tourism Technology*, Vol. 8 No. 1, pp. 5-18. <https://doi.org/10.1108/JHTT-09-2016-0049>
- [10] Kandampully, J. and Suhartanto, D. (2000), "Customer loyalty in the hotel industry: the role of customer satisfaction and image", *International Journal of Contemporary Hospitality Management*, Vol. 12 No. 6, pp. 346-351. <https://doi.org/10.1108/09596110010342559>
- [11] Kulendran, N., & Wilson, K. (2000). Modelling Business Travel. *Tourism Economics*, 6(1), 47–59. <https://doi.org/10.5367/000000000101297460>
- [12] Lau, R.S.M. & Anderson, C.A. (1998), "A three-dimensional perspective of total quality management", *International Journal of Quality & Reliability Management*, Vol. 15 No. 1, pp. 85-98. <https://doi.org/10.1108/02656719810199277>
- [13] Lee, L.Y & Tsang, N.F.K (2013) Perceptions of Tourism and Hotel Management Students on Ethics in the Workplace, *Journal of Teaching in Travel & Tourism*, 13:3, 228-250, DOI: 10.1080/15313220.2013.813323
- [14] Lee, S., Barker, S. & Kandampully, J. (2003), "Technology, service quality, and customer loyalty in hotels: Australian managerial

- perspectives", *Managing Service Quality: An International Journal*, Vol. 13 No. 5, pp. 423-432.
<https://doi.org/10.1108/09604520310495886>
- [15] Leonard L. B., Valarie A.Z., & Parasuraman, A. (1985), "Quality Counts in Services, Too," *Business Horizons*, 28 (May-June), 44-52.
[https://doi.org/10.1016/0007-6813\(85\)90008-4](https://doi.org/10.1016/0007-6813(85)90008-4)
- [16] Lewis, R.A. & Mottier, E.M. (2012), "A "hotel within a hotel" in Bangkok", *Emerald Emerging Markets Case Studies*, Vol. 2 No. 8.
<https://doi.org/10.1108/20450621211291860>
- [17] Mahamud ., T. Yeesoontes., W. & Saeliang (2019) TOURISM TRANSPORTATION FACTORS AFFECTING SATISFACTION TOWARDS SERVICE QUALITY OF TOURISM BUSINESS IN SAMUTPRAKAN PROVINCE. *Humanities and Social Science Research Promotion Network Journal*. 2(2) 1-11
- [18] Mahamud., T & Sotmali (2018) Quality of Work Life Affecting Organizational Commitment at the Ambassador Hotel Bangkok. *Payap University Journal*. 28(1) 85-96
- [19] Narangajavana, Y.M. & Hu, B. (2008) The Relationship Between the Hotel Rating System, Service Quality Improvement, and Hotel Performance Changes: A Canonical Analysis of Hotels in Thailand, *Journal of Quality Assurance in Hospitality & Tourism*, 9:1, 34-56, DOI: 10.1080/15280080802108259
- [20] Park, E. Kang, N.W. Choi, D.E. & Han, J.O. (2020) Understanding customers' hotel revisiting behavior: a sentiment analysis of online feedback reviews, *Current Issues in Tourism*, 23:5, 605-611, DOI: 10.1080/13683500.2018.1549025
- [21] Presbury, R., Fitzgerald, A. and Chapman, R. (2005), "Impediments to improvements in service quality in luxury hotels", *Managing Service Quality: An International Journal*, Vol. 15 No. 4, pp. 357-373.
<https://doi.org/10.1108/09604520510606835>
- [22] Ramsaran-Fowdar, R. R. (2007). Developing a service quality questionnaire for the hotel industry in Mauritius. *Journal of Vacation Marketing*, 13(1), 19-27. <https://doi.org/10.1177/1356766706071203>
- [23] Tuntirattanasoontorn, N. (2008). Service quality improvement in the Thai hotel industry. *Assumption University Journal of Management*, 6(1), 24-37
- [24] Wang, Y., Royo Vela, M. & Tyler, K. (2008), "Cultural perspectives: Chinese perceptions of UK hotel service quality", *International Journal of Culture, Tourism and Hospitality Research*, Vol. 2 No. 4, pp. 312-329.
<https://doi.org/10.1108/17506180810908970>
- [25] Xie, J.G. & Chaipoopirutana, S.R. (2014) An Examination of the Influencing Factors toward Customer Satisfaction: Case study of a Five Star Hotel in Bangkok, Thailand. *International Conference on Business, Law and Corporate Social Responsibility (ICBLCSR'14)* Oct 1-2, 2014 Phuket (Thailand)