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Customer’s Co-Creation for Satisfaction Enhancement: A Case Study of Budget Hotel at Rayong Province, Thailand

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Research Highlights

The objective of this research is finding the variables which effect on customer satisfaction of budget hotel by using service marketing mix model in Rayong Province of Thailand. The results find that product dimensions, price dimensions, place dimensions, promotion dimensions, people dimensions, physical evidence dimensions and process dimensions are main parameters for customer satisfaction when customers have opportunities to co-create with budget hotel. The contributions of this study give the benefits for budget hotel entrepreneurs who run the hotel businesses as they need to enhance customer’s satisfaction for their competitive advantage.

Research Objectives

1. To find out the customer satisfaction parameters of budget hotel
2. To focus on customer co-creation practices
3. To give the recommendations for customer satisfaction enhancement

Methodology

This is an exploratory research which focuses on the customer satisfaction by using service marketing mix model. The research has been explored the degree to which each key elements of service marketing mix which have an influence on customer’s satisfaction.

Research has been applied by quantitative methods through using questionnaires for qualitative contextual tools. A secondary data have been taken on literature’s review and have been reconfirmed of research finding.

Research process were started with a literature reviews. Based on the literature review, a parameters’ measurements of key success related factors were created, which need to consult with supervisors and experts, before starting conducting the initial surveys with the entrepreneurs. The measures have been certainly applied to the results of the final survey...
version. The survey results were analyzed by using a mean and SD model. The conclusions were drawn from the study’s findings.

The exploratory research had been focus on the Dummy Budget Hotel and Residence at Rayong province, Thailand who are currently doing the hotel business by using the final questionnaires. The questionnaires have been separated in 7 parts which depends on the research parameter measurements.

**Results**

The results found that the customer responses were in the agreed level in which the mean=3.76 and S.D=0.88. Mean of product is 4.40 and S.D=0.67. The large hotel is not necessary to perform better than small hotels as hotel efficiency depends on location, geographical region and service types. The new technology introduction has an impact on product perceived by customers and hotels need to find the other ways for productivity improvement (Assaf & Tsionas, 2018).

Based on the customer value based, sales people and entrepreneurial behaviors such as innovativeness, pro-activeness and risk taking have the positive relationship by customer trust in and satisfaction come from sales people who have a product commitment. Mean of price is 4.05 and S.D=0.89. Based on the user requirements of library, the facilities and services have greater influenced on the users’ satisfaction. The users expect some cost benefit services so the users are regular users. (Sriram & Rajev, 2014). Entrepreneurship within the firm is the best and most cost effectiveness to increase the competition in global marketplace. Firms have more entrepreneurial employees who will be given the right support and provided the enthusiasm for their works. Mean of place is 3.84 and S.D=1.06. Moreover, hotel location satisfaction effect customer’s experience and different hotel locations provide rooms for different travelers (Yang, Zhenxing, & Jingyin, 2018). Mean of promotion is 2.58 and S.D=1.07. The social media is an attractive marketing tool and can be used in attracting customers to sport organization (Nisar, Prabhakar, & Patil, 2018). Mean of people is 3.86 and S.D=0.87. Passion for work is an emotional aspect of people’s approach to work and also related to the cognition of the people who are passionate about their work and tend to engage more intensive knowledge processing when required it. Mean of people is 4.14 and S.D=0.76. and Mean of process is 3.48 and S.D=0.87. Customer facing process requires to operate smoothly, the process failure threatens the perceived quality of service. The problem of online selling occurred when the potential customers go to online purchasing but they could not buy the phone as it is out of stock (Edgington, 2010).
Findings

Based on the results, customer satisfaction of budget hotel have many dimensions such as product, price, place, promotion, people, process and physical evidence. The budget hotel needs to give an opportunity for customer suggestions on their satisfactions' dimensions. Customers have many choices as the advance of technology which provides easily customer information accessments.

Under the high competition, the budget hotel entrepreneurs need to improve their hotel operations through customer’s satisfaction dimensions since the customer requirements change rapidly.

References


