

LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	MAN KAM WA	Student ID number:	2429592
Programme:	DBA		
Module:	Advancing to Doctoral Research Stage		
Module code:	HKBM7022	Contribution to Overall Module Assessment (%):	60%
Lecturer:	Prof Peter Fong	Internal Verifier:	Dr Andrew Chan
Assignment Title:	Assessment 1 - Portfolio	Word count (or equivalent):	4,500 words (+/-10%)
Submission deadline:	14 April 2025	Return date of provisional marks & written feedback:	14 May 2025 (Tentative)
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Work which is submitted up to 1 week late will be capped at 50% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
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: Advancing to Doctoral Research Stage

Module code: HKBM7022

Lecturer: Professor Peter Fong

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

Student Name: Man Kam Wa

Student No.: 2429592

Content:

Chapter 1

Summarized research proposal (RP)

Chapter 2

Critically evaluate and critique: Analyze the strengths, weaknesses, and limitations of the study

Chapter 3

An alternative approach in research design to address the shortcomings

Chapter 4

The expected findings to enhance the knowledge, practice, and management

Chapter 1: Summarized research proposal (RP)

Background:

Financial services, tourism, trade and logistics, professional services, and other services that support business and industry constitute Hong Kong's traditional Four Key Industries. They have been the primary force behind Hong Kong's economic growth, creating jobs and encouraging the growth of other sectors.

	Value added at current prices								Employment						
	HK\$ million (1)				% share in GDP (2)				Number (3)				% share in total employ		
Year	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022
Four Key Industries															
(II) Tourism	9,200	2,300	11,100	75,300	0.4	0.1	0.4	2.6	49 000	22 500	29 600	145 600	1.3	0.6	0.3
(A) Inbound tourism	5,000	1,500	6,000	50,100	0.2	0.1	0.2	1.7	22 500	4 500	13 900	124 100	0.6	0.1	0.3
Retail trade	1,100	[-\$27]	400	10,100	0.0 [-q32]	0.0 [-q32]	0.0 [-q32]	0.3	6 600	300	2 000	39 100	0.2	0.0 [-q32]	0.0
Accommodation services	500	200	1,400	10,700	0.0 [-q32]	0.0 [-q32]	0.0 [-q32]	0.4	3 600	900	4 800	25 000	0.1	0.0 [-q32]	0.0
Food and beverage services	600	400	500	8,400	0.0 [-q32]	0.0 [-q32]	0.0 [-q32]	0.3	4 000	2 000	2 800	39 700	0.1	0.1	0.0
Cross-boundary passenger transport services	2,200	800	3,400	14,600	0.1	0.0 [-q32]	0.1	0.5	7 200	1 300	3 500	7 400	0.2	0.0 [-q32]	0.0
Others	500	100	400	6,400	0.0 [-q32]	0.0 [-q32]	0.0 [-q32]	0.2	1 200	200	800	12 900	0.0 [-q32]	0.0 [-q32]	0.0 [-q32]
(B) Outbound tourism	4,200	800	5,100	25,100	0.2	0.0 [-q32]	0.2	0.9	26 600	17 900	15 700	21 500	0.7	0.5	0.3

(Value addition and employment within the Four Key Industries: Tourism)

One of Hong Kong's primary economic pillars is tourism. Tourism contributed over 2.6% of GDP in 2023. Hong Kong's economy and society greatly depend on tourism. However, one of the key factors influencing tourism is how satisfied guests are with the services provided by hotels. In order to optimize customer pleasure and generate profit guarantees, hotels would continuously improve their quality in response to the growing economy of society.

However, complaints against quarantine hotels quadrupled, returning travel-related difficulties to third place, according to a report released by the Consumer Council of Hong Kong on February 6, 2023. As the tourism industry gradually recovered from the new normal brought on by the pandemic, complaints about it rose 111% to 2,573 cases

last year, rising from fifth to third place on the list. Additionally, the sum involved rose to \$17 million, a 74% increase. Of these, the most complaints (1,093 incidents) were related to hotel reservations, which increased by more than 2.5 times (258%) compared to the previous year. In addition, there were 986 cases—a 63% increase in airline ticket complaints.

To prevent the importation of COVID-19 cases, all foreign visitors to Hong Kong had to make reservations at designated hotels for quarantine. There were 779 complaints regarding quarantine hotels last year, a 4.7-fold increase (469%). About 90% of the cases were related to the two most prevalent complaints, "Price / Charges Disputes" (366 instances) and "Variation / Termination of Contract" (327 cases). Monthly complaints in 2022 were mixed, with the lowest number occurring in February and March (14 cases) and the biggest occurring in August (137 occurrences) and December (173 cases). The government relaxed the necessary seven-day hotel stay to a "3+4" model in August of last year, so modifying the quarantine requirement for arrivals. Four days of at-home medical monitoring are required after three days of mandatory hotel quarantine. Following this, some customers complained about their inability to modify their stay dates at quarantine hotels. Hotels' refusal to provide refunds long after the government completely lifted the quarantine regulations for newcomers in September was the subject of the December complaint statistics.

Furthermore, a total of 48 complaints were received, which is comparable to 2021 data, with the majority (20 cases) being "Variation / Termination of Contract," as staycations remain a popular way for Hong Kong residents to unwind during the epidemic. Between 2021 and 2022, the average amount involved rose by over 40%, from \$1,260 to \$1,750. As a result, hotels that consistently enhance their quality can assure profits by

increasing client happiness.

Research aim: The study's goal is to look at the key factors affecting ABC Hotel guests' satisfaction.

Research objectives: The purpose of this study is to investigate the main factors that influence ABC Hotel patrons' satisfaction. In order to improve guest satisfaction with the ABC Hotel in Hong Kong, the study also plans to look into the following factors: reviewing the research on different aspects of customer satisfaction, evaluating and determining the factors that influence it, applying analytical methods to look into the relationship between the factors discovered and customer satisfaction, and suggesting that ABC Hotel resolve its discrepancies in light of the study's findings.

Research question: What effects do variables have on ABC Hotel patron satisfaction?

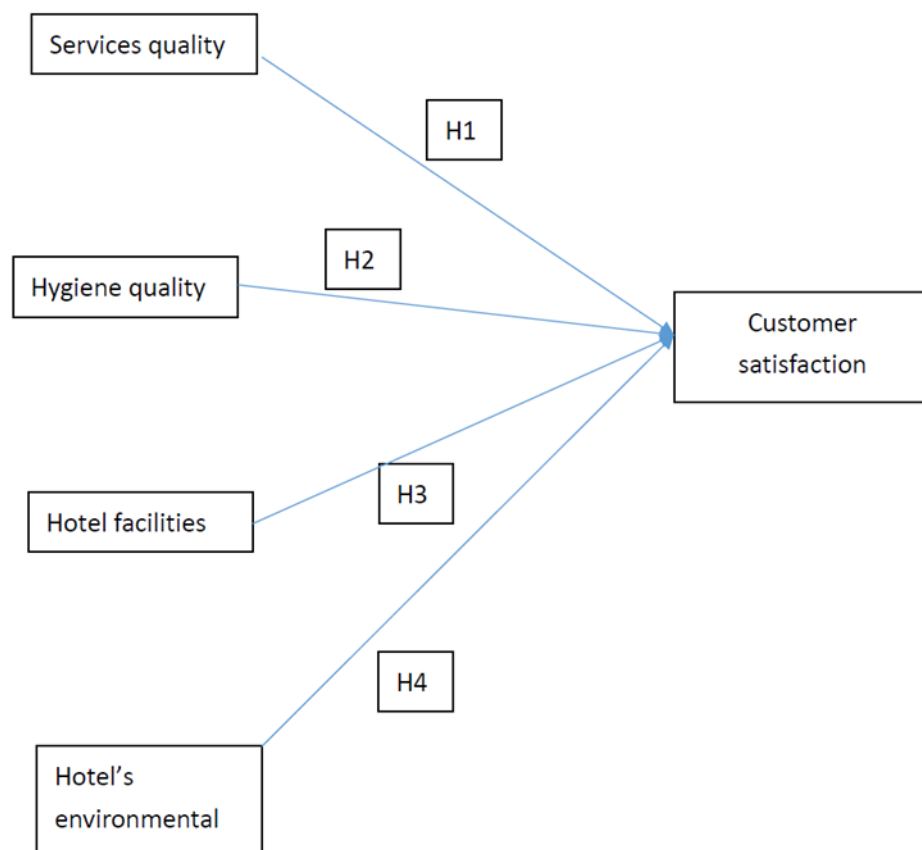
The survey of population: The population survey will gather 300 questionnaires from visitors to the ABC Hotel chain who are at least eighteen years old.

Sampling technique (Sharma, G., 2017): Customers of the ABC Hotel chain who are older than eighteen will be selected by convenience random sampling.

(Etikan, I. and Babatope, O., 2019) Pilot study: It will be completed before the questionnaire survey is distributed. A sample of thirty ABC Hotel guests will be selected at random.

(CHANG, Y.-Y. and HU, C.-P., 2017) Design of the research: Using a questionnaire and a logical methodology, we will examine important elements in evaluations left by customers of the ABC Hotel. The quantitative research approach evaluates the findings of the study and establishes whether the hypothesis is accepted or rejected through data gathering, analysis, interpretation, and conclusion.

Conceptual framework (Lola Kleisari and Evangelia N. Markaki, 2020): The relationship between independent and dependent variables is depicted in the conceptual framework.



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

Hypothesis 2 (H2): There is a substantial correlation between the service quality factor dimension and customer satisfaction.

Hypothesis 3 (H3): There is a substantial correlation between the level of customer satisfaction and the hotel's facilities and equipment.

Hypothesis 4 (H4): There is a substantial correlation between the hotel's business district's environmental features and customer satisfaction.

Research problem: ABC Hotel is having trouble in Hong Kong's highly competitive market, as a fall in sales and lower earnings are the outcome of client attrition.

Significance of the research: The study is a necessary prerequisite for ABC Hotel to remain up to date with shifts in the consumer market and consumption patterns.

- To improve the quality of services and facility hardware, to adjust hotel marketing strategies, to identify the most effective room pricing schemes, etc.
- To successfully increase the satisfaction levels of hotel visitors; - To be found on the hotel staffing optimization, new hotel offerings, and capabilities.

Research schedule and work plan: Project benchmark The following is the Grantt Chart for the proposed research study:-

No.	Activity	Duration
1	Conduct literature reviews and research on relevant books, journals, articles, etc.	42 weeks
2	Describe the hypothesis and conceptual framework	2 weeks
3	Pilot survey questionnaire and research methodology	8 weeks
4	Collecting pilot questionnaires and analyzing data	8 weeks
5	Perform validity and reliability testing, review, and content creation	8 weeks
6	Complete the last survey form and analyzing the results.	8 weeks
7	Writing the final report	8 weeks
8	Conclusion, restrictions, and suggestions	8 weeks
9	Final revision, reference and appendix	8 weeks
10	Research project submission	2 week

Table: Research schedule and work plan

Chapter 2

Critically evaluate and critique: Analyze the strengths, weaknesses, and limitations of the study

Critical Evaluation of the Study:

Strengths

1. **Focused Scope:** The study centers on a specific hotel chain (ABC Hotel) within Hong Kong, allowing for a more in-depth analysis of customer satisfaction factors.
2. **Practical Relevance:** Given the importance of tourism and hospitality in Hong Kong's economy, the findings are highly applicable to real-world hotel management and customer experience strategy.
3. **Industry-Specific Insight:** By analyzing a single hotel chain, the study may offer tailored recommendations that are directly implementable by the ABC Hotel, increasing its managerial usefulness.
4. **Potential for Comparative Analysis:** The study can serve as a benchmark for comparing customer satisfaction across different chains or regions in future research.
5. **The title clearly identifies:** The title clearly identifies the study's focus on patron satisfaction within Hong Kong's hotel industry, specifically the ABC Hotel Chain. It hints at a specific scope, which is good for feasibility.
6. **Good rationale:** The introduction establishes the importance of patron satisfaction in the hotel industry and highlights the significance of the Hong Kong market. It provides a good rationale for selecting the ABC Hotel Chain as the case study.

7. Identifies several factors: The literature review cites relevant studies and identifies several factors influencing hotel patron satisfaction, such as service quality, location, and pricing. It demonstrates familiarity with key theories, such as the SERVQUAL model.
8. Clear research objectives and questions: The RP provides clear research objectives and questions. These are generally aligned with the study's focus on identifying factors influencing patron satisfaction.
9. The SERVQUAL model: The RP references the SERVQUAL model, which is widely used in hospitality research.
10. Understanding patron satisfaction: The RP states that the study will contribute to understanding patron satisfaction in Hong Kong's hotel industry.
11. The RP is logically organized: The RP is logically organized, with sections for the introduction, literature review, methodology, etc.

Weaknesses

1. Limited Generalizability: Focusing solely on the ABC Hotel Chain may make it difficult to generalize the findings to the broader hotel industry in Hong Kong.
2. Potential Sampling Bias: If customer feedback is collected only from specific locations or through online surveys, it may exclude certain demographics, such as older or foreign guests less likely to respond digitally.
3. Lack of Theoretical Framework: If the study does not anchor its investigation in established customer satisfaction models (e.g., SERVQUAL, Kano Model), its academic rigor may be weakened.
4. Overemphasis on Quantitative Data: If the study relies solely on numerical survey results without qualitative insights (like interviews or open-ended responses), it may miss contextual factors that influence satisfaction.

5. **Sample Size:** An insufficient or non-representative sample size may limit the generalizability of the results.
6. **Time Constraints:** A short study duration may not capture seasonal variations in patron satisfaction or long-term customer preferences.
7. **Subjectivity of Satisfaction:** Patron satisfaction is inherently subjective and influenced by personal experiences, complicating objective conclusions.

Limitations

1. **Geographic Constraint:** The study focuses only on hotels located in Hong Kong, which may not reflect satisfaction drivers in other cultural or regional contexts.
2. **External Influences:** Factors like economic downturns, political unrest, or global pandemics can alter hotel patronage dynamics.
3. **Response Bias:** Participants may provide socially desirable answers, skewing data away from authentic experiences.
4. **Time-Specific Data:** If data was collected during a specific season (e.g., peak tourism or post-COVID recovery), it may not accurately represent year-round trends.
5. **Changes in Consumer Behavior:** Hong Kong's hospitality industry is rapidly evolving. Factors influencing satisfaction today may not hold in the near future — a temporal limitation.
6. **Dependence on Self-Reported Data:** Customer satisfaction is often measured through subjective self-reports, which can be prone to recall bias or social desirability bias.

Recommendations for Improvement

1. The title: Revise the title to reflect the scope and methodology more precisely.
2. Expand the Sample: Include multiple hotel chains or extend the study across different regions of Hong Kong, more diverse group of respondents across different demographics to improve external validity.
3. Use a Mixed Research Methods Approach: Combine quantitative surveys with qualitative interviews or focus groups to capture deeper insights into customer experiences.
4. Apply a Theoretical Model: Ground the study in established frameworks like SERVQUAL, the Expectancy-Disconfirmation Model, or Herzberg's Two-Factor Theory to enhance its academic contribution.
5. Customer Profiles segment: Analyze satisfaction across different customer segments (e.g., business vs. leisure travelers, local vs. international guests) for more nuanced insights.
6. Conduct Longitudinal Research: Track satisfaction trends over time to identify seasonal shifts or the impact of service improvements.
7. Incorporate Staff Perspectives: Include insights from hotel staff or management to triangulate customer data and identify operational gaps.
8. Incorporate Competitor Analysis: Include a comparative analysis with other hotel chains to contextualize ABC's performance.

Conclusion

This study on patron satisfaction in the ABC Hotel Chain offers valuable, context-specific insights for hotel managers in Hong Kong. However, its narrow focus, potential methodological limitations, and lack of broader generalizability limit its academic and industry-wide applicability. By incorporating theoretical models, mixed methods, and

broader samples, the research can be significantly strengthened and made more impactful.

After the presentation, the incorporating the comments and feedback given as below:

- The review lacks depth and critical analysis. It merely summarizes existing studies without evaluating their findings or discussing how they relate to the research question.
- It does not sufficiently justify the selection of variables or explain how the study builds on or diverges from previous research.
- The objectives and questions are too broad and lack specificity, making it difficult to measure or achieve actionable results.
- There is no mention of how the study will address the contextual uniqueness of Hong Kong or the ABC Hotel Chain.
- The title lacks specificity regarding the factors being studied. Additionally, it could be more concise and engaging to better reflect the research's objectives.
- The introduction is overly broad and lacks a clear problem statement or research gap. While the relevance of patron satisfaction is acknowledged, the introduction fails to specify why this study is necessary or what unique contribution it makes.
- The methodology is underdeveloped and lacks sufficient detail. For example, there is no information on the sampling strategy, sample size, or data analysis techniques.
- It does not explain why the mixed-methods approach is appropriate for this study.
- Ethical considerations are not addressed.
- The theoretical framework is not fully explained or integrated into the study.
- It is unclear how the SERVQUAL dimensions will guide data collection and analysis.
- The expected contributions are vague and lack specificity.

- It does not explain how the findings will benefit stakeholders (e.g., hotel managers, policymakers).
- The RP contains grammatical errors and lacks clarity in some sections.
- The formatting is inconsistent, making it difficult to read.

As a result, this study will be modified to include "Customer Satisfaction in Hong Kong Hotels - Analysis of the Role of Service Quality" based on the lesson's presentation remarks and feedback. The degree to which hotel customers believe that certain hotel qualities are vital in increasing their happiness and customer value is a key factor in determining the perception of hotel service quality (Marković and Raspor, 2010). Before the analysis of hotel service quality, the customer satisfaction should be discussed.

Meeting the needs and desires of consumers is a fundamental principle of marketing. Even though different academics have provided different definitions, the concept of customer satisfaction has gained widespread acceptance (Dube, Renaghan, & Miller, 1994; Kotler, 2003; Yi, 1990). Customers create an attitude or assessment known as customer satisfaction when they contrast their subjective evaluations of the performance they actually obtained with their prepurchase expectations of what they would receive from a product (Oliver's, 1980). It is considered one of the most important outcomes of all marketing efforts in companies that place a high priority on the market (Kandampully & Suhartanto, 2000). In the hotel and tourism industry, customer satisfaction is defined by Oliver (1997) as the client's overall emotional reaction to the complete intangible service.

When customers use a service and compare it to their expectations after making a purchase, their emotional response to the entire experience is known as customer satisfaction. When a service meets or above a customer's expectations, they are typically satisfied. Customers are usually unhappy, nevertheless, if the service falls short of their expectations.

Numerous studies have been conducted thus far to examine the elements that affect guest satisfaction in the hotel industry from various perspectives. This covers a broad range of topics, including service quality, business culture, staff conduct, and physical facilities.

Surveys reveal that only a few pre-formulated questions address customers' emotional experiences, and researchers usually overlook other important factors. Therefore, it could be a novel way to look at how guests actively respond to a particular hotel's offerings.

The majority of research on consumer behavior has been on post-purchase customer satisfaction (Westbrook & Oliver, 1991). Customer satisfaction is commonly understood to be an assessment of a particular product or service after it has been used. Historically, customer satisfaction has been used to describe a disconfirmation paradigm of consumer satisfaction or dissatisfaction (CS/D), which proposed that the interaction between the consumer's expectations prior to the purchase and their evaluation after the purchase may lead to CS/D (Engel, J. F., Kollat, T. D. Blackwell, R. D., 1968).

Goldsmith and Anton (1997) offered a more contemporary definition of consumer

pleasure. Customer satisfaction, according to Goldsmith and Anton, is the condition in which a customer feels when all of his or her needs, desires, and expectations are fulfilled or exceeded throughout the life cycle of the product or service, resulting in repeat business and enduring loyalty. According to Anderson, Eugene, Fornell, Claes, and Mazvancheryl, Sanal (2004), satisfied customers may generate favorable word-of-mouth promotion and ensuing recurring business. Garvin (1987) asserts that evaluating customer satisfaction is an essential phase in the process of attempting to improve the quality of a product, which eventually increases a company's competitive edge.

According to some research, the disconfirmation process is unnecessary because contentment may be evaluated through performance appraisals (Gilbert A. Churchill, Jr. and Carol Surprenan, 1982; J. Joseph Cronin, Jr. and Steven A. Taylor, 1992). To measure customer happiness, we only looked at travelers' evaluations of hotel performance in line with this rationale.

Thus, the idea of customer satisfaction: A person is considered satisfied when their wants are met and their preferences are met. According to dissonance theory, consumers may feel uneasy or suffer from cognitive dissonance when they anticipate a high-value product and receive a low-value one (Lazarchuk, 2023). Constant theory is the antithesis of dissonance theory (Lazarchuk, 2023). If a product performs worse than expected, it predicts that its ranking will be lower than its actual performance.

Chapter 3

An alternative approach in research design to address the shortcomings

Mixed Methods Research: Customer Satisfaction in Hong Kong Hotels - Analysis of the Role of Service Quality

Studying customer satisfaction in Hong Kong hotels is a good fit for a mixed methods research methodology, especially when examining the significance of service quality. This strategy enables a more thorough and nuanced examination of consumer perceptions and experiences by fusing qualitative and quantitative methodologies. The design, justification, and implementation of the mixed methods research for this particular project are described in this section.

1. Justification for Using Mixed Methods

A mixed-methods approach is selected due to the topic's complexity: Both quantifiable data and in-depth qualitative insights are necessary for the multifaceted constructs of customer happiness and service excellence.

- **Complementarity:** While qualitative data can offer context and a deeper comprehension of these patterns, quantitative data can assist in identifying trends and patterns.
- **Triangulation:** The validity and reliability of the research findings are improved by combining data from several sources, such as surveys and interviews.
- **Exploratory and Explanatory Power:** While qualitative data helps elucidate the "why" underlying interactions between variables (such as satisfaction and service quality dimensions), quantitative data may also highlight these linkages.

2. Goals of the Research

The following are the goals of the study:

- To evaluate the connection between customer satisfaction and service quality in hotels in Hong Kong.
- To determine which aspects of service quality—such as assurance, responsiveness, and dependability—have the most effects on client satisfaction.
- To investigate how guests view and anticipate the level of service at hotels in Hong Kong.
- To give hotel managers practical suggestions for raising customer happiness and service quality.

3. Questions for Research

1. Quantitative Questions:

- How do customer happiness and perceived service quality in Hong Kong hotels relate to one another?
- Which aspects of service quality—such as responsiveness, tangibles, and dependability—have the most effects on client satisfaction?

2. Qualitative Questions:

- How do patrons at Hong Kong hotels perceive and characterize service quality?
- What are the main standards for service quality that Hong Kong hotel guests have?

4. Design of Research

The study will employ a convergent parallel mixed methods design, whereby qualitative and quantitative data are collected simultaneously, analyzed separately,

and then integrated during the interpretation phase.

1. The quantitative aspect

- Goal: To determine important aspects of service quality and assess the correlation between customer satisfaction and service quality.

- Approach:

- Survey: A structured questionnaire based on the SERVQUAL model (Parasuraman et al., 1988) will be used to collect data on customer satisfaction and service quality.
- Sample: To guarantee representation of various client categories, 300 guests from mid-range and premium hotels in Hong Kong were chosen by stratified random sampling.

- Variables:

- Dimensions of service quality (empathy, assurance, responsiveness, dependability, and tangibles) are independent variables.
- Customer satisfaction, as determined by Likert-scale items, is a dependent variable.

- Data analysis:

- Descriptive statistics to compile opinions on service quality and client satisfaction levels.
- Multiple regression analysis is used to identify the elements of service quality that significantly affect customer happiness.

2. The qualitative element

- Goal: To learn more about how guests view and interact with service quality at hotels in Hong Kong.

- Approach:

- Interviews: Twenty hotel guests participated in semi-structured interviews to learn more about their expectations and experiences with service quality.
- Sampling: Purposive sampling is used to choose participants from a range of backgrounds, including locals, tourists, and business travelers.
- Interview Guide: The main topics of discussion will be: i) Expectations of service quality in Hong Kong hotels; ii) Positive and negative experiences with hotel service quality; and iii) Ideas for raising the caliber of services.

- Data analysis: Using thematic analysis, find recurrent themes and patterns in the expectations and experiences of customers.

5. Data collection tools:

1. Survey instrument

- Using the SERVQUAL model as a guide, the survey will comprise:
 - Tangibles: Comfort, cleanliness, and facility appearance.
 - Reliability: The ability to deliver services exactly as promised is known as reliability.
 - Response: The readiness to assist clients and offer timely support.

- Assurance: The staff's expertise, civility, and capacity to inspire trust.
- Empathy: Giving each consumer individualized attention and concern.

- A 5-point likert scale will be used to rate the items, with 1 denoting "strongly disagree" and 5 denoting "strongly agree."

2. Interview protocol

- Use open-ended questions to entice people to talk about their specific experiences.
- Instance inquiries:
 - ask "Can you describe a time when you were particularly satisfied or dissatisfied with the service quality in a Hong Kong hotel?"
 - ask "What aspects of service quality do you prioritize when staying in a hotel?"

6. Data integration

At the interpretation stage, the quantitative and qualitative data will be combined to offer a thorough grasp of how service quality affects customer happiness.

- Example: If the survey identifies "Reliability" as the most critical dimension of service quality, interview data will be used to explore why customers value reliability and what specific practices contribute to this perception.
- Convergence/Discrepancy: Any inconsistencies between quantitative and qualitative findings will be analyzed to uncover hidden insights or contextual factors.

7. Moral aspects

- Informed Consent: Research participants will be informed about the goals of the study and their right to withdraw at any time.
- Confidentiality: Data will be anonymized to protect participant identity.
- optional Participation: There won't be any forced incentives offered, and involvement is entirely optional.

8. Potential challenges and mitigation strategies

- Challenge: Low response rate for surveys.
 - Mitigation: Use online and in-person distribution channels (e.g., hotel guests via email, front desk).
- Challenge: Social desirability bias in interviews.
 - Mitigation: Ensure anonymity and create a comfortable, non-judgmental environment for participants.
- Challenge: Difficulty in integrating quantitative and qualitative findings.
 - Mitigation: Use a structured framework for data integration (e.g., comparing themes with statistical trends).

9. Expected outcomes

- Identification of the key elements of service quality that influence guests' satisfaction in Hong Kong hotels.
- A deeper comprehension of client experiences and expectations about service

quality.

- Useful suggestions for hotel managers looking to raise client happiness and service quality.

10. Contribution to the field

This mixed-methods study will advance theory and practice by:

- Increasing the SERVQUAL model's applicability to hotels in Hong Kong.
- Offering practical advice for raising the standard of service in the hospitality sector.
- Closing the gap between qualitative consumer experiences and quantitative trends.

Using a mixed methods approach, this study will offer a thorough examination of the relationship between service quality and customer satisfaction in Hong Kong's vibrant and cutthroat hospitality sector.

Chapter 4

The expected findings to enhance the knowledge, practice, and management

The expected findings from the research on factors influencing patron satisfaction in Hong Kong's hotel industry, particularly regarding the ABC Hotel Chain, can significantly enhance knowledge, practice, and management in several ways:

1. Enhanced knowledge base

- **Understanding Guest Preferences:** Insights into specific factors that drive satisfaction, such as service quality and amenities, can deepen the understanding of guest behavior and expectations.
- **Cultural Insights:** Recognizing the diverse cultural backgrounds of guests can inform tailored service approaches, improving overall guest experiences.

2. Improved practices

- **Service excellence initiatives:** Findings can lead to the development of targeted training programs for staff, emphasizing the importance of responsiveness and personalized service.
- **Facility upgrades:** Identifying key amenities that enhance satisfaction can guide investment decisions in facility improvements and upgrades, ensuring they align with guest expectations.

3. Strategic management decisions

- **Data-driven strategies:** Utilizing feedback mechanisms and guest data can inform management about areas needing improvement, enabling proactive adjustments to services and offerings.

- Allocation of resources: The research's conclusions can help hotel management prioritize allocating resources to projects that have the biggest effects on visitor happiness, like staff training or technological upgrades.

4. Marketing and branding

- Targeted marketing campaigns: Understanding guest demographics and preferences allows for the creation of more effective marketing strategies, enhancing brand positioning and reach.
- Reputation management: Insights into the impact of online reviews and ratings can guide management in developing strategies to enhance the hotel's online reputation and attract more guests.

5. Brand reputation

- Online reviews and ratings: A strong online presence and positive reviews can significantly influence potential guests' decisions and satisfaction levels.
- Training programs: Develop ongoing training for staff focusing on customer service excellence.
- Regular assessments: Conduct regular assessments of facilities and services to ensure they meet guest expectations.
- Marketing strategies: Adapt marketing strategies based on guest demographics and preferences to enhance outreach.

6. Long-term relationships

- Loyalty programs: Findings can inform the design of loyalty programs that cater to guest preferences, fostering long-term relationships and repeat business.
- Feedback utilization: Establishing a systematic approach to gathering and acting on guest feedback can create a culture of continuous improvement, enhancing guest loyalty.

7. Adaptability to market trends

- Responsive practices: The research can help management stay attuned to emerging trends in the hospitality industry, allowing for quicker adaptation to changing market demands.
- Crisis management: Understanding factors influencing satisfaction can aid in developing strategies for crisis management, ensuring guest needs are met even in challenging times.

8. Service quality

- Staff training: High-quality service training leads to improved guest interactions and satisfaction.
- Responsiveness: Quick and effective handling of guest requests significantly boosts satisfaction levels.

9. Facilities and amenities

- Room comfort: The quality and comfort of rooms, including cleanliness and modern amenities, are crucial for guest satisfaction.

- Leisure facilities: Access to recreational amenities (e.g., pools, gyms) positively influences guest experiences.

10. Location

- Accessibility: Proximity to major attractions, public transport, and business districts affects guest preferences and satisfaction.
- Safety and Environment: A safe and pleasant surrounding environment enhances guests' overall experience.

11. Pricing strategies

- Value for Money: Competitive pricing aligned with perceived value is essential for maintaining satisfaction.
- Promotional Offers: Special deals and loyalty programs can enhance guest retention and satisfaction.

12. Guest feedback mechanisms

- Feedback collection: Regularly soliciting guest feedback through surveys and reviews helps identify areas for improvement.
- Action on feedback: Demonstrating responsiveness to guest feedback can further enhance satisfaction and loyalty.

13. Cultural sensitivity

- Understanding Diverse Needs: Awareness and accommodation of cultural differences among guests contribute to a more personalized experience.

14. Technological integration

- **Digital Services:** Implementing technology for booking, check-in/check-out processes, and customer service can streamline operations and improve guest satisfaction.
- **Wi-Fi and Connectivity:** Reliable internet access is increasingly important for both leisure and business travelers.

By focusing on these areas, ABC Hotel Chain can improve patron satisfaction, leading to increased loyalty and competitive advantage in Hong Kong's dynamic hotel market. Regular analysis and adaptation to evolving guest expectations are essential for long-term success.

Conclusion

By leveraging the expected findings from this research, the ABC Hotel Chain can enhance its operational practices, improve guest satisfaction, and maintain a competitive edge in Hong Kong's dynamic hotel industry. The integration of research insights into management strategies will foster a culture of excellence that resonates with guests, ultimately driving business success.

Assessing user happiness is a crucial initial step in figuring out how satisfied guests are with hotel services. Hotel services can be divided into four groups: Hotel Facilities, Services Quality, Hotel Environment and Hygiene Quality.

When the hotel management budget is limited for hotel services, it is helpful to analyze the relative relevance and performance rankings of the various components in order to

prioritize the allocation of resources. The amounts of input resources must also be included in a comprehensive assessment of hotel services. As evidenced by the empirical data, the utilization of a cost performance plot can assist hotel services in optimizing the use of resources to provide high-quality hotel services and satisfy clients.

This information will add to the body of knowledge already available on consumer behavior and assist industry participants in creating successful marketing plans for the high caliber of services offered by Hong Kong's hotels.

Since a variety of complex factors impact consumer satisfaction and patronage, quantitative research methods are unable to provide a complete understanding of the underlying causes. Using both qualitative and quantitative approaches will increase the credibility of the study's findings.

Future research can expand on the limitations outlined in this study. The sample bias in this study might be lessened in subsequent studies with larger sample sizes. In order to ascertain whether consumer happiness varies with the seasons, the survey might also be carried out at various times of the year. Additionally, it could be feasible to look into how customers view significance and performance traits in four managerial quadrants by applying significance-performance research across the three hotel sectors.

Reference:

Dube, Renaghan, & Miller (1994). Measurement of tourist satisfaction with restaurant services: A segment-based approach. *Journal of Vacation Marketing*. 9(1):52-68.

Dube, L., Renaghan, L.M., & Miller, J.M. (1994). Measuring customer satisfaction for strategic management. *Cornell Hotel and Restaurant Administration Quarterly*, 35(1), 39–47.

Engel, J. F., Kollat, T. D. Blackwell, R. D. (1968) *Consumer Behaviour*, New York: Holt, Rineheart and Winston

Etikan, I. and Babatope, O. (2019). Health and Social Assessment of Internally Displaced People (IDP) in Nigeria. *Annals of Biostatistics & Biometric Applications*, 2, 23-28.

Garvin, D.A. (1987). Competing on the Eight Dimensions of Quality. *Harvard Business Review* 65 (6): 101-109.

Gilbert A. Churchill, Jr. and Carol Surprenan (1982). An Investigation into the Determinants of Customer Satisfaction. *Journal of Marketing Research*. Volume 19, Issue 4.

Goldsmith, R. E. (1997). Anton, J. (1996). Customer relationship management: Making hard decisions with soft numbers. *Journal of Leisure Research*, 29(3), 355–358.

Griffin, R.K., Shea, L. & Weaver, P. (1996). How business travelers discriminate between mid-priced and luxury hotels: An analysis using a longitudinal sample. *Journal of Hospitality & Leisure Marketing*, 4(2), 63-75.

HU, C.-P. and CHANG, Y.-Y. (2017) “John W. Creswell, Research Design: Qualitative, Quantitative, and Mixed Methods Approaches”, *Journal of Social and Administrative Sciences*, 4(2), pp. 205–207.

J. Joseph Cronin, Jr. and Steven A. Taylor (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Customer Service in Marketing & Management*. Volume 56, Issue 3.

Johnston R and Clark G (2005) *Service Operations Management: Improving Service Delivery*, Prentice Hall.

Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: The role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*, 12(6), 346–351.

Kotler, P. (2003). *Marketing management* (11th ed.). Upper Saddle River, NJ: Prentice-Hall.

Lola Kleisari and Evangelia N. Markaki (2020). The Impact of the Perceived Service Quality on Revisit Intention in the Tourism Industry: A Conceptual Framework of Strategic Approach and Analysis. Vol. 6 No. 2.

Min, H., Lim, Y., & Magnini, V. P. (2015). Factors Affecting Customer Satisfaction in Responses to Negative Online Hotel Reviews: The Impact of Empathy, Paraphrasing, and Speed. *Cornell Hospitality Quarterly*, 56(2), 223–231.

Mittal, V. (2000). Strengthening the satisfaction – profit chan. *Journal of service research*. *Journal of Service Research* 3(2):107-120.

Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.

Oliver. R.L. (1981). Measurement and evaluation of satisfaction processes in retail setting, *Journal of the retailing*.

Oliver, R.L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York: McGraw-Hill.

Sharma, G. (2017). Pros and Cons of Different Sampling Techniques. *International Journal of Applied Research*, 3, 749-752.

The Consumer Council of Hong Kong (2023). Complaints About Quarantine Hotels Quadrupled Causing Travel Matters to Rebound to 3rd Place, The Consumer Council of Hong Kong

Westbrook, R. A., & Oliver, R. L. (1991). The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction. *The Journal of Consumer Research*, 18(1), 84–91.

Yi, Y. (1990). A critical review of consumer satisfaction. In V.A. Zeithaml (Ed.), *Review of Marketing* (pp. 68–123). Chicago: American Marketing Association

Zahay, D. and Griffin, A. (2010) 'Marketing strategy selection, marketing metrics, and firm performance', *The Journal of business & industrial marketing*, 25(2), pp. 84-93.

<https://www.consumer.org.hk/en/press-release/2022-year-ender>

https://www.censtatd.gov.hk/en/web_table.html?id=655-82101