



저작자표시-비영리-변경금지 2.0 대한민국

이용자는 아래의 조건을 따르는 경우에 한하여 자유롭게

- 이 저작물을 복제, 배포, 전송, 전시, 공연 및 방송할 수 있습니다.

다음과 같은 조건을 따라야 합니다:



저작자표시. 귀하는 원저작자를 표시하여야 합니다.



비영리. 귀하는 이 저작물을 영리 목적으로 이용할 수 없습니다.



변경금지. 귀하는 이 저작물을 개작, 변형 또는 가공할 수 없습니다.

- 귀하는, 이 저작물의 재이용이나 배포의 경우, 이 저작물에 적용된 이용허락조건을 명확하게 나타내어야 합니다.
- 저작권자로부터 별도의 허가를 받으면 이러한 조건들은 적용되지 않습니다.

저작권법에 따른 이용자의 권리는 위의 내용에 의하여 영향을 받지 않습니다.


이것은 [이용허락규약\(Legal Code\)](#)을 이해하기 쉽게 요약한 것입니다.

[Disclaimer](#)

碩士學位論文

A Study on the Difference of Importance-Satisfaction on  
Hotel Choice Attributes of Chinese tourists

—— The case of tourists to Jeju island ——

The background features a large, faint watermark of the Jeju National University logo. The logo is circular, with the text "JEJU NATIONAL UNIVERSITY 1952" around the top and "제주대학교" around the bottom. In the center, there is a stylized graphic of three wavy lines in blue, green, and grey, with a purple U-shape below them. Below the graphic, the text "JEJU 1952" is visible.

濟州大學校 大學院

觀光經營學科

李博文

2011年2月

A Study on the Difference of Importance-Satisfaction on  
Hotel Choice Attributes of Chinese tourists

— The case of tourists to Jeju island —

指導教授 최 병 길

이 박 문

이 論文을 觀光學 碩士學位 論文으로 提出함

2011 年 2 月

李博文의 觀光學 碩士學位 論文을 認准함

審査委員長 \_\_\_\_\_

委 員 \_\_\_\_\_

委 員 \_\_\_\_\_

濟州大學校 大學院

2011 年 2 月

A Study on the Difference of Importance-Satisfaction on  
Hotel Choice Attributes of Chinese tourists

— The case of tourists to Jeju island —

Li Bowen

(Supervised by professor Byoung-Kil Choi)

A thesis submitted in partial fulfillment of the requirement for the degree of Master of  
Tourism Science

2011. 02.

This thesis has been examined and approved.

2011. 02.

Department of Tourism Management

GRADUATE SCHOOL

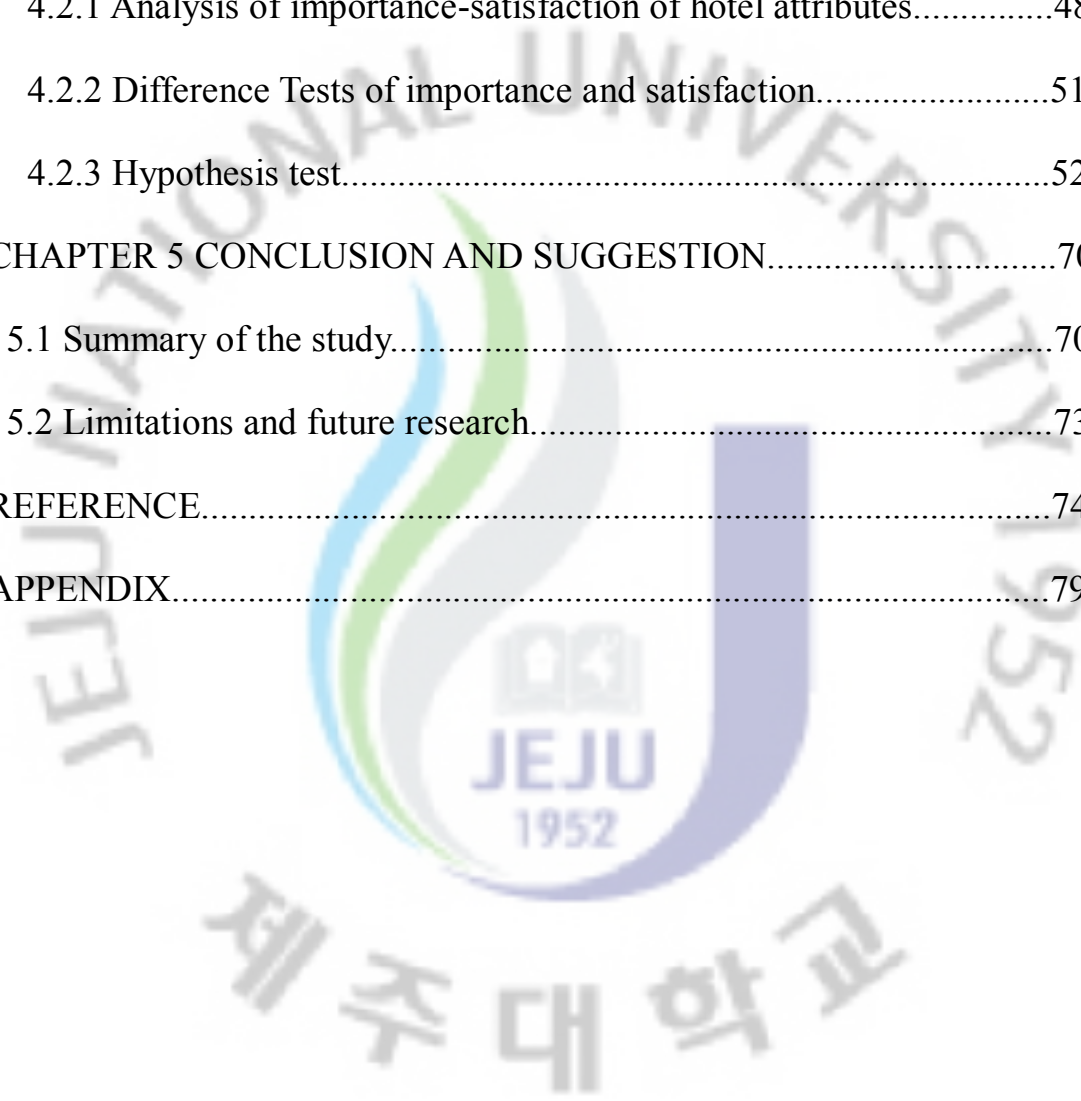
JEJU NATIONAL UNIVERSITY

# CONTENTS

## ABSTRACT

|   |    |
|---|----|
| CHAPTER 1 INTRODUCTION.....               | 1  |
| 1.1 Background.....                       | 1  |
| 1.2 Purpose of the study.....             | 3  |
| 1.3 Scope of the study.....               | 4  |
| 1.3.1 Research method.....                | 4  |
| 1.3.2 Research scope.....                 | 5  |
| CHAPTER 2 LITERATURE REVIEW.....          | 6  |
| 2.1 Hotel attributes.....                 | 6  |
| 2.2 Hotel customer satisfaction.....      | 12 |
| 2.3 Importance-Satisfaction Analysis..... | 17 |
| 2.4 The previous research.....            | 21 |
| CHAPTER 3 METHODOLOGY.....                | 27 |
| 3.1 Research design.....                  | 27 |
| 3.2 Hypotheses development.....           | 28 |
| 3.3 Sampling.....                         | 30 |
| 3.4 Questionnaire design.....             | 30 |
| 3.5 Data collection.....                  | 32 |
| 3.6 The analysis method.....              | 32 |
| CHAPTER 4 THE EMPIRICAL ANALYSIS.....     | 34 |

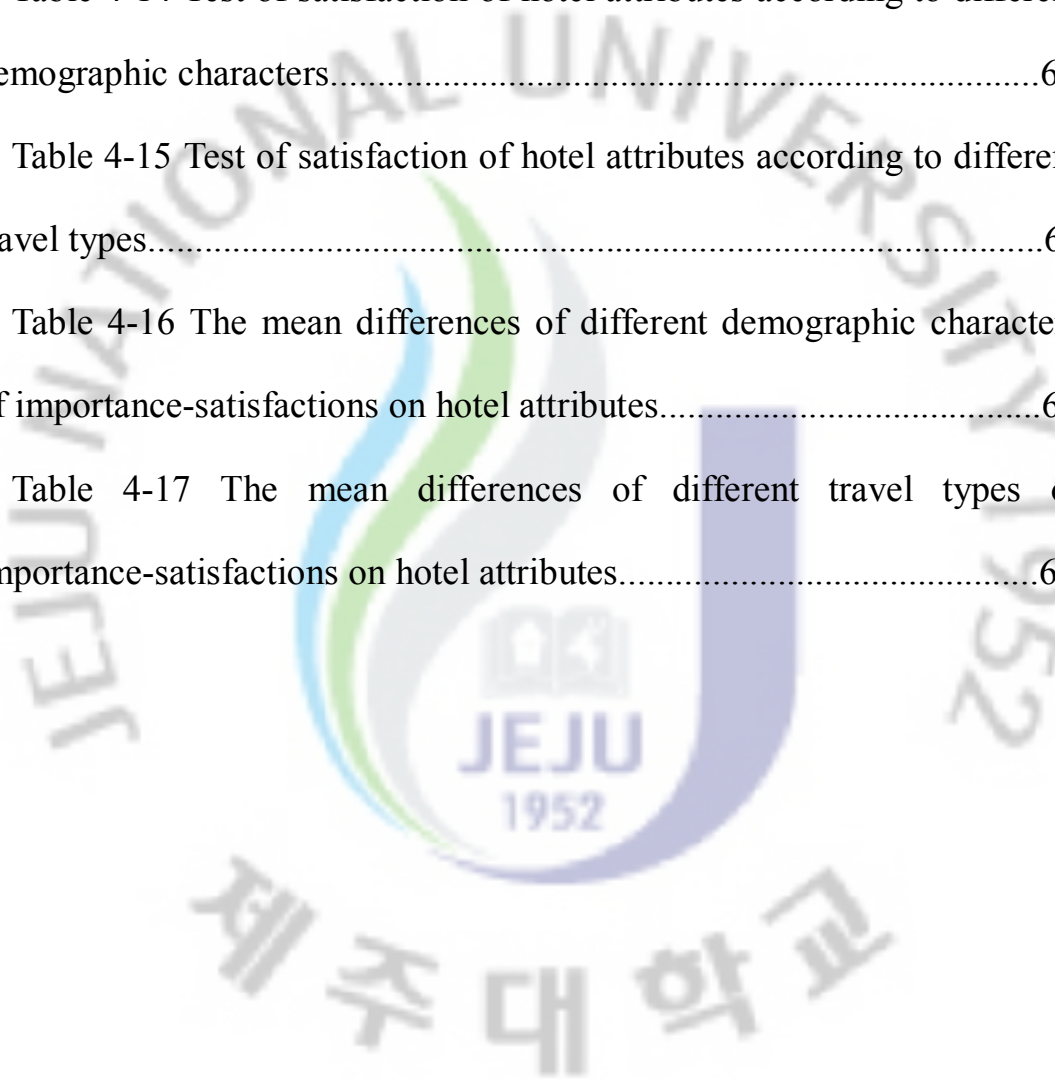
|  |    |
|--|----|
| 4.1 The characteristics of sample and inspection the data.....     | 34 |
| 4.1.1 Characteristics of sample.....                               | 34 |
| 4.1.2 Reliability and Validity.....                                | 39 |
| 4.2 Test of Hypotheses.....  | 48 |
| 4.2.1 Analysis of importance-satisfaction of hotel attributes..... | 48 |
| 4.2.2 Difference Tests of importance and satisfaction.....         | 51 |
| 4.2.3 Hypothesis test.....   | 52 |
| CHAPTER 5 CONCLUSION AND SUGGESTION.....                           | 70 |
| 5.1 Summary of the study.....                                      | 70 |
| 5.2 Limitations and future research.....                           | 73 |
| REFERENCE.....   | 74 |
| APPENDIX.....  | 79 |



## List of Tables

|  |    |
|--|----|
| Table 2-1 Empirical studies investigating important hotel attribute....          | 10 |
| Table 2-2 Determinant of customer satisfaction for hotel.....                    | 17 |
| Table 2-3 Summary of factor analysis of determinant variables.....               | 23 |
| Table 2-4 Hotel attributes to consider when purchase.....                        | 24 |
| Table 2-5 Anterior study of the important attributes when choice hotel.....      | 25 |
| Table 3-1 The contents and form of questionnaire.....                            | 31 |
| Table 4-1 The demographic characteristics of sample.....                         | 36 |
| Table 4-2 The characteristic of samples' travel types.....                       | 38 |
| Table 4-3 Reliability analysis for the importance of the hotel attributes.....   | 41 |
| Table 4-4 Reliability analysis for the satisfaction of the hotel attributes..... | 42 |
| Table 4-5 Validity test --- importance of hotel attributes.....                  | 45 |
| Table 4-6 Validity test --- satisfaction of hotel attributes.....                | 47 |
| Table 4-7 Mean of hotel attributes' importance and satisfaction.....             | 48 |
| Table 4-8 Analyzed of Importance and Satisfaction of hotel attributes<br>.....   | 51 |
| Table 4-9 Test of difference of importance and satisfaction.....                 | 52 |
| Table 4-10 Test of differences of importance attributes.....                     | 53 |
| Table 4-11 Test of differences of satisfaction attributes.....                   | 54 |

|  |    |
|--|----|
| Table 4-12 Test of importance of hotel attributes according to different demographic characters.....                     | 56 |
| Table 4-13 Test of importance of hotel attributes according to different travel types.....                               | 59 |
| Table 4-14 Test of satisfaction of hotel attributes according to different demographic characters.....                   | 61 |
| Table 4-15 Test of satisfaction of hotel attributes according to different travel types.....                             | 64 |
| Table 4-16 The mean differences of different demographic characters of importance-satisfactions on hotel attributes..... | 66 |
| Table 4-17 The mean differences of different travel types of importance-satisfactions on hotel attributes.....           | 68 |





## List of Figures

|   |    |
|---|----|
| Fig 2-1 Importance-Performance Analysis grid.....               | 19 |
| Fig 3-1 the model of study.....                                 | 28 |
| Figure 4-1 Importance and Satisfaction of hotel attributes..... | 50 |



## ABSTRACT

# A Study on the Difference of Importance-Satisfaction on Hotel Choice Attributes of Chinese tourists

Li Bowen

Department of Tourism Management

The Graduate School of

Jeju National University

With the increasing importance placed on the service industry, studies of importance and satisfaction intention of customers have become common within the service literature. Compared with Japanese tour, Chinese tourists are new guest with different interest. There are 1.13million Chinese tourists, accounted for 17% of foreign tourists. Chinese tourists live in South Korea 6.8 days in average, consuming 1413U.S. dollars. The expert calls for special strategies to attract more Chinese tourists. One of the biggest contemporary challenges of management in service industries is providing and maintaining customer satisfaction. Service quality and customer satisfaction have increasingly been identified as key factors in the battle for competitive differentiation and customer retention. Thus, it is necessary to reexamine the interrelationship between importance and satisfaction of hotel attributes.

First, the levels of ‘importance’ and ‘satisfaction’ on the attributes of hotel are explored. Second, the levels of importance and satisfaction on the hotel attributes are analyzed in terms of visitors’ socio-demographics and behaviors. The third, the possible ways of indentifying what satisfy them etc, are offered based upon the results of the socio-demographics

and travel type analyses.

This study consider the importance factors which impact on customers choice hotel, then with the premise of an overview of relevant literature on customer satisfaction both at home and abroad, this thesis sets up a configuration for factors involved in Chinese customer satisfaction in hotels, and has discreetly designed a logical questionnaire. Conducting the distribution of questionnaire among considerable Chinese---lingered hotels has brought the analysis necessary data. Through description analysis, factor analysis and IPA analysis by SPSS, we reach to a conclusion.

Results of this study revealed that: (1) there are differences between the levels of importance (in terms of visitor's expectation) and the degree of satisfaction for hotel attributes in Jeju hotels and (2) The levels of importance and satisfaction for hotel attributes depended on the visitors' socio-demographics and behaviors.

This study has prompted to recommend the IPA method in indentifying a better way to meet the expectations of stay in hotels. The results indicated that the hotels must improving the service quality and provide more services that accord with foreign visitors' needs. Also, adequate facilities and services must be provided to better meet the expectations of visitors. Further studies focusing on the services of hotels must also take into account foreign visitors.

**Key word: hotel attributes, importance, customer satisfaction**

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Research into customer satisfaction in the service industry has increased dramatically in recent years. The increase has been aggravated by the increasing growth of the service industries. Providing high quality service and enhancing customer satisfaction are widely recognized as important factors leading to the success of companies in the hotel, catering and tourism industries (Barsky and Labagh, 1992; LeBlanc, 1992; Stevens et al., 1995; Legoherele, 1998). In order to be successful in the industry and to outweigh other competitors, hotel providers must provide customers with unmitigated service satisfaction. It is believed that customers, when experienced with the services they have had, are more likely to make customers have satisfaction, and favorable word-of-mouth (Halatead, D., Page, T.J 1992). The upshot is that the hotel with good service quality will ultimately improve the company's market share and profitability (Oh, H, Parks, 1997). In a highly competitive hotel industry, which offers homogenous products and services, individual hoteliers must find ways to make their products and services to stand out among the others. In this regard, what hoteliers need to do is to understand their

customers' needs, and to meet or exceed the needs.

Using the Jeju hotel industry as a case study, the purpose of this research is to explore and identify the ingredients that importance of hotel attributes when Chinese tourists make choice, and can be translated into customer satisfaction. Undeniably, the customer satisfaction according with tourists' expectation on hotel properties has been identified as one of the factors leading to the success of a tourist destination (Shih, D. 1986, Yau, O.H.M., Chan, C.F., 1990, Stevens, B.F., 1992, Mok, C., Armstrong, R.W., Go, R.M., 1995). To investigate how tourists had experienced with hotels in Jeju, this study in particular aims to examine the relative importance of the hotel attributes in relation to tourists' overall satisfaction levels with their hotel stays in Jeju.

## 1.2 Purpose of the study

In this paper, impact attributes of choice hotel to Chinese tourist's satisfaction degree was researched by demonstration, determining the relative importance of these attributes, analyzing the distance between customers' expected level and actual level, and then give some personal suggestion in product design, investment transformation and improve service level to meet different consumer groups, ultimately achieve the goals of attracting more Chinese tourists and improving hotel service quality.

The purpose of this paper is to investigate the relationship among demographic characters, importance and satisfaction of Chinese visitors, and to achieve a general understanding of the market. The ability to identify and serve tourists and create a dialogue with them has become a necessity for destinations (Bloom, 2005). There research questions were addressed:

1. Are there significantly different importance and satisfaction on hotel attributes?
2. Are there significantly difference in importance and satisfaction of hotel attributes according to different demographic characters and visit behavioral?
3. Are there significantly different among different importance and satisfactions according to different demographic characters and travel



types?

### **1.3 Scope of the study**

#### **1.3.1 Research method**

To analyze the factors which influence the guest's choice on hotel based on the data gathered and sorted by SPSS 17.0 and the satisfaction of guests. The study will analysis the literatures in the domestic and abroad about the customer satisfaction, on this basis to propose the factors which affect the Chinese tourists' satisfaction on hotel services to design scientific questionnaires. Then deliver the surveys to the Chinese tourists who stay in Jeju for more than one night, to gain necessary states. With the help of these states I will do some statistical analysis.

The importance-satisfaction of demographics and visit types, the difference between importance and satisfaction has been realized on the study. In the research, demographics consist of sex, age, education, vocation and family average monthly income. The visit types consist of visit frequency, hotel used times/per year, visits purpose and visit mode.

The data of this study was analyzed by used SPSS 17.0 statistical package program for statistical. And analyzed the general distribute of

variables through descriptive statistics. Then, used cronbach's alpha to analyzed reliability of questionnaire, and used factor analysis to test the validity. Through the independent sample T-test and ANOVA to realized which difference on hotel attributes, visit types, and demographics. The test of differences between importance and satisfaction used by paired sample T-test. At the last, apply the importance performance analysis to compare the predominance of importance and satisfaction of hotel attributes.

### **1.3.2 Research scope**

First, the research was carried out for one month starting from August 1<sup>st</sup> 2010 to August 31<sup>th</sup> 2010.

Second, the space scope is the Jeju Islands' hotels which have many Chinese tourists. Combining with actual situation, taking Juje Hotel as the main target market and Chinese customer as research object in order to effectively prove the theory of customer satisfaction system.

The third, analyzing customer satisfaction and related concepts, as well as the application of satisfaction testing in other fields in order to provide certain theoretical references for Juje's Hotel.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Hotel attributes**

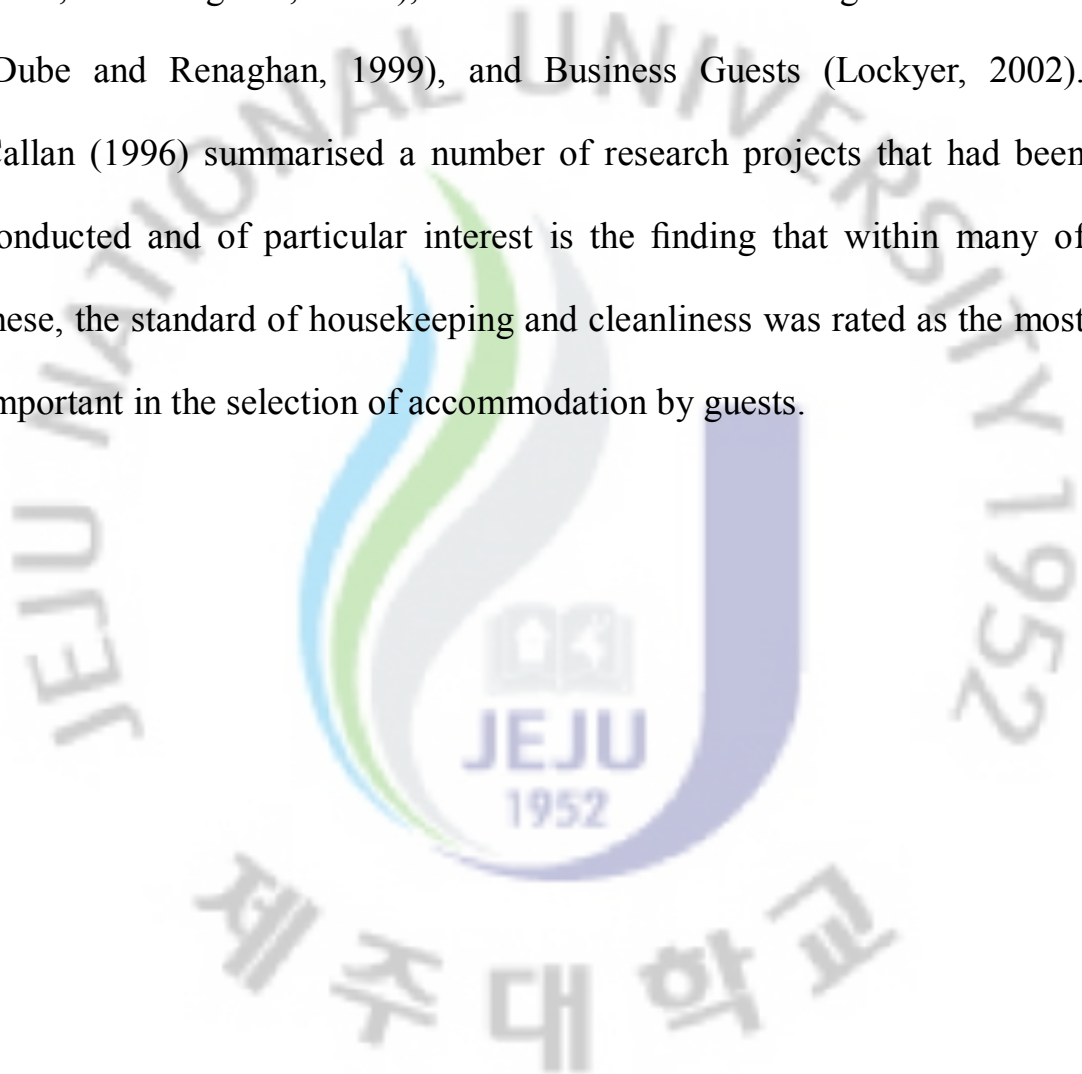
Because of the intangibility, inseparability, variability, and perishability of services, consumers' perceptions of satisfaction criteria may include contextual cues that they use to evaluate the service quality and to decide future patronage, whether or not they have experienced the hotel's products and services before (Parasuraman et al., 1985). Customers are likely to view the services as a bundle of attributes, which may differ in their contributions from the product or service evaluation and choice (Kivela, 1996). Alpert (1971) states that those attributes directly influencing choices are termed 'determinant attributes' in that they may arouse consumers' purchase intention and differentiate from competitors' offerings. Applying to the hospitality industry, Wuest et al. (1996) define the perceptions of hotel attributes as the degree to which the travelers may find various services and facilities important in promoting customer satisfaction for staying in a hotel. There have been numerous studies that examine the needs and desires of travelers. Reviews of literature for the hospitality industry suggest that hotel attributes such as cleanliness, location, room rate, security, service quality, and reputation of the hotel or

chain are regarded as important by travelers for evaluating hotel quality of performance (Ananth et al., 1992; Atkinson, 1988; Barsky and Labagh, 1992; Cadotte and Turgeon, 1988; Knutson, 1988; LeBlanc and Nguyen, 1996; Lewis, 1984,1985; Lewis and Chambers, 1989; McCleary et al., 1993; Rivers et al., 1991; Wilensky and Buttle, 1988). Lewis (1984, 1985) analyzes 66 hotel attributes to determine how business and leisure travelers select hotels. The results suggest that location and price are the determinant attributes for hotel selection for both business and leisure travelers. Atkinson (1988) mentions that, in order of importance, cleanliness, security, value for money, courtesy and helpfulness of staff are found to be key attributes for travelers in hotel choice selection. Cadotte and Turgeon (1988) survey on 26 categories of compliments, finding attitude of employees, cleanliness and neatness, quality of service and employee knowledge of service are the most frequent factors mentioned by travelers (Cadotte and Turgeon, 1988). Knutson's study (1988) finds that cleanliness and comfort, convenience of location, promptness and courtesy of service, safety and security, and friendliness of employees are considered important by business and leisure travelers when selecting a hotel for the first time or for repeat patronage (Knutson, 1988). Wilensky and Buttle (1988) mention that travelers significantly evaluate personal service, physical attractiveness, opportunities for relaxation, standard of services, appealing image, and value for money.

Lewis and Chambers (1989) and McCleary et al. (1993) also find that location is the most important factor influencing hotel selection by travelers. Rivers et al, (1991) study the hotel selection factors of members and non-members of frequent guest programs. Their results reveal that convenience of location and overall services draw the highest attention from travelers. Ananth et al. (1992) survey 510 travelers, asking them to rate the importance of 57 hotel attributes in hotel choice decision. Price and quality are rated as the most important attributes, followed by attributes related to security and convenience of location. Barsky and Labagh (1992) state that employee attitude; location and rooms are the attributes that both business and leisure travelers consider important in hotel choice selection. LeBlanc and Nguyen's study shows that physical environment, corporate identity, service personnel, quality of services and accessibility are likely to influence travelers' perceptions towards the hotel image. They suggest that marketing efforts should be directed to highlight the environmental cues in order to attract new customers (LeBlanc and Nguyen, 1996).

This issue has attracted the attention of a number of researchers, for example Dolnicar and Otter (2003) reviewed 21 studies under-taken over the period of 1984–2000 looking at factors influencing occupancy (Dolnicar, S., Otter, T. 2003). From the 21 journal articles Dolnicar and Otter (2003) extracted 173 attributes. These included such factors as:

Image, Service, Price/Value, Hotel, Room, Food and Beverage, Security and others. In addition there has also been research into the impact of different segments of the market for example: American Business Travellers (Weaver & Oh, 1993), Motor Coach Tour Operators (Schaefer, Illum, & Margavio, 1995), Leisure Business Meetings Conventions (Dube and Renaghan, 1999), and Business Guests (Lockyer, 2002). Callan (1996) summarised a number of research projects that had been conducted and of particular interest is the finding that within many of these, the standard of housekeeping and cleanliness was rated as the most important in the selection of accommodation by guests.



<Table 2-1> Empirical studies investigating important hotel attribute

| Author   | Focus  | Questionnaire Design   | Sample/<br>Response<br>rate | Date<br>Analysis                               |
|--|--|--|-----------------------------|--|
| Lewis<br>1984(b)                                     | Determinants of<br>hotel selection   | determinance, salience<br>and importance for the<br>stay (66 items)                      | 1314                        | descriptive<br>statistics                      |
| Lewis<br>1985(a)                                     | Grouping of<br>choice-determining<br>attributes,<br>importance and<br>perception | importance for choice,<br>importance at stay,<br>perception,<br>5 point scale (66 items) | 1314                        | Factor<br>analysis,<br>analysis of<br>variance |
| Cadotte &<br>Turgeon<br>1988                         | Critical hotel<br>factors  | attribute ranking by<br>number of complaints<br>and compliments by<br>management         | 260                         | descriptive                                    |
| Wind,<br>Green,<br>Shifflet &<br>Scarborough<br>1989 | Evaluation and<br>preference   | conjoint design<br>(50 items)  | 601                         | hybrid<br>conjoint<br>analysis                 |
| Saleh &<br>Ryan 1991                                 | Service quality  | expectations,<br>performance,<br>5 point scale (33 items)                                | 200                         | gap analysis                                   |
| Ananth et al.<br>1992                                | Importance for<br>hotel selection  | importance,<br>5 point scale (57 items)  | 510<br>40%                  | descriptive<br>& factor<br>analysis            |
| Barsky &<br>Labagh<br>1992                           | Customer<br>satisfaction   | importance and<br>performance (9 items)  | 100                         | descriptive<br>statistics                      |
| Pannell Kerr<br>Fprster Ass.<br>1993                 | Importance   |  |                             | frequency<br>tables                            |
| Weaver &<br>Oh 1993                                  | Importance   | importance,<br>5 point scale (56 items)  | 433<br>14%                  | mean values<br>and group<br>comparisons        |
| Clow,<br>Garretson &<br>Kurtz 1994                   | Importance for<br>the next hotel<br>decision                                     | importance,<br>7 point scale (14 items)  | 181<br>62%                  | causal<br>modelling                            |
| Schaefer,<br>Illum &<br>Margavio<br>1995             | Importance   | importance,<br>5 point scale (25 items)  | 201<br>22%                  | mean values<br>and group<br>comparisons        |

<Table 2-1> Empirical studies investigating important hotel attribute

(Continue)

| Author                         | Focus  | Questionnaire Design  | Sample/<br>Response<br>rate | Date<br>Analysis              |
|--------------------------------|--|---|-----------------------------|-------------------------------|
| Tsaur & Tzeng 1995             | Importance, evaluation and utility           | attribute importance, pairwise comparison, 9 point scale (27 items)   | 204                         | descriptive statistics        |
| Griffen, Shea & Weaver 1996    | Importance for hotel selection               | importance, 5 point scale (56 items)                                  | 433<br>14%                  | discriminant analysis         |
| Gundersen, Heide & Olsson 1996 | Satisfaction                                 | satisfaction, 7point scale(22 items)                                  | 375<br>41%                  | causal modelling              |
| Hartline & Jones 1996          | Service quality                              | performance, service quality, service value, 5 point scales (8 items) | 1351                        | causal modelling              |
| Bowen & Shoemaker 1998         | Loyalty building                             | loyalty impact of benefits, 7 point scale (18 items)                  | 892<br>18%                  | structural modelling approach |
| Dube & Renaghan 1999           | Attributes used in hotel selection           | open question   | 469                         | frequency tables              |
| DUbe & Renaghan 2000           | Value creating attributes for intermediaries | open question   | 194                         | descriptive analysis          |



## 2.2 Hotel customer satisfaction

Customer satisfaction has long been an area of interest in academic research. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy (Gitman, Lawrence J.; Carl D. McDaniel, 2005).

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products.

The usual measures of customer satisfaction involve a survey (Kessler, Sheila, 2003) with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement in terms of their perception and expectation of performance of the service being measured.

Hunt considers satisfaction as an evaluation on which the customers

have experienced with the services is at least as good as it is supposed to be (Hunt, J.D., 1975). Oliver defines customer satisfaction as an emotional response to the use of a product or service (Oliver, 1981). It is more conceivable, however, that customer satisfaction is a complex human process, which involves cognitive and affective processes, as well as other psychological and physiological influences (Oh and Parks, 1997). A traditional definition of customer satisfaction follows a disconfirmation paradigm of consumer satisfaction/dissatisfaction (CS/D), which suggests that CS/D may result in interaction between a consumer's pre-purchase expectation and post purchase evaluation (Engel et al., 1990). Thus, consumers are likely to compare expectations to perceived performance in order to make an evaluation (Gronroos, 1983). A consumer is considered satisfied when his weighted sum total of experiences shows a feeling of gratification when compared with his expectations. On the other hand, a consumer is considered dissatisfied when his actual experience shows a feeling of displeasure when compared with his expectation. Anton provides a more contemporary approach in defining satisfaction in that he defines customer satisfaction as a state of mind in which the customer's needs, wants, and expectations throughout the product or service life have been met or exceeded, resulting in repurchase and loyalty (Anton, J., 1996). Although customer satisfaction has been defined in various ways, the underlying conceptualization is that



satisfaction is a post-purchase evaluative judgment, leading to an overall feeling about a specific transaction (Fornell, C., 1992).

Different researchers separated the components of satisfaction. Gronroos (1983) separates the components of satisfaction into two levels of quality: technical quality and functional quality; Reuland et al. suggest three elements of satisfaction, including product, behavior and environment (Reuland et al., (1985); Czepiel et al identify functional and performance-delivery elements in customer satisfaction (Czepiel et al. 1985); Davis and Stone mention direct and indirect services for satisfaction (Davis and Stone, (1985); Lovelock divides product and service attributes into core and secondary types (Lovelock, C.H., 1985); Lewis (1987) classifies essential and subsidiary elements for the service encounter attributes (Lewis, 1987). Even though the terminology is different, the fundamental concept is the same across various research studies. Applying into hospitality and tourism industries, the core product deals exactly with ‘what’ product the customer receives from the purchase, i.e., the food and beverage in a restaurant; the accommodation in a hotel; and an air ticket from China to Korean. On the other hand, the side elements deal with ‘how’ the product the customer receives from the purchase, i.e., the atmosphere; decor; convenience of location; availability; flexibility; and interactions with service providers. Measuring customer satisfaction is an integral part of the effort that

improves a product's quality, resulting in a company's competitive advantage (Cravens et al., 1988; Garvin, 1991). The theory of consumer behavior, as discussed by Engel et al. (Engel et al, 1990), points out that customers' buying behaviors and levels of satisfaction are influenced by the customers' background, characteristics, and external stimuli. As customer satisfaction is influenced by the availability of customer services, the provision of quality services has become a major concern of all businesses (Berry and Parasuraman, 1991).

Recent studies, nevertheless, support the notion that customer satisfaction can be measured from the perspective of performance evaluations, making the inclusion of the disconfirmation process unnecessary (Olshavsky and Miller, 1972; Churchill and Suprenant, 1982; Cronin and Taylor, 1992). Their studies of consumer behavior emphasize that customer satisfaction remains in the post-purchase period (Westbrook and Oliver, 1991). In our study, we intend to measure customer satisfaction in relation to hotel performance evaluated by travelers' actual experiences.

Gibson (2005b), in a study of the hospitality industry, found that satisfied consumers become repeat purchasers of products or services and provide family or friends with positive feedback regarding their experiences (Gibson, 2005b). Hence, understanding what influences consumer satisfaction can help business owners and managers design and

deliver appropriate offers that cater to market demand. A consumer is considered satisfied when his weighted sum total of experiences shows a feeling of gratification when compared with his expectations. On the other hand, a consumer is considered dissatisfied when his actual experience shows a feeling of displeasure when compared with his expectation.

There are some foreign scholars consider the determinants of customer satisfaction shown in <table 2-2>.

<Table 2-2> Determinant of customer satisfaction for hotel

| Scholar          | Research Contents  |
|------------------|--|
| Barsky& Labagh   | satisfaction of manner of staff, location, room, price, reception, food & beverage   |
| Taylor& Baker    | satisfaction of service, overall pleasure, experience satisfaction, feeling satisfaction   |
| Madrigal         | satisfaction of decision participate, satisfaction of the right participation, happiness of participation  |
| Spreng& Mackoy   | overall satisfaction (4 point scale)   |
| Fornell et al.   | overall satisfaction, perfect service for guests   |
| Gunderden et al. | overall satisfaction of reception, overall satisfaction of food & beverage, overall satisfaction of house keeping, overall satisfaction of hotel |

### 2.3 Importance-Satisfaction Analysis

Importance-Performance Analysis (IPA) conceptually underlies the multi-attribute models that date back to the late 1970s. The underlying assumption of the IPA technique is that customers' level of satisfaction with the attributes is mainly derived from their expectations and judgment of the product's or service's performance. IPA has become a popular managerial tool that has been broadly used to identify the strengths and weaknesses of brands, products, services and retail establishments in various industries in recent years (Chapman, 1993; Cheron, McTavish & Perrien, 1989). While Evans and Chon (1989) used the IPA to formulate and evaluate tourism policy, Keyt, Yavas and Riecken (1994) and Hsu, Byun and Yang (1997) adopted the IPA technique in restaurant positioning. Lewis used the IPA as a competitive analysis technique to identify tourists' perceptions of the hotel industry (Lewis 1985). Lewis and Chambers reported the elective use of IPA by the Sheraton Hotel in monitoring customer satisfaction (Lewis and Chambers, 1989). Almanza, Jale and Lin used the IPA matrix to determine means for improving customer satisfaction (Almanza, Jale and Lin (1994). Martin examined service providers' perceptions of customers' expectations of quality service in the hotel industry using the IPA technique (Martin(1995). In an increasingly competitive environment, a determination of the strengths and weaknesses of a product's or service's importance and performance

seems an undeniable constituent of success.

The interpretation of the IPA is graphically presented on a grid divided into four quadrants. <Fig2-1> illustrates the IPA grid. The Y-axis reports the customers' perceived importance of selected attributes, and the X-axis shows the product's (or service's) performance in relation to these attributes. The four identifiable quadrants are: Concentrate Here, Keep up the Good Work, Low Priority and Possible Overkill.

<Fig2-1> Importance-Performance Analysis grid

|   |  |
|---|--|
| <p style="text-align: center;"><b>QUADRANT II</b></p> <p style="text-align: center;"><b>Concentrate Here</b></p> <p style="text-align: center;"><i>High Importance</i></p> <p style="text-align: center;"><i>Low Satisfaction</i></p> | <p style="text-align: center;"><b>QUADRANT I</b></p> <p style="text-align: center;"><b>Keep Up the Good Work</b></p> <p style="text-align: center;"><i>High Importance</i></p> <p style="text-align: center;"><i>High Satisfaction</i></p> |
| <p style="text-align: center;"><b>QUADRANT III</b></p> <p style="text-align: center;"><b>Low Priority</b></p> <p style="text-align: center;"><i>Low Importance</i></p> <p style="text-align: center;"><i>Low Satisfaction</i></p>     | <p style="text-align: center;"><b>QUADRANT IV</b></p> <p style="text-align: center;"><b>Possible Overkill</b></p> <p style="text-align: center;"><i>Low Importance</i></p> <p style="text-align: center;"><i>High Satisfaction</i></p>     |

**Sources:** Adapted from Evans and Chon (1989), Hemmasi, Strong and Taylor (1994), Keyt, Yavas and Riecken (1994), Martilla and James (1977) and Martin (1995).

Quadrant I: Attributes are perceived to be very important to respondents, but performance levels are fairly low. This sends a direct message that improvement efforts should concentrate here.



Quadrant II: Attributes are perceived to be very important to respondents, and at the same time, the organisation seems to have high levels of performance on these activities. The message here is To Keep up the Good Work.

Quadrant III: Attributes are with low importance and low performance. Although performance levels may be low in this cell, managers should not be overly concerned since the attribute in this cell is not perceived to be very important. Limited resources should be expended on this low priority cell.

Quadrant IV: This cell contains attributes of low importance, but relatively high performance. Respondents are satisfied with the performance of the organisations, but managers should consider present efforts on the attributes of this cell as being over utilised.

In the Concentrate Here quadrant, attributes are perceived to be very important to respondents, but performance levels are seen as fairly low. This sends a direct message that improvement efforts should concentrate here. In the Keep Up the Good Work quadrant, attributes are perceived to be very important to respondents, and at the same time, the organisation seems to have high level of performance in relation to these activities. In the Low Priority quadrant, attributes have low importance and low performance. Although performance levels may be low in this cell, managers should not be overly concerned since the attributes in this cell are not perceived to be very important. Limited resources should be expended on this 'low priority' cell. Lastly, the Possible Overkill quadrant

contains attributes of low importance, but of relatively high performance. Respondents are satisfied with the performance of the organisations, but managers should consider present efforts on the attributes of this cell as being overutilised (Evans and Chon, 1989; Hemmasi, Strong & Taylor, 1994; Keytet al., 1994; Martilla & James, 1977; Martin, 1995).

Attribute importance is generally regarded as a person's general assessment of the significance of an attribute for a product. Many studies have attempted to analyse customer satisfaction in terms of both expectations that relate to certain important attributes and judgments of the attribute performance (Myers & Alpers, 1968; Swan & Coombs, 1976).

However, there appears to have been diverse conclusions made about how one should relate attribute importance and performance. The concept of importance' is viewed by customers the same as satisfaction (Barsky, 1992; Rosenberg, 1956). When a customer perceives an attribute as important, the customer will believe that the attribute will play a significant role in influencing his or her product choice (MacKenzie, 1986). More recently, the term 'importance' has been used to refer to the perceived importance of an attribute and its effect on product or service quality (Carman, 1990). Lilien, Kotler and Moorthy (1993) defined the term 'importance attributes' as those considered important by consumers, and that the various brands or products are perceived to differ. Hemmasi

et al. (1994), however, stated that performance lies in customer perceptions of performance of the attribute. Thus, the more favourable the perception of performance, the greater the likelihood of the choice from among similar alternatives.

Therefore, it is strategically important for hoteliers to understand and to identify the product (or service) attributes perceived by customers as important, and to examine how customers perceive these product (or service) attributes. It is also very likely that a customer's favourable post-purchase experience may lead him or her to repurchase if the customer is satisfied with the hotel performance.

## **2.4 The previous research**

Hotel sold to customers are the commodities combine the tangible goods (facilities) and intangible goods (services). Various attributes of the hotel is the meteward when customers to choose the hotel, the previous research about selection hotel has a great progress.

The factors that motivate guest's hotel choice---and the characteristics of the market---can be isolated through multivariate analysis. This article begins the explanation of how hotel operators can simplify complex data



to understand the lodging market.

Lewis made sure the service conditions of hotel guests and the importance on selected hotel.

He differentiated the main attributes, the highlight attributes and the decisive attributes on selected hotel, it include discriminate the 57 inscape of the 17 hotel attributes (Robert C. Lewis, 1984). Such as the <table 2-3>.



<Table 2-3> Summary of factor analysis of determinant variables

| <b>Factor name</b>                  | <b>Component variables</b>  |
|-------------------------------------|---|
| Services quality                    | 1. Professionalism of staff      2. Promptness of services<br>3. Overall level of service      4. Variety of services offered<br>5. Friendliness and courtesy of services offered |
| Overall feeling                     | 1. Well-run hotel      2. Quality seems assured<br>3. Responsive to my needs      4. People know what they're doing<br>5. Comfortable feeling                                     |
| Security                            | 1. Security of hotel      2. Security of area<br>3. Security of room      4. Fire safety of hotel   |
| Upscale services                    | 1. Late-night food service      2. Room-service availability<br>3. VIP rooms      4. Elegant dining<br>5. Extra luxury      6. VIP treatment                                      |
| Food and beverage price and quality | 1. Reasonable F&B prices      2. Availability of F&B facilities<br>3. Food quality      4. F&B price, variety, options<br>5. Food-service quality                                 |
| Aesthetics, decor, ambience         | 1. Exterior building aesthetics      2. Interior building aesthetics<br>3. Modern, contemporariness      4. Room and bath decor, furnishings<br>5. Historic, traditionalism       |
| Amenities                           | 1. Conveniences      2. Amenities<br>3. Extras      4. All modern conveniences  |
| Image                               | 1. Hotel personality      2. Chain personality<br>3. Overall good feeling   |
| Beverage quality                    | 1. Quality of wine list      2. Quality of drinks<br>3. Lobby cocktail area   |
| Room and bath condition             | 1. Room and bath physical condition<br>2. Room and bath cleanliness   |
| Health facilities                   | 1. Sauna, steam bath, etc.      2. Year-round pool available  |
| Reputation                          | 1. Hotel and chain prestige      2. Good reputation   |
| Quiet                               | 1. Quietness of hotel      2. Quietness of area   |
| Room attributes                     | 1. TV and radio quality      2. Comfort of bed<br>3. Room and bath size   |
| Reservations and front desk         | 1. Reservation system convenience<br>2. Reservation system reliability      3. Checkin and checkout   |
| Price and value                     | 1. Price and value      2. Actual price   |
| Location                            | 1. Nearness of other places   |

Data: R. C. Lewis, op. cit, p. 69

Knutson's research analyzed the important situations when customers select the hotel, and then he proposing 8 importance attributes (Bonnie J.Knutson., 1987; Knutson, B. J., 1998). In order to analyze the important consideration, Knutson setting 6 factors consist of room cleanliness and comfort, Convenience location, security, Promptness and respectful service. The reasons of no longer visit consist of expensive room price, disoblging service, service delay, noise and impractical maintain.

<Table 2-4> Hotel attributes to consider when purchase

|   | <b>Hotel attributes</b>           |
|---|-----------------------------------|
| 1 | Room cleanliness and comfort      |
| 2 | Convenience location              |
| 3 | Security                          |
| 4 | Promptness and respectful service |
| 5 | Kindness and hospitable           |
| 6 | Room price                        |
| 7 | Recreation facilities             |
| 8 | Special treatment from employees  |

Data: Bonnie J.Knutson,op.cit.,p.84

There are many anterior study of the important attributes when visitors choice hotel by the scholars. That shown at <Table 2-5>.

<Table 2-5>Anterior study of the important attributes when choice hotel

| <b>Author</b>                  | <b>Important attributes</b>   |
|--------------------------------|---|
| Nightingale                    | 1.cleanliness 2.comfort 3.like the home 4.friendliness of offered<br>5.leisure 6.quiet 7.space afford   |
| McCleary and Weaver            | 1.cleanliness, bed and quality of linen 2.friendliness of service, security, prestige, parking, convenience   |
| Knutson                        | cleanliness and comfort of room, friendliness   |
| Murray                         | word of mouth   |
| Lewis and Pizam                | quality of bed and bath, friendliness and professionalism of staff, security, price/quality   |
| Cadotte and Turgeon            | 1. room, food & beverage, price of other service 2.promptness of service 3.service quality 4.parking zone 5.knowledge and service of staff  |
| Lo                             | 1.efficiency of business center 2.timely of F&B service<br>3.efficiency of room message convey  |
| Kodera                         | 1.security, location 2.price, service, room condition, quiet, courtesy of staff, décor 3. prestige, image   |
| Cullen                         | security, location, value, service, room condition, quiet   |
| Tanineca, Weaver and MacCleaty | cleanliness, bed and headrest, towel quality, free break first, room article, low price   |
| Lodging Hospitality            | 1.location 2.price 3.brand 4.is FPT or not 5.security   |
| Gustion and Weaver             | cleanliness of service, smoking ban room, room on 1 floor, room article, knownage about nearness places   |
| Marshall                       | room size, telephone at bath, secure room space   |
| Howell, Moreo and Demicco      | 1.cleanliness 2.security 3.room bed and F&B, room design and décor, checkout quickly, swimming pool and health club   |
| Dewney                         | 1.reservation service 2.checkin and checkout quickly 3.room price 4.free newspaper, café service 5.copy service   |
| Hoking and Brad                | 1.security 2.room article, room design and location, dining room and additional facilities  |
| Lewis                          | professionalism of staff, well-run hotel, security, late-night food service, reasonable F&B price, exterior building aesthetics, hotel prestige, quality of wine list, room and bath condition, sauna, reputation, quiet, TV and radio quality, reservation system convenience, price and value, nearness to other places |

<Table 2-5>Anterior study of the important attributes when choice hotel  
(Continued table)

| Scholar                             | Important attributes   |
|-------------------------------------|--|
| Hwang<br>Chang-kyu &<br>Cho Sun-bai | location, products discover, price, staff service, perception<br>character, hotel image  |
|                                     | image, location, equipments, service, price  |
|                                     | type, reliability, effect, security, propriety, ability, confidence,<br>approach   |
| Taeate R. and<br>M. Olsen           | room and bath cleanliness, amenities, price and value,<br>friendliness of staff, courtesy, promptness, professionalism<br>service, security, F&B level |



# CHAPTER 3

## METHODOLOGY

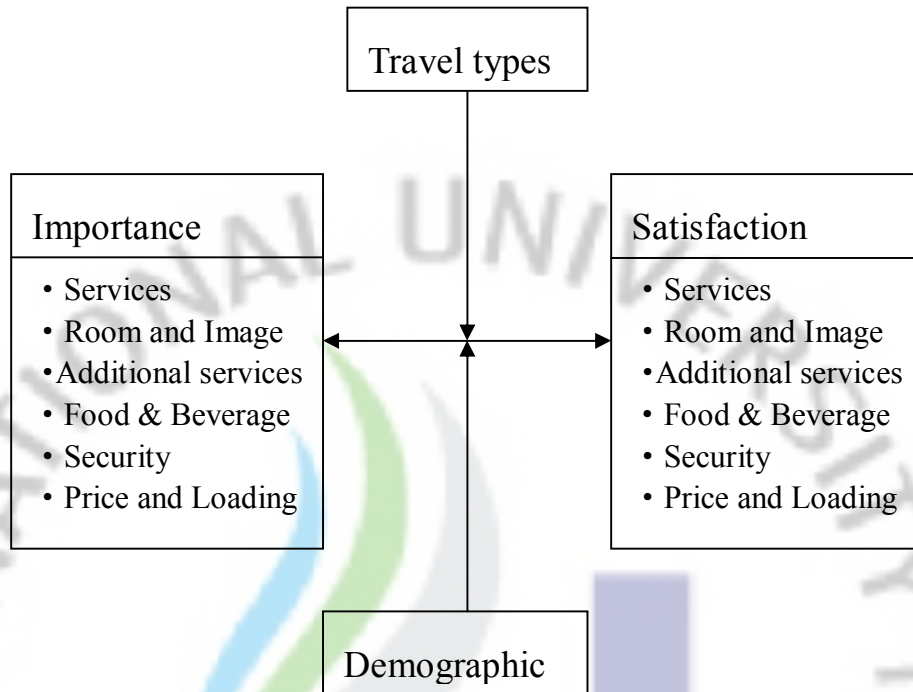
### 3.1 Research design

Studying the preference passing to hotel users originally, and the factors taking seriously when people choose a hotel, expounded the customer preference attribute about choosing hotels. Aiming to provide the corresponding conditions to meet the customers' need, to make continuous improvement to upgrade the hotel's customer satisfaction based on present customer satisfaction and thus to provide useful informations for a effective marketing strategy.

However, before explain these issues above, the study have first looked into the theoretical background factors that customers taking seriously to choose a hotel as independent variables, the influences of which will as the hotel customers satisfaction of dependent variable.

The research model is as follows.

<Fig 3-1> The model of study



### 3.2 Hypotheses development

The study is to better understand the relationship among demographic, importance and satisfaction of Chinese visitors.

There hypotheses below are based on the previous theories and describe the relationships that were empirically investigated. Visitors of different genders were hypothesized to have different importance and satisfaction toward their choice hotel. Here three hypotheses were tested:



**Hypothesis 1:** There are significantly difference between importance and satisfaction on hotel attributes

H 1-1: There are differences in importance of hotel attributes

H 1-2: There are differences in satisfaction of hotel attributes

**Hypothesis 2:** There are significantly differences in importance and satisfaction of hotel attributes by different demographic characters and travel type

H 2-1: There are significantly differences importance among visitors by different demographic

H 2-2: There are significantly differences importance among visitors by different travel type

H 2-3: There are significantly differences satisfaction among visitors by different demographic

H 2-4: There are significantly differences satisfaction among visitors by different travel type

**Hypothesis 3:** There are significantly difference among different importance and satisfactions by different demographic characters and travel type

H 3-1: There are significantly difference importance and satisfaction among visitors by different demographic

H 3-2: There are significantly difference importance and satisfaction among visitors by different travel type



### 3.3 Sampling

The program of data collections for this survey includes selected some concrete conditions---the survey areas, survey time, collected the survey data, sample size and the recovery of the questionnaires etc.

1) Research areas are the hotels which have high lodging ratio of Chinese customers

2) The respondents are Chinese customers who travel to Jeju and stay in a hotel.

3) By 20 September to 25 September 2010 will be pretest survey to the objects at a hotel, and the formal questionnaire survey time will from October 1 to October 10.

4) The size of the sample and the recovery of the questionnaires: there are 308 effective questionnaire among 320 respondents that joined by themselves.

### 3.4 Questionnaire design

The study attempts to explore the relationship between tourists' demographic characters, importance and satisfaction toward the hotel attributes. A self-administered questionnaire was designed in order to examine the study objectives.

The most important reason of using questionnaire is reduced errors that because of change measuring tool, so measured all the customers with the same contents and the same way. And then relative increase the comparability of the results. And it may get core informations in the short time, then can make the comparisons objective and correct.

In order to achieve the study purpose, make the questionnaire according to study model as below:

<Table 3-1> The contents and form of questionnaire

| Measured variable               |                                      | Scale          | Number of items                                    |
|---------------------------------|--------------------------------------|----------------|--|
| The factors of hotel attributes | Services quality                     | interval scale | 74<br>(importance-satisfaction each have 37 cases) |
|                                 | Overall feeling                      |                |  |
|                                 | Security                             |                |  |
|                                 | Upscale services                     |                |  |
|                                 | Food and beverage price and quality  |                |  |
|                                 | Aesthetics, decor, ambience          |                |  |
|                                 | Room and bath condition              |                |  |
|                                 | Amenities                            |                |  |
|                                 | Image                                |                |  |
|                                 | Beverage quality                     |                |  |
|                                 | Health facilities                    |                |  |
|                                 | Reputation                           |                |  |
|                                 | Quiet                                |                |  |
|                                 | Room attributes                      |                |  |
|                                 | Reservations and front desk          |                |  |
| Price and value                 |                                      |                |  |
| Location                        |                                      |                |  |
| Visit Behavior                  | Visit experience                     | nominal scale  | 4  |
|                                 | Times of accommodation on this hotel |                |  |
|                                 | Purpose                              |                |  |
|                                 | Mode of travel                       |                |  |
| Demographic                     | Sex                                  | nominal scale  | 5  |
|                                 | Age                                  |                |  |
|                                 | Education                            |                |  |
|                                 | Vocation                             |                |  |
|                                 | Family average income monthly        |                |  |
| Total                           |                                      |                | 83   |

Questionnaire consists of 3 parts:

Part 1. The importance factors on customers choose a hotel. Include situation, price, image, brand, service etc. And about the satisfaction of those factors.

Part 2. Used the formal variable of hotel users.

Part 3. Demographics of the tourists. Include sex, age, education, vocation, income etc.

### **3.5 Data collection**

A questionnaire was developed to test the aforementioned hypotheses. Data were collected for a period of 2 weeks, from 1st October to 10th October 2010, at the hotels that have many Chinese visitors, as Grand hotel, The hotel, Ramada hotel, Lottle hotel, Shilla hotel and Hana hotel. Questionnaires were distributed to a sample group after they stay in hotel. Once a visitor was selected, the author verbally explained the purpose of the study to him/her and encouraged his/her participation in the study. The questionnaires were obtained, corresponding to a response rate of 93.3%. However, during the collection of questionnaires, we only responded by Chinese visitors.

### **3.6 The analysis method**

The data of this study will be used by SPSS 17.0 statistical package program for statistical analysis. At first, according to the general demographic characteristics for frequency analysis, and technical analysis about the important preference factors. Then, conduct reliability test and

factor analysis about the preference factors. The third, examining the influences on preference factors with customer satisfaction for choice hotel by independent sample T-Test and ANOVA.

In this research, all factors with eigen values greater than 1 were retained, because they were considered significant; all factors with less than 1 were discarded. In addition, all item with a factors loading above 0.4 were included, whereas all items with factor loading lower than 0.4 were removed. Remaining items were factor analyzed again, with a varimax rotation procedure when any items with a factor loading less than 0.4 were eliminated. A reliability coefficient (Cronbach's  $\alpha$ ) was computed for each factor to estimate the reliability of each scale. All factors with a reliability coefficient above 0.6 were considered to be acceptable in this study.

## **CHAPTER 4.**

### **THE EMPIRICAL ANALYSIS**

#### **4.1 The characteristics of sample and inspection the data**

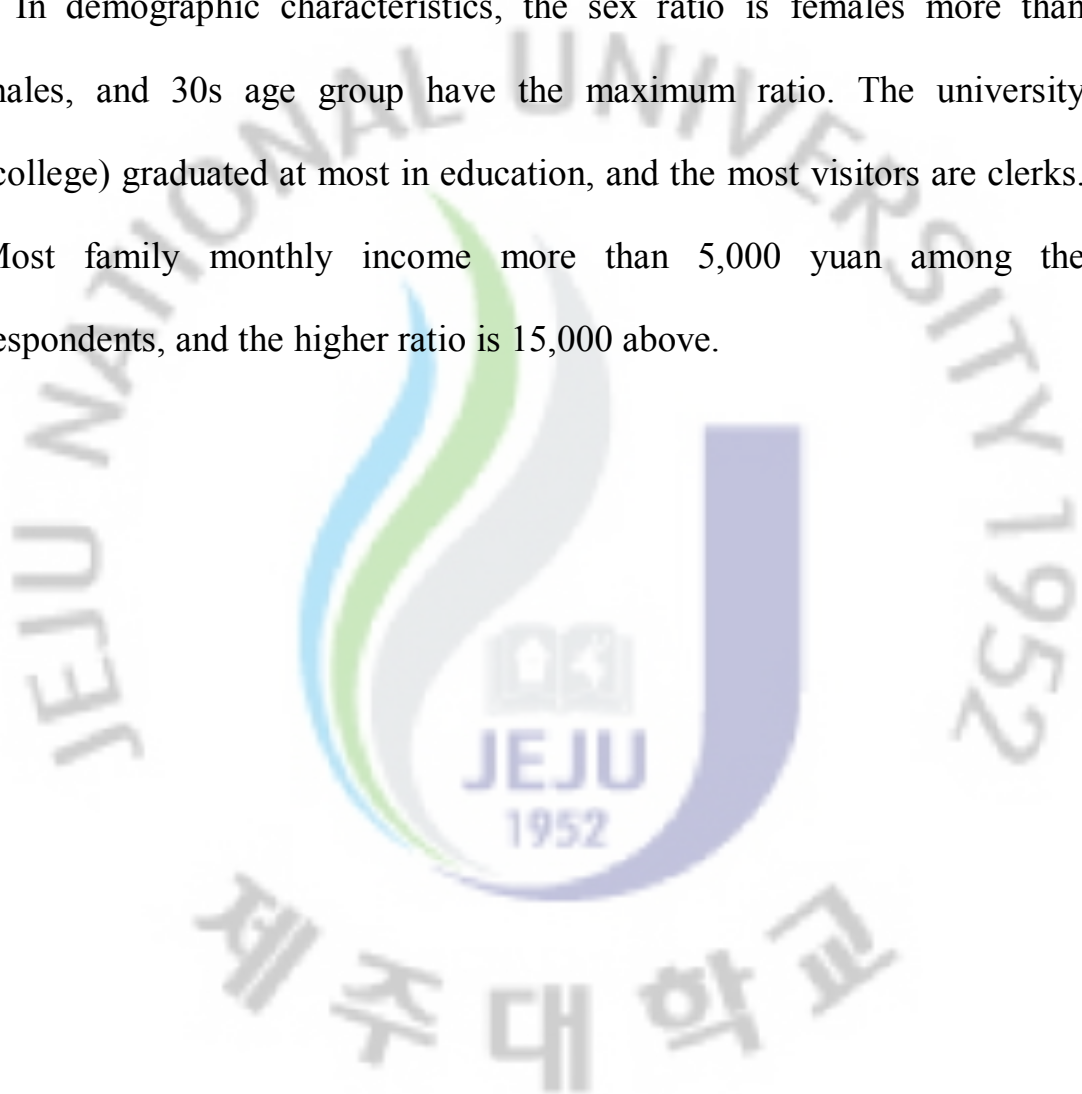
##### 4.1.1 Characteristics of sample

###### 1) Demographic characteristics

<Table 4-1> shows breakdowns of demographic categories. The final sample consisted predominantly of Chinese visitors to Jeju. All of the respondents, females are more than males, there are females 52.3% and males 47.7% among the result. Seen from the aged the 30 age groups make up the largest proportion as 36.4%, and 20 age group have 30.2%, 40 age group have 25.6%, 50 age group and over 60s' group have 7.8% altogether. Over 60% of the respondents have a university degree, 19.5% have a master's degree or above. That explained, most of the Chinese tourists visiting hotel are provided with a higher level education. The proportion of company staff occupation ratio of slightly more make up 34.4%, 18.8% are entrepreneur persons, learned professionals (doctors, lawyers, etc.) accounted for 16.2%, there are many other occupations. The family average income monthly have more than 15,000 yuan/month

occupied the largest proportion that have 22.4%, the secondly are the family income have 3,000-5,000 yuan/month that occupy 21.8%, and than, 5,000-8,000 yuan occupy 19.8%, 8,000-10,000 yuan occupy 13.6%, 10,000-15,000 yuan occupy 17.5%.

In demographic characteristics, the sex ratio is females more than males, and 30s age group have the maximum ratio. The university (college) graduated at most in education, and the most visitors are clerks. Most family monthly income more than 5,000 yuan among the respondents, and the higher ratio is 15,000 above.





<Table 4-1> The demographic characteristics of sample

| Characteristic                | Item                   | Frequency  | Percentage (%) |
|-------------------------------|------------------------|------------|----------------|
| Sex                           | Male                   | 147        | 47.7           |
|                               | Female                 | 161        | 52.3           |
| Age                           | 21-30                  | 93         | 30.2           |
|                               | 31-40                  | 112        | 36.4           |
|                               | 41-50                  | 79         | 25.6           |
|                               | 51-60                  | 16         | 5.2            |
|                               | More than 61           | 8          | 2.6            |
| Education                     | High school            | 54         | 17.5           |
|                               | College or university  | 194        | 63.0           |
|                               | Master degree or above | 60         | 19.5           |
| Vocation                      | Student                | 11         | 3.6            |
|                               | Clerk                  | 106        | 34.4           |
|                               | Functionary            | 26         | 8.4            |
|                               | Entrepreneur           | 58         | 18.8           |
|                               | Housewife              | 6          | 1.9            |
|                               | Professional           | 50         | 16.2           |
|                               | Technician             | 14         | 4.5            |
|                               | Others                 | 37         | 12.0           |
| Family average income monthly | Under 3,000            | 15         | 4.9            |
|                               | 3,000 – 5,000          | 67         | 21.8           |
|                               | 5,000 – 8,000          | 61         | 19.8           |
|                               | 8,000 – 10,000         | 42         | 13.6           |
|                               | 10,000 – 15,000        | 54         | 17.5           |
|                               | Above 15,000           | 69         | 22.4           |
| <b>Total</b>                  |                        | <b>308</b> | <b>100%</b>    |

## 2) The characteristic of samples' travel types

Analyzed the tour frequency, hotel used times per year, tour purpose and tour mode in order to understand the travel types of Chinese tourists. The results are shown in <table 4-2>.

The approximate 70% were the first time come to Jeju, it is significantly high proportion than the others among all the 308 respondents. Seen from the hotel used times, there are 82.1% of Chinese tourists who used the hotel which they lived for the first time, and then, 10.4% of Chinese tourists used the hotel which they lived on this occasion have two times. But the tourists lived in a same hotel more than 3 times are relative fewer. From the <table 4-2> shows, the great mass of Chinese tourists to come to Jeju with the purpose of pure tourism, they occupied the proportion of 76%. In addition, there are 11% of tourists visit to Jeju for casino, the proportion also have 13%. Seen from the tour mode, 61.4% of Chinese tourists are group tourism, compare with the personal group it occupy greater proportion.

At the travel types, most tourists are the first time come to Jeju for pure tourism. The personal tourists have the highest satisfaction on room and image of hotels. Room and image of hotels are very importance for a good hotel, because of the room as the home when tourists come to the destination. But, some tourists reflected there have no toiletries at their room. Hotels may be supply more articles to different guests.

<Table4-2> The characteristic of samples' travel types

| Items                     |               | Frequency  | Percent (%)    |
|---------------------------|---------------|------------|----------------|
| Tour frequency            | 1 time        | 215        | 69.8           |
|                           | 2~3 times     | 70         | 22.7           |
|                           | 4~5 times     | 16         | 5.2            |
|                           | Above 5 times | 7          | 2.3            |
| Hotel used times/per year | 1 time        | 253        | 82.1           |
|                           | 2 times       | 32         | 10.4           |
|                           | 3 times       | 17         | 5.5            |
|                           | 4 times       | 3          | 1              |
|                           | Above 5times  | 3          | 1              |
| Tour purposes             | Casino        | 34         | 11             |
|                           | Pure tourism  | 234        | 76             |
|                           | Others        | 40         | 13             |
| Tour mode                 | Personal tour | 119        | 38.6           |
|                           | Group tour    | 189        | 61.4           |
|                           | <b>Total</b>  | <b>308</b> | <b>100 (%)</b> |

### 4.1.2 Reliability and Validity

For the purpose of verifying the reliability and construct validity of the scale, confirmatory factor analysis was employed for parameter estimation (Joreskog & Sorbom, 1993).

#### 1) Reliability Analysis

Reliability refers to the extent to which a scale produces consistent results, if the measurements are repeated a number of times. Reliability Analysis is determined by obtaining the proportion of systematic variation in a scale, which can be done by determining the association between the scores obtained from different administrations of the scale. Thus, if the association in reliability analysis is high, the scale yields consistent results and is therefore reliable (Armor, D. J., 1974).

One of the most popular reliability statistics in use today is Cronbach's  $\alpha$ . Cronbach's  $\alpha$  determines the internal consistency or average correlation of items in a survey instrument to gauge its reliability (Cronbach, 1951).

When you have a variable generated from such a set of questions that return a stable response, then your variable is said to be reliable. Cronbach's alpha is an index of reliability associated with the variation accounted for by the true score of the "underlying construct." Construct is

the hypothetical variable that is being measured (Hatcher, 1994). In social science data, if  $\alpha$  greater than 0.7 it have the high reliability (Hatcher, L. 1994), in this study, the reliability of importance of hotel attributes ( $\alpha=.911$ ) and the satisfaction ( $\alpha=.955$ ) are explain the result of items have high reliability.

The results shown in <table 4-3> and <table 4-4>.



<Table 4-3> Reliability analysis for the importance of the hotel attributes

| Concept                                  | Item  | Corrected<br>Item-Total<br>Correlation | Cronbach's<br>$\alpha$ if Item<br>Deleted | Standardized<br>item $\alpha$ |
|--|---|--|---|-------------------------------|
| Importance<br>of the hotel<br>attributes | 1. Promptness of services                           | .354                                   | .907                                      | .911                          |
|  | 2. Overall level of service                         | .369                                   | .907                                      |                               |
|  | 3. Variety of services offered                      | .449                                   | .906                                      |                               |
|  | 4. Friendliness and courtesy of<br>services offered | .443                                   | .906                                      |                               |
|  | 5. Quality seems assured                            | .477                                   | .906                                      |                               |
|  | 6. Responsive to my needs                           | .500                                   | .905                                      |                               |
|  | 7. Comfortable feeling                              | .484                                   | .906                                      |                               |
|  | 8. Security of hotel                                | .357                                   | .907                                      |                               |
|  | 9. Security of area                                 | .382                                   | .907                                      |                               |
|  | 10. Security of room                                | .381                                   | .907                                      |                               |
|  | 11. Late-night food service                         | .359                                   | .908                                      |                               |
|  | 12. Room-service availability                       | .429                                   | .907                                      |                               |
|  | 13. Restaurant atmosphere                           | .476                                   | .906                                      |                               |
|  | 14. Reasonable F&B prices                           | .403                                   | .907                                      |                               |
|  | 15. F&B variety, options                            | .590                                   | .904                                      |                               |
|  | 16. Food quality                                    | .462                                   | .906                                      |                               |
|  | 17. Food-service quality                            | .488                                   | .906                                      |                               |
|  | 18. Exterior building aesthetics                    | .431                                   | .906                                      |                               |
|  | 19. Interior building aesthetics                    | .570                                   | .904                                      |                               |
|  | 20. Room and bath size                              | .532                                   | .905                                      |                               |
|  | 21. Room and bath cleanliness                       | .418                                   | .906                                      |                               |
|  | 22. Room and bath physical condition                | .417                                   | .906                                      |                               |
|  | 23. Hotel personality                               | .540                                   | .905                                      |                               |
|  | 24. Overall good feeling                            | .401                                   | .907                                      |                               |
|  | 25. Quality of drinks                               | .435                                   | .906                                      |                               |
|  | 26. Sauna, steam bath, etc.                         | .408                                   | .907                                      |                               |
|  | 27. Hotel prestige                                  | .513                                   | .905                                      |                               |
|  | 28. Quietness of hotel                              | .407                                   | .907                                      |                               |
|  | 29. Quietness of area                               | .447                                   | .906                                      |                               |
|  | 30. TV and radio quality                            | .435                                   | .906                                      |                               |
|  | 31. Comfort of bed                                  | .476                                   | .906                                      |                               |
|  | 32. Reservation system convenience                  | .470                                   | .906                                      |                               |
|  | 33. Reservation system reliability                  | .314                                   | .908                                      |                               |
|  | 34. Checkin and checkout                            | .447                                   | .906                                      |                               |
|  | 35. Price and value                                 | .462                                   | .906                                      |                               |
|  | 36. Actual price                                    | .466                                   | .906                                      |                               |
|  | 37. Nearness of other places                        | .377                                   | .907                                      |                               |



<Table 4-4> Reliability analysis for the satisfaction of the hotel attributes

| Concept                                    | Items   | Corrected<br>Item-Total<br>Correlation | Cronbach's<br>$\alpha$ if Item<br>Deleted | Standardized<br>item $\alpha$ |
|--|---|--|---|-------------------------------|
| Satisfaction<br>of the hotel<br>attributes | 1. Promptness of services                           | .502                                   | .954                                      | .955                          |
|  | 2. Overall level of service                         | .601                                   | .953                                      |                               |
|  | 3. Variety of services offered                      | .621                                   | .953                                      |                               |
|  | 4. Friendliness and courtesy of<br>services offered | .484                                   | .954                                      |                               |
|  | 5. Quality seems assured                            | .615                                   | .953                                      |                               |
|  | 6. Responsive to my needs                           | .641                                   | .953                                      |                               |
|  | 7. Comfortable feeling                              | .686                                   | .953                                      |                               |
|  | 8. Security of hotel                                | .518                                   | .954                                      |                               |
|  | 9. Security of area                                 | .511                                   | .954                                      |                               |
|  | 10. Security of room                                | .604                                   | .953                                      |                               |
|  | 11. Late-night food service                         | .489                                   | .954                                      |                               |
|  | 12. Room-service availability                       | .429                                   | .955                                      |                               |
|  | 13. Restaurant atmosphere                           | .560                                   | .954                                      |                               |
|  | 14. Reasonable F&B prices                           | .527                                   | .954                                      |                               |
|  | 15. F&B variety, options                            | .555                                   | .954                                      |                               |
|  | 16. Food quality                                    | .603                                   | .953                                      |                               |
|  | 17. Food-service quality                            | .595                                   | .954                                      |                               |
|  | 18. Exterior building aesthetics                    | .603                                   | .953                                      |                               |
|  | 19. Interior building aesthetics                    | .668                                   | .953                                      |                               |
|  | 20. Room and bath size                              | .705                                   | .953                                      |                               |
|  | 21. Room and bath cleanliness                       | .618                                   | .953                                      |                               |
|  | 22. Room and bath physical condition                | .650                                   | .953                                      |                               |
|  | 23. Hotel personality                               | .687                                   | .953                                      |                               |
|  | 24. Overall good feeling                            | .711                                   | .953                                      |                               |
|  | 25. Quality of drinks                               | .653                                   | .953                                      |                               |
|  | 26. Sauna, steam bath, etc.                         | .563                                   | .954                                      |                               |
|  | 27. Hotel prestige                                  | .619                                   | .953                                      |                               |
|  | 28. Quietness of hotel                              | .610                                   | .953                                      |                               |
|  | 29. Quietness of area                               | .568                                   | .954                                      |                               |
|  | 30. TV and radio quality                            | .610                                   | .953                                      |                               |
|  | 31. Comfort of bed                                  | .502                                   | .954                                      |                               |
|  | 32. Reservation system convenience                  | .687                                   | .953                                      |                               |
|  | 33. Reservation system reliability                  | .606                                   | .953                                      |                               |
|  | 34. Checkin and checkout                            | .542                                   | .954                                      |                               |
|  | 35. Price and value                                 | .580                                   | .954                                      |                               |
|  | 36. Actual price                                    | .563                                   | .954                                      |                               |
|  | 37. Nearness of other places                        | .555                                   | .954                                      |                               |

## 2) Validity analysis

Validity for determine the intact measure, and confirm there is identity or not. There are three types of validity: content validity, criterion validity, and construct validity (Brown, J. D., 1996).

Contents validity is a non-statistical type of validity that involves “the systematic examination of the test content to determine whether it covers a representative sample of the behavior domain to be measured” (Anastasi & Urbina, 1997). And the degree to which the items within a research instrument or measurement tool represent the universe of content for the concept being measured or the domain of a given behavior.

Criterion validity evidence involves the correlation between the test and a criterion variable taken as representative of the construct. In other words, it compares the test with other measures or outcomes (the criteria) already held to be valid. If the test data and criterion data are collected at the same time, this is referred to as concurrent validity evidence. If the test data is collected first in order to predict criterion data collected at a later point in time, then this is referred to as predictive validity evidence.

Construct validity seeks agreement between a theoretical concept and a specific measuring device or procedure. It is evaluate the validity of the questionnaire by factor analysis, and account for the difference degree between the concepts.

In factor analysis, the proper value 1 is the standard when determinant the factors quantity. That have significant if the factor loading above .4, and the factor rotation make use of orthogonal rotation.

Description of name selection does not appear big problem, according to the propositions of existing research, selected the variable that have higher factor loading, and removed the variable that unreasonable at factor expression.

#### (1) Importance of hotel attributes

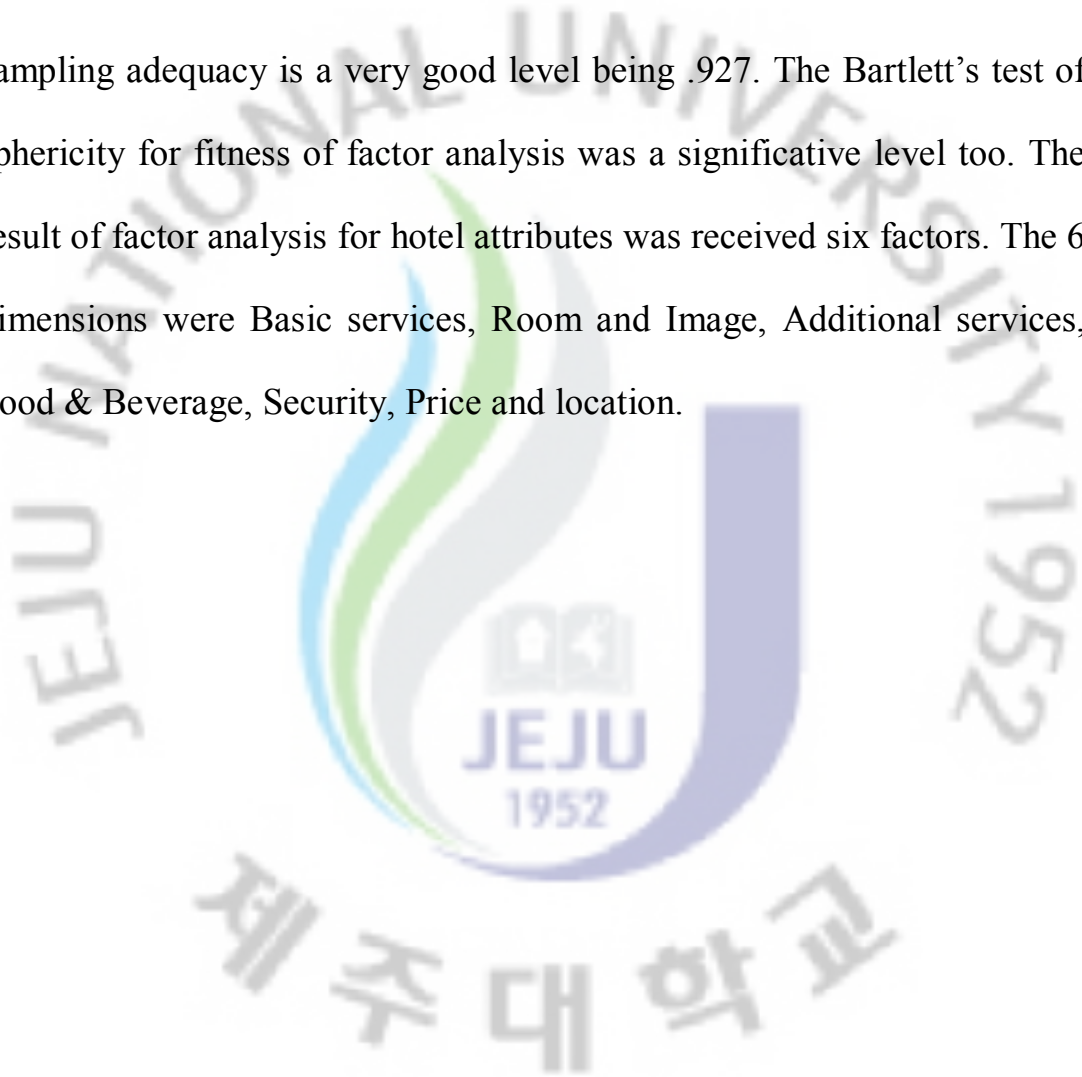
Six-factor measurement scale of the hotel attributes to Chinese visitors. At first, the communality is from 39.8% to 71.7%, and respectively variance are 25.02%, 8.70%, 7.69%, 5.50%, 4.82%, 4.32%, the cumulative variance contribution is 56.04% shown at <Table 4-5>. KMO measure of sampling adequacy is a very good level being .854. The Bartlett's test of sphericity for fitness of factor analysis was a significant level too. The result of factor analysis for hotel attributes was received six factors. The 6 dimensions were Basic services, Room and Image, Additional services, Food & Beverage, Security, Price and location.

<Table 4-5> Validity test --- importance of hotel attributes

| Factors                   | Variable   | Factor loading | Communalities | Eigen-Value | % of Variance | Reliability Coefficient | Cumulative% |
|---------------------------|--|----------------|---------------|-------------|---------------|-------------------------|-------------|
| F1<br>Basic services      | 4. Friendliness and courtesy of services offered | .646           | .500          | 6.505       | 25.019        | .759                    | 25.019      |
|                           | 1. Promptness of all services                    | .625           | .419          |             |               |                         |             |
|                           | 3. Variety of services offered                   | .595           | .533          |             |               |                         |             |
|                           | 5. Quality seems assured                         | .593           | .487          |             |               |                         |             |
|                           | 2. Overall level of services                     | .572           | .519          |             |               |                         |             |
|                           | 6. Responsive to my needs                        | .549           | .442          |             |               |                         |             |
| F2<br>Room and Image      | 28. Quietness of hotel                           | .776           | .717          | 2.263       | 8.703         | .759                    | 33.722      |
|                           | 29. Quietness of area                            | .684           | .588          |             |               |                         |             |
|                           | 22. Room and bath physical condition             | .594           | .553          |             |               |                         |             |
|                           | 27. Hotel prestige                               | .571           | .465          |             |               |                         |             |
|                           | 21. Room and bath clearliness                    | .512           | .459          |             |               |                         |             |
|                           | 20. Room and bath size                           | .450           | .512          |             |               |                         |             |
| F3<br>Additional services | 11. Late-service availability                    | .774           | .685          | 1.999       | 7.687         | .697                    | 41.409      |
|                           | 26. Sauna, steam bath, etc.                      | .674           | .496          |             |               |                         |             |
|                           | 12. Room service availability                    | .637           | .633          |             |               |                         |             |
|                           | 30. TV and radio quality                         | .517           | .398          |             |               |                         |             |
| F4<br>Food & Beverage     | 16. Food quality                                 | .766           | .683          | 1.428       | 5.494         | .725                    | 46.902      |
|                           | 14. Reasonable F&B prices                        | .732           | .618          |             |               |                         |             |
|                           | 17. Food-service quality                         | .610           | .533          |             |               |                         |             |
|                           | 15. F&B variety, options                         | .513           | .536          |             |               |                         |             |
| F5<br>Security            | 8. Security of hotel                             | .792           | .483          | 1.253       | 4.817         | .722                    | 51.720      |
|                           | 9. Security of area                              | .756           | .704          |             |               |                         |             |
|                           | 10. Security of room                             | .556           | .686          |             |               |                         |             |
| F6<br>Price and Location  | 35. Price and value                              | .808           | .712          | 1.123       | 4.319         | .726                    | 56.039      |
|                           | 36. Actual price                                 | .772           | .707          |             |               |                         |             |
|                           | 37. Near to other places                         | .680           | .524          |             |               |                         |             |
| KMO                       |  |                |               | .854        |               |                         |             |
| Bartlett's Test           |  | Chi-square     |               | 2486.747    |               |                         |             |
|                           |  | d.f            |               | 325.000     |               |                         |             |
|                           |  | sig            |               | .000        |               |                         |             |

## (2) Satisfaction of hotel attributes

Six-factor measurement scale of the hotel attributes to Chinese visitors. At first, the communality is from 41.9% to 75.7%, and respectively variance are 39.39%, 7.36%, 4.50%, 4.11%, 4.05%, 4.%, the cumulative variance contribution is 63.42% shown at <Table 4-5>. KMO measure of sampling adequacy is a very good level being .927. The Bartlett's test of sphericity for fitness of factor analysis was a significant level too. The result of factor analysis for hotel attributes was received six factors. The 6 dimensions were Basic services, Room and Image, Additional services, Food & Beverage, Security, Price and location.



<Table 4-6> Validity test --- satisfaction of hotel attributes

| Factor                    | Variable   | Factor loading | Communalities | Eigen-Value | % of Variance | Reliability coefficient | Cumulative % |
|---------------------------|--|----------------|---------------|-------------|---------------|-------------------------|--------------|
| F1<br>Basic services      | 1. Promptness of all services                    | .794           | .676          | 14.302      | 39.398        | .841                    | 39.398       |
|                           | 2. Overall level of services                     | .742           | .671          |             |               |                         |              |
|                           | 3. Variety of services offered                   | .631           | .588          |             |               |                         |              |
|                           | 5. Quality seems assured                         | .627           | .592          |             |               |                         |              |
|                           | 6. Responsive to my needs                        | .512           | .523          |             |               |                         |              |
|                           | 4. Friendliness and courtesy of services offered | .495           | .429          |             |               |                         |              |
| F2<br>Room and Image      | 27. Hotel prestige                               | .761           | .684          | 2.163       | 7.355         | .842                    | 46.753       |
|                           | 21. Room and bath clearliness                    | .618           | .552          |             |               |                         |              |
|                           | 22. Room and bath physical condition             | .590           | .585          |             |               |                         |              |
|                           | 20. Room and bath size                           | .564           | .615          |             |               |                         |              |
|                           | 28. Quietness of hotel                           | .556           | .644          |             |               |                         |              |
|                           | 29. Quietness of area                            | .504           | .582          |             |               |                         |              |
| F3<br>Additional services | 11. Late-service availability                    | .732           | .554          | 1.484       | 4.504         | .726                    | 51.257       |
|                           | 12. Room service availability                    | .601           | .450          |             |               |                         |              |
|                           | 26. Sauna, steam bath, etc.                      | .575           | .505          |             |               |                         |              |
|                           | 30. TV and radio quality                         | .505           | .520          |             |               |                         |              |
| F4<br>Food & Beverage     | 15. F&B variety, options                         | .736           | .665          | 1.275       | 4.110         | .782                    | 55.367       |
|                           | 16. Food quality                                 | .616           | .556          |             |               |                         |              |
|                           | 14. Reasonable F&B prices                        | .604           | .538          |             |               |                         |              |
|                           | 17. Food-service quality                         | .380           | .419          |             |               |                         |              |
| F5<br>Security            | 10. Security of room                             | .821           | .717          | 1.221       | 4.049         | .838                    | 59.416       |
|                           | 8. Security of hotel                             | .788           | .757          |             |               |                         |              |
|                           | 9. Security of area                              | .755           | .702          |             |               |                         |              |
| F6<br>Price and Loading   | 36. Actual price                                 | .767           | .698          | 1.111       | 4.002         | .757                    | 63.418       |
|                           | 35. Price and value                              | .700           | .630          |             |               |                         |              |
|                           | 37. Near to other places                         | .577           | .503          |             |               |                         |              |
| KMO                       |  |                |               | .927        |               |                         |              |
| Bartlett's Test           |  |                |               | Chi-square  | 3708.978      |                         |              |
|                           |  |                |               | d.f         | 325.000       |                         |              |
|                           |  |                |               | sig         | .000          |                         |              |



## 4.2 Test of hypotheses

### 4.2.1 Analysis of importance-satisfaction of hotel attributes

Table 4-7 below shows importance (4.14) of 37 hotel attributes and satisfaction (3.67) of 37 hotel attributes. The mean of importance is 4.14, standard deviation is .37, and mean of satisfaction is 3.67, standard deviation is .22.

<Table 4-7> Mean of hotel attributes' importance and satisfaction

| Importance-Satisfaction | Minimum | Maximum | Mean | Std. Deviation |
|-------------------------|---------|---------|------|----------------|
| Importance n=37         | 1.45    | 4.68    | 4.14 | .37            |
| Satisfaction n=37       | 1.25    | 4.30    | 3.67 | .22            |

Likert 5 scales (1=strongly disagree, 5=strongly agree)

3 matters of scale median are (1) analyzed the compatibility of questionnaire that plan by Likert 5 point scale (Choi, Kee Jong· Park, Sang Hyeon, 2001), and (2) visual distribution of all evaluative feature (Chae Suh-Il, 2004), (3) if standard deviation less than 2, can effectively made the IPA lattice (Sohn, De-Hyun Kim, Byung-Sam, 1999). From the study, mean of importance and satisfaction were 4.14 and 3.67, according with the IPA canonical measure's median. The results are shown at

<Figure 4-1> and <Table 4-8>.

There are 16 items at the quadrant 1. They are 'promptness of services(1)', 'overall level of services(2)', 'friendliness and courtesy of services offered(4)', 'quality seems assured(5)', 'responsive to my needs(6)', 'comfortable feeling(7)', 'security of hotel(8)', 'security of area(9)', 'security of room(10)', 'food-service quality(17)', 'room and bath cleanliness(21)', 'quietness of area(29)', 'comfort of bed(31)', 'reservation system reliability(33)', 'price and value(35)'. They have high importance and high satisfaction, so they should be keep up the good work.

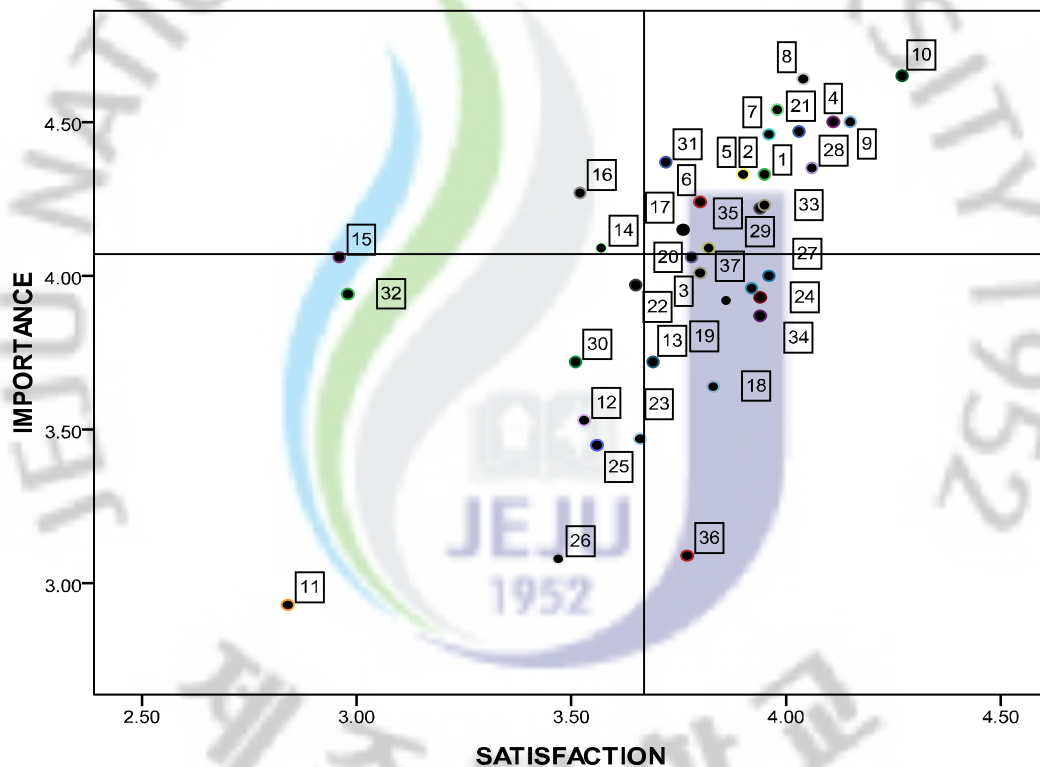
There are 2 items at the quadrant 2. They are 'reasonable F&B prices (14)' and 'food quality(16)'. They have the high importance and low satisfaction, so they should be concentrate here and improve the satisfaction of the 2 items.

There are 9 items at the quadrant 3. They are 'late-night food service(11)', 'room-service availability(12)', 'F&B variety, options(15)', 'room and bath physical condition(22)', 'hotel personality(23)', 'quality of drinks(25)', 'sauna, steam bath, etc(26)', 'TV and radio quality(30)', 'reservation system convenience(32)'. They have low importance and low satisfaction, so we should attention it at first, and changed of low priority.

There are 10 items at the quadrant 4. They are 'variety of services

offered(3)', 'restaurant atmosphere(13)', 'extererior building aesthetics(18)', 'interior building aesthetics(19)', 'room and bath size(20)', 'overall good feeling(21)', 'hotel prestige(27)', 'checkin and checkout(34)', 'actual price(36)', 'nearness of other places(37)'. There is the possible overkill. They have low importance but high satisfaction.

< Figure 4-1 > Importance and Satisfaction of hotel attributes



<Table 4-8> Analyzed of Importance and Satisfaction of hotel attributes

| Items   | Hotel Attributes   |
|---|--|
| <b>Quadrant 1</b><br>Keep Up the<br>Good Work | 1.promptness of services, 2.overall level of services, 4.friendliness and courtesy of services offered, 5.quality seems assured, 6.respondive to my needs, 7.comfortable feeling, 8.security of hotel, 9.security of area, 10. security of room, 17.food-service quality, 21.room and bath cleanliness, 29.quietness of area, 31.comfort of bed, 33.reservation system reliability, 35.price and value |
| <b>Quadrant 2</b><br>Concentrate<br>Here      | 14.reasonable F&B prices, 16.food quality  |
| <b>Quadrant 3</b><br>Low Priority             | 11.late-night food service, 12.room-service availability, 15.F&B variety, options, 22.room and bath physical condition, 23.hotel personality, 25.quality of drinks, 26.sauna, steam bath, etc, 30.TV and radio quality, 32.reservation system convenience  |
| <b>Quadrant 4</b><br>Possible<br>Overkill     | 3.variety of services offered, 13.restaurant atmosphere, 18.extererior building aesthetics, 19.interior building aesthetics, 20.room and bath size, 24.overall good feeling, 27.hotel prestige, 34.checkin and checkout, 36.actual price, 37.nearness of other places  |

#### 4.2.2 Difference Tests of importance and satisfaction among group

<Table 4-9> below shows the mean of 37 items of importance and satisfaction, their have significant differences ( $t=15.48$ ,  $p<.01$ ). The attribute have biggest difference between importance and satisfaction is Food and Beverage. The others according to the order in sequence were Security, Price and Location, Basic services, Room and Image, and Additional services. All of the factors, tourists have the high importance, but the satisfaction were under their expectation.

<Table 4-9> Test of difference of importance and satisfaction

| Items                   | Importance Mean | Satisfaction Mean | Difference of importance-satisfaction | t     | p         |
|-------------------------|-----------------|-------------------|---------------------------------------|-------|-----------|
| F1. Basic services      | 4.35            | 3.86              | 0.49 (4)                              | 10.27 | .000(***) |
| F2. Room and Image      | 4.22            | 3.76              | 0.46 (5)                              | 14.65 | .000(**)  |
| F3. Additional services | 3.65            | 3.25              | 0.40 (6)                              | 13.97 | .001(**)  |
| F4. F&B                 | 4.23            | 3.37              | 0.86 (1)                              | 15.48 | .002(**)  |
| F5. Security            | 4.59            | 3.96              | 0.63 (2)                              | 14.23 | .000(***) |
| F6. Price and Location  | 4.11            | 3.59              | 0.52 (3)                              | 11.29 | .004(**)  |

N = 308 (100%)

- \* p< 0.05, \*\* p<0.01, \*\*\* p<0.001
- Likert 5 point scale (1=strongly disagree, 5=strongly agree)

### 4.2.3 Hypothesis test

#### 1) Test of H1

<Table 4-10> account for test hypothesis 1-1 that make used of ANOVA and post hoc tests to tested the differences of hypothesis 1-1 at the H1 (there are significantly difference between importance and satisfaction on hotel attributes). The result is there are significantly differences in importance of hotel attributes (F=81.57. p<.001). So the hypothesis 1-1 is selection. The mean of hotel attributes are Security, Basic services, Room and Image, Food& Beverage, Price and Location, Additional services in turn.

<Table 4-10> Test the difference of importance attributes

| Items                   | Mean     | F     | p          |
|-------------------------|----------|-------|------------|
| F1. Basic services      | 4.35 (2) | 81.57 | .000 (***) |
| F2. Room and Image      | 4.22 (3) |       |            |
| F3. Additional services | 3.65 (5) |       |            |
| F4. Food & Beverage     | 4.23 (3) |       |            |
| F5. Security            | 4.59 (1) |       |            |
| F6. Price and Location  | 4.11 (4) |       |            |
| N=308 (100%)            |          |       |            |

- \*p< 0.05, \*\*p<0.01, \*\*\*p<0.001
- Likert 5 point scale (1=strongly disagree, 5=strongly agree)

<Table 4-11> account for test of hypothesis 1-2, there are differences (F=65.93, p<.001) in satisfaction of hotel attributes that make use of ANOVA and post hoc tests. So this study selected the hypothesis 1-2. The mean of hotel attributes are Security, Basic services, Room and Image, Price and Location, Food& Beverage, Additional services in turn.



<Table 4-11>Test of differences of satisfaction attributes

| Items                   | Mean     | F     | p          |
|-------------------------|----------|-------|------------|
| F1. Basic services      | 3.86 (2) | 65.93 | .000 (***) |
| F2. Room and Image      | 3.76 (3) |       |            |
| F3. Additional services | 3.25 (6) |       |            |
| F4. Food& Beverage      | 3.37 (5) |       |            |
| F5. Security            | 3.96 (1) |       |            |
| F6. Price and Location  | 3.59 (4) |       |            |
| N=308 (100%)            |          |       |            |

- \*p< 0.05, \*\*p<0.01, \*\*\*p<0.001
- Likert 5 point scale (1=strongly disagree, 5=strongly agree)

There are mean difference between importance and satisfaction of hotel attributes, so selection the H1.

## 2) Test of H2

In order to test Hypothesis 2-1 of H2 (There are significantly differences in importance and satisfaction of hotel attributes by different demographic characters and travel type) used of T-test and ANOVA. The result shown at <Table 4-12>, there are significantly different importance among visitors by different demographic. There are significantly differences among the vacation (F=2.27, p<.01) and family monthly income (F=2.44, p<.05) related with basic services, the age (F=2.96, p<.01) and family monthly income (F=2.88, p<.01) related with room and image, the vacation (F=2.53, p<.01) related with additional services, the

education( $F=3.40, p<.01$ ) related with food& beverage, and the education ( $F=3.17, p<.05$ ) related with security. The visitors that have University/College degree have the most importance according to food& beverage.



<Table 4-12> Test of importance of hotel attributes by different demographic characters

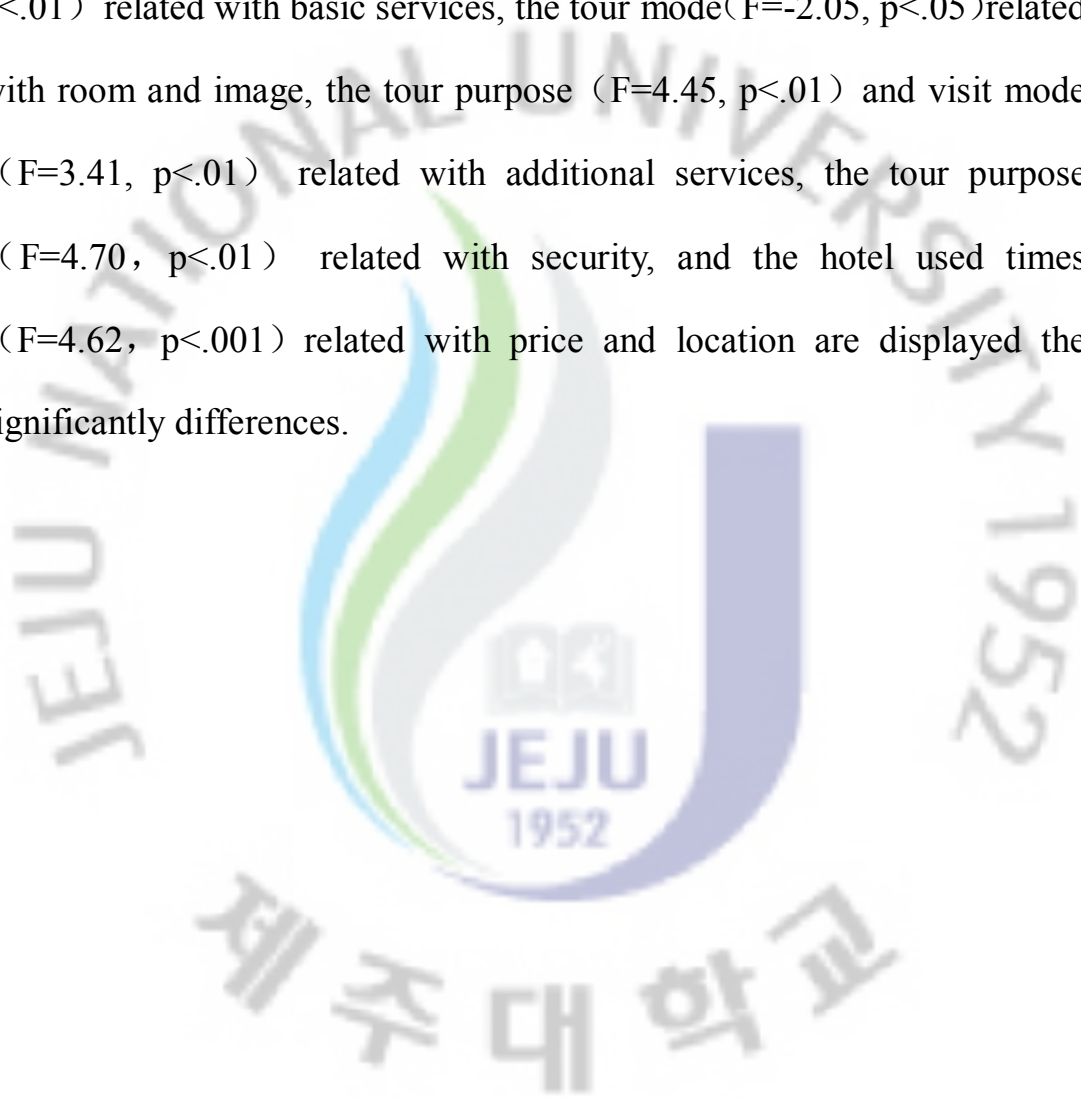
| Characters | Items              | n   | F1<br>Basic services |            | F2<br>Room and Image |            | F3<br>Additional |            | F4<br>Food & Beverage |            | F5<br>Security |            | F6<br>Price and Location |            |
|------------|--------------------|-----|----------------------|------------|----------------------|------------|------------------|------------|-----------------------|------------|----------------|------------|--------------------------|------------|
|            |                    |     | Mean                 | t/F<br>(p) | Mean                 | t/F<br>(p) | Mean             | t/F<br>(p) | Mean                  | t/F<br>(p) | Mean           | t/F<br>(p) | Mean                     | t/F<br>(p) |
| Sex        | Male               | 147 | 4.43                 | -1.22      | 4.10                 | -1.03      | 3.42             | -0.36      | 4.05                  | -.96       | 4.62           | -1.26      | 4.04                     | 0.73       |
|            | Female             | 161 | 4.51                 | (.42)      | 4.00                 | (.74)      | 3.41             | (.99)      | 4.13                  | (.33)      | 4.74           | (.21)      | 4.10                     | (.72)      |
| Age        | 21-30              | 93  | 4.52                 |            | 4.18                 |            | 3.56             |            | 4.19                  |            | 4.74           |            | 4.17                     |            |
|            | 31-40              | 112 | 4.46                 | 1.93       | 3.99                 | 2.96       | 3.35             | 0.46       | 4.13                  | 0.55       | 4.67           | 2.23       | 4.05                     | 0.83       |
|            | 41-50              | 79  | 4.39                 | (1.05)     | 3.97                 | (.02)      | 3.35             | (.76)      | 3.98                  | (.71)      | 4.67           | (.07)      | 4.01                     | (.51)      |
|            | 51-60              | 16  | 4.63                 |            | 3.88                 | (**)       | 3.15             |            | 3.94                  |            | 4.56           |            | 3.94                     |            |
|            | Above 60           | 8   | 4.50                 |            | 4.13                 |            | 3.71             |            | 3.88                  |            | 4.75           |            | 4.00                     |            |
| Education  | High school        | 54  | 4.44                 |            | 4.03                 |            | 3.4              |            | 3.96                  | 3.40       | 4.54           | 3.17       | 4.13                     |            |
|            | University/College | 194 | 4.49                 | 2.40       | 4.06                 | 0.54       | 3.46             | 0.44       | 4.14                  | (.01)      | 4.79           | (.02)      | 4.08                     | 0.58       |
|            | Master or above    | 60  | 4.42                 | (.09)      | 3.98                 | (.58)      | 3.27             | (.64)      | 4.05                  | (**)       | 4.57           | (*)        | 4                        | (.94)      |
| Vacation   | Student            | 11  | 4.55                 |            | 4.14                 |            | 3.55             |            | 4.55                  |            | 4.64           |            | 4.46                     |            |
|            | Clerk              | 106 | 4.57                 |            | 4.01                 |            | 3.48             |            | 4.08                  |            | 4.77           |            | 3.96                     |            |
|            | Functionary        | 26  | 4.62                 |            | 4.06                 |            | 3.49             |            | 4.04                  |            | 4.87           |            | 3.89                     |            |
|            | Entrepreneur       | 58  | 4.36                 | 2.27       | 4.15                 | 1.41       | 3.42             | 2.53       | 4.03                  | 0.88       | 4.59           | 1.85       | 4.16                     | 0.80       |
|            | Housewife          | 6   | 4.67                 | (.01)      | 3.50                 | (.19)      | 3.11             | (.01)      | 3.83                  | (.52)      | 4.83           | (.07)      | 3.67                     | (.59)      |
|            | Professional       | 50  | 4.38                 | (**)       | 3.97                 |            | 3.15             | (**)       | 4.10                  |            | 4.64           |            | 4.14                     |            |
|            | Technician         | 14  | 4.21                 |            | 4.14                 |            | 3.67             |            | 4.43                  |            | 4.07           |            | 4.07                     |            |
|            | Others             | 37  | 4.43                 |            | 4.05                 |            | 3.41             |            | 4.05                  |            | 4.84           |            | 4.24                     |            |

<Table 4-12> Test of importance of hotel attributes by different demographic characters

(Continued Table)

| Characters        | Items            | n  | F1<br>Basic services |            | F2<br>Room and Image |            | F3<br>Additional |            | F4<br>Food & Beverage |            | F5<br>Security |            | F6<br>Price and Location |            |
|-------------------|------------------|----|----------------------|------------|----------------------|------------|------------------|------------|-----------------------|------------|----------------|------------|--------------------------|------------|
|                   |                  |    | Mean                 | t/F<br>(p) | Mean                 | t/F<br>(p) | Mean             | t/F<br>(p) | Mean                  | t/F<br>(p) | Mean           | t/F<br>(p) | Mean                     | t/F<br>(p) |
| Monthly<br>Income | Less than 3,000  | 15 | 4.40                 |            | 3.90                 |            | 3.42             |            | 3.73                  |            | 4.60           |            | 3.68                     |            |
|                   | 3,000-5,000      | 67 | 4.57                 | 2.44       | 4.05                 | 2.88       | 3.62             |            | 4.22                  |            | 4.84           |            | 4.10                     |            |
|                   | 5,000-8,000      | 61 | 4.59                 | (.03)      | 4.04                 | (.01)      | 3.39             | 1.28       | 4.08                  | 0.62       | 4.74           | 0.67       | 4.13                     | 1.15       |
|                   | 8,000-10,000     | 42 | 4.43                 | (*)        | 4.05                 | (**)       | 3.35             | (.27)      | 4.07                  | (.68)      | 4.57           | (.64)      | 3.93                     | (.33)      |
|                   | 10,000-15,000    | 54 | 4.31                 |            | 3.95                 |            | 3.14             |            | 3.96                  |            | 4.69           |            | 4.13                     |            |
|                   | More than 15,000 | 69 | 4.43                 |            | 4.12                 |            | 3.47             |            | 4.17                  |            | 4.57           |            | 4.12                     |            |

In order to test Hypothesis 2-2 used of T-test and ANOVA. The result shown at <Table 4-13>, there are significantly different importance among visitors by different visit behavior. The tour frequency ( $F=3.89$ ,  $p<.01$ ) , hotel used times ( $F=2.42$ ,  $p<.01$ ) and tour purpose ( $F=5.37$ ,  $p<.01$ ) related with basic services, the tour mode( $F=-2.05$ ,  $p<.05$ )related with room and image, the tour purpose ( $F=4.45$ ,  $p<.01$ ) and visit mode ( $F=3.41$ ,  $p<.01$ ) related with additional services, the tour purpose ( $F=4.70$ ,  $p<.01$ ) related with security, and the hotel used times ( $F=4.62$ ,  $p<.001$ ) related with price and location are displayed the significantly differences.

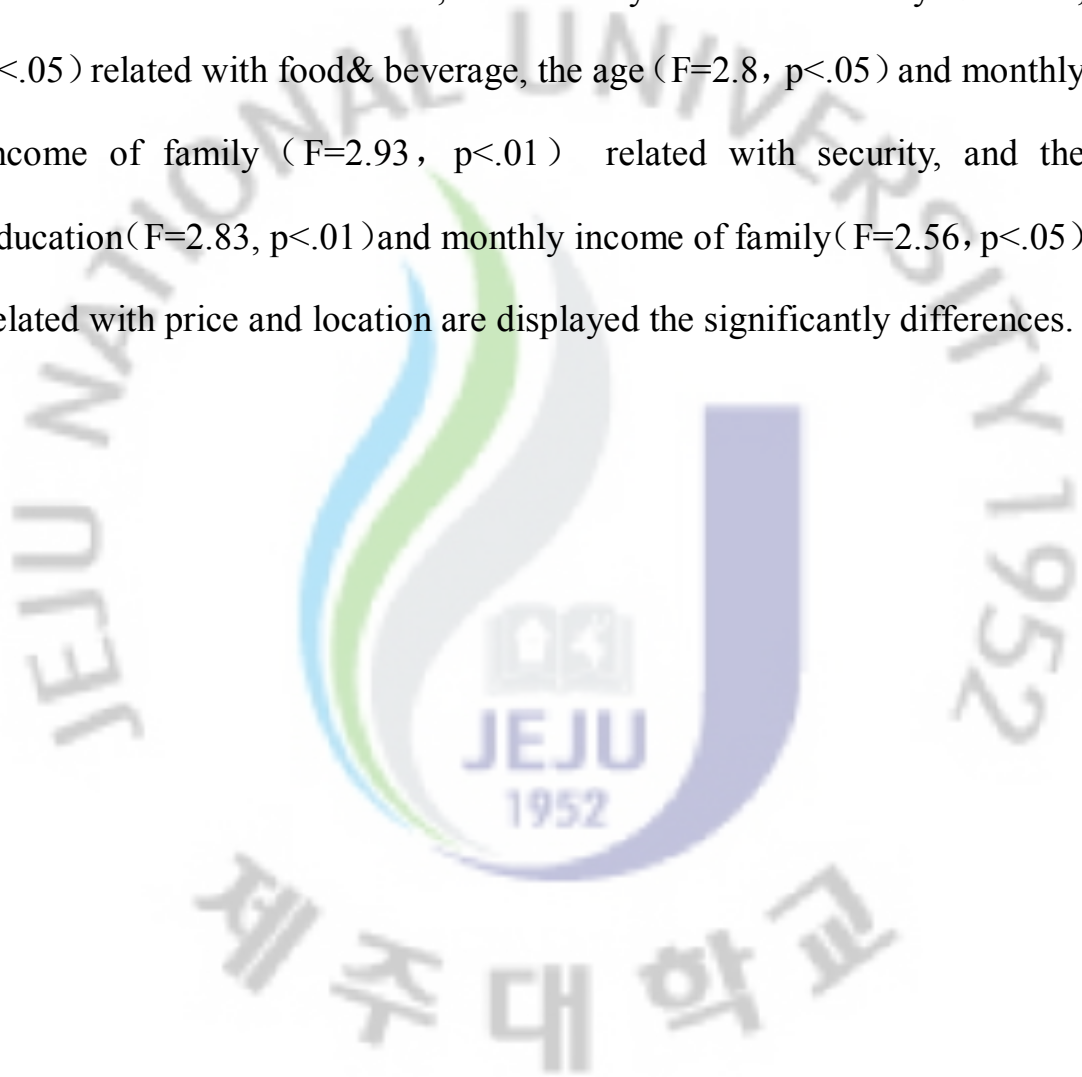


<Table 4-13> Test of importance of hotel attributes by different travel types

| Characters             | Items         | n   | F1<br>Basic services |                | F2<br>Room and Image |                | F3<br>Additional |                | F4<br>Food & Beverage |               | F5<br>Security |               | F6<br>Price and Location |              |
|------------------------|---------------|-----|----------------------|----------------|----------------------|----------------|------------------|----------------|-----------------------|---------------|----------------|---------------|--------------------------|--------------|
|                        |               |     | Mean                 | t/F<br>(p)     | Mean                 | t/F<br>(p)     | Mean             | t/F<br>(p)     | Mean                  | t/F<br>(p)    | Mean           | t/F<br>(p)    | Mean                     | t/F<br>(p)   |
|                        |               |     | Tour<br>Frequency    | 1 time         | 215                  | 4.54           |                  | 4.26           |                       | 3.47          |                | 4.13          |                          | 4.74         |
|                        | 2-3times      | 70  | 4.57                 | 3.89<br>(.009) | 4.30                 | 1.44<br>(.23)  | 3.29             | .78<br>(.50)   | 3.97                  | 1.33<br>(.26) | 4.56           | .96<br>(.41)  | 3.99                     | .86<br>(.44) |
|                        | 4-5times      | 16  | 4.59                 | (**)           | 4.41                 |                | 3.27             |                | 4.06                  |               | 4.56           |               | 4.06                     |              |
|                        | Above 5       | 7   | 4.43                 |                | 4.25                 |                | 3.24             |                | 4.30                  |               | 4.57           |               | 4.14                     |              |
| Hotel<br>used<br>times | 1time         | 253 | 4.48                 |                | 4.15                 |                | 3.43             |                | 4.11                  |               | 4.73           |               | 4.06                     |              |
|                        | 2times        | 32  | 4.50                 | 2.42           | 4.31                 |                | 3.31             |                | 4.00                  | 1.54          | 4.56           | 4.62          | 4.13                     | .35          |
|                        | 3times        | 17  | 4.35                 | (.002)         | 4.44                 | .24<br>(.91)   | 3.37             | .55<br>(.69)   | 4.00                  | (.18)         | 4.24           | (.001)        | 4.12                     | (.84)        |
|                        | 4times        | 3   | 4.25                 | (**)           | 4.27                 |                | 3.22             |                | 4.00                  |               | 4.67           | (***)         | 3.98                     |              |
|                        | Above 5       | 3   | 4.33                 |                | 4.31                 |                | 3.33             |                | 4.33                  |               | 4.33           |               | 4.33                     |              |
| Tour<br>Purpose        | Casino        | 34  | 4.35                 | 5.37           | 4.17                 |                | 3.45             | 4.45           | 3.91                  | 4.70          | 4.62           |               | 4.21                     | .62          |
|                        | Pure tour     | 234 | 4.53                 | (.005)         | 4.23                 | 2.58<br>(.07)  | 3.45             | (.01)          | 4.09                  | (.01)         | 4.74           | 2.46<br>(.08) | 4.05                     | (.53)        |
|                        | works         | 40  | 4.39                 | (**)           | 4.28                 |                | 3.17             | (**)           | 4.27                  | (**)          | 4.40           |               | 4.19                     |              |
| Tour<br>Mode           | Personal tour | 119 | 4.45                 |                | 4.28                 | -2.05<br>(.04) | 3.27             | 3.41<br>(.001) | 4.13                  |               | 4.65           |               | 4.08                     | .42          |
|                        | Group tour    | 189 | 4.48                 | -.13<br>(.89)  | 4.36                 | (*)            | 3.60             | (***)          | 4.07                  | -.2<br>(.80)  | 4.70           | -0.1<br>(.92) | 4.06                     | (.67)        |



In order to test Hypothesis 2-3 used of T-test and ANOVA. The result shown at <Table 4-14>, there are significantly differences satisfaction among visitors by different demographic. Sex( $F=-2.4$ ,  $p<.05$ ) related with room and image, the monthly income of family ( $F=2.61$ ,  $p<.05$ ) related with additional basic services, the monthly income of family ( $F=2.61$ ,  $p<.05$ ) related with food& beverage, the age ( $F=2.8$ ,  $p<.05$ ) and monthly income of family ( $F=2.93$ ,  $p<.01$ ) related with security, and the education( $F=2.83$ ,  $p<.01$ ) and monthly income of family( $F=2.56$ ,  $p<.05$ ) related with price and location are displayed the significantly differences.



<Table 4-14> Test of satisfaction of hotel attributes by different demographic characters

| Characters | Items               | n   | F1             |               | F2             |               | F3         |               | F4              |               | F5       |               | F6                 |                |
|------------|---------------------|-----|----------------|---------------|----------------|---------------|------------|---------------|-----------------|---------------|----------|---------------|--------------------|----------------|
|            |                     |     | Basic services |               | Room and Image |               | Additional |               | Food & Beverage |               | Security |               | Price and Location |                |
|            |                     |     | Mean           | t/F<br>(p)    | Mean           | t/F<br>(p)    | Mean       | t/F<br>(p)    | Mean            | t/F<br>(p)    | Mean     | t/F<br>(p)    | Mean               | t/F<br>(p)     |
| Sex        | Male                | 147 | 4.05           | 0.83          | 3.80           | -2.4          | 3.44       | 0.48          | 3.61            | 0.18          | 4.29     | -1.2          | 3.81               | -1.3           |
|            | Female              | 161 | 4.04           | (.40)         | 3.97           | (.02*)        | 3.57       | (.23)         | 3.60            | (.20)         | 4.25     | (.63)         | 3.83               | (.85)          |
| Age        | 21-30               | 93  | 4.03           |               | 3.81           |               | 3.55       |               | 3.74            |               | 4.30     |               | 3.82               |                |
|            | 31-40               | 112 | 4.04           |               | 3.97           |               | 3.50       |               | 3.58            |               | 4.34     |               | 3.85               |                |
|            | 41-50               | 79  | 4.01           | 1.25<br>(.29) | 3.89           | 1.82<br>(.12) | 3.51       | 0.28<br>(.61) | 3.53            | 0.68<br>(.89) | 4.19     | 2.8<br>(.02*) | 3.82               | 0.44<br>(.77)  |
|            | 51-60               | 16  | 4.31           |               | 3.81           |               | 3.46       |               | 3.38            |               | 4.00     |               | 3.81               |                |
|            | Above 60            | 8   | 4.16           |               | 3.75           |               | 3.33       |               | 3.63            |               | 4.13     |               | 3.38               |                |
| Education  | High school         | 54  | 4.13           |               | 3.94           |               | 3.52       |               | 3.61            |               | 4.33     |               | 4.00               |                |
|            | University /College | 194 | 3.99           | 0.47<br>(.64) | 3.83           | 1.69<br>(.18) | 3.49       | 0.27<br>(.13) | 3.6             | 2.06<br>(.76) | 4.23     | 0.42<br>(.65) | 3.77               | 2.83<br>(.02*) |
|            | Master or above     | 60  | 4.13           |               | 4.03           |               | 3.56       |               | 3.62            |               | 4.32     |               | 3.80               |                |
| Vocation   | Student             | 11  | 3.91           |               | 3.86           |               | 3.61       |               | 3.91            |               | 4.27     |               | 3.82               |                |
|            | Clerk               | 106 | 4.01           |               | 3.88           |               | 3.56       |               | 3.49            |               | 4.21     |               | 3.82               |                |
|            | Functionary         | 26  | 4.19           |               | 3.94           |               | 3.69       |               | 3.92            |               | 4.12     |               | 4.00               |                |
|            | Entrepreneur        | 58  | 4.12           | 0.70<br>(.67) | 3.91           | 0.94<br>(.47) | 3.4        | 0.82<br>(.12) | 3.55            | 1.62<br>(.57) | 4.38     | 1.22<br>(.29) | 3.78               | 0.96<br>(.46)  |
|            | Housewife           | 6   | 3.83           |               | 3.67           |               | 3.44       |               | 3.67            |               | 4.17     |               | 3.5                |                |
|            | Professional        | 50  | 4.14           |               | 4.08           |               | 3.57       |               | 3.62            |               | 4.38     |               | 3.98               |                |
|            | Technician          | 14  | 3.86           |               | 3.82           |               | 3.57       |               | 3.93            |               | 4.57     |               | 3.64               |                |
|            | Others              | 37  | 3.95           |               | 3.65           |               | 3.29       |               | 3.60            |               | 4.11     |               | 3.65               |                |

<Table 4-14> Test of satisfaction of hotel attributes by different demographic characters

(Continued Table)

| Characters        | Items            | n  | F1<br>Basic services |            | F2<br>Room and Image |            | F3<br>Additional |            | F4<br>Food & Beverage |            | F5<br>Security |            | F6<br>Price and Location |            |
|-------------------|------------------|----|----------------------|------------|----------------------|------------|------------------|------------|-----------------------|------------|----------------|------------|--------------------------|------------|
|                   |                  |    | Mean                 | t/F<br>(p) | Mean                 | t/F<br>(p) | Mean             | t/F<br>(p) | Mean                  | t/F<br>(p) | Mean           | t/F<br>(p) | Mean                     | t/F<br>(p) |
| Monthly<br>Income | Less than 3,000  | 15 | 3.80                 |            | 3.33                 |            | 3.11             |            | 3.00                  |            | 3.67           |            | 3.20                     |            |
|                   | 3,000-5,000      | 67 | 4.05                 |            | 3.89                 |            | 3.66             |            | 3.51                  |            | 4.18           |            | 3.75                     |            |
|                   | 5,000-8,000      | 61 | 3.93                 | 0.51       | 4.02                 | 0.76       | 3.51             | 2.61       | 3.79                  | 2.53       | 4.16           | 2.93       | 3.92                     | 2.56       |
|                   | 8,000-10,000     | 42 | 4.14                 | (.76)      | 3.94                 | (.58)      | 3.56             | (.02*)     | 3.74                  | (.02*)     | 4.52           | (.01)      | 3.91                     | (.02*)     |
|                   | 10,000-15,000    | 54 | 4.26                 |            | 4.06                 |            | 3.59             |            | 3.74                  |            | 4.52           | (**)       | 4.00                     |            |
|                   | More than 15,000 | 69 | 3.97                 |            | 3.72                 |            | 3.37             |            | 3.49                  |            | 4.22           |            | 3.74                     |            |

In order to test Hypothesis 2-4 used of T-test and ANOVA. The result shown at <Table 4-15>, there are significantly difference satisfaction among visitors by different travel type. The hotel used times ( $F=2.38, p<.05$ ) and tour mode ( $F=2.68, p<.01$ ) related with basic services, the tour frequency ( $F=3.84, p<.01$ ) and tour mode ( $F=4.12, p<.001$ ) related with room and image, the tour purpose ( $F=3.07, p<.05$ ) and tour mode ( $F=2.91, p<.01$ ) related with security, and the tour purpose ( $F=2.58, p<.05$ ) related with price and location were displayed the significantly differences.

<Table 4-15> Test of satisfaction of hotel attributes by different travel types

| Characters                | Items         | n   | F1<br>Basic services |            | F2<br>Room and Image |            | F3<br>Additional |            | F4<br>Food & Beverage |            | F5<br>Security |            | F6<br>Price and Location |            |
|---------------------------|---------------|-----|----------------------|------------|----------------------|------------|------------------|------------|-----------------------|------------|----------------|------------|--------------------------|------------|
|                           |               |     | Mean                 | t/F<br>(p) | Mean                 | t/F<br>(p) | Mean             | t/F<br>(p) | Mean                  | t/F<br>(p) | Mean           | t/F<br>(p) | Mean                     | t/F<br>(p) |
| Tour frequency            | 1 time        | 215 | 4.02                 |            | 3.82                 |            | 3.53             |            | 3.65                  |            | 4.25           |            | 3.83                     |            |
|                           | 2-3times      | 70  | 4.11                 | 0.42       | 4.07                 | 3.84       | 3.42             | 0.32       | 3.49                  | 0.87       | 4.39           | 1.42       | 3.83                     | 0.44       |
|                           | 4-5times      | 16  | 4.13                 | (.74)      | 4.06                 | (.01)      | 3.54             | (.45)      | 3.69                  | (.80)      | 4.19           | (.23)      | 3.81                     | (.72)      |
|                           | Above 5       | 7   | 4.00                 |            | 3.64                 | (**)       | 3.67             |            | 3.29                  |            | 3.86           |            | 3.43                     |            |
| Hotel used times/per year | 1 time        | 253 | 4.02                 |            | 3.88                 |            | 3.51             |            | 3.61                  |            | 4.29           |            | 3.82                     |            |
|                           | 2 times       | 32  | 4.25                 |            | 4.05                 |            | 3.50             |            | 3.50                  |            | 4.25           |            | 3.91                     |            |
|                           | 3 times       | 17  | 4.00                 | 2.38       | 3.62                 | 0.59       | 3.43             | 0.43       | 3.71                  | 0.66       | 3.94           | 0.39       | 3.65                     | 0.63       |
|                           | 4 times       | 3   | 3.76                 | (.03*)     | 4.00                 | (.67)      | 4.00             | (.62)      | 3.59                  | (.99)      | 4.00           | (.81)      | 3.43                     | (.64)      |
|                           | Above 5       | 3   | 4.33                 |            | 3.83                 |            | 3.56             |            | 3.67                  |            | 4.00           |            | 3.67                     |            |
| Tour purpose              | Casino        | 34  | 4.15                 |            | 4.01                 |            | 3.33             |            | 3.68                  |            | 4.38           |            | 3.82                     |            |
|                           | Pure tour     | 234 | 4.01                 | .99        | 3.85                 | 0.91       | 3.54             | 1.71       | 3.61                  | 0.66       | 4.21           | 3.07       | 3.80                     | 2.58       |
|                           | Others        | 40  | 4.16                 | (.37)      | 4.01                 | (.40)      | 3.48             | (.51)      | 3.52                  | (.31)      | 4.30           | (.03*)     | 3.78                     | (.03*)     |
| Tour mode                 | Personal tour | 119 | 4.21                 | 2.68       | 4.12                 | 4.12       | 3.54             | 0.76       | 3.64                  | 1.24       | 4.45           | 2.91       | 3.89                     | 1.32       |
|                           | Group tour    | 189 | 3.94                 | (.008)     | 3.74                 | (.000)     | 3.38             | (.21)      | 3.59                  | (.44)      | 4.15           | (.003)     | 3.77                     | (.18)      |
|                           |               |     |                      | (**)       |                      | (***)      |                  |            |                       |            |                | (**)       |                          |            |

There are significantly differences in importance and satisfaction of hotel attributes according to different demographic characters and travel type, so selection H2 partial.

### 3) Test of H3

In order to test Hypothesis 3-1 of H3 (There are significantly differences among different importance and satisfactions by different demographic characters and travel types used of T-test and ANOVA. The result shown at <Table 4-16>, there are significantly differences importance and satisfaction among visitors by different demographic. The family monthly income ( $F=4.33$ ,  $p<.01$ ) related with basic services, the age ( $F=3.24$ ,  $p<.05$ ) related with additional services, the vacation ( $F=3.59$ ,  $p<.05$ ) and family monthly income ( $F=5.35$ ,  $p<.01$ ) related with security, the family monthly income ( $F=3.31$ ,  $p<.05$ ) related with price and location were replayed the differences.



<Table 4-16> The mean differences of different demographic characters of importance – satisfactions on hotel attributes

| Characters | Items              | n   | F1<br>Basic services |         | F2<br>Room and Image |         | F3<br>Additional |         | F4<br>Food & Beverage |         | F5<br>Security  |         | F6<br>Price and Location |         |
|------------|--------------------|-----|----------------------|---------|----------------------|---------|------------------|---------|-----------------------|---------|-----------------|---------|--------------------------|---------|
|            |                    |     | Mean difference      | t/F (p) | Mean difference      | t/F (p) | Mean difference  | t/F (p) | Mean difference       | t/F (p) | Mean difference | t/F (p) | Mean difference          | t/F (p) |
| Sex        | Male               | 147 | .38                  | .85     | .30                  | -1.90   | .03              | .54     | .44                   | -1.24   | .33             | 1.59    | .23                      | 2.31    |
|            | Female             | 161 | .47                  | (.44)   | .03                  | (.13)   | .17              | (.64)   | .53                   | (.34)   | .49             | (.35)   | .27                      | (.26)   |
| Age        | 21-30              | 93  | .49                  |         | .37                  |         | 0                |         | .45                   |         | .44             |         | .36                      |         |
|            | 31-40              | 112 | .42                  |         | .02                  |         | .15              | 3.24    | .55                   |         | .33             |         | .21                      |         |
|            | 41-50              | 79  | .38                  | .47     | .08                  | 1.57    | .16              | (.02)   | .44                   | 1.07    | .46             | 1.12    | .19                      | .97     |
|            | 51-60              | 16  | .32                  | (.16)   | .07                  | (.34)   | .31              | (*)     | .56                   | (.56)   | .56             | (.30)   | .13                      | (.40)   |
|            | More than 60       | 8   | .38                  |         | .38                  |         | .40              |         | .25                   |         | .63             |         | .63                      |         |
| Education  | High school        | 54  | .31                  |         | .09                  |         | .12              |         | .35                   |         | .20             |         | .13                      |         |
|            | University/College | 194 | .50                  | .39     | .23                  | .33     | .03              | 1.55    | .54                   | 2.40    | .53             | 3.60    | .30                      | 1.82    |
|            | Master or above    | 60  | .29                  | (.71)   | .05                  | (.74)   | .29              | (.33)   | .43                   | (.26)   | .25             | (.30)   | .20                      | (.42)   |
| Vocation   | Student            | 11  | .64                  |         | .27                  |         | .06              |         | .64                   |         | .36             |         | .64                      |         |
|            | Clerk              | 106 | .56                  |         | .13                  |         | .08              |         | .58                   |         | .53             |         | .14                      |         |
|            | Functionary        | 26  | .43                  |         | .19                  |         | .21              |         | .12                   |         | .73             |         | .10                      |         |
|            | Entrepreneur       | 58  | .24                  | .94     | .24                  | 1.92    | 0                | .47     | .48                   | 1.07    | .21             | 3.59    | .38                      | 1.81    |
|            | Housewife          | 6   | .88                  | (.55)   | .17                  | (.36)   | .33              | (.71)   | .17                   | (.56)   | .67             | (.013)  | .17                      | (.34)   |
|            | Professional       | 50  | .24                  |         | .11                  |         | .43              |         | .48                   |         | .26             | (*)     | .16                      |         |
|            | Technician         | 14  | .35                  |         | .32                  |         | .10              |         | .50                   |         | .50             |         | .43                      |         |
|            | Others             | 37  | .48                  |         | .41                  |         | .10              |         | .46                   |         | .73             |         | .59                      |         |

<Table 4-16> The mean differences of different demographic characters of importance – satisfactions on hotel attributes

(Continued table)

| Characters        | Items            | n  | F1<br>Basic services |                       | F2<br>Room and Image |               | F3<br>Additional   |              | F4<br>Food &<br>Beverage |               | F5<br>Security     |                       | F6<br>Price and<br>Location |                      |
|-------------------|------------------|----|----------------------|-----------------------|----------------------|---------------|--------------------|--------------|--------------------------|---------------|--------------------|-----------------------|-----------------------------|----------------------|
|                   |                  |    | Mean<br>difference   | t/F<br>(p)            | Mean<br>difference   | t/F<br>(p)    | Mean<br>difference | t/F<br>(p)   | Mean<br>difference       | t/F<br>(p)    | Mean<br>difference | t/F<br>(p)            | Mean<br>difference          | t/F<br>(p)           |
| Monthly<br>Income | Less than 3,000  | 15 | .60                  |                       | .57                  |               | .30                |              | .73                      |               | .93                |                       | .47                         |                      |
|                   | 3,000-5,000      | 67 | .53                  | 4.33<br>(.01)<br>(**) | .16                  | 2.64<br>(.36) | .03                | .40<br>(.30) | .72                      | 1.12<br>(.42) | .66                | 5.35<br>(.01)<br>(**) | .36                         | 3.31<br>(.02)<br>(*) |
|                   | 5,000-8,000      | 61 | .66                  |                       | .02                  |               | .12                |              | .30                      |               | .57                |                       | .21                         |                      |
|                   | 8,000-10,000     | 42 | .29                  |                       | .11                  |               | .21                |              | .33                      |               | .05                |                       | .02                         |                      |
|                   | 10,000-15,000    | 54 | .05                  |                       | .11                  |               | .44                |              | .22                      |               | .17                |                       | .13                         |                      |
|                   | More than 15,000 | 69 | .46                  |                       | .40                  |               | .10                |              | .68                      |               | .35                |                       | .38                         |                      |

In order to test Hypothesis 3-2 of H3, used of T-test and ANOVA. The result shown at <Table 4-17>, there are significantly differences importance and satisfaction among visitors by different travel type. The hotel used times ( $F=4.51, p<.05$ ) related with basic services, the hotel uses times ( $F=11.88, p<.001$ ) and tour purposes ( $F=7.79, p<.01$ ) related with additional services, the tour mode ( $F=-2.50, p<.05$ ) related with food& beverage, the hotel used times ( $F=6.01, p<.01$ ) related with security, and the hotel used times ( $F=5.42, p<.05$ ) related with price and location were replayed the differences. There was not mean difference of importance and satisfactions on room and image.

There are significantly different among different importance and satisfactions according to different demographic characters and travel types, so selection H3 partial.

<Table 4-17> The mean differences of different travel types of importance – satisfactions on hotel attributes

| Characters       | Items         | n   | F1<br>Basic services |         | F2<br>Room and Image |         | F3<br>Additional |         | F4<br>Food & Beverage |         | F5<br>Security  |         | F6<br>Price and location |         |
|------------------|---------------|-----|----------------------|---------|----------------------|---------|------------------|---------|-----------------------|---------|-----------------|---------|--------------------------|---------|
|                  |               |     | Mean difference      | t/F (p) | Mean difference      | t/F (p) | Mean difference  | t/F (p) | Mean difference       | t/F (p) | Mean difference | t/F (p) | Mean difference          | t/F (p) |
|                  |               |     | Tour frequency       | 1 time  | 215                  | 0.52    |                  | 0.46    |                       | .07     |                 | .48     |                          | .49     |
|                  | 2-3times      | 70  | 0.46                 | .63     | 0.23                 | .47     | .13              | 1.91    | .49                   | 1.04    | .18             | .96     | .18                      | .52     |
|                  | 4-5times      | 16  | 0.47                 | (.32)   | 0.35                 | (.22)   | .27              | (.18)   | .37                   | (.32)   | .38             | (.42)   | .25                      | (.81)   |
|                  | Above 5       | 7   | 0.43                 |         | 0.62                 |         | .43              |         | 1.01                  |         | .72             |         | .71                      |         |
| Hotel used times | 1time         | 253 | 0.46                 |         | 0.27                 |         | .08              |         | .50                   |         | .44             |         | .24                      |         |
|                  | 2times        | 32  | 0.25                 | 4.51    | 0.26                 |         | .19              | 11.88   | .50                   |         | .32             | 6.01    | .23                      | 5.42    |
|                  | 3times        | 17  | 0.35                 | (.02)   | 0.82                 | .37     | .06              | (.000)  | .29                   | .95     | .30             | (.01)   | .47                      | (.02)   |
|                  | 4times        | 3   | 0.49                 | (*)     | 0.27                 | (.18)   | .78              | (***)   | .41                   | (.71)   | .67             | (**)    | .55                      | (*)     |
|                  | Above 5       | 3   | 0.30                 |         | 0.48                 |         | .22              |         | .67                   |         | .34             |         | .67                      |         |
| Tour purposes    | Casino        | 34  | 0.20                 |         | 0.16                 |         | .10              | 7.79    | .24                   |         | .24             |         | .38                      |         |
|                  | Pure tour     | 234 | 0.52                 | 2.70    | 0.38                 | .15     | .09              | (.01)   | .48                   | .39     | .53             | 1.40    | .25                      | 1.10    |
|                  | Others        | 40  | 0.27                 | (.49)   | 0.24                 | (.67)   | .18              | (**)    | .84                   | (.33)   | .27             | (.86)   | .33                      | (.97)   |
| Tour mode        | Personal tour | 119 | 0.24                 |         | 0.16                 |         | .27              |         | .48                   | -2.50   | .20             |         | .20                      |         |
|                  | Group tour    | 189 | 0.54                 | 1.35    | 0.62                 | -.87    | .22              | .37     | .49                   | (.02)   | .57             | .91     | .30                      | -.51    |
|                  |               |     |                      | (.14)   |                      | (.57)   |                  | (.33)   |                       | (*)     |                 | (.97)   |                          | (.92)   |

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Summary of the study**

This study constructed a concept of difference on hotel attributes, with the purpose of give some advise on development direction of hotels in Jeju. The study focuses on the importance and satisfaction of hotel attributes. On the premise of an overview of relevant literature on Customer Satisfaction both at home and abroad, this thesis sets up a configuration for factors involved in Chinese Customer Satisfaction in hotels, and has discreetly designed a logical questionnaire among considerable Chinese---lingered JEJU has brought the analysis necessary data. This study was based on a sample of about 320 Chinese respondents who had used hotel in Jeju. Within the sample it was found that hotel users tended to be below 40 years of age. There are significantly differences importance and satisfaction on hotel attributes. A total of 37 hotel attributes were listed, and of these most importance was attributed to the security of hotel and surrounding areas, and cleanliness of the room and bath, and the comfortable feeling. This study has identified the 6 hotel factors, which are deemed importance to tourists. The most

importance factors are security and services. A good quality of food being served in restaurants was also important, as were efficient and friendly staff. It might be argued that this represents a core hotel product. By comparison the least important attributes included being the late-night food service and sauna, steam bath, etc.

There are significant differences in importance and satisfaction of hotel attributes by different demographic characters and travel types. About the satisfaction of hotel attributes, the undergraduates showed the lower satisfaction. The guests' needs will increase among with the improvement of income level, hotels should be render services of overall and the better quality for guests. In terms of the factors of satisfaction, the data were analyzed through the use of ANOVA and IPA, and the overall results indicated that the security of hotels, services and room image 'explained' about one-third of variance in overall satisfaction scores. The greatest difference of importance and satisfaction is the factor as food and beverage, perhaps because of the difference dietary habits of Chinese and Korean.

The goodness of fit scores tended to be below the normally accepted measures that permit a model to be deemed appropriate (Hair et al., 1998; Kline, 2005). Two possible reasons are suggested for this finding. First, variables outside of those included in the list of hotel services and features have a role to play in the determination of satisfaction. Second,



attributes to which importance is attached are operating as ‘hygiene’ factors, capable of creating dissatisfaction by their absence, but not sufficient to generate high levels of satisfaction by their presence. The former explanation has various implications for Jeju hotel managers. Perhaps some determinants statistically appear to be outside the control of management, nonetheless it can be argued that care over the importance attributes become the basis of future satisfaction of tourists.

Results of this study identify that a growing number of companies recognize the importance of effective customer satisfaction surveys to their competitive performance. Observed the importance and satisfaction of hotel attributes, importance is higher than the satisfaction. The expectations value before the visit is higher than the satisfaction after the visit. Specifically the highest expectation is the security to realize the visitors are pay attention to security on their tourism process. In addition, the most satisfaction is the security of room. The hotels on Jeju are very security. Excepted security, friendliness and courtesy of services offered have the higher satisfaction too. The staffs of hotel are very friendliness and courtesy.

## 5.2 Limitations and future research

As is the case with most empirical studies, there are several limitations to this study.

The theory of customer satisfaction were developed rapidly, it was developing more and more mature on the internationally. But, it is difficult to holding all the customer satisfaction theory in this study.

There are so many Chinese tourists come to Jeju each year, but most of them are group tourists, personal tourists are lesser relatively. The group tourists have not choice a hotel by themselves, so this study only research the importance of hotel attributes if they choice a hotel by themselves.

Overall, it appears that Jeju hoteliers need to pay attention to food and beverage variety options, core products of room and bath physical condition, and to develop from this services thought appropriate to a given market segment.

This study focuses on satisfaction of influencing factors for Chinese tourists of the hotel on Jeju Island. In the later study, it should from the assessments and influencing factors of tourism source markets. Or hotel should improve customer satisfaction aim at different demand of the different tourists, etc.

## REFERENCE

### 1) Volumes

Anastasi & Urbina, (1997) "Psychological Testing"

Chae Suh-Il (2004) "Social research method and analysis"

### 2) Thesis

Almanza, B. A., Jale, W., & Lin, L. (1994). Use of the service attribute matrix to measure consumer satisfaction. *Hospitality Research Journal*, 17(2), 63-75.

Alpert, M.I. (1971). Identification of determinant attributes: a comparison of models. *Journal of Marketing Research* 8, 184-191.

Ananth, M., DeMicco, F.J., Moreo, P.J., Howey, R.M. (1992). Marketplace lodging needs of mature travelers. *The Cornell Hotel and Restaurant Administration Quarterly* 33 (4), 12-24.

Anton, J. (1996). Customer relationship management. *Making Hard Decisions with Soft Numbers*. Prentice-Hall, Upper Saddle River, NJ.

Armor, D. J. (1974). Theta reliability and factor scaling. *Sociological Methodology*, 5, 17-50.

Atkinson, A., 1988. Answering the eternal question: what does the customer want? *The Cornell Hotel and Restaurant Administration Quarterly* 29 (2), 12-14.

Barsky, J., Labagh, R. (1992) A strategy for customer satisfaction. *The Cornell Hotel and Restaurant Administration Quarterly* 35 (3), 32-40.

Berry, L.L., Parasuraman, A. (1991). *Marketing services: competing through quality*. The Free Press, New York, NY.

Bonnie J. Knutson, (1987) "Frequent Travellers: Making Them Happy And Bring Them Back", *The Cornell H.R.A Quarterly*, Vol.28, May, 1987, pp.83-87

Brown, J. D. (1996). *Testing in language programs*. Upper Saddle River, NJ: Prentice Hall Regents. pp. 231-249

Cadotte, E.R., Turgeon, N. (1988). Key factors in guest satisfaction. *The Cornell Hotel and Restaurant Administration Quarterly* 45-51.

Chapman, R. G. (1993). Brand performance comparatives. *Journal of Products & Brand Management*, 2(1), 42-50.

Choi, Kee Jong· Park, Sang Hyeon (2001) "Importance-Performance Analysis to Evaluate

- Tourist Destinations”, 호텔경영학연구 Vol.10 No.1, pp.275-289
- Churchill Jr., G.A., Suprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research* 19, 491–504.
- Cravens, D.W., Holland, C.W., Lamb Jr., C.W., Moncrief III, W.C. (1988). Marketing’s role in product and service quality. *Industrial Marketing Management* 17, 285–304.
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*. 16, 297-334
- Cronin Jr., J.J., Taylor, S.A. (1992). Measuring service quality: a reexamination and extension. *Journal of Marketing* 56, 55–68.
- Czepiel, J.A., Solomon, M.R., Suprenant, C.F., Gutman, E.G. (1985). Service encounters: an overview. *The Service Encounter: Managing Employee Customer Interaction in Service Business*. Lexington Books, Lexington, MA.
- Davis, B., Stone, S. (1985). *Food and Beverage Management*, 2nd Edition. Butterworth-Heinemann, Oxford.
- Dolnicar, S., Otter, T. (2003). Which hotel attributes matter? A review of previous and a framework for further research. In: Griffin, T., Harris, R., (Eds.), *Asia Pacific Tourism Association 9th Annual Conference*. University of Technology Sydney, Sydney.
- Ennew, C.T., Reed, G.V. and Binks, M.R. (1989). Importance–performance analysis and the measurement of service quality. *European Journal of Marketing* 27 2, pp. 59–70.
- Evans, M. R., & Chon, K. S. (1989). Formulating and evaluating tourism policy using importance}performance analysis. *Hospitality Education and Research Journal*, 13, 203-213.
- Fornell, C. (1992). A national customer satisfaction barometer: the Swedish experience. *Journal of Marketing* 56, 6–21.
- Garvin, D.A. (1991). How the Baldrige award really works. *Harvard Business Review* 69 (6), 80–95.
- Gibson, H. (2005b). Towards an understanding of ‘why sport tourists do what they do’. *Sport in Society Special Issue: Sport Tourism: Concepts and Theories* 8 (2), 198–217.
- Gitman, Lawrence J.; Carl D. McDaniel (2005). *The Future of Business: The Essentials*. Mason, Ohio: South-Western. ISBN0324320280.
- Gronroos, C. (1983). *Strategic Management in the Service Sector*. Marketing Science Institute, Cambridge, MA.
- Halstead, D., Page Jr., T.J. (1992). The effects of satisfaction and complaining behavior on consumers repurchase behavior. *Journal of Satisfaction, Dissatisfaction and Complaining Behavior* 5, 1–11.
- Hatcher, L. (1994). A step-by-step approach to using the SAS(R) system for factor analysis

- and structural equation modeling. Cary, NC: SAS Institute.
- Hemmasi, M., Strong, K. C., & Taylor, S. A. (1994). Measuring service quality for strategies planning and analysis in service firms, *Journal of Applied Business Research*, 10(4), 24-34.
- Hsu, C. H. C., Byun, S., & Yang, I. S. (1997). Attitudes of Korean college students towards quick-service, family-style, and "ne dining restaurants. *Journal of Restaurant & Foodservice Marketing*, 2(4), 65-85.
- Hunt, J.D. (1975). Image as a factor in tourism development. *Journal of Travel Research* 13, 3-7.
- John C. Keyt, Ugur Yavas, Glen Riecken, (1994) "Importance-Performance Analysis:: A Case Study in Restaurant Positioning", *International Journal of Retail & Distribution Management*, Vol. 22 Iss: 5, pp.35 - 40
- Joreskog, K. G., & Sorbom, D. (1993b). LISREL 8 and PRELIS 2: Comprehensive analysis of linear relationships in multivariate data. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Kessler, Sheila (2003). Customer satisfaction toolkit for ISO 9001:2000. Milwaukee, Wis.: ASQ Quality Press. ISBN 0873895592.
- Keyt, J. C., Yavas, U., & Riecken, G. (1994). Importance-performance analysis: A case study in restaurant positioning. *International Journal of Retail and Distribution Management*, 22(5), 35-40.
- Kivela, J. (1996). Marketing in the restaurant business: a theoretical model for identifying consumers determinant choice variables and their impact on repeat purchase in the restaurant industry. *Australian Journal of Hospitality Management* 3 (1), 13-23.
- Knutson, B. (1988). Frequent travelers: making them happy and bringing them back. *The Cornell Hotel and Restaurant Administration Quarterly* 29 (1), 83-87.
- LeBlanc, G. (1992). Factors affecting customer evaluation of service quality travel agencies: an investigation of customer perceptions. *Journal of Travel Research* 30 (4), 10-16.
- LeBlanc, G., Nguyen, N. (1996). An examination of the factors that signal hotel image to travelers. *Journal of Vacation Marketing* 3 (1), 32-42.
- Legohérel, P. (1998). Quality of tourist services: the influence of each participating component on the consumer's overall satisfaction regarding tourist services during a holiday. *Proceedings of the Third International Conference on Tourism and Hotel Industry in Indo-China and Southeast Asia: Development, Marketing, and Sustainability, Thailand*, pp. 47-54.
- Lewis, R.C. (1984). Getting the most from marketing research (Part III): the basis of hotel



- selection. *The Cornell Hotel and Restaurant Administration Quarterly* 54–69.
- Lewis, R.C. (1984). “Isolating Differences in hotel Attributes”, *the Cornell H.R.A. Quarterly*, Vol.25, Nov.1984, PP.82-91
- Lewis, R.C. (1985). Getting the most from marketing research (Part V). Predicting hotel choice: the factors underlying perception. *The Cornell Hotel and Restaurant Administration Quarterly* 25 (4), 82–96.
- Lewis, R.C. (1987). The measurement of gaps in the quality of hotel services. *International Journal of Hospitality Management* 6 (2), 83–88.
- Lewis, R. C., & Chambers, R. E. (1989). *Marketing leadership in hospitality*. New York: Van Nostrand Reinhold.
- Lovelock, C.H. (1985). Developing and managing the customer-service function in the service sector. In: Czepiel, J.A., Solomon, M.R., Suprenant, C.F., Gutman, E.G. (Eds.), *The Service Encounter: Managing Employee Customer Interaction in Service Business*. Lexington Books, Lexington, MA.
- Martilla, J. A., & James, J. C. (1977). Importance–performance analysis. *Journal of Marketing*, January, 77–79.
- Martin, D. W. (1995). An importance}performance analysis of service providers’ perception of quality service in the hotel industry. *Journal of Hospitality & Leisure Marketing*, 3(1), 5-17.
- McCleary, K.W., Weaver, P.A., Hutchinson, J.C., 1993. Hotel selection factors as they relate to business travel situations. *Journal of Travel Research* 32 (2), 42–48.
- Mok, C., Armstrong, R.W., Go, F.M. (1995). Taiwanese travelers perception of leisure destination attributes. *Australian Journal of Hospitality Management* 2 (1), 17–22.
- Oh, H., Parks, S.C. (1997). Customer satisfaction and service quality: a critical review of the literature and research implications for the hospitality industry. *Hospitality Research Journal* 20 (3), 35–64.
- Oliver, R.L. (1981). Measurement and evaluation of satisfaction processes in retail settings. *Journal of Retailing* 57, 25–48.
- Oliver, R.L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research* 18, 84–91.
- Olshavsky, R.W., Miller, J.A. (1972). Consumer expectations, product performance and perceived product quality. *Journal of Marketing Research* 9, 19–21.
- Parasuraman, A., Zeithmal, V., Berry, L., 1985. A conceptual model of service quality and its implications for future research. *Journal of Marketing* 48, 41–50.
- Reuland, R., Coudrey, J., Fagel, A., 1985. Research in the field of hospitality. *International Journal of Hospitality Management* 4 (4), 141–146.

- Rivers, M.J., Toh, R.S., Alaoui, M., 1991. Frequent-stayer programs: the demographic, behavioral, and attitudinal characteristics of hotel steady sleepers. *Journal of Travel Research* 30 (2), 41–45.
- Shih, D. (1986). VALS as a tool of tourism market research: the Pennsylvania experience. *Journal of Travel Research* 24 (4), 2–11.
- Sohn, De-Hyun Kim, Byung-Sam (1999) “A Study of the Service Quality Improvement at Tourist Destination An Application of Importance-Performance Analysis”, *The Journal Of Social Science Studies*. Vol.18 pp.217-244
- Stevens, B.F., 1992. Price value perceptions of travelers. *Journal of Travel Research* 31, 44–48.
- Stevens, P., Knutson, B., Patton, M., 1995. Dineserv: a tool for measuring service quality in restaurants. *The Cornell Hotel and Restaurant Administration Quarterly* 56–60.
- Wilensky, L., Buttle, F., 1988. A multivariate analysis of hotel benefit bundles and choice trade-offs. *International Journal of Hospitality Management* 7 (1), 29–41.
- Wuest, B.E.S., Tas, R.F., Emenheiser, D.A., 1996. What do mature travelers perceive as important hotel/motel customer service? *Hospitality Research Journal* 20 (2), 77–93.
- Yau, O.H.M., Chan, C.F., 1990. Hong Kong as a travel destination in South-East Asia: a multidimensional approach. *Tourism Management* 11 (2), 123–132.



## APPENDIX

### QUESTIONNAIRE

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

## A Study on the Difference of Importance-Satisfaction on Hotel Choice Attributes of Chinese tourists

Dear visitors:

Thank you very much for you respondents this survey.

This questionnaire in order to a thesis of <**A Study on the Difference of Importance-Satisfaction on Hotel Choice Attributes of Chinese tourists**>. This questionnaire will help us to improve the quality of the hotel services and your comments are very important. Your information will not be published or used for other purposes.

Thank you for your cooperation.

**Adviser : Tourism Management Department**

**Graduate school, Jeju National University**

**Professor Byoung-Kil Choi**

**Researcher : Tourism Management Department**

**Graduate school, Jeju National University**

**Li Bowen**

( Tel: 010-2305-8418, E-mail: bwxiaowu@gmail.com )

**Part I . Please indicate the level of importance you attach to the facilities and service you expect to find in a good hotel. Then tell us how you rate the level of satisfaction with the service and facilities you experienced at this hotel. Rate your expectations and your satisfaction on a scale of 1 to 5.**

|    | Items   | Importance        |            |                |                  |            | Satisfaction   |   |   |   |   |
|----|---|-------------------|------------|----------------|------------------|------------|----------------|---|---|---|---|
|    |   | Strongly disagree | ← Common → | Strongly agree | Very unsatisfied | ← Common → | Very satisfied |   |   |   |   |
| 1  | Promptness of services                        | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 2  | Overall level of service                      | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 3  | Variety of services offered                   | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 4  | Friendliness and courtesy of services offered | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 5  | Quality seems assured                         | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 6  | Responsive to my needs                        | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 7  | Comfortable feeling                           | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 8  | Security of hotel                             | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 9  | Security of area                              | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 10 | Security of room                              | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 11 | Late-night food service                       | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 12 | Room-service availability                     | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 13 | restaurant atmosphere                         | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 14 | Reasonable F&B prices                         | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 15 | F&B variety, options                          | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 16 | Food quality                                  | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 17 | Food-service quality                          | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 18 | Exterior building aesthetics                  | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 19 | Interior building aesthetics                  | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 20 | Room and bath size                            | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |
| 21 | Room and bath cleanliness                     | ①                 | ②          | ③              | ④                | ⑤          | ①              | ② | ③ | ④ | ⑤ |

|    |                                  |   |   |   |   |   |   |   |   |   |   |
|----|----------------------------------|---|---|---|---|---|---|---|---|---|---|
| 22 | Room and bath physical condition | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 23 | Hotel personality                | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 24 | Overall good feeling             | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 25 | Quality of drinks                | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 26 | Sauna, steam bath, etc.          | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 27 | Hotel prestige                   | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 28 | Quietness of hotel               | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 29 | Quietness of area                | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 30 | TV and radio quality             | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 31 | Comfort of bed                   | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 32 | Reservation system convenience   | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 33 | Reservation system reliability   | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 34 | Checkin and checkout             | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 35 | Price and value                  | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 36 | Actual price                     | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 37 | Nearness of other places         | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |

**Part II . Please give us some more information about your experience**

1. How many times did you come to Jeju?

- ① 1 time      ② 2~3 times      ③ 4~5 times      ④ Above 5

2. How many times did you used this hotel?

- ① Only 1 time      ② 2 times      ③ 3 times      ④ 4 times      ⑤ Above 5

3. What is your purpose of you come Jeju?

- ① Casino      ② Pure tour      ③ Works      ④ Others(      )

4. How about your visit mode?

- ① Personal tour    ② Group tour

**Part III. Please tell us about yourself**

1. What is your gender?

- ① Male    ② Female

2. How old are you?

- ① Under 20    ② 21~30    ③ 31~40    ④ 41~50    ⑤ 51~60    ⑥ Over 60

3. How about your education?

- ① High school    ② University/College    ③ Master or above

4. What is your vocation?

- ① Student    ② Personnel    ③ Functionary    ④ Entrepreneur    ⑤ Housewife  
⑥ Professional (Professor, Doctor, Lawyer, etc)    ⑦ Technician    ⑧ Others(    )

5. Monthly income of your family? (CHN)

- ① Under 3,000    ② 3,000~5,000 元    ③ 5,000~8,000  
④ 8,000~10,000 元    ⑤ 10,000~15,000 元    ⑥ Over 15,000

※ Thank you for your cooperation ※

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

## 关于中国游客对酒店属性评价的差异研究

您好！

非常感谢您抽出宝贵的时间来参与此调查。

本问卷调查是为了《关于中国游客对酒店属性的评价差异的研究》的研究生论文准备的。只用于学术研究，不泄露个人信息，请您给我们反应真实的情况。

谢谢您的合作！

指导教师：济州大学校 大学院 观光经营系 崔炳吉

研究者：济州大学校 大学院 观光经营系 李博文

( Tel: 010-2305-8418, E-mail: bwxiaowu@gmail.com )

I. 以下是关于酒店的属性, 请您针对选择酒店时的重视程度, 以及使用后的满意程度, 在适当的地方划“√”。

|    | 项目            | 重要度  |    |    |     |       | 满意度  |    |    |     |       |
|----|---------------|------|----|----|-----|-------|------|----|----|-----|-------|
|    |               | 非常重要 | 重要 | 普通 | 不重要 | 非常不重要 | 非常满意 | 满意 | 普通 | 不满意 | 非常不满意 |
| 1  | 服务的及时性        | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 2  | 服务的整体水平       | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 3  | 提供的服务种类       | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 4  | 友好性和礼貌性       | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 5  | 质量的满意度        | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 6  | 符合顾客的需求       | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 7  | 舒适的感觉         | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 8  | 酒店的安全性        | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 9  | 酒店周边地区的安全性    | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 10 | 客房的安全性        | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 11 | 深夜食品服务的可能性    | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 12 | 客房服务的可能性      | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 13 | 餐厅的气氛         | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 14 | 合理的餐饮价格       | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 15 | 餐饮的多样性选择      | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 16 | 餐饮质量          | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 17 | 餐厅服务的水平       | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 18 | 建筑物外部的美观      | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 19 | 酒店内部的氛围       | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 20 | 客房和浴室的大小, 气氛  | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 21 | 客房和浴室的舒适性和清洁度 | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 22 | 客房和浴室提供的物品    | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 23 | 酒店的独特性        | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 24 | 酒店的总体感觉       | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 25 | 酒水的质量         | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 26 | 桑拿, 蒸气浴设施     | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 27 | 酒店的声誉         | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |
| 28 | 酒店内的安静        | ①    | ②  | ③  | ④   | ⑤     | ①    | ②  | ③  | ④   | ⑤     |



|    |           |   |   |   |   |   |   |   |   |   |   |
|----|-----------|---|---|---|---|---|---|---|---|---|---|
| 29 | 酒店周边地区的安静 | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 30 | 电视和收音机的质量 | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 31 | 床的舒适性     | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 32 | 便利的预订系统   | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 33 | 可靠的预订系统   | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 34 | 登记和退房程序   | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 35 | 价格和使用价值   | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 36 | 实际的价格     | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |
| 37 | 接近其他地区    | ① | ② | ③ | ④ | ⑤ | ① | ② | ③ | ④ | ⑤ |

II. 以下是关于酒店的一般问题，请在适当的地方划“√”

- 您至今为止访问过济州岛几次？  
①1次 ②2~3次 ③4~5次 ④5次以上
- 您住过这个酒店几次？  
①1次 ②2次 ③3次 ④4次 ⑤5次以上
- 您访问济州岛的目的是？  
①赌场 ②纯旅游 ③其他()
- 您的旅行方式是？  
①个人旅游 ②团体旅游

III. 以下是一般性的问题，请在适当的地方划“√”

- 您的性别是？  
①男 ②女
- 您的年龄是？  
①20岁以下 ②21~30岁 ③31~40岁 ④41~50岁 ⑤51~60岁 ⑥60岁以上
- 您的学历是？  
①高中以下 ②高中 ③大学 ④硕士以上



4. 您的职业是？

- ①学生 ②公司职员 ③公务员 ④企业家（个体） ⑤家庭主妇  
⑥专门职业(教授，医生，律师等) ⑦技术员 ⑧其他()

5. 您的家庭月平均收入是？(单位：人民币)

- ①3,000元以下 ②3,000~5,000元 ③5,000~8,000元  
④8,000~10,000元 ⑤10,000~15,000元 ⑥15,000元以上

※ 问卷到此结束，非常感谢您的应答! ※

