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Abstract
With economic growth and change of the market competitive environment, pursuing the high-quality service has already been the most important consumerism trend at present. As to hotel industry, service quality management will be one of the important competitive strategies. If the attention direction of service quality of the staff is inconsistent with the customer's cognition, or the customer expects to be inconsistent with the cognition of the service, it can produce the breaches of service quality so that customer will be unsatisfied and lost.
On the foundation of “PZB model” and SERVQUAL presented by Parasuraman, Zeithmal and Berry, this study focuses to discuss the service quality of F-commercial hotel. We expect that the results of study can benefit F-commercial hotel in improving and promoting the service quality, and provide the application basis to analyzing the service quality of commercial hotel in future.
Adopting questionnaire method and using statistical methods and IPA analysis, we will describe the results and test our hypothesis. According the results, we find that F-commercial hotel on both service execution and hardware equipment has not reached the service quality level that customers have paid attention to. Further, we would propose the following suggestions to F-commercial hotel: With respect to the breaches of service quality, F-commercial hotel should put focus in three ways: first to make a self-criticism on the field of service quality again; secondly to establish the image of fine service quality; and thirdly to set up the checking system of serving quality effectively.
In the results of IPA analysis, there are 11 service quality settled in A-quadrant, 5 service quality settled in C-quadrant, and 4 service quality settled in D-quadrant. In relevant to market and improvement of service quality, we would like to suggest F-commercial hotel to refer to A-quadrant’s 11 service quality entries as marketing strategy priorities. For 9 service quality entries in C-quadrant and D-quadrant, F-commercial hotel have to find the problems, and improve the service quality effectively, and transform it to be a competitive and excellent commercial hotel.
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