

ABSTRACT

Hotel industry is a business that is very concerned with services. Hotels are required to provide high quality of services to satisfy current and new customers so as to compete with other competitors. Nowadays, the hotel industry is facing with severe competition. Every hotel tries to gain market shares as much as they can.

Additionally, the Thai government promotes the campaign of traveling in Thailand and the main of the tourist product is hotel services. Travelers need places for their stays and the hotel is the major lodging establishment among other choices. As such, studying customer satisfaction toward hotel services is importantly critical for the success of the hotel industry because customers are the ones who make a decision whether to purchase hotel services or not. If hotels know what their customers' expectation and perception are, they will be able to improve their services to satisfy the customers' needs.

This research is conducted under the following three objectives: (1) To find levels of customers' expectation and perception toward staff, foods and beverages quality, value for money, cleanliness, hotel operation, attractive décor and design, guestrooms, in-room facilities, availability of recreation facilities, and efficiency of the front desk provided by the Banyan Tree Bangkok Hotel, (2) To find whether or not customers are satisfied with staff, foods and beverages quality, value for money, cleanliness, hotel operation, attractive décor and design, guestrooms, in-room facilities, availability of recreation facilities, and efficiency of the front desk provided by Banyan Tree Bangkok Hotel, and (3) To provide the methods in order to enhance customer satisfaction toward the services provided by the Banyan Tree Bangkok Hotel.

In this study, the researcher used the survey method and 356 sets of questionnaires as the instrument in the primary data collection. The target population is both Thai and foreign customers who have stayed at the Banyan Tree Bangkok Hotel regardless of gender, age, education levels, income, occupation, and purpose of visit. Besides, the respondents are required to stay at the Banyan Tree Bangkok Hotel at least one night so that they experience hotel services and can assess the hotel

performance. Apart from the survey, data was collected from several sources such as Web sites, and the interviews with the management.

For data analysis, descriptive analysis is utilized to describe and summarize the information about a population or sample. Paired-Samples t-test will be used to test whether or not there are differences between expectations and perceived performance in customers' point of view toward the Banyan Tree Bangkok Hotel.

According to the research findings, most of the respondents are female. The majority group of respondents is aged between 21-30 years old and most of the respondents are holding the Bachelor degree. Business employees account for most of the total respondents. In addition, most of the respondents have monthly income of more than 50,001 Baht and most of them visit the hotel for the purpose of holiday. Importantly, 59.6% of the respondents are satisfied with the hotel services while 27.8% of them feel neutral and there are 12.6% of the respondents who are dissatisfied with the hotel.

The results from the Paired-Samples t-test reveal that the customers are not satisfied with staffs, foods and beverages quality, value for money, operation, guestrooms, in-room facilities, availability of recreation facilities, and efficiency of the front desk provided by the Banyan Tree Bangkok Hotel. Two criteria that customers are satisfied with are cleanliness and attractive décor and design of the Banyan Tree Bangkok Hotel.

Knowing customer satisfaction can make several contributions to the hotel. Hotel operators can assess the current position of the hotel in terms of whether the hotel meets customers' needs and expectations. This can indicate more precisely the sources of dissatisfaction of hotel customers. The researcher gives some recommendations that can be applied for the improvement of customers' satisfaction. Because approaching every hotel criteria is costly, therefore, it is prioritization that the Banyan Tree Bangkok Hotel focuses on dissatisfied criteria.