

Customer Satisfaction: What Should Business Hotels Care About?

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ABSTRACT

Online reviews have an important influence on hotel customers' consumption behavior. This research mainly collects comment information of DoubleTree by Hilton Hotel in Chongqing through web crawlers, and uses content analysis to perform word frequency statistics, word cloud graph analysis, semantic network graph analysis as well as sentiment analysis on the obtained data to discuss the factors influencing customer satisfaction of the hotel. The results show that the factors that affect customer satisfaction include (1) functional value, mainly including hotel infrastructure, geographic location, and convenience; (2) service value, focusing on service quality; (3) emotional value, which is the emotional experience provided by the hotel to customers. Based on these findings, the study puts forward some relevant suggestions for business hotels in terms of location selection, facility layout, employee training, marketing, publicity, and customer emotional experience for the business hotels.

Keywords: *Customer satisfaction, business hotel, online reviews, content analysis, net-ethnography*

1. INTRODUCTION

The development of China's business travel market has continued to maintain a steady growth and the online reviews play an important part in affecting consumers' pre-purchase evaluation of a hotel [1]. Business travel consumers in the new era usually choose online reviews as a reference basis and attach great importance to the experience and evaluation of guests who have stayed at the hotel. Therefore, the value of online customer reviews for improving hotel service quality and promoting brand marketing is constantly highlighted. Hotels can also help managers understand consumer needs through the mining and analysis of big data, so as to bring huge business value and competitive advantage to the hotel. Therefore, this paper selects the online review content of DoubleTree by Hilton Hotel in Chongqing for content analysis in order to determine the factors that influence the customer satisfaction of business hotels and proposes an accurate strategy to improve customer satisfaction, services quality and competitiveness of business hotels.

2. LITERATURE REVIEW

The business hotel is a kind of emerging hotel and with its own particularity, and the business travelers are believed not homogeneous and with incongruous needs and behaviors, and everyone may get different satisfaction from the same hospitality experience [2]. However, the satisfaction of hotel customer needs is always its focus and

is closely related to consumer repurchase behavior [3]. Some scholars advised managers to concentrate attention and resources on consumers' overall satisfaction. However, the hospitality industry managers often have difficulties to know what aspects the guests attach importance to and which instrument is reliable and valid for measuring their quality perceptions [4]. Although scholars have proposed American Customer Satisfaction Index [5], European Customer Satisfaction Index [6] and begun to use the methods of Import-Performance Analysis [7], multiple regression analysis methods [8] and other methods to conduct in-depth discussions on the factors of customer satisfaction, there is not enough study using methods relating to big data. And though some scholars have recognized the importance and value of online consumer reviews for hotel marketers [9, 10], the existing researches mainly focus on economy hotels and high-end hotels, and there are relatively few customer satisfaction analysis studies on business hotels.

3. RESEARCH DESIGN

The rapid development of the Internet has played a positive role in promoting the hotel's OTA (Online Travel Agent) model, and also provided a platform for customers' online reviews. Ctrip is the largest hotel online booking platform in China. Compared with other platforms, it has the largest market share, the greatest number of reviews and hotel samples, and the most active platform user group. And only guests who have stayed in the hotel can make comments, so the credibility is high. This research uses

Python technology to capture 3975 comments of the DoubleTree by Hilton Hotel in Chongqing on the website <http://www.ctrip.com/> (posted from August 2016 to August 2019) and then uses ROST CM6 software as a data processing tool to analyze the factors affecting customer satisfaction.

4. RESEARCH RESULTS

The research conducted high-frequency word statistics, word cloud graph analysis, and semantic network graph analysis on the network reviews of DoubleTree by Hilton Hotel in Chongqing to discuss consumer satisfaction with business hotels. And we found that the factors affecting the customer satisfaction of business hotels mainly include the following ones.

4.1. Functional value

Consumers attach great importance to the functional value of business hotels. Functional value refers to a perceived experience that consumers obtain from the functions and attributes of the service or products provided by the hotel. In the statistics of high-frequency words, "room" (939), "convenience" (811), "location" (778), "geography" (217), "comfort" (142), "cost-effective" (128) and other words are high-frequency words about functional value. Through the network text analysis, we found that the functional value of factors that affect customer satisfaction mainly includes the hotel's geographic location, the convenience of the transportation, infrastructure, room size and comfort, and the overall style of hotel decoration.

DoubleTree by Hilton Hotel in Chongqing is located near the Guanyin Bridge in a comprehensive shopping mall, just a 5-minute walk from the subway station and taxi center, and adjacent to the business center and the convention center. The hotel has 284 comfortable rooms and suites. Consumers repeatedly mentioned in the comments that "The room is too small", "Poor sound insulation", "Facilities are too old", "Network signal is not good" and so on, which reflect consumers' complaints or dissatisfaction with the functional value of the hotel. For example, some consumers mentioned that "The hotel is located in the commercial district of Guanyinqiao, in a good position to be found, the only shortage is that the room is too small", "The shower and the TV in the hotel are both broken", "The room is stinky, especially the cloakroom, the air conditioning does not work", etc. all indicate that the hotel's infrastructure is outdated and imperfect, which leads to a decrease in customer satisfaction with the hotel. However, consumers will clearly express their favor for other aspects of the hotel such as convenient transportation, free hotel upgrades, and free cookies. In general, the transportation convenience and geographical location that affect customer satisfaction factors in functional value can compensate customers' dissatisfaction with hotel infrastructure to a certain extent.

4.2. Service value

Consumers also pay attention to the value of the hotel service. Service value refers to the consumer's perceived effect on service quality or additional products during the experience. High-frequency words such as "service" (1137), "reception" (333), "attitude" (267), and "lobby" (96) are related terms that affect hotel customer satisfaction in the value of hotel services. Through the analysis of the data, we found that the service value that affects customer satisfaction mainly includes the attitude, instrumentation, service efficiency, service skills, etc. of the service staff.

Business hotels provide guests with a comfortable and relaxed environment and complete business support facilities. Compared with other types of hotels, business hotels pay more attention to service quality and service efficiency. Some customers mentioned that "the location and service of the hotel are good, and cookies were free when checking in. The hotel is in the business district, which is close to bars and pedestrian streets, and all the food around is highly praised by the public." "The service is particularly thoughtful, and a large cookie was presented when I arrived. The attitude of the service staff is also very good! The surrounding area is very lively, shopping and eating are very convenient, and it is also convenient to go to other places." Consumers repeatedly mentioned "hotels' staff will greet you with a smile, "the service is very good", "the reception desk clerks are very enthusiastic" and other words to express consumers' praise for the hotel service, especially to reception staff. However, some consumers will also complain that "The check-out is too slow", "It's too troublesome to check in and check out" and "No verification of hotel consumption". These indicate that the service skills, enthusiasm, service awareness, service efficiency of the hotel service staff, especially the front-line staff of the hotel, directly affect the consumer's experience and satisfaction with the hotel.

4.3. Emotional value

Consumers have a good perception of the hotel's emotional value. Emotional value refers to a psychological and emotional state passed to customers when a hotel provides a product or service. The words "satisfaction" (164), "enthusiasm" (130), "intimate" (63), and "dependable" (38) reflect the emotional value that affects consumer satisfaction. Through data analysis, the authors realized that the emotional value of the factors that affect customer satisfaction mainly includes the excitement, enthusiasm, and sense of belonging that the hotel brings to consumers.

The purpose of the hotel is to create a "home away from home" experience for consumers regardless of their nationality, religion, occupation. In the online review of DoubleTree by Hilton Hotel in Chongqing, a consumer said that "The hotel service staff was very enthusiastic, knowing that we were a family with a child, the staff gave

a small gift to my daughter when we check-in at the front desk. The room service staff is also very proactive and enthusiastic. Everyone is very caring. It is a great stay experience and worth recommending to everyone.". Many consumers expressed their love and support for DoubleTree by Hilton Hotel in Chongqing, and repeatedly mentioned the words "recommended" and "will stay here next time" to explain the comfort of the hotel. So, the comfortable environment and warm service will affect the consumer's experience emotions, and even affect the customer's satisfaction with the hotel, the hotel's reputation, and consumers' repurchase intention.

5. CONCLUSION AND DISCUSSION

5.1. Conclusion

This study takes the Doubletree by Hilton Hotel in Chongqing as an example. Through the analysis of the high-frequency words, word cloud images, semantic network images, and emotional images, we can conclude that the factors influencing customer satisfaction in business hotels include: (1) The functional value. Customers mainly focus on the business hotel location, transportation convenience, hotel infrastructure, room size and comfort, hotel decoration and design style, etc. To some extent, accurate location and superior traffic conditions can make up for the defects of hotel infrastructure and improve customer satisfaction. (2) The service value. The service efficiency, service skills, and service standardization of hotel staff are the key factors affecting the customer satisfaction of business hotels. (3) The emotional value. This factor cannot be ignored. Consumers pay great attention to the sense of belonging, intimacy, a good surprise, and other emotional experiences brought by business hotels, and this emotional experience is an important indicator to measure customer satisfaction. Take what we have discussed above, we can get the model of influencing factors that affect customer satisfaction of business hotels, see figure 1:

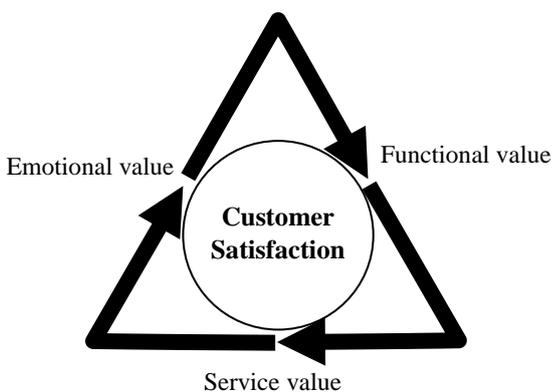


Figure 1 Factors influencing customer satisfaction of business hotels

5.2. Discussion

5.2.1. Suggestions

5.2.1.1. Optimize the layout and site selection, and create a comfortable environment.

Accurate site selection is the key to the hotel's success. When choosing a site, the hotel must first consider resources such as surrounding commercial supporting facilities and infrastructure. Furthermore, we should pay attention to the convenience of the hotel to the airport, subway, high-speed rail station. Finally, we must take the long-term development prospects and planning of the region into account.

Besides, the hotel's infrastructure is closely related to customer satisfaction. To improve customer satisfaction, hotels need to provide a comfortable, safe, and hygienic environment. First, the purchase of hotel items, facilities, and equipment should follow the standards of a high safety factor, comfort, and practicality. Second, hotels can reasonably choose outsourcing service providers. In addition, when building and decorating hotel rooms, hotels should adopt room standard planning and noise-proof door panel technology that comply with national noise regulations, and regularly check and maintain facilities and equipment. Finally, the hotel should communicate with the cooperating property parties to formulate reasonable parking charging regulations to effectively solve the problem of hotel charging and parking difficulties.

5.2.1.2. Strengthen staff training, pay attention to marketing and publicity.

Service quality is the key factor affecting customer satisfaction. The hotel's front-line employees are in direct contact with hotel customers, and their neglect of customer needs or inadequate solutions will lead to a decline in customer satisfaction with the hotel. So the front-line staff of the hotel should strengthen the ability and cultivate time awareness by training, continuously improve the quality of the staff and their work efficiency, so that the staff can deal with customer needs and resolve customer dissatisfaction in a timely, efficient, rapid and friendly manner, and cultivate the staff's awareness of paying attention to the precious time of customers, thereby promoting the improvement of hotel service quality and improving customer satisfaction with the hotel.

In addition, hotel managers should also pay attention to the publicity of the hotels' brand image. They can promote and supervise hotel special services and products by establishing a hotel word-of-mouth management system, building a hotel customer online complaint management mechanism, and improving hotel online promotion and marketing channels, so as to strengthen the hotel brand's familiarity and ensure the quality of hotel services.

5.2.1.3. Focus on customer experience, and create an emotional atmosphere.

Emotional experience is an important factor affecting customer satisfaction. nowadays, customers no longer stay in comfortable living conditions for hotels, consumers are more expecting hotels to combine "personalized services" and "professional services", and even look forward to more personalized additional services. The hotel should strive to create an atmosphere full of emotions, encourage employees to provide a smiling service and efficient and timely service, so that hotel guests will feel at home. The emotional value of the hotel is intangible and perceptible, so the hotel staff needs to embody humanized services from various details, such as providing customers with exquisite gifts such as cookies, tea, specialty products to give the hotel customers a sense of surprise when they check-in so as to increase customers' emotional cognition of the hotel. The hotel should also establish a set of standardized employee incentive policies, and take the appropriate material or spiritual rewards for outstanding employees to stimulate their subjective initiative and cultivate their own spirit.

5.2.2. Limitation and implication

This study is important to hotel management as it gives deep insight into the factors that affect the customer satisfaction of business hotels and can assist in further management planning. But the research still has the following shortages. First, in the sample selection, only one luxury business hotel in Chongqing was selected as the research object, the number of the case was too small. Second, in terms of research content, due to the particularity of the online review, it is impossible to classify the basic information of consumers such as gender, age, occupation, income, etc., but only to analyze the consumers as a whole. Therefore, the conclusions may be biased to some groups. Third, in terms of research methods, this paper mainly uses network content analysis methods for research. If the analysis of interviews, questionnaires are combined with network content analysis in future research, the accuracy of the study can be further improved.

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