STUDYING FACTORS AFFECTING THE QUALITY OF HOTEL SERVICES: CASE IN DA NANG CITY

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Abstract
This study aimed to measure the factors influencing the quality of service of hotel business enterprises, the empirical survey of 389 samples with the main subjects being owners, managers, employees and guests. Goods using hotel services in Da Nang City in the recent time. The results show that the material condition, the ability to serve the units are important factors determining the satisfaction when using the hotel services of enterprises in addition to the external factors. Based on the results of the study, the author provides some suggestions for unit managers in finalizing a number of policies thereby improving the quality of service provided to ensure customer satisfaction. for the services at the unit in the coming time.

Keywords: Quality of service, hotel, Da Nang, satisfaction level

INTRODUCTION

In recent years, along with the trend of the times, Vietnam is step by step integrating with other countries in the world in many fields of socio-economic life, expanding the trade- the region and the world. The development of the economy has led to significant changes in people's lives, and their needs have also changed a richer and more complex day. In order to meet that demand, the strong development of the service is an indispensable objective and especially to promote the development of the tourism industry which is typical in Vietnam is Da Nang City - this place is Considered as a stopover point for many domestic and foreign tourists with many beautiful landscapes and has been "America's leading prestige magazine, Forbes officially ranked Vietnam's beach Da Nang into one of the six yards the most beautiful beach in the world ". Because of this, the tourism industry in Da Nang is increasingly developed, the city attaches great importance to investment, top priority and see this as a competitive advantage. Along with the development of the tourism industry, the hotel and tourism business is gradually developing to meet the needs of accommodation and rest of tourists and become important economic sectors with contributions. Very large in the general economy of the country in general and Da Nang in particular. The consequence is that the hotel system will develop at a rapid pace, many hotels are newly built and put into operation, making the competition in the market is fierce, especially in big cities. To survive, develop and operate effectively, the hotel and tourism business enterprises not only create their own advantages in terms of technical facilities but also create a unique feature in the Quality of service provided. Accommodation business is the main activity of most hotel business enterprises in our country. Therefore, improving the quality of hotel services is extremely necessary to attract customers to the hotel more, contributing to increase sales and position in the market, creating prestige for customers by criteria. "Pleased guest, nice guest".

THEORITICAL REVIEW

According to research by Parasuraman, Zeithaml and Bery (1985), "Quality of service is the difference between customer expectations and services that customers feel."

Parasuraman and his colleagues introduced the SERVQUAL scale of 10 components: (1) tangible means; (2) trust; (3) Response; (4) capacity to serve; (5) Approach; (6) need; (7) Information; (8) Trust; (9) safety; (10) Understand.

This scale covers almost every aspect of the service, but the scale shows that there is a measurement complexity that does not meet the discriminate value in some cases. In addition, this model is theoretically possible, so that many components of the service quality model cannot be distinguished. Therefore, these researchers have repeatedly tested the model and came to the conclusion that service quality consists of five basic components:

Reliability: Expresses the ability to deliver consistent and timely service right from the first time.

Responsiveness: Expresses the willingness and willingness of service personnel to provide services to customers.

- Competence: speaks the level of expertise to perform the service. Ability to serve when staff interact with customers, employees directly to perform services, research capabilities to capture relevant information necessary for customer service.

- Empathy: Show interest, care to individual customers.

- Tangible means (tangibles): expressed through the appearance, dress of service personnel, and equipment for service.

In fact, the SERVQUAL measurement consists of three segments. The first two segments, each segment, are 22 variables that measure the quality of service that the customer expects and actually perceives. The variables use 7 points Likert scale. Difference (sense minus expectation) of the evaluation indicates the quality of service. This measurement model is called a disconfirmation model. The third segment asks customers to rate the importance of the five components.

After many investigations as well as applications, SERVQUAL is recognized as a theoretical and practical value scale. However, the SERVQUAL measurement procedure is quite lengthy. Thus, a variant of SERVQUAL is available, SERVPERF. This scale is introduced by Cronin & Taylor (1992, Thongsamak, 2001), which determines service quality by measuring only the quality of service (rather than the quality of perception and expectations as SERVQUAL). They said that quality of service is best reflected by the quality of perception without the quality of expectations as well as the weighting of the five components.

Due to the origin of the SERVQUAL scale, the components and observations of this SERVPERF scale hold as SERVQUAL. This measurement model is called the perception model.

At the same time, some models of research on quality of service such as:

The three components of Rust and Oliver (1994) are designed to integrate the current research into service quality and to create more innovative and innovative models. The model focuses on the existence of a relationship between quality of service, value of service and satisfaction. This model is based on the model of Gronroos (1982) and Bitner (1992). This model assumes that service quality exists in three distinct parts: service products, service delivery and service environment. Product service is the result and feel of customers on the service. Service delivery

is the process of consumption and related events occurring throughout service activities. Service environment includes both internal and external environment. The service environment is important because it demonstrates an essential role in the development of consumer service sensitivities (Bitner, 1992).

In 1984, Gronroos developed the Nordic service quality concept. How does the quality and technical quality of the research affect the quality of service and the quality of service expected in the service? While this study provides only partial support for the role of technical quality in evaluating quality in general, subsequent empirical studies validate its influence on quality perception service (Gronroos, 1990; Rust and Oliver, 1994). Technical quality is defined as "the customer leaves when the production process is over" (Gronroos, 1984, p.38).

As such, service quality is the result of a customer cumulative assessment process based on a comparison between the quality of the expected and the quality of the customer received "or in other words the quality of the service. Always be compared to the satisfaction level of the customer after consuming the service.

Theory of Motivation The motive has long been considered to be the main cause of individual behaviour. Studies by Tolman (1932) and Lewin (1936) have suggested the relationship between perception and behaviour (Patrice Roussel, 2000). Since then, scientific research has focused on the development of motors. The nature of the engine comes from the needs and satisfaction of human needs. There is a certain distance between demand and satisfaction, and in order to shorten that distance, motivation is needed. Although the definition of motors remains a problem, some researchers such as Morley, Moore, Hearty and Ginnigle (1998) agree with Pinder's view that motors are a set of incentives. Guiding, guiding, and maintaining human behaviour is intended to meet several purposes. Therefore, the motive is not a fixed state, but a flexible state, resulting from individual influences and environmental factors. These changes in personal and social factors will affect the level of human motivation.

Contrary to other theories, when we assume that we act by internal forces (such as force-reduction theory, wake-up theory, and instinctive theory), the theory of motivation suggests that we act by external forces. . There are many different reasons to explain why we work. Sometimes we have the motivation to act because of inner desires and desires, but at other times our behaviour is driven by a desire for external reward. Emotional stimulation is one of the main theories of motivation and suggests that behaviour is motivated by desires for incentives (promotions). The fundamental law of formal economics is that increasing or decreasing physical motivation will control human behaviour. For people to do something, increase the material reward. On the other hand, if you want people to do something, increase the cost of doing it by regulation or punishment.

METHODOLOGY

Research model

This research to determine quality of service of hotel (QSH) and the photos element to the QSH of the business on the Da Nang from the following words of the QSH upgrade from the QSH and

the following elements does not exist to the QSH at the following business services on the Da Nang.

From different types and the research of models of the previous research, the following the author of the authoring for the checking for this development is the database to design the following model:

(H1): Element group suffix are related of the trust image to QSH of Da Nang

(H2): Element group suffix with the relationship response to QSH of Da Nang

(H3): Element group suffix with the image server associated to the QSH of Da Nang

(H4): Element group suffix are associated of the touch sensor to QSH of Da Nang

(H5): Element group suffix has associated to the image path feature to QSH of Da Nang

(H6): The non numeric group element suffix with QSH of Da Nang

Based on the database platform of the client client quality and the photo multiplic to the client client quality of the author on the world, the author of the research in the multiplators

CHART 1: MODEL OF RESEARCH PROPOSALS
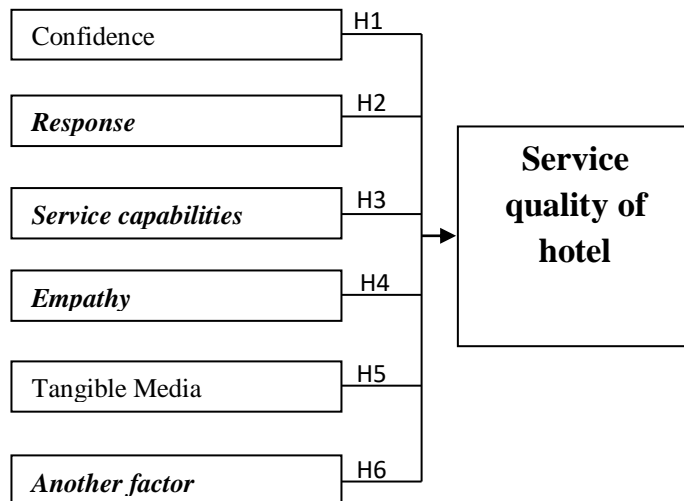
Research Hypothesis

Quantitative research was conducted through interviews with managers, hotel staff and customers using hotel services in Da Nang.

To measure research concepts, the author uses a 5 point Laker scale with a level of 1: totally disagree to 5 that is totally agreeable with 24 observed variables.

(H1) is measured by 3 observation variables: reliability, reputation of the hotel; The service is timely and timely and delivers the service as promised.

(H2) is measured by 8 observation variables: service attitude, reception of staff; Good hotel security conditions; Ensure food safety; Reasonable price, diversified to suit each demand; The hotel provides a comfortable and safe environment; Main service quality (accommodation, room,

food); Quality of additional services (entertainment, sightseeing, beauty, ...) and the diversity of products and services.

(H3) is measured by 3 observable variables: service capacity, professional qualification; Service attitude, reception staff is always warm, courteous, courteous and uniform - consistent and professional in service.

(H4) is measured by 3 observable variables: individual customer interest; Put the customer interests on top and work at a convenient time for customers

(H5) is measured by 3 observation variables: comfort; Forms of staff (appearance, dress, ...) and equipment for the hotel.

(H6) is measured by 4 observation variables: Reasonable price, variety, suitable for each demand; Income of customers; Climate, weather, pollution and facilities, transportation of the city.

EMPIRICAL RESULTS

In this study, the author collected 420 samples and used non-probability sampling method. Observed patterns were investigated beforehand with subjects such as business owners, managers, staff and tourists, people in Ho Chi Minh City. Da Nang. Of the 420 questionnaires collected, only 389 were required to provide information for the analysis, as some individuals did not respond adequately or incorrectly to the survey.

Results of measuring scale

After eliminating inappropriate responses, only 389 response tables were used for analysis. Post-harvest data was purified and processed by SPSS 20.0 software to test hypotheses. Scale reliability is checked against the Cronbach's Alpha coefficient. Variables having a coefficient of correlation less than 0.3 will be rejected. A scale of 0.7 Cronbach's Alpha is acceptable.

The results of the verification of the reliability of the observed variable show that the CLDVKS is measured by 24 observation variables. Observational variables compared to the variables were matched to the requirements, so no variables were excluded and all variables in the study had high reliability. The Cronbach's Alpha coefficient of reliability is 0.844; of the response is 0.861; of the serving capacity is 0.8; of the empathy variable 0.726; the value of the tangible means is 0.724; Other variable factor is 0.765.

Results of the EFA discovery analysis

Factor analysis will be used to test the convergence of component variables in terms of concepts. Verify the relevance of factor analysis to the sample data through the Kai NLPV-Meyer-Olkin (KMO) statistics. The KMO must be large enough (between 0.5 and 1) that factor analysis is appropriate (Garton 2003), if the value is less than 0.5, factor analysis is likely to be unsuitable for the data. .

In this study, the method of extracting the Principle component Analysis with varimax rotation will be performed and the pause when extracting the factors having the Eigen value represent the variance explained by each factor. Factors with Eigen value smaller than 1 will not have a better summary effect than a root variable, because after standardization each variable has a variance of

1 (Hoang Trong and Chu Nguyen Mong Ngoc, 2005). According to the Kai NLPV standard, factors with an eigen value of less than 1 will be excluded from the model (Garson, 2003) and the variance criterion (Variance described criteria) is a total of 50%. In order for the scale to reach convergence value, the single-factor correlation coefficient between variables and factors must be greater than or equal to 0.5 in one factor (Jun et al., 2002). Factors must be greater than or equal to 0.3 (Jab noun et al., 2003).

In the exploratory analysis, after two runs of EFA, at the level of Eigen values = 1, the numerical method with Varimax rotation enabled the calculation of 4 factors from 12 observed variables and 65.651% variance. Components with satisfactory transfer coefficients (> 0.5) ensure a significant level of factor analysis. Testing of KMO and Barley's in factor analysis revealed that this hypothesis was rejected (sig * .000 <0.5) and the high KMO (= 0.889> 0.5) showed that the appropriate EFA analysis used in this analysis .

Specific results are shown in the following tables:

TABLE 1: RESULTS OF EFA DISCOURSE RESULTS
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.889
Bartlett's Test of Sphericity	Approx. Chi-Square	1479.835
	Df	66
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues Total	% of Variance	Cumulative %	Extraction Sums of Squared Loadings Total	% of Variance	Cumulative %	Rotation Sums of Squared Loadings Total	% of Variance	Cumulative %
1	4.733	39.440	39.440	4.733	39.440	39.440	3.618	30.151	30.151
2	1.320	10.999	50.439	1.320	10.999	50.439	1.651	13.757	43.908
3	.979	8.158	58.597	.979	8.158	58.597	1.426	11.887	55.795
4	.846	7.053	65.651	.846	7.053	65.651	1.183	9.856	65.651
5	.714	5.950	71.600						
6	.628	5.234	76.834						
7	.573	4.775	81.610						
8	.543	4.521	86.131						
9	.478	3.987	90.117						
10	.450	3.753	93.870						
11	.375	3.123	96.993						
12	.361	3.007	100.000						

Results of regression analysis

After analyzing EFA with Varimax rotation and the method of calculating the mean value of the observed variables in the factorial groups, the model of factors influencing the quality of the new hotel service was introduced, including four factors as follows:

1- Reliability, whose full name is The credibility, reputation and suitability of the hotel.
2- Response Price, Safety and Diversity
3- Other factors: Customer income and hotel facilities
4- Capacity to serve Attitude and professional level of staff

According to the hypothesis of the research model as presented above, there are four such factors. In that Service quality of the hotel is the average value dependent variable, the remaining 4 variables are independent variables and are assumed to be factors that affect the quality of service of the hotel. Regression analysis to determine the specific weight of each factor to Service quality of the hotel with independent variables is:

$X1$ = (DOTINCAYUYTINPHUHOP) - Reliability, credibility and relevance
$X2$ = (GIACAANTOANVADADANG) - Price, safety and diversity
$X3$ = (THUNHAPCOSOVATCHAT) - Customer income and hotel facilities
$X4$ = (THAIDOTRINHDOCHUYENMON) - Attitude and professional level of staff.

The multiple regression analysis was performed as follows:

$$Y = \beta_0 + \beta_1 X1 + \beta_2 X2 + \beta_3 X3 + \beta_4 X4$$

Where: Y is the dependent variable representing the quality of hotel services.

β_1, β_2, β_3, β_4 are the regression coefficients;

Table 2 - Results of regression analysis

Variable name	Sign	Regression coefficient	Statistical value	
		B	T	Sig
(Constant)	(Constant)	0.331	0.363	.051
Reliability	TC	0.384	16.757	.000
Response	DU	0.310	10.316	.000
Capacity to serve	NL	0.110	9.401	.054
Other factors	KH	0.290	14.782	.000
R Square	R Square	0.835		
Adjusted R Square	Adjusted R Square	0.834		

Source: Calculated from survey data

The results of the regression coefficients show that the sig value of independent variables is less than 0.05. Therefore, we can say that these independent variables have an impact on in Da Nang. These variables are significant in the model and impact on Service quality of the hotel in Da Nang, specifically as follows:

Standardized coefficient of variation The reliability, reliability and suitability of the hotel

(DOTINCAYUYTINPHUHOP) is 0.384;
Price, security and diversity

(GIACANANTOANVADADANG) is 0.310;

Turn your customer's income and hotel facilities

(THUNHAPCOSOVATCHAT) is 0.290;

Make the attitude and expertise of the staff

(THAIDOTRINHDOCHUYENMON) is 0.110.

The regression equation for the model is reconstructed as follows:

CLDV = 0.331 + 0.384 x DOTINCAYUYTINPHUHOP + 0.310 x

GIACANANTOANVADADANG + 0.290 x THUNHAPCOSOVATCHAT + 0.110 x

THAIDOTRINHDOCHUYENMON

The model that accounts for 83.5% of Service quality of the hotel change is due to the independent variables of the model, while the remaining 16.5% variance is explained by variables other than the model.

The model shows that independent variables affect Service quality of the hotel in Da Nang. Using the regression equation, the average Service quality of the hotel increased by 0.384, keeping the remaining independent variables unchanged when assessing the Reliability, Reliability and Suitability of the hotel. Similarly, when scores for Price, Safety and Diversity increase to 1, the average Service quality of the hotel increases to 0.310; When the customer's score and hotel facilities increase, the average Service quality of the hotel increases by 0.290; When the score on Attitude and staff qualifications increases to 1, the average Service quality of the hotel increases to 0.110. The order of importance of each factor depends on the absolute value of the normalized regression coefficients. The greater the value, the greater the effect on the satisfaction level.

Model test results show that the theoretical model is compatible with market data and that four of the six hypotheses about the relationship between concepts in the accepted theoretical model. Overall, the level of reliability, reputation and suitability of the hotel, price, safety and variety, customer income and facilities, attitudes and qualifications. The staff explains more than 50% of the impact on Service quality of the hotel in Da Nang.

CONCLUSION

Model test results show that the theoretical model is compatible with market data and that four of the six hypotheses about the relationship between concepts in the accepted theoretical model. Overall, the level of reliability, reputation and suitability of the hotel, price, safety and variety, customer income and facilities, attitudes and qualifications. The staff explains more than 50% of the impact on Service quality of the hotel in Da Nang.

Therefore, to improve Service quality of the hotel, some solutions need to be implemented to influence each factor to improve the quality of hotel services.

Firstly, it is necessary to invest in developing more utilities (room registration, additional services, appropriate forms of payment,), investment in modern technology, professional security, frequently training human resources to shake the credibility of the prestige of the hotel.

Secondly, implementing accelerated cashless payment, incentives for loyal customers … hit the price factor, the variety.

Thirdly, building spacious, comfortable rooms with interest in target customers to offer reasonable prices ... targeted at the customer's income.

In short, with all the above solutions can become the basic strength of the hotel to help the hotel survive and grow. Improving the quality of service on both the expectations of customers is an important goal, which is the destination that the hotel should aim for.

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