

The Study of Customer Satisfaction towards the Services of Baan Bueng Resort in Nongprue Subdistrict, Baanlamung District, Chonburi Province

Authors : Witthaya Mekhum, Jinjutha Srihera

Abstract : This research aims to study customer satisfaction towards the services of Baan Bueng Resort in Nongprue Subdistrict, Baanlamung District, Chonburi Province. 108 sample were drawn by random sampling from Thai and foreign tourists at Baan Bueng Resort. Questionnaires were distributed. Data were analyzed using frequency, percentage, mean (X) and standard deviation (S.D.). The tool used in this research was questionnaire on satisfaction towards the services of Baan Bueng Resort in Nongprue Subdistrict, Baanlamung District, Chonburi Province. The questionnaire can be divided into 3 parts; i.e. Part 1: General information i.e. gender, age, educational level, occupation, income, and nationality, Part 2: Customer satisfaction towards the services of Baan Bueng Resort; and Part 3: Suggestions of respondents. It can be concluded that most of the respondents are male, aged between 25 - 35 years old with bachelor degree. Most of them are private company employees with income 10,000-20,000 Baht per month. The majority of customers are satisfied with the services at Baan Beung Resort. Overall satisfaction is at good level. Considering each item, the item with the highest satisfaction level is personality and manner of employees and promptness and accuracy of cashier staff. Overall satisfaction towards the cleanliness of the rooms is at very good level. When considering each item, the item with the highest satisfaction level is that the guest room is cleaned everyday, while the satisfaction towards the quality of food and beverages at Baan Bueng Resort in Nongprue Subdistrict, Baanlamung District, Chonburi Province is at very good level. The item with the highest satisfaction is hotel facilities.

Keywords : satisfaction study, service, hotel, customer

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