Abstract

The hotel industry is one of the fastest growth sectors of the global economies; its significant contribution is seen to be on an upward trend, as evidenced even here in Bangkok where international hotel chains are opening its branches to reap the market rewards from this competitive industry. The purpose of this research project was to examine the influencing factors toward customer satisfaction. The case study of the researcher select is Shangri-La hotel five stars hotel in Bangkok, Thailand. In order to understand the relationship between the different variables, relevant theoretical and concepts were reviewed and synthesized to form the theoretical, conceptual framework and level of customer satisfaction.

The data was collect by a set of questionnaire distributed to four hundred customers at Bangkok Shangri-La hotel. Four hundred questionnaire forms were delivered to the hotel front desk's employee who was responsible for providing customers with the opportunity to volunteer and the customers have been stayed at least one night in Shangri-La hotel. Descriptive statistics, Multiple regression analysis were performed to analyze customer satisfaction of Shangri-La hotel. The data analysis applied SPSS program.

The research findings showed that service quality dimension (included tangibles, empathy, reliability, assurance and responsiveness), customer perceived value, brand image were significant determinants of customer satisfaction. In five sub-variables, assurance was strongly positive influence, empty was weakly positive influence. In all factors, brand image is indeed a significant determinant of customer satisfaction. The result showed that hotel managers and marketers strive to meet customer perceived value and brand image through provision of excellent services in pursuit of customer satisfaction. These research findings suggested some appropriate hotel strategies that may enhance customer satisfaction.