

Service Quality and Customer Satisfaction Relationship: A Research in the Ambassador Bangkok

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Abstract: The interest in studying satisfaction and service quality as the antecedents of customer satisfaction intentions in this paper has been stimulated, firstly, by the recognition that customer satisfaction does not, on its own, produce customer lifetime value. Secondly, satisfaction and quality are closely linked to market share and customer retention. The relationship between service quality and customer satisfaction where customer of the Ambassador Bangkok Hotel were selected as the sample. The purpose of this study is to highlight the service quality of Ambassador Hotel and impacts of customer satisfaction by examining the basic principles of service quality. In this study the quantitative method was used. The primary data is collected from the hotel by questionnaires and interview. A questionnaire was used as the data collection technique and Ruetzler (2005) scale, which was developed to measure service quality in Ambassador Hotel, was used for creating the survey form and the secondary data is gotten from articles, journals and online resources. In the methodology the factor analysis by using ANOVA model, were performed on 96 valid sample survey data. The ANOVA model analysis was applied to five dimension of service quality (SERVQUAL) that were determine with age group as a result a factor analysis and it was found that these dimension affect the customer satisfaction positively. It was concluded that there is significant relationship between service quality and customer satisfaction. The research findings confirmed that there is a positive relationship between service quality and customer satisfaction.

Keywords: Service Quality, Customer Satisfaction, Relationship between Service Quality and Customer Satisfaction.

1. INTRODUCTION

The hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. While this industry is very broad, there are some defining aspects that are important to understand. One of the most defining aspects of this industry is that it focuses on customer satisfaction. Most people think that hotels alone belong to the hospitality industry, but hotels are only one sector of this industry. Thailand has a tourist season when more visitors arrive. As you can see below, the number of visitors is almost consistently higher during the first quarter and the last quarter of each year. This coincides with a more pleasant climate in the country ('cold' season), and less favorable weather conditions in Europe, and large parts of Asia, like China and Japan (<http://www.thaiwebsites.com/tourism.asp>).

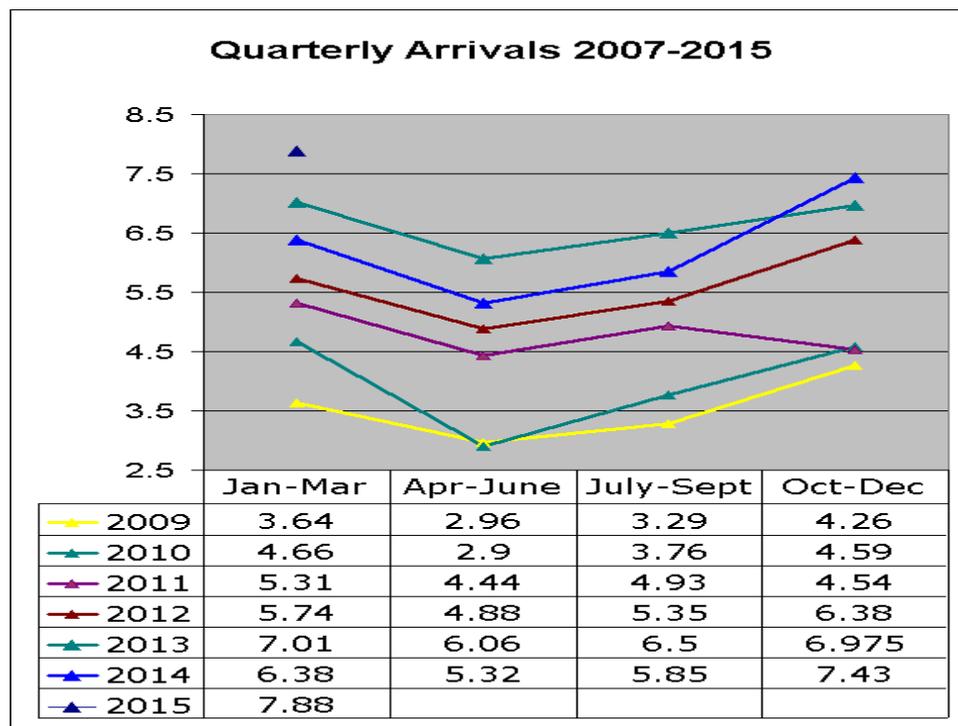


Figure 1: Quarterly Arrivals 2007-2015

The figures above shows that Thailand missed out on in between 1 and 2 million potential extra visitors in both 2009 and 2010. The same is probably true for end 2011 with the major floods and end 2013 to begin 2014 with the political uncertainty. In the graph we see that dramatic increase of visitor in the last quarter of 2014, and the first quarter of 2015 (highest number of arrivals ever).

Thailand has been successful in tourism due to varieties factors:

- Thailand's favorable location makes it the ideal commercial aviation center of Southeast Asia which is convenient for flights from all over the world to stop over at Bangkok International Airport. Being readily accessible results in the satisfying growth of the Thai tourism industry.
- Beaches, seaside, picturesque forests and mountains; historical tourist destinations, antiques, ancient remains' Thai traditions and culture. All these can be used for tourism promotion in Thailand's tourist markets.
- Thailand has appropriately developed tourism facilities in accommodation, local transportation, restaurants, souvenirs and entertainment.
- The uniqueness of the Thai people, friendliness, helpfulness and smiling faces are suitable for tourism professions which deal with service.

The nature of hospitality industry with a high concentration of safety and security issue will remain a challenge for hotel industry to enhance the service quality and customer satisfaction.

1.1 Overview of the Ambassador Bangkok:

Ambassador Hotel Bangkok perfectly located in a prime location of Sukhumvit, Bangkok's trendy restaurant, entertainment and shopping district. The surrounding area includes shopping at Robinson Department Store, Terminal 21 Shopping Mall, Emporium Shopping Centre, Central World , the luxury Siam Paragon and Central Embassy , International hospital at Bumrungrad Hospital, Queen Sirikit National Convention Centre (QSNCC), the Stock Exchange of Thailand. Adjacent to the hotel's Main Wing, Am Plaza is an onsite retail therapy. You'll find travel agents, fine jewelers and various tailor shops. In addition you will discover a branch of Villa Supermarket, a selection of International restaurants and traditional vendors. Ambassador Hotel's close proximity to the sky train (Nana Station) and subway (Sukhumvit Station). Queen Sirikit Convention Centre is nearby Ambassador Hotel as well as Suvarnabhumi Airport which is only a 30-minute drive away. With 760 guest rooms and suites, all non-smoking rooms. Each room exudes

comfort providing a good range of amenities including satellite TV and fully stocked bar size fridge. Complimentary Wi-Fi internet access is available at Tower Wing, Main Wing and throughout public areas. The pillar-free, high-ceiling Grand Ballroom can accommodate up to 2,000 guests and is complemented by 25 function rooms. The hotel also meets the requirements of corporate guests with conference, banqueting facilities and business center.

Hotel Facilities: Health and fitness concerns have become part and parcel of today's increasingly complex lifestyles; and travelers can easily maintain their personal fitness routines while staying at the Ambassador Hotel Bangkok. The health Centre offers the convenience of an Exercise Room with modern workout equipment; Sauna and Massage; Jacuzzi and whirlpool Bath units, Swimming Pool, Squash, and outdoor Jogging Track.

Accommodation: At the Ambassador Hotel Bangkok there are more than 820 guest rooms and suites from which to choose. One of our state-of-art architectural designs is the 27-storey circular Tower Wing. Each room and suite offers panoramic views of downtown Bangkok and is equipped with cable television, business facilities, and mini-bar and personal amenities. The Ambassador Hotel Bangkok is extremely proud of its range of Designer Suites, We recognize various needs and life styles, and thus we created different facilities for everyone. The magnificent Ambassador and Bangkok Suites for example were designed for both business and leisure purposes and offer very personal service, total privacy and extreme comfort. We also have our "Cities of Asia" range of suites from which to choose.

1.2 Objective and Scope of the Research:

The main objective of this research is to find out Service Quality and Customer Satisfaction Relationship: A Research in the Ambassador Bangkok. To achieve the objective of the study intend to find answer to the following question:

Q: What is the relationship between service quality and customer satisfaction in the Ambassador Bangkok?

2. LITERATURE REVIEW

TOURISM MARKET:

After a successful year for tourism in 2013, Thailand experienced a 6.7 percent decrease in visitor arrivals and a 4.9 percent decrease in tourism receipts. This slump in tourism receipts is attributed to the anti-government protests during the peak tourism season, from November 2013 to February 2014, and the military curfew implemented thereafter. Although the unrest was localized to Bangkok, it caused uncertainty about travel to Thailand in general, affecting tourism across the country. Tourists from within Asia contributed, by far, the most to the total number of visitor arrivals, following the same trend as 2013. Approximately 14.5 million of Thailand's tourists came from its surrounding countries. Within this group, approximately 6.6 million Southeast Asian residents visited Thailand, followed by 4.2 million from China, and about 1.1 and 1.2 million from Korea and Japan respectively.

HOTEL MARKET:

According to STR Global data, as of September 2014, approximately 101 hotels, comprising about 18 000 rooms, were introduced into the market. These new hotels were mainly located in Bangkok with 32 percent of new rooms, and Phuket with 22 percent of new rooms. New supply growth was also expected in beach destinations like Pattaya and Hua Hin. Occupancy, ADR and RevPAR dropped YoY by -14 percent, -12 percent, and -23 percent respectively. The performance of the hotel market in Bangkok suffered more than the other regions due to civil unrest, while resort destinations with direct flights from overseas tended to suffer less. The Thai tourism sector is expected to recover quickly from the impact, however.

2.1 Concepts of Service Quality:

There are many researchers who have defined service quality in different ways. For instance, Bitner, Booms and Mohr (1994, p. 97) define service quality as "the consumers overall impression of the relative inferiority / superiority of the organization and its services". While other researchers (e.g. Cronin and Taylor, 1994; Taylor and Cronin, 1994) view service quality as a form of attitude representing a long-run overall evaluation, Parasuraman, Zeithaml and Berry (1985, p. 48) defined service quality as „a function of the differences between expectation and performance along the quality dimensions". This has appeared to be consistent with Roest and Pieters" (1997) definition that service quality is a relativistic and cognitive discrepancy between experience-based norms and performances concerning service benefits.

Service quality is considered the life of hotel (Min & Min, 1996) and core of service management (Chen, 2008) Service quality is related with customer satisfaction (Shi & Su, 2007) and customer satisfaction is associated with customers

revisit intention (Han, Back & Barrett, 2009). If an effective image is portrayed to customers, it will create competitive advantage for hotel (Ryu, Han & Kim, 2008). As a result of service development process three concept of service is composed and these three steps are service process, system and Service resources-structure (Edvardsson, 1997).

Marketing is the main factor that only focused on the Customer satisfaction (Flint & Woodruff & Gardial 1997 & Peter & Olson, 1996). Customer satisfaction plays an important role in financial performance of hotel (Nilsson Johnson & Gustafsson, 2001). In hotel industry, as service has direct interaction with customers, that is why customer satisfaction can be a replication of service quality in hotels.

2.1.1 Tangibility:

The tangible Service Quality Dimension refers to the appearance of the physical surroundings and facilities, equipment, personnel and the way of communication. In other words, the tangible dimension is about creating first hand impressions. A company should want all their customers to get a unique positive and never forgetting first hand impression, this would make them more likely to return in the future (Delgado and Ballester, 2004).

2.1.2 Reliability:

The reliability Service Quality refers to how the company are performing and completing their promised service, quality and accuracy within the given set requirements between the company and the customer. Reliability is just as important as a good first hand impression, because every customer want to know if their supplier is reliable and fulfill the set requirements with satisfaction (Delgado and Ballester, 2004).

2.1.3 Responsiveness:

The responsiveness Service Quality refers to the willingness of the company to help its customers in providing them with a good, quality and fast service. This is also a very important dimension, because every customer feels more valued if they get the best possible quality in the service (Delgado and Ballester, 2004).

2.1.4 Assurance:

The assurance Service Quality refers to the company's employees. Are the employees skilled workers which are able to gain the trust and confidence of the customers? If the customers are not comfortable with the employees, there are a rather large chance that the customers will not return to do further business with the company (Delgado and Ballester, 2004).

2.1.5 Empathy:

The empathy Service Quality refers to how the company cares and gives individualized attention to their customers, to make the customers feeling extra valued and special. The fifth dimension are actually combining the second, third and fourth dimension to a higher level, even though the really cannot be compared as individuals. If the customers feel they get individualized and quality attention there is a very big chance that they will return to the company and do business there again (Delgado and Ballester, 2004).

2.2 Concepts of Customer Satisfaction:

Customer satisfaction is a key factor in formation of customer's desires for future purchase (Mittal & Kamakura, 2001). Furthermore, the satisfied customers will probably talk to others about their good experiences. This fact, especially in the Middle Eastern cultures, where the social life has been shaped in a way that social communication with other people enhances the society, is more important (Jamal & Naser, 2002). Although satisfaction has been defined as the difference between expectation and performance, but there are differences between quality and satisfaction. For example, Parasuraman et al. (1991) say that satisfaction is a decision made after experience while quality is not the same. On the other hand, in satisfaction literature, expectations for goods is "would", while in service quality literature, expectations for goods is "should".

Cadotte & Turgeon (1988) have introduced another group of factors known as neutral factors. Besides, Liljander & Strandvik (1993) say that experience is not needed for evaluating service quality, and service can be evaluated on the basis of the knowledge about service provider, while satisfaction is an inner view, resulted from customer's own experience from the service. Finally, several researches have been done on the relation between service quality and satisfaction: findings of some of these researches show that satisfaction results in service quality (Parasuraman et al.,

1988). Also, the research conducted by Sureshchandar et al. (2002) shows that, there is a two-way relation between satisfaction and service quality.

2.3 Relationship between Service Quality and Customer Satisfaction:

The empirical studies show that two constructs service quality and customer satisfactions are conceptually distinct (Bitner, 1990; Boulding, Kalra, Staelin, & Zeithaml, 1993). Sureshchandar et al, (2002), identify that the survey result shows that there are high relationships between service quality and customer satisfaction. Sureshchandar et al (2002), have emphasized that the two constructs service quality and customer satisfaction do exhibit the independence and are indeed different constructs from the customers' point of view.

In more recent studies Spreng and Mackoy (1996), addressed the relationship between service quality and customer satisfaction by using the model developed by Oliver et al (1992). The model integrates the two constructs and suggests, among other things that perceived service quality is an antecedent to satisfaction. Spreng and Mackoy (1996), showed that service quality leads to customer satisfaction. Bitner (1990) developed a model of service encounter evaluation and empirically supported the effect of satisfaction on service quality. Bolton and Drew (1991) also proposed that satisfaction leads to service quality. Earlier, Woodside et al. (1989) supported the causal relation of service quality and satisfaction with data collected in the area of health care.

2.4 Conceptual Framework:

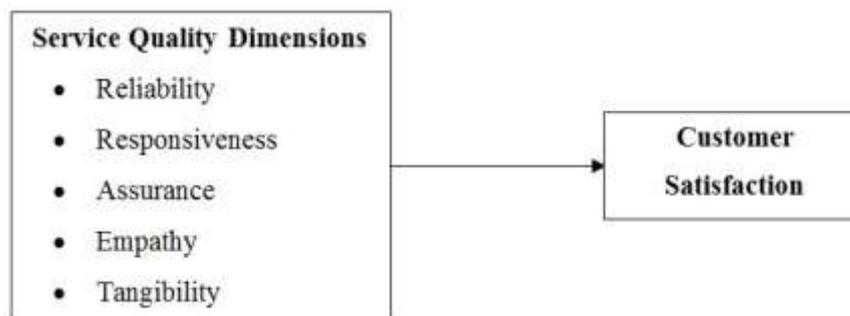


Figure 2: Conceptual Framework

2.5 Hypotheses of the Research:

The specific hypotheses for this study are as follows;

H0, 1: There is a positive relationship between Tangibility and Customer Satisfaction.

H0, 2: There is a positive relationship between Reliability and Customer Satisfaction.

H0, 3: There is a positive relationship between Responsiveness and Customer Satisfaction.

H0, 4: There is a positive relationship between Assurance and Customer Satisfaction.

H0, 5: There is a positive relationship between Empathy and Customer Satisfaction.

3. METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Methodology is essential in gathering relevant information thereby giving effective and reliable representation.

Types of Research Methodology:

Qualitative:

This type of research methods involves describing in details specific situation using research tools like interviews, surveys, and Observations. Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative Research is also used to uncover trends in thought and opinions,

and dive deeper into the problem. Qualitative data collection methods vary using unstructured or semi-structured techniques. Some common methods include focus groups (group discussions), individual interviews, and participation/observations. The sample size is typically small, and respondents are selected to fulfill a given quota.

Quantitative:

This type of research methods requires quantifiable data involving numerical and statistical explanations. Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into useable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables – and generalize results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than Qualitative data collection methods. Quantitative data collection methods include various forms of surveys – online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations.

The methodology of this research is broken down into the following framework-

- Research design
- Data collection
- Questionnaires Measurement
- Population and sample

3.1 Research Design:

A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

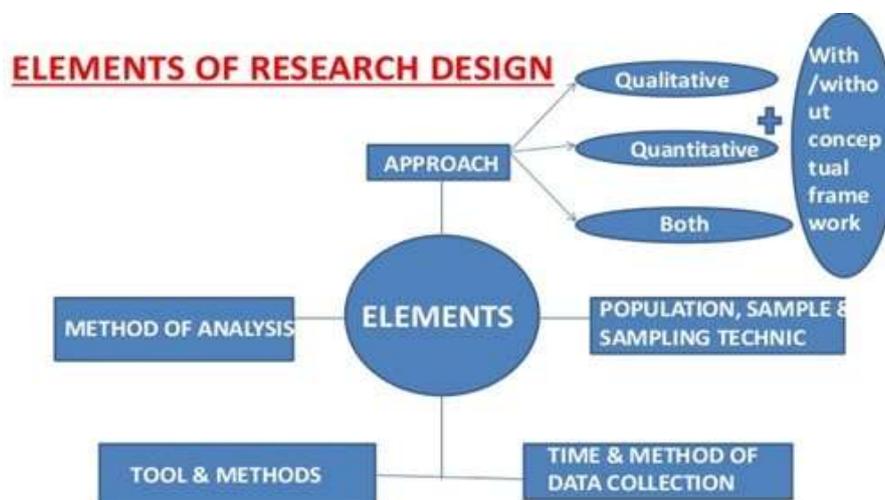


Figure 3: Research Design

A research design is the document of the study. The design of a study defines the study type (descriptive, correlational, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research question, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. Research design is the framework that has been created to seek answers to research questions.

Burns and Grove (2003:195) define a research design as “a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings”. Parahoo (1997:142) describes a research design as “a plan that describes how, when and where data are to be collected and analyses”. Polit et al (2001:167) define a research design as “the researcher’s overall for answering the research question or testing the research hypothesis”.

This study focuses on the relationship between service quality and customer satisfaction in ambassador hotel Bangkok. The research approach for the research study is “Descriptive Research”. Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

Descriptive research can be explained as a statement of affairs as they are at present with the researcher having no control over variable. Moreover, “descriptive research may be characterized as simply the attempt to determine, describe or identify what is, while analytical research attempts to establish why it is that way or how it came to be” (Ethridge, 2004, p.24).

Descriptive studies can contain the elements of both, qualitative and quantitative methods within a single research. In descriptive studies data collection is facilitated without changing the environment.

An important distinctive trait of descriptive research compared to alternative types of studies relates to the fact that while descriptive research can employ a number of variables, only one variable is required to conduct a descriptive study. Three main purposes of descriptive studies can be explained as describing, explaining and validating research findings.

There are three basic types of Descriptive research. These are -

1. Observational Method
2. Case Study Method
3. Survey Method

Observation:

Observation, as the name implies, is a way of collecting data through observing. Observation can be structured or unstructured. In structured or systematic observation data collection is conducted using specific variables and according to a pre-defined schedule. Unstructured observation, on the other hand, is conducted in an open and free manner in a sense that there would be no pre-determined variables or objectives. Advantages of observation primary data collection method include direct access to research phenomena, high levels of flexibility in terms of application and generating a permanent record of phenomena to be referred to later if a need arises.

Case Studies:

Case studies are a popular research method in business area. Case studies aim to analyze specific issues within the boundaries of a specific environment, situation or organization. According to its design, case study research method can be divided into three categories: explanatory, descriptive and exploratory.

1. Explanatory case studies aim to answer ‘how’ or ‘why’ questions with little control on behalf of researcher over occurrence of events. This type of case studies focus on phenomena within the contexts of real-life situations. Example: “An investigation into the reasons of the global financial and economic crisis of 2008 – 2010”.

2. Descriptive case studies aim to analyze the sequence of interpersonal events after a certain amount of time has passed. Case studies belonging to this category usually describe culture or sub-culture, and they attempt to discover the key phenomena. Example: “Impact of increasing levels of multiculturalism on marketing practices: A case study of McDonald’s Indonesia”.

3. Exploratory case studies aim to find answers to the questions of ‘what’ or ‘who’. Exploratory case study data collection method is often accompanied by additional data collection method(s) such as interviews, questionnaires, experiments etc. Example: “A study into differences of leadership practices between private and public sector organizations in Atlanta, USA”.

Advantages of case study method include data collection and analysis within the context of phenomenon, integration of qualitative and quantitative data in data analysis, and the ability to capture complexities of real-life situations so that the phenomenon can be studied in greater levels of depth.

Survey Method:

The essence of survey method can be explained as “questioning individuals on a topic or topics and then describing their responses” (Jackson, 2011, p.17).

In business studies survey method of primary data collection is used in order to test concepts, reflect attitude of people, establish the level of customer satisfaction, and conduct segmentation research and a set of other purposes.

Survey method pursues two main purposes:

1. Describing certain aspects or characteristics of population and/or
2. Testing hypotheses about nature of relationships within a population.

Survey method can be broadly divided into three categories: mail survey, telephone survey and personal interview. The descriptions of each of these methods are briefly explained on the following table as proposed by Jackson (2011).

Table 1. Survey Methods

Survey method	Description
Mail survey	A written survey that is self-administered
Telephone survey	A survey conducted by telephone in which the questions are read to the respondents
Personal interview	A face-to-face interview of the respondent

Source: Jackson (2011)

Alternatively, According to Neuman (2005) from the viewpoint of practicality the most popular variations of surveys include questionnaires, interviews and documentation review. The main advantages and disadvantages associated with these primary data collection methods are explained by Denscombe (2004) in the following manner:

Table 2. Advantages and Disadvantages of Survey Methods

Method	Purpose	Advantages	Disadvantages
Questionnaires	Conducted in order to gather large size of information in a short period of time	Members of the sample group can remain anonymous Considerably cheaper than most of the other primary data collection methods Possibility of generating large amount of data	Difficulties of ensuring greater depth for the research The problem of the 'first choice selection'
Interviews	Conducted in order to reflect emotions and experiences, and explore issues with a greater focus	The possibility to direct the process of data collection The possibility to collect the specific type of information required	Great amount of time required in order to arrange and conduct interviews and primary data collection. Additional costs might be incurred associated with arranging and conducting interviews, travelling etc. Potential for interviewee bias
Documentation review	Conducted in order to study issues that have developed over a specific period of time	Possibility to retrieve comprehensive information	Challenges associated with access to documentation Inflexibility of the research process

Mainly, the researcher was chosen this technique for two reasons because it is least reliable design but normally the cheapest and easiest to conduct.

In survey method research, participants answer questions administered through interviews or questionnaires. After participants answer the questions, researchers describe the responses given. In order for the survey to be both reliable and valid it is important that the questions are constructed properly. Questions should be written so they are clear and easy to comprehend.

Another consideration when designing questions is whether to include open-ended, closed-ended, partially open-ended, or rating-scale questions (for a detailed discussion refers to Jackson, 2009). Advantages and disadvantages can be found with each type:

Open-ended questions allow for a greater variety of responses from participants but are difficult to analyze statistically because the data must be coded or reduced in some manner. Closed-ended questions are easy to analyze statistically, but they seriously limit the responses that participants can give. Many researchers prefer to use a Likert-type scale because it's very easy to analyze statistically. (Jackson, 2009, p. 89).

It also provides the need to explain the causal relationship between service quality and customer satisfaction in the hotel industry and also required the collection of quantitative data as well. This involves testing the theories that already exists and these tests will be carried out through questionnaires.

3.2 Data Collection:

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities and business. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same. The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

Generally there are three types of data collection and they are

1. Surveys: Standardized paper-and -pencil or phone questionnaires that ask predetermined questions.
2. Interviews: Structured or unstructured one-on-one directed conversations with key individuals or leaders in a community.
3. Focus groups: Structured interviews with small groups of like individuals using standardized questions, follow-up questions, and exploration of other topics that arise to better understand participants.

Both primary and secondary data source were used to ask research questions.

3.2.1 Questionnaires:

According to Sekeran, (2003), 'a questionnaire is a pre-formulated written set of questions to which respondents' records their answers, usually within rather closely defined alternatives'. A questionnaire was structured for this research (Appendix) and was administered to the guest of the studied hotel ambassador. The choice of the questionnaire as one of the means of gathering data is borne out of the fact that it is cheap, do not require as much effort from the questioner as verbal or telephone surveys, not time consuming and often have standardized answers that make it simple to compile data. It allows the respondents to supply answers that are confidential to them (Sekeran, 2003). These questionnaires were handed directly to the respondents by the researchers which gave the researchers the privilege to introduce the topic and encouragement in answering the questionnaire. The questionnaire consists of two sections, which focuses on the areas of interest of the research.

- The first section relates to the demographic (customer's gender and age).
- The second section relates to the service quality (Question 1-21).

The questionnaire consists of closed ended and open ended questions. Open-ended questions are questions to which there is not one definite answer. Open-ended questions may be a good way to break the ice with a survey, giving respondents an opportunity to answer in their own words. The responses to open-ended questions can be very useful, often yielding quotable material, and the drawback to open-ended questions is that the responses are more difficult to catalogue and interpret (Fink, 1995).

Closed-ended questions have a finite set of answers from which the respondent chooses. One of the choices may be "Other." It is a good idea to allow respondents to write in an optional response if they choose "Other." The benefit of closed-ended questions is that they are easy to standardize, and data gathered from closed-ended questions lend themselves to statistical analysis (Fink, 1995). The down side to closed-ended questions is that they are more difficult to write than open-ended questions. This is because the evaluator must design choices to include all the possible answers a respondent could give for each question. The closed ended questions helped the researchers to analyses the information gotten without difficulties using a 5 point Likert scale (The Likert Scale is an ordered, one-dimensional scale from which respondents choose one option that best aligns with their view).

3.3 Questionnaires Measurement:

In developing measures to represent the concepts Service Quality and Customer Satisfaction, synthesized scales from the literature with those obtained in the field work. The initial measures were refined and pre tested to enhance the validity and accuracy of the questionnaire.

Service Quality was measure under the 5 dimensions (Tangibility, Reliability, Responsiveness, Assurance and Empathy) and developed 21 Questions which are needed to cover 5 dimensions (Section 2, Question 1-21). SOURCE: Refined SERVQUAL battery adapted from Parasuraman, Berry, and Zeithaml 1991b; and Parasuraman, Zeithaml, and Berry 1994. Questions from 1-5 measured the reliability of the service, 6-8 determined the responsiveness, 9-12 determined the assurance, 13-16 determined the empathy and the questions from 17-21 measured the tangibility. This scale developed and validated by Ruetzler (2005). Five point *Likert* scale were used (1= Strongly Disagree to 5= strongly agree).

3.4 Population and Sampling:

Sekaran (2003) describes sampling as the process of selecting a sufficient number and the right type of elements for study from a certain population. As population is defined, the entire group of elements that the researcher is interested to investigate. An *element* on the other hand, is a single member of the population (Jankowicz, 1991). Sample is defined as a portion or subset of the population, the size of which is determined by the type and objective of the study, as well as time and financial constraints (Fink, 1995). Sampling therefore is the method of drawing the sample and it is a vital part of a research as it allows to the researcher to generalize findings, as it is impossible to examine the whole population (Frankfort-Nachmias and Nachmias, 1996).

Samples were drawn from the entire population of study in this research due to time, financial and human resource constraints, thus it is believed that the sample will provide the researchers with more reliable results (Sekaran, 2003; Blumberg et al 2005).

3.4.1 Sample Design:

Sampling is divided into two main categories: probability and non-probability and these are used in this research. In probability sampling, the elements of the population have a definite chance, but not necessarily equal, of being included to the sample. On the contrary, in non-probability sampling, the odds that a particular element will be included in the sample are unknown.

Non-probability sampling strategy called convenience sampling. "A convenience sampling is available to the researcher by virtue of its accessibility" (Bryman & Bell, 2003, p. 105).

3.4.2 Population and Sample Size:

The population of study was the customers of the Ambassador Bangkok. From their data base the researcher select one month guest list to calculate the sample size, which is 19700 guest averages per month. To find out the calculation of sample size researcher use sample size calculator by Creative Research System. Research data were collected using the simple random sampling method. Assuming a 95% confidence interval and $e = 10\%$ margin of error, the sample size is calculated as $n=96$ (Kurtuluş, 2004: 187). The sample size is 96 after the calculation is given in figure 2.

Determine Sample Size	
Confidence Level:	<input checked="" type="radio"/> 95% <input type="radio"/> 99%
Confidence Interval:	<input type="text" value="10"/>
Population:	<input type="text" value="19700"/>
<input type="button" value="Calculate"/> <input type="button" value="Clear"/>	
Sample size needed:	<input type="text" value="96"/>

Figure 4: Sample Size Calculator

The population of study was drawn out of the Ambassador Bangkok. A total of 200 questionnaires were administered and 112 were returned. After eliminating 16 questionnaires because of incompleteness, 96 useful questionnaires were obtained, yielding a 48 per cent response rate. Considering the issue of the sample size when conducting more complex statistical analysis, the sample of 96 valid questionnaires deemed satisfactory.

4. DATA ANALYSIS

The analysis of collected data was carried out through various statistical techniques. A hypotheses testing is undertaken on the data to verify the dimensionality and reliability of the scale used to measure the customer satisfaction and Service Quality. SPSS (Statistical Package for Social Science) Version 20 software packages were used in this Study.

Table 3. The frequency and percentage of respondents classified by Gender

Gender		Frequency	Percent
Valid	Male	52	54.17
	Female	44	45.83
	Total	96	100.00

Table 3 shows the gender distribution of the respondents, which is the sample group in this study. There are female respondents more than male respondents, a total of 52 male respondents or 54.17% and a total of 44 female respondents or 45.83%.

Table 4. The frequency and percentage of respondents classified by Age

Age		Frequency	Percent
Valid	20 or less	12	12.50
	21-35	35	35.46
	36-50	36	37.50
	51 or more	13	13.54
	Total	96	100.00

Table 4 shows the age distribution of the respondents. The age between 36 and 50 are the majority, which are 36 persons or 37.50% of the total respondents. The age 21 and 35 are the second largest group that has 35 persons or 35.46%. The third one is age 51 or more that has only 13 persons by 13.54 of the total respondents participated in the survey. The group age is 20 or less, which has only 12 persons by 12.50% of the total respondents participated in the survey.

4.1 Results of the Analysis:

In this part of the study one-way ANOVA test were applied to determine whether there was a significant relationship between customer satisfaction and service quality. As a result of the analysis the researcher selects the age group which is significant relationship between different age group. In table below show that's different age group have different opinion about service quality of hotel. The result obtained is presented in Table 6.

Table 5. ANOVA Results According to Age

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Reliability	Between Groups	176.744	3	58.915	4.444	.006
	Within Groups	1232.927	93	13.257		
	Total	1409.670	96			
Responsiveness	Between Groups	224.559	3	74.853	4.180	.008
	Within Groups	1665.420	93	17.908		
	Total	1889.979	96			
Assurance	Between Groups	173.942	3	57.981	4.678	.004
	Within Groups	1152.780	93	12.395		
	Total	1326.722	96			
Empathy	Between Groups	62.952	3	20.984	4.802	.004
	Within Groups	406.409	93	4.370		
	Total	469.361	96			
Tangibility	Between Groups	197.222	3	65.741	2.818	.043
	Within Groups	2169.891	93	23.332		
	Total	2367.113	96			
Service Quality	Between Groups	1301.883	3	433.961	3.905	.011
	Within Groups	10336.344	93	111.143		
	Total	11638.227	96			

According to the result of the ANOVA test performed in order to determine whether there existed significant differences between participants with respect to the age groups in terms of the participant's perception of refectory service quality sub-dimensions and satisfaction, it was found that different age group have different perception of service quality. For this research the result we see that 36 to 50 this age group satisfied of the Ambassador Bangkok service. This group more satisfied then other age group. Finally the five dimension of service quality model have positive relationship with customer satisfaction, significant relationship with age group.

4.2 Test of the Hypotheses:

The SPSS (Statistical Package for Social Science) Version 20 methodology was used to test the hypotheses. Based on the values computed through the software it represent that the theoretical model fit the data well.

4.2.1 Tangibility and Customer Satisfaction:

Hypothesis H_1 states that there is a positive relationship between Tangibility and Customer Satisfaction. The hypothesis supported by the data because contribution to the customer satisfaction has taken positive value (+ 0.006). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Tangibility and Customer Satisfaction.

4.2.2 Reliability and Customer Satisfaction:

Hypothesis H_2 states that there is a positive relationship between Reliability and Customer Satisfaction. The hypothesis supported by the data because contribution to the customer satisfaction has taken positive value (+ 0.008). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Reliability and Customer Satisfaction.

4.2.3 Responsiveness and Customer Satisfaction:

Hypothesis H_3 states that there is a positive relationship between Responsiveness and Customer Satisfaction. The hypothesis supported by the data because contribution to the customer satisfaction has taken positive value (+ 0.004). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Responsiveness and Customer Satisfaction.

4.2.4 Assurance and Customer Satisfaction:

Hypothesis H_4 states that there is a positive relationship between Assurance and Customer Satisfaction. The hypothesis supported by the data because contribution to the customer satisfaction has taken positive value (+ 0.004). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Assurance and Customer Satisfaction.

4.1.5 Empathy and Customer Satisfaction:

Hypothesis H_5 states that there is a positive relationship between Empathy and Customer Satisfaction. The hypothesis supported by the data because contribution to the customer satisfaction has taken positive value (+ 0.043). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Empathy and Customer Satisfaction.

The Summery of the hypotheses testing is effect of Service Quality on Customer Satisfaction and whether the hypothesized effects are supported by the findings. After hypothesis testing the researcher find out that overall service quality is positive value (+ 0.011). It means that the Ambassador Bangkok service is good. It concludes that the customer of the Ambassador Bangkok is satisfied of their service.

5. CONCLUSION

In summary, all the hypotheses were strongly supported and the proposed framework of the present study was able to demonstrate strong explanatory power. Notably, this study provides evidence for the direct effect of service quality and satisfaction on repatronage intention as suggested by the literature and satisfaction emerged as a stronger predictor of repatronage intentions in the restaurant settings. The descriptive result reveals that service quality affects the customer satisfaction.

This implies that ambassador hotel service quality is good and also the management focus on service quality. Because now the people believe in quality not quantity. The hotel all staff well trained to be responsive and sensitive to customer needs, thus providing best services to the customer. In addition, the hotel atmosphere can also be improved by ensuring cleanliness and favorable ambience with appropriate music and lighting. Customer satisfaction is also very crucial since satisfaction does influence customers' intention to repatronage the hotel in future. Hence, the management should look into the factors that would affect customer satisfaction level. In addition, as customer expectations are changing over time, practitioners are advised to measure their customer expectation and satisfaction regularly and handle complaints timely and effectively.

In view of the limitations, future study should use different sampling units which are more generalizable and conduct the study nationwide. The proposed model can also be extended to other service industries or other types of restaurants. In terms of measurement issues, future research may use multiple items to strengthen the reliability of satisfaction construct. Also, the structural relationships among the three constructs should be examined. Additional constructs may also be added into this model, based on the literature, and be tested empirically.

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