

A study of relation among perceived consumption value and customer satisfaction of boutique hotel in Thailand

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Abstract- In looking accommodation business as a part of hospitality industry, there are many new players enter to this business reflecting over supply situation in Thailand. It is important for newcomers or current players to create differentiate to stand out and gain the competitive advantage. Boutique hotel becomes solution as a value-added product. This paper explores relationships between service quality and perceived consumption value toward customer satisfaction that may influence brand loyalty. The study focus on Thai consumers who had experienced with boutique hotel with 301 feedbacks. The study show that perceived consumption value significantly play an important role positively impact customer satisfaction and brand loyalty more than service quality. Based on the results, focusing consumption value strategy can help raising competitive advantage is suggested.

Index Terms- Hotel service, Hotel service in Thailand, Boutique Hotel, customer satisfaction for hotel service, consumption value, Real Estate Business, servicescape

I. INTRODUCTION

Thailand has become one of the most leisure destinations in Asia. The tourist arrival increase by 7.8 per cent continuously every year in the past 5 years. Also the hotel industry has experienced significantly growing over the last few years in Thailand, according to surveys by several hospitality consulting firms. According to the unstable of worldwide financial crisis and the growth of rooms, it might impact directly to the city's supply and faces a looming oversupply.

Confronted with the growing competitive in accommodation business, one information of Tourism Authority of Thailand annual report suggests to hospitality entrepreneurs to come up with more strategy to play in the game by analyze and focus on the segment along with psychology and lifestyle to different itself from its competition. As in this study one approach is to improve the marketing strategy.

The increasing worldwide popularity of boutique hotel has also become development trend in Thailand accommodation industry. Its term describe a type of hotel with unique setting, offering service that meets its customer lifestyle and mostly are furnished in theme. Unlikely to be comparing with big hotel or international hotel chain, this type of hotel may not give a full range of services like a five-star hotel but with a unique customer experienced many of they are willing to pay more to fulfill their desire. (Liana, Rohit, Gerhard, & Chekitan, 2005) special concept of accommodation gives something more with little or nothing to its cost as a kind of value added goods. (West & Purvis, 1993)

Many researchers have studied the relationship between service quality and customer satisfaction from a variety aspects. Despite the increasing of service sector as a competitive factor, this study finding relationship between consumption value and customer satisfaction as refer to boutique hotel. The conceptual framework also offer customer loyalty relationship with service quality and consumption value. Finally the linkage between service qualities, consumption value, customer satisfaction and customer loyalty and the framework are examined and research implications are discussed.

II. IDENTIFY, RESEARCH AND COLLECT IDEA

In the service industry, definitions of service quality tend to focus on meeting customers' needs and requirement and how well the service delivered meet their expectation)Chang, 2008(. The SERVQUAL scale is a survey instrument which claims to measure the service quality in any type of service organization(Parasuraman, Zeithaml, & Berry, 1985). Using the conceptual definition of service quality and the 10 evaluation dimensions from the exploratory research as a base to develop an instrument for measuring customers' perception of service quality)Parasuraman et al., 1985(. The SERVQUAL instrument developed by Parasuraman et al. (1991) has proved popular, being used in many study of service quality, mostly with 5 dimensions were identified. They were tangible, reliability, responsiveness, assurance and empathy.

Servicescape is defined as "the environment in which the service is assembled and in which the seller and customer interact, combine with tangible commodities that facilitate performance or communication of service".(Bitner, 1992)

Perceived value has been widely discussed particularly in literature. The scale PERVAL was developed for use in a retail purchase situation to determine emerged that were termed emotional, social, quality and price. These four dimensions scale was found explain attitudes and behavior. They linked the concept of service quality to conceptions and expectation in this way: ‘Service quality is view as the degree and direction between consumer perception and expectations’. Value is defined in terms of customer needs and desires.(Chang, 2008; Sweeney & Soutar, 2001)

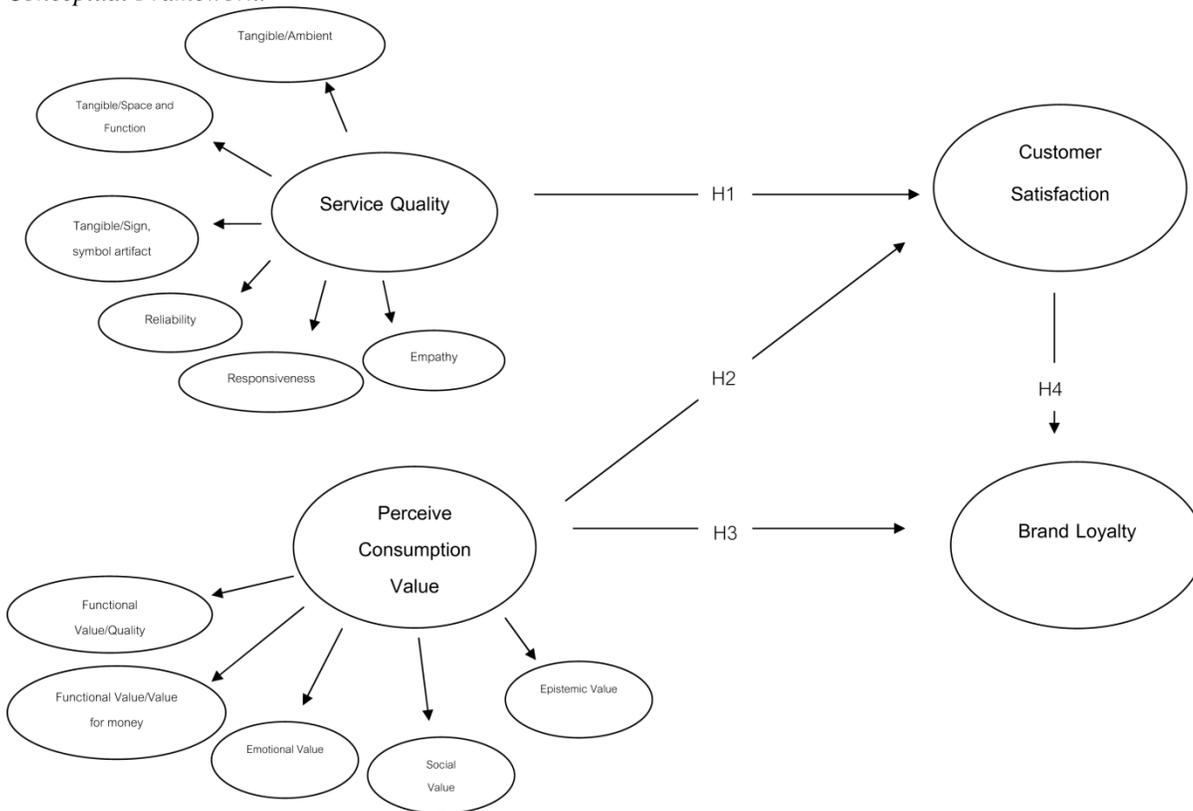
Customer satisfaction can be defined as a positive emotional response resulting from an individual’s subjective evaluation of his or her situation. In prior research indicated that companies that raise customer satisfaction can raise existing customer loyalty, prevent customer defection and lower marketing cost. Moreover, it is connected with emotional factors such as interest, joy and pleasant.

Customer satisfaction and behavioral intentions are closely related. Customer behavioral intentions are positive reactions on the part of satisfied appearing as outcome dimensions. This study employs a concept of brand loyalty composition factors. After reviewing earlier studies on the basic concept of service quality, servicescape, consumption value, customer satisfaction and brand loyalty, this study in turn adjusted measurement items and scale somewhat.

III. STUDIES AND FINDINGS

Data was collected by online questionnaire. The questionnaires were spread out by several channel, mainly social networking by convenience sampling. Data was collect from 359 targeted samples and 301 questionnaires were qualified. The questionnaire consists of three sections. The first section is to screen the respondents who must has experienced with boutique hotel in Thailand within one to two years. The second part of the questionnaire collected overall travel and booking details. In the last part questionnaires were designed according to the SERVQUAL model, Servicescape model and consumption Value model of measuring customers’ perception. The data collection instrument used to indicate their perception with Linkert-type scale from 1(very low) to 5(very high).

Conceptual Framework:



Thought the SERVQUAL model, this study purpose a new model adopted the perception of service quality base SERVQUAL framework with 5 dimensions. The model considers the special role of servicescape by what it is call “tangibles” in SERVQUAL model and it influences customers’ evaluation of perceived service quality as in many articles make the new model with 6 dimensions. Theses adapted tangibles dimensions represent the unique physical environment of boutique hotel. That is, service quality is indicated by 35 measurement items. The 35 difference scores are reduced to fewer factors or dimension via factor analysis.

There are 5 dimensions to consumptions value base on PERVAL model and the consumption value theory considered and clarified the relationship among service quality cue and perceived consumption value in boutique hotel sector.

The framework considered is based on the nature of relationship between service quality, consumption value and customer satisfaction and also relate with customer loyalty. This model predicts that service quality and consumption value influence customer satisfaction and customer loyalty.

The study utilizes a review of literature to propose a conceptual model that postulates that:

- (H1): Service quality influences customers' satisfaction on boutique hotel experienced.
- (H2): Perceived consumption value influences customers' satisfaction on boutique hotel experienced.
- (H3): Perceived consumption value influences brand loyalty.
- (H4): Customers' satisfaction influences brand loyalty.

Statement of item measurement

Construct	Dimension	Item	Reference
Tangible/ Ambient	ABT1	The air in room area is pleasant	(Angelos, 2010; Reimer & Kuehn, 2005; Thanika Devi & Darren Lee, 2003)
	ABT2	The air in hotel area is pleasant	(Angelos, 2010; Reimer & Kuehn, 2005; Thanika Devi & Darren Lee, 2003)
	ABT3	The lighting in room is comfortable.	(Reimer & Kuehn, 2005; Riadh, 2009; Siu, Wan, & Dong, 2012)
	ABT4	The lighting in hotel area is comfortable.	(Reimer & Kuehn, 2005; Riadh, 2009; Siu et al., 2012)
	ABT5	The noise level is acceptable	(Reimer & Kuehn, 2005)
	ABT6	The atmosphere is comfortable and appropriate for purpose of stay.	(Siu et al., 2012)
Tangible/ Space and Function	SPF1	The lobby can be easily found.	(Cary & SooCheong, 2006)
	SPF2	The hotel's layout makes it easy to get to where you want.	(Siu et al., 2012)
	SPF3	The facilities' layout located in appropriate location.	(Riadh, 2009)
	SPF4	The equipment of the hotel works properly.	(Akbaba, 2006; Riadh, 2009; Siu et al., 2012)
	SPF5	The equipment is modern-looking.	(Kang , Okamoto, & Donovan, 2004; Reimer & Kuehn, 2005; Siu et al., 2012)
Tangible/ Sign, symbol artifact	SSA1	The signage in the hotel is easy to be understood.	(Siu et al., 2012)
	SSA2	Brochures and other communication material are visually appealing ¹	(Siu et al., 2012)
	SSA3	The building's architecture is visually appealing.	(Reimer & Kuehn, 2005; Wakefield & Blodgett, 1996)
	SSA4	The physical facilities are visually appealing.	Reimer & Kuehn, 2005; Wakefield & Blodgett, 1996)
	SSA5	The interior design is visually appealing.	(Reimer & Kuehn, 2005; Wakefield & Blodgett, 1996)
	SSA6	The colors of the physical facilities and the interior are pleasant.	(Reimer & Kuehn, 2005; Wakefield & Blodgett, 1996)
	SSA7	Brochures and other communication materials are visually appealing.	(Reimer & Kuehn, 2005)
	SSA8	The employee are neat appealing	(Kang et al., 2004; Riadh, 2009; Thanika Devi &

Construct	Dimension	Item	Reference
			Darren Lee, 2003)
Reliability	REL1	Service are provides as promised.	(Kang et al., 2004; Riadh, 2009)
	REL2	Services are provided at the promise time.	(Riadh, 2009)
	REL3	The hotel provide consistent services	(Riadh, 2009)
	REL4	There is sincere interest in solving customers' problem.	(Riadh, 2009; Thanika Devi & Darren Lee, 2003)
	REL5	Room service was consist.	(Jyoti Sikka & Harsh, 2011; Riadh, 2009; Thanika Devi & Darren Lee, 2003)
	REL6	The service is carried out correctly the first time	(Thanika Devi & Darren Lee, 2003)
Responsiveness	RES1	Employees say exactly when the service will be performed	(Reimer & Kuehn, 2005; Riadh, 2009)
	RES2	Employees give prompt service	(Reimer & Kuehn, 2005; Riadh, 2009)
	RES3	Employees anticipate my needs	(Riadh, 2009)
	RES4	ให้ท่านทราบถึงเวลาที่จะสามารถให้บริการกับท่านได้	(Riadh, 2009; Thanika Devi & Darren Lee, 2003)
	RES5	Employees are always willing to help	(Akbaba, 2006; Kang et al., 2004)
Empathy	EMP1	Employees always treat you with friendly manner	(Akbaba, 2006; Jiun-Sheng & Liang, 2011)
	EMP2	The hotel has the customers' best at heart.	(Mcintosh & Siggs, 2005)
	EMP3	Employees treat me with respect.	(Riadh, 2009)
	EMP4	Employees were polite answering my questions.	(Riadh, 2009; Sweeney & Soutar, 2001; Thanika Devi & Darren Lee, 2003)
	EMP5	Employees give guests individual attention.	(Kang et al., 2004; Reimer & Kuehn, 2005)
	EMP6	The operating hours are convenient to all customers.	
Functional Value/ Quality	FVQ1	This hotel has consistent quality.	(Sweeney & Soutar, 2001; Yonggui, Hing Po, Renyong, & Yongheng, 2004)
	FVQ2	The service was performed as it said.	(Jyoti Sikka & Harsh, 2011)
	FVQ3	This hotel has an acceptable standard of quality.	(Sweeney & Soutar, 2001)
	FVQ4	This hotel give services as expect.	(Long & Schiffman, 2000)
Functional Value/ Value for money	FVM1	The room rate is reasonable price.	(Jyoti Sikka & Harsh, 2011; Kuo, Wu, & Deng, 2009; Sánchez-Fernández & Iniesta-Bonillo, 2007; Sweeney & Soutar, 2001)
	FVM 2	The room is a good product for the price.	(Sweeney & Soutar, 2001)
	FVM3	This hotel offer value for money ¹	(Riadh, 2009; Sweeney & Soutar, 2001)
	FVM 4	I would like to pay premium price for boutique hotel ¹	(Riadh, 2009)
Emotional Value	EMV1	This hotel is one that I would enjoy stay.	(Sweeney & Soutar, 2001)
	EMV2	The design of this hotel would make me want to stay at this hotel.	(Jiun-Sheng & Liang, 2011; Sweeney & Soutar, 2001)

Construct	Dimension	Item	Reference
	EMV3	This hotel service would give me pleasure.	(Sweeney & Soutar, 2001; Yonggui et al., 2004)
	EMV4	I would feel relax when I stay at this hotel.	(Sánchez-Fernández & Iniesta-Bonillo, 2007; Sweeney & Soutar, 2001)
	EMV5	The design of this hotel would make me fascinated.	(Won-Moo, Jeong-Ju, & Te-Lin, 2012)
Social Value	SOV1	Staying at this hotel help me to feel acceptable	(Jyoti Sikka & Harsh, 2011; Sweeney & Soutar, 2001)
	SOV2	Staying at this hotel would make a good impression on other people	(Sánchez-Fernández & Iniesta-Bonillo, 2007; Sweeney & Soutar, 2001)
	SOV3	Staying at this hotel improve the way I am perceived	(Sweeney & Soutar, 2001; Yonggui et al., 2004)
	SOV4	Staying at this hotel would give me social approval	(Sánchez-Fernández & Iniesta-Bonillo, 2007)
Epistemic Value	EPV1	This hotel make me curious.	(Won-Moo et al., 2012)
	EPV2	I choose this hotel for extraordinary experience.	(Long & Schiffman, 2000)
	EPV3	This hotel would give me new experience.	(Won-Moo et al., 2012)
	EPV4	This hotel has extraordinary services	(Jyoti Sikka & Harsh, 2011)
Customer Satisfaction	CUS1	I am satisfied with services provide by this hotel.	(Jiun-Sheng & Liang, 2011)
	CUS2	The service this hotel provided matches my desire.	(Yonggui et al., 2004)
	CUS3	I feel special being this hotel guese.	(Riadh, 2009)
Brand Loyalty	BRL1	I will recommend this hotel to other people.	(Riadh, 2009; Sweeney & Soutar, 2001)
	BRL2	I will tell other people about my experience in this hotel.	(Yi-Ting & Alison, 2001)
	BRL3	This hotel is always my first choice.	(Jiun-Sheng & Liang, 2011; Kuo et al., 2009)
	BRL4	In future, boutique hotel would be my next destination.	(Yonggui et al., 2004; Zeithaml, Berry, & Parasuraman, 1996)
	BRL5	I will recommend boutique hotel to other people	New one

Reliability and validity of scale

The attributes of scale were pre-tested by random sample and hotel guests for wording and comprehension. Necessary changes were made based on the recommendations after reviews, before it was considered ready to be administered to final sample.

A factor analysis was performed to reduce attributes to a meaningful, interpretable, and manageable set of factor. The principle axis factor analysis and Oblimin rotation method were used in the factor analysis to summarize and information contained in the original 36 attributes measuring the service quality and 20 attributes measuring the perceived consumption value into smaller sets of newly correlated composite dimensions and apply the derive dimension score in subsequent multiple regression analysis. A variable with factor loading equals to or greater than 0.5 was considered significant.

Service quality dimension

Tangible/ Ambient factor has 0.868 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.825 of KMO Sig at 0.000 and Cumulative 54.616%.

Tangible/ Space and Function factor has 0.761 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.719 of KMO Sig at 0.000 and Cumulative 57.725%.

Tangible/ Space and Function factor has 0.761 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.719 of KMO Sig at 0.000 and Cumulative 57.725%.

Tangible/Signs Symbols & Artifacts factor has 0.865 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.805 of KMO Sig at 0.000 and Cumulative 48.797% and 60.702%.

Reliability factor has 0.946 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.905 of KMO Sig at 0.000 and Cumulative 74.176%.

Responsiveness factor has 0.919 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.880 of KMO Sig at 0.000 and Cumulative 69.530%.

Empathy factor has 0.918 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.904 of KMO Sig at 0.000 and Cumulative 68.758%.

Perceived consumption value dimension

Functional Value/quality factor has 0.906 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.849 of KMO Sig at 0.000 and Cumulative 70.264%.

Functional Value/Value for money factor has 0.851 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.797 of KMO Sig at 0.000 and Cumulative 63.315%.

Emotional Value factor has 0.946 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.859 of KMO Sig at 0.000 and Cumulative 81.632%.

Social Value factor has 0.914 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.858 of KMO Sig at 0.000 and Cumulative 68.725%.

Epistemic Value factor has 0.897 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Oblimin rotation has 0.802 of KMO Sig at 0.000 and Cumulative 69.128%.

After extract all attributes by factor analysis, the result of factor analysis with all factors appears to be not consisted to their factor. The composite index method was used to help analyzed factor analysis. The results of factor analysis reveal that, in this study, seven factors emerged as dimensions of service quality and five factors emerges as dimensions of perceived consumption value. These seven dimensions of service quality, with 32 attributes from the original 36 attributes, explained 60.17% of the total variance. The seven dimensions were named: "Ambient", "Signage and Spatial Layout", "Artifacts", "Equipment", "Reliability", "Responsiveness" and "Empathy".

. These five dimensions of perceived consumption value, with 20 attributes, explained 56.046% of the total variance. The five dimensions were named: "Functional Value/quality", "Functional Value/Value for money", "Social Value" and "Epistemic Value".

Customer satisfaction factor has 0.857 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Varimax rotation has 0.699 of KMO Sig at 0.000 and Cumulative 68.616%.

Brand loyalty factor has 0.861 of Cronbach's Alpha score Sig at 0.01. Factor analysis with Principle Axis factoring and Varimax rotation has 0.762 of KMO Sig at 0.000 and Cumulative 54.768%.

This dimension of customer satisfaction with 3 attributes were explained 66.616% of the total variance. And dimension of brand loyalty with 5 attributes were explained 54.768% of the total variance.

Multiple regression analysis;

A regression analysis was used to further investigate the relative importance. First group, Customer satisfaction factor is a dependent variable. Service quality and Perceived consumption value are independent variables. 0.707 of R-square, Standard error of estimate is 0.5112. Equation of the hypothesis is $CUS = .315(SQ) + .513(PCV)$. Second group, Brand loyalty factor is a dependent variable. Customer satisfaction and Perceived consumption value is an independent variable. 0.651 of R-square, Standard error of estimate is 0.5476. Equation of the hypothesis is $BRL = .236(CUS) + .553(PCV)$.

IV. CONCLUSION

The point made clear by this study that the most impact on customer satisfaction and brand royalty is perceived consumption value factor. This probably reflects distinctiveness of boutique hotel. However, it is no prove that this model study can be applied with other type of hotel.

The researches in the past mostly focus on service quality as a measurement scale for hotel sector. This research concern more about consumption value

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