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**IMPROVING CUSTOMER SERVICE WITHIN ASIAN CULTURE AT HILTON
HOTEL**

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ABSTRACT

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The purpose of this thesis is investigating specific perspective which perceives Asian service culture among international standard to reinforce customer service in hospitality.

The research presents customer service at the Hilton Hotel and Resorts, the importance of customer service in the Hospitality industry, customer satisfaction analysis model, definition about SERVQUAL, which stands for five dimensions of service quality, the value of perceiving Asian culture to improve customer service for Asian guests. The qualitative research method for this thesis is completed by interviewing two different groups of people.

The thesis puts an effort to clarify several facts about Asian culture, which is related to the Hospitality industry, such as habit lifestyle, etiquette, special traditional culture, hobby, and so on. The author is gathering authentic information from expert people who are currently working in the Hilton Hotel and Resorts, and in other hotels, opinions of some Asian guests are also collected to analyze.

This research concentrates on the improvement of customer service within Asian culture at the Hilton Hotel. In detail, the research is to understand Asian culture and serve Asian customers better by the Hilton Hotel system over the world. The author used qualitative method to analyze the improvement of Asian culture at the Hilton Hotel. The instrument tool in the research was the interview. The result of findings showed that Hilton Helsinki Kalastajatorppa could improve their customer service by helping customers, supporting them, and answering all questions within their ability. In addition, the hotel was better to study Asian culture; for example, providing popular food in Asia such as instant noodles would make customer satisfied. The language was a problem to make customer service better. The result of the interview revealed that employees of the hotel should take a trip to another Hilton in Asia to study, experience, and more understand local people. The second result of the interview presented that in order to improve customer service, employees must put themselves in the shoes of customers so that they could understand what customers want and need. Training course about customer service is extremely necessary to enhance the professional skills of employees.

Keywords: Customer service, Asian culture, hotel, international business.

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1 INTRODUCTION

In a competitive global economy, generally, most enterprises are searching for ways of improving their customer service to satisfy customers as the best way possible; in particular, enterprises in tourism industry require more individualized forms of customer service to reach customers' satisfaction. There is no doubt Asia has a massive population with a high interest in traveling. This study makes an effort to provide multinational hospitality Hilton hotels and resorts actual knowledge about Asian culture, which can help improve their customer service with Asian customers. The purpose of this thesis is to study how to improve customer service within Asian culture at Hilton Hotel & Resort.

The research questions of the thesis are below:

Why is it essential to improve customer service by perceiving Asian culture among international business?

What factors can be noticed in Asian culture?

In what ways customer services at Hilton Hotel & Resorts can be improved with Asian customers?

According to Jerry Fritz (2015), products and prices can be imitated, but an influential service culture cannot. Indeed, most of the companies or enterprises make efforts to produce a product which has a good quality plus the price is affordable or low for customers, but most likely, customer loyalty will not be maintained. As price is considered as primary, customers can change their options suddenly with the lowest offer. However, when customer experience is put as a core rather than price, it will bring a particular way of building customer loyalty in competitive markets. For example, In-N-Out Burger in California has been developing and maintaining its reputation because of service culture in three words: quality, cleanliness, and service. This culture is considered a distinctive mark that was founded in 1948.

This research study will investigate specific perspective which perceives Asian service culture among international standard to reinforce customer service in hospitality.

2 THEORY PART

There are 48 countries in Asia totally with current population 4,572,189,460 as of Friday, March 8, 2019, based on the latest United Nations estimates. Asia's population is equivalent to 59,66% of the total world population (worldometers, 2019). Nowadays, famous tourists from famous countries in Asia, such as China, Japan, Korea, Singapore, the United Arab Emirates, and so on, have been increasing significantly. According to media release published on May 12th. 2017, Australia had 1.3 million Chinese visitors in 2017; New Zealand had 1.4 million visitors in which a large proportion was achieved by Japan and Korea. There is no doubt that in the hospitality industry, customer service is a crucial factor in determining the quality of the product; the product means service that customers receive while they are traveling for either business or pleasure. That is the reason why multinational hospitality Hilton Hotels & Resorts beside international customer service standard in need of awareness of service culture for Asian customers to build customer loyalty and differentiating enterprise from the competition.

The theory part of this thesis is about the customer service department and the current stage of customer service at Hilton Hotel and Resorts.

2.1 Current state of customer service at Hilton Hotel and Resorts

Very admirably, Hilton Hotel and Resorts are famous worldwide when its presence is at six continents. The Hilton system was first explored in 1919 by Conrad Hilton. Passing by right one century, Hilton chain now is sturdy. Hilton has an essential contribution to the change of the face of the Hospitality industry. Presently, it has nearly 5,700 hotels and over 923,000 rooms and appeared in 113 countries over the world (Hilton, 2019). With these quantities of properties and rooms, the Hilton hotel has higher 100 rooms in 2019 than that in 2018. Hilton provides customers luxury services and conditions with a wide range of perks such as beaches, golf, kids clubs, pet-friendly resorts, pools and cabanas, ski, spa, tennis, and weddings along with modern and luxurious facilities and infrastructure. All things are designed at 5 star and international standards. Hilton

offers all event service from Hollywood balls to business events. Some brands of Hilton can be given as examples like Waldorf Astoria Hotel and resorts in America, Conrad hotel, and resorts in the Gold Coast of Australia, Canopy by Hilton in Iceland, ...etc. (Sean, 2019).

Figure 1: Hilton hotels with rooms and locations over the world

	Total Properties	Rooms
Waldorf Astoria Hotels & Resorts		
U.S.	15	6,171
Americas (excluding U.S.)	2	1,126
Europe	6	1,361
Middle East & Africa	4	949
Asia Pacific	4	895
LXR Hotels & Resorts		
Middle East & Africa	1	234
Conrad Hotels & Resorts		
U.S.	6	1,885
Americas (excluding U.S.)	2	402
Europe	4	1,155
Middle East & Africa	3	1,607
Asia Pacific	20	6,177
Canopy by Hilton		
U.S.	6	1,014
Europe	2	263
Asia Pacific	1	150
Hilton Hotels & Resorts		
U.S.	243	102,475
Americas (excluding U.S.)	48	16,81
Europe	136	39,697
Middle East & Africa	50	16,602
Asia Pacific	109	40,773
Curio Collection by Hilton		
U.S.	39	9,433
Americas (excluding U.S.)	8	1,194
Europe	15	1,747
Middle East & Africa	3	611
Asia Pacific	4	713
DoubleTree by Hilton		
U.S.	353	85,816
Americas (excluding U.S.)	27	5,643
Europe	105	19,191
Middle East & Africa	16	3,067
Asia Pacific	60	16,869
Tapestry Collection by Hilton		
U.S.	19	2,701

Embassy Suites by Hilton		
U.S.	244	56,63
Americas (excluding U.S.)	8	1,997
Hilton Garden Inn		
U.S.	665	91,862
Americas (excluding U.S.)	51	7,84
Europe	66	11,257
Middle East & Africa	14	2,938
Asia Pacific	29	6,261
Hampton by Hilton		
U.S.	2,193	215,956
Americas (excluding U.S.)	107	12,938
Europe	84	13,232
Middle East & Africa	1	420
Asia Pacific	73	11,718
Tru by Hilton		
U.S.	61	5,803
Americas (excluding U.S.)	1	90
Homewood Suites by Hilton		
U.S.	461	52,499
Americas (excluding U.S.)	24	2,717
Home2 Suites by Hilton		
U.S.	302	31,501
Americas (excluding U.S.)	5	543
Other	4	1,7
<i>Hotels</i>	5,704	914,633
Hilton Grand Vacations	53	8,477
<i>Total</i>	5,757	923,11

Being global hotels, Hilton brings customers a wide range of service benefits such as discounted prices, digital check-in, free internet access, late check-out, and many other things. Although these services are basic and necessary, customers feel appreciated. In fact, these services are also provided by lower star hotels. Coming to Hiltons, customers can save up to 20 percent in the case of booking in advance. All people feel happy when they get free in service. At Hilton, customers can enjoy a complimentary drink upon arrival and in-room breakfast for two. If customers travel by cars, they do not need to worry about their cars; it will be kept safely. With free internet access, customers can book breakfast online (Hilton, 2019). So, customers can enjoy the most convenient service at Hilton hotels.

Hilton has effectively achieved a high level of customer service via technological integration. In fact, Hilton cooperates with Uber to serve customers in a travel experience. Besides, Hilton hotels would like to apply digital hotel room keys integrated into customer smartphones, meaning that an ability to choose rooms and customize the hospitality experience using smartphones and others. According to Geraldine Calpin, vice president of global e-commerce services for Hilton hotels in Britain, "Hilton has launched the innovative mobile service to ensure customers have the best possible means of booking and managing their hotel accommodation with ease." With the integration of technology in Mobile phones, it is more convenient for customers to search, book, and change their wanted Hilton hotels (Chris, 2017). As so, Hiltons have taken maximum advantage of information and technology to manage its service better.

In a study done by Glenne (2014), five major hotels of the world (seen in figure 2) are ranked in both response time and responsiveness in which Hilton is 28% at responsiveness, and average response time is 23 minutes and 46 seconds. It means that Hilton is fast in respond customers' complaints and good at responsiveness.

Figure 2: five major hotels' responsiveness and response time.

No	Brand	Responsiveness	Average Response time
1	@Holidayinn	0.8% (poor)	11 hours, 13 minutes (below average)
2	@TheBestWestern	4.5% (poor)	15 hours, 43 minutes (below average)
3	@Marriott	16% (average)	4 hours, 44 minutes (below average)
4	@HyattConcierge	23.6% (good)	12 minutes, 40 seconds (very fast)
5	@HiltonHelp	28% (good)	23 minutes, 46 seconds (very fast)

There is a nature that all customers would like to get a quick response when they complain about the service of any organization. Hilton is able to reply to 85.7 percent of complaints in under 1 hour (Glenne, 2014). In order to improve the quality of customer service, Hilton has separated the

marketing and customer service; the purpose is to isolate these support requests with a handle that's sole objective is for resolving issues.

Service attitude is extremely important in customer service. Customers' satisfaction or dissatisfaction with customer service of Hilton hotels depends on employees' service attitude. Although being a nice hotel, Hilton's employees are not good at service. They do not have the right attitude to work at a hotel front desk. This is an example of Hilton Garden inn Baltimore Inner Harbor in the United States. It is very necessary for the Hilton to replace most of the front desk staff, or another way is to arrange a training course about customer service for these staff (TripAdvisor, 2008).

In era 4.0, almost people need to use the internet for entertainments or work. In some hotels of Hilton such as Hilton Garden inn Baltimore Inner Harbor, both wifi and LAN internet connection are weak (TripAdvisor, 2008). As a result, customers can not access the internet and do their jobs. This causes inconvenience for customers. This weakness is really necessary for the Hilton hotel to recover right away.

2.2 Why is customer service important in the sustainability management of hotel?

Customer service is really important in the hospitality and tourism industry. Customer service is a bridge between customers and hotels. It creates an opportunity for the establishment of an impression on customers (Business life, 2013). In other words, customers will be impressed by the hotel if they receive good customer service at first. The responsibility of hotels is to make customers happy and satisfied; only when they receive service as expected, they satisfy. Customers will have memories of the hotel when they obtain expectation in customer service. And hotel's employees are people who can help customers have these memories by providing a happy service attitude and being courteous, helpful, and friendly. Many customers are coming to the hotel or resort for the first time and not being familiar with the surrounding. This is a good opportunity for employees to show their understanding by directing customers to attractions and sites. Generally speaking, customers can come back to the hotel and resort for the next time in the case of their wanted expectations.

In the era of information and technology, people would like to search information about one destination where they want to come. Ideas on hotels and activities are their cares. They will experience with the website of the hotel at first. (Michelle, 2019) In the case that the website is not interesting, not attractive, uninviting, outdated, and difficult to navigate, customers will ignore and move on. In contrast, an interesting and attractive website will draw customers' attention. Customers' sharing experience on online review sites is an effective way to increase the quantity of customers coming to the hotel. Customers would like to choose the hotel with the best customer feedback; they also refuse hotels with bad experience sharing. As a result, taking best care of service on the website is also the best to create and build customer service. It is one of ways to increase quantity and value for the hotel.

2.3 Customer service department.

According to Lawis (2017), customer service department plays an important role in the survival and development of any company. The customer service department has many different functions; however, there are two main functions that impact the whole business operation of a company. These are public relations and the creation of positive company culture. In the similar view, Robert (2018) identifies that the purpose of the customer service department is to ensure the goals of the company met and customers receive exceptional service. In particular, the customer service department strengthens the company's brand, builds loyalty, and ensure all customer issues being appropriately handled. The customer service department is the representative of the company to solve all issues relating to service. So, the customer service department has a very important role in keeping customers to stay with the company.

Similarly, Adsoup (2018) states the customer service department and the reason why it is important is that customer service department builds a positive reputation for a company. The customer is the factor to increase reputation for the company. There is a sentence that you can be good if someone says good things about you. And customer service is a department that has a duty to make customers have positive reviews on the company. Reputation is a leverage to promote the company's development. Apart from reputation, the customer service department is useful to help businesses

keep customers. Customer retention is as essential as customer acquisition. A business thrives better when current customers keep coming back to purchase goods and services. This is where the customer service department place. How well the performance of customer service representatives their duties would determine how often your customers return to be condescending to shop at your business.

Additionally, excellent customer service can help to reduce overall problems. In the process of doing business, a company is sure to face challenges and issues relating to customers. Excellent customer service will solve issues smoothly; at the same time, make customers satisfied with the solution. Employees who have the capacity to solve problems and have morals and attitudes, as well as good behaviors, will solve issues well. Tom (2018) affirms that excellent customer service opens doors for great business partners and other business opportunities. The great customer service section helps organizations build reliance with customers. This would encourage affluent business partnerships.

To sum up, any organization needs to have a customer service department. It is the face of the organization. The company wants to be famous; increase; build a relationship with other partners; handle all issues well, it must have a great customer service.

It is important for the author to design the organization of the research. The purpose of the research is how to improve customer service within Asian culture at Hilton hotel. The research bases on the qualitative analysis of a selected literature review to recognize the necessary aspects relating to methods to improve customer service. The ultimate aim is to achieve the best outcomes in customer service and satisfy customers as well as obtain customer loyalty. This research project does not use hypotheses to get the results by reviewing critical literature but would like to interview staff at the Hilton hotel. The data, as well as information of the interview, are found out via interviewees. From the fact of the interview, the improvements are given.

3 LITERATURE REVIEW

3.1 Service quality (SERVQUAL)

3.1.1 Definition

There are many definitions and researches about SERVQUAL and its method and application in customer service. According to Oliver (1980), SERVQUAL is the difference between actual service performance and customers' expectations. Similarly, Parasuraman, Zeithaml, and Berry (1988) identify service quality as "the degree and direction of a discrepancy between customers' perceptions and expectations." In the viewpoint of Lewis (1993), service quality is defined as the focus on "meeting needs and requirements, and how well the service delivered matches customers' expectations." Service quality is taking place on a global scale. In detail, it is the judgment and attitudes of customers over the world towards service and results of service. Customers would like to make comparisons about the actual service performance and their expectations of the service to see how the level of the quality of the service is. Zeithaml and Bitner (1996) defined that service quality is the delivery of excellent and superior service in relation to customer expectations. Thus, SERVQUAL is considered as an instrument to evaluate customer service. Five determinants used to assess the effectiveness of SERVQUAL include reliability, responsiveness, assurance, empathy, and tangibles. Based on these determinants, customers can give a correct assessment of the quality of service of an organization.

No	Determinants	Definition
1	Reliability	The ability to perform promised service dependably and accurately
2	Responsiveness	Willingness to help customers and provide prompt service
3	Assurance	Employees' knowledge and courtesy and their ability to inspire trust and confidence
4	Empathy	Caring, easy access, good communication, customer understanding and individualized attention given to customers

5	Tangibles	Appearance of physical facilities, equipment, personnel and written materials, surrounding, environment
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Source: Adapted from Zeithaml et al. (1990)

So, it could be concluded that service quality is the assessment of customers about how well the service satisfies their expectations in terms of perceptions of service.

3.1.2 Service quality perceptions

Service quality perceptions mean the perceptions of customers about the service of an organization. Good quality of service will bring the credibility of customers for the organization. The existence of any organization is relative to the service quality that it provides its customers (Gorondutse and Hilman, 2014). In the field of hospitality and tourism, good service quality is shown in various ways; however, according to Samori and Sabtu (2014), there are some main determinants of good service quality in hotel industry including cleanliness, safety, and maintenance of rooms, and a courteous attitude from the hotel staffs. Service quality is different based on the product category. As in the case of room prices and facility level, the service quality level will be different. Accordingly, customers will have different perceptions and expectations of the rooms and facilities that are offered by the hotel (Lee, 2013). In particular, customers book rooms with a high price, surely the offered rooms must be worthy of the money that customers give. Dabestani, Shahin, Saljoughian, and Shirouyehzad (2016) states that room size, the physical appearance of hotel building, cleanliness will shape customers' perceptions about the whole service quality of a hotel. These items are the first impression of customers about the service of a hotel or a resort. Whether that a hotel is successful in attracting and retaining customers must depend on the appearance of the hotel at first. No customer would like to return to the hotel or resort, which is poor at service. Parasuraman et al. (1990) indicate that service quality is perceived when an organization is successful in serving customers' purposes. According to Suzana and Sanja (2010), customers perceived the value of service when they experienced service delivered. In the viewpoint of Ghobadian, Speller, and Jones (1994), customers' expectations, delivery process of service, and the outcome of service effect service quality perceptions. Employees are one of the key points in improving perceived service quality of customers (Yoo and Park, 2007). Good

behaviors of employees bring positive perceptions of service quality. Vice versa, bad behaviors of employees bring negative perceptions on the service quality. Edvardsson (2005) shows that the perceptions of service quality are formed during production, delivery, and consumption process. In the hotel and resorts industry, the formation of service quality perceptions is created since when customers book or order service. It is a full-service chain, from booking service to completing the service. It is extremely important to recognize the emotions of customers during their experiencing the service. The reason is that positive emotions will positively impact perceived service quality, and negative emotions will negatively impact perceived service quality. O'Neill and Palmer (2003) indicate that, to a large extent, service quality perceptions can be impacted by customers' prior experience with a particular service. In particular, they would like to make a comparison for the same service in different times. For a previous time, they perceived the service is good, but for this time, the service is bad in their perceptions.

Generally speaking, customers perceived service quality when they experience the service from the beginning to the end. Service quality will be perceived positively in the case of customers showing their favorable attitudes on the service; in contrast, the service quality will be perceived negatively in the case of customers showing their unfavorable attitudes on the service. The service quality perceptions can be compared between customers' previous experience and current experience.

3.1.3 The influence of Asian culture on service quality perceptions

According to Hofstede (1994), culture is "the collective programming of the mind which distinguishes the members of one group or category of people from those of another." The culture of Asia includes a variety of things such as the collective, diverse customs, art traditions, architecture, music, literature, lifestyle, philosophy, politics and religion that have been running and keeping maintained by the several ethnic groups of the continent of Asia since prehistory (Satpathy).

According to Olivier, Liu, and Sudharshan (2000), there is a link between culture and service quality perceptions. Cultural dimensions can impact customer satisfaction and perceived service quality (Donthu and Yoo, 1998; Mattila, 1999; Winsted, 1997). In fact, there are many types of research about the relationship between culture and service quality perceptions. As in the research of Winsted (1997), he examined the evaluation of service encounters of customers in the United States and Japan to see the differences in their evaluation when being based on their different cultures. Clearly, the dimensions in the United States are civility, personalization, remembering, conversation, congeniality, delivery, and authenticity. Meanwhile, the dimensions in Japan are civility, personalization, conversation, concern, and formality. The differences in dimensions lead to the consequences of the difference in service quality perceptions. In another research, Mattila (1999) investigated the effect of culture on customer evaluation of complex services. In her findings, customers with a Western cultural background are more likely to rely on definite cues from the physical environment than their Asian counterparts and that the hedonic dimension of the consumption experience.

Asian culture is different from Western culture or other cultures. So, their perception of service quality must be different. Therefore, when using the service of Hiltons hotel and resorts in Western, Asian customers will have a different view on service quality perceptions. In detail, Western people are very punctual, and Asian people are usually not on time. So, when traveling overseas, Asian customers will perceive good service quality in terms of puncture. Or in consideration of politeness, Western culture cares much about politeness; so, they are very polite in service. Asian customers will perceive satisfaction when enjoying service in Hilton hotels in Western countries. As a result, understanding Asia culture is an advantage to bring good service quality for customers as well as improving the service value of Hilton or any organization. To sum up, it is very necessary for Hilton system as well as other organizations to understand the culture of customers so that it can satisfy customers' expectations. Customer satisfaction is a good sign for the organizations to develop their business.

3.2 Customer satisfaction

One organization wants to succeed in business must take care of customer satisfaction. In other words, customer satisfaction is one of the key tools helping an organization to achieve a successful business. According to Fornell, Johnson, Anderson, Cha & Bryant, (1996), customer satisfaction is defined as the evaluation of customers on goods and services based on their experience with the goods and services. In marketing, customer satisfaction also comes along with it, which means it affirms the customer's expectation of how the goods and services are being facilitated by the companies. Thus, actionable information on how to make customers further satisfied is a crucial outcome (Oliver, 1999).

Importantly, customer satisfaction is a component of business strategy. At the same time, satisfying customers is to retain them and promote them to repurchase the product. In order to get maximization of customer satisfaction, it is extremely necessary for an organization to provide customers important information (Kabu and Soniya, 2017). As for example, when buying a car, customers have a must to closely look at the engine, the model, number of kilometers, the consumption of materials, etc. The purpose of this provision of information is to help customers not feel disappointed after experiencing the product. When customers recognize that the information of product matches with their real experience of the product, they will show their satisfaction. Vice converse, customers will dissatisfy if they recognize irrelevance between a real experience and the product on theory. Consequently, honesty in business is extremely important and necessary to make customers satisfied and retain customers. Customers are very intelligent and sensitive in using products. Thus, customer satisfaction is a barometer that predicts future customer behavior (Hill, Roche & Allen, 2007).

Customers have a trend to repurchase products or purchase with larger quantity when they receive customer satisfaction. For customers who have the intention to work as a distributor, or who are being distributors and want to expand business in quantity and scope of operation; customer satisfaction is the key to reach other potential customers (Hague and Hague, 2016). The value of keeping a customer is only one-tenth of winning a new one. So, when the organization wins a customer, it had better continue to build up a good relationship with the client. In a modern life, customers are more intelligent in their choice of products and services; therefore, the provision of the quality of goods and services is not only to satisfy customers but also get a safe position in the

fierce competition in business. Indeed, this has benefited the customers significantly in consuming qualitative products (Rebekah & Sharyn, 2004).

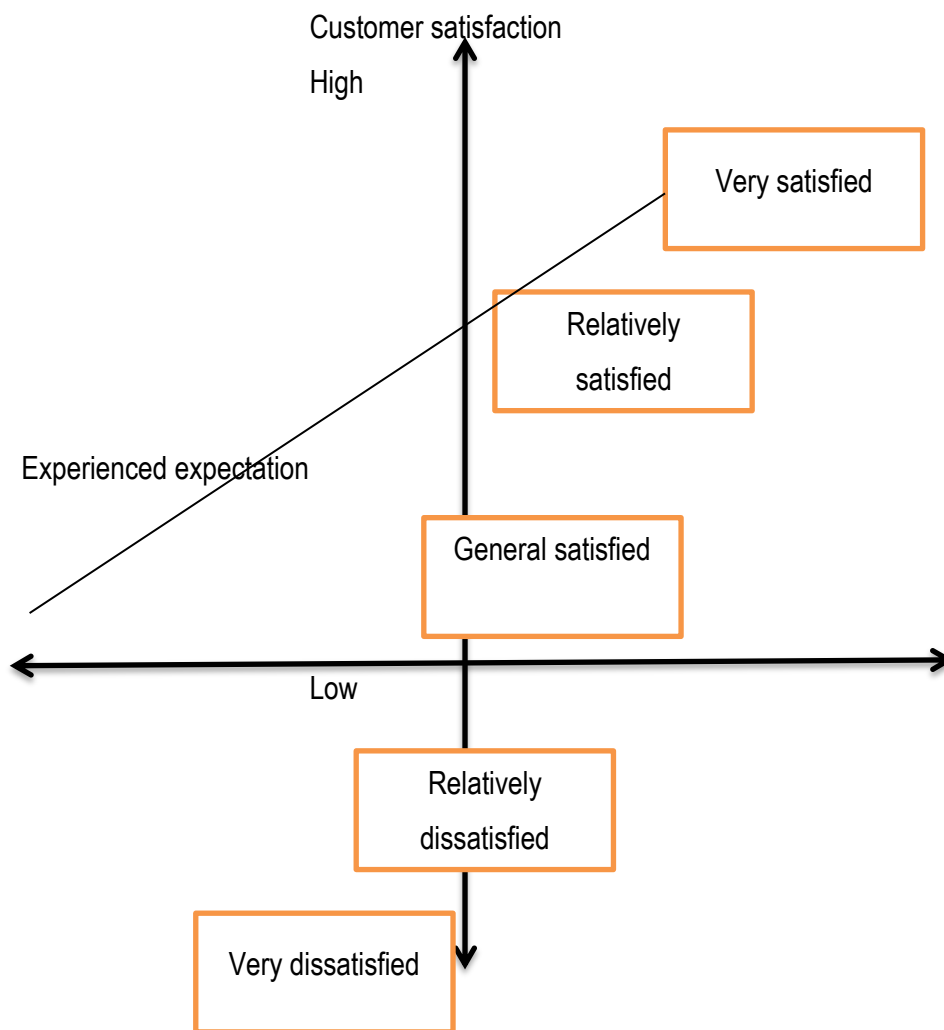
Normally, customers would like to search for the value in the total service. So, departments of an organization must collaborate with each other to create the value of the whole service. Each department will be in charge of different elements of offering, such as the delivery of product and service, the consultancy of product and service, the documentation of product and service, etc. In terms of profitability and productivity, activities related to the creation of value must be implemented. It is better for the organization to understand its customers and customer behaviors so that the organization can serve better. In addition, the company should be able to build trust with the customer, so it is easy to get the feedback from the customer. This is how oriented customer products or service could be developed (Hill, Brierley, and MacDougall, 2003).

Customer satisfaction is very strong. If the company considers customers as the center, it can enhance satisfaction and make the customer believe. Conversely, if the company's competitors improve customer satisfaction, the company is able to lose corporate customers. Customer satisfaction and customer expectation always exist in parallel. When the customer's expectation is satisfied, it means that they satisfy with the product and service. (Kabu and Soniya, 2017) States that customer satisfaction is directly impacted by the quality of goods and service and the value of money they spent. In item customer satisfaction, employees play very important role. The satisfaction of employees is the basic to create customer satisfaction. Before making customers satisfied, organizations should make their employees satisfied. Employees have a strong impact on customer satisfaction. When employees satisfied with their jobs and the organization, they will well-perform in jobs and make customers satisfied. Satisfaction is a dynamic, moving target that may evolve over time, influenced by a variety of factors. Particularly when product usage or the service experience takes place over time, satisfaction may be highly variable depending on which point in the usage or experience cycle one is focusing. (Lovelock, & Wright, 2007).

Customers are different from each other. Consequently, their perceptions of products and service are different. Maybe this person like the product; but, the others do not like the product. So, Kabu and Soniya (2017) affirm that the satisfaction of customers is impacted by specific product and service features and perceptions of quality. Similarly, Zeithaml and Bitner (2003) present that "satisfaction is influenced by customer's emotional responses, their attributions, and perceptions of equity." The company will make lots of benefits thanks to the increase in customer satisfaction,

such as the loyalty of customer, revenue, customer attraction, reputation, etc. In business, word of mouth communication is extremely useful. One customer is satisfied with the product of a company; the consequence is that there are a large number of customers buying the product of the company. So, word of mouth communication has great strength for the development of a company. The satisfaction of one person about a goods or service will bring potential customers to the company. Tao (2014) said that it is not possible for a company to develop and expand business operation in the case of the company ignoring customers 'needs.

Figure 3: Customer satisfaction analysis model



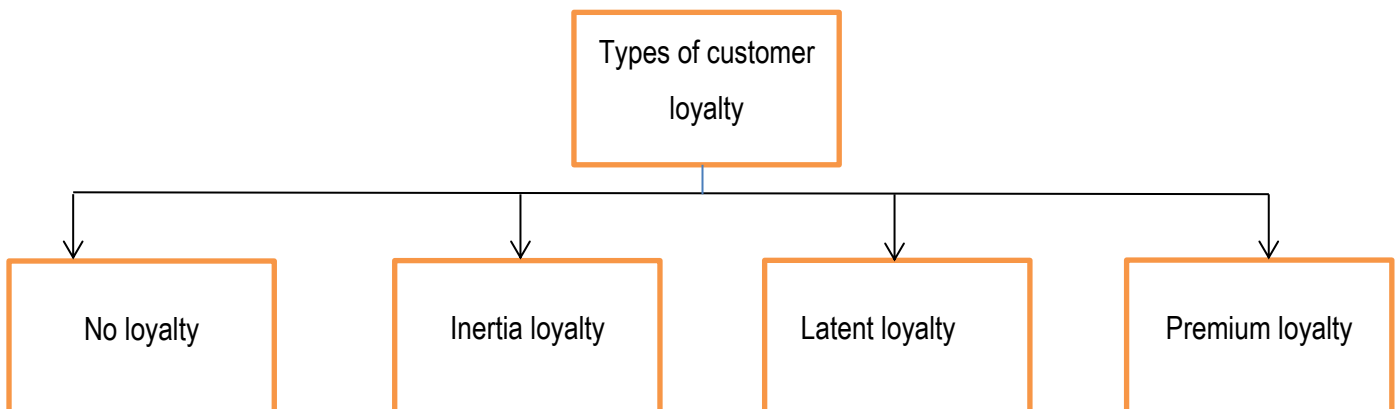
Source: Customer satisfaction analysis model (Tao, 2014, Tien Le 2019)

3.3 Customer loyalty

According to Oliver (1999), loyalty is defined as "a deeply held commitment to rebuild and re-patronize a favored product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviors. Customer loyalty is considered as the strength of the relationship between an individual's relative attitude and re-patronage. It is definite that customer satisfaction is important to a company, but satisfaction alone cannot take the company to the top level. In other words, the success of a company must mention the appearance of customer loyalty anymore. Every company expects its customers satisfied and be loyal to them. The loyalty of customers will bring big profits for the company. Durga (2018) states that customer loyalty is a long-term relationship between sellers and buyers. In other sentences, sellers are successful in attracting customers to use their products and services in a long time. The loyalty of customers is a big success for a company. Customers who are satisfied with experienced products and services have a tendency to repeat the product and service in the future. When customers are faithful to a company, they will consistently buy goods and service. Customers' loyalty is expanded into not only one product or service, but also other products and service in the same company. Thus, customers are considered to be loyal to the whole company (Management Study Guide, 2008).

Based on the point of view of Griffin (2002), customer loyalty has four types, including no loyalty, inertia loyalty, latent loyalty, and premium loyalty.

Figure 4: types of customer loyalty



Source: types of customer loyalty (Griffin, 2002)

A company has no loyal customers when customers are not loyal to its product or service. These customers have weak behavior and attitude towards a specific kind of product and service. They do not stay with the company to buy products and services for different reasons; for example, they pay attention to price rather than the quality of product and service, or they would like to test the product quality as a habit before deciding to buy it and as well. These customers prefer to arrive in many different places or companies to fulfill their needs and desires. Thus, they will never become loyal customers.

In terms of inertia loyalty, customers have a high repeat purchase of goods and services, but low level of attachment — factors related to non-attitude and situation more impact the purchase. For inertia loyalty, customers do not purchase goods and service as their habits. They have limited satisfaction with the products and services, not totally satisfied. This type of loyalty is mostly seen in infrequently bought products and services. The company can turn this type of customers into loyal customers by actively courting the customers and differentiating products and services. Customers will perceive the value of products and services, which are different from competitors. From that, they will become loyal customers.

Latent loyalty is understood when customers have a highly positive attitude towards the company; however, they do not regularly repeat the purchase of goods and services of the company. According to Harvey (2017), customers show their good assessment of the value of a specific product and service. The customers' low repeat of purchase can be due to some reasons belonging to the company such as affordability, narrow distribution channel, inconvenient store location, etc. These reasons are more important than the influence of attitude of customers. In the case that the company can be successful in removing these issues, it can surely obtain benefits from customers.

Any organization likes premium loyalty most because this type of loyalty has a high level of attachment and a regular repeat of customers on the purchase of goods and services. Not only regularly purchasing goods and services of the company, these customers also introduce the goods and services to other people such as their families, friends, and relatives. Premium loyalty is regarded to bring most benefits for the company compared to other loyalties due to their high and regular access and strong introduction of goods and services to a large number of other customers.

Customer loyalty can be influenced by factors and determinants, such as satisfaction, elasticity, demographics, switching cost, trust, and digital environment. In detail, if they feel satisfied with the

product and service, customers will come back to repurchase the product or service of a company. Vice versa, they will never repurchase the product and service if they do not satisfy. In consideration of elasticity, the customer would like to prefer unique and special features of goods and service. So, if a company provides common and similar features of goods and services, the customer will move to find the other companies for special and unique features. Age, income, nationality, sex, and location are demographics that influence customer loyalty. For example, if a person has a low income, they cannot regularly purchase goods and service. They buy when they need it. For switching costs, problems related to emotion, technology, finance, operation, psychology that customers face during the process of using goods and services. Many customers recognize that switching cost is expensive. So, they would like to choose one brand for loyalty rather than moving to other brands. A company can occupy customers' trust when it provides real quality of products service. From that, customers will give positive feedback to the company over other companies. Customers will repeat to repurchase goods and service of the company when they have trust in the company. The final factor influencing customer loyalty is a digital environment. Digital technologies help the company to access to customers quickly. Richard Lawton (2016) shows that social media and online customer service help build up customers' trust and loyalty.

3.4 Customer relationship management

Customer relationship management (CRM) describes the interaction between the company and its customers. According to Swift (2000), CRM is defined as the method of understanding customer behavior via communication with them to aim to enhance performance in terms of attracting customers, keeping customers, and increasing customers' loyalty and profitability. Stone and Findlay (2001) present that CRM is to collect and record information about customers. From the viewpoint of Fross and Stone (2001), CRM is understood when the company uses technology, e-commerce, and research methodology to manage customer relationships. In other words, this definition of CRM is to enable the company to apply technology in dealing with customers. Similar to Swift's definition, Parvatiyar and Sheth (2002) understand CRM as a comprehensive strategy that includes the proves of acquiring certain customers, keeping them and cooperating with them to create a distinguished value for not only the company but also the customer.

According to Ahmad (2011), the implementation of CRM strategy will bring sustainability of products and services of a company in customers' minds. There are many benefits of CRM, which are divided into tangible and intangible benefits. Chen and Chen (2004) define tangible benefits, including the increase in profitability, the speed in the investment of time, the growth of labor productivity, the reduction in marketing costs, the increase in customer relation rates, the achievement of a higher return on marketing's investments. In terms of intangible benefits, it includes the achievement of customer satisfaction, the increase in the effect of word of mouth, the increase in the quality of service which is provided to customers, the increase in quality of communication channels, the best customer segmentation, better understanding of customers' needs, the reduction in the gap between what the organization provides and customer's expectations.

So as to increase the relationship with customers, it is better for the organization to pay much attention to the value from customer perspective, responses to customers' needs, and desires at aim to achieve customer satisfaction, and customer loyalty becomes the expected result of customer satisfaction.

3.5 Conclusion

Based on the above sources, this part has made clear about the information related to service quality, the influences of Asian culture on service quality, customer satisfaction, customer loyalty, and customer relationship management. These are important aspects needed to build up the success of a company. The analysis is quite detailed. However, it is better to analyze these aspects deeply to understand the relationship between them. In consideration of culture, each staff must learn to understand the culture of each area and each country so that the staff will understand their needs and demands and serve the customer better.

4 FINDINGS AND RESULTS

4.1 Interview with expert people who are currently working in the Hilton hotel and other hotels

In this part, interviews were done with three hospitality experts. The first expert who is currently working at Hilton Helsinki Kalastajatorppa. The second expert who has been teaching at universities in Hospitality and working at Majestic Sai Gon Hotel for more than 25 years. The third expert who is the owner of Toki Resort in Sai Gon. The goal is to study Asian culture through Asian guests from the perspectives of skilled people. Each interview took about 90 minutes to complete seven main questions (See Appendix 1). The first question was about the estimation of the number of Asian customers stay at Hilton Helsinki Kalastajatorppa. The next two questions were expected to discover the satisfaction of Asian customers with the services at the Hilton hotel. Then the next two questions related to the demands of Asian customers and factors could be noticed in Asian culture. Question 6 revealed the reason why it is important to improve customer service by perceiving Asian culture among international business. The last question focused on the solution for improving customer service at the Hilton Hotel and Resorts.

The first interview was done with Toni Toivonen, Guest Service Supervisor at Hilton Helsinki Kalastajatorppa. The interview was made at the hotel Hilton Helsinki Kalastajatorppa in Munkkiniemi.

Toni Toivonen has been working as a supervisor for the Receptionist team, so he definitely has many years of experiences working with customers, especially with Asian customers at the hotel, not only in Hilton Helsinki Kalastajatorppa but also Hilton Helsinki Strand as he mentioned.

During his working years, Toni could say the percentage of Asian customers has been increased slightly year by year. There are two kinds of Asian customers coming to stay at the hotel. Firstly, they often come to stay at the hotel as a group with a tour guide from their home country who can speak English and their native language. When it comes with a group for traveling purpose like this,

most of the customers do not speak English well, so the interactions frequently happen only with the tour guide. Secondly, Asian customers could come as a solo traveler or business travelers coming for the meeting.

Propitiously, customers are all satisfied with the customer services they have received. The hotel always receives positive feedbacks with no complaints, according to Toni Toivonen.

Toni could say Asian customers are considered as less demands comparing to European and other customers. However, it is noticed that Asian customers do not really eat at the hotel. They frequently go out for eating and customers from China, Japan, Korean even bring their own food such as noodles, tea, and so on from their home countries while traveling.

Although Asian group has something similar for example appearances, most of them prefer to feel safe in their comfort zone, they are afraid of being risky while traveling, they wish for eating their own food from their own countries, they love exploring beautiful landscapes enjoying the fresh air in Finland in particular point of view, going shopping and taking pictures with everything surroundings, they are interested in designs, architecture, famous tourist places, there are many differences among every nation in Asian group such as festivals, languages, habit lifestyles, food cultures, traditional customs and so on. Generally, every nation in Asian has its own culture, which is considered as a treasure of the country. The people from every nation are very proud of their own cultures, and they have special loyalty with traditional cultures from their own countries. They have a belief that they have received precious knowledges from their ascendants; therefore, they have a responsibility to impart and teaching their children to protect those precious traditional cultures, and this is reason leadings to their differences among their behaviors. Some factors could be notices according to Asian culture, for example, Toni said that Japanese people always demand twin bed and bathtub because they prefer to have a separate bed, even they are a couple or close friends, they do not have a habit of staying in one bed. Toni has asked some Japanese customers to find out a fact Japanese people do not use shower-bath; they use the bathtub for baths. Some researches are conducted to reveal a fact Japanese people strictly follow the rules, being disciplined is considered as top priority in Japanese culture, and this can be seen in their communication easily, they are disciplined being polite. In public, there is rarely fighting, speaking with loud voices. Comparing with Chinese culture, being disciplined is not a matter at all. Toni mentioned that the hotel always informs clearly again to Chinese customers about the rule "smoking is not allowed in the room," Chinese people often speak with loud voices. Indian

customers have differences lightly; at some points, they often know nothing about the countries they are traveling, they do not have a certain idea about the country they visit, and they need as much as information about everything they can have. Similarity to Japanese, Chinese, Korean, and Vietnamese, they go out and eat at Indian restaurants, although this is not an important matter to the Indian customers.

According to Toni, there is no doubt nowadays hospitality has been a growing business, the percentage of Asian people coming has been growing year by year. Therefore, the level of education by perceiving Asian culture is really important to improve customer service, and it can help the hotel be able to give Asian customers unique experiences so they can have a loyalty relationship with Hilton Hotels and Resorts all around the world. From the Asian customer's side, Toni expects to have more interacts with specific customers, not only with the tour guide. He and his team are willing to help, support, and answer all questions related within ability, for example, Finland's culture, what to do, and where to go in Helsinki in particular and in Finland in general based on customers desires. Finland is a small country; furthermore, Finland, and Asian are extremely different from everything; it is important to use this point to make an impression on Asian customers. For instance, it would be great if the hotel could offer Asian customers instant noodles, which is a popular food in Asia, especially with Chinese, Japanese, Korean, and Vietnamese. The more interacts with Asian customers, the more Hilton hotel could improve customer services and be able to offer specific services for Asian customers. Although customer services for Asian customers have been considered very positively, there is still one obstacle Hilton has is the language. Toni expects to know exactly customers desires, so it is easier to serve them perfectly. Some of the Asian customers do not speak English well; some of them are shy to speak English. It is expected that there could be a possibility of hiring Asian people to work, do some researches and study about Asian culture to improve customer services in the future when English is more acceptable and Finland is more international, however at the moment knowing Finnish language is a top priority so hiring an Asian people to work meanwhile is a challenge. Due to position and infrastructure, Hilton Kalastajatorppa has most of the customers for business purposes, most of the customers are Finnish, and European, American, Asian customers are considered as the minor group so far; however, it has been growing year by year, the percentage of leisure customers is smaller than business customers. On the other hand, Hilton Helsinki Strand has more leisure customers than business travelers because of its good position, which is close to the city center, and it is convenient for leisure travelers to transport.

Last but not least, Toni has suggested several ways to improve customer service for Asian customers. Firstly, studying Asian cultures could be an essential part because, as it is mentioned above, Asian has a huge population with 48 countries; there is no doubt Asian cultures diversified; therefore, studying or making researches about it step by step, customer services could be upgraded time by time. Secondly, language is a barrier to Asian customers, as long as this problem has the best solution, it could bring an excellent effect as desired. To make an impression at the beginning, studying several greetings words from each nation in Asian could be a good idea. Thirdly, Hilton Hotel could have a win-win business by offering specialty demands such as noodles, rice, etc. for Asian customers to impress them; in this way, the Hilton hotel could be distinct from other hotels. There is one Korean tourist said that "I cannot survive without eating rice every day." Indeed, word of mouth has great power itself, especially in Asian cultures, people use word of mouth, passing information from generation to generation, from relatives to friends. Furthermore, loyalty is one of the essential parts of every culture in Asia. When customers feel happy and impressed by the services they have received, they have a tendency to be loyal. Lastly, it is expected to have an opportunity for one team member of Hilton in Helsinki travel to another Hiltons in Asia so he or she can observe, study and talk with local people who are not only the staffs of Hiltons but also citizens to get more knowledge about the culture during the trip.

To sum up, improving customer service for Asian customers based on Asian culture is important in the near future. It is considered as one of the factors which can make the Hilton Hotel and Resorts be distinctive in the competitive hospitality market. It can bring great value to the hotel. In this way, customer service could be enhanced, and the target that Asian customers would rather choose Hilton Hotel and resorts all around the world whenever and wherever they travel could be achieved.

The second interview was done through a skype call with My Thi Le, Hospitality Teacher at University in Viet Nam, Housekeeping Manager at Hotel Majestic Saigon, Viet Nam. She has been working and teaching at universities in Hospitality for more than 25 years. With her working experiences, she is specialized in Japanese guests and Japanese culture. She has revealed much interesting information about Japanese culture. She could say Japan has a unique culture compared to India, China, Korean, Vietnamese, and so on.

Japanese guests do not have any specialty demands about food or drinks. They often bring their own food and drinks, even the bottle of water from Japan. According to Japanese culture, they would like to eat and drink their own food. They would like to eat at a Japanese restaurant. They

rarely eat European or American food. They might try some Vietnamese food when they travel to Viet Nam. In addition, they always demand bathtub for bathing; their culture is using bathtub for bathing for a long time ago. This could be considered as their habit lifestyle. They also demand twin beds, and they do not use queen size bed or a king-size bed. Japanese people are afraid of digit 4. Because in their culture, they believe number 4 presents for death, this could say it is similar to European are afraid of digit 13. Therefore, in their room number, the demand for no digit four at all. They always would like to use spa, steam, sauna, and massage at the hotel. They rarely use the swimming pool.

Mrs. My revealed some factors that could be noticed in Japanese culture. Some of the Japanese would like to be a VIP guest. Being polite and nice etiquette is very important in their culture. Japan is a progressive and civilized country; therefore, their standard of living is quite high. They are very proud of their technology products. They would like to use everything made in Japan because Japanese people have deep patriotism. They would be more than satisfied if the employees understand their culture and follow the standard of their culture. They would like to communicate in Japanese, or at least employees know several words for greetings could make a great impression for Japanese guests. The decoration of the hotel is also important, Mrs. My said that mostly Japanese guests are super happy when they see Japanese decorations. Lastly, hygienic regulations are essential. Their rooms must be very clean, and they also have the responsibility of staying clean. Comparing to other Asian countries such as China, India, Korea, they do not have hygienic regulations that much. Being polite and nice etiquette is not really a matter; they are more liberal than Japanese people.

The third interview was done with Mrs. Huong Pham, the owner of Toki Saigon Resort and Spa in Viet Nam. With 4-star international standards, Toki Saigon Resorts & Spa serve mostly Asian customers from Viet Nam, Japan, Korea, China, Singapore, India, etc. They often come as a group, family or solo business, solo traveler.

It is rare to have complaints generally. The complaints mostly are from Vietnamese people.

Mrs. Huong Pham noticed some specialty demands about food, drinks, and entertainment. Korean and Japanese guests would like to use spa, sauna, and massage for taking care of their body after a tired day. While Japanese love being quiet, Korean and Chinese love being noisy and having parties with loud music. Korean guests would like to eat grill and spicy food, and they would like to

drink beers. Japanese guests would like to eat Japanese food such as Udon noodles, sushi, tofu, tempura, Yakitori, Ramen noodles, and so on. They would like to drink tea but not really coffee or alcohol. Chinese guests would like to eat fried and spicy food. They would like to drink beer, bubble tea or pearl milk tea, soybean milk, and herbal teas. Vietnamese guests would like to eat Vietnamese food and drink beer. Vietnamese people are enjoying the swimming pool and free services. Some Singapore guests with Halal religion would like to have special foods, which are no pork or beef; they often demand vegetarian food, fish, and seafood. They would like to enjoy full of services at the resort.

In her opinion, Japanese customers would like to be quiet while Chinese and Korean guests would like to party with loud music and making noises. Japanese guests love enjoying tea, such as Oolong and Matcha, with cakes, and they are quite sensitive about food and drinks. Because the hygiene regulations are important to them, they would like to use all the products made in Japan. Their portion should be not much but a variety of dishes. Japanese culture is related to compliments and giving gifts, according to Mrs. Huong. They are always giving compliments and being nice etiquette. They respect and appreciate people who serve them. They would like to receive services equal to the money they have paid for. They would like to receive services with high quality. On the other hand, Chinese guest are different. They would like to have a big portion with a lot of delicious food. They would like to party and making noise. They do not really follow the regulations. South Koreans believe the number 4 is unlucky, and it is represented to death. They love sweet potatoes so much. Their national dish is Kimchi, which is a combination of vegetables and spicy chili powder. They would like to drink rice liquor. They like red color, which is a symbol of good fortune in their beliefs. Chinese, Korean, Japanese, and Vietnamese would like to use a bowl, chopsticks, and spoon for eating instead of plates, forks, and knives. For Indian guests, Indian foods are different from the rest of the world in total, and they would like to eat chicken, pancakes. They would like to use turmeric in cuisine. India has the most population of vegetarians in the world. They have varieties of spices. Payasam is one of the dishes should be served at the wedding. In South Indian tradition, Payasam is served; otherwise, the wedding is not over. They would like to eat chili because chili is an important ingredient in Indian cuisines. Especially, most Indian people eat with their hands. They love the decoration with full of colors. They love to drink tea from clay cups. They are familiar with loud music to celebrate something. Hygiene regulations are not a matter, as well.

Mrs. Huong suggested the ways to improve and upgrade customer service with Asian guests by mainly adding on the values. Some services could be added to serve the customers, for example,

pick-up at the airport for the safety of the customers, giving a free cup of tea or dinner for the customers, encourage the loyalty customers using better services with promotion and studying psychology of the customers to find out the needs of customers and serving specialty foods according to the country of the customers. Hiring employees who can speak multi-languages is a solution for communication. Giving tips and advises for customers to have a safety and wonderful trip while exploring the country. Studying their culture to have an appropriate etiquette.

4.2 Interview with Asian guests

The first interview was done with Ha Tran – Hospitality Undergraduate / Sale and Marketing specialization at Saimaa University of Applied Sciences. She is currently working for Hotel Kamp Helsinki as a Marketing Assistant. Ha is representative of one of the Asian guests. She is from Viet Nam.

According to Ha, when she travels outside of the Asian region, she is very satisfied with the customer service that she has received at the hotels that she has stayed in. There are a few places that the customer service could have been better, but this is not because of the region nor entirely due to the brand. Instead, the quality level of the service relies on the experiences and the personalities of the staff, whose negative effects are often minimized in more professional and bigger brands or higher-end hotels.

According to her culture as a Vietnamese, she mentioned having no religion and being a non-vegetarian, there is basically no limit to what kinds of food and drinks that she can take. In fact, since she has been traveling quite a lot and have been living abroad for more than three years, her adaptability to new environments is rather high. Therefore, she can adjust her habits accordingly to the culture and the lifestyle of the country that she is currently residing in. Hence, even if the country does not have Vietnamese food, that is still very fine by her. In fact, she enjoys exploring the local food more than searching for her own cuisine. It would be great and enough if she can have noodles for eating, which is convenient. In terms of entertainment, there are certain Vietnamese programs that are not available or provided in the accommodation establishments of

a foreign country. Nonetheless, as long as there is an internet connection, she can always have access to those materials because everything is now published online and often for free, such as Youtube.

Ha would like to receive supports from local receptionists about definite recommendations on where to go and what to do in the area. Since the receptionists are often trained to have the best knowledge of the local region, she expects to gain insightful knowledge about places and dishes that she should try out that only the locals know – something that is not ubiquitous on the internet or TripAdvisor. In addition, support in transportation, information about the culture and local language are much appreciated as well.

While traveling, she often looks for the local dishes to try. For her, traveling is to understand the culture, the people, and the traditions. In the process of that understanding, the key shortcut is through its cuisine. Plus, she is a food enthusiast, so that is the perfect choice for her when it comes to traveling. After that, she will search for famous destinations of the place to visit, because they represent the rich history behind the architecture.

From her point of view, customer service can only be improved if the customer service providers put themselves in the shoes of the customers. More specifically, if they can provide the same level of customer service that they would like to receive as a customer when traveling, they will be able to empathize with the customers, understand their needs, and thus provide exceptional services that exceed the customers' expectations. In addition, proper pieces of training from the hotel are also needed in order to enhance the professional skills of the staff. She believes that other hotel categories should follow the standards of the quality of service from those 5-star or higher-end hotels. She has already been very satisfied with the current customer service from these luxurious establishments. Now it is time for those four or 3-star and family-owned hotels to keep up with the level.

The second interview was done with second Asian guest Marina Sukhinina from Kazakhstan (Central Asia) – Graduated in International Business major at the University of International Business UIB. She has traveled to Russia and Europe.

In most cases, she was fully satisfied with customer service in the hotel. According to her culture, she mentioned Kazakh people love meat; we eat a lot of meat. This is not a demand, but the food menu must contain at least sausages.

She would like to have kind and respectful responding from local receptionists. According to her, mostly receptionists are very rude and do not know any information needed. She often looks for exceptional national markets, unique national cuisine places she can see only in the country she travels.

In her point of view, customer service can be improved trained employees, and companies should train their employees on how to deal with customers, how to reduce negative, how to deal with stress, make full training about goods\services company provides and inspire, motivate employees always look positive and friendly. Moreover, companies can try the “personalized attitude” – like Starbucks is doing (writing personal name). Because the culture starts inside the company and if inner service (employee satisfaction) is higher than this will lead to high customer satisfaction. She would like to receive faster responding – answering questions, taking payment – it is usually very slow. In addition, it would be great for receptionists to know the area and touristic places, so they could give advice on how to get there.

The third interview was done with the guest from Philippines Idylle Marie Vidal Dadan. When she travels outside of Asian region, she is often satisfied with customer service she has received at the hotel, which she stays in. Most hotel staffs are warm and welcoming.

According to her culture, she does not have any special demands for food, drinks, habits lifestyles, entertainments and so on because she just tries to look what’s on the menu of the hotel restaurant and if she does not like it, she will try to find nearby fast-food chains like McDonald's or etc.

Good customer service is all she can ask for from local receptionists.

She usually looks for popular landmarks, and if there is still enough time, she also likes to check what nature has to offer in a certain place. The local market is also a good place to know more about the place and grab some souvenirs from that trip according to her opinion.

In her point of view, opinion, customer service can be improved by understanding customer needs. Each hotel has standards to follow, so as an employee, hotels have to review its performance regularly if hotels are able to meet customer demands and beyond. Treat the guest as to how it should be treated with the utmost hospitality.

The last interview was done with Vuong Phung Anh - Undergraduate International Business at Oulu University of Applied Sciences. She is from Viet Nam. She has been living in Finland since 2015. She has traveled to many countries up to now.

From the Asian guest's perspective, she said she is impressively satisfied with the Hotel Service in Europe, they are good at customer orientation, their services always care about customer feelings and other benefits.

According to her culture, she mentioned she is open to various cultures all over the world, and in general, she is interested in the diversity of cultures and happy to discover the uniqueness in cultures around the globe. She does not have any special demands while traveling.

She would like to receive supports from local receptionists about the suggestions about means of transportation to save time and save money for the travel. Besides, some information about interesting events that are about to happen in the local area, and the local's food specialty is also interesting to her.

While traveling, she looks forward to knowing more about the daily life of the local citizen, to widening my eyes with beautiful sceneries, and try new good food.

In her point of view, she thinks customer services, in general, should focus on customers' experience and feelings, the service may be mediocre but with a caring and understanding can turn a normal customer into a loyalty one.

5 CONCLUSION

5.1 Validity

The research about the improvement of customer service within Asian culture at multinational hospitality Hilton hotels and resources have high validity. Every organization needs customer service, which is considered as the core of existence and development. Customer service helps to increase the image and reputation of an organization. Moreover, customer service is helpful in attracting and keeping customer loyalty. It is considered as the face of the organization. The basic things of customer service are surely applicable to all organizations, especially organizations in the service sector. Indeed, depending on the characteristics of each organization, the improvements in customer service would be applied realistically so that the expectation can be achievable. Generally speaking, researching and improving customer service of an organization is extremely necessary and important because it will bring success for the organization.

5.2 Reliability

The level of reliability by using the interview is very high. One to one interview with standardized questions will yield the highest reliability. In fact, not all interviewees are interviewed at the same time, and it is possible to avoid bias. The different time of interviews is best to achieve reliability. Interviewees do not have opportunities to provide similar responses. The answers are their own points. Interview questions must be designed in standard forms so that reliability would be higher. Generally speaking, this research project relies on interviews to collect ideas from the staff at the Hilton hotel. In other words, Hilton hotel's employees are interviewed about customer service within Asian culture and ways to improve customer service in general and improve customer service at the Hilton hotel in particular.

5.3 Limitations

Any research has its own limitations, this research as well. Hilton Hotels and resorts have developed in many countries and over six continents of the world. In addition, its customers come from different countries with different cultures. However, this research studies Hilton hotel's customer service within Asian culture at aim to more understand and attract Asian customers. So, the scope of research is limited to the culture of countries in Asia. At some time, there are conflicts occurring among customers from different cultures if without understanding the cultures of other countries. For example, an Africa customer enjoys service at Hilton hotel in Australia in the context of Asian culture; he or she may be confused when being served with Asian culture; from that, there may be conflicts.

In addition, the sample of this research is small; therefore, it cannot cover all the ideas of all employees. At a certain angle, there is a shortage when improving customer service at the hotel. Because of the survey through interviews, some information can be lost. It will be correct when the information on interviews is written down carefully.

5.4 Conclusions

Based on three questions, the author would like to design questions for the interview. These questions will highlight the keywords of three main questions. The research also accesses to reliability and validity when using interviews for collecting information. Qualitative analysis is used in this research. Some limitations occur, such as the narrow sample of interviewees, which is the result of lack of information.

Based on qualitative findings, the research would like to provide some recommendations for the improvement of customer service within Asian culture at the Hilton Hotel. Customer service is not easy, but not difficult. What a staff needs to do to well-service his/her customers are to understand what they want, how they desire. From that, the staff can make them happy and satisfied with the goods and services and become loyal to the company. Understanding the relationship between customer satisfaction and customer loyalty is the key to achieve customers' profitability.

6 DISCUSSION

Asian Culture is very different from European culture and very diversified. So as to enhance customer service within Asian culture to serve Asian customers better, it is important to do research about Asian culture. When perceiving the culture of Asian countries, employees of Hilton hotels over the world will serve their Asian customers better. For example, employees will know what foods are liked most by them; or how to well-come them. Although Asian culture is very diversified and complex, employees can learn by gradual. Language is always a big barrier for people. European Employees who do not know the Asian language can cause mistakes for Asian customers. And, not all Asian customers can speak English as a global language. So, having knowledge of Asian language will help job performance more effective and customers more satisfied. Employees can make an impression for the first meeting by warmly greeting customers with the Asian language. At present, many companies would like to exchange their employees. In other words, they will let their employees to overseas countries to experience ways of working and working process. For the Hilton hotel, it is good for employees to go to Asian Hilton Hotels to experience the cultures of these Asian countries. By studying and talking with local people, Hilton employees will know the demand and customs of a nation.

Except for four suggestions for the improvement of customer service within Asian culture at Hilton hotels, it is recommended that the providers of customer service must put themselves in the shoes of customers. It means customer service providers must understand customers' expectations to satisfy their needs and wants. Furthermore, training courses about customer service are encouraged to be organized for employees. The purpose of these courses is to improve the professional skills of these employees so that they will serve their Asian culture better. The standards of the quality of service should be followed.

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8 APPENDICES

8.1 List of the questions for expert people

1. How many Asian customers Hilton Helsinki Kalastajatorppa has per year on average?
2. How are Asian customers satisfied with services at the hotel?
3. How often do the Asian customers complaint about customer services they have received?
4. Do the Asian customers have any specialty demands about food, drinks, entertainment?
5. What factors can be noticed in Asian culture, in your opinion?
6. Why is it important to improve customer service by perceiving Asian culture among international business?
7. For you, in what ways customer services at Hilton Hotel & Resorts can be improved with Asian customers?

8.2 List of the questions for Asian guests

1. When you travel outside of Asian region, are you often satisfied with the customer service you have received at the hotel which you stay in?
2. According to your culture, do you have any special demands such as food, drinks, habits, lifestyles, entertainment, and so on?
3. What kind of supports would you like to have from local receptionists?
4. What do you often look for when you travel?
5. In your opinion, how can customer service be improved? What kind of customer service would you like to expect more than what you have received normally?

8.3 List of people interviewed

1. Toni Toivonen – Guest Service Supervisor at Hilton Helsinki Kalastajatorppa, Finland
2. Mrs. My Thi Le- Hospitality Teacher at Universities in Viet Nam, Housekeeping Manager at Majestic Hotel in Sai Gon, Viet Nam.
3. Mrs. Huong Pham, the owner of Toki Saigon Resort and Spa in Viet Nam

4. Ha Tran – Hospitality Undergraduate / Sale and Marketing specialization at Saimaa University of Applied Sciences, Marketing Assistant for Hotel Kamp Helsinki, represent for Vietnamese guest.
5. Marina Sukhinina from Kazakhstan (Central Asia) – Graduated in International Business major at University of International Business UIB
6. Idylle Marie Vidal Dadan - the guest from the Philippines.
7. Vuong Phung Anh – Undergraduate International Business at Oulu University of Applied Sciences represent for Vietnamese guest.