

PHÂN TÍCH SỰ HÀI LÒNG CỦA KHÁCH HÀNG VỚI DỊCH VỤ TẠI KHÁCH SẠN SÀI GÒN – PHÚ THỌ Ở THÀNH PHỐ VIỆT TRÌ, TỈNH PHÚ THỌ

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Tóm tắt

Nghiên cứu được thực hiện nhằm đánh giá mức độ hài lòng của khách hàng với dịch vụ tại Khách sạn Sài Gòn – Phú Thọ ở thành phố Việt Trì, tỉnh Phú Thọ. Nghiên cứu cũng nhận biết các yếu tố tác động tới mức độ hài lòng của khách hàng với dịch vụ khách sạn. Có 100 khách hàng được lựa chọn ngẫu nhiên để tham gia khảo sát theo nội dung của bảng hỏi cấu trúc về các tiêu chí liên quan đến dịch vụ khách sạn. Nghiên cứu đã chỉ ra những tồn tại về chất lượng dịch vụ tại khách sạn. Nghiên cứu cũng cho thấy mối quan hệ có ý nghĩa giữa những yếu tố liên quan đến dịch vụ khách sạn và sự hài lòng chung của khách hàng đối với dịch vụ tại khách sạn này. Dựa vào kết quả nghiên cứu, tác giả đã đưa ra một số đề xuất nhằm nâng cao chất lượng dịch vụ khách sạn trong thời gian tới.

Từ khóa: Khách sạn Sài Gòn – Phú Thọ, dịch vụ khách sạn, sự hài lòng của khách hàng.

ANALYSIS OF CUSTOMER SATISFACTION WITH THE SERVICES AT SAI GON - PHU THO HOTEL IN VIET TRI CITY

Abstract

This paper was conducted to assess the satisfaction of the customers with the hotel services provided at Sai Gon – Phu Tho Hotel in Viet Tri city, Phu Tho province. It also aimed to identify the factors affecting the customers' satisfaction with the hotel services provided by this hotel. 100 customers were randomly selected to serve as the respondents of the study. A structured questionnaire was used to collect the primary data for analysis. The paper revealed some services dissatisfied by the customers and identified the significant relationships between 4 related factors and the customers' general satisfaction with these services. Based on the research results, some solutions were proposed to improve the services provided by Sai Gon – Phu Tho Hotel.

Keywords: Sai Gon – Phu Tho Hotel, hotel services, customer satisfaction.

JEL classification: M; M14; M3.

1. Introduction

Hu (2008) stated that a hotel cannot survive and grow well the world today unless it can satisfy the customers with good quality services. The service quality means the service which corresponds to customers' expectation and a hotel wins by satisfying these needs of the customers. When customers are provided with new and better services, it is important to meet their expectations at various types in the competitive markets.

Saigon - Phu Tho Hotel is located in a beautiful location in the center of Viet Tri city, Phu Tho province. The Hotel is opposite the beautiful Van Lang Park with many amusement facilities and a large lake. Saigon - Phu Tho Hotel is built according to 4-star standard with 110 international standard bedrooms equipped with full facilities, high-class services to give the customers the comfort during their stays. The hotel has 2 large restaurants specializing in serving European and Asian dishes, local specialties and 3 conference rooms with a capacity of about 1,000 people.

Since the first days of providing hotel services in 2012, Sai Gon – Phu Tho Hotel has received thousands of domestic and international customers.

The hotel surely made great contribution to the development of Viet Tri city when it provides good services for tourists and businessmen.

During the good old days, thanks to the good reputation and very unique location, this hotel faced little competition from other hotels in Phu Tho province. Many foreign business people from Korea, China, Japan, and other countries came to this hotel to enjoy the services.

However, things do not remain the same forever; other investors could also saw the opportunities in service fields in general and in hotel business in particular. Many hotels have been built and come to operation during the last few years. This causes a fierce competition between the hotels in Viet Tri city.

Although Sai Gon – Phu Tho Hotel has some advantages, the new hotels also have their strength to attract customers. These newly built hotels provide also new and modern facilities than the old ones. Moreover, the higher living standard of people also allows the customers to desire better quality provided by the hotels. Since early 2020, partially due to the covid pandemic, the number of customers coming to this hotel has dropped sharply. The revenue and profit keeps decreasing due to the poor

business performance. The room occupancy reduced from some 80% to around 40% recently.

There have been some studies being conducted to assess the satisfaction of the customers with the hotel services at the hotels located in Phu Tho province in general and at Sai Gon – Phu Tho Hotel in particular. However, those studies only focused on evaluating the levels of satisfaction to find out the weaknesses and disadvantages of these services and proposed recommendations to improve them. This study also aimed to assess the satisfaction of the customers with the hotel services at Sai Gon – Phu Tho Hotel but it added one more analysis which enables the hotel to find out the degrees of impacts of hotel-related factors on the general satisfaction with the hotel service. The hotel managers would pay more attention on the factors which have stronger impact on the overall satisfaction, which, in turn, increases the general satisfaction with the hotel services.

If Sai Gon – Phu Tho Hotel does not find its way to compete with the others, it may face more difficulties in the near future like many hotels in Vietnam which used to do well in the past. This is the reason why the researcher wants to conduct this study titled “Analysis of customers with the services at Sai Gon – Phu Tho Hotel in Viet Tri city”.

2. Literature review

Hotel performance is directly allied to service quality improvement. There is a significant relationship exist between improvement in service quality and hotel performance change (Narangajavana and Hu, 2008). High level development tools are used for the satisfaction of multiple users about service and quality (Hope & Wild, 1994). The key problem lies with hotel manager is to retain and fascinate customers (Shi & Su, 2007). Customers revisit intention and emotions are mediated by customer satisfaction (Han, Back & Barrett, 2009). Customer satisfaction plays a role of mediator in perceived value of hotel and behavioral intention (Ryu, Han & Kim, 2008). Both Public and private sectors have reviewed the Service quality and to fulfill their demand, customer-focused approach was highly practiced (Pyon & Lee & Park, 2009).

Al-Tit (2015) conducted in-depth research regarding customer satisfaction across various four-star hotels in Europe, including countries like Italy, Spain, and England. This study results reveal that most customers were satisfied with the hotel premises' condition, employees' ability to speak different languages, staff friendliness, comfortable rooms, and the ease of accessing information

regarding hotel services. Additionally, areas, where customers were discontent include disrespect by staff, lack of multilingual newspapers and magazines, excessive attention, and inability to access TV programs in one's language of choice. Farooq & Salam (2018) did a customer satisfaction survey across various hotels in Cape Town, South Africa. Based on this survey, the authors identified various aspects that boost customer satisfaction, including guest entertainment, captivating staff, and well-maintained swimming pools. Areas of customer dissatisfaction included late luggage delivery, poor communication services, and inadequate attention to customer-specific requests.

Lee & Madanoglu (2018) studied the impact of customer satisfaction on performance within the hotel industry in Sweden. This analysis established that customers were more satisfied with the hotel reservation service, reception, and food quality. However, areas of dissatisfaction included service prices, provision of customer-specific services, and inadequate hotel facilities. Moreover, this research noted the significance of customer satisfaction towards ensuring improved market share for the hotel.

Nguyen Thi Bich Tram (2010): “Improving quality service of Kim Tho hotel”. The author used method of comparing absolute, relative, Cross-Tabulation analysis method and other testing method to solve the given goals. The result of writing is the quality service of Kim Tho hotel is quite good, all most customers satisfied hotel services. The return visitors are quite high rate. However, the quality service of hotel is still drawback that needs to be improved.

This study shares some similarities with other papers, which assessed the customers' satisfaction levels with the hotel services. However, the author tried to identify the relationship between the satisfactions with the hotel-related factors and the general satisfaction with the hotel services provided at Sai Gon – Phu Tho Hotel in Viet Tri city, Phu Tho province. The relationship was done based on the regression with the hotel-related factors as the independent variables whereas the dependent variable is the general satisfaction with the hotel services at this hotel.

3. Objectives of the study

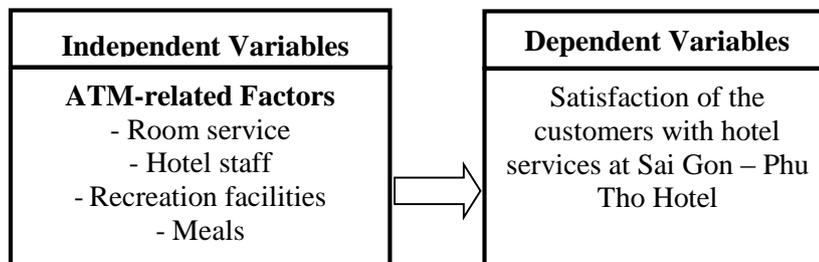
The main of purposes of the study are: Sai Gon – Phu Tho Hotel

- To assess the satisfaction levels of the customers with the services at Sai Gon - Phu Tho Hotel in Viet Tri city.

- To identify the hotel related factors affecting the customers with the hotel services provided at Sai Gon – Phu Tho Hotel.

- To propose recommendations to improve the services at this hotel.

4. Conceptual framework and hypotheses



Hypothesis:

Ho (Null Hypothesis): There is not a relationship between the hotel-related factors and the satisfaction of the customers with the hotel services at Sai Gon – Phu Tho Hotel.

H1 (Alternative Hypothesis): There is a relationship between the hotel-related factors and the satisfaction of the customers with the hotel services at Sai Gon – Phu Tho Hotel.

$$n = 50 + 8*k$$

Where:

n is the sample s

k is the number of factors

$$n = 50 + 8*4 = 82$$

So as to make the sample size more valid, 100 customers who stayed at Sai Gon – Phu Tho Hotel for at least 2 days were selected randomly to server as the respondents of the study.

5. Methodology

5.1. Research type

This study is a type of exploratory research.

5.2. Data sources

The primary data was collected by using a set of structured questionnaire.

5.3. Sampling technique and sample size:

The sample size of this part was determined based on the formula “n = 80 + 5*m” by Tabachnick và Fidell (1996).

5.4. Scale measurement

To measure the variables (level of satisfaction), a 5-point Likert scales (1 for ‘Very Dissatisfied’, 2 for ‘Dissatisfied’, 3 for ‘Fair’, 4 for ‘Satisfied’ and 5 for ‘Very Satisfied’) was used.

5.5. Tools used for data analysis

The primary data was analyzed through frequency, means, reliability analysis, EFA, F-test, and regression analysis.

Table 01: Respondents’ Demographic Profile

Profile of the respondents	Frequency	Percentage
Gender		
Male	68	68
Female	32	32
Total	100	100
Age		
18 – 30	18	18
31 – 45	58	58
46 and above	24	24
Total	100	100
Nationality		
Vietnamese	66	66
Foreigner	34	34
Total	100	100
Purpose of visit		
Business	55	55
Holiday	33	33
Other	12	12
Total	100	100

Source: Gathered and calculated by researcher

6. Results and discussion

6.1. Demographic Profile of the Respondents

As can be seen from the table 01, male customers dominate the customers staying at Sai Gon – Phu Tho Hotel with 68 percent. Customers aging from 18 to 45 account for three-fourth of the

total clients. Vietnamese clients represent nearly two-third of the total customers. Most of the foreign clients come from South Korea, China and Japan. More than a half of the clients stay at this Hotel during their business trips.

Table 02: Summary of Cronbach's Alpha of Factors

Coded Variable	Names of factors	Cronbach's Alpha	No of Items
ROO	Room Services	0,946	4
STF	Hotel Staff	0,88	4
REC	Recreation Services	0,96	4
MEA	Meals	0,886	4
GS	General Satisfaction	0,868	3

Source: Gathered and calculated by researcher

6.2. Results of Reliability Analysis

The Cronbach's alpha reliability test was used to examine the validity of items used in the survey. The alpha of these scales should be greater than 0,70. From the table 03, the Cronbach's alpha for the 4 hotel-related factors

were as the follow: Room Services was (0.946); Hotel Staff was (0.88); Recreation Services was (0.96); Meals was (0.9); and the General satisfaction of the customers with the hotel services (0,868). These were found to be within the limits for further analysis.

Table 03: KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,623
Bartlett's Test of Sphericity	Approx. Chi-Square	1740,47
	Df	120
	Sig.	0,000

Source: Gathered and calculated by researcher

6.3. Results of Factor Analysis

From table 04, the KMO = 0.623 which ensured the requirement that $0.5 < KMO < 1$; the

significance level (Sig.) = 0.000 meeting the conditions $Sig. < 0.05$. It could be concluded that the data was suitable for factor analysis.

Table 04: The Rotated Component Matrix

Factors	Items	Components			
		1	2	3	4
REC	The sauna and massage	0,960			
	The fitness centers	0,928			
	The swimming pools	0,923			
	The tennis courts	0,913			
ROO	The internal facilities of the room		0,956		
	The comforts of the bathroom		0,950		
	The bedding amenities		0,926		
	The view of the room		0,819		
MEA	The variety of drinks			0,895	
	The amenities of the restaurants			0,875	
	The decoration of the restaurants			0,772	
STF	The variety of dishes			0,739	
	The staff's communication skills				0,902
	The staff's attitude				0,886
	The staff's appearance				0,814
	The staff's enthusiasm				0,773

Source: Gathered and calculated by researcher

Table 05 presents the Rotated Component Matrix, based on the data shown in this table, we can see that there were 4 factors being drawn from 16 items (variables). All of the items had the factor loading of greater than 0,5 which means that all variables have statistical significance.

The author made use of SPSS 18.0 software to analyze the multivariable regression model. In this model, the dependent variable is GS (General Satisfaction with the hotel services); the independent variables are:

6.4. Regression Analysis

Test of the suitability of the model

- ROO (Room services)
- STF (Hotel Staff)
- REC (Recreation Services); MEA (Meals)

Table 05: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,766a	0,586	0,57	0,3013	1,1507

a Predictors: MEA, REC, ROO, STF
b Dependent Variable: GS

Source: Gathered and calculated by researcher

From the result presented in table 06, the Adjusted R = 0.57, which means that 57% of the change of the customers' satisfaction with the hotel

services provided by Sai Gon – Phu Tho Hotel is explained by the independent variables of the model.

Table 06: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,232	4	3,058	33,686	,000b
	Residual	8,624	95	0,091		
	Total	20,857	99			

a. Dependent Variable: GS
b. Predictors: (Constant), Predictors: MEA, REC, ROO, STF

Source: Gathered and calculated by researcher

The table 07 shows that the statistical significant level was equal to 0.000 (less than 0.01), so we can conclude that the model is suitable to the actual data. In other words, the

independent variables are correlated linearly with the dependent variable and the confidence level is 99%.

Test of the Multi-collinearity

Table 07: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-0,067	0,392		-0,172	0,864		
ROO	0,265	0,063	0,294	4,217	0	0,897	1,115
STF	0,132	0,082	0,113	1,605	0,012	0,879	1,138
REC	0,3	0,034	0,601	8,93	0	0,96	1,042
MEA	0,265	0,082	0,236	3,236	0,002	0,819	1,22

a. Dependent Variable: GS (General Satisfaction)

Source: Gathered and calculated by researcher

Based on the data presented in table 08, the values of VIF were less than 2.0 so we can conclude that there was no multi-collinearity phenomenon in this model.

Regression of standardized model

In this study, 5-point Likert Scale was used to measured the satisfaction level of the customers with the hotel services provided by Sai Gon – Phu Tho Hotel. Thus, Standardized Coefficients are used to develop the regression model as the following:

$$GS = 0.601*REC + 0.294*ROO + 0.236*MEA + 0.113*STF$$

$$\text{General Satisfaction} = 0.601*\text{CRE (Recreation Services)} + 0.294*\text{ROO (Room Services)} + 0.294*\text{ROO (Room Services)} + 0.236*\text{MEA (Meals)} + 0.113*\text{STF (Hotel Staff)}$$

The equation shows that the four (4) factors affected the satisfaction of the customers with the hotel services provided by Sai Gon – Phu Tho Hotel. Based on the table, it can be inferred that factor “Recreation services” has the strongest impact on the satisfaction with $\beta_1 = 0.601$; factor “Room

services” ranks the second strongest with $\beta_2 = 0.294$; factor “meals” ranks the third; and factor “Hotel staff” has the lowest impact with $\beta_4 = 0.113$.

7. Conclusions and Recommendations

The study was conducted to analyze the satisfaction of the customers with Sai Gon – Phu Tho Hotel in Viet Tri city, Phu Tho province, Vietnam. The study made use of quantitative method using structured questionnaires to gather primary data. The paper assessed the satisfaction levels of the customers with the hotel services at this hotel, it then identified the four factors affecting the customers' general satisfaction with these hotel services. The four factors were room services, hotel staff, recreation services and meals. These four mentioned factors influence the customers about 57% of total variance.

This study aimed to determine satisfaction levels of the customers with the hotel services at Sai Gon – Phu Tho Hotel and identified the factors significantly affecting the customers' general satisfaction with the hotel services provided by

this hotel. Based on the findings of the study, the author would make some suggestions to improve the hotel services at Sai Gon – Phu Tho Hotel, which in turn retain the regular customers and attract new ones.

In terms of factor “Room services”, the hotel needs to pay the attention to the bedding amenities which play a very important role in customers staying at any hotels. New and modern bedding amenities should be invested to satisfy the customers especially the foreign ones. The internal facilities should be also improved so meet the expectations of the foreign customers who usually expect higher standards of facilities. The bathrooms need to be well equipped with modern things to make the customers more satisfied.

In terms of factors “Hotel staff”, it seems that the foreign customers were dissatisfied with the

staff’s communication skills. It can be due to the poor abilities of foreign languages of the staff. Therefore, the staff should be retrained to master their foreign language skills.

In terms of factor “Recreation services”, the swimming pools and the fitness centers should be enhanced to provide better services to those who come from foreign countries. These customers are always keen on the cleanliness of the swimming pools and the variety of the exercise tools at the fitness centers.

In terms of factor “Meals”, the hotel needs to diversify the dishes and drinks to meet the different tastes of customers coming from different countries and continents especially China, Korea and Japan.

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