

LEVEL 7 ASSESSMENT SPECIFICATION

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Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

University of Wales Trinity Saint David

Programme: Doctor of Business Administration (DBA)

Module: Converting Research into Practice

Module code: HKBM7020

Lecturer: Dr Alice Te

**Title: Factors influencing Hong Kong's hotel industry's patron satisfaction:
An analysis of ABC Hotel Chain**

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Photo: At the Grand Hyatt in Wan Chai, a variety of eco-friendly hotel amenities are packaged.

Chapter 1: Introduction

1.1 Introduction

Oxfam (2012) mentioned “One of the world's biggest and fastest-growing sectors is tourism. In 2011, 980 million tourists traveled worldwide, a 4% rise over the year before. The tourism and allied industries account for 5% of the world's GDP, and 1 in 12 workers worldwide work in these sectors. The 48 poorest nations in the world rely heavily on tourism as a source of revenue. 2010 tourism revenue was 3.8 times higher than 2000. There is a constant emphasis on the advantages of tourism. Tourism may generate foreign cash, support infrastructure and jobs, and make use of a nation's own human and environmental resources, according to the United Nations World Tourism Organization. It is an effective strategy for reducing poverty in many developing nations.”(https://www.oxfam.org.hk/tc/f/what_we_do/27933/87870/Globalization_B.pdf) Therefore, the tourism is very important to economic and society in Hong Kong. On the other hand, the satisfaction of customers to hotels' service is one of important issues affecting the tourism. For the increasing society's economy, hotels would be improved continuously their quality in order to maximize customer satisfaction and to earn profit guarantees.

1.2 Background

The Hong Kong hotel industry has reached a saturated state. The total number of hotels in Hong Kong reached 321 of 2023. (Statista, 2024)

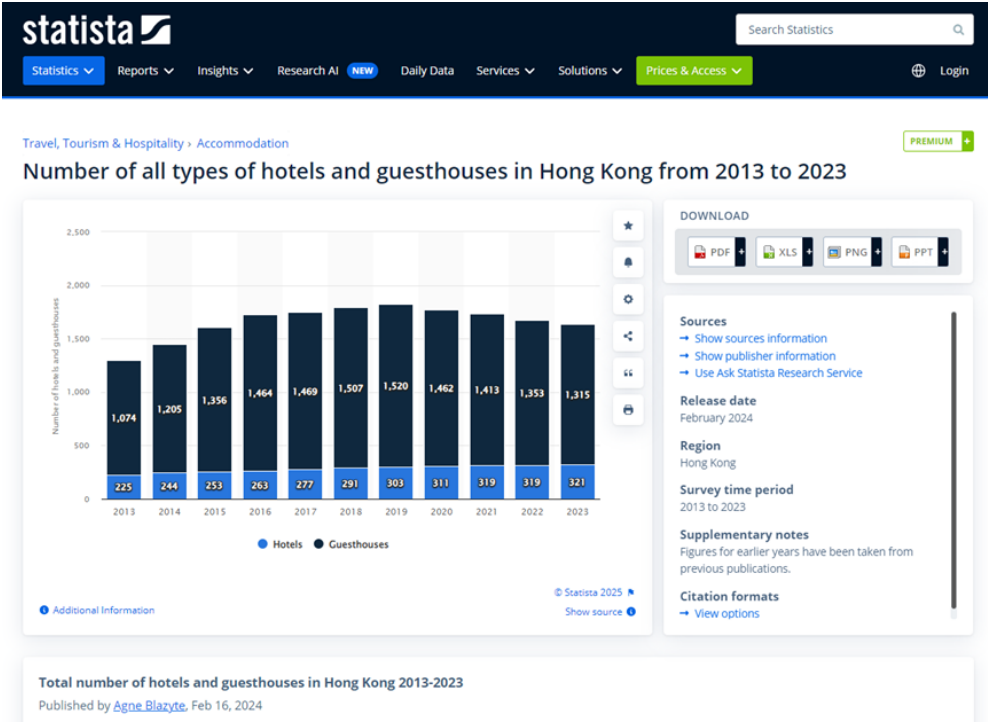


Chart: Total number of hotels and guesthouse in Hong Kong 2013-20233

(source: <https://www.statista.com/statistics/967563/hong-kong-number-of-all-hotels/>)

Year-month	Number of hotels
202401	324
202402	324
202403	324
202404	327
202405	328
202406	330
202407	330
202408	330
202409	330
202410	330
202411	330

Table 1: Number of hotel rooms in Hong Kong in November 2024

(Source: https://data.gov.hk/en-data/dataset/hk-cstb-cstb_tc-tc-number-of-hotel-rooms)

This dataset (DATA.GOV.HK) reported number of hotels was 330 in Hong Kong in November 2024. However, much news, reports, etc. of hotels, much news reflected many complaints related hotels' service which affected the customers' satisfaction to hotel services examples as below:

News 1:

‘Mainland Chinese tourists in Hong Kong complain about hotel charges for toiletries packed in plastic after ban on throwaway items comes into force’

Some cross-border visitors become irate at pricing differences and the availability of plastic-packed toiletries and other things; others claim that the absence of items like plastic toothpaste tubes is unwelcoming to visitors and have urged hotel managers to properly notify guests of changes. This news reported, the Mainland Following the implementation of a ban on single-use plastics, Chinese visitors have taken to social media to express their ire about disparities in hotel rates and services, with some accusing operators of "profiteering" (South China Morning Post, Lilian Cheng Published: 9:00am, 5 May 2024).

And other travellers criticized certain hotels for lacking visitor-friendly amenities like plastic toothpaste tubes and bottled water, and they urged management to better notify guests of the changes ahead of time so they wouldn't be taken by surprise.

However, industry leaders defended the new agreements, claiming that any price hikes were due to the higher cost of alternatives. They also mentioned that hotels had to follow the new regulations on disposable plastics.



Photo: At the Grand Hyatt in Wan Chai, a variety of eco-friendly hotel amenities are packaged.

(Source:<https://www.scmp.com/news/hong-kong/health-environment/article/3261453/mainland-chinese-tourists-hong-kong-complain-about-hotel-charges-toiletries-packed-plastic-after-ban>, Photo: Xiaohongshu)

News 2:

‘Holiday Inn in TST faces complaints from mainland Chinese tourist over mandatory disposable item charges’

On social media, a mainland Chinese visitor bemoaned the Holiday Inn Golden Mile Hong Kong's TST policy of charging for throwaway goods, including razors that were left unused. The topic has generated a lot of debate among internet users, with some claiming that the hotels are charging exorbitant and unfair prices (Dimsumdaily Hong Kong -12:30AM Sat May 11, 2024).

News 3:

‘How are Hong Kong’s 5-star hotels adapting to single-use plastics ban? Industry worries over ‘bad experience’ for guests’

Despite a recent ban, the SCMP discovers that several of the most opulent hotels in the city have kept free plastic amenities for visitors, with some exceptions made during the changeover time. Leaders in the industry claim that many operators wish to avoid disturbing guests, which is a sharp contrast to certain low-cost hotels that infuriated guests with their fees (South China Morning Post, Lilian Cheng Published: 12:37pm, 11 May 2024)

Also, the Consumer Council of Hong Kong reported on 06 February 2023 that ‘Complaints About Quarantine Hotels Quadrupled Causing Travel Matters to Rebound to 3rd Place’ The tourism sector steadily recovered from the pandemic's new normal, and complaints relating to it increased by 111% to 2,573 cases last year, moving up from fifth to third place on the list. The amount involved also increased by 74% to \$17 million. Of these, hotel reservations accounted for the greatest number of complaints (1,093 incidents), an increase of more than 2.5 times (258%) over the prior year. Additionally, there were 63% more airline ticket complaints, totalling 986 cases (Complaints About Quarantine Hotels Quadrupled Causing Travel Matters to Rebound to 3rd Place, The Consumer Council of Hong Kong: 2023.02.06).

1.3 Research problem

In the fierce market competition environment of Hong Kong, ABC Hotel is facing difficulties, the loss of customers resulting in a declined business and thinner profits.

1.4 Research question

How do factors affect ABC Hotel customer satisfaction?

1.5 Research aim

To explore major factors that affect customer satisfaction of ABC Hotel.

1.6 Research objectives

The purpose of the study is to investigate the key elements that influence ABC Hotel patron satisfaction. Additionally, the study's goal is to investigate the following elements to raise patron satisfaction with the ABC Hotel in Hong Kong:

1. To conduct a review of the literature on customer satisfaction aspects;
2. To examine and determine the elements of consumer satisfaction that influence it;
3. To use analytical techniques to investigate the connection between the factors that have been discovered and customer satisfaction; and
4. To suggest that ABC Hotel address its disparities in light of the research's conclusions.

1.7 Research significance

For ABC Hotel to keep up with shifts in the consumer market and consumption concepts, the research is a crucial prerequisite.

- To modify hotel marketing tactics,
- To raise the standard of services and facility hardware,
- To determine the best room pricing plans, etc.
- To successfully raise hotel guests' satisfaction levels; and
- To be based on the capabilities, new hotel services, and hotel staffing optimization.

Chapter 2: Literature review

2.1 Introduction

Meeting the needs and desires of clients is a fundamental marketing principle. Despite the fact that other academics have presented different definitions of customer satisfaction (Dube, Renaghan, & Miller, 1994; Kotler, 2003; Yi, 1990), (Oliver's, 1980) concept has gained widespread acceptance. When consumers compare their subjective impressions of the performance they actually received with their prepurchase expectations of what they would receive from a product, they generate an attitude or assessment known as customer satisfaction (Oliver's, 1980). In market-oriented businesses, it is regarded as one of the most significant results of all marketing initiatives (Kandampully & Suhartanto, 2000). Like (Oliver's, 1997), we in the hotel and tourism industry consider customer pleasure to be the total emotional reaction of the customer to the complete intangible service.

Customer satisfaction is the emotional reaction to the entire service at the post-purchase moment when customers use the service and compare it to their expectations. Customers are usually satisfied when the service meets or above their expectations. Customers are typically dissatisfied with the service, though, if it falls short of their expectations.

Numerous studies have been conducted to date to investigate the elements that affect customer satisfaction from various perspectives within the hotel industry. This covers a variety of topics, including service quality, physical facilities, employee conduct, and company culture.

According to surveys, customers' emotional experiences are only covered by a few set questions, and researchers frequently ignore other crucial aspects. As a result, it might be an original method of examining how patrons actively react to a certain hotel's services.

Customer satisfaction during the post-purchase phase has been the main focus of consumer behavior studies (Westbrook & Oliver, 1991). In general, customer satisfaction has been seen as an assessment of a particular product or service after it has been used. A disconfirmation paradigm of consumer satisfaction or dissatisfaction (CS/D) was traditionally characterized by customer satisfaction, and it proposed that CS/D can arise from the interplay between the consumer's pre-purchase expectations and post-purchase evaluation (Engel, J. F., Kollat, T. D. Blackwell, R. D., 1968).

A more modern definition of consumer pleasure was proposed by Goldsmith, R. E. (1997) and Anton, J. (1996). Goldsmith and Anton define customer satisfaction as a client's mental state when all of his or her requirements, wishes, and expectations are met or surpassed during the course of the product or service life cycle, leading to repeat business and enduring loyalty. Customer satisfaction may result in positive word-of-mouth advertising and subsequent repeat business, according to Anderson, Eugene, Fornell, Claes and Mazvancheryl, Sanal (2004). According to Garvin (1987), assessing customer satisfaction is a crucial step in the process of trying to raise the caliber of a product, which ultimately raises a business's competitive edge.

According to certain studies, contentment can be assessed through performance reviews, negating the need for the disconfirmation process (Gilbert A. Churchill, Jr. and Carol Surprenan, 1982; J. Joseph Cronin, Jr. and Steven A. Taylor, 1992). In accordance with

this justification, we solely evaluated travelers' assessments of hotel performance in order to gauge customer satisfaction.

2.2 Overview

To determine customer happiness, it will carry out the conceptual framework and literature review.

2.3 The idea of customer satisfaction

When someone is satisfied with their wishes and they are in accordance with them, they are said to be satisfied. Dissonance theory states that customers who anticipate a high-value product but receive a low-value one may feel uncomfortable or cognitively dissonant (Lazarchuk, 2023). The opposing viewpoint to dissonance theory is presented by constant theory (Lazarchuk, 2023). It forecasts that a product will be ranked lower than its actual performance if it performs below expectations.

2.4 Elements of service quality

For any organization to succeed, customer satisfaction and service quality are crucial components (Radojevic, 2014). Only with a competitive edge and high quality consistency can arrive at the market's ultimate destination (Al-khalifa, Khalifa and Aspinwall, Elaine, 2000). The results of the service process, such as relationships, satisfaction, loyalty, and trust, are impacted by the quality of the services (Suleman. A.M., Gilbert O.S., Galyuoni, Coether S. and Issah A.,2023). Therefore, customer satisfaction and the dimension of service quality variables are significantly correlated (Hypothesis 1, H1).

2.5 Elements of hygiene quality

A significant issue that hotels of all sizes must deal with is cleanliness. Tourists can be pleased by a restaurant that is neat and orderly (Ning H and Shin S., 2022). To guarantee safety, the bathroom and room bath mats are sanitized. The client is content and feels like a VIP. Khozael (2016). It significantly affects a hotel's reputation, customer happiness, and trust (Atila Yuksel and Fisun Yuk, 2021). Therefore, customer satisfaction and the service quality factor dimension are significantly correlated (Hypothesis 2, H2).

2.6 Hotel amenities and equipment

The availability of essential air conditioning equipment, WIFI networks, and other hotel amenities all help to increase guest happiness. The standard of hotel amenities is one of the elements that influences patron satisfaction, claim (Rianto Nurcahyo, Annisa Fitriyani and Irma Nur Hudda, 2017). Overall customer satisfaction was positively impacted by how they perceived the facilities (Asier Baquero, 2023). Therefore, customer happiness and the dimension of hotel amenities and equipment are significantly correlated (Hypothesis 3, H3).

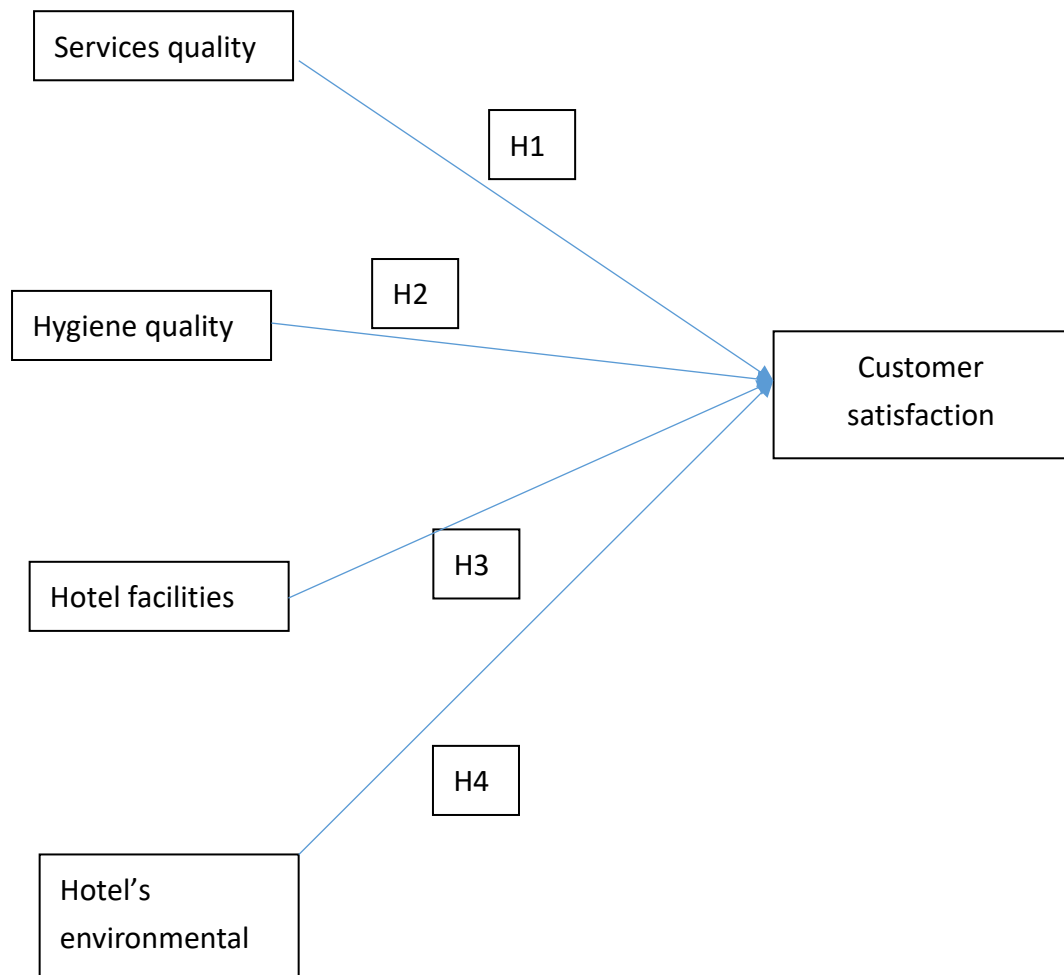
2.7 Environmental aspects of the hotel's commercial district

When making a hotel reservation, customers consider a number of criteria, such as cost, the general location of the tourist destination, the quality of the services, the surroundings, and any promotions or special offers (Singgalen, Yerik, 2024). One of the most important elements in enhancing guest happiness is the hotel setting, which includes elements like peace and quiet (Athula Gnanapala, 2014). Customer satisfaction is significantly impacted by location (Singgalen, Yerik, 2024). Therefore, customer satisfaction and the environmental aspects of the hotel's commercial district are

significantly correlated (Hypothesis 4, H4).

2.8 Conceptual framework (Lola Kleisari and Evangelia N. Markaki, 2020)

The relationship between independent and dependent variables is represented by the conceptual framework.



Hypothesis 1, (H1): Customer satisfaction and the dimension of service quality variables are significantly correlated.

Hypothesis 2, (H2): Customer satisfaction and the service quality factor dimension are significantly correlated.

Hypothesis 3 (H3): Customer happiness and the dimension of hotel amenities and equipment are significantly correlated.

Hypothesis 4 (H4): Customer satisfaction and the environmental aspects of the hotel's commercial district are significantly correlated.

Chapter 3: Research aim, objectives and methodology

3.1 Introduction

The target population, research design, sampling strategy, data collection technique, data analysis, validity and reliability analysis, and limits will all be covered.

3.2 Discussion of research design (HU, C.-P. and CHANG, Y.-Y., 2017)

Using a questionnaire and a logical method, we will examine influential elements in customer-generated ABC Hotel evaluations. Through data collection, analysis, interpretation, and conclusion, the quantitative research approach evaluates the study's results and determines whether the hypothesis is accepted or rejected.

3.3 The survey of population

It will gather 300 surveys from patrons of the ABC Hotel chain who are at least eighteen years old.

3.4 Method of sampling (Sharma, G., 2017)

Convenience random sampling will be used to choose ABC Hotel chain patrons who are older than eighteen.

3.5 Pilot study (Etikan, I. and Babatope, O., 2019)

Prior to administering the questionnaire survey, it will be carried out. Thirty ABC Hotel patrons will be chosen at random as a sample.

3.6 Method of collecting data (Ankur Joshi, Saket Kale, Satish Chandel and D. K. Pal, 2015)

On-site distribution and collection of the questionnaires will take place. After spending at least two days there, they have a basic impression of the accommodations, amenities, and atmosphere of the ABC Hotel. Additionally, WeChat and WhatsApp will be used for the distribution and collection of e-questionnaires.

Variables	Questions (Score: 1 to 10 to display degree of feeling)	Reasons
Service quality	I am pleased with the quality of the services.	to determine whether customer satisfaction would be impacted by service quality (H1)
Hygiene quality	The level of hygiene at the ABC Hotel has pleased me.	to determine whether consumer satisfaction would be impacted by the quality of hygiene (H2)
Hotel equipment & facilities	I'm willing to pay the fair prices.	to determine whether hotel amenities and equipment will have an impact on patron satisfaction (H3)
Hotel's environment	The atmosphere of the hotel makes me feel comfortable.	to determine whether guest satisfaction would be impacted by the hotel environment (H4)
Customer's satisfaction	With ABC Hotel, I'm satisfied.	to determine whether ABC Hotel Chain will have an impact on customer satisfaction (H4)

Table 2: Survey question with reason

3.7. Analysis of the Data (Hinton, P. R., 2014)

The data about the quantitative relationship between properties or the relationship between components in a research object will be analyzed using SPSS software and Microsoft Excel. Tabulations, correlation and ANOVA will be utilized to analyze the hypothesis.

3.8. Reliability and Validity

Validity and reliability have been measured in a number of studies to assess the accuracy and consistency of research instruments, particularly questionnaires (Bolarinwa, Oladimeji Akeem, 2015). However, health and social science researchers in developing nations do not frequently do this. The lack of awareness about these tests has been connected to this. This review article thoroughly examines and explains a research instrument's validity and reliability, paying particular attention to the questionnaire. With succinct examples, it goes on to cover the many types of validity and reliability tests before outlining several approaches to their analysis that are guided by scientific principles.

Analyzing the reliability of the study objects as represented in the survey data is known as reliability analysis. The internal consistency of the questionnaire survey data will be examined and analyzed in this work using SPSS and the Cronbach's reliability coefficient method.

Analyzing the validity of the research items as they are represented in the survey data is known as validity analysis. The validity analysis in this study will be done using the factor analysis method, and the validity will be checked using the common factor variance (Communality).

3.9 Ethics (Fleming, J., & Zegwaard, K. E., 2018)

Participants and research ethics criteria are confidentiality and anonymity. Only this study will use the survey questions, and the information gathered must be kept private. The individuals in the study are not harmed physically or psychologically. After the study is over, all data must be deleted.

3.10 Limitations of the research

The breadth and content of this study analysis of ABC Hotel satisfaction are constrained due to time constraints. Overall, there are still several issues with this study.

1. This study lacks a thorough grasp of the circumstances and actions of ABC Hotel because of the research's constrained time and analysis level.
2. The study is initially the 300-person sample size was quite modest. There may be sample bias because of the limited sample size.
3. The poll was carried out outside of Hong Kong's slow travel season. During busy times, hotel services may perform differently.
4. The ABC Hotel is the focus of this study, which is not typically indicative of the hotel sector in Hong Kong.

Chapter 4: Contribution and outcome

Appraising user satisfaction is a fundamental step for investigating the quality of hotel services to consumers' satisfaction. Services of hotel can be classified into four aspects: 'Services Quality', 'Hygiene Quality', 'Hotel Facilities', and 'Hotel's Environment'.

Analyzing the ranks of performance and importance of the different aspects is useful for determining the priority of resources allocation, especially when the hotel management budget is constrained in hotel services. A holistic evaluation of hotel services also needs to examine the levels of input resources. The use of a cost performance plot, as demonstrated using the empirical data, can help hotel services to optimize the use of resources for achieving good hotel services to achieve customers' satisfaction for hotel services.

This knowledge will contribute to the existing literature on customers' behaviour and help industry stakeholders to develop effective strategies for promoting the good quality services of hotels in Hong Kong.

Because customer pleasure and patronage are influenced by a wide range of intricate circumstances, a thorough grasp of the underlying causes cannot be obtained using quantitative research approaches. The outcomes of this study will have greater credibility if both qualitative and quantitative methodologies are used.

Future research can build upon the limitations outlined in this study. The sample bias in this study might be lessened with larger sample sizes in subsequent studies. To find out if consumer happiness varies with the seasons, the study might also be repeated at different times of the year. Additionally, customers' perceptions of significance and

performance traits in four managerial quadrants might be examined by applying significance-Performance analysis across the three hotel sectors.

Chapter 5: Research plan of work and timetable

Project milestone Grantt Chart for proposal research study as below:

No.	Activity	Duration
1	Research related books, Journals, article, etc. and literature review	42 weeks
2	Define the conceptual framework and hypothesis	2 weeks
3	Research method and pilot survey questionnaire	8 weeks
4	Pilot questionnaire collection and data analysis	8 weeks
5	Conduct reliability and validity, review and content writing	8 weeks
6	Final survey questionnaire and conduct data analysis	8 weeks
7	Final report writing	8 weeks
8	Conclusion, limitations and recommendation	8 weeks
9	Final revision, reference and appendix	8 weeks
10	Submission of research project	2 week

Table 3: Research plan of work and timetable

Chapter 6: Future Research

The body of knowledge may benefit from future research extensions that investigate whether the higher level of satisfaction results in behavioral outcomes like booking intention or word-of-mouth. Additionally, this study creates various replies to a single unfavorable review in order to determine effective reaction tactics in the context. In reality, though, prospective buyers are presented with both favorable and unfavorable ratings simultaneously. Future studies that examine the effects of response techniques to several unfavorable reviews (or a mix of positive and negative reviews, as is most likely) are necessary given the influence of the valence of reviews (Melián-González, Bulchand-Gidumal, and González López-Valcárcel, 2013).

Future research, for example, may use the response strategies proposed in this study to investigate if the impact of responding to selected or all unfavorable reviews would be the same. According to recent research (Zehrer, Crotts, and Magnini 2011), the sequence in which a number of customer postings are presented—for example, positive first, followed by negative, or negative first, before positive—can also influence how helpful the postings are for consumers' decision-making. Future research on reaction tactics to many posts is therefore warranted.

Additionally, since studies have shown that response tactics for in-person complaints can differ depending on the type of failure (core or peripheral), the type of guests (business or leisure), or the type of hotel (luxury or budget hotels; C.H. Lee and Cranage 2014; Lewis, B. R., and P. McCann., 2004), it would be beneficial to look into the impact of online response tactics based on these factors. Numerous studies have been conducted that look at face-to-face complaint handling scenarios. It is now time to test the application of the pertinent in-person findings to the resolution of complaints.

Finally, comparable tests on larger consumer segments would help us understand how hotels should react to reviews. The viewpoint of tech-savvy millennials in Hong Kong is well-represented by our student sample; however, a much larger sample comprising people of different ages, incomes, and cultural backgrounds is required to fully explore this topic. We think this study shows the significance, if nothing else.

Appendixes:**Appendix 1 - Monthly number of hotel rooms in Hong Kong in 2024**

Year-month	Number_of_hotels
201912	303
202001	302
202002	302
202003	302
202004	303
202005	306
202006	306
202007	306
202008	308
202009	308
202010	307
202011	311
202012	311
202101	312
202102	312
202103	312
202104	312
202105	312
202106	314
202107	315
202108	315
202109	315
202110	315
202111	318
202112	319
202201	319
202202	319
202203	319
202204	320
202205	320
202206	322
202207	322
202208	322

202209	320
202210	319
202211	319
202212	319
202301	319
202302	319
202303	319
202304	319
202305	319
202306	319
202307	319
202308	321
202309	321
202310	321
202311	321
202312	321
202401	324
202402	324
202403	324
202404	327
202405	328
202406	330
202407	330
202408	330
202409	330
202410	330
202411	330

Table: Monthly number of hotel rooms in Hong Kong in 2024

(Source: https://data.gov.hk/en-data/dataset/hk-cstb-cstb_tc-tc-number-of-hotel-rooms)

Appendix 2 - ABC Hotel customer survey questionnaire

Dear Sir/Madam,

Hi there! We appreciate your participation in the customer satisfaction survey for the ABC Hotel. We would appreciate it if you could take a few minutes to fill out this form so that ABC Hotel can better serve you and increase customer satisfaction. All of the information you provide on this anonymous questionnaire will be kept private and discarded once the study is over. Please accept my best wishes for a wonderful life!

Student: Man Kam Wa

Lecturer: Dr. Alice Te

University of Wales Trinity Saint David

Date: 17th February, 2025

Part one: Basic personal information

Please enter the pertinent information. Only the analysis of research data will make use of your personal information and associated data. Feel free to fill it out.

1. Your gender
 - a. Male
 - b. Female
2. Your age:
 - a. 18 age below
 - b. 18 - 24 age
 - c. 25 – 34 age
 - d. 35 – 49 age
 - e. 50 – 64 age
 - f. 65 age above

3. Your income per month income (HK\$)

- a. < \$12,000
- b. \$13,000 - \$20,000
- c. \$21,000 - \$30,000
- d. > \$30,000

Part two: Satisfaction survey

Please answer the following questions based on your actual perceived service.

- a. Very satisfied
- b. Satisfied
- c. Average
- d. Dissatisfied
- e. Very satisfied

A. Hotel Room Booking

- 1. Do you also think your hotel reservation made easily?
10 9 8 7 6 5 4 3 2 1
- 2. Do you also think that booking a reservation for your stay was simple?
10 9 8 7 6 5 4 3 2 1
- 3. What is your opinion of our hotel website's speed and effectiveness?
10 9 8 7 6 5 4 3 2 1
- 4. Did you find and reserve the kind of room you wanted with ease?
10 9 8 7 6 5 4 3 2 1
- 5. Were our agents and customer care personnel helpful enough to assist you in making your reservation?
10 9 8 7 6 5 4 3 2 1
- 6. How would you rank your overall experience using our hotel to reserve a room?
10 9 8 7 6 5 4 3 2 1
- 7. How likely are you to tell your friends and family about our hotel based on your experience booking with us?
10 9 8 7 6 5 4 3 2 1

B. Satisfaction with timely response to customer needs.

1. What would you say about your entire stay experience?
10 9 8 7 6 5 4 3 2 1
2. How pleased were you with your room's state and cleanliness?
10 9 8 7 6 5 4 3 2 1
3. Did your room include all the amenities you required or anticipated?
10 9 8 7 6 5 4 3 2 1
4. How would you rank the amenities for beds and bedding?
10 9 8 7 6 5 4 3 2 1
5. Did you run into any problems when you were there?
10 9 8 7 6 5 4 3 2 1
6. Would you think about returning to our hotel in the future?
10 9 8 7 6 5 4 3 2 1

C. Check-in Feedback Questions

1. How would you rank your hotel check-in experience?
10 9 8 7 6 5 4 3 2 1
2. Did you think the hotel employees that helped you check in were kind and welcoming?
10 9 8 7 6 5 4 3 2 1
3. How would you rank the check-in procedure's effectiveness and speed?
10 9 8 7 6 5 4 3 2 1
4. Did you run across any problems when checking in?
10 9 8 7 6 5 4 3 2 1
5. When you checked in, was your room tidy and prepared?
10 9 8 7 6 5 4 3 2 1

D. Hotel Stay Experience

1. What would you say about your entire stay experience?
10 9 8 7 6 5 4 3 2 1
2. How pleased were you with your room's state and cleanliness?
10 9 8 7 6 5 4 3 2 1
3. Did your room include all the amenities you required or anticipated?
10 9 8 7 6 5 4 3 2 1
4. How would you rank the amenities for beds and bedding?
10 9 8 7 6 5 4 3 2 1
5. Did you run into any problems when you were there?
10 9 8 7 6 5 4 3 2 1
6. Would you think about returning to our hotel in the future?
10 9 8 7 6 5 4 3 2 1

E. Hotel Facilities

How would you rate the facilities of the hotel?

1. ABC Hotel entertainment facilities
10 9 8 7 6 5 4 3 2 1
2. The degree of intelligence of hotel rooms
10 9 8 7 6 5 4 3 2 1
3. Reasonable layout of hotel guest room facilities and efficient space utilization
10 9 8 7 6 5 4 3 2 1
4. The extent of other services provided by hotel, such as book bar and fitness area.
10 9 8 7 6 5 4 3 2 1
5. Room sound insulation effect
10 9 8 7 6 5 4 3 2 1

F. Hotel Amenities

1. What is your overall impression of our hotel's amenities?

10 9 8 7 6 5 4 3 2 1

2. Did your room include all the amenities you required or anticipated?

10 9 8 7 6 5 4 3 2 1

3. Did you find the hotel's Wi-Fi and other tech-related services easy to use?

10 9 8 7 6 5 4 3 2 1

4. To what extent did you find the hotel's spa and other wellness amenities to be satisfactory?

10 9 8 7 6 5 4 3 2 1

5. To what extent are you happy with the hotel's pool?

10 9 8 7 6 5 4 3 2 1

6. During your stay, were you able to take advantage of the hotel's amenities?

10 9 8 7 6 5 4 3 2 1

7. During your stay, did you run into any problems using the hotel's amenities?

10 9 8 7 6 5 4 3 2 1

8. Do you also think that using the hotel's amenities was simple and convenient?

10 9 8 7 6 5 4 3 2 1

G. Hotel Environment

1. What do you think of the location of ABC Hotel?

10 9 8 7 6 5 4 3 2 1

2. Hotel surrounding environment supporting facilities.

10 9 8 7 6 5 4 3 2 1

3. Hotel transportation issue.

10 9 8 7 6 5 4 3 2 1

4. Are the signs and instructions in the hotel clear and easy to understand?

10 9 8 7 6 5 4 3 2 1

5. Hotel view

10 9 8 7 6 5 4 3 2 1

H. Restaurant and Food

1. To what extent were you pleased with the caliber of the meals at the hotel restaurant?

10 9 8 7 6 5 4 3 2 1

2. Did you receive a sufficient and filling amount of food?

10 9 8 7 6 5 4 3 2 1

3. What is your opinion of the food's flavor and taste?

10 9 8 7 6 5 4 3 2 1

4. How would you rank the hospitality and service at the restaurant?

10 9 8 7 6 5 4 3 2 1

5. How would you rank the staff's conduct and demeanor at the restaurant?

10 9 8 7 6 5 4 3 2 1

6. What is your opinion of the restaurant's cleanliness?

10 9 8 7 6 5 4 3 2 1

7. How would you rank the atmosphere and design of the restaurant?

10 9 8 7 6 5 4 3 2 1

8. How would you rank our hotel restaurant's menu selection and culinary diversity?

10 9 8 7 6 5 4 3 2 1

9. What would you think of our restaurant's overall eating experience?

10 9 8 7 6 5 4 3 2 1

10. Did you have any problems with the overall restaurant setup or the food that was served?

10 9 8 7 6 5 4 3 2 1

I. Pricing

1. What is your opinion of the cost of hotel rooms and other amenities?
10 9 8 7 6 5 4 3 2 1
2. In comparison to the cost, did you think our hotel rooms and amenities were worth it?
10 9 8 7 6 5 4 3 2 1
3. Do you also think that the hotel's service rates were open and understandable?
10 9 8 7 6 5 4 3 2 1
4. To what extent are you happy with the cost of the hotel's food and drinks?
10 9 8 7 6 5 4 3 2 1

J. Billing Feedback Questions

1. How would you rank our hotel's invoicing and payment procedures?
10 9 8 7 6 5 4 3 2 1
2. Do you think there were sufficient ways to pay for bookings and bills?
10 9 8 7 6 5 4 3 2 1
3. Does the billing and payment process seem seamless and efficient to you?
10 9 8 7 6 5 4 3 2 1

K. Check-out Feedback Questions

1. What is your opinion of the hotel's check-out procedure?
10 9 8 7 6 5 4 3 2 1
2. Did you manage to leave the hotel at the time you wanted to?
10 9 8 7 6 5 4 3 2 1
3. During the check-out process, did you encounter any problems?
10 9 8 7 6 5 4 3 2 1
4. Were the hotel employees that helped with check-out welcoming and helpful?
10 9 8 7 6 5 4 3 2 1

5. How likely are you to tell your friends and acquaintances about our hotel based on your check-out experience?

10 9 8 7 6 5 4 3 2 1

Thank you for helping us!

-- End --

ABC 酒店顧客調查問卷

尊敬的先生/女士，

你好呀！感謝您參與 ABC 酒店的客戶滿意度調查。如果您能抽出幾分鐘時間填寫此表格，以便 ABC Hotel 更好地為您服務並提高客戶滿意度，我們將不勝感激。您在此匿名問卷中提供的所有資訊都將保密，並在研究結束後被丟棄。請接受我對美好生活的最美好的祝福！

同學：文錦華

講師：Alice Te 博士

威爾斯三一聖大衛大學

日期：2025 年 2 月 17 日

第一部分：個人基本訊息

請輸入相關資訊。只有研究數據的分析才會使用您的個人資訊和相關數據。請隨意填寫。

1. 您的性別

A 男性 B. 女性

2. 您的年齡：

a. 18 歲以下

b. 18 - 24 歲

c. 25 – 34 歲

d. 35 – 49 歲

e. 50 – 64 歲

f. 65 歲以上

3. 您的每月收入（港幣）

a. < \$12,000

b. \$13,000 - \$20,000

c. \$21,000 - \$30,000

d. >\$ 30,000

第二部分：滿意度調查

請根據您實際感知的服務回答以下問題。

a. 非常滿意

b. 使滿意

c. 平均的

d. 不滿

e. 非常滿意

A. 飯店房間預訂

1. 您是否也覺得飯店預訂很容易？

10 9 8 7 6 5 4 3 2 1

2. 您是否也覺得預訂住宿很簡單？

10 9 8 7 6 5 4 3 2 1

3. 您對我們飯店網站的速度和有效性有何看法？

10 9 8 7 6 5 4 3 2 1

4. 您是否輕鬆找到並預訂了您想要的房間？

10 9 8 7 6 5 4 3 2 1

5. 我們的代理商和客戶服務人員是否足以協助您預訂？

10 9 8 7 6 5 4 3 2 1

6. 您對使用我們飯店預訂房間的整體體驗有何評價？

10 9 8 7 6 5 4 3 2 1

7. 根據您在我們這裡預訂的經歷，您有多大可能向您的朋友和家人介紹我們的酒店？

10 9 8 7 6 5 4 3 2 1

B. 對及時回應顧客需求感到滿意。

1. 您對整個入住體驗有何評價？

10 9 8 7 6 5 4 3 2 1

2. 您對房間的狀況和清潔程度滿意嗎？

10 9 8 7 6 5 4 3 2 1

3. 您的房間是否配備了您需要或期望的所有設施？

10 9 8 7 6 5 4 3 2 1

4. 您對床和寢具的設施有何評價？

10 9 8 7 6 5 4 3 2 1

5. 您在那裡的時候有沒有遇到什麼問題？

10 9 8 7 6 5 4 3 2 1

6. 您是否考慮將來再入住我們飯店？

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C. 簽到回饋問題

1. 您如何評價您的飯店入住體驗？

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2. 您認為幫您辦理入住的飯店員工友善熱情嗎？

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3. 您對報到手續的有效性和速度有何評價？

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4. 您在辦理入住時遇到什麼問題嗎？

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5. 當您辦理入住時，您的房間是否整潔並準備好？

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D. 飯店入住體驗

1. 您對整個入住體驗有何評價？

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2. 您對房間的狀況和清潔程度滿意嗎？

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3. 您的房間是否配備了您需要或期望的所有設施？

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4. 您對床和寢具的設施有何評價？

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5. 您在那裡的時候有沒有遇到什麼問題？

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6. 您是否考慮將來再入住我們飯店？

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E. 飯店設施 ←

您如何評估飯店的設施？←

1. ABC 飯店娛樂設施←

10 9 8 7 6 5 4 3 2 1←

←

2.飯店客房的智慧化程度←

10 9 8 7 6 5 4 3 2 1←

←

3.飯店客房設施佈置合理，空間利用高效←

10 9 8 7 6 5 4 3 2 1←

←

4.飯店提供的其他服務的範圍，例如書吧和健身區。←

10 9 8 7 6 5 4 3 2 1←

←

5.房間隔音效果←

10 9 8 7 6 5 4 3 2 1←

←

F. 飯店設施←

1. 您對我們飯店設施的整體印像如何？ ←

10 9 8 7 6 5 4 3 2 1←

←

2. 您的房間是否配備了您需要或期望的所有設施？←

10 9 8 7 6 5 4 3 2 1←

3.飯店交通問題。↵

10 9 8 7 6 5 4 3 2 1↵

↵

4. 飯店內的標誌和指示是否清晰易懂？↵

10 9 8 7 6 5 4 3 2 1↵

↵

5. 酒店景觀↵

10 9 8 7 6 5 4 3 2 1↵

↵

H. 餐廳和食物↵

1. 您對飯店餐廳的餐點品質滿意嗎？↵

10 9 8 7 6 5 4 3 2 1↵

↵

2. 您收到的食物是否充足？↵

10 9 8 7 6 5 4 3 2 1↵

↵

3.您對食物的風味和口味有何看法？↵

10 9 8 7 6 5 4 3 2 1↵

↵

4. 您如何評價餐廳的熱情好客與服務？↵

10 9 8 7 6 5 4 3 2 1↵

↵

5. 您如何評價餐廳員工的行為與舉止？↵

10 9 8 7 6 5 4 3 2 1↵

6. 您對餐廳的清潔程度有何評價？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

7. 您對餐廳的氣氛與設計評價如何？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

8. 您如何評估我們飯店餐廳的菜單選擇和烹飪多樣性？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

9. 您認為我們餐廳的整體用餐體驗如何？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

10. 您對餐廳的整體佈置或所提供的食物有任何問題嗎？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

I. 定價 ←

1. 您對飯店客房和其他設施的費用有何看法？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

2. 與成本相比，您認為我們飯店的房間和設施值得嗎？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

3、您是否也認為飯店的服務價格公開且可以理解？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

4. 您對飯店餐飲費用的滿意程度如何？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

J. 計費回饋問題←

1. 您對我們飯店的發票和付款程序有何評價？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

2. 您認為有足夠的方式來支付預訂和帳單嗎？←

10 9 8 7 6 5 4 3 2 1 ←

←

3. 您認為計費和付款流程是否無縫且有效率？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

K. 退房回饋問題←

1. 您對飯店的退房流程有何看法？ ←

10 9 8 7 6 5 4 3 2 1 ←

←

2. 您是否能準時離開飯店？←

10 9 8 7 6 5 4 3 2 1 ←

3. 退房過程中，您遇到什麼問題嗎？

10 9 8 7 6 5 4 3 2 1

4. 幫助辦理退房的飯店員工是否熱情、樂於助人？

10 9 8 7 6 5 4 3 2 1

5. 根據您的退房經歷，您有多大可能向您的朋友和熟人介紹我們酒店？

10 9 8 7 6 5 4 3 2 1

感謝您幫助我們！

- 完 -

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