

## Examine which model of the Customer Satisfaction Index is most appropriate to use with Taiwan International Tourist Hotels.

CHEN JIAN<sup>1</sup>, IBRAHIM MOHAMED ALRAJAWY<sup>2</sup>

<sup>1</sup>PhD Research Scholar in Lincoln University College

<sup>2</sup>Professor, Lincoln University College

### ABSTRACT

This study is to compile a list of hotel services in order to get a deeper comprehension of the factors that contribute to the exceptional quality of such services. There are many different models used in the hotel industry to evaluate the level of service provided and the satisfaction of guests. However, in order to do this analysis, we choose to look at SERVQUAL, HOLSERV, and the LODGING QUALITY INDEX. These are three of the most well-known and thorough models available. In addition to this, the study delves into the gender disparity that exists among hotel guests hailing from Taiwan in terms of their service expectations and levels of contentment. Included in this

section is a more in-depth exploration of the factors (such as services, hotel facilities, location, etc.) that impact their decisions. Also included are suggestions for visitors with disabilities about the facilities and services provided by the hotel. When staying in a hotel, patrons often value a room that has been recently cleaned. Already today, there are several hotel companies that provide allergy-free rooms for an extra price. However, there are no hotel chains that cater to consumers who are willing to pay more for improved cleanliness and there are no customers that fit this bill.

**KEYWORD:** Customer Satisfaction, Taiwanese International Tourist Hotel, Service quality, Guest comment card, Hotels, Hospitality Management.

### INTRODUCTION:

In Taiwan, there is not a single standardized or widely used method for determining the level of satisfaction experienced by hotel visitors. A customer happiness index is a standardized system that aims to give a means of measuring, comparing, and increasing customer satisfaction across a variety of enterprises and industries. The objective of this preliminary study was to determine whether or not there were substantial differences between the ways in which male and female customers rated the quality of service they received at international tourist hotels in Taiwan based

## EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS

---

on demographic factors such as age, education level, country of origin, and income (Cia, 2013). In a study conducted by Stefano et al, to gather data, fieldworkers went to six different hotels and handed out 200 questionnaires to guests at each hotel's front desk. The questionnaires were dispersed randomly. In all, 1,200 questionnaires were sent, and 352 replies were deemed useful, for a response rate of 29.33 percent. The percentage of male respondents was around 65.90%, while the percentage of female respondents was approximately 34.10%. There were 34.38% of visitors from Taiwan R.O.C., 20.17% from Japan, and 11.93% from the Americas. It was determined, via the use of Structural Equation Modeling, whether the assumptions behind the research were accurate, and it was investigated how the many aspects that go into calculating the customer satisfaction index are related to one another. Between the dates of May 1 and May 20, 2009, research was carried out utilizing the convenience sample method at a total of six international hotels located in Taiwan. At the time of check-out, guests were given surveys that included postage that was already paid for. (Stefano et al.2015). In addition, the study used an ANOVA to search 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 that were included in the structured questionnaire was elucidated through the statements of hotel guests who responded to open-ended questions during the pilot research as well as through the responses to qualitative questions provided by professionals working in the hospitality industry and university instructors. The researcher demonstrated that the questionnaire questions were more accurate and valid when they matched the leading 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 Development of Tourism in Taiwan

##### 1.1.1 Global trends

There is widespread consensus that the tourist industry is among the most lucrative businesses in the world (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 provides a major contribution to the economy of the whole globe by supporting the creation of new enterprises and employment opportunities, as well as by contributing to the expansion of infrastructure and bringing in cash from exports. A combined total export value of \$1.3 trillion was generated by global inbound tourism and transport services in the year 2012. After oil, automobiles, food, and other manufactured goods, tourism is the fifth most valuable commodity that is shipped throughout the globe. It is responsible for thirty percent of the world's total export of commercial services and for six percent of the world's total export of commodities and services.

The number of visitors arriving from other countries has increased steadily over the course of the last century, ranging from 25 million in 1950 to 277 million in 1980, to 438 million in 1990, and to 681 million in 2000. The number of tourists arriving from other nations was 25 million. This upward trend in the number of tourists from other countries proceeded throughout the decade that followed, right up until the global financial crisis, the Arab Spring, and the Japanese calamity of 2008–2009 depressed the market. Throughout the decade that followed, the number of tourists from other countries continued to rise (**UNWTO, 2012**). The number of visitors that travelled here from other nations dropped by 4.2% in 2009 as a direct consequence of this issue. The tourism sector has shown remarkable resilience, as seen by the number of visitors visiting from foreign nations increasing by 6.4% to 940 million in 2010, and by another 4.6% to 983 million in 2011. The most recent statistics on foreign visitor spending were made public in May 2013 by the World Tourism Organization (WTO). These results show that spending by international tourists increased by another 4% in the year 2012.

### **1.1.2 Tourism and the economy in Taiwan**

- **Taiwan's changing economy**

Taiwan's economy has seen significant growth during the last sixty years, allowing it to participate significantly in the dynamic growth of the Asia and Pacific area. Agriculture was one of the sectors that was impacted as a result of this new discovery. Since the 1960s, there has been a gradual decrease in the number of people working in agriculture, and the bulk of this loss may be linked to the rising utilisation of machines (**Chen and Chiou-Wei, 2009**).

- **International arrivals in Taiwan**

As a direct consequence of the increase in the number of tourists that visited Taiwan in the 1960s and 1970s, the hospitality sector there went through a period of significant upheaval during that time period. The government of Taiwan began offering subsidised loans and tax advantages to new enterprises in the 1970s, with a special focus on the creation of hotels of both the world and traditional varieties (**Thai, 2016**). Because to shifts in diplomatic recognition of Taiwan and tense ties with mainland China, Taiwan's tourism industry had a growth slump beginning in the late 1970s and continuing into the early 1990s. This was a direct result of both of these factors. The government of Taiwan has loosened some of the travel restrictions that it had previously imposed on itself in an effort to counteract the negative consequences of these reforms and attract more visitors from other nations to visit Taiwan. In 1994 the government allowed citizens of 15 different nations to enter the country for a period of five days without the need of obtaining a visa for themselves or their accompanying family members. Since then, the arrival of visitors from other nations to Taiwan has been gradually growing. This trend is expected to continue for the foreseeable future. This trend can be linked to a variety of factors, including the easing of travel bans, a rising willingness to welcome tourists from the continent, rapid economic development in the Asia and Pacific region, and Taiwan's own rising living standards. This trend can be attributed to the fact that travel restrictions have been eased in recent years (**Saghier, 2015**).

- **Domestic tourism in Taiwan**

The increase of international visitors in Taiwan also coincides with the overall development of domestic tourism and changes in leisure and holiday structures in Taiwan. The Taiwanese have increasingly more spare time which allows them to take holiday and go travelling. The Taiwanese used to work a minimum of 12 hours per day, seven days a week. It was not unusual to never leave home city or county. It was only in January 1998 that Taiwanese government agencies, for example the Council for Economic Planning and Development (CEPD) and the Central Personnel Administration (CPA), developed and put into effect the alternating two-day weekend policy, a policy whereby the second and fourth Saturdays of every month are days off (**Torres, 2014**).

- **Tourism and economic growth in Taiwan**

Growth not just of the economy but also of the travel and tourism industry as a whole. Since 2002, the government of Taiwan has been implementing a wide range of economic development programmes, 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 on the island. The "six flagship" plan that was prepared by Executive Yuan lays a strong focus on the contribution that the expansion of Taiwan's tourist industry would make to the growth of the country's economy. This six-flagship plan was put into force with the objective of encouraging growth in six significant rising industries. This fundamental purpose of the strategy was to be accomplished via the implementation of the plan. Businesses operating in a wide range of sectors, such as those dealing in green energy and biotechnology, healthcare and high-value agricultural items, and cultural and creative industries, may all stand to benefit from tourism.

- **Tourism and politics in Taiwan**

In the most recent few years, there has been a visible rise in the total number of conversations that have been had on the topic of politics and tourism. This rise has been accompanied by an increase in the total amount of discourse that has been held on the issue (**Murad, 2015**). There have been a number of topics that have recently been brought up for discussion, including "nation branding", the impact of political ideology on tourism (**Mak, 2013**), and the implications of political instability on tourism. These three subjects are all connected to the tourist industry in some way (**Ingram et al., 2013**). Unpredictability has been a defining feature of Taiwan's political landscape during the whole of the past century. As a consequence of this researcher are going to provide a condensed overview of the political climate in Taiwan here in this post. The next subject that will be covered is the question of whether or not the current political atmosphere in Taiwan will have an effect on the process of making vacation plans.

- **Taiwan and the UN**

## EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS

---

The People's Republic of China was accepted as a member of the United Nations (UN, 2013). The Republic of China was also accepted as a member of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) in the following year, 1946. The potential to adopt a leading role on the world scene was afforded to the Republic of China as a direct result of its membership in the United Nations. For instance, it was an essential ally for the United States of America during the Korean War (1950–1953) and the Vietnam War (1955–1975).

- **Tourism travel from mainland China to Taiwan**

Despite the fact that difficulties continue to exist between the two administrations of the two nations, the Republic of China and the People's Republic of China have robust economic contacts with one another. People living on the Chinese mainland could decide to spend their vacation time in Taiwan due to the countries' close proximity to one another and the fact that both regions share the same language. Because of the battles that took place between the two nations, it was more difficult to travel between the People's Republic of China and the Republic of China. By recognising the People's Republic of China as a distinct country in 1987, Taiwan made it possible for its residents to visit their relatives who lived on the mainland (Chiang, 2012).

### 2.0 Literature Review

In this research talk about the many facets that make up the hospitality business. It presents an overview of the hotel business, covering its history, as well as its recent expansion and the patterns that are presently widespread in the sector. Recent growth and trends in the hotel industry are also discussed. When starting the process of planning for a vacation, the first thing that vacationers often do is make a reservation at a nearby hotel. These days, operating a hotel entails more than just renting out individual rooms; the hospitality business is thriving, and a considerable number of women are working in it.

The hotel industry is one of the most significant sub-industries within the service sector since it caters to the requirements of customers who are looking for a place to stay for the night. In spite of the fact that its influence is somewhat smaller than that of the travel and hospitality sectors, the two are intimately interwoven. As a consequence of this study, researchers will have a greater grasp of the hotel industry, its ties to other service sectors, as well as the many types of hotels and guest housing that are currently available (Taipei Times, 2012).

### 2.1 A Concise Explanation of the Hospitality Industry

The next stage is to specify 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 whose primary focus is on the provision of clients with sleeping accommodations. There are instances when the phrase "hotel industry" is used to refer to not just hotels but also motels, inns, guesthouses, and other places that are comparable in nature to hotels and offer visitors with a place to stay for the night in addition to hotels. However, this category does not often include lodgings that are available on a long-term or permanent basis. The tourism industry and the

hospitality industry are inextricably intertwined due to the nature of the services that are provided by the hotel industry.

## **2.2 SERVQUAL MODEL**

This model is the de facto standard for determining whether or not a consumer is happy across practically all service sectors, and it relates especially to the decision of whether or not a customer is pleased with their purchase. The significance of the customer's opinion on the level of satisfaction with the provided service to the overall performance of the model cannot be overstated. This evaluation takes into consideration not only the discrepancy between what was promised and what was delivered but also the breakdowns that occurred along the way while the item was in the process of being delivered. The GAP model served as the foundation upon which the SERVQUAL grading system, which was established at a later date, was built (Statista, 2018).

## **2.3 HOLSERV and LODGING QUALITY INDEX**

It is advised to utilise HOLSERV, a version of SERVQUAL, and the LODGING QUALITY INDEX as alternatives to SERVQUAL for the goal of assessing service quality and guest satisfaction in the hotel business. Both of these indices were developed specifically for the hotel industry. HOLSERV and LODGING QUALITY INDEX, in contrast to SERVQUAL, which can be applied in any type of service sector, were designed particularly for the hotel and hospitality industry and are solely utilised in that industry. SERVQUAL may be used in any form of service industry (Little, 2010).

## **2.4 Keeping High-Quality Service Within Acceptable Bounds in Order to Save Costs**

Researchers have come up with a number of different conceptions of what "service quality" entails. When it comes to figuring out whether or not a customer is satisfied with the service that a company provides, the level of quality is determined by how closely the customer's expectations match the actual outcomes (Danish, 2018). According to Fida et al. (2020), service quality may be defined as the ability of an industry or corporation to keep the commitments it makes to clients. According to Elvira and Shpetim (2016), service quality evaluations are a kind of evaluation that are often used in place of a more in-depth examination throughout the course of 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 determined that there are ten aspects that influence the quality of the service. All of these characteristics were selected according to how real purchasers rated them in terms of importance and desirability. There are a total of eleven aspects to consider, the most important of which are dependability, communication, civility, responsiveness, and tangibility (Juliana, 2018). The author then discusses a variety of other attributes, such as credibility, understanding, safety, and

**EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS**

---

competency, amongst others. The following table offers illustrations of various components for perusal.

**3.0 Table 2: The Ten Dimensions of Service Quality**

<b>Dimension</b>	<b>Description</b>
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**

It is the main obligation of the members of a hospitality group to deliver exceptional service to the customers of that group. The customers are the major focus of this responsibility. When talking about a company's goods and/or services, the term "service quality" refers to the degree to which such goods and/or services satisfy the requirements of the consumers who buy them and go above the expectations of those customers. The perceived quality of service is the end result of a comparative assessment process. This process is based on making a comparison between the level of service that was anticipated to be obtained and the level of service that was actually received by the customer. The degree to which and the direction in which customer perceptions and expectations differ may be used to describe perceived service quality. On the other hand, service quality can be defined as the degree to which and the direction in which customer perceptions and expectations differ. In order to improve the overall level of service provided to customers and ensure their satisfaction, this void may and ought to be addressed. Customers have the ability to provide management valuable feedback and suggestions for how to improve the overall quality of the services that are delivered. Customers have the option to provide management with helpful input by participating in surveys and focus groups meant to bring attention to problem areas in the delivery of services. These activities are designed to elicit feedback from participants. In order to acquire an accurate image of how well a business is operating in the eyes of its clients and how

well it is satisfying the demands of its customers, it is necessary to ask customers to rate how they felt after using the product or service in issue. In particular, the authors came to the conclusion that business travellers were concerned not only with the physical components of the front desk such as receptionists' eagerness to give service, but also with the visual characteristics of cleanliness such as room amenities (Gumussoy, 2016).

## **2.7 Positioning**

It is likely that "positioning strategies" are just what consumer need in order to differentiate themselves in a market that is already quite crowded and competitive. The challenge of strong competition was one of the primary considerations that went into the development of the approach. Even if the market is unpredictable, it is not impossible for a firm to achieve financial success. The idea that it is essential for a company to achieve successful results by achieving a clear strategic alignment between the capability of the company and the innumerable external conditions is the fundamental tenet of strategic management. This idea is at the heart of the strategic management process. These findings show that strategic planning may be able to aid a firm in overcoming the challenging and continuously evolving competitive environment. This finding has important implications for strategy since it suggests that strategic planning may be able to help a company. Because of this, the research results have a particularly strong bearing on the field of strategic planning

## **Research Methodology**

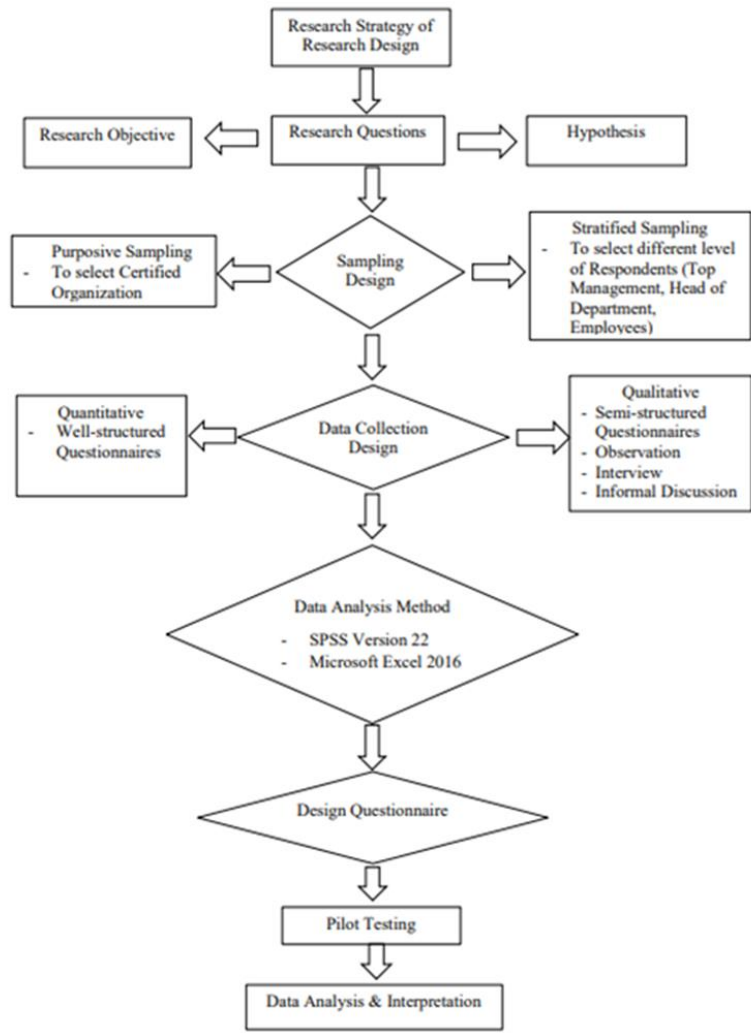
### **3.1 Study Design:**

From January to June 2022, researchers performed a rigorous cross-sectional investigation. The cross-sectional design necessitated a single point in time data collection, which was quick and low-cost. Because of the short timeframe and limited resources, the researcher opted for a quantitative approach. The sample size was calculated as per the Rao soft software and was found to be 2773. The sampling method is simple randomized sampling. A total of 3000 questionnaires were distributed out of which 2890 questionnaires were collected and 2881 were used for the analysis. Using convenience sampling, all respondents were approached at the places listed above. Respondents were asked to engage in a monitoring programme at the factories. Participants who decided to participate in the study were given information about it by the researcher, who was also on hand to answer any questions they had while they were waiting to finish their monitoring programme. 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 responses in the survey form as they were told. In some places, people were given questionnaires to complete and return all at once.

### **Research strategy of research design**



**EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS**



**3.2 Study Area:**

The study was conducted in Taiwanese international tourist hotel. The study sites were chosen because of the broad availability of people to assess their satisfactions.

**3.3 Data Collection:**

The researcher also conducted quantitative research in the form of survey collection. The details of the survey collection method are described below.

Respondents first answered control questions regarding their Taiwanese international tourist hotel. This left a sample size calculated from Rao Soft and the sample size was 2881.

Likert scale, rating system, used in questionnaires, that is designed to measure people’s attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include “strongly agree,” “agree,” “did not answer,” “disagree,”

**EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS**

---

and “strongly disagree.” Often, the categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as 5 = strongly agree, 4 = agree, and so on.

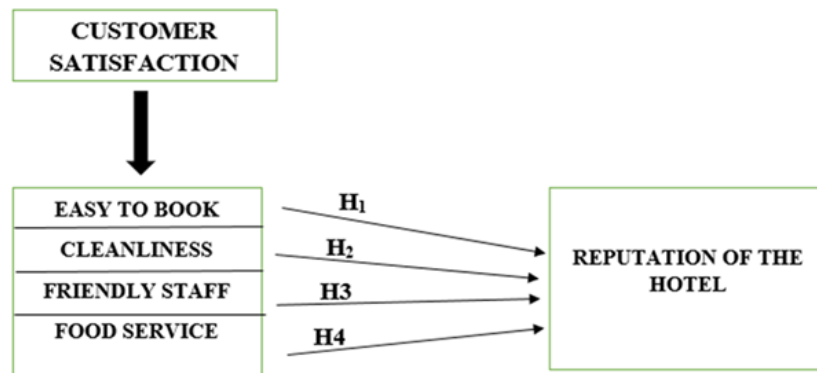
In the study the researcher viewed demographic details that included Age Distribution of the respondents, the occupation of the respondents, Income of the respondents and the last one is Technical Skills of the respondents. That all are included in demographic details.

The questions from 1-20 follow the Likert scale mentioned above and it provides us with the customer satisfaction index model association with Taiwanese international tourist hotel.

**3.4 Sample:**

Data for the study was collected through a questionnaire. Sample Size calculated through Rao-software was 2773, a total of 3000 questionnaires were distributed, out of which 2890 questionnaires were received back, and 9 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 2881 with 1642 males and 1239 females respectively.

**3.5 Theoretical Framework:**



**3.6 Variables:**

The study was assessed using 4 independent variables and 1 dependent variable, the questionnaires was formulated on the basis of the various independent variables as following:

**EASY TO BOOK:**

The overwhelming majority of those who embarked on an adventure may concur that it was a memorable and enjoyable experience. Over the last several decades, the world has become a lot smaller, which has made travelling a much easier and more inexpensive alternative for anyone who have the financial means to do so. When planning a vacation to an unfamiliar location, one of the most crucial steps to do is to reserve a hotel room (or rooms) for the whole travelling party

**EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS**

---

as early as possible. Because of the internet, reserving a hotel room at own's convenience is now quite easy to do. Simply following these steps will allow one to make a quick online reservation for a hotel room:

- Booking Hotels Online, Reservations for hotels made using a single platform, Websites that gives, the ability to make a hotel reservation, Reissue the Reservation's Authorization , Cleanliness

Friendly Staff

### **3.8 FACTOR ANALYSIS**

Factor analysis was used to uncover the latent structure (dimensions) of a set of research variables. It reduces attribute space from a larger number of variables to a smaller number of factors and as such is a "non-dependent" procedure (that is, it did not assume a dependent variable to be specified).

### **3.10 Quantitative research:**

Quantitative research may be defined as the systematic investigation of phenomena via the use of quantitative techniques. Some examples of quantitative approaches include statistical analysis, mathematical modelling, and computer simulations. The purpose of conducting surveys, polls, questionnaires, and other similar activities, with the findings often being represented statistically, is to get a better understanding of the requirements of both current consumers and future customers. It's possible that the researcher will adjust their offering in light of these criteria.

The three most common uses of quantitative analysis are as follows.

- As a first step, it's utilised to compare groupings. Colors and brands of apparel are examples of this.
- For the second, it's used in order to figure out how one variable affects another. For example, there is a correlation between the temperature of the weather and voter participation.
- Third, it is used to test theories scientifically. Such as a guess as to what vaccines could do.

Qualitative analysis, on the other hand, may be used to examine how individuals feel and think about a certain event or scenario. For example, things that cannot be expressed numerically.

The aims and objectives of the investigation. The researcher will eventually get around to looking into it.

- Branch 1: Descriptive Statistics, Branch 2 nferential Statistics:

### **CONCLUSION**

The conclusions of this study, the satisfaction of customers is influenced by a wide range of important aspects. These factors contribute to the overall satisfaction of consumers. In addition, the findings of the study indicate that restaurants that place an emphasis on the quality of their cuisine, reasonable meal high prices or costs, and attentive service have the best potential to boost

## **EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS**

---

the pleasure and loyalty of their patrons. This is the conclusion drawn from the findings of the study. It is feasible to increase customer satisfaction and loyalty by ensuring that customers get the best possible features and benefits from the product or service that they purchase from your company. The customer's emotional response, their attributions, and their stance on value are all key elements in deciding whether or not the consumer is happy with the product or service. The quality of the service, the quality of the meals, the price, the location and atmosphere of the restaurant, as well as the customer's behaviour and behavioural intentions were found to be the most important and influential factors in determining a customer's enjoyment and loyalty. Our findings led us to the conclusion that these were the most important and influential factors. Both of these are necessary if staff want to provide a satisfying experience for their clients and encourage them to become regulars at their business. If these guidelines are followed to the letter, it is reasonable to assume that the number of pleased customers will rise.

It is in the best interest of the company or organisation to consistently prioritise these criteria in order to promote customer happiness and loyalty. This is because increasing customer happiness and loyalty will result in increased revenue. If a business owner wants their firm to be successful, they need to zero in on these particular areas of attention and figure out how to improve them in order to keep their customers happy. Only then will they be able to keep their customers coming back for more. despite the fact that the degree to which customers are satisfied and loyal to a brand may vary significantly from one business to the next. As a consequence of this, it is of the utmost importance to identify and work upon the specific aspects that will keep each customer satisfied and dedicated to the firm. Diners who are satisfied with the quality of the food and the help they get at a restaurant are more likely to return to the institution and to recommend it to their friends and family members. It is essential for the development of a business to provide an adequate response to the demands that are placed on the firm by its customers.

### **7.0 REFERENCES:**

- Albayrak T., Caber M., and Aksoy S., (2010). Relationship between Tangible and Intangible Elements of Tourism Products with overall Customer Satisfaction. *International Journal of Trade, Economics and Finance*. Vol. 1, pp.140-143.
- Arrifin, A.A.M. and Magzhi, A. (2012) A preliminary study on customer expectations of hotel hospitality: Influences of personal and hotel factors. *International Journal of Hospitality Management*. Vol.31, Issue 1 March 2012, pp.191-198.
- Brunner-Sperdin, A. Peters, M. and Strobl, A. (2012) It is all about the emotional state: Managing tourists' experiences. *International Journal of Hospitality Management* . Vol.31, Issue 1, pp.23-30.
- Danish, R., 2018. The Impact of Service Quality and Service Value on Customer Satisfaction through Customer Bonding: Evidence from Telecommunication Sector. *European Online Journal of Natural and Social Sciences: Proceedings*, 7(1).

**EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE  
TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS**

---

- Fida, B., Ahmed, U. & Al-Balushi, Y., 2020. Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *Financial Economics, Business, and Management*, 10(2).
- Hotel Industry: Everything You Need to Know About Hotels! (2022, 20 juni). Revfine.com. <https://www.revfine.com/hotel-industry/>
- Revfine.com. (2022a, februari 23). What is Hospitality? The Unrivaled Guide To Hospitality! <https://www.revfine.com/what-is-hospitality/>
- Stutt, Alan T. (2019). Hospitality as an occupation. In C. W. Barrows & R. H. Bosselman (Eds.), *Hospitality management education* (pp. 21-36). New York: The Haworth Hospitality Press.
- Thuy, P.N. and Hau, L.N. (2010). Service personal values and customer loyalty: A study of banking services in a transitional economy. *Journal of Bank Marketing* . Vol. 28(6): pp.465-478.
- Ali, F. Hussain, K & Ragavan, N.A (2014). Memorable customer experience: examining the effects of customers experience on memories and loyalty in Malaysian resort hotels. *Procedia-Social and Behavioural Sciences*, 144, 273-279
- Rebekah carter (2017) ‘‘The 15 Key Factors That Influence Customer Satisfaction’’,
- Avcikurt, C., Giritlioglu, I., & Sahin, S. (2011). An evaluation of thermal hotel web sites and the use/non-use of the internet as a marketing tool by thermal hotels in Turkey. *African Journal of Business Management*,5(7), 2817–2827.
- Bapat, Harish, Soni Vishal And Khare Vinayak (2014) , ‘‘A Comparative Study Of Service Quality Of Selected Indian Banks (A Study In Indore Region)’’,*International Journal Of Research In Commerce, IT And Management Vol 4(9)2014,Pp 01-07*
- Belás J. & Gabčová, L. 2016. The relationship among customer satisfaction, Loyalty and financial performance of commercial banks. *E & M Economic and Management*, Volume 2, Issue 1, pp 132-144
- Bello, M.B. & Bello, Y.O. (2017). Employees’ empowerment, service quality and customers’ satisfaction in hotel industry. *Strategic Journals*, 4(4), 1001-1019.
- Bello, Y.O. & Majebi, E.C. (2018) Lodging quality index approach: Exploring the relationship between service quality and customer satisfaction in hotel industry. *Journal of Tourism and Heritage Studies*, 7(1).
- Bianchi, C., Pike, S., & Ling, I. (2014). Investigating attitudes towards three South American destinations in an emerging long haul market using a model of consumer-based brand equity (CBBE). *Tourism Management*, 42, 215-223.
- Boon-Liet, C. & Zabid, A.R. (2013). Service quality and the mediating effect of corporate image on the relationship between customer satisfaction and customer loyalty in the Malaysian hotel industry. *International Journal of Business*, 15, 99-112
- Brunner-Sperdin, A., Peters, M., Strobl, A., 2012. It is all about the emotional state: managing tourists’ experiences. *International Journal of Hospitality Management* 31 (1), 23–30.

**EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE  
TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS**

---

- Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet -The state of eTourism research. *Tourism Management*, 29, 609-623.
- Callarisa, L., Garcia, J. S., Cardiff, J. & Roshchina, A. (2012). Harnessing social media platforms to measure customer-based hotel brand equity. *Tourism management*, 4, 73-79.
- Chekalina T., Fuchs M. & Lexhagen M. (2014). A value co-creation perspective on Customer-Based Brand Equity Model for Tourism Destinations, *Finnish Journal of Tourism Research (Matkailututkimus)*, 10 (1), p. 8-24.
- Chen, C. Y., Maob, H. Y., Liud, L. L., Yene, C. H. (2013) 'The relationship among interactive justice, leader.member exchange, and WF', *The Social Science Journal* 50, 89-95.
- Chen, C. (2010a) Diversifying fisheries into tourism in Taiwan: experiences and prospects; *Ocean and Coastal Management*; 53, 487-492
- Chen, C. (2010a) Diversifying fisheries into tourism in Taiwan: experiences and prospects; *Ocean and Coastal Management*; 53, 487-492
- Chen, C. (2010c) Role of tourism in connecting Taiwan and China: accessing tourists' perceptions of the Kinmen-Xiamen links; *Tourism Management*; 31; 3, 421- 424
- Chen, C. and Chiou-Wei, S. (2009) Tourism expansion, tourism uncertainty and economic growth: new evidence from Taiwan and Korea; *Tourism Management*; 30, 812-818
- Chen, K. (2014) Improving importance-performance analysis: The role of the zone of tolerance and competitor performance. The case of Taiwan's hot spring hotels; *Tourism Management*; 40, 260-272
- Chen, L., Lin, S. and Kuo, C. (2013) Rural tourism: Marketing strategies for the bed and breakfast industry in Taiwan; *International Journal of Hospitality Management*; 32 (March 2013), 278-286
- Chiang, M. (2012) Tourism development across the Taiwan Strait; *East Asia: An International Quarterly*; 29, 235-253
- Chou, C. K., Wu, P. H., & Huang, C. Y. (2014). "Service climate, service convenience, service quality and behavioural intentions in chain store restaurants". *International Journal of Organizational Innovation*, 7(1), 161-170.
- Christodoulides, G., & de Chernatony, L. (2010). Consumer-based brand equity conceptualisation and measurement. A literature review. *International Journal of Market Research*, 52(1), 43-66.
- CIA (2013) Central Intelligence Agency - The World Factbook; <https://www.cia.gov/library/publications/the-world-factbook/geos/tw.html>: last accessed on 25.05.2013
- Client Heartbeat. 2015. Available: <http://blog.clientheartbeat.com/why-customer-feedback-is-important/> Accessed 4 July 2017.
- Coelho, P. S. & Henseler, J. 2012. Creating customer loyalty through service customization. *European Journal of Marketing*, Volume 46, pp 331-356.

**EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE  
TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS**

---

- COHEN, Jacob, Patricia COHEN, Stephen G. WEST a Leona S. AIKEN, 2013. Applied Multiple Regression/Correlation Analysis for the Behavioral Sciences. 3rd. New jersey: Routledge. ISBN 9781134801015.
- Crick, A.P. & Spencer, A. (2011). Hospitality quality: New directions and new challenges. *International Journal of Contemporary Management*, 23, 214-230.
- DAFFY, Chris. 2019. Creating customer loyalty: Build lasting loyalty using customer experience management. New York, NY: Kogan Page. ISBN 978- 0749484309
- Davis, R., Piven, I. & Breazeale, M. (2014). Conceptualizing the brand in social media community: the five source model. *Journal of Retailing and consumer services*, 21(4), 468-481.
- Demir, M., 2011. Effects of organizational justice, trust and commitment on employees' W.-L. Zhuang, et al. *International Journal of Hospitality Management* 88 (2020) 102531 9 deviant behavior. *Anatolia-An International Journal of Tourism and Hospitality Research* 22 (2), 204–221.
- Deng WJ, Yeh ML, Sung ML (2013) A customer satisfaction index model for international tourist hotels: integrating consumption emotions into the American customer satisfaction index. *Int J Hosp Manag* 35:133–140
- Dutta K, Singh S (2014). Deriving Customer Satisfaction and Loyalty from Organized Retailer's Sales Promotion Activities in India. ISSN 2045-810X, 21
- Elbakoush, A. Yan. (2015). 'The Influence of Service Quality, Corporate Image, Trust and Satisfaction on Customer Loyalty: Evidence from Banking Industry in Libya. (master),' University Utara Malaysia, Malaysia.
- Eshetie, S.K., Seyoum, W & Ali, S.H (2016). Service quality and customer satisfaction in hospitality industry: The case of selected hotels in Jimma Town, Ethiopia. *Global Journal of Management and Business Research: E Marketing* 16 (5), 72 86.
- Evangelista, F., & Dioko, L.A.N. (2011). Interpersonal influence and destination brand equity perceptions. *International Journal of Culture, Tourism and Hospitality Research*, 5(3), 316-328
- Fares, S., Goldstein, A. and Loreto, F. (2010), "Determinants of ozone fluxes and metrics for ozone risk assessment in plants", *Journal of Experimental Botany*, Vol. 61 No. 3, pp. 629-633.
- Ferns, B.H., & Walls, A. (2012). Enduring travel involvement, destination brand equity, and travellers' visit intentions: A structural model analysis. *Journal of Destination Marketing and Management*, 1, 27-35.
- Fleetwood, D. (2021, 12 23). Quantitative Research: Definition, Methods, Types and Examples. Retrieved from <https://www.questionpro.com/blog/quantitative-research/>: <https://www.questionpro.com/blog/quantitative-research/>.
- Fuchs, M., Chekalina, T., Höpken, W., & Lexhagen, M. (2015). Customer-based Brand Equity Modelling for Big Data Analytics in Tourism Destinations – A Case from Sweden. In. E. Fayos-Solá and J. Jafari (Eds.), *Tourism Intelligence in Action*. T- Forum 2015 Global Conference, (in print)

**EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE  
TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS**

---

- Fuchs, M., Höpken, W., & Lexhagen, M. (2014). Big Data Analytics for Knowledge Generation in Tourism Destinations – A Case from Sweden. *Journal of Destination Marketing and Management*, 3(4), 198-209.
- Fuchs, M., Höpken, W., & Lexhagen, M. (2014). Big Data Analytics for Knowledge Generation in Tourism Destinations – A Case from Sweden. *Journal of Destination Marketing and Management*, 3(4), 198-209.
- G/Egziabher, A. (2015). Service quality and customer satisfaction in hotel industry: The case of three star hotels in Addis Ababa, Ethiopia. *Addis Ababa University College of Business and Economics*, 1-75.
- Gambo, M. K.K. (2016). Service quality and customer satisfaction among domestic air passengers in Nigeria. *International Journal of Business and Management Studies* 8 (2), 32 – 49
- Gensler, S., Völcker F., Liu-Thompkins, Y. & Wiertz, C. (2013). Managing brands in the social media environment. *Journal of interactive marketing*, 27(4), 242-256.
- Gumussoy, C.A & Koseoglu, B. (2016). The effects of service quality, perceived value and price fairness on hotel customers satisfaction and loyalty. *Journal of Economics, Business and Management*, 4 (9) 523-527
- Guo JJ, Tsai SB (2015) Discussing and evaluating green supply chain suppliers: a case study of the printed circuit board industry in China. *S Afr J Ind Eng* 26(2):56–67
- Hallak, Rob, Lee, Craig & Onur, Ilke (2019). ‘Examining healthy beverages in the hospitality industry: evidence from Australia and New Zealand.’ *British food journal online*, 1-15.
- Han, H., Kim, W. and Hyun, S. (2011) Switching intention model development: role of service performances, customer satisfaction, and switching barriers in the hotel industry; *International Journal of Hospitality Management*; 30; 3, 619-629
- Hau, T.C. (2014). The impact of service quality on tourist satisfaction: The Case Study of Rantau Abang beach as a turtle sanctuary destination. *Mediterranean Journal of Social Sciences*, 5(23), 1827-1832.
- Hill, C. W. L., & Jones, G. R. (2010). *Strategic Management Theory: An Integrated Approach* (9th ed.). Boston: Houghton Mifflin Company Press.
- Höpken, W., Fuchs, M., Keil, D., & Lexhagen, M. (2011). The Knowledge Destination – A Customer Information-based Destination Management Information System. In: R. Law, M. Fuchs and F. Ricci (Eds.), *Information and Communication Technologies in Tourism*. New York: Springer, 417-429.
- Horng, J.-S., Liu, C.-H., Chou, H.-Y., & Tsai C.–Y. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. *Tourism Management*, 33 815-824.
- Hsu, F., Liu, Y., Tsaur, S., 2019. The impact of workplace bullying on hotel employees’ well-being. *Int. J. Contemp. Hosp. Manage.* 31 (4), 1702–1719.



**EXAMINE WHICH MODEL OF THE CUSTOMER SATISFACTION INDEX IS MOST APPROPRIATE  
TO USE WITH TAIWAN INTERNATIONAL TOURIST HOTELS**

---

- Huarng, K. H. 2015. Configural Theory for ICT development. *Journal of business research*, Volume 68, Issue 4, pp 748-756.
- Hudson, S., Roth M. S., Madden, T. J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management*, 47, 68-76.
- Hundley, V, Milne, J, Leighton-Beck, L. et al. (2000). Raising research awareness among midwives and nurses: does it work? *Journal of Advanced Nursing* 31 (1): 78-88.
- Igwe, P., & Kalu, S. E. (2017). Service Innovativeness and customer satisfaction of four star hotels in Rivers state. *International Journals of Research in Business studies and Management*, 4 (3), 55-65.
- Ingram, H., Tabari, S. and Watthanakhomprathip, W. (2013) The impact of political instability on tourism: case of Thailand; *Worldwide Hospitality and Tourism Themes*; 5; 1, 99-103
- Jana, A., & Chandra, B. (2016). Mediating Role of Customer Satisfaction in the MidMarket Hotels: An Empirical Analysis. *Indian Journal Of Science And Technolo-gy*, 9(1). <http://dx.doi.org/10.17485/ijst/2016/v9i1/81973>
- Jasinskas, E., Streimikiene, D., Svagzdiene, B. & Simanavicius, A. (2016). Impact of hotel service quality on the loyalty of customers. *Economic Research-Ekonomiska Istrazivanja*, 29(1), 559- 572.
- Juliana, J. (2019). Analysis of the influence of brand image, service quality and price on customer satisfaction. *E-Jurnal Manajemen Universitas Udayana*, 8(9).
- Juliana, J., Pramezwary, A., Lestari, B.V., & Angriawan, J. (2021). An empirical study of fast food service quality on customer satisfaction. *Triangle Journal Of Management, Accounting, Economic and Business*, 2(1).
- Jung, Y. N., Kim, S., & Kim, S. (2014). Influence of consumer attitude toward online brand community on revisit intention and brand trust. *Journal of retailing and consumer services*, 21(4), 581-589.
- Kapiki, S.T. (2012). Current and future trends in tourism and hospitality. The case of Greece. *International Journal of Economic Practice and Theories*. 2 (1).
- Karamata, E., Chroneos-Krasavac, B., & Soldic-Aleksic, J. (2017). ‘Marketing implications of loyalty programs on customer relationship management within the airline industry’. *Marketing*, 48(1), 30–40.
- Keshavarz, Y. & Jamshidi, D. (2018). Service quality evaluation and the mediating role of perceived value and customer satisfaction in customer loyalty. *International Journal of Tourism Cities*, 4(2), 220-244.
- Kim, M., Vogt, C. A., & Knutson, B. J. (2016). ‘Evidence of member hotel programs boosting loyalty’. *Journal of Tourism and Hospitality Management*, 4(2), 49–63.
- Ko, W., Su, L. (2015). ‘Foodservice quality: Identifying perception indicators of foodservice quality for hospitality students’. *Food and Nutrition Sciences*, 5, 132- 137