THE EFFECT OF CUSTOMER EXPECTATION AND CUSTOMER SATISFACTION ON REVISITING AT PULLMAN BANGKOK GRANDE SUKHUMVIT HOTEL
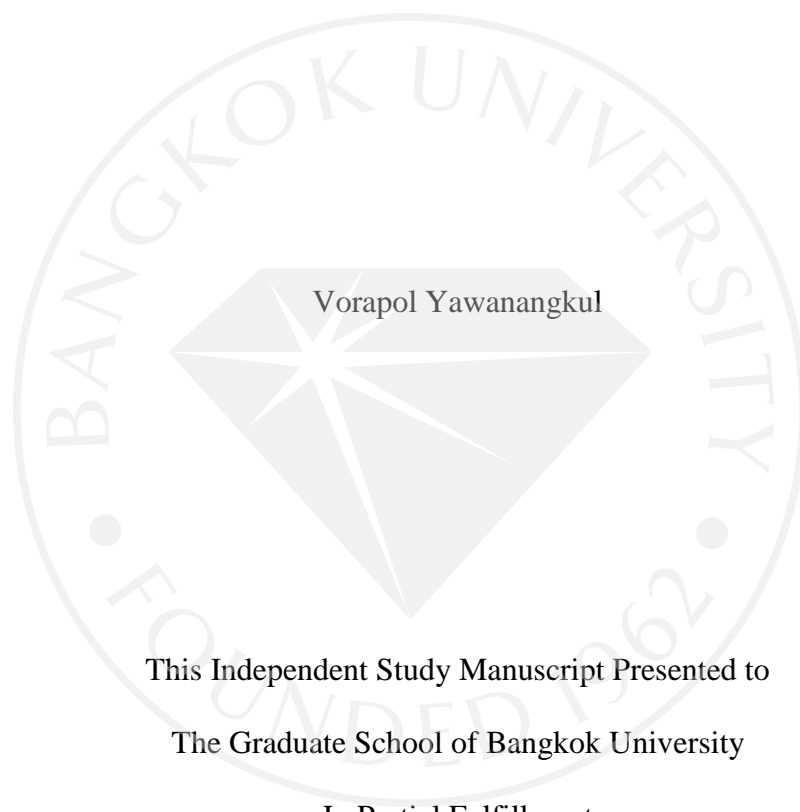
THE EFFECT OF CUSTOMER EXPECTATION AND CUSTOMER

SATISFACTION ON REVISITING AT PULLMAN BANGKOK GRANDE

SUKHUMVIT HOTEL

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Title: THE EFFECT OF SERVICE QUALITY ON CUSTOMER EXPECTATIONS AND

CUSTOMER SATISFACTION AT PULLMAN BANGKOK GRANDE

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ABSTRACT

The purpose of this research is (1) To Determine how customer expectations and customer satisfaction (experience) toward the revisiting. (2) To determine how discrepancy gap between customer satisfaction towards revisiting to the hotel. (3) To the suggestions to improve the guest revisiting by the office staffs in the hotel, if they do not meet the standard. The total samples of 50 guest who stay in Pullman Bangkok Grande Sukhumvit are collected in, quantitative method is applied by using survey questionnaire. The researcher constructed a questionnaire with 5 questions on profile of the respondents and for the expectation and satisfaction on revisiting at Pullman Bangkok Grande Sukhumvit.

From the study, it is found that the customer expectation and customer satisfaction contribute to guest revisiting. On the other hand, the hotel staff of the hotel perceived experience as the most important factor that can contribute to guest revisiting. Finally, there is significantly effects between the customer expectation and customer satisfaction on guest revisiting.

Keywords: Customer Expectation, Customer Satisfaction, Hotel Revisiting

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

1.1 Background of Research Problem

1.1.1 Background

Over the last few years, immense growth is being observed in the tourism industry of Thailand. Hotels are giving neck to neck competitions to chase the customer's attention in the industry. In the current parlance, services play very important role to enhance the rapport of the pertaining institutions, and acts as evangelist to create new customers. Once customers and their requirements are clearly identified and understood, hotel operators are more likely to figure out and fulfill their needs and wants. The more satisfied the customers are, the more they loved to return or extend their hotel stay; and other customers believe in word-of-mouth (WOM- is "oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, product or service").

At present, hotel visitors in Thailand raise their standards and demands for excellent services mostly foreigners and ASEAN people. The hotels have increased their competition and fighting neck to neck now, instead of having only a nice room to attract customers in, they offer- high quality staff, as an amenity as well. Guest satisfaction is the highest priority for owners and managers competing with hundreds of others, personal service and personal attention are at the top of the travelers and list as the most important, when considering a hotel to stay in. In the hotel industry, hotel staff is ranging from top management staff to front line staff (i.e. housekeepers,

receptionist, and front cashiers). Front office staff is considered a supporting factor and center of the hotel in determining customer satisfaction, when deciding to return, to recommend the hotel, or in demonstrating loyalty to a particular hotel. As guests/customers are treating as a god in service industry, in hotel only front office department is the one which interacts first with the customer and serve in their best manner and satisfy their need and want. In addition, Front office staff are the nerve center of all hotels, and the front office is essential to keep up with what's happening at all areas of the hotels. In this background, this research study was carried out at the front office department of a five-star category hotel.

    1.1.2 Thailand's tourism Industry–An Overview

    Thailand is one of the developing world's most popular tourist destinations and enticing to both jet setters and backpackers ("Bangkok wins", 2019). Tourism makes a larger contribution to Thailand's economy (typically about 6 percent of gross domestic product) than that of any other Asian nation ("Thailand economy", 2018).

    1.1.3 Service Quality Dimensions

    Service quality focus on meeting customers' needs and requirements, and how well the service delivered meet the customer's' expectations (Lewis & Booms, 1983). Service Quality can thus be defined as "The difference between customer expectations of service and perceived service". If expectations are greater than performance, then perceived quality is less than satisfactory, and hence customer dissatisfaction occurs (Harrington & Akehurst, 1996; Lewis & Mitchell, 1990; Parasuraman, Zeithaml & Berry, 1988; Zeithaml, Parasuraman & Berry, 1990). Gronroos (1982) stated that, perceived quality of service was dependent on the

comparison of expected service with perceived service, and thus the outcome of a comparative evaluation process.

1.2 Statements of Research Problem

1.2.1 What is the level of customer expectations and customer satisfaction (experience) towards revisiting?

1.2.2 What is the discrepancy gap between customer expectations and customer satisfaction towards the revisiting guest of the hotel?

1.2.3 What are the suggestions to improve the revisiting guest by the staffs in the hotel, if they do not meet the standard?

1.3 Definition Term

Service quality means the quality perceived in a service to be a function of the gap between customer's expectation of the service and their perception of the actual service delivered by the organization / hotel (Parasuraman, Zeithaml & Berry 1985). Cronin and Taylor (1994) emphasized that service quality was directly influenced by perception of service performance and their five factors, which is tangibility, empathy, assurance, reliability and responsiveness. What we expected from this research will show how to make customer revisit to the hotel.

Customer expectation means customer has certain expectations before a service encounter regarding service's quality including word of mouth from friends, relatives, personal needs, past experiences and marketing communication.

Customer Satisfaction means customer's feelings of pleasure/displeasure or the reaction of the customer's in relation to the performance of the hotel staff in satisfying/dissatisfying the services.

1.4 Purposes of Study

This research study aims to find out the perceived role of Service Quality as contributing factor to revisit performance of Pullman Bangkok Grande Sukhumvits Hotel. Accordingly, the following research objective have been formulated in the study:

To determine how customer perceive the Service Quality factors of tangibility, reliability and revisit as contributing to customer Expectation and customer satisfaction.

1.5 Contribution of Study

This research is on The Effect of Customer Expectation and Customer Satisfaction on Revisiting at Pullman Bangkok Grande Sukhumvit Hotel which would significant add knowledge to the managements of hotels on how to plan the service quality for the guest, it will increase business performance of the hotels involved. The results of the research will also be a positive contribution not only to people in the hotel industry, but also encourage other researchers to conduct further research to improve the business performance of luxury hotels.

CHAPTER 2

LITERATURE REVIEW

2.1 Service Concepts & Theories

There are two concepts relevant to the study i.e. Customer expectation and Customer satisfaction.

2.1.1 Customer expectation

Customer expectation is defined as the perceived value customers seek from the purchase of goods and services. They include solid information, superior communication, consulting, options and a seamless relationship. Achievement of these will increase customer loyalty and satisfaction. Customer expectation can be further defined as:

1) Primary measure of your success

Customer Satisfaction = Meeting Expectations

The customer is not going to accept the finished product or the process to achieve said product if expectations are not met.

2) Expectations drive customer's actions and decisions

Customers decide on which brand to purchase, which service to use and which hotel to lead them based on their expectations. The customer will be keener to spending if they have already established high expectations from staffs or from hotel.

Fulfilling the customer's needs is the first priority of the hotel and their staffs, customers come to enjoy their vacations if we can't provide good service they wouldn't be visit again the hotel, apart from that, they will spoil the hotel's goodwill and as we know how people believe on word of mouth. In that case, the hotel staff should

fulfill their needs and what they want it make good impact on customers and take good experience while they stay in the hotel.

Among the aspects of expectations that need to be explored and understood for successful services are following: what types of expectation standard do customers hold about services? Customers hold different types of expectation about service.

The highest can be termed desired service: the level of service the customer hopes to receive 'the wished for' level of performance. Desired service is a blend of what the customer believes 'can be' and 'should be'. The expectation reflects the hope and wishes of the customers, without these hopes and the wishes and the belief that may be fulfilled. The second level of expectation termed as adequate service. The difference between desired service and the level of service considered adequate can expand and contract within a customer.

2.1.2 Customer satisfaction

Customer satisfaction has been a popular topic in service industry, Cardozo's (1965) initial study of customer effort, expectations and satisfaction. Customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service (Gundersen, Heide & Olsson, 1996). It is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience (Oliver, 1980). Customer Satisfaction is a measure of how products and services supplied by the hotel meet or surpass customer expectation.

In conclusion, the customers have different levels of satisfaction as they have different attitudes and perceived performance from the product/service.

2.2 The Service Quality Concept

According to satisfy the services and hospitality customers, the employees of hotel must wear clean dress; they should welcome everyone equally; the staff must be knowledgeable and should serve fast on duty with enthusiasm; should possess data on customers taken from different sources to greet them properly and create a relationship between the customer, the customer of mouth, which is how most effectively.

Service Quality derives from the field of marketing which values the human interaction between a business and its customers (Antony, Jiju Antony & Ghosh 2004). It incorporates the concept of meeting and exceeding customer expectations and it is generally accepted that better service quality impacts positively on an organization's performance and competitive positioning (Harrington & Akehurst, 1996; Parasuraman, Zeithaml & Berry, 1988; Zeithaml, Parasuraman & Berry, 1990).

According to Hennig-Thurau (2000), the service quality is considered essential for the success and survival in a competitive environment and this influence the customer behavior in decision making process and also the level of relationship between customer and hotel and can impact on customer loyalty. Measuring service quality is a better way to dictate whether the services are good or bad and whether the customer will or satisfied with it.

Lewis and Booms (1983) defined quality as a measure of how well the service level delivered matches the customer's expectations. Parasuraman, Zeithaml & Berry (1985) defined service quality as a gap between customers' expectations and the performance they actually receive, Whilst Asher (1996) suggest that quality is the degree to which a customer's perceived expectations are met based on a subjective

judgment of the service transaction. The review of service quality definitions is important to the study as accurate knowledge of what customers expect is the first and perhaps the most critical step in delivering service quality.

2.3 Hotel Selection

Many factors cause a person to trip and the major motivation factors revolve around the security facilities and attractions. There are factors internal to the country and hotel and external environmental factors like the economic conditions, political situations etc. that create willingness to travel by tourists.

Many researchers have tried to study what goes into the thinking process for consumers when they are selecting a hotel (Callan, 1998; Chan & Wong, 2006; Lockyer, 2005; Smith & Rupp, 2003). However, the Internet has brought a new dimension to the selection process and much more needs to be done to understand the mechanisms and psychology that affects it.

Chan & Wong (2006) also pointed out in their study that hotel selection may be influenced by cultural differences. Price aside, Asian travelers seemed more concerned with previous experiences with the hotel while non-Asian travelers are more interested in hotel reputation. Naturally, the reaction to advertising will also differ across cultures.

2.4 The factors influencing Accommodation Selection

2.4.1 Price

As the consideration given in exchange for transfer of ownership, price forms the essential basis of commercial transactions. It may be fixed by a contract, left to be

determined by an agreed upon formula at a future date, or discovered or negotiated during the course of dealings between the parties involved (Lockyer, 2005).

2.4.2 Accessibility

Accessibility to transport can be important factor. If you are travelling by car, then ensure whether hotel accommodation provide parking facility or not. If you do not have your private vehicle, then check whether hotel accommodation provides any shuttle service to airport, local attractions and shopping center. If hotel does not provide shuttle service then find out distance of public transport facility from your hotel (Chou, Hsu & Chen 2008).

2.4.3 Cleanliness

Cleanliness: (Millner, Snoj & Korda, 2011) identified the cleanliness is the one of importance factor that influences that accommodation selection (Sohrabi, Vanani, Tahmasebi Pur & Fazli, 2012) agreed that cleanliness also the most important factor for the guest extracted 173 attributes such as previous experiences. Recommendation, external rating of a hotel, location, price and so on that determined.

2.5 Service Quality Model

The service quality model was developed by a group of American authors, Parasuraman, Zeithaml & Berry (1985). It highlights the main components of high quality service. Authors originally identified 10 elements of service quality: tangibility, understanding/knowing the customer, access, reliability, responsiveness, competence, courtesy, communication, credibility and security.

Thereafter, these ten elements were collapsed into 5 factors: 1) Tangibility, 2) Empathy, 3) Assurance, 4) Reliability and 5) Responsiveness. Service Industry using service quality method to measure and manage service quality that measures customer expectations of service quality in terms of these 5 dimensions, and their perceptions of the service they receive. When customer expectations are greater than their perceptions of received delivery, service quality deemed low. Researcher also uses this approach in this study to measure customer expectations and customer perception.

2.6 Service Quality Dimensions/Factors

As Parasuraman, Zeithaml & Berry (1985) has mentioned in his study, there are 10 factors in service quality, but later, that 10 factors composed in 5 main factors to measure the customer expectation and customer perception. Each of the five service quality factors makes an extra addition to the level and quality of service, which the company offers to their customers. It also makes the service far more unique and satisfying. Let's see the five factors/dimensions of service quality as follows:

2.6.1 Tangibility

The tangible service quality factor refers to the appearance of the physical surroundings and facilities, equipment, personnel and the way of communication. In other words, the tangible factor is about creating first hand impressions. A hotel should want all their customers to get a unique positive and never forgetting first hand impression, this would make them more likely to return in the future. For example some hotels (Hilton, Banyan tree, Marriott, Sheraton) they have their own style and standard that attracts their customers to have a pleasurable experience. In this study,

tangible factor focus on how hotel staff dress appropriately and their attractive appearance.

2.6.2 Reliability

The reliability service quality factor refers to how the hotel are performing and completing their promised service, quality and accuracy within the given set requirements between the hotel and the customer. Reliability is just as important as a good first hand impression, because every customer wants to know if their supplier is reliable and fulfill their needs with satisfaction. Customers want to get a service without errors, performed to high standards, correctly, promptly and timely. In other sense, reliability may be closely related to performance and it is a major contributor to brand or hotel image and is considered a fundamental factor of quality by most end users.

Example: Dependability in handling customers' service problems. Keeping customers informed about when service will be performed. Providing services at the right time and performing services right first time.

Service quality factors are the instrument which is used in service industry and to measure the customer expectations and customer's perception. It finds the gap between two of the major parts i.e. expectation and perception of the customer

It has proven from past researches on service quality and customer satisfaction that Customer satisfaction and service quality are relate from their definitions to their relationships with other aspects in business. Some authors have agreed to the fact that service quality determines customer satisfaction. Parasuraman, Zeithaml & Berry (1985) in their study, propose that when perceived service quality is

high, then it will lead to increase in customer in customer satisfaction. More evidence of this relationship has been proven by past researches

Culiberg & Rojsek (2010) studied a survey of customer satisfaction in retail banking; she used the service quality method to measure customer's expectation and customer perception towards the banking system, where she noticed that every customer has satisfied and four dimensions/factors worked a lot (reliability, responsiveness, assurance and tangibility) customer satisfaction result came as positive. Most of customers suggest that assurance and empathy factors were most critical in forming the customer satisfaction. Efforts to improve the quality of interactions between a customer and a service provider could be work better in satisfying the customer (Responsiveness factor). The study showed that three demographic factors that influenced the service quality at bank were age (all kind of age groups), gender and income.

Kitcharoen (2004) studied the service quality in administrative department in Thailand. He also used the SERVQUAL model to measure the perspective of the administrators. All five factors play the big role in measuring the service quality. The study of service quality in administration department said that half of interviewees choose "Empathy" as the most important service attribute. They suggested that service providers need to serve students with service minds. Here students take as a part of customers whether they are satisfied or not. Service providers must offer services with sincerity, approachability, friendliness and understanding of the needs of students (customer). Most of the interviewees chose "Tangible" as the most important service attribute. They suggested that the tangible dimensions such as appearance of service provider (hotel staffs) will leave the first impression those students (customer)

would have when they come to the organization. The other service attributes chosen included "Reliability", and "Responsiveness". "Assurance" was not chosen as a most important attribute.

Nida from Australia has chosen her topic to study particular in Thai hotel industry that how service quality works in service industry, she found that there is dramatic change in hotel industry particular in Thailand. Hotel practitioners pay closer attention to service quality improvement. Service quality improvement considered as a winning strategy because it leads to increase in customer satisfaction which makes hotel's profit and market share. Each dimensions/factors gives impact on customer's satisfaction, if some factor staff could n't follow or lack behind manager should provide training to improve the skills particular in that factor. She also followed the service quality method to measure customer's expectation and customer perception. The study suggests that the criteria used by customers are important in molding their expectations and perception of delivered the service ultimately fit into five factors.

2.7 Related Research

Previous Research studies related to the current research having summarized below:

Hypothesis 1; Customer expectation significantly effects revisiting at Pullman Bangkok Grande Sukhumvit Hotel

1) Takojeen (2016) was study " The Influence of expectaion of Service Quality , Service Motivation and Image of State Railway of Thailand on Passengers' Intention to use First Class Railway Service ". The customer expectaion of service quality for buying first class railway service are strong.

2) Khiri (2019) was study "Guest's Expectation and Satisfaction of Budget Hotels Service Quality in Sukhumvit Area, Bangkok" show that customer expectation of Budget Hotels; Service Quality in Sukhumvit Area, Bangkok are higher than their satisfaction

3) Tavisaengsiri (2014) was study "The implication of customers' expectation to marketing mix factors and their self perceived reputation toward SPA Business on their purchasing decision for the service in Bangkok Metropolitan" the research show that customer price expectation are highly effects of purchasing decision

4) Mongkhonvanit (2018) The customer expectation and perception of the service quality of front office staff in five star hotels

5. Petchara (2013) The expectations and perceptions on service quality among Thai tourists towards the Hunsa JB Hotel, Hat Yai, Songkhla province.

Hypothesis 2; Customer satisfaction significantly effects revisiting decision at Pullman Bangkok Grande Sukhumvit Hotel

6) Cakici, Akgunduz & Yildirim (2019) was study "the impact of perceived price justice and satisfaction on loyalty: the Satisfaction of price justice on mediating effect of revisit intention.

7) Khaing (2018) was study "The Relationships Between Perceived Serviced Quality, Perceived Value, Perceived Expectation and Customer Satisfaction and Myanmar People Satisfaction on the Public Transportation in Yangon". Perceived service quality did not support the affect positively customer satisfaction on YBS user in Yangon. Moreover, perceived service quality did support the affect positively customer satisfaction on YBS user in Yangon.

8) Wangdan (2019) was study "the influence of perceived price to customer decision making to choose non – franchising hotel in Samui Island" Satisfaction of Service Quality which influence to tourists' decision to choose a non–franchise hotel.

9) Boontor (2009) The factors that effect on customer satisfactions of The Westin Grand Sukhuvit Hotel.

10) Hanburut (2015) Image And Service Quality Hotel Affect Foreign Tourists' Intentions to Revisit Mid-Sized Hotels in Bangkok. The study found that The sample opinion on the quality of service of medium-sized hotel in Bangkok were at a high level.

2.8 The Conceptual Framework of the Study

In the research framework developed, after reviewing the relevant literature, the SERVQUAL quality service method has been taken to measure the gap between customer's expectation and customer's perception. This study also explores the five factors that help in measuring the expectation and perception levels in service quality of front office staff at the hotel.

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┌────────────────────────────────────────────┐
│ Customer expectation from service quality   │
└────────────────────────────────────────────┘        ┌──────────────────┐
                                                        │ Revisitng Decision│
┌────────────────────────────────────────────┐        └──────────────────┘
│ Customer Satisfaction from service quality  │
└────────────────────────────────────────────┘
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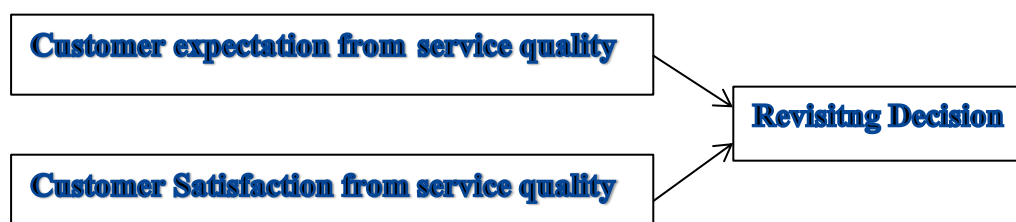
Figure 2.1: Relationship between Customer Expectation from Service Quality and

Customer Satisfaction

According to the given conceptual model (figure 2.1) shows the relationship between customer expectation from service quality and customer satisfaction from service quality which a focused evaluation that reflects the customer's revisiting decision, while satisfaction is more inclusive, and it is influenced by perceptions of service quality

2.9 Summary of Hypothesis

Previous researches explored customer satisfaction regarding the service quality of all areas in the hotel so that the hotel can assess the customer perception. This study service quality by focusing on explored the customer expectations and perception levels of these services, at Pullman Bangkok Grande Sukhumvit Hotel . The results of this assessment of service quality might provide some insights into how customers would rate the service quality and assess customer satisfactions at the hotel, two hypotheses have been framed for testing, as follows:

Hypothesis 1: Customer expectation significantly effects revisiting decision at Pullman Bangkok Grande Sukhumvit Hotel.

Hypothesis 2: Customer satisfaction significantly effects revisiting decision at Pullman Bangkok Grande Sukhumvit Hotel.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This study was adopted Descriptive research design. The procedure to define population, determine sample size, data collection and analysis was designed to uncover the facts as exist in the research situation. The five factors of service quality i.e. Tangibility, Empathy, Assurance, Reliability and Responsiveness were focused to get answers for the objectives framed in the study.

3.2 Population and Sample Selection

The customers, who visit the hotel would be characterized the population of this study. For the purpose of the study, all customers who stayed in the hotel during the peak month of November 2019 were taken as the sample. November is the peak month of Tourism in Thailand, and this month was selected as representative period. There were 100 customers, and all were included in the sample. Questionnaire were distributed to all the customers and responses were collected from 40 customers, who were willing to participate in the survey. Hence, convenience sampling method was adopted. Those customers who were willing to provide the information were included in the sample. The G*power technique was employee for calculating the number of total samples under data collection

3.3 Research Instrument

The researcher designed the questionnaire as the research instrument by applying the explanations an evidences of the related theories and the precious research findings. The questionnaire which consisted of three parts as follows:

Part 1: The close-ended demographic questions consisted of gender, age, purpose of trip, occupation, product experience

Part 2: The close-ended questions about IV./DV. Consisted of Service quality statement, tangibility statement, reliability statement.

Part 3: The close-ended questions about IV./DV. Consisted of revisiting decision statement

Regarding part 2 and part 3, the researcher exercised on the liker's 5–point scale for measuring the statistical mean range for mean interpretation as follows:

$$Range = (Maximum–Minimum)/Scale\ level$$

$$= (5-1)/5 = 0.80$$

Table 3.1: The Range of Mean Interpatation

Range	Interpretation
1.00–1.80	Strongly unsatisfied/strongly disagree
1.81–2.61	Rather unsatisfied/Rather disagree
2.62–3.42	Moderate/Moderate
3.43–4.23	Rather satisfied/Rather agree
4.24–5.00	Strongly satisfied/Strongly agree

3.4 Measurement of Instrument

3.4.1 Content Validity

The researcher has measured the content validly by considering the comments of advisor specialize in the fields of this study. The statements of questions in the questionnaire were developed according to his comments.

3.4.2 Reliability

The value of Cronbach's alpha coefficient was conducted for measuring the reliability of the questionnaire. Consequently, the questionnaire would be approved when the alpha value must be 0.7-1.00. The researcher conducted a pilot kept for this concerns by using 40 qualified people who were not in the group of samples of this study. The cronbach Alpha for the employee perception is 0.723 or high reliability and for mangers perception it is 0.705 or high reliability.

3.5 Data Analysis

The primary data gathered was analyzed statistically using statistics package applying appropriate statistical tools i.e percentage, frequency, mean standard deviation. The researcher analyzed the tabulated data to get answers for the research objectives of customer expectations and customer satisfaction level towards the service quality at Pullman Bangkok Grande Sukhumvit: Tangibility, Empathy, Assurance, Reliability and Responsiveness. The inferences, which was the multiple regression analysis, was conducted to investigate on the relation between customer expectations and customer satisfaction, the difference between both of them and the suggestions for further research are presented in this report. The details of statistics used in table 3.2

Table 3.2: Statistics used for data analysis

Demographic data including
 	
    - Gender
 	
    - Age
 	
    - Occupation
 	
    - Purpose of Trip
 	
    - Revisiting
	Frequency, Percentage

Attitudes toward Tangibility, Empathy, Assurance, Reliability and Responsiveness	Means and Standard deviation
The relationship between customer Expectations, customer satisfaction and customer revisiting	Multiple Regression Analysis

CHAPTER 4

DATA ANALYSIS

The effect of service quality on customer expectations and customer satisfaction at Pullman Bangkok Grande Sukhumvit hotel. The research findings which derived from data analysis were presented in 4 parts as follows:

4.1 Demographic data

4.2 Attitude toward expectation and satisfaction of service quality

4.3 Revisit decision at Pullman Bangkok Grande Sukhumvit Hotel

4.4 Relationship between expectation and satisfaction

4.1 Demographic Data

The research finding of this part presented the respondents' personal data including gender, age, occupation, purpose of trip, and product experience. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in table 4.1 as follows:

Table 4.1: Summary of Demographic Data (n = 150)

Demographic Data		Frequency	Percent
Gender	Male	82	54.7
	Female	68	45.3

(Continued)

Table 4.1 (Continued): Summary of Demographic Data (n = 150)

Demographic Data		Frequency	Percent
Age	< 25 years old	16	10.7
	25-35 years old	39	26.0
	36-45 years old	60	40.0
	46-55 years old	28	18.7
	> 55 years old	7	4.7
Occupation	Government official	30	20.0
	Employee	40	26.7
	Owner/Private business	45	30.0
	Student	35	23.3
Purpose of Trip	Vacation	17	11.3
	Honeymoon	24	16.0
	Seminar	45	30.0
	Business	64	42.7
Product Experience	1 time	7	4.7
	2 times	14	9.3
	3 times	46	30.7
	4 times	54	36.0
	> 4 times	29	19.3

Table 4.1 illustrated that most respondents were male (54.7%), aging between 36-45 years (40%), having Occupation Owner (45%). Moreover, it was also found that most respondents' purpose of trip were business (42.7%) while product experience were 4 times (36%).

4.2 Attitude toward Expectation and Satisfaction of Service Quality

The research findings of this part presented the respondents' expectation and satisfaction toward of service quality. The values of mean and standard deviation were used for data analysis of the expectation and satisfaction. The findings were shown in Table 4.2-4.3 as follows:

Table 4.2: Mean and Standard Deviation of Expectation toward of Service Quality

Statement of Service Quality	Level of expectation from service quality		
	$\overline{X}$	S.D.	Interpretation
Tangibles	3.58	0.525	Rather Agree
1. The staff have required skills to perform service.	3.55	0.945	Rather Agree
2. The staff speak with you appropriately.	3.41	0.997	Moderate
3. The staff make you feel safe when staying at the hotel.	3.77	0.853	Rather Agree

(Continued)

Table 4.2 (Continued): Mean and Standard Deviation of Expectation Toward of

Service Quality

Statement of Service Quality	Level of expectation from service quality		
	$\overline{X}$	S.D.	Interpretation
Reliability	3.36	0.508	Moderate
4. The staff can provide you the services as promised.	3.19	0.930	Moderate
5. The staff provide you accurate information.	3.23	0.998	Moderate
6. The staff perform the right service.	3.67	0.781	Rather Agree
Responsiveness	3.37	0.885	Moderate
7. The staff tell you exactly when services will be provided	3.57	0.951	Rather Agree
8. The staff give you prompt service.	3.17	1.483	Moderate
Assurance	3.80	0.321	Rather Agree
9. The skilled staffs are available to service customer.	3.48	0.918	Rather Agree
10. The welcome of staff is very impressive.	3.85	0.885	Rather Agree
11. The facilities inside the room is well prepared.	4.16	0.686	Rather Agree
12. The equipment inside the room can be worked promptly.	3.89	0.719	Rather Agree

Table 4.2 (Continued): Mean and Standard Deviation of Expectation Toward of

Service Quality

Statement of Service Quality	Level of expectation from service quality		
	$\overline{X}$	S.D.	Interpretation
13. The design and decoration of the hotel environment are modernized.	3.67	0.790	Rather Agree
14. The price and service charge are reasonable.	3.65	0.743	Rather Agree
15. The price and service charge are reasonable comparing with the service provided.	3.89	0.796	Rather Agree
Empathy	3.90	0.265	Rather Agree
16. The transportation to hotel is very convenient.	3.95	0.780	Rather Agree
17. The check-in/check out system is quickly	3.92	0.764	Rather Agree
18. The food and beverage menu is variously interesting.	3.63	0.772	Rather Agree
19. The food is very delicious.	3.77	0.899	Rather Agree
20. The room is very clean.	4.23	0.761	Rather Agree
21. The room area is very spacious	3.93	0.766	Rather Agree
22. The hotel is located in the convenient place.	4.03	0.746	Rather Agree
23. The hotel always develop and offers the new kind of service to customers.	3.79	0.848	Rather Agree

Table 4.2 (Continued): Mean and Standard Deviation of Expectation Toward of

Service Quality

Statement of Service Quality	Level of expectation from service quality		
	$\overline{X}$	S.D.	Interpretation
24. The hotel is willing to service customer equality.	3.87	0.766	Rather Agree
Total	3.60	0.278	Rather Agree

Table showed that the level of expectations toward of service quality in the

overall was respondents strongly agreed ($\overline{X}$ = 3.60, S.D. = 0.278). The most

respondents strongly agreed that empathy ($\overline{X}$= 3.90, S.D. = 0.265). Should concern

with the room is very clean ($\overline{X}$= 4.23, S.D. = 0.761), the hotel is located in the

convenient place ($\overline{X}$= 4.03, S.D. = 0.746), and the food and the beverage menu is

variously interesting ($\overline{X}$= 3.63, S.D. = 0.772) respectively. Moreover, the respondents

rather agreed that assurance ($\overline{X}$= 3.80, S.D. = 0.321) should concern with the facilities

inside the room is well prepared ($\overline{X}$= 4.16, S.D. = 0.686), the equipment in side the

room can be worked promptly ($\overline{X}$= 3.89, S.D. = 0.719), the price and service charge

are reasonable comparing with the service provided ($\overline{X}$= 3.89, S.D. = 0.796), and the

skilled staffs are available to service customer ($\overline{X}$= 3.48, S.D. = 0.918) respectively.

On the contrary, the respondents strongly disagreed that reliability ($\overline{X}$= 3.36, S.D. =

0.508) should not concern with the staff perform the right service ($\overline{X}$= 3.67, S.D. = 0.781).

Table 4.3: Mean and Standard Deviation of Satisfaction toward of Service Quality

Statement of Service Quality	Level of Satisfaction from Service Quality		
	$\overline{X}$	SD	Interpretation
Tangibles	4.13	0.485	Rather Satisfied
1. The staff have required skills to perform service.	4.06	0.821	Rather Satisfied
2.The staff speak with you appropriately.	3.97	0.867	Rather Satisfied
3. The staff make you feel safe when staying at the hotel.	4.36	0.678	Strongly Satisfied
Reliability	3.78	0.490	Rather Satisfied
4. The staff can provide you the services as promised.	3.86	0.867	Rather Satisfied
5. The staff provide you accurate information.	3.82	0.852	Rather Satisfied
6. The staff perform the right service.	3.67	1.013	Rather Satisfied
Responsiveness	3.60	0.853	Rather Satisfied
7. The staff tell you exactly when services will be provided	3.93	0.984	Rather Satisfied

(Continued)

Table 4.3 (Continued): Mean and Standard Deviation of Satisfaction Toward of

Service Quality

Statement of Service Quality	Level of Satisfaction from Service Quality		
8. The staff give your prompt service.	3.29	1.281	Moderate
Assurance	3.75	0.341	Rather Satisfied
9. The skilled staffs are available to service customer.	3.43	1.132	Rather Satisfied
10. The welcome of staff is very impressive.	4.13	0.762	Rather Satisfied
11. The facilities inside the room is well prepared.	4.26	0.718	Strongly Satisfied
12. The equipment in side the room can be worked promptly.	3.31	0.883	Moderate
13. The design and decoration of the hotel environment are modernized.	3.86	0.990	Rather Satisfied
14. The price and service charge are reasonable.	3.41	1.011	Moderate
15. The price and service charge are reasonable comparing with the service provided.	3.84	0.942	Rather Satisfied

(Continued)

Table 4.3 (Continued): Mean and Standard Deviation of Satisfaction Toward of

Service Quality

Statement of Service Quality	Level of Satisfaction from Service Quality		
Empathy	3.98	0.299	Rather Satisfied
16. The transportation to hotel is very convenient.	4.00	0.912	Rather Satisfied
17. The check-in/ check out system is quickly	4.05	0.877	Rather Satisfied
18. The food and beverage menu is variously interesting.	3.17	0.999	Moderate
19. The food is very delicious.	3.65	1.024	Rather Satisfied
20. The room is very clean.	4.23	0.761	Rather Satisfied
21. The room area is very spacious	4.31	0.655	Strongly Satisfied
22. The hotel is located in the convenient place.	4.28	0.770	Strongly Satisfied
23. The hotel always develop and offers the new kind of service to customers.	4.07	0.836	Rather Satisfied
24. The hotel is willing to service customer equality.	4.07	0.826	Rather Satisfied
Total	3.85	0.241	Rather Satisfied

Table showed that the level of satisfaction toward of service quality in the overall was respondents strongly satisfaction ($\overline{X}$= 3.85, S.D. = 0.241). The most respondents strongly satisfaction that tangibles ($\overline{X}$= 4.13, S.D. = 0.485). Should concern with the staff make you feel safe when staying at the hotel ($\overline{X}$= 4.36, S.D. = 0.678), the staff have required skills to perform service ($\overline{X}$= 4.06, S.D. = 0.821), and the staff speak with you appropriately ($\overline{X}$= 3.97, S.D. = 0.867) respectively. Moreover, the respondents rather satisfaction that empathy ($\overline{X}$= 3.98, S.D. = 0.299) should concern with the room area is very spacious ($\overline{X}$= 4.31, S.D. = 0.655), the hotel is located in the convenient place ($\overline{X}$= 4.28, S.D. = 0.770), and the food and beverage menu is variously interesting ($\overline{X}$= 3.17, S.D. = 0.999) respectively. On the contrary, the respondents strongly dissatisfaction that responsiveness ($\overline{X}$= 3.60, S.D. = 0.852) should not concern with the staff tell you exactly when services will be provided ($\overline{X}$= 3.93, S.D. = 0.984).

4.3 Revisit Decision at Pullman Bangkok Grande Sukhumvit Hotel

The research findings of this part presented the respondents revisit decision at Pullman Bangkok Grande Sukhumvit Hotel. The values of mean and standard deviation were used for data analysis of the revisit decision. The findings were shown in Table 4.4 as follows:

Table 4.4: Mean and Standard Deviation of Revisit Decision

Statement of Revisit Decision	Level of Opinion		
	$\overline{X}$	S.D.	Interpretation
1. If you come back to visit Bangkok, you have still used the service of this hotel again	3.74	0.923	Rather Agree
2. You will come back to visit this hotel again according to it's better service than the others your visited before.	3.79	0.885	Rather Agree
3. You have never see about another hotel because you make sure that you will come back to revisit at this hotel any time.	3.73	0.827	Rather Agree
4. You will come back to revisit this hotel according to its perceived high quality of service.	3.84	0.935	Rather Agree
5. You are very impressive to revisit this hotel according to the high value that you got in overall.	4.10	0.775	Rather Agree
Total	3.84	0.425	Rather Agree

Table showed that the most respondents strongly agreed that revisit decision in the overall. Should be concern with you are very impressive to revisit this hotel according to the high value that you got in overall ($\overline{X}$= 4.10, S.D. = 0.775). The respondents rather agreed that will come back to revisit this hotel according to its

perceived high quality of service ($\overline{X}$= 3.84, S.D. = 0.935). On the contrary, the

respondents strongly disagreed that have never see about another hotel because you

make sure that you will come back to revisit at this hotel any time ($\overline{X}$= 3.73, S.D. =

0.827), respectively.

4.4 Relationship between Expectation and Satisfaction

Table 4.5: The relationship between expectation and satisfaction

Independent Variables	b	Beta	T	Sig
(Constant)	2.345		3.613	0.000
Expectation (x_1)	.392	.256	3.176	.002
Satisfaction (x_2)	.022	.012	.154	.878

Adjust R Square (R^2) = 0.054, F = 5.258, *$p\_ < 0.02$

Table 4.5 showed that expectation affected decision (Beta = .256, Sig = .002) at

0.05 level of statistical significance. This finding supported the research hypothesis which

was proposed that customer expectation significant effect revisiting decision. While it

was found that customer satisfaction did not affect revisiting decision (Sig > 0.05). That

was interpreted that the finding did not support the hypothesis which was proposed that

customer satisfaction significant effect revisiting decision ….. The summary of the

results of hypothesis testing was illustrated in Table 4.6

Table 4.6: Summary of Hypothesis Testing

Hypothesis	Result
Hypothesis 1: Customer expectation significant effect revisiting decision at Pullman Bangkok Grande Sukhumvit Hotel	Supported
Hypothesis 2: Customer satisfaction significant effect revisiting decision at Pullman Bangkok Grande Sukhumvit Hotel.	Not supported

        Table 4.6 showed that hypothesis 1 were supported while hypothesis 2 was not supported.
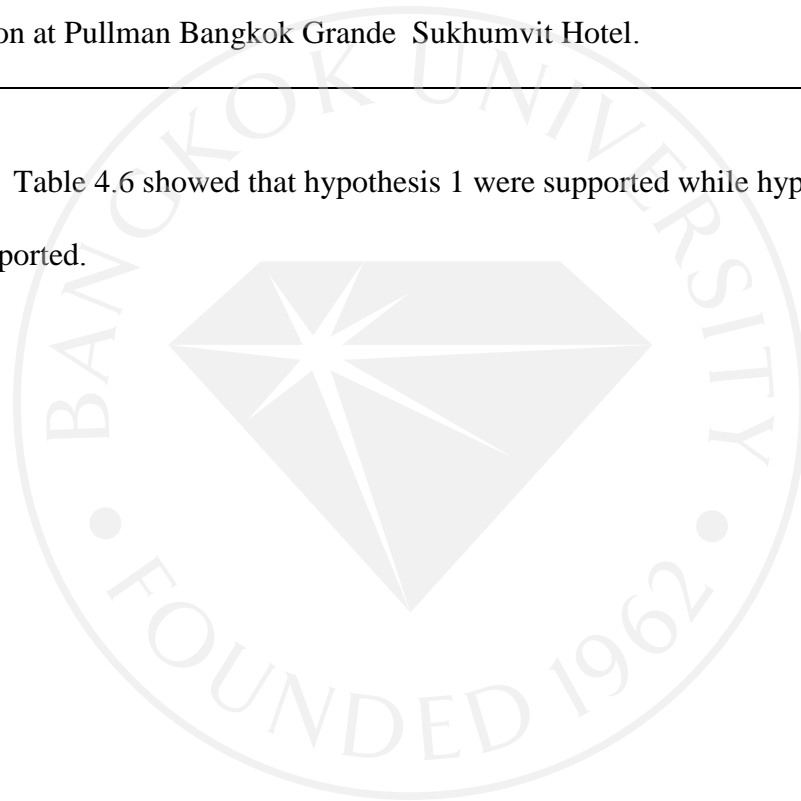
CHAPTER 5

CONCLUSION AND DISCUSSION

The purpose of this study was to explore the relationship in terms of the effect of the independent variable which were demographic data, expectation and satisfaction toward of service quality on the dependent variable which was revisit decision. As this study was a quantitative research, the close-ended questionnaire were designed to collect the data. The (150) samples were convenience randomly selected from the customers in Bangkok who visit the hotel. Regarding the purpose of the study, Multiple Regression Analysis technique was used to analyze the data. Moreover, percentage ration, frequency, mean, and standard deviation were also applied to analyze the demographic data, and the samples' altitudes toward the independent and dependent variable. The research finding of the study were concluded in this chapter. Moreover, the discussion of research finding, the recommendation for managerial implication and future research were also included

5.1 Conclusion

5.1.1 Demographic Data

Most respondents were male, aging between 36-45 years, holding occupation owner. Moreover, it was found that most of them purpose of trip were business, while product experience were 4 times.

5.1.2 Attitudes Towards Variables

1) Attitudes expectations toward of service quality the overall was respondents strongly agreed. The most respondents strongly agreed that empathy, assurance, tangibles, responsiveness, and reliability, respectively.

2) Attitudes satisfaction toward of service quality the overall was respondents strongly agreed. The most respondents strongly agreed that tangibles, empathy, reliability, assurance, and responsiveness, respectively.

3) Attitudes revisit decision at Pullman Bangkok Grande Sukhumvit Hotel showed that the most respondents strongly agreed that revisit decision in the overall. Should be concern with you are very impressive to revisit this hotel according to the high value that you got in overall. The respondents rather agreed that will come back to revisit this hotel according to its perceived high quality of service. On the contrary, the respondents strongly disagreed that have never see about another hotel because you make sure that you will come back to revisit at this hotel any time, respectively.

5.1.3 Hypothesis Results

Hypothesis 1: Customer expectation significantly effects revisiting decision at Pullman Grande Sukhumvit Hotel, Bangkok, is in the same direction (p<0.01)

Hypothesis 2: Customer satisfaction does not affect the decision to use the service of Pullman Grand Sukhumvit Hotel, Bangkok.

5.2 Discussion

5.2.1 Expectations affect the decision to use the Pullman Grand Sukhumvit Hotel, Bangkok.

According to studies, showed that expectations toward of service quality in the overall was respondents strongly agreed. The most respondents strongly agreed

that empathy. Should concern with the room is very clean, the hotel is located in the convenient place, and the food and the beverage menu is variously interesting respectively. Moreover, the respondents rather agreed that assurance should concern with the facilities inside the room is well prepared, the equipment inside the room can be worked promptly, the price and service charge are reasonable comparing with the service provided and the skilled staffs are available to service customer respectively. On the contrary, the respondents strongly disagree that reliability should not concern with the staff perform the right service. Consistent with the research of Mongkhonvanit (2018) The customer expectation and perception of the service quality of front office staff in five star hotels, the study indicated that both Thai and International tourists have the highest expectation of service quality, in terms highest empathy, followed by the assurance, and responsiveness. which is consistent with the research of Petchara (2013) The expectations and perceptions on service quality among Thai tourists towards the Hunsa JB Hotel, Hat Yai, Songkhla province. The results showed that Thai tourists had high expectations for the quality of the hotel services. Which is expected to respondents the most responsiveness, followed by assurance, for the level of expectation, service quality of the front office staff in five star hotel. Found that both Thai and International tourists have expectations for service quality, empathy is the highest, followed by responsiveness, respectively as for the perception of service quality, it was found that Thai and International tourists were most tangibles, as for the tourists' responsiveness the lowest.

      5.2.2 Satisfaction affects the decision to use the Pullman Grand Sukhumvit Hotel, Bangkok.

According to studies, showed that satisfaction toward of service quality the overall was respondents strongly agreed. The most respondents strongly agreed that tangibles, the respondents rather agreed that empathy. On the contrary, the respondents strongly disagreed that responsiveness, respectively. Consistent with the research of Boontor (2009). The factors that effect on customer satisfactions of The Westin Grand Sukhuvit Hotel. The results of this study were customers have opinion on hotel service quality in term of tangible, reliability, responsiveness, assurance, empathy at good level. They satisfy the hotel services at high level and tend to suggests others to use services. The results of hypothesis testing shows that, Their opinion to service quality in term of tangible, reliability, responsiveness, assurance, empathy are positively correlated with their satisfaction to the hotel services which is positively correlated with the loyalty to the hotel service. Which is consistent with the research of Hanburut (2015) image and service quality hotel affect foreign tourists' intentions to revisit mid-sized hotels in Bangkok. The study found that The sample opinion on the quality of service of medium-sized hotel in Bangkok were at a high level, found that the demand is highest. The sample is the image of the medium-sized hotel in Bangkok were at high level, found that brand image is the highest. The sample with the intention to take over medium-sized hotel in Bangkok overall level. The hypothesis testing found The service quality of medium-sized hotel in Bangkok and specifically. Ensuring Understanding and perception of the clients. And the concreteness of the services affect the intended use of Saab's medium-sized hotel in Bangkok. A significant factor of 0.05. And conflict with the research of Seepimkhut (2013) The Tourist's Satisfaction on the Service Quality of Foreign Hotels Chain in Bangkok Metropolitan Area. The result shows that the level of satisfaction that

tourist have towards foreign hotel chains are quite high between purpose of visit and choices of locations. For similar satisfactions are during of stay and method of reservations. I've also found the quality of services which offered by foreign hotel chains are high, and provided satisfaction amongst tourists. On the top of many tourists has also given useful recommendations that can be used to improve the quality of service in the future.

5.3 Recommendations for Managerial Implications

Regarding the research findings, the recommendations for managerial implication were contributed as follows:

5.3.1 Empathy should be developed in the interest of tourists who expect for the room is very clean.

5.3.2 Assurance should be developed in the interest of tourists who expect for the facilities inside the room is well prepared

5.3.3 Responsiveness should be developed in the interest of tourists who expect for the staff tell them exactly when will be provided.

5.3.4 Reliability should be developed in the interest of tourists who expect for the staff perform the right service.

5.3.5 Tangible should be developed in the interest of tourists who expect for the staff make them feel safe when staying at the hotel.

5.4 Recommendations for Future Research

The researcher would like to recommend the additional interesting issues for future research in order to enhance the knowledge's which were important to the academic concerns as follows:

5.4.1 There should be more qualitative studies to be interviewed or collected from the administrators about the guidelines for improving the quality of services to both Thai and foreign tourists. So that customers who come to use the service feel the equality in the service of the hotel.

5.4.2 There should be additional study areas such as special economic zones, business districts or provinces that are important.
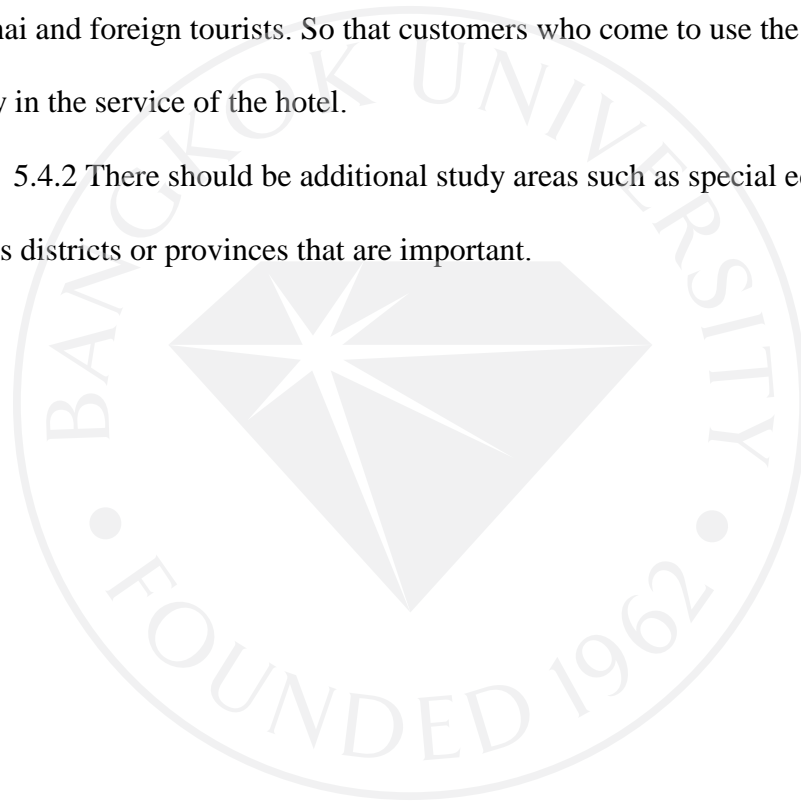
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APPENDIX

QUESTIONNAIRE

The effect of Service Quality on Customer Expectations and customer satisfaction at

Pullman Bangkok Grande Sukhumvit hotel**.**

Part I: Personal Data

1. Gender

☐ Male   ☐ Female

2. Age

☐ Below 25 years old   ☐ 25-35 years old   ☐ 36-45 years old

☐ 46-55 years old   ☐ Over 55 years old

3. Occupation

☐ Government official   ☐ Employee   ☐ Owner/Private business

☐ Student   ☐ Others (please specify)

4. Purpose of trip

☐ Vacation   ☐ Honeymoon   ☐ Seminar   ☐ Business

☐ Others (please specify)

5. How many times have you previously stayed at the Pullman Bangkok Grande

Sukhumvit?

☐ 1 time   ☐ 2 times   ☐ 3 times   ☐ 4 times   ☐ more than 4 times

Part II: Survey of your expectations and perceptions towards service quality of front office staff

Based on your experiences as a customer of the Pullman Bangkok Grande Sukhumvit, please put a tick (X) in a box which mostly explains your attitudes.

    a)   Level of OPINION towards service quality of front office staff

The score level are described as 5 = Strongly Agree, 4 = Rather Agree, 3 = Moderate, 2 = Rather Disagree and 1 = Strongly Disagree

    b) Level of SATISFACTION towards service quality of front office staff

The score level are described as 5 = Strongly Satisfied, 4 = Rather Satisfied, 3 = Moderate, 2 = Rather Unsatisfied and 1 = Strongly Unsatisfied.

Statement of Service Quality	Level of expectation from service quality					Level of Satisfaction from service quality				
	5	4	3	2	1	5	4	3	2	1
1.The staff have required skills to perform service (for example, the receptionist can explain clearly about the hotel direction)										
2.The staff speak with you appropriately										

Statement of Service Quality	Level of expectation from service quality					Level of Satisfaction from service quality				
	5	4	3	2	1	5	4	3	2	1
3.The staff make you feel safe when staying at the hotel (for example, the doorman observes the persons who come in the hotel)										
4.The staff can provide you the services as promised e.g. upgrade room, early check in and late check out										
5.The staff provide you accurate information e.g. hotel facilities, recreational facilities and tourists' attraction places										
6.The staff perform the right service (for example, the receptionist has your correct record of your booking details)										

Statement of Service Quality	Level of expectation from service quality					Level of Satisfaction from service quality				
	5	4	3	2	1	5	4	3	2	1
7. The staff tell you exactly when services will be provided (for example, the receptionist informs you about breakfast time during your check in)										
8. The staff give you prompt service (for example, the receptionists serve you a welcome drink immediately during your arrival)										
9. The skilled staffs are available to service customer.										
10. The welcome of staff is very impressive.										
11.The facilities inside the room is well										
12. The equipment in side the room can be worked promptly.										
13. The design and decoration of the hotel environment are modernized.										

Statement of Service Quality	Level of expectation from service quality					Level of Satisfaction from service quality				
	5	4	3	2	1	5	4	3	2	1
14. The price and service charge are reasonable.										
15. The price and service charge are reasonable comparing with the service provided.										
16. The transportation to hotel is very convenient.										
16. The transportation to hotel is very convenient.										
17. The check-in/ check out system is quickly.										
18. The food and beverage menu is variously interesting.										
19. The food is very delicious.										
20. The room is very clean.										
21. The room area is very spacious										
22. The hotel is located in the convenient place.										

Statement of service quality	Level of expectation from service quality					Level of Satisfaction from service quality				
	5	4	3	2	1	5	4	3	2	1
23. The hotel always develop and offers the new kind of service to customers.										
24. The hotel is willing to service customs equality.										

Part III: Revisit Decision at Pullman Bangkok Grande Sukhumvit Hotel.

Statement of Revisit of Decision	Level of Opinion				
	5	4	3	2	1
1. If you come back to visit Bangkok, you have still used the service of this hotel again.					
2. You will come back to visit this hotel again according to it's better service than the others your visited before.					
3. You have never see about another hotel because you make sure that you will come back to revisit at this hotel any time.					

Statement of Revisit of Decision	Level of Opinion				
	5	4	3	2	1
4. You will come back to revisit this hotel according to its perceived high quality of service.					
5. You are very impressive to revisit this hotel according to the high value that you got in overall					

End of Questionnaire

Thank you for your kind cooperation

BIODATA

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