

**THE PERCEPTION OF TRAVELERS TOWARDS THE
SERVICES OF AN AIRPORT BOUTIQUE HOTEL**



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ABSTRACT

This research studies about the perceptions of the travelers towards the services of an airport boutique hotel. The objectives of the study are to explore the perception of the customers towards the services offered by the boutique hotel located in the airport, and to identify the possible extra supportive services for the boutique hotel located in the airport to upgrade customers' satisfaction. The researcher uses qualitative study by conducting the in-depth interviews with 12 travelers who stay at the hotel. Besides, the data from the reviews of the hotel on a travel website are collected for further analysis.

The study finds that there are many factors influencing the customer satisfaction towards the hotel including the hotel room and in-room facilities, clean bed, coffee shop, hotel cleanliness, hotel design and decoration, and hotel services by staff. The review from the website further adds the hotel location as the influencing factor on customer satisfaction. Besides, the study suggests that the possible extra services that the hotel should offer to improve customer satisfaction are such as the improvements of air condition system and more television channels. The future researcher is recommended to include the use of quantitative study for the future studies

KEY WORDS: boutique hotel/ boutique hotel/ travelers/ perception

36 pages

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CHAPTER I

INTRODUCTION

TITLE: The Perceptions of Travelers towards the Services of an Airport Boutique Hotel

Research Background

With the growth and development in transportation, people travel by plane more and more in these past years while the number of airports across the world has been increasing a lot from the past. Many travelers at the airport unfortunately have to transit or wait for the flight at the airport for many hours at night while there are almost no hotels near airport available for them to stay overnight. There is only a hotel in airport as an option available in the airport. The location of the hotel comes with several key competitive advantages over other hotels settled as it makes the hotel a convenient and selective choice for foreign traveler to stop by overnight. This hotel is a standard hotel offering acceptable and services including Superior bed rooms, Lounge and Reception with 24-hours check in and check out. In the bedroom, travelers can enjoy the accommodations such as Free- WIFI, a comfortable bed, air condition, flat-screen TV, and private bathroom with shower and bathroom amenities. In the morning, the travelers are offered with breakfast at the lounge before they leave. However, according to some online reviews in the websites such as TripAdvisor (n.d.), it has been found that the boutique hotel located in this airport cannot maximize its customers' satisfaction on the point of current offering services.

Problem Statement

Based on the research background, it seems that the current offering services by the boutique hotel located in the airport are not capable of fulfilling the customer's want and needs as expected. These services cannot fully impress the target customers. At this point, it is clear that there should be extra supportive services offering by the boutique hotel, the appropriate ones for the target customers, to upgrade customers' satisfaction.

From the problem statement, this research has major objectives to conduct as follows:

- To explore the perception of the customers towards the services offered by the boutique hotel located in the airport
- To identify the possible extra supportive services for the boutique hotel located in the airport to upgrade customers' satisfaction

Research Questions

1. What is the perception of the customers towards the services offered by the boutique hotel located in the airport?
2. What are the possible extra supportive services for the boutique hotel located in the airport to upgrade customers' satisfaction?

Method, Tools, People & Data

In this research, the data collection from qualitative methodology will be used. In consistency with the research objective, the researcher focuses on those experienced staying in the boutique hotel located in the airport in Thailand. Therefore, the researcher intends to interview at least 12 travelers, who have experience live the boutique hotel located in the airport. The researcher will complete the in-depth interviews in order to understand extra service create customers' satisfaction. The researcher will conduct the in-depth interviews with the interviewees at the airport, focusing on the relevant services needed by them. The purpose is to get in-depth

quality information on the relevant points when consumers answer the research questions. In addition to this, the researcher will further ask questions and do observation about topics that is difficult to verbalize.

Expected Outcome(s)

Understanding the barriers that prevent customers from not receive enough service during stay at the boutique hotel located in the airport. If finding new services that impress the customers' satisfaction will be beneficial to everyone. Therefore, this study aims to increase more understanding about the needs and wants of travelers for the services including products offered by the boutique hotel located in the airport which can maximize their customer satisfaction. The study expects to identify the possible extra supportive services which the travelers who have to stay overnight at the hotel near or in airport are looking for. The better understanding towards the customer needs certainly enables the related stakeholders including hotel managers and key management persons to clearly interpret the needs of target customers and implement new services and products to maximize the customer satisfaction the most.

CHAPTER II

LITERATURE REVIEW

Principally, in terms of the literature review, the research is related to these following topic areas: 1) The definition and concepts of hotel, 2) The characteristics of boutique hotels, 3) Service and Product of the hotel business 4) The concept of customer satisfaction and 5) Factors Influencing customer satisfaction and 6) research model. Academically, each of them can be explained in detail as follows:

2.1 The Definition and Concepts of Hotel

Hospitality sector is now considered a great source of incomes for many countries especially developing countries. Within the sector, there are several businesses such as tour, airline, and restaurant and, of course, the hotel businesses. Reportedly, it is found that in 2018 the hotel industry had its global retail value at over USD 600 Billion (Lock, 2019). Accordingly, it is forecasted that in 2020, the hotel industry will remain its growth by about 7 percent with the higher demand and expectation of travelers for the hotel experience (Site Minder, 2020). The term 'hotel' derived from the French term, *hôtel*, which means a building to support the frequent visitors.

The development of hotel has started since the end of 1700s in the Colonial Period which teemed with several social changes including the wars and revolution (Robinson, Luck & Smith, 2013). The changes caused people to take their journey to overseas places which, at the ended, they required a place to stay. Since then, the popularity of several forms of hotel is brightly increasing in accordance with greater needs of people to travel for various purposes.

In general, the hotel is a form of establishment, of which is ready to serve for the guests who are looking for the overnight stay for mostly short-term basis. There are several types and forms of hotel available for customers to use service at the moment. In fact, the hotels are basically classified into from 1 to 5-star hotel, of which

5-star hotels refer to the hotel with the highest quality and luxury, so the prices are charged higher than lower star hotels.

2.2 The Characteristics of Boutique Hotels

According to Rogerson (2010), the boutique hotels are defined as the hotels which have a small size. In general, there are from 10 to 1000 rooms within the boutique hotels with the limits of facilities and accommodation for the hotel guests. As a matter of fact, the boutique hotels offer the rooms which are quite similar to private homes and most of them are furnished with unique designs as a selling point. Moreover, some boutique hotels use the local theme for designing their hotel rooms which greatly create new experiences for their hotel guests (McIntosh & Siggs, 2005).

In hotel businesses, there are several categories of hotels including the motel, serviced apartment, hostel, inn, resort, condo hotel, eco-hotel and guest house as examples. Boutique hotel is considered as one of the hotel categories which are highly popular among specific groups of hotel guests today (Van Hartesvelt, 2006). It seems that the many travelers worldwide are shifting their interests to staying in boutique hotels more today, evident by the number of new open boutique hotels in recent years (Lim & Endean, 2009). Some facilities which are provided within the rooms and hotel areas are such as Smart TV, DVD player, computer and Wi-Fi, and restaurant.

The hotel at the airport can become the prior choice of the travelers who make their travel by air because they can arrive the hotels within short time which helps them save time significantly. More than this, most of the airports are located in the developed areas or downtown areas (Mapping Megan, n.d.). This means that it is possible that the hotel located near the airport will be surrounded by the good commodities and facilities for travelers such as the shopping mall or tourist destinations.

2.3 Service and Products of the Hotel Business

In hospitality sector, most businesses require the human resources to provide services with high quality to their customers. Hotel businesses are included. Generally, the hotel businesses highly emphasize the staff services as a promise to customers along with the hotel rooms as products (Nikolskaya, 2015). The services are undertaken by the hotel staff who are trained to express their hospitality and care to the hotel visitors (Yang & Schrier, 2013). There are several services, of which the hotel businesses have to provide to ensure the customer satisfaction (Heffernan, 2014).

The hotel services can be different based on the size and/or types of the hotel. For instance, in most luxury hotels, there are the breakfast services within the hotel restaurants for the hotel guests who stay overnight at the hotel. Meanwhile, in some less-luxury ones, there are no breakfast meals served for the guests. Furthermore, some hotels also provide several facilities which are under surveillance of hotel staff services like massage and spa including sauna, swimming pool, fitness club and fine dining restaurants within hotels to comfort the hotel guests (Holloway & Taylor, 2006). These services are optional. Several top-star hotels often provide the maid service for customers to make use of it upon requests.

As for the boutique hotels, most of them, like traditional hotels, have the reception and front office where a number of well-trained hotel staff take care of the visitors including making and accepting a book for the hotel room via call, dealing with check in and out process, greeting the arriving visitors and coordinate with other hotel staff to direct the hotel guests to the room (Holloway & Taylor, 2006). More than this, sometimes the boutique hotels might provide some accommodations and facilities just like luxury hotels such as swimming pool for the guests, but in a smaller size. Nevertheless, as the number of hotel staff is quite less in boutique hotels, the hotel guests might have to take care of themselves while enjoying the activities in hotel.

The hotel rooms offered by the hotels can be varying based on the types of the hotel (Robinson, Luck & Smith, 2013). For example, the boutique hotel rooms might have the unique design and decoration which reflects the hotel theme in overall.

The theme of each boutique hotel could derive from the sense of locality which could not be easily found in other areas. For instance, the hotel room of a boutique hotel in Bali is normally decorated with the wallpaper and furniture which reflects the Balinese culture and values including arts, and also goes in consistency with the hotel theme that emphasizes the Balinese to the hotel guests. The hotel guests of the boutique hotels therefore can expect the hotel rooms to be outstanding and uniquely furnished unlike the standard hotel rooms of most traditional hotels.

2.4 The Concept of Customer Satisfaction

In general, each business aim to attract the number of customers to give attention, evaluate and make a purchase of their products or services. Customer satisfaction is considered as a contributor for the businesses to gaining more customers due to their loyalty and retention which lead to more incomes and profits in long term (Hill, Roche & Allen, 2007). This shows that customer satisfaction is a relevant issue in business management which should not be overlooked. Customer satisfaction is important in analyzing the products and services of the businesses.

The businesses need to develop and improve their products and services as always in order to ensure they maximize the customer satisfaction. The satisfaction within customers can contribute to an increase of customer loyalty and retention to businesses (Thorsten& Alexander, 1997). In addition, the customer satisfaction can also create new customers who recognize the positive feedbacks towards the business from the current customers who are satisfied with products and services that create high levels of their satisfaction (Soderlund&Rosengren,2008).

According to Vavra (2002), the customers always expect something valuable after making a purchase of products or services. The satisfied customers are those whose expectations are met. In other words, the customer will be satisfied with the products or services offered by the businesses if quality of them meets their expectation about them. Staussand Seidel (2004) noted that there are several businesses who fail to achieve their goals because they cannot make customers feel satisfied with what is offered to them. On the other hand, several businesses can grow

significantly such when their customers feel satisfied with their purchase, as a consequence, these customers would like to repurchase them driven by strong customer loyalty and retention to the brand or business (Martensen, Gronholdt&Kristensen, 2000).

2.5 Factors Influencing Customer Satisfaction towards the Hotel

There are several factors which have been studied and found to have an influence on the customer satisfaction. A few previous researches study the factors that influence the customer satisfaction towards the hotel business. The research study by Xu and Li (2016) focuses on the customer satisfaction and dissatisfaction towards the hotels with an objective to examine and compare the factors influencing the customer satisfaction and dissatisfaction toward several types of hotels. The researchers use the data mining approach to collect the data for this study. These data derive from the third-party hotel booking website which only the hotel guests can review. The reviews are from 580 hotels in the 100 largest cities in the U.S.

Based on the result of this study, the good location, friendly staff, clean room as well as other additional factors like good restaurant, good value and good complimentary breakfast are influential factors to the satisfaction of customers. Meanwhile, the dissatisfaction of customers is influenced by low-speed Wi-Fi, old facilities, dirty room, unhelpful staff, dirty swimming pool, noisy air condition and others. Also, it is found that there are many different factors to influence customer satisfaction or dissatisfaction toward hotels based on the specific types of hotels which comprise the suite hotels with food and beverage, full-service hotels, limited-service hotels, and suite hotels without food and beverage.

According to a study by Nguyen et al (2015), the research aims to study the relationship between service quality and customers of the hotels in Vietnam. The researchers develop the research model using the SERVQUAL dimensions. The research tool used in the study is the questionnaire survey with 23 service quality items. The research is conducted on a group of 432 hotel guests from 33 hotels in Vietnam. The result of the study indicates that the service quality of the hotel plays a

significant role in hotel business that it has a great influence on the customer satisfaction towards the hotel. The result also shows that hotel staff should be responsive and have the empathy in order to create customer satisfaction of their hotel guests.

A study by Jysma (2012) focuses on the customer satisfaction towards boutique hotels, studying a case of a hotel in Helsinki, Finland. This study uses both qualitative and quantitative methods. For the quantitative method, the study conducts on a group of front office employees. The questionnaire survey is a research tool used to conduct this quantitative study. The face-to-face interview with the hotel manager is also conducted after the questionnaire survey. In addition to this, the study also uses the customers' reviews on the websites including TripAdvisor, Booking.com and ru.hotels.com which has the total of 334 reviews to analyze the results. The result of the questionnaire survey shows that physical environment of the hotel is a good contributor to the customer satisfaction. In addition to this, the hotel manager also reveals that good physical environment and service of the hotel are important factors influencing customer satisfaction. The customers' review shows that they prefer the design of the boutique hotel room to enhance their satisfaction. Furthermore, the physical environment is important for their satisfaction while the cleanliness of the hotel is a part of the physical environment.

Hu et al (2019) study about the complaints of customer. The study aims to seek the causes of customers' complaints so that the hotels can improve their service quality and customer satisfaction. The researchers use the novel structural topic model text analysis as a research method for data analysis. The data derives from the hotel reviews in New York City. The results of the study show that there are 10 areas which are considered having more negative reviews significantly than the positive reviews such as the transportation, decoration, Wi-Fi connection, and food service. The customer complaints for high-end hotels mostly associate the service issues. Meanwhile, the complaints towards the low-end hotels are mainly related to the by facility-related problems.

Another study by Lockyer and Roberts (2008) is associated with the factors to influence the selection of accommodation by hotel customers. The study

aims to explore the lists of influential factors on the customer selection of the hotel for their stay. The researchers use the five focus groups to conduct the study. The participants in the study are those who experienced staying in the motel accommodations, and selected and invited from various occupations and backgrounds. The results of the study show that there are trigger points have three levels identified for different lengths of stay. As for the overnight stay, the customers are considered minimalist, of which convenience is valued. For stays of two-four nights, the customers require the necessary requirements for sleeping, eating and relaxing. Lastly, for staying over four nights, the sophistication and comfort are sought by customers.

2.6 Research Model

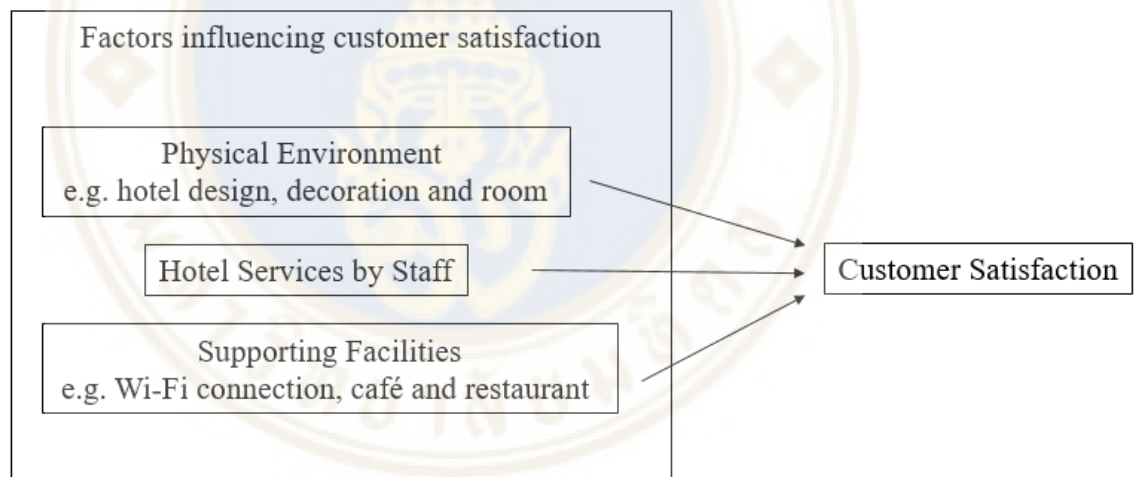


Figure 2.1 Research Model

The research model in this study shows that the cleanliness of hotel room, well-delivered services by hotel staff and supporting facilities such as Wi-Fi connection, restaurant, and complimentary breakfast will lead to the customer satisfaction of the hotel guests as shown in the above figure (Figure 2.1).

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methods

This research is designed to be Multi-method. (For your clarification - both are qualitative methods, the first one is qualitative interviews, the second is qualitative text analysis). As for the primary study, the researcher decides to use the qualitative interviews method. The qualitative research method is a form of research method that enables the researcher to access the data that cannot be measured by using statistical methods. It refers to a scientific method that can help collect the non-numerical data. According to Connaway and Powell (2010), the qualitative research method focuses on the meaning, concepts and description rather than the numerical measures. Accordingly, the qualitative research method is an appropriate tool for the study which has the aims to understand the relevance of the perceptions of the individuals or groups towards the interpretation of the study results. The qualitative interviews method therefore fits this study which has the objectives to explore the perception of the customers about the services offered by the by the boutique hotel located in the airport. For the second data source, the researcher will use text analysis to examine the customers' reviews about the hotel in order to gain insights on positive and negative impressions that customers shared on TripAdvisor

3.1.1 Customers' Reviews Text Analysis

The researcher will use the customer's reviews as the means to collect a second source of data for this study. The customers' reviews will be collected from a website named TripAdvisor because the site is well-known and reliable, and widely used by the hotel guests to review their experience of staying at the hotels. The customers' reviews selected are the reviews concerning the airport hotel. The researcher chooses the method for research study because the customers' reviews are

easy to access by the researcher. In addition, nowadays, people use the travel websites to share and review their level of satisfaction or frustration towards the hotel which enables the researcher to detect what influence them to feel in certain ways.

3.1.2 Customer Interviews

The primary data finding in this study will derive from the in-depth interviews, as the research tool, which is used to conduct the research in this study. Interview is considered as a research tool which is effective for the qualitative research study because interview allows the researcher to gain the insights from the participants, and serves as a personal form of research rather than the questionnaires (Kvale, 1996). As discussed by Boyce and Neale (2006), the in-depth interview is often used in this study which is developed to investigate the perspectives on a particular idea. The interviews also provide advantages that it enables the researchers to access the detailed information about research questions. Additionally, the researcher has a direct control over the flow of research conduct process (Kvale, 1996). Interview also helps reduce the complexity or confusion which can occur during the process as the researchers have a chance to clarify the points directly. Hence, this study will use in-depth interview for conducting the research due to various advantages as mentioned.

3.3 Research Interviewees

In this study, there will be 12 interviewees who participate the in-depth interviews. The researcher will use the convenient sampling method in order to select the interviewees as the participants in this study. The target samples in this study are those who experienced using the services of the boutique hotel located in the airport for staying overnight. The researcher will choose them by the random basis by asking them to participate the interview sessions.

3.4 Data Collection Process

For the customers' reviews, the researcher will seek them from TripAdvisor specifically the reviews for the boutique hotel located in the airport in the past two years.

For the interviews, the process of collecting the data starts with the researcher develops the questions for the in-depth interviews. The researcher will collect the data from the travelers who stay at the boutique hotel located in the airport because this research aims to study of perception of customers towards this hotel. To do this, the researcher then will conduct the in-depth interviews with the hotel customers, at the hotel, who are randomly selected to participate in this study. Each interview is expected to take about 10 minutes. During the interview session, the researcher will record the interviews with the participants in order to ensure the accuracy of the data. Once all 12 interviews are completely done, the researcher will continue using these data for data analysis.

3.5 Open-Ended Questions

Since this study will use the in-depth interview as a research tool to conduct the research, a set of open-ended questions is created and developed by the researcher. The open-ended questions have the advantages that it allows the researchers to meet the answers which are not limited to specific scope because all possible answers can be given (Boyce & Neale, 2006). The researchers also gain the qualitative data as the unexpected insights from the interviewees. More than this, open-ended questions are very helpful for examining the opinions of the participants towards specific things.

The set of question used in the in-depth interviews are as follows;

1. How did you get to know the boutique hotel located in the airport?
2. Why did you choose to stay overnight at the boutique hotel located in the airport?

3. What makes you impress the most while staying in boutique hotel located in the airport?
4. What were you disappointed about while staying in boutique hotel located in the airport?
5. Does price of the hotel rooms affect your decision to stay at boutique hotel located in the airport?
6. What is the most important reason for you to consider staying at boutique hotel located in the airport?
7. From your point of view, which one is more important between the hotel service and the physical environment for the boutique hotel located in the airport?
8. What are the possible extra supportive services for this hotel, as a boutique hotel, to make you feel more satisfied
9. Would you recommend this hotel to other guests? If yes, why? If not, why not?
10. Do you have any suggestions for boutique hotel located in the airport to implement for attract more customers to stay at the hotel?
11. Would you like to come back to this hotel with other guests? If yes, why? If not, why not?

Table 3.1 The List of Interviewees

Interviewee List	Gender	Age	Nationality
Interviewee 1	Male	25	Thai
Interviewee 2	Male	36	Thai
Interviewee 3	Male	30	Thai
Interviewee 4	Female	25	Thai
Interviewee 5	Male	25	Thai
Interviewee 6	Female	27	Thai
Interviewee 7	Male	28	Thai
Interviewee 8	Male	32	Thai
Interviewee 9	Male	29	Thai
Interviewee 10	Female	23	Thai
Interviewee 11	Female	30	Thai
Interviewee 12	Female	28	Thai

CHAPTER IV

FINDINGS AND DISCUSSION

After concluding the qualitative research by gathering the reviews from the website and conducting interviews, the obtained data is analyzed to figure out the findings and discussion in this chapter.

4.1 In-Depth Interview Results

In the section, the researcher provides the results of the in-depth interviews. In this research study, there were 12 interviewees who participated the in-depth interviews at the hotel located in airport.

4.1.1 Personal Information of the Interviewees

The number of interviewees was 12 hotel guests who stayed at the hotel located in airport. From this number, there were seven interviewees who were male. The other five interviewees were female. There were 10 out of 12 interviewees in this study whose age was between 21-30 years old. There were only two interviewees whose age was between 31-40 years old.

4.1.2 Reasons for Overnight Stay at the Hotel Located in Airport

The main reason for the interviewees to stay the hotel was the convenience of location as mentioned by seven interviewees while three interviewees considered safety as their main reason.

The study further found that there were four interviewees who told that they got to know the hotel from the online reviews. The name of the hotel was shown up when they were searching for the hotel to stay near the airport. Meanwhile, there were two interviewees stated that they accidentally knew the hotel as they walked through the hotel.

The reasons given by the interviews for their decision to stay at the hotel located in airport were revealed. There were seven out of total interviewees who mentioned about the location of the hotel. The location of the hotel located in airport which was at the airport enabled the interviewees to easily find the room to stay. The interviewee 8 stated that he did not have to waste so much time and efforts in finding the places outside the airport to sleep. It was also claimed that the location of the hotel made it convenient for the travelers who had a lot of luggage because they did not have to find the taxi or drive to the hotels outside the airport. The interviewees 3 and 6 stated that they decided to stay at the hotel located in airport because they thought the hotel looked modern after they saw the reviews about the hotel from the internet. The hotel was well-designed and gave the vibe of freshness to them. The interviewee 11 said that this hotel seemed to be a safety place for her to stay. She did not have to worry about the loss of burdens. This was further supported by the interviewee 12 who highly valued safety into her consideration. She explained that the more safety of the hotel which referred to the safety of customers and burdens while staying at the hotel, the greater trust and relax feelings she had.

4.1.3 Positive Impressions towards Overnight Stay Experience

The interviewees were asked to identify what made them feel impressed based on their experience of staying overnight at the hotel located in airport.

- Hotel room

Five interviewees mentioned about the hotel room. The hotel rooms provided many things that they wanted such as the full toilet facilities, Minibar, Wi-Fi, air-condition and television. These in-room facilities supported the hotel guests a lot, for instance they could connect the Wi-Fi to visit the internet sites. Moreover, Complementary, Welcome drink inside the room can help the customers more enjoy while stay in the room.

“...the hotel room provides the things that I have always looked for whenever I have to sleep other places, not my home, such as the good air condition and the good bathroom...” said by the interviewee 7

- **Hotel Service by Staff**

Moreover, the hotel services undertaken by the hotel staff made two interviewees impressed. The example was given by a female interviewee that the staff always talked to her politely and seemed giving care and attention to what she said or her requests.

“...the staffs here treat me very well, they always ask me if I want something special...” said by interviewee 10

- **Coffee Shop**

In addition to this, there were two interviewees who were impressed by the coffee shop that was located in the front of the hotel. The coffee shop offered a wide range of menu to them such as coffee that has a good taste and was charged with inexpensive price.

“...I am so impressed because the cakes of the hotel also are inexpensive and delicious...” said by the interviewee 12

- **Hotel Cleanliness**

Two interviewees explained that their impressions were contributed by the cleanliness throughout the hotel facilities. An interviewee noted that he did not spot the rubbish left over the hallway or any dusts when he was sitting in the lobby room.

- **Hotel Design and Decoration**

The decorations and design of the hotel was mentioned by an interviewee. The hotel used the brown, black and white theme colors, of which related the hotel design that made him feel the calmness. And even though the hotel had a small size, it did not make her upset because the hotel layouts in overall were good.

- **Good quality bed**

Next, a big and clean bed was mentioned by an interviewee as their impressive thing in the hotel room. The bed had a good quality and looked new. It made them feels more relaxed and believed they could have a good night of sleeping there.

4.1.4 Disappointment towards Overnight Stay Experience

- Price

For displeasure the interviewee 7 said that price important factor because they are looking to buy good price with a high quality. Therefore, Interview 7 are concerned about price for purchasing accommodation because interviewee contrast or compare with the other hotel chain brand, which charged similar price but better facility and service for example Not only hotel providing a lot of activities during stay with our hotel but also giving a complementary for the customers.

- Poor service

For the disappointment which the interviewees have while staying at the hotel, most of the interviewees did not mention any disappointment about their experience at the hotel. However, the interviewee 1 mentioned about the poor service by the hotel staff which caused him to felt little disappointed.

“...the hotel staffs were talking to each other and ignored me while I required the help from them...” said by interviewee 1

- Few TV channels

Meanwhile, the interviewee 8 stated that the less offer of television channels made him disappointed the most while staying at the hotel.

4.1.5 Hotel Service more important than Physical Environment of the Boutique Hotel

Additionally, the interviewees were asked to choose whether the hotel service or physical environment of the boutique hotel was more important for them to stay overnight at the boutique hotel. It was found that eight interviewees believed the hotel service was more important than the hotel physical environment. One interviewee stated that the poor physical environment of the boutique hotels could be acceptable if it was compensated by the good services and charged with the fair prices. On the other hand, the failure to meet the hotel service quality would never be accepted because he always expected to get the best services from the hotel staff who smiled and expressed care when providing the services to him.

“...whenever I visit the hotel, one thing I would use to rate the hotel quality is the way the staff treat me since the front area...” said by interviewee 6

4.1.6 The Considerations for Choosing at the Hotel Nearby or Within Airport in General

The interviewees demonstrated the list of considerations for choosing at the hotel nearby or within airport in general. The **hotel location** was discussed by six interviewees as their most consideration for selecting the hotel near or within the airport. This was because they wanted to get the fastest room possible, and did not want to spend long time searching or traveling to the hotel. Meanwhile, **facilities** were the consideration as well by two interviewees. The basic facilities within the hotels were such as the Wi-Fi connection and television were needed to provide. An interviewee said that the facilities of the hotel showed how well the hotel could manage to support the hotel guests. **Price** of the hotel room was mentioned by two interviewees. For instance, the interviewee 8 said that he would consider the hotel that offer the best deal for him however the quality of the hotel room was needed as well. More than this, even though price was mentioned as the most important consideration by only two interviewees, the study figured out that seven interviewees admitted that the price of the hotel room affected their decision to stay at the hotel as well. Next, the **cleanliness** of the hotel was mentioned by an interviewee. The interviewee 4 told that cleanliness of the hotel room was the main consideration of him. She would choose the hotel where was hygiene. She concerned about safety of health before going on board of a plane because she wanted to ensure her health was ready for long travel on board. There was an interviewee who said that he highly considered the **design** of the hotel. The attractive design and decors of the hotel could attract them to get interested in booking a room of a hotel.

4.1.7 The Possible Extra Supportive Services for the Hotel Located in Airport

The interviewees were further asked to identify the possible extra supportive services for the hotel located in airport that would improve their customer satisfaction.

- The Increase of the In-Room Facilities

There were five interviewees noted that the in-room appliances such as the microwave, hair dryer or refrigerator with more drinks would support their customer satisfaction. Meanwhile, it was found that the new cable TV which has more television channels could help improve the customer satisfaction, as mentioned by an interviewee. The current television channels were quite limited and he could not find his favorite television programs which made him a bit frustrated. Two out of these five interviewees stated that, to increase their customer satisfaction, the air condition in the hotel room needed to be fixed because the remote control could not change the temperature so that he could not sleep well at night.

- Bigger Coffee Shop

An interviewee said that the bigger coffee shop could make him more satisfied with the hotel because the hotel coffee shop now had a small area which caused the inconvenience when a person wanted to get in and out from the shop.

4.1.8 Suggestions for the Hotel Located in Airport for Attracting More Customers

The interviewees were asked to give some practical suggestions which could help the hotel to attract more travelers to stay at the hotel.

- More Promotional Campaigns

It was found that four interviewees suggested the hotel to have more promotional campaigns. For example, the interviewee 2 said that the hotel could offer the discounts of the hotel room or extra benefits such as free menu at coffee shop if a hotel guest accompanied with many people in his/her party for staying overnight. Furthermore, another interviewee mentioned that the promotion like discount coupon

for the next time of hotel booking was interesting and could make the travelers who frequently used the airport to consider visiting the hotels very often.

- **Front Office Renovation**

The renovation of the front office was recommended by an interviewee. According to interviewee 7, the front office was open and connected to the public area so that the travelers could be interested in the hotel more if the front office had the decors that were outstandingly set.

4.1.9 Decision to Revisit the Hotel

In addition to this, ten interviewees said that they would come back to use the services of the hotel again.

“...I would insist on revisiting the hotel again in the future because I often make a flight travel at this airport and this hotel was a good choice for her to take a short nap...” said by interviewee 10

The study also showed that there were four interviewees would be pleased to come back to the hotel with other guests. According to interviewee 3, the hotel provided the great comfort to the travelers and thus he would recommend the hotel to their friends to stay at the hotel if possible.

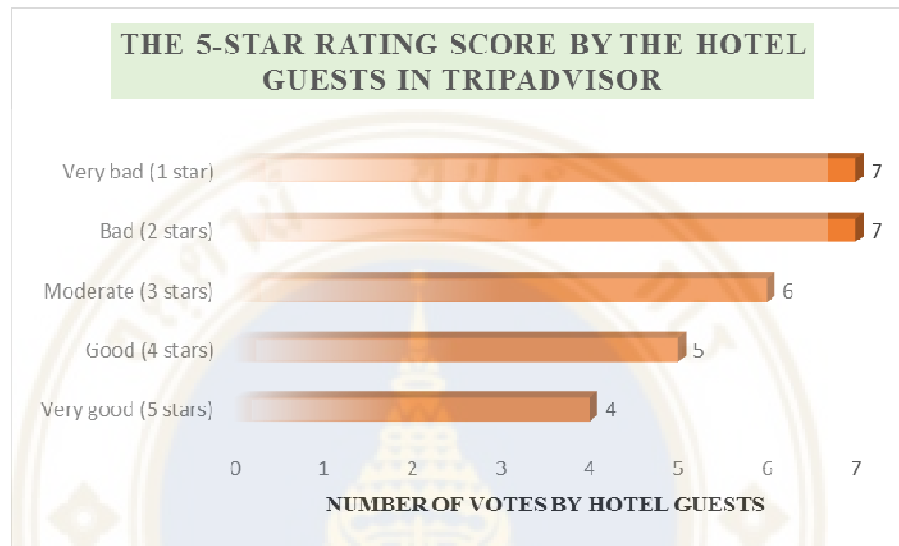
4.2 The Reviews from the Website Results

4.2.1 Hotel Rates from the Reviews

This research used the reviews from the website TripAdvisor in order to explore the reviews given by the hotel guests who have an experience of overnight stay at the hotel located in airport. Based on this website, there were the total of 29 reviews from the hotel guests for this hotel in the past 2 years. The website provided the five-star rating, in which 5 stars mean “high satisfaction, vote for the hotel guests to select also. There were four hotel guests who rated five stars and five hotel guests who rated four stars for the hotel. There were seven hotel guests who rated one star similarly to those rating two stars for the hotel. There were six reviews which rated

three stars for the hotel. This shows that the majority of guests (20 out of 29) were not impressed with the hotel and rated it ‘moderate’ or lower as shown in the figure 4.2.1 below.

Figure 4.2.1: The 5-Star Rating Score by the Hotel Guests in TripAdvisor



4.2.2 Travelers' Perception towards Hotel Staying Experience

As for the reviews on TripAdvisor, the perceptions of the travelers towards the hotel located in airport were shown in the reviews from the experienced hotel guests along with the customer satisfaction and suggestions for improvements.

Table 4.2.2: The Reviews on TripAdvisor

Theme	No. of Reviews	Frequently Mentioned Topics
Location	13 (11+/2-)	convenience to travel, close to the airport
Service by Staff	4 (1+/3-)	staff care, staff attention
In-Room Facilities	20 (9+/11-)	television in room, air condition, shampoo, Wi-Fi connection, bathroom, bath towel
Hotel Facilities	7 (3+/4-)	food and beverage, massage and spa
Hotel Cleanliness	6 (5+/1-)	clean room, clean bed

It was found that there were 29 guests who reviewed the hotel on TripAdvisor.

- **Location (11+/2-)**

There were 13 reviews on this website mentioned about the location of the hotel. For example, a review mentioned that the hotel location was so convenient for him to travel. However, two reviews also mentioned that the location of the hotel in negative way. A review claimed there were so many noises from outside during the night.

- **Service by Staff (1+/3-)**

There were four reviews on this website about the staff of the hotel and their service. For example, a review mentioned that he was disappointed because staff did not show their care and intention enough. Another review discussed in the same way about the lack of care for giving service by the hotel staff.

- **In-Room Facilities (9+/11-)**

There were 20 reviews on this website mentioned about the in-room facilities of the hotel. For example, a review on the website expressed his satisfaction towards the experience of hotel stay at this hotel, claiming that the hotel offered a wide range of necessary facilities such as good bathroom and bath towel along with television and Wi-Fi connection to support him before continuing the journey. Another example, there was another review which also mentioned about the full facilities in the hotel room, stating that the hotel had the full-facilities within the bedroom and they were good such as air condition. However, there were many reviews which expressed the dissatisfaction about the in-room facilities of the hotel as well. For example, a review mentioned that there was no internet connection. Another review discussed about the air condition which was too cold.

- **Hotel Facilities (3+/4-)**

There were seven reviews on this website about the hotel facilities. There were some positive reviews. For instance, a review noted that the massage and spa

services were also offered by the hotel which gave relax a lot. Some reviews were negative. For example, a review stated that the price of the sandwich and the latte coffee was too expensive. It was also suggested that there should be an improvement in the prices of the food offered in the coffee shop. Another review discussed that the hotel facilities in overall looked quite old.

- **Hotel Cleanliness (5+/1-)**

There were six reviews on this website mentioned about the hotel cleanliness. For example, a review noted that the room was quite clean and smooth and the hotel toilet was also clean. Another review also mentioned that the room was big, clean and wide. However, there was a negative review mentioned about the dust on the floor when checking in.

Based on the results of review, there were more positive reviews (29) than the negative reviews (21) on the website in total. Most of the positive reviews derive from the review about the location of the hotel meanwhile most of the negative reviews derive from the in-room facilities of the hotel room.

4.3 Discussion

Table 4.3: Comparison of the results from interview and website review

Factors Making Hotel Guest Impressed	From the Interview	From the Website Review
In-Room Facilities including Bed	6	8
Hotel Location	-	11
Hotel Facilities including Coffee Shop	2	3
Service by Staff	2	2
Hotel Cleanliness	2	5
Hotel Design	1	-

According to the table 4.3, the factor which seemed most important to guests was the in-room facilities including hotel bed with total of 14 mentions; interview (6) and website review (8). The hotel cleanliness was mentioned seven times from both interview and website review. Meanwhile, none interviewees mentioned location making them impressed but 11 reviews mentioned it on the website. Furthermore, the hotel design was not mentioned as the item to make hotel guests impressed on the website review.

Based on the results from the in-depth interviews and reviews in the website, it was found that the overall perception of the hotel guests towards the services offered by the hotel located in airport was moderately more positive than negative but there are still have some negative feedback rating from guest on the TripAdvisor. For example, customers do not get good sleep or relax in the hotel so they might think that they got not good value-for-money from the hotel. Four hotel guests knew the hotel from the websites when they were seeking for a hotel to stay overnight.

The study figured out hotel guests were impressed by the hotel well. To support this, there were many reasons for the hotel guests to choose to stay at the hotel located in airport. The location of the hotel was one of the key reasons for hotel guests because it gave the convenience to them that they did not have to find the other hotels. This saved both time and money for them. The location of the hotel was also mentioned by some reviews on TripAdvisor as the advantage of this hotel.

The safety of the hotel was revealed as another reason also. The interviewees believed the hotel included the safety for hotel guests which reduced the risks of burden loss. Nonetheless, the safety factor was not mentioned in any reviews on TripAdvisor.

Based on the interview results, it was found that the design of the hotel was another reason given by the hotel guests. It was mentioned many times that the hotel looked nice in design. It included the theme color and layout of the hotel made the hotel guests feel calm and relieved while staying in a hotel. Thus, it showed the importance of the hotel design to the customer satisfaction. However, based on the

reviews on TripAdvisor, there were no reviews which mentioned about the hotel design.

There were some other factors which influenced the customer satisfaction towards their experience of staying at the hotel such as the service quality provided by staff, the cleanliness of the hotel and room, the facilities in the room and throughout the hotel e.g. coffee shop, and the hotel design.

The hotel service by staff was mentioned as a contributor to the impression of an interviewee which showed that the hotel service was an important part of the hotel business. In regard with this, the results showed the service by staff was more important than the physical environment of the hotel. However, there were no positive reviews about the service by staff in the reviews on TripAdvisor.

For the in-room facilities, they included many things such as the Wi-Fi connection, television, toilet stuff, bath towel and hair dryer. These things were mentioned to enhance the satisfaction of the hotel guests significantly that it showed that the hotel was well-prepared to support the hotel guests. This was supported by the reviews on TripAdvisor, claiming they were impressed by the in-room facilities such as bathroom, bath towel and Wi-Fi connection.

In addition to this, the customer satisfaction towards the hotel was also fuel by cleanliness of the hotel room. It was important for the hotel to be concerned about the hygiene throughout the hotel areas particular the hotel room offered to the hotel guests. This went consistent with the reviews on TripAdvisor which mentioned about the hotel cleanliness such as clean bed and clean room, and the cleanliness of the hotel as a factor to increase the customer satisfaction towards the hotel.

Based on the interview results, the study further figured out the considerations of the hotel guests to choose the hotel near or within the airport in general. The results showed that the location of the hotel, the facilities of the hotel, and the price of the hotel were top considerations for the hotel guests. The hotel guests would consider the hotels that were close to the airport the most or easy to go because it could save a plenty of time. In terms of the hotel facilities, some hotel guests would consider the hotel that had basic facilities. Particularly, the hotel guests wanted to access the Wi-Fi connection because they would like to use internet.

The price of the hotel was discussed to be another consideration. The interview results showed that it had a direct influence on the decision of hotel guests to choose the hotel near or within the airport. They did not want to spend for the hotel rooms that were charged too high.

The interview results showed that some possible extra services to increase customer satisfaction should be added. For instance, the hotel guests would like to more facilities in the hotel room including the appliance such as the microwave, hair dryer or more offers in refrigerator. This was supported by a review from the website mentioned the lack of hair dryer caused the frustration towards the hotel. The television cable was claimed to be limited to channels, and more channels would lead to more customer satisfaction towards the hotel. The hotel was also expected to improve the air condition system since the interviews and reviews showed the hotel guests were not satisfied by the poor air condition. And if possible, the hotel needed to manage to implement the water heater to ensure the hotel guests would not run into the problems of too cold water while taking a shower.

Last but not least, based on the interview results, the suggestions for the hotel located in airport in order to gain more hotel guests to stay at the hotel. The study showed that promotional campaigns were important in this area. There were some hotel guests who expected to promotions such as the discount price, coupon or even special offers from the hotel. This suggested that the hotel might consider to launch the effective promotional campaigns to draw attention from travelers to stay at the hotel. In overall, the hotel creates the impressions for the hotel guests. Many hotel guests were looking forward to visit the hotel again in the future. At the same way, they also would like to ask other guests to visit the hotel as well.

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This study aims to study the perceptions of the travelers towards the, a boutique hotel in Airport. The research focuses on the customer satisfaction of the hotel guests which derive from their experience of staying at the hotel with the main objectives to explore the perception of the travelers towards the services offered by the Hotel and to identify the factors which influence the customer satisfaction towards the Hotel. The researcher conducts the in-depth interviews with 12 hotel guests, and further analyzed 29 reviews from website TripAdvisor to gather the data.

The results of this study based on the interview show that the perception of the travelers towards the hotel is both positive and negative. For the positive side about good cleaning, convenient location and blameless service. For negative side about price is not worthy, hotel adding extra cost leads to unhappiness. For instance, the travelers who become the hotel guests of the hotel perceive that the hotel has a good location which is convenient for them to stay before taking the flights. More than this, the hotel also has the facilities within the room that can support the hotel guests such as Wi-Fi connection and television meanwhile the bed is prominently clean. However, the result from the website review show that the perception of the travelers towards the hotel is not so positive reflected by the rating results that the hotel receives.

The study also finds that there are a few influential factors on the customer satisfaction towards this hotel which consist of the hotel staff service, the cleanliness of the hotel and room, the facilities in the room and throughout the hotel like the coffee shop, and the hotel design including theme colors of the hotel. There are some factors which also lead to customer dissatisfaction towards the hotel based on the result from both interview and website review, mainly including some problems of the

in-room facilities, an unmet standard of hotel facilities and poor service quality of the staff. There are some possible extra services that the interviewees suggest the hotel should offer to improve the customer satisfaction such as the improvement of the air condition system, more television channels and bigger area in coffee shop. The study finally shows that this boutique hotel may consider launching the promotional campaign to attract more hotel guests.

5.2 Limitations of the study

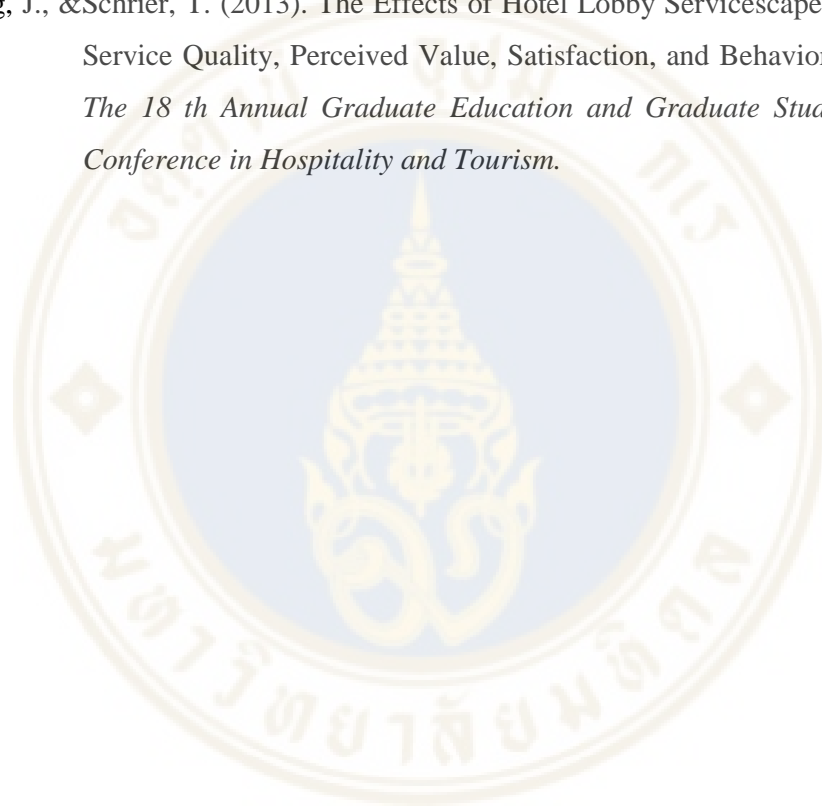
This research focuses on the study of only, thus results of the study might not implement for other hotels. In addition to this, the researcher uses qualitative method, as the in-depth interviews to conduct the research. Therefore, it is recommended that the future researchers consider using customer satisfaction surveys with all guests, a quantitative method based on statistical data.

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Appendix A: Interview Questions

No.	Questions
1.	How did you get to know the boutique hotel located in the airport?
2.	Why did you choose to stay overnight at the boutique hotel located in the airport?
3.	What makes you impress the most while staying in boutique hotel located in the airport?
4.	What were you disappointed about while staying in boutique hotel located in the airport?
5.	Does price of the hotel rooms affect your decision to stay at boutique hotel located in the airport?
6.	What is the most important reason for you to consider staying at boutique hotel located in the airport?
7.	From your point of view, which one is more important between the hotel service and 8.the physical environment for the boutique hotel located in the airport?
8.	What are the possible extra supportive services for this hotel, as a boutique hotel, to make you feel more satisfied?
9.	Would you recommend this hotel to other guests? If yes, why? If not, why not?
10.	Do you have any suggestions for boutique hotel located in the airport to implement for attract more customers to stay at the hotel?
11.	Would you like to come back to this hotel with other guests? If yes, why? If not, why not?