



# **CUSTOMER SATISFACTION**

Rantasipi Ikaalinen Spa

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## ABSTRACT

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Customer satisfaction: Rantasipi Ikaalinen Spa

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The aim of this study is to provide information about the customer satisfaction level in Rantasipi Ikaalinen spa and to collect ideas for potential products which could generate added value to the already existing services. The study is quantitative and the empiric part was conducted as a questionnaire survey in the spa in February and March of 2013.

Spa tourism and especially wellness tourism is a rising phenomenon around the globe now when many work environments become increasingly stressful and hectic. People look for a place to refresh their mind and body. To be the first to respond to the changing needs of the customers, a good knowledge of the existing customer satisfaction level is required. A firm understanding of customers enables improving the company and its services.

The customer satisfaction in Ikaalinen spa is on a very good level. Many respondents experienced the services in the spa positively and would visit Ikaalinen spa again. The questions about potential products received a few ideas for improvement.

Future customer satisfaction study should be carried out in Ikaalinen spa, as it has been through many forums. The marketing of the different wellness services in the spa should receive more marketing attention because of the perceived usage percentage among the respondents.

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Key words: customer satisfaction, Ikaalinen spa, layered product, spa tourism

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## 1 INTRODUCTION

This work aims to solve the current level of customer satisfaction in Rantasipi Ikaalinen spa. It also asks for customer proposals in practical development of the hotel facilities both in the customer rooms and public areas located in the spa premises. In April 2012, Ikaalinen spa started operating under the Rantasipi brand, which is discussed more in detail in chapter 3.2.

A semi-structured paper questionnaire survey with scaled and open-ended questions is used for data gathering and these forms are included as attachments at the end of this study. The reason for choosing a drop-off pen-and-paper survey is that the author wanted to give time for the respondents to develop ideas for the improvement of the facilities. The survey was conducted in Finnish because of the majority of the customer group. The respondents were chosen at random from the overnight visitors in Ikaalinen spa.

Nowadays the working life can be considered very hectic and stressful. People search for places to relax and recharge themselves. Spas aim to be these places of respite, offering relaxation, treatments, pampering et cetera. (International Spa Association 2013.) Currently there are also countries with heavily aging population. They and their children and offspring are often health-conscious and looking for a sustainable lifestyle. Pollution is increasing and people have started to fear the signs of aging in their bodies. Spas are the places where they look for wellness practices and healthy living. This growing interest in wellness and spa tourism has made the industry develop in new ways. The choices nowadays in spas include a day spa, a destination spa, a resort or hotel spa, a medical spa, a mineral spring spa, a club spa, and a cruise ship and airport spa. The services in these spas vary, some of them offering medical treatments as well as wellness treatments, but they all have the same agenda: to offer feelings of wellness, wellbeing and health for their customers. (Ramesar 2013.)

## **2 RESEARCH PLAN**

Chapter 2 of this thesis presents the process of the chosen research method of the author. It presents the research problems and questions, and the planned method for gathering the required research data. The chapter also introduces the concepts and theories used in the study.

### **2.1. Customer satisfaction in Rantasipi Ikaalinen Spa**

Measuring customer satisfaction is also a way to measure the company's quality of service; the quality of product is as good as the satisfaction of the customers. (Lahtinen & Isoviita. 1994, 34-35.) A customer can be considered satisfied when the services and products meet the expectations of the customer. A satisfied customer is the most important capital of a company. Especially in the service business the satisfaction factors for the customers are often individualistic and ever-changing. To create satisfied customers, a company needs up-to-date information of their customer's wants and expectations. Understanding these needs requires a good information system and genuine attempts to solve the customer's problems. (Anttila & Iltanen 1993, 50-51.)

A satisfied customer is the best advert for a company, because satisfied and happy customers tend to tell of their experience to others. However, an unsatisfied or disappointed customer will tell of their bad experience to even more people, which is also why reaching customer satisfaction is so important. Satisfied customers may often become regular customers, who are very important to a company because they require less marketing funds to maintain than trying to attract new customers. (Anttila & Iltanen 1993, 52-55.)

Ikaalinen spa has ways to acquire customer feedback from the Internet via e-mail, verbally at the reception, or by a vague written feedback form. These however do not provide a summarized view. The purpose of this study is to give easy-to-read and up-to-date information of the current situation. A part of the questionnaire survey is meant to receive ideas from the customers on how to improve their visitor experience or how to solve their problems with an additional service or a product.

## 2.2. Concepts and theories

A customer is usually seen as a person or a business which has created a relationship with a company by purchasing a product or a service. However it is possible to consider a person or a business as a customer even when they do not have purchased any services yet, but have the potential to do so. This means that a customer can also be a person or a business which has been in contact with the salesperson of a company without purchasing anything, or they have been in indirect contact with the products or services. From customer satisfaction management point-of-view, a customer relationship is created even without the purchase being made because this contact creates a similar customer satisfaction base between the customer and the company. They are not only contact persons, but potential customers and there already exists a relationship. (Rope & Pöllänen 1994, 27-28.)

Satisfaction can be measured with a scale from satisfied to unsatisfied. What determines the level of satisfaction is the meeting of expectations and experiences. Having high expectations may lead to high disappointments, when having low expectations may surprise the person positively and cause great satisfaction. If the level of expectations and experiences are at the same level, it does not mean that the person is automatically actually satisfied with the service or product. It depends on whether their expectations were negative or positive. If they were negative, and the experience of the customer matches these bad expectations, it does not give the customer the satisfaction the company desires. (Rope & Pöllänen 1994, 29-30.)

Also according to Rope and Pöllänen (1994, 30-31.) there are several types of expectations. One of the best ways to classify them however is this group of three: ideal expectations, pre-expectations, and minimal expectations. A person bases their ideal expectations on their own values, which means that the expectations are different for each customer – this is why using segmentation in marketing is important. The ideal expectations the customer has for the company or product to fulfill can be cheap prices, good service, high quality, and good selections. Being able to manage a competitive and profitable company does not always allow for meeting all these high expectations. The company will have to choose the aspects that will bring the most and right kind of satis-

faction to the customer. It is important to reach at least the minimum level in those aspects which are the incentive to buy the product or service.

Gathering customer opinions and ideas for new products or services is for creating possibilities and choices for Ikaalinen spa. Any ideas the spa chooses to use is decided by the company. Some of the ideas might be useful but difficult or too expensive to fulfill when considering the created value or benefit.

Pre-expectations are the expectation level which a customer associates with the image of the company. The company image gives an idea of what is their service like, price level, quality et cetera. The company can modify these pre-expectations through image marketing. An image that gives the company a good base for customer relationships and competitive edge is what companies aim for. (Rope & Pöllänen 1994, 31-32.) Ikaalinen spa was first a private spa hotel, but has since then joined the Restel group and later Rantasipi brand. Even with the uniqueness of Ikaalinen spa, the brand of Rantasipi affects it by creating norms and concepts for the business. The customers who have visited Ikaalinen spa can remember the spa before the brand changes, but the new customers will strongly affiliate Ikaalinen spa with the Rantasipi concept, especially if they have visited another Rantasipi hotel before.

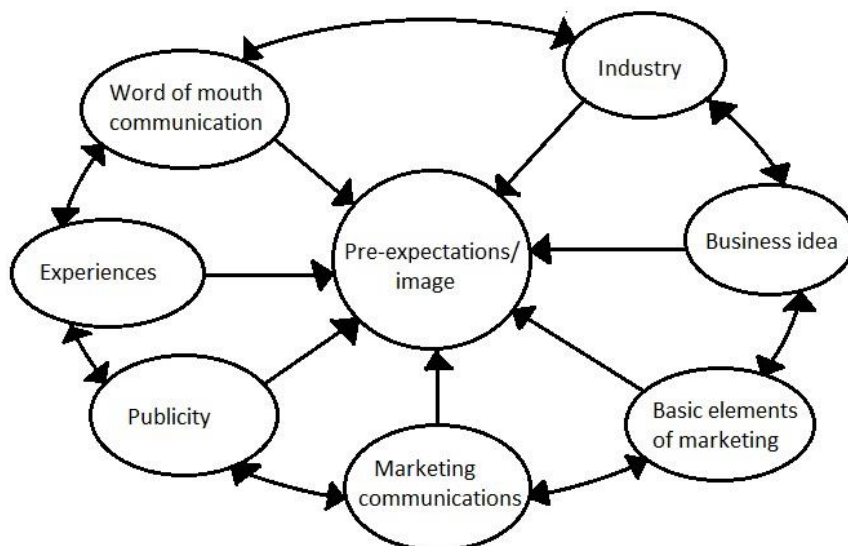


Figure 1. Ensemble of factors affecting pre-expectations (Rope & Pöllänen 1994, 33, translated)

The above Figure 1 demonstrates how different factors directly and indirectly affect each other, and together they form the image or pre-expectations. Each of these factors change according to a person and that makes all pre-expectations different. The opinion of a person is their truth. This affects the decision to purchase a product and also what is the worth of the product, is it bought without being prompted to do so, and what is the attitude against the company. (Rope & Pöllänen 1994, 33.) Some of these factors are also behind the decision-making for some of the customers in Ikaalinen spa, especially after the brand change. The image the customers have affects their final satisfaction in regard to the services and products.

Having high expectations has a good product appeal but the segment may become narrow due to the price level. There is also a risk of expecting too much and disappointment can occur more easily. Customers will often compare companies based on their images. The company whose image wins in comparison can attract the customer to buy their product instead of the product of competitor. This is why even more important than reaching the expectation level of the customer, is how the product or service image compares to other products. (Rope & Pöllänen 1994, 34-35.) Attaining data about customer satisfaction is also important in Ikaalinen spa in order to compete in the markets, especially as wellness and spa tourism is getting more popular.

Customer satisfaction is a vast subject and often referred to in literature, articles and business meetings. Customer satisfaction data is necessary for a company to be able to improve. Customer satisfaction can be defined as expectations meeting their fulfillment, resulting in satisfaction. Dissatisfaction is the outcome of negatively confirmed expectations. (Güngör 2007, 13.) Customer satisfaction will be also discussed in the data analysis in chapter 4.

Part of what creates satisfaction is quality. Great quality is something that can be achieved by any company because it does not require big amounts of money to achieve. Continuous improvement is what should be the aim of a company who wants to offer quality service and reach customer satisfaction as well. The quality of a service or product is what the customers' perception of it is. (Williams & Buswell 2003, 20, 25.) The services that are part of creating quality and satisfaction are discussed in chapter 3.4.



### **2.3. Research questions**

The aim of this research is to solve the level of customer satisfaction in the Rantasipi Ikaalinen spa. The questionnaire was done with a focus on the hotel. What is the customer satisfaction level in Rantasipi Ikaalinen spa? Do the customers have any development ideas or wishes for the hotel rooms or public areas? What services or products in the hotel would have demand amongst the customers? The aim of the author is to generate a list of possible products or services which would create added value for the hotel experience. This list of proposals is made to provide the hotel with options they might use for their benefit.

### **2.4. Research method**

In this study the author chose to use a quantitative research method for collecting data. Quantitative data can be collected in many ways, but it is often collected through questionnaires, as it is in this study. (Kananen 2011, 12.) Respondents received the questionnaire form during their visit, read the questions and answered them of their own accord by themselves, and returned the form to the hotel staff via a drop-off box or left them in the rooms. The data generated by the questionnaire was statistically analyzed with Microsoft Office program Excel to form illustrating figures. The results were then analyzed with the help of customer satisfaction theory.

Quantitative research solves the question “what” and helps to form theories out of the practical. After solving what are the variables surrounding the phenomenon, it is possible to implement the quantitative research method. (Kananen 2011, 15.) Where qualitative research is flexible, quantitative research goes on systematically. It can lead to the research results being unsatisfactory if the research question is badly formed in the beginning. Conducting quantitative research requires the understanding of all the parameters or variables involved in the research. Quantitative research aims to generalize phenomena and for example uses a small sample of a population as the representative of a community. For the results to be reliable, the research needs enough statistical units involved. (Kananen 2011, 17.) The aim of this research in Ikaalinen spa was set to be around 100 responses to reach reliability.

In quantitative research, the variables are also quantitative. The measured results give us the answers for how much one variable affects the other, or what is the frequency of a variable when we analyze them in a statistical manner. Quantitative research is based on measuring and positivism. It highlights argumentation, reliability, objectivity, and generalization. Positivism aims for the absolute and objective truth. (Kananen 2011, 17)

In a survey the questions form the data collecting method. These questions are formed from the variables of the phenomenon, or the factors that the phenomenon consists of. Quantitative research can be conducted as an interview as well, but it is based on ready, structured and open questions which aim to solve frequencies. Research methods are bound to the chosen research approach. (Kananen 2011, 17-19.) In the case of Ikaalinen spa, the variables were formed from customer satisfaction and product layer theory.

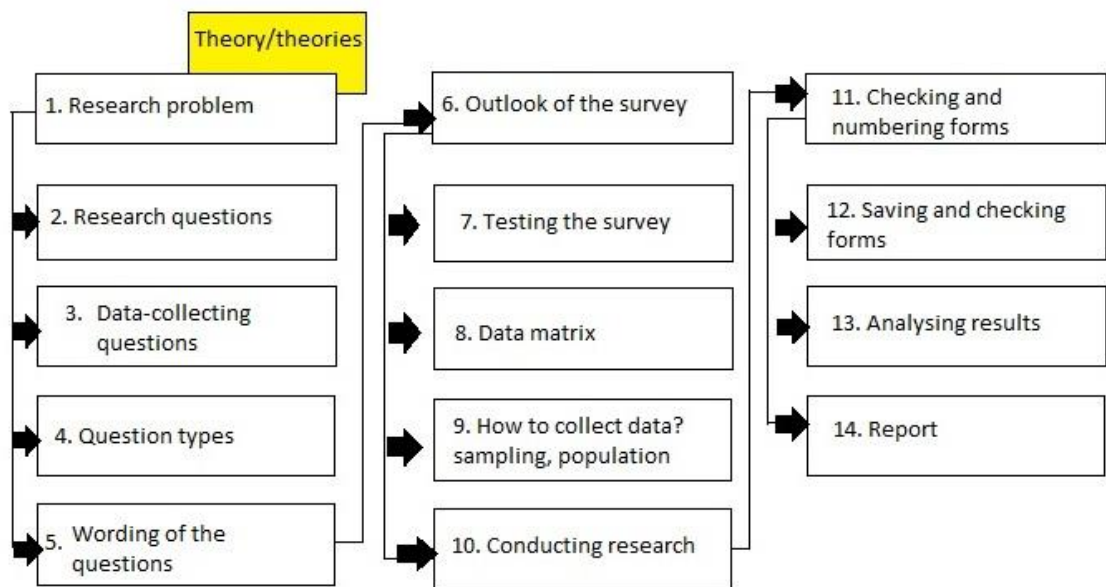


Figure 2. Phases of quantitative research (Kananen 2011, 20, translated)

The research questions are created from the research problem, and theories and models give us prior understanding to the research problem. In addition to the research questions, we need more precise questions as well which will help collect data in support of the research questions. These questions can be seen as meters which help solve the phenomenon we study, and these meters can be calibrated in many ways. Basically a question can give many different answers depending on how it is worded. The way to analyze these answers is dependent on the type of questions asked, which makes quantita-

tive research very systematic. (Kananen 2011, 21.) The meters the author chose for the questionnaire were different services, tangible and intangibles. The scale was limited to four answers with an opinion, and a fifth that provided a way to avoid answering in case they had not experienced that particular service.

A possible problem in quantitative research is if the respondents to the survey do not realistically represent the intended target group. It is seldom that the sample population is chosen perfectly. It can also be possible that there are not enough respondents to give a proper idea of the whole target group. The validity and reliability of the study can be affected by these problems as well as many other mistake sources, for example an input error while saving forms. (Kananen 2011, 22.) Also in the questionnaire in this study it is a concern if the representation of customers is correct; different seasons have different customers.

The empiric part of this study was done as a semi-structured questionnaire (Attachment 2). The questionnaire was distributed to the hotel guests in February and March of 2013. The questionnaire was given to the customer so they could fill them in in their rooms. The filled questionnaires they could either leave in the rooms as their stay ended or return them at the reception. The respondents could freely choose to answer the survey or not. The respondents were a random sample from the hotel guests who stayed at least for one night. The only restriction was the language; because the majority of the guests are Finnish, the questionnaire was carried out in this language.

The questionnaire included a short introduction letter in the beginning and the customer was asked to provide some background details. After that the questionnaire enquired about their opinions of different services in the spa complex. In-between different sections there were open-ended questions about improvement ideas for the hotel or other services. 'Hidden services', which are often services included with the core product, are a way of competing in the markets. Adding physical products or different services in addition to the core-product is a way of over-powering the competitors. (Grönroos 2007, 5.) At the end of the questionnaire there was a question of whether the guest would want to come back to the hotel, meaning to solve if the expectations of the customer had been met or not. A space for miscellaneous comments was also provided for

the customers so they could freely express their feelings and opinions. Products, services, and product layers are more closely looked at in chapter 3.

Customer satisfaction and layered product theories were on the basis of forming the questions. Because there are so many types of services in Ikaalinen spa it was important to make the spa hotel type questions a little more detailed and leave the rest of the service questions more generic. The reason for this was that the author aimed to make the survey form pleasing to the eye and easy and appealing to fill, as well as focusing on the hotel section because of the task set for the thesis author. This required a visually clear setting and not too many pages.

The base requirements for a customer satisfaction survey are considered as easy and economical to execute, solving enough satisfaction factors, possible to quantify the data, and easy for the respondent to fill in. (Rope & Pöllänen 1994, 85.) In addition to the questionnaire, a small amount of data was gathered through casual observation by the author. The author had her final practical training in Ikaalinen spa in 2012 spring, and also worked in the hotel for the summer of the same year.

## **2.5 Structure of the research**

Chapter 3 of this study introduces the case company Ikaalinen spa. It also covers a short history of the spa and shortly introduces the brand behind the spa.

Chapter 4 introduces the questionnaire results in question parts and includes their analysis with the help of customer satisfaction theory.

Chapter 5 gives conclusions to the previous analysis of research data. It also points out suggestions on actions based on the results.

Chapter 6 is the final chapter of this thesis and gives a conclusion to the study.

### **3 IKAALINEN SPA**

Spa tourism has become globally one of the most popular tourism types recently. Modern people look for ancient ways of healing their body and spirit. Treatments with herbs, massages, steam rooms and meditation are practices that have stayed with people for a long time. There are as many treatment types as there are ailments. Not always people have a health problem when partaking in this kind of practices, but simply look for revitalization and energizing from these experiences. (Kulkarni 2008, 5, 10-12.)

Water can be a force that unites. It has been and is a reason for national unity, passing even the social classes and hierarchies. Also in the Finnish sauna tradition, a strong national feeling is present. Sauna is something Finnish and describes what it is to be Finnish. (Kulkarni 2008, 26.) Ikaalinen spa is the resort or hotel spa type, despite its roots as a genuine spa. It is a spa that is located in a resort or a hotel, has spa services such as beauty treatments, massages, and fitness and wellness programs. It is not only for leisure travelling but also an ideal place for business customers to take advantage of the spa services while on travel. (Kulkarni 2008, 4.)

Rantasipi Ikaalinen spa is located in the town of Ikaalinen in the Pirkanmaa area. The buildings are right next to the Kyrösjärvi-lake. Beaches and nature surround the hotels and provide excellent environment for relaxation, exercise, and enjoyment. A highway is not far from the spa and enables easier access from big cities like Tampere and Helsinki. (Rantasipi Hotels 2013.)

#### **3.1. History of Ikaalinen spa**

The roots of the spa go as far as to the year 1884, when the merchant G.N. Eränen decided to have a public sauna built in Ikaalinen, on the opposite side of the lake than where the spa nowadays exists. The sauna was then extended in 1911, gaining a two-floor building, and then extended for the second time in 1927 with another building. By now the name had changed from the original “Eräsen sauna” to Ikaalisten Kylpylä Oy, and the sauna had officially become a spa with its mud treatments and other beauty and health services. (Ikaalinen spa 2013.)



Picture 1. View of Ikaalinen spa area. (Picture: Restel Image Bank 7.3.2013)

### **3.2. Restel and Rantasipi**

Restel Oy was created in 1989 and in the following year became a separate company. It is owned by Tradeka group which is a consumer co-operative founded in the year 1917. Restel has 49 hotels operating in Finland and it is the leading company in restaurant and hotel business in the country. Cumulus, Rantasipi, Holiday Inn, and Crowne Plaza are Restel operated hotel chains. Two of these, Cumulus and Rantasipi, are Finnish hotel chains while Holiday Inn and Crowne Plaza are international. (Restel 2013.)

The history of Rantasipi brand starts from year 1965 when the first Rantasipi hotel was opened in Viitasaari. It was the first nature hotel in Finland whose target group was families and leisure travelers. Later Rantasipi opened a conference hotel in Joutsa, and became known as a hotel chain for mainly holiday and business customers. Rantasipi broadened and opened hotels in city centers as well. In 1992 Rantasipi had nine hotels and its ownership was transferred to Restel Oy. Restel decided to return Rantasipi to its original purpose as a nature hotel chain and the city hotels were moved under Ramada

and Cumulus chains. Ikaalinen spa became a Rantasipi hotel in 2012 spring. (Rantasipi 2013.)

### **3.3. Buildings and room descriptions in Ikaalinen spa**

Ikaalinen spa has several buildings for accommodation, built at different points in its history. Some of them have also undergone renovations to update the interior and services. The rooms are of different types, offering both apartment rooms and traditional type rooms. Even if all the buildings are not connected, they are still in a short walking distance from the main building which holds all the services. The main building has the reception, restaurants for dining and evening activities, playroom for children, sport activity rooms, a souvenir shop and the spa. In a close-by building there are facilities for wellness and beauty treatments, as well as rehabilitation services. Outside there is a beach and possibilities for many kinds of activities for all family members. There are also a few businesses co-operating with the hotel, namely the house of TiTi-Nalle and a decorative item shop. (Rantasipi Hotels 2012.)

The main building, which also holds the reception, is called Maininki. It has 55 rooms with 110 beds, which were renovated and updated in 2007. A few of these rooms are made specifically for the use of handicapped customers. All of the rooms in Ikaalinen spa are non-smoking, however smoking on the balcony is allowed. These rooms are the most modern-looking of the complex with their interior. Besides the usual bed and other furniture, the following items and services are included in all the Ikaalinen spa rooms: own toilet and shower, TV, phone, broadband Internet and a balcony. In Maininki, the guests will also have a minibar and their own personal bathrobes, and with an extra fee the guests can order food or beverages from the room service. The rooms also hold a water kettle and some tea and snacks free of charge. (Rantasipi Hotels 2012.)



Picture 2. Main building Maininki (Picture: Restel Image Bank 7.3.2013. )

Another building is the hotel Ikaalia, located 300 meters from the main building, with 76 rooms. These rooms are apartment type rooms and like Maininki, also include the minibar. Most of the rooms are two story rooms with a bed alcove. For additional fee, guests are allowed to bring their pets in some of the rooms located on the ground level. These ground floor rooms have their own terrace that gives access to the outside premises. (Rantasipi Hotels 2012.)



Picture 3. View of hotel Ikaalia (Picture: Restel Image Bank 7.3.2013)

Kylpylä-Hotelli, or Spa Hotel, is also about 300 meters apart from the main building, but they are connected via an inside corridor. This building has 134 apartment type rooms with a mini kitchen which includes a small fridge. The ground level rooms are larger and have a garden access to the beach. (Rantasipi Hotels 2012.)



Hotel Terme offers 141 apartment type rooms with a mini kitchen plus eight suites with their own saunas on the top floor. Terme is the most far away located building, with the distance of around 400 meters to the main building. All the windows in Terme face the lake. (Rantasipi Hotels 2012.)



Picture 4. View of hotel Terme (Picture: Restel Image Bank 7.3.2013)

The complex also has a physical therapy center which holds 59 accommodation rooms. These rooms are reserved only for the physical therapy customers. The center is the closest one to the main building and it also has facilities for beauty treatments, wellness services and other activities to support rehabilitation guests. (Rantasipi Hotels 2012.)

### **3.4. Products and services in Ikaalinen spa**

A spa hotel offers a varying degree of services and products for the customers to experience and consume. Ikaalinen spa was originally founded for the spa activities and those were its main reason for being in business, but during the years the services and activities expanded into a larger complex. For the hotel division, the offering of overnight accommodation can be considered the main product which is in the center of all the other services.

Lahtinen and Isoviita (1994, 16) define product as following: Product is an integrated whole of goods, services and images which a company markets. It consists of three levels: core product, tangible product and augmented product. Core product is that core service or physical product which a customer buys. A tangible product consists of the following elements: product name, brand, packaging, colour and design, service environment and image, which all give a product its identity (=customer quality). Augmented product consists of different types of additional services which can be attached to the core product. They are ways of customizing the product and giving it added value.

The core product is the bare basic of what the customer is purchasing, but it is not enough on its own. A core product is easy to replicate and therefore hard to compete with. (Lahtinen & Isoviita 1994, 17.) In the case of Ikaalinen spa, only the offer for accommodation would probably not be very successful because of the remote location and small city it is in, even if it is a beautiful lake area with nature. More services are needed for customer interest.

Tangible product in this case includes the Restel group and its Rantasipi brand. As a hotel chain, some customers are used to certain standards if they have visited a Rantasipi spa hotel before. Often the idea of a chain of businesses is to offer similar quality in all the service units, so when the customer books a room in their hotel, they know what they are getting. Ikaalinen spa also has a long history which affects its image as a holiday resort. During its development, the spa has also experienced logo and design changes which have affected its appearance. These tangible products also often include certain facilities in a hotel that are basically a requirement to have. In Ikaalinen spa, some of the products which belong to the room price are for example buffet breakfast, access to the spa, sport activities, and free entrance to the nightclub. The location in a beautiful lake area is also part of tangibles. (Rantasipi Hotels 2012.)

Blythe (2009, 67, 72) names this product mix with different aspects as “the layers of benefits”. He adds a fourth layer, called potential product. This means a still non-existing product, which already has existing customer demand. Even if it is not possible or profitable to include every service or product which a customer wants, it is still important to know what these potential products are. In case of wanting to enhance the core product or gain edge in competition, it is practical to have a list to choose from. In the survey conducted in this study, the respondents are asked to provide information on the services and products they would like to experience in Ikaalinen spa.

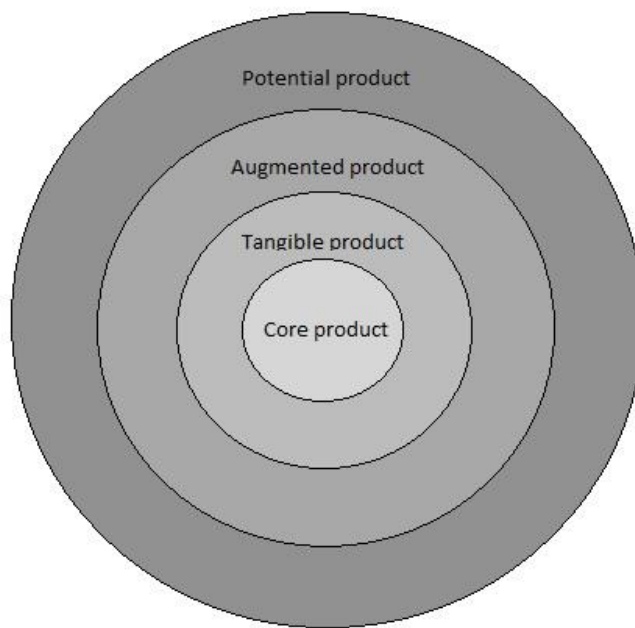


Figure 3. Layers of benefits (Blythe 2009, 67)

All these four layers are benefits to the customer. Core product is what defines what the outer layers can be and it is the start of the whole process. The outer layers are the competitive aspects that a company can have. A key to success is the knowledge of services the customers want in the augmented and potential products. (Blythe 2009, 67-68.)

A core product is the main reason for purchase, for example Ikaalinen spa hotel offers overnight accommodation. Core products are expected to have certain aspects, for example in Ikaalinen spa there should be a bed in the room, an en suite-bathroom, a TV. In a customer point of view, the aspects of a core product form 'hygiene factors'. It is a factor that only causes dissatisfaction if it is absent. A core product's aspects might have to be changed over time. The customer may come to expect more and thus be regularly disappointed if some aspects are missing. (Blythe 2009, 68-69.) In example, a customer would be disappointed if the bed was not customarily made ready for the customer in their hotel room, but they would have to do it themselves. Nowadays it is also customary, based on the author's own experience as well, to expect a candy on your pillow when visiting a hotel. Finding no candy on the bed pillow is a slight disappointment.

Added value is what will determine a company's ability to succeed in the markets against the competitors. Adding value depends on the type of input; sometimes using great expenses only increases the added value a little, and sometimes small additions might bring the best value. It is also important that adding value in a service is done skillfully, as same components can produce different outcomes depending on the way they were handled. (Blythe 2009, 70.) In leisure and tourism operations, it is important to analyse the relationship between the core product features and augmented product features. In hotel business these levels are more difficult to distinguish and separate from each other. The products can be separated into two categories; tangibles and intangibles. Tangibles are the services or products that are physical and intangibles are something that cannot be physically touched. (Williams & Buswell 2003, 14, 85.)

### **3.4.1 Product and service quality in Ikaalinen spa**

Many factors are important when considering quality of customer experience. These factors are carrying capacity, seasonality, safety, nature of environment, package/product mix, and technology systems procedures. (Williams & Buswell 2003, 14-15) In Ikaalinen spa the carrying capacity is the number of available rooms, amount of staff, amount of restaurant tables et cetera. These services have a limit to how much customers they can service at a time, and the rest will have to wait in line. Sometimes having to queue makes the customers choose another service provider if they do not perceive the first service beneficial enough to justify the long waiting time.

The seasonality applies to the spa as well, seasons outside holiday periods usually have less visitors. Safety is something that the customers view as having high importance. (Williams & Buswell 2003, 15.) Ikaalinen spa of course has a pre-made safety plan which is also required by the law in Finland. (Finlex 2011/407.) Having poor safety policy is also disastrous for the attractiveness of the hotel if something should happen.

The environment in Ikaalinen spa is beautiful with possibilities to use forest tracks, enjoy the lake and beaches, or visit the town of Ikaalinen. Overcrowding can lower the enjoyment and also harm the environment and annoy the local residents. The product packaging can have elements that are not of the same quality. This lowered reliability

can be a factor in dissatisfaction. (Williams & Buswell 2003, 16.) The technology system in Ikaalinen spa is for example the reservation system. An improved system that enables easy handling of information and data may increase customer satisfaction. (Williams & Buswell 2003, 16.) The only appropriate goal in reaching quality is the continuous improvement of services. By offering a level of services that are considered quality services by the customers, it is possible to reach customer satisfaction. (Williams & Buswell 2003, 19, 20.)

## **4 SURVEY RESULTS**

The questionnaire survey in Ikaalinen spa was distributed in 2013 February and March. The questionnaire was answered by a total of 87 respondents. Because of partially or mistakenly filled forms, only 59 forms were included in the statistical analysis of the multiple-choice and scaled responses. The answers from all 87 responses to the open-ended questions were included in the analysis when relevant, but in many forms these questions were left empty, had comments not related to the issue or the answers were illegible.

The author hoped for around 100 responses and the initial amount of responses was quite pleasing. The deduction of the 28 partially or mistakenly filled forms however was a little disappointing. There is a possibility that the reliability of the study is weakened by the short time period the questionnaire was distributed, as well as the amount of respondents. The open-ended questions were not illustrated as the answers varied so much that creating a chart would have been unnecessary. The analysis of the results is below and done with the help of customer satisfaction theory.

### **4.1. Background information of the respondents**

A great majority of the respondents appears to be female, as Figure 4 (p.23) reveals. Only 30 per cent of the respondents were male. 100 per cent corresponds to 59 respondents. In Figure 5 (p. 23), the biggest age groups for the respondents are groups '30-40' and '51-60'. The former is in the middle of the "rush years" and the latter group is starting to have more time to themselves after children leave home. The least there were respondents of over 71 years, with 5 per cent and the second smallest group was respondents of 30 or less years of age.

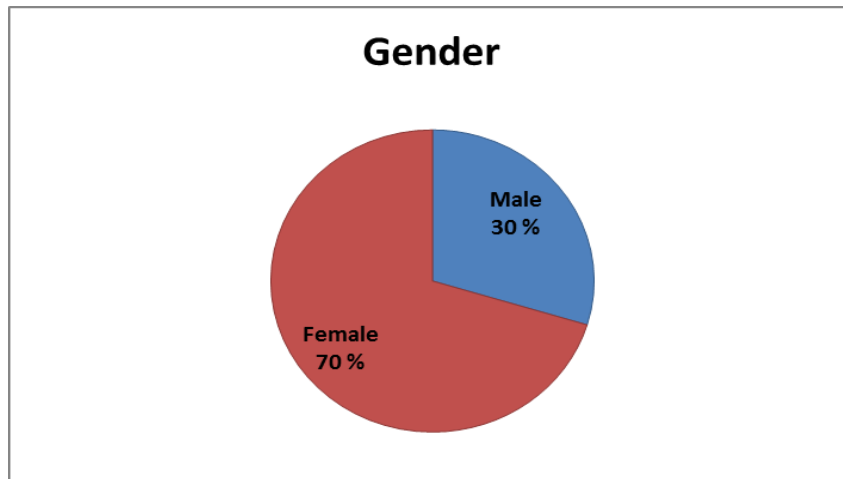


Figure 4. Gender of respondents, n=59.

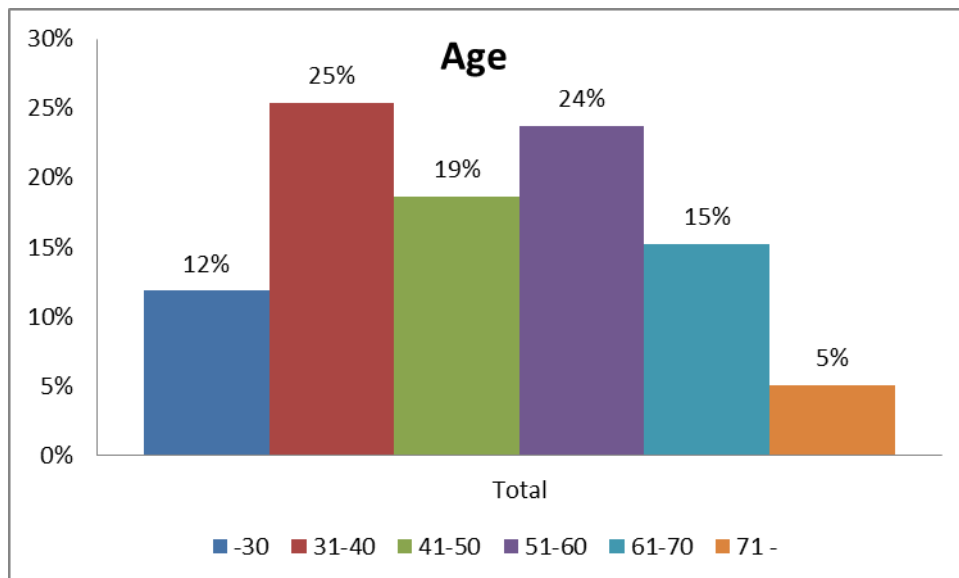


Figure 5. Age of respondents, n= 59.

Figure 6 (p.24) shows that the main purpose for visitors staying at Ikaalinen spa was for leisure. 77 per cent of respondents chose this as their reason. Rehabilitation and work purposes were both at 8 per cent, and other purposes at 7 per cent.

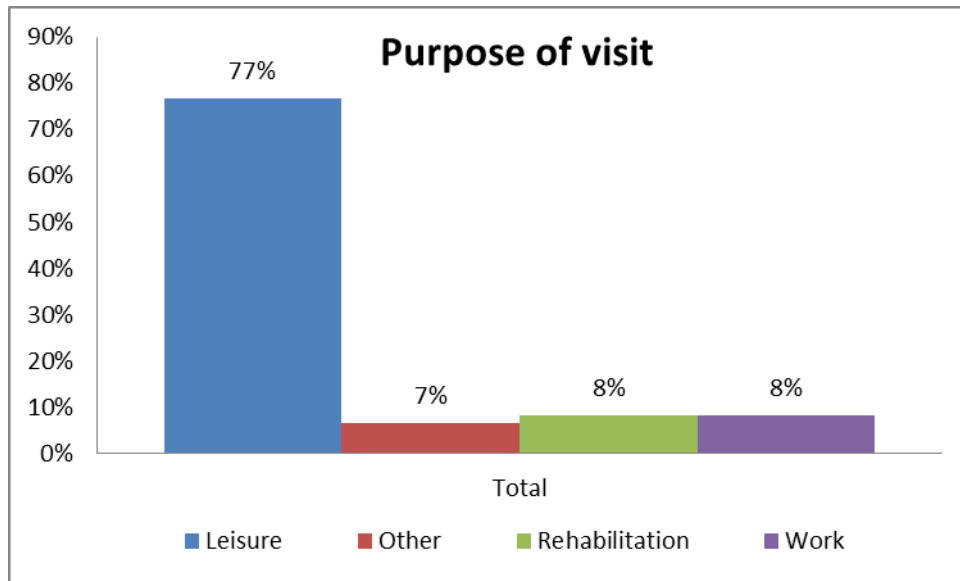


Figure 6. Purpose of visit of the respondents, n=59.

Figure 7 (p. 25) shows how many customers had under-aged children with them during their visit. Social factors influence a person's decisions in purchasing and family is among the highest of these influencers. School aged children have influence on the parents' decision where to spend their holidays. Older children also often influence the opinions of their younger siblings. A couple or parents who are with children spend money on family hobbies and vacations. (Isoviita & Lahtinen 1994, 68-69.)

34 per cent of the respondents had a child or children with them when they visited Ikaalinen spa in 2013 February and March. Based on the observations of the author, the amount of visitors with children is significantly higher during summers and other holiday periods. Ikaalinen spa remembers children with a small gift or a treat when they visit the hotel. (Rantasipi toimintaohjeet 2013.)



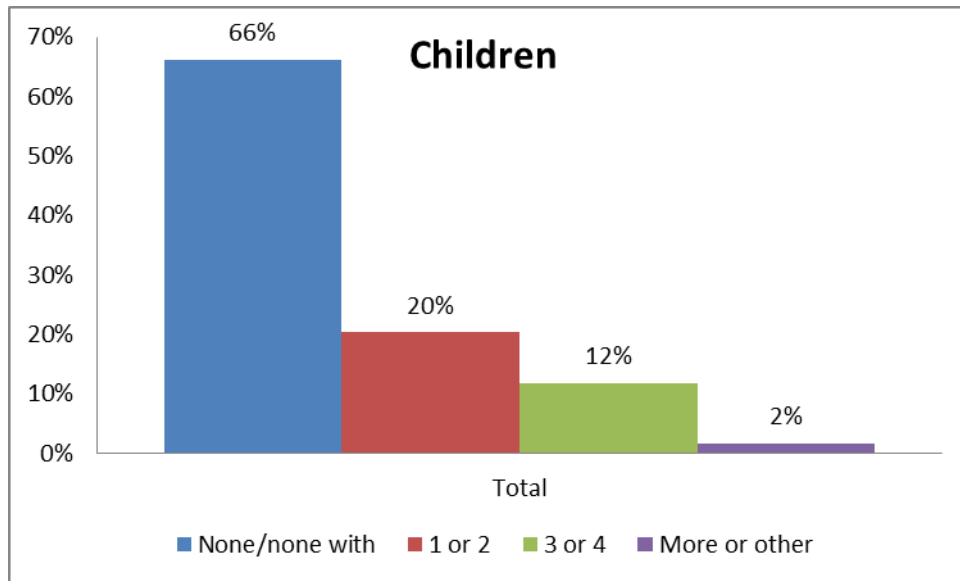


Figure 7. Children of the respondents, n=59.

Figure 8 shows that the majority, 40 per cent of the respondents stayed at the main building Maininki. Next is the Spa Hotel with 32 per cent of visitors, and third is the hotel Ikaalia with 28 per cent. No respondents spent their night in hotel Terme, which is, based on observation and experience of the author, less used during other seasons than summer. The hotel buildings were built at different time periods and have different types of rooms, which were explained in more detail in chapter 3.3.

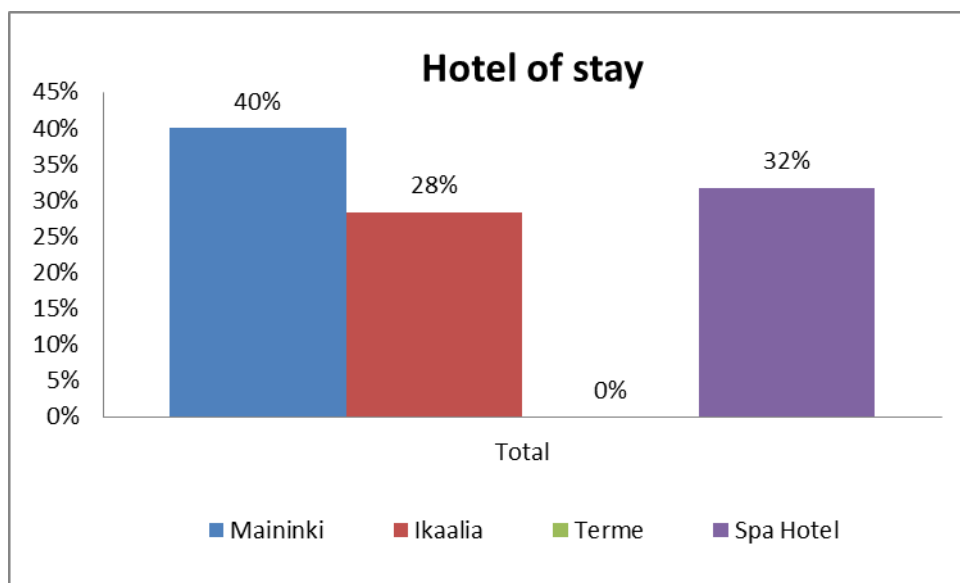


Figure 8. Hotel of stay of the respondents, n=59.

#### 4.2. Scaled-responses of the respondents

In Figure 9, respondents have rated the tidiness of the hotel reception mainly as especially good. Overall 98 per cent of respondents experienced the reception to be tidy or very tidy. Only 2 per cent of the respondents answered nothing (N/A). It may be that the person who made the check-in was different from the one who replied to the questionnaire. Overall the results for reception tidiness are quite excellent.

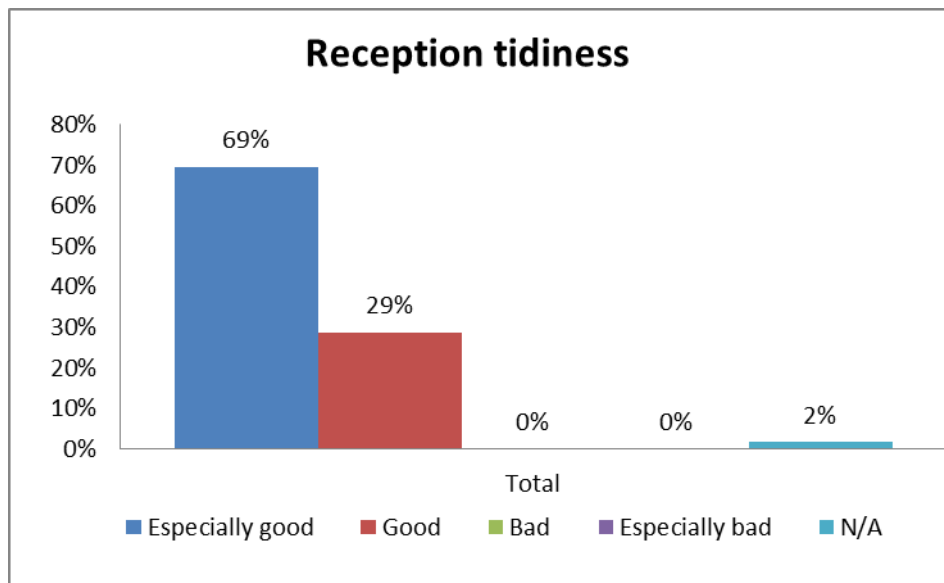


Figure 9. Rating of reception tidiness, n=59.

In figure 10 (p. 27), 68 per cent of the respondents answered 'especially good', when asked about the smoothness of the check-in. Only 3 per cent experienced it as 'bad', and the rest of the respondents rated the check-in smoothness as 'good'.

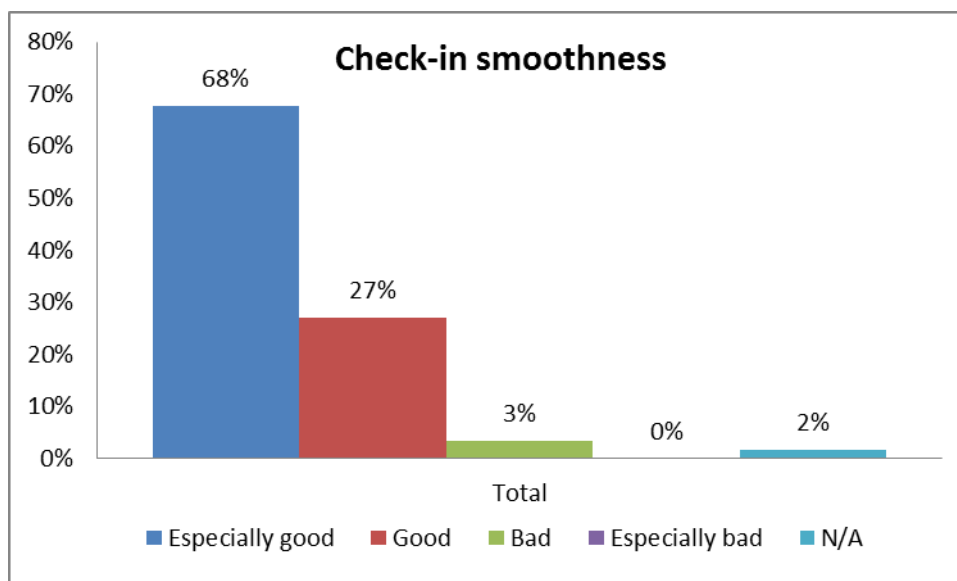


Figure 10. Smoothness in check-in, n=59.

Figure 11 (p.28) illustrates how respondents felt about the attitude of the reception staff. The majority, 64 per cent felt that it was 'especially good', but 31 per cent rated it as 'good' and 5 per cent as 'bad'. No respondents rated the reception staff attitude as 'especially bad'. The results still leave some room for improvement, though the present situation seems very good. Figure 12 (p.29) shows how the respondents answered to reception staff competence. 5 per cent of the respondents replied nothing. 3 per cent answered that the staff competence was 'bad'. The rest of the respondents gave positive answers, 92 per cent in total. The opinion of staff competence is overall very good.

Without motivated and skillful people devoted to good service, the company is not able perform well. The employees are the capital of the company that can not be seen in the revenues. This capital, or intellectual capital, can be divided into two sections; individual capital and structural capital. Grönroos (2007, 9) defines individual capital consisting of employees, network partners, and customers. It disappears when a particular person leaves the company. Structural capital then is the corporate culture of a company, which can be learned and observed by a new employee as well. This capital stays unless gradually changed. For a company to have and keep a skillful and motivated staff is of vital importance.

Quality, customer service and customer satisfaction are connected. These aspects are defined by the customer. All three of them appear to be intangible because they are based on perception, but they have tangible elements as well attached to them. The

speed of service is one factor, how long does the customer have to wait, how long it takes for the company to reply to a complaint et cetera. (Gerson & Machosky 1993, 12.) The smoothness of the check-in in Figure 10 represents this speediness of service, as well as how the service has otherwise been managed. Ikaalinen spa has set standards for service, for example answering the phone should happen immediately. (Rantasipi toimintaohjeet 2013.)

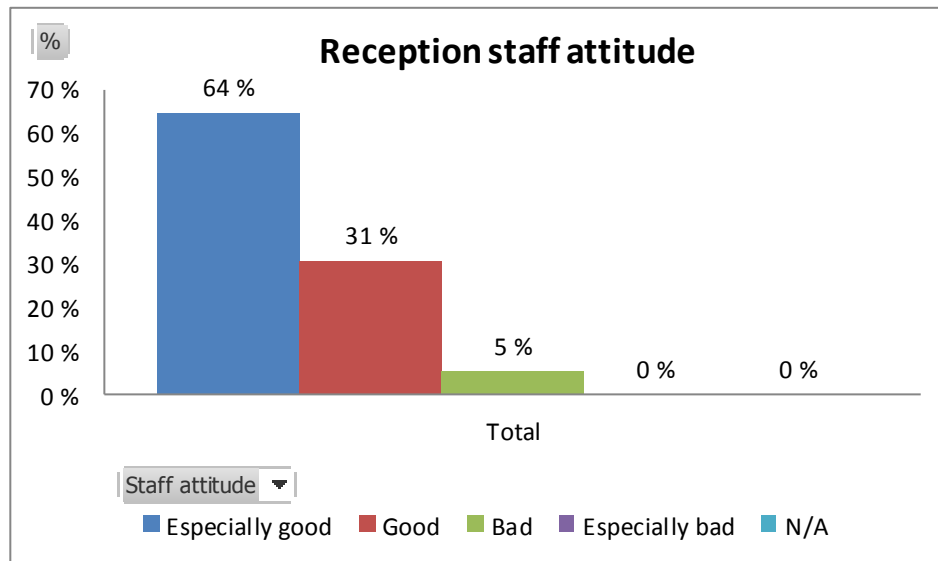


Figure 11. Attitude of reception staff, n= 59.

As the company service quality is only as good as is its customer satisfaction, so can be said that the service quality is only as good as the people who deliver it. It is a requirement for a successful company today. As well as the staff managing customer service well, the customers should be rewarded for good customer behavior. Treating customers so that they will feel appreciated and important will motivate them to come back for more business and perhaps become loyal customers. (Gerson & Machosky 1993, 15-17.)

Emotion is relevant to customer satisfaction, as satisfaction in itself is a form of emotion. Emotion is a big factor in service, because positive emotion enhances the satisfaction felt from the service situation. A friendly, responsive, and customer-oriented staff appeals to customers. (Güngör 2007, 15.) The service enhances the quality of the visitors' experience. The visitor is always aware of the attitude, skills, and competencies of staff. (Williams & Buswell 2003, 12.)

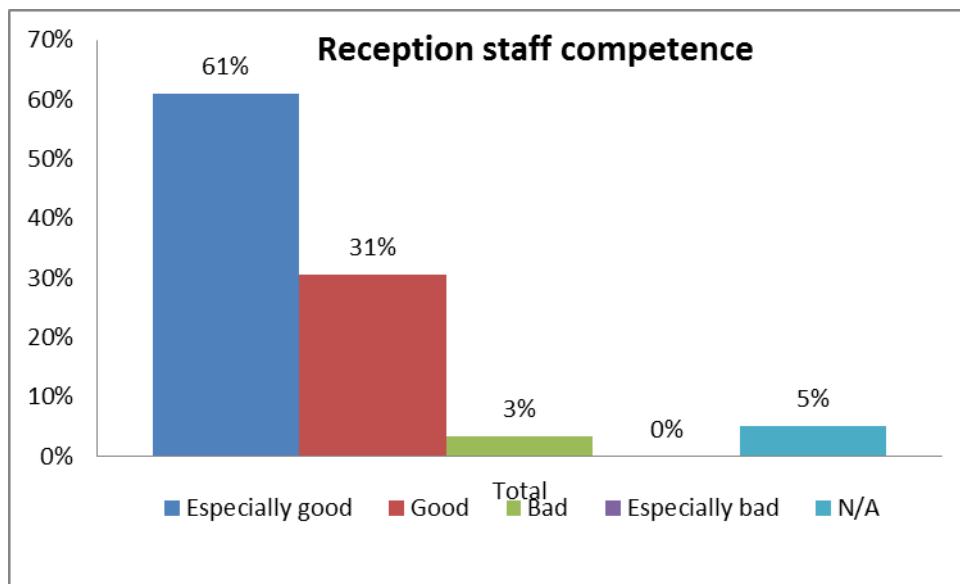


Figure 12. Competence of reception staff, n=59.

Figure 13 demonstrates the opinions of hotel room condition. After the initial questions about reception, the answer rate for ‘especially good’ drops dramatically. Most respondents, 58 per cent gave the answer ‘good’, 20 per cent replied ‘bad’, and 2 per cent replied ‘especially bad’. Only 19 per cent were very satisfied with their room condition.

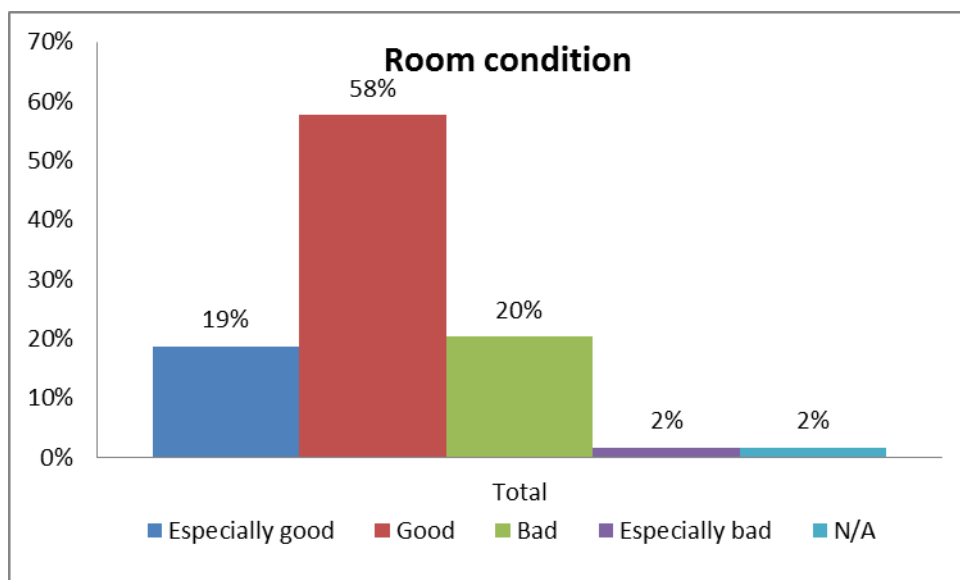


Figure 13. Condition of room, n=59.

The bar chart in Figure 14 (p.30) shows similar results as Figure 13 does. 25 per cent of the respondents now thought that the cleanliness of their room was ‘especially good’

and 53 per cent thought it was 'good'. 'Bad' and 'especially bad' answered 20 per cent of respondents in total.

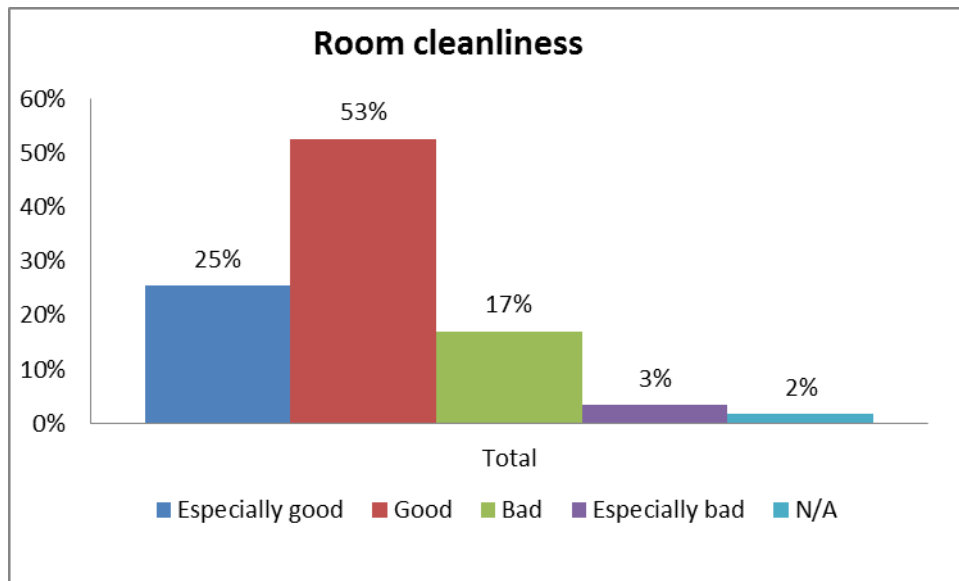


Figure 14. Cleanliness of room, n=59.

In regards to the spaciousness of the hotel room, figure 15 illustrates that the respondents were satisfied with the size of their room. Only 2 per cent rated the spaciousness as 'bad'. 2 per cent left no answer to the question.

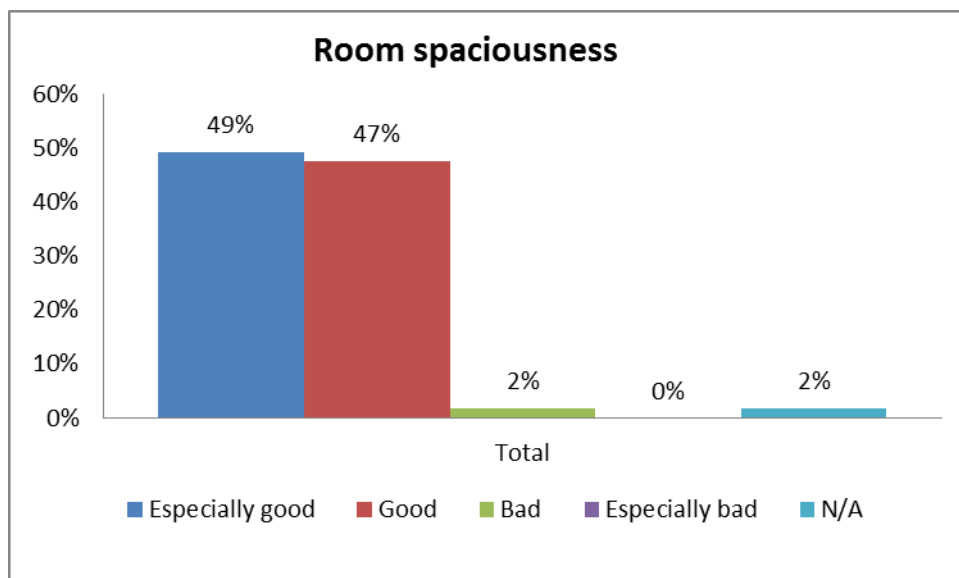


Figure 15. Spaciousness of hotel room, n=59.

The room décor in Ikaalinen spa was rated as mostly ‘good’, as Figure 16 shows. Total 82 per cent responded positively. 2 per cent again gave no answer. Rest of the respondents were dissatisfied, 14 per cent replied ‘bad’ and 3 per cent ‘especially bad’.

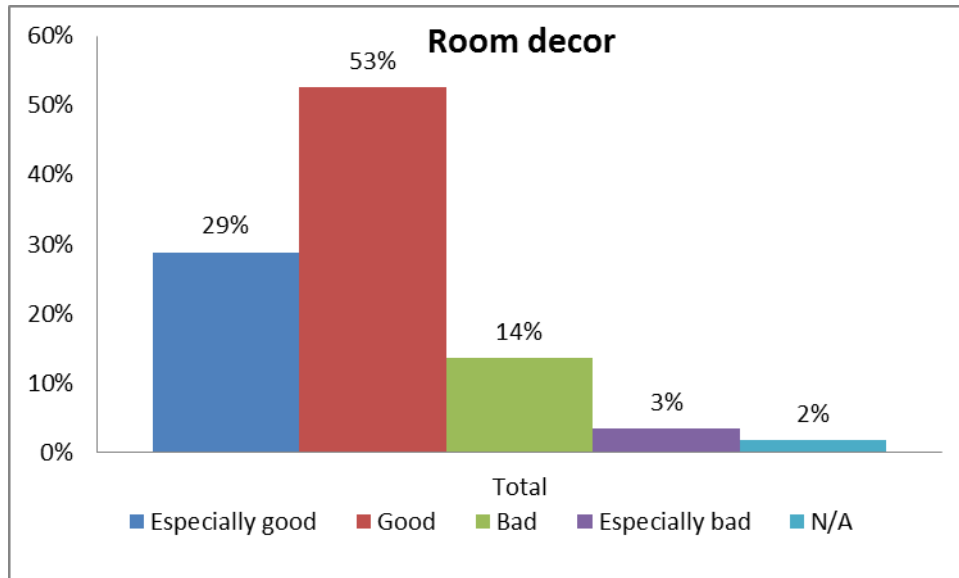


Figure 16. Room décor, n=59.

The respondents were also asked about the room equipment in the hotel, shown in figure 17. 86 per cent felt that the rooms were equipped well, 25 per cent answering ‘especially good’ and 61 per cent answering ‘good’. 12 per cent experienced the room equipment to be ‘bad’. Customer suggestions to room equipment are discussed in chapter 4.3.

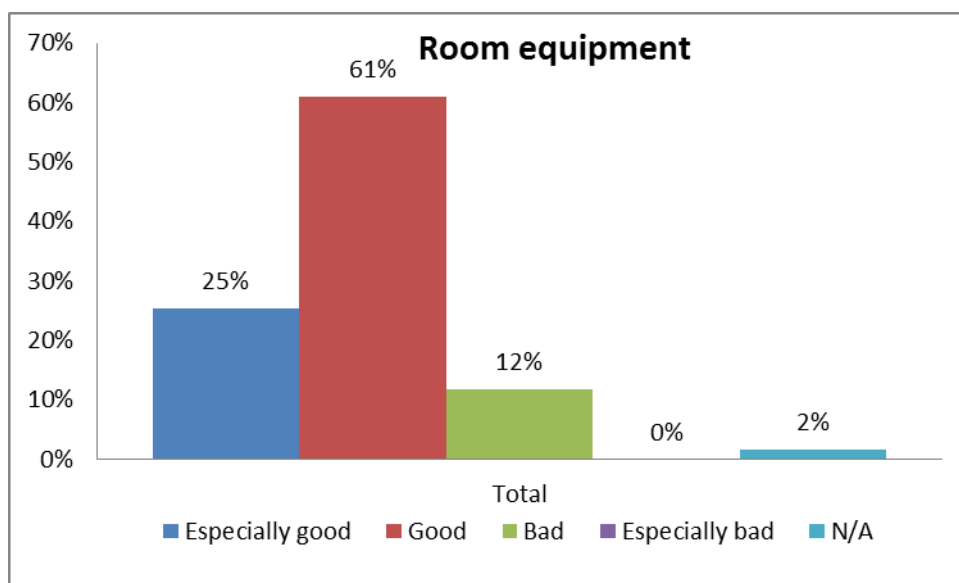


Figure 17. Equipment of room, n=59.

Figure 18 shows what the respondents thought of the cleanness of the main building Maininki. The results show that they were very satisfied with the cleanness, as 93 per cent replied positively. 42 per cent felt it was ‘especially good’. Cleanness is part of the environment settings and environment affects the tangible and reliability aspects of a service. (Williams & Buswell 2003, 183.)

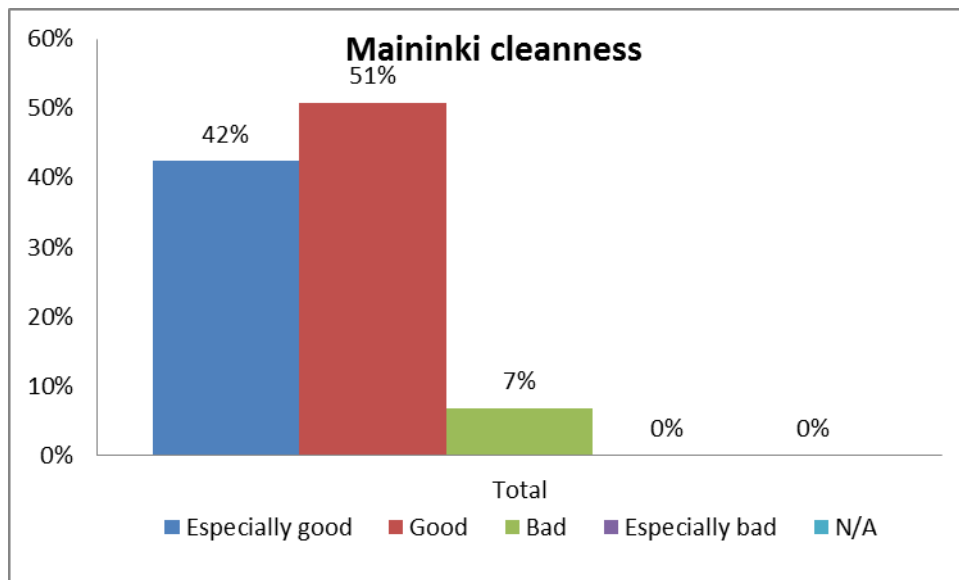


Figure 18. Cleanness of Maininki main building, n=59.

The bar chart in figure 19 (p.33) demonstrates that the respondents experienced the appeal of main building Maininki to be mainly positive. 34 per cent answered ‘especially good’ and 58 per cent answered ‘good’. 2 per cent did not answer, and the rest 7 per cent evaluated the appeal as ‘bad’. The appeal of the building relates to the service environment. The setting includes atmosphere, ambience, cleanness, and tidiness, and it is an intangible feature. Customer satisfaction can be influenced by nature and the quality of the physical space and settings. (Williams & Buswell 2003, 98.)



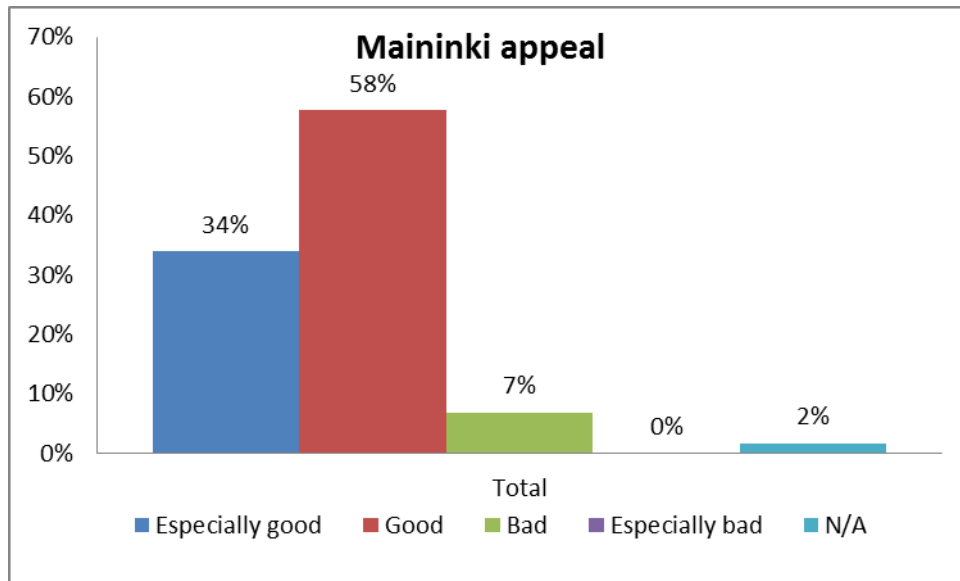


Figure 19. The appeal of main building Maininki public areas, n=59.

The item selection in Maininki shop is rated in Figure 20. It seems that total 73 per cent thought the item selection was satisfying. 22 per cent did not use the shop or decided not to answer. 5 per cent rated the item selection as 'bad' or 'especially bad'. Maininki shop staff is evaluated in Figure 21 (p.34). The staff received very good ratings, 32 per cent answered 'especially' and 41 per cent 'good'. 'Bad' answered only 2 per cent of the respondents. The importance of employees was previously explained with the figures 10, 11, and 12.

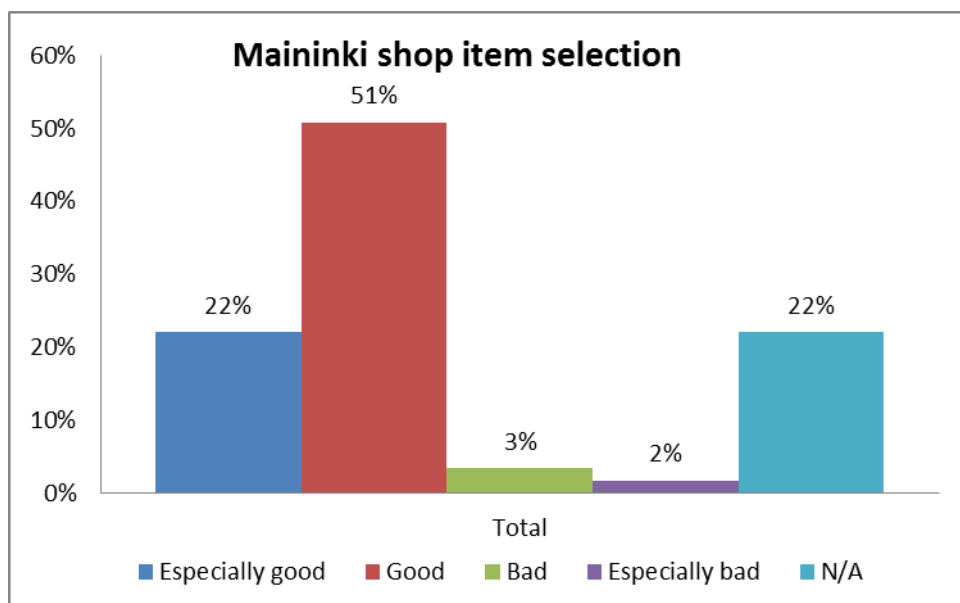


Figure 20. The item selection in the Maininki shop, n=59.

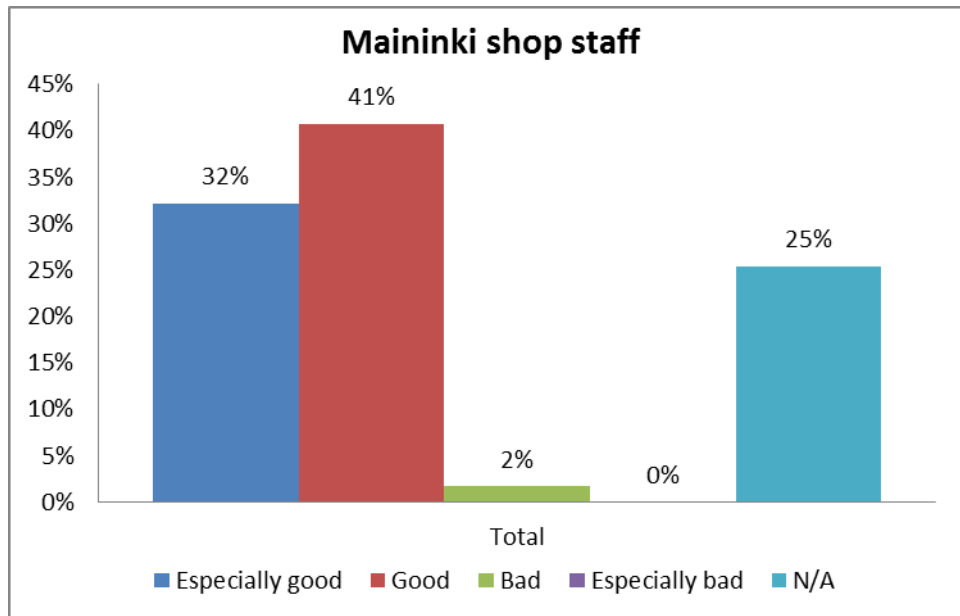


Figure 21. The Maininki shop staff, n=59.

Figure 22 illustrates the spa opening times in Ikaalinen spa. The opening times are Mondays through Fridays from 7am till 9pm, Saturdays from 8am till 9pm, and Sundays from 8am until 7pm. (Rantasipi 2013.) In total 93 per cent of respondents were satisfied with these opening times. 2 per cent replied 'bad' to the question. There was one complaint on the open-ended questions that criticized the Sunday opening times, namely the closing time. (Attachment 2.) Opening times are related to the convenience and accessibility of a service. Having appropriate times for reaching the potential customer is a big factor in participating in leisure activities. (Williams & Buswell 2003, 35.)

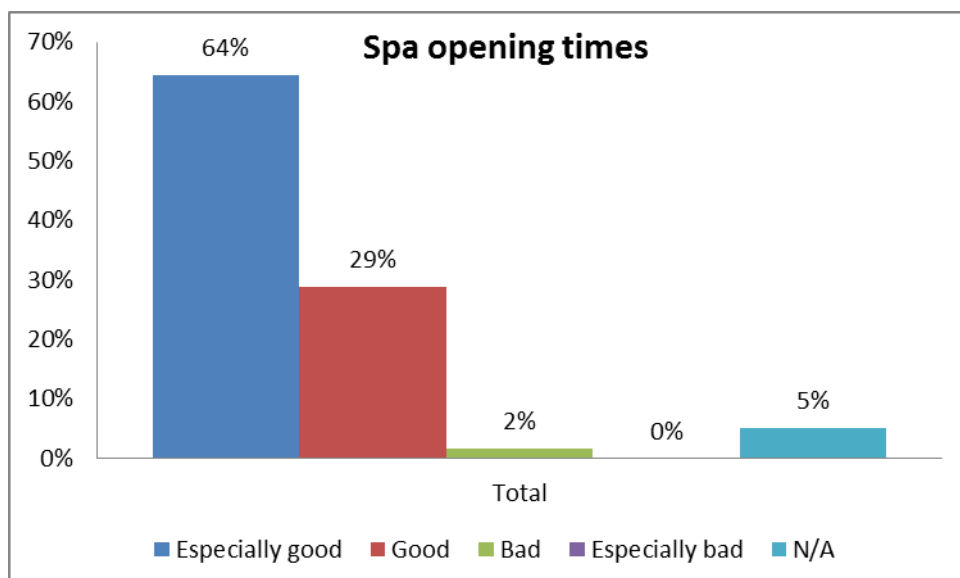


Figure 22. The spa opening times in Ikaalinen spa, n=59.

Figure 23 illustrates the respondents' answers for the spa cleanliness. The cleanliness was rated well with 51 per cent of respondents feelings this way. 34 per cent rated the cleanliness as especially good. 10 per cent were unsatisfied with the spa cleanliness and answered bad. 5 per cent did not give an answer. In Figure 24 the bar charts present the results of spa appeal. The results seem very similar to those in Figure 23. The appeal received a slightly higher rating with the 'especially good' answers, but also received 2 per cent of 'especially bad' answer.

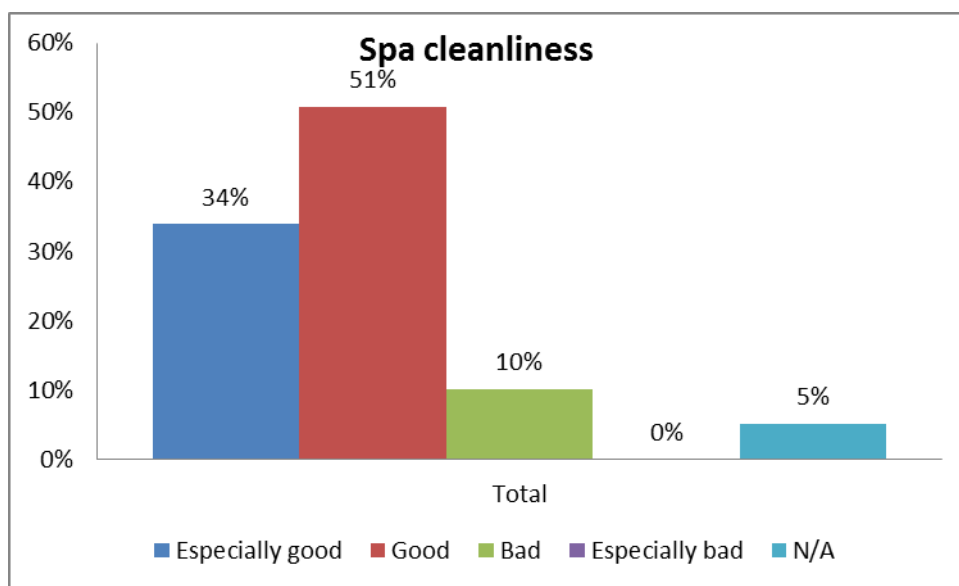


Figure 23. Cleanliness of the spa, n=59.

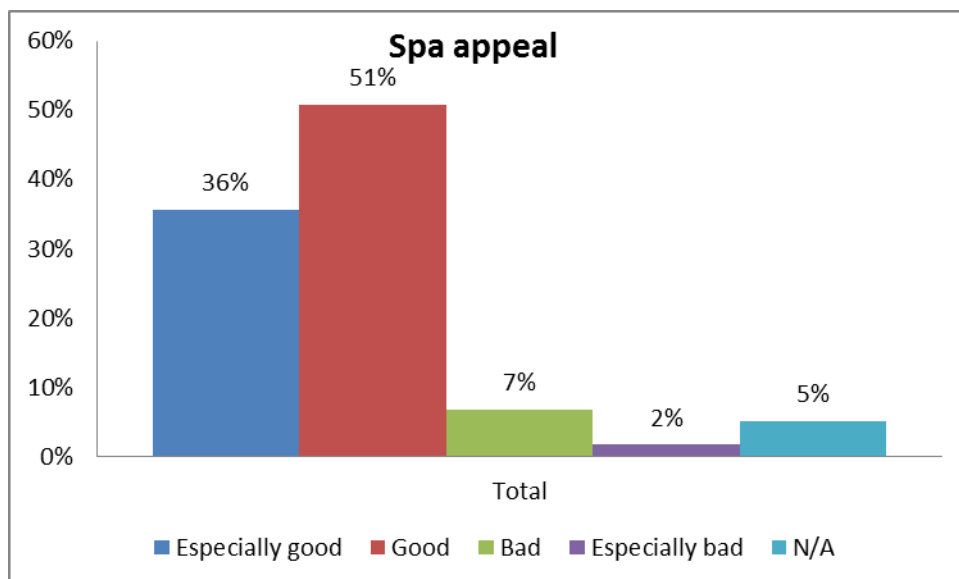


Figure 24. Appeal of the spa section, n=59.

Figure 25 shows the respondents' opinions on the dressing and shower room equipment. The results were somewhat more diverse than the previous results from spa questions. The majority of respondents had experienced the equipment as especially good, with 53 per cent. Next was good with 32 per cent. The respondents also gave negative responses, 12 per cent responded 'bad'.

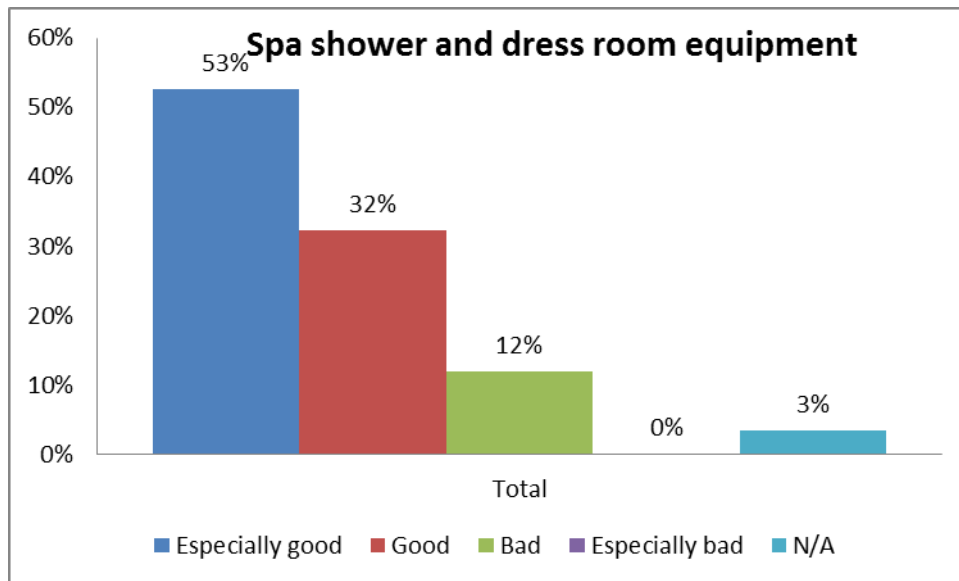


Figure 25. The equipment in the spa shower and dressing rooms, n=59.

Breakfast buffet in Ikaalinen spa is included in the room price. (Rantasipi 2013.) In Figure 26 (p.37), the respondents were questioned about their experience on the matter. 58 per cent responded 'especially good' and 34 per cent responded 'good'. Overall the respondents were satisfied with the service. 5 per cent replied 'bad' however, so they were dissatisfied with a service that is inseparable from the accommodation package.

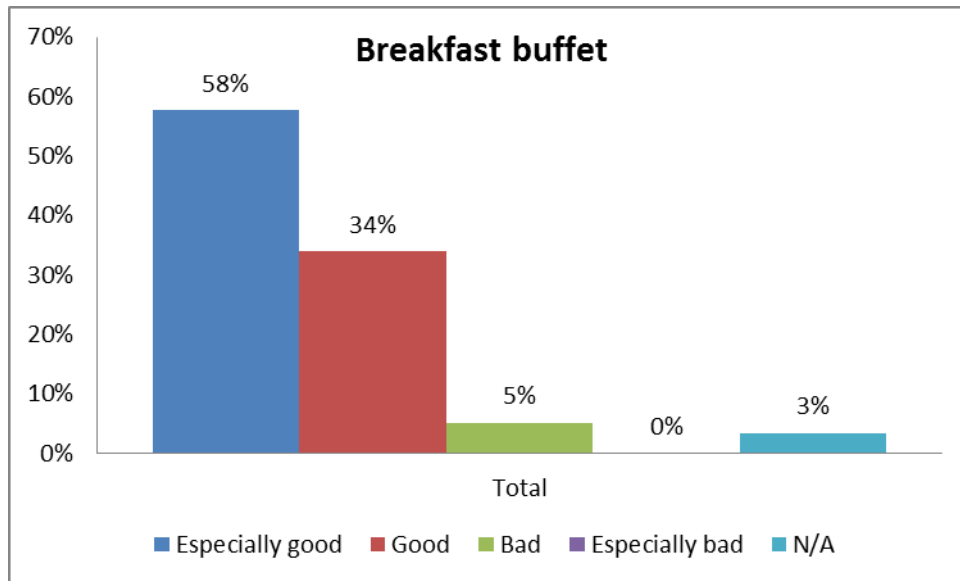


Figure 26. Breakfast buffet in Ikaalinen spa, n=59.

Majority of the respondents rated the restaurant services in Ikaalinen spa as ‘good’ or especially good’. These figures are shown in Figure 27 of this study. 3 per cent were disappointed and answered ‘bad’. Restaurant services are augmented services, giving added value the core product of accommodation.

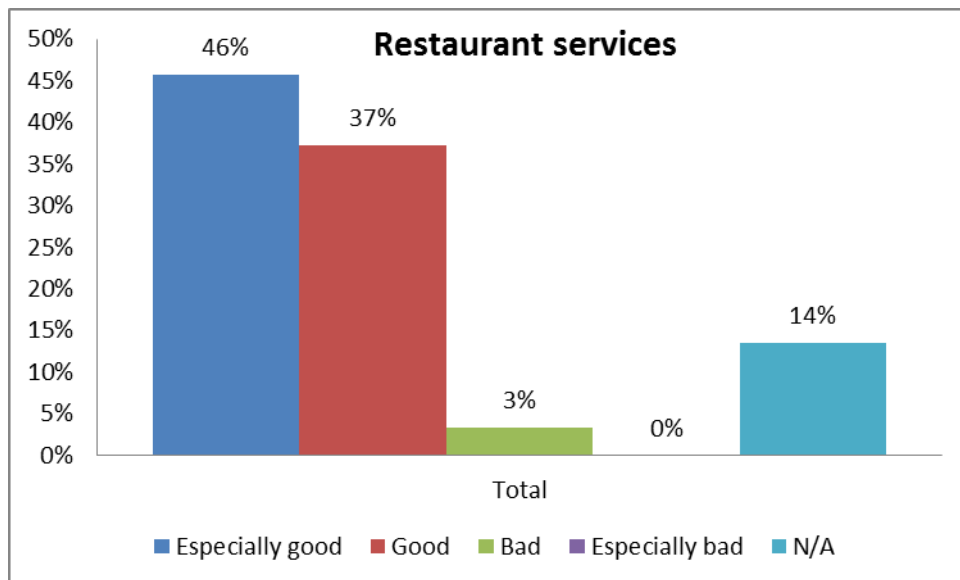


Figure 27. The restaurant services in Ikaalinen spa, n=59.

The evening entertainment in Ikaalinen spa and the respondents’ ratings for it is illustrated in Figure 28 (p.38). There was no answer from 31 per cent of respondents. They probably did not use these services. In total 57 per cent rated the evening entertainment as ‘especially good’ or ‘good’. ‘Especially bad’ and ‘bad’ answered 11 per cent in total.

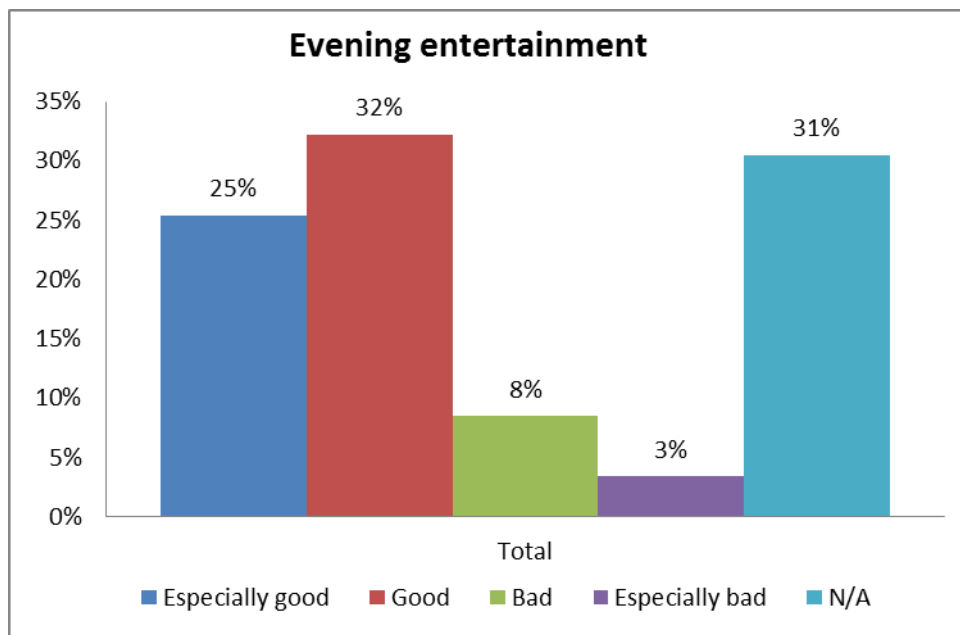


Figure 28. The evening entertainment in Ikaalinen spa, n=59.

In Figure 29, 37 per cent of the respondents answered ‘especially good’ when asked about the sport activities in Ikaalinen spa. 29 per cent then answered ‘good’, and 2 per cent answered ‘bad’. 32 per cent left no answer to the question.

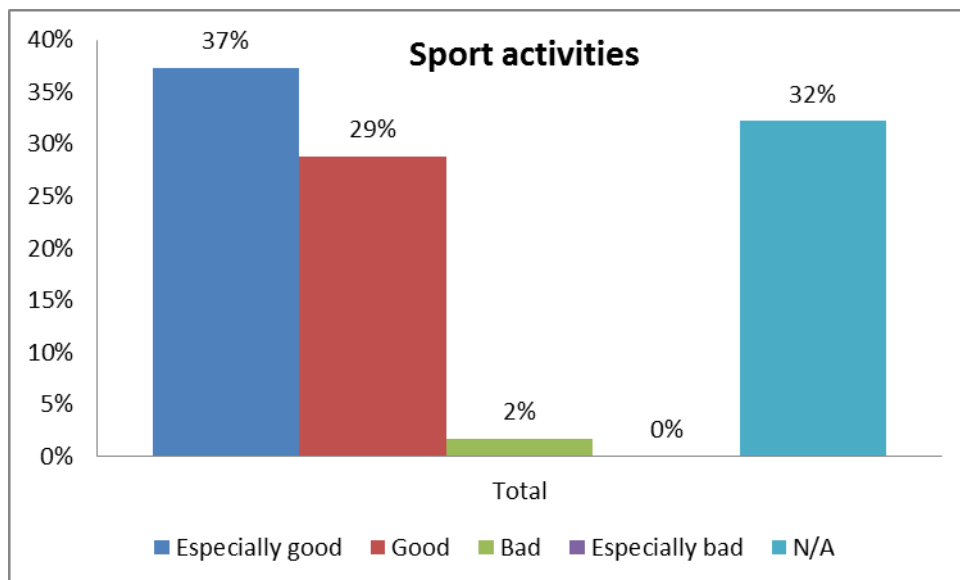


Figure 29. Sport activities in Ikaalinen spa, n=59.

The beauty and wellness services in Ikaalinen spa are massages, skin and body treatments, hair salong, and cosmetology treatments. There are different services especially for men, children, pampering, improving health, and relaxing. Wellness is also infused

into the sports program in Ikaalinen spa. (Rantasipi 2013) The spa is also part of wellness in Ikaalinen spa, but was rated separately in figures 22, 23, 24, and 25.

Figure 30 shows that 51 per cent of the respondents experienced the beauty and wellness services to be especially good or good. A slight majority chose the former answer. 47 per cent had no answer for the services, probably because they did not use the services this time. 2 per cent felt that the services were especially bad.

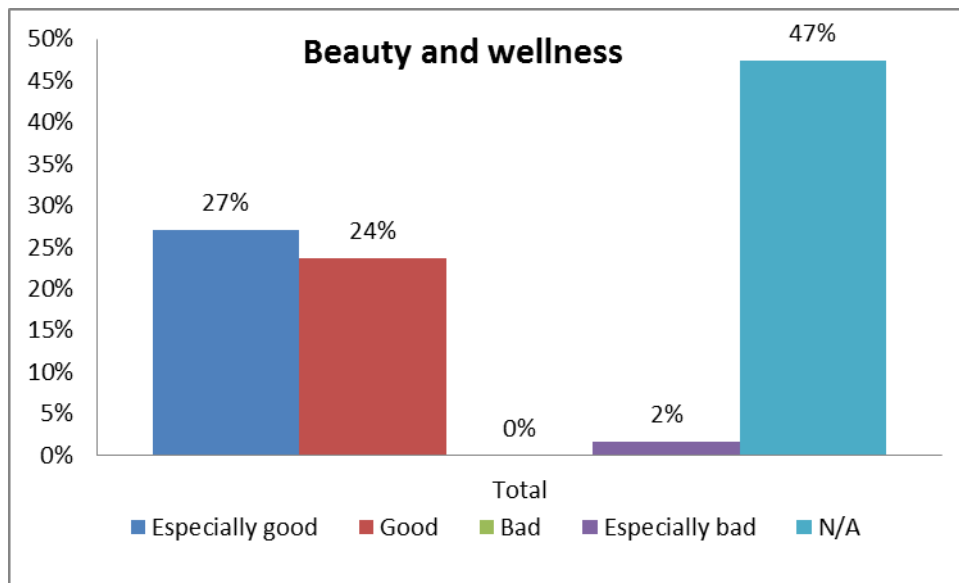


Figure 30. Beauty and wellness services in Ikaalinen spa, n=59.

Ikaalinen spa is marketing itself as a place where new people are made (“Meillä tehdään uusia ihmisiä”) and it is a spa destination that focuses also on wellness tourism. The results of this questionnaire are showing that not many visitors used the beauty and wellness service during the time the questionnaire was distributed. Almost half of those who did use the services rated them only as good. There is room for improvement in providing the visitors with these services and the marketing for these services needs more volume.

In Figure 31 (p.40) the respondents rated the activities for children. Many of the respondents did not have children with them as seen from Figure 7, which resulted in many empty answers in the question about child activities. Those who rated the activities felt positive about them. 25 per cent of respondents rated the activities as ‘good’ and 15 per cent rated them as ‘especially good’. The respondents gave feedback about the activities for children also through the open-ended question. The comments were

mostly positive, as seen in Attachment 2 of this thesis. No respondent rated the activities negatively. Ikaalinen spa aims to attract families as its customers and it seems that these customers are satisfied with the services related to children.

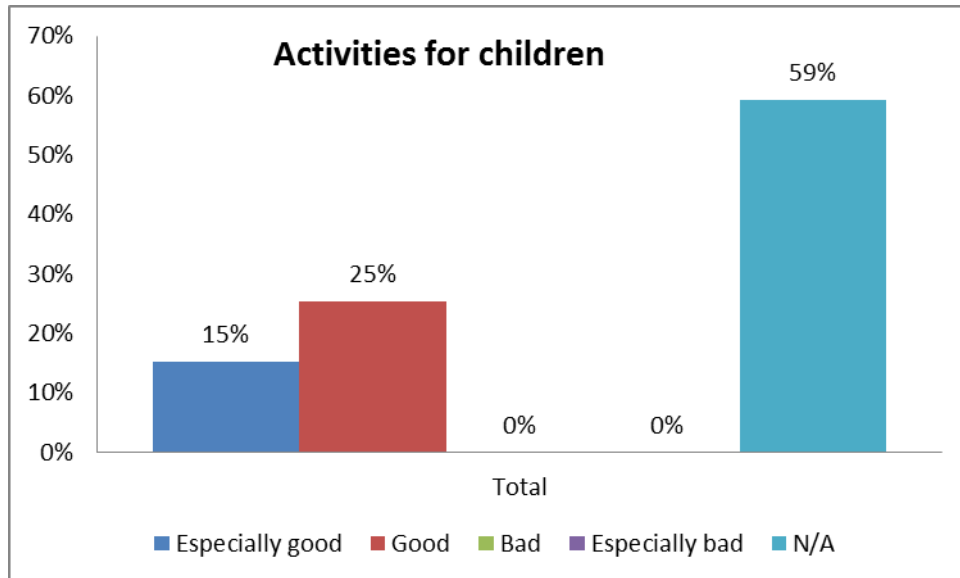


Figure 31. Activities and services for children in Ikaalinen spa, n=59.

The pie chart in Figure 32 tells that 86 per cent of the respondents would return to Ikaalinen spa. The spa received many positive remarks about the experience they provided. Some of these comments are included in Attachment 2. Some of the respondents appeared to be regulars or returned visitors; a few of these respondents had very carefully filled forms and offered constructive criticism.

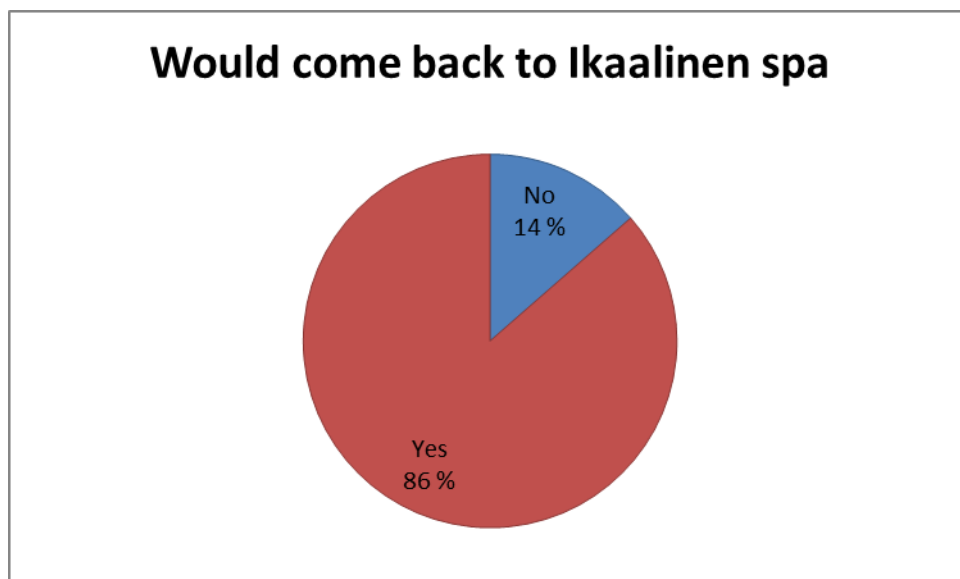


Figure 32. Willingness of revisiting Ikaalinen spa, n=59.



14 per cent do not plan to return to Ikaalinen spa. The reasons given were that the spa was looking old fashioned, needed renovation in balconies and pool area, the respondent had seen better, it was visited so often already, and the wish to see other places as well. (Attachment 2.) The complaints of the spa complex looking old fashioned and needing renovation, as well as the claim to have seen better are matters that have the possibility to be attended and improved in the future. The great amount of possible returners means good for the hotel, as these visitors may become regular customers.

### **4.3. Open-ended questions**

The open-ended questions, which can also be seen in Finnish in Attachment 2, enquired about any additional services or products the respondents might have needed. The questions were asked about the hotel room, main building Maininki public areas, Maininki shop, and spa area. The questionnaire also asked about any type of feedback and whether or not the customer would come back. The latter question is already examined in Figure 32 (p.40), because of the given answer types. Some extracts of the open-ended question responses are included in Attachment 2.

The first open-ended question was about the room and the possible additional services. The request with most respondents in this question, namely three, wished for a way to reduce the hallway and neighbor room noise echoing into the hotel room. One respondent suggested acoustic boards on the roof of the hallways in order to reduce this noise. Another request was extra pillows, with two respondents giving this answer. The rooms should already have a few extra pillows in the closets, and additional ones can be requested from the hotel reception. (Rantasipi toimintaohjeet 2013.) Possible reasons for this request are that the respondents had many visitors in the same room and the reserve pillows were in use, the room was missing these reserve pillows, or the respondents were not aware of the reserve pillows or the possibility to request more from the reception. Also wished by two respondents was a clock on the wall in the hotel room.

Other requests had one respondent each. One suggestion was a plastic container for washing dirty dishes in Kylpylä-Hotelli, which has rooms with mini-kitchen. Plants or other kind of ‘cheering-up’, more regular clothes hangers, better TV, a knife for peeling fruits, cereal bowls, and updating the room to this century were also suggestions by the respondents. The rest of the suggestions were about items that should already be part of the room equipment or free to receive from the reception. Some items are only included in specific rooms dictated by the accommodation building. Also one respondent wished that the use of the spa slippers should be free and not charged. A few answers were simply comments about things being good, but up to 7 respondents felt the need to criticize on the cleanliness or condition of the room or things in it.

The second open-ended question was about the public areas in Maininki and the Maininki shop. Maininki public areas received one suggestion about an area with TV for example for watching cartoons. Maininki shop received more requests, the main one with three respondents, being cheaper products. Some of the other requests were the possibility to buy food, coffee, coffee filters, tea, and small snacks to bring to the hotel room. More clothing for children, beauty products, and cheaper sport clothes were also wished for. Two of the respondents replied that there was a big enough selection of items.

The third question concerned the spa area. The respondents wished most for shelves in the shower rooms, belted chairs for small children, more cleaning in shower rooms, and more warmth in the shower and dressing rooms. Two respondents each requested these. In addition to the extra cleaning of the shower rooms, one respondent suggested a spatula of some sort so that visitors may also attempt to improve the cleanliness. Other suggestions were water basins, more hand-held shower heads for children and handicapped people, a diaper bin, benches, and a way to reduce the slipperiness of the pool area floors. For the pool area the respondents also suggested more activities, pools with deepness of 30-60 and 100-140 centimeters, and an ‘offer of the day’ type of item in the pool bar to increase sales. One respondent remarked on the system that allows for 2.5 hours of swimming per visit to the spa, free visits are limited to two per one night stay. The respondent felt that a free access and shorter swimming times would be more suited for small children. Another respondent felt frustrated with the spa coupon system and suggested that access to the spa should be handled with the room key.

The last open-ended question was located at the end of the questionnaire and it was a free comment section. This open-ended question received the most answers. Two respondents commented on the restaurant food being good, but four respondents complained about the food. Reasons were the varying quality of the food and the lack of seasoning. Same was commented on the breakfast menu. Also related to the food was the complaint about the children's menu being too unhealthy and having poor variety. Two respondents wished for more home meal-type of foods to be offered for the children and one respondent suggested children to have their own utensils and cups for easier dining. Two respondents wished for a place to get food after the evening entertainment. Four respondents remarked on the price level in Ikaalinen spa. The items in the Maininki shop and the alcohol beverages were mentioned. The evening entertainment received both one good and one negative comment, regarding the type of music played in the restaurant.

Three respondents commented on Ikaalinen spa badly needing a surface renovation. Also the cleanliness should be better around the spa. Two respondents told that they would have needed clearer information and directions about the spa and the premises. Five respondents commented on their satisfaction with the spa and the services, thanking the friendliness of staff and quality of services. One respondent was not satisfied with the reception staff and commented that the service was especially weak at times.

## 5 CONCLUSIONS

The respondents rated the reception and check-in services and its staff as mainly ‘especially good’ and there were only 3 to 5 per cent of unsatisfied respondents who thought some of these services were bad. These results are quite excellent and a great asset to the spa. Care should be taken for the service to remain high quality, and to even improve it from the present.

The hotel room was rated as good. There were much more ratings of bad than in the reception services and less ratings of especially good. While the reception received no especially bad ratings, the hotel room had from 2 to 3 per cent of this answer. This indicates that after the very good beginning of the customer’s visit, the hotel room lowers the perceived quality of the experience. The customers reported problems with the cleanliness of the room, and also the worn down surfaces. The results from the scaled responses supported these comments, around a fifth of the respondents were unsatisfied with these matters. Room décor and equipment got slightly better grades, and the spaciousness of the room seems to present nearly no problem. The room is at the center of Ikaalinen spa’s core product, so the reported uncleanliness, broken or missing items, and surfaces should be seen to with high priority. Along with these the author recommends considering the customer suggestion of reducing hotel room noise. Out of the given ideas it is probably the one to most raise the customer satisfaction for the overnight guests, but also possibly one of the costlier ones.

The Maininki public areas and Maininki shop services are good. The cleanness in the public spaces received well enough ratings, but the appeal of the surroundings was slightly less liked. 7 per cent of respondents were unsatisfied on both accounts. The author believes that following the respondent’s suggestions on renovating the surfaces in Maininki public areas is a good idea and would increase the overall satisfaction in the hotel. Even more important though would be the cleanness and cleanliness of the space, as people are more likely to forgive the signs of old age in a building than what they consider unhygienic. The staff in Maininki shop was well received and got very good ratings, but the item selection got a more varied reaction. Quite a few respondents had no experience of the shop at all. Another issue was the price level in Maininki shop. If

possible, some of the item prices could be re-evaluated and changed to hopefully improve the overall sales.

The respondents in Ikaalinen spa are very satisfied with the spa opening times. Only one person complained about the Sunday closing time, which is at 7pm. The cleanliness and appeal of the spa are good. Around 10 per cent were unsatisfied which leaves space for improvement in these matters. The dressing and shower rooms received more 'especially good' ratings, but also slightly more ratings of 'bad'. The author thinks that the respondents gave some great ideas for the spa area equipment and recommends that Ikaalinen spa takes up some of them, as they are also less expensive developments and provide solutions to the customers' everyday problems excellently.

The breakfast buffet, restaurant services, beauty and wellness, and sport activities are very good in Ikaalinen spa. Evening entertainment is good, but it also got 11 per cent of negative ratings. Activities for children are good, and received no negative ratings at all. The notable feature about these services however is the great amount of respondents who left no answer. The author assumes that many of the respondents did not use these services at all and therefore could not evaluate them. The suggestion is that the marketing for these services should be paid attention to, to increase the level of usage and this way also the possible profits from them. It should also be ensured that during the check-in process the customers are notified of these and other services in the spa area.

The current satisfaction level in Ikaalinen spa is overall very good. The level of customer service seems to be the greatest asset and other services are good but could be even better with some improvements.

## 6 SUMMARY

The study is completed and reached its purpose of providing information of customer satisfaction level in the case company. The aim of collecting ideas for additional services was also reached, although with less success considering the small amount of actual concrete proposals from the respondents. The thesis timetable did not go according to plan and took longer than anticipated.

If done again, the author would modify the questionnaire form to include more instructions for answering and perhaps more choices for answering. The visual look of the questionnaire was very appealing, but often the respondents forgot to turn the form around despite the written reminder to do so. The smiley-visualized scale values should have been included in the middle of the other side of the form as well, because respondents seemed to forget and mix the response options. The author would also include an interview survey or be present during the questionnaire distribution to offer assistance in filling in the surveys to encourage fully and carefully filled responses.

This study was a continuation and an addition to Ikaalinen spa's already attentive gathering of customer feedback. The author looks forward to seeing if any of the suggestions made by the customers is applied to the services in Ikaalinen spa. Hopefully this study benefits the company and its customers appropriately.

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## ATTACHMENTS

Attachment 1.

1(2)

## Asiakastyytyväisyystutkimus

Hyvä vastaaja!

Tämän kyselyn tarkoituksena on saada arvokasta tietoa vieraidemme viihtymisestä ja kerätä ehdotuksia palveluidemme kehittämiseen. Vastaamalla kyselyyn Teillä on mahdollisuus vaikuttaa toimintaamme tulevaisuudessa. Kaikki tiedot käsitellään luottamuksellisesti eikä vastaajan henkilöllisyys tule ilmi. Täytettyänne lomakkeen olkaa hyvä ja palauttakaa se hotellin vastaanottoon tai jättäkää huoneenne pöydälle lähtiessänne.

Tämä kysely on osa Tampereen ammattikorkeakoulussa suoritettavaa opinnäytetyötä.

Lisätietoja voi tiedustella sähköpostilla: [henna.borodulin@tamk.fi](mailto:henna.borodulin@tamk.fi)

Taustatiedot

Sukupuoli	<input type="checkbox"/> Mies	<input type="checkbox"/> Nainen				
Ikä	<input type="checkbox"/> alle 30	<input type="checkbox"/> 30-40	<input type="checkbox"/> 41-50	<input type="checkbox"/> 51-60	<input type="checkbox"/> 61-70	<input type="checkbox"/> yli 71
Matkan tarkoitus	<input type="checkbox"/> Työ	<input type="checkbox"/> Vapaa-aika	<input type="checkbox"/> Kuntoutus	<input type="checkbox"/> Muu, mikä? _____		
Alaikäisiä lapsia mukana	<input type="checkbox"/> Ei lapsia/ei matkassa	<input type="checkbox"/> 1-2	<input type="checkbox"/> 3-4	<input type="checkbox"/> Muu, _____		
Yöpymishotellinne tällä kerralla	<input type="checkbox"/> Maininki	<input type="checkbox"/> Ikaalia	<input type="checkbox"/> Terme	<input type="checkbox"/> Kylpylä-Hotelli		

Merkittäkö kysymystä kohden vain yksi mielipidettänne vastaava vaihtoehto.

= Erittäin hyvä = Hyvä = Huono = Erittäin huono = Ei osaa sanoa

Vastaanotto

Vastaanottotiskin siisteys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sisäänkirjautumisen sujuvuus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Henkilökunnan asenne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Henkilökunnan osaaminen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Hotellihuone

	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kunto (huonekalut, pinnat)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puhtaus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tilavuus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sisustus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Varustelu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Olisitteko kaivanneet jotain lisäpalveluita tai -tuotteita huoneenne varustelussa? Mitä?

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KÄÄNNÄ

2(2)

<b><u>Yleiset tilat - Maininki</u></b>					
Päärakennuksen siisteys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Päärakennuksen viihtyisyys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maininki shopin tuotetarjonta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maininki shopin henkilökunta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Olisitteko kaivanneet päärakennus Mainingin yleisiin tiloihin tai shoppiin jotain lisäpalveluita tai tuotteita? Mitä?

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**Kylpylä- ja allasosasto**

Aukioloajat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Siisteys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viihtyisyys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Suihku- ja pukeutumistilojen varustelu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Olisitteko kaivanneet kylpyläosastolle muutoksia tai lisäpalveluita? Mitä? (esim. erillinen vaipparoskis)

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**Muut palvelut**

Aamiaisbuffet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ravintolapalvelut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Illan viihdetarjonta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liikuntapalvelut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hyvinvointi- ja kauneuspalvelut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tarjonta lapsille	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tulisitteko uudestaan Rantasipi Ikaalisten Kylpylään?

Kyllä  En, miksi? \_\_\_\_\_

Parannus- tai kehitysehdotuksia? Muuta palautetta, risuja/ruusuja?

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Kiitos vastauksistanne, lomakkeen voitte palauttaa hotellin vastaanottoon. Hyvää kevään jatkoa!

## EXTRACTS OF CUSTOMER ANSWERS FOR THE OPEN-ENDED QUESTIONS

The number after the line behind the comment indicates the total amount of respondents who thought this way.

**Olisitko kaivanneet jotain lisäpalveluita tai –tuotteita huoneenne varustelussa? Mitä?**

- Yleisen melun kuuluminen huoneisiin ja sen vähentäminen esimerkiksi akustiikkalevyillä – 3
- Lisätyynyjä – 2
- Seinäkello – 2
- Astioiden pesemistä helpottaisi jokin muoviasia, jossa pesun voisi tehdä
- Kasveja
- Tavallisia vaatepuita enemmän
- Sandaalit pitäisi olla ilmaiset
- Parempi TV
- Veitsi hedelmien kuorimiseen
- Huoneen päivitys 2000-luvulle olisi paikallaan

**Olisitko kaivanneet päärakennus Mainingin yleisiin tiloihin tai shoppiin jotain lisäpalveluita tai tuotteita? Mitä?**

- Jäätelöuutuudet puuttuivat Ingmanilta. Ruokaa pitäisi voida ostaa, esim. jotain suolaista pientä purtavaa huoneeseen. Suodatinpusseja, kahvia, teetä ym.
- Shopissa voisi olla myöskin jotain edullista myynnissä, melko kalliit tuotteet/hinnat.
- Paras lasten leikkialue (pienille lapsille) missä ollaan käyty!
- Oleskelutila TV:n kera esim. lastenohjelmia katsomaan
- Shoppiin lastenvaatteita, enempi kauneudenhoitotuotteita, edullisempia urheiluy-m. vaatteita.

**Olisitko kaivanneet kylpyläosastolle muutoksia tai lisäpalveluita? Mitä?**

- Hyllykkö shampoolle yms. suihkutilojen naulakoissa – 2
- Jotain ”tuoleja” mihin voi laittaa pienen 1v. lapsen kiinni siksi aikaa kun itse on suihkussa. - 2
- Pukuhuonetilat tosi kylmät - 2
- Lasta lattian putsaukseen tai siivous useammin. Mustaa nöyhtää – 2
- Invoja ajatellen suihkuosastolle istuimia esim. tuoleja tai puupenkkejä ja käteen otettavia suihkuja enemmän, niitä toivovat invat ja lapsiperheet. Pukeutumistilat ovat todella hyvät.
- Erillinen vaipparoskis olis hyvä. Kaipailin suihkutiloihin pesuvateja.
- Vapaa/kokoaikainen olo kylpylässä. Lapset jaksavat olla noin tunnin kerralla, joten meille useampi lyhyt käynti olisi sopivampi.
- Päivän tarjoustuote allasbaarilla

2 (2)

- Enemmän tekemistä altaille
- Liukas lattia altailla

### **Tulisitteko uudestaan Rantasipi Ikaalisten Kylpylään? En, miksi?**

- Parempaa nähty
- Mukava kiertää ja nähdä uusia paikkoja, vaikka kylpylässä viihtyikin hyvin
- Kylpylä vastaa hyvin 80's tasoa x)
- Olen käynyt suhteellisen usein täällä
- Kaipaa peruskorjauksen ulkoparvekkeisiin ja allasosastoon

### **Parannus- tai kehitysehdotuksia? Muuta palautetta, risuja/ruusuja?**

- Ruusuja – 5
- Pintaremontti – 3
- Ravintolan jälkeen vois olla paikka mistä sais iltapalaa. – 2
- Tiedotuskylttien/reittiopastaulujen näkymättömyys tai puuttuminen haittasi jonkin verran kulkemista/toimimista näin ensikertalaisena. Esim. kylpylän respa, kulku altaille ja oikealle portille vaati vähän etsintää. -2
- Yleistä siisteyttä voisi parantaa
- Hinnat aika korkeat
- Lapsille ravintolaan omia lautasia, lusikoita, nokkamukeja, jotta on helpompi syödä
- On vaikea ymmärtää, miksi vastaanotossa sisäänkirjautumisen yhteydessä vasta soitettiin, että huoneeseemme tarvitaan 2 lisävuodetta ja pinnasänky, kun kerran olen sellaisen varauksen puhelimesta tehnyt. Miksei huone ole kerralla valmis?