

Customer satisfaction in UnihomeHotel

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<p>Abstract</p> <p>The thesis was reported with the purpose of determining the level of customer satisfaction in UnihomeHotels. It was done to aid in improving the level of customer's loyalty and attract new customers to the Hotel.</p> <p>The study uses the seven principles of marketing to conduct a thorough analysis of customer satisfaction levels.</p> <p>In order to obtain the desired level of customer satisfaction at the UnihomeHotel, data for the study was gathered using a method based on qualitative research. An online and paper survey questionnaire were used to gather these data. After the data was examined, it became apparent that the UnihomeHotel's customer satisfaction rate is typically high.</p> <p>Though there is a few minor negative perceptions, these can simply be remedied in the future.</p>		
<p>Keywords</p> <p>customer satisfaction, customer loyalty, accommodation services, Hotel industry, Customer Experience</p>		

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1 Introduction

1.1 Background study

The subject of the thesis is "Customer satisfaction in UnihomeHotels". UnihomeHotels primarily consists of different branches, Autoin, Puljamaki And Toolo towers being the focus. Töölö Towers consist of two high rise buildings in the urban Töölö district of HelsinkiAs reported by(Towers).The Hotel industry has been one of the most competitive industries especially in the 21st century. For this reason, enhancing customer loyalty is one of the key aspects of enhancing competitiveness in the industry as well as ensuring business continuity According to(Mubiri, 2016). Customer satisfaction is one of the most vital tactics used by entrepreneurs to acquire more customers and ensure a competitive advantage in the business environment.

In the hospitality sector meeting or exceeding guests' expectations and creating a positive experience is the act of achieving customer satisfactionAccording to(Hudson, 2022). The Hotel manager is very interested in improving service to retain customers and attract new customers.The main difficulty facing most industries is the ability to continue satisfying their customers while at the same time making huge profitsAccording to(Mathews, 2016). Competition puts pressure on many Hotel services providers to provide quality services. Moreover, competition enhances many innovations that are focused on satisfying customers. Along these lines, it is important for Hotels to come up with their own unique ways to meet the needs of their customers while at the same time making ample profitsAccording to(Obinna, 2024). To achieve this, it is important to understand what customer satisfaction levels are currently and whether there are other needs that could be improved in the future.

1.2 Customer experience

(Bolton, 2016)defines customer experience as any customer-related actions in which the organisation is the main focus. It involves a number of phases, including engagement behaviours, consuming on goings, purchase actions, pre-purchase activities, and other non-purchase activities.

Since consumers are a company's primary source of funding, providing excellent customer service is a crucial component of the business. If the business is committed to forging lasting bonds with its customers, then the services it offers must be satisfactory. As a result, providing excellent customer service fosters strong customer relationships, which are thought to be a necessary component of a successful organisation. Furthermore, an organization's cash flow constantly increases as a result of providing excellent customer service. (Bolton, 2016)

1.3 UnihomeHotels

UnihomeHotels primarily consists of different branches, Autoin, Puljamaki And Toolo towers being the focus. Töölö Towers consist of two high rise buildings in the urban Töölö district of Helsinki As reported by (Towers)

The towers are close to the seashore with wonderful jogging trails. Hietaniemi beach is only a few steps away. The unique atmosphere of the area is created by the many restaurants and small boutiques. The city centre can be easily accessed from Töölö Towers either by walking, tram or bus. The Finnish National Opera House, Finlandia Hall, Temppeliaukio Church built within the rock, the Museum of contemporary art Kiasma, Helsinki Music Centre and the Helsinki Ice Hall are within walking distance As reported by (Towers)

The towers were constructed in the 1950s in the area of Hesperia hospital as housing for their personnel. The buildings have been completely renovated in 2010 and 2012 to comply with modern standards of living. The rooms and furnished apartments of Töölö Towers are available for everyone looking for a cosy, homelike accommodation As reported by (Towers).

The Hotel consists of 178 furnished rooms and apartments varying from compact single rooms with well-equipped shared kitchen and lounge to different size apartments with private kitchen facilities As reported by (Towers)

You can even choose a Penthouse with amazing view over Helsinki or spacious two-storey Terraced apartment.

Toolo towers offers variety of services which includes, buffet breakfast, a weekly cleaning for stays longer than one week, bed linen and towels are changed, additional towels are available

in the reception, laundry room in the basement, sauna Mon-Sat 18:00-22:00, Separately for women and men, an iron and ironing board on every floor, common spaces for working, free time and socializing in the A tower, two parking spots, luggage storage, bicycle storage As reported by (Towers).

2 Implementation of the research and data collection

2.1 Limitations and delimitations

Getting all the information regarding a business' operations is not always possible As reported by(Mubiri, 2016). For this reason, the research on customer satisfaction at UnihomeHotel cannot be trusted to be comprehensive. The information provided by management, staff and customers through interviews and questionnaires may not be accurate and thus compromise the accuracy of the research. The authors point out a number of restrictions that might prevent this research from moving forward smoothly.

A purposeful delimitation was created in order to improve accuracy and expedite the investigation. As such, the researcher decided to focus exclusively on the lodging services offered UnihomeHotel. By purposefully limiting the study's scope, in-depth investigation within the particular field of interest is guaranteed

2.2 Purpose of research

The purpose of the study is to gauge the degree of customer satisfaction at the UnihomeHotel. Therefore, the goals of this study are to obtain a basic grasp of the concept in the service application, particularly when it comes to accommodation services, and to identify the cause of slow or no growth of business using customer satisfaction surveys as a compass.

2.3 Research approach

The study's research approach is based on quantitative research techniques. Quantitative research is used to measure and analyze numerical data. It involves collecting data through methods such as surveys and experiments. The data is then analyzed using statistical methods to identify trends and patterns As indicated by (Kumar, 2023).

A systematic questionnaire will be used to collect empirical data for a study aimed at evaluating the degree of customer satisfaction at UnihomeHotel. It will address the employees' role in providing customers with high-quality service and the major elements that either help or hinder

customer satisfaction, with a focus on room quality, staff attitude, and room amenities. Google Forms will be used to administer and assess the data collection tool.

Through the use of random sampling, the Hotel porter will assist in distributing the questionnaire. Although the data collection will be dependent on the timeframe of March 31 to April 31, 2024, the researcher expects to receive responses from over 50 individuals. In addition to general client ideas, the questionnaire will include demographic data, product usage, and satisfaction indices. The survey will ask about client experiences, motivation, and possible recommendations for the team. The responses will be scored on a 5-point scale that goes from 1 (very displeased) to 5 (very pleased). Through the use of a structured technique, the customer satisfaction at UnihomeHotel will be thoroughly and statistically soundly analysed.

3 Theoretical framework 2.1

3.1 Customer satisfaction

Customer expectations and perceptions of performance over time determine the cumulative construct of customer satisfaction. Performance in this context relates to additional factors including area coverage as well as the customers' perceived degree of service quality in relation to the price they pay. (El Samen, A. A, Alshurideh, M, 2013)

Meeting client expectations is essential for Hotels to compete effectively in the hospitality business, so ensuring customer happiness is the key to success. Consequently, Hotel managers need to be well-versed in the elements that offer clients greater value if they are to grow and expand their companies. (Hossein, B., & Reza, 2018)

Customer loyalty is defined as the display of a higher customer lifetime value and contribution to the expansion and profitability of a business. Since customer satisfaction is a prerequisite for achieving this, business owners must come up with a way to gauge their various customers' levels of satisfaction in order to maintain their loyalty. (Singh, 2023) Customer satisfaction is the notion that the goods or services that customers get meet or exceed their expectations. Customers who are satisfied believe that their requirements and wants have been met or exceeded, and they value the goods or services they have obtained. degree of their different consumers' satisfaction to keep their allegiance. (Singh, 2023)

When a customer is not happy with any part of the service they have received, they will often switch providers. But, if a company can provide great service on a regular basis, its customers will stay loyal and their relationships will remain friendly. Consumer satisfaction, which is determined by how happy they are with the service overall, is the most crucial component. (Singh, 2023)

Furthermore, satisfied clients are fewer prices sensitive and willing to pay a bigger price premium, according to empirical research by Stock (2005). According to the author, a business that has happy customers can increase sales from current clients and lessen its reliance on

pricey marketing communications programmes, which will increase the effectiveness of its advertising and promotion at any given level of sales. (Luo, 2007)

Furthermore, (Tao, 2014) found that customer satisfaction is influenced by specific product or service features and perceptions of quality. Enhanced customer satisfaction can yield several benefits for the business, including customer loyalty, customer life cycle extension, extended product life, and favourable word-of-mouth promotion. clients who are pleased with the company's goods or service are more likely to make repeat purchases and refer new clients to the business. If a Firm ignores or disregards the demands of its customers, it cannot grow as an organisation As indicated by (Khadka, 2017)

"A person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) about his or her expectations" is how Kotler (2000) defined contentment. According to (Gursoy, 2007), it is also a major area of study in many tourism studies since it is crucial to establishing the viability and survival of the tourism industry as well as the advantages it offers to businesses. (Ali, 2015)

Furthermore, positive word-of-mouth generated by satisfied customers is a useful source of indirect advertising for a business (Park et al. 2005). Shin and Elliott (2002) came to the conclusion that businesses might increase profitability by getting a larger market share, recurring business, and referrals from happy customers. (Ali, 2015)

3.2 Quality of customer service and facility

In the hospitality industry Customer satisfaction plays a crucial role, as it has a direct impact on reputation, repeat business and referrals. When guests are happy, they are more likely to leave positive reviews and become loyal patrons According to (Hudson, 2022). Furthermore, satisfied customers are more understanding of occasional hiccups, which can lead to better staff moral and retention. Cost is not the main reason that causes dissatisfaction of customers. Basically, customer dissatisfaction is mostly caused by offering low quality products and services to customers. Customer satisfaction assumes an imperative part of your business. Not only is it the main pointer to quantify client unwaveringness, but also a key purpose of separation that helps you to draw in new clients in focused business situations According to (nurmneen, 2007)

The employees' play a major role in ensuring that customer needs are met According to (Pikkemaat, 2005). A successful employee evaluation project will ensure that the Hotel management streamlines the conduct of employees while serving customers. Therefore, managers should use the feedback from customers to assess the competency of the employees. Moreover, such information could be used to define the elements of an ideal employee.

Customer satisfaction may be impacted by specific circumstances. These different factors that can affect a guest's level of satisfaction must be carefully managed because they have the power to make or ruin a visitor's vacation. Businesses in the hospitality sector can strive to increase customer satisfaction and cultivate a devoted clientele by being aware of these elements value for the money, personnel friendliness and communication, facility cleanliness and comfort, and high-quality service(Hudson, 2022). Customer feedback, reviews, and ratings, among other information, can assist a business in identifying areas for service improvement and, in turn, help regulate these variables that have an impact on customer satisfaction.

3.2.1 Customer service

One of the most important factors in corporate success is customer service. If the firm is focused on drawing in and retaining consumers, then the quality of the customer service must be unquestionable. Customer service mostly focuses on giving the guests a totally unexpected and surprising experience and trying to make everything possible to satisfy the customers.

The results from great customer service are very beneficial for the company. For example, good service leads to an increase in customer satisfaction, a growth in productivity among the employees and a rise in the profitability of the business According to (Gerson, 1992)

3.2.2 Quality Customer Service and Quality Facility

Quality customer service entails meeting and exceeding the guest's expectations. The majority of consumers these days just want their needs to be satisfied. A company can be said to provide quality customer service if it can meet or exceed the expectations of its clients. (Bagdan, 2013)

Service quality, in the same way includes physical facilities and materials. Physical perception is an important element in customer satisfaction. A clean and comfortable environment is a valuable element that helps to create an exclusive experience for your guests. A Hotel's degree of cleanliness has a big impact on how satisfied its patrons are. A spotless Hotel environment influences the initial impression made by guests According to (Trilyo, 2018). Furthermore, a Hotel's level of cleanliness has a big impact on the experience of its patrons.

The amenities which are provided by a Hotel play a huge role as a deciding factor of a Hotel choice. Basic amenities like, high speed internet, accessibility to main attractions, kitchen, gym, sauna and free service and items would give a Hotel a big advantage to attract more business travellers and tourists.

3.3 Effect of customer satisfaction

An organisation can benefit greatly from satisfied customers, particularly in terms of profitability. Satisfied consumers are the cornerstone of any successful Firm, according to Hoyer et al. (2001), since they encourage recurring business, brand loyalty, and positive word-of-mouth. Customer happiness is influenced by numerous things. (Hokanson, 1995) lists these elements as follows: prompt, accurate, courteous, knowledgeable, helpful, and friendly staff; competitive pricing; good value; high-quality services; clear and accurate billing; and prompt service.

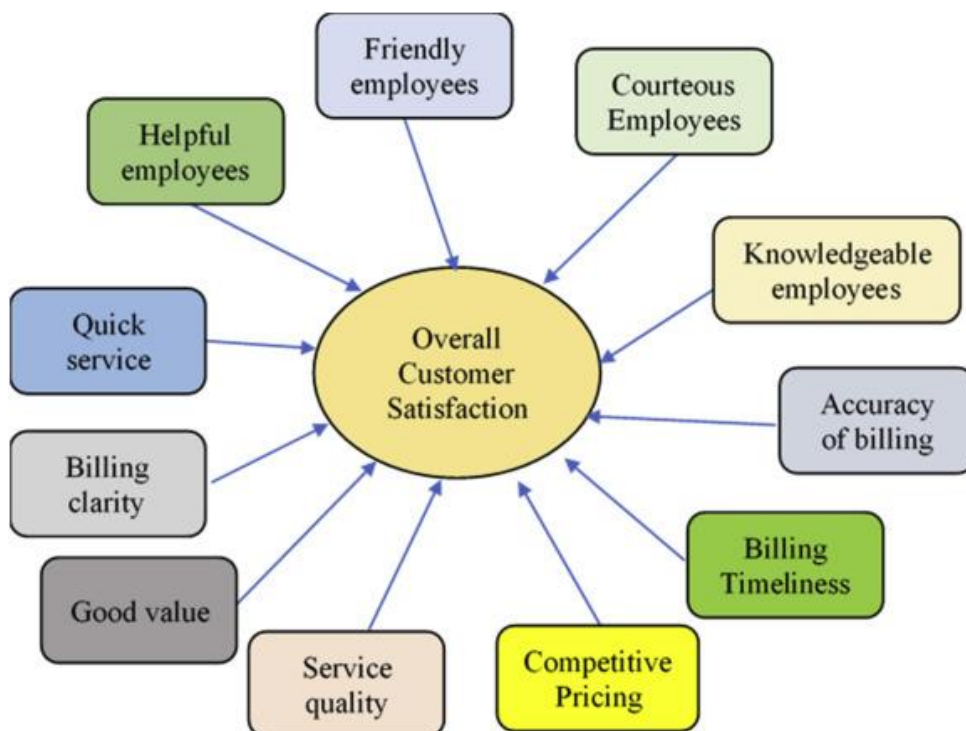


Figure 1 Factors that affect customers happiness (nguyen, 2020)

3.4 Consequences of low customer satisfaction

(Hoyer, 2001)state that unhappy customers may choose to stop using the product or service, file a complaint with the business or a third party, return the item, spread unfavourable rumours, and so on. According to (LaBarbera, 1983), "satisfaction influences repurchase intentions," hence it is crucial that customers are satisfied. On the other hand, discontent has been identified as the main cause of client churn or purchase cessation (Singh H. , 2006)

According to Barsky et al. (2004), repeat visitors' overall satisfaction was substantially greater in the premium Hotel class among leisure travellers. This implies that gratifying leisure travellers can yield substantial benefits, such as increased rates and a higher number of return visits. According to Oh's (2002) theory, industry executives still stress the need of "customer loyalty" in maintaining long-term corporate performance. (Sim, 2006)

The notion that customer loyalty is significantly influenced by customer satisfaction has received support from numerous academics ((Loureiro, 2010).) Chitty and colleagues (2007) hypothesised that client loyalty could arise from their pleasure with the services received. Kao et al. (2008) conducted a study in which they verified the noteworthy influence of customer satisfaction on customer loyalty within theme parks. Numerous studies have demonstrated the beneficial and relevant relationships that exist between customer satisfaction and loyalty, as well as how they affect the performance of the business(Hosseini, B., & Reza, 2018)

According to Tideswell et al. (2004), visitors who fall into the extremely devoted cluster have a strong emotional bond with the Hotel and are willing to reschedule their stay in order to stay at their favourite establishment. Additionally, they are less price sensitive and will spend more to stay at their preferred establishment rather than moving elsewhere in search of lower lodging prices. (Sim, 2006))

Many ideas have been helpful in understanding the complex process of how customers generate satisfaction judgements in the investigation of this process. The purpose of the author's discussion is to analyse the various theories of customer satisfaction and offer a framework within which this research will be conducted. When integrated, the distinct perspectives offered by each theory enhance our comprehension of the intricate mechanisms influencing consumer happiness

The 7 Ps of marketing serves as a strategic means to assist all industry on how to figure out the best marketing approach for your business(Hudson, 2022). Since the introduction of these seven P”s, it has helped businesses make proper decisions on what to sell, who to market it to and attract and maintain consumers(Hudson, 2022). Let’s take a closer look at each of these elements:



Figure 2 7Ps of marketing (skillsyouneed)

3.4.1 Customer Product

The first of these marketing principles is product. A product is defined as any product or item that entices the customer and also aligns with the consumer’s wants and need, as stated by (Hudson, 2022). It is also worth mentioning that in order to make sure the company products stands out, a conclusive research are to be made to determine the value of each product the business intends to market.

In the Hotel sector, this could be related to quality services to the customers. The services provided should aim to meeting or go above the expectation of its customers, to achieve peak customers' satisfaction.

3.4.2 Place

Place simply classifies as a an easily accessible location where consumers can purchase items sold by organizations as stated by(Hudson, 2022). In regards to the Hotel business, finding a well situated location can be seen as gearing factor to attract more customers to the establishment. To determine this, the business has to think of how safe the location is, the attraction sites available, and most importantly, is this a location where your possible target group would like to spend quality time.

The location a Hotel is situated at is a critical principle to think through to maintain a good level of customer satisfaction.

3.4.3 Price

The pricing is generally to determine how much the target group will pay for the products offered. In some case, it requires extensive market analysis to determine what competitors charge for comparable products, what the customers anticipate to pay for the product and what the business should price. However, determining a price can come with certain hindrance(Hudson, 2022). In a Hotel business, most prices are fixed (room price) unless annually increment in prices, so focusing on pricing other amenities offered by the organization like gym, and possibly breakfast is necessary.

3.4.4 Promotion

Promotion refers to advertising strategy or brand an organization decides to market its product with. The promotional activities chosen but the organization should be geared towards the target group. The company's goal is to make the target audience aware of the business and what the are the products offered by the organization. To get this done and create awareness to the targeted audience, the use of several promotion marketing strategies are used, namely: social

media marketing, public relation, content marketing, direct marketing and sales promotion as stated by(Hudson, 2022)

3.4.5 People

The people element is about the individuals who are involved in selling the product marketed and also the intended targeted audience. The people aspect of marketing is a marketing component that certainly can't be overlooked whether they are customers communicating with the organization or staffs who facilitates the sales, they are all essential component of marketing strategyas stated by(Hudson, 2022)

To ensure this, the company ensures that there are massive improvements in the customer service area. The organization should focus on training it's employees on details of products offered by the company. The company staff should be well informed on proper ways to address and handle issues with customers to not escalate any problem while handling the targeted audienceas stated by(Hudson, 2022).

3.4.6 Packaging/physical evidence

Packages include whatever your customer sees or experiences while dealing with your company. Is the Hotel clean and bright? Is the website well-designed and optimized for browsing? Does the Hotel have positive client feedback? All these can indicate to a potential consumer that you are a trustworthy organization that is easy to work with. These pieces of evidence must be brand-appropriate and consistent with the rest of your campaign. Customers may not be able to view an actual thing before converting, so it's crucial to present as much evidence as possible to convince them to make the commitment.(Hudson, 2022):

3.4.7 Process

Process regards to procedures carried out by an organization while creating a product or services. This notion also applies to the complete customer experience journey – the service a customer receives from your organization from beginning to end. Your objective is to make the procedure as smooth and enjoyable as possible. (Hudson, 2022). In the hospitality industry, it

partakes with the front desk staff, booking staffs and all other staffs tasked with handling customer needs.

4 Customer Satisfaction Survey and interview data collection in UnihomeHotel

In this chapter, the author will analyze the information and provide the figures about the survey responses so a survey was conducted between 31 March to 31 April, 2024. A total of 92 responses were ascertained. This helped to evaluate the level of customer satisfaction in UnihomeHotel.

Google Forms, an online tool, was used to create and analyse the questionnaire that is displayed in appendix 1. A QR code that was created and converted into a printable format contained the link to the survey. The paper with the QR code was distributed via convenience sampling. The Hotel porter played a key role in this distribution; in the occupied rooms, the porter briefed the guests on the contents of the QR Code paper, while the paper was prominently displayed in all of the empty Hotel rooms with an introduction message.

The author received 92 responses, which is a strong rate that guarantees the validity of the study's conclusions. The feedback was useful in determining how satisfied guests were with the UnihomeHotel. According to the findings, men made up 75% of the respondents, while women made up the remaining 25%.

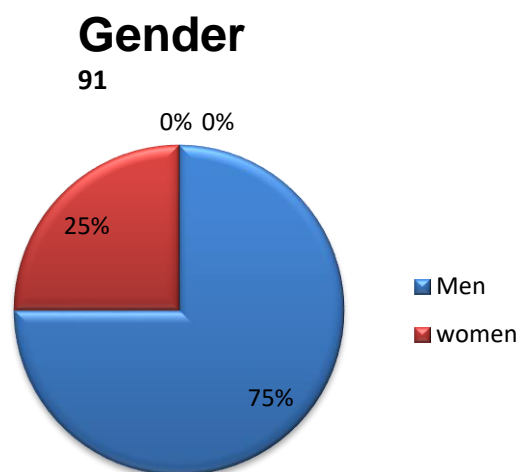


Figure 3 Respondents Gender

The age distribution of the participants varied: 2.21 percent of respondents were between the ages of 36 and 55, 69.2% of guests were between the ages of 18 and 25, and 28.6% of respondents were between the ages of 26 and 35.

This leads to the conclusion that youthful visitors and students made up the majority of the responders.

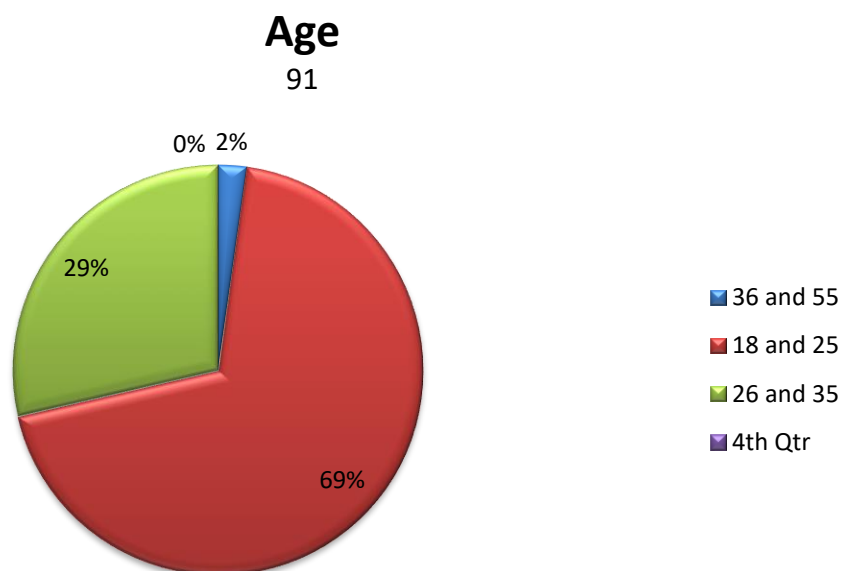


Figure 4 Respondents Age

The graph below shows how frequently survey respondents stayed at the UnihomeHotel. 35.2% of the respondents who were Hotel guests said they had stayed there two or three times. Subsequently, 15.4% of the respondents indicated that they had stayed at the Hotel four to five times. This indicates that they were highly satisfied with the services provided by the Hotel and lends credence to the idea that happy customers are more likely to return (Tao 2014). Furthermore, 40.7% of respondents said they have stayed at the UnihomeHotel more than four or five times, showing a high proportion of return business. Lastly, 19.2% of the overall population said they were staying for the first time.

How frequently do you stay in lodging service per year? 91 responses

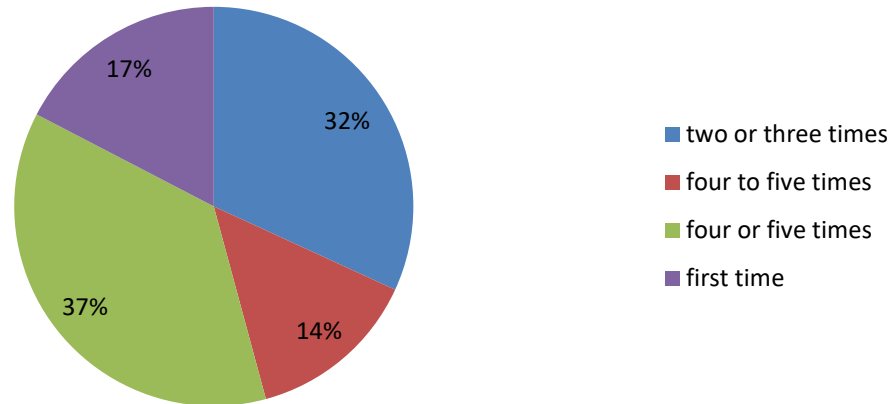


Figure 5 Frequency

Prior to this, the author explained how the UnihomeHotel's current customer satisfaction level was determined by applying the seven principles of the marketing mix. Since marketing strategy has been based on these seven components since the 1940s, the choice was made. Customers are more likely to be satisfied when these aspects are taken into account.

Section 2

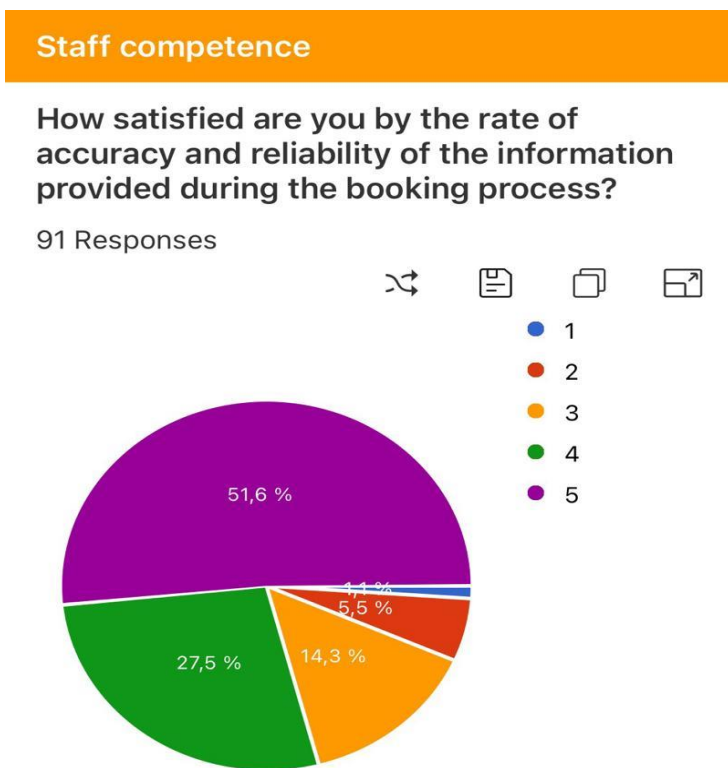


Figure 6 Staff Competence

The results as depicted in Figure 6. show that 27.5% of consumers expressed a mid-level of satisfaction, and 51.6% of customers were extremely satisfied, indicating a high satisfaction quotient with regard to the accuracy and dependability of the information the Hotel supplied during the booking process. An additional 14% expressed a neutral opinion, meaning they were neither satisfied nor dissatisfied with the accuracy of the information they had been given. On the other hand, 1.1% of consumers reported being extremely displeased and 5.5% voiced discontent, indicating a small but significant portion of consumers unhappy with the veracity and completeness of the information the Hotel supplied during the booking process.

What is the level of receptionist conduct?

91 Responses

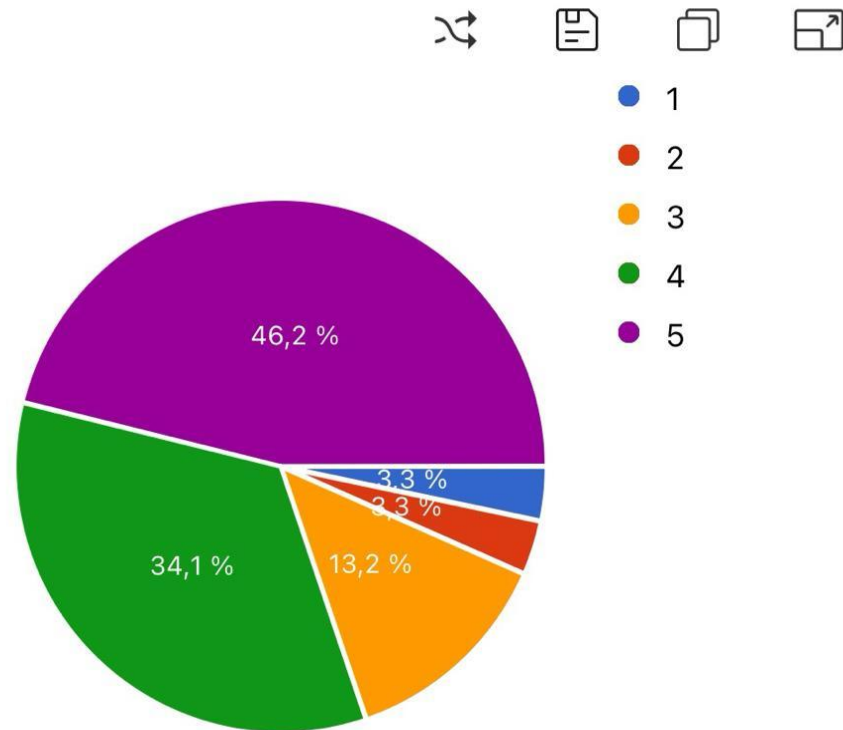


Figure 7 Receptionist's conduct

46.2% of respondents reported strong satisfaction with the behaviour of the receptionist, according to the findings.

Additionally, 34.1% of participants expressed contentment with the demeanour exhibited by the Hotel's receptionist in responding to their inquiries. On the other hand, 13.2% of respondents expressed neither discontent nor neutrality. Nonetheless, 3.3% of participants voiced discontent, with 3.3% expressing particularly extreme displeasure with the receptionist's behaviour.

How satisfied were you with the check-in process?

91 Responses

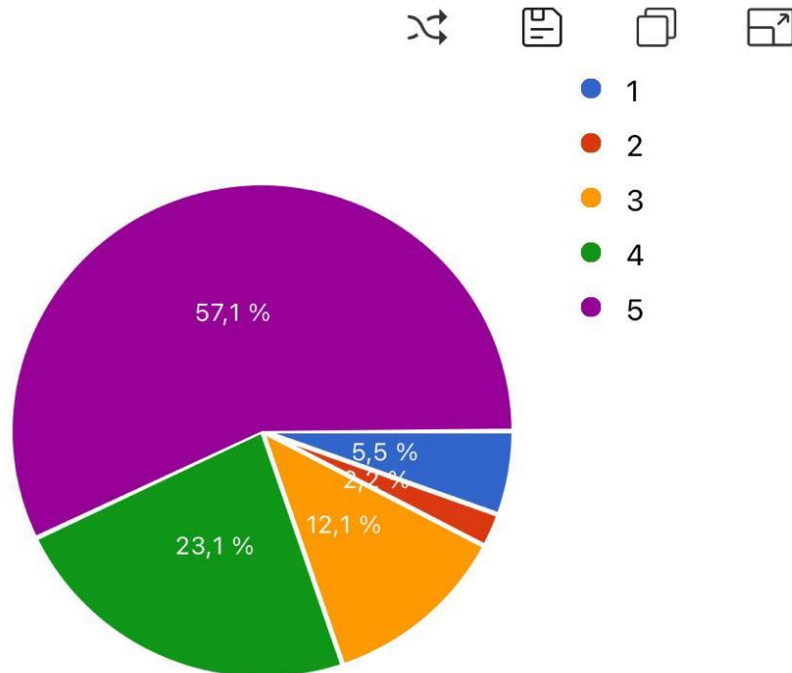


Figure 8 Check-in Process

The aforementioned figure 8 examined how effective the check-in processes were. The Hotel's execution of these procedures was rated highly satisfactory by 57.1% of respondents, according to the results. A sizable 23.1% of respondents said they were happy with the check-in process. In addition, 12.1% of participants took a neutral position. On the other hand, 5.5% indicated strong unhappiness and 2.2% expressed discontent with the promptness of the check-in procedure. a tiny but significant percentage of patrons who expressed dissatisfaction with the check-in procedure, suggesting a discrepancy with their expectations.

How satisfied were you with the communication with the staff?

91 Responses

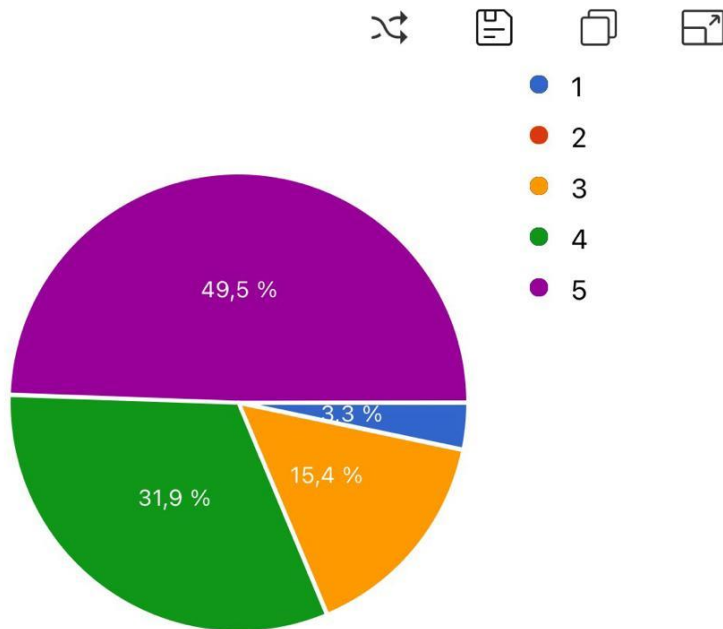


Figure 9 Staff Communication

The figure 9 above examined the degree of interaction with customers. The findings show that 49.5% of respondents were very satisfied with the way they were able to communicate with Hotel workers. A sizable 31.9% of participants expressed contentment with the degree of communication. In addition, 15.4% of participants took a neutral position. On the other hand, just 3.3% voiced discontent.

How satisfied were you with the conduct of the house keeping during your stay?

91 Responses

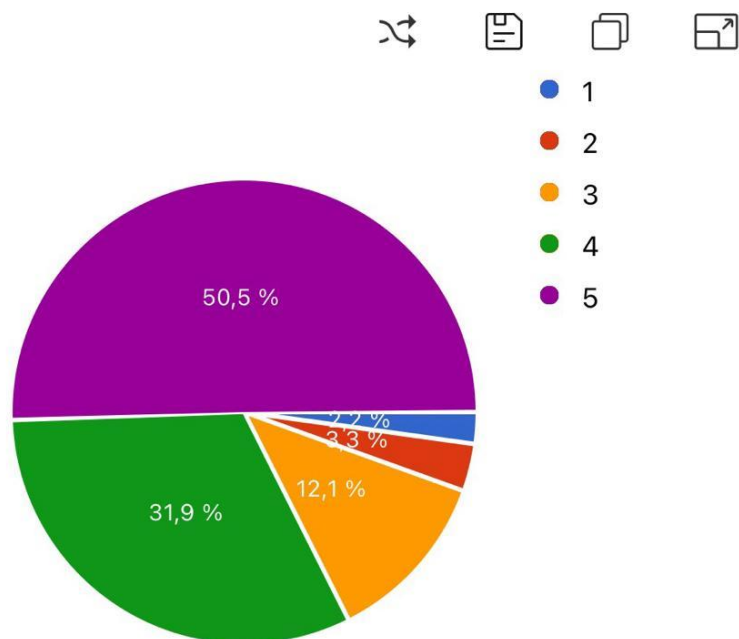


Figure 10 House Keeping

According to the results, 50.5% of respondents said they were very satisfied with the way the house was kept.

Additionally, 31.9% of participants expressed contentment with the conduct exhibited by the Hotel's housekeeping inquiries. On the other hand, 12.1% of respondents expressed neither discontent nor neutrality. Nonetheless, 2.2% of respondents strongly disagreed with the receptionist's behaviour, accounting for 3.3% of respondents' overall dissatisfaction.

How satisfied are you with the consistency of service provided by the hotel staff during your stay?

91 Responses

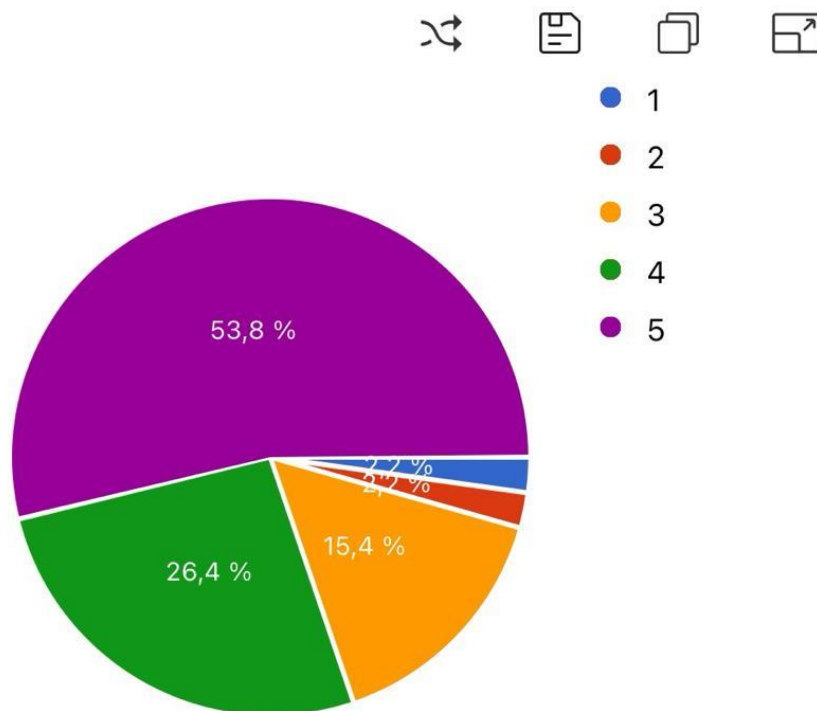


Figure 11 Consistency of Service

The results show that 26.4% of customers expressed a mid-level of happiness and 53.8% of customers were extremely satisfied, indicating an elevated contentment rate with regard to the consistency of the services rendered. An additional 15.4% expressed a neutral opinion, meaning they were neither happy nor unhappy with the consistency of the services received. On the other hand, 1.1% said they were extremely dissatisfied, while 5.5% said they were dissatisfied. Even though a sizable percentage of customers expressed happiness, UnihomeHotel should look into innovative ways to successfully handle customer concerns in order to maximize customer satisfaction.

Did the hotel deliver the services promised in its advertisements and promotions?

91 Responses

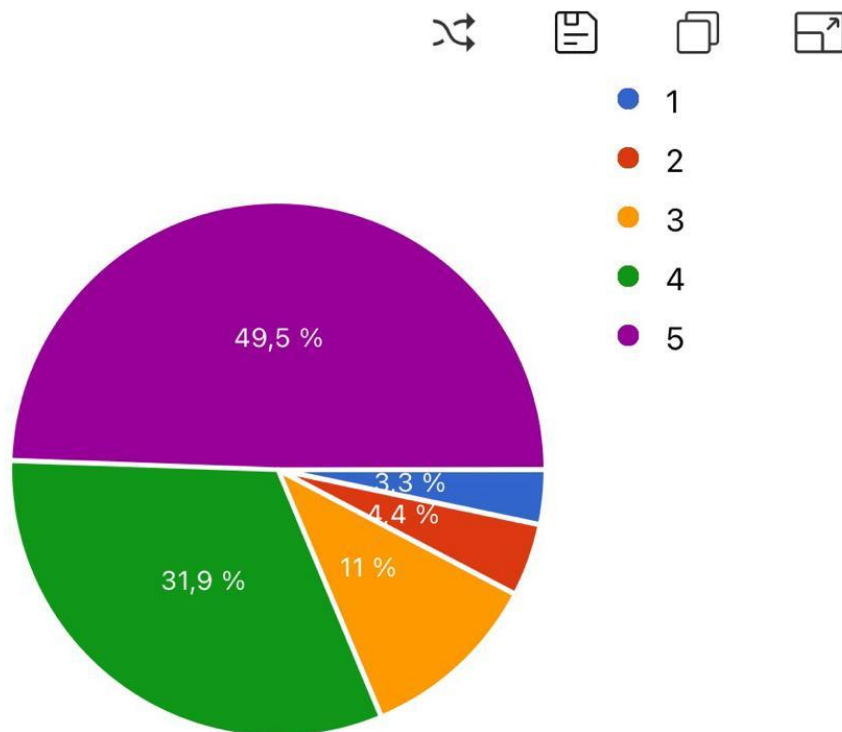


Figure 12 Promotion and Advertising

According to 49.5% of respondents, UnihomeHotels exceeded expectations by providing more services than promised. However, 31.9% of respondents say that the Hotel delivered the services that were promised in a satisfactory manner. A total of 11% expressed neutrality, 4.4% expressed insufficient satisfaction, and 3.3 expressed significant dissatisfaction portrayed a little percentage of those surveyed who said the Hotel could not deliver on the services they had advertised and promoted.

How reliable was the hotel's response to your requests or concerns during your stay?

91 Responses

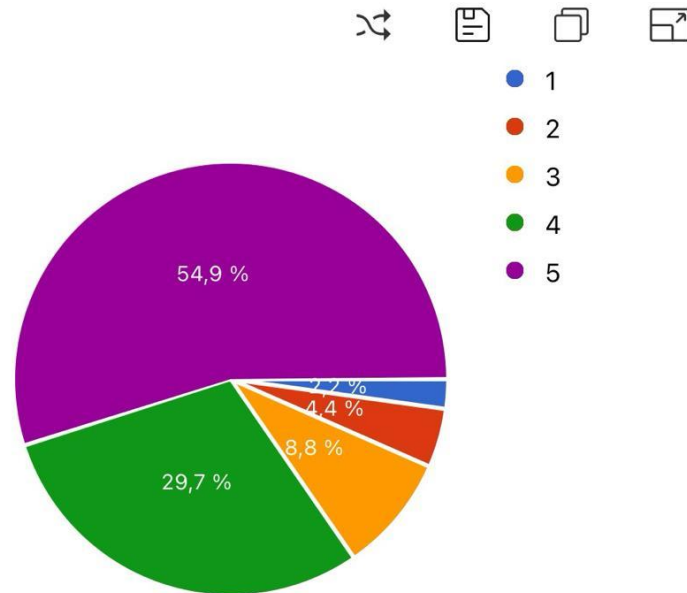


Figure 13 Requests and Concerns

54.9% of customers reported being very satisfied, and 29.7%, expressed a mid-level of satisfaction, indicating a high satisfaction quotient regarding how consistently the Hotel responded to their requests during their stay. An additional 8.8% reported a neutral stance, meaning they were neither satisfied nor dissatisfied. On the other hand, 4.4% expressed dissatisfaction, and 2.2% reported being very unsatisfied.

How knowledgeable and competent did you find the hotel staff in addressing your questions or concerns?

91 Responses

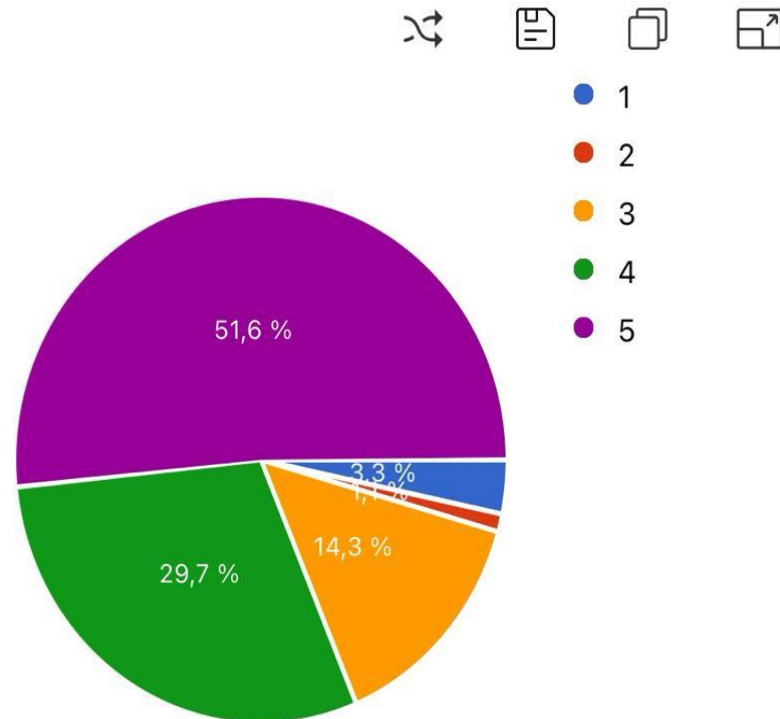


Figure 14

The staff's expertise and skill in resolving their concerns was examined in the above figure. 51.6% of respondents indicated high satisfaction, according to the results. A significant 29.7% of participants expressed contentment with. In addition, 14.3% of participants took a neutral position. But only 1.1% of respondents voiced displeasure, with 3.3% expressing strong discontent. While a significant portion of customers indicated satisfaction, UnihomeHotel should

investigate creative approaches to effectively address customer complaints in order to optimize customer happiness.

How well did the hotel communicate its commitment to providing high quality services?

91 Responses

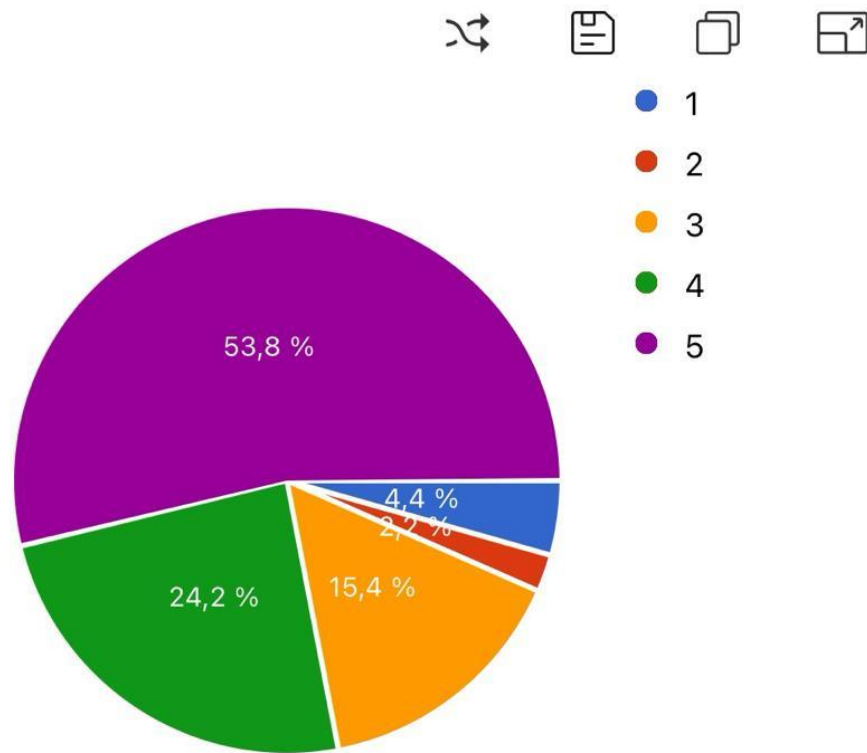


Figure 15 Communicating Quality Commitment

The findings revealed that 53.8% of respondents expressed high satisfaction with the commitment to provide high quality service by the Hotel. Furthermore, 24.2% of respondents reported satisfaction with the commitment to provide high quality service by the Hotel. Conversely, 15.4% of respondents remained neutral, indicating neither satisfaction nor dissatisfaction. However, 2.2% of respondents expressed dissatisfaction, with 4.4% indicating strong dissatisfaction with the quality service. Although the number of satisfied customers in this

category is much, UnihomeHotel should enhance its commitment to providing high-quality services to customers.



Figure 16 Security and Safety

60% of respondents, agreed that UnihomeHotels provided a good quality of security and safety during their stay. While 21.1% confirms to a satisfactory level about the quality of security and safety during their stay. 12.2% was neutral and 2.2% was not satisfied enough while 4.4% respondents were extremely not satisfied. Even though a substantial majority of respondents expressed satisfaction, UnihomeHotel needs to be more aggressive in stepping up its efforts to guarantee the security and safety of its guests.

How satisfied were you with the location of the hotel?

90 Responses

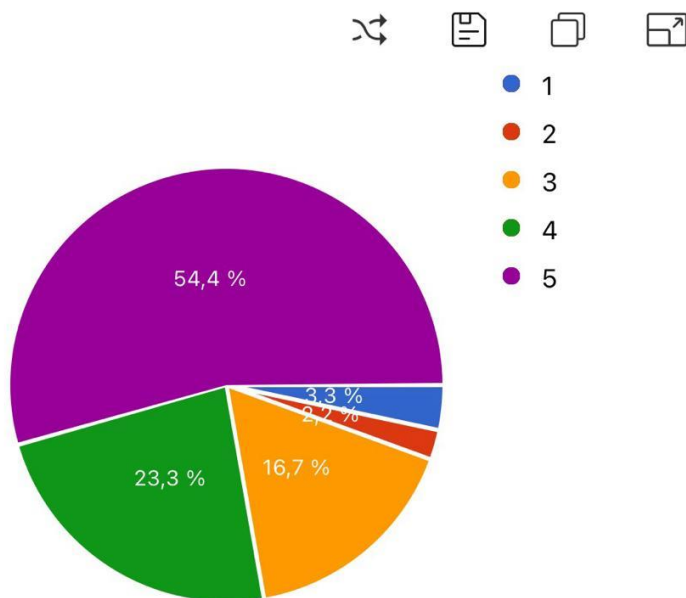


Figure 17 Location

The findings reveal that 54.4% of customers were very satisfied, and 23.3% expressed mid satisfaction level, suggesting a high satisfaction quotient concerning the location of the Hotel. A further 16.7% reported a neutral stance, indicating neither satisfaction nor dissatisfaction with the location of the Hotel. Conversely, 2.2% expressed dissatisfaction, while 3.3% reported being very unsatisfied.

How convinced were you to discover the hotel price charged in comparison to service rendered?

90 Responses

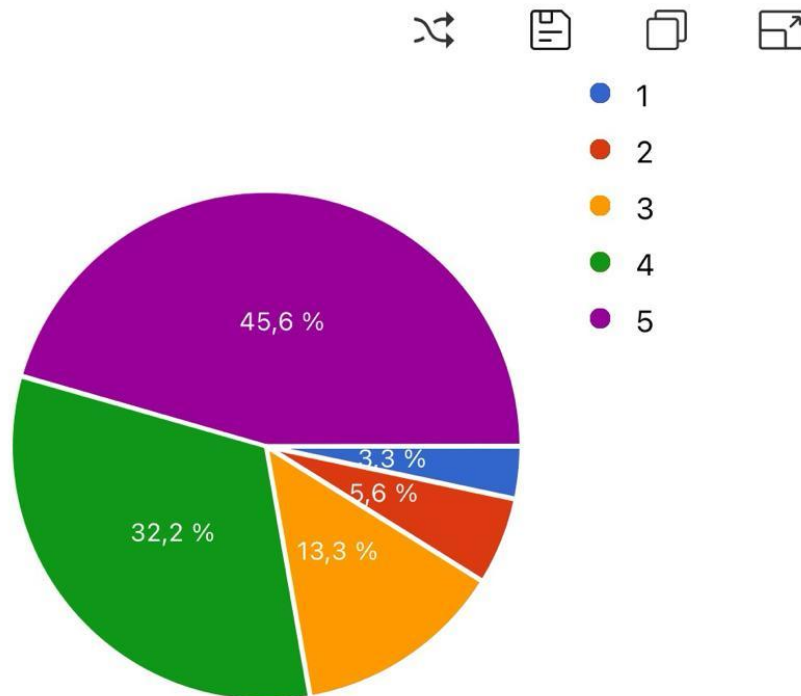


Figure 18 Price-Service Ratio

Figure 18 above scrutinized how satisfied respondents were with the Hotel price charged in comparison to service rendered. Results reveal that 45.6% of respondents expressed high satisfaction with the Hotel's pricing and cost. A substantial 32.2% of respondents indicated satisfaction. Furthermore, 13.3% of respondents adopted a neutral stance. Conversely, 5.6%

expressed dissatisfaction, with 3.3% indicating strong dissatisfaction with the Hotel price charged in comparison to service rendered.

How satisfied were you with the general cleanliness of the hotel?

90 Responses

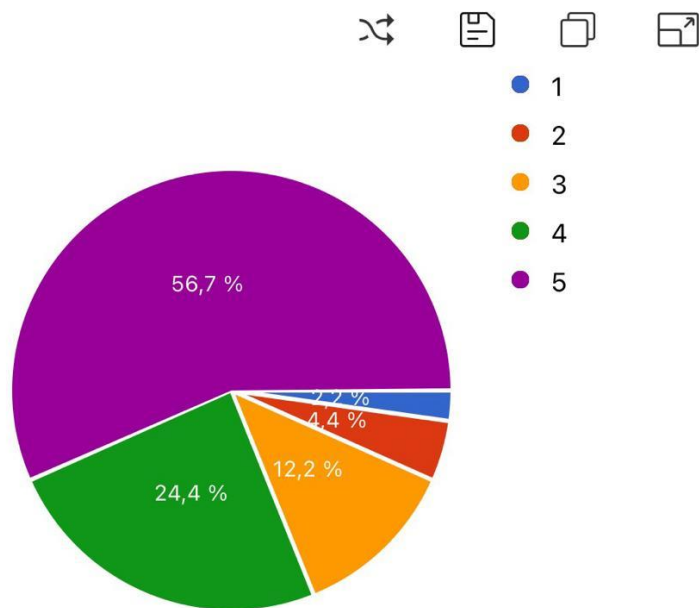


Figure 19 General Cleanliness

56.7% of respondents were extremely satisfied with the Hotel's overall cleanliness, according to the data. Furthermore, a sizable percentage of respondents—24.4%—said they were satisfied with the overall cleanliness. Moreover, 12.2% of participants expressed no opinion at all. On the other hand, 2.2% of respondents said they were extremely dissatisfied with the Hotel's general cleanliness, and 4.4% of respondents voiced discontent.

How satisfied were you with the furnishing of the room and the hotel?

90 Responses

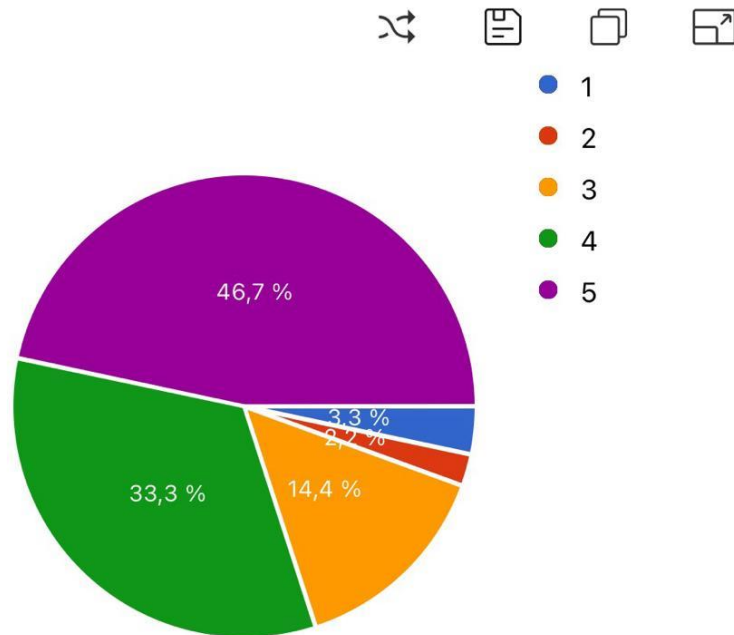


Figure 20 Furnishing

46.7% of respondents were extremely happy with the Hotel and room furnishings, according to the statistics. Furthermore, a sizeable fraction, representing 33.3% of participants, conveyed contentment with the general external design and interior design of the Hotel rooms and amenities. Moreover, 14.4% of participants expressed no opinion at all. On the other hand, 2.2% of respondents said they were dissatisfied, while 3.3% said they were extremely unhappy with the Hotel rooms' general layout and design.

Were you satisfied with the room Wi-Fi and network strength and accessibility?

90 Responses

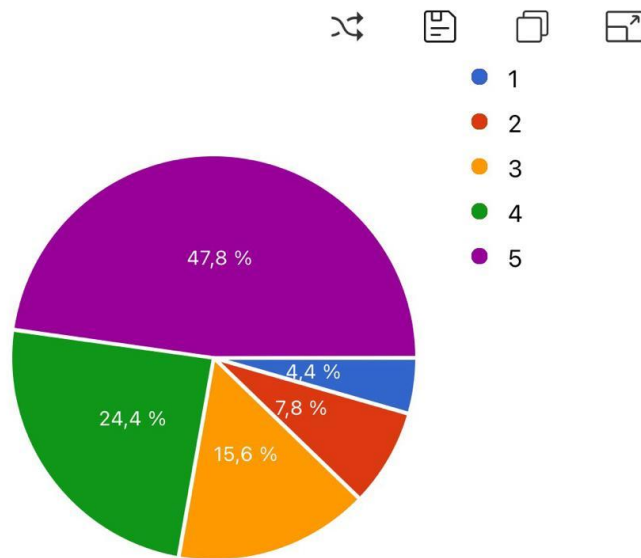


Figure 21 Wi-Fi and Network

The results show a significant level of discontent among participants, with 4.4% indicating a high level of unhappiness with the internet connectivity. 7.8% of respondents also expressed dissatisfaction with the internet connectivity. In addition, 15.6% had no opinion, suggesting a state of ambiguity between contentment and discontent. By comparison, 47% of respondents said they were extremely satisfied with the internet connection, while 24.4% of respondents said they were satisfied overall. The proportion of respondents who voiced unhappiness with the internet access is especially noteworthy, indicating that the Hotel should think about boosting its capacity in order to expand coverage and give its patrons better internet connectivity.

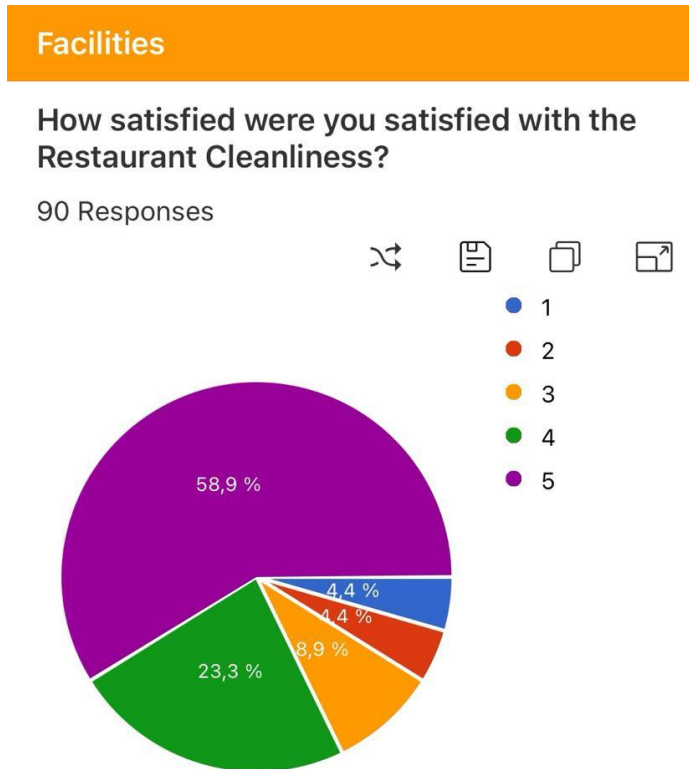


Figure 22 Restaurant Cleanliness

The findings showed that 58.9% of respondents were very happy with how clean the Hotel's restaurant was. Furthermore, a sizable percentage of respondents—23.3%—stated that they were satisfied with how clean the restaurant was. Moreover, 8.9% of participants expressed no opinion at all. On the other hand, 4.4% of respondents said they were dissatisfied and 4.4% said they were extremely unhappy with the hygiene of the Hotel restaurant.

To what extent were you satisfied with the Sauna cleanliness?

89 Responses

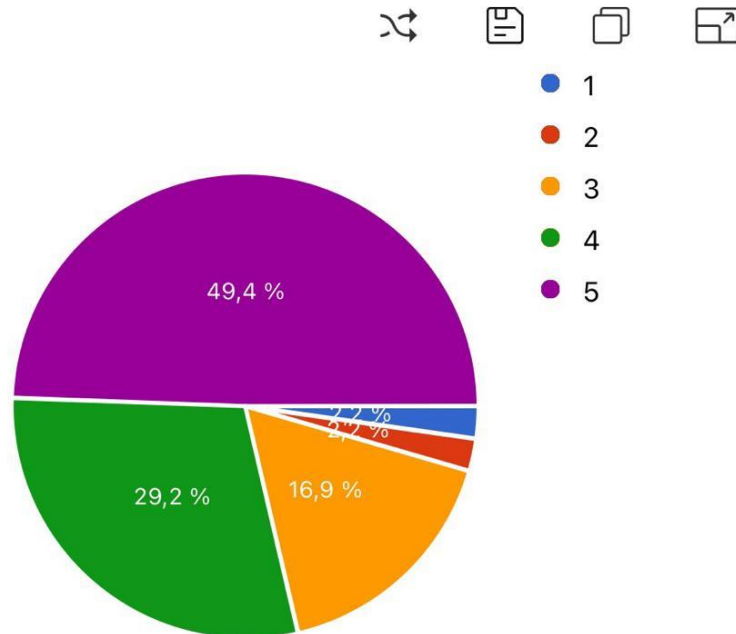


Figure 23 Sauna Cleanliness

The results revealed that 49.4% of respondents were highly satisfied with the sauna cleanliness. Additionally, a significant proportion, accounting for 29.4% of respondents, expressed satisfaction with the sauna cleanliness. Furthermore, 16.9% of respondents remained neutral in their assessment. In contrast, 2.2% of respondents expressed dissatisfaction, while another 2.2% reported feeling very unsatisfied with the Hotelsauna cleanliness.

Were you satisfied with the Gym cleanliness?

89 Responses

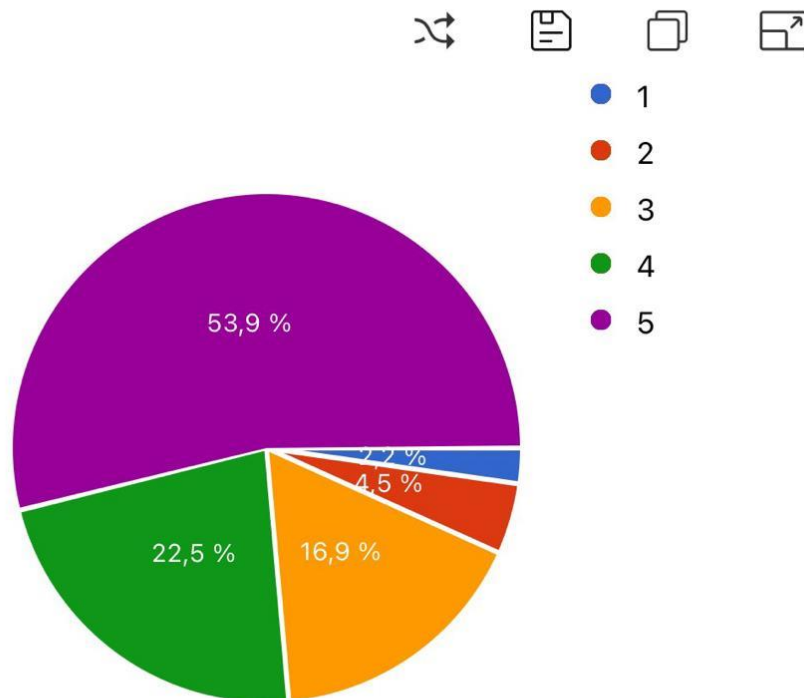


Figure 24 Gym Cleanliness

53.9% of respondents expressed high satisfaction with the hygiene of the gym, according to the results. Furthermore, a sizable percentage of respondents—22.5%—said they were satisfied with how clean the gym was. Moreover, 16.9% of participants expressed no opinion at all. On the other hand, 2.2% of respondents said they were extremely dissatisfied with the Hotel gym's hygiene, and 4.5% of respondents voiced discontent.

How satisfied were you with Restaurant utensils?

90 Responses

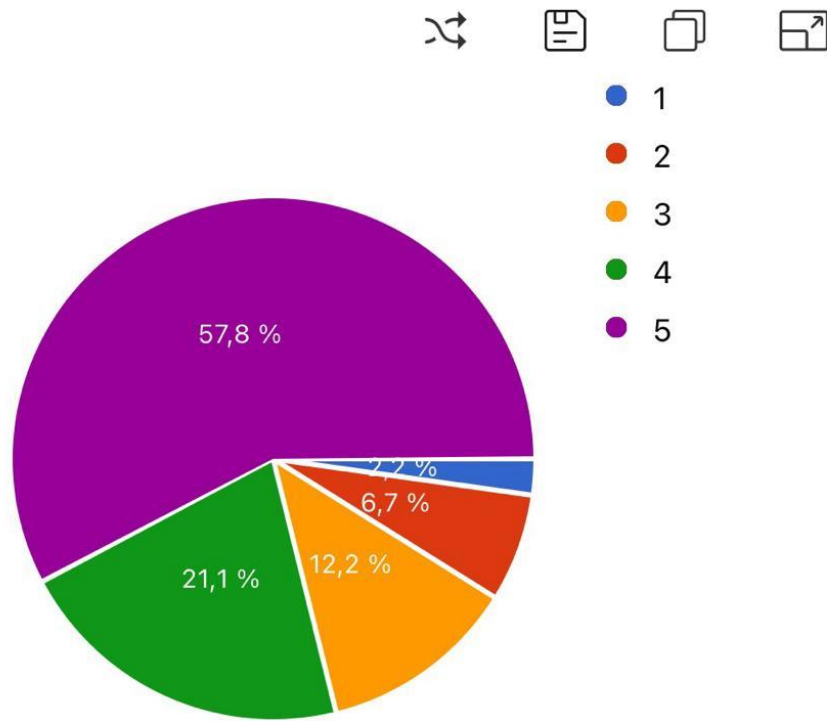


Figure 25 Restaurant Utensils

57.8% of respondents expressed strong satisfaction with the restaurant utensils, according to the results. Furthermore, a noteworthy segment comprising 21.1% of the participants conveyed contentment with the dining establishment's cutlery. Moreover, 12.2% of participants expressed no opinion at all. On the other hand, 2.2% of respondents said they were extremely dissatisfied with the restaurant utensils, while 6.7% of respondents voiced discontent.

How satisfied were you with Sauna service?

89 Responses

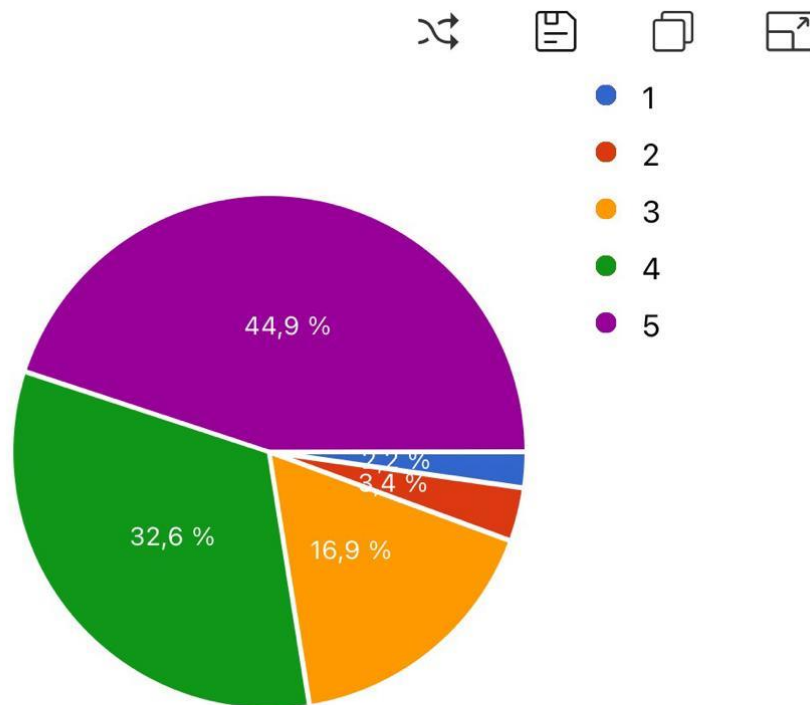


Figure 26 Sauna Service Satisfaction

The above figure26 examined respondents' satisfaction levels with sauna services. The findings show that strong pleasure was reported by 44.9% of respondents. A sizable 32.6% of those surveyed expressed pleasure. Moreover, 16.9% of participants took a neutral position. On the other hand, 2.2% of respondents indicated strong unhappiness and 3.4% expressed dissatisfaction with the sauna service provided.

To what extent were you satisfied with the Gym equipment?

89 Responses

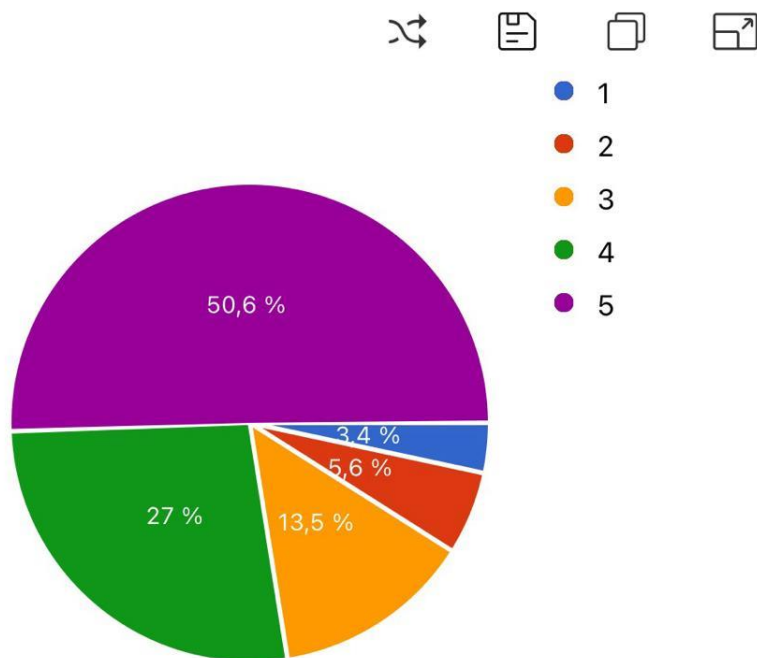


Figure 27 Gym Equipments

50.6% of respondents were very satisfied with the gym equipment, according to the data. Furthermore, a sizable percentage of respondents—27%—said they were satisfied with the gym's equipment. Moreover, 13.5% of participants expressed no opinion at all. By comparison, 3.4% of respondents said they were extremely dissatisfied with the gym equipment, while 5.6% of respondents voiced discontent.

Would you recommend lodging at UNIhome to your friends or colleagues?

39 Responses

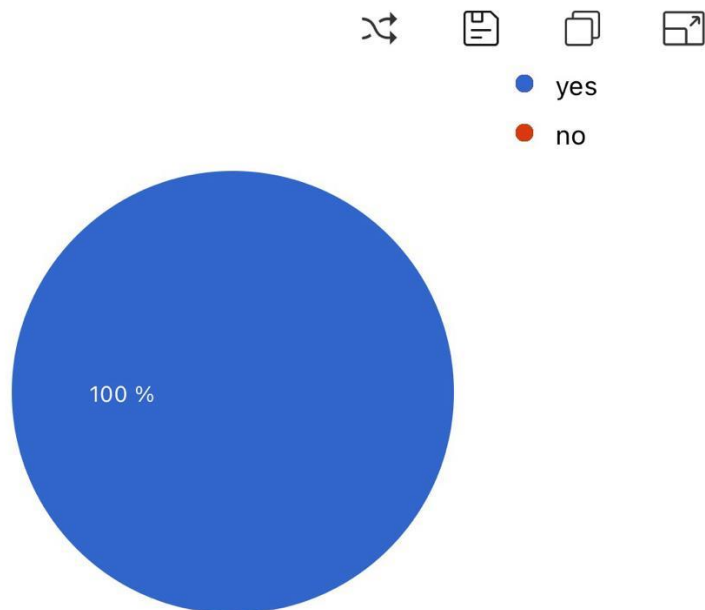


Figure 28 Willingness to Recommend Unihome Hotel

This survey dimension was made optional unlike the rest of the dimensions which were mandatory. 100%(36) of the respondents recommended that Unihome is a great Hotel and they would recommend the Hotel to their family, friends and colleagues. This shows that Unihome Hotel is doing great with its general services rendered to customers. Hence it is a commendable reviews.

Open feedback

They were told to write about their comfort and discomfort with the staff's service and facility usage during their stay. This question aims to give the respondent the ability to make recommendations on how Unihome Hotel should improve on their services or any other thing

they might wish to say as regards. Most respondents were satisfied with the services rendered by UnihomeHotel. They gave replies like, overall I think my stay was well spent and facilities were well managed, love it, the staff service was great, I had a great experience etc. Very few respondents(almost negligible) were not satisfied, so they gave responses like, there were lumps in the barn and the staff was too busy to help me, but I understand, staff didn't answer on time, they were rude and intrusive

Unihomeservices

Reliability of study

This is the first study of customer satisfaction level in Unihome Hotel. But due to the high level of positive remarks from respondents, future researches on the customer satisfaction level in Unihome Hotel will give results not far from the already stated results. But since being the first noted study on the Hotel, there is a probability to have slight hitches which could be resolved and adjusted in future research to give a more reliable and accurate results

5 Relating the theoretical framework to the survey questions

5.1 Place

Place having to deal with the location where the product or service is delivered, relates to the following survey questions

1. To what extent did the Hotel provide a sense of security and safety during your stay
2. How satisfied were you with the location of the Hotel

5.2 Price

The price component indicates the amount that customers pay for a product or service. It relates to the following survey questions

1. How well did the Hotel communicate its commitment to providing high quality services
2. How satisfied were you with the Hotel price charged in comparison with services rendered

5.3 Promotion

Since this deals with the marketing tactics the company uses to promote its products or services. It deals with ways they could create awareness about their products. It is related to the following survey questions

1. Would you recommend lodging at Unihometo your friends or colleagues
2. How satisfied were you with booking process

5.4 Product

Product refers to the item or service offered by the company to its customers. This relates to the following survey questions

1. To what extent were you satisfied with the gym equipment were you satisfied with gym cleanliness
2. How satisfied were you with the sauna service
3. To what extent were you with the sauna cleanliness
4. How satisfied were you with the restaurant utensils

5. Were you satisfied with the room wi-fi and network strength and accessibility
6. How satisfied were you with the furnishing of the room and Hotel
7. How satisfied were you with general cleanliness of the Hotel

5.5 Packaging and physical evidence

Packaging/physical evidence deals with catching the attention of new customers. It is relatable to the following survey questions

1. How satisfied are you by the rate of accuracy and reliability of the information provided during the booking process
2. How satisfied were you with the check in process
3. How well did the Hotel communicate it's commitment to providing high quality services
4. How satisfied room wi-fi and network strength and accessibility
5. How satisfied were you with the sauna service
6. How satisfied were you with the gym equipments

5.6 Process

This deals with how smoothly your staff navigates the procedures of the Hotel. It could be related to the following survey questions

1. How satisfied were you with the check in process
2. How satisfied were you with the booking process
3. How satisfied are you with the consistency of service provided by the Hotel staff during your stay
4. To what extent did the Hotel provide a sense of security and safety during your stay

5.7 People

People element is about the individuals who are involved in production, distribution and consumption of the product service. It involves most of the survey questions including the staff and management

1. What is the level of receptionist conduct
2. How satisfied were you with the conduct of the house keeping
3. How satisfied were you with the communication with the staff
4. How satisfied were you with the consistency of service provided by the Hotel staff
5. How reliable was the Hotel's response to your request or concerns

6. How knowledgeable and competent did you find Hotel staff in addressing your questions or concerns
7. Were you satisfied with the professionalism and courtesy of the Hotel staff.

Therefore, the 7 Ps of marketing serves as a strategic means to assist all industry on how to figure out the best marketing approach for your business. So it was induced in the survey questionnaire for the sole reason of tactically figuring out the best approach to determine and improve the customer satisfaction level in UnihomeHotels. From the results obtained from the questionnaire it shows that UnihomeHotel has an incredible level of customer satisfaction.

6 Conclusion

The purpose of the study is to ascertain the present state of customer satisfaction in the UnihomeHotel. In order to attain a high degree of accuracy, the study was restricted to lodging services alone. The author employed a quantitative research approach by creating a survey questionnaire, with questions drawn from seven mix marketing strategies: promotion, product, location, price, people, physical evidence, and process.

The author could look at the main reasons why the guests choose this particular Hotel. The main reason customers love the Hotel is its location, which is just a fifteen-minute walk from the city centre. It was also clear from the guests that money matters to them. The prices that UnihomeHotel charges for its services are significantly lower than those of most other Hotels in Toolo. The proficiency of their personnel ranks third. Most guests at UnihomeHotels gave high marks to most staff members for their efficiency and competence. The last thing to think about is the amenities. A few guests mentioned that the Hotel's kitchen, sauna, and gym were reasons why they preferred it. Given that a growing number of people these days choose working remotely, the free and quick WiFi was also appreciated by the guests. Nowadays there are plenty of Hotels in the market who are providing similar services, therefore it is very important to provide quality services and be unique, these skills will help to hold back the old customers and attract the new ones.

Since all the respondents wish to recommend UnihomeHotel, it shows that the Hotel has a good service quality. People only recommend companies or products that gave them utmost satisfaction and great service quality.

7 Recommendation

Because this study only focused on the staying guests of the UnihomeHotel, its scope may limit how broadly applicable its conclusions can be. Therefore, it is recommended that the existing UnihomeHotel's customer satisfaction level be investigated further, either as a single variable or in conjunction with other Hotel services like restaurants, gyms, and saunas. This will provide a more comprehensive perspective for determining the present state of customer satisfaction at the UnihomeHotel.

Since the current business climate is characterised by the considerable influence of various strategies employed by entrepreneurs to attract clients and gain a competitive edge in the industry. As a result the unihom Hotel has influence over a number of strategies, as this study's application of the 7ps of marketing methodology revealed. It is essential that the Hotel keeps up its efforts to please guest and accept the study's result, which will enable it access to the present state of its (lodging service) customers satisfaction makes any change.

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APPENDIX

SURVEY QUESTIONNAIRE

3. How frequently do you stay in lodging service per year?

Mark only one oval.

- once
- 2-3 times
- 4-5 times
- more than 5 times

Staff competence

**We would like to know your thought on the level of satisfaction based on lodging services provided by the hotel
(1-Very unsatisfied/ 2-Unsatisfied/ 3-Neutral/ 4-Satisfied/ 5-Very Satisfied)**

4. How satisfied are you by the rate of accuracy and reliability of the information provided during the booking process?

Mark only one oval.

- 1
- 2
- 3
- 4
- 5

5. How satisfied were you with the check-in process?

Mark only one oval.

- 1
 2
 3
 4
 5

6. What is the level of receptionist conduct?

Mark only one oval.

- 1
 2
 3
 4
 5

7. How satisfied were you with the conduct of the house keeping during your stay?

Mark only one oval.

- 1
 2
 3
 4
 5

8. How satisfied were you with the communication with the staff?

Mark only one oval.

- 1
 2
 3
 4
 5

9. How satisfied are you with the consistency of service provided by the hotel staff during your stay?

Mark only one oval.

- 1
 2
 3
 4
 5

10. Did the hotel deliver the services promised in its advertisements and promotions?

Mark only one oval.

- 1
 2
 3
 4
 5

11. How reliable was the hotel's response to your requests or concerns during your stay?

Mark only one oval.

- 1
 2
 3
 4
 5

12. How knowledgeable and competent did you find the hotel staff in addressing your questions or concerns?

Mark only one oval.

1

2

3

4

5

13. Were you satisfied with the professionalism and courtesy of the hotel staff?

Mark only one oval.

1

2

3

4

5

14. How well did the hotel communicate its commitment to providing high quality services?

Mark only one oval.

- 1
 2
 3
 4
 5

Comfort

**(1-Very unsatisfied/ 2-Unsatisfied/ 3-Neutral/
4-Satisfied/ 5-Very Satisfied)**

15. To what extent did the hotel provide a sense of security and safety during your stay?

Mark only one oval.

- 1
 2
 3
 4
 5

16. How satisfied were you with the location of the hotel?

Mark only one oval.

- 1
 2
 3
 4
 5

17. How convinced were you to discover the hotel price charged in comparison to service rendered?

Mark only one oval.

- 1
 2
 3
 4
 5

18. How satisfied were you with the furnishing of the room and the hotel?

Mark only one oval.

- 1
 2
 3
 4
 5

19. How satisfied were you with the general cleanliness of the hotel?

Mark only one oval.

- 1
 2
 3
 4
 5

20. Were you satisfied with the room Wi-Fi and network strength and accessibility?

Mark only one oval.

- 1
 2
 3
 4
 5

Facilities

**(1-Very unsatisfied/ 2-Unsatisfied/ 3-Neutral/
4-Satisfied/ 5-Very Satisfied)**

21. How satisfied were you satisfied with the
Restaurant Cleanliness?

Mark only one oval.

- 1
 2
 3
 4
 5

22. How satisfied were you with Restaurant
utensils?

Mark only one oval.

- 1
 2
 3
 4
 5

23. To what extent were you satisfied with the Sauna cleanliness?

Mark only one oval.

- 1
 2
 3
 4
 5

24. How satisfied were you with Sauna service?

Mark only one oval.

- 1
 2
 3
 4
 5

25. Were you satisfied with the Gym cleanliness?

Mark only one oval.

- 1
 2
 3
 4
 5

26. To what extent were you satisfied with the Gym equipment?

Mark only one oval.

1

2

3

4

5

27. Would you recommend lodging at UNHome to your friends or colleagues? *

Mark only one oval.

yes

no

Open feedback

Please write in details how satisfied you were during your stay in the hotel. Feel free to write about both your comforts and discomfort with the staff service and facility uses.

28. Write about your comforts and discomfort with the staff service and facility uses during your stay.

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