

Analyzing Service Quality on Customer Satisfaction in Hyatt Centric Hong Kong

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1. Background

- Hong Kong was one of the most popular **Asia** cities for travelers **before 2019**
- The COVID-19** pandemic affected the travel intentions of travelers → Significantly reduced **hotel occupancy rates**
- Hong Kong Government launched “**Staycation Delights**”

About Hyatt Group

Hyatt was founded by Jay Pritzker in Los Angeles in 1957

About Hyatt Centric Hong Kong

Located in North Point near the waterfront, boasting the stunning views of Victoria Harbour

Selling points:

- Bathtub rooms
- Infinity pool
- The Farmhouse Café
- The Cruise Restaurant and Bar



2. Research Objectives

- Identify **services** provided by Hyatt Centric Hong Kong by adopting the SERVQUAL scale (Parasuraman et al., 1988)
- Examine the relationship between each **SERVQUAL dimension** and **customer satisfaction**
- Explore how to heighten customer satisfaction by elevating the **service quality**

3. Methodology

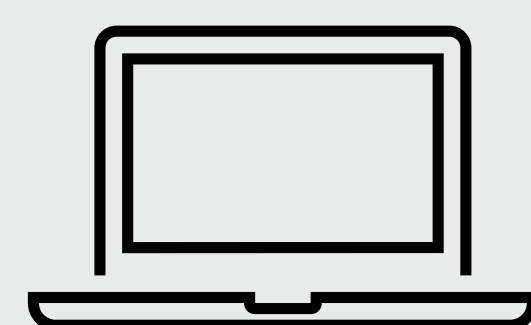
1. Quantitative Research Methods

- Questionnaire for the data collection
- Collect at least 150 responses



2. SPSS Data Analysis

- Frequency
- Descriptive
- Correlation

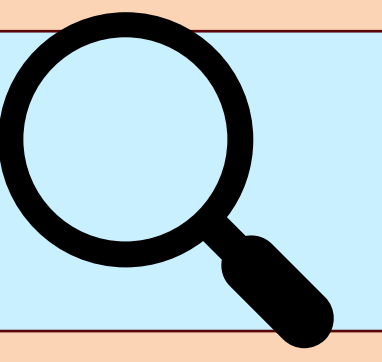


6. Conclusion

- Identify how Hyatt Centric HK provides service and satisfies the customer
- Customers agree that **Assurance**, **Empathy** and **Responsiveness** are the primary factors influencing customer satisfaction
- The hotel should improve its performance **NOT ONLY** in Assurance
- Customer satisfaction is the **KEY** in the **hospitality industry**



4. Findings



1. Frequency Statistics

- The age group of 25-34 is the main respondent (43.3%)
- The participants have a bachelor's degree or higher (69.3%)

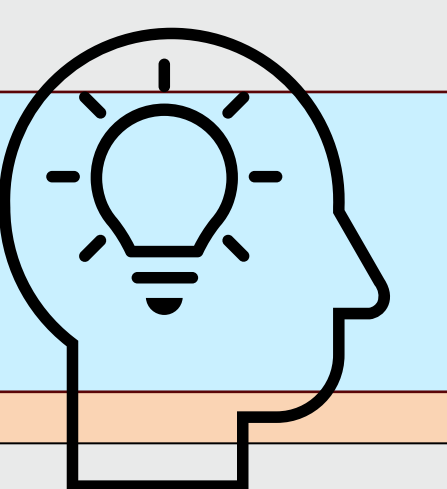
2. Descriptive Statistics

- Empathy** (Q3,4,5) resulted the top 3 highest means
 - Q3) The hotel has a positive attitude when receiving feedback from guests (mean = 4.54) (SD = 0.563)
 - Q4) The hotel has employees who are competent (mean = 4.52) (SD = 0.564)
 - Q5) Employees of the hotel understand your specific needs (mean = 4.52) (SD = 0.552)
- Tangibles** (Q3) resulted the lowest means
 - Q3) The hotel's employees are neat appearing (mean = 3.82) (SD = 0.76)

3. Correlation Statistics

- Assurance**, **Empathy**, and **Responsiveness** → **Significant positive correlation** with customer satisfaction
- Tangible** → **Significant negative correlation** with customer satisfaction
- Reliability** → **Insignificant correlation** with customer satisfaction

5. Recommendations



Tangibles

→ Formulate a grooming standard for the employees regarding uniform neatness before starting to work

Reliability

→ Arrange a duty manager in the lobby
→ Inform the related department and resolve the problem immediately

Responsiveness

→ Streamline check-in and check-out processes
→ Anticipate guest needs, identify and fulfill guest needs before they are even expressed

Assurance

→ Demonstrate courteous behavior towards both guests and employees
→ Provide comprehensive training

Empathy

→ Provide personalized service
→ Stay in regular contact with guests

