National Cheng Kung University

Institute of International Management

Qualitative Research Methods

Understanding service quality from a Chinese customer's

perspective towards the Hotel industry.

Research Proposal

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CHAPTER ONE

INTRODUCTION

1.1 Research Background.

With the rise of the Chinese customer, we are wondering what service quality means from a Chinese customer's perspective on the Hotel industry. Levitt (1972) indicated service quality meant whether the ⟨annotation: You might do better to have a simple definition of SQ e.g., - SQ is an attitude - It is multi-dimensional - represents how customers evaluate service⟩ sistent with the established standards. Bolton and Drew (1991) indica⟨…⟩cribed customers' assessments of service superiority. Lehtinen a⟨…⟩oked at service quality from the perspective of service, service de⟨…⟩as function. He and Su (1995) demonstrated the stable and lasting infl⟨…⟩y on customer satisfaction.

Nam and Lee (2011) utilised a modified SERVQUAL scale and found three dimensions of service quality (i.e., intangibles, tangibles, food) had a positive impact on customer satisfaction with hospitality organisations. Parasuraman, Zeithaml, and Berry (1988) noted service quality results from comparing customer expectations of service with actual service performance.

Most data are about customers' perspectives from Western. 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 six dimensions and observe how different settings can alter the perception of service quality. ⟨annotation: et al's (2015)⟩

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1.2 Research Objective

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

- To compare the data with Chinese service quality (CSQ) 6 dimensions proposed by Stanworth, et al. (2017)

- To explore how the different settings may have [Not quite clear about this one] rs' perspective and expectations on how the 'good' or 'bad'

[Why all this empty space?]

CHAPTER TWO

LITERATURE REVIEW

Service Quality "Service quality has been conceptualised as the difference between perceived service performance and expected service level." (Donthu, 1998). ~~We can define service quality as is,~~ however, when concerning "service quality" ~~the term of perceived service performance and expected service lev~~el might differ from culture to culture. Hofstede's typology of culture states 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).
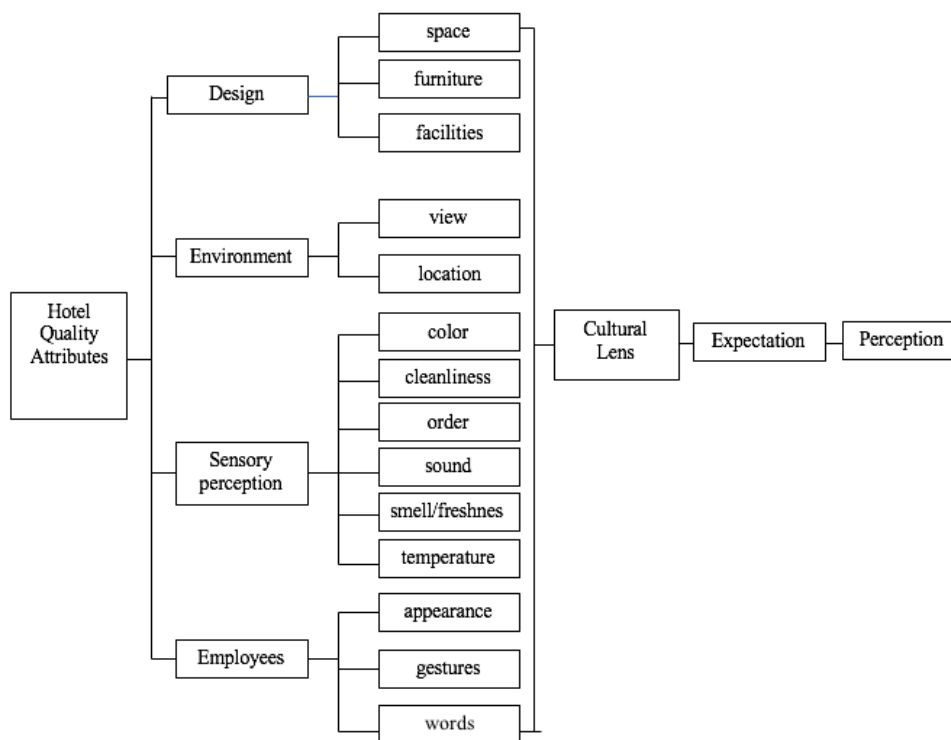

Figure 1

No title

3

According to Wang (2008), [...]ous backgrounds may have diverse interests and opinions about hotel qu[...]tance, temperature; bedding and furniture colours; employee look, ge[...]munication. 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)

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 q[...]AL model (Parasuraman, et al., 1988), which includes: reliability, [...]ness, assurance, and empathy. After that; Nadji, Celine, Yin Ping, and Emmanuel Sebata (2018) developed 5 dimensions to measure service quality in the hotel industry: cleanliness of staff, customer service and customer care of the service staff, the physical environment of the hotel, food quality, as well as the type and quality of facilities (Nadji, et al., 2018). However, Stanworth, et al., (2015) indicated that to assess service quality, particularly in the restaurant industry Chinese customers will apply 6 criteria: 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 assessing 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.

After that, which model service quality in the hotel industry for Chinese customers should be evaluated via has not been reached yet?

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 [...] y or service providers can fully predetermine the service outcome and [...] ension loses its overriding sense of significance (Stanworth, et al., 2015) [...] e rationales, it is very essential to endorse 6 dimensions for weighing [...] n the hotel industry for Chinese customers. This study is to test and report 6 dimensions scale results in improving the service quality in the hotel industry. As such, we proposed the following hypotheses:

H1. Professionalism has a huge influence on Chinese customers' evaluation of service quality in the hotel industry.

H2. A sense of sincerity has a h[...]se customers' evaluation of service quality in the hotel industry.

H3. Comfortable has a huge influence on Chinese customers' evaluation of service quality in the hotel industry.

H4. Chin-Chieh has a huge influence on Chinese customers' evaluation of service quality in the hotel industry.

H5. Active service has a huge influence on Chinese customers' evaluation of service quality in the hotel industry.

H6. Respect has a huge influence on Chinese customers' evaluation of service quality in the hotel industry.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Research Method

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

The secondary data will be from the papers concerning 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.

3.2 Sampling Plan   Ok

- The interviews will be conducted face to face or online with a Taiwanese translator and will be conducted on 15 customers candidates of different genders and ages.

- The interviewers are carefully selected to make sure we got the data from different age ranges and statuses. The interview will be conducted based in Tainan, Taiwan.

- To better understand Chinese service quality, a semi-constructed interview is chosen as a method, questions are asked seeking the meaning of the service quality defined by the customers in the hotel setting.

- 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. (Stanworth, 2015)

3.3 Interview Guideline

1. In your perspective, how do you define a good hotel service?
2. Think about the Hotel, how do you feel when you first visit the place. (Last visit/ current visit)
3. Are you happy with the service provided by the hotel? Why?
4. During your stay have you ever encountered a service problem? (What happened? / What did you, hotel staff do?)
5. How do you feel after the event? What happened after that?
6. After your stay, how would you describe the experience? (Why?)

3.3 Interview Guideline (Cont.)

7. What would you think can be improved to make your stay more enjoyable? (Why?)

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

Limitation Factors

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.

Time Schedule

Planned Actions	Time
Interview	May
Record Transcribe	1 Apr. - 20 Apr.
Record Translation	21 Apr. - 5 May
Data Analysis	6 May - June
Summarise Key-Points	6 May - 10 May
Data Comparison	11 May - June

Confidentiality

This study is part of the Qualitative research methodologies curriculum at National Cheng Kung University. All information provided will be kept totally confidential and will only be shared with the research conductor and the professor. The information is never disclosed to a third party.

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Your literature review is not very focused.
For example a quick Google Scholar with the search words "Chinese customer service quality" includes this result - about 3rd page in - https://www.emerald.com/insight/content/doi/10.1108/IJCHM-01-2014-0048/full/html?casa_token=ieWo4WWO_WIAAAAA:je-vdywgSYH0iNcARCpwlxdZ2XvjL66CYyU5BGn09wnF-oy5knTerSQx_sXccu5b7d0z3WqVQZBgz5QV6HaA7t47-P0SWBb48n7ZGXncZ26DZP-YLQ
This is a *literature review :D* Get it and take a look - it may be helpful.

THE GROUP YOU ARE *ASSESSING:*		Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.
MEIHUA		
YOUR GROUP NAME:		
INSTRUCTOR		

A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

5%	5%	5%	5%

Comments (space will expand as you type)
Good afternoon…. all very challenging given we are spread across UK,, India, Taiwan and Vietnam

I hate to say but in the online world - you have to own your internet connection. This may mean changing service provider, specifically choosing a location or getting plugged into a network -- to get a stable functioning connection

Qu - need to motivate the study - why do you need to do this work?
Qu - Bring literature down to narrow focus - why is PZB (servqual) even appearing?
Qu - RQ - customize Stanworth (2015) to hotel?
Qu - RQ - are you looking from customer or employee point of view
Qu - RQ - Realize the gap
Qu - wy collapse sincerity and respect?
Qu - do you feel?

Report:
The basic direction of your work is coming through. However you need to do more to motivate the work and explain the ideas. Why is it important to study service quality in the Chinese hospitality sector? What do we not know? This is the key idea here you need to expand on.
Your literature review is very general -- see my point at the end of your paper on focusing.

82%

Grade (%) 20%

Peer review

Wei

- Really clear flow of explanation from SERVQUAL—> hotel for Westerner—> CSQ.
- Great aesthetics of slides with focused text content.
- Easy to follow presentation overall.
- The gap between service provider and customer is interesting idea!

Steven

Laura

Real neat slide and comfortable to understand the main idea.

Abe

I appreciate your slide preparation and Presentation. you incorporate all contents of proposal.

but how can you taste your hypothesis should be designed within short period.

Kemi

I like the clear research perspectives (customers), also your theoretical approach to Service quality is developed and organized well on a broad to narrow scope.

Nice, neat, and clean structure of your presentation.

Sarah

The presentation slides are really clean for me. They might need to reduce the type of interactions in the Hotel they want to cover, and the hypotheses they want to prove/disprove because the schedule is really short.

Marx

Given the short timeline we have for our research, the number of hypotheses to be tested might be a bit too much. Maybe limit to a certain hotel type or specific service or something? Overall though, I think the proposal is clear enough, with great-looking slides.

Tony

Apart from the lagging experience, it all went on smoothly. Organized and professional standard presentation. And the research questions I missed out on them, hence I failed to understand the objective gap between the customers and service providers. The thought of evaluating both the parties' perspectives is a brilliant idea at the same time looks challenging.