

ABSTRACT

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

For the life cycle of hotel industry, it is in the maturity stage due to the slow industry growth rate and the new comers not yet entrenched in the market. In addition, the competition among hotels is high due to the small profits of each hotel. Every hotel wants to gain more profit and market shares, but hotels provide products and services that are similar, so the hotels always try to complete each other on services.

The objectives of this study are studying factors contributing to Quality Service and Customer Satisfaction; a case study of Crowne Plaza Bangkok Hotel and contrasting relevant factors indicating Customer Satisfaction of Crowne Plaza Bangkok Hotel.

In this research, questionnaires were used as a tool for collecting the primary data employing the survey research. There are 300 copies of questionnaires, which were completed for this comprehensive study. Questionnaires were completed by the target population (foreign customers those who are presently staying in the Crowne Plaza Bangkok). Apart from the survey, data was collected from several sources such as Web sites, and interviews with the management.

Thirteen years ago, one hotel opened in Bangkok, which is Crowne Plaza Bangkok Hotel. It is the Five Stars hotel industry. At present the Crowne Plaza Bangkok Hotel achieved a great success but the businesses have always changed.

Therefore, this research is focused on measuring service quality and its relationship to customer satisfaction in the Crowne Plaza Bangkok Hotel. Knowing what the customer perceives about the service would provide information on what aspect of service quality to improve the higher and better service quality, which can satisfy more customers and retain the good performance to compete with others in the industry.

From the research findings, most of the respondents are male, the majority of the respondents are 31 – 40 years old, most of males travel with business purpose and most of females travel with leisure purpose. Furthermore, most of respondents earn income more than 100,000 Baht per month with bachelor degree education level for the majority.

With the research result, there is a positive attitude among customers towards the Crowne Plaza Bangkok Hotel. The level of quality service of Crown Plaza Bangkok Hotel was slightly above the average overall and specifically with the highest in rating in assurance and average rating in tangibility. This was not a very impressive rating as it is only slightly above average. It is likely that customers just confirmed their expectation that the place is acceptable but not extraordinary.

There is some relationship between quality service in terms of reliability, responsiveness, tangibility, and assurance in patronage and the reference towards Crown Plaza Bangkok Hotel. Tangibility both in accommodation and restaurant were the most related to the customers' satisfaction to Crown Plaza Bangkok in terms of making reference of the hotel to others.

With the research results that confirmed of customers' expectation, the researcher suggests some recommendations that may apply for the improvement of customers' satisfaction. Especially in the areas that have low score, as responsiveness

and tangibility in accommodation, and both are also have the most relatedness to the customers' satisfaction. If the hotel can improve service quality from the existing level, in many areas recommended the customers' satisfaction level will increase. The higher customers' satisfaction as a it is related to service quality, the more business it would be for Crowne Plaza Bangkok Hotel.

