

The influence of service quality and hotel image on the loyalty of customers staying at boutique hotels in Bangkok

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Abstract: The aim of this research study is to study the influence of service quality on the loyalty of customers staying at boutique hotels in Bangkok. Influence of hotel image and loyalty of customers staying at boutique hotels in Bangkok and the level of loyalty of customers staying at boutique hotels in Bangkok. The sample group is 385 customers who have used boutique hotels in Bangkok for at least 1 night. The tool used to collect data is a questionnaire with a reliability value of 0.8. Statistics used in data analysis are frequency values, percentage values, each mean and standard deviation and multiple regression analysis.

The results of the research found that (1) there are two service quality factors: the concreteness of the service; and knowing and understanding customers Influences the overall loyalty of customers staying at boutique hotels in Bangkok. Statistically significant at the 0.05 level, the most influential variable is Knowing and understanding customers It has a standard coefficient of regression of 0.252. (2) Hotel image: 3 factors: attractiveness Facilities and the ability to access It has a significant influence on the overall loyalty of customers staying at boutique hotels in Bangkok at the 0.05 level. The most influential variable is the facility aspect. It has a standard regression coefficient of 0.0309, followed by accessibility. and the attractive side the standard regression coefficients were 0.209 and 0.206.

Keywords: Service quality, Image, Brand loyalty, Boutique hotel

1. Introduction

Tourism is an industry that generates a huge amount of income for the country. and build the economic strength of the country Tourism is therefore a strategy for increasing competitiveness for the country. In addition, tourism can develop into Learning and social development Bring benefits to society where service is important and plays a huge role at the international level For Thailand as a whole, services are considered as important as other aspects of the manufacturing industry. At present, there is a lot of technological advancement and market competition, causing businesses to focus on developing new products and services to keep up with consumer demand. This reason has caused many hotel businesses to face various problems, such as changing behavior of tourists. Price competition and accommodation problems (Kasikorn Research Center, 2017). As a result, hotel operators must adjust to keep up with the situation. Currently, boutique hotels are becoming more popular among tourists and have become a new choice of accommodation for tourists who need both relaxation and relaxation. and a unique staycation experience with boutique hotels that are unique in terms of architecture and design and what is indispensable is paying close attention to the quality of service (Busaba, 2021). This is considered a strength that makes the boutique hotel business play an important role in the development of tourism services in Thailand to be of even greater quality. Hotel service quality It is something that must be given importance to service standards. This helps in creating value for the hotel's image from the satisfaction of service recipients. Satisfaction comes from the impression of receiving service that meets or exceeds expectations.

The image of a hotel can create customer satisfaction and also influence the loyalty of customers who come to use the service. They must find things that attract tourists, such as the atmosphere of the hotel. Facilities, parking, promotions It will result in continuously returning to use the service (Pimjai Limwattana, Orachan Sirichot &

Nijakarn Nuurai, 2020)

Today, modern-style boutique hotels are popular with both Thai and foreign tourists because they are a unique, outstanding, beautiful, eye-catching accommodation business with friendly service. Over the past several years, the trend of boutique hotels has become very strong, and is likely to continue rising from a survey of 580 SME entrepreneurs nationwide. About the top 10 rising businesses in 2016 include: 1. Healthy food 2. Boutique hotels, homestays, budget hotels 3. Low-cost airlines 4. Online sports shops 5. Ecotourism 6. English teaching 7. Bicycles and equipment 8. Health care 9. Mobile applications and 10. Short distance transportation / BTS / MRT Because these businesses can respond to the lifestyles of today's people who want convenience, including wanting value for money in products or services (Institute for Social and Economic Research Dhurakij Pundit University, 2016)

Basic information about boutique hotels

Boutique Hotels are small hotels with 10-80 rooms that are unique, both in concept and decoration both inside and outside. Including the dress and service of the employees. It can be said that everything must be thought out to have the same concept. It must have characteristics according to general standards in 3 areas: architecture, decoration, service provision, and a clear target group

Table 1. Shows characteristics of boutique hotels

Boutique hotel properties	details
Unique style of the building	Building style interior decoration, the architectural structure is strikingly different. Unique, different hotel layouts the interior equipment is decorated. It is different from normal hotels and has unique features such as bed linen patterns that are not white. It may be a loincloth or a hand-woven cloth.
Service that stands out and is different	Provide privacy to service recipients Services reach more customers than general hotels. Be friendly with customers Give importance to customers
modernity	different design and has luxury
Room decoration style	Rooms that stand out from other places There are lights to decorate the rooms that are the highlight and appliances. Decorative items made by humans
Facilities	There is a bathtub, a hair dryer, and a thermos for hot water and drinks.

Source: Lucienne 2014 (<http://www.hospitalitynet.org>)

From the reasons mentioned above This made the researcher see the importance and interest in studying the influence of service quality and hotel image that affect the loyalty of customers staying at boutique hotels in Bangkok. To use the results of the study as a marketing strategy to make customers who stay at boutique hotels loyal to boutique hotels in the future.

- 1.1 To study the influence of service quality on the loyalty of customers staying at boutique hotels in Bangkok.
- 1.2 To study the hotel image and the loyalty of customers staying at boutique hotels in Bangkok.
- 1.3 To study the level of loyalty of customers staying at boutique hotels in Bangkok.

2. Literature Review

Lewis and Bloom (Lewis, and Bloom, 1983) defined service quality as a measure of the degree to which the service delivered by the service provider to the customer or recipient is consistent with the needs of the service provider. How good is he? Delivering service quality (delivering service quality) therefore means responding to service recipients based on the service recipient's expectations.

Gronroos (1982; 1990: 17) defined service quality as being divided into two characteristics: technical quality (technical quality) related to results; or what the service receiver receives from that service. It can be measured in the same way as evaluating product quality. Functional quality is related to the process of evaluation.

Crosby (Crosby, 1988: 15) stated that service quality or "service quality" is a concept that holds the principle of defect-free service operation. and responds exactly to the needs of service providers and be able to know the needs of customers or service recipients as well.

Service quality It is the concept and practice of evaluating service recipients by making comparisons between the expected service (expectation service) and the actual service (perception service) from the service provider. If the service provider is able to provide services that are consistent with the needs of the service recipient or create a service that is at a higher level than the service recipient has expected, This will result in the quality of service which will make the service receiver very satisfied with the service received (Zeithaml, Parasuraman and Berry, 1988: 42; 1990: 18; Fitzsimmons and Fitzsimmons, 2004 : 78 cited in Napaporn Khantanapha, 2000; Kotler and Anderson, 1987: 102) Parasuraman, Zeithaml and Berry (1985) also pointed out that Service quality It is a service that exceeds or meets the expectations of the service recipient. It is a matter of evaluating or expressing opinions about the excellence of services in an overall manner.

Brand image means What customers think of including thoughts about that brand. It comes from beliefs and perspectives about the brand. This is the result of creating a brand's identity, values, and personality. (Personality) To have a memorable image That brand must be outstanding, different, and popular. To be liked, it is necessary to create a connection between customers and the brand. How is that connection different from others? How reliable is the connection? and must be strong the strength that is said is the characteristics or qualities of the brand. and benefits that will be received from the brand.

Brand Image is important as follows:

- It is a mirror that reflects the true value of the brand. What the brand communicates is like in the eyes of consumers. It is one of the factors that create sales results. Reflects the success of the brand.

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If the brand image is strong enough It will make consumers' perception of a brand. That is directly related to the brand image.

- Strong brand image It will have a greater effect on the purchasing behavior of consumers. That is the reason why premium brands and the top brands in the market give importance to brand building.

- A good image creates a better opportunity to promote repeat purchases.

- A good image also builds confidence. and emphasize that the brand will provide the best to consumers.

It also creates opportunities for creative advertising work better than other brands.

Brand loyalty can be defined both from a purchase behavior perspective and from a psychological perspective. (Psychological) The perspective of purchasing behavior (Purchase Behavior) will be the meaning that is used. the most because it can be easily measured Brand loyalty is when consumers make repeat purchases of the same brand. And often it becomes brand loyalty.

Brand loyalty is when consumers have a good attitude towards a brand, whether it is due to confidence, consideration, and or satisfaction with the consumer. and repeated purchases continued throughout. It is said that creating one new customer costs 5 - 10 times more than maintaining one old customer, and nowadays there is a lot of diversity in brands. Along with the use of many marketing strategies to attract consumers to change or turn to new branded products regularly.

Brand loyalty is when consumers have a positive attitude towards a brand, whether it is due to confidence, consideration, and or satisfaction with the consumer. and repeated purchases continued throughout. Building brand loyalty is therefore very necessary. and cause customers to incur costs in switching to other brands of products. It may be concluded that brand loyalty is important in three ways as follows.

1. High Sale Volume
2. Premium Pricing Ability
3. Customer Retention

2.2 The Conceptual Framework

In this study, the influence of service quality and hotel image were determined as independent variables and customer loyalty of boutique hotels in Bangkok was determined as the dependent variable. The conceptual framework can be summarized as follows.

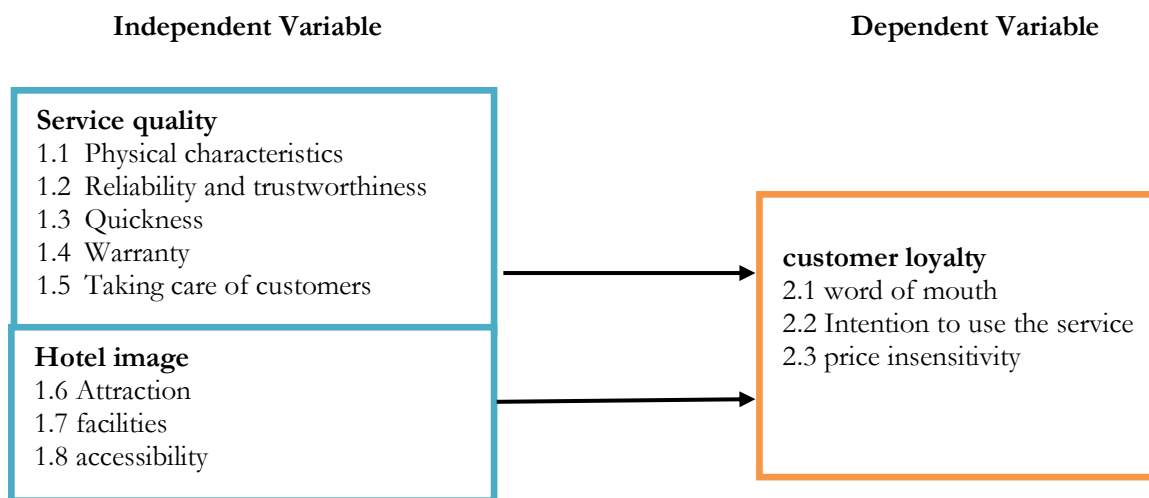


Figure 1: Research concept framework

3. Methods

The population used in this study is customers who have used boutique hotels in Bangkok. The exact population is unknown. Therefore, the calculation was based on the unknown population formula of Cochran, 1997, at a confidence level of approximately 95 percent, with a sampling error of 5 percent, resulting in a sample size of 385. The formula used was:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

The instrument used was a questionnaire created by the researcher. By studying from theoretical concepts and related research data collection the researcher used a purposive sample selection method. and distribute questionnaires through application channels and collect it yourself with customers who have used the service to stay at boutique hotels in Bangkok

n = sample size

Z= Confidence level set at 95%.

e = acceptable error value set at +, - 5%

In terms of data analysis, descriptive data analysis was used. General information Service quality the image of the hotel and loyalty of service recipients in the form of frequency, percentage, mean, standard deviation The statistics used to determine the reliability of the questionnaire Using Cronbach's alpha coefficient method to obtain reliability. and inferential data analysis to test the hypotheses, multiple regression analysis was used

4. Results

Table 2. shows that Mean, standard deviation of overall service quality level

Service quality	Service quality level		
	average	standard deviation	Interpret results
Concrete aspect of the service	4.16	0.533	high level
Reliability and trustworthiness	4.07	0.481	high level
Response to customers	4.18	0.543	high level
In terms of providing confidence to customers	4.07	0.515	high level
Knowing and understanding customers	4.02	0.592	high level
sum	4.10	0.452	high level

From the table it is found that the sample group perceived the overall service quality at a high level, with an average of 4.16 and an S.D. 0.511

Table 3. shows Table, mean, standard deviation and the level of perception of the hotel's overall image

Hotel image	level of awareness		
	average	standard deviation	Interpret results
Attraction	3.96	0.667	high level
Facilities	4.00	0.640	high level
Accessibility aspect	4.11	0.597	high level
sum	4.03	0.585	high level

From the table it is found that the sample group perceived the overall image of the hotel at a high level, with a mean of 4.03 and an S.D of 0.585.

Table 4. shows that Table, mean, standard deviation and overall level of loyalty of service recipients

Loyalty of service recipients	Loyalty level		
	average	standard deviation	Interpret results
Word of mouth behavior	3.85	0.699	high level
Intention to use the service	4.01	0.669	high level
Price insensitivity	3.84	0.652	high level
sum	3.88	0.623	high level

From the table, it is found that the sample group is loyal. Overall, very high level, mean 3.88 and S.D 0.623

5. Discussion

From the results of the research, it was found that service quality influences the loyalty of customers staying at boutique hotels in Bangkok. It was found that there were 2 factors that significantly influenced the overall loyalty of customers staying at hotels. Statistically significant at the 0.05 level, consistent with the concept of Pimjai. Limwattana and others (2020) It was found that perception of service quality The concreteness aspect has a positive effect on loyalty in using 3-star hotels. Overall, the hotel image aspect has a statistically significant influence on the loyalty of customers staying at boutique hotels in Bangkok at the level. 0.05

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