Research on the Hotel Image Based on the Detail Service

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Abstract. Detail service management, initially developed as marketing programs to enhance customer loyalty, has now become an important part of customer relation strategy. This paper analyzes the critical factors of detail service and its influence on the hotel image. We establish the theoretical model of influencing factors on hotel image and propose corresponding hypotheses. We use applying statistical method to test and verify the above-mentioned hypotheses. This paper provides a foundation for further study of detail service design and planning issues.

Keywords: Detail Service, Hotel Image, Influencing Factor.

1 Introduction

Detail service is a kind of service philosophy and a service process which focuses on the needs of customers, and aims to utilize resources either inside or outside the hotel to a maximum extent by planning, implementing, controlling and innovating service in the hotel. The essence of detail service is to make service in hotel personalized, human-oriented and innovative, and create high-quality at low-cost. Furthermore, detail service is aimed at setting up a good image for a hotel.

In recent years, some scholars have achievements in the area of detail service and hotel image. Wang Bin [8] holds that detail service must be diversified from hotel to hotel, because different hotels have different kinds of customers, which directly determine that detail service must be provided in different forms. Zeng Qiang [9] points out that safety is the most essential need among hotel customers, therefore, hotels must enforce the security service-concerned management. Mu Jihong [10] refers that detail service brings remarkable effect in hotels.

However, there are also many deficiencies in this field, especially the rudimental composition of detail service and its intrinsic mechanism of promoting hotel image cannot be substantially unveiled. In order to understand the essence of detail service and its influence on hotel image, this paper establishes and tests a clear theoretical model from the viewpoint of “the influencing factors of hotel image based on detail service”.

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2 Theoretical Background and Hypothesis Develop

2.1 Variable Definition

2.1.1 Hotel Image
Hotel image is a public emotional inclination towards the hotel. Zeithmal [7] points out that purchase is the behavior of customers based on their subjective cognition of value, so if this is applied to hotel business, it means that reputation of a hotel and satisfaction of its customers lead to the behavior of purchase. Sweat [12] thinks that measuring indexes of the purchase behavior includes: the reputation of purchased products, the purchased amount and the cost and so on. By combining those researches, this paper brings out three indexes for the measurement of hotel image: reputation of the hotel, satisfaction towards the hotel and loyalty of its customers.

2.1.2 Detail Service
Started with the image of service among hotel image, this paper chooses one item from three main influencing factors on hotel image as independent variables in the research. They are detailed service, detailed facilities and detailed products. This paper holds that detailed service is a kind of intangible service that focus on the personalized needs of customers. It can be classified into four types: entrusted service, personal inclination service, emergency service and flexible service. Detailed facilities mean the hardware equipments supplied by hotels are aimed to satisfy the various needs of customers, including needs for social activities, entertainments, approving and achieving of respect and self-identity. Detailed facilities also focus on the importance of human-oriented facilities in hotels. It can be divided as: lobby detailed facilities, room detailed facilities, canteen detailed facilities and security-concerned detailed facilities. Detailed products are tangible material objects provided by hotels in order to keep a balance between the total customer value and the total customer cost and to improve the satisfaction among customers. Detailed products lay emphasis on innovation. It can be divided as follows: optional products, products with complete sets service, random products and diversified products.

2.2 Hypothesis

2.2.1 The Relation between Detailed Service and Hotel Image
Entrust service. Entrust service is a very important part among hotel service. Entrust service such as ticket agent service for customers will play a positive role in setting up a good hotel image.

Personal inclination service. Zhuang Zhimin [13] proposes that different customers have different inclinations, so hotel can satisfied their customers only by fulfilling their personal inclinations timely.

Emergency service. It means that hotels should provide their customers with some useful service at occasions when they loss some important personal possessions, or alike. Emergency service is the best way for hotels to improve the feeling of loyalty of their customers.