Determine which Customer Satisfaction Index model is best suited for use with Taiwan International Tourist Hotels.

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Abstract

This research aims to compile a list of hotel services in order to gain a better understanding of the factors that contribute to the exceptional quality of these services. In the hotel industry, a variety of models are used to assess the quality of service provided and guest satisfaction. However, for this analysis, we chose to look at SERVQUAL, HOLSERV, and the LODGING QUALITY INDEX. These are three of the best-known and comprehensive models available. Furthermore, the study investigates the gender disparities that exist among Taiwanese hotel guests in terms of service expectations and levels of satisfaction. This section includes a more in-depth exploration of the factors (such as services). Hotel facilities, location, and other factors influence their decisions. Also included are suggestions for visitors with disabilities regarding the hotel's facilities and services. When staying at a hotel, guests often prefer a room that has recently been cleaned. Already today, several hotel companies offer allergy-free rooms for an additional fee. However, there are no hotel chains that cater to consumers willing to pay more for improved cleanliness, and there are no customers who meet this criteria.

Keywords: Customer Satisfaction, Taiwanese International Tourist Hotel, Service Quality, Guest Feedback Card, Hotels, Hospitality Management.

Introduction

In Taiwan, there is no single standardized or widely used method for determining the level of satisfaction felt by hotel guests. A customer happiness index is a standardized system designed to provide a means of measuring, comparing, and increasing customer satisfaction across a wide range of businesses and industries. The purpose of this preliminary study was to see if there were significant differences in how male and female customers rated the quality of service they received at international tourist hotels in Taiwan based on demographic factors like age, education level, country of origin, and income (Cia, 2013). Stefano et al. conducted a study in which fieldworkers visited six different hotels and distributed 200

Questionnaires were distributed to guests at each hotel's front desk. The questionnaires were distributed randomly. In total, 1,200 questionnaires were distributed, with 352 responses deemed useful, yielding a response rate of 29.33 percent. The percentage of male respondents was around 65.90%, while the percentage of female respondents was about 34.10%. 34.38% of visitors came from Taiwan R.O.C., 20.17% from Japan, and 11.93% from the Americas. Structural Equation Modeling was used to determine whether the research assumptions were correct, and how the

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various aspects that go into calculating the customer satisfaction index are related to one another. Between May 1 and May 20, 2009, research was conducted using the convenience sample method at a There are six international hotels in Taiwan. At the time of check-out, guests were given surveys that included pre-paid postage. (Stefano et al, 2015). Furthermore, the study employed an ANOVA to look for statistically significant differences in service quality, hotel image, perceived value, and overall customer satisfaction based on gender, age, nationality, level of education, and annual income. The significance of the items included in the structured questionnaire was revealed through the statements of hotel guests who responded to open-ended questions during the pilot study, as well as responses to qualitative questions provided by hospitality industry professionals and university instructors. The researcher proved that the questionnaire questions were more accurate and valid when They matched the top three characteristics of each of the following four categories: service quality, hotel image, perceived value, and customer satisfaction (Stefano et al. 2015).

LITERATURE REVIEW

1.1 Growth of Tourism in Taiwan
1.2 Global Trends.

The tourist industry is widely regarded as one of the world's most profitable businesses (Yang et al, 2010). According to the World Trade Organization (2010), travel is responsible for around 5% of the global economy, and it is estimated that between 6% and 7% of the global labour force is in some way dependent on the industry (WTO, 2010). The tourism industry makes a significant contribution to the global economy by fostering the formation of new businesses and job opportunities, as well as by contributing to infrastructure development and generating revenue from exports. Global inbound tourism generated a total of $1.3 trillion in exports. and transportation services in the year 2012. After oil, automobiles, food, and other manufactured goods, tourism is the fifth most valuable commodity shipped around the world. It accounts for 30% of global commercial services exports and 6% of total commodity and service exports.

The number of international visitors has steadily increased over the last century, rising from 25 million in 1950 to 277 million in 1980, 438 million in 1990, and 681 million in 2000. The number of tourists from other countries was 25 million. This upward trend in the number of tourists from other countries continued throughout the decade that followed, right up until= Until the global financial crisis, the Arab Spring, and the Japanese disaster of 2008-2009 slowed the market. The number of tourists from other countries grew steadily over the next decade. As a result of this issue, the number of international visitors dropped by 4.2% in 2009. The tourism industry has demonstrated remarkable resilience, with the number of visitors from other countries increasing by 6.4% to 940 million in 2010, and by another 4.6% to 983 million in 2011. The World Tourism Organization (WTO) released its most recent statistics on foreign visitor spending in May 2013.

These findings indicate that spending by international tourists increased by another 4% in the year 2012.

1.2 Tourism and the economy in Taiwan

• Taiwan's changing economy

Taiwan's economy has expanded significantly over the last sixty years, allowing it to play an important role in the Asia-Pacific region's dynamic growth. This new discovery had an impact on several sectors, including agriculture. Since the 1960s, the number of people working in agriculture has gradually decreased, with the majority of this loss possibly attributed to the increased use of machines (Chen and Chiou-Wei, 2009).

International arrivals to Taiwan.

The hospitality sector in Taiwan experienced significant upheaval as a direct result of the increase in the number of tourists who visited in the 1960s and 1970s. During that time frame. In the 1970s, Taiwan's government began providing subsidized loans and tax breaks to new businesses, with a particular emphasis on the development of both modern and traditional hotels (Thai, 2016). Taiwan's tourism industry experienced a growth slump beginning in the late 1970s and lasting into the early 1990s as a result of changes in diplomatic recognition of Taiwan and tense relations with mainland China. This was the direct result of both of these factors. Taiwan's government has relaxed some of the travel restrictions that it had previously imposed on itself in an effort to mitigate the negative effects of these reforms and attract more visitors from other countries to Taiwan. In 1994, the government approved

Citizens of 15 different countries can enter the country for five days without requiring a visa for themselves or their accompanying family members. Since then, the number of international visitors to Taiwan has steadily increased. This trend is likely to continue in the foreseeable future. This trend can be attributed to a number of factors, including the relaxation of travel restrictions, a growing willingness to welcome tourists from the continent, rapid economic development in Asia and the Pacific, and Taiwan's own rising living standards. This trend can be attributed to recent relaxations in travel restrictions (Saghier, 2015).

Taiwan's domestic tourism industry

Taiwan has seen an increase in international visitors. coincides with the overall growth of domestic tourism as well as changes in Taiwan's leisure and holiday structures. Taiwanese people have more and more free time, allowing them to go on vacation and travel. The Taiwanese used to work at least 12 hours per day, seven days a week. It was not uncommon to never leave your home city or county. Taiwanese government agencies, such as the Council for Economic Planning and Development (CEPD) and the Central Personnel Administration (CPA), developed and

implemented the alternating two-day weekend policy in January 1998, which provides for days off on the second and fourth Saturdays of each month.

Tourism contributes to economic growth in Taiwan.

Not only is the economy expanding, but also applies to the entire travel and tourism industry. Since 2002, the Taiwanese government has implemented a wide range of economic development programs, one of which is titled "Doubling Tourist Arrivals Plan" (which is a component of the national development plan titled "Challenge 2008"), in an effort to increase the number of visitors who travel to Taiwan from other countries and spend time there. The Executive Yuan's "six flagship" plan emphasizes the importance of expanding Taiwan's tourist industry to the country's economic growth. This six-flagship plan was implemented with the goal of encouraging growth in six key emerging industries. The fundamental purpose of the The strategy was to be accomplished through the execution of the plan. Tourism has the potential to benefit businesses in a variety of sectors, including green energy and biotechnology, healthcare and high-value agricultural items, and cultural and creative industries.

Tourism and politics in Taiwan.

The number of conversations about politics and tourism has increased significantly in recent years. This rise has been accompanied by an increase in the overall amount of discourse on the subject (Murad, 2015). Several topics have recently been brought up for discussion, such as "nation branding" and the impact of political ideology. Mak (2013) discusses the impact of political instability on tourism. These three topics are all related to the tourism industry in some way (Ingram et al., 2013). Throughout the past century, Taiwan's political landscape has been defined by its unpredictability. As a result of this research, we will provide a condensed overview of Taiwan's political climate in this post. The next topic to be discussed is whether the current political climate in Taiwan will have an impact on the process of making vacation plans.

2.0 Literature Review.

This research discusses the various aspects of the hospitality industry. It provides an overview of the hotel industry, including its history, recent growth, and current trends. The latest growth and trends in the hotel industry are also discussed. When beginning the process of planning a vacation, many vacationers make a reservation at a nearby hotel. Nowadays, running a hotel entails more than just renting out individual rooms; the hospitality industry is thriving, and a large number of women work in it.

The hotel industry is one of the most significant sub-industries within the service sector, catering to the needs of customers looking for a place to spend the night. Despite its smaller influence compared to the travel and hospitality sectors, the two are inextricably linked. As a result of this study, researchers will have a better understanding of the hotel industry, its relationships with other

service sectors, and the various types of hotels and guest housing that are currently available (The Taipei Times, 2012).

2.1 A Brief Overview of the Hospitality Industry.

The next step is to define the scope of the hotel industry. It is common practise to refer to that segment of the service sector of the economy known as the "hotel industry" when discussing businesses with primary The focus is on providing clients with sleeping accommodations. In some cases, the term "hotel industry" refers not only to hotels, but also to motels, inns, guesthouses, and other establishments that are similar to hotels and provide visitors with a place to stay for the night. However, this category rarely includes long-term or permanent lodging options. The tourism and hospitality industries are inextricably linked because of the nature of the services provided by the hotel industry.

2.2 SERVQUAL MODEL.

This model is the de facto standard for determining whether or not a customer is satisfied across practically all service sectors, and it relates especially to the determination of whether a customer is satisfied with their purchase. The importance of the customer's perception of the level of satisfaction with the provided service to the model's overall performance cannot be overstated. This evaluation considers not only the difference between what was promised and what was delivered, but also any breakdowns that occurred during the delivery process. The GAP model served as the foundation for the later developed SERVQUAL grading system (Statista, 2018).

2.3 HOLSERV and LODGING QUALITY INDEX.

It is recommended to use HOLSERV, a version of SERVQUAL, and the LODGING QUALITY INDEX as alternatives to SERVQUAL The goal of evaluating service quality and guest satisfaction in the hotel industry. Both of these indices were specifically designed for the hotel industry. HOLSERV and LODGING QUALITY INDEX, unlike SERVQUAL, which can be used in any type of service sector, were created specifically for the hotel and hospitality industry and are only used in that industry. SERVQUAL can be used in any type of service industry (Little 2010).

2.4 Maintaining High-Quality

Service within Acceptable Boundaries in Order to Save Money

A variety of definitions of "service quality" have been proposed by researchers. The level of quality determines whether or not a customer is satisfied with the service that a company provides.

How closely the customer's expectations match the actual results (Danish, 2018). Fida et al. (2020) define service quality as an industry's or corporation's ability to keep commitments made to clients.

According to Elvira and Shpetim (2016), service quality evaluations are a type of evaluation that is frequently used instead of a more thorough examination over time. Hygge is a Danish word that may refer to a number of different things, but it is most often used to describe the quality of a product or service (2018)

2.5 Determinants of Service Quality.

Juliana identified ten factors that influence the quality of service. All of these characteristics were selected based on How real buyers rated their importance and desirability. There are eleven factors to consider, the most important being dependability, communication, civility, responsiveness, and tangibility (Juliana, 2018). The author then discusses a number of other characteristics, including credibility, comprehension, safety, and competency, among others. The table below provides illustrations of various components for review.

2.0 Table 2: The Ten Dimensions of Service Quality

Dimension	Description
Tangibility	Physical evidence of service (facilities, tools, equipments
Responsiveness	Willingness or readiness to provide service, timeliness
Reliability	Getting it right first time, honoring promises, dependability.
Communication	Keeping customers informed in a language that they can understand
Credibility	Honest, trustworthiness, having customer's best interest at heart
Security	Physical and financial; confidentiality
Competence	Possession of the skills and knowledge required to perform the service
Courtesy	Politeness, respect, friendliness, clean and neat appearance.
Understanding	Knowing the customer, his needs and requirements.
Access	Ease of approach and contact

2.6 Service quality and customer satisfaction.

Members of a hospitality group are primarily responsible for providing exceptional service to the group's customers. Customers are the primary focus of this responsibility. When discussing a company's goods and/or services, the term "service quality" refers to the extent to which those goods and/or services meet the needs of the customers who purchase them and exceed those customers' expectations. The perceived quality of service is the outcome of a comparative

evaluation process. This process is based on comparing the expected level of service to the actual level of service received by the customer. The extent to which The direction in which customer perceptions and expectations diverge can be used to describe perceived service quality. Service quality, on the other hand, is defined as the extent and direction with which customer perceptions and expectations differ. This void can and should be filled in order to improve overall customer service and satisfaction. Customers can provide management with valuable feedback and suggestions on how to improve the overall quality of services provided. Customers can provide valuable feedback to management by participating in surveys and focus groups designed to draw attention to areas of service delivery that need improvement. These activities aim to elicit Participants provided feedback. To get an accurate picture of how well a business is doing in the eyes of its customers and how well it is meeting their needs, it is necessary to ask customers to rate how they felt after using the product or service in question. In particular, the authors concluded that business travelers were concerned not only with the physical components of the front desk, such as receptionists' eagerness to serve, but also with the visual characteristics of cleanliness, such as room amenities (Gumussoy, 2016).

2.7 Positioning

It is likely that "positioning strategies" are precisely what consumers require in order to differentiate themselves in a market that is already overcrowded and competitive. The challenge of strong competition was one of the primary considerations in the approach's development. Even if the market is unpredictable, a firm can still achieve financial success. The fundamental tenet of strategic management is that a company's success is dependent on achieving a clear strategic alignment between its capability and the numerous external conditions. This concept lies at the heart of the strategic management process. These findings suggest that strategic planning can help a company overcome the challenges of a constantly changing competitive environment. This discovery has significant implications for strategy because it suggests that strategic planning may be able to help a company. As a result, the research findings have a particularly significant impact on the field of strategic planning.

Research Methodology

3.1 Study Design: From January to June 2022, researchers conducted a rigorous cross-sectional study. The cross-sectional design required a single point in time data collection, which was quick and inexpensive. Due to the short timeframe and limited resources, the researcher chose a quantitative approach. The sample size was calculated using the Rao soft software and found to be 2773. The sampling procedure is simple randomized sampling. A total of 3000 questionnaires were distributed, with 2890 collected and 2881 used for analysis. Using convenience sampling, all respondents were approached in the locations mentioned above. respondents were asked. to conduct a monitoring program at the factories. The researcher provided information about the study to participants who decided to participate, and he was also available to answer any questions

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they had while they waited for their monitoring programme to be completed. When a respondent was unable to read or write, or was confined to a wheelchair, the researcher read the survey questions and response categories to them and then recorded their answers in the survey form as instructed. In some places, people were given questionnaires to fill out and return all at once.

Research strategy for research design
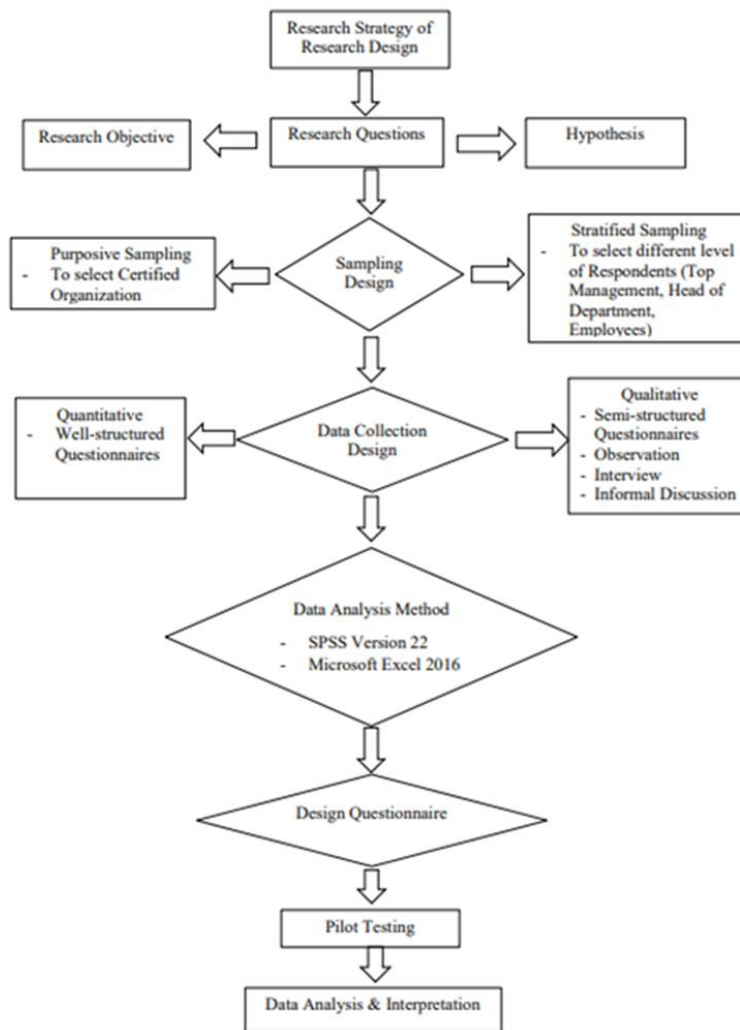
3.2 Study Area: The study was conducted at a Taiwanese international tourist hotel. The study sites were chosen because there were a large number of people available to evaluate their satisfaction.

3.3 Data Collection: The researcher collected quantitative data through a survey. The specifics of the survey collection method are described below.

Respondents initially answered control questions about their Taiwanese international tourist hotel. This left a sample size of 2881, as calculated by Rao Soft.

Likert scale is a rating system that is used in questionnaires to assess people's attitudes, opinions, and perceptions. Subjects select from a variety of responses to a specific question or statement, which typically include "strongly agree," "agree," "did not answer," "disagree," and "strongly disagree." Often, the When response categories are coded numerically, the numerical values must be defined for each study, such as 5 = strongly agree, 4 = agree, and so on.

In the study, the researcher looked at demographic details such as the respondents' ages, occupations, incomes, and technical skills. That is all included in the demographic information.

The questions from 1 to 20 use the Likert scale mentioned above, and the results provide us with a customer satisfaction index model associated with Taiwanese international tourist hotels.

3.4 Sample: Data for the study was collected via a questionnaire. The sample size calculated using Rao-soft software was 2773, and a total of 3000 questionnaires were distributed, of which

2890 questionnaires were returned, with 9 being rejected because they were incomplete. The final number of questionnaires used in the study was 2881, with 1642 males and 1239 females.

3.5 Theoretical Framework:
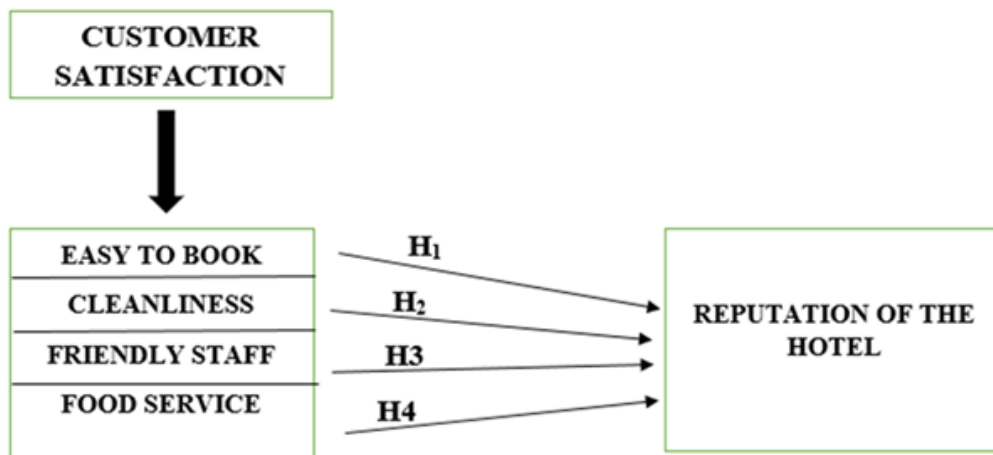
3.8 Factor Analysis

Factor analysis was used to determine the latent structure (dimensions) of a group of research variables. It reduces the attribute space from a larger number of variables to a smaller number of

factors, making it a "non-dependent" procedure (meaning it does not require a dependent variable to be specified).

3.10 Quantitative research is the systematic investigation of phenomena using quantitative techniques. Quantitative approaches include statistical analysis, mathematical modeling, and computer simulations. The goal of conducting surveys, polls, questionnaires, and other similar activities, with results often presented statistically, is to gain a better understanding of the needs of both current and prospective customers. It is possible that Researchers will modify their offerings in light of these criteria.

The three most common applications for quantitative analysis are as follows. • The first step is to compare groupings. Colors and brands of clothing are examples of this. • The second purpose is to determine the impact of one variable on another. For example, there is a correlation between the temperature of the weather and voter participation. • Third, it is used to test scientific theories. For example, a guess about what vaccines might do.

In contrast, qualitative analysis can be used to investigate how people feel and think about a specific event or scenario. Consider things that cannot be expressed numerically. Investigative goals and objectives. The researcher will eventually look into it. • Descriptive Statistics (Branch 1) and Inferential Statistics (Branch 2).

CONCLUSION

According to the study's findings, a variety of important factors influence customer satisfaction. These factors contribute to overall consumer satisfaction. Furthermore, the study's findings show that restaurants that prioritize the quality of their cuisine, reasonable meal high prices or costs, and attentive service have the greatest potential to increase patron pleasure and loyalty. This is the conclusion based on the study's findings. It is possible to increase customer satisfaction and loyalty by ensuring that customers receive the best features and benefits from the products or services purchased from your company. The customer's emotional response, attributions, and position on value are all Key factors in determining whether or not a consumer is satisfied with the product or service. The quality of the service, the quality of the meals, the price, the restaurant's location and atmosphere, as well as the customer's behavior and behavioral intentions, were discovered to be the most important and influential factors in determining a customer's enjoyment and loyalty. Our findings led us to believe that these were the most significant and influential factors. Both of these are required if employees want to provide a positive experience for their customers and encourage them to become repeat customers. If these guidelines are strictly followed, it is reasonable to expect an increase in the number of satisfied customers.

It is in the best interests of the company or organization to consistently priorities these criteria in order to increase customer satisfaction and loyalty. This is because increasing customer satisfaction and loyalty will lead to increased revenue. If a business owner wants their company to

succeed, they must focus on these specific areas of concern and figure out how to improve them in order to keep their customers satisfied. Only then will they be able to keep customers returning for more. Despite the fact that the level of customer satisfaction and loyalty to a brand can vary greatly from one business to the next. As a result, it is extremely important to identify and work on the specific features that will keep each customer happy and loyal to the company. Diners who are satisfied with the quality of the food and the service they receive at a restaurant are more likely to return and recommend it to their friends and family. It is critical for the growth of a business to provide an adequate response to the demands placed on it by its clients.

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