KEYS FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARDS
LUXURY HOTELS IN KUNMING CITY CHINA

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Xiong Lei

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ABSTRACT

The research aims to applied mix method to explore the main factors that affect positively customer satisfaction in the hospitality industry. The research method used in this study were the quantitative and qualitative method. The data from in-depth interviews are analyzed through various steps involving the content analysis. For quantitative method, data collections were carried out by distributed online questionnaires among hotel customers in the luxury hotels to collect primary data.

The analysis shows that none of the demographic factors (gender, age, education level, work/employment status, marital status, and monthly income) have a significant influence on customer satisfaction towards luxury hotels in Kunming. And the hypothesis testing results indicate that tangibility, responsiveness, assurance, and empathy significantly influence customer satisfaction towards luxury hotels in Kunming. However, reliability does not have a significant impact on customer satisfaction.

*Keywords: personalized service quality, customer satisfaction, mixed-method*

# CHAPTER 1
# INTRODUCTION

## 1.1 Background

Presently, business activities, systems, and operations are being transformed globally due to the coronavirus pandemic (Bhaskara and Filimonau, 2021). A crisis of this nature causes all business institutions across a broad spectrum of industries to reduce, halt, or cease their operations. One of the primary challenges encountered by these establishments is customer attrition, which necessitates the layoff of a considerable workforce (Das and Tiwari, 2022).

The provision of personalized service is influenced by the intricacies of human psychology (Chellappa and Sin, 2005). Ensuring that each visitor feels as though their experience is personalized and that they are comprehended is what will fulfill them and ensure their satisfaction. The famous adage "Home away from home" guides a guest's selection of a hotel, which he evaluates based on his personal preferences, with an emphasis on safety, hygiene, and the highest levels of service. The hotel staff delivers personalized service to each visitor by demonstrating an awareness of the guest's requirements, an essential aspect of service provision (Kokko and Moilanen, 1977). There is no fixed standard or established pattern for delivering personalized service; inst ead, the staff follows the preferences of each guest. The hotel industry is guest-centric and strives to exceed guests' expectations in terms of service. From a business perspective, guests are considered a critical focus of attention (Lee and Cranage, 2011). Satisfied guests contribute to the hotel's growth by generating repeat business and fostering positive word-of-mouth referrals.

It is crucial for the hotel to ensure that customers are fully satisfied with their initial stay at the establishment in order to encourage repeat business from those guests. According to Sundar and Marathe (2010), this will result in the people being devoted consumers of the hotel, which will provide the establishment with an advantage over its rivals. Furthermore, the hotel can increase its market share and revenue generation by prioritizing guest satisfaction. It is therefore imperative for hotel owners to focus on their guests to achieve the highest possible level of satisfaction. A key factor influencing the selection of a five-star hotel is the level of personalized service it provides. This is particularly significant because most five-star hotels within the same region offer nearly identical amenities and infrastructure.

According to Vesanen (2007), personalized service is defined as creating the impression that someone is attentively looking after the guest. For example, maintenance department is able to give the housekeeping crew the opportunity to have the pillar repaired as part of the individualized care they provide.  This act of attentiveness would undoubtedly leave a lasting impression on the guest during their stay. Personalized service can also be implemented on a daily basis, wherein staff members observe the patterns of guests' consumption and utilization. By analyzing these patterns, the preferences of the guests can be identified, and and subsequently used to tailor their stay, both during the current visit and in the future.

Enhancing consumer satisfaction through repeat patronage is a critical area of research within the hospitality industry. Numerous scholarly studies have been conducted in this domain, utilizing customer satisfaction as a proxy for customer loyalty and intention to return, both of which serve as indicators of re-patronage behavior. Customer loyalty and intention to return are frequently regarded as indicators of repeat business because they are interpreted as consequences of a positive prior experience or general customer contentment. However, substantial research gaps remain in areas that have not been thoroughly explored in previous studies within the hospitality industry.

In addition to being the country with the highest population on the planet, China is also home to one of the most extensive hospitality sectors in the world and has become a nation that demonstrates remarkable progress. In recent years, the expansion of China's hotel business has demonstrated clear structural difference characteristics within the industry. These characteristics have been observed. Jiang, Y., and Wen, J. (2020) pointed out that in the past two years, the hotel business has also been considerably affected by the impact of the coronavirus outbreak.  As a result, the movement of people has decreased substantially, leading to a significant decline in the number of passengers utilizing hotel services. Significant shifts have occurred in people's ways of living.

According to Davahli et al.'s research from 2020, the public health emergency that was brought on by coronavirus has resulted in significant losses for the tourism industry all over the world. Several countries, including China, have been adversely affected by the pandemic, leading to considerable challenges within the tourism industry. The Ministry of Culture and Tourism of the People's Republic of China reported that the number of domestic visitors in 2022 decreased by 22.1% to 2.53 billion when compared to the data from the

previous year. Additionally, the consumption of tourism in the country, which was CNY 2.04 trillion, decreased by 30% in 2022. The hospitality industry was confronted with a significant obstacle as a consequence of the limitations placed on human mobility as a consequence of coronavirus (Le et al, 2023). This was due to the fact that the functioning of hotels is strongly dependent on interpersonal connection. Within this framework, the pursuit of sustainable development in the tourism industry necessitates additional research into changing market trends.

According to the Ministry of Culture and Tourism of the People's Republic of China, the average room price in 2022 was 318.48 Yuan, representing a decrease of 4.92% compared to 2021. The average hotel occupancy rate in 2022 was 38.35%, reflecting a decline of 8.19% from the previous year. Additionally, the revenue per available room (RevPAR) in 2022 was 122.14 Yuan per night, a decrease of 12.71% compared to 2021. These figures indicate that the overall operating performance of star-rated hotels nationwide in 2022 was poor, with all key performance indicators showing a downward trend.

Figure 1.1: The key indicators of Chinese star rated hotel in year 2019-2022
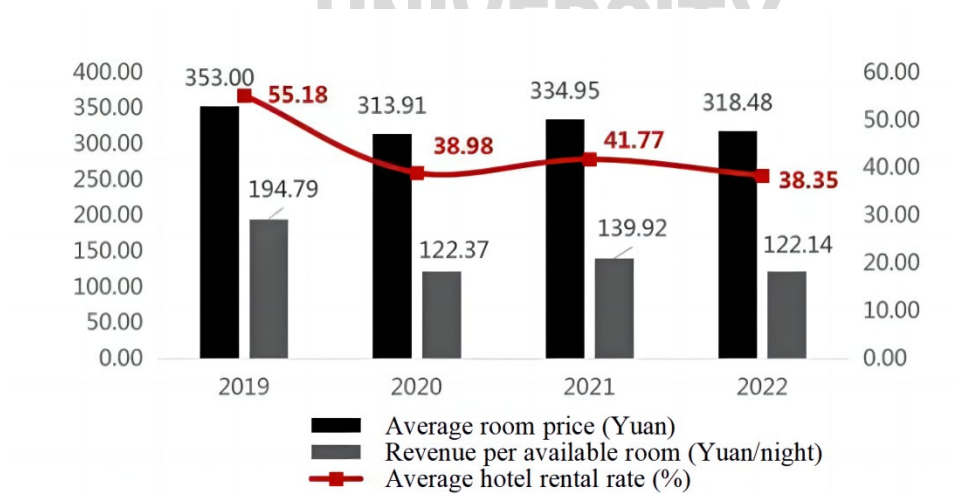


Source: Ministry of Culture and Tourism of the People's Republic of China Domestic
       Tourism Data in 2022

The examination of hotel accommodations has failed to address the changing demands of customers with regard to their likelihood of returning and their level of contentment. The majority of research in the field of hospitality has examined the development of customer satisfaction and re-patronage behavior as a static psychological process, wherein the factors that influence customer attitudes or behavior remain consistent during each individual visit to a hotel. However, as the number of (repetitive) visits increases, customer expectations and behavioral intentions may shift, according to tourism research. The dynamic formation of consumer satisfaction or re-patronage behavior across visits is implied by evolving expectations. Hotels ought to dynamically categorize market segments and provide distinct services to distinct groups, such as first-time versus returning guests.

The study conducted a comprehensive literature review on the primary factors under investigation before proposing a framework and propositions. Moreover, this research is distinctive in that it employs a qualitative methodology to gather and analyze data. Implementing the interview method could potentially yield valuable insights regarding the study's impact. This research aims to examine customer satisfaction in the hotel industry through content analysis, focusing on how influencing factors impact guest satisfaction. The findings of this study will serve as a guideline for hotel marketers and companies to develop effective strategies for their future operations. Furthermore, a deeper understanding of customer satisfaction will enable businesses to refine their content strategies to achieve optimal results.

**1.2 Objectives of the Study**

The research aims to explore the main factors that affect positively customer satisfaction in the hospitality industry, in particular, the luxury hotels in the Kunming China are as follows:

1.2.1 To investigate which personal factors influence customer satisfaction.

1.2.2 To identify the personalized service quality that can be the key reason to effect on customer satisfaction.

**1.3 Scope of Study**

This study extends the literature by giving more light at the effects of personalized service quality, personal data particularly in the luxury hotel of Kunming China that lead to empowering customer satisfaction. The research method used in this study was the mix methods which include qualitative and qualitative method. This research will use in-depth interviews with customers and hotel mangers and employees about their perception towards luxury hotel. The in-depth interview, therefore, helped the researcher to understand how the informants derive meaning from their surroundings to respond to the questions. The data are analyzed through textual analysis as an analytical method for the post since it richly describes the content, structure, and functions of the messages contained in texts. The quantitative method with data collections were carried out by distributed online questionnaires among hotel customers in the luxury hotel to collect primary data, which are analyzed through various steps involving the statistical analysis. Three sections comprise the questionnaire: customer satisfaction, personalized service quality, and personal data. The information gathered is analyzed using the SPSS program. The findings of this study will benefit the hotels to increasing the significant effect of personalized service quality on satisfaction.

**1.4 Research Questions**

Kunming, being a highly frequented destination in China, has benefited significantly from the hospitality sector. In response to the substantial increase in tourist arrivals and the growing demand for hotel services among locals and country residents, the Kunming government has designated the hotel sector as one of its primary areas of focus and development. Hence, it is imperative to investigate the primary determinants that may have a positive impact on the sector's success and augment its overall performance. Determining the main factors that affect positively customer satisfaction in the hospitality industry, in particular, the luxury hotels in the Kunming China, is the objective of this research.

The main question of this research can be clarified more through some sub questions as follow:

1.4.1 What's are the factors that promote customer satisfaction?

1.4.2 Could personalized service quality can be the key reason to effect on customer satisfaction?

**1.5 Significance of the Study**

The impact of service quality on service process outcomes, including relationship development, customer satisfaction, and trust, has rendered it a widely discussed topic among academicians. In recent years, there has been a growing interest in the notions of service quality due to their potential to enhance operational efficiency and profitability. McAlexander et al. (1994) assert that service quality is a critical and indispensable determinant of organizational success. Enhancing the provision of superior service will result in improved reputation, heightened customer satisfaction and retention, the attraction of new customers via word-of-mouth, enhanced achievement or financial performance, and increased profits. The level of client re-patronage and the perception of service quality both influence customer satisfaction. In order to achieve business success via customer contentment, Brady & Cronin (2001) state that organizations must be founded with the goals of integrating the operations of various business functions and delivering superior service quality. Despite this, maintaining customers through the provision of superior service quality and customer satisfaction remains a difficult and ongoing endeavor.

Research highlights the specific dimensions of service quality that have the most impact on customer satisfaction, such as reliability, responsiveness, assurance, empathy, and tangibility. Knowing which aspects are most crucial allows hotels to prioritize their efforts and resources in those areas. In the highly competitive hospitality industry, where many hotels offer similar amenities and facilities, superior service quality can set the hotel apart from its competitors. By consistently delivering high-quality service, a hotel can attract more customers, including those who might have otherwise chosen a competitor based on price or location alone. This competitive edge is vital for gaining market share and sustaining the hotel's position in the industry. High-quality service fosters customer satisfaction, which in turn leads to increased loyalty and repeat business. Loyal customers are more likely to return for future stays and recommend the hotel to others, reducing the need for constant new customer acquisition efforts. This loyalty can result in long-term relationships with guests, providing a stable source of revenue for the hotel.

**1.6 Definitions of Terms**

Service quality - The concepts of service quality are attracting increased attention in recent years as it can.

Personalization **-** The process of tailoring services, experiences, and communications to meet the unique preferences, needs, and behaviors of individual guests.

Customer satisfaction **-** is a comprehensive assessment of a company's performance that is derived from all previous interactions with the organization.
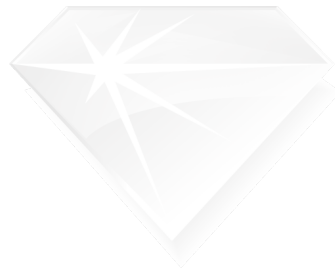
# CHAPTER 2
# LITERATURE REVIEW

This chapter examines the theoretical concepts and relevant literature that support this study as follows:

2.1   Personalized Service Quality

2.2   Customer Satisfaction

2.3   Previous studies

2.4   Conceptual Framework

2.5   Hypothesis

## 2.1   Personalized Service Quality

While the term "personalization" can be defined in a various ways, "good service" is among the most fundamental concepts. As the consumer evaluates the service concerning their expectations, satisfying the specific requirements of each customer is the most straightforward approach to attaining quality service (Vesanen, 2007). Due to variations in quality expectations among individuals, service providers must distinguish their offerings. Consequently, the term "personalization" encompasses any interactional behavior that is designed to assist in the customer's individuation (Sundar and Marathe, 2010).

Personalized marketing can take many forms, including personal meetings in which the service provider creates a stronger relationship with the consumer (Lee and Cranage, 2011). Personalization can also take the form of a variety of customized marketing strategies. It might be the utilization of technology and information about customers in order to generate advertising that is specifically tailored to the customer's needs, or it can be open communication between businesses and between businesses and certain customers. Service providers can tailor their adverts or offers to the requirements of the consumer by making use of either information that has been provided in the past or information that is provided in real-time. Regardless of whether personalization is defined as something that is done by the company (Kokko and Moilanen, 1997) or something that is initiated by the customer (Chellappa, R. K., & Sin, 2005), the objective is to develop a product or service that will

better meet the expectations of the guest, reduce the cost or have some benefits (Peppers et al, 1999), and produce an individual experience (Allen, 2001).

According to Bitner, Booms, and Mohr (1994), service quality is defined as 'the consumer's overall impression of the relative inferiority or superiority of the organization and its services. Parasuraman, Zeithaml, and Berry (1985) defined service quality as a function of the differences between expectation and performance along the quality dimensions. This is in contrast with the perspective of other researchers, such as Cronin and Taylor (1994) and Taylor and Cronin (1994), who view service quality as an attitude representing an overall evaluation over an extended period. According to Roest and Pieters' (1997) definition, service quality is a cognitive and relativistic difference between experience-based norms and performances about service benefits. This has appeared to be compatible with the concept.

Over several decades, the notions of service quality and customer happiness have been extensively incorporated into practical marketing, and the marketing literature has devoted a significant amount of attention to studying these topics in depth. Researchers in the field of marketing have consistently emphasized the significance of service quality and customer satisfaction (Brady, Cronin, & Brand, 2002; Cronin & Taylor, 1992, 1994). Furthermore, they have proposed that these factors are indicators of an organization's competitive position (Ruyter, 1997). In other words, the outcome of service quality has become a significant topic due to the increasing interest in the various levels of impact that service quality has on customer behavior. Furthermore, the literature on tourism places a strong emphasis on the significance of the connection between the quality of personalized service and the level of happiness experienced by customers (Ekinci, Dawes, & Massey, 2008). Previous research has established that this connection is crucial to the success of a hotel.

The employee present at the moment of service provides personalized service. A study mentioned that the quality of personalized services should be measured by the differences between the quality of characterization and the quality of expectancy. This measurement is based on the standards of personalization and the expectancy value of the services received by customers, which are derived from comparative knowledge. The quality of personalized service has a favorable impact on the level of satisfaction experienced by customers (Ekinci et al., 2008).

The research that utilized a variety of approaches, such as performing experiments utilizing scenarios (Sparks & Fredline, 2007) or conducting surveys with hotel visitors (Oh,

1999), for example. During their stay at a hotel, consumers evaluate the quality of service based on various factors, including both intangible and tangible aspects, as stated by Wilkins, Merrilees, and Herington (2007). Intangible elements include, but are not limited to, customer care primarily focused on providing service, understanding and concern from hotel management, assurance, and the relative ease of completing transactions while staying at the hotel. The remaining factors, which are known as tangible elements, are primarily associated with the physical aspects of the hotel, including the availability and quality of a variety of amenities within the room, the physical appearance of hotel staff, and the cleanliness of both the room and the entire hotel. The expectancy disconfirmation model (Oliver, 1977, 1980) argues that once customers have evaluated the quality of these elements, they compare their views of the services they received with their expectations. If the disconfirmation is positive or zero, then the client perceives that they are satisfied with the service. According to this model of customer satisfaction, earlier researchers described customer satisfaction as a result of service quality. In other words, service quality has a positive influences on the oveall level of customers satisfaction.

The SERVQUAL model was first proposed and implemented by Parasuraman, Zeithaml, and Berry (PZB) in 1991. The empirical evaluation of the model was conducted at a four-star hotel in Canada (Parasuraman, Zeithaml, & Berry, 1988; Saleh & Ryan, 1991). Following that, its implementation in the hospitality sector gained greater prominence. Within the context of the hotel industry, scholars engaged in a thorough and all-encompassing discourse regarding service quality concerning three key elements: element composition, internal structure, and empirical research on models. Certain scholarly articles examine service quality by categorizing hotel guests based on their cultural heritage and the time of year in which they visit the establishment (Armstrong et al., 1997; Tribe & Snaith, 1998). Additionally, scholarly investigations have examined the practicality and dependability of the SERVQUAL model by integrating various evaluation models with it (Stefano et al., 2015; Beheshtinia & Azad, 2019). SERVQUAL (Parasuraman et al., 1988, 1991) consists of the five dimensions explained

below:

Table 2.1: The five dimensions of SERVQUAL (Parasuraman et al., 1988, 1991)

| Dimensions | Content |
|---|---|
| Reliability | This dimension refers to the ability to perform the service dependably and accurately. The ability to perform the promised service dependably and accurately. Never overpromise and always keep your promises. |
| Responsiveness | This dimension refers to the willingness to help customers and provide prompt service. The willingness to help customers and provide prompt service. Always get the definition of prompt from the customer. |
| Tangibles | This dimension refers to the physical facilities, equipment, and appearance of personnel. |
| Assurance | This dimension refers to employees' knowledge, courtesy and ability to convey trust and confidence. The knowledge and courtesy of employees and their ability to inspire trust and confidence. Employees need to be empowered to carry out this assurance of both power and knowledge. |
| Empathy | This dimension refers to the level of caring and individual attention provided to customers. The degree of caring, individualized attention the firm provides its customers. |

Concerns were raised during the SERVQUAL model's development regarding the scale's dimensions and dependability (Carman, 1990; Babakus & Boller, 1992). Nevertheless, as a result of ongoing enhancements, the dependability and accuracy of these five dimensions and items were substantially enhanced. Its applicability was acknowledged by a multitude of academicians and businesses (Chen & Wang, 2005). Despite notable advancements in technological infrastructure and service providers, smart hotels continue to employ service processes and strategies that are remarkably comparable to those of conventional star hotels. Therefore, the SERVQUAL model, which is widely recognized in the conventional hotel sector for its ability to depict customer expectations and perceptions regarding specific services, can be effectively utilized to assess service quality in smart hotels. The dependable

SERVQUAL model is utilized in this study to assess the service quality of smart hotels. To begin with, this investigation synthesized literature review, field survey, and corpus analysis conducted in the preliminary stages to formulate a comprehensive evaluation of the present condition of deluxe hotels. Following this, assessments were made of perceived and anticipated scores pertaining to the five facets of service quality in a luxury hotel, namely tangibles, reliability, responsiveness, assurance, and empathy.

### 2.2 Customer Satisfaction

Service organizations prioritize customer satisfaction as it yields numerous long-term advantages, including favorable word-of-mouth endorsements, customer loyalty, and sustainable profitability (Greenwell et al., 2002). Prior research has predominantly examined customer satisfaction as a unidimensional construct (Yang and Peterson, 2004). This construct gauges the overall level of satisfaction that customers have with a service organization and is derived from their collective evaluation of all interactions and contact points with the organization. Within the scope of the current investigation, we further define customer satisfaction as a unidimensional concept that represents the comprehensive perception that a visitor develops gradually regarding the performance of the hotel.

The discrepancy between the anticipated and perceived quality of service is exposed through customer satisfaction (Padma & Ahn, 2020). The determinant of customer satisfaction is service quality (Yang & Lau, 2015). Customers are deemed content when the service quality they perceive exceeds their initial expectations. A method for evaluating service quality involves the extraction of hotel attributes from online evaluations (Guo et al., 2017). Therefore, the study can examine the individual hotel attributes as independent variables and the overall satisfaction as the dependent variable (Hu et al., 2019).

Hu et al., 2019 Comprehensive empirical research has demonstrated that the level of satisfaction experienced by customers is not static but rather is undergoing a process of evolution. It is possible that a variety of elements, including but not limited to service quality (Yang & Lau, 2015), amenities (Nunkoo et al., 2020), food (Mohsin & Lockyer, 2010), and hotel rating (Bi et al., 2020), among others, are the reasons for individual differences in consumer satisfaction with regard to hotels. According to Wu and Liang (2009), one's level of pleasure with a service will vary depending on the environment in which it is provided and the interactions that ensue. However, coronavirus has not only changed the prior service

process, as demonstrated by the provision of safe products and services (Foroudi et al., 2021), but it has also changed the expectations of customers (Mehta et al., 2021). The purpose of this study is to determine the important characteristics that affect customer satisfaction from online evaluations of hotels before and after the outbreak of coronavirus. This can be accomplished by taking advantage of the imbalance that exists between the two time periods.

Customer satisfaction is the consequence of those individuals who have experienced the performance of a hotel that has satisfied their expectations after having those expectations satisfied. The primary objective of a hotel is to meet the needs and expectations of its guests (Faraj et al., 2021). The Kurdistan region has become a popular destination for tourists from various countries worldwide. Although most of these dimensions were used as factors proven to be relevant through the importance of service quality, many academic scholars have identified several dimensions and elements to enhance the level of satisfaction.  The strong association between service quality and the happiness of guests has been demonstrated by a number of researchers (Ali & Anwar, 2021). According to the findings of several studies conducted over decades in the hospitality business over the course of several decades, two key categories have emerged, namely service and customer happiness. Khan and Abdullah (2019), assert that guest satisfaction is the best indicator of a hotel's future earnings. The hotel's objective is to fulfill the requirements and requirements of its guests (Faraj et al. 2021). There were used as factors proven to be relevant through the importance of service quality, many academic scholars have identified several dimensions and elements to enhance the level of satisfaction. Guest satisfaction with the hotel ultimately leads to increased revenue for the hotel. Examples of this include guests returning to the same hotel and recommending it to others. The Kurdistan region has been a popular destination for tourists from various countries worldwide. Although most of these dimensions were used as factors proven to be relevant through the importance of service quality. The level of guest satisfaction with the hotel directly influences the hotel's revenue. Examples of this include guests returning to the same hotel and recommending it to others.

### 2.3 Previous studies

The literature contains a substantial amount of empirical and theoretical evidence that implies there is a clear connection between the quality of service provided and the level of

satisfaction experienced by customers (Bitner, 1990; Bolton and Drew, 1991a). Jones and Farquhar (2003) reported that among the numerous behavioral intentions, a significant amount of attention has been placed on the impact of service quality in influencing the likelihood of repeat purchases and the level of pleasure experienced by customers. A customer's subsequent behavior, intentions, and level of pleasure are all influenced by the quality of the service they receive, as Bolton (1998) points out. Customers are more likely to pick the same provider again if they choose a provider that provides service quality that either meets or exceeds their expectations. This is because customers are more likely to choose the same provider again. Several other research, such as Zeithaml, Berry, and Parasuraman (1996), Cronin and Taylor (1992, 1994), Cronin, Brady, and Hult (2000), and Choi et al. (2004), provide additional evidence that re-intention and service quality have a beneficial impact on customer satisfaction.

Fornell (1992), Rust and Zahorik (1993), Taylor and Baker (1994), and Patterson and Spreng (1997) are only few of the studies that have established a connection between customer satisfaction and behavioural intentions. These studies have been conducted by a wide range of researchers. It is usually assumed that customer satisfaction is a significant determinant of repeat purchases, positive word of mouth, and customer loyalty. Bearden and Teel (1983) argue that this is the reason why customer satisfaction is the most crucial factor for marketers to consider. In a similar vein, Anderson and Sullivan (1993) have also claimed that the increase in customer retention is proportional to the level of satisfaction experienced by the customers. In addition, the findings of a study conducted by Ranaweera and Prabhu (2003), which revealed that the impacts of customer satisfaction on customer retention were found to be considerable and favorable, provide weight to this understanding. Specifically, the levels of customer satisfaction will influence the degree of repurchase intentions and this is backed by earlier research in a wide variety of studies (Rust and Zahorik, 1993; Taylor and Baker, 1994; Patterson and Spreng, 1997; Bolton, 1998; Hellier et al., 2003).

Both the quality of the service and the level of satisfaction experienced by the consumer have been universally acknowledged as preceding factors in repurchase intentions. On the other hand, it is anticipated that proprietors of restaurants would be interested in gaining knowledge regarding which of these factors has the most significant impact on the likelihood of guests returning. The results of a recent study (Ravald and Gronroos, 1996) indicate that customer satisfaction is a more accurate indicator of the likelihood of future

purchases than the quality of the service provided. Evidence is supplied by Cronin and Taylor (1992), who discovered that the association between customer satisfactions and repurchase intentions is significantly stronger than the relationship between service attributes and repurchase intentions. According to Dabholkar (1995), academically speaking, from the perspective of a practitioner, customer satisfaction is considered to be something that has a greater influence on repurchase intentions. Additionally, Parasuraman, Zeithaml, and Berry (1994) discovered in their research that customer satisfaction is likely to acquire a higher degree of statistical significance when both service quality and customer satisfaction have a substantial impact on repurchase intentions. This was one of the findings that emerged from their investigations.

## 2.4 Conceptual Framework

This research focuses on exploring and analyzing the factors that influence service quality and customer satisfaction in the hotel industry. The conceptual framework presented here aims to elucidate the relationships between these factors and their impact on customer behavior. This framework incorporates relevant theories and research, providing a foundation for the analysis and conclusions of the study.

In the conceptual framework, personal data (such as gender, age, education, and income) can help researcher identify differences in satisfaction among different customer groups. Different demographic characteristics may lead customers to have different expectations and evaluations of hotel services, facilities, and prices. And also, personal data can serve as potential moderating or explanatory variables, helping researcher uncover deeper factors that influence customer satisfaction.

Figure 2.1: Conceptual Framework
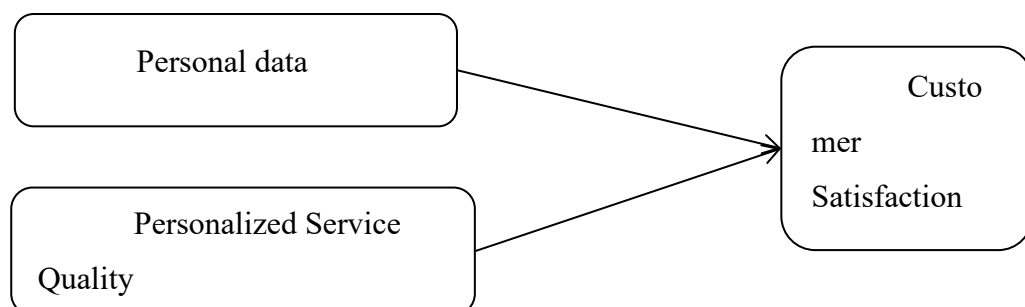
**2.5 Hypotheses**

Based on the conceptual framework, this study aims to investigate the relationship between personal data, personalized service quality, and customer satisfaction in luxury hotels in Kunming. The framework highlights the importance of various factors influencing service quality and their subsequent impact on customer satisfaction. To further explore these relationships, the following hypotheses have been formulated:

H1: Personal data influences customer satisfaction towards luxury hotels in Kunming.

This hypothesis is grounded in the understanding that personal data, such as customer preferences and past behaviors, can be used to tailor services to individual needs. The conceptual framework suggests that leveraging personal data enhances the personalization of services, which in turn positively impacts customer satisfaction. By examining this relationship, we aim to confirm that the effective use of personal data directly enhances customer satisfaction.

H1.1: Gender influences customer satisfaction towards luxury hotels in Kunming.

H1.2: Age influences customer satisfaction towards luxury hotels in Kunming.

H1.3: Marital status influences customer satisfaction towards luxury hotels in Kunming.

H1.4: Education influences customer satisfaction towards luxury hotels in Kunming.

H1.5: Income influences customer satisfaction towards luxury hotels in Kunming.

H1.6: Work/employment status influences customer satisfaction towards luxury hotels in Kunming.

H2: Personalized service quality influences customer satisfaction towards luxury hotels in Kunming.

This hypothesis builds on the premise that personalized service quality, which includes customized interactions and tailored experiences, significantly influences customer satisfaction. The conceptual framework indicates that high-quality personalized services lead to higher levels of customer satisfaction. By testing this hypothesis, we seek to demonstrate that personalized service quality is a critical factor in achieving customer satisfaction in luxury hotels.

H2.1: Personalized service quality of tangibility influences customer satisfaction towards luxury hotels in Kunming.

H2.2: Personalized service quality of reliability influences customer satisfaction towards luxury hotels in Kunming.

H2.3: Personalized service quality of responsiveness influences customer satisfaction towards luxury hotels in Kunming.

H2.4: Personalized service quality of assurance influences customer satisfaction towards luxury hotels in Kunming.

H2.5: Personalized service quality of empathy influences customer satisfaction towards luxury hotels in Kunming.

By linking these hypotheses to the conceptual framework, we can better understand how personal data and personalized service quality contribute to customer satisfaction in the context of luxury hotels in Kunming.

# CHAPTER 3
# RESEARCH METHODOLOGY

Several steps were used in this chapter. These steps are:

3.1 Research Design

3.2 Research Methodology

3.3 Population and Sampling Design and Key Respondents

3.4 Research Instrument

3.5 Content Validity

3.6 Data Collection

3.7 Data Analysis


## 3.1. Research Design

The purpose of this research is to examine an influence of personalized service quality towards consumer satisfaction which can lead to their re-patronage intention of luxury hotel in Kunming, China.The research approach of the study is mix-method include qualitative and quantitative research.

The qualitative research method was used in the format of in depth interviews for primary information. The in-depth interview, therefore, helped the researcher to understand how the informants derive meaning from their surroundings to respond to the questions. This study believes the in-depth interview for the primary information can examine the communication phenomenon. The qualitative approach was chosen because it allows for a deeper understanding and explores topics in more detail. In addition, the study deployed textual analysis as an analytical method for the post since it richly describes the content, structure, and functions of the messages contained in texts. The process and steps of the this research on qualitative design are shown in Figure 3.1

Figure 3.1: The process and steps of qualitative design

| Step 1 | Step 2 | Step 3 | Step 4 | Step 5 |
|--------|--------|--------|--------|--------|
| Initially understand the customers' experiences of hotel and summarize the corresponding keywords | Search for the commonality of keywords and design open interview questions | Use a table to record the source and citation of the corresponding keywords, Design a list of interview | Interview and analyze the keywords in the interview record by thematic analysis and textual analysis | Discussion and Conclusion |

Quantitative research method was developed in order to accomplish the research objectives. This study will administer a survey in the form of a questionnaire that requests participants to recollect their personal experiences at the luxury hotel in Kuming, China. Three sections comprise the questionnaire: customer satisfaction, personalized service quality, and personal data. The information gathered is analyzed using the SPSS program.

Combining the in-depth interviews and questionnaires can compensate for the shortcomings of a single method. The interview provide depth, while questionnaires provide breadth, enabling a more comprehensive understanding of the research issue.

## 3.2 Research Methodology

In the qualitative research had been conducted by using structured interview. In well-structured interviews the researcher can focus on specific themes. Here, the specific theme refers personalized service quality and customer satisfaction. On the basis of both personalized service quality and customer satisfaction the questions are designed. Altogether

there are 10 questions regarding customer satisfaction listed for the interview. The idea behind conducting the structured interview is to get the depth answer about the personalized service quality and customer satisfaction through different perspectives. It took about one hour to take the interview with only one interviewee which is customer or hotel manager. The interview was conducted with the organizational director to get detail information about hotel as well as future strategy and plans in regard to the personalized service quality and customer satisfaction. Moreover, qualitative method is used to know the steps that the organization took to increase the customer satisfaction.

In quantitative method, the SPSS was applied, the responses to the Likert elements were encoded. The author will initially conduct a frequency analysis of the data. Upon completion of the preliminary analysis of the responses, the author shall proceed to examine the statements in search of correlations.

### 3.3 Population and Sampling Design and Key Respondents

For the qualitative method, in-depth interviews have conducted with 10 luxury hotel consumers and stakeholders such as hotel managers, department heads, and employees. The target respondents will be actual consumers who have stayed in luxury hotels in Kunming, China. The selection of target respondents will focus on individuals who are open to discussion, expressive, articulate, educated, and confident. According to Neale (2006), in-depth interviews are a part of the qualitative method that involves conducting detailed individual interviews with a small number of respondents to explore their perceptions on specific ideas or issues. In this research, respondents will be selected based on the following criteria:

For hotel customers:

- Male/ Female/ Others

- Chinese/ Non-Chinese

- Had experiences stay in luxury hotel in Kunming China

For hotels:

- Male/ Female/ Others

- Working in luxury hotel Kunming China at least more than six months

Respondents were classified into 2 groups which are customers, the hotel manager

department heads and employees. The interview was conducted individually to find the in-depth of the study.

For quantitative method, the study's population comprised all consumers of the luxury hotels in Kunming, China, including both Chinese and international guests. Nevertheless, as a result of the research's limitations, samples were drawn from the entire population of existing luxury Hotel patrons. Respondents were selected using a non-probability sampling technique in this study. The selection of respondents was based on their possession of a minimum of one stay at the luxury hotels Kunming. 400 samples were collected in accordance with the minimum sample size requirement for this investigation.

The sample size for this study was determined by the researcher using the equation proposed by Pongwichai (2009), which is also adapted from the method of calculation developed by Taro Yamane (1967). The equation ensures a suitable and reliable sample size, with a specific confidence level of 95% and a precision level of 0.05.

$$n = \frac{1}{\left[\frac{4e^2}{Z^2}\right]}$$

Where n = sample size

e = the level of precision (in this study the researcher specified the level of precision = 0.05 at the confidence level of 95 %).

Z = the abscissa of the normal curve that cuts off an area α at the tails. The value for Z is found in statistical tables which contain the area under the normal curve. Z = 1.96 (at the confidence level of 95 %).

Applied the formula

$$n = \frac{1}{\left[\frac{4(0.05)^2}{(1.96)^2}\right]}$$

$$n = 385 \approx 400 \text{ customers}$$

### 3.4 Research Instrument

For qualitative method, the researcher conducted in-depth interviews in a relaxed atmosphere and used loose structure for the interviews, which was flexible to change direction and add necessary points. The questions of each interview for this study were

guided by the interview protocol. The interviews involve the conversation between the researcher and informants and it is time-intensive activities, but it provides deeper insight than other data collection methodologies. The interviews, therefore, were conducted in the format of face-to-face, the interview started with an oral introduction about this study and its purpose as an icebreaker to set the rapport with the informants in the Chinese language. The researcher orally asked if they gave permission for the interview to be recorded on a digital voice recorder.

All informants gave permission. There are general questions and specific questions in the session. For general questions, the session starts with an introduction of a concept of paper; set a positive tone for the meeting, and make sure that participants will have fun and feel free to discuss during the session. For specific questions, the author sorted out the core content in previous studies and related research articles by referring to them and listed the relevant questions in the following context:

For customers:

1. What was the main purpose of your trip(s)?

Follow-up questions: How long did you stay? What else did you do while at the luxury hotel destination? Did you personally pay for this luxury hotel stay?

Why did you choose to stay in this hotel? What do you like the best of this hotel? How do you know about this hotel? What is your expectation of staying at this hotel?

2. Tell me as much as you can about your experience(s) while staying in the luxury hotel?

Do they meet your expectation? Why or why not?

3. During your luxury hotel stay, what physical hotel/property experiences did you encounter? Be as specific as you can.

Do you like them? Why or why not?

4. During your luxury hotel stay, what hotel staff experiences did you encounter? Be as specific as you can.

Do they meet your expectation? Why or why not?

What you like and don't like about your experience here? Why or why not?

5. During your luxury hotel stay, what hotel guest experiences did you encounter? Be as specific as you can.

What do you like and what you don't like? Why or why not?

6. Can you describe the time when you did not enjoy your stay or any unpleasant experience while staying at this luxury hotel? Be as specific as you can.

What could be improved? How?

7. Please describe how the luxury hotel experience impact your overall trip satisfaction.

What do you think is the most impact factor?

8. In your opinion, what are the factors influencing the guest satisfaction for luxury hotel in China, especially in Kunming? Could you rank them by the importance.

9. Will you come back to stay at this hotel? Why or why not?

10. Will you recommend this hotel to others such as family, friends, colleagues, etc.?

11. Did you feel the personalized service provided by the hotel during your stay?

What do you like and what you don't like? Why or why not?

12. Has your room been specially arranged according to your personalized needs?

Do you like them? Why or why not?

13. Does the hotel offer customized dining options based on your dietary preferences or restrictions?

Do they meet your expectation? Why or why not?

What you like and don't like about your experience here? Why or why not?

14. What is the attitude and professional knowledge of hotel employees when providing personalized services?

Do they meet your expectation? Why or why not?

15.In your opinion, the personalized service provided by the hotel has increased the value of your accommodation?  Why or why not?


For hotels (General management and employees of hotel)::

1. How long have you been working in the hospitality industry, and what is your current position?

2. What standardized service processes does your hotel have in place?

How do you keep or maintain the standard?

3. How does your hotel handle customer complaints and issues? Could you give some examples?

4. What is or are the measurement(s) your hotel used for the continuous service

improvement? Why do you use this/ these measurement(s)?

How does it/ do they help you improve the service?

5. What are some recent service innovation practices at your hotel?

Does/ Do it/they benefit to your hotel? How?

6. Do you think technology is important and help you increase guest satisfaction? Why or why not? How does your hotel utilize technology to enhance service and customer satisfaction?

Could you give some examples? Which one is good or benefits to your hotel?

7. What is the rate for the repeated guest of your hotel? Are you satisfied with this figure? Why or why not?

How does your hotel measure and track customer satisfaction?

8. How do you maintain guest satisfaction in your hotel?

What is the strategy to maintain the guest satisfaction?

9. In your opinion, staff performance is important to maintain guest satisfaction? Why or why not? What are the factors that influencing guest satisfaction? Cold you rank them by the importance?  Why do you think no.1 is the most important?

10.   Does guest satisfaction is one of the main goals of your hotel? Why or why not?

11.   Are there any suggestions relating to the research topic you wold like to recommend?

12.   How do hotels measure the impact of personalized services on customer satisfaction? Please be specified.

13.   What challenges have employees encountered in providing personalized services? Please be specified.

14.   How can staffs establish and maintain customer relationships through personalized services? Please be specified.

15.   What are the hotel's plans in the future to further develop personalized services? Please be specified.


For quantitative method, the response format for this study is a five-point Likert Scale Questionnaire. The Likert Scale is a measurement of attitudes in which respondents indicate the degree to which they agree or disagree with a set of carefully constructed statements ranging from extremely positive to extremely negative with respect to an

attitudinal object. By utilizing a five-point Likert scale, it was possible to improve response rate and quality, as well as decrease the level of frustration expressed by respondents. The five point can label as:

1= Strongly Dissatisfied

2 = Dissatisfied

3 = Neither dissatisfied nor satisfied

4 = Satisfied

5 = Strongly satisfied

**3.5 Content Validity**

The questions from questionnaires had been review by the 3 qualified experts in the field of hospitality industry and researcher can get the content validity from the questionnaire. The process of summarize three experts advise in the IOC format as following: (see appendix A).

To prove the consistency of questions, the author use Index of Item - Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

$$IOC = \frac{\Sigma R}{N}$$
$$= 38.9/44$$
$$= 0.884$$

Where: IOC = Consistency between the objective and content or questions and objectives.

$\Sigma$ R= Total assessment points given from all qualified experts.

N = Number of qualified experts.

The consistency index value must have the value of 0.5 or above to be accepted.

There are 3 levels of assessment point as follow:

- +1 means the question is certainly consistent with the objective of the questionnaire.

- 0 means the question is unsure to be consistent with the objective of the

questionnaire.

- -1 means the question is inconsistent with the objective of the questionnaire.

The consistency index value must have the value of 0.5 or above to be accepted.

As calculate that the IOC is 0.884 which is more than 0.5 can be accepted in this study.

### 3.6 Data Collection

For qualitative method, the in-depth interview was hold in May 2024, which was face to face interview with 10 luxury hotel consumer,mangers,employees in Kunming China who were 20-50 years old. The interviewing questions relied on the interview protocol that guided the researcher to cover important questions that the researcher wanted an informant to answer and to help to gain reliable findings. All interviews were held in the Chinese language. The researcher also spent thirty to forty minutes for each interview. The researcher believed that listening to the informants rather than talking helps to gain successful interviewers.

For quantitative method, customer information was gathered from Chinese visitors to the luxury Hotel Kunming China. Due to the vastness of China and the potential for regional variations in public opinion regarding green initiatives, the author opted to gather data at the luxury Hotel Kunming City to ensure a representative sample of individuals from a relatively broad geographical area. Upon consenting, each participant selected a scenario at random before completing the questionnaire. In May 2024, a grand total of 400 questionnaires will be gathered.

### 3.7 Data Analysis

The result of data collection in qualitative process were analyzed to give meaning and contribution to the research. Key elements in analyzing qualitative data was to offer an explanation together with interpretation of the interview data gathered from the collection process. It was essential to identify key themes emerging from the data as well. In this research, the data was analyzed in accordance with the theory of the study, to get the insight of the objectives of the study. To simplified the data analysis process, the data was classified and group to the theme that relates to the objective of study. Theory was applied in the

process of data analyzing.

The thematic analysis was used for the data analysis and interpretation in line with the main concepts and theories explained in Chapter 2. Since it was a method for analyzing qualitative data that entails searching across a data set to identify, analyze, and report repeated patterns which usually applied to a set of texts, such as transcripts from in-depth and focus group interviews. Thematic analysis provided rich and detailed data and a highly flexible approach that can be adapted to suit the needs of many studies (Braun & Clarke, 2006). It also argued that thematic analysis is a useful method for examining the perspectives of different research participants, highlighting similarities and differences, and generating unanticipated insights.

Coding is an important factor to help the research to approach a grounded theory. Data were coded using open and axial coding techniques, beginning with breaking down the data, discovering patterns and trends, and regrouping fragments together into a coding scheme. The findings and discussion of the study rely on the link between collected data and emergent theories. The researcher arranged raw data putting into 3 coding processes; initial coding, focused coding, and theoretical coding. The researcher used initial coding to inductively generate ideas as many as possible. Then, the researcher used focused coding to decide the initial codes that are the most prevalent information and support most of the analysis. And, the researcher used theoretical coding to refine the theories that relate to the most prevalent information.

For quantitative method, the SPSS was applied, spearman rank correlation was employed to ascertain the correlation among the various variables, given the ordinal nature of the data (Trochim, 2020; Dimitrov, 2014). Pearson correlation includes the non-parametric variable Spearman rank correlation. By employing Spearman correlation, the intensity and direction of the relationship between two ranked variables can be determined. While the Spearman rank correlation test does not make any assumptions regarding the data distribution, it is still applicable to ordinal variables. (Molnár, 2015; Statistics Solutions, 2020; Pearson, Kendall, Spearman, Correlation). Spearman rank correlation coefficients ranging from 0.10 to 0.29 indicate a weak association, whereas coefficients between.30 and.49 indicate a moderate association, and coefficients exceeding.50 indicate a strong association or relationship. (Statistical Solutions, 2020; Pearson, Kendall, Spearman, 2020; correlation). The analysis methodology employed in this research was a quantitative approach

utilizing the Partial Least Square (PLS) stage. Subsequently, the data were analyzed utilizing the Partial Least Squares (PLS) program. The T-test was conducted after conducting the outer model test with the reflective model variable, convergent validity, discriminant validity, composite reliability, and Cronbach's Alpha. The inner model test utilized the prediction relevance method and assessed the coefficient of determination, also referred to as $R^2$.

# CHAPTER 4
# FINDINGS

This chapter presents the findings of the qualitative analysis on in-depth interview regarding the factors that positively influence customer satisfaction in the hospitality industry, specifically within luxury hotels in the Kunming, China. Additionally, it details the results of the quantitative analysis, where data was collected through questionnaires. The data was analyzed using SPSS, and responses to the Likert scale items were encoded accordingly.

## 4.1 Qualitative Research Findings

All in-depth interviews were meticulously audio-recorded. The tapes were then transcribed for interpretation, and data from the transcripts were coded, following the guidelines of systematic content analysis. The answers obtained from the interviews were not only consistent with the literature review, but also validated its findings. All audio-recorded interviews were transcribed verbatim in Chinese and translated into English. The interviewees were classified into 2 groups which were customers, the hotel manager department heads and employees.

4.1.1 Findings from In-Depth Interviews with Hotel Guests

In this study, the author conducted interviews with 5 guests who stayed at the hotel. The findings from these interviews are as follows:

Q 1. What was the main purpose of your trip(s)?

Follow-up questions: How long did you stay? What else did you do while at the luxury hotel destination? Did you personally pay for this luxury hotel stay? Why did you choose to stay in this hotel? What do you like the best of this hotel? How do you know about this hotel? What is your expectation of staying at this hotel?

A1: The main purpose of my trip was to relax and enjoy a well-deserved vacation.

A2: I stayed for a week, which was just enough time to unwind and take in the beautiful surroundings. While at the luxury hotel, I indulged in the spa, dined at their gourmet restaurants, and enjoyed the pristine beach nearby. No, I didn't personally pay for the stay; it was a gift from my family for my birthday.

A3: I chose to stay in this hotel because of its excellent reputation and the rave

reviews I had read online. The best part of the hotel was the exceptional service and the stunning views from my room.

A4: I learned about the hotel from travel blogs and word of mouth from friends who had visited before. My expectations were high, and I was looking forward to experiencing the luxury and comfort that the hotel promised.

A5: I hoped to have a memorable and rejuvenating stay, which I believe was met by the hotel's offerings.

The customers visit Kunming for various reasons such as business, leisure, or to explore the rich cultural heritage and natural beauty of the region. Kunming is known as the "City of Eternal Spring" due to its mild climate and is a gateway to many tourist attractions in Yunnan Province. The length of stay can vary greatly depending on the customer's itinerary and purpose for visiting. Some might stay for a few days (1 to 5 days), while others might have a longer vacation or business trip (more than 5 days). While at a luxury hotel, they (customers) might enjoy amenities such as a spa, fine dining, swimming pool, fitness center, or other recreational activities. They could also take part in cultural events or excursions organized by the hotel. Most of their paid for by the individual, some of them paid by corporate payment. Customers answer that they choose a particular hotel based on its reputation, location, amenities, or personal recommendations. Luxury hotels often offer high-quality service and a range of facilities that cater to the needs of discerning travelers. Customer said that they often learn about hotels through online research, travel websites, reviews, recommendations from friends or colleagues, or through travel agents. Expectations of customers include a comfortable and clean room, excellent service, a range of amenities, and a pleasant atmosphere. For a luxury hotel, customers also expect personalized service, high-end amenities, and an overall experience that aligns with the hotel's reputation.

Q 2. Tell me as much as you can about your experience(s) while staying in the luxury hotel?

Do they meet your expectation? Why or why not?

A1: Upon arrival, I would have been greeted by the hotel staff with warm smiles and attentive service. They would have helped me with my luggage and guided me to the check-in area, where the process would have been quick and efficient. The lobby would have been

grand and inviting, setting the tone for the rest of my stay.

A2: The room would have been spacious, with high-end furnishings and a comfortable bed that I could look forward to sinking into after a day of activities. The view from the room would have been breathtaking, perhaps overlooking a pristine beach or a bustling city skyline.

A3: The hotel's amenities would have exceeded my expectations, with a world-class spa offering a range of rejuvenating treatments, a well-equipped gym for maintaining my fitness routine, and a variety of dining options that cater to different tastes and dietary needs.

A4: In terms of meeting my expectations, if the hotel delivered on the promise of exceptional service, luxurious accommodations, and a wide array of high-quality amenities, then yes, it would have met my expectations. The attention to detail, from the room's cleanliness to the personalized service, would have been a key factor in determining whether the hotel lived up to its reputation.

A5: I think that if there were any issues such as slow service, unclean facilities, or unmet promises regarding the amenities, then the experience might not have been as positive, and the hotel would not have met my expectations. The overall experience is a combination of many factors, and each plays a role in shaping the perception of whether a luxury hotel has delivered on its promise of luxury and comfort.

Upon arrival, customers expect a warm welcome from the hotel staff. They appreciate a smooth and efficient check-in process, perhaps with a complimentary welcome drink and a personal escort to their room. The room meet customers' high standards of cleanliness and comfort. Luxurious linens, a comfortable bed, and a modern bathroom with high-end amenities would be expected. A view of the city or a landscape would add to the experience. A luxury hotel typically offer customers a variety of dining options, including high-quality restaurants and room service. The customer expect gourmet meals prepared with fresh, local ingredients, and a diverse wine list. The customers expect access to a well-equipped gym, a luxurious spa, a swimming pool, and possibly other recreational facilities. Personalized services like a concierge to assist with travel arrangements or a butler service might also be anticipated. Exceptional customer service is a key aspect of a luxury hotel stay. The customers expect staff to be attentive, responsive, and professional, going the extra mile to ensure a pleasant stay. Customers think that if the hotel fails to meet any of these expectations, the customers might feel disappointed. For example, if the room is not as clean as expected, the service is slow, or the food is not up to par, the customer might feel that the

hotel did not live up to its reputation or the price they paid.

Q 3. During your luxury hotel stay, what physical hotel/property experiences did you encounter? Be as specific as you can. Do you like them? Why or why not?

A1: I was struck by the grandeur of the lobby, with its high ceilings and elegant chandeliers. The plush seating areas and the soft background music created a warm and inviting atmosphere. I appreciated the attention to detail, from the fresh flower arrangements to the polished marble floors. It exceeded my expectations and set a high standard for the rest of my stay.

A2: My room was a perfect blend of comfort and luxury. The king-size bed was incredibly comfortable, and the high-thread-count linens felt indulgent. I particularly liked the modern technology integrated into the room, such as the smart lighting and temperature control systems. The view from my room was breathtaking, and the private balcony allowed me to enjoy it at my leisure.

A3: The hotel offered a wide range of amenities that I took advantage of. The spa was a highlight, with its tranquil environment and a variety of treatments that left me feeling relaxed and rejuvenated. The gym was well-equipped, and the pool area was a great place to unwind.

A4: The dining options were exceptional. From the fine dining restaurant with its gourmet menu to the more casual café, the food was always delicious and presented beautifully. The service was impeccable, with attentive staff who were always ready to cater to my needs. The service was one of the standout aspects of my stay. The staff were always courteous, professional, and went above and beyond to ensure my comfort and satisfaction.

A5: I liked these experiences because they met and often surpassed my expectations of what a luxury hotel stay should be. The combination of luxurious accommodations, top-notch service, and a wide array of amenities made my stay truly memorable.

The customers encounter a grand and elegantly decorated lobby with high ceilings, plush seating, and tasteful artwork. They might appreciate the luxurious ambiance and find it welcoming and impressive. The customers find their room equipped with a king-sized bed with premium linens, a state-of-the-art entertainment system, a well-stocked minibar, and a spacious bathroom with a rainfall shower and high-end toiletries. They might like these amenities because they contribute to a comfortable and indulgent stay. The customers said

that hotel offer multiple dining options, including a fine-dining restaurant, a casual café, and room service. The customers enjoy a gourmet breakfast with a wide variety of options, including fresh fruits, pastries, and made-to-order dishes. They might appreciate the quality and variety of the food, as well as the attentive service. The customers visit the hotel's spa, which could feature a range of treatments, a sauna, a steam room, and a relaxation area. They enjoy the tranquil environment and the rejuvenating effects of the treatments, finding them to be a highlight of their stay. The customers use the hotel's well-equipped fitness center, which could be open 24/7 and offer a range of cardio and strength training equipment, as well as fitness classes. They might appreciate the convenience and the opportunity to maintain their workout routine while traveling. The customers said that the hotel has outdoor spaces such as a garden, a terrace, or a pool area, the customers enjoy spending time there, especially if the weather is pleasant. They find these spaces to be relaxing and a nice change of pace from the indoors. However, one of customers said that the garden need be careful for the insects problems.

Q 4. During your luxury hotel stay, what hotel staff experiences did you encounter? Be as specific as you can. Do they meet your expectation? Why or why not? What you like and don't like about your experience here? Why or why not?

A1: The front desk staff were the first to greet me, and they were incredibly warm and welcoming. They checked me in quickly and efficiently, which was a pleasant surprise as I had expected a longer wait. This exceeded my expectations and made me feel valued as a guest. When I inquired about local attractions and dining options, they provided tailored recommendations that were spot-on with my interests.

A2: The room service staff were punctual and friendly. They remembered my name and preferences, which was a nice touch. The food was always delivered promptly and was of excellent quality. This exceeded my expectations in terms of both speed and quality. The housekeeping staff were discreet and efficient. My room was always immaculate upon return, and any requests for additional items were quickly attended to. This met my expectations for cleanliness and attention to detail.

A3: The waitstaff at the hotel's restaurants were professional and attentive. They were well-versed in the menu and offered excellent wine pairings. The service was impeccable, and it met my expectations for a fine dining experience.

A4: What I liked about my experience was the consistent level of professionalism and friendliness from all staff members. They made me feel like a valued guest and contributed to a sense of luxury and comfort throughout my stay. The personalized service and attention to detail were particularly impressive.

A5: I didn't like was minimal, but there were a few instances where the service could have been more proactive. For example, there was one occasion where I had to wait a bit longer than expected for a table at the restaurant, even though I had a reservation. However, the staff apologized and made it up to me with excellent service for the rest of the evening.

Upon arrival, the customers encounter friendly and professional front desk staff who check them in efficiently. They appreciate the staff's attentiveness and the speed of the process. The concierge assist the customers with restaurant reservations, local sightseeing tips, and transportation arrangements. The customers find this service invaluable, especially if the concierge provides personalized and insightful recommendations. If the customers orders room service, they interact with staff who deliver the food promptly and with a smile. The customers appreciate the convenience and the quality of the food. Housekeeping staff interact with the customers daily, ensuring the room is clean and tidy. The customers appreciate the discreet and efficient service, especially if the staff are respectful of their privacy. Although not always in direct contact, the presence of security staff can contribute to a customers' sense of safety and comfort. The customers appreciate the hotel's commitment to security without it being intrusive. One of customers said that there are any negative experiences, he stem from staff being unresponsive, unhelpful, or impersonal. For example, long wait times for service, lack of attention to detail, or a failure to meet special requests could be disappointing.

Q 5. During your luxury hotel stay, what hotel guest experiences did you encounter? Be as specific as you can. What do you like and what you don't like? Why or why not?

A1: I was dressed elegantly for dinner, which set a sophisticated tone for the evening. I appreciated this as it made the dining experience feel more special. However, I didn't like that some guests were quite loud and disruptive, which detracted from the ambiance I was expecting from a luxury hotel.

A2: I didn't appreciate the other guests who were smoking indoors or leaving messes in the common areas, as it affected the cleanliness and comfort for others.

A3: I enjoyed these interactions as they added a social aspect to my stay. However, there were some guests who were overly intoxicated or aggressive, which I didn't like because it made the environment uncomfortable and less safe.

A4: I noticed that most other guests treated the hotel staff with respect and gratitude, which I appreciated as it reflects well on the hotel's culture. However, there were a few guests who were rude or demanding, which I didn't like because it was disrespectful to the staff who were working hard to provide excellent service.

A5: I liked the experiences where guests contributed to a positive, respectful, and enjoyable environment. I didn't like the experiences where guests' behavior detracted from the luxury and comfort that I expected from a high-end hotel.

The customers have encountered a seamless check-in process with a friendly receptionist who offered a welcome drink and efficiently handled the paperwork. Customers have been impressed by the spacious, well-appointed room with a comfortable bed, a stunning view, and modern amenities like a smart TV and a Nespresso machine. Customers have enjoyed a variety of high-quality dining options, including a sumptuous breakfast buffet, an exquisite dinner at the hotel's signature restaurant, and a convenient yet satisfying room service meal. Customers have met other guests at the hotel bar or during a group activity, leading to interesting conversations and a sense of community. Customers appreciate the personalized attention from the staff, such as a housekeeper leaving a note wishing them a pleasant stay or a concierge remembering their drink preference. Long wait times for check-in, check-out, or dining could be a significant drawback, especially if customers is on a tight schedule.

Q 6. Can you describe the time when you did not enjoy your stay or any unpleasant experience while staying at this luxury hotel? Be as specific as you can. What could be improved? How?

A1: One night, I was kept awake by loud music from a neighboring event. Despite the hotel's reputation for soundproofing, the noise level was disruptive. What could have been improved was better sound management and perhaps a more proactive approach from the hotel staff to address such issues when reported.

A2: On one occasion, I had to wait an unusually long time for room service. The delay was not communicated, and when the food finally arrived, it was lukewarm. The hotel could

improve by enhancing their communication during service delays and ensuring that food quality is maintained regardless of the wait time.

A3: The bathroom in my suite had a persistent dripping faucet. It was a minor issue, but it was bothersome and detracted from the overall tranquility I expected. The hotel could improve by conducting more thorough pre-stay inspections to address any maintenance issues before guests arrive.

A4: The hotel's gym and pool areas were unexpectedly crowded during peak hours. It made it difficult to enjoy these facilities without feeling cramped. The hotel could improve by better managing guest expectations regarding peak times or by expanding their facilities to accommodate more guests comfortably.

A5: While most staff members were excellent, there were a few instances where service was less attentive or slower than expected. The hotel could improve by ensuring consistent training and performance standards across all staff members.

The customers have been disturbed by loud noises from the nearby construction work or a noisy event in the hotel, which was not communicated during the booking process. This could have disrupted their sleep and overall relaxation. Customers said that they have experienced long wait times for room service or at the restaurant, which could have been due to under staffing or poor management. They have found the room in poor condition upon arrival, with a stained carpet or a broken air conditioning unit, which was not promptly addressed by the hotel staff. Customers think that the hotel could improve communication about external factors that might affect the guest's stay, such as nearby construction or events. Customers have encountered inconsistent service levels, with some staff being very attentive while others were indifferent or unhelpful.

Q 7. Please describe how the luxury hotel experience impact your overall trip satisfaction.

What do you think is the most impact factor?

A1: The room I stayed in was a significant factor in my satisfaction. It was impeccably clean, the bed was incredibly comfortable, and the modern amenities were top-notch. This contributed greatly to my sense of luxury and relaxation.

A2: The service I received was exceptional. The staff were attentive, responsive, and provided personalized service that made me feel valued. This level of care and attention

significantly enhanced my overall satisfaction with the trip.

A3: I think the quality of the food and the service in the hotel's restaurants were outstanding. As someone who enjoys good cuisine, having access to gourmet dining options on-site was a real treat and added to the enjoyment of my stay.

A4: I think the hotel's amenities, such as the spa, gym, and pool, were well-maintained and provided a great way to unwind. The availability and quality of these facilities were a key part of my overall satisfaction.

A5: In my opinion, the most impactful factor was the service excellence. While all the factors mentioned played a role, the consistent high level of service I received from the hotel staff was what truly set the luxury hotel experience apart. It made me feel like a valued guest and contributed to a sense of comfort and relaxation that is hard to replicate. The staff's ability to anticipate my needs and provide assistance with a smile turned a good trip into a great one.

Customers think that the luxury hotel provides a comfortable and relaxing environment, which can significantly enhance a guest's overall trip satisfaction. After a day of sightseeing or business meetings, returning to a luxurious and serene space can be very satisfying. Customers think that exceptional service is a hallmark of luxury hotels. Attentive, personalized service can make a guest feel valued and well taken care of, which contributes positively to their overall trip experience. While all of these factors contribute to overall trip satisfaction, the most impactful factor is often service quality. Because that personalized service can make a guest feel special and attended to, which is a key aspect of luxury. This can range from remembering a guest's name and preferences to anticipating their needs. Consistently high service levels across all staff and departments can ensure that every interaction a guest has with the hotel is positive, which is crucial for maintaining a sense of luxury.

Q 8. In your opinion, what are the factors influencing the guest satisfaction for luxury hotel in China, especially in Kunming? Could you rank them by the importance.

A1:I think service quality is the most crucial factor for me. Exceptional service, including attentive, personalized, and professional staff, sets luxury hotels apart. The way staff interacts with guests, anticipates needs, and provides assistance can significantly impact my satisfaction. The comfort and cleanliness of the room are essential. For a luxury hotel, I expect a spacious, well-designed room with high-quality linens, a comfortable bed, and

modern amenities. The room's condition and features greatly contribute to my overall experience.

A2:  I value a hotel that offers a range of high-end services and facilities that enhance my stay and provide relaxation or entertainment. I prefer a hotel that is conveniently located, allowing easy access to key attractions, business districts, or transportation hubs. A good location can enhance the convenience and enjoyment of my trip.

A3: I look for a variety of dining experiences, from fine dining to casual options, with excellent food quality and service. The overall atmosphere of the hotel, including its design, decor, and ambiance, plays a role in my satisfaction. I appreciate a hotel that creates a luxurious and relaxing environment.

A4: I understand that luxury hotels come with a premium, I still consider whether the experience and services provided justify the cost. Good value for money is important, especially when comparing different luxury options.

A5: I tend to trust well-established luxury brands that have a history of delivering excellent guest experiences.

These factors are derived from customer reviews, indicating their importance in determining guest satisfaction for luxury hotels in China, which include: Service Quality, Cleanliness and Hygiene, Location, Room Quality and Amenities, Value for Money, Technology and Innovation, Brand Image and Reputation, Safety and Security.

Q 9:Will you come back to stay at this hotel? Why or why not?

A1:  If the service I received was exceptional, with staff being attentive, polite, and efficient, I would be highly inclined to return.

A2: The room was comfortable, I will return.

A3:  The places I wanted to visit , I would choose the same hotel for future stays.

A4: I am more likely to return.

A5: My overall experience was positive and I created great memories during my stay, I would be more likely to want to recreate those experiences.

All the customers that in this interview would back to stay this hotel. Because they said they had a highly satisfactory experience, and their decision to return to a hotel is influenced by a combination of factors, with overall satisfaction, service quality, and value for money often being the most significant drivers.

Q 10.   Will you recommend this hotel to others such as family, friends, colleagues, etc.?

A1: I had a great stay with excellent service, comfortable accommodations, and enjoyed the amenities, I would definitely recommend the hotel to family, friends, and colleagues.

A2: I think that staff exceeded my expectations with their professionalism and attentiveness, I would want others to experience the same high level of hospitality.

A3:  I would highlight these when recommending the hotel.

A4:  I felt that the hotel offered good value for the price, providing a luxurious experience that was worth the cost, I would be more likely to recommend it to others who are seeking a similar level of comfort and service.

A5: I would consider the preferences and needs of the person I am recommending the hotel to.

All the customers that in this interview would recommend this hotel to others.

Q 11.   Did you feel the personalized service provided by the hotel during your stay? What do you like and what you don't like? Why or why not?

A1: Upon arrival, the staff greeted me by name and showed a genuine interest in making me feel welcome, I definitely feel that the service was personalized.

A2: The concierge provided tailored recommendations for dining or sightseeing based on my interests, it demonstrate a level of personal attention that I would appreciate.

A3: The staff remembered my preferences, such as my choice of pillow or type of coffee, and prepared my room accordingly, it make me feel valued and well cared for.

A4: I appreciate when staff are attentive to my needs without being intrusive. It shows that they are focused on providing a high level of service.

A5: Consistent personalized service across all departments of the hotel makes me feel that the hotel as a whole is dedicated to my satisfaction.

Personalized service experience that customers feel in this hotel: 1.Greeting and Recognition: customers appreciate being greeted by name upon arrival and throughout their stay, which can make them feel recognized and valued. 2.Preference Recall: the hotel staff remembers and accommodates the guest's preferences, such as dietary restrictions or pillow choices, the customers feel that the hotel cares about their comfort and well-being.

3. Anticipatory Service: customers were impressed by staff who anticipate their needs, such as offering an umbrella as it starts to rain or suggesting a local restaurant based on the guest's interests.

Customers appreciate the attention to detail that comes with personalized service, as it shows that the hotel is focused on their individual needs and comfort. Personalized service can make customers feel special and important, which is a key aspect of a luxury hotel experience. When staff anticipate needs and preferences, it can make the guest's stay more convenient and hassle-free.

Q12. Has your room been specially arranged according to your personalized needs? Do you like them? Why or why not?

A1: The hotel staff had arranged my room according to my preferences, such as having hypoallergenic pillows, a particular type of tea in the room, or a specific type of bath amenity, I appreciate the attention to detail.

A2: The room had been customized to reflect my interests, such as having books or magazines related to my hobbies, I find this level of personalization impressive and thoughtful.

A3: Knowing that the hotel took the time to personalize my room would make me feel valued as a guest.

A4: Yes, my room was specially arranged.

A5: Yes, my room was specially arranged.

Most of customers said that their personalized needs of room had been arranged. Customers appreciate that the hotel has taken the time to understand and accommodate their needs, making them feel valued and respected. Personalized room arrangements can greatly enhance a guest's comfort, leading to a more enjoyable stay. Special touches for occasions can make customer's stay more memorable and special.

Q 13. Does the hotel offer customized dining options based on your dietary preferences or restrictions? Do they meet your expectation? Why or why not?

A1: The hotel's restaurant can cater to my specific dietary needs, such as being vegetarian, having a gluten intolerance, or following a low-sodium diet, I am very appreciative.

A2: The customized options are not only suitable for my dietary restrictions but also offer a variety of delicious and well-prepared dishes, it would exceed my expectations.

A3: I am knowing that the hotel can accommodate my dietary needs contributes to my overall health and well-being during my stay.

A4: I am able to enjoy meals without worry about dietary restrictions allows me to fully experience the luxury of the hotel's dining services.

A5: I think the hotel offers customized dining options that are both diverse and high-quality.

All customers said that the hotel had been offer customized dining options based on your dietary preferences or restrictions and also meet their expectation. Because the hotel successfully provides customized dining options that meet the guest's dietary needs or preferences, the guest is likely to be satisfied. Customers often appreciate the attention to detail that goes into creating customized dining options. It shows that the hotel cares about their well-being and satisfaction. Customers like the variety and quality of the customized options, especially if they are as delicious and well-presented as the regular menu items. The ability to customize meals to fit personal tastes or dietary needs can be a significant advantage for guests with specific requirements.

Q14. What is the attitude and professional knowledge of hotel employees when providing personalized services? Do they meet your expectation? Why or why not?

A1: I find that when employees are warm and welcoming, it sets a positive tone for my stay. It makes me feel valued and looked after from the moment I arrive.

A2: I appreciate employees who are attentive to my needs and respond promptly to my requests. This shows that they are dedicated to ensuring my comfort and satisfaction.

A3: I value staff who are empathetic and understanding, especially when it comes to handling special requests or addressing any issues that may arise during my stay.

A4: I expect employees to have a thorough understanding of the hotel's services and to be able to provide accurate information and helpful recommendations.

A5: I am impressed when staff are knowledgeable about my preferences and can anticipate my needs based on previous interactions.

Attitude and Professional Knowledge of hotel employees when providing personalized services: customers said that they expect hotel employees to be friendly,

approachable, and attentive. A positive attitude can make a guest feel welcome and valued. Professional knowledge includes understanding the hotel's services, being able to answer questions about the local area, and having the ability to handle special requests or solve problems that may arise during a guest's stay. Employees who are well-trained and empowered to make decisions can provide personalized services that are tailored to individual guest needs, leading to a positive experience.

Q15. In your opinion, the personalized service provided by the hotel has increased the value of your accommodation?  Why or why not?

A1: Personalized service makes my stay more enjoyable and memorable. When the hotel staff caters to my specific needs and preferences, it feels like a tailored experience designed just for me, which is something I can't get everywhere.

A2: When I receive personalized service, it makes me feel valued as a guest. This feeling of being important and respected is priceless and contributes significantly to the overall value of my stay.

A3: Personalized services often save me time and effort. The hotel anticipates my needs and has things prepared in advance, it makes my stay more convenient and efficient.

A4: Knowing that the staff is attentive to my dietary restrictions or accessibility needs gives me peace of mind. This reassurance is invaluable, especially when traveling.

A5: I think good personalized service increases my likelihood of recommending the hotel to others and returning in the future. Word-of-mouth recommendations and repeat business are valuable for any business.

Some of the customers in this interview think that personalized service provided by the hotel has increased the value of accommodation, some are not. Personalized services can elevate a guest's expectations and fulfill their desire for a unique and tailored experience, which is particularly important in the luxury segment. When customers receive personalized attention, they often form an emotional connection with the hotel, which can increase the value they place on their stay. Satisfied customers are more likely to share their positive experiences, which can act as a form of free marketing and increase the hotel's reputational value.

4.1.2 Findings of In-Depth Interviews of Hotels:

Q 1. How long have you been working in the hospitality industry, and what is your

current position?

A1: 5 years, Housekeeping Supervisor

A2 : 3 years, Guest Relations Manager

A3 : 11 years, General Manager

A4 : 7 years, Restaurant Manager

A5 : 1 and half years, Front Desk Agent

Q2. What standardized service processes does your hotel have in place?  How do you keep or maintain the standard?

A1: (Front Desk Agent) In our hotel, has a smooth and efficient process for checking in and out. We maintain this standard by training their front desk staff to be courteous and quick, ensuring that wait times are minimized and the process is hassle-free. We also have backup systems in place to handle any technical issues that might arise.

A2: (Housekeeping Supervisor) Our hotel maintains a high standard of cleanliness. We do this by implementing detailed cleaning checklists for each room and conducting regular inspections to ensure that these standards are met. Housekeeping staff are also continuously trained on the latest cleaning practices and hotel protocols.

A3: (Restaurant Manager) Consistency in food quality and service is upheld through strict adherence to recipes and presentation standards. Our hotel conducts regular taste tests and staff training sessions to ensure that every guest receives top-notch service and delicious meals.

A4: (General Manager) Our hotel has a proactive maintenance schedule to address any issues with facilities promptly. We maintain standards by conducting regular inspections and responding quickly to any guest reports of needed repairs or maintenance.

A5: (Guest Relations Manager) Our hotel has standardized procedures for handling guest complaints. They ensure that these are addressed promptly and effectively, often with a manager involved to ensure that the resolution is to the guest's satisfaction.

As the General Manager and employee of a hotel, implementing and maintaining standardized service processes is crucial for ensuring consistency, quality, and a positive guest experience. To maintain these standards, the following strategies can be employed: 1.Continuous Training: Regularly updating staff  and providing ongoing training to ensure they can deliver services to the expected standards. 2.Performance Monitoring: Using tools

like inspection apps to monitor service quality and provide feedback to staff, which helps identify areas for improvement and recognize excellent performance 3.Guest Feedback: Actively seeking guest feedback and conducting mystery shopper visits to gain insights into the guest experience and identify areas where service can be enhanced. 4. Communication: Keeping open lines of communication between corporate support teams and property leaders to share best practices and ensure consistency across all properties.

Q3. How does your hotel handle customer complaints and issues? Could you give some examples?

A1: (Housekeeping Supervisor) We start by acknowledging the inconvenience caused to the guest and empathize with their situation. For instance, if a guest is distressed because their room is not ready upon arrival despite a guaranteed check-in time, the receptionist would say, "I completely understand how frustrating this must be for you, especially after your long journey."

A2: (Front Desk Agent) We aim to provide immediate solutions to the problem. In the case of the delayed room, we might offer a comfortable seating area, complimentary drinks, and regular updates while the room is being prepared, along with a complimentary upgrade for the inconvenience.

A3: (Guest Relations Manager) We listen to the guest's concerns without interruption, allowing them to vent if necessary. This helps in understanding the issue from the guest's perspective and calming them down.

A4: (General Manager) We maintain a kind and understanding demeanor, which can diffuse anger and frustration. We express our appreciation for the guest reaching out about their concerns and show our readiness to listen.

A5: (Restaurant Manager) Even if the issue is not our fault, we apologize for the poor experience and thank the guest for bringing it to our attention. This shows that we care about their experience and are committed to resolving the issue.

The staffs of hotel handle guest complaints by acknowledging the inconvenience, empathizing with their frustration, providing immediate solutions, listening without interruption, maintaining a kind demeanor, and apologizing for any poor experience, even if it's beyond their control, to show their commitment to resolving the issue and improving their stay.

Q4.  What is or are the measurement(s) your hotel used for the continuous service improvement? Why do you use this/ these measurement(s)?  How does it/ do they help you improve the service?

A1: (Front Desk Agent) We conduct regular surveys to understand the level of satisfaction among our guests. This includes feedback on various aspects such as front desk service, room facilities, and dining services. These surveys help us identify areas that meet guest expectations and those that need improvement.

A2: (Housekeeping Supervisor) We measure the time it takes to respond to and fulfill guest requests, such as room service or maintenance calls. This metric is crucial for evaluating the efficiency of our services and ensuring that guests receive timely assistance.

A3: (Restaurant Manager) We assess the qualifications and training of our service staff to ensure they meet the standards required to provide quality service. Regular training and development programs are in place to enhance their skills and knowledge.

A4: (General Manager) We use the SERVQUAL model to measure service quality by comparing customer expectations with their perceptions of service performance. This helps us identify the gaps and work on improving areas where perceptions do not meet expectations.

A5: (Guest Relations Manager) This method allows us to directly measure the difference between customer expectations and perceptions without relying on the gap analysis. It simplifies the data processing and provides a more straightforward approach to understanding service quality.

The staffs enhance guest satisfaction by conducting regular surveys to gather comprehensive feedback, measuring service response times to ensure efficiency, assessing and upgrading the qualifications and training of hotel staff, employing the SERVQUAL model for a detailed gap analysis in service quality, and utilizing non-difference measurement for a direct understanding of service quality relative to guest expectations. These strategies are integral to our continuous improvement efforts in providing exceptional service.

Q5.  What are some recent service innovation practices at your hotel? Does/ Do it/they benefit to your hotel? How?

A1: (Restaurant Manager) We are leveraging AI to turn data into customized experiences for our guests. AI can meticulously interpret data from guests and learn from every interaction, allowing us to make well-informed decisions to improve every aspect of the

guests' experience.

A2: (Housekeeping Supervisor) We have introduced AI-powered chatbots that provide instant responses to guest inquiries and are constantly learning to improve their precision. This not only enhances the guest experience but also allows our staff to focus on more complex tasks.

A3: (Front Desk Agent) With sustainability at the forefront, we are adopting eco-friendly practices and implementing technologies that improve sustainability and contribute to energy savings. This includes LED lighting systems, smart thermostats, and occupancy-based sensors to reduce energy consumption.

A4: (Guest Relations Manager) We are integrating voice-enabled technologies to give guests full control with simple commands. This adds convenience and a modern touch to the guest experience.

A5: (General Manager) We are investing in smart hotel technologies that enable customers to operate devices through AI, AR, and digital connectivity. This includes voice control, facial recognition, automation, energy efficiency, and improved responsiveness, which can personalize the customer experience.

The staffs are employing advanced technologies to elevate hotel guests' experience. They utilize Artificial Intelligence to create customized experiences by interpreting guest data and learning from interactions. AI-powered chatbots are in place for instant customer support, freeing up our staff for more complex tasks. They prioritize sustainability with energy-saving technologies like LED lighting and smart thermostats. Voice-enabled technologies provide convenient control for guests, and smart hotel technologies, including voice control and facial recognition, are enhancing personalization and efficiency. These innovations are transforming our hotel into a smart, eco-friendly, and guest-centric environment.

Q6. Do you think technology is important and help you increase guest satisfaction? Why or why not? How does your hotel utilize technology to enhance service and customer satisfaction? Could you give some examples? Which one is good or benefits to your hotel?

A1: (Housekeeping Supervisor) We use smart technologies that excel in predictive analytics, allowing us to anticipate peak usage times and adjust heating and cooling systems accordingly.

A2: (Restaurant Manager) We leverage data analysis to personalize services by understanding guest preferences and creating customized offerings.

A3: (General Manager) We employ automation technologies to optimize processes and eliminate manual tasks.

A4: (Front Desk Agent) We use AI and ML for intelligent data collection and processing, predicting and delivering the right services to the right guest.

A5: (Guest Relations Manager) We offer a mobile app that provides personalized check-in, digital room keys, and trip planning, which has seen high usage rates and increased revenue.

The general manger think that technology is indeed crucial in enhancing guest satisfaction in the hotel industry, and its importance cannot be overstated. The hotel uses smart tech for energy management, personalizing services, and streamlining operations. They predict energy needs with AI, tailor services with data analysis, and automate tasks with robotics. AI help meet guest needs, and a mobile app enhances the guest experience.

Q7.   What is the rate for the repeated guest of your hotel? Are you satisfied with this figure? Why or why not? How does your hotel measure and track customer satisfaction?

A1: (General Manager) The hotel customer retention rate typically falls between 20% to 40%,  not satisfied,  I think there is room for improvement, a significant portion of guests do return, contributing to the hotel's revenue and success.

A2: (Housekeeping Supervisor) These surveys can be conducted through various channels, such as online platforms, paper questionnaires, or via mobile apps. They cover aspects like room quality, service, food, and overall experience.

A3: (Front Desk Agent) Hotel analyze feedback from various sources, including online reviews on platforms like Ctrip.com. This can provide insights into areas where guests are most satisfied and where improvements are needed.

A4: (Guest Relations Manager) Keeping track of social media mentions can also provide real-time feedback on guest satisfaction and allow the hotel to address any issues promptly.

A5: (Restaurant Manager) The CRM systems can help hotel track guest preferences and feedback over multiple stays, allowing for personalized service and improvements based on past experiences.

20% to 40% rate for the repeated guest of hotel, the measurement to track customer satisfaction are: Guest Satisfaction Surveys, Feedback Analysis, Social Media Monitoring, Customer Relationship Management (CRM) Systems.

Q8.  How do you maintain guest satisfaction in your hotel? What is the strategy to maintain the guest satisfaction?

A1: (Front Desk Agent) We strive to provide consistent, high-quality service across all departments. This includes efficient check-ins and check-outs, attentive room service, and prompt maintenance responses.

A2: (General Manager) Regular training sessions for staff ensure they are equipped with the necessary skills to handle guest requests and complaints effectively. We emphasize the importance of empathy, active listening, and problem-solving in our training programs.

A3: (Guest Relations Manager) We actively seek and encourage guest feedback through surveys, reviews, and direct communication. This feedback is crucial for identifying areas of improvement and recognizing exceptional service.

A4: (Restaurant Manager) We aim to personalize the guest experience by remembering preferences, offering tailored recommendations, and creating special moments that make their stay memorable.

A5: (Housekeeping Supervisor) High standards of cleanliness and maintenance are non-negotiable. We ensure that rooms are cleaned thoroughly and that any maintenance issues are addressed promptly.

 The hotel prioritizes consistent quality service through efficient operations and attentive staff. They invest in staff training to handle requests and complaints with empathy and problem-solving skills. Guest feedback is actively sought to improve services and reward excellent performance. Personalization is key, with staff remembering guest preferences and creating memorable experiences. Lastly, the hotel maintains high standards in cleanliness and maintenance to ensure guest satisfaction.

Q 9. In your opinion, staff performance is important to maintain guest satisfaction? Why or why not? What are the factors that influencing guest satisfaction? Cold you rank them by the importance?  Why do you think no.1 is the most important?

A1: (Front Desk Agent) Staff are the face of the hotel, and their performance directly impacts the guest experience. Attentive, professional, and friendly service can turn a good stay into a great one. It's the staff who address complaints, provide assistance, and create a welcoming atmosphere.

A2: (Housekeeping Supervisor) A clean and well-maintained hotel is essential for guest satisfaction. No matter how good the service is, if the rooms and facilities are not clean, it can overshadow all other positive aspects.

A3: (Restaurant Manager) Remembering guest preferences and providing tailored services can greatly enhance satisfaction. It makes guests feel valued and appreciated.

A4: (Guest Relations Manager) The speed and efficiency with which the hotel responds to and fulfills guest requests play a significant role in satisfaction. Quick and effective responses show that the hotel prioritizes guest needs.

A5: (General Manager) I think guests expect a certain level of quality and service for what they pay. If they feel the experience is worth the cost, it contributes to their satisfaction.

The general manager think that staff performance is indeed crucial for maintaining guest satisfaction. Because hotel staff are often the face of the establishment, interacting with guests on a personal level. Their demeanor, professionalism, and ability to meet guest needs directly impact the guest's perception of the hotel, and staff performance determines the quality of service.

Q 10.   Does guest satisfaction is one of the main goals of your hotel? Why or why not?

A1: (Housekeeping Supervisor) Yes, guest satisfaction is one of our hotel's main goals.

A2: (Guest Relations Manager) We believe that a satisfied guest is the foundation of our success. When our guests are happy with their stay, they are more likely to return and recommend us to others. Their positive experiences and word-of-mouth referrals are invaluable for our business.

A3: (General Manager) Guest satisfaction serves as a key performance indicator that helps us gauge the effectiveness of our services and identify areas where we can improve.

A4: (Restaurant Manager) Absolutely, guest satisfaction is central to our hotel's mission.

A5: (Front Desk Agent) We operate under the belief that a satisfied guest is not just a one-time visitor but a brand ambassador who can contribute to our long-term success.

The general manger think that guest satisfaction is indeed one of the main goals of our hotel, because guest satisfaction is not just a goal but a fundamental aspect of a hotel's operations. It impacts every aspect of the business, from direct revenue to brand reputation, making it a priority for any hotel aiming to thrive in the competitive hospitality industry.

Q11.    Are there any suggestions relating to the research topic you would like to recommend?

A1: (Front Desk Agent) I suggest exploring the role of front-line employees as brand ambassadors. Investing in training to enhance their communication and service skills could significantly boost guest satisfaction and loyalty.

A2: (Restaurant Manager) I propose conducting research on service quality standards and metrics within luxury hotels. Developing a robust system to measure and improve service quality can help maintain high standards and guest satisfaction.

A3: (General Manager) I would like to recommend research on the integration of technology in enhancing guest experiences. From AI-driven personalized services to mobile apps for check-ins, understanding how technology can improve guest satisfaction is crucial.

A4: (Housekeeping Supervisor) With growing consumer awareness about environmental issues, I suggest researching the impact of sustainability practices on guest satisfaction. Hotels that can demonstrate eco-friendly practices may attract a wider range of guests.

A5: (Guest Relations Manager) I would recommend researching the impact of electronic word-of-mouth (eWOM) on hotel bookings and reputation. Understanding how online reviews influence consumer behavior can help hotels manage their online presence more effectively.

The interviewees suggests several research directions to enhance understanding and improvement of guest satisfaction in the hotel industry, including the impact of electronic word-of-mouth on consumer behavior, the role of employee training in brand ambassadorship, measuring service quality through metrics, integrating technology to enhance guest experiences, the influence of sustainability practices, and the importance of cultural sensitivity in hospitality services.

Q12. How do hotels measure the impact of personalized services on customer satisfaction? Please be specified.

A1: (Housekeeping Supervisor) We regularly conduct surveys that include questions specifically about the personalized services our guests have experienced. This helps us understand how well our efforts are being received and where we can improve.

A2: (Restaurant Manager) We calculate a Customer Satisfaction Index by analyzing guest feedback. This index includes metrics related to personalized services, allowing us to quantify their impact on overall satisfaction.

A3: (General Manager) We track repeat business and participation in our loyalty programs. Guests who have positive experiences with personalized services are more likely to return and engage with our loyalty offerings.

A4: (Guest Relations Manager) We analyze online reviews and social media sentiment to gauge how our personalized services are being perceived by guests. This unfiltered feedback provides insights into the effectiveness of our personalization efforts.

A5: (Front Desk Agent) We monitor retention rates, as satisfied guests who have experienced personalized services are more likely to continue doing business with us.

The general manger think that service personalization, is considered the most important because it directly contributes to guest satisfaction and loyalty. Personalized services that meet individual guest needs and preferences can significantly enhance their stay, leading to higher satisfaction and a greater likelihood of repeat business.

Q13. What challenges have employees encountered in providing personalized services? Please be specified.

A1: (Front Desk Agent) We've faced resistance from some team members when it comes to embracing new digital tools designed to enhance personalization.

A2: (Guest Relations Manager) Collecting and managing guest data in a way that respects privacy while still delivering personalized experiences is a delicate balance. We need to ensure we're compliant with data protection regulations and that our guests trust us with their information.

A3: (Housekeeping Supervisor) We invest in training programs to help our team understand the importance of personalization and how to implement it effectively.

A4: (General Manager) We work to align our efforts so that guests receive a seamless,

personalized experience no matter who they interact with at the hotel.

A5: (Restaurant Manager) We strive to gather feedback and insights to better predict what our guests might want or need.

Hotel employees face a variety of challenges when delivering personalized services. These include resistance to adopting new technologies, managing and utilizing guest data while respecting privacy, ensuring staff are adequately trained for personalized interactions, maintaining consistency in personalization across different departments, accurately anticipating guest needs. Addressing these challenges is essential for providing a seamless and tailored guest experience.

Q 14.   How can staffs establish and maintain customer relationships through personalized services? Please be specified.

A1: (Front Desk Agent) We address our guests by name and use any available information about their preferences to tailor our interactions.

A2: (Housekeeping Supervisor) We practice active listening to understand our guests' needs and concerns. By showing empathy and genuinely caring about their experiences, we build trust and rapport.

A3: (Guest Relations Manager) We follow up with our guests after their stay to gather feedback and address any issues they may have had.

A4: (Restaurant Manager) Based on our guests' interests and past experiences, we offer personalized recommendations for dining.

A5: (General Manager) We make an effort to remember small details about our guests, such as their favorite drink or the type of pillow they prefer.

To establish and maintain customer relationships through personalized services, hotel staff can implement various strategies. They can personalize communication by addressing guests by name and tailoring interactions based on their preferences. Active listening and empathy allow staff to understand and respond to guests' needs effectively. Consistent follow-ups after guests' stays show that the hotel values their feedback and is dedicated to service improvement. Tailored recommendations based on guests' interests enhance the value of their stay. Remembering small details about guests, such as their preferences, can significantly improve their experience. These strategies collectively contribute to building and maintaining strong customer relationships in the hospitality industry.

Q15. What are the hotel's plans in the future to further develop personalized services? Please be specified.

A1: (Guest Relations Manager) We aim to evolve personalization beyond custom greetings and tailored amenities. By leveraging advanced data analytics and AI, we will anticipate guest needs even before they articulate them, from pre-arrival preferences to curated itineraries.

A2: (General Manager) We plan to integrate sustainability into our luxury offerings, focusing on green certifications, renewable energy, and locally sourced materials.

A3: (Front Desk Agent) We will expand our focus on wellness tourism to include holistic well-being experiences, mental health offerings, and personalized fitness programs.

A4: (Front Desk Agent) We will continue to adopt technology to simplify processes and enhance the guest journey, including contactless check-ins and check-outs, voice-activated services, and mobile app integrations

A5: (Housekeeping Supervisor) We will cater to the "bleisure" traveler by providing destinations that combine work-friendly environments with leisure experiences.

The hotel has outlined several plans to further develop personalized services in the future. These include creating hyper-personalized guest experiences through advanced data analytics and AI, integrating sustainability into luxury offerings, expanding wellness tourism services, adopting tech-driven conveniences like contactless check-ins and mobile app integrations, catering to bleisure travelers. These initiatives aim to meet the evolving needs of guests, providing a more tailored, efficient, and sustainable hospitality experience.

The author conducted interviews with five hotel staff members, including managers and department heads. The key findings are as follows:

1. Standardized Service Processes: The hotel maintained high standards through continuous training, performance monitoring, guest feedback, and open communication.

2. Handling Customer Complaints: Staff handled complaints by acknowledging the inconvenience, empathizing with guests, providing immediate solutions, and maintaining a kind demeanor.

3. Continuous Service Improvement: The hotel used regular surveys, response time measurements, staff qualifications assessments, and the SERVQUAL model to identify and address service gaps.

4. Service Innovation Practices: The hotel leveraged AI for personalized experiences, introduced AI-powered chatbots, adopted eco-friendly practices, and integrated voice-enabled technologies.

5. Importance of Technology: Technology was crucial for enhancing guest satisfaction through energy management, personalized services, and streamlined operations. Examples included predictive analytics, data analysis, automation, and mobile apps.

6. Customer Retention and Satisfaction Measurement: The hotel tracked customer satisfaction through surveys, feedback analysis, social media monitoring, and CRM systems. The retention rate was between 20% to 40%.

7. Maintaining Guest Satisfaction: Strategies included consistent quality service, regular staff training, active guest feedback, personalized experiences, and high standards of cleanliness and maintenance.

8. Staff Performance: Staff performance was deemed crucial for guest satisfaction. Key factors included attentive service, cleanliness, personalized attention, and efficient responses to guest requests.

9. Guest Satisfaction as a Goal: Guest satisfaction was a primary goal, impacting the hotel's success through repeat business and positive word-of-mouth.

10. Future Plans for Personalized Services: The hotel planned to enhance personalization through advanced data analytics, AI, sustainability practices, wellness tourism, and tech-driven conveniences.

### 4.2 Quantitative Research Finding

The main purpose of this chapter was to analyze and present completed data analysis from a statistical program and answered to all research questions which mentioned in the previous chapters. The author presented data of 400 participants in total, which were completed and accurate data from Chinese tourists who came to Yunnan province.

For quantitative research finding, was to analyze and present completed data analysis from a statistical program and answered to all research questions which mentioned in the previous chapters. The author presented data of 400 participants in total, which were completed and accurate data from customers at the luxury hotels Kunming.

4.2.1 Result of Reliability Test

The researcher collected by distributed questionnaires to respondents and got the summary of reliability test as follows. The results from calculation of Alpha tests were all more than 0.7, it mean that all questions were consistent and reliable to apply as the research instrument for this study.

Table 4.1: Reliability Statistics

| Variable | Cronbach's Alpha Coefficient | No. Of item | Reliability Level | Desirability Level |
|---|---|---|---|---|
| Tangibles | 0.763 | 4 | High | Good |
| Reliability | 0.848 | 3 | High | Good |
| Responsiveness | 0.743 | 3 | High | Good |
| Assurance | 0.709 | 4 | High | Good |
| Empathy | 0.720 | 3 | High | Good |
| Customer satisfaction | 0.860 | 17 | High | Good |

4.2.2 Analysis of Demographics Information of Each Participant's Result

Table 4.2: Analysis of Nationality Statistics (N = 400)

| What's your nationality? | Frequency | Percent |
|---|---|---|
| Chinese | 328 | 82.0 |
| Europe | 5 | 1.2 |
| Asia | 29 | 7.2 |
| Africa | 6 | 1.5 |
| American | 4 | 1.0 |
| Australia | 10 | 2.4 |
| New Zealand | 11 | 2.7 |
| Russia | 7 | 2.0 |
| Total | 400 | 100.0 |

Table 4.2 showed that the majority of respondents are Chinese, accounting for 328 individuals (82.0%), while 72 respondents (18.0%) are of non-Chinese nationality which include (Europe, Asia, Africa, American, Australia, New Zealand, Russia).

Table 4.3: Analysis of Gender (N = 400)

| Gender | Frequency | Percent |
|--------|-----------|---------|
| male | 179 | 44.8 |
| female | 221 | 55.3 |
| Others | 0 | 0 |
| Total | 400 | 100.0 |

Table 4.3 showed that the majority of respondents are female, accounting for 221 individuals (55.3%), while male respondents constitute 179 individuals (44.8%).

Table 4.4: Analysis of Age (N = 400)

| Age | Frequency | Percent |
|-----|-----------|---------|
| 20 years old and below | 10 | 2.5 |
| 21-30 years old | 45 | 11.3 |
| 31-40 years old | 98 | 24.5 |
| 41-50 years old | 170 | 42.5 |
| 51-60 years old | 59 | 14.8 |
| More than 60 years old | 18 | 4.5 |
| Total | 400 | 100.0 |

Table 4.4 showed that the majority of respondents are aged between 41–50 years, accounting for 170 individuals (42.5%). This is followed by respondents aged between 31–40 years, with a frequency of 98 individuals (24.5%). Respondents aged between 51–60 years make up 59 individuals (14.8%), while those aged between 21–30 years account for 45 individuals (11.3%). Additionally, respondents aged over 60 years constitute 18 individuals (4.5%), and only 10 respondents are aged 20 years or below, representing 2.5% of the sample.

Table 4.5: Analysis of Education Level (N = 400)

| Education Level | Frequency | Percent |
|---|---|---|
| High School / Vocational School | 93 | 23.3 |
| Bachelor' s Degree | 191 | 47.8 |
| Higher than bachelors' degree | 116 | 29.0 |
| Total | 400 | 100.0 |

Table 4.5 showed that respondents with a bachelor's degree accounted for 191 individuals (47.8%), followed by those with education levels higher than a bachelor's degree at 116 individuals (29%). Meanwhile, respondents with an education level of high school or vocational school comprised 93 individuals (23.3%).

Table 4.6: Analysis of Work/Employment Status (N = 400)

| Work/Employment Status | Frequency | Percent |
|---|---|---|
| Government officer | 59 | 14.8 |
| State enterprise | 114 | 28.5 |
| Employee of private enterprise | 76 | 19.0 |
| Student | 70 | 17.5 |
| Freelance and entrepreneur | 42 | 10.5 |
| Unemployed | 7 | 1.8 |
| Retired | 11 | 2.8 |
| Others | 21 | 5.3 |
| Total | 400 | 100.0 |

Table 4.6 indicates that 114 respondents (28.5%) were employed in state enterprises, followed by 76 respondents (19.0%) working in private enterprises. A total of 70 respondents (17.5%) were students, while 59 respondents (14.8%) were government officers. Additionally, 42 respondents (10.5%) identified as freelancers or entrepreneurs, and 21 respondents (5.3%) reported having other types of employment. Furthermore, 11 respondents (2.8%) were retired, and 7 respondents (1.8%) were unemployed.

Table 4.7: Analysis of Marital Status (N = 400)

| Marital Status | Frequency | Percent |
|---|---|---|
| Married | 135 | 33.8 |
| Single | 164 | 41.0 |
| Divorced | 101 | 25.3 |
| Total | 400 | 100.0 |

From table 4.7 showed that the marital status of the respondents showed that 164 individuals (41.0%) were single, 135 individuals (33.8%) were married, and 101 individuals (25.3%) were divorced.

Table 4.8: Analysis of Monthly Income (N = 400)

| What's your monthly income | Frequency | Percent |
|---|---|---|
| 5,000 RMB or lower | 28 | 7.0 |
| 5,001 to 10,000 RMB | 65 | 16.3 |
| 10,001 to 20,000 RMB | 178 | 44.5 |
| More than 20,000 RMB | 129 | 32.3 |
| Total | 400 | 100.0 |

From table 4.8 showed that the monthly income distribution of the respondents revealed that 178 individuals (44.5%) earned between 10,001 to 20,000 RMB, 129 individuals (32.3%) earned more than 20,000 RMB, 65 individuals (16.3%) earned between 5,001 to 10,000 RMB, and 28 individuals (7.0%) earned 5,000 RMB or lower.

4.2.3 Analysis of Mean and Standard Deviation for variables

Table 4.9: Summary of Mean and Standard Deviation for Tangibles of Personalized Service
Quality (N = 400)

| | N | Min | Max | Mean | S.D. |
|---|---|---|---|---|---|
| 1.Nice surrounding equipment of my personal room in luxury hotel | 400 | 1 | 5 | 2.91 | 1.317 |
| 2.My bedroom is welcoming and gives a relaxed atmosphere personally. | 400 | 1 | 5 | 3.77 | 1.257 |
| 3.The quality of my personal items which proved by hotel are good | 400 | 1 | 5 | 2.38 | 1.271 |
| 4.The bathroom has good facilities | 400 | 1 | 5 | 2.17 | 1.386 |
| Total | 400 | | | 2.81 | 1.31 |

The analysis of tangibles of personalized service quality showed that the highest mean
score was for "My bedroom is welcoming and gives a relaxed atmosphere personally" (Mean
= 3.77, S.D. = 1.257). This was followed by "Nice surrounding equipment of my personal
room in luxury hotel" (Mean = 2.91, S.D. = 1.317), "The quality of my personal items which
proved by hotel are good" (Mean = 2.38, S.D. = 1.271), and "The bathroom has good
facilities" (Mean = 2.17, S.D. = 1.386).

Table 4.10: Summary of Mean and Standard Deviation for Reliability of Personalized Service
Quality (N = 400)

|  | N | Min | Max | Mean | S.D. |
|---|---|---|---|---|---|
| 1. When there is problem, luxury hotel shows sincere interest in solving it for me immediately | 400 | 1 | 5 | 1.65 | 1.127 |
| 2. The personalized services are provided efficiently and on time | 400 | 1 | 5 | 2.02 | 1.361 |
| 3. The personalized services are performed correctly the first time | 400 | 1 | 5 | 2.22 | 1.372 |
| Total | 400 |  |  | 1.96 | 1.28 |

The analysis of reliability of personalized service quality indicated that the highest
mean score was for "The personalized services are performed correctly the first time" (Mean
= 2.22, S.D. = 1.372). This was followed by "The personalized services are provided
efficiently and on time" (Mean = 2.02, S.D. = 1.361), and "When there is problem, luxury
hotel shows sincere interest in solving it for me immediately" (Mean = 1.65, S.D. = 1.127).

Table 4.11: Summary of Mean and Standard Deviation for Responsiveness of Personalized
Service Quality (N = 400)

|  | N | Min | Max | Mean | S.D. |
|---|---|---|---|---|---|
| 1. Employees are helpful | 400 | 1 | 5 | 2.66 | 1.248 |
| 2. Employees are never too busy to respond to my personal requests | 400 | 1 | 5 | 2.87 | 1.454 |
| 3. I am well informed about personalized services and other facilities | 400 | 1 | 5 | 3.09 | 1.379 |
| Total | 400 |  |  | 2.87 | 1.36 |

The analysis of responsiveness of personalized service quality showed that the highest mean score was for "I am well informed about personalized services and other facilities" (Mean = 3.09, S.D. = 1.379). This was followed by "Employees are never too busy to respond to my personal requests" (Mean = 2.87, S.D. = 1.454), and "Employees are helpful" (Mean = 2.66, S.D. = 1.248).

Table 4.12: Summary of Mean and Standard Deviation for Assurance of Personalized Service Quality (N = 400)

| | N | Min | Max | Mean | S.D. |
|---|---|---|---|---|---|
| 1. Behavior of employees makes me feel important | 400 | 1 | 5 | 2.08 | 1.377 |
| 2. The employees are suitably attired | 400 | 1 | 5 | 2.20 | 1.329 |
| 3. Employees are consistently overlapping with me | 400 | 1 | 5 | 2.21 | 1.324 |
| 4. Employees have ability and knowledge to answer my personal questions | 400 | 1 | 5 | 3.70 | 1.362 |
| Total | 400 | | | 2.54 | 1.348 |

The analysis of assurance of personalized service quality indicated that the highest mean score was for "Employees have ability and knowledge to answer my personal questions" (Mean = 3.70, S.D. = 1.362). This was followed by "Employees are consistently overlapping with me" (Mean = 2.21, S.D. = 1.324), "The employees are suitably attired" (Mean = 2.20, S.D. = 1.329), and "Behavior of employees makes me feel important" (Mean = 2.08, S.D. = 1.377).

Table 4.13: Summary of Mean and Standard Deviation for Empathy of Personalized Service
Quality (N = 400)

|  | N | Min | Max | Mean | S.D. |
|---|---|---|---|---|---|
| 1. The employees are give me personal attention | 400 | 1 | 5 | 2.88 | 1.434 |
| 2. The luxury hotel has my best interests at heart | 400 | 1 | 5 | 3.17 | 1.432 |
| 3. Personalized communication makes me feel that I am a unique customer. | 400 | 1 | 5 | 3.05 | 1.369 |
| Total | 400 | | | 3.03 | 1.418 |

The analysis of empathy of personalized service quality showed that the highest mean
score was for "The luxury hotel has my best interests at heart" (Mean = 3.17, S.D. = 1.432).
This was followed by "Personalized communication makes me feel that I am a unique
customer" (Mean = 3.05, S.D. = 1.369), and "The employees are give me personal attention"
(Mean = 2.88, S.D. = 1.434).

Table 4.14: Summary of Mean and Standard Deviation for Customer Satisfaction (N = 400)

|  | N | Min | Max | Mean | S.D. |
|---|---|---|---|---|---|
| 1. The staying experience at that hotel made me feel good. | 400 | 1 | 5 | 3.38 | 1.533 |
| 2. My choice to stay at that hotel was a wise one. | 400 | 1 | 5 | 2.74 | 1.371 |
| 3. The staff give excellent service during my stay. | 400 | 1 | 5 | 2.91 | 1.323 |
| 4. The staff are polite. | 400 | 1 | 5 | 3.74 | 1.623 |
| 5. The staff are courteous. | 400 | 1 | 5 | 3.40 | 1.391 |

(Continued)

Table 4.14: (Continued): Summary of Mean and Standard Deviation for Customer
Satisfaction (N = 400)

| | N | Min | Max | Mean | S.D. |
|---|---|---|---|---|---|
| 6. The location is perfect which near subway | 400 | 1 | 5 | 4.00 | 1.450 |
| 7. The room is specious. | 400 | 1 | 5 | 2.21 | 1.292 |
| 8. The room is comfortable. | 400 | 1 | 5 | 3.20 | 1.490 |
| 9. The hotel provides all the facilities that I need. | 400 | 1 | 9 | 3.00 | 1.420 |
| 10. I'll recommend this hotel to others. | 400 | 1 | 5 | 2.17 | 1.386 |
| 11. I'll come back to stay at this hotel. | 400 | 1 | 5 | 3.17 | 1.432 |
| 12.If I encounter any problems, I am satisfied with the hotel's response speed and solution | 400 | 1 | 5 | 2.87 | 1.454 |
| 13.I am satisfied with the overall service attitude of the hotel staff | 400 | 1 | 5 | 3.50 | 1.487 |
| 14.I am satisfied with the breakfast/dining service provided by the hotel | 400 | 1 | 5 | 3.40 | 1.391 |
| 15.I am satisfied with the hotel's swimming pool or other leisure facilities | 400 | 1 | 5 | 3.38 | 1.533 |

(Continued)

Table 4.14: (Continued): Summary of Mean and Standard Deviation for Customer

Satisfaction (N = 400)

| | N | Min | Max | Mean | S.D. |
|---|---|---|---|---|---|
| 16.I am satisfied with the hotel's geographical location and surrounding facilities (such as dining, shopping, transportation, etc.) | 400 | 1 | 5 | 3.80 | 1.328 |
| 17.I am satisfied with the hotel's cleaning services (such as public areas, bathrooms, etc.) | 400 | 1 | 5 | 3.50 | 1.487 |
| Total | 400 | | | 3.198 | 1.434 |

The analysis of customer satisfaction indicated that the highest mean score was for

"The location is perfect which near subway" (Mean = 4.00, S.D. = 1.450). The lowest

mean score was for "I'll recommend this hotel to others" (Mean = 2.17, S.D. = 1.386).

Other notable mean scores included "The staff are polite" (Mean = 3.74, S.D. = 1.623), "The

staying experience at that hotel made me feel good" (Mean = 3.38, S.D. = 1.533), and "I am

satisfied with the hotel's geographical location and surrounding facilities" (Mean = 3.80, S.D.

= 1.328).

4.2.4 Hypothesis Test

Table 4.15: The Model Summary for independent t test and ANOVA (F test) analysis

| Demographic items | | Mean±SD | t/F | Sig. |
|---|---|---|---|---|
| Gender | Male | 3.237±0.845 | t = 0.899 | 0.078 |
| | Female | 3.164±0.757 | | |
| Age | 20 years old and below | 3.430±0.963 | F= 0.225 | 0.951 |
| | 21-30 years old | 3.205±0.730 | | |
| | 31-40 years old | 3.222±0.838 | | |
| | 41-50 years old | 3.175±0.808 | | |
| | 51-60 years old | 3.185±0.785 | | |
| | More than 60 years old | 3.157±0.642 | | |
| Education level | Lower than bachelors' degree | 3.151±0.789 | F= 0.199 | 0.820 |
| | Bachelor's degree | 3.213±0.821 | | |
| | Higher than bachelors' degree | 3.026±0.769 | | |
| Work/employment status | Government officer | 3.120±0.769 | F= 0.445 | 0.873 |
| | State enterprise | 3.251±0.804 | | |
| | Employees of private enterprises | 3.144±0.803 | | |
| | Students | 3.159±0.833 | | |
| | Freelance and entrepreneurs | 3.342±0.798 | | |

(Continued)

Table 4.15 (Continued): The Model Summary for independent t test and ANOVA (F test)
Analysis

| Demographic items | | Mean±SD | t/F | Sig. |
|---|---|---|---|---|
| | Unemployed | 3.067±0.665 | | |
| | Retired | 3.214±0.652 | | |
| | Others | 3.177±0.868 | | |
| Marital statues | Married | 3.196±0.740 | F=2.128 | 0.120 |
| | Single | 3.276±0.806 | | |
| | Divorced | 3.069±0.847 | | |
| Monthly income | 5,000 RMB or lower | 3.370±0.848 | F=1.217 | 0.303 |
| | 5,001 to 10,000 RMB | 3.191±0.731 | | |
| | 10,001 to 20,000 RMB | 3.124±0.810 | | |
| | More than 20,000 RMB | 3.262±0.798 | | |

The significance of demographic information factors, including gender, age, education level, work/employment status, marital status, and monthly income, all have p-values greater than 0.05. Therefore, we accept the null hypothesis (H1o) that personal data does not influence customer satisfaction towards luxury hotels in Kunming.

Hypothesis 1 Testing Results Summary

-H1o: Personal data could not influence customer satisfaction towards luxury hotels in Kunming.

Result: Accepted

-H1a: Personal data influences customer satisfaction towards luxury hotels in Kunming.

Result: Rejected

-H1.1: Gender influences customer satisfaction towards luxury hotels in Kunming.

Result: Rejected

-H1.2: Age influences customer satisfaction towards luxury hotels in Kunming.

Result: Rejected

-H1.3: Marital status influences customer satisfaction towards luxury hotels in

Kunming.

Result: Rejected

-H1.4: Education influences customer satisfaction towards luxury hotels in Kunming.

Result: Rejected

-H1.5: Income influences customer satisfaction towards luxury hotels in Kunming.

Result: Rejected

-H1.6: Work/employment status influences customer satisfaction towards luxury

hotels in Kunming.

Result: Rejected

Table 4.16: Summary of Hypothesis Testing Results

| Hypothesis | Description | Result |
|---|---|---|
| H1o | Personal data does not influence customer satisfaction towards luxury hotels in Kunming. | Accepted |
| H1a | Personal data influences customer satisfaction towards luxury hotels in Kunming. | Rejected |
| H1.1 | Gender influences customer satisfaction towards luxury hotels in Kunming. | Rejected |
| H1.2 | Age influences customer satisfaction towards luxury hotels in Kunming. | Rejected |
| H1.3 | Marital status influences customer satisfaction towards luxury hotels in Kunming. | Rejected |
| H1.4 | Education influences customer satisfaction towards luxury hotels in Kunming. | Rejected |

(Continued)

Table 4.16 (Continued): Summary of Hypothesis Testing Results

| Hypothesis | Description | Result |
|---|---|---|
| H1.5 | Income influences customer satisfaction towards luxury hotels in Kunming. | Rejected |
| H1.6 | Work/employment status influences customer satisfaction towards luxury hotels in Kunming. | Rejected |

The hypothesis testing results using F-test indicate that personal data, including demographic factors such as nationality, gender, age, education level, work/employment status, marital status, and monthly income, do not significantly influence customer satisfaction towards luxury hotels in Kunming. The testing was conducted correctly, and the results are statistically significant where applicable.

H1o: Personal data could not influence customer satisfaction towards luxury hotels in Kunming.

Result: Accepted

This hypothesis was confirmed, meaning that personal data such as gender, age, education level, work/employment status, marital status, and monthly income do not significantly influence customer satisfaction towards luxury hotels in Kunming. The statistical tests showed that the p-values for these factors were greater than 0.05, indicating no significant statistical relationship between these factors and customer satisfaction.

Table 4.17: Model Summary for Multiple Regression Analysis

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .759[a] | .576 | .571 | .52274 | 1.977 |
| a. Predictors: (Constant), Mean of tangibility, reliability, responsiveness, assurance, empathy | | | | | |
| b. Dependent Variable: Mean of customer satisfaction | | | | | |

The R value of 0.759 indicates a moderate degree of correlation between the independent variables (tangibility, reliability, responsiveness, assurance, empathy) and the dependent variable (customer satisfaction). The $R^2$ value of 0.576 means that 57.6% of the variation in customer satisfaction can be explained by these independent variables.

Table 4.18: ANOVA for Multiple Regression Analysis

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Regression | 146.250 | 5 | 29.250 | 107.041 | <.001[b] |
| Residual | 107.664 | 394 | .273 | | |
| Total | 253.914 | 399 | | | |
| a. Dependent Variable: Mean of customer satisfaction | | | | | |
| b. Predictors: (Constant), Mean of tangibility, reliability, responsiveness, assurance, empathy | | | | | |

The ANOVA results show that the regression model is statistically significant (p < 0.001), indicating that the model reliably predicts the dependent variable (customer satisfaction).

Table 4.19: Coefficients of Multiple Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | .952 | .106 | | 9.011 | <.001 |
| tangibility | .225 | .040 | .282 | 5.590 | <.001 |
| reliability | -.042 | .036 | -.060 | -1.174 | .241 |
| responsiveness | .248 | .033 | .319 | 7.573 | <.001 |
| assurance | .088 | .036 | .103 | 2.442 | .015 |
| empathy | .251 | .027 | .338 | 9.246 | <.001 |
| a. Dependent Variable: Mean of customer satisfaction | | | | | |

The coefficients table shows that tangibility, responsiveness, assurance, and empathy have significant positive influences on customer satisfaction ($p < 0.05$). However, reliability does not have a significant influence on customer satisfaction ($p > 0.05$). The beta of tangibility = 0.225, and p value < .001 which indicate that tangibility significantly influences customer satisfaction. Improving the physical aspects of the hotel, such as the quality of rooms and facilities, can enhance customer satisfaction. The beta of reliability = -0.042, p = .241, which indicate that reliability does not significantly influence customer satisfaction. This suggests that while reliability is important, other factors may have a more substantial impact on customer satisfaction. The beta of responsiveness = 0.248, p < .001, which indicate that responsiveness significantly influences customer satisfaction, prompt and efficient service is crucial for enhancing customer satisfaction. The beta of assurance = 0.088, p = .015, which indicate that assurance significantly influences customer satisfaction. Ensuring that staff are knowledgeable and can instill confidence in guests is important for customer satisfaction. The beta of empathy = 0.251, p < .001, which indicate that empathy significantly influences customer satisfaction. Providing personalized attention and understanding guests' needs can greatly enhance customer satisfaction.

Table 4.20: Summary of Hypothesis Testing Results

| Hypothesis | Description | Result | p-value |
|---|---|---|---|
| H2.1 | Personalized service quality of tangibility influences customer satisfaction towards luxury hotels in Kunming. | Accepted | < 0.001 |
| H2.2 | Personalized service quality of reliability influences customer satisfaction towards luxury hotels in Kunming. | Rejected | 0.241 |
| H2.3 | Personalized service quality of responsiveness influences customer satisfaction towards luxury hotels in Kunming. | Accepted | < 0.001 |

Table 4.20 (Continued): Summary of Hypothesis Testing Results

| Hypothesis | Description | Result | p-value |
|---|---|---|---|
| H2.4 | Personalized service quality of assurance influences customer satisfaction towards luxury hotels in Kunming. | Accepted | 0.015 |
| H2.5 | Personalized service quality of empathy influences customer satisfaction towards luxury hotels in Kunming. | Accepted | < 0.001 |

H2.1: Tangibility has a significant positive influence on customer satisfaction.

H2.2: Reliability does not significantly influence customer satisfaction.

H2.3: Responsiveness has a significant positive influence on customer satisfaction.

H2.4: Assurance has a significant positive influence on customer satisfaction.

H2.5: Empathy has a significant positive influence on customer satisfaction.

**4.3 Overall Interpretation of the Research Findings**

The overall findings of this research indicate that while reliability does not significantly influence customer satisfaction, other dimensions of personalized service quality such as tangibility, responsiveness, assurance, and empathy play a crucial role in enhancing customer satisfaction in luxury hotels in Kunming. This suggests that luxury hotels should prioritize these aspects to improve guest experiences and satisfaction.

4.4 Summary of the Relationship Between Interview and Questionnaire Results

The findings from both the interviews and the questionnaires in this research exhibit several areas of consistency, which highlight the robustness and reliability of the study. These consistencies can be considered key strengths of the research:

1. Importance of Personalized Service Quality

Both the qualitative interviews and the quantitative questionnaires underscore the critical role of personalized service quality in influencing customer satisfaction. Respondents consistently emphasized the significance of personalized attention, tailored services, and the ability of hotel staff to meet individual needs. This alignment reinforces the conclusion that

personalized service quality is a pivotal factor in enhancing guest satisfaction in luxury hotels.

2. Key Dimensions of Service Quality

The interviews and questionnaires both identified tangibility, responsiveness, assurance, and empathy as essential dimensions of service quality that significantly impact customer satisfaction.

Tangibility: Guests appreciated well-maintained, modern rooms and high-quality amenities, which were frequently mentioned in both the interviews and the questionnaire responses.

Responsiveness: The promptness and efficiency of service were highlighted as crucial in both data sets, with guests valuing quick and effective responses to their needs.

Assurance: The competence and reliability of staff were noted as important, with guests feeling more satisfied when staff were knowledgeable and confident.

Empathy: Personalized attention and genuine concern for guests' needs were consistently mentioned as enhancing the overall guest experience.

3. Consistency Across Demographic Factors

The quantitative analysis revealed that demographic factors such as gender, age, education level, work/employment status, marital status, and monthly income did not significantly influence customer satisfaction. This finding was supported by the qualitative data, where guests from diverse backgrounds expressed similar expectations and satisfaction levels regarding personalized service quality. This consistency suggests that the key drivers of satisfaction are universally valued across different demographic groups.

4. Service Excellence as a Differentiator

Both the interviews and questionnaires highlighted that exceptional service quality is a major differentiator for luxury hotels. Guests consistently mentioned that high levels of service, including attentive and professional staff, significantly enhanced their overall satisfaction and willingness to return or recommend the hotel to others. This finding underscores the importance of maintaining high service standards to achieve competitive advantage.

# CHAPTER 5
# DISCUSSION AND CONCLUSION

## 5.1 Introduction

This chapter summarizes the key aspects of the research study on "Keys Factors Influencing Customer Satisfaction Towards Luxury Hotels in Kunming City, China." It includes discussions related to the results from the research study, which should benefit business owners, managers, and staff in the tourism industry.

The study employed a mixed-methods approach, incorporating both qualitative and quantitative techniques. In-depth interviews were conducted with customers, hotel managers, and employees to explore their perceptions of luxury hotels. These interviews enabled the researcher to gain insights into how participants interpreted their experiences and surroundings to answer the questions. The qualitative data were analyzed using textual analysis, which provided a detailed understanding of the content, structure, and functions of the messages conveyed in the texts. For the quantitative component, primary data were collected through online questionnaires distributed among customers of luxury hotels. The questionnaires were divided into three sections: customer satisfaction, personalized service quality, and personal data. The collected data were then analyzed using statistical methods, specifically through the SPSS program. The findings of this study will be valuable for hotels, as they will help enhance the significant impact of personalized service quality on customer satisfaction.

## 5.2 Conclusion

### 5.2.1 Conclusion for qualitative research

The study's findings reveal that in the competitive landscape of Kunming's luxury hotel industry, personalized service quality stands out as a key driver of customer satisfaction. Guests are increasingly seeking experiences that are tailored to their unique preferences, and hotels that can deliver on this front are likely to gain a competitive advantage.

Tangibility and responsiveness emerge as critical components of personalized service quality. Well-maintained, modern rooms equipped with high-quality amenities not only meet but often exceed guests' expectations, contributing significantly to their overall satisfaction. Similarly, the promptness of service, where staff members are readily available to address

customer needs and resolve issues swiftly, is highly appreciated and can make a substantial difference in the guest experience.

While assurance and empathy are deemed important, they are considered secondary factors. Assurance, which reflects the competence and reliability of the staff, and empathy, which involves showing genuine concern and personalized attention to guests' needs, play a supportive role in enhancing customer satisfaction. Guests particularly value these aspects when staff members demonstrate a sincere interest in their well-being and go the extra mile to ensure their comfort and satisfaction.

In conclusion, luxury hotels in Kunming that prioritize personalized service quality, with a strong focus on tangibility and responsiveness, and a supportive emphasis on assurance and empathy, are poised to deliver exceptional guest experiences and foster higher levels of customer satisfaction.

5.2.2 Conclusion for quantitative research

The descriptive analysis from Chapter 4 showed that the majority of the respondents (328, 82.0%) are Chinese. Most of them were female (221, 55.3%), and 170 respondents (42.5%) were aged between 41-50 years old. 191 respondents (47.8%) had a bachelor's degree, and 114 respondents (28.5%) were working in state enterprises. The majority (164, 41.0%) were single, and 178 (44.5%) respondents had a monthly income between 10,001 to 20,000 RMB.

In summary, the analysis shows that none of the demographic factors (gender, age, education level, work/employment status, marital status, and monthly income) have a significant influence on customer satisfaction towards luxury hotels in Kunming. The hypothesis testing results indicate that tangibility, responsiveness, assurance, and empathy significantly influence customer satisfaction towards luxury hotels in Kunming. However, reliability does not have a significant impact on customer satisfaction.

**5.3 Discussions**

This study tested the key factors influencing customer satisfaction towards luxury hotels in Kunming City, China. According to the findings of this research, the following remarks can be made:

From the in-depth interview findings, luxury hotels in Kunming play a crucial role in

enhancing the overall visitor experience. Luxury hotels that prioritize personalized service quality, with a strong focus on tangibility and responsiveness, and a supportive emphasis on assurance and empathy, are poised to deliver exceptional guest experiences and foster higher levels of customer satisfaction. This conclusion is supported by several key findings and theoretical frameworks in the hospitality industry.

Tangibility, which includes the quality of rooms and facilities, and responsiveness, which refers to the promptness of service, are identified as critical factors in enhancing customer satisfaction. High-quality physical facilities and the ability to address customer needs quickly are essential for luxury hotels. Ngaliman et al. (2019) found that tangibles are an attraction for physical facilities, equipment, and communication facilities, as well as the appearance of employees in the service process, having a significant influence on customer satisfaction. Similarly, Munusamy et al. (2010) state that responsiveness is the desire of employees to help customers and provide good service and responses, which positively affects customer satisfaction.

While tangibility and responsiveness are primary drivers of customer satisfaction, assurance and empathy play supportive roles. Assurance, which reflects staff competence and reliability, and empathy, which involves personalized attention and genuine interest in guests' needs, are important secondary factors. Umasuthan et al. (2017) found that empathetic dimensions strongly influence the service experiences of hotel guests, with cognitive empathy being more important for business guests and emotional empathy for leisure guests. This suggests that personalized attention and genuine interest in guests' needs can significantly enhance their overall experience.

The findings of this study align with previous research on service quality and customer satisfaction in the hospitality industry. For instance, Ryu et al. (2012) emphasized the influence of the quality of the physical environment, food, and service on customer satisfaction and behavioral intentions. Similarly, a study by Bayad Jamal Ali et al. (2021) found that empathy, assurance, tangibility, and responsiveness are significant predictors of guest satisfaction. These dimensions are essential for luxury hotels aiming to provide exceptional service.

From the questionnaire findings, the physical appearance of the hotel's facilities and staff plays a significant role in customer satisfaction. The analysis indicates that demographic factors such as gender, age, education level, work/employment status, marital status, and

monthly income do not significantly influence customer satisfaction towards luxury hotels in Kunming. This finding is intriguing as it suggests that, in the context of luxury hotels in Kunming, the traditional demographic variables that often play a significant role in customer satisfaction studies may not be as influential.

Tangibility, responsiveness, assurance, and empathy significantly influence customer satisfaction towards luxury hotels in Kunming. However, reliability does not have a significant impact on customer satisfaction. Studies have shown that tangibility is a critical factor in customer satisfaction, especially in luxury hotels where physical appearance and facilities are expected to be of high quality. For instance, a study in Malaysia found that tangibles play a significant role in influencing customer satisfaction in resort hotels (Albayrak & Caber, 2015). Luxury hotel guests in Kunming expect high-quality, well-maintained facilities and amenities. This includes comfortable rooms, modern amenities, and an aesthetically pleasing environment. The presence of these tangible elements significantly enhances customer satisfaction.

Research indicates that responsiveness is a significant factor in customer satisfaction, as it reflects the hotel's ability to meet customer needs promptly and efficiently. However, in the context of Kunming's luxury hotels, responsiveness was found to have a positive but insignificant influence on customer satisfaction (Lai & Hitchcock, 2016). In luxury hotels, guests expect immediate attention to their needs and quick resolution of any issues. This dimension is crucial in luxury hotels as it directly impacts the guest experience and satisfaction.

Studies have found that assurance is a significant factor in customer satisfaction, as it reflects the reliability and trustworthiness of the hotel staff. In contrast, in the Kunming luxury hotel context, assurance was found to have no significant relationship with customer satisfaction (Zeithaml et al., 1996). Assurance involves the ability of hotel staff to instill trust and confidence in guests. This includes knowledgeable and courteous staff, as well as effective communication. Guests in luxury hotels appreciate staff who are confident and capable of handling various situations, which significantly contributes to their overall satisfaction.

Research shows that empathy is a significant factor in customer satisfaction, as it reflects the hotel's ability to understand and meet individual customer needs. In the Kunming luxury hotel context, empathy was found to have the strongest positive relationship with

customer satisfaction (Parasuraman et al., 1988). Empathy is the ability of hotel staff to understand and care about the individual needs of guests. Luxury hotel guests expect personalized attention and a caring attitude from the staff. This dimension is particularly important in luxury hotels, where guests seek a personalized and memorable experience.

While reliability is generally considered important in service quality, the findings suggest that in the context of luxury hotels in Kunming, reliability does not significantly impact customer satisfaction. This could be due to the high expectations of luxury hotel guests, where other dimensions such as tangibility and empathy play a more dominant role (Albayrak & Caber, 2015).

### 5.4 Implications

The findings from this research have several important implications for luxury hotels in Kunming and potentially for the broader hospitality industry. Here are the key implications:

1. Focus on Personalized Service Quality

The research highlights the critical role of personalized service quality in enhancing customer satisfaction. Luxury hotels should prioritize personalized services to meet the unique preferences and needs of their guests. This can be achieved through:

Training Staff: Investing in comprehensive training programs to equip staff with the skills needed to deliver personalized services effectively.

Leveraging Technology: Utilizing advanced technologies such as AI and data analytics to understand guest preferences and tailor services accordingly.

Continuous Improvement: Regularly collecting and analyzing guest feedback to identify areas for improvement and ensure that personalized services remain relevant and effective.

2. Enhancing Key Dimensions of Service Quality

The study identifies tangibility, responsiveness, assurance, and empathy as key dimensions of service quality that significantly impact customer satisfaction. Hotels should focus on enhancing these dimensions:

Tangibility: Ensuring that physical facilities and amenities are of high quality and well-maintained. This includes modern, comfortable rooms, aesthetically pleasing environments, and state-of-the-art amenities.

Responsiveness: Providing prompt and efficient service. Staff should be trained to respond quickly to guest requests and resolve issues effectively.

Assurance: Building staff competence and confidence. Staff should be knowledgeable and able to instill trust and confidence in guests through their professionalism and expertise.

Empathy: Offering personalized attention and showing genuine concern for guests' needs. Staff should be trained to understand and anticipate guest needs, providing a caring and personalized experience.

3. Universal Applicability of Service Quality Dimensions

The finding that demographic factors do not significantly influence customer satisfaction suggests that the identified dimensions of service quality are universally valued. This implies that efforts to enhance these dimensions will likely benefit all guests, regardless of their demographic background. Hotels can therefore implement these improvements broadly without needing to tailor them to specific demographic groups.

4. Strategic Investment in Service Excellence

The emphasis on service excellence as a key differentiator highlights the importance of strategic investment in service quality. Hotels should allocate resources to:

Staff Development: Continuous training and development programs to ensure staff can deliver high-quality, personalized service.

Technology Integration: Implementing technologies that enhance service delivery, such as AI-powered chatbots, mobile apps for personalized check-ins, and smart room technologies.

Facility Upgrades: Regularly updating and maintaining physical facilities to meet high standards of tangibility.

5. Competitive Advantage through Personalized Services

Hotels that excel in providing personalized services are likely to gain a competitive advantage. Personalized services can lead to higher levels of customer satisfaction, increased loyalty, and positive word-of-mouth referrals. This can result in:

Increased Repeat Business: Satisfied guests are more likely to return, providing a stable source of revenue.

Enhanced Reputation: Positive guest experiences can enhance the hotel's reputation, attracting new customers and differentiating the hotel from competitors.

Higher Revenue: Improved customer satisfaction and loyalty can lead to higher

occupancy rates and increased revenue from repeat guests and referrals.

6. Implications for Marketing and Branding

The findings also have implications for marketing and branding strategies. Hotels can leverage their commitment to personalized service quality in their marketing campaigns to attract discerning travelers who value high-quality, personalized experiences. Highlighting the key dimensions of service quality in marketing materials can help position the hotel as a leader in luxury hospitality.

## 5.5 Recommendations for Future Research

1. Further Exploration of Reliability: Future research should delve deeper into understanding why reliability does not significantly impact customer satisfaction in the context of luxury hotels in Kunming. Investigating the specific aspects of reliability that may be overlooked or undervalued by guests can provide insights into how this dimension can be enhanced. Researchers could explore whether certain types of reliability, such as consistency in service delivery or accuracy in fulfilling guest requests, are more critical than others.

2. Broader Contexts: Conducting research in different cities or countries can help compare results and identify potential differences in customer satisfaction drivers. This comparative analysis can reveal cultural, regional, or market-specific factors that influence guest satisfaction. By understanding these differences, hotels can tailor their service strategies to better meet the needs of diverse guest populations.

3. Longitudinal Studies: Longitudinal studies can observe changes and trends in customer satisfaction over time. Tracking guest satisfaction across multiple visits or over extended periods can provide insights into the long-term impact of personalized service quality. This approach can help identify patterns and shifts in guest expectations and satisfaction, allowing hotels to adapt their strategies accordingly.

4. Advanced Analytical Techniques: Utilizing advanced analytical techniques such as AI and Machine Learning can help analyze large and complex datasets. These technologies can uncover hidden patterns, correlations, and insights that may not be apparent through traditional analysis methods. By leveraging AI and Machine Learning, researchers can gain a deeper understanding of the factors that drive customer satisfaction and develop more effective strategies for enhancing guest experiences.

5. Customer Feedback Mechanisms: Implementing robust customer feedback mechanisms can continuously monitor and improve service quality based on real-time customer insights. Future research should explore the effectiveness of various feedback collection methods, such as surveys, social media monitoring, and direct guest interactions. Understanding how to best capture and utilize guest feedback can help hotels make informed decisions and implement timely improvements.

By considering these recommendations, future research can provide a deeper understanding of personalized service quality and its impact on customer satisfaction in luxury hotels, leading to more effective strategies for improving guest experiences.

## 5.6 Limitations

The study may not have considered all possible mediating variables that could influence the relationship between personality service quality and customer satisfaction. For example, factors such as brand loyalty, perceived value could play a role in shaping satisfaction but were not included in the analysis. The study is specific to Kunming, which means that the findings may not be directly applicable to luxury hotels in other cities or regions with different cultural contexts and market dynamics. Cultural differences can significantly impact customer expectations and satisfaction drivers, making it challenging to generalize the results to a broader context.

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APPENDIX

Questionnaires

Part I. Demographic Information

1. What's your nationality?

☐ Chinese          ☐ Non-Chinese  (specify) _____

2.Gender?

☐ Male          ☐ Female          ☐ Others

3. Age?

☐ 20 years old and below          ☐ 21-30 years old          ☐ 31-40 years old

☐ 41-50 years old          ☐ 51-60 years old          ☐ More than 60 years old

4. Education level?

☐High School / Vocational School          ☐ Bachelor's Degree

☐ Higher than bachelors' degree

5. Work/employment status:

☐ Government officer          ☐ State enterprise

☐ Employees of private enterprises  ☐ Students

☐ Freelance and entrepreneurs          ☐ Unemployed  ☐ Retired      ☐ Others

6. Marital statues

☐ Married          ☐ Single          ☐ Divorced

7. What's your monthly income?

☐ 5,000 RMB  or lower          ☐5,001 to 10,000 RMB

☐ 10,001 to 20,000 RMB          ☐ More than 20,000 RMB

Part II. Measuring Independent Variable of Personalized Service Quality

Please answer the following questions by mark "√" in the space given below and do kindly answer truthfully and complete all questions.

1 =Strongly Disagree

2 =Disagree

3 =Neutral

4 =Agree

5 =Strongly Agree

| | Strongly Disagree | Slightly Disagree | Neutral | Slightly Agree | Strongly Agree |
|---|---|---|---|---|---|
| Personalized Service Quality | | | | | |
| Tangibles | | | | | |
| 1. Nice surrounding equipment of my personal room in luxury hotel | 1 | 2 | 3 | 4 | 5 |
| 2. My bedroom is welcoming and gives a relaxed atmosphere personally. | 1 | 2 | 3 | 4 | 5 |
| 3. The quality of my personal items which proved by hotel are good | 1 | 2 | 3 | 4 | 5 |
| 4. The bathroom has good facilities | 1 | 2 | 3 | 4 | 5 |
| Reliability | | | | | |
| 1. When there is problem, luxury hotel shows sincere interest in solving it for me immediately | 1 | 2 | 3 | 4 | 5 |
| 2. The personalized services are provided efficiently and on time | 1 | 2 | 3 | 4 | 5 |
| 3. The personalized services are performed correctly the first time | 1 | 2 | 3 | 4 | 5 |

|  | Strongly Disagree | Slightly Disagree | Neutral | Slightly Agree | Strongly Agree |
|---|---|---|---|---|---|
| **Responsiveness** | | | | | |
| 1. Employees are helpful | 1 | 2 | 3 | 4 | 5 |
| 2. Employees are never too busy to respond to my personal requests | 1 | 2 | 3 | 4 | 5 |
| 3. I am well informed about personalized services and other facilities | 1 | 2 | 3 | 4 | 5 |
| **Assurance** | | | | | |
| 1. Behavior of employees makes me feel important | 1 | 2 | 3 | 4 | 5 |
| 2. The employees are suitably attired | 1 | 2 | 3 | 4 | 5 |
| 3. Employees are consistently overlapping with me | 1 | 2 | 3 | 4 | 5 |
| 4. Employees have ability and knowledge to answer my personal questions | 1 | 2 | 3 | 4 | 5 |
| **Empathy** | | | | | |
| 1. The employees are give me personal attention | 1 | 2 | 3 | 4 | 5 |
| 2. The luxury hotel has my best interests at heart | 1 | 2 | 3 | 4 | 5 |
| 3. Personalized communication makes me feel that I am a unique customer. | 1 | 2 | 3 | 4 | 5 |

Part III. Measuring Independent Variable of Customer Satisfaction

Please answer the following questions by mark "√" in the space given below and do kindly answer truthfully and complete all questions.

| | Strongly Disagree | Slightly Disagree | Neutral | Slightly Agree | Strongly Agree |
|---|---|---|---|---|---|
| Customer Satisfaction | | | | | |
| 1. The staying experience at that hotel made me feel good. | 1 | 2 | 3 | 4 | 5 |
| 2. My choice to stay at that hotel was a wise one. | 1 | 2 | 3 | 4 | 5 |
| 3. The staff give excellent service during my stay. | 1 | 2 | 3 | 4 | 5 |
| 4. The staff are polite. | 1 | 2 | 3 | 4 | 5 |
| 5. The staff are courteous. | 1 | 2 | 3 | 4 | 5 |
| 6. The location is perfect which near subway | 1 | 2 | 3 | 4 | 5 |
| 7. The room is specious. | 1 | 2 | 3 | 4 | 5 |
| 8. The room is comfortable. | 1 | 2 | 3 | 4 | 5 |
| 9. The hotel provides all the facilities that I need. | 1 | 2 | 3 | 4 | 5 |
| 10. I'll recommend this hotel to others. | 1 | 2 | 3 | 4 | 5 |
| 11. I'll come back to stay at this hotel. | 1 | 2 | 3 | 4 | 5 |
| 12. If I encounter any problems, I am satisfied with the hotel's response speed and solution | 1 | 2 | 3 | 4 | 5 |
| 13. I am satisfied with the overall service attitude of the hotel staff | 1 | 2 | 3 | 4 | 5 |

| | Strongly Disagree | Slightly Disagree | Neutral | Slightly Agree | Strongly Agree |
|---|---|---|---|---|---|
| 14.I am satisfied with the breakfast/dining service provided by the hotel | 1 | 2 | 3 | 4 | 5 |
| 15.I am satisfied with the hotel's swimming pool or other leisure facilities | 1 | 2 | 3 | 4 | 5 |
| 16.I am satisfied with the hotel's geographical location and surrounding facilities (such as dining, shopping, transportation, etc.) | 1 | 2 | 3 | 4 | 5 |
| 17.I am satisfied with the hotel's cleaning services (such as public areas, bathrooms, etc.) | 1 | 2 | 3 | 4 | 5 |

| No. | Expert 1 | | | Expert 2 | | | Expert 3 | | | Total Scores ΣR | IOC ΣRN | Data analysis |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 0 | -1 | 1 | 0 | -1 | 1 | 0 | -1 | | | |
| **Part 1. Demographic Information** | | | | | | | | | | | | |
| 1. What's your nationality? <br> □ Chinese <br> □ Non-Chinese (specify) | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 2. Gender? <br> □ Male □ Female □ Others | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 3. Age? <br> □ 20 years old and below <br> □ 21-30 years old <br> □ 31-40 years old <br> □ 41-50 years old <br> □ 51-60 years old <br> □ More than 60 years old | √ | | | √ | | | √ | | | 2 | 0.7 | Accepted after revised |
| 4. Education level? <br> □ Lower than bachelors' degree <br> □ Bachelor's degree <br> □ Higher than bachelors' degree | √ | | | √ | | | √ | | | 3 | 1 | Accepted |

| Item | | | | | | | | | | | Score | IOC | Result |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 5. Work/employment status:<br><br>□ Government officer<br><br>□ State enterprise<br><br>□ Employees of private enterprises<br><br>□ Students<br><br>□ Freelance and entrepreneurs<br><br>□ Unemployed<br><br>□ Retired<br><br>□ Others (Please specify) | √ | | | √ | | | √ | | | | 3 | 1 | Accepted |
| 6. Marital statues<br><br>□ Married      □ Single<br><br>□ Divorced | √ | | | √ | | | √ | | | | 3 | 1 | Accepted |
| 7. Monthly income?<br><br>□ 5,000 RMB or lower<br><br>□ 5,001 to 10,000 RMB<br><br>□ 10,001 to 20,000 RMB<br><br>□ More than 20,000 RMB | √ | | | √ | | | √ | | | | 3 | 1 | Accepted |
| Part 2. Personalized Service Quality | | | | | | | | | | | | | |
| Tangibles | | | | | | | | | | | | | |
| 1. Nice surrounding equipment of my personal room in luxury hotel | | √ | | √ | | | √ | | | | 2 | 0.7 | Accepted after revised |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 2. My bedroom is welcoming and gives a relaxed atmosphere personally. | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 3. The quality of my personal items which proved by hotel are good | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 4. The bathroom has good facilities | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| Reliability | | | | | | | | | | | | |
| 1. When there is problem, luxury hotel shows sincere interest in solving it for me immediately | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 2. The personalized services are provided efficiently and on time | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 3. The personalized services are performed correctly the first time | √ | | | √ | | | | √ | | 2 | 0.7 | Accepted after revised |
| Responsiveness | | | | | | | | | | | | |
| 1. Employees are helpful | √ | | | √ | | | | √ | | 2 | 0.7 | Accepted after revised |
| 2. Employees are never too busy to respond to my personal requests | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 3. I am well informed about personalized services and other facilities | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| Assurance | | | | | | | | | | | | |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1. Behavior of employees makes me feel important | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 2. The employees are suitably attired | √ | | | √ | | | | √ | | 2 | 0.7 | Accepted after revised |
| 3. Employees are consistently overlapping with me | √ | | | | √ | | | √ | | 2 | 0.7 | Accepted after revised |
| 4. Employees have ability and knowledge to answer my personal questions | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| Empathy | | | | | | | | | | | | |
| 1. The employees are give me personal attention | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 2. The luxury hotel has my best interests at heart | √ | | | | | | √ | | | 3 | 1 | Accepted |
| 3. Personalized communication makes me feel that I am a unique customer. | √ | | | | | √ | | | | 3 | 1 | Accepted |
| Part 3. Customer Satisfaction | | | | | | | | | | | | |
| 1. The staying experience at that hotel made me feel good. | | √ | | √ | | | √ | | | 2 | 0.7 | Accepted after revised |
| 2. My choice to stay at that hotel was a wise one. | √ | | | | √ | | √ | | | 2 | 0.7 | Accepted after revised |

| Item | | | | | | | | | | Score | IOC | Result |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3. The staff give excellent service during my stay. | √ | | | | √ | | √ | | | 2 | 0.7 | Accepted after revised |
| 4. The staff are polite. | √ | | | | √ | | | √ | | 2 | 0.7 | Accepted after revised |
| 5. The staff are courteous. | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 6. The location is perfect which near subway | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 7. The room is specious. | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 8. The room is comfortable. | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 9. The hotel provides all the facilities that I need. | √ | | | √ | | | | √ | | 2 | 0.7 | Accepted after revised |
| 10. I'll recommend this hotel to others. | √ | | | √ | | | | √ | | 2 | 0.7 | Accepted after revised |
| 11. I'll come back to stay at this hotel. | √ | | | √ | | √ | | | | 3 | 1 | Accepted |
| 12. If I encounter any problems, I am satisfied with the hotel's response speed and solution | √ | | | | | √ | | | | 3 | 1 | Accepted |
| 13.I am satisfied with the overall service attitude of the hotel staff | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 14. I am satisfied with the breakfast/dining service provided by the hotel | √ | | | √ | | | √ | | | 3 | 1 | Accepted |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 15. I am satisfied with the hotel's swimming pool or other leisure facilities | √ | | | √ | | | √ | | | 3 | 1 | Accepted |
| 16. I am satisfied with the hotel's geographical location and surrounding facilities (such as dining, shopping, transportation, etc.) | √ | | | √ | | | | √ | | 2 | 0.7 | Accepted after revised |
| 17. I am satisfied with the hotel's cleaning services (such as public areas, bathrooms, etc.) | √ | | | √ | | | | √ | | 2 | 0.7 | Accepted after revised |

******************** Thank you very much ********************

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