

# Customer Satisfaction Loft Family Hotel

## Abstract

Author(s) Bogdanovich Varvara	Publication type Thesis, UAS Number of pages 31	Completion year 2020
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Name, title and organisation of the thesis supervisor Ilkka Lehtola, Senior Lecturer, LAB UAS		
Name, title and organisation of the client		
Abstract <p>Customer satisfaction plays an important role in the hospitality business. In order to attract new customers and be unique in the market, it is necessary to be aware of what is the level of customer satisfaction the hotel has right now. The information about customer satisfaction can help to find out what are the main positive and negative perceptions about the hotel.</p> <p>Loft Family Hotel was opened on the 1st of March in 2019 in the center of Imatra. The main purpose of the thesis is to estimate the present level of customer satisfaction, which can help to analyze what must be improved in the future.</p> <p>A qualitative approach was used as a research method. The online and paper surveys were used for data collection. The results of the research showed that the level of customer satisfaction in the hotel is at a quite high level. However, some small negative perceptions still exist, but they can be easily improved in the future.</p>		
Keywords Quality Customer Service, Quality of Property and Amenities, Customer Experience, Customer Satisfaction, Guest Cycle		

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### Appendix 1. Questionnaire

## 1 Introduction

The theme of the thesis is “Customer satisfaction in the Loft Family Hotel”. The hotel is located in the city center of Imatra. Loft Family Hotel is a good combination of budget hotel and homely facilities. The manager of the hotel is very interested in service improvements to be able to keep loyal customers and attract new ones. In order to achieve this, it is important to understand what is the level of customer satisfaction the hotel has right now, and if there are any other needs which can be improved in the future.

Moreover, great service is also an important element in the hospitality industry. Great service brings happy guests, which provides not only repeated business but a chain reaction via word of mouth (Walker 2017, 34).

Consumers are offered different types of services that follow the idea to meet all their needs. However, most of the companies are well aware that meeting consumer needs is not enough. Consumer satisfaction can be achieved by making the customer be involved in the great experience which puts an emphasis on quality. Therefore, the quality in customer service is the most considerable topic nowadays. Moreover, qualitative customer service is one of the keys to the success in any business, which is significantly important in the hotel industry.

The implementation part of the thesis explains the data collection process. The theoretical parts of the thesis focus on the basic elements of customer service, experience, satisfaction, quality of the property and amenities, and also take a look at the customer journey process. The part with the survey results provides the information and figures about the survey responses. At the end of this thesis, the author concludes and suggests new recommendations in order to reach “total” customer satisfaction.

### 1.1 Purpose of the research

The term “absolute customer satisfaction” is getting great popularity among the companies and becoming as the dominant goal for many hotels. The author would like to help to achieve this goal in the Loft Family Hotel. The main purpose of the research is to analyze the level of customer satisfaction in the hotel right now. The results of the survey can help to provide some valuable pieces of advice for future development in the service according to the customer’s feedback.

## 1.2 Qualitative approach

This part explores the research approach which is used to answer the following research questions:

1. What is the current level of customer satisfaction
2. Why are the guests wish to stay in the hotel
3. What are the new suggestions for service improvements

### 1.2.1. Qualitative Research

Qualitative research can be defined as a type of research where the researcher depends on the opinions of the participants, asks general questions and demands to provide broad answers. After that, the researcher describes and analyzes these answers for topics; and conducts the inquiry subjectively. (Creswell 2008, 46.)

According to Corbin and Stauss (2015, 5), there are a few reasons why some researchers select to apply the qualitative rather than the quantitative method:

- more useful to explore the psychological experiences of the participants
- helps to study better how meanings are formed and transformed
- helps to investigate completely the areas which are not accurately researched
- more beneficial to discover the relevant variables.

The aim of the author was to get more qualitative information from the participants of the research. The questionnaire was planned to be with many close-ended questions and rating scales. However, the respondents were planned to be asked in the cover letter to write whatever they want in their own words, such as their own comments, feedback and suggestions, therefore the author could get more qualitative and rich information.

A qualitative approach was chosen for this research since it could give more detailed answers. For the research, it was planned to have around 55 respondents, but the author could get 63 responses.

The paper and online questionnaires were used as a tool for qualitative data collection from the guests. The survey has close-ended questions and rating scales. The author got most of the answers from the paper surveys. Most of the clients left their own words and comments on the paper which helped the author to collect much more detailed information from the guests.

The author believes that the research results can help to make the Loft Family Hotel service better in the future and help to gather more information about the customer needs and wishes. With the research answers, the author can analyze the current situation of the hotel and provide general information about the positive and negative perceptions of the hotel.

## 2 Implementation of the research and data collection

Research is an important process that is mainly used for collecting and analyzing information in order to increase the understanding of a topic or issue (Creswell 2008,3).

A range of methods can be used for collecting and analyzing the data of qualitative research. The researcher can use interviews, diaries, observations, videos, surveys and many other methods. Moreover, the researcher can use one or several of these methods in one research, depending on the problem that must be investigated. (Corbin & Strauss 2008, 27.)

The main aim of the survey is to show statistics, which provides a numerical or qualitative description of the study population (Fowler 2009, according to Andres 2012, 10). In order to collect precise and appropriate information from the customers, the online survey and paper survey forms were used as a data collection method. The author decided to create the survey through an online questionnaire form which is available on the Google Forms platform. Online or paper questionnaires are very appropriate ways of collecting information. Moreover, customers do not need to be in a hurry, they are free to fill questionnaires when they have time.

The author left the samples of the survey and cover letters in the hotel rooms, so the guests could see them on the tables and answer them when they were free. The author wanted to focus more on the words rather than on the numbers, so the guests were asked in the cover letter to leave their own comments on the paper surveys. In addition, the author also asked the manager to provide the contact information of the clients. However, when the author sent the online survey through mobile phones no one has answered it.

From June 20, 2020 to August 27, 2020 questionnaires were sent several times to clients and paper forms were left in the hotel. At the end of August, 63 paper questionnaires were done completely and all questions were answered. In addition, most of the guests left their own comments on the paper surveys, which helped the researcher to obtain the type of information that is related to the feelings, perceptions and thoughts of the customers. Unfortunately, the online survey was ignored by customers. Moreover, due to the fact that it was a coronavirus period and the borders were closed with many countries, the main target group of respondents was Finnish leisure and business tourists, who were coming to the South Karelia region.



### 3 Loft Family Hotel

The author of the thesis has been working in the Loft Family Hotel during the summertime. The hotel is a budget hotel which was opened on the first of March in 2019 in the city center of Imatra.

Budget hotels differ from full-service hotels, both in terms of size, service and room furnishing. Most of the budget hotels focus more on bed selling rather than meals or meetings. However, they do offer valuable or even lower prices per night compare with other mid-priced hotels. (Walker 2017, 110.)

#### 3.1 Loft Hotel Introduction

The hotel offers five dorm rooms. All the dorm rooms have quite the same style, there are two-level bunk beds with their own bed sheets and towels. All of these five dorm rooms are different in size. The main difference is the number of beds. One room has space for six people, another one for five people and the rest three rooms offer beds for four people. The shared bathrooms and toilets are located in the corridor. Additionally, the Loft Family Hotel has one private room with its own bathroom, sofa, bedroom with a king-size bed for two people and a TV. The price of the dorm rooms is about 40 euros. The price of the private room is around 60 euros.

#### 3.2 Staff and process of check-in and check-out

There are few workers in the hotel, the manager and the cleaners. In summertime and during the busy times that demand more stuff, there also can be temporary receptionists and cleaners.

The process of check-in and check-out can be negotiated with the customers by e-mail or by phone, as well as other customer's needs. There is no need for the receptionist service because all the doors have electronic combination locks, so the guests can get the temporary key code easily through the email right after the reservation. Moreover, the General Manager has his office in the same building as the hostel, so sometimes he meets the guests and handles the problems.

Loft Hotel cooperates with booking.com and it is the most popular way of reservation. However, other ways of reservation are through the phone or email, especially the regular guests really like these options.

### 3.3 Facilities

Besides offering to the guests a place to sleep, Loft Family Hotel also offers a shared kitchen, lounge room with a TV, terrace, shared bathrooms, free WiFi and sauna. The kitchen is fully equipped with a microwave, electric stove, fridge, kitchen tools, dishwashing machine, lots of dishes, extensive glass assortment, waste separation bins, coffee machine, coffee and cookies for free. The lounge room has few dining tables, sofa and TV.

Moreover, the guests can enjoy a sauna. From 6 pm to 8 pm the sauna is for free, at other times they must pay the additional fee, which can be 10 eur/per 1 hour. The hotel offers also to enjoy the fresh air on the terrace. Private parking can be also arranged at an extra charge.

### 3.4 Location

Loft Hostel has a perfect location right in the city center of Imatra, with the wide options of entertainment around it. In addition, the Lappeenranta city is 36 km away from the accommodation. The nearest airport is Lappeenranta Airport, 44 km from Loft Hotel. Moreover, the Imatra Region is located very close to the Russian border. (Booking.com.)

### 3.5 Customers

The Loft Hostel offers rooms and beds for everybody, so most of the customers have different gender, age and a different purpose for traveling. However, this kind of accommodation is very comfortable for people who travel in a group or with a family, so the whole group can share the room. It can also interest the business travellers, who can stay in the private room but use the sauna and the kitchen and still feel like at home even during the business trip. Most of the customers are Russian and Finnish.

## **4 Quality of Customer Service and Quality of Property**

### **4.1 Importance of customer service**

Customer service is a significant value for success in business. The customer service must be impeccable if the business is focused on attracting and keeping customers. Moreover, the majority of company profits come from customer retention, loyalty and re-purchases rather than attracting new customers. The main element in customer service includes two factors: understanding and respect. Handling complaints, offering refunds or keeping a smile are only a small part of excellent customer service. Customer service mostly focuses on giving the guests a totally unexpected and surprising experience and trying to make everything possible to satisfy the customers. (Gerson 1992, 3-4.)

Moreover, great customer service can be a good marketing tool for any business. First of all, great service motivates customers to tell others about the business, which leads to a higher level of customer sales force. Moreover, a well-known and less expensive way to attract new customers is through word-of-mouth. In addition, good service and happy customers are good motivating factors for the workers, which makes the management easier because all employees try to achieve the same goal and are interested to show the best results. Employees are happier knowing they can do whatever it takes, without fear of repercussions, to satisfy the customer. 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. (Gerson 1992, 3-4.)

### **4.2 Quality Customer Service**

Quality customer service entails meeting and exceeding the guest's expectations (Bagdan 2013, 4). Nowadays most of the customers just want their expectations will be met. If the company is able to reach or even to surpass the customer's expectations, it can be considered to be a quality customer service.

#### **4.2.1 Types and Levels of expectations**

Customer expectations can be categorized in two different ways. First, there are explicit customer expectations, which are usually fully expressed and well-identify performance standards. They are usually established by service promises, advertisements, staff or contracts. Second, there are implicit expectations, which are not fully expressed. They are established by prices, decor, location or service style. (Bagdan 2013, 29.)

In addition, Bagdan (2013, 29) introduced three levels of customer expectations:

- **Ideal Expectations:** The best effect on customer's expectations. These experiences amaze the guests and leave them happy.
- **Reasonable Expectations:** The typical and expected effect on customer's expectations. The service experiences just meet the anticipated expectations, but without any wow effect.
- **Minimal Expectations:** The bad effect on customer expectations. In other words, the service did not even reach the minimal expectations.

#### 4.2.2 Factors of guest service

The quality of customer service is the main distinction between good and bad hotels. Excellent quality of customer service helps to attract new people, keep customers coming back, increases the cash flow and creates positive word of mouth about a hotel.

According to Bagdan (2013, 24), there is a list of factors that influence customer service performance:

- **Focusing on serving the guest:** Guests expect staff members to be helpful and friendly, any employee's action must result in pleasing the guest's needs.
- **Consistency in service:** Keep on delivering service at the same level every time and for any customer, so the customers can feel that they are valuable to your business.
- **Efficiency in service:** Good service means a quick service. Customers love reliable and timely quick responses.
- **Guest defining quality and value:** It is important to understand that all guests are different and all have different expectations and needs, so each guest must receive the expected service level as much as possible.
- **Knowledgeable employees:** Good service must provide knowledgeable employees. In this case, service knowledge training programs are always beneficial for a hotel. Confident and knowledgeable employees inspire more trust in a customer and create an impressive image of the organization.

- Commitment from the top of the organization: Customer service must be supported by the top management. Managers should always be informed about the organization's situation and participate in the work moments. Moreover, they must expand and implement the organization's goals and objectives.
- Process that allows service to continually improve: Continuous improvements in service can help to improve the company's image. Also, in order to succeed in the hospitality industry, where there are tons of competitors, it is important to learn from the mistakes and fix them very fast.

### 4.3 Quality of property and amenities

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. (Team Trilyo, 2018.)

#### 4.3.1 The importance of cleanliness

The cleanliness level of a hotel is a significant feature in customer satisfaction. A clean hotel environment affects the customer's first impression. Moreover, customer experience is highly dependent on the cleanliness level of a hotel. To achieve good and positive feedbacks from the customers, it is important to be sure the property is cleaned enough. (Hospitalitynet 2018.)

#### 4.3.2 Relevant Amenities

The amenities which are provided by a hotel play a huge role as a deciding factor of a hotel choice. The is a list of the most important amenities for the travellers:

- High-speed internet
- Accessibility to the main attractions
- Kitchen
- Free Service and items.

Therefore, if a hotel can provide free and speedy internet it gives to a hotel a big advantage to attract more business travellers. Moreover, a hotel which has a good location and has a short distance to the main attractions easily can overshadow the competitors. A fully equipped kitchen in a hotel can be a huge benefit to hotel guests because nowadays the tourists appreciate the homely facilities. Lastly, customers also

value free service and items. For example, it can be a free coffee or a free shuttle, and it helps make guests think they are receiving a special service. (Best Hospitality Degrees.)

## 5 Customer Experience and Guest Cycle

### 5.1 Customer Experience

According to Bolton (2016, 4), customer experience means all activities that involve the customer where the organization is the central object. It includes several stages such as pre-purchase activities, purchase actions, consumption ongoings, engagement behaviors and other non-purchase activities.

Excellent customer experience is an important aspect of a company because customers are the main sources of the company's capital. The service provided by the company must be good enough if the company follows the idea to build strong relationships with the clients. Thus, a good customer experience helps to create a strong relationship with the customers, what is considered to be a supporting element in the business success. In addition, the good customer experience always leads to the cash flow increase in the organization. (Bolton 2016, 7.)

### 5.2 Guest Cycle

The guest cycle is a process model that has a few stages of the guest's interaction with the hotel. There are four main phases of guest "journey": pre-arrival, arrival, stay and departure. (Kooi 2013, according to Wood 2018, 60).

Wood (2018, 61-63) divided the guest cycle into four different stages:

- Pre-arrival:

The pre-arrival stage includes the reservation process. This process must require information about customer needs and expectations as much as possible. The gathered information will help to meet the customer needs already in the first stage.

At this stage it is important to collect the following information from the guests:

- Guest name
- Date of arrival
- Date of departure
- Method of arrival at the hotel
- Type of room
- Location of room
- Room accessibility requirements
- Credit/debit card number.

- Arrival: checking in

The arrival stage of the guest cycle includes the checking-in process. After the guest arrives, he or she establishes a relationship with the hotel through the front desk, which is usually under the Front Office Manager's control. The front office staff responsible for room allocation, before guests will arrive.

- Staying at the Hotel:

The front office plays an important role at this stage. First of all, the front office is the main contact center for hotel activity, therefore the front office staff must be ready for coordinating guest requests and handling the problems. Moreover, the level of service in which the front-desk staff represents the hotel is also important during the occupancy stage. Second of all, all the guest's charges which are incurred in the hotel will be posted to the guest account through the front office. Third of all, the night audit is an important element at this stage, because he or she is in charge of all financial analysis of a hotel's daily operations.

- Departure:

The process of checking out is significant at this stage, it includes different actions, such as key returning, bill settling, transportation and luggage arrangement. Many budget hotels provide the express checkout service, where the guests do not need to contact the front desk at all, so they can simply leave the room key in the room and make the payment online, what makes the process of checking-out much easier. Moreover, the front office staff and manager must be responsible for ensuring that the final feeling of the guests is positive.



## 6 Customer Satisfaction

Nowadays the hospitality industry struggles with customer satisfaction more than ever. Customer satisfaction can be defined as a measurement that determines how customer's needs are satisfied or exceeded with a company's service (Gerson 1993, 7).

### 6.1 Speed and connectivity

In general, today customers want better service than the best, their expectations and needs change all the time, and they demand that companies foresee and understand their wishes. Speed is what most of the customers want. A company that is unable to provide speed in the customer service, can anticipate being ignored and passed by the customers. Speedy service plays a key role in the quality of the customer service and customer expectations as well. Another key factor that helps to achieve customer satisfaction is connectivity. Connectivity means consumers have the ability to satisfy their needs anywhere, at any time, through almost any virtual channel. Customers have a need to be able to contact companies in a variety of ways: by phone, online, through social media or in person. It's vital for the hospitality sector that organizations must invest in some electronic platforms, ensuring it creates a smooth connection between a company and a customer. (Nykiel 2005, 199.)

### 6.2 The relationship between quality, service and satisfaction

There is a visible relationship among quality, customer service and customer satisfaction. It can be said that quality and service are the customer expectations that they wish to get. And satisfaction is the customer's perception that his or her expectations have been met. Therefore, it is important to provide the service and quality according to the customer's expectation, then the customer's satisfaction will be reached. In addition, satisfied and happy customers will bring more new customers for the business, who will then bring much more other customers, therefore this limitless cycle will continue and will bring more positive results for the company. Particularly, it can be said that customer satisfaction strongly relies on quality and service. Good quality and faultless service will always influence customer satisfaction in a good way. (Gerson 1993, 12.)

## 7 Customer Satisfaction Loft Family Hotel

In this chapter, the author will analyze the information and provide the figures about the survey responses. The author could get 63 answers, which helped to evaluate the customer satisfaction level in the hotel. The results showed that most of the respondents were women (66%) and the rest were men (34%). The age of the participants was different, 15% of respondents were from 20 to 30 years old, 37% of the guests were from 31 to 40 years old, and 40 % of respondents were from 41 to 50 years old, and the rest 8 % were older than 51. Foreign travel was mostly banned this summer due to the fact of the spread of coronavirus. Thus, about 93 % of the respondents were Finnish travelers.

### 7.1 Purpose of travelling

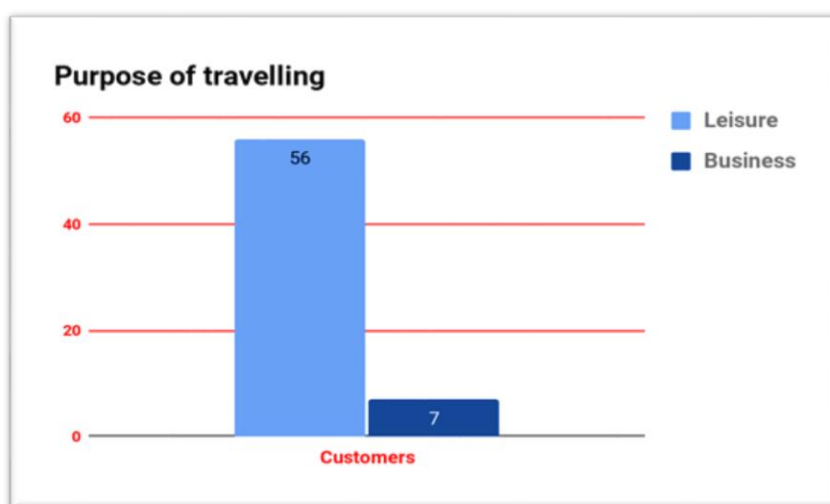


Figure 1. Purpose of travelling

The researcher obtained the following results (Figure 1): the majority of customers who have stayed in the Loft Hotel during the June- August 2020 have been leisure travelers. The figure shows that the fifty-six customers (88,9%) answered "leisure", the author suggests that because of the summertime most of the people had the holidays so that's why most of the clients were leisure tourists. However, seven guests (11,1%) came for a business trip. Despite the coronavirus outbreak and border restrictions, the domestic summer tourism in Finland was very popular, therefore most of the hotel guests were from Finland.

## 7.2 Reason for choosing the hotel



Figure 2. Reason for choosing the hotel

Figure 2 shows that seventy-six point two per cent of customers (48) answered that they have chosen this hotel because of the location. Twenty point six per cent of the clients chose this hotel because of the price (13); and three point two per cent of guests (2) have chosen this hotel because of the facilities.

Loft Hotel has a good location right in the heart of the town, therefore people gladly choose this place because of the perfect location. Moreover, the Loft Hotel provides lower prices than the other hotels in Imatra, what also increases the desire of people to stay at this hotel. Furthermore, except for these two main factors, the hotel offers the guests different facilities. The survey proves that some people choose to stay in the hotel not only for accommodation but also because of the special facilities.

### 7.3 Reservation process

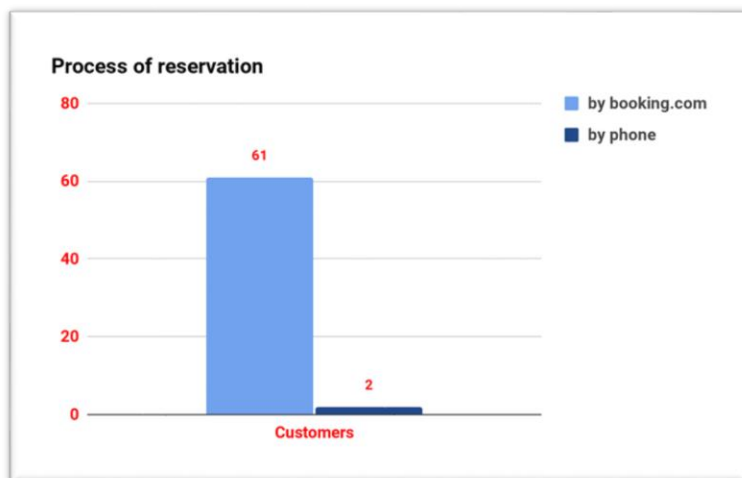


Figure 3. Process of reservation

The clients were asked to choose the method of reservation that they have used. Figure 3 shows that ninety-six point eight per cent of respondents used to make the reservation through booking.com. Three point two per cent of customers made the reservation through the phone call.

### 7.4 Overall Hotel Satisfaction

What the guests want from their hotel is that it has a good location, affordable price and a wonderful atmosphere during the stay. According to the survey overall guest hotel satisfaction is quite high. The next few diagrams will provide the results of overall hotel satisfaction:

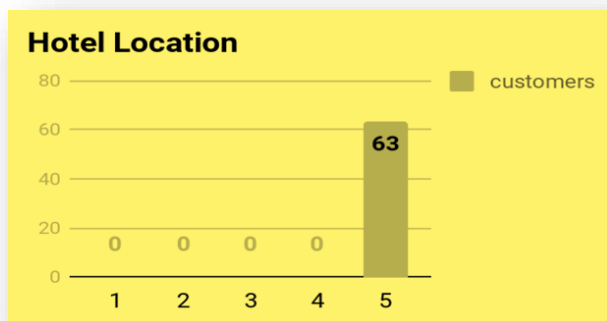


Figure 4. Hotel Location

As it could be seen from the Figure 4, all customers like the location (100%).

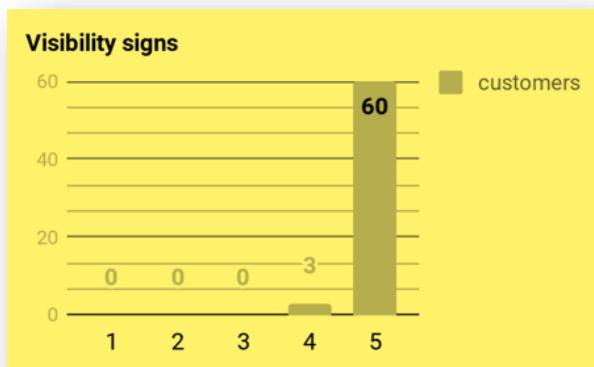


Figure 5. Visibility signs

The visibility sign is vital for the hotels, it helps the guests easily find a place. The survey results (Figure 5) show that 60 customers (95,2%) were fully satisfied with the visibility signs. However, 3 customers (4,8%) gave 4 points for it. According to these results, the author suggests that most of the customers could easily find the hotel's location, without any problem.

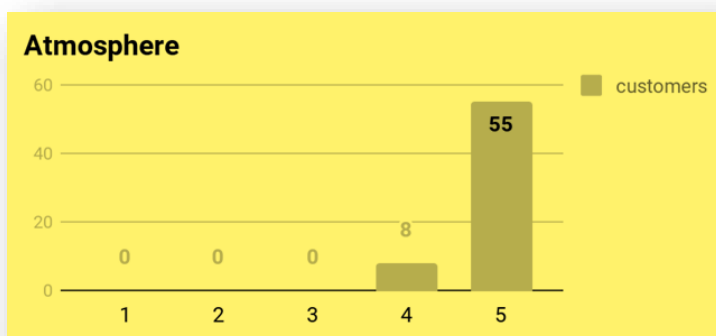


Figure 6. Atmosphere

Guests tend to be satisfied in hotels with traditional design and simple amenities, the survey results (Figure 6) proves that Loft Hotel satisfies most of the customers, because 55 people

(87,3%) gave 5 points for the “atmosphere” in the hotel. And 8 people (12,7%) estimated the atmosphere for 4 points.

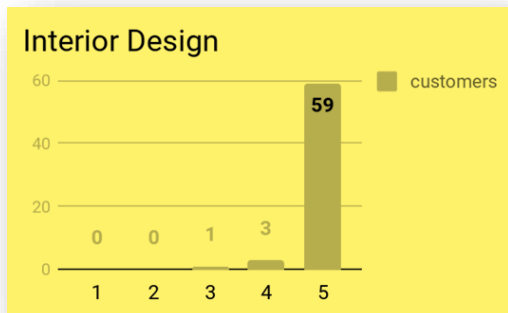


Figure 7. Interior design

The author believes that the interior design has the power to affect the customer’s first impression of a hotel and also influence their guest experience from the beginning.

The respondents were asked to evaluate the interior design of the Loft Family Hotel. Fifty-nine people or 93,7% of customers evaluated the design for 5 points. Three guests or 4,8% of clients chose 4 points, and one client (1,6%) gave 3 points.

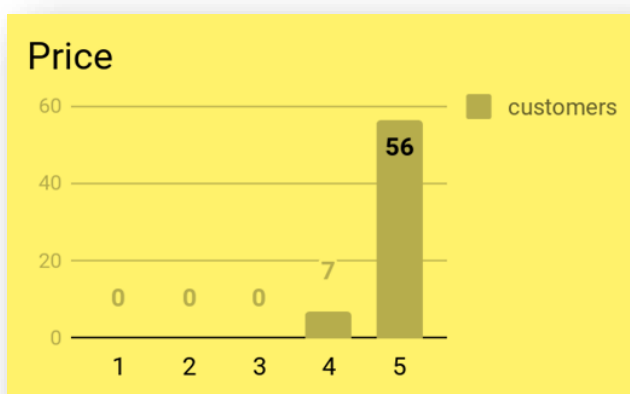


Figure 8. Price

The price is the most important dimension in the hotel selection. Eighty-eight point nine per cent (56) of customers chose 5 points. Eleven point one per cent (7) of customers chose 4 points.

### 7.5 Overall Guest Room Satisfaction

The guests of the Loft Family Hotel were asked to evaluate the guest rooms from 1 to 5.

According to the survey results, the author was able to conclude that the hotel rooms satisfy the customers quite well.

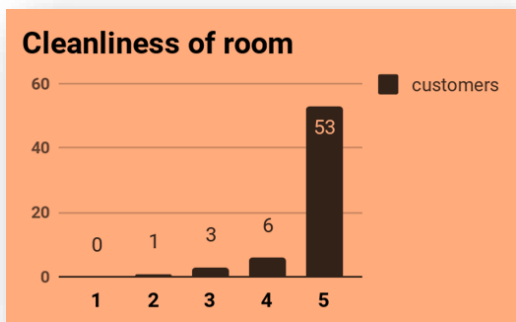


Figure 9. Cleanliness of room

The clients were asked to evaluate the cleanliness of a room from 1 to 5 (Figure 9). Eighty-four point one per cent (53) of respondents estimated the cleanliness for 5 points. Nine point six per cent (6) of customers chose 4 points. Four point eight per cent (3) of customers chose 3 points, and only one respondent (1,6%) gave 2 points.

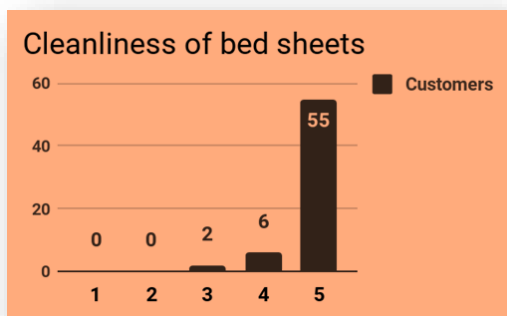


Figure 10. Cleanliness of bed sheets

Evaluation of the cleanliness of bed sheets (Figure 10) in the hotel revealed that 55 (87,3%) of the respondents evaluated the service for 5 points. The rest of the customers gave less points, 6 people (9,5%) gave 4 points and 2 people (3,2%) gave 3 points.

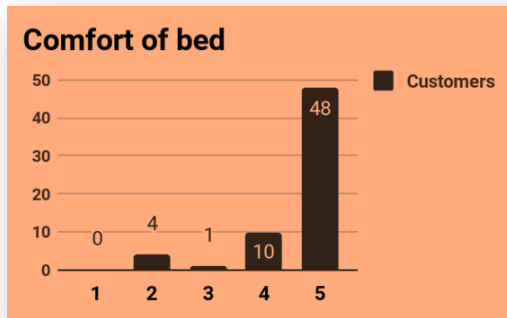


Figure 11. Comfort of bed

The comfort of bed was estimated for 5 points by 48 people (76,2%). The other 10 people (15,9%) gave 4 points. Only 1 person (1,6%) gave 3 points. The rest 4 respondents (6,3%) chose 2 points.

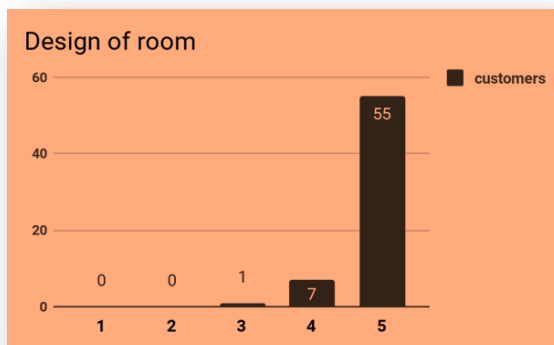


Figure 12. Design of room

The design of room was estimated as 5 points by 55 people (87,3%). 7 people (11,1%) estimated the design for 4 points. 1 customer (1,6%) evaluated the design for 3 points.



## 7.6 Overall common area room satisfaction

The respondents were asked to estimate the common area from 1 to 5 points.

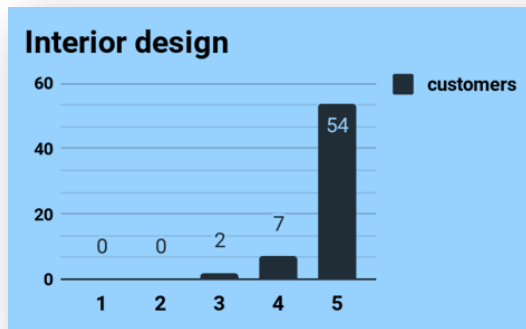


Figure 13. Interior design common area

The interior design (Figure13) were estimated for 5 points by 54 people (85,7%). 7 people (11,1%) gave 4 points. 2 people (3,2%) chose 3 points.

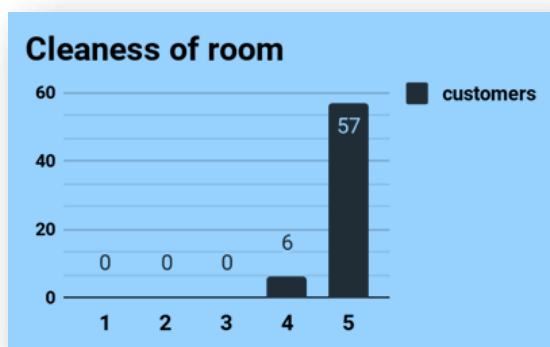


Figure 14. Cleanliness of common room

The cleanliness of the common area was evaluated for 5 points by 57 people (90,5%). 6 people (9,5%) selected 4 points.

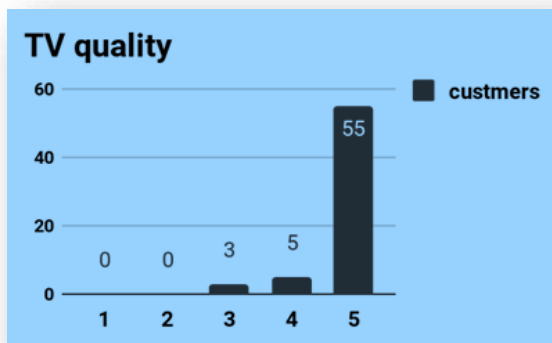


Figure 15. TV quality

TV - quality (Figure 15) was evaluated for 5 points by 55 customers (87,3%). 5 customers (7,9%) chose 4 points. 3 clients (4,8%) chose 3 points.

### 7.7 Kitchen

The guests were asked to evaluate the kitchen from 1 to 5.



Figure 16. Cleanliness of kitchen

The survey has shown that 47 customers (74,6%) were satisfied with the level of cleanliness of the kitchen and gave 5 points. 14 customers (22,2%) gave 4 points. 2 customers (3,2%) gave 3 points.

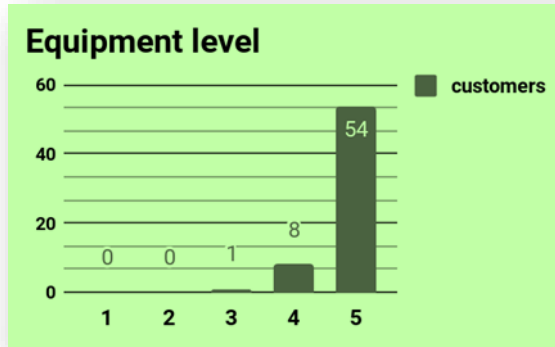


Figure 17. Equipment level

Kitchen equipment is essential for kitchen success. 54 customers (85,7%) evaluated the kitchen equipment for 5 points. 8 customers (12,7%) estimated it for 4 points. Only 1 client (1,6%) gave 3 points.

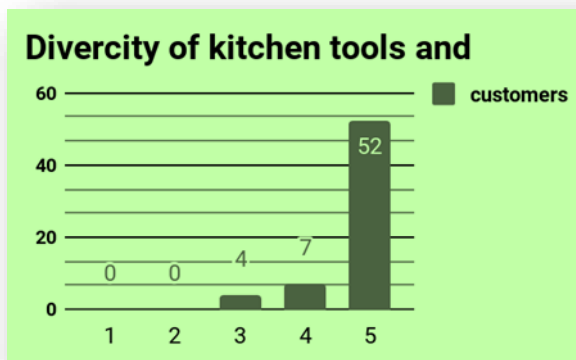


Figure 18. Diversity of kitchen tools and dishes

Figure 18 shows that 52 customers (82,5%) gave 5 points for kitchen tools and dishes. 7 guests (11,1%) gave 4 points. 4 guests (6,4%) chose 3 points.

## 7.8 Sauna and Bathrooms

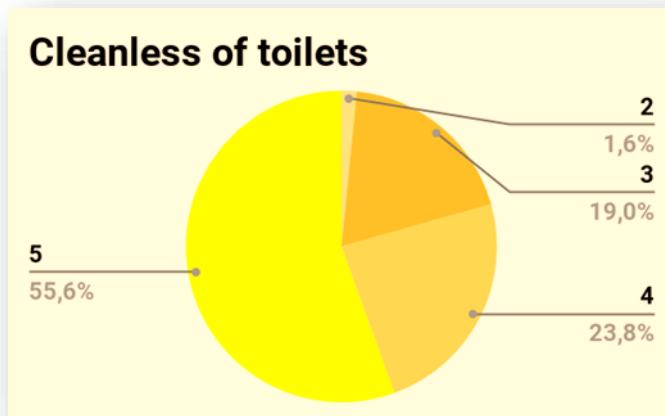


Figure19. Cleanliness of toilets

Fifty -five point six per cent of customers evaluated the cleanliness of toilets for 5 points. Twenty- three point eight per cent of customers chose 4 points. Nineteen per cent of guests gave 3 points. One point six per cent of clients gave 2 points.

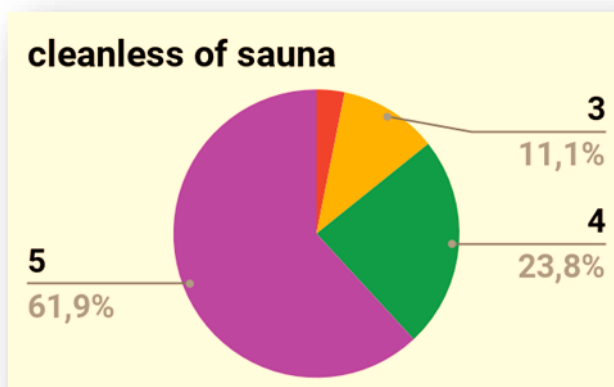


Figure 20. Cleanliness of sauna

Sixty-one point nine per cent of customers evaluated the cleanliness of sauna for 5 points. twenty-three point eight per cent of guests estimated the purity for 4 points. Eleven point one per cent of guests chose 3 points.



Figure 21. Cleanliness of bathroom

Figure 21 shows that sixty point three per cent of customers estimated the cleanliness of bathroom for 5 points. Twenty-eight point six per cent of customers gave 4 points. Eleven point one per cent of customers chose 3 points.

According to these results, it is necessary to take into consideration that the level of cleanliness in the sauna, toilets and bathrooms must be improved.

## 7.9 WiFi

WiFi is very important for business travelers. Moreover, leisure travelers greatly appreciate the WiFi and connectivity as well.

The guests were asked about the quality of the WiFi. According to the results, the author can see that the quality of WiFi is good and the connection process is very easy.

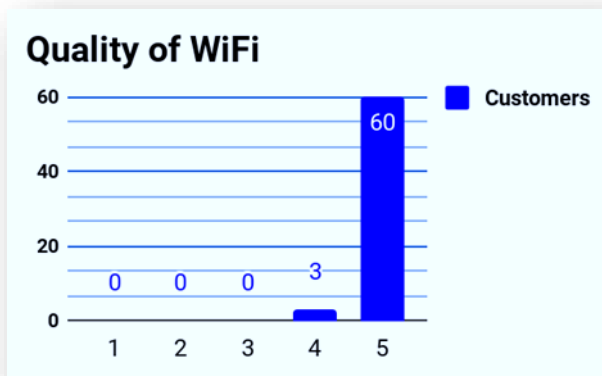


Figure 22. Quality of WiFi

Sixty respondents (95,2%) evaluated the quality of WiFi for 5 points. Three respondents (4,8%) chose 4 points.

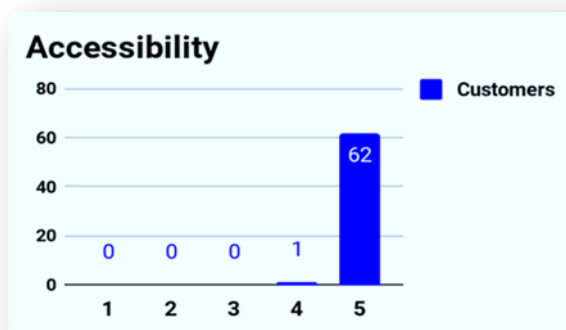


Figure 23. Accessibility

Sixty-two people (98,4%) estimated the accessibility of WiFi for 5 points. However, only one client (1,6%) gave 4 points.

## 7.10 Would you recommend this hotel to your friends



Figure 24. Customer recommendation

The last question was «Would you recommend the hotel to your friends? » (Figure 24). Ninety-six- point eight percent of the respondents answered that they would love to recommend this place. Three - point two percent of customers said they will not recommend this hotel. As most people wish to recommend this hotel, the author considers this to be a good indicator of hotel service in Loft Family Hotel.

## 8 Conclusion

It can be concluded that customers like to spend leisure time and business trips in the Loft Family Hotel. The overall satisfaction of the hotel is quite high. Location, atmosphere, interior design and price level satisfy the guests. Moreover, the guests appreciate the extra facilities as well, such as the sauna and kitchen.

The author could analyze what are the guest's main wishes in choosing this hotel. First of all, the guests love this hotel because of the location, which is in the city center. Second of all, the guests mentioned that they care for a price. Loft Family Hotel offers much less expensive prices for overnight rather than the other hotels in Imatra. The last factor is the facilities. Some customers mentioned that they chose this hotel because of the sauna and the kitchen. The guests also appreciated the free and fast WiFi, since nowadays people like to work remotely.

The author also could say that the service quality in this hotel has a good level. The results of the survey showed quite a high effect, thereby the author can approve that the staff of the hotel have good communication skills and they know how to meet the expectations of customers. 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 most of the customers wish to recommend Loft Family Hotel, it demonstrates that the hotel has high standards of budget accommodation. People wish to recommend only if they are sure this service is impeccable and their expectations are impressed.



## 9 Recommendations

The level of cleanliness in the rooms, toilets, sauna and kitchen must be improved. In new coronavirus reality, hotel cleaning is becoming the biggest priority for the accommodation industry. The author recommends to check the cleaning products and devices, maybe something must be changed. Picking the right cleaning products is very important in house-keeping. It is also important to have enough staff and make sure that the work schedule is designed according to the occupancy rate.

In addition, before the research started the author defined the target population, where there were planned have Russian, Finnish tourists and people from other European Countries. However, the author could get the answers only from Finnish travellers, because of the coronavirus restrictions. The author thinks that it would be a good idea for the hotel to conduct the survey one more time when the coronavirus outbreak is over. The border and hospitality restrictions had a negative effect on the hotel industry. As it was not recommended to travel, lots of hotels could not welcome foreign guests. The author suggests for the future to make a new survey when the hotel will have the opportunity to serve the guests from abroad, it can give much more broad information.

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## Appendix 1. Questionnaire

Hello,

My name is Varvara Bogdanovich. I am a third-year student of Tourism and Hospitality Management in Saimaa University of Applied Sciences in Finland. I am conducting my thesis work on the topic "Customer satisfaction in Loft hotel". The purpose of the research is to find out the current level of customer satisfaction and to discover the solutions in order to improve it.

All information provided will be treated strictly as confidential and purely for academic purpose.

By responding to the questionnaires, you can improve the service in the hotel and contribute to my research work. Please feel free to share your thoughts in this survey.

Looking forward to your favourable response.

With the best regards, Varvara.

Hei,

Olen Varvara Bogdanovich. Olen kolmannen vuosikurssin opiskelija hotelli-, ravintola- ja matkailualalla Saimaan ammattikorkeakoulussa. Teen tällä hetkellä opinnäytetyötäni, jonka aiheena on "Asiakas tyytyväisyys Loft Hotellissa". Tutkimuksen tarkoitus on selvittää tämän hetkinen asiakkaiden tyytyväisyystaso ja pohtia vaihtoehtoja miten parantaa sitä.

Kaikki vastaukset ovat luottamuksellisia ja niitä käytetään vain osana tätä opinnäytetyötä.

Vastaamalla kyselyn kysymyksiin, autat meitä parantamaan hotellin palvelutasoa sekä helpotat opinnäytetyöni valmiiksi saattamista. Jaa vapaasti ajatuksesi tähän kyselyyn.

Jään mielenkiinnolla odottamaan vastauksianne.

Parhain terveisin, Varavara.

## Customer Satisfaction Loft Family Hotel

(Loft Family hotellin asiakastyytyväisyys kysely)

### 1. Your gender/Ваш пол/Sukupuoli

- Female/женщина/nainen
- Male/мужчина/mies

### 2. Your age/Ваш возраст/Ikäsi

- under 20/Alle 20
- 20-30
- 31-40
- 41-50
- older than 51/ старше 51/vanhempi kuin 51

### 3. Nationality/национальность / kansalaisuus

.....

### 4. Purpose of traveling/цель поездки / matkan tarkoitus

- Leisure/отдых/lomamatka
- Business/бизнес/työmatka

### 5. Why did you choose Loft Hotel?Почему вы выбрали Loft Hotel? Miksi päädyit valitsemaan Loft Hotellin?

- Price/цена/hinta
- Location/местоположение/sijainti
- Facilities/удобства/varustelutaso
- Availability/наличие мест/Saatavuus
- Other/другое/muu syy.....

6. How did you make the reservation?/Как вы сделали резервацию? Mitä kautta teit varauksen?

- booking.com
- by email/по почте/sähköpostitse
- by phone/по телефону/soittamalla
- other/другое/muuta kautta .....

7. How well did you satisfy with these following factors during your stay in Loft Hotel? (Choose from 1 to 5) /Насколько хорошо вы удовлетворились следующими факторами во время вашего пребывания в Loft Hotel?(выберите от 1 до 5) Miten tyytyväinen olit Loft Hotelliin asteikolla yhdestä viiteen?

(1- very bad, 2- bad, 3- acceptable, 4- good, 5- very good (1 очень плохо, 2 плохо, 3 приемлемо, 4 хорошо, 5 очень хорошо) ( 1 todella huono, 2 huono 3 tavanomainen 4 hyvä 5 todella hyvä)

#### 7.1 Hotel/Хотел/Hotelli

- Hotel's Location/Местоположение / Hotellin sijainti 1 2 3 4 5
- Visibility signs/Вывеска/Opasteet 1 2 3 4 5
- Atmosphere/Атмосфера/Tunnelma 1 2 3 4 5
- Interior Design/Дизайн/Sisätilat 1 2 3 4 5
- Price level/Цена/Hintataso 1 2 3 4 5

#### 7.2 Guest Room/Комната/Hotelli huoneet

- Cleanliness of room/Чистота комнаты/ huoneiden siisteys 1 2 3 4 5
- Cleanliness of bed sheets/Чистота постельного белья/vuodevaatteet 1 2 3 4 5
- Comfort of bed/Комфортность кровати/Sänky 1 2 3 4 5
- Design of room/Дизайн интерьера/ huoneen design 1 2 3 4 5

### 7.3 Common area / Гостиная комната / Yleiset alueet

- Interior design/ дизайн комнаты / sisätilat 1 2 3 4 5
- Cleaness of room/чистота комнаты/ siisteys 1 2 3 4 5
- TV quality/качество телевизора/ televisio 1 2 3 4 5

### 7.4 Kitchen/кухня/keittiö

- Cleanliness of kitchen/Чистота кухни/siisteys 1 2 3 4 5
- Equipment level/уровень оборудования/ laitteiden varustelutaso 1 2 3 4 5
- Diversity of kitchen tools and dishes/разнообразие кухонных инструментов и посуды / ruokailuvälineiden taso ja monipuolisuus 1 2 3 4 5

### 7.5 Sauna and bathrooms/сауна / sauna ja pesuhuoneet

- Cleaness of toilets /чистота туалета / vessojen siisteys 1 2 3 4 5
- Cleaness of sauna/чистота сауны/ saunan puhtaus 1 2 3 4 5
- Cleaness of bathroom/чистота душей/ suihkut/ pesuhuoneen siisteys 1 2 3 4 5

### 7.6 WiFi/интернет

- Quality of wifi/качество интернета/ Wifin toimivuus/nopeus 1 2 3 4 5
- Accessibility/Легкость доступа/ kuinka helposti sait Wifin toimimaan 1 2 3 4 5

8. Would you recommend this hotel to your friends? Хотели бы вы порекомендовать данный отель вашим друзьям? Suositteisitko hotellia kavereillesi?

- Yes/Да/Kyllä
- No/Нет/Ei
- Maybe/Может быть/Ehk

Why?