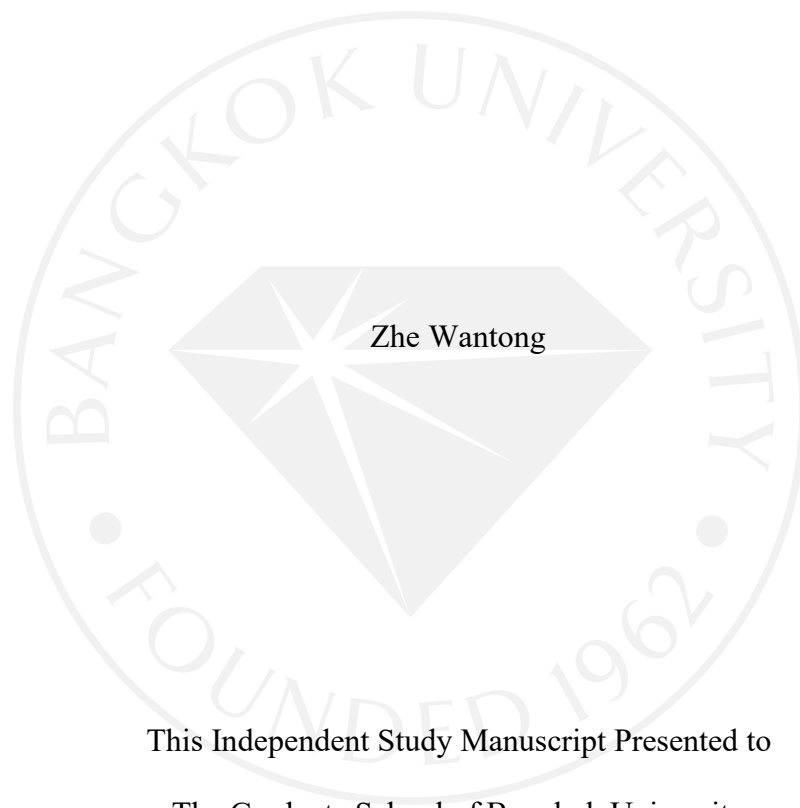FACTORS AFFECTING CONSUMER SATISFACTION OF FONTAINE

BLANCHE HOTEL'S CUSTOMERS IN CHENGGONG DISTRICT OF KUN

MING CITY IN CHINA

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Factors Affecting Consumer Satisfaction of Fontaine Blanche Hotel's Customers in

Chenggong District of Kun Ming City in China (78 pp).

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ABSTRACT

The purpose of this paper was to examine the independent factors positively impacting on customers satisfaction to use the services at the Fontaine Blanche Hotel in Chenggong District of Kun Ming City in China. Those independent factors were tangible, reliability, responsiveness, empathy, core benefit, and engagement of Fontaine Blanche Hotel. The samples were collected from 221 respondents who had stayed at Fontaine Blanche Hotel in Chenggong District, Kun Ming, China for a long time or at least 1-2 days. Most respondents were single men at the age between 18-25 with bachelor's degree level. Besides, most of them were working in private companies and earning fewer than 15,000 baht per month during participation. Most of the respondents spent less than 2,000 baht at the hotel and were frequent buyers. The researcher found that engagement ($\beta=0.645$) and reliability ($\beta=0.254$) accounted for 72.8% positively impacting customer satisfaction to use the services at Fontaine Blanche Hotel in Chenggong with statistical significance at .01.

Keywords: Hotel, Customer Satisfaction, Chenggong, China

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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Hotel satisfaction was always an important criterion for hotel competition. In the past two decades, the hotel industry experienced impressive development, especially since the implementation of China's reform and opening up policy in the late 1970s, during which China's hotel industry underwent tremendous changes. In the 1980s, China received its first five-star hotel. By the end of 1996, China had more than 4,000 hotels catering to foreigners specifically. In 2002, the number of star-rated hotels increased to more than 8,880. By 2012, the number of star-rated hotels had increased by a mere 2,890 to over 12,000. Moreover, the domestic hotel industry was still evolving (Zhao & Tang, 2018). According to China Business Research Institute (2018), the Ministry of Culture and Tourism claimed that China had 10,782 star-rated hotels in the first quarter of 2018, including 82 one-star hotels and 2,066 two-star hotels, the latter of which accounted for 19.16% of all star-rated hotels in China. Moreover, there were 5225 three-star hotels and 2,558 four-star hotels, accounted for 48.46% and 23.72% of all star-rated hotels in China respectively.

In recent years, China's five-star hotel industry achieved rapid growth in scale, with an average annual growth rate in excess of 10%. China became the country with the most five-star hotels. In the 1990s, the number of hotels in China reached saturation point, with the hotel industry becoming highly competitive. Hotel facilities, hotel quality and customer satisfaction became the focus of competition in the industry (Zhao & Tang, 2018).

With the growth of China's GDP, the tourism and hotel industry in Kun Ming also developed. As of the end of 2017, the number of tourists in Kun Ming maintained a steady growth. In 2017, the city received 145 million tourists with a year-on-year increase of 19.56%. Moreover, the total tourism revenue reached CNY 203.118 with a year-on-year increase of 26.59% (Kunming Daily, 2018).

As a service-oriented industry in the tertiary sector, the hotel industry in China contributed a non-trivial amount to GDP growth. At present, from the perspective of the development of China's hotel industry, the problems of high competition, low profit and unstable service levels still existed. Moreover, these problems profoundly affected the hotel development (Kunming Daily, 2018).

As of the end of 2017, the total number of accommodation facilities in China stood at 457,834 with 16,770,394 guest rooms. Hence, the hotel industry in China was under increasing competitive pressure (Liu, 2019).

As the only plateau geothermal activity area in mainland China, Yunnan had unique geological conditions and a special geographical environment, including countless hot springs and vast space, which promoted the development of Yunnan's tourism and service industry. As of 2017, there were 1085 provincial hot spring enterprises with a production value of almost CNY 24.38 billion and over 6.724 million visitors (Wang, Li, & Bai, 2019).

Fontaine Blanche Hotel was located on the Chenggong campus of Yunnan Normal University in Kunming. Fontaine Blanche Hotel was a shining pearl in the oasis of the university campus, which was surrounded by 9 colleges and universities (with 200,000 students). The hotel had natural hot springs and spas at a depth of 1800m underground. The facilities and exquisite services of the hotel were combined

perfectly to provide a high-end resort integrating relaxation and fitness (Fontaine Blanche Hotel, 2019). In the face of the hotel industry's rapid development, customer satisfaction reflected hotel competitiveness in the industry. Hence, the ways to improve customer satisfaction became important research topics not only for Fontaine Blanche Hotel but also for the star-rated hotel industry. Extensive research on the topic was completed by Liaoning Normal University Hai Hua College (Wu, 2017). She made a study on the ways to improve customer satisfaction in star hotels in China. Based on the above information, hotel customer satisfaction couldn't be improved without excellent facilities and services. Thus, a key question was how customers' basic needs could be met without sacrificing service quality if a hotel was to remain competitive.

The Fontaine Blanche Hotel provided a great place for travelers to relax after a busy day. Kunming Railway Station was located approximately 27 km away while Chang Shui International Airport was 32km away. In their spare time, guests could explore the hotel's surroundings. For guests' convenience, airport pickup could be arranged. This hotel was regarded as one of the best hotels for cleanliness. This hotel was particularly popular with those people traveling with families (Fontaine Blanche Hotel, 2019). New century hotel group was the largest privately-owned high-star hotel chains in China, ranking second place of one of the largest hotel group in China. Moreover, according to the authoritative magazine of the HOTELS of the world hotel industry in the rankings of the global hotel industry released on its official website, new century hotel group named top 100 hotel groups in the world (Wu, 2017). Hilton Hotel, founded in 1919 in the United States, was one of the largest hotels in the world. In the past 90 years, Conrad Hilton expanded from one hotel to more than 100 hotels,

covering major cities on five continents. It received hundreds of thousands of tourists

from various countries every day, with an annual profit of hundreds of millions of

dollars, ranking first in the world's largest hotels (Wu, 2017).

The following three representative five-star hotels were selected for SWOT

analysis and comparison. Through detailed investigation, it was possible to better

understand the way in which different hotel brands operated and marketed themselves.

Table 1.1 showed the SWOT analysis of these three hotels, highlighting their core

competitiveness, competitive strategy and market positioning, as well as their

potential competitors and external opportunities. With the help of this table, the

researcher was able to familiarize themselves with the hotel industry.

Table 1.1: SWOT Analysis for the New Century Hotel, Hilton Hotel and Fontaine

Blanche Hotel in China

	New Century Hotel	Hilton Hotel	Fontaine Blanche Hotel
Strengths	1. The hotel was located in the central business district. 2. The hotel had a clear position in the market and was dedicated to its high-end consumers. 3. The hotel leveraged its brand advantages and had a stable customer base. 4. The hotel had strong links with its network, the provincial government and local institutions.	1. The hotel had a famous brand and was popular internationally, which was allowed to develop extensive cooperative links. 2. The hotel had the largest hotel management team in the world. 3. The hotel had the exclusive right to operate without agent.	1.The hotel had perfect service facilities so it could meet different service needs. 2. The hotel had natural underground hot springs. 3. The hotel was conveniently located and provided excellent personal services for customers.

(Continued)

Table 1.1 (Continued): SWOT Analysis for the New Century Hotel, Hilton Hotel and

Fontaine Blanche Hotel in China

	New Century Hotel	Hilton Hotel	Fontaine Blanche Hotel
Weaknesses	1. Staff turnover was high. 2. It lacked professional technical training. 3. Management was neither standardized nor innovative.	1. Most shareholders lacked hotel management experience. 2. The original hotel system couldn't be perfectly applied in certain environments. 3. The recruitment was unstable and the person adjustment was frequent.	1. It had low-standard professional and technical training. 2. It had poor-quality travel facilities. 3. It lacked e-commerce training in online promotions.

(Continued)

Table 1.1 (Continued): SWOT Analysis for the New Century Hotel, Hilton Hotel and

Fontaine Blanche Hotel in China

	New Century Hotel	Hilton Hotel	Fontaine Blanche Hotel
Opportunities	1. Tourism developed rapidly in China. 2. Large business conferences organized by the government.	1. China's tourism revitalized. 2. Local wage rates grew. 3. There were a expansion of demand for tourism, catering and entertainment services locally. 4. There was an international cooperation.	1.There were many local colleges and universities 2. The local population was large. 3. There were many large shopping malls and facilities nearby.

(Continued)

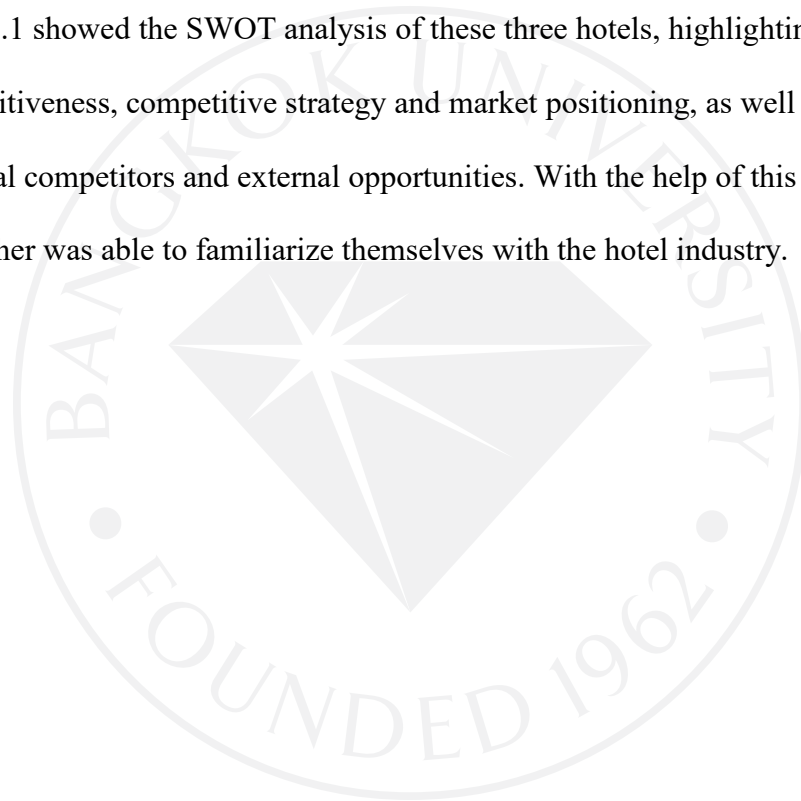Table 1.1 (Continued): SWOT Analysis for the New Century Hotel, Hilton Hotel and

Fontaine Blanche Hotel in China

	New Century Hotel	Hilton Hotel	Fontaine Blanche Hotel
Threats	1.There were several competitors in the hotel industry. 2. There were high-end nursing homes as an alternative to hotels.	1. The competition in the hotel industry was increasing. 2. The gradual penetration of branded economy hotels in the industry affected consumers' habits	1. The nearby hotel projects were constructed. 2. There were more convenient hotels.

Source:

Zhang, Z. (2017). Hotel SWOT *Analysis case.* Retrieved from

    https://wenku.baidu.com/view/c3a0eb59326c1eb91a37f111f18583d049640fbf.

    html

Hilton hotel analysis. (2016). Retrieved from

    https://wenku.baidu.com/view/ad1073064028915f804dc2ea.html?from=search

SWOT Analysis of Fontaine Blanche Hotel, Yunnan. (2019). Retrieved from

    https://wenku.baidu.com/view/429d658fcd1755270722192e453610661ed95ab

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SWOT Analysis of Fontaine Blanche Hotel, Yunnan. (2019). Retrieved from

    https://wenku.baidu.com/view/429d658fcd1755270722192e453610661ed95ab

    d

Furthermore, according to previous studies on hotel customer satisfaction, customer engagement was strongly and positively correlated with hotel service quality, emotional accumulation and customer satisfaction. Hence, customers were satisfied and spent considerable money when high-quality service generated positive emotions. Thus, customers were more likely to choose the same hotel again if they felt positive on the service quality provided by the hotel. Moreover, customers were eager that for hotels could fulfill their commitments, which had a substantial impact on customer sentiment and thus customer satisfaction. Thus, hotels must pay attention to employee training and the overall hotel service quality (Hyun & Perdue, 2017).

According to another study, employee's professionalism and friendliness were two key dimensions of customer satisfaction that ultimately impacted hotel reliability. If a hotel improved its organization and reliability, customer satisfaction was enhanced. Hence, improving hotel reliability should be the main factor for hotel managers to consider (Lai & Hitchcock, 2017).

Moreover, previous studies assumed a direct relationship between hotel service quality and customer satisfaction. However, by adding price, the author observed a significant improvement in the ability of responsiveness, access and service portfolios to predict customer satisfaction. The price paid by customers was directly proportional to the expected value. Therefore, hotel prices and services should be related, because reasonable prices could increase hotel customer satisfaction (Bedman, 2017).

Customer service was the most important source of wealth for hotels. Customer satisfaction was an important criterion for measuring hotel customer relationships and hotel management. Furthermore, customer satisfaction was a critical

prerequisite for building customer loyalty (Lai & Hitchcock, 2017).According to the Harvard Business Review, a 5% increase in customer satisfaction led to a double company profit. Customer satisfaction was very important for hotel companies that were the mainstay of the service industry. Competition between hotels, especially five-star hotels, involved not only hardware facilities, but also service quality. For Fontaine Blanche Hotel, it was proposed that customer satisfaction and competitiveness could be improved by focusing on hotel service quality (Ji, 2012).

1.2 Objectives of Study

Therefore, the researcher was interested and endeavored to find out independent factors affecting consumer satisfaction of Fontaine Blanche Hotel's customers in Chenggong district. The positive factors are Tangible, Reliability, Responsiveness, Empathy, Core Benefit, Engagement, and found out the most important factors affecting customer satisfaction.

To research the current situation of customer satisfaction at the Fontaine Blanche hotel and suggest improvements for the hotel in China and provide reference material for the hotel's global operations.

To determine which factors positively impacted the future intentions of the hotel 's customers to extend theories for future researches.

1.3 Contribution of Study

1.3.1 The contributions of this research could offer benefits for restaurants and other food industries in respect of potential new markets of online purchase, the improvement of online strategy or investing decision for online food businesses in the

future regarding related factors predicting the customer satisfaction to use online food

delivery services.

CHAPTER 2

LITERATURE REVIEW

2.1 Related Theories and Previous Studies

2.1.1 **Tangible (T)** In theory, tangible factors influenced customer satisfaction at a hotel but it was not clear whether they had a decisive influence. Lai and Hitchcock (2017) found that the tangible assets were variables affecting customer satisfaction, and the consumers would evaluate the hotel through tangible factors which affected the overall customer satisfaction at the hotel. Customers developed an opinion of a hotel based on its basic shape and room decorations. According to Parasuraman, Zeithaml, and Berry (1985), in the absence of tangible evidence, consumers must rely on other clues when assessing quality. Furthermore, Parasuraman, Zeithaml & Berry designated tangible factors as one of the top ten factors that determined service quality and customer satisfaction. Similarly, tangible sensorial dimensions reflected the nature of the hotel experience. The tangible experience could be studied as a dependent variable that determined customer satisfaction (Ren, Qiu, Wang, & Lin, 2016).

2.1.2 **Reliability (R)** Service reliability involved the service itself, the minimum of errors and the guarantee that customers could be well served. Lai and Hitchcock (2017) found that the reliability assets were variables affecting customer satisfaction, and the 'reliability' was the most influential dimension to explain overall satisfaction, which affected the overall customer satisfaction with the hotel. Reliability was an important criterion when evaluating hotel service quality, as hotels with outstanding business performance attached great importance to reliability.

Moreover, hotel reliability was widely used in surveys on customer satisfaction and was considered as an important factor in related analyses. In his study on international hotels' perception of hotel quality, Juwaheer conducted a regression which showed that service quality and the likelihood of customers returning to a hotel were predominantly determined by reliability factors, while hotel satisfaction was determined by room attractiveness (Dortyol, 2014).

2.1.3 **Responsiveness (RES)** Hotel responsiveness referred to the speed at which the hotel responded to customers' needs. Lai and Hitchcock (2017) found that the responsiveness were variables affecting customer satisfaction, the consumers would evaluate the hotel through responsiveness factors, which affected the overall customer satisfaction with the hotel. Responsiveness was measured based on service efficiency. Chaisamran and Kanthawongs (2016) found that customers were highly sensitive to service efficiency, especially in today's fast-paced society. The impact of low service efficiency on hotel competitiveness was huge and could jeopardize the original source market. Hotel responsiveness (helping customers and providing timely service) looked at whether staff could help a hotel to serve its customers, respond to their requests and provide necessary services in a timely and effective manner (Al-Ababneh, 2016). Iberahim and others found that improving responsiveness could lead to positive impact on customer satisfaction, so it was necessary to add responsiveness to the research (Iberahim, Mohd Taufik, Mohd Adzmir, & Saharuddin, 2016). Thus, it was necessary to include responsiveness in the research.

2.1.4 **Empathic (E)** Empathy referred to the level of concern and respect of the hotel. Lai and Hitchcock (2017) found that the empathy were hybrids variables affecting customer satisfaction, and the consumers would evaluate the hotel through

reliability, empathy, technology, and entertainment factors, which affected the overall customer satisfaction with the hotel. When staying at a hotel, people expected that their basic physiological needs of catering and living could be met, and they could also enjoy themselves and be respected. Therefore, staff friendliness and meticulous care could satisfy customers' needs in this respect. Hotel operators consistently advocated the emotional color of the service and providing personalized services had become the goal of an increasing number of hotels. Empathic service was an intangible factor when evaluating service quality. Emotionally satisfied customers formed emotional attachments with companies and expected to maintain good relationships when they could. When an industry did not form strong emotional bonds, service satisfaction was meaningless and incomplete. Based on above concepts and empirical analysis, empathy was correlated with emotional impact and customer satisfaction (Umasuthan, Park, & Ryu, 2017).

2.1.5 **Core Benefit (CB)** Core benefits were an important factor in transaction success. In general, core benefits ensured the stability of customers' needs. Lai and Hitchcock (2017) found that the core benefit were satisfiers variables affecting customer, and the consumers would evaluate the hotel through reasonable room rates, security of room security and safety at the hotel and entertainment factors, which affected the overall customer satisfaction with the hotel. The main core benefits for customers in the hospitality industry were price, safety and facility quality. Zhou, Yin, and Fang (2013) designed a satisfaction evaluation model, in which core interest factors formed the main body of research. Through perception statistical analysis, the authors found that satisfaction was reflected by core benefits. This supported the

current research. At the same time, core benefits were used by Lai and Hitchcock (2017) in their customer satisfaction survey, which found them to be important.

      2.1.6 **<u>Engagement (ENG)</u>** The concept of customer engagement in value co-creation had been widely covered in the marketing literature. Hyun and Perdue (2017) found that the engagement were satisfiers variables affecting customer, and the consumers would evaluate the hotel through enthusiasm for service and first impression, which affected the overall customer satisfaction with the hotel. In order to maintain a loyal customer base while maintaining its competitive advantage, the hotel industry begun to adopt strategies to guide customer behavior beyond the original trading range. It's known as customer engagement behavior (hereinafter referred to as CEB) (Wei, Hua, Fu, & Guchait, 2017). Customer engagement in value co-creation affected customer satisfaction and loyalty as it allowed customers to personalize the content of their experience. Engagement was used in the hotel research. The reason was that when customer engagement rose, the satisfaction also increased. According to Oyner and Korelina (2016), having different attributes allowed hotels to create value with customers, and thereby to help customers to understand their experience. Direct or indirect interaction between the different service types and continuous hotel improvement had an impact on customer engagement and satisfaction to varying degrees.

      2.1.7 **<u>Consumer Satisfaction (CS)</u>** Consumer satisfaction was measured using the Customer Satisfaction Index in relevant surveys. Bedman (2017) found that customer satisfaction was an important concept in the consumer research. The service quality dimensions were already significant in predicting customer satisfaction. Customer satisfaction was conceptualized as an overall satisfaction rather than

transaction-specific post purchase evaluation. Moreover, customer satisfaction examined the degree of matching between customer expectations and the customer experience. In other words, the index compared the perceived effect of a product with its expected value. The customer satisfaction survey sought to identify problems and improve service quality. User satisfaction was based on an individual's experience with products or services. Although the object of perception was objective, the conclusion was subjective. Satisfaction was related to a customer's experience, income, living habits, values and the product in the market. According to the psychologist Maslow, humans needs existed on five levels. People at different levels had different evaluation criteria for products or services, which could explain why differences existed across geography and class. The same person might evaluate the same product differently under different conditions (Bedman, 2017).

Dominici investigated customer satisfaction at a large hotel in Cefalù on the Sicilian coast in southern Italy using on-site and desktop analysis. Starting with "desktop" analysis, they surveyed hotel managers and guests, before then cross-referencing the information obtained. Dominici analyzed the company's web page data in order to verify the authenticity of customer information, and interviewed hotel management in order to verify the existence of the customer-oriented concept; and finally surveyed 100 guests at the hotel. Dominci used semi-structured interviews as these allowed new questions to be asked based on what the respondent said. According to Dominici's qualitative analysis, the hotel had good customer satisfaction levels. The main factor limiting customer satisfaction rates was service standardization, as it reduced the likelihood that a hotel would customize a service for a particular customer. Dominici planned to conduct similar analyses of other hotels in

the same area in order to compare results and better understand customer satisfaction at local hotels (Dominici, 2010).

Kampitayakul and Kanthawongs (2014) studied on the influence of factors affecting marketing image, perceived quality, fashion consciousness and brand reputation toward brand loyalty of imported brand shoppers of brand A in Bangkok. The result showed that most participants were male, between 30-39 years old, and single. Most had bachelor education background, salary between 15,001-30,000 baht per month, worked in private companies. They frequently consume beer, preferable beer brand is Heineken, frequently consume beer on special occasions, regularly consume beer on Friday and Saturday, weekly expense of beer is between 201-500 baht. The result represented that only social media and brand awareness had positive influence on purchasing intention of products. The results from this research benefited the beer business benefits.

Chaisamran and Kanthawongs (2016) studied the positive influence of car attributes, emotional connection, accessibility, external Influence, brand-loving tendency, support environmental protection, drive for environmental responsibility, and vivacity towards purchase intention of automobile consumers at Thailand International Motor Expo 2015 in Bangkok. The result showed Most participants were female, between 26-35 years old, and single. Most had bachelor education background, salary under 30,000 baht per month, owned at least 1 vehicle, interested in sedan vehicle segment, intended to purchase vehicle within a year, worked in private companies. They could make their own decisions in purchasing automobiles. They intended to use automobiles for work. The result represented that only vivacity

and accessibility awareness had positive influence on purchasing intention of products. The results from this research benefited the auto dealer business benefits.

Another important study examined the impact of brand image on customer satisfaction in the Malaysian hospitality industry. In this study, 300 questionnaires were distributed, and 225 responses were collected, representing a 75% response rate. The researchers employed factor analysis for the purpose of testing the consistency and validity of the data (Cronbach's Alpha). More precisely, standard deviation and multiple regression were used to examine the relationship between variables. The questionnaire consisted of three sections related to demographics, brand image and customer satisfaction. The questionnaire was sent by e-mail to respondents across Malaysia. In this study, customer satisfaction was shown to drive repetitive business and to be the top priority for service orientation. Hotel operators could satisfy their customers through various ways, such as tangible elements, including architecture, style and hotel layout, which could attract customers and increase satisfaction (Lahap, Ramli, Said, Radzi, & Zain, 2016).

2.2 Hypothesis

2.2.1 There was a positive relationship between tangibles and customer satisfaction.

2.2.2 There was a positive relationship between reliability and customer satisfaction.

2.2.3 There was a positive relationship between responsiveness and customer satisfaction.

2.2.4 There was a positive relationship between empathy and customer satisfaction.

2.2.5 T There was a positive relationship between core benefits and customer satisfaction.

2.2.6 There was a positive relationship between engagement and customer satisfaction.

2.2.7 Tangibles, reliability, responsiveness, empathy, core benefits and engagement positively influence the satisfaction of Fontaine Blanche's customers in Chenggong.

2.3 Conceptual Framework

Independent Variables   Dependent Variable
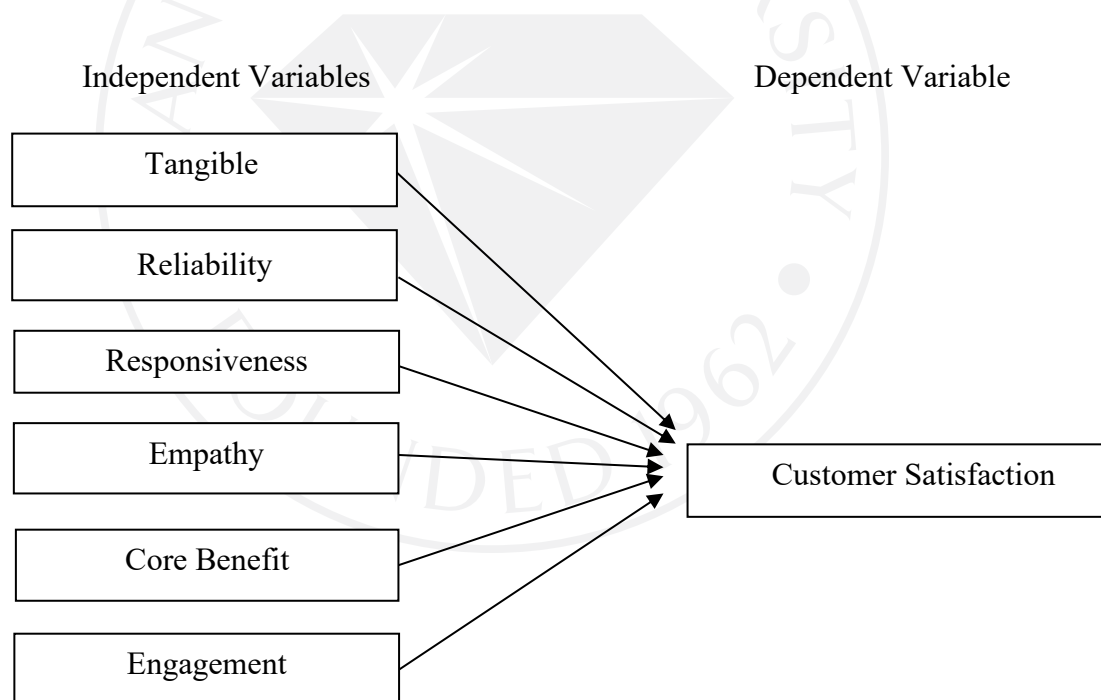
Figure 2.1: Theoretical framework for customer satisfaction

CHAPTER 3:

RESEARCH METHODOLOGY

3.1 Research Design

This research objective was to explore the main factors affecting consumer satisfaction of fontaine blanche hotel's customers in chenggong district of kun ming city in China. The methodology was based on the quantitative approach. The survey method and data collection through questionnaires were chosen for this research.

3.2 Population and Sample Selection

Populations in this research were recruited by asking guests who stayed at the Fontaine Blanche Hotel in Chenggong District of Kun Ming City in China.

The sample size was calculated from 40 pilot questionnaires by using G*power version 3.1.9.2, created by Erdfelder, Faul, and Buchner (1996) from the concepts of Cohen (1988) and approved by Wiratchai (2012) with the Power (1-β) of 0.95, Alpha (α) of 0.05, Number of Test Predictor of 6, Effect Size of 0.1171936 (Calculated by Partial R² of 0.1049). As a result of G*power calculation, the minimum number of the total sample size was 185 (Cohen, 1988). Consequently, total 221 sets of the questionnaire would be collected from participants. The researcher collected 221 samples for certainty of this research.

Sample respondents were selected by using Convenience Sampling method. Convenience sampling (also known as availability sampling) was a specific type of non-probability sampling method relying on data collection from population members who were conveniently available to participate in study. Convenience sampling

method could be applied by stopping random people on at the target areas and asking questionnaire questions (Research-Methodology.Net, 2019).

Fontaine Blanche Hotel in Chenggong district, the center of Kunming city, there were the most university located, as well as the most customers worked nearby, more than 2760000 visitors here per year in 2017 (Chenggong District Government of Kunming, 2018). Kunmingnan Railway Station, in Fontaine Blanche Hotel's vicinity, had 896,000 tourists on week, most of them were working near Fontaine blanche hotel (Kunming Daily, 2018).

All the questionnaire surveys were filled during 8 October 2018 and 15 November 2018. The target population in this research was the customers of especially at guest room where the most customers of online hotel payment services who were living inside Fontaine Blanche Hotel. During the questionnaire collection process, 160 questionnaires were collected inside the hotel, 79 questionnaires were collected online. Thus, the total of 239 sets of the survey questionnaire were collected.

The questionnaire would take in about 6-10 minutes to complete. Respondents would be help if they required to explain the item of the questionnaire. Most people were willing to participate. Meanwhile, the questionnaire included demographic and classification questions which were associated with background information on gender, age, education, monthly income and personal interest. Then a software SPSS was utilized to analyze data that were collected from questionnaires.

3.3 Research Instrument and Content Validity

3.3.1 Searching related published articles, journals and thesis from www.emeraldinsight.com and www.sciencedirect.com, which were related to

consumer satisfaction, quality of service and trust, together with guidance from an advisor.

3.3.2 Creating questionnaire form which selected from articles and journals to get approval from the advisor.

3.3.3 Passing completed questionnaire form to 2 experts at the Fontaine Blanche Hotel. They were Mr. XiaoJian Deng, Food Service Manager of a Fontaine Blanche Hotel, and Mr. Ying Feng Zhao, Housekeeping Manager one of a Fontaine Blanche Hotel, giving some advice which made the questionnaire more precise. After that, finalizing questionnaire referred to suggestions from the experts including the advisor's guidance.

3.3.4 Launching 40 pilots testing of questionnaires. Next step was to conduct the reliability test of each variable in individual factor by using Cronbach's Alpha Coefficient. Value of Cronbach's Alpha was between $0 \leq \alpha \leq 1$, higher value meant higher reliability and closely related of a section.

3.3.5 Analyzing of the reliability test was executed for 40 pilots testing of questionnaires in order to ensure the grouping of question and the consistency of each factor were aligned with theories of study.

From instruments mentioned above, the questionnaire form based on related principles could be divided into three parts with total 40 questions.

Part 1 Consisting of 12 questions including 6 closed-ended response questions about demographic and general information such as gender, age, status, level of education, monthly income and professional status. Another 6 questions were about respondent's choosing behavior e.g. What was your favorite hotel type(s)?   (Could choose more than one choice) What was your favorite hotel brand(s)? (Could choose

more than one choice)? What was your frequency of hotel service consumption? What was your purpose for this trip? How much did you spend at the hotel each time? What kind of promotion attracted you to choose the hotel?

Part 2 Closed-ended response questions about "Factors Affecting Consumer Satisfaction of Fontaine Blanche Hotel's Customers in Chenggong District of Kunming City in China". The purpose was to gain the attitude towards questions of each variable as follows:

Tangible	4 Questions
Reliability	4 Questions
Responsiveness	4 Questions
Empathy	4 Questions
Core Benefit	4 Questions
Engagement	4 Questions
Customer Satisfaction	4 Questions

This part was evaluated from interval scale by using a five-point scales ranking from 1 (lowest agreeable level) to 5 (Highest agreeable level).

Part 3 Open-ended questions for participants to identify other factors that might affect customer satisfaction in hotel services.

3.4 Testing Research Instrument

The researcher examined the validity and appropriateness of each question with 3 experts using an Index of item-Objective Congruence: IOC. After revising questionnaires aligned with experts' suggestions, the 40 pilots testing of

questionnaires were collected. The Cronbach's Alpha Coefficient of each factor was computed, and the result value was between 0.668-0.950 which exceed 0.65 regarding to the suggested level (Nunnally, 1978).

Table 3.1:   Cronbach's Alpha Coefficient of 40 customer testing of questionnaires

Questionnaire	n = 40	n = 221
Variable Factor		
Tangible (T)	.861	.925
Reliability (R)	.921	.932
Responsiveness (RES)	.901	.943
Empathy (EMP)	.791	.938
Core Benefit (CB)	.841	.937
Engagement (ENG)	.865	.948
Independent Factor		
Customer Satisfaction (CS)	.925	.954

From this research, factor analysis was conducted based on these following factors; Tangible (T), Reliability (R), Responsiveness (RES), Empathy (E), Core Benefit (CB), Engagement (ENG), and Customer Satisfaction (CS)at n = 221.

The researcher used factor analysis technique to investigate construct validity as well as analyzing factor loading value of each factor. However, factor loading value result should exceed 0.3 to ensure the reliable component of questions (Brennan, Chugh, & Kline, 2016).

Table 3.2: Factor Analysis of factors affecting consumer satisfaction of Fontaine Blanche Hotel's customers in Chenggong District of Kunming City in China at n = 221

	T	R	RES	EMP	CB	ENG	CS
T1	0.884						
T2	0.922						
T3	0.925						
T4	0.885						
R1		0.919					
R2		0.888					
R3		0.938					
R4		0.903					
RES 1			0.927				
RES 2			0.939				

(Continued)

Table 3.2 (Continued): Factor Analysis of factors affecting consumer satisfaction of
Fontaine Blanche Hotel's customers in Chenggong District of
Kunming City in China at n = 221

	T	R	RES	EMP	CB	ENG	CS
RES 3			0.916				
RES 4			0.919				
E 1				0.799			
E 2				0.850			
E 3				0.911			
E 4				0.932			
CB 1					0.837		
CB 2					0.855		
CB 3					0.918		
CB 4					0.919		
ENG 1						0.846	
ENG 2						0.852	
ENG 3						0.935	
ENG 4						0.917	
CS 1							0.772
CS 2							0.815
CS 3							0.948
CS 4							0.931

3.5 Statistics for Data Analysis

The questionnaires data were analyzed using statistical analysis software named SPSS version 23 by using statistically Significant level of .01.

Descriptive statistics analysis such as demographic, general information and respondent's shopping orientation were measured by using Frequency and Percentage; whereas such the scale ranking as tangible, reliability, responsiveness, empathy, core benefit, engagement, customer satisfaction of hotel service was measured by using Meant ($\bar{x}$) and Standard Deviation (S.D). Furthermore, Pearson's Correlation Coefficient and Multiple Regression analysis were used for Inferential statistical analysis to evaluate independent variable.

CHAPTER 4:

RESEARCH RESULTS

The aim of this research was to explore factor analysis of factors affecting consumer satisfaction of Fontaine Blanche Hotel's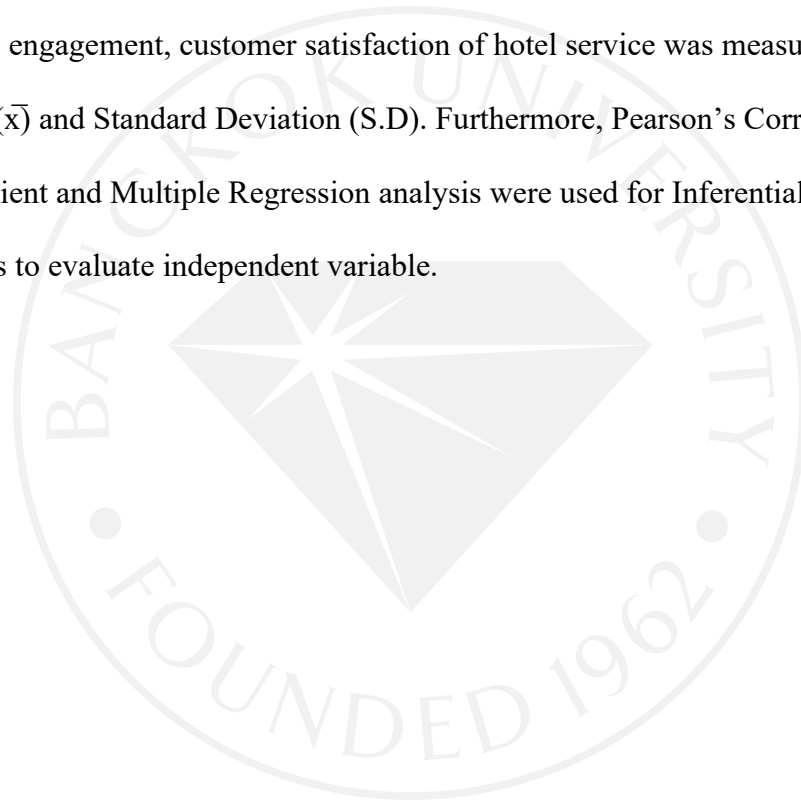 customers in Chenggong District of Kunming City in China. The data was collected from 221 respondents by the survey questionnaire, and then the data analysis was completed by SPSS version 23. The Cronbach's Alpha Coefficient of each factor was computed which had the result value between 0.841-0.954 as table 3.1, indicating that all alpha coefficient passed the suggested level (Nunnally, 1978) and had proven to be reliable.

4.1 Summary of Demographic Data

Among 221 respondents, females accounted for 27.1% and males accounted for 72.9%, and the respondents at the age between 18-25 years-old accounted for 81%. Most of the respondents (87.8%) were singles and the majority of the population (79.6%) had bachelor's degrees. Most of the respondents (about 73.3%) were being studied, with the largest group of income range was less than 15,000 baht (RMB 3000) with ratio 70.1%. 48.9% of the respondents spent more than several times per month on hotels, which was the highest frequency. The most popular hotel brand in the survey was Hilton, which was at the top of the list at 19.7%. It's shown that 32.6% of consumers tended to choose Budget Hotel. 70.1% of consumers chose to stay in the hotel because of travel. 58.8% of the consumers spent less than 2000 baht (RMB 400) every time when they went to a hotel. It's shown that discount sales were the most

attractive way to attract consumers to choose the hotel, accounting for 44.8% of the total percentage.

4.2 Results of Research Variables

The analysis of the correlation between independent variable and the dependent variable used Pearson's individual factor correlation coefficient to analyze the correlation between independent variables and dependent variables, chose tangible, reliability, responsiveness, empathy, core benefit, engagement, and found out the most important factors affecting customer satisfaction.

Table 4.1:   Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient. (Descriptive Statistic)

	Mean	S.D.	N
Tangible	1.7115	0.73329	221
Reliability	1.7002	0.76746	221
Responsiveness	1.6448	0.75676	221
Empathy	1.7262	0.78823	221
Core Benefit	1.6991	0.74655	221
Engagement	1.7353	0.76986	221
Customer Satisfaction	1.7557	0.77182	221

Table 4.2:   Pearson's Correlation Coefficient analysis of correlation between the independent variable (customer satisfaction) and dependent variables (tangible, reliability, responsiveness, empathy, core benefit, and engagement)

Variable	T	R	RES	E	CB	ENG	CS
Tangible (T)	1						
Reliability (R)	.839**	1					
Responsiveness (RES)	.820**	.908**	1				
Empathy (EMP)	.851	.878**	.911**	1			
Core Benefit (CB)	.869**	.848**	.871**	.901**	1		
Engagement (ENG)	.820**	.811**	.825**	.886**	.914**	1	
Customer Satisfaction (CS)	.756**	.762**	.734*	.779**	.790**	.839**	1

** Correlation is significant at the .01 level
* Correlation is significant at the .05 level

According to table 4.2, Hypothesis could be explained as follows:

Hypothesis 1, tangible had a positive relationship towards customer satisfaction or not. The analysis revealed that tangible had a positive relationship towards customer satisfaction (Pearson's Correlation = 0.756) at .01 significant level.

Hypothesis 2, reliability had a positive relationship towards customer satisfaction or not. The analysis revealed that reliability had a positive relationship towards customer satisfaction (Pearson's Correlation = 0.762) at .01 significant level.

Hypothesis 3, responsiveness had a positive relationship towards customer satisfaction or not. The analysis revealed that responsiveness had a positive

relationship towards customer satisfaction (Pearson's Correlation = 0.734) at .05 significant level.

Hypothesis 4, empathy had a positive relationship towards customer satisfaction or not. The analysis revealed that empathy had a positive relationship towards customer satisfaction (Pearson's Correlation = 0.779) at .01 significant level.

Hypothesis 5, core benefit had a positive relationship towards customer satisfaction or not. The analysis revealed that core benefit had a positive relationship towards customer satisfaction (Pearson's Correlation = 0.790) at .01 significant level.

Hypothesis 6, engagement had a positive relationship towards customer satisfaction or not. The analysis revealed that engagement had a positive relationship towards customer satisfaction (Pearson's Correlation = 0.839) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3:   Analysis of variance (ANOVA) of tangible, reliability, responsiveness, empathy, core benefit, engagement that factors affecting customers satisfaction of Fontaine Blanche Hotel's Customers in Chenggong District of Kunming City in China.

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.43	6	15.905	95.546	0.000[a]
	Residual	35.624	214	.166		
	Total	131.055	220			

From the above table, ANOVA analysis showed and confirmed that Independent variables including tangible, reliability, responsiveness, empathy, core benefit, and engagement had impact on the dependent variable; customer satisfaction because of Sig. of the equation were equaled 0.000 at .01 significant level.

Table 4.4:   Multiple Regression Analysis of confirmed that tangible, reliability, responsiveness, empathy, core benefit, and engagement of hotel that positively impacted customer satisfaction to Fontaine Blanche Hotel's Customers in Chenggong District of Kun Ming City in China.

Dependent Variable: Customer Satisfaction, R = .853, R^2 = .728, Constant(a) = 0.202						
Independent Variables	β	Std Error	T	Sig	Tolerance	VIF
(Constant)		0.072	2.804	0.006		
Tangible (T)	.143	0.083	1.719	0.087	0.202	4.951
Reliability (R)	.255**	0.094	2.710	0.007	0.145	6.903
Responsiveness (RES)	-.112	0.107	-1.042	0.299	0.115	8.718
Empathy (EMP)	.013	0.108	0.124	0.902	0.104	9.657
Core Benefit (CB)	-.052	0.115	-0.452	0.651	0.103	9.748
Engagement (ENG)	.647**	0.095	6.836	0.000	0.142	7.019

**significant at the .01 level

From table 4.4, Multiple Regression Analysis results could be defined that two independent variables, which were entertainment (Sig =0.000) and reliability (Sig =0.007). On the other hand, there were another six independent variables that had no

positive impact on the future intentions which were tangible (Sig =0.0871), responsiveness (Sig =0.299), empathy (Sig = 0.902), core benefit (Sig = 0.651). Thus, these four independent variables were not a significant predictor of future intentions.

The most predictive independent variables were Engagement (β=0.645) and reliability (β=0.254). As a result, entertainment and reliability could be used in Analysis of factors affecting hotel guest satisfaction after occupancy customers at 72.8%. The rest 27.2% were influenced by other variables which were not used in this research. The standard error was ±0.072 by the following equation

Y (Customer Satisfaction) = 0.202 + 0.645 (engagement) + 0.254 (reliability)

From this equation

If entertainment value increased by 1 point whiles other factors remained, customer satisfaction would be increased by 0.647 points.

If reliability value increased by 1 point whiles other factors remained, customer satisfaction would be increased by 0.255 points.

Table 4.4 was used to test the following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis. The result showed that entertainment and reliability had positive influence on customer satisfaction at statistically significant level of .01; but the tangible, responsiveness, empathy, core benefit had no positive influence on customer satisfaction at .01 statistic significant level.

In statistics, Multicollinearity was a circumstance of a very high relationship among the independent variables (Statistic Solutions, 2017). High multicollinearity

indicated the high degree of correlation between independent variables which might be the cause of the deviation from the true value. Likewise, multicollinearity should not occur as it could lead to incorrect interpretation of multiple regression results.

Multicollinearity could be examined by Variance Inflation Factor (VIF) value or Tolerance value. Variance Inflation Factor (VIF) value should not exceed 10 and Tolerance value should exceed 0.1. If the VIF value was less than 10, the VIF value itself would not discount the results of the regression analysis (O'Brien, 2007).

In addition, the value of the variance expansion factor (VIF) of each independent variable value was less than 10 and the highest value was 9.748. There was no multicollinearity between independent variables, and the result of VIF value not more than 10 was accepted.

Table 4.5: Testing Collinearity of independent variable

Independent Variables	Tolerance	Variance Inflation Factor (VIF)
Tangible (T)	0.202	4.951
Reliability (R)	0.145	6.903
Responsiveness (RES)	0.115	8.718
Empathy (EMP)	0.104	9.657
Core Benefit (CB)	0.103	9.748
Engagement (ENG)	0.142	7.019

From Table 4.5, the result of testing Collinearity showed that Tolerance values of each independent variable were exceeded by 0.1, for which the lowest value of Tolerance was 0.103. Also, Variance Inflation Factor (VIF) values of each independent variable were not exceeded by 10, for which the highest VIF value was 9.748. Therefore, there was no Multicollinearity among independent variables, and therefore the researcher was able to apply to Multiple Regression Analysis.

4.4 Summary of Hypothesis Testing

The result of multiple regression analysis indicated that engagement and reliability had positive impact on customer satisfaction of in Fontaine Blanche hotel in Chenggong district at statistically significant level of .01, whereas tangible, reliability, responsiveness, empathy, core benefit, engagement had no positive impact on customer satisfaction of Fontaine Blanche hotel in Chenggong as Figure 4.1 below.
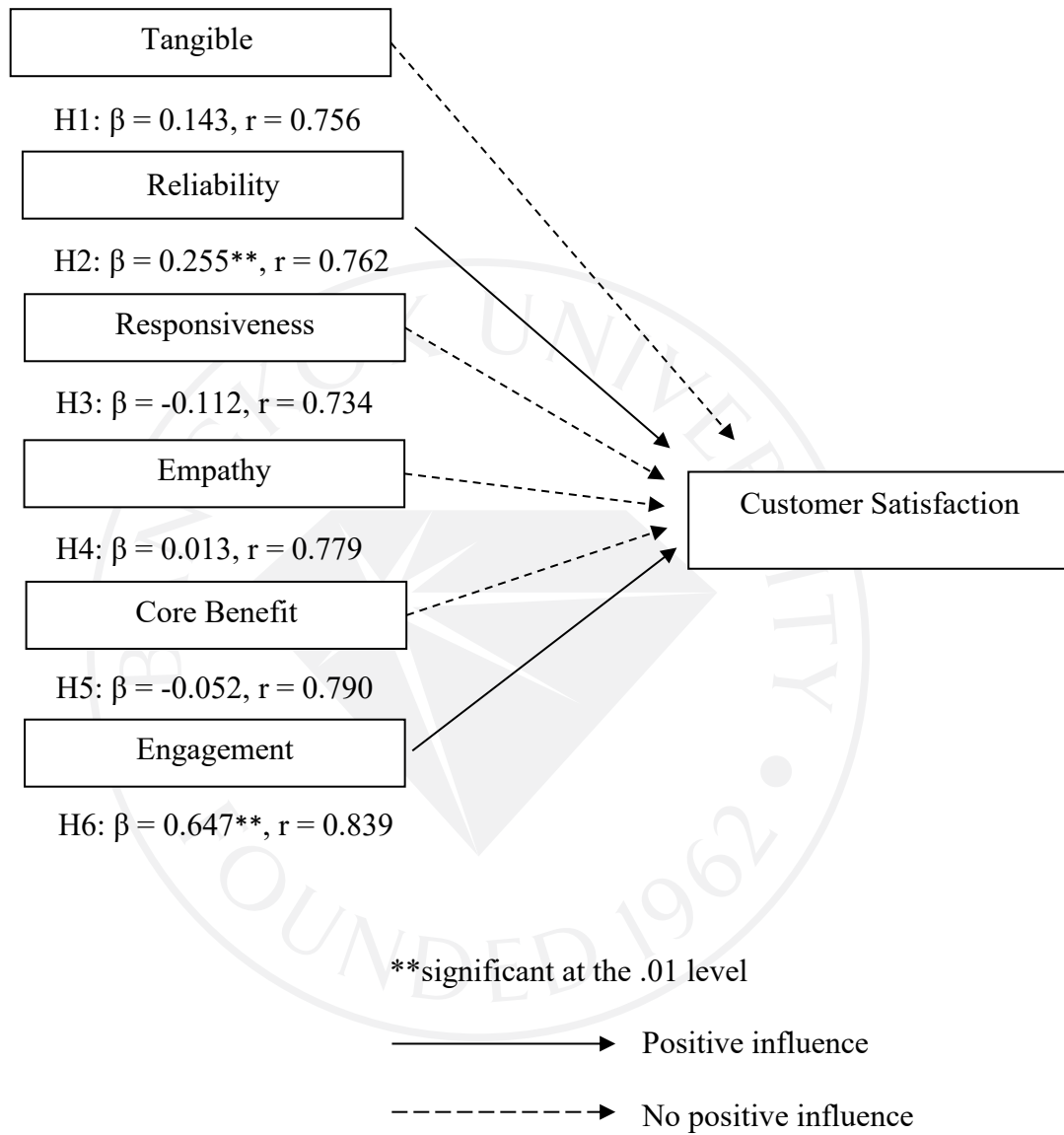
Figure 4.1: Result of Multiple Regression Analysis from scope of Research

CHAPTER 5:

DISCUSSION

This study sought to describe the influence of tangibles, reliability, responsiveness, empathy, core benefits and engagement on customer satisfaction at the Fontaine Blanche Hotel in Chenggong. This study utilized a quantitative research method in the form of a survey for the purpose of collecting data.

The survey was completed by 221 respondents who stayed at the Fontaine Blanche Hotel in Chenggong, Kunming, for at least one day in a month immediately preceding the research. The data analysis used SPSS version 23. The results were as follows.

5.1 Research Findings and Conclusion

Most respondents were single men at the age between 18-25 with bachelor's degree level. Moreover, most of them were working in private companies and earning less than 15,000 baht per month during participation. Most of the respondents spent less than 2000 baht upon hotel monthly and were frequent buyers.

The analysis results led to the acceptance of two hypotheses: Engagement (β = 0.645) and Reliability (β = 0.254). Therefore, it could be concluded that engagement and reliability positively impacted customer satisfaction among those who stayed at the Fontaine Blanche Hotel in Chenggong with a statistical significance level of .01. In addition, these two factors explained 72.8% of cases involving positive customer satisfaction among those who stayed at the Fontaine Blanche Hotel in Chenggong, while the other 27.2% were influenced by other variables which were not included in this study. Furthermore, the Variance Inflation Factor (VIF) value did not exceed 10,

which suggested that there was no multicollinearity among the independent variables. The standard error was ± 0.072 based on the following equation.

$$Y \text{ (Customer Satisfaction)} = 0.202 + 0.645 \text{ (engagement)} + 0.254 \text{ (reliability)}$$

5.2 Discussion

The researcher sought to examine the factors affecting consumer satisfaction among those who stayed at the Fontaine Blanche Hotel in Chenggong. Namely, these factors are tangibles, reliability, responsiveness, empathy, core benefits and engagement. Based on the sample size recommendations of Cohen (1988), 221 respondents were recruited. Next, SPSS was used to analyze the data and produce the following insights.

Hypothesis 1: The results of Pearson's correlation analysis showed that there there was a positive correlation between tangibles and customer satisfaction. Lai and Hitchcock (2017) found that the tangible assets were variables affecting customer satisfaction, and the consumers would evaluate the hotel through tangible factors, which affected the overall customer satisfaction with the hotel. Moreover, the hypothesis was accepted at a significance level of 0.01. Customers gave less consideration to tangibles than other factors, with few customers generally taking tangibles into account. Parasuraman et al. (1985) found that the tangibles but the result showed that it had no effective influence on customer satisfaction. Customers believed that, except for tangibles, other software and services might exert a greater impact on customer satisfaction.

Hypothesis 2: The results of Pearson's correlation analysis showed that the reliability factor was positively correlated with customer satisfaction. Lai and Hitchcock (2017) found that the reliability was the variable affecting customer satisfaction, and the 'reliability' was the most influential dimension in explaining overall satisfaction, which affected the overall customer satisfaction with the hotel. This hypothesis was accepted at a significance level of .01. According to the research feedback, employees' professionalism and friendliness were two key dimensions of customer satisfaction and were included in the hotel's reliability factor. If a hotel could improve its organization and reliability, customer satisfaction would also improve. Customers were more willing to let a reliable hotel provide services, because these reflected the hotel's organizational capabilities and service quality. Managers must consider how they could improve hotel reliability and quality (Dortyol, 2014). Therefore, hotel reliability affected customer satisfaction.

Hypothesis 3: The results of Pearson's correlation analysis showed that there was a positive correlation between responsiveness and customer satisfaction. Lai and Hitchcock (2017) found that the responsiveness was the variable affecting customer satisfaction, and the consumers would evaluate the hotel through responsiveness factors, which affected the overall customer satisfaction with the hotel. Moreover, the hypothesis was accepted at a significance level of 0.01. Hotel responsiveness (helping customers and providing timely service) looked at whether staff could help a hotel to serve its customers, respond to their requests and provide necessary services in a timely and effective manner (Al-Ababneh, 2016). Our survey results showed that although the responsiveness in the survey results was not the main influencing factors, it had a certain influence on customers' choice behavior. There were some differences

between each variable. At the same time, the lack of responsiveness would not bring the main influence on customer mood. However, responsiveness was conducive to promote the enthusiasm of customers, which played a positive role. If hotel service efficiency and coordination were low, customers would not be willing to choose this hotel as a consumption target, and the hotel's competitiveness would also decline. This also indirectly affected the level of satisfaction.

Hypothesis 4: The results of Pearson's correlation analysis showed that there was a positive correlation between empathy and customer satisfaction. Lai and Hitchcock (2017) found that the empathy was hybrids variable affecting customer satisfaction, and the consumers would evaluate the hotel through reliability, empathy, technology, and entertainment factors, which affected the overall customer satisfaction with the hotel. Moreover, the hypothesis was accepted at a significance level of .01. Hotels used empathetic marketing to give them more care and respect, and consumers would pay more attention to remembering this pleasant experience. Hotel sympathy for travelers began with understanding their needs and interests. For example, if a hotel could ask customers about their purpose of travel after their arrival, and then provide customers with some travel plans and suggestions, hotel staff would be happy to assist customers and provide them with more services after check-in than when advertising Services.

Research showed that the interaction between cognitive and emotional empathy determined guests' overall emotional experience and intentions (Umasuthan et al., 2017). Studies showed that although hotel empathy for customers was not the most important factor, it had a positive impact on customer satisfaction.

Hypothesis 5: The results of Pearson's correlation analysis showed that there was a positive correlation between core benefits and customer satisfaction. Lai and Hitchcock (2017) found that the core benefit was the satisfiers variable affecting customer satisfaction, and the consumers would evaluate the hotel through reasonable room rates, security of room security and safety at the hotel and entertainment factors, which affected the overall customer satisfaction with the hotel. The results of Pearson's correlation analysis showed that core benefits were positively correlated with customer satisfaction. Moreover, the hypothesis was accepted at a significance level of 0.01. In the survey by Lai, Ivan Ka Wai Hitchcock and Michael, core benefits were included and revealed to be a hybrid of hotel satisfaction factors. Service quality was the main factor affecting customer satisfaction. Only when reliability was guaranteed, could the core interests of customers be maximized (Lai & Hitchcock, 2017). Hence, core benefits were not the main factor directly affecting customer satisfaction.

Hypothesis 6: The results of the Pearson correlation analysis indicated that engagement was positively correlated with customer satisfaction. Hyun and Perdue (2017) found that the engagement was the satisfiers variable affecting customer satisfaction, and the consumers would evaluate the hotel through enthusiasm for service and first impression, which affected the overall customer satisfaction with the hotel. This hypothesis was accepted at a significance level of 0.01. Research proved the concept of customer engagement value co-creation and that the hotel industry could adopt strategies to guide customer behavior beyond the original transaction range. Customer engagement value affected customer satisfaction and loyalty. Moreover, increasing participation directly affected customer satisfaction. The direct

and indirect interactions between the different types of services, as well as the continuous improvement of the hotel business, influenced customer participation and customer satisfaction (Oyner & Korelina, 2016). Our findings also demonstrated that engagement directly affected customer satisfaction.

Hypothesis 7: The multiple regression results showed that two factors, reliability and engagement influenced customer satisfaction in hotel operations at a statistically significant level of 0.01. Bedman (2017) found that customer satisfaction was an important concept in consumer research. The service quality dimensions were already significant in predicting customer satisfaction. Customer satisfaction was conceptualized as an overall satisfaction rather than transaction-specific post purchase evaluation. The premise of the hotel, reliability, was able to reduce the error rate and was an important basis for ensuring consumers' satisfaction in evaluation. In the industry, a hotel with excellent business performance could attract more consumers. The important verification factor was engagement. When hotel engagement was improved, the customer could reach a consensus in their core interests, understand their experience, promote the hotel's long-term performance and enhance service quality in order to elevate customer satisfaction, as this was crucial to hotel operations (Oyner & Korelina, 2016).

5.3 Recommendation for Managerial Implication

The results of this study could help hotels to enhance consumer satisfaction in a given area so as to guide hotels to improve service quality through satisfaction surveys. The survey found that the main factors that affected hotel customer satisfaction were reliability and engagement.

5.3.1 The study found that increasing hotel advertisements enhanced the diversity of hotel marketing. If the reliability was to be improved, the marketing method of hotel needs would be improved. Through the whole investigation and study, the researcher sought to improve customers satisfaction with the hotel. Hotel marketing could be founded on the sales requirements of the enterprise on the basis of different needs of the guests to develop a variety of popular combination of products and attract customers. Hotel innovation would follow and carry out the requirements of customers. Thus, in the marketing strategy, loyal customers were supposed to be placed at the center of the organizational structure by means of providing members with value and alternative services, which would establish a long-term relationship between customers and the hotel. In addition, in order to make the hotel reach a consensus on customer service needs, effective communication and satisfactory service were essential.

The goal of the hotel should avoid simplification and consider the market demand as the starting point of the hotel marketing activities. It was also necessary to set up a hotel business objective with the guiding ideology focusing on meeting the market demand. These were the basis and starting point of modern hotel marketing management.

5.3.2 This study found that engagement was also one of the important factors affecting customer satisfaction. The enterprise should provide employees with a good working environment and development environment. At the same time, it could ensure that employees would have a good quality of life, which would greatly improve the efficiency and satisfaction of the enterprise. We should build our own enterprise culture. The ways to maintain the high quality of innovation should be

considered as the main focus of all innovation management work. Besides, managers should quickly set up different departments and organizations inside and outside the team, and they should try to ensure that the staffs would keep high enthusiasm of participation in the project team communication and build up smooth and efficient cooperation on condition that they wouldn't lack a sense of belonging to the organization. They should strive to develop sustainable enterprise projects. According to customer needs, it was important to summarize the hotel management data, such as report, analysis, comparison and guidance on product output, revenue status and guest behavior, so as to calculate valuable conclusions and countermeasures to help the hotel continuously improve its operating situation and truly maximize business value. Meanwhile, it was necessary to provide guests and potential guests with a more friendly seamless travel experience. Moreover, the hotel should use data and everything related to the organization in order to understand what level of innovation participation the organization maintained over time, and how many employees were involved in each type of participation.

5.4 Recommendation for Future Research

This study only covered customers who stayed at the Fontaine Blanche Hotel in Chenggong in the last month at the time of surveying, not anyone who might have stayed at the hotel before then. A large proportion of the customer base was local residents. Moreover, the results might be inaccurate due to local economic conditions and per capital purchasing power. Therefore, the future customer satisfaction research should be collected and the data of investigation should be covered more hotels and regions. In the future studies, we could make use of longer time and a larger scope to collect data for in-depth analysis. In addition, future research could be conducted

across countries and regions, through the collection of external data and comparison

for deeper industry analysis. As a result, this approach would allow the hotel operator

for improvement as well as customer engagement strategy in the future.

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    saturated state. *Management and Management, 408*(06), 125-128.

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    the satisfaction evaluation model of the core interest subjects in tourism and

    performing arts. *Resource Development and Market,* (10), 1090-1093.

APPENDIX A

Survey Questions (English)
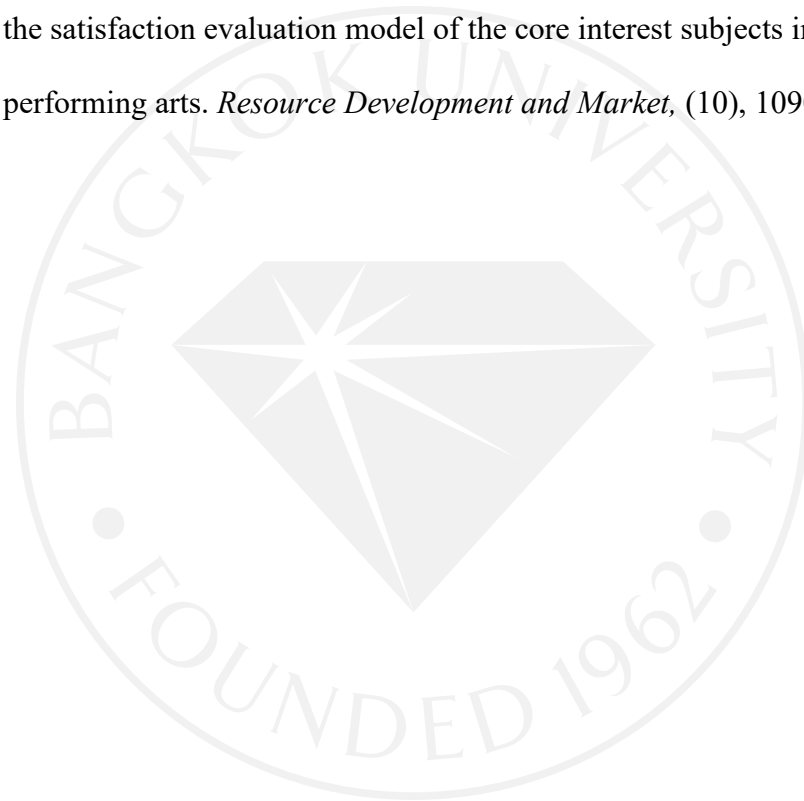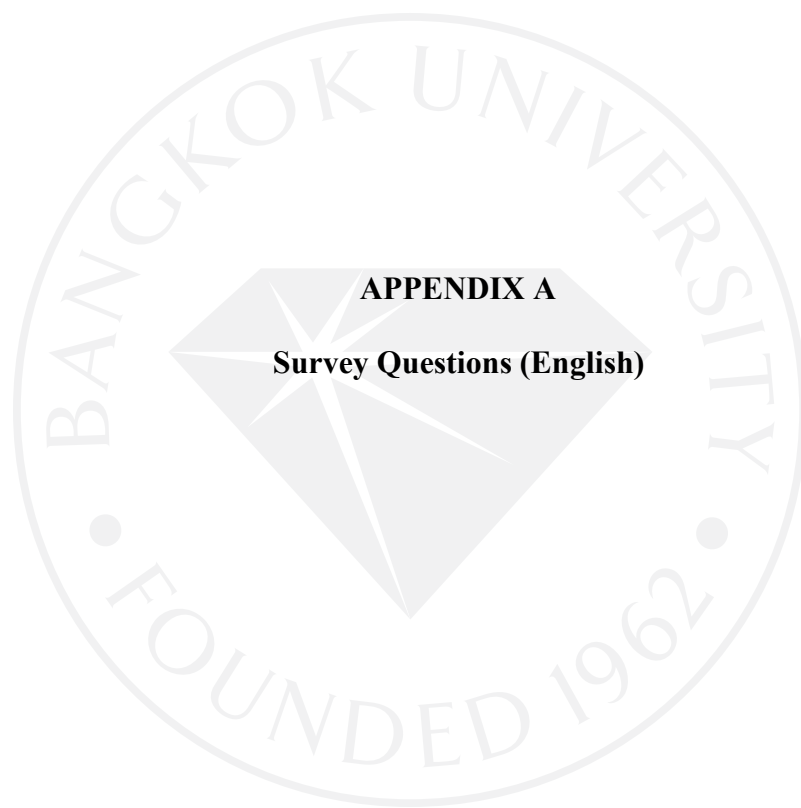
NO..........

Questionnaire

on

Factors Affecting Consumer Satisfaction of Fontaine Blanche Hotel's Customers in

Chenggong District of Kun Ming City in China

Instruction: Objective of this survey is to collected data for use in Master of Business Administration research, Bangkok University. The result of this research will be benefit to hotel industry. In this regard, cooperation from the respondents are needed. I ZheWantong, master's degree of business administration student from Bangkok University thankfully for your cooperation

Instruction: Please answer the following question and put ✓in ☐ that matches you most.

1. Gender

☐ 1) Male   ☐ 2) Female

2. Age

☐ 1) From 18 to 23 years   ☐ 2) 24–29 years old

☐ 3) 30-39 years old   ☐ 4) 40-49 years old

☐ 5) 50-59 years old   ☐ 6) 60-69 years old

☐ 7) Equal and over 70years old

3. Status

☐ 1) Single   ☐ 2) Married   ☐ 3) Divorced/ Widowed/ Separated

4. Level of education

☐ 1) High school and below High school   ☐ 2) Bachelor Degree

☐ 3) Master Degree   ☐ 4) Doctorate Degree

☐ 5) Others, Please Specify …………………………………….

5. Monthly income

☐ 1) Less than and equal to 3000RMB   ☐ 2) 3000~3500 RMB

☐ 3) 3500~40000 RMB   ☐ 4) 4000~4500 RMB

☐ 5) 5000~5500 RMB   ☐ 6) 5500~6000 RMB

☐ 7) More than 6000 RMB

6. Professional Status

☐ 1) State enterprise employee   ☐ 2) Private employee

☐ 3) Self-Employed   ☐ 4) Searching for job

☐ 5) Housewives   ☐ 6) Retired

☐ 7) Students

☐ 8) Others, Please Specify …………………………………

7. Your type(s) of hotel frequent spend (Can choose more than one choice)

☐ 1) Commercial hotels   ☐ 2) Resort hotels   ☐ 3) Chain Hotel

☐ 4) Budget Hotel

☐ 5) Others, Please Specify ………………………………

8. Your favorable brand(s) of hotel (Can choose more than one choice)

☐ 1) Hilton   ☐ 2) Holiday Inn

☐ 3) Wanda   ☐ 4) Crowne Plaza

☐ 5) Starwood ☐ 6) Shangri-La

☐ 7) Sheraton ☐ 8) Marriott

☐ 9) Others, Please Specify …………………………………

9. Your frequency of hotel service consumption

☐ 1) Once a week ☐ 2) Several times per week

☐ 3) Once a month ☐ 4) Several times per month

☐ 5) Once a year ☐ 6) Several times per year

☐ 7) Only on special occasions

10. Your purpose for this trip

☐ 1) Commerce ☐ 2) Official business

☐ 3) Travel ☐ 4) Visit friends and relatives

☐ 5) Other

11. How much you spend on hotel per time?

☐ 1) Less than 400 RMB ☐ 2) 401 – 800 RMB

☐ 3) 801 – 1200 RMB ☐ 4) 1201 – 1600 RMB

☐ 5) 1601– 2000 RMB ☐ 6) 2401 – 2800 RMB

☐ 7) 2801 – 3200 RMB ☐ 8) More than 3200 RMB

12. Which promotional activities will attract you to choose the hotel

☐ 1) Discount sales ☐ 2) Member discount

☐ 3) Holiday promotions ☐ 4) For volume discount

☐ 5) Others, Please Specify …………………………………

Please mark every question with only one ✓ in the box that most corresponds to your comments.

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Tangible						
1	The room for Fontaine Blanche Hotel is clean and comfort.					
2	The room for Fontaine Blanche Hotel is spacious.					
3	The staff of Fontaine Blanche Hotel is neat and professional appearance.					
4	Fontaine Blanche Hotel has swimming pool, saunas and gym.					
Reliability						
1	The staffs of Fontaine Blanche Hotel perform the services within the time promised.					
2	The staffs of Fontaine Blanche Hotel are experienced staffs.					
3	Fontaine Blanche Hotel was accuracy food ordering processes.					
4	Fontaine Blanche Hotel has accurate					

	Agreeable Level				
	Highest **(5)**	**High** **(4)**	**Moderate** **(3)**	**Low** **(2)**	**Lowest** **(1)**
information about its hotel services.					
Responsiveness					
1 The staffs of Fontaine Blanche Hotel are willing to provide help promptly.					
2 The staff of Fontaine Blanche Hotel always available the services.					
3 Fontaine Blanche Hotel 's check-in and check-out systems are quick.					
4 Fontaine Blanche Hotel 's can provide prompt breakfast services.					
Empathy					
1 The Fontaine Blanche Hotel always provides room services.					
2 The Fontaine Blanche Hotel understands the customers' requirements.					
3 The Fontaine Blanche Hotel can listen carefully to customers' complaints.					
4 The Fontaine Blanche Hotel would have customers' best interests at heart.					

|		Agreeable Level				
		Highest **(5)**	**High** **(4)**	**Moderate** **(3)**	**Low** **(2)**	**Lowest** **(1)**
Core Benefit						
1	The Fontaine Blanche Hotel can provide comfortable, relaxes and welcome feelings for customers.					
2	The Fontaine Blanche Hotel can provide Securities of rooms for customers.					
3	Fontaine Blanche Hotel environment is secured and safe.					
4	The Fontaine Blanche Hotel rooms' rates are reasonable.					
Engagement						
1	Fontaine Blanche Hotel brand's reputation attract me to visit.					
2	Fontaine Blanche Hotel reservation process encourages my visit.					
3	The Fontaine Blanche Hotel customer service encourages my visit.					
4	The Fontaine Blanche Hotel rooms' rates are reasonable.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Customer Satisfaction						
1	I am satisfied with the services of Fontaine Blanche Hotel.					
2	The Fontaine Blanche Hotel meets my expectations.					
3	I will choose with Fontaine Blanche Hotel for a long time.					
4	I will patronize other services of this Fontaine Blanche Hotel.					

Please recommend for other factors that might positively affect your satisfaction towards Fontaine Blanche Hotel.

_____

_____

_____

Thank you for your cooperation

Miss Zhe Wantong

E–Mail: zhe.want@bumail.net

APPENDIX B

Survey Questions (Chinese)
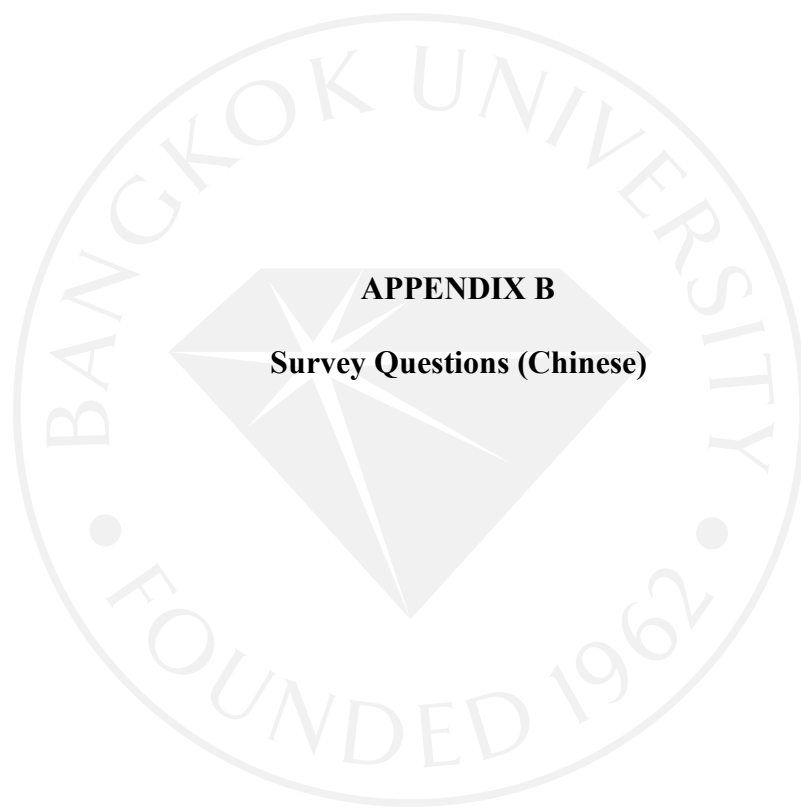
มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO..........

调查问卷

影响中国昆明市呈贡区"丽水云泉"酒店客户满意度的主要因素

前言：这项调查是为了曼谷大学工商管理硕士研究生对酒店行业进行研究而收集的数据。 这项研究的结果将有利于酒店行业的发展。 在这方面，我们需要您作为受访者的帮助与合作。 我者宛彤，曼谷大学工商管理硕士学位，十分感谢您的合作。

说明: 请在与您个人信息相匹配的项目 □ 中打 ✔.（非常感谢您参与本次问卷调查，本问卷采用不记名方式填答）

1. 您的性别。

　　　　□1) 男　　　　　　　　□2) 女

2. 您的年龄。

　　　　□ 1) 18～25 岁　　　　　　　□ 2) 26~35 岁

☐ 3) 36～45 岁　　　　　　　☐ 4) 46～55 岁

☐ 5) 56～65 岁　　　　　　　☐ 6) 66～70 岁

☐ 7) 超过 70 岁

3. 您的婚姻状况 。

☐ 1) 单身　　　　☐ 2) 已婚　　　　☐ 3) 离婚/丧偶/分居

4. 您受教育的情况。

☐ 1) 高中及以下　　　　　☐ 2) 本科

☐ 3) 硕士　　　　　　　　☐ 4) 博士

☐ 5) 其他……………………………………

5. 您的收入。

☐ 1) 3000 或者 3000 以下　　　☐ 2) 3000~3500

☐ 3) 3500~40000　　　　　　　☐ 4) 4000~4500

☐ 5) 5000~5500　　　　　　　☐ 6) 5500~6000

☐ 7) 6000 以上

6. 您的职业。

☐ 1) 国企工作人员　　　　　☐ 2) 私企工作人员

☐ 3) 个体户　　　　　　　　☐ 4) 待业

☐ 5) 家庭主妇　　　　　　　☐ 6) 退休

☐ 7) 学生

☐ 8 其他……………………………………

7. 您经常在以下哪种类型的酒店进行消费。

　　□ 1) 商业型酒店　□ 2) 假日型酒店　□ 3) 连锁酒店

　　□ 4) 经济型酒店　□ 5) 其他…………………………………………

8. 您喜欢的酒店品牌.

　　□ 1) 希尔顿　　□ 2) 假日酒店

　　□ 3) 万达　　　□ 4) 皇冠假日酒店

　　□ 5) 喜达屋　　□ 6) 香格里拉

　　□ 7) 喜来登　　□ 8) 万豪

　　□ 9) 其他………………………………………

9. 您在酒店消费的频率.

　　□ 1) 每周一次　　□ 2)　每周多次

　　□ 3) 每月一次　　□ 4) 每个月多次

　　□ 5) 一年一次　　□ 6) 一年多次

　　□ 8) 其他

10. 你这次旅行的目的。

　　□ 1) 商务　　　□ 2) 公务

　　□ 3)旅行　　　□ 4) 去拜访朋友和亲戚

　　□ 5) 其他

11. 您每次去酒店消费的金额是多少？

　　□ 1) 少于或等于400 RMB　　□ 2) 401 – 800 RMB

　　□ 3) 801 – 1200 RMB　　　　□ 4) 1201 – 1600 RMB

☐ 5) 1601 – 2000 RMB ☐ 6) 2401 – 2800 RMB

☐ 7) 2801 – 3200 RMB ☐ 8) 大于 3200 RMB

12. 哪些促销活动会吸引您选择我们的酒店

☐ 1) 折扣促销 ☐ 2) 会员积分折扣

☐ 3) 假日促销 ☐ 4) 代金券兑换

☐ 5)其他………………………………….

请您为下面的表格的每个观点进行评分.

	评分				
	非常满意 (5)	很满意 (4)	满意 (3)	一般 (2)	不满意 (1)
酒店的实体					
1 酒店的客房清洁舒适。					
2 酒店的房间很宽敞。					
3 这里的员工整洁、专业。					
4 酒店有游泳池、桑拿房和健身房。					
服务的可靠性					
1 酒店的员工能按时完成服务。					
2 酒店的员工都经验丰富。					

		评分				
		非常满意 (5)	很满意 (4)	满意 (3)	一般 (2)	不满意 (1)
3	酒店食物订单很准确。					
4	酒店的服务信息很准确。					
服务的响应性						
1	酒店的员工很乐意为客人提供及时的帮助。					
2	酒店员工提供的服务很实用。					
3	酒店的入住和退房都很快捷。					
4	酒店能为顾客提供早餐服务。					
酒店的同理性						
1	酒店能为顾客提供客房服务。					
2	酒店很了解客户的诉求和需要。					
3	酒店有专线处理客户的投诉。					
4	酒店服务的宗旨是最大程度上满足客户的利益。					
核心利益						
1	酒店能为顾客提供舒适，轻松，热情的感觉。					

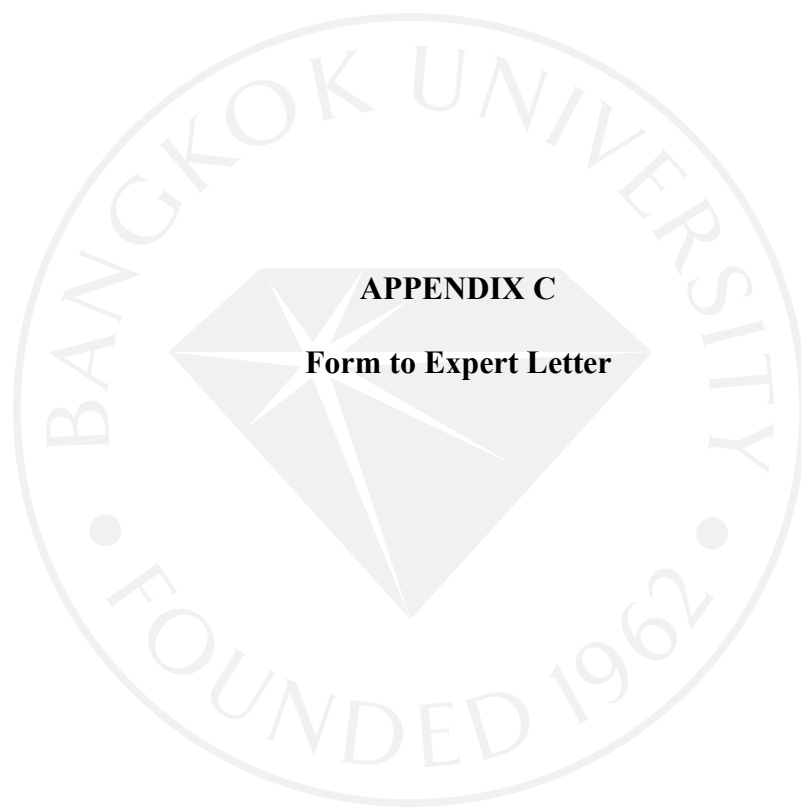|		评分				
		非常满意 (5)	很满意 (4)	满意 (3)	一般 (2)	不满意 (1)
2	酒店能为顾客提供一个安全的客房（私人空间）。					
3	酒店的安保措施做的很好。					
4	酒店的房间价格很合理。					
契约性						
1	酒店的品牌吸引了我到访这个酒店。					
2	这个酒店预订很方便。					
3	通过酒店的服务宣传有吸引力。					
4	我觉得这个酒店的整体很吸引我。					
4	酒店的娱乐零售环境提供了乐趣和享受的住宿过程。					
消费者满意度						
1	我很满意这家酒店。					
2	这家酒店符合我的预期。					
3	我计划长期都会选择这家酒店。					
4	我会光顾这家酒店的其他服务。					

其他的可能会影响您对酒店品牌丽水云泉满意度的因素

_____

_____

_____

_____

_____

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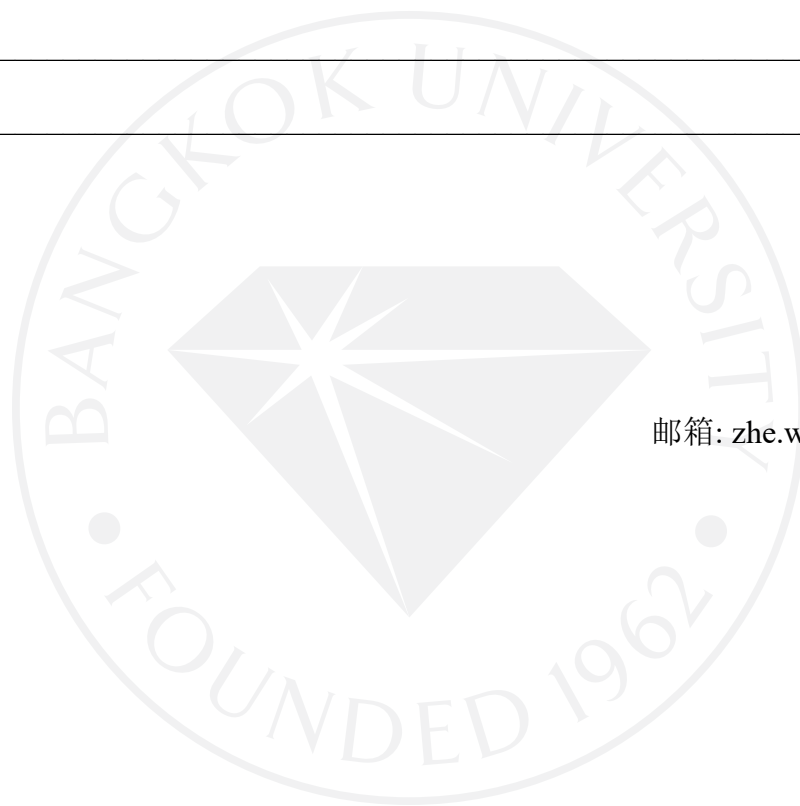
谢谢您的合作

者宛彤 女士

邮箱: zhe.want@bumail.net

APPENDIX C

Form to Expert Letter

33/5 Signature, Soi Farmwattana, Rama 4 Rd.

Prakanong, Khlongtoey

Bangkok 10110, Thailand

Email: zhe.want@bumail.net

January 25, 2020

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Dr. Penjira Kanthawongs

      Advisor, Bangkok University

I, Zhe Wantong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Affecting Consumer Satisfaction of Fontaine Blanche Hotel's Customers in Cheng Gong District of Kun Ming City in China. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **O** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature............................,   Signature.............................

  (Dr. Penjira Kanthawongs)   (Zhe Wantong)

         Advisor   Researcher

33/5 Signature, Soi Farmwattana, Rama 4 Rd.

Prakanong, Khlongtoey

Bangkok 10110, Thailand

Email: zhe.want@bumail.net

March 24, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Xiaojian Deng

      Manager, Fontaine Blanche Hotel

I, Zhe Wantong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Affecting Consumer Satisfaction of Fontaine Blanche Hotel's Customers in Cheng Gong District of Kun Ming City of China. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **O** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature................................

(Xiaojian Deng)

Manager

Signature................................

(Zhe Wantong)

Researcher

33/5 Signature, Soi Farmwattana, Rama 4 Rd.

Prakanong, Khlongtoey

Bangkok 10110, Thailand

Email: zhe.want@bumail.net

March 24, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Yingfeng Zhao

Manager, Fontaine Blanche Hotel

I, Zhe Wantong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Affecting Consumer Satisfaction of Fontaine Blanche Hotel's Customers in Cheng Gong District of Kun Ming City of China. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **O** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature................................

(YingFeng Zhao)

Manager

Signature................................

(Zhe Wantong)

Researcher

Factors	**Original Eng.v.**	**Adjusting Eng.v**	**Adjusted CHI.v.**	**IOC**	**Comments from the expert**	**Total points**
Tangible (T) (Lai & Hitchcock, 2017)	T1: Cleanliness and comfort of rooms.	T1: The room for Fontaine Blanche Hotel is clean and comfort.	T1: 这个酒店的客房清洁舒适。			
	T2: Spaciousness of rooms.	T2: The room for Fontaine Blanche Hotel is spacious.	T2 这个酒店的房间很宽敞。			
	T3: Neat and professional appearance of staff.	T3: The staff of Fontaine Blanche Hotel is neat and professional appearance.	T3:这里的员工整洁、专业。			
	T4: Availability of swimming pool, sauna and gym.	T4: I enjoyed of Fontaine Blanche Hotel's swimming pool, saunas and gym.	T4:这个酒店有游泳池、桑拿房和健身房。			
Reliability (R) (Lai & Hitchcock, 2017)	R1: Performing the services within the time promised	R1: The staffs of Fontaine Blanche Hotel perform the services within the time promised.	R1: 这个酒店的员工能按时完成服务。			

Factors	**Original Eng.v.**	**Adjusting Eng.v**	**Adjusted CHI.v.**	**IOC**	**Comments from the expert**	**Total points**
	R2: Experienced staff	R2: The staffs of Fontaine Blanche Hotel are experienced staffs.	R2: 这个酒店的员工都经验丰富。			
	R3: Accuracy of food order	R3: Fontaine Blanche Hotel was accuracy food ordering processes.	R3: 这个酒店食物订单很准确.			
	R4: Accurate information about hotel services	R4: Fontaine Blanche Hotel has accurate information about its hotel services.	R4: 这个酒店的服务信息很准确。			
Responsiveness (RES) (Lai & Hitchcock, 2017)	RES1: Willingness of staff to provide help promptly	RES1: The staffs of Fontaine Blanche Hotel are willing to provide help promptly.	RES1:这个酒店的员工很乐意为客人提供及时的帮助。			
	RES2: Availability of staff to provide service	RES2: The staff of Fontaine Blanche Hotel always available the services.	RES2:这个酒店员工提供的服务很实用。			

Factors	Original Eng.v.	Adjusting Eng.v	Adjusted CHI.v.	IOC	Comments from the expert	Total points
	RES3: Quick check-in and check-out	RES3: Fontaine Blanche Hotel 's check-in and check-out systems are quick.	RES3:酒店的入住和退房都很快捷。			
	RES4: Prompt breakfast service	RES4: Fontaine Blanche Hotel's can provide prompt breakfast services.	RES4:酒店能为顾客提供早餐服务。			
Empathy (EMP) (Lai & Hitchcock, 2017)	EMP1: Availability of room service	EMP1: The staffs of the Fontaine Blanche Hotel always provide room services.	EMP1:酒店能为顾客提供客房服务。			
	EMP2: Understanding the customers' requirements	EMP2: The staffs of the Fontaine Blanche Hotel understand the customers' requirements.	EMP2:酒店很了解客户的诉求和需要。			
	EMP3: Listening carefully to complaints	EMP3: The staffs of the Fontaine Blanche Hotel can listen carefully to customers' complaints.	EMP3：酒店有专线处理客户的投诉。			

Factors	Original Eng.v.	Adjusting Eng.v	Adjusted CHI.v.	IOC	Comments from the expert	Total points
	EMP4: Hotel having customers' best interests at heart	EMP4: The staffs of the Fontaine Blanche Hotel would have customers' best interests at heart.	GA4:酒店服务的宗旨是最大程度上满足客户的利益。			
Core Benefit (CB) (Lai & Hitchcock, 2017)	CB1: Comfortable, relaxed and welcome feeling	CB1: The Fontaine Blanche Hotel provids comfortable, relaxes and welcome feelings for customers.	CB1:酒店能为顾客提供舒适，轻松，热情的感觉。			
	CB2: Securitiesof rooms.	CB2: The Fontaine Blanche Hotel can provide Securities of rooms for customers.	CB2:酒店能为顾客提供一个安全的客房。			
	CB3: Securies and safety at the hotel.	CB3: Fontaine Blanche Hotel environment is secured and safe.	CB3：酒店的安保措施做的很好。			
	CB4：Reasonable room rates.	CB4: The Fontaine Blanche Hotel rooms' rates are reasonable.	CB4：酒店的房间价格很合理。			

Factors	**Original Eng.v.**	**Adjusting Eng.v**	**Adjusted CHI.v.**	**IOC**	**Comments from the expert**	**Total points**
Engagement (ENG) (Hyun & Perdue, 2017)	ENG1：The hotel's brand reputation encourages my visit.	ENG1: Fontaine Blanche Hotel brand's reputation attract me to visit.	ENG1:酒店的品牌吸引了我访问这个酒店。			
	ENG2: The hotel company's easy reservation process encourages my visit.	ENG2: Fontaine Blanche Hotel reservation process encourages my visit.	ENG2:这个酒店预订很方便。			
	ENG3: The hotel company's customer service encourages my visit.	ENG3: The Fontaine Blanche Hotel customer service encourages my visit.	ENG3：酒店的服务宣传有吸引力。			
	ENG4: My first impression was that the hotel brand was appealing.	ENG4: My first impression was that the Fontaine Blanche Hotel brand was appealing.	ENG4:我觉得这个酒店整体很吸引我。			

Factors	Original Eng.v.	Adjusting Eng.v	Adjusted CHI.v.	IOC	Comments from the expert	Total points
Customer Satisfaction (CS) (Bedman, 2017)	CS1: I am satisfied with the services of this hotel	CS1: I am satisfied with the services of Fontaine Blanche Hotel.	CS1:我很满意这家酒店。			
	CS2: This hotel meets my expectations	CS2: The Fontaine Blanche Hotel meets my expectations.	CS2: 这家酒店符合我的预期。			
	CS3: I will choose with this hotel for a long time	CS3: I will choose with Fontaine Blanche Hotel for a long time.	CS3:我计划长期都会选择这家酒店。			
	CS4: I will patronize other services of this hotel	CS4: I will patronize other services of this Fontaine Blanche Hotel.	CS4:我会光顾这家酒店的其他服务。			

References for Form to Expert:

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    banks: the moderating role of price. *International Journal of Bank Marketing,*

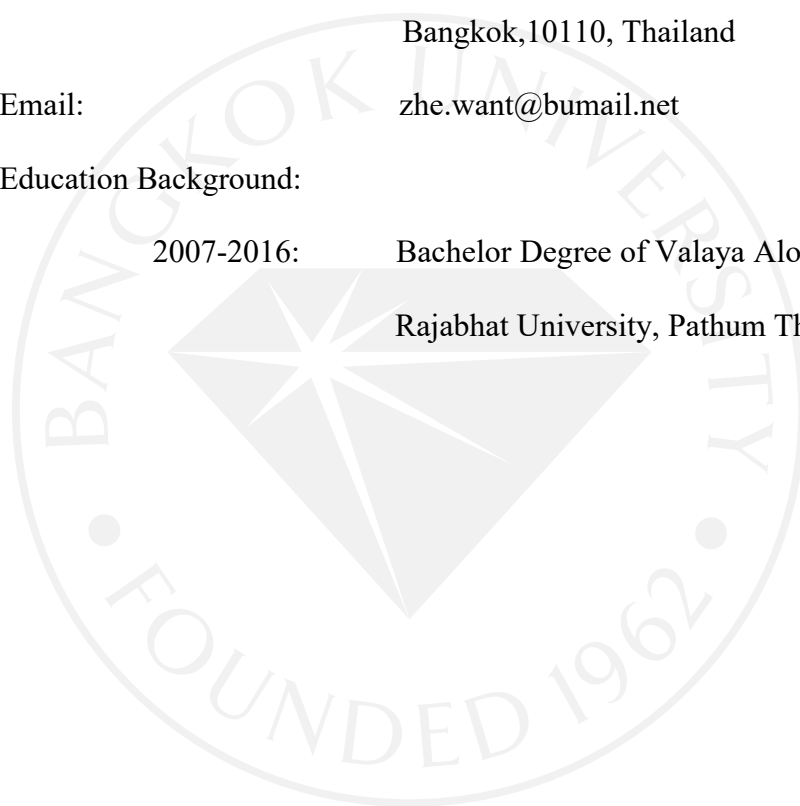   *36*(1), 68-88. doi: 10.1108/IJBM-08-2016-0118

BIODATA

Name-Surname:	Zhe Wantong
Current Residential Address:	33/5 Signature,
	Soi Farmwattana, Rama 4 Rd.
	Prakanong, Khlongtoey,
	Bangkok,10110, Thailand
Email:	zhe.want@bumail.net
Education Background:	
2007-2016:	Bachelor Degree of Valaya Alongkorn
	Rajabhat University, Pathum Thani

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Bangkok University

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Day 30 Month December Year 2019

Mr./ Mrs./ Ms _Zhe Wantong_ now living at _Aspire_

Soi _____ Street _Rama 4_

Sub-district _Prakanong_ District _Klytoei_

Province _Bangkok_ Postal Code _10110_ being a Bangkok

University student, student ID _7600202712_

Degree level ☐ Bachelor ☑ Master ☐ Doctorate

Program _MBA-EP_ Department _-_ School _Graduate School_

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Factors Affecting Consumer Satisfaction of Fontaine Blanche Hotel's Customers in Chenggong District of Kun Ming City in China

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