

Measuring Customer Satisfaction of Tourist Services. Case study: President Hotel

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Abstract

One of the biggest challenges of the hotel management is the consumer satisfaction. Qualities of the services with customer satisfaction are key factors in the battle for the customer retention.

Assuming that customer satisfaction is essential for the successful development of hotel industry in Romania, and through it the Romanian tourism, in this study we aimed to provide a starting point in an area of great interest.

Key words: satisfaction, tourist, tourist services, hotel industry

J.E.L. classification: M3

1. Introduction

From the literature review results that that tourism is an old business whose origin dates back to ancient times and it experienced a real development from the second half of the twentieth century.

According to the WTO in 2017 it was 1.326 million of international tourists, which generated an income of 1.340 billion dollars (1.186 billion euros), and the latest forecasts announced an increase in tourists for 2030 at 1.8 billion tourists (WTO, 2018).

2018 reinforces strong results from 2017 (+ 7%) and is the second strongest year since 2010. The overall results were driven by a favourable economic environment and strong demand. (Middle East (+ 10%), Africa (+ 7%), Asia, Pacific and Europe (+ 6%), America grew 3%.

The data analyzed show that the tourism industry is a dynamic industry and that its vulnerability to crises of any kind can be significantly reduced as long as we can speak of a satisfied consumer.

2. Literature review

Customer satisfaction is the key driver for any organisation to sustain in current competitive era. Service providers need to understand their customers and design their services in such a way that maximum possible satisfaction is attained by the customer (DilPazir, Insha Amin, 2015, p.1117).

In literature there is a wide range of views in terms of satisfaction, from a simple cognitive outcome to a general attitude that is based on a comparison of cognitive and affective components. Thus the oldest definition considered is dating from 1969 which sees satisfaction as "the cognitive status of the buyer to be rewarded appropriate or inappropriate for the sacrifices they made" (Howard & Sheth, 1969, p. 145), while the last analysed definition is from 2011: "customer satisfaction is a complex human process involving cognitive, emotional, psychological and physiological extended interactions". (Sanchez-Gutierrez Gonzalez-Urbe & Coton, 2011, p. 18).

Satisfaction can not be reduced to an individual cognitive transaction, it also has an emotional dimension. When performance exceeds expectations, the emotional reaction can reach high levels. "Managers are driven by the need for consistency which is an innate of their own influences". (Dinu G, 2012, p.1047).

3. Research methodology

"In order to achieve an efficient study is needed firstly a research program, establishing the stages and the required resources in order to achieve the optimal research and obtaining the most important information necessary for the decision". (Dinu G., 2014, p.473).

Research, science-based, requires a serious accumulation of information derived from sustained research activity.

Research objectives:

- Identify all the factors or attributes of satisfaction;
- Measurement of the current levels of satisfaction;

The first condition of the surveys of satisfaction is multidimensional measuring. President service consumption experience was resolved into components and levels of positive or negative reaction to each dimension (Datculescu P., 2004, p.335).

To this end, we conducted a directly primary research (by taking information directly from consumers).

Obviously, the polls held in place to achieve product consumption. information was collected through direct contact with tourists (face to face), based on a questionnaire.

This questionnaire was divided into three sections that aimed matters relating to the following issues:

- measuring tourist satisfaction to the tourism product investigated;
- future behavior (programmed) of the traveler;
- socio - demographic and economic characteristics of the tourist.

4. Findings

The objective of the study based on the survey was to identify the satisfaction attributes or dimensions of tourists to the tourism product studied. These main objectives were, of course, linked to the socio - demographic and economic characteristics of the tourists, in order to form a clearer picture of the motivational factors involved.

The application period of the questionnaire was on short-term, it was applied at the beginning of December, during two weeks, on a sample of 200 persons.

The tool developed for gathering information was a questionnaire consisting of 8 questions of content and 3 questions of identification.

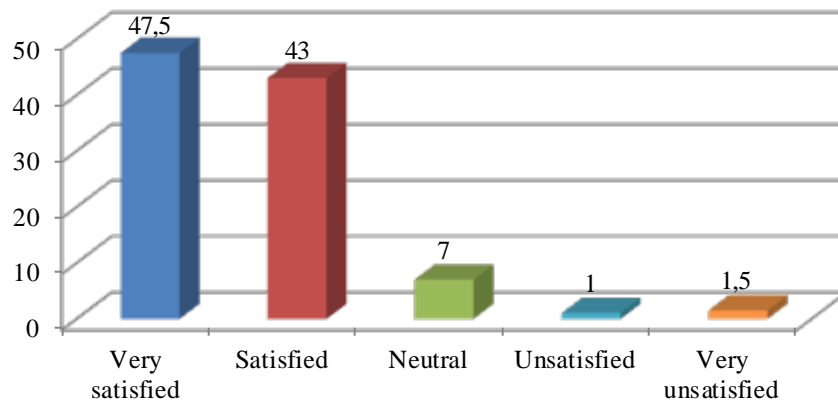
The information as it was collected as a result of questioning was centralized and interpretation of results will be presented in further study.

Analysis of the survey results was made for each question included in the questionnaire, highlighting, in each case decisive trend in the behaviour of tourists.

The success or failure of a firm on the market is closely related to the extent of potential or actual customer behaviour known and taken into account.

Regarding the satisfaction of tourists to the services offered by the hotel President we have seen that almost half of respondents (47.5%) are very satisfied with the services offered by Hotel President at the opposite being only 1.5% among the respondents.

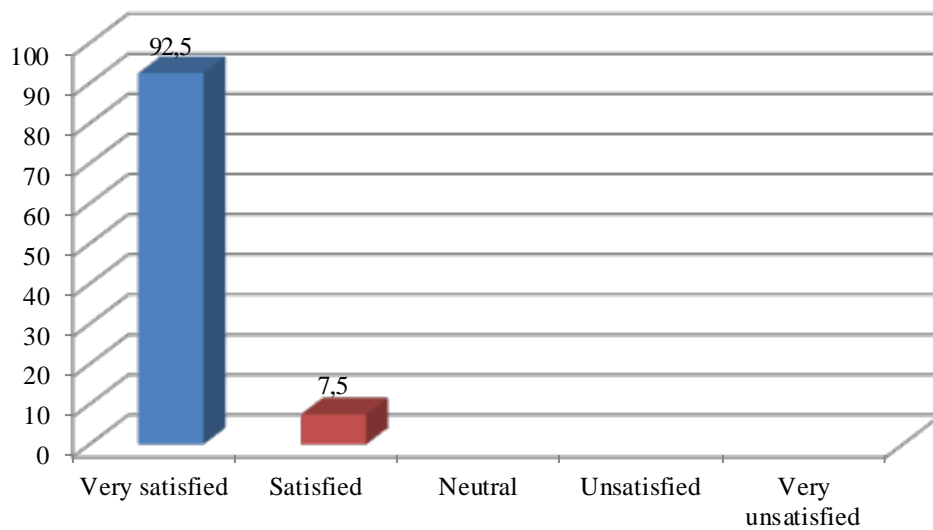
Figure no. 1 The satisfaction of tourists regarding the services offered by the hotel President



Source: Authors' own contributions

Regarding the way of welcoming tourists, 92.5% of tourists were very satisfied with the service in the hotel reception, and 7.5% of respondents felt that they were satisfied with the service analyzed.

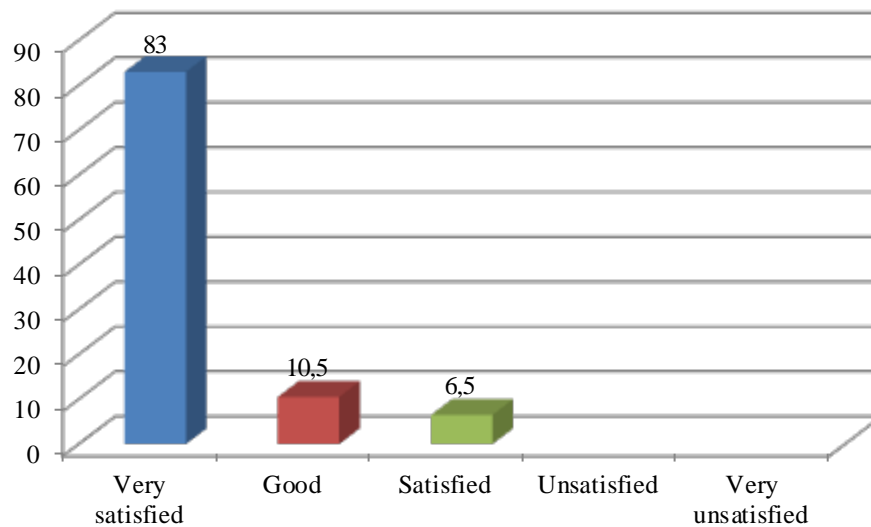
Figure no. 2 The satisfaction of tourists regarding the way they are welcoming



Source: Authors' own contributions

Regarding the quality of the restaurant, 83% of the respondents said they were very satisfied with the services offered in the restaurant, opposite a rate of only 6.5% were those who said they were satisfied with the quality of the services.

Figure no. 3 The satisfaction of tourists regarding the quality of the restaurant

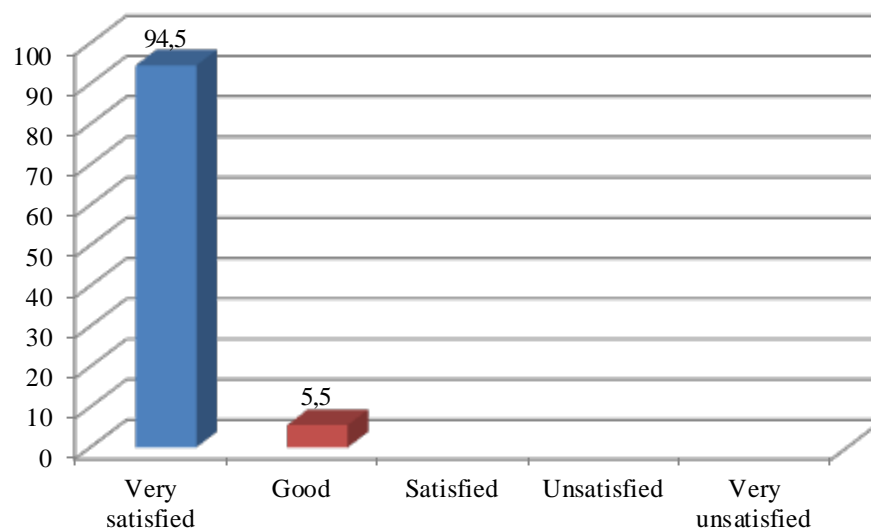


Source: Authors' own contributions

Analyzing the quality of food and beverages served in the restaurant we could see that most customers (94.5%) were very satisfied and only 5.5% of respondents considered that the dishes offered by the accommodation structure were good, this is the reason why it can be considered that the image of the restaurant is fully integrated into the hotel.

Starting from the idea that the quality of products and services is a key determinant of the competitiveness of enterprises, satisfying the needs, sometimes sophisticated, represents a step towards excellence.

Figure no.4 The satisfaction of tourists regarding the quality of food and beverages

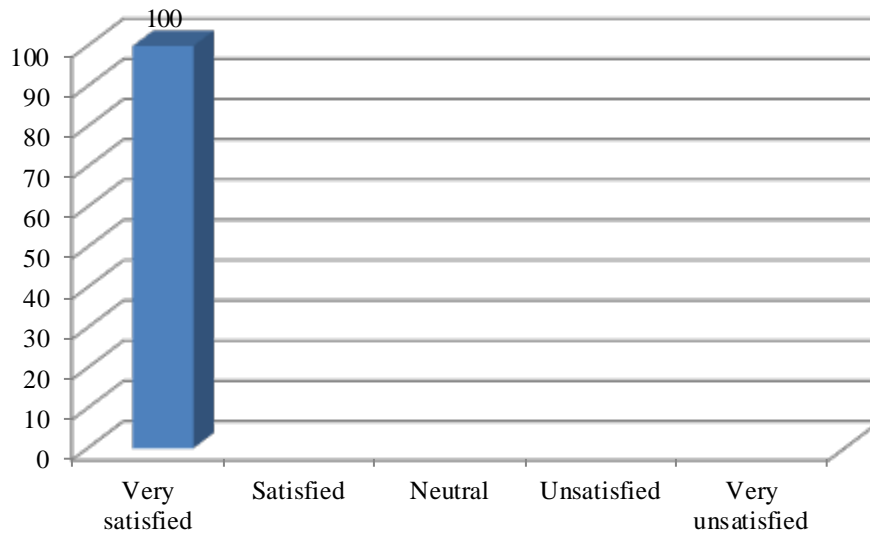


Source: Authors' own contributions

In the hotel activity, effects of professional conduct directly impact the quality of the services and on the customer perception regarding their quality. On the question regarding the staff behaviour to guests, all subjects surveyed were very satisfied. Therefore we can say that a sincere smile and particular attention may counteract some shortcomings, representing key criteria for assessing the quality of services as a whole, generating satisfaction and customer satisfaction.

We could see from the research conducted that an important component of quality hotel services is the behaviour of the staff, who is the supplier of satisfaction and customer satisfaction.

Figure no. 5 The satisfaction of tourists regarding the staff behaviour to guests



Source: Authors' own contributions

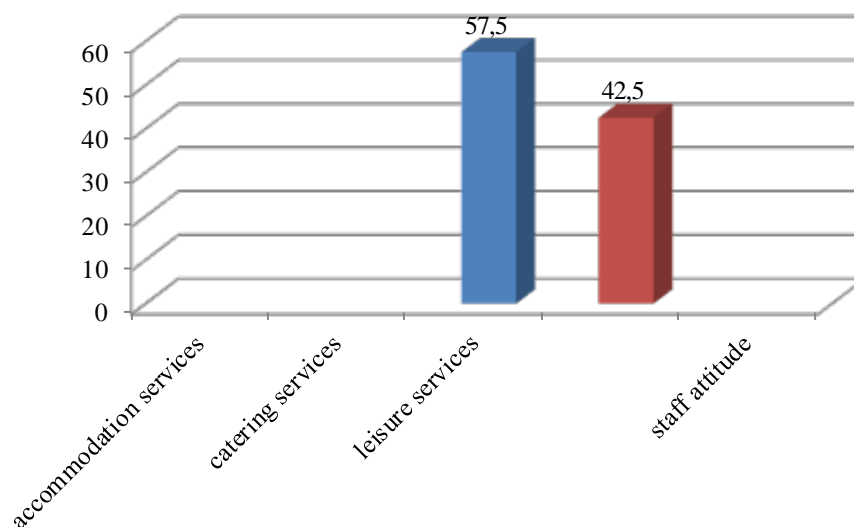
When asked about the necessary improvements to the views of those interviewed tilts to the leisure services 57.50% and ways to promote tourism offer 42.50%.

People make certain choices for several reasons. Some experts say that decisions are not the result of a single motivation, but of a motivational complex, built on the existence of opportunities and stimulated by some publicity actions.

Thus, the most important thing should be in addition to creating conditions for restoring the physical capacity of the body simultaneously with the nice and instructive spending the free time and ensuring an active recreation of the tourist or finding modern and effective methods of disconnection and treatment, in one word offering holidays with multiple deployment of recreational activities: sports, cultural, artistic and even stimulating hobbies of the tourists.

Another battle that the hoteliers need to have is to promote tourism offer because attracting the tourists is the most advantageous business at the beginning of this millennium.

Figure no. 6 The satisfaction of tourists regarding the necessary improvements



Source: Authors' own contributions

The intention to return was observed in 94.5% of subjects surveyed, while only 5.5% of respondents answered that probably will return to the accommodation structure studied.

Tourists left with a good memory of their leave (stay) spent at Hotel President, and this thing determinates most of them to recommend the hotel to their friends and relatives to spend the vacation.

97% of those who have spent their holidays at Hotel president say they would recommend the President hotel to their relatives and friends.

Given the fact that the recommendations are the best advertising, the experience of the tourists from their last holiday is important for future tourists, and the fact that 97% of them would recommend the hotel to their relatives and friends is a sign that this type of advertising will work in the coming years.

5. Conclusions

The study about the consumer satisfaction, although it is an important element in the literature devoted to consumer behaviour for nearly fifty years, in some aspects is just at the beginning, and the examples from the Romanian market, with its characteristics and peculiarities, can only help to enrich a field from which they benefited all: both organizations that ensure their satisfaction by providing a current and future profit and especially the consumers, their lives being improved by satisfaction.

6. References

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