The Study on Ballroom Service Quality to Affect Customer Satisfaction

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Abstract

For hoteliers, customer expectations and the real performance of service probably existed in perceptive variance between the emphasized details and satisfaction to bring about the gaps of service quality. As such, it naturally caused customer unsatisfied with service quality to lose their patronage. As it is found from research results, service quality exerted positive influence on demographic variables. If it was available to improve the service quality and the expectations to customer satisfaction, then it was naturally available to enhance the repeated purchase intention of customers. In 10 dimensions cited in this research, after researching analysis, "tangibles" was satisfied by customers the most. If providers could keep the satisfaction always, then it was naturally available to enhance the first image in customers' mind. Additionally, "external response" scored the least and provides should improve their own service quality by focusing on the parts highly emphasized by customers. Furthermore, more emphasis should be placed on the opinions of customers to win their trust and avoid external complaint lodged by customers without losing the source of customers. The excellency or inferiority of service quality would directly affect customer satisfaction. If providers were planning for sustainable business management, excellent service quality was imperatively required. As such, it was just available to win the trust from customers under the fiercely competitive business climate with the goal of sustainable business management achievable..

Keywords: Ballroom, Customer Satisfaction, Service Quality

1. Introduction

Ballroom incomes occupied from 40% to 80% of the total revenue of a restaurant department roughly with its undoubted importance. It was quite a critical income source. Ballroom visitors were all the potential customers of restaurants and excellent ballroom festival service would be certainly the most powerful marketing tool to gain such potential interest [1]. Joining a wonderful ballroom service would be an impressive occasion in mind to add the frequencies of repeated visit in the future and even enhance the intention to hold a ballroom festival event [2].

2. Literature Review

There were various combinations and types of festival service available with the markets mainly focusing on the events held by associations, commercial organizations and social groups. An ordinary association was normally composed of members less than one hundred. The annual meetings and other campaigns held by such associations were mostly combined with meals and meetings together

wherein it also included rest time and the service of providing coffee and snacks, cocktail parties and formal festivals.

As for service quality, service quality meant the quality of service and products provided by service industries in customers' mind, a comparison between the quality expected by customers and the quality practically experienced by customers [3]. Service was not only a kind of intangible products but also a kind of virtual stuffs without fixed standards and models. It did not only mean products themselves but also emphasize the intangible service quality available for customers. As [4] supposed, the excellency of service quality depended on the comparison between the expectations to service and product quality and the quality practically experienced by customers. If the service and product quality practically experienced by customers was beyond expectations, then customers showed higher satisfaction with a positive perception of better service quality and vice versa.

The firstly proposed the concept of customer satisfaction and health contended on a certain occasion, timing or setting, in view of the perceive status after customers sacrificed the cost and obtained the reward through purchasing products, whenever perceived reward was higher than sacrificed cost, the satisfaction was arisen[5]. As Parsuraman, Zeithaml, and Berry contended, there were 5 kinds of service gaps existing in service processes and interfering service experience[6]. The said 5 kinds of service gaps were respectively service positioning, service explanation, service delivery, service communication and service delivery. In this research, further based on the research data proposed by [6], the "natures of service quality" were summarized as research goals. etc. In this study, the preferences evaluation was used to research the consumers' taste.

3. Research Methods

3.1. *3.1. Research Structure*

In this research, the research structure was summarized in accordance with research motivations, goals and scientific literatures by using statistical demographic variables to analyze and understand the variance of customer satisfaction among various levels of customers.
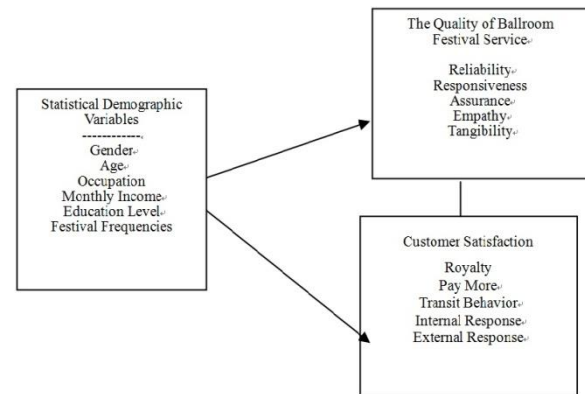

Figure 1, The Map of Research Structure

3.2. *3.2. The Operational Definitions of Research Variables*

The researching dimensions adopted the SERVQUAL Scales modified by Parasuraman (1985) by focusing on service quality as a basis. Also, the correction was made in accordance with the natures of occupations to serve as the questionnaires to test service quality. The scoring measurements were conducted in accordance with the Likert 5-Point Scale available for respondent evaluation wherein "1" meant very much disagree; "2" meant disagree; "3" meant fair; "4" meant agree and "5" meant very much agree. Higher scores meant higher satisfaction.

3.3. *3.3. Questionnaire Design*

Based on contents and structure, this research could be divided into two major parts with every part respectively described as below questionnaire contents: The statistical demographic variables were divided into 6 dimensions in accordance with the demands of this research including genders, ages, occupations, education levels and consumption frequencies.

4. The Analysis of Research Results

This research was meant to explore the customer satisfaction against the service quality provided by hotels. In this article chapter, the valid questionnaire replies

were retrieved for data processing and analyzing with the SPSS 18 Suite Application as a kit. Research results were respectively explained on the basis of customer basic information including the analysis on the evaluated results of satisfaction, customer genus against service quality and the influence on customer satisfaction. This chapter was divided into 3 sections with Section 1 to describe the analysis of formal questionnaire surveys, Section 2 to describe the analysis on basic information further subdivided into two parts, namely service quality and customer satisfaction for detailed explication and Section 3 to describe the Independent Sample T-test. In respect of independent sample T-test, It could be known from tested results the significant two-tailed P-value (0.049) of different genders against the dimension of external response was below 0.05. It indicated the customers of different genders caused significant variance in the dimension of external response meaning the customers of different genders showed their special preference or detest to the average of the dimension of external response. For the customers of different genders, all the values against other dimensions were above 0.05 and it indicated the customers of different genders showed no special preference or detest.

5. Conclusion and Suggestion

5.1. *Research Conclusion*

Female customers showed a lower average rated at 3.64 in the dimension of external response. It indicated female customers respectively showed different opinions to the dimension of external response wherein the item - "If I was unsatisfied with the service of a hotel, I would lodge a complaint to external organizations." scored the least. It indicated female customers the service provided by hotels could not fulfill their demands.

The customers aging above 50 (inclusive) showed a lower average rated at 3.50 in the dimension of reliability. It indicated the customers at theses ages respectively showed different opinions to the dimension of reliability wherein the item - "If service givers could answer questions appropriately?" scored the least.

The customers with self-employed occupations showed a lower average rated at 2.99 in the dimension of "pay more", It indicated the customers with self-employed occupations respectively showed different opinions to the

dimension of "pay more" wherein the item - "I would still patronize this hotel repeatedly even if the prices were raised!" scored the least. It indicated the customers with self-employed occupations contended the service provided by hotels could not fulfill their special demands. The customers with monthly incomes within 25,001~35,000 NTDs showed a lower average rated at 3.31 in the dimension of transit. It indicated the customers with such monthly incomes respectively showed different opinions to the dimension of transit wherein the item - "The first priority was based on the transportation convenience!" scored the least. It indicated the customers with monthly incomes within 25,001~35,000 contended the service provided by hotels could not fulfill their special demands.

The customers with festival frequencies within 1~2 times annually showed a lower average rated at 3.60 in the empathy dimension. It indicated the customers with such monthly incomes respectively showed different opinions to the empathy dimension wherein the item - "I would ask for extraordinary service from the service givers!" scored the least. It indicated the customers with festival frequencies within 1~2 times annually contended the service provided by hotels could not fulfill their special demands.

5.2. *Suggestion*

A company should enhance its own education and training projects for their employees and allow employees to aggressively ask about customers' opinions after meals. It is available to understand and solve problems immediately.

A company should introduce novel and excellent facilities to replace the old ones and allow customers with the entirely novel atmosphere.

It is available to serve customers with customary service to fulfill their special demands and consolidate customer royalty with admirable words of mouth won (such as special menu, music bands and small giveaways etc.).

A company can hold irregular favorable deduction events, charity campaigns and advertisement to promote the uniqueness quite different from other competitors, availably allowing customers with totally different experience.

A company can provide employees with some training courses to fulfill their professionalism and knowledge. It

is available to enhance the responsiveness of employees when facing various problems and improve employees' self-confidence.

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