

This work is sound but suffers from the knowing-more-than-we-tell problem.
Explain your RQs more clearly

National Cheng Kung University

Layout out the method stage by stage. Explaining the conceptual ideas of your approach before going to how you actually implemented it.

Findings are kind of all over the place which dilutes things. Layout out the three that are the same as Stanworth et al. then

Institute of International Management

the 3 that are different (making clear how they differ) then go on to clearly define NEW dimensions. New is important and interesting and certainly not "other stuff".

Qualitative Research Methods

Your thinking is on track (see conclusion) but you need to bring that more incisive approach through the presentation of your work.

Understanding service quality from a Chinese

86%

customer's perspective towards the Hotel industry.

Think how to make the title a bit more meaningful. Validating a model of Chinese service quality in the hotel sector.

From presentation:

Students:

For this kind of presentation you need an agenda rather than a table of contents

Do not forget to animate the points e.g. Literature analysis slide is so overwhelming I can hardly follow

RA6117048 Kim Oanh

Nice slides – feels like sharing ideas – the purpose of this presentation

Title of slides – sometimes misleading (e.g. "Sampling")

RA7101966 Alice Ho

QU – RQs let's check – validate dimensions

Qu – Donthu and Yu

RA6107352 Petch J.

Hofstede – need to move beyond this framework that is increasingly discredited

Qu – Wang model or ??

Qu – sampling – what type of sampling (purposive / judgement)

Qu – interview process (Interview guide – bias)

Qu – coding process

Qu – pick one dimension – see coding process (e.g., what is meaning in their data)

Qu – personalism – seems to be about tangibles?

Advisor: Prof. James Stanworth, Ph.D.

Qu – research findings – what is the difference between Petch and Alice's part? Alice what you are saying here is not backed up by what is visible on the slides

"New aspects" – hidden in here is your main findings!

Draw out what you see then make distinction

Phrases = data excerpts

June 17th, 2022

Abstract

Layout out problem

State purpose

State process of research

State contribution

The service quality has been studied for a long period of time. This topic consists of how customers evaluate or perceived the level of service received by the employee or service providers. However, the topic that widely published were focused on Westerners point of view, for example; SERVQUAL (Parasuraman, 1988). As Eastern economy grows, the attention to emerging market and new economical giant has led interest into their culture. In the Chinese culture, there are many differences when compared to Western culture. The paper by Stanworth (2015). Explained how Chinese interpret their view on service quality with 6 dimensions in CSQ. However, the paper research was conducted on the restaurant and retail settings. We use data from 6 aspects of CSQ and trying to find the similarity and dissimilarity on would the aspects change if the setting have changed. We conduct our research on hotel industry. By using semi-structured interview and code with CAQDAS (Computer-assisted qualitative data analysis software) to help us manage and code the transcribed interview. From what we have assumed, we found that most of the aspects of CSQ remains within the perceived service quality even with the setting is changed. But there are some minor difference on how customers' focus shifted to more tangible aspects such as the price, facilities and accommodation spaces.

Keywords: Chinese Service Quality, Hotel service quality. Chinese customers, Service Quality

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INTRODUCTION

1.1 Research Background.

Service quality is an attitude, is to measure how well a company meets its customers' expectations in terms of service delivery. There are multidimensional for service quality, and it represents how customers evaluate with service. They have particular standards and expectations for how a company's supply of services meets its demands, whether consciously or unconsciously. And we can see the service quality from Western can sperate for five dimensions, reliability, assurance, tangibles, empathy, and responsiveness (RATER).

Service quality, according to Levitt (1972), relates to whether the service's outcome meets the given requirements. And for service quality, according to Bolton and Drew (1991), refers to customers' views of service excellence. Lehtinen (1991) looked at service quality from the perspectives of service, service delivery method, and function. Service quality has a constant and long-term impact on customer satisfaction, according to He and Su (1995). According to Nam and Lee (2011), they discovered that three dimensions of service quality: intangibles, tangibles, and food. These three dimensions had a favorable impact on consumer satisfaction with hotel industry using a modified SERVQUAL scale. When Parasuraman, Zeithaml, and Berry (1988) compared customer 's received expectations to practical service delivery, they discovered that service quality had improved.

In recent years, the economic development for Chinese has become more prosperous. With the rise of the Chinese customer, more Chinese have chance to visit hotel with many reasons. Thus, we are wondering what service quality means from a Chinese customer's perspective towards the Hotel industry.

As we look around the related papers, most data is about customers' perspectives from Western. Thus, Stanworth, Hsu, and Chang (2015) categorised Chinese service quality

(CSQ) into six dimensions: professionalism, a sense of sincerity, comfortableness, chin-chieh, active service, and respect.

In this study, we're trying to understand the meaning of CSQ in the hotel industry based on Stanworth's (2015) six dimensions and to compared the data with it.

1.2 Research Objective S

To develop the understanding of the definition of Service Quality from Chinese customers' perspective towards the hotel industry.

To compare the data with Chinese service quality (CSQ) 6 dimensions proposed by Standworth, et al. (2015) Second is closer tow what you have done

LITERATURE REVIEW

year here

Donthu indicated that the discrepancy between perceived service performance and expected service level has been defined as service quality (Donthu, 1998). We can define the service quality as is, however, when concerning "service quality" the term of perceived service performance and expected service level might differ from culture to culture. As in Hofstede's typology of culture stating that it is a multidimensional construct, with five dimensions power distance, uncertainty avoidance, individualism-collectivism, masculinity-femininity and Confucian dynamic or long-term orientation. (Hofstede, 1991).

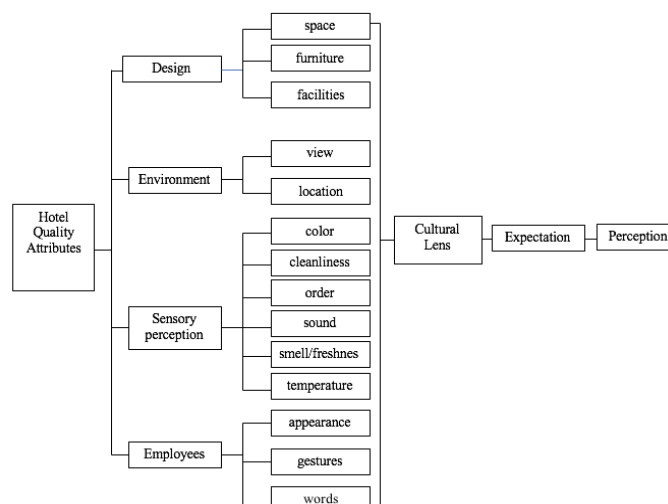


Figure 1 Cultural Lens

According to Wang (2008), consumers from various backgrounds may have diverse interests and opinions about hotel qualities. For instance, temperature; bedding and furniture colours; employee look, gestures, and verbal communication. As a result, the cultural background of the consumer influences their expectations and impressions of the hotel's quality (Figure 1)

2.1 Chinese Service Quality (CSQ) why different format here

Service quality is reviewed based on the aspects of customers and employees. In other words, service quality has been measured by focusing on the discrepancy between customers' perceptions and expectations (Nadji, et al., 2018). When it comes to Chinese service quality, customers naturally consider not only their own perspectives into account, but also those of the employee, and ongoing incidents and situations (Stanworth, et al., 2015).

Service quality in the industry can be measured by using some models. One of the most commonly used research models of perceived service quality is the SERVQUAL model (Parasuraman, et al., 1988), which includes: reliability, tangibles, responsiveness, assurance, empathy. After that; Nadji, Celine, Yin Ping, and Emmanuel Sebata (2018) developed 5 dimensions to measure service quality in the hotel industry toward Chinese perception: cleanliness of staff, customer service and customer care of the service staff, physical environment of the hotel, food quality, as well as the type and quality of facilities (Nadji, et al., 2018). By contrast, Mushref Mohammed Qasem Saeed, Zhang Xizheng, Rasheed Abdulwase applied the SERVQUAL model to measure service quality provided to Chinese customers consisting of tangibles, reliability, responsiveness, assurance, and empathy. Furthermore, the results of the research's reliability and validity testing of five service quality aspects as well as customer satisfaction were adequate; hence, they are all suitable for analysis. However, assurance is the most important aspect

in consumers' evaluations of service quality, followed by empathy and responsiveness. The studies also highlighted tangibility and reliability as two service quality factors that have a favourable link with customer satisfaction but do not have a major impact on it (Mushref, et al., 2021). Moreover, according to Stanworth, et al., (2015) indicated that to assess service quality, particular in restaurant industry for Chinese customer will apply 6 criterions: professionalism, a sense of sincerity, comfortable, chin-chieh, active service, and respect (Stanworth, et al., 2015). 'Professionalism' is related to customers' attention to employees' capacity in order to have a smooth interaction. 'A sense of sincerity' presents customers assess staffs' responsibility, kind-heartedness, and trustworthiness, instead of evaluating effort toward service. Regarding 'Comfortableness', this dimension refers to customers' feelings of getting rid of stress. In terms of 'Chin-chieh', it concerns customers' feelings of warmth, familiarity, and closeness with the service provider. In relation to 'Active service', it shows staffs' ability to carefully observe and catch customers' desires and then sensitively respond with unrequested wishes. Last but not least, 'Respect' stands for customer's impressions of being behaved as significant.

2.2 Literature Analysis. ~~I'm not sure what the differences is between this and what has gone before~~
~~Your main points need to be justifying service quality as cultural~~
After that, which model should be used to measure the service quality in the hotel
~~Then questioning whether Stanworth et al. transfers to another sector~~
industry for Chinese customers? The SERVQUAL model applied to Western may trigger the shortage of the same overriding significance (Furrer et al. 2000). Therefore, if the model is used for measuring Chinese service quality might exert some limits (Stanworth, et al., 2015). For example, in the absence of assumed environmental control, one does not anticipate that they or service providers can fully predetermine the service outcome and so the reliability dimension loses its overriding sense of significance (Stanworth, et al., 2015).

In this study, we want to endorse 6 dimensions developed by Stanworth to weigh the service quality in the hotel industry instead of restaurant sector towards Chinese customers. Through the collected result from this research, we will compare it to the previous findings, then we will consider whether we should use 6 criteria developed by Stanworth to measure the service quality in hotel context toward Chinese customers.

RESEARCH DESIGN AND METHODOLOGY

3.1 Method

According to the aspects highlighted in the literature review for this research, primary data will be collected, and interviews with hotel Taiwanese residents will be used to define service quality from the perspective of Chinese customers in a hotel setting. The interviews will be recorded, transcribed, and evaluated as needed.

While there are many methods available, we choose to conduct a semi-structure interview. As they are well suited for the exploration of the perceptions and opinions of respondents regarding complex and sometimes sensitive issues and enable probing for more information and clarification of answers. Semi-structured interviews are a good choice for a small number of the sample group because they allow the researcher to explore the topic in depth. (Barron & White, 1993)

The transcribed interviews were then coded accordingly using a deductive approach from the paper of Chinese service quality (Stanworth et al., 2015). The coding programme was used to help organise the data. In this paper, we are using MAXQDA for coding the transcribed interviews. Open coding was used to extract the 6 aspects of service quality from a Chinese customer's perspective.

Explain why interviews - their strengths.
Then give a brief overview of the process. This is too rambling
The secondary data will be from the papers concerning the Chinese service quality. Data will

then be compared and matched to see if the aspects of the six dimensions mentioned in the restaurant settings have the same meaning when the scenario has changed.

e.g., move to interview section

Due to the current situation, most interviews were conducted online. This does pose some advantages and disadvantages for the research. The advantage is the convenience of the data collection process, as using the existing technology can ease the hassle of commuting and selecting an interview space. Meanwhile, the data can be transcribed in real-time using speech-to-text software. However, this does pose a disadvantage to the interview as the problem with internet connection and/or the technical difficulties on both parties. As well as the duration and likeliness to answer the question, the interviewees were less open when using online interviews. Moreover, the understanding and explanation of the interview question were made more difficult as other means of communication (e.g. facial expression, body language, scribbles) were limited.

3.2 Sampling

Move later - result of process

The interviews is conducted face to face or online on 18 Taiwanese hotel customers candidates from different genders and age. You have the ideas but you need to give them room to breath

The interviewees are carefully selected using self-selection sampling (Saunders, 2009) to ensure the desired possible answers from hotel clients and to make sure we get the data from different age ranges and statuses, ensuring the saturation of the data that will be interpreted.

A semi-constructed interview is chosen as a method to better understand Chinese hotel service quality. Questions are asked seeking the meaning of the service quality defined by the customers in the hotel settings. Repeat

The purpose of the interview is to understand the context of the service quality defined through the Chinese cultural lens. Then use the achieved data to conduct a match in Chinese Service Quality (CSQ) aspects. (Standworth, 2015).

Explain the ideas for each question

3.3 Interview Questions

- Could you tell me about your hotel visit? (Where/when/what occasion?)
- How do you feel when you first enter the place. (Last visit/current visit)
- During your stay, were you happy with the service provided by the hotel? Why?
- During your stay, have you ever encountered a service problem? (What happened?/What did you, hotel staff, do?)
- How do you feel after the event? What happened after that?
- After your stay, how would you describe the experience? (Why?)
- What do you think can be improved to make your visit more enjoyable? (Why?)
- From your perspective, how do you define good hotel service?
- Do you have anything else you want to add?

Other relevant questions that lead to the topic might be asked during the interview.

DATA ANALYSIS

You are talking about the tool

We want words like "template analysis" and "deductive" here

4.1. Coding Method

Computer-assisted qualitative data analysis software (CAQDAS) was selected as a tool to help analyse the data. The MAXQDA programme was used to extract essential phrases from the respondents, as well as to uncover common traits in each code and organise them into categories.

4.2. Category Definitions

From that paper, we based our theory on the Interpersonal Service Quality of the Chinese determinants and behavioural drivers (Standlymp, 2015), defining 6 aspects of Chinese customers' perceived service quality; professionalism, sense of sincerity, comfortableness, Chin-chieh, active service, and respect.

Professionalism

It is defined as an employee's capacity to contribute to the smooth and natural flow of the service experience. This does include guiding them (customers) towards the appropriateness. In the paper, the example is guiding the customers to understand Western dining.

There is a knowing-expression gap here. By this I mean I feel convinced you are familiar with the theoretical ideas but are just missing these anchors in your writing. Re-read and think carefully about the key words and ideas you want to appear in these sections.

Our analytical approach was deductive and followed the principles of template analysis. This involves . . . (concept). Then go on to explain

drivers (Standlymp, 2015).

We just need category labels
Detail for analysis

A sense of sincerity

It is defined as how the employees show responsibility, benevolence, and wholeheartedness.

This is demonstrated by appropriate effort and intention to help customers by remembering simple tasks they have promised to do. (In the restaurant settings; filling empty cups or replacing dropped cutlery). Also, the employees may demonstrate their appreciation that a direct request is a signal of urgency by taking responsibility and making prompt efforts to help the customer.

A sense of sincerity also emerges from gift-giving and the offering of discounts.

Comfortableness

It is defined as when they (customers) feel at ease and free of pressure by keeping a comfortable distance. This is particularly significant in reducing nervousness and feelings of pressure. Or when in close contact, employees' non-verbal cues.

Chin-chieh

It is defined as feelings of warmth, familiarity, and closeness with the service provider. Express themselves through the warm welcome and patience of the employees.

Active service

It is defined as an employee's ability to attentively observe and decode customers' needs and then sensitively respond with apparently unsolicited assistance. How the staff are able to respond appropriately and sensitively to the unspoken customers' requests. In the paper, the example is "employees notice them looking at partly eaten food or an empty glass and, in a display of resourcefulness, step forward to refill the glass or, without prompting, home-in on the issue with the dish." Plus, in the active service situation, customers are relying on the employees' ability to interpret non-verbal cues, and respond in an appropriate manner.

Active service is significant in the restaurant setting. Chinese customers feel embarrassed to make explicit requests.

Respect

It is defined as when a customer's impression is interpreted as not being treated as insignificant.

In the paper, Stanworth et al. (2015) proposed that employees can demonstrate respect by immediately acknowledging customers, serving them in the order they arrive, and courteous use of language. The concern in this aspect is the “face” (*mian-zi*). To maintain or gain face is significant in Chinese culture. (Ho, 1976).

FINDINGS

4.3. Analysis

MAXQDA software is used to analyse, code and manage the data. **Move to method** From 18 interviews, 34 codes were extracted, with 712 phrases coded throughout the data. To reduce the code pool, we then select the data that becomes relevant to the Chinese Service Quality proposed by Stanworth, 2015.

4.3.1 Professionalism

Table 1 Professionalism

From the data, this shows that professionalism is also evident in the hotel aspects. Chinese customers do rely on employees to guide them to the right surroundings and maintain the appropriateness of the service sequence.

Add quotes to qualify how professionalism is represented in your data

4.3.2 A sense of sincerity

Table 2 Sense of Sincerity

In this aspect, the sense of sincerity is shown in the form of understanding customers' situations, caring, willingness to help customers' needs, and compensation for errors. For example, when customers needed assistance, even if the employees are not guaranteed to be able to complete the request, they should show that they are trying to help. Or in the

compensation form, if the problem occurs, Chinese customers are expecting some sort of gift or compensation as a gesture to show they feel sorry for the situation.

4.3.3 Comfortableness

Table 3 Comfortableness

In this aspect, we can see that “comfort” lies in not only the space that staff are giving to the customer to not make them feel like they are being watched, but also the tangible aspects, e.g. facilities and spacious rooms, which lead to the relaxation of the customers.

4.3.4 Chin-Chieh

Table 4 Chin-chieh

In this aspect, we can conclude that the feeling of chin-chieh is presented with the friendliness and warm welcome of the employees. From the data, chin-chieh is one of the aspects those Chinese customers receive as the greeting starts when they enter the hotel and makes contact when checking in. So, we are expecting that chin-chieh plays a significant role for service quality for Chinese customers.

4.3.5 Active Service

Table 5 Active Service

In this aspect, active service is shown in the form of efficiency, speed, and how they (employees) act before the customers have to request help. The promptness of the service is expected to satisfy the customers and being pro-active will help enhance the customer’s perceived service quality.

4.3.6 Respect

Table 6 Respect

In this aspect, respect is less compared to other 5 aspects mentioned before, this dimension only mentioned when there is a problem with the customers that feel like they are not being treated fairly. So, we conclude that respect is still present but not significant. If the employees

have not made an unfair action toward customers, this aspect is not shown in their (Chinese customers) evaluation of the service quality.

4.37 Other Aspects

No - are these other dimensions. If so, then use labels.

Table 7 Other Aspects

Here and later focus on (1) differences from my paper in meanings e.g., zizai and (2) new dimensions

As mentioned in the comfortableness aspect. The data found in the hotel setting have slight difference for the service quality as they (Chinese customers) are also viewing tangible aspects into their consideration when in the hotel. Often, price becomes relevant and plays a role key to how Chinese customers perceive their service quality. This means that when price they are paying is high, the expectation for the upcoming service should be good

Interviewee X

VN

"All it should equal with their stars, for example, I wouldn't, I wouldn't require a three hotel, three stars hotel to provide good facilities, something like that. I would say if are four stars, their core values should equal with their reputation."

Short quote integrate into text. Longer quotes separate

MW

"I already pay for a lot of money. But I just get so little and now you own you even charge me for a bottle of water." ¹

Also, as a place for staying, cleanliness and atmosphere is now present in the service quality and often mentioned in the interview data

NU

"I might look the corner, I usually observe the place that normal people do not, like the window, the toilet. I'll see if they maintain well or not."

HW

"a space of the lobby is very we will see what I mean the big big lobby with lots of ah and sit there so if you are waiting or you're just just want to stay there for a while it will be a good place because the place is very I mean in the lobby see this in the lobby is very good."

¹ Table 7 Other Aspects

RESEARCH FINDINGS

Result

After the data analysis, we can understand how Chinese customers define the hotel service quality. Compared to Stanworth et al., (2015), in the different industry, will they consider the same factor? In the following sections, we are going to explain the meaning of service quality from a Chinese customer's perspective towards the Hotel industry.

Professionalism

Chinese customers do rely on employees to guide them to the surrounding and maintain the appropriateness to the service sequence. It's important for Chinese customers that the service deliver correctly information to them. It mentioned about 39 times on all our interviews. This factor also appear in hotel industry.

This dimension is well saturated in our data with 39 mentions

Sense of sincerity

Most Chinese customers treat this as important dimension. It mentioned about 63 times. And this is the dimension that can examine how the employee can show their wholeheartedness and responsibility. Our finding is that Chinese customers are having expectation to have caring and want the employee have willing to help them. Chinese customers also focus on when there is some problems happened, will it offer compensations. How the employee's action will have impact on how the Chinese customers feel their "Sincerity". This dimension is also suitable in hotel industry.

Comfortableness

In the hotel industry, Chinese customers are more focus on the space that hotel offer. They care about is the atmosphere (*zi -zai*) enough for their stay. From our interviews, they didn't mention too much about how employee to keep a comfort distance. More are talking about the hotel itself space size. This is quite different from restaurant industry. It mentioned about 28 times.

Chin-chieh

It mentions about 44 times in our research. Chinese customers in hotel industry also feel the same with restaurant industry. They prefer the staffs can talk to them with smile, with friendly attitude. And when they have questions, they expect employees can answer with patient, not just with a long face.

Active service

In hotel industry, Chinese customers are see efficiency more important than in restaurant industry. It mentioned about 39 times. In restaurant industry, Chinese customers are waiting the employee to think what their needs for next steps. But in hotel industry, Chinese customers focus on the speed, how fast service the employee can offer. Most experience are talking about they book the room online, but it still take time when they check-in. They didn't expect the employee to guess what customers' needs for next steps. But they do care about how the employee deal with their anything fast and correct enough in hotel.

Respect

We only received 4 reponses in respect dimension. It's more important about "face issue" (mian-zi) in restaurant industry. From our interviews, it seems that it only happened when the Chinese customers didn't receive the same treatment with other western customers. Or when the employees didn't want to solve their problems. It's also about the mian-zi issue, but not comen factor in hotel industry.

Others/New aspects

We got some aspects that CSQ didn't mention. We got 167 codes that didn't belong to CSQ's 6 dimensions. We can simply distinguish it from following catagories, like amenities, clean, foods, convenience, elegant atmosphere, facilities. Those code can be gathered to tangibles from WSQ's 5 dimensions. And we also have a code about high price-high expectations and

it sounds like you have at least one other category - environment

went beyond the expectations, that is, Chinese customers set their expectation through the price. They set a standard in their mind due to the price they pay.

Limitation

Small sample numbers may not accurately represent China's overall definition of service quality (CSQ). The language barrier may dilute the context provided by interviewees. In addition, the age of the participants can also be an element that affected the results. Participants from 20 to 30 years old account for the majority of our study, while the different age groups have different views on service quality in hotel context. The respondents of our study almost are female (13 out of 18 interviewees - taking up 72.2% of all participants), therefore, it is unclear whether female's opinions can be equivalent to male's point of view related to service quality in hotel industry.

NO NO to

Misunderstanding - your sampling does not support this

If you find women and men have different views - then you might choose to follow a homogenous sampling approach (e.g., only women / men)

Due to the limited time and number of participants, more study is required to see that new aspects proposed in this paper is relevant to the Chinese Service Quality in Hotel settings.

Note then you need to adjust your RQ

Conclusion Tighten the writing. Direction is good. Three same, three different in someway (how?) and NEW ones too!

To gather our finding from interviews, we can know that there are 3 dimensions, professionalism, a sense of sincerity and chin-chieh, which chinese customers are all see it as important in both restaurant and hotel industry. But for the other 3 dimensions, comfortableness, active and respect, due to the different industry, the details are not the same.

With the times goesby, chinese customers are seeing other dimensions as important nowadays. Not only the CSQ just mentioned, but also have some dimension can be found in WSQ. And more aspects can also be found with the economic development for Chinese has become prosperous.

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APPENDIX A: CODES

Table 1 Professionalism

Interviewee's initial	Code	Segment
EV	Professionalism	if they can introduce us a nice tourist attraction or good restaurant. It will be perfect
KC	Professionalism	I think good services, of course, they are more including how the staff talked to you and whether they know the surrounding area of their hotels.
KC	Professionalism	the restaurants around the hotel and where they can get the souvenir. So as long as this hotel staff they can understand the local area more the more they can help their their guests.
KT	Professionalism	I think also the hotel staffs are very client-focused.
KT	Professionalism	told us a lot of information about their their shinju
JY	Professionalism	happy to introduce the the architecture and the story about building
AY	Professionalism	they can answer you or they even or they may not. They may have, for example, like if I want to wash my clothes, I need the washing machines. They may not have the washing machines in the youth

		hotel, but if they try to help the guest to solve this problem.
AB	Professionalism	staff introduces very detail, tell us how to use the facilities and environment. And also answer our problems, like the must-go restaurants and how to get there.
EL	Professionalism	because the staffs speak little English, the conversation was getting tensed.
NU	Professionalism	They ask us do we know where to eat dinner? They didn't offer dinner, so they recommend us some restaurants.
NU	Professionalism	I didn't remember so well, but there are some follow-up after the recommendation. Actually, they are not only recommending us the restaurants, but they're also trying to make a phone call to restaurants and make a reservation for us.
VI	Professionalism	the staff introduced very detailed.
HW	Professionalism	if you if you don't use if you don't know there is a bar in the hotel you will not be you won't feel disappointed

MW	Professionalism	<p>Because you can see lots of staff standing there.</p> <p>Like they have a lot of staff working in front desks.</p> <p>And they also wear the gloves.</p>
MW	Professionalism	<p>polite or something or maybe because there are customers, they aim to get more Japanese customers using like Japanese is quite like beware of like the surveys, they have to be neat.</p>
MW	Professionalism	<p>think they're pretty professional</p>
MW	Professionalism	<p>they they really have to know like, be see, like, maybe what will happen when a customer or like they stay in what will happen during their stay.</p>
VL	Professionalism	<p>So that I believe the whole groups of the staff, they all aware about one of their room, guests lost the earrings in their lobby. So while they do their shift during the time, they were also taking care of this.</p> <p>So that is why when they found the airway, they could hand to the receptionist. And then they because the staff notice my identity, right. And that's why the other day, the receptionist or the staff, they know Oh, that that was Miss C., she will check out before when so when the China airlines cabin crew came down to the lobby, they could came to us immediately.</p>

VL Professionalism I think that that hotel staff, they do this very well, they pass to the other colleagues and the other employees, they all take care of this seriously. So they know where, when and who to return the last, the last stuff

Table 2 Sense of Sincerity

Interviewee's Initial	Code	Segment
KC	Willingness to help	I feel like he just didn't want to help me.
KC	Willingness to help	He didn't want to help at all.
KC	Sincerity	In some other places then I can totally understand that he did not know but the passport was just on their table top
KC	Caring	And even I was not in the counter, I could see that passport. So it definitely mean that he didn't care about what I said. So that was something that made me very upset and very mad about the service.

KC	Willingness to help	I cannot give answers to the customers who ask me some questions. I will still try to ask my staff not my staff, ask my colleagues ask some of the Japanese colleagues who know surrounding area better and they can help him or her yeah yeah even if I cannot help that I will try to ask someone for informatio, try to help them.
KT	Caring	I responded to hotel and they can provide me some improvement methods such as changing my room and cleaning again like this.
KT	Willingness to help	I responded to hotel and they can provide me some improvement methods such as changing my room and cleaning again like this.
CO	Stand in your shoes	How they really stand in your shoes like they as a customer
CO	Caring	Caring your journey until now
CO	Sincereiry	sincerity part.
AM	Willingness to help	They will have a lot of questions about where to where to play, where to have a tour or they will have questions about live in Taiwan and all the clerks have great attitudes toward any kind of situation and also any kind of a foreign guests,

AM	Willingness to help	they will treat you like they will help you solve. All the questions there and they will have like perfect service
AM	Willingness to help	they can answer you or they even or they may not. They may have, for example, like if I want to wash my clothes, I need the washing machines. They may not have the washing machines in the youth hotel, but if they try to help the guest to solve this problem.
AM	Willingness to help	I mean they try to help you to solve the problem even it's not perfect, but it's still OK.
AB	Sincereiry\willingness to help	staff introduces very detail, tell us how to use the facilities and environment. And also answer our problems, like the must-go restaurants and how to get there.
AB	Willingness to help	They could be more helpful.
EL	Sincereiry\Caring	we've been informed we couldn't go to the festival, they didn't want to help finding any solutions for us.
EL	Caring	“we don't have to inform you if the event was cancelled, not our business.”

JL	Sincereiry	They usually fulfilled our requests so quickly.
JL	Sincereiry	Actually, I didn't think they reply me well, I think it's an automatic sorry mail.
JL	Sincereiry	We will have our employees well-training again balabala.
JL	Sincereiry	I think like a sense of sincerity
NU	Caring	They ask us do we know where to eat dinner? They didn't offer dinner, so they recommend us some restaurants.
VA	Willingness to help	I think they really want to solve problem, not just telling us to tolerant.
HW	Willingness to help	You can find someone that you can if you need any help you can find someone to help you
MW	Willingness to help	if you need any help, like you just like to ask any step I think they're willing to help you. So that's the first impression.
MC	Willingness to help	the checkout time is like 10am. But I would just need to leave, like 7pm. So I extend to lock to lock my luggage. They have a luggage room. So yeah, they helped me to put my luggage inside

MC	Willingness to help	They say that would do their best to help me but they cannot guarantee
MC	Caring	they need to be considerate
MC	Willingness to help	the workers just go straight to help him this will make me feel like this place is the care about their customer
VL	Sincereiry\Caring	they are they were so sorry about they couldn't search my earring for me.
VL	Sincereiry\Caring	And then I noticed one of the staff had a glance on my name tag and although they still say oh, there were sorry, couldn't find it for me
VL	Sincereiry\willingness to help	I believe they must pass the task to the next shift colleagues are well and also the next shift. The next shift they They take things seriously. Even though it's just a tiny things, but they, they took it very serious. So they know exactly how to deal with that.
VL	Sincereiry\Caring	The cleaning staff or the hotel staff, they should also have that kind of sense about this is this is the guests personal belongings and their customers might also need it very well. So they should keep it for the customers first and to

maybe half a year or one year then they can decide whether they're going to do something like that. Not just take the moments away.

- | | | |
|----|------------------------------------|---|
| SF | Sincereiry\Caring | injuries when they enter the hotels |
| SF | Sincereiry\Caring | told him that he was very sorry. And he will ask the engineering department of fix a problem immediately after our leavings. But this doesn't turn out to be so well because usually with this kind of things, I think they should be giving me some sort of compensations. |
| SF | Sincereiry\willingn
ess to help | they didn't really want to try to find that |
| SF | Sincereiry\Caring | I don't believe that my jackets would just suddenly disappears. And that's number one. And the number two is that I actually get injuries, but they didn't do anything about it. |
| SF | Sincereiry\willingn
ess to help | I actually get injuries, but they didn't do anything about it. |
| SF | Sincereiry\Caring | I think they need to care about customers |
| SF | Sincereiry\Caring | they could also know like, what I'm expecting or what some of my special needs as well, then |

also in a smoother way. Yeah, instead of just asking for what is your needs here right

- KT Compensations souvenir their clothes have their logo on it to us as as compensation
- JL Sincereiry\Compe if they offered me discount, it's not easy for us nsations to go there again. But I don't think they are positive to solve problems.
- SF Sincereiry\Compe doesn't turn out to be so well because usually nsations with this kind of things, I think they should be giving me some sort of compensations
- SF Sincereiry\Compe Taiwanese culture will expect some sort of nsations compensation for in this case
- SF Sincereiry\Compe this kind of conversation will be enough for me. nsations Yeah. Like he promised to give me something for next time. In a way to say sorry, not just oh, I'm sorry
- SF Sincereiry\Compe since it happens, they really have to think about nsations ways to to prove like ways of compensation they could provide

Table 3 Comfortableness

Interviewee's Initial	Code	Segment
EV	Space	very spacious and big
EV	Comfortable	hotel makes me feel comfortable
EV	Comfortable\Space	But I think the rooms are big because they have two baths and the bathroom is also big enough
EV	Comfortable	And it's a comfort, comfortable space for me to living
EV	Comfortable	Because now the two beds is separated and I think it's comfortable to for me to live in. And another thing is that, like I said before, it's just like, my first experience in the hot spring is so cool. And like being naked makes me feel free
EV	Comfortable	comfortable
WI	Relaxed	I would describe it as a very relaxing stay.
LU	Relaxed	I think take a bath is really relaxing.
KT	Relaxed	I feel relaxed
KT	Comfortable	And they're very comfortable,
KT	Comfortable	I feel very, very comfortable

CO	Comfortable	Something like that so the whole process before I checking into the room makes me feel really comfortable.
CO	Relaxed	I have a strong memory about this hotel Is the music they are playing. It's it's not very pressuring, it's a very light, music background which which makes me feel very relaxed.
AM	Space	comfortable space
AM	Comfortable	really comfortable.
AB	Space	room space is quite big enough.
JL	Comfortable	When I first enter the place, I feel it was so comfortable and like staying home.
JL	Comfortable	comfortable.
HW	Comfortable\Space	it's quite a big place and it's really really new one because in in our memory or burns there is no such a big big hotel a huge hotel in town.
HW	Comfortable\Space	Because there is more like more like big because it's not a very big city so normally the hotel there are not so not so. LSA big. New is a new one there so it's very new

HW	Comfortable\Space	<p>a space of the lobby is very we will see what I mean the big big lobby with lots of ah and sit there so if you are waiting or you're just just want to stay there for a while it will be a good place because the place is very I mean in the lobby see this in the lobby is very good.</p>
MW	Space	<p>it's not only very spacious,</p>
MW	Comfortable	<p>I they should like very careful about details which is I believe why some of the hotels they couldn't like think about it or think of it so that's why like the stay in the hotel it's so comfortable.</p>
MW	Comfortable	<p>facilities because like it's so comfortable</p>
MW	Comfortable	<p>And just like you stay there like 30 minutes waiting for the to be checked in. But you do not have a very comfortable place to wait for that time</p>
MW	Space	<p>May be like the room size</p>
MC	Space	<p>the area is pretty expensive. So the room actually was very small.</p>
MC	Space	<p>you cannot open your luggage on the floor. So actually, it's pretty small.</p>

Table 4 Chin-chieh

Interviewee's Initial	Code	Segment
KT	Chin-chieh\friendly	they are very friendly
JC	Chin-chieh	feel really relaxed and like to be home during the the stay.
CO	Chin-chieh\Welcoming	you went out and when you go to the reception you actually receive a warm welcome
CO	Chin-chieh\friendly	they not only just ask you for the personal information, they also take care of your feeling like they kind of have a short talk with you like a small talk.
AM	Chin-chieh	It's like you're in your home
AM	Chin-chieh\friendly	hey will have a lot of questions about where to where to play, where to have a tour or they will have questions about live in Taiwan and all the clerks have great attitudes toward any kind of situation and also any kind of a foreign guests,
AB	Chin-chieh\friendly	I can say they are friendly and passionate.

AB	Chin-chieh\friendly	I think it will be friendly,
EL	Chin-chieh\friendly	the doorman and other staff were friendly enough
EL	Chin-chieh\Patience	because the staffs speak little English, the conversation was getting tensed.
EL	Chin-chieh\friendly	friendly staffs
EL	Welcoming	some staffs gave us bad attitude.
EL	Chin-chieh\friendly	A good hotel service includes friendly staffs
JL	Chin-chieh\friendly	I feel that some of them are very friendly and very kind to solve our problem
JL	Chin-chieh\Patience	Weird, really weird. But the location there is so convenient and most staffs are very friendly and patient.
JL	Chin-chieh\Patience	Due to language gap, most of them are very kind to try to understand our needs and fulfilled soon.
JL	Chin-chieh	I think like a sense of sincerity and comfortable.

JL	Chin-chieh	They should make customers feel like staying home, everyone is friendly and would like to help customers to solve problems. Also is chie-chieh for me.
NU	Chin-chieh\friendly	The front dest staffs are pretty friendly
NU	Welcoming	The front dest staffs are pretty friendly
NU	Chin-chieh	They said sorry to us, because they can not help. But it's okay for us, and I appreciate for their kindness and chie-chieh service.
NU	Chin-chieh	For the service side, I would like to say, it's chie-chieh.
NU	Chin-chieh\friendly	Is the staff friendly
NU	Chin-chieh	Is the tone good? Am I really feel treated? I think yes, I want to treat myself to be a guest.
VA	Chin-chieh\friendly	they are all friendly.
VA	Chin-chieh\friendly	I will say "friendly".
VA	Chin-chieh\Welcoming	If the staff say hello to me with smile, I will think "wow, it's a good beginning! I will do have a great time here!"

HW	Chin-chieh	Gentle, gentle lead and polite patient with the last patient.
HW	Chin-chieh\Patience	they talk to customers we've patient and they were introduced
HW	Chin-chieh\Patience	the staff need to have patience about customer
MW	Chin-chieh	the front desks, the people there will speak and speak both English, Japanese or Chinese very fluently.
MW	Chin-chieh	like warm like at home. They'll work welcoming
MC	Chin-chieh\Welcoming	this kind of business they need to greet their customer a lot so, for example if you arrive and there's someone by Porter they were standing outside they help you to pick up your luggage or someone they chat to you some for some greeting this working increase my expectation this hotel
MC	Chin-chieh\Welcoming	when you walk in any store they're certainly workers they're smiling at you and then they greeting you it will just be better

SF	Chin-chieh	professional and I'm not sure if a familiar is the right way but Chin-chieh Yeah, they are Chin-chieh
SF	Chin-chieh	welcoming you to the hotels and asking they will probably be chit chatting with you. Like have a little conversation with you about like, Hey, what are you doing here and like how did you like Kenting so far stuff like that. They they are some sort like a sales. And I think a lot of hotel. They don't do this. They just ask you basic information and wish you good luck or something and that you go with it

Table 5 Active Service

Interviewee's Initial	Code	Segment
EV	Pro-Active service\efficient	And last thing is that I hope that they can help us immediately whenever we have made
KC	Pro-Active service	considerate
KC	Pro-Active service	if I don't have a bottle of water in my room. Maybe they can just replenish every morning and I think it's enough

CO	Pro-Active service\efficient,	When I was in the reception during the checking they're very efficient,
CO	Pro-Active service\efficient,	the efficiency from the front desk it's very important
AB	Pro-Active service\efficient,	And DON'T miss any calls, any calls stand for a question from the customer!
JL	Pro-Active service\efficient,	Everything is well prepared
JL	Pro-Active service\efficient,	They usually fulfilled our requests so quickly.
JL	Pro-Active service\efficient,	Due to language gap, most of them are very kind to try to understand our needs and fulfilled soon.
NU	Pro-Active service	because we didn't ask them to do that. They're so active.
NU	Pro-Active service	The service first before we have a problem
VA	Pro-Active service	all we need is done before we arrived there.
VA	Pro-Active service\efficient,	They came very fast

VA	Pro-Active service\efficient,	They response very quickly and during the event
HW	Pro-Active service\efficient,	the check the progress of check in very, very quick and it's not so much there is no problem while we were checkin.
HW	Pro-Active service\efficient,	it you cannot really afford the the amount of customers you should do that because as you if you let all customers go inside the bar you can you will have some bad memories in the customers
HW	Pro-Active service\efficient,	They can't so you don't you don't need to wait for two don't be don't let him wait for too long time to enter the to enter the restaurant you want to eat?
MW	Pro-Active service\efficient,	we don't really need to wait for a long time to be checked in
MW	Pro-Active service\efficient,	they like the separate each job very like, like everyone knows what they have to do what they should do, which made the whole process very well organized.
MW	Pro-Active service\efficient,	organize things well which will mean like it will be more efficient

MW	Pro-Active service	they they really have to know like, be see, like, maybe what will happen when a customer or like they stay in what will happen during their stay.
MW	Pro-Active service	prevent every problems that could happen and to prevent it not to happen.
MC	Pro-Active service\efficient,	it's also pretty fast, also pretty fast Yeah, I think checking out is easier
MC	Pro-Active service	not passive but the more just go straight to people and then if they found this guy has some problem they just go straight and help them so I would say like proactive rapid service
VL	Pro-Active service\efficient,	efficient,
VL	efficient,	very fast
VL	Pro-Active service\efficient,	we never wait for check-in the rooms because they operate another line special for us.
VL	efficient,	Every time we didn't have to wait for that.

VL	Pro-Active service	Then the first staff, I don't know whether he was the manager, or just an ordinary staff in notice that, and then he came to me, asked me in English about is something that he could assist me.
VL	Pro-Active service	the staff also started to search for me as well. And then the second staff and the bellboy. They also noticed that and they joined our searching at that moment
VL	Pro-Active service\efficient,	the staff efficiency,
VL	Pro-Active service\efficient	I really care about the efficiency. For example, if I have already booked, I have already reserved room from internet. And when I check in, I show to my identity. I don't like the receptionist asking me that. Oh, so where did you book your room? And, or oh, sorry, I couldn't find your reservation information, something like that.
SF	Pro-Active service\efficient,	but the waiting time was a bit novel. This is still acceptable for me. But usually I would prefer not to wait too long.

Table 6 Respect

Interviewee's Initial	Code	Segment
LU	respect	Because the employees don't list the call, maybe you need the phone to make the profit, you need to stick the paper and maybe right the expense of the phone-call.
AB	respect	treat me nice.
EL	respect	"we don't have to inform you if the event was cancelled, not our business."
JL	respect	And for respect, the hotel should treat every customer fairly. There is no discrimination between countries, regions and genders.

Table 7 Other Aspects

Interviewee's Initial	Code	Segment
EV	Facilities	hotspring culture
EV	elegant atmosphere	I think the hotel is grand
EV	Facilities	And it has many public services like you can go to the gym, or hotspring and everything is so large
EV	Facilities	satisfied with the equipment

EV	elegant atmosphere	But I think it's the hotel, the atmosphere or the living quality makes me memorable
EV	convenience	but I'm still grateful for it because we can still buy some snacks. So we can bring the food into our hotel room and we're going to enjoy our food a lot
EV	Foods	but I'm still grateful for it because we can still buy some snacks. So we can bring the food into our hotel room and we're going to enjoy our food a lot
EV	customer loyalty	And I will definitely want to go there and live in this hotel and try to experience other services as much as possible.
EV	convenience	but I think basically, in hotel, you have to make sure your guests can get food anytime they want.
EV	clean	The first one is clean
EV	Foods	the meals they provide should be delicious
EV	convenience	there is a distance from the hotel. So if they provide shuttle bus, it will be convenient for us to like can we carry heavy luggage and transfer from transportation to the hote

WI	elegant atmosphere	I was attracted by its natural beauty.
WI	Foods	hotel offers a lot of kind services. For example, hot tea and snacks are provided after the hot spring.
WI	Facilities	here are also staffs to assist if you need massage services.
WI	Foods	I think the meals can be a little richer
WI	elegant atmosphere	the environment and facilities in the hotel are very important.
LU	Facilities	Maybe I more care about the equipment
KC	high price-high expectations	value was just right
KC	high price-high expectations	I understand that that place was not a like a very good hotel.
KT	elegant atmosphere	I feel great because the atmosphere there is quiet and their decor is Japanese styles which I personally like it
KT	Facilities	the equipment of the room and the quality of the hot spring are very good,

KT	clean	I responded to hotel and they can provide me some improvement methods such as changing my room and cleaning again like this.
JC	elegant atmosphere	so the scenery was really beautiful
JC	customer loyalty	because I we we have stayed at the hotel before one or two times so. When we choose to to travel the southern Taiwan, we usually choose that hotel.
JC	elegant atmosphere	And why do we choose the Hotel B&B is because it's famous for its architectural concrete and the whole building was filled with architectural concrete in inside and outside
JC	elegant atmosphere	very impressed with its decoration and the other environment
JC	Foods	only they did not provide the breakfast
JC	Facilities	know many facilities,
JC	customer loyalty	every time we I come back still would like to visit again.

JC	Facilities	I think because it's a B&B, so I think maybe it would be better to provide the the guests with the the bicycles and that guests could ride the bike around the building, just to know more about the place.
JC	Foods	I think it would be fine dining
JC	clean	have a clean room
JC	convenience	have the bell man to help you carry all the all the luggage
CO	elegant atmosphere	OK, so for the room itself I feel it's very luxury,
CO	clean	It's very neat. Like everything was clear you can. You can clearly see how they put a lot of effort on
CO	convenience	It's very convenient as well
CO	high price-high expectations	like a discount or I got a package with the room so that will be the only pity I have with that hotel
CO	high price-high expectations	I will probably use like consider rate

CO	high price-high expectations	I'm just a student, I don't have that much money to live in the expensive hote
AM	clean	it's very clean, really clean.
AM	clean	that there's not a very big space for you to sleep, but I still think it's OK because it's clean and and it's really comfortable.
AM	customer loyalty	I will introduce that youth hotel to others
AM	Facilities	if they have washing machine
AM	high price-high expectations	expensive hotel
AB	clean	It's very clean
AB	clean	The bed is tidy, there is no dust on the floor and no wall cancer.
AB	high price-high expectations	I didn't expect the answer is "Wait".
AB	Facilities	Escalate the water equipment, maybe to increase the water pressure.
EV	elegant atmosphere	the decor is outdated

EV	customer loyalty	Overall, I'd say, I would never stay in this hotel again.
EV	Facilities	facilities are outdated
EV	Foods	Breakfast was disappointed.
EV	high price-high expectations	It was in general a waste of money.
EV	clean	room is well-cleaned
EV	Facilities	well-maintained facilities
EV	Foods	quality food that makes the guests feel exceptional.
EV	High price-high expectations	To deliver superb service and make the guests feel their money is well-spend.
EV	elegant atmosphere	a lively atmosphere is a must!
JL	Foods	such as wine and coffee.
JL	Went beyond	I appreciate that when I arrived I didn't need to wait an hour, and I can get rest more earlier.

NU	elegant atmosphere	It's like a traditional hotel, having an old-fashioned attractiveness.
NU	clean	I feel that it's very clean, and the lights are good, very bright.
NU	clean	I might look the corner, I usually observe the place that normal people do not, like the window, the toilet. I'll see if they maintain well or not.
NU	Went beyond	I didn't remember so well, but there are some follow-up after the recommendation. Actually, they are not only recommending us the restaurants, but they're also trying to make a phone call to restaurants and make a reservation for us.
NU	customer loyalty	As I mentioned, this is a great experience, I would certainly to visit it again, if I travel them again.
NU	customer loyalty	And I'm willing to highly recommend my friends who are traveling there.
NU	convenience	I wish we could pay credit card. You know, when we go aboard, we still want more cash for shopping.

NU	Facilities	Facilities for the first one.
NU	Facilities	I really enjoy the facilities and will care about the maintenance.
NU	clean	And I like quiet, so soundproofing is also important for me. And like cleanness
NU	high price-high expectations	the price is also important.
VA	elegant atmosphere	Xi-Tou is in the mountain, I like the environment there.
VA	elegant atmosphere	The air is really fresh.
VA	clean	And the room is very clean, the light is bright.
VA	clean	It's tidy, and maybe the light is bright enough
VA	elegant atmosphere	Because the hotel is in the mountain, might be a lack of resources. Thinking about that, I feel satisfied.
VA	Went beyond	Actually we get a phone call 30 minutes later, and the room is ready.
VA	customer loyalty	like to go there again, and will recommend to my friends to have a night there.

VA	Foods	The food there are also good for me.
HW	Facilities	Because there is more like more like big because it's not a very big city so normally the hotel there are not so not so. LSA big. New is a new one there so it's very new
HW	high price-high expectations	Big is just just like normal five star hotel in our city.
HW	clean	Yeah good feeling in the first time because it's very new big and clean.
HW	convenience	lobbies very clear you can know where to check in.
HW	elegant atmosphere	a space of the lobby is very we will see what I mean the big big lobby with lots of ah and sit there so if you are waiting or you're just just want to stay there for a while it will be a good place because the place is very I mean in the lobby see this in the lobby is very good.
HW	clean	very very nice and clean
HW	high price-high expectations	it's like before I go there I think it's maybe okay but expensive hotel but I would have

		been it deserved the price after I pay for the hotel
HW	high price-high expectations	the price
MW	high price-high expectations	hotel in Elan and which is a five star hotel, which is, I think, I remember is a hotel called Chow Shi. Lau year hotels, like in English will be translated into Hotel Royal Joshi. And we stayed there like two nights.
MW	elegant atmosphere	very luxurious. And also is it's just like very modern buildings.
MW	Foods	And also they have a buffet breakfast, like not only breakfast, they serve buffet lunch, buffet dinner. And also like the food there's like there's all kinds of food, but mainly is Japanese and Taiwanese food because I think like this hotels is like, because like Elon is famous for hotspring.
MW	Foods	And also like when you eat like in the cafe, you can see there's a big window there
MW	Facilities	there's a lot of like facilities you can use

MW	Facilities	they they kind of like they went to they also have maybe I don't remember like Which floor but probably seventh floor. Like they have, like a bath house. Like, you can take a shower with everyone and have a hot spring there.
MW	convenience	you don't want like you're too shy, you don't do like that others see it unique naked, that you can stay in your room. They also have the private bathroom. They also have a bathtub and when you turn on the faucet is not like the hot water.
MW	clean	polite or something or maybe because there are customers, they aim to get more Japanese customers using like Japanese is quite like beware of like the surveys, they have to be neat. Tidy, something like that.
MW	elegant atmosphere	I feel the place is so clean, neat, and well organized
MW	clean	I feel the place is so clean, neat, and well organized

MW	Went beyond	like sometimes like people don't really like even can notice it. It's just like when you went to that, like you enter into the room, and you saw like a gift. Placing on the table is like a welcoming gift.
MW	Went beyond	not only welcoming tea that there's very normal like usual in the hotel, but they also have a like very beautiful packed cookies and say welcome. Well, you're willing to like to serve you like hope you enjoy the whole tray that your stay in in the hotel.
MW	Foods	Well, there's no easy vent, but I just remember they serve good food there and is really like, a bit puffy. Like, it's not like they have a variety of food. They're like, maybe probably countless maybe. I think like over 50 dish, even just the desert can be like 20. Not 20 is too much maybe 15 case.
MW	Facilities	So there's pretty much facilities you can use.
MW	Facilities	if the people use these facilities, like you can spend a whole day stay in a hotel

MW	high price-high expectations	really like a five star hotel like the level the service good.
MW	Facilities	common areas of the hotel like there's a lot of so fast and books they're not books but like a magazine and they also have bars coffee shop so I think why even they won't let you wait some long to check in
MW	convenience	just like they don't have a great location
MW	convenience	sometimes like the location is really a problem but because like like the Tories usually they wanted to stay in downtown because they wanted to like to be more convenient so they can get to everywhere they wanted to go but the location is the problem.
MW	Facilities	And like I have a lot of like those I need to do the laundry
MW	Facilities	And I think like also like the I think also the design like design is a big problem.
MW	convenience	convenient

MW	high price-high expectations	ou want me to pay for that money, like I should like to make sure that I didn't like overpaid for you. And we like we it is worth paying that money. So I think also money is important.
MW	convenience	the convenience like the good location depends on like maybe you want to travel and hotel is only a place to sleep in.
MW	convenience	So what to me probably will be the convenient good location
MW	high price-high expectations	the price the price rate
MW	high price-high expectations	I already pay for a lot of money. But I just get so little and now you own you even charge me for a bottle of water. But you know like some kind of like sometimes you went to a hotel they already serve you free water or water so I think by sometimes you like you're not to like provide more and everything you need to pay for extra money or something.

MW	Went beyond	<p>But you know like some kind of like sometimes you went to a hotel they already serve you free water or water so I think by sometimes you like you're not to like provide more and everything you need to pay for extra money or something</p>
MW	Went beyond	<p>they really did a great job because they prepare like they not only prepare tea bags, free tea bags, or like the coffee they also like like to provide more like a small like welcoming keep snacks for you, which is very nice party. I think they really did.</p>
MW	Facilities	<p>Why would they choose to stay in your hotels to stay stay in and to sleep and to rest there? So travel like this electric kettle sometimes maybe like hot water, hot water to heat up the water. It was like maybe we feel hungry and want to have internodal</p>
MC	convenience	<p>very convenient</p>
MC	convenience	<p>I just got up early. Just jump out on the MRT to everywhere I want</p>

MC	convenience	convenience is also the most important because they have like, three or four different MRT stations around
MC	high price-high expectations	the price actually was not that cheap. But I feel lucky because I don't know why. But they may have some promotion and I got a promotion. So it cut down my budget
MC	customer loyalty	I will say before I live I also searched on the internet. So for I went there I just assumed it was good because I live in there other hotel before but not in New York in other states. So I have I have pretty previous good experience of them.
MC	elegant atmosphere	And then when I stepped in I saw a lot of fancy people is to just just enhance my impression.
MC	Went beyond	they actually gave me some water of bottled water when I check in
MC	Went beyond	Yeah, that's right. I never thought they will give me a bottle of water.

MC	high price-high expectations	Well, first of all, is the price. The price is more affordable. Increase my obviously my enjoyable experience in this.
MC	high price-high expectations	because in the area is pretty expensive. So the room actually was very small. But yeah, I think it's just happened because they're located in the most expensive place so I can fix that. Give me a big room. The room is pretty small with two king size bed.
MC	clean	It's very clean. Clean.
MC	clean	worker inside actually called me like, do want to, like room service, like, clean your room. But at the time, I was so tired. I started to come clean tomorrow.
MC	convenience	when I entered the lobby like the front steps yes then like when you're especially they have a long because because it's more like a building is like a building for hotel I will say it's more like a business building but they turn into like a hotel. So you need to you need to enter a glass door and then walk like I was really long but you need to walk a little bit

		and then allow the story when you open it in their lobby
MC	Amenities	nk that it's it's not like the things that matter most to you
MC	Foods	Usually, I ate breakfast. While that's how I didn't is like my brother and I, we scheduled our plans.
MC	Foods	And I will say even I went to eat their breakfast. There must be not too many options. Oh, okay. It is like simple breakfast like simple style.
VL	elegant atmosphere	atmosphere is always elegant
VL	clean	clean
VL	customer loyalty	I had been to the hotel many times
VL	high price-high expectations	high class hotel
VL	convenience	the bellboy, they always assist us to deliver our luggage into the lobby very fast.
VL	convenience	So even though in front of the receptionist, there were always tourism, we're waiting for

checking. Every time we didn't have to wait for that.

VL	clean	the cleanliness
VL	clean	Very good house cleaning.
VL	Went beyond	the hotel staff, they did not give the didn't give up, they still, they're still searching for this. And then I think this is totally beyond their responsibility.
VL	Went beyond	they noticed this things happened. And then they did search for this for sure. However, I believe they took a note to the next shift staff. Also, they they definitely mentioned this to the cleaning the lobby cleaning staff as well.
VL	Went beyond	So that I believe the whole groups of the staff, they all aware about one of their room, guests lost the earrings in their lobby. So while they do their shift during the time, they were also taking care of this. So that is why when they found the airway, they could hand to the receptionist. And then they because the staff notice my identity, right. And that's why the other day, the receptionist or the staff, they know Oh, that that was Miss Chang, she will

		check out before when so when the China airlines cabin crew came down to the lobby, they could came to us immediately.
VL	Went beyond	their responsibility, I think they always do their responsibility very well. However, this time they search for the
VL	Went beyond	And however, during the whole series i during the whole whole issue. I believe they must pass the task to the next shift colleagues are well and also the next shift. The next shift they They take things seriously. Even though it's just a tiny things, but they, they took it very serious. So they know exactly how to deal with that.
VL	Amenities	all their service quality within us and their amenity
VL	high price-high expectations	I think the hotel's service quality is really like, high standard. And it's like, everything is already think ahead.
VL	clean	the room, the room value, their mentality, their facility, and also the cleanliness in the room.

VL	high price-high expectations	All it should equal with their stars, for example, I wouldn't, I wouldn't require a three hotel, three stars hotel to provide good facilities, something like that. I would say if are four stars, their core values should equal with their reputation.
VL	clean	And then the third thing I care is about cleanliness again
SF	elegant atmosphere	the good things about this hotel is that is is quite beautiful.
SF	elegant atmosphere	the environment is attracting
SF	convenience	convenience
SF	high price-high expectations	the price is high
SF	high price-high expectations	expect a very high quality of service and, and high class of environments.
SF	high price-high expectations	expensive so so in a way they did provide enough service but they didn't provide exceptional like it's hard to explain the discounts or refund or compensation for my case

SF	Went beyond	And I think a lot of hotel. They don't do this. They just ask you basic information and wish you good luck or something
SF	Amenities	some Chinese customer, they tend to take their free stuff from the hotel, like they're shampoos and their toothbrush, stuff like that.
SF	Foods	I think the food the food is full yeah the hotel but yeah Hotel. Like for me I care about the food a lot
SF	Foods	Kenting very hard to find
SF	Foods	having a good breakfast will probably make a great impact on whether I want to call back again.
SF	Foods	If the food is bad, I would probably be thinking I would try different hotels seeing I will at least be able to see different kinds of hotel, take new pictures, new new Instagram photos.
SF	customer loyalty	I don't want to go to different hotels
SF	Foods	Taipei and on a weekly or monthly basis then the food of the hotel would really matters.

MAXQDA Code system

Code System	713
Sincereiry	75
Chin-chieh	44
Professionalism	39
high price-high expectations	27
clean	25
Facilities	23
elegant atmosphere	22
convenience	20
Foods	20
Went beyond	15
Comfortable	28
flexible service based on the customer's needs.	12
customer loyalty	12
Pro-Active service	39
I did it by myself.	9
standard procedure	9
Well-trained	8
pictures	4
respect	4
core values	3
Amenities	3
⊘	6
GREEN	35
YELLOW	49
MAGENTA	51
BLUE	86
RED	45
Sets	0

Figure 2 Code system

APPENDIX B: TRANSCRIPTS

1. Interview 1

Subject's Name: (KC)

Nationality: Taiwanese

Gender: Female

Background: Interviewee is a 25-year old girl from Kaoshiung, Taiwan. She is pursuing a master degree at National Cheng Kung University.

Date of Interview: 04/29/2022

Form: via Zoom

Interviewer: Good evening, Kristine. My name is Nguyen Kim Oanh. I am a graduate student from National Cheng Kung University. Thank you for your willingness to participate in your contribution of your data.

Honestly, I appreciate your assistance in providing important insights on this topic from your perspective. Thank you for your cooperation!

When we talk about service quality in general, we usually rate it as good/bad or assign it a scale based on our level of satisfaction with the service. However, when we dig deeper into the aspects that influence how we evaluate service quality, we find that different people have varied perspectives depending on where they are from. In our research, I would like to create a better understanding on your perspective towards hotel industry. I'd like you to share your ideas and experiences about the perceived service quality of your hotel stay.

This conversation plans to last for at least 45 minutes. Is that OK with you?

Interviewee: Uhm, yes yes.

Interviewer: Thank you. If possible, please allow me to record during our dialogue. This conversation will be anonymous, your sharing will only be used in academic for qualitative research

Interviewee: Okay.

Interviewer: And if during the conversation there is a topic that you would not like to discuss or is there any sensitive issue, please feel free to let me know. Do you have any question about this conversation?

Interviewee: No proble, no question about.

Interviewer: Great, so let's first talk about your background. Where are you from?

Interviewee: I am from Taiwan.

Interviewer: Okay, cool. So where do you live currently?

Interviewee: I live in Kaoshiung.

Interviewer: Oh Kaoshiung. At first, could you tell me about your memorable hotel visit? (where/when/what occasion?)

Interviewee: OK, it's about four years ago [4 years ago] I went to Beijing for a business trip. And it was a resort and because the exhibition value was just right in the resort so we stay in the hotel.

Interviewer: Yahh, how do you feel when you first enter the hotel?

Interviewee: I did not have any particular feeling [don't have any particular feeling] about the hotel when I first entered that place.

Interviewer: You can be specific the feeling you felt when entering the hotel such as you can describe what happened when you entered the hotel?

Interviewee: Uh, I only remember it was like almost it was evening, so it was already dark. And, the hotel was quite far away from the airport [the hotel is quite far away from the airport] and it's not in the downtown of Beijing so a little bit like far away and a little bit like countryside [not in the downtown, like countryside]. That was my first feeling.

Interviewer: How long did you stay in that hotel.

Interviewee: I stay for about a week. [stay about one week]

Interviewer: And during your stay, are you happy with the service provided by the hotel?

Interviewee: No, the reason I chose this hotel is because I had a bad experience there [had a bad experience there]. The reason I want to talk about this hotel is because I had bad experience there.

Yeah, I can share with you about why I didn't like the service [didn't like the service] and I was not satisfied with their service, [not satisfied with the service].

Well, I was just like I said, I went there for a business trip so I needed to check in for my boss and my team. Yeah, and uh, when I was doing the check in, uh, nothing really happened, so it was quite normal, but when I went into my room, I just found out that my boss' passport was gone.[the boss's passport was gone]

So it because passport and it's something very important, so I yeah I call.

Besides my boss' passport. So I was very worried and I was very nervous so I called the front desk right away [called the front desk right away] and I asked whether they saw the passport or not and they just said "no". [asked clerk whether they saw the passport or not and they just said "no"]

But I was still very worried because it is passport and so I've decided to go back to the hotel hall.

But the problem is we stayed in a cottage and the cottage that we stayed in was quite far away from the building, where the check-in counter was, so it's basically the separate building and was very dark and was a resort. So it was really dark and.

But I still needed to go back, so I walked back and I checked the ground the whole way. When I went back to the check in building. And I did not find it. I did not find it on the way. Then I arrived at the check-in counter. I asked the staff there again, but this staff said he didn't know and he didn't see it and he was not the one who is in charge of that place. But then yeah, but the problem is the problem is I just because I'm tall, So I kind of check their table on the counter

desk front desk table. And I saw the passport, it's right there on the table. So upset... I feel like he just didn't want to help me. I feel that their staff are were not well trained. He was just a young man who take who took part time job so, but I understand that that place was not a like a very good hotel. I understand but I think ask a hotel staff it's the very basic that. You help your guests and you help your customers, so I feel pretty bad about that.

Interviewer: Yep. How do you feel after the event? You can describe the event by the words or the phrases?

Interviewee: Umm, nothing particular happened after that. Yeah, but I just didn't trust the staff at that hotel anymore [didn't trust the hotel's staffs anymore]. And also my impression to that hotel was really bad [had a bad impression towards that hotel]. And also my impression to the whole country, China is very bad because of this, yeah. [had bad impression towards China]

Interviewer: Compared to our earlier part, when we talked about your first entering the hotel, has any of your perspective changed after your stay?

Interviewee: At first, I feel like it was just a normal hotel, yeah, but after that I feel like the staffs were not well trained [the staffs were not well trained]? And I don't know how to say, but my impression to the whole hotel in the whole country. It was very bad.

Interviewer: OK OK I understand. What would you think can be improved to make your stay more enjoyable?

Interviewee: Uh, I think first, uh, the hotel needs to train their staff.

Yeah, yeah, because I think I was not asking something very. Uh, I was not asking for additional service, I just wanted them to check whether the passport was there, but it seemed to me that he didn't want to help at all. [the staff didn't want to help]. Yeah, if he, I mean I don't know if like i someone if the reason that he could not found a passport was because someone had putted in. In some other places then I can totally understand that he did not know but the passport was just on their table top. And even I was not in the counter, I could see that passport. So it definitely mean

that he didn't care about what I said. So that was something that made me very upset and very mad about the service. [the staff didn't care about what Christine said] [very upset and very mad about the service]

Interviewer: And now what do you think it can be improved?

Interviewee: I mean, It maybe train their staff. And yeah. I was I will not ask for more services. I mean maybe I will not ask them to give up to clean the room or yeah provide a better room or better service. But I think they should like increase the basic training. [at least ensure to train the staff basically]

Interviewer: And in your perspective, how do you define a good hotel service?

Interviewee: Good hotel service I think what I said was basic, but if I, uh, want to define a good hotel service, it's maybe the staffs that they are very considerate, yeah. [the staffs are very considerate] For example, if I don't think well, basically I don't ask a lot. I mean if I don't have a bottle of water in my room. Maybe they can just replenish every morning [replenish water every morning] and I think it's enough, and I know I like in some of the hotel they will prepare, they'll use the towel to make some very cute animals [make some cute animals by towel]. I think they are good.

Yeah, but I think there are, I mean they're additions, and it may make your customers feel be taken care of [make the customers feel be taken care of]. I was actually working in a hotel before. Oh sorry, what happened was like in 2014.

And I used to, uh, I have my working holiday in Japan and I was working in a hotel or a month. Yeah, and I think what I wanted to do is even if I don't, I cannot give answers to the customers who ask me some questions. I will still try to ask my staff not my staff, ask my colleagues ask some of the Japanese colleagues who know surrounding area better and they can help him or her yeah yeah even if I cannot help that I will try to ask someone for information, try to help them. [try to help customers no matter the staff can't give answers]

Interviewer: Yeah, anything else or that's all?

Interviewee: I think good services, of course, they are more including how the staff talked to you and whether they know the surrounding area of their hotels. [the staff can give the customers some suggestion about the surrounding areas] Because when a foreign customers they go to a place, maybe they don't know. What are the? What they can like? For example, the restaurants around the hotel and where they can get the souvenir. So as long as this hotel staff they can understand the local area more the more they can help their their guests.

Interviewer: And this concludes my questions of the interview, would you like to add any information or your perspective on this matter?

Interviewee: No. Not really

Interviewer: Lastly, I would like to thank you again for your time and contribution. If there is any question regarding the topic, could I contact you and clarify the meaning?

Interviewee: Of course, Okay.

Interviewer: And if you have any contact that will also be helpful to us. Thank you again. Good night.

Interviewee: Good night.

2. Interview 2

Subject's Name: (KT)

Nationality: Taiwanese

Gender: Female

Background: Interviewee is a 29-year old girl from Tainan, Taiwan. She is a master student now for arts therapy.

Date of Interview: 05/01/2022

Form: via Zoom

Interviewer: Good evening, Kate. My name is Nguyen Kim Oanh. I am a graduate student from National Cheng Kung University. Thank you for your willingness to participate in your contribution of your data.

Honestly, I appreciate your assistance in providing important insights on this topic from your perspective. Thank you for your cooperation!

When we talk about service quality in general, we usually rate it as good/bad or assign it a scale based on our level of satisfaction with the service. However, when we dig deeper into the aspects that influence how we evaluate service quality, we find that different people have varied perspectives depending on where they are from. In our research, I would like to create a better understanding on your perspective towards hotel industry. I'd like you to share your ideas and experiences about the perceived service quality of your hotel stay.

This conversation plans to last for at least 45 minutes. Is that OK with you?

Interviewee: Yes, it is Oke.

Interviewer: So great. If possible, please allow me to record during our dialogue. This conversation will be anonymous, your sharing will only be used in academic for qualitative research

Interviewee: Yes. It's okay

Interviewer: And if during the conversation there is a topic that you would not like to discuss or is there any sensitive issue, please feel free to let me know. Do you have any question about this conversation?

Interviewee: I think it's oke

Interviewer: Great, so let's first talk about your background. Where are you from?

Interviewee: I am from Taiwan.

Interviewer: Okay, cool. So where do you live currently in Taiwan?

Interviewee: I live in Taoyuan, Taiwan now.

Interviewer: Well, Could you tell me about your memorable hotel visit.

Interviewee: Oke. So because my family and I like to go hot spring. So when we travel we often find hotel that's with hot spring and recently I think it's unforgettable experience [unforgettable experience] is maybe probably three or four years ago. Yeah, before pandemic, uh, during Chinese New years vacation. My family and I went to a shantung in Shinju. Yeah, and because sometimes we have hot spring so we choose this hotel.

Interviewer: Yeah, and how do you feel when you first enter the place?

Interviewee: Uh, I feel great because the atmosphere there is quiet and their decor is Japanese styles [quite and has favorite Japanese style] which I personally like it and I think also the hotel staffs are very enthusiastic [the staffs are very enthusiastic] so the first impression in this hotel, I think it's good. [good impression]

Interviewer: Sounds good. During your stay, are you happy with the service provided by the hotel?

Interviewee: Yes, I think yes because they are very friendly [the staffs are very friendly] and they told us a lot of information about their their shinju [provide to customers a lot of information about the hotel]. So I think it's good, yeah.

Interviewer: During your stay have you ever encountered any memorable events?

Interviewee: You mean when I stay there?

Interviewer: Yep.

Interviewee: UM, actually, I think there's nothing special happened when I stay there and and I think what impresses me is that the equipment of the room [impress with the equipment of the room] and the quality of the hot spring are very good [the quality of the hot spring is very good], so I feel relaxed [feel relaxed]. And they're very comfortable [feel comfortable], yeah.

Interviewer: How do you feel after your stay?

Interviewee: Uh, I think I enjoy the moments that stay in a hotel [enjoy the moments when staying in the hotel] and I think, uh, it's over me or quite a good time [have a good time] and the I feel also relaxed [feel relaxed] after I go to hot spring and stay in that hotel.

Interviewer: Yeah, you can describe your feeling after your stay by some words or phrases?

Interviewee: I think is just enjoy and relax in my own private space, yah [enjoy and relax]

Interviewer: What would you think can be improved to make your stay more enjoyable?

Interviewee: From my personal opinion, I think If they could provide massage services, I think it will be better. [should provide massage service]

Interviewer: In your perspective, how do you define a good hotel service?

Interviewee: OK, ah, I think it depends on individual and in my case I think good hotel service means that hotels can come up with ways to improve after guests' feedback. For example, when I check in, if I found that the room is not very clean. Then after I responded to hotel and they can provide me some improvement methods such as changing my room and cleaning again like this. So I would think this hotel provide a good service. Yeah, so I think, uh, accept guests objection or complaints and improve it is an important part of a good hotel service. [accept guests objection or complaints and then improve them]

Interviewer: Yes, yeah, and now do you have anything else to add your perspective about my question?

Interviewee: Yes. I think that's all.

Interviewer: And this concludes my questions of the interview, would you like to add any information or your perspective on this matter?

Interviewee: Because a good service I think if the hotel can improve what they receive from their guests.

Interviewer: Lastly, I would like to thank you again for your time and contribution. If there is any question regarding the topic, could I contact you and clarify the meaning?

Interviewee: Yes Yes.

Interviewer: Thank you again.

3. Interview 3

Subject's Name: (JC)

Nationality: Taiwanese

Gender: Female

Background: Interviewee is a 21-year old girl from Chiayi, Taiwan. She is a third-year student at National Cheng Kung University.

Date of Interview: 05/01/2022

Form: via Zoom

Interviewer: Good evening, Joyce. My name is Nguyen Kim Oanh. I am a graduate student from National Cheng Kung University. Thank you for your willingness to participate in your contribution of your data.

Honestly, I appreciate your assistance in providing important insights on this topic from your perspective. Thank you for your cooperation!

When we talk about service quality in general, we usually rate it as good/bad or assign it a scale based on our level of satisfaction with the service. However, when we dig deeper into the aspects that influence how we evaluate service quality, we find that different people have varied perspectives depending on where they are from. In our research, I would like to create a better understanding on your perspective towards hotel industry. I'd like you to share your ideas and experiences about the perceived service quality of your hotel stay.

This conversation plans to last for at least 45 minutes. Is that OK with you?

Interviewee: Okay.

Interviewer: Great. If possible, please allow me to record during our dialogue. This conversation will be anonymous, your sharing will only be used in academic for qualitative research

Interviewee: Yes.

Interviewer: And if during the conversation there is a topic that you would not like to discuss or is there any sensitive issue, please feel free to let me know. Do you have any question about this conversation?

Interviewee: No.

Interviewer: Great, so let's first talk about your background. Where are you from?

Interviewee: I am from Taiwan.

Interviewer: Okay, cool. So where do you live currently?

Interviewee: I live in Chiayi, Taiwan now.

Interviewer: Well, could you tell me about your memorable hotel visit? (where/when/what occasion?)

Interviewee: OK, I think the time is about 2012 to 2015. I didn't remember clearly the time, but my family went to a tourist resorts Kenting which is between a place between the sea and mountains. And we stayed at a hotel near the beach. So near the beach, so the scenery was really beautiful [the scenery was really beautiful] and you can imagine in France the Sandbagger hotel is the mountains, so that's quite natural place and the night about first day after we had dinner, we went back to our room and as we enter the room or just see their way quite big a bug [saw a bug when entering the room]. It's its English name is millipede, yeah, MILLIPE. Just on the floor and my sister and I were were freaked out and just call my mom to to fix it and my mom just down the counter and finally, the room waiter came to our room and just know move the meter pit out of our room with the tongue [the waiter came and solve the bug] and then after 10 to 15 minutes. Uh, the room waitera came and get there the like souvenir their clothes have their

logo on it to us as as compensation [give to customers souvenir as a compensation after the event], so I think that's quite impressive trip for me. [make customer impressive about the trip]

Interviewer: why did you stay in the hotel or why did you choose the hotel for staying?

Interviewee: Uh, because I we we have stayed at the hotel before one or two times so. When we choose to to travel the southern Taiwan, we usually choose that hotel.

Interviewer: How do you feel when you first enter the place?

Interviewee: Ummm, I think that's last year I went to Pingtung with my family and that is the hotel B&B. And why do we choose the Hotel B&B is because it's famous for its architectural concrete and the whole building was filled with architectural concrete in inside and outside so. And when I first enter the the place, I feel very, very comfortable and very impressed with its decoration and the other environment [feel comfortable and very impressed with the decoration and environment]. So, it's a great first impression.

Interviewer: During your stay, are you happy with the service provided by the hotel? Why?

Interviewee: Uh, yes I was happy with it [happy with the provided service]. Ultimately, only they did not provide the breakfast and know many facilities, but the the host was really enthusiastic and happy to introduce the the architecture and the story about building so I can feel the host cared about on every guest and just like to introduce the beauty of architectural concrete and attraction nearby. [the host was enthusiastic and happy to introduce the beauty of architecture and attraction] [make customers feel the host cared about on every guest]

Interviewer: During your stay have you ever encountered any memorable events?

Interviewee: Uhm, I think the most memorable events during that trip would be the scenery [good scenery] along the way because every time we went to that place was all different. And just like the view between the CM Mountains so feel very relaxed along way and more expect to start the trip. [feel relaxed and expect to have a trip there]

Interviewer: After your stay, how would you describe the experience? Interviewee: Uh, because how no matter time, no matter how many times you go to southern Taiwan, the scenery is very spectacular [the scenery is very spectacular]. So every time we I come back still would like to visit again.

Interviewer: What would you think can be improved to make your stay more enjoyable?

Interviewee: Oh, OK, uh, I think because it's a B&B, so I think maybe it would be better to provide the the guests with the the bicycles [provide the additional service like providing the the guests with the the bicycles] and that guests could ride the bike around the building, just to know more about the place.

Interviewer: Yeah, and do you have anything else to add our perspective about this question?

Interviewee: No

Interviewer: In your perspective, how do you define a good hotel service?

Interviewee: I think it would be fine dining and have a clean room [fine dining and have a clean room] and enthusiastic hosts or waiters and the guests could [the staffs are enthusiastic]. Uh, feel really relaxed and like to be home during the the stay. [feel really relaxed and like to be home during the stay]

Interviewer: And anything else?

Interviewee: No, no that's it.

Interviewer: And this concludes my questions of the interview, would you like to add any information or your perspective on this matter?

Interviewee: No

Interviewer: Lastly, I would like to thank you again for your time and contribution. If there is any question regarding the topic, could I contact you and clarify the meaning?

Interviewee: Yes.

Interviewer: And if you have any contact that will also be helpful to us. Thank you again.

4. Interview 4

Subject's Name: (CO)

Nationality: Taiwanese

Gender: Female

Background: Interviewee is a 30-year old girl from Tainan, Taiwan.

Date of Interview: 04/30/2022

Form: via Zoom

Interviewer: Good afternoon, Connie. My name is Nguyen Kim Oanh. I am a graduate student from National Cheng Kung University. Thank you for your willingness to participate in your contribution of your data.

Honestly, I appreciate your assistance in providing important insights on this topic from your perspective. Thank you for your cooperation!

When we talk about service quality in general, we usually rate it as good/bad or assign it a scale based on our level of satisfaction with the service. However, when we dig deeper into the aspects that influence how we evaluate service quality, we find that different people have varied perspectives depending on where they are from. In our research, I would like to create a better understanding on your perspective towards hotel industry. I'd like you to share your ideas and experiences about the perceived service quality of your hotel stay.

This conversation plans to last for at least 45 minutes. Is that OK with you?

Interviewee: Yes.

Interviewer: Great. If possible, please allow me to record during our dialogue. This conversation will be anonymous, your sharing will only be used in academic for qualitative research.

Interviewee: Okay.

Interviewer: And if during the conversation there is a topic that you would not like to discuss or is there any sensitive issue, please feel free to let me know. Do you have any question about this conversation?

Interviewee: No.

Interviewer: Great, so let's first talk about your background. Where are you from?

Interviewee: I am from Taiwan.

Interviewer: Okay, cool. So where do you live currently?

Interviewee: I live in Taipei City right now.

Interviewer: Well, could you tell me about your memorable hotel visit?

Interviewee: In Taiwan or somewhere else?

Interviewer: You can share anything about any hotel in other countries you have a memorable hotel visit?

Interviewee: I think the most memorable hotel I've visited that was in...Let me think. I would say in Japan.

Interviewer: Oh Japan? Oh yeah, and you can describe which hotel did you visit or when did you visit and why did you stay in that hotel?

Interviewee: I think it was like 3 years before when I visited Japan and the reason why I was in there was basically because of the travel just have a trip over there.

Interviewer: How do you feel when you first enter the hotel?

Interviewee: When I first entered the hotel I feel like good, lovely selfie it's right and the service and the lobby like they have the bell man to help you carry all the all the luggage [the bellman help customers carry all the luggages] and then that you went out and when you go to the reception you actually receive a warm welcome from the reception [receive a warm welcome

from the receptionist] and the checking process was very quick. [effective service - checking process was very quick]

Interviewer: During your stay, are you happy with the service provided by the hotel?

Interviewee: Yes.

Interviewer: Why? You can share it?

Interviewee: I mean the the reason why I feel the service is good. It's because, um, how they?

How they really stand in your shoes like they as a customer [the staffs stand in customers' shoes].

What kind of service they would like to receive first of all, like when you just enter the hotel.

You're probably with your luggage already and you feel tired because of the travel. So the the bellman would carry your luggage into another [the bellman would carry your luggage into another]. That do free that to go to the reception to go on to do the checking process.

So when I was in the when I was in the reception during the checking they're very efficient [efficient checking process], which also we are as a customer, I feel really good because. At that moment I was tired already, so I would like to get into my room as soon as possible. So the efficiency from the front desk it's very important [understand customers' cases – customers want to be able to enter the room as soon as possible after a travelling time] and also how they talk to the customer like. Uhm, they while they are processing the checking process, they not only just ask you for the personal information, they also take care of your feeling like they kind of have a short talk with you like a small talk [take care of customers - they not only just ask you for the personal information, they also take care of your feeling like they kind of have a short talk with you like a small talk]. Caring your journey until now. Something like that so the whole process before I checking into the room makes me feel really comfortable. [feel really comfortable]

Interviewer: Yeah, okay. During your stay have you ever encountered any memorable events?

Interviewee: Not really, not really.

Interviewer: How do you feel after your stay?

Interviewee: Well I have to be honest in that trip when I check out it was a really a fast check out. I need to get out of the hotel as soon as possible. So after the stay, I actually was in a hurry and I don't really have a lot of memory recall from that trip after.

Interviewer: After your stay, how would you describe the experience?

Interviewee: OK, so for the room itself I feel it's very luxury [luxurious room], maybe the because of the room I booked was a sweet so the the entire room looks very luxury. Yeah I have a living room. I have a bedroom and I have a bathroom? And it's spacious enough [spacious], yes, to like to stay in that hotel. [like to stay in that hotel]

And also, uh. It's very neat [the room is very neat]. Like everything was clear you can. You can clearly see how they put a lot of effort on click on the sincerity part [the hotel put a lot of effort on click on the sincerity part]. Yeah, and then, As for the environment, It's for the environment and the the thing I. I have a strong memory about this hotel Is the music they are playing. It's it's not very pressuring, it's a very light, music background which which makes me feel very relaxed [music background light and not pressure which which makes customers feel very relaxed]. And the location itself. It's very convenient as well. It's like 10 minutes away from the metro station. So I think yeah and also like uh, from 10 minutes 10 minutes away from the metro station and like 10 minutes away from the department store as well. [convenient location] And I actually when I arrived there it was not by Metro I arrive there by car. Yeah, so they also have a parking lot like a uh, a contract parking lot, which is like 5 minutes away. So the location itself and the traffic itself, It's very good. [also have a parking lot]

Interviewer: Compared to our earlier part, when we talked about your first entering the hotel, you said that you felt satisfied about that hotel, has any of your perspective changed after your stay in here?

Interviewee: Not really. I really like the hotel itself, even though, and even though my check out was in a hurry. Yeah yeah, the hotel actually took care of the customer a lot [the hotel actually took care of the customer a lot]. They also send me some like uh, like sort of a survey to ask me how I feel and if there is anything I dislike or I like something like that [take care of customers' feeling - send customers some like uh, like sort of a survey to ask customers how I feel and if there is anything I dislike or I like something like that] . Kind of like uh after self service. I would say on to me the entire stay is, it's very nice. Yes, I feel very satisfied. Come out of five. I would give them a 4.5.

Interviewer: What would you think can be improved to make your stay more enjoyable?

Interviewee: I would say I mean I know the hotel in all they have like a soundsnap floor. So for that activity I need to pay extra and there's no sort of like that, like a discount or I got a package with the room so that will be the only pity I have with that hotel. If they have a like a service package together with the room, that will increase my satisfaction with that hotel. [customers need to pay extra for soundsnap floor]

Interviewer: In your perspective, how do you define a good hotel service? [11]

Interviewee: I think when I'm trying to measure a hotel service I will come like, I will probably use like consider rate to the hotel service. If the hotel the service is considered the uh, like enough for the customers similar then that's a good service that's very satisfying service to the customer.

Interviewer: Yes, and do you have anything else to add your ideas about it?

Interviewee: No, not really

Interviewer: And this concludes my questions of the interview, would you like to add any information or your perspective on this matter?

Interviewee: No

Interviewer: Lastly, I would like to thank you again for your time and contribution. If there is any question regarding the topic, could I contact you and clarify the meaning?

Interview: Yes.

Interviewer: And if you have any contact that will also be helpful to us. Thank you again. Bye
bye.

5. Interview 5

Subject's Name: (AM)

Nationality: Taiwanese

Gender: Female

Background: Interviewee is a 23-year old girl from Tainan, Taiwan. She is a master student at National Cheng Kung University.

Date of Interview: 04/29/2022

Form: via Zoom

Interviewer: Good morning, Amy. My name is Nguyen Kim Oanh. I am a graduate student from National Cheng Kung University. Thank you for your willingness to participate in your contribution of your data.

Honestly, I appreciate your assistance in providing important insights on this topic from your perspective. Thank you for your cooperation!

When we talk about service quality in general, we usually rate it as good/bad or assign it a scale based on our level of satisfaction with the service. However, when we dig deeper into the aspects that influence how we evaluate service quality, we find that different people have varied perspectives depending on where they are from. In our research, I would like to create a better understanding on your perspective towards hotel industry. I'd like you to share your ideas and experiences about the perceived service quality of your hotel stay.

This conversation plans to last for at least 45 minutes. Is that OK with you?

Interviewee: Yes.

Interviewer: Great. If possible, please allow me to record during our dialogue. This conversation will be anonymous, your sharing will only be used in academic for qualitative research

Interviewee: Okay.

Interviewer: And if during the conversation there is a topic that you would not like to discuss or is there any sensitive issue, please feel free to let me know. Do you have any question about this conversation?

Interviewee: No

Interviewer: Great, so let's first talk about your background. Where are you from?

Interviewee: I am from Taiwan.

Interviewer: Okay, cool. So where do you live currently?

Interviewee: I live in Taizhong, Taiwan now.

Interviewer: Well, Could you tell me about your memorable hotel visit? (where/when/what occasion?)

Interviewee: Oh OK, do I need to talk about the hotel in Taiwan or even in foreign country? It's OK?

Interviewer: Both is oke, Taiwan or any countries is Oke.

Interviewee: OK, and I think I will talk about. Sorry, let me ask, is that you want to understand the hotel service, right? So it it it mean?

Interviewer: That's right.

Interviewee: Uh, sorry so it means the the service from the hotel clerk.

Interviewer: Because we want to dig deeper into the quality service in hotel industry from Taiwanese perspective. So, I want to interview you.

Interviewee: Yeah Ok. Oh, then I think I will talk about the the memory in Taiwan. My memorable hotel visit is in northern Taiwan, is in Dan shui, right? And it's in last year is also in

May. And it's it's like a youth hotel [a youth hotel], so there are many rooms in. There are many beds in one room. [have many rooms and many beds in a room]

Interviewer: Why did you decide to choose the hotel for your stay?

Interviewee: Uh, I choose that hotel is because of course. Actually I went there for work when there for the performance as the interpreter in Vietnamese. So I went there to work, and then since I'm just a student, I don't have that much money to live in the expensive hotel, so I choose to live in a youth hotel. And also I saw the great reviews on Google about that youth hotel, so I choose it. [choose that hotel because its cost and it had great reviews on Google]

Interviewer: How do you feel when you first enter the place?

Interviewee: I think I really like it. It's actually the first time I live in a youth hotel in Taiwan and I like it is because it with a comfortable space [a comfortable space] and also it's just like you enter a space. It's like you're in your home, and although that. Oh, and also it's very clean, really clean. Also that there's not a very big space for you to sleep, but I still think it's OK because it's clean and and it's really comfortable. [clean and really comfortable]

Interviewer: During your stay, are you happy with the service provided by the hotel?

Interviewee: Oh yeah, I think because the attitudes of those clerks in that youth hotel is very nice to to everyone and there are especially in youth hotel [the clerks so nice to everyone]. You could see many backpackers. They are from many countries, many foreign countries and of course they will have a lot of questions about where to where to play, where to have a tour or they will have questions about live in Taiwan and all the clerks have great attitudes toward any kind of situation and also any kind of a foreign guests [all the clerks have great attitudes toward any kind of situation and also any kind of a foreign guests], so I think it I think I feel very happy with that service is because. They have the clerk there have great attitudes. [the clerks have great attitudes]

Interviewer: During your stay have you ever encountered any memorable events?

Interviewee: Umm yes, there are some memorable events, but I think it it may not be that directly related to the hotel service, but it is about the other foreign backpackers there. She also went there to went to Dan Shay to have a tour and also talk with this. It's just like because you live in youth hotel. It's not so private actually, because many people will live in the room. So where you will meet different people they slip with you together and also. We will have the chance to talk with you so you will have the chance to make new friends in other foreign countries, so that's the most thing impressed me. [have a chance to talk with foreigners and make new friends in other foreign countries]

Interviewer: After your stay, how would you describe the experience?

Interviewee: Ah, I think I'm very like it, so I will introduce that youth hotel to others, and also because actually the spot, the place of the hotel is really near the UM, we said that we say Tanxue Lao Chia in Chinese. It's a tourist spot. There are many food vendors on the street, so you could have a and also in near the beautiful tourist spot there. So you could have beautiful scene and also eat a lot of traditional food there and also have to come and also have the great attitude and great service from the Youth hotel.[beautiful scene and also eat a lot of traditional food there and also have to come and also have the great attitude and great service from the Youth hotel] So I will introduce. I would describe it. It's a very good experience and also introduce it to other people who want to live there who want to have a tour there and also for me if there's a next chance for me to live in Tanxua, I think I will still go back to that youth.

Interviewer: What would you think can be improved to make your stay more enjoyable?

Interviewee: Umm oh, I think there is actually a problem. Is that because it's a youth hotel. So I. Uh, I think it's I'm I'm not sure. Is that the problem of a youth hotel? But actually? How could I? I'm not sure how could I say that, but you could actually hear the sound from the sound of next room. Yeah, so it's sometimes bitter, bit noisy if the guests from the next room is quite noisy,

they speak loudly, laugh out loud and you can hear it. That's the only problem I think, yeah.
[quite noisy, can hear the sound from the next room because they speak and laugh out loud]

Interviewer: And do you have anything else?

Interviewee: You mean anything else to improve it?

Interviewer: Yes, uh, such as about the atmosphere, about the staff of the hotel so on.

Interviewee: Oh oh, there's one thing is that I think that normal hotels they will have the washing machine for clothes [have the washing machine for clothes]. Yes, and also yes, and I think there's a problem because normally people they live in youth hotel. Of course they want to save their money. And also they maybe they are the backpackers they don't need. Maybe they have travel around the Taiwan. They don't need to live in expensive hotel, they just need a place to sleep. So uh. And also most of the backpackers they don't have they won't have heavy backpack. Because they have to be easy to move so I will hope. That in that youth hotel, if they have washing machine, that will be perfect for people. Because I lived there for about one week and also I don't want to be my backpack to be heavy, so I hope that maybe I could only bring like three or four clothes. Then I could wash it. And I could make it dry there, but there seems to be no washing machines, so I have to like bring the clothes for a whole week. That's a little bit trouble.

Interviewer: Yeah, and in your perspective, how do you define a good hotel service?

Interviewee: I'm actually, I think that Uh, normally in those expensive hotel, the service will quick they will treat you like they will help you solve. All the questions there and they will have like perfect service but for me I think sometimes, especially for people like me like students they don't have much money they can't live in expensive hotel, but it's still also important for them to have great service experience from there so. I think that if you could Uhm, have any problems or any questions and they can answer you or they even or they may not [have any problems or any questions and they can answer you or they even or they may not have but they can help customers solve it or give some suggestions]. They may have, for example, like if I want to wash

my clothes, I need the washing machines. They may not have the washing machines in the youth hotel, but if they try to help the guest to solve this problem. For example, they could say that, uh, where do they have the washing machine shops or where we can solve our problems? For example, we can wash it by ourselves and they they offer they will offer or and they even offer the service help us washing the clothes, or even though even we have to pay it, but they at least they help us to solve that problem. Then I will be thankful for that and I would think it's a good hotel service. Yeah yeah, I mean they try to help you to solve the problem even it's not perfect, but it's still OK.

Interviewer: And this concludes my questions of the interview, would you like to add any information or your perspective on this matter?

Interviewee: I think it's perfect.

Interviewer: Lastly, I would like to thank you again for your time and contribution. If there is any question regarding the topic, could I contact you and clarify the meaning?

Interviewee: Yeah yeah of course.

Interviewer: And if you have any contact that will also be helpful to us. Thank you again.

6. Subject's Name: EV

Nationality: Taiwanese

Gender: Female

Interviewer: Good morning, Eva. My name is Nguyen Kim Oanh. I am a graduate student from National Cheng Kung University. Thank you for your willingness to participate in your contribution of your data.

Honestly, I appreciate your assistance in providing important insights on this topic from your perspective. Thank you for your cooperation!

When we talk about service quality in general, we usually rate it as good/bad or assign it a scale based on our level of satisfaction with the service. However, when we dig deeper into the aspects that influence how we evaluate service quality, we find that different people have varied perspectives depending on where they are from. In our research, I would like to create a better understanding on your perspective towards hotel industry. I'd like you to share your ideas and experiences about the perceived service quality of your hotel stay.

This conversation plans to last for at least 45 minutes. Is that OK with you?

Interviewee: Okay.

Interviewer: Okay, now I start to recording our interview. Okay. And okay. At first, can you tell me about your memorable hotel visits?

Interviewee: Oh, my memorable hotel visit is in 2020, I think this, this is the first time I went to Japan and I live in a hotel near Tokyo Disneyland, and the name is Tokyo Bay Hotel. And I think the memorable part is the first time to experience the their hotspring culture because now in Japan, you need to be fully naked when you go to the hot spring. And this is my first time and I think it's cool to participate in other's culture and I think it's really memorable. [novel feeling that the hotel brought to customers]

Interviewer: Yeah. Oh, okay. Because this the first time you enter the hotel. So how do you feel?

Interviewee: I think the hotel is grand, is very spacious and big [the hotel grand, is very spacious and big]. And it has many public services like you can go to the gym, or hotspring and everything is so large [have many public services]. I think the hotel makes me feel comfortable and luxurious. [feel comfortable and luxurious]

Interviewer: Yeah. Okay. Okay. During your stay, are you happy with the service provided by the hotel?

Interviewee: I am satisfied with the equipment [satisfied with the equipment]. Not really. Because they don't really have much like personal service. But I think the rooms are big because

they have two baths and the bathroom is also big enough [the room is big]. Because as I know, the bathrooms in Japanese hotel usually is so small, but in that hotel is especially large enough. And it's a comfort, comfortable space for me to living. [comfortable space]

Interviewer: Yeah. Oh, so during your stay, have you ever encountered any memorable events?

Interviewee: I don't think it's memorable. But I think it's the hotel, the atmosphere or the living quality makes me memorable [the atmosphere or the living quality makes me memorable]. Because now the two beds is separated and I think it's comfortable to for me to live in. And another thing is that, like I said before, it's just like, my first experience in the hot spring is so cool. And like being naked makes me feel free [like being naked makes me feel free]. It is memorable for me.

Interviewer: Yeah. Okay. Thank you. And how do you feel after?

Interviewee: Oh, there is nothing important happened. But I just want to say in near the hotel, there are some good restaurants for us. Oh, another thing is that they are in a hotel they are equipped with some stores but it's not open for 24 hours, but I'm still grateful for it because we can still buy some snacks. So we can bring the food into our hotel room and we're going to enjoy our food a lot. And the last day when we woke up the view is really it's quite nice. Like outside is when you look outside it's you can see the seashore, I think the view is also beautiful. [beautiful view]

Interviewer: Yeah, okay. After your stay, how would you describe about your experience hotel when you stay in that hotel?

Interviewee: I will say it is memorable and comfortable [memorable and comfortable]. And I will definitely want to go there and live in this hotel and try to experience other services as much as possible. Ensure. I want to go there and live in the hotel again.

Interviewer: Yeah. Okay. And what what do you think can be improved to make your stay more enjoyable? Such as in the future you want to stay? Or another hotel and what do you want?

Interviewee: I hope that the convenience store can open for 24 hours [the convenience store can open for 24 hours]. I don't know, it's possible in Japan, but I think basically, in hotel, you have to make sure your guests can get food anytime they want. [make sure your guests can get food anytime they want] In another small details is that I hope that the selling machines outside of hotspring should sell milks because I once saw the sings in TV in Japanese have turned I have hotspring they will always all usually never go to the selling machines and buy milk.

Interviewer: yeah. Okay. And lastly, is your perspective, how do you how do you define a good hotel service?

Interviewee: The first one is clean [clean and good sound proofing], they should have good sound proofing so that we won't be interrupted by other customers. In second is I think the meals they provide should be delicious [provided meals should be delicious]. Yeah. Another is like I said before, I want to have a convenience store open for 24 hours [a convenience store can be open for 24 hours]. And if they have shuttlebus is better [have shuttlebus is better], because you know, there is a distance from the hotel. So if they provide shuttle bus, it will be convenient for us to like can we carry heavy luggage and transfer from transportation to the hotel [we carry heavy luggage and transfer from transportation to the hotel]. And another thing is the service of temporary could hold our luggage in the lobby because sometimes when we want to go to other places, we want to like early, we want to enter the hotel earlier. So we might need a place to temporary place our luggage [the hotel can provide a place to hold customers' luggage temporarily]. And last thing is that I hope that they can help us immediately whenever we have made and if they can introduce us a nice tourist attraction or good restaurant. It will be perfect. [the staffs can help customers immediately whenever they have made and if they can introduce customers a nice tourist attraction or good restaurant]

Interviewer: Yeah. Okay. And as this concludes my question up the interview. Would you like to add any information or saw perspective on this matter?

Interviewee: No, that's all.

Interviewer: Yeah. Okay. And lastly, I would like to thank you again for your time and contribution. Is there a new question regarding the topic? Could I contact you and clarify the meaning?

Yes, yeah.

Interviewer: Okay. Thank you. And if you have an any context that will also be helpful to us.

Thank you.

Interviewee: Yeah, thank you. Bye bye.

Interviewer: Thank you so much. Bye bye.

7. Subject's Name: WI

Nationality: Taiwanese

Gender: Male

Interviewer: Hi, Willy. My name is Nguyen Kim Oanh. I am a graduate student from National Cheng Kung University. Thank you for your willingness to participate in your contribution of your data.

Honestly, I appreciate your assistance in providing important insights on this topic from your perspective. Thank you for your cooperation!

When we talk about service quality in general, we usually rate it as good/bad or assign it a scale based on our level of satisfaction with the service. However, when we dig deeper into the aspects that influence how we evaluate service quality, we find that different people have varied perspectives depending on where they are from. In our research, I would like to create a better understanding on your perspective towards hotel industry. I'd like you to share your ideas and experiences about the perceived service quality of your hotel stay.

This conversation plans to last for at least 45 minutes. Is that OK with you?

Interviewee: Okay.

Interviewer: Could you tell me about your memorable hotel visit?

Interviewee: I remember that last winter, I went with my family to Guanzaiting Hot Spring Hotel in Tainan. At that time, because of the cold current, the whole family went out and enjoyed the hot spring together.

Interviewer: How do you feel when you first enter the place?

Interviewee: When I first entered the hotel. I was attracted by its natural beauty. [attracted by its natural beauty]. Because it's surrounded by mountain and there are cherry blossom in full bloom. It's like being in a fairyland. [be surrounded by mountain and there are cherry blossom in full bloom. It's like being in a fairyland]

Interviewer: During your stay, are you happy with the service provided by the hotel?

Interviewee: Yes, the hotel offers a lot of kind services. For example, hot tea and snacks are provided after the hot spring. [the hotel offers a lot of kind services: hot tea, snacks,...] There are also staffs to assist if you need massage services. [staffs to assist if you need massage services]

Interviewer: During your stay have you ever encountered any memorable events?

Interviewee: When I was in hot spring, the place is close to the natural ecology, I occasionally saw some small animals such as squirrels, butterflies, and beautiful scenery are very impressive to me. I feel like the charm of nature in an suddenly. I don't want to go back to the noisy city. I want to stay in the comfortable beauty forever. After that I like to walk more and more to the mountains or the sea. [feel comfortable with the natural beauty]

Interviewer: As mentioned by you above, the hotel has a very nice view. Therefore, I want to ask you that you have encountered any memorable events except for its scene?

Interviewee: No, that's all.

Interviewer: Okay.

Interviewer: After your stay, how would you describe the experience?

Interviewee: I would describe it as a very relaxing stay [relaxing stay]. Not only the service of the staff or the quality of the hotel, but all of them are what I like, a place where anyone can grow both physically and mentally. Worth visit. [Not only the service of the staff or the quality of the hotel, but all of them are what I like, a place where anyone can grow both physically and mentally. Worth visit.]

Interviewer: What would you think can be improved to make your stay more enjoyable?

Interviewee: I think the meals can be a little richer [the meals can be a little richer, have more choices for guests], allowing guests to have more choices. Because there will also be other foreign guests who will come to experience.

Interviewer: In your perspective, how do you define a good hotel service?

Interviewee: In my opinion, the good hotel service is the staff's manners as well as the environment and facilities in the hotel are very important. [the good hotel service is the staff's manners as well as the environment and facilities in the hotel are very important]. The absence of one of these factors can turn a trip of relaxation into an unhappy memory.

Interviewer: And this concludes my questions of the interview, would you like to add any information or your perspective on this matter?

Lastly, I would like to thank you again for your time and contribution. If there is any question regarding the topic, could I contact you and clarify the meaning?

Interviewee: Okay.

Interviewer: And if you have any contact that will also be helpful to us. Thank you so much.

Interviewee: Thank you so much

8. Subject's Name: JA

Nationality: Taiwanese

Gender: Female

Interviewer: Good evening, Jane. My name is Nguyen Kim Oanh. I am a graduate student from National Cheng Kung University. Thank you for your willingness to participate in your contribution of your data.

Honestly, I appreciate your assistance in providing important insights on this topic from your perspective. Thank you for your cooperation!

When we talk about service quality in general, we usually rate it as good/bad or assign it a scale based on our level of satisfaction with the service. However, when we dig deeper into the aspects that influence how we evaluate service quality, we find that different people have varied perspectives depending on where they are from. In our research, I would like to create a better understanding on your perspective towards hotel industry. I'd like you to share your ideas and experiences about the perceived service quality of your hotel stay.

This conversation plans to last for at least 45 minutes. Is that OK with you?

Interviewee: Oke

Interviewer: Now where are you from?

Interviewee: I'm from Tainan.

Interviewer: Could you tell me about your memorable hotel visit?

Interviewee: My memorable hotel visit is Yilan. The hotel like homestay. And it's different another hotel, it has living room so it's a high-school tour so many classmates come with me. And we go to night market in Taipei and then we come to the hotel and because it has a large living room [has a large living room] so we can share and eat foods and we can chat with others. So we all enjoy in this experience. [enjoy in this experience]

Interviewer: How do you feel when you first enter the place?

Interviewee: I think, oh because in my home I can just taking a shower but in hotel I can take a bath in the bath tub so I think take a bath is really relaxing. [Have the bath tub so customers feel really relaxing]

Interviewer: During your stay, are you happy with the service provided by the hotel? Why?

Interviewee: I think I see I relax the scenery [enjoy the scenery] but I don't have a lot of impressions in their services provided.

Interviewer: When you went to the hotel?

Interviewee: Nine years ago

Interviewer: Yeah, maybe due to the long time, so I haven't remembered about your feeling when you first enter the place. And during your stay have you ever encountered any memorable events?

Interviewee: Something happened in another room. Like one student used the hotel's phone, maybe call friends or their family. It totally, I don't know but I remember it costs is a lot of money. Maybe more 1000 NTD.

Interviewer: And they used the phone from the hotel?

Interviewee: Yep. They just stay one night.

Interviewer: One night? 1000 for phone-call? Wow so expensive.

Interviewee: More than than 1000 NTD

Interviewer: Yeah so expensive and then how do you feel about this?

Interviewee: I think it's unreasonable [unreasonable cost for using additional service like phone-call]. Because the employees don't list the call, maybe you need the phone to make the profit, you need to stick the paper and maybe right the expense of the phone-call. [the hotel doesn't list the right cost for additional service]

Interviewer: After your stay, how would you describe the experience?

Interviewee: If I haven't heard the others students, if we don't hear the thing, it's a good hotel to live. But I heard the thing, I see the hotel is not good. [feel the hotel is not good]

Interviewer: What would you think can be improved to make your stay more enjoyable?

Interviewee: I think it must write the cost on paper and put it next to the phone. Because you want to make the phone to profit but maybe I think everyone has maybe cellphone so don't use the phone. [the hotel should list the phone cost on paper and put it next to the phone]

Interviewer: As mentioned by you before, you can hear the voice from next door. How do you feel about it? Maybe you feel uncomfortable then you can hear from the next door. It can bother you, maybe it's very noisy because it's the night time.

Interviewee: Yep. Maybe they ignored the rule.

Interviewer: In your perspective, how do you define a good hotel service?

Interviewee: I think anything can make profit like the water in the refridgerator but maybe because I know some hotels we cost how many waters you take and make the profit. So you need to make the profit, you need to tell your customers.

[the hotel need to tell or notify to their customers about the price or cost of additional services]

Interviewer: About your price or your cost of some services.

Interviewee: Yes

Interviewer: And how about the staff? Because a good hotel service also related to the staff that how they interact, help or greet with the customers. Except for some services or rules of the hotel they should impose. How do you think about the staff, such as the staff should do anything to build a good hotel service?

Interviewee:

Interviewer: Or you don't care about the staff, you only care about the equipment you said before.

Interviewee: Maybe I more care about the equipment.[more care about the equipment and facilities]

Interviewer: Equipment and facilities. Oke. And anything else?

Interviewee: No [laugh]

Interviewer: And this concludes my questions of the interview, would you like to add any information or your perspective on this matter?

Lastly, I would like to thank you again for your time and contribution. If there is any question regarding the topic, could I contact you and clarify the meaning.

Interviewee: Ok.

Interviewer: Thank you again.