

Research on the Improvement Model of Hotel Service Quality Management Based on Customer Satisfaction

Langjing Sun

Guangdong Peizheng College, Guangzhou, Guangdong, China

sunlangjing2021@163.com

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Abstract: With the improvement of the national economic level, the demand for hotel service quality among the people continues to increase. The selection of hotels not only considers cost-effectiveness but also puts forward higher requirements and standards for various aspects of hotel services. This also prompts hotel management personnel to pay more attention to customer satisfaction and attempt to strictly supervise and manage hotel service quality fundamentally. It is hoped that the hotel service quality level can meet the current star level of hotels and also meet the expectations of customer groups. This article explores two aspects of customer satisfaction and hotel service quality management and analyzes the factors that affect customer satisfaction in current hotel service quality management, namely outdated hardware facilities, low professional quality of employees, and weak management of outsourcing personnel. Solutions are proposed, including improving hotel hardware facilities, enhancing employee professional quality, and strengthening outsourcing personnel management, to provide some reference for other relevant researchers.

1. Introduction

The national economy is developing rapidly, China's comprehensive national strength has significantly improved, and the consumption level of the people is constantly rising. The hotel industry has a place in the daily life of the people in terms of clothing, food, housing, and transportation. In the past, people mostly focused on the price and location of hotels, but with the continuous improvement of national living standards, more and more people have higher requirements for the service attitude, infrastructure, comfort level, and other aspects of the hotel industry, rather than just focusing on hotel prices. In the context of the new era, the public has higher requirements for the quality of hotel services. People hope to have a high-quality service experience in hotels and spend a happy time in quiet spaces. Some customers also hope that hotels can meet their personalized needs. Therefore, hotel management personnel should continuously improve their quality, strengthen the level of service quality management, further optimize the hotel service quality management structure, and truly improve the satisfaction of hotel customers with hotel service quality.

2. Theoretical Basis

2.1 Customer Satisfaction

Customer satisfaction, as the name suggests, refers to the degree to which customers are satisfied with the service provided. With the continuous development of society, customer satisfaction has received more attention from businesses as an important indicator to measure whether customers are satisfied with their services. Customer satisfaction is not an objective feeling, but more about the subjective feelings of customers towards services. However, it can also reflect more content, especially for the service industry, where this indicator is crucial. At the same time, customer satisfaction is also a comparative indicator, and the same service may bring different feelings to different customers, so the satisfaction level of different customers also varies. Only when customers believe that the service quality exceeds their expectations, can satisfaction be significantly improved;

If the service quality only meets the expected value, then the satisfaction level is only flat; If customers believe that the service quality is below their expectations, their satisfaction will significantly decrease. In other words, customer satisfaction is the feeling that customers experience after consuming services, which is closely related to their expectations. Moreover, the customer's past consumption experience will also have a significant impact on the later satisfaction evaluation criteria.[1]

In the hotel industry, customer satisfaction is an important criterion for evaluating whether customers are satisfied with hotel services, and it is also an important indicator for the hotel industry to establish a good image and build a high-quality reputation. The hotel industry is a service industry, and the services provided by hotels belong to experiential services. Therefore, customer satisfaction should be the main measure of daily service quality management in hotels.

2.2 Hotel Service Quality Management

Hotel service quality management refers to the management of various services provided by hotels to customers. Different hotel services have different quality characteristics, which will meet the diverse needs of customers. Even if there are differences in the quality characteristics of the same service, the customer's experience will vary greatly. Therefore, hotel service quality management aims to ensure that hotel service quality meets the true needs of customers as much as possible.

3. Issues and Reasons Affecting Hotel Customer Satisfaction

3.1 Old Hotel Hardware Facilities

The quality of hardware facilities in a hotel directly affects customers' satisfaction with the overall image and service quality of the hotel. Currently, many hotels have the following three issues with their hardware facilities, which make the consumer group feel that the quality of hotel services is difficult to meet expectations, resulting in a significant gap in their hearts and ultimately leading to a decrease in customer satisfaction.[2] Firstly, the hardware facilities in the hotel rooms are outdated. Hotel rooms are places where the consumer group stays for a long time, so the level of hardware facilities in the rooms directly affects the customer's living experience. Although some customers do not spend most of their time in hotel rooms, hotels should still provide them with good hardware facilities so that they can feel the hotel's high-quality service attitude and become repeat customers of the hotel. At the same time, if the hotel's room facilities are outdated, there may be a certain degree of safety hazards, which will also affect the hotel's service quality and overall image, and even affect the hotel's reputation. Secondly, the hotel's supporting facilities are incomplete. The hotel not only provides guests with sleeping beds but also a pure land for them to rest outside. Although some customers do not spend most of their time in hotel rooms, hotels should still provide them with good hardware facilities so that they can feel the hotel's high-quality service attitude and become repeat customers of the hotel. At the same time, if the hotel's guest room facilities are outdated, there may be a certain degree of safety hazards that can affect the hotel's service quality and overall image, and even affect the hotel's reputation. The hotel not only provides guests with sleeping beds but also a pure land for them to rest outside. However, some hotels have incomplete supporting facilities, which not only fail to provide customers with a feeling of being at home but also make them feel various inconveniences. For example, some customers who are traveling or on business trips need charging, but some hotels do not provide mobile phone chargers, charging sockets, power banks, etc. with multiple interfaces. Some hotels even intentionally lower the voltage to save electricity costs, making it difficult for customers who need emergency charging to use fast charging. Some hotels do not consider facilities for children or people with disabilities, which can make it difficult for vulnerable groups to have a good living experience and even lead to safety issues, all of which can reduce customer satisfaction with the hotel.[3] Finally, there are issues with the sound insulation in hotel rooms. Many hotels have numerous guest rooms and do not pay special attention to noise reduction, while customers hope to have a quiet room that is not disturbed by the outside world. If the hotel does not take any measures for soundproofing in guest rooms, adjacent or opposite room sounds will

interfere with each other, thereby affecting the quality of customers' rest and sleep. Many customers, being away from home and not getting enough sleep, may experience a worsened mood and hinder their recovery if sound insulation measures are lacking. Additionally, customers do not want their voices in the room to be heard by others outside the room. Therefore, poor sound insulation in hotel rooms can have a serious negative impact on the hotel's reputation and performance.

3.2 Low Professional Quality of Employees

Hotels should consciously take responsibility for providing the necessary services to customers, which directly affects their satisfaction with the quality of hotel services. However, some hotel employees have low professional quality, and the training intensity and duration of many hotel employees are small, and most of them are not graduates of hotel management majors. This also makes it difficult for many employees to provide services to hotel customers completely according to service process standards, and they cannot understand the real needs of customers well, which seriously affects the customer experience.[4] Moreover, the low professional quality of the workforce can also lead to inadequate communication among employees and difficulty in smooth departmental connections, making it difficult to accurately meet customer needs and reducing customer satisfaction.

3.3 Weak Management of Outsourced Personnel

The hotel industry is a service industry, so hotel service personnel should respond to customer needs promptly, which is directly related to customer satisfaction. Many customers are not satisfied with the hotel staff's response speed and problem-solving ability. Moreover, the management of hotel outsourcing service personnel is poor, and their response speed to customer needs is slower and their problem-solving ability is weaker compared to internal service personnel in hotels. This will directly cause customers to be dissatisfied with the service quality of the hotel and even believe that the hotel's service level is difficult to meet the current star rating standards.

4. Improvement Strategies for Improving Hotel Service Quality Management Based on Customer Satisfaction

4.1 Improve Hotel Hardware Facilities

To improve customer satisfaction, it is necessary to effectively improve the hotel's hardware facilities, so that customers can have a comfortable stay experience. This can be achieved from three aspects.

Firstly, it is recommended to replace outdated facilities in a timely manner. Some hotels have outdated facilities, especially those with severe internal wear and tear that have not been replaced promptly. For example, some hotel rooms have individual sockets that are no longer usable or have poor contact, hair dryer circuits that are aging or pose safety hazards, wooden floors in guest rooms that are often damaged, and areas around the bathroom sink that are yellow and moldy. These issues need to be addressed and resolved promptly. Hotel service personnel should promptly and comprehensively clean up the garbage in guest rooms, regularly update the internal facilities of guest rooms, ensure the safe use of wiring in guest rooms, and pay attention to the cleaning and disinfection of all hygiene blind spots. At the same time, hotel service personnel should regularly check the service life of various appliances in the room that have expired, such as hair dryers, hangers, telephones, televisions, hot water kettles, etc. At the same time, dead corners or electrical appliances with severe dirt should be promptly treated or replaced. In addition, hotel staff should promptly inspect and clean air conditioning vents and fresh air systems to ensure fresh air in guest rooms, prevent bacterial growth, and prevent the spread of infectious diseases and viruses, creating a hygienic, comfortable, and peaceful living space for customers and fundamentally improving customer satisfaction.

Secondly, it is necessary to actively improve supporting measures. Hotels should stand from the perspective of customers, consider their needs, and improve the relevant supporting facilities, especially emergency charging facilities, children's facilities, and facilities for people with disabilities. Hotel management personnel should segment different age groups of customers and provide

personalized supporting measures and related services based on their preferences so that customers of different age groups can feel the hotel's attention to detail and experience high-quality hotel services. Specifically, hotel staff should equip common charging sockets and power banks in guest rooms to meet the changing needs of different customers. The signal strength of the WiFi in the guest room should be checked promptly to ensure that customers can experience a smooth and unobstructed network world. Regular monitoring of the TV channels and signals in guest rooms should also be conducted to ensure that the TV can be turned on and used normally. It is also necessary to check whether the automatic curtains switch smoothly to ensure that customers can use them normally. Daily checks should also be conducted on the functionality of the air conditioning and fresh air system to ensure that customers can adjust the temperature and humidity to their satisfaction at any time. At the same time, for customers who need parent-child travel, hotels should add children's entertainment facilities and provide childcare services to provide parents and children with a better travel experience, allowing customers to relax and leisure with their children for a moment. In addition, hotels should combine intelligent robot delivery and hotel staff delivery to avoid a "one size fits all" situation in food delivery services, thereby ensuring that customers can enjoy food delivery services more conveniently and quickly.

Thirdly, it is suggested to strengthen the sound insulation measures in guest rooms. The vast majority of customers have high requirements for room sound insulation. Some hotel rooms have poor sound insulation due to design flaws. To address this, hotels can undertake small-scale renovations to improve it, such as using flooring materials with good sound insulation performance, filling walls with high-quality sound-absorbing materials, and installing double-layer glass windows, wall soundproofing panels, and other sound insulation measures. At the same time, the door and window closure system can be improved to enhance the soundproofing effect of the rooms. In addition, hotel management personnel can also optimize room allocation to reasonably optimize and layout customer check-in. For customers whose rooms are close to KTV or electric motors, the hotel should inform them in advance and provide pricing discounts, allowing them to decide whether to confirm their reservation or not. In addition, the hotel should introduce the check-in rules and regulations to each guest and remind them to stay as quiet as possible. For customers who make loud noises in public areas and those who are accustomed to leaving their doors open, hotels should try to persuade and remind them to adjust their behavior as much as possible, to avoid causing interference to other guests.

4.2 Improving the Professional Quality of Employees

The professional quality of hotel employees directly affects the quality of hotel services, but the current quality of many hotel employees is still low, which leads to various problems when employees understand customer needs and convey customer information, directly affecting customer satisfaction with the hotel.[5] Therefore, for hotels, it is imperative to establish a high-quality team of hotel employees. Hotel managers should regularly allow hotel employees to learn and further, their education, strengthen training for hotel employees and hire hotel management graduates as much as possible to further improve the overall quality of hotel employees. Secondly, the cultivation and improvement of the professional abilities of hotel employees is also an important aspect. Hotel managers should hire experts and elites in the hotel industry to guide and train the hotel staff team and establish a sound and scientific hotel staff training system so that the service quality of hotel staff can keep up with the star-rated service standards of the hotel, thus making the hotel service quality meet the expectations of customers. Finally, hotels should establish a comprehensive and efficient employee incentive system to help them actively engage in service work and attract more high-quality hotel management and service personnel. This will enable hotel employees to truly think and respond to customers' needs, improve the responsiveness and problem-solving ability of hotel services, and further enhance customer satisfaction.

4.3 Strengthen the Management of Outsourced Personnel

Currently, some hotels are starting to hire outsourced personnel, so the management and training of outsourced personnel directly affect the quality of hotel services. Hiring outsourced personnel to

provide services to hotel customers is a common measure in the current hotel industry, which can not only reduce the hotel's labor costs but also provide more employment opportunities for groups facing employment difficulties. However, from the perspective of hotel management, the management of outsourced personnel is often not comprehensive enough, and the professional quality of outsourced personnel is lower and they receive less professional training compared to formal hotel employees. However, most of these outsourced personnel are active in frontline service positions and have more contact with customers. Therefore, if hotels want to improve service quality, they must strengthen the management of outsourced personnel.[6] On the one hand, when selecting outsourcing personnel, hotels should choose from formal and qualified staffing firms or human resources companies, and strictly conduct interviews with outsourcing personnel, choosing experienced outsourcing personnel as much as possible. Moreover, before the outsourced personnel are hired, the hotel should provide comprehensive and systematic training to ensure that they are more familiar with the hotel's internal regulatory requirements and workflow. On the other hand, hotels should strengthen the supervision and management of outsourced personnel, such as establishing a scientific and sound supervision mechanism, conducting regular reviews and evaluations of outsourced personnel, timely assessing their work performance and attitude, and setting up reward and punishment mechanisms to motivate outsourced personnel to better improve their quality and devote themselves to their positions.

5. Conclusion

In summary, hotel managers should stand from the perspective of customers and improve their satisfaction with the quality of hotel services from three aspects: hotel infrastructure, hotel service personnel, and hotel outsourcing personnel. This will enable customers to truly feel the hotel's care and attention to detail, and experience service quality that meets the hotel's star rating, thus meeting their expectations for the hotel and establishing a good image and reputation for the hotel.

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