

Olden times of the hotel industry marketing essay

[Business](#), [Marketing](#)



INTRODUCTION

General Overview

Customer satisfaction is the solution to make the business success, where it can affect in maintaining the existing customer and the market share automatically will be increased. (Edward et al, 2011). Services quality widely recognized as a critical business requirement. It is "not just a corporate offering, but a competitive weapon" which is "essential to corporate profitability and survival" (Rosen et al, 2003). In addition, the olden times of the hotel industry cannot be separated with the concept of the product and services. Other concept which is relating to the business is Total Quality Management (TQM), management concept (James, 2011). Furthermore, the founder of the hotel such as Statler, Hilton, Marriott, Wilson, and Schultz, it could be determined in an attractive way where it can encourage the businessman who is willing to open the hotel business. The most famous creator of the hotel business is J. W. Marriotts, he started his business in the year of 1900, from there he slowly expanded his business throughout the whole world. And now they have been acknowledged as the biggest company with a centralized system for reservation in the USA. (James, 2007). The tourism in Malaysia is growing very fast since getting support by the hotel industry too. In continuity of their growth in the tourism industry in Malaysia the market is wider in providing the better service to the inbound tourist. The hotel industry in Malaysia was booming in the 1970's due to the appearance of patterns to the country. A sudden increase of hotel production signalled since the government's has intention to increase the tourism industry since tourism has been seen has a potential contribution to Malaysia's economic. The local

authority has positive view to build the hotel since they were seen that the number of exclusive room insufficient. As the tourist and business destination, the local authority was expecting able to contribute to the growth of Malaysia. The hotel in Malaysia can be success they have the ability in arranging the multiple guests and create a centre tourism board where all the tourist activities will be handling by government. The tourism industry in Malaysia has growth with rapid along with the hotel industry as well. Tourism industry is among the important service industry in Malaysia, as it will generate a significant foreign exchange to the country. Malaysia is one of the world famous holiday and investment country. Every year Malaysia has attracted around six million of foreigners, holidaymakers and businessmen to visit Malaysia. Malaysia government has been promoting Malaysia tourism aggressively both locally and overseas. Malaysia is blessed with numerous holiday sites and business centre. The colourful multi-ethnic group practicing multi-cultureless in Malaysia has attracted millions of foreign visitor to Malaysia. The Malaysia different culture, race, people, the food and the customs have impressed many foreign visitors. Malaysia is continuously improving its basic infrastructure such as telecommunication, transportation, and public facilities in order to attract more foreign visitors. JW Marriott Kuala Lumpur located in the golden triangle, the centre of point of interest and JW Marriotts famous since they are 5 star hotel. It is also strategically located on Bintang Walk. JW Marriott has a superb location, just nearly across the famous Petronas Towers which u can reach in walking in several minutes. Main shopping district, all kind of entertainment, bars and restaurants are same district. JW Marriott has received award as the best

service award in the year of 2011 and 2010. The Best of Malaysia Awards are the awards where the people's vote on all things travel and leisure are counted, where the voice of the people decides the Best of Malaysia! JW Marriott awards a multitude of award-winning F & B outlets. Thus, the researcher selected JW Marriott located to study on guest's satisfaction towards services provided by JW Marriott. The researcher will conduct open topics questionnaire to collect information and feedback. Furthermore, the researcher will conduct interview session with JW Marriott Manager.

1. 2 Research Objectives

The objective of this report is to determine the level of satisfaction of the JW Marriotts that the customers have perceived. Below here is the research objective which has been formulated by the author: To determine the level of guests' satisfaction on the services provided by JW Marriott Kuala Lumpur. To identify the differences between guests perception on the quality service and actual service provided by JW Marriott Kuala Lumpur. To evaluate the appearance of staff and their attitude during servicing the guests.

1. 3 Research Methodology

In conducting this research paper, the researcher has used using few techniques in obtaining the data for the research paper. There are three techniques by this method. Close ended questionnaire is to let the guest's to tick on the column which is the rating to the services, cleanliness and others. While open ended questions are to let the guest's leave comments or suggestion and may be feedbacks after they experience in the hotel. Last technique is by interviewed with the manager or the in charge person of the

outlet who giving approval for me to do research on their organization. The researcher prepares 30 close-ended question and 10 open ended question to 150 guests who visiting JW Marriott Kuala Lumpur. This survey the researcher use 4 weeks to procedure and complete the questionnaire. In additional, the researcher also prepares 10 questions for interview JW Marriott Kuala Lumpur manager. During the interview process, the researcher will use video recorder to record interview process as evidence. Secondary data has been using to gathered information regarding the company profile and other data which can be used to support the primary research. In completing a research secondary data also needed. There are numbers way in gathered the supporting research. A variety source of secondary can be get from the available information such as electronic, news paper and library research. Secondary data is also used to gain initial insight into the research problem.

1. 4 Significance of Study

The significance study of this research is determining the customer satisfaction level on the services that they have been perceived in JW Marriotts Kuala Lumpur which can help the management to understand much better on what services that they need to be provide to their customers. This research result hope able to help the management of JW Marriotts to improve their services based on the customer's feedback.

1. 5 Scope of Study

The questionnaires are being distributed to the JW Marriotts guest who is waiting for the check in process. There are three part in the questionnaire

where the first part is closed ended question contain 30 questions and section two is open ended question with 10 questions. Last section is the questions on the general questions. Questionnaires was distributed to 150 respondents with the time limitation is 20 minute. 120 respondents for the close ended question and another 30 respondent answer for the open ended questions.

1. 6 Definition of Terms

1. 6. 1 JW Marriott Kuala Lumpur

JW Marriott Kuala Lumpur is located at the starhill area where it's known as the famous tourist point of interest. JW Marriotts known as a 5-star hotel and have room nearby to 500 also they have the meeting room to support the businessman who willing to conduct meeting in the hotel. The location is convenience since it adjunction with the mall and also petronas

1. 6. 2 Customer Satisfaction

According to Pham et al (2010) Customer Satisfaction is the highest achievement in the services industry and it is very important. Once the customer satisfaction has been achieve through the services that the customers has perceived it will make the customers automatically move into customer loyalty (Pham et al., 2010). To every business Customer satisfaction is quite important. Understand the customers want and need and providing the services based on the customers demand will increase the business profit and once the current customers has satisfy with the current service through a word mouth it will add more customers to the business. The customer satisfaction is lead to customer loyalty which it can enhance

the company total revenue too (Ronald & Veloutsou, 2006). Customer Satisfaction came based on the expectations on the service that the customers perceived and it valuable.

1. 6. 3 Services

According to Woodruff (1997) cited in Chen & Hu (2010, p. 535), " offering the customer a product or a service that has superior value is believed to be best way to gain advantage among competitors." An association need to be focus on the customers want and need and they must provide the services based on their demand. According to Kandampully (2006) to create the customers loyalty the organisation also need to evaluate their service component, service automatically has a value added and the service which available will be represent the overall business. In JW Marriott Kuala Lumpur, in order serve their customers the employee need to be friendly, giving comfort to their guest that makes their services is special. Once the company able to interpret the customers demand into a product and services and customers are satisfied with the services that they are perceived it will the company to be success and also their profit will increase and their number of the customers will increase as well.

1. 8 Research Summary

Finally, this report basically divided into five chapters, which is chapter two deals with literature review, chapter three is research methodologies, chapter four will be analysis and review and last, chapter five is conclusion and also recommendations. On chapter 2, research done by others authors will be discussed. Chapter 3, author will share on method and techniques

that used in this research. Chapter 4, analyze of the result that get after the survey and last, chapter 5 consist of recommendation and also opportunities which Smile Hotel can improve on their services provided in the hotel.

2. 0 LITERATURE REVIEW

2. 0 Literature Review

2. 1 Introduction

From the past few years, the reserves in the hospitality in the whole world have been increased. The new market opportunity is came from Asia market and it almost same with the growth of hotel industry in Europe, the businessman from US who are dealing with the hotel industry capture this opportunity to reserves and develop their business into the new market segmentation which is Asia. Ernst & Young has been conduct the survey to the businessman who are dealing with the hospitality industry from the whole world. From the conclusion of the research it shown that the hospitality industry has been increase and the possibility to invest more on this industry is high and the margin also will be high (Valdani E., 2009). In the market share it showed the number of the share for hotel industry stronger day by day. In consequently, in this chapter will review the literature which related to the hotel industry in specific such as what factor is affecting the business and how the industry solve the problem.

2. 2 Current Practices on Customers Satisfaction toward Services Provided By Hotel

The position between the tourism and travel are equal and it was marked as separated industry, hence the both industry has merge become one industry

which is hospitality industry where hotel industry is part of it. Hotels is the location where the guest can have they rest during travel, holiday, business purpose etc, in hotel itself the service that available are vary. Hence, as general they will provide room, restaurant to ensure their guest get comfort and feels like at home while they do the business (Stephen and Riggio ., 2002). Hotel will provide their guests with the vary type of room, food and beverage where they can choose and other service with the main purpose is to make the customers happy and satisfy during their stay with the hope they will return back to get the services here. According to Sheldon (2009) " profit most who serves best" where the hotel will serves their customers with their best services and expecting the profit through those service. As per Ghosh Biswanath, A " hotel" defined as the services that has been offer to the customers and the customers has to pay while they are accessing the available services, the sample of the hotel services is accommodation and food/beverage. On previous day, the services for accommodation and food/beverage are handle by different management but nowadays the hotel means they will provide those services in the same roof and the same management, in that it will easy in reviewing the quality of their services. With the rapid change of the business model which has been globalised, the worldwide has become everybody home country since they are needed to travel and enhance their business performance by expanding their business in the whole universe. The focus for the hotel management is not limited to the room facility but also to the services of the food/beverage, while expand their business the business oriented also change where hotel is not only place to stay but also can be use for business meeting, wedding, birthday

etc. Based on that they need to design the place where the guests can use those facilities without have to sleep over at the hotel or they will offer the package where the guests who are using the meeting hall etc will get discount for room. The services that the hotel provides is vary nowadays and also can be adjust according to the guest request. According to Negi Jagmohan, the following are the activities of the hotel such as reception, supervisor of room or floor, restaurant/ café, or any other services. The hotel industry has been count as the huge industry in all over the world, where the customer satisfaction is the aim for their business in that they able to enhance their business through their services once the satisfaction has been achieved. In order to achieve the customer satisfaction, the management of the hotel need to understand and focus on the customer's expectation thus the customer satisfaction will be achieve and lead to the customers loyalty. However, the important in determine the customer value to the hotel is quite important, to understand and determine the customer value the management should have ability to capture the information and for that they needed the skills where they can get through study from the related literature, attending training, assessment etc. In the hotel industry, the management is not as the single player; here the relation with the supplier and customers also has an important role to enhance their performance and to sustain within the industry. The relation is not limited with the supplier of the goods of the hotel but it's more into how the hotel can giving services to their guests by corporate with other agent such as for rent car, flight ticket etc. Management must focus on the existing customers and to gain their market size the management should be creative enough and understand the

wants and needs from the new customers in that they can provide the services in order attract the new customers into their business. Customer satisfaction is the target the industry used to aim by providing the service quality to their customers. Once the management able to achieve the customer satisfaction the next stage that the management need to be aim is customer loyalty, where it can enhance the positive image in tourist industry and automatically can enhance the number of guest's. However, to understand the hotel attributes from the customers point of view is quite needed, which it will be determine in detail later on. The essential of the success of the business within hospitality industry it is rely on how the management able to translate the customers wants and need and how the service that perceived by the customers able to satisfied them, and it is needed a lot of research to interpret all the customers need. Some of the guests of the hotel are not giving attention or doesn't care with the hotel attributes which is important in order to evaluate the service quality of the hotels. This attitude may lead to the hotel image and may affect to the hotel revenue in general. The definition of hospitality and guest is a must to remember by the player in the hospitality industry. The main duty of the industry is to guide and giving comfort to their guests such giving a sit while they are queue to check in or check out. By providing a niche services to the customer it will help the hotel to get a good opportunity to increase their services.

2.3 Customer Satisfactions

Customer satisfaction is the only important thing in the hospitality Industry, " Excellent customer service is the process by which an organization delivers

its services or in a way that allows the customer to access them in the most efficient, fair, cost effective, and humanly satisfying and pleasurable manner. Here is the first point to remember: In Hospitality it is Process which completes the Customer Satisfaction," (Gruen et al., 2000)The process is well-organized where the information of the product will be received easily and accurate. The features and benefits are obtainable realistically and truthfully meaning while the customer purchase they know what kind services that they are paying for. The customers also able to know when they are product can be use or if the product need to alteration they will know the estimation time since the info they are getting is clearSatisfaction term is the feeling that the customers get when they perceived the services and it its beyond their expectation in positive way. In that, the industry or the management has understood on what are the expectation of their customers and how they deliver the services beyond the customers wants. The front lines such as customer services who must be trained deliver their services to the customers, and if the front lines people unable to deliver it means the customers will dissatisfied. Here the front line people have to put themselves as customers in order to understand the customer's value and the expectation from them. According to Kotler (1998) customer care is an activity or services that the vendor offer with insubstantial way to their customers and does not result in the ownership of anything. Kotler seen that the customer satisfaction can be achieve once the service that the customers perceived is based on their expectation, and the expectation form each customers it would not be the same. Further on Kotler stated that the essential of a customer services is when they are capable in fulfilling the

promise that they have given to their customers and no impossible words are coming from their side while giving the services. A Services can be said excellent if the company able to translate the expectation of their customers and provide the services further than their customer expectation. Ngahu (2001) stated that customer care can be said they are good if the process of purchase of the service of a product and services is fulfilled. Ngahu also said that the activities of the customer care are the connection of after the purchase activities that has been done by the customer finished. In Balunywa (1995) point of view, customer care is all the service that the organization has been provided to their customers after sale process. There are many literatures that has mentioned about customer care but the main concept is how the company provide the services before and after sale to their customers. Balunywa stated that the concept of customer care is still new to the industry and many company still not dare to implement this system into their activities. According to Mbonigaba (1995) in order to sustain the business, the customer satisfaction is need to be achieve. The front line people of the organization are the important key to enhance the business performance since they are who interact with the customers at the beginning hence they have to know how to create a good impression to their customers. Santon (1999) argues that, in providing the customers satisfaction, the organization must focus on their customers as all. And it may lead the organization to identify who are their real customers. Drucker (1994) defined the customer creation is the business objectives for every player within the industry. A customer is the heart of the business, without them the business will not able to survive. Therefore, in implementing the

customers care it means that the organization is trying to understand the customers wants and trying to achieve customers satisfaction which at the end will build the customer loyalty. Caryforth said Customer service, like a brand, is what the customer perceives and remembers of the service they received. What a customer perceives is the service they receive is not necessarily the service they actually receive. Several published studies reveal that the mood of the customer has a significant impact on the perception of the service received. According to Gronoos (1990); Parasuraman et al (1988) the philosophy of the business is customer satisfaction, where it lead to create customers value and anticipate the customer's expectation by providing their wants and needs. For any business in every industry, the most important factor that they need to provide is service quality in order to achieve the customer satisfaction. According to valdani (2009) the business will keep remain sustain within the industry since they have the customers. By delivering the service quality to their customers it will lead them to achieve the customer satisfaction and sustain their business as well. In order to create the competitive advantage and customer retention, the industry must see the service quality and customer satisfaction are the important key to achieve that. Customer satisfaction is the result of the services that the customers perceived where the services are beyond their expectation. (Shemwell et al, 1998).

2. 3. 1 Factor affecting Customer Satisfaction on Hotel

Hoffman and Bateson (1997) defined customer satisfaction as a comparison of customer expectations to perceptions regarding the actual service encounter. The comparison is a result comparing customer expectation with

the company or industry perceptions and it all based on how the marketers refer to customer expectation which is not match with the customers' perceptions. Chaffey et al. (2003) agrees that customer satisfaction must meet with customer expectation when they say the service quality as the core from the company or industry fulfilment the experience of the customers. If the customer expectations are not met, customer satisfactions will poor and it will difficult to build relationship with the customers. There are two ways in measuring customer satisfaction which are indirect and direct measures. Indirect measures customers' satisfaction is by tracking and monitoring sales records, profits and customer complaint. Most of the companies become passive when they are dealing with complaints from the customers. The indirect question uses scales to collect data using the questionnaires. Lovelock and Wirtz (2007) suggest to measure customer satisfaction can be used a survey research instrument that has been developed by Valarie Zethaml and her colleagues, and it called SERVQUAL. Based on Parasuraman (2004), there are different dimensions that can be used to evaluate the service quality based on customer perspective:

Tangible (facilities, equipment and appearance of personnel) Reliability (ability to perform the promised service dependably and accurately) Responsiveness (how to provide prompt service) Assurance (the employee ability to inspire trust and confidence) Cronin and Taylor (1992) mention there are five dimension of service quality: reliability, responsiveness, assurance, tangible and empathy. They add empathy to dimensions of Parasuraman. For them, empathy is important because it is a combination of access (how the approach to the contact can be physical or

social), communication (keep on giving information to the customers in easy way), understanding the customers (by getting know the customers and their specific needs). Garvin (1987) and Chakrapni (1998) have more dimensions of service quality. Garvin (1987); Chakrapani (1998)) has identified 8 the dimensions: Performance, Feature, Reliability, Conformance, Durability, Serviceability, Aesthetic, and Personal Quality. Reliability is dependency, accuracy and consistency." Performance is refers to a product's primary operating characteristic. In performance it is more difficult to develop, especially when they involve benefit that not every customer needs".

Features are usually the secondary aspects of performance, the bells and whistles of product and services, those characteristic the supplement their basic functioning". Reliability is reflects the probability of the product malfunctioning or failing within a specified time period". Conformance is the degree to which a products design and operating characteristic meet established standards". Durability can be defined as the amount of use one gets from a product before it deteriorates, in the other words as the amount of use one gets from a product before it breaks down and replacement is preferable to continued repair". Serviceability is the speed, courtesy, competence and ease of repair. Consumer must aware not only about a product breaking down but also about the time before service is restored, the timeliness with which service, etc". Aesthetics is a subjective dimension of quality. How a product looks, feels, is a matter of personal judgement and a reflection of individual preference. This dimension is may be difficult to please everyone". Perceived quality. Consumers do not always have complete information about a product's or service's attributes; indirect

measures may be their only basis for comparing brands. Below here are the dimensions of service quality along with the features that affecting to the customers satisfaction. From the table above can be conclude that the Service Quality can be affecting the level of satisfaction on the service that they perceived.

2. 4 Services Quality

In driven the customer and positioning the product and services, the management must provide the service quality. Customer requirement is more into services quality, food beverage, etc and it needs to be understood by the management. It is beneficial in many ways Service quality is a customer perception of how well a service meets or exceeds their expectations. It is considered as a key factor for enhancing customer satisfaction. Service quality is a form of attitude representing a long-run, overall, evaluation, which is different from customer satisfaction, a more short term, transaction specific judgment. The level of customer satisfaction is a result of the customer's comparison of the service quality expected in a given service encounter with perceived service quality. This implies that satisfaction assessments require customer experiences while quality does not money which makes matter. In retaining the existing customer with providing the services based on the customers expectation is consider cheap compare with attract the new customers. (Barsky & Nash, 2003) This is all the time happened in the hotel industry, the biggest challenge for the manager is how to sustain the existing customers by providing the services in order to maintain the customers satisfaction. Service Quality of a products and services is the main standard for every customer and the term of service

quality itself has been implemented by the hotel industry. According to Lam and Zhang (1999) Guest relationships is the methodology to define the business objectives of the organization by aiming the customer satisfaction. The main concept of this is the interaction of the customers can be very positive once the commitment to build the relation is quite strong. The level of satisfaction will be achieved once the interaction of the customers and the hotel management is continuity and increase day by day. Loyalty of customer can be defined as "customer behavior characterized by a positive buying pattern during an extended period (measured by means of repeat purchase, frequency of purchase, wallet share or other indicators) and driven by a positive attitude towards the company and its products or services" (Looy, Gemmel & Dierdonck, 2003). According to Parasuraman et al (1988) as the business philosophy, the customer's satisfaction is able to create customer value by providing the services based on the customer's satisfaction and show the satisfaction level on the services that they have been perceived. For any business, service quality and customer satisfaction is the heart of business. (Parasuraman et al., 1988). According to Ahmed et al. the main concept to achieve the customer's satisfaction is rely on specific service with the competitive interest rates. The service that unable to provide the customer's satisfaction it will lead to dissatisfaction of the customers. However, the service specification is different from every atmosphere. For the hotel, the services that need to provide to achieve the customer satisfaction is more into the hospitality of the employee, food and beverage, location, etc. (Ahmed et al.) As per Lashley and Morrison manifestation is just around the corner in hospitality study where it include the marketable

stipulation of hospitality and the hospitality industry, yet at the same time in acknowledge the hospitality the management need to explored in local factor and understand the situation in social and how the interaction among them (Lashley and Morrison 2000)Jan Carlson says the customers will always remember on the services that they have perceived especially on their first and last services. All the memories that they remember based on the " moments of truth", an expression coined. There will be twenty or more than that the moment of truth which is related to their services, especially for organization. That " true moment" will be start when the interaction between customers with the organizations happened, in hotel industry we can say such as check-in, check-out, dinner reservation, high tea and it is not only limited to that. By understand the interaction fashion with their customers is very important hence it will describe the services that they have provided to their customers. Customer satisfaction will not be achieve only by doing research on what the customers wants and needs but in providing and how the management interact with them is also important. As example: the guests need to find some location and the front line people must have knowledge on that and deliver to the guest with a polite and interesting manner. Or else since the technology has growth rapidly, they can use device that can shown the location and once the guest back to the hotel they must return that device. Other sample is morning calls services for the guests, the management can key in the timing through the technology and using one touch button it will automatically send to their guest based on the timing that they was requested. This kind of services needs to be informed to the guests during check in time, in that they will aware of the services, but

still the front line people will be the main person who are interact with their customers. However it is come back to the guest choice whether they want to try the technology touch or manual touch. By providing the niche needs of the guests it shown that the management has concern on their guest needs, and the management are ready to serve them and help them to solve their problem, thus services also to sustain the hotel within the industry. The main service that the customers will highlight is how fast the front desk will guide them for check in and check out. This kind of services also needs to be evaluating in order to achieve the customers satisfaction. Example: Creating a new system where the check in can be done through kiosk near to the receptionist, by this system it will help to minimizing the queue of the customers. The customers will only queue during the payment which they will be call once the customer click the send button once they check in through kiosk. The services of the elevator also need to be highlight by the management. Since the elevator number are few, it will make some customers have to wait to get their turn. To avoid this situation, the management has to be creative enough to kill their time while waiting the elevator. They could provide big mirror where the customers will get the different shape of their face while they are waiting. Example: Providing the special clubs for the golfers, where they can entertain themselves after they through the bad game in the court such as digital driving course etc.

2. 4. 1 Service Features

Service is related with the quality where it has some features such as appropriateness, site, security, convenience frequency, consistency and

promptness, those features can be use to improve the services in order to achieve customer satisfaction.

Previous Research Result

The supervision of the hotels has to understand on what kind of service need to be provide and how it will affecting to the customer's choice intention by identifying and provide the services based on the customers expectation in order to achieve the customers satisfaction. (Richard & Sundaram, 1993)According to Lee (2009) a customer who are satisfied with the services that they have been perceived can be one of the promotion media since they will deliver the promotion by world mouth which its more effective to attract new customers. Customer service where customer satisfies is the beginning of the base of customers and therefore they will be loyal to us, therefore the relation in a long-term will be created automatically. By this we are creating the repeating customers where at the end it will enhance our business performance as general (Trusov et al. 2009) the continuity relation with their guest will repeat the customer's retention. On the other hand, an unsatisfied customer may represent a danger for the enterprise. Cherubini research shows that only 4% of unsatisfied customers complain to the business explaining the reason of their dissatisfaction, and every customer who are doesn't giving feedback to their satisfaction level are more than hundred customers. Cherubini (1997) both management and customers they have their own systematic way in selecting the significant of the hotel attribute. To understand the satisfaction level of their customers is quite important. There are many literatures on guest satisfaction, and it has been interpret into deliberation on whether the customers will return to using the hotel services

or not it will affecting to the business. By not giving attention on those activities where it is one of the most important in order to achieve the customer satisfaction, it would not create the customer retention within the industry. As per authors Wolf and Crookall (1998) - who said " individuals who know their own literature very well, must also learn and build on the literature of the gaming field if they are to the push the field forward," this review presents in-depth research pertaining to simulation modeling in the hospitality industry. The discussion on service quality especially on the definition and application it leads to the perfect research on the related topic. Beside formulation the model, definition etc the professional training in making decision through the simulation can be more effectives (Rosa, 2010). Overall the aim of the discussion on the service quality is to create the outline from the literature which has available from the last four decade that has been gathered. There are strong relations among the customer overview as the importance of the business philosophy which has been implemented by the management where it can lead into the customer's satisfaction. The combination of different perception on the business oriented with the business philosophy has been gathered in order to understand the affection to the customer's satisfaction through interview (Kim et al 2001). The interview result has been analyzed to emphasize the gap between the management of JW Marriotts with the customer's expectation in order to achieve the customer's satisfaction on the services that the customers have been perceived. At the end of discussion, we have the come to conclusion where it has been translate and we are proposed to the management in order to achieve the customer's satisfaction. In order improve the service

quality; the management should see the relation between the perceived services with the value in order to achieve the customer's satisfaction where it can lead to customer loyalty. Relationship quality has a remarkable positive effect on hotel guests' behavior: it creates positive word of mouth advertisement. (Jones et al., 2007) Selwyn says that; " The main concept of the hospitality is to basic function of hospitality is to setup the establish association between the good and services. the basic concept of the hospitality is to understand and merge the customers with the management into the same page and it can create the thoughtful in between them. Some literature about the hospitality is more highlighting on the customer's value. From the economy perception with the customer behavior theory, Jayanti and Gosh (1996) has defined that perceived value is based on the service quality; exchange based on the price and attainment utilities. Many literatures have been used to support the hypothesis and to be implemented in the hotel industry in order to consider the important of the position and the important of the customers in the hospitality industry. Bojanic (1996) also determine the correlation between the important of the customer with the cost, quality and satisfaction.

2. 5 GAP Model of Service Quality

In delivering the service quality, there always have misinterpreted between companies with the customers expectation. That misinterpreted us called by GAP model of service quality, and below here is the explanation: Figure 2. 0

GAP Analysis of Service Quality

According to Clement and Selvam (2006) there is a five gap in service quality: Gap 1: the gap between customers perspective with the management perspective regarding the quality service. Gap 2 : the gap management perception - service quality specification

gap"...The management here is facing lack of understanding of customers expectations and perception of service, motivated by both lack of initiative to listen the customers (Zemke and Schaaf, 1989; Clement and Selvam, 2006), and lack of understanding when these initiatives are taken (Parasuraman et al, 1989; Clement and Selvam, 2006)) and the gap can be further enlarged to include a lack of understanding if other external information (Clement and Selvam, 2006)"

Gap 3 : Service quality specification - service delivery gap

In this Gap Clement and Selvam (2006) has defined the service quality specification - service delivery became: A lack of analysis, design and definition of service quality specifications, or when the specifications exist; An inconsistency between those specifications and the strategy content or the perceptions management held of customer's expectations.

Gap 4 : Service Delivery - External Communications gap"... Service delivery is an inconsistency between service design/service quality specifications and the service quality actually by the service delivery system. The inconsistency may be technical quality and/or process quality-related. Analysed can be used in order to be more precisely using the strategic quality dimensions selected" (Clement and Selvam, 2006).

Gap 5 : Expected Service - Perceived Service Gap (or the service performance gap)

External communications is an inconsistency between what is externally communicated (promised) and what the service delivery system is actually able to provide the customers with. Several factors may contribute to the origin of the gap: a lack of communication between the Marketing Department's members and the Operations Department's members, a propensity to overpromise (Zeithaml et al., 1988; Clement and Selvam,

2006), or an inability to communicate clearly and accurately the benefits of the service offered to the customers (Brogowicz et al., 1990; Clement and Selvam, 2006). From the Gap that has been explained above there are some way to minimize the gap between the management and the customers. The Gap 1 can be eliminate if the management start to collect the data on customer expectations then relate customer data to overall service strategy. Beside that the management also has to increase the interaction with the customers also increase the internal communication. The most important is the management must track the performance on satisfaction to the product and their services. The Gap 2, the management must commit with their quality service standards. The words " can't be done" cannot use any longer must see and create for any possibilities in order to give appropriate quality service. The management also has to see the goals setting of the companies itself. The Gap 3, to eliminate the performance gap, the companies must have definition of standard of excellent service. The companies must give the training for their employee about customers also have to define the customer service them. The companies must empower their employees to do team work to solve the problems. The gap 4 can be eliminate by breakdown the barriers between departments and do communication freely but also follow the standard and communicate policies with the customers and the most important is how to manage the customer expectations by use the communications. The gap 5 is the result of the other gaps. How the companies diagnose the other gaps as the feedback. In order to diagnose the feedback, the company must be actively in order to improve the environment.

2. 6 Classifications of Hotels:

As per Kasavana, M L and Brooks, R M " A hotel is an establishment that provides paid lodging, usually on a short-term basis". (Kasavana, 1995)Star hotels: This category is based on the standards of location, facilities, infrastructure and amenities provided. Star rating is given by HRACC (The Hotel & Restaurant Approval & Classification Committee)The hotel have the five star rating. Star Deluxe, Five Star, Four Star, Three Star, Two Star and One Star. The Star Deluxe, Five Star are usually located in business areas of metro cities and cater to business travelers, top government officials and political community foreign tourists, which offers their services at a quite high price. Four Star, Three Star are in class 2 cities, tourist destinations which are preferred by tourists and Middle class Executives. The last 2 types are found in smaller cities and around tourist spots, preferred by domestic tourists and small business menResorts/ Heritage hotels: These type of accommodations are purely based on nature like Forts, Jungles, Lakes old buildings, Historic buildings, beach resorts , wildlife resorts , Castles this type of hotels are generally preferred by nature lovers and they choose these destinations for long vacations , trip to these places makes once visit very much memorable these resorts are calm places and affordable too..

Economy hotels: Increased demand and healthy occupancy has fuelled the growth of budget hotels in a short time This type of hotels are usually likes of preferred by domestic/local travelers, such hotels offers limited comforts, these hotels are actually at very reasonable prices, good services are offered by them on the other hand they offer some discounts in their off season to attract the visitors, since they provide good service at reasonable price their

occupancy almost all full most of the time , sometime one has to struggle to get accommodation in their desired hotel . Unknown hotels: Lot of unknown hotels are there in the Industry which are not very famous for their luxury, comforts but they fulfill the basic needs of the visitor these hotels are widespread. they are known for their Unique selling Proportion they attracts mostly the visitors who come exclusively for some those who looks for night shelter these hotels play major role for the need of such people. Some more categories which include: Airport Hotels, Apartments, Timeshare, Modular Hotel, Ecotels, Forest Apartments, Agriculture hotels, destination resort, holiday homes, Spas

2. 7 Problems of Hospitality Industry

Developing countries have failed to develop tourism and hotel industry to its potential due to one reason or the other. Most of the developing countries share in tourism Business at global level is far below than its capacity to develop this industry data available from the World Tourism Organization available till 2003 shows France continued to maintain top slot with almost 75 million international tourists in 2003. Spain and USA consolidate the second and third position having 52. 5 million and 40. 4 million foreign tourists respectively. Even smaller countries like Singapore, Indonesia and Thailand etc. are doing much better business from tourism. The problems of hotel Industry are includes the number of the guest is low, how to gain the competitive, high total revenue, the insufficient number of room etc. different need from every guest is a common it is back again to the management how they are going to overcome the problem by providing the customers need through their services. the discount voucher can be offer to

the potential customers during specific time. The price that hotel which has been offer sometimes did not match with the customers expectation due to the peak season or other problem. The different tax charge that the hotel has been determine for every product and services that available in hotel which it will create the confusion to their customers.

2. 8 Conclusion

Author thought in customer fulfillment in hotel industry is very helpful and it help the management to make as a guidelines for supplementary research by assembly an budget for many diverse variables. If the holders of the guesthouses truthfully want to improvement competitive advantage nowadays formerly they necessity try to emphasis in the parts i. e. service quality and service structures to brand their customers satisfied which in reply determination fetch customer retention and devotion for the owners and enable them in flourishing business. Service quality can be affecting the satisfaction level of the customer's. The service gap can be help to measure the service quality that the customer perceived and help the management of the hotel in minimizing the unwanted service of their customers.

Chapter 3

3. 0 INTRODUCTION

3. 1 RESEARCH METHODOLOGY

Many literatures have mentioned that there are two categories of research which is qualitative and quantitative. In this chapter, author will determine the difference between qualitative with quantitative as together. Qualitative method is a technique of research using data collection procedures and

techniques, analysis, and report writing differs from traditional quantitative approaches. The use of purposeful sampling, collection of data by open-ended instrument, analysis of the text or pictures, representation of information in figures and tables, and personal interpretation of the finding all inform qualitative procedures (Creswell, 2002). Quantitative methods involve the process of collecting, analyzing, interpreting, and writing the result of a study in a very well established research tradition as much as done in natural sciences. Experimental and survey designs are commonly used. Specific methods exist in both survey and experimental research that related to identify a population and sample, specifying the strategy of inquiry, collecting and analyzing data, presenting the result, making an interpretation, and writing the research in a manner consistent with a survey or experimental study (Creswell, 2002). From the definition above, the qualitative method seems to be the most suitable method that can be used in this research. It is also the opinion of Artmatunga et al (2002) when they state that qualitative research is carried out through intense and/or prolonged contact with a situation. As the customer satisfaction situation is the real life situation there is no room for doing the research by using experimental design. Furthermore, service quality in order to measure the satisfaction level research requires an intense contact between researcher and the subjects in that the information provided by the subjects will be very deep, full of meaning, and valid. The experience of tourists reflects the everyday life of individuals, groups, societies and organization in a particular circumstance called tourism industry, therefore, it cannot duplicate in an experimental situation. This is the reason why the present study considers

the use of qualitative methodology can serve the purpose of the study better. As commonly understood, research method is a comprehensive scientific work that addresss all philosophies, theories, concepts, and procedure of doing the works up to how to write down the report. In the quantitative tradition, the social research covers the entire research process including: formulating research questions; sampling (probability and non probability); measurement (surveys, scaling, qualitative, unobtrusive); research design (experimental and quasi-experimental); data analysis; and, writing the research paper (Trochim, 2006). These include (a) secondary written data, (b) primary documentary data and interviews with key respondent. In the qualitative research, thee procedure also includes general things as done by quantitative research. However, as the objective of qualitative research is different from quantitative one, some procedures such as selecting samples and developing instruments basedonn measurementprinciples are not applied. Instead, as the sample of the qualitative research is generally a case then the problem of drawing generalization is not also a problem. It is also a very strong basis of qualitative research to collect valid data or the term trustworthiness is more preferable, not by valid instrument as in the quantitative, but by ensuringthat datuma collected are representing the empirical truth on the site as thought and experienced by the subject. As generalization is not a problem it is also not a problem for qualitative research to establish reliability of the instrument used. The present research will use qualitative research as the problem relates with the opinion of customers on the services they experienced in a particular. The opinion is, of course, basedonn

the experiences and how the customers subjectively sensed and formulated the experiences to be their opinion. So it is very much related with the basic concept of service quality of which is the focus of the present study. As mentioned by Locke, Silverman and Spirduso (2004) the purpose of qualitative research is "to understand a situation from the perspective of the participant". The situation in the present study is the services offered by JW Marriotts hotel for their guests. The perspective of the participant is the opinion which reflects the experience of the tourists. In the words of Locke, Silverman and Spirduso (2004: 154) "the reality exists only in the eyes and minds of beholders". As it is also the main concerns of Service Quality so the use of qualitative matches the core issue of CEM. Qualitative research is phenomenological studies. In his earlier work, Creswell (1994: 12) described phenomenological studies as "in which experiences are examined through the detailed descriptions of the people being studied". As it is explicitly mentioned in many sources that phenomenology is the philosophical basis of qualitative research. This philosophy was developed by Husserl, Heidegger, Schuler, Sartre and Merlau-Ponty (Creswell, 1994: 12). According to Locke, Silverman and Spirduso (2004: 153-154) "phenomenology is a philosophic perspective that underlies all qualitative research traditions but, when used to examine meaning of something (an event, role, process, status, or context) from the vantage point of someone (or some group) who actually experiences that phenomenon, both the study and the methodology are likely called phenomenological. It is therefore, the present research is more giving a beneficial and can serve its objective by using qualitative research

3. 2 Research Objectives

To determine the level of guests' satisfaction on the services provided by JW Marriott Kuala Lumpur. To identify the differences between guests perception on the quality service and actual service provided by JW Marriott Kuala Lumpur. To evaluate the appearance of staff and their attitude during servicing the guests.

3. 3 Sampling

The participants of this research are people who already have experience using services from JW Marriotts. As author describe that this research is qualitative with the main purpose to gather the experience of the available services in JW Marriotts which will be measure by SERVQUAL as a tool, the sample size might be limited but hence it will not effecting to the data result since there are intensive bonds between the author with the participants (Berg, 1995; Banister, Burman, Parker, Taylor and Tindal, 1994)A participant who has been participate in this research was selected based on their availability due the time limitation. Due the limitation of their availability, authors ais getting small sample however it still consider as a qualitative research (Lincoln, 1981; Henning, et al., 2004).

Method of Data Collection

According to Burns and Groves (2003) data gathering is gathering the relevant information by using method interviews, observation, group discussion etc.

Primary data reflect on the research area. The majority company will be using primary data since it is reliable and easy to get the accuracy regarding the information and it is more effective (Bearden et al, 2007). Hence in conducting primary research the time consuming in evaluate the data and also required to spend money in order to finishing the research. The primary data is choosing since the specific problem can be identified through the data which has been collected. (Weiers, 2005)

Secondary data defines as collecting the information by using literature as the main source. The literature can be get through journal, news paper, magazine, research paper, book, website etc. In secondary research, the challenge for the author is need to specified the research since the information that available is general. In order to understand the complete research, the author needs to do comparison between one author with another author and conclude by summaries their research. The advantages by using secondary research is can be getting in shorter time if the literature is search through internet (Burns & Bush, 2006). There are two type of secondary data, which is internal and external. Internal research usually done by the related organization however external is being done by other with evaluating the organization activities as general (Weiers, 2005)

Based on the explanation above, author was collected the primary data through interview and secondary data are being used to support the primary data that has been collected.

3. 4. 0 Interview

The instrument interview that have been used is questionnaires, the focus of the interview is to measure satisfaction of the guest of JW Marriotts as a group study to the service quality that the JW Marriotts has been provided. The questionnaires have been conducted to understand the expectation from guest of JW Marriotts of the services that JW Marriotts hotel should provide.

The interview to the guests of JW Marriotts as customers was recorded by script. From there the researcher can be measured how are the experiences of the guests. After they answered the question the interviewer have to show the script to make sure that the answer from them is validly. According to Creswell (2007) the processes is called check and recheck also it is very important in qualitative research. This process is important to check the validity of the answer. Furthermore, to check the truth of the answer from the interview it is compared with what has been recorded on the document. This process is called triangulation. Those two processes above are used to make sure that this data is trustworthiness.

There are two sections of the questionnaires and author has divide become closed-ended question and open ended question.

3. 4. 1 Closed-ended questions

Close-ended question is the question type where the correspondent able to choose their answer with the short period of time. Most of the respondents will choose this type of the questions since they doesn't need to think much and the answer has been available. The most easy closed-ended question type is yes or no. This type of question is not complicated and far from difficulties since the respondents only face by the option and they no need to think much in answering, and the answer of the question is direct where it will easy the researcher in evaluation the value of the questions (Hicks, 2009)

3. 4. 2 Open-Ended questions

Open ended question where the respondents need to write down their own answer. The main question of open-ended question is more into " how, what, why" to carry on the sentences. (Saunders et al. 2009) the question that has been ask to the rrespondent allowing the respondent to giving their answer based on their point of view as long it relating with the questions (Zikmund, 1997)

Confidentially

The confidentiality means that the researcher should avoid any information which leads to true identity of respondents. This is very important and basic principles in qualitative research (Creswell, 2007) especially when the respondent is unique, easy to recognize, and a single respondent of the category. Thus, in the present study it is important to maintain the confidentiality of the management who is the respondent of the present research. The problem of confidentiality for respondents of JW Marriotts guests category is not that critical as the first category because the number will be more than one. Therefore, the only information will be kept confidentially is the name of the respondents. Other information such as gender, age, country of origin, position at the home country can be exposed without any worry to breach the principle of confidentiality.

3. 6 Limitation

There are some limitation that researcher has been facing such as the number guest of JW Marriotts are very big and unlimited. The limitation of time, budget, and person power factors that hinder the researcher to use all guests experienced the services of JW Marriotts. Therefore, the selection of the JW Marriotts for being respondents of the present study cannot be

avoided. The selection of respondents is based on their availability already. This is the only principle can be applied because the past guests are untraceable in many places of tourism objects and some of them might already be in their home countries. Thus, it is hardly possible to make a contact with them. Base on of the availability of the respondent, the researcher will meet the guests of JW Marriotts who going to check out. Of course, it is very natural that researcher cannot meet all the guests inbound at the very short period at the same time when they are at the hotel. They will become the respondents of the present study.

Conclusion

This chapter is explaining on the methodologies that use to continue the research based on the proposed framework. The qualitative approach through questionnaires was selected to help in measuring the service quality of JW Marriotts in order to achieve their guests satisfaction.

Chapter 5

Conclusion and Recommendation

5. 0 Introduction

All objectives of the research in chapter one has been achieves as data collected through the interview that has been done and has been analyzed in chapter four. These chapter will evaluate how the level of satisfaction of the customer through service quality that they have perceived from JW Marriotts.

5. 1 Conclusion Relating to the Research Question / Research Problem

Based on the data that has been analyzed can be seen that the guest of JW Marriotts believed that services that the guests perceived s up to their expectation in other words the level of satisfaction is high. According to GAP analysis of service quality, the expectation of services from the customers comes from three different minds. The first is based on word-of-mouth communication; the customer will get the information from the brand or from other people, the second is based on personal needs; every customer has different perception about service according to their personal needs. There are no customers who have the same needs. The last is according to the past experience; the customers will have a setup of mind for the services that they are going to perceive based on their experience. In perceived the service, the customer must perceive the service quality based on quality dimension, which is tangibles, reliability, responsiveness, competence, access, communication, courtesy, credibility, security, understanding/knowing the customer and tangible (National Research Council). From the explanation above, can determine that the customer's especially inbound tourist in Bandung airport in perceived the services some services are not matching with their expectation because there are gapped between the customer expectations and perceived the services. To minimize the gap between the customer expectation and, provided the service the management of Bandung airport should actively make an interaction with the customer to understand better what are the expectation from the customers. Based on the management perception on the service that they have been provide to their guest is following to the ISO. Where the quality of <https://assignbuster.com/olden-times-of-the-hotel-industry-marketing-essay/>

the services needed a commitment from all level of the workers, keep on reviewing and improved all the system based on the customer review on the services that management of JW Marriotts has been provided.

5. 1 Recommendation and Suggestion

5. 1. 2 Service Quality for Management of JW Marriotts

Parasuraman et al. (1985) as quoted by Chaffey et al. (2003) said that service quality is the judgment from customers to the companies. What is put forward by Parasuraman et al. (1985) is supported by Hoffman and Bateson (1997) who said that service quality is an attitude formed by long term, overall evaluation of a firm's performance. Similar to Parasuraman, Long and McMellon (2004) said that an evaluation of service quality means comparing the customer expectations with the customer's perception after the actual encounter. These three definitions have a very close meaning but also have three important variables to look at. The three variable are attitude (Hoffman and Bateson, 1997), judgment (Parasuraman et al., 1985) and perception (Long and McMellon, 2004). Customer's perception in Long and McMellon" s definition is also a result of the judgment in Parasuraman et al. Which determines the attitude of customers as mentioned in the definition of Hoffman and Bateson. SERVQUAL can be widely applied in order to ensure the variable of the organisational to perform with best service hence with limit of cost. SERVQUAL is the tools to measure the position of the company within the industry and help the management to make a decision in order to achieve the customer satisfaction. SERVQUAL in the hospitality industry especially hotel must be implemented in order to measure the satisfaction level of their customers to their services. JW Mariots

need to measure their service and despite into five dimension which is part of SERVQUAL. The results of the quantitative application of SERVQUAL instrument show that this model can provide managers with useful information for the assessment of expectations and perception of hotel guests, with the aim of learning about gaps in individual service quality dimensions. The SERVQUAL can be use to perceived the guests expectation on the services that the hotel provides. This tool can be use to minimizing the GAP between the hotel guests with the JW Marriotts management. Based on the conclusion above, author proposed the framework that can be adopted by JW Marriotts in order to translate the guest's expectation in perceived the available services. Figure 5: 0 Proposed Framework of Service Quality

Once JW Marriotts provides their services, the guest's has job to evaluate their services based on their experiences. If the guest feel the services that has been provides by JW Marriotts is meet with their expectation it means guest satisfaction has been achieve meanwhile if the services is not match with their expectation it means guest's dissactifaction (Kotler and Killer., 2006)

5. 2. 2 Customer Satisfaction of Guest's JW Marriotts

There are two ways in measuring customer satisfaction which are indirect and direct measures. Indirect measures customers' satisfaction is by tracking and monitoring sales records, profits and customer complaint. Most of the companies become passive when they are dealing with complaints from the customers. The indirect question uses scales to collect data using the questionnaires. According to Parasuraman et al (1985) there are five dimension of Service Quality, and those five dimensions are:

Reliability Tangibility Assurance Responsiveness Empathy In market-oriented firm, customer satisfaction has been taught as the significant result in the marketing activities. The aim to achieve the customers satisfaction is to make the business growth, enhance the market share, where it is required to replicate again and transfer the business in order to enhance the productivity (Barsky, 1992; Carev, 2008). However, the main concept of guest satisfaction is according to the service quality which has been perceived by the customers and how the company provides the related services. (Tse and Wilton, 1988). According to Parasuraman, guest satisfaction is to see where the level that the company has provide whether it on the customer expectation or its more than the customers expectation. Carev (2008) defines service quality satisfaction based on overall consideration by a guest of the advantages of a service taking into account perceptions of what is reserved and what is given (Parasuraman. et al. 1988). Service providers should be able to understand the behavior and needs of guests to be able to know how to satisfy them. Cheung and Law (1998) develop a new model for the measurement of hospitality SQ that incorporates performance of hotel employees in the SQ level. In perceived the services quality there is relation with the service quality dimensions. The customers must perceive the service quality according to the service quality dimensions. Tangibility Understand guests need in details Equipment, furniture and design of the hotel are in modern looking Equipment and facilities are easy to be use Service are available at any time in order to fulfil the customers' needs. Reliability Understand the need of their guests Have knowledge to answer their guest Problem solving savvy Providing the services

as per promised Responsiveness Employees have ability to respond the guest Employee must be polite and care Employee must be ready to help Giving the services as promised Employee have ability to serve the guests Assurance Assist the guests with confidently Giving a comfort feeling to the guests in that the guest will feel secure and safe during their stay Empathy Provide the services based on the personal need of their guests Dealing with their guests in caring way Have ability to deliver the services from their heart Those dimensions above can be used as a tool in evaluating the service by the customers in order to understand the level of satisfaction of the guest of JW Marriotts.

5. 2. 3 Measuring the important of Service Quality with Customer Satisfaction for the Industry

Source: Kotler et al (2000) Service quality and customer satisfaction are the most important concept for the hospitality industry. In delivering the service quality is important for the industry in order to sustain the competitive advantage. Customer satisfaction has a positive feedback to the organizational and industry as general. The above figure can be used to the industry in order to provide a better service to their customers. The industry must seen the customer point of view on the services which can be measure based on customer expectations, customer perception on the service quality that available. From there if the customer satisfied mean the service that has been provide is match with the customer expectation and the customer satisfaction has been achieve hence if the customer is unsatisfied mean the industry must evaluate firstly is the front line people who are interact with the customer. Second the middle management which watching the service

and last top management who are formulating the services that deliver to their customers. The above process will help the industry to evaluate on every service that the customer perceived in order to achieve the competitive advantage within the industry.

5.3 Conclusion

The number of guest's of hotel are given a huge contribution for the growth of hospitality industry, here the industry as general have to know how to measuring the level of satisfaction and the customer perception on the service quality that they have perceived. The adjustment and improvement of the service need to be done periodically since the level of expectation of the customer will be increase as well. In that the management of the hotel need to know when they are need to measure the level of satisfaction of their guest's in order to deliver the correct service to their customers. The Service Quality GAP model need to be use to measure and minimizing the gap between customers and client's in order to achieve the customers satisfaction.