

Hook and eye

Business



Qualitative data analysis 13 December Qualitative data analysis We shall illustrate that s satisfaction isdetermined by evaluating the value of the hotel brand, using its location and service offered to customers.

One Mixed Methods central research question

Does the brand value define the customer satisfaction by the feedback we get from customers in relation to location and service at the hotel?

Three Mixed Methods sub-questions

How does the customer's feedback posted on hotel website qualitatively, explain the customer satisfaction as the brand value measured quantitatively on the location of the hotel and service by the staffs?

Does the customer's feedback on the hotel portal posted qualitatively, explain the customer satisfaction in the context of brand value?

How does the customer feedback relate to the services of the hotel and its location in reference to the brand value?

Hook and Eye technique analysis

We shall identify the words that connect with a location that either describes it positively or negatively. Examples of this are perfect, ideal, at a central place, or convenient this are positive words; the negative description includes the word ' is located' then a description like a dumpsite, or noisy place.

For service, we shall identify an active verb like ' was', ' were' or ' have been' in describing words like bad, excellent, fantastic, dismal, or impeccable.

We used explanatory verbs to describe the experience in the hotel and in reporting the definition of the location.

Dependent variable

<https://assignbuster.com/hook-and-eye/>

Value, measured as nominal.

Independent variables

Service and location, both measured as nominal.

Null Hypothesis

Is the customer satisfaction as measured by brand value has a relationship with the location of the hotel and services by the staff?

Directional Hypothesis

Is the customer satisfaction as measured by brand value has no relationship to the location of the hotel and services by the staff?