

## Research on Hotel Service Quality Based on Customer Value Perception

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**Abstract:** Service industry is a classic industry in the 21st century. Its development and social status are increasing day by day. In the international community, the research on service quality has become increasingly active. Improving service quality has been the common goal of the world. As a service enterprise, the success of hotel operation depends largely on the service quality of the hotel. It can be said that the service quality is the lifeline of the hotel industry. Compared with foreign counterparts, our hotel hardware facilities have reached or even exceeded them, but there is still a considerable gap in software, especially in terms of service quality. The increase of competitive pressure and the development of tourism have all contributed to the continuous improvement and improvement of the service of Express Hotel. At the same time, the strength of hotel competitiveness is largely attributed to the core service quality of hotel products. To improve the quality of service, hotels must pay attention to the customer experience value delivery system and provide more customer experience value. At the same time, the hotel's service quality management concept should be changed from standard to customer.

### 1. Introduction

When China's accession to the WTO, has been concerned about China's huge market space services, international service giants have accelerated the pace of entry into the Chinese service market, China's nascent national service industry will face the most severe challenges and the best development opportunities. Hotel industry as a pioneer of China's service industry, foreign hotel companies as early as the nineties of last century have entered the domestic and foreign enterprises have already begun to fight for the dragon and the tide, and the hotel industry has become a major industry, Hotel industry has been developing in the competition. With the rapid development of hotel industry in China, the hotel management concepts and methods are constantly updated. Hotel organization reorganization and attention to staff participation, market segmentation and product positioning, corporate image building and integration Marketing strategy and the standardization of hotel services and procedures, and so on a variety of management concepts and methods after another, so that the hotel industry management level continues to improve. The effective management concepts and methods of the ultimate goal is to improve the quality of hotel services, which is because the hotel's core competitiveness is the quality of service.

### 2. Analysis of the Present Situation and Problems of Hotel Service Quality in China

Compared with foreign counterparts, our hotel hardware facilities have reached and exceeded them, but in terms of software, especially the quality of services is still lagging behind the domestic counterparts in the quality of service for comparison, but also foreign-managed hotel is better than the state-owned assets management. This situation determines the competitiveness of China's hotel industry is weaker than foreign counterparts. From the domestic market, China's hotel industry's adverse situation is mainly manifested in two aspects:

80% of the five-star hotels in Shanghai are managed by foreign hotel management groups, which are completely managed by domestic hotel management companies, and the economic efficiency of high-end hotels managed by domestic hotel management companies is far lower than that of foreign counterparts. Of the hotel, turnover is less than foreign hotels.

### **3. Customer Experience Value**

Hotel is different from the general service products, especially high-star hotel is a luxury. Therefore, the hotel's customers are different from the characteristics of consumers in general, with their special value orientation. The value of customer experience theory will improve the hotel industry Service quality service, it is necessary to understand the hotel industry, consumers want to get something from the hotel, the hotel's expectations and needs, that is, their value orientation.

Value is determined by the customer, only the customer himself can decide what value to obtain through the purchase, only customers themselves Diao - to clear whether the value for money to understand the hotel customer value orientation, we must first understand the value of their standards of measurement. The criteria for measuring value are both objective and subjective, starting with the core nature of a hotel service or its inherent value, for example, whether room service (accommodation) can provide a good night's sleep, restaurant service It is well understood that the hotel service can satisfy such inherent and basic customer needs as the customer can objectively measure. On the other hand, the subjective value is based on the symbolic meaning of the hotel service and Other relevant values, such as whether the hotel design is beautiful, whether the decoration is luxurious, brand awareness is high, etc. All of the hotel service value by the objective value and subjective value, both of the final value of the formation of play a role, they are also When the hotel customers measure value, more use of objective criteria and subjective standards, rather than other criteria, they are not really completely different values, but different measures of the value of the measurement. First of all, the value of the customer to determine the value of the reference factors. Look at the objective value.

The objective value of the hotel service is based on the socially necessary labor time, the supply and demand relations, etc. The average price level of the whole hotel industry reflects the socially necessary labor time of the hotel industry, the same price of the hotel will not differ too much, if it is a high grade Hotels, customers naturally think that its value is also higher, willing to take more costs. The relationship between supply and demand will also affect the customer to determine the value of the standard, the hotel industry's seasonal price fluctuations to illustrate this point. Efficiency and cost savings is also objective Value of the reference standard, because they are customers can be an objective measure. For example, the room provides a towel more soft and comfortable, in addition to air conditioning, the room there are air fresheners, etc. Another example is the hotel provides free airport shuttle, These value-added performance and cost savings are tied to the customer's immediate interests, so hotels often provide such quantifiable and highly valuable customer needs to attract and retain customers.

### **4. Analysis of the Formation of Hotel Service Quality**

The quality of the service is the quality of the hotel service, including the service items, service time, facility equipment, service quality standard, environment atmosphere etc. The service result will directly affect the customer perceived service quality, Its evaluation is often more objective. Technical quality can generally be measured in some form.

For customers, the consumption of hotel services in addition to feel the quality of technical content, but also the process of service consumption that is very sensitive to the quality of function, practice has proved that the customer was clearly accepted by the technical quality of service and service process impact. Quality and service personnel of the instrument appearance, service attitude, service procedures, service methods, but also with the customer's psychological characteristics, knowledge level, behavioral preferences and other factors. For example, the customer to the hotel shopping, can not find oneself want to buy Of the goods, asked a waiter, the waiter was immediately courtesy of the goods to the hope to buy, the customer may feel very satisfied; the other hand, the customer can not find the goods to be purchased, when the waiter to help , The waiter busy with other things did not empty him, or the waiter himself did not know even a great deal of twists and turns only to find the need for goods, which inevitably make customers have a bad impression on the hotel's service quality evaluation will certainly be poor.

According to the definition of hotel service quality, there are at least customer expectation in addition to the above two aspects of hotel service quality. The formation of customer expectation (prediction) is related to the hotel service quality experienced by the customer and is the recognition of hotel service quality in the past. Accumulation, the hotel is the hotel brand image is the hotel's long-term business process in the accumulation of an intangible asset. It is the past service quality accumulation, is now the quality of service commitment. When the customer mentioned Hilton, Shangri-La, Ritz-Carlton, immediately associate with high-quality, distinctive service brand has a hidden effect, will indirectly affect the customer's evaluation and identification of quality. In addition, the hotel to the customer surprise, Experience and hotel and customer relationship between the long-term customers will also affect the evaluation of hotel service quality.

## **5. Customer Experience Quality Management Focus**

The scientific concept and theory of Total Quality Management (TQM) was proposed by Faggenheim and Juran in the United States, and is the most glorious milestone in the history of quality management, which is defined as an organization centered on quality, based on full participation, Is the way to achieve long-term success by satisfying customers and benefiting all members of the organization and society.<sup>1</sup> Hotel Service Process Total Quality Management includes all service-related functions within the hotel (including indirect functions related to services) and the whole Personnel quality management.

Hotel service quality management should not only pay attention to the front desk service department, but also attach importance to the management of the back-office service department. The service quality of the front-line department is influenced by the quality of the logistic support department and the quality of the management work, they are a complete service chain. The greater the value created by the back-office service, the more valuable it is delivered to the customer by the front desk service department 71. On the other hand, the value created by the back-office department is sometimes defective even if the front desk service department finds it, The department can do is to prevent this part of the value of the defect flow to the customer. Therefore, in this sense, quality management is not just the work of managers, the front desk should also participate in the quality of back office 71 for the back office to check. The most typical example is the food and beverage department waiter before serving, the kitchen dishes and customers to check the menu point to see if there is on the wrong; and finally check the quality of the dishes, such as the plate there is no fingerprints, Hair, etc. These checks have been done in the kitchen chef, the waiter to do it again is the significance of service defects generated by the possibility of down to almost zero.

The value of the back office services in the transmission to the front desk service department, there will be value loss. For example, the hotel room for the arrangement of the room flowers, room service personnel handling and placed in the process of breaking a room, No longer perfect; for example, the engineering department routinely overhaul room equipment delay only informed of the Ministry of the room, but did not get the information of the total units of the customers just in this room, the customer was admitted to a device may fail Rooms. To avoid the loss of value within the hotel, it is necessary to smooth the exchange of information between the various departments, and avoid inter-departmental standards of internal value transfer management lax, to ensure the full value of the transfer.

Hotel service process is the process of hotel staff contact with customers, the quality of service quality is bound to be the impact of staff emotions; and employees in the workplace of the emotional fluctuations have a large extent determined by their character. Hotel employees choose to lead to improper employee turnover , The main reason for the loss of staff, and a direct result of hotel costs of human resource management, so hotels in the selection of staff, should first of all vacancies for job classification, in accordance with the different characteristics of job selection in line with the character requirements of employees. For example, the Ritz # Carlton hotel using high forecast method to determine the job candidates, through the personality characteristics of the employment method of careful selection, after the selection of the staff is full of passionate, happy

and friendly staff can always create more customer experience value. For example, Each position of the staff are highly efficient.

Hotel computer information system is based on the hotel computer system, the use of information technology to establish, maintain and maintain customer resources as a means of customer relationship management is a kind of entity. It can help the hotel to achieve sales, marketing and customer service And other business segments of the automation and management of these links and effective integration of the hotel to provide customers personalized value experience based on a more comprehensive customer relationship management system, including statistical reports, Wbe support, product configuration engine and the back-end System integration and other functions. The implementation of hotel customer relationship management can help the hotel increase sales, improve customer loyalty, reduce costs and increase profits. Currently, our hotel has its own computer system, most of the hotel has established customer relationship management Information system.

## **6. Conclusion**

This paper summarizes the advantages and disadvantages of the existing customer value theory and puts forward the value of customer experience which is suitable for hotel service quality management. Through the analysis of the essence of hotel customer value, the paper analyzes the customer value theory, Psychological analysis, value model and value group. The main factors influencing customer experience value are customer expectation, physical product, service process, hotel image, personnel, relationship, experience, price and customer.

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