

Influencing Factors and Countermeasures on Customer Satisfaction for Express Hotel in Hainan Tourist Area

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Abstract: Based on the specific situation in Hainan express hotel, this work collected the real evaluation of consumers on the network platform, and then carried out word frequency statistical analysis to obtain positive and negative evaluation data in express hotel. Therefore, the factors affecting the customer satisfaction in Hainan express hotel were obtained, which can be used as references to improve customer satisfaction for Hainan express hotel.

1. Introduction

Hainan Province, as a famous tourist area, has abundant tourism resources and convenient transportation. According to statistics from Hainan network, Hainan received more than 5.15 million tourists during the Spring Festival in 2017, and its tourism income exceeded 12.4 billion yuan. Hainan tourist area has good social conditions for the development of express hotel. Firstly, most of the Hainan express hotel leases ready-made buildings, while the vacant buildings in Hainan make the rent cheaper. Secondly, Hainan express hotel is small in scale, eliminating luxury facilities and equipment. Due to the two reasons, the cost of Hainan express hotel has been greatly reduced and the price is also lower, so it is popular with the public.

At present, based on the first-hand information of customers' direct perception and self-evaluation for express hotel, the domestic research on express hotel mainly explores the factors affecting customer satisfaction through theoretical basis and model construction. The current research data is mainly obtained through questionnaire survey, and the way of collecting data is relatively single. There are few ways of statistics and word frequency analysis on the evaluation to netizens on the network platform. Therefore, it is necessary to conduct a comprehensive survey on the situation of express hotel in Hainan tourism area, analyze customer satisfaction, form a reasonable and efficient service mode of express hotel, and comprehensively improve the experience effect of customers.

2. Method

In this work, text analysis was used to collect relevant information and data.

The website chosen in this survey is Ctrip. The author compares the related websites, and finds that Ctrip is the most comprehensive hotel evaluation website with the most number and content of express hotel. Among all brand express hotels in Hainan tourist area, the largest number and scale of chain brand express hotels such as Home Inn (35), 7 Days Inn (16), Jinjiang Inn (12) are selected as the research objects. Through Ctrip network, the online review content of customers in the three major brands in Hainan tourist area was classified and analyzed. Based on the high-frequency feature words related to customer satisfaction, the analysis system of this work was determined. This analysis system has 21 indicators, including guest rooms, service, brand image, supportive system, etc. The scoring of the indicators is based on the Lickett five-point scale, which in turn represents very dissatisfied, unsatisfactory, general, satisfied and very satisfied. The data analysis of this work used statistical tool SPSS19.0 to analyze the factors affecting customer satisfaction for express hotel.

3. Results and Discussion

3.1. Customer satisfaction evaluation

From the analysis of Table 1, it can be seen that the overall evaluation of express hotel by customers is still very high. Among them, the hotel culture, service efficiency, service skills, chain brand, etc., are the most satisfactory, while the lowest satisfaction is the surrounding environment of the hotel.

Table 1. Results of customer satisfaction survey

Evaluation factor	1	2	3	4	5	Mean	Mode
Clean and hygienic satisfaction			24.2	68.4	7.4	3.83	4
Quiet satisfaction			26.3	65.3	8.4	3.82	4
Satisfaction with core facilities such as beds and separate bathrooms		9.5	35.8	48.4	6.3	3.52	4
Satisfaction with infrastructure such as wardrobe and telephone		7.4	36.8	49.5	6.3	3.55	4
Satisfaction with ancillary facilities such as carpets and interior decoration		5.3	34.7	53.7	6.3	3.61	4
Area size satisfaction			26.3	67.4	6.3	3.80	4
Geographic location and traffic facilitation satisfaction		3.2	38.9	56.8	1.1	3.56	4
Frequent customer discount satisfaction		3.2	38.9	54.7	3.2	3.58	4
Information system satisfaction		9.5	36.8	49.5	4.2	3.48	4
Satisfaction with supporting facilities such as parking lot		8.4	48.4	36.8	6.3	3.41	3
Hotel surrounding environment satisfaction		10.5	54.7	28.4	6.3	3.31	3
Service personnel attitude satisfaction	3.2		17.9	61.1	17.9	3.91	4
Service personnel satisfaction with business capability	1.1		20.0	60.0	18.9	3.96	4
Service personnel efficiency satisfaction			20.0	63.2	16.8	3.97	4
Hotel cultural satisfaction		1.1	14.7	61.1	23.2	4.06	4
Hotel marking system satisfaction		2.1	35.8	53.7	8.4	3.68	4
Chain brand satisfaction			14.7	60.0	25.3	3.91	4
Service type satisfaction		5.3	28.4	50.5	15.8	3.77	4
Compared with quality of service, the price satisfaction perceived			52.6	43.2	4.2	3.52	3
Comparing with the price paid, the satisfaction of service quality perceived			50.5	45.3	4.2	3.54	3
Compared with their expectations, the actual satisfaction perceived		1.1	58.9	36.8	3.2	3.42	3

3.2. Customer satisfaction evaluation

The contents in Table 1 are shown using an analysis diagram.

The first quadrant is the dominant area, and the observation variables are of high importance and satisfaction to customers. It includes seven variables: F1 room hygiene, F2 infrastructure, F7 room price, F9 service efficiency, F11 booking convenience, F16 transportation convenience, F17 card checkout service. These factors are important to customers and the hotel is doing well in these areas. F1 and F2 are room resources. Customers have very high requirements for room hygiene and infrastructure, and hotels need to continue to maintain and optimize in this regard.

The second quadrant is the area with high satisfaction but low importance. It consists of F13 hotel reputation and F14 hotel brand. Most of the customers interviewed are mainly business activities or leisure tourism. They subconsciously think that hotel chains are similar, and there is no big gap. Hotel brand and reputation are often neglected.

Satisfaction and importance in the third quadrant are relatively low. Five observational variables

are located in the quadrant (i.e., F5 room area, F6 promotion/discount, F10 service capacity, F12 shop decoration, and F15 hotel culture). According to the principle of statistical analysis, the importance of this quadrant variable and the level of customer perception are relatively low. This quadrant variable will not affect the development of hotels, but in the follow-up development, it also needs to be improved under the condition of abundant funds.

The fourth quadrant belongs to the disadvantaged area, which is of high importance and low satisfaction and needs to be improved. The quadrant covers four observation variables (i.e., F3 bathroom and hot water supply, F4 sound insulation effect, F8 service staff attitude, F13 peripheral shopping and entertainment facilities). According to the principle of statistical analysis, customer satisfaction with these four variables is far lower than expected. This reflects that hotel chains are at a disadvantage in the sound insulation effect of rooms and in the supply of bathroom and hot water, and fail to meet the needs of customers. The attitude of service personnel and the surrounding shopping and entertainment facilities need to be improved urgently.

4. Improvement Scheme

4.1. Focus on cultivating the core value of guest rooms

The guest rooms of chain hotels in Hainan tourist area are the most critical factors affecting customer satisfaction. Hotels should take the guest property as the soul, and maximize the value of guest house prices based on the clean and comfortable rooms. In terms of cleanliness and hygiene in guest rooms, the facilities and articles in the rooms, including toilets, basins, cups, bedding, etc., which are directly in contact with the guests, must be cleaned, disinfected, replaced and maintained every day after the guests use them. Hotels should not only pay attention to the allocation quality of core facilities such as beds and bathrooms, but also pay attention to the equipment of basic facilities such as wardrobes and bedside telephones, in order to improve the function of guest rooms in an all-round way. In the area of guest rooms, the hotel should plan reasonably to make the size of the guest rooms suitable and the types of guest rooms varied, so as to improve customer satisfaction.

4.2. Focus on improving the supporting system

Supportive systems such as supporting facilities, geographical location and transportation convenience, surrounding environment, information system, frequent customer preferences, etc., affect customer satisfaction to a large extent. Chain hotels in Hainan tourist area should perfect various supporting facilities (e.g., parking lot), so as to make the supporting facilities simple and not crude, and meet the needs of customers' life and work. In terms of location selection, chain hotels in Hainan tourist area should consider good location, convenient transportation, beautiful natural and cultural environment around them, etc. With good location conditions, customers can not only get convenient transportation, but also meet their needs of quiet rest and experience the customs in different places.

4.3. Improve service level greatly

Chain hotels in Hainan tourist area should constantly strengthen the staff's service consciousness of "guest first". Employees can actively, enthusiastically, patiently and thoughtfully provide diversified services to customers, communicate emotionally with customers and establish friendship with them, and stimulate customers to feel satisfied, trusted and at home. In terms of service professional skills, hotels should regularly train and assess their employees' business abilities. Employees should constantly learn professional skills to improve their ability to solve emergencies.

4.4. Strengthen brand image

Brand is the most important intangible asset for chain hotels, and also the foundation of building competitive advantage. Therefore, the chain hotels in Hainan tourist area should devote themselves to building their own strong chain brand, and obtain customer recognition through brand, so as to enhance customer's purchase confidence and loyalty. Cultural factors are conducive to emotional interaction and communication between hotel chains and customers. The strong brand with

profound and distinct cultural connotation has become the source of competitiveness for chain hotels, which constitutes a lasting differentiated competitive advantage and is conducive to improving customer satisfaction.

4.5. Improve the performance-price ratio of chain hotels

Chain hotels in Hainan tourist area should offer high-quality and low-price products and services based on the reducing costs, and improve the performance-price ratio of products and services. Due to the target customers of chain hotels are generally salaried people, they are more sensitive to the changes of hotel product prices. Therefore, when pricing products, chain hotels in Hainan tourist area should consider the market situation and consumers' purchasing power, and improve customer satisfaction with products and services with high performance-price ratio.

5. Conclusion

Customer satisfaction research has become a very active research field in the world, however, there are few studies on customer satisfaction for express hotel in China. Based on the questionnaire design and field survey, this work evaluated comprehensively the importance of influencing factors on hotel products and the satisfaction degree of actual performance by using multi-factor contribution model. Effective understanding of customer's evaluation for the performance-price ratio in China's express hotel can help to improve and innovate the management and service in express hotel. Thus, the service quality of express hotel is further improved and the sustainable development of express hotel is promoted.

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