



# A STUDY ON CUSTOMER SATISFACTION MEASUREMENT OF ANGSANA XI'AN LINTONG BASED ON INTERNET COMMENTS

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## ABSTRACT

A customer review on the hotel website to a large extent reflects the experience of the hotel consumption, which can reflect the customer satisfaction with the hotel. Based on 383 network comment texts of Angsana Xi'an Lintong, through using content analysis, AHP and other methods, the hotel customer satisfaction evaluation index system is constructed from seven aspects: the overall satisfaction, the hotel location, the service, the dining room, the room, the hot spring, the overall comfort and so on, and the customer satisfaction is analyzed and evaluated. The results show that the overall satisfaction of Angsana Spa Resort Hotel Xi'an Lintong is above average, in the analysis of single latitude; customers pay more attention to hotel service.

## KEYWORDS

Network comment, Angsana Xi'an Lintong, customer satisfaction.

## 1. INTRODUCTION

The hotel is an important part in the whole process of tourism, and accommodation-feeling will affect the whole journey feeling. With the increasing number of hotels in our country, the competition is becoming more and fiercer. Customer orientation is an important step to increase the competitiveness of hotels. Customer satisfaction is the result of the comparison of hotel products and customer needs, which can reflect the quality of hotel service to a large extent. High satisfaction would help to improve the image of the hotel and increase customer loyalty. The Internet has become an indispensable part of life, and profoundly changed the way of life and travel. Visitors are used to publish and find relevant travel information on the Internet, and travel websites and social networks are important tools for tourists to get travel information. Therefore, visitors to the Internet can reflect the degree of customer satisfaction to a certain extent [1].

In the context of the increasingly popular online customer evaluation, it is worthy to pay attention to the research of customer satisfaction in high star hot spring resort. Angsana Xi'an Lintong is a hot a spring resort hotel located in the tourist city, Lintong district of Xi'an City, to provide hot spring resort products as characteristic. Using content analysis, by collecting and analyzing the network comments, we build the customer satisfaction index system of hot spring resort hotel and analyzing satisfaction [2]. It can provide a useful reference to improve the Angsana Xi'an Lintong service quality and customer loyalty.

## 2. DATA COLLECTION, ANALYSIS AND SET UP THE EVALUATION INDEX SYSTEM

### 2.1 Data Acquisition and Analysis

Our research is based on the analysis of network comments of Angsana Xi'an Lintong customer satisfaction evaluation. The texts of the network evaluation are collected from e-long, C-trip, LY, Qunar and MaFengWo [3]. Those five-domestic web-sites are well-known of their hotel reservations review. Hotel reservation and evaluation functions are available, and a number of comments can be collected. When collecting the texts, in order to reduce the invalid comments, the text that less than 10 words were deleted to improve the quality of data. 383 effective network comments were collected, since the end of 2014, when the Angsana Xi'an Lintong open, to August 2016, as the basis of the satisfaction evaluation index system and the satisfaction analysis.

### 2.2 Hot Spring Resort Hotel Customer Satisfaction Index System

Organize and summarize the texts of comments from Internet, using Rost -CM software to analyze those texts. We get 38 hot words that affect customer satisfaction. Through further analysis, we found 6 first-grade factors that determine the guest satisfaction degree of hot spring resort hotel, including the hotel location, hotel services, hotel rooms, hotel catering, hotel spa and hotel overall evaluation. Because the survey aimed at Spa Resort, the hot word "hot springs" become one first-grade evaluation factor is reasonable and necessary. In addition, family guests accounted for a larger proportion of Angsana Xi'an Lintong, and the majority of family guests with children, so in the second rank indicators, targeted to join the "children's facilities" [4]. Because these second-grade factors about query service, booking service and laundry service are not ranking high in the frequency analysis results, it shows those factors are not representative in the comment text, therefore it is not classified as a first-grade-factor, so we put those three into the first-grade factor "whole service", which is a secondary subordinate factor. Through the analysis, combined with Angsana Xi'an Lintong details, and ultimately determine the 6 first-grade factors and 31 second-grade factors, and constructs the evaluation index system of Angsana Xi'an Lintong satisfaction (Table 1).

Table 1: Evaluation index system of Angsana Xi'an Lintong

First-grade factor	code	Secondary subordinate factor	code
Hotel location	U1	Surrounding environment	U11
		traffic	U12
		position	U13
Hotel Service	U2	Concierge service	U21

		Airport Shuttle	U22
		Baggage service	U23
		Guest service	U24
		Registration service	U25
		Room service	U26
		Children facilities	U311
		Restaurant environment	U32
		Restaurant Service	U33
Hotel Catering	U3	breakfast	U34
		variety of dishes	U35
		Room service	U36
		Overall evaluation	U37
		Shower Room	U41
		Children facilities	U42
		Room noise	U43
Hotel rooms	U4	Bedding	U44
		An electric appliance	U45
		Articles for daily use	U46
		Overall evaluation	U47
		Environmental Science	U51
Hotel Spa	U5	temperature	U52
		the Privacy	U53
		Overall evaluation	U54
		Decorative style	U61
Overall evaluation	U6	Lobby	U62
		amenities	U63
		Overall evaluation	U64

After the evaluation index system is established, "the questionnaire on the satisfaction degree of the hot spring resort hotel "is designed and given to the customer of hot spring resort hotel and tourism related professionals, so that weighting each factor of the hot spring resort hotel customer satisfaction evaluation-system [5]. AHP software is used to analyze the recovered questionnaires, and the weights of the evaluation indexes are obtained. Hotel location, hotel services, hotel and restaurant, hotel rooms, hotel spa, and overall evaluation, the weight of these 6 first-grade factors are {W1, W2, W3, W4, W5, W6} = {0.07, 0.29, 0.11, 0.16, 0.18, 0.19}.

The evaluation model of hot spring resort hotel based on network review is as follows.

$$HCSI = \sum W_i U_i$$

Among them, HCSI is the hotel customer satisfaction, W<sub>i</sub> is the weight of

the evaluation index, U<sub>i</sub> is the evaluation of the first-grade evaluation factors.

### 3 ANGSANA SPA RESORT HOTEL XI'AN LINTONG CUSTOMER SATISFACTION ANALYSIS

The collection of comments on the network text, are the reviews that the guests express with their own language on the hotel's service and product, which is used as the data sources about customer satisfaction with the hotel product. Then, the network comment texts can be converted into quantifiable data [6]. The network comments expressed in language, involving the hotel related services and hardware experience and perception-of the product, can be regarded as "scoring", through the analysis of the original semantic segment comment relates to satisfaction, can obtain the relevant factor of satisfaction, and specifically evaluated as {very satisfied, satisfied, in general, not satisfied, very satisfied} (Table 2).

**Table 2:** The example of semantic satisfaction transformation analysis of Web Reviews

Original comment	semantic fragment	semantic analysis	Involving the second-grade factors	Subordinate the first-grade factors	Satisfaction degree
The position is quite biased, staff is very warm, the hotel sent ginger tea, big rooms, welcome fruit and incense, breakfast is good, simple but-exquisite, love the decoration style ,the-late check-out agreed	The position quite biased	position	Hotel location		Dissatisfied
	staff is very warm, the hotel sent- ginger-tea, welcome fruit	Guest service	Hotel Service		Very satisfied
	big rooms	Overall evaluation		Room facilities	Satisfied
	breakfast is good	Breakfast service		Hotel Catering	Satisfied
	Love decoration style	Hotel decoration style		Overall comfort	Very satisfied
the-late check-out agreed		Registration service		Hotel Service	Satisfied

The second-grade factors mentioned in the network comments are used to calculate the degree of satisfaction by artificial statistics {not satisfied, not satisfied, general, satisfied, very satisfied} with the corresponding scores are {20, 40, 60, 80,100}. Calculate the average score of each second-grade factor. Second-grade factor multiplied by two levels of weight to get X2, X2 multiplied by the first level weights get X1.

## 4 CUSTOMER SATISFACTION ANALYSES

### 4.1 Overall Satisfaction Analysis

Customer's experience of Angsana Xi'an Lintong products, including the hotel location, hotel services, hotel catering, hotel rooms, hotel spa, and overall evaluation, among these 6 first-grade evaluation indicators, evaluation of "the hotel-overall comfort" is the highest one. This result indicates that the hotel gives customers a better sense of overall comfort, leaving a good impression to the customer. The "hotel service" accounts for the largest weight among 6 first-grade indicators, contribute the final satisfaction score largest, which shows customers think highly of the hotel service quality, but found in the analysis that customers hold reservations about Angsana service, there is still a lot of room for improvement, only by improving the service quality of the hotel can we improve the customer satisfaction.

**Table 3:** The list of analysis of the first rank index of Angsana Xi'an Lintong customer satisfaction

Dimension index	Hotel Location	Hotel Service	Hotel Catering	Room Facilities	Overall Comfort	Hot Spring	The Total Score
Average score	4.67	24.26	7.52	11.85	17.16	15.18	80.64

## 4.2 Single dimensional satisfaction analysis

The customer satisfaction of Angsana Xi'an Lintong in general is quite high. In the evaluation index system of customer satisfaction, the average score of the second rank index is more than 50 points. The overall comfort and Spa Hotel, average score of these two second-grade factors under first grade factor is above 80 points, indicating that the whole of the customer comfort and Angsana spa is a high degree of satisfaction. Overall, since the Angsana Xi'an Lintong opening, the hotel is to obtain a satisfactory overall product evaluation, but the evaluation factors, the specific satisfaction also have great differences.

### 4.2.1 Hotel location satisfaction

Customer satisfaction score of position is 61 points, evaluation in the "general" and "satisfaction" of the two intervals is relatively large differences. The reason may be, Angsana hotel is located in Lintong District of Xi'an City, this area is relatively far from the downtown area of Xi'an, and customers with different purposes may have different views on the location of the hotel. The evaluation in the text "very biased position, the shopping and the traffic is not convenient," and "far from urban areas can breathe fresh air, physical and mental relaxation" are tow examples. It is the difference between the larger evaluations, resulting in a "geographical" factor satisfaction lower average. However, with the development of tourism in Lintong, and the improvement of the surrounding traffic conditions, the customer satisfaction with the location of the hotel may be improved in the future.

### 4.2.2 Hotel Service Satisfaction

The score of "Hotel service" factor is only 78. The difference of the second-grade factor of "registration service" is bigger. Some customer reviews that "check-in is very smooth, very efficient, 5 points", but some customer reviews that "I am pregnant, but there is no chair to sit down, I stand for more than 20 minutes for check-in". It improves that the customer is sensitive to the registration service. The second-grade factor, "registration service" is the largest weight in the "hotel-service" evaluation, it is obvious that the customer is very concerned about the hotel check-in and check-out service. Hotel should pay attention to improve the quality of registration services, thereby enhancing the customer's satisfaction. "Baggage service" in the second-grade factors gets the highest score of 96 points, but the weight of the baggage service is only 0.16. This result show that the satisfaction of this service has a low contribution to the overall satisfaction of the first rank index and has little effect on it.

### 4.2.3 Hotel Catering Satisfaction

The satisfaction level of hotel catering service was significantly lower than that of other first rank indicators. Under the second rank indicators, the average score of only 30 points in the room service, it is obvious that the customer is not satisfied with the room service. Hotel should pay attention to it. The highest score is the "children's club", to reach 100 points. A lot of guests' comments are mentioned in children, because home customers in the Angsana Xi'an Lintong accounted for a large proportion. The hotel provides the service of children, which is very important to the customer with children, and this kind of service should be maintained. The highest weight of the second rank indicators are the "overall evaluation" and "breakfast", but the satisfaction of these two factors is only 66.8 and 69, we need to focus on these two aspects to improve customer satisfaction of the hotel.

### 4.2.4 Guest Satisfaction

To the hotel guest satisfaction, the highest score in the second-grade factor is "children's facilities" and "sound facilities", up to 100 points. And the weight of "children's facilities" is much bigger than the "noise". The result shows that the satisfaction of "children's facilities" is more important to the first-grade index. The larger weight of the second-grade factors as well as the "overall evaluation" and "bed products", and the scores of these two factors are in the middle-level, indicating that there is room for improvement. The average satisfaction score of the second-grade factors "electrical appliances" and "daily necessities" are relatively low.

The hotel should pay more attention to the room's hardware and guest supplies, in order to improve the experience.

### 4.2.5 Overall Comfort Degree of Satisfaction

In addition to the overall evaluation of this part, the other 3 second rank index scores are more than 90 points, the result shows that it is not enough to explain the hotel to do a good job of other services, to improve the overall level, give the customer a good overall feeling, in order to improve the overall satisfaction of the comfort.

### 4.2.6 Spa Satisfaction

This part of the overall customer satisfaction is higher, indicating that customer service is very satisfied with hot springs. Angsana Xi'an Lintong regards "spa" as features, if this part is well done. It would be of great help to maintain a good image of the hotel, and customer loyalty.

## 5. CONCLUSIONS

Through the research, we got a total of 38 evaluation factors, including the 6 first-grade factors of hotel location, hotel services, hotel rooms, hotel catering, hotel spa and hotel overall evaluation. And the evaluation index system of customer satisfaction of Spa resort hotel are constructed, the customer satisfaction of Angsana Xi'an Lintong is computed and analyzed concretely by using this evaluation index system. We found:

- (1) Customer satisfaction is high on the Angsana Xi'an Lintong. Among the 6 first rank evaluation index, the evaluation about the "overall comfort" of the hotel was the highest one, hotel services accounted for the largest weight, however, customers hold reservations about Angsana service, quality of service needs to be further improved.
- (2) According to the analysis of single latitude of satisfaction, visitors with different tourism destinations have significant difference in the hotel location evaluation. So the hotel location satisfaction score is not high. Hotel service satisfaction is medium, second-grade factor of "registration service" are significant, and the difference is big, reflecting the sensitivity and importance of "registration service", should pay attention to the satisfaction of hotel service. Hotel catering service satisfaction level is significantly lower than other first rank indicators, under the second rank indicators, the average room service is only 30 points, the overall evaluation and breakfast weight are the highest, but the average satisfaction is only 66.8 and 69, to improve customer satisfaction with the hotel catering services should start from here. During hotel room index, the highest satisfaction is "children's facilities" and "sound insulation", the weight of "children's facilities" is more than the others, the weight of a larger proportion are "overall evaluation" and "bed products", and the scores of these two factors are in the middle level, the hotel should pay attention to the guest room hardware and guest supplies. But the "hot spring" and "overall comfort" get high degree of satisfaction. It fully explains that "hot spring" is the characteristics of the hotel's image.
- (3) This research is aimed at Angsana Xi'an Lintong, a famous Spa Resort Hotel, for a study of customer satisfaction, in order to improve the hotel's customer satisfaction provides a useful reference, but at the same time there is a lack of comparative research.

In the increasingly fierce competition in the tourism resort hotel, a comparative study on the satisfaction of the same type of Hotel, in order to provide more practical significance, enhances the competitiveness of the recommendations and reference for the hotel management. This is the inadequacy of this study, but also the direction of future research.

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