



THE STUDY OF HOTEL SERVICE QUALITY AND CONSUMER SATISFACTION -- BACHELOR HOTEL IN TAIWAN AS AN EXAMPLE

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Abstract

In recent years, free travel in Taiwan has become popular, and the number of backpackers has grown year by year. According to data from AsiaYo, the proportion of individual travel has risen by 30%, and nearly 70% of hotels and youth hostels have a 100% occupancy rate by the end of the year. Individual travel has gradually become a driving force for tourism. Aiming at business opportunities, personal hotels are the first to introduce personal accommodation space to Kaohsiung. Different from the narrow space of capsule hotels, a personal hotel in Kaohsiung, Taiwan expands the accommodation space into one room, and pays attention to the bathroom, bar, bed and restaurant in the hotel. Travelers with personal space, one of the most affordable accommodation options. In order to understand the operating characteristics and charm of individual hotels, and to continuously enhance their market competitiveness, this study conducted in-depth interviews with eight guests, hoping to obtain their opinions on service quality and satisfaction. It was found that the overall satisfaction of consumers for accommodation was 92.5 points. This study also discusses the five aspects of service quality, and puts forward four suggestions: hotel decoration and facilities can enhance the experience of staying guests, and environmental protection and energy-saving design can strengthen the reputation of green hotels. The concept should strengthen the marketing planning and marketing of fan clubs, and provide accommodation discounts for corporate customers.

Keywords: hotel, singles hotel, service quality, satisfaction

Preface

With the improvement of the weekly holiday and the quality of life of the people, Taiwanese people pay more and more attention to leisure. According

to the 2022 tourism statistics report of the Tourism Bureau of the Executive Yuan of Taiwan, the domestic travel rate of Chinese people is 93.2%, the average number of trips per person per year is 9.04 times, the total number of domestic

travel trips is about 200 million trips, and the average length of stay is 1.5 days, the holiday travel ratio is 68.8%, the overall travel satisfaction rate is 98%, and the average daily travel expense per person is 1,449 yuan (New Taiwan Dollar, NTD) (Tourism Bureau, Executive Yuan, 2022). As the number of tourists increases, sightseeing tours are no longer just group trips, and individual travel also increases. Individual travel can arrange itinerary by itself, and the quality of travel will not be affected by tourists in the same group. According to AsiaYo's statistics of nearly 5,000 reservations during the New Year's Eve in 2022, it is found that the proportion of personal travel has climbed to 30%, indicating that personal travel has gradually become a tourism momentum that cannot be ignored during the New Year's Eve. Nearly 70% of hotels and youth hostels on the hotel reservation platform. The occupancy rate at the end of the year was almost 100% (United News Network, 2022). According to the statistics of the number of tourist hotels and rooms in Taiwan in 2022 by the Tourism Bureau, there are 130 tourist hotels in Taiwan and 3,286 general hotels (Tourism Bureau, Executive Yuan, 2022). The competition in the domestic tourism accommodation industry is fierce. How to survive and develop in the hotel industry depends on service quality and customer satisfaction.

Youth hostels have simple equipment and cheaper prices. The accommodation space is bunk beds for multiple occupants, lacking personal privacy. The personal accommodation space of capsule hotels has compartments, which look like capsules. The accommodation space is narrow and the sound insulation equipment is not good. Luggage and other large personal luggage must be placed in the public area. Kaohsiung

Someone's Hotel is aimed at individual tourist groups, improving the shortcomings of multiple people staying in the same space and narrow accommodation space, improving the quality of accommodation (providing high-quality mattresses, bathroom facilities, audio-visual rooms, bars and casual dining areas) and expanding personal space, providing more Accommodation options close to market demand.

Chai (2022) believes that customer satisfaction will make customers purchase products or services again and derive other purchase behaviors. Fan, Delgermaa & Tsai (2022) believed that service quality is a prior variable of customer satisfaction, customer satisfaction has a significant impact on purchase intention, and found that customer satisfaction has a greater impact on purchase intention than service quality. Huang (2021) believes that service quality and customer satisfaction are causal, and service quality will affect customer satisfaction and future purchase intentions. Lee & Lin (2020) also pointed out that service quality is the long-term and stable customer satisfaction level identified by a group of representative consumers for a certain service. For the operator, aiming at the high service quality of customers, making them generate high customer satisfaction and generate repurchase behavior will bring far more benefits than developing a new customer. The research results of Shao Gang, Ming & HongMei (2020) pointed out that the cost for enterprises to develop new customers is five times higher than that of retaining existing customers. In related research on hotels, Thai, Grewal & Chen (2021) found that the higher the service quality of the hotel, the higher the customer satisfaction. Wijaya (2022) found that customer orientation, service quality and customer value of

international tourist hotels will affect customer satisfaction. Xia (2021) found a strong relationship between customer satisfaction and customer loyalty in the hotel industry. Zhou (2021) pointed out that the performance of customers and service personnel, the interaction between physical facilities and other tangible entities, will all affect the factors of customer satisfaction. To sum up, it can be understood that improving service quality and satisfaction can indeed effectively increase consumers' willingness to consume. In this regard, this study intends to investigate the service quality and satisfaction of hotel guests with regard to single hotels, and to provide suggestions for improving hotel service quality and satisfaction.

Literature Review

Service Quality

Service quality refers to a consumer's subjective evaluation of the product or service after receiving the service (Yang, Wang, Liu, Cheng & Zhang, 2020, Zhang, Zhang & Wu, 2023). In recent years, the service industry has become the mainstream of economic activities. Service quality has always been a significant management issue for the service industry. Service quality plays a pivotal role for sustainable development of a company. In order to survive in the fierce market competition, companies should find ways to raise the degree of consumer satisfaction in their service quality (Cao & Yang, 2022; Cui, Guo & Bai, 2021; Fu, & Yu, 2020). There are many different definitions for service quality. This study found that, according to relevant discussions (Han, Xiao & Hong, 2022; Huang, Chang, Su, Chiou & Chi, 2020; Julianto, 2020), service quality lies in the subjective cognition of consumers, which may

differ from one consumer to another after they have received the service.

Ma and Zhu (2022) cited the "service quality concept mode" (PZB mode) proposed by Parasuraman, Zeithaml and Berry (1985) after in-depth interviews with managers from banks, credit card companies, securities brokerage firms, and product repair firms as well as their consumers. Ma and Zhu proposed that service quality is a subjective concept, and is determined by the feeling of consumers. In the PZB mode, Gap 1 to Gap 4 are related to enterprises, and only Gap 5 is determined by the expectation of consumers. Hence, PZB separated Gap 5 from the other elements, and evaluated the service quality perceived by customers based on the difference between customer expectation and perceived service. Through empirical analysis, the study summed up ten service quality factors (accessibility, communication, competence, politeness, credibility, reliability, response, safety, tangibility, and understanding of / familiarity with customers). In 1988, PZB reduced the 10 factors to 5 factors: tangibility, reliability, response, guarantee, and compassion. Through PZB, enterprises can evaluate customer expectations for their Service Quality (Sun, 2022; Thai, Grewal & Chen, 2021; Wang, Ou & Chu, 2021; Xu, 2020).

According to Yang et al. (2020), Zhang, Zhang & Wu (2023), when facing an economic recession or fierce market competition, companies must offer high-quality services and probe into the essence and function of service using creative thinking, so as to maintain their position in the market and sharpen their competitive edge. Therefore, direct interaction between vendors and consumers is the pivot of service quality.

Customer Satisfaction

Cardozo suggested that customer satisfaction is formed in certain circumstances, and is the perception of customers for the cost they pay for the product and the reward they receive after buying the product. When they realize that the reward is higher than the cost, a satisfaction is formed. Otherwise, a dissatisfaction is formed. (Chai, 2022; Fan & Tsai, 2022). Previous studies (Huang, 2020; Huang, 2021; Lee, & Lin, 2020; Shao Gang, Ming & HongMei, 2020) found that customer satisfaction is the different perception of consumers before and after receiving the product or service, and customers evaluate the product or service based on their satisfaction or dissatisfaction. Oliver (2014) summarized the customer satisfaction theory into three modes: expectancy disconfirmation, perspective of interest, redress process.

Expectancy disconfirmation refers to customers' adjustment to their perception of the product when there is a difference between the performance of the product and their expectation (there is a cognitive dissonance) so as to reduce the difference to eliminate the psychological disorder. Regarding perspective of interest, Folkes held that the observer attributes the reason of the behavior to a certain factor. If the behavior is attributed to the external environment, it is called external attribution or situational attribution; if the behavior is personally attributed, it is called internal attribution or personal attribution (Wijaya, 2022). Oliver and DeSarbo suggested that satisfaction is customers' feeling about fairness. If the consumers feel they are treated fairly, and their investment is proportional to what they obtain, they feel satisfied (Xia, 2021). As for Redress Process, Zhou (2021) found that when

the customers feel dissatisfied, they may take actions to obtain some compensation. The influence of customer satisfaction upon after-purchase behavior is also discussed.

In the aspect of perspective of interest, Chai (2022) suggested that satisfaction can be divided into: (1) satisfaction in product value, (2) satisfaction in sales people, (3) satisfaction in store environment. Fan and Tsai (2022) proposed that satisfaction includes: (1) product price, (2) overall company performance, (3) attitude of service people, (4) service efficiency. Thai, Grewal and Chen (2021) suggested the attributes of satisfaction: (1) service access, (2) care, (3) reliability, (4) service environment, (5) opinion efficiency, (6) added value. Xia (2021) indicated that satisfaction includes: (1) product quality, (2) service quality, (3) situational factors, (4) personal factors, (5) price. Lee and Lin (2020) mentioned that satisfaction can be measured by overall happiness and willingness to pay.

Method

In order to understand the feelings and satisfaction of customers staying in single hotels with hotel service quality, this study cited Parasuraman, Zeithaml & Berry's (1988) five major factors of service quality: tangibility, reliability, responsiveness, assurance, empathy. To design an in-depth interview topic outline. Tangibles are defined in this study as: perceptions of the appearance, hardware, and interior of a single hotel. Reliability is defined as: the perception of accommodation quality, customer privacy. Responsiveness is defined as: whether the single hotel can deal with customer problems in real time. Assurance is defined as: customer's perception of personnel's service attitude. Empathy

is defined as: whether the hotel can consider the interests of customers and care for customer needs. In addition, this study also asked the respondents about their satisfaction with each item, scoring from 1 to 100.

Respondents

This study will be conducted on April 25-26, 2022, in the restaurant on the second floor of a single hotel in Kaohsiung, Taiwan, to interview guests who are willing to accept the interview. A total of eight interviewees were collected in two days, half male and half female, and three interviewees were from foreign countries (Hong Kong and Singapore), all under the age of 39, with a college degree or above, and their occupations were students, business, and civil servants, services, industry, military. In terms of personal monthly income, it ranges from more than 20,000 to more than 90,000 per month (NTD). The maximum number of stays in the past six months is less than 3 times. The most motivation for accommodation is leisure and vacation, with seven of them, and the other one is a business trip.

Discussion

Consumers can search for information through mobile vehicles. Information asymmetry makes it difficult to make profits. Only good quality and positive reviews can continue to attract consumers. Summarizing the opinions of the interviewees, it can be found that the concept of single hotels for consumers can be classified into: a sense of home accommodation (meaning that consumers feel as comfortable and at ease as living at home), simplicity, cleanliness, value, and innovation. This study believes that the feeling of home accommodation and its cleanliness and simplicity are not only suitable for business

people to stay in other places on business trips, but also suitable for general public tourism accommodation. In the highly competitive hotel industry, low prices are used to attract the favor of accommodation guests, providing value and Innovatively designed accommodation services can indeed stand out in the Red Sea market.

However, in the case of a changing consumer market and a lack of loyalty, consumers tend to switch their consumption intentions due to fads or lower prices. In this regard, this study believes that the tangibility, reliability, responsiveness, and guarantee of bachelor hotels, Empathy are all good, except for some details that need to be discussed and implemented (such as installing a TV in the room, adding a hair dryer in the room, whether the room space can be larger, whether breakfast can be self-service, etc.), it seems that it can also be considered in the future. Experiential marketing close to people's psychology and behavior will continue to strengthen consumers' willingness to stay. After all, the hotel industry is also a part of the service industry. Mastering the consumption psychology and habits of consumers can make consumers have an emotional and positive impression of single hotels, enhance consumer loyalty, and actively help hotels promote and re-consume. The following are some of the findings of this study:

1. Tangibility. Respondents' overall satisfaction with the appearance of singles hotels is 86.25 points. Respondents' opinions on the appearance are: beautiful, clean, concise, simple, novel design, great appearance, good decoration and location. It's the first time I encountered a single room and thought it was very fresh. Reasons that may reduce the

satisfaction with the appearance: the room is narrow, the signboard is not obvious, when you check in, you will see the counter first, and you have gone to the wrong place.

(1) The overall satisfaction with hardware equipment is 84.13 points. Three interviewees said that it would be better if there was a TV in the room; one interviewee said that if possible, it would be better to install a hair dryer in the room; one said that the fixing bracket for the shower head was broken; one said that the room door I can't close the door by myself, and I almost forgot to lock the door; one said that the weather is hot and he doesn't want to use the bathroom, and it would be better if there is storage space in the room. However, two interviewees responded that the service is good, the price is low and high quality, and the toilets are clean. Reasons that may reduce satisfaction with hardware facilities: The room needs a hair dryer; I use the computer in the living room on the second floor at 12:00 noon, although there is music playing, but the lights are not turned on; the room needs to automatically lock the door, and I hope the space in the room can be larger; Wish the room had cabinets to store clothes.

(2) The overall satisfaction with interior decoration is 92.88 points. I feel that staying in a bachelor's hotel is like living at home, which is very warm; it is a style that consumers like, and it is very simple and there are no extra things, which makes people feel very relaxed; the interior decoration is very good and very novel; the restaurant on the second floor and the floor-to-ceiling windows feel like Well, the sound insulation is good and the lighting is good; it is very comfortable to live in, and the house price is cheap. The reasons why the respondents gave high ratings to the single

hotel: It feels like home; the room is large enough to fully open the suitcase; it is very tidy; the room is just right for one person, and there is no toilet so it will not get wet.

2. Reliability. (1) The overall satisfaction with accommodation quality is 90.88 points. Six interviewees said that staying in a single hotel feels very clean, quiet, and novel, especially in a busy business district, which shows that the hotel is managed with care and the quality is consistent with the imagination. One interviewee said that this hotel is better than the ones he stayed in in Taipei. The hotel is soundproof and the price is cheaper. There was also a respondent who said he had stayed in a capsule hotel, but the price of that hotel was higher.

(2) The overall satisfaction with customer privacy is 94.75 points. Almost all the interviewees said that the single hotel has tiered key cards to protect the safety of tenants on each floor, and men and women also have tiers to ensure floor control and safety. Regarding other suggestions about customer privacy, some interviewees suggested: as long as there are no surveillance cameras in the toilet and the room; it is a good place to bring friends to stay.

3. Reactivity. The overall satisfaction rate of whether it can deal with customer problems immediately is 94.75 points. Five respondents said that service staff can respond to customers' questions immediately. In terms of related suggestions, some interviewees responded that because the service staff is too busy, there is no phone in the room to call the counter. At least one phone should be set up on each floor for guests to use.

4. Guarantee. The overall satisfaction with personnel service attitude is 94.75

points. Eight interviewees said that the service staff were very friendly, polite and smiling when serving, and several interviewees mentioned the service fragments that impressed them: the service staff helped to pull the door when pulling the suitcase; The staff will inform the weather conditions; the service staff will answer all questions politely; the service staff will assist in storing luggage, and also mark it with a note. As for the suggestion for service, it is hoped that if there are too many people when checking in, customers can be greeted to rest first.

5. Empathy. Whether it can take into account the needs of customers, the overall satisfaction is 91.63 points. Six interviewees said that the hotel takes the needs of the guests into consideration. The service staff will introduce the breakfast, the direction and moving route of the night market, and take the initiative to introduce the surrounding restaurants and the MRT. Suggestions that may affect the interests of customers: restaurants should replenish refreshments immediately at noon, and clean towels should be replaced regularly in rooms.

6. Overall satisfaction. The overall satisfaction with accommodation is 92.5 points. Respondents' overall impressions of bachelor's hotels are as follows: there is a large bathhouse, the equipment is very good and attractive; the price is cheap, quiet, with high CP value, the bed is very comfortable to lie on, the position of the switch light is good, the lights are bright, and the curtains The light transmittance is also good; clean, comfortable and safe. Other related suggestions include: it is better to have a small TV; the cracks under the door allow more light to come in; the breakfast can be more varied and more generous.

7. Information sources. Four interviewees said they obtained information from booking; two interviewees searched for keywords on Google: single, accommodation, and found that other netizens shared accommodation information in single hotels on the Internet. One obtained information from the agoda website and web page reviews, and the other lived there.

Based on the interviewees' opinions and operating experience, this study believes that if you want to continuously improve the operating performance of single hotels and attract customers in a more efficient and diversified way, you can also think in the way of experiential marketing. The following is the Recommendations from the Institute:

1. Enhance guest experience with hotel decoration and facilities

Several interviewees were amazed that there is a bathhouse in the hotel. Unlike other hotel bathtubs, the bathhouse is independent of the room, and guests must go to the bathhouse on the second floor to enjoy this service. Paying one price but having the feeling of enjoying two kinds of accommodation and hot spring bath at the same time, it is easy for customers to evaluate the value for money of the hotel. This research believes that this point seems to be a selling point of hotel marketing.

2. Strengthen the concept of green hotels with environmental protection and energy-saving design

In addition to being a single room hotel that emphasizes cleanliness, convenience, and simplicity, many of the designs in the case single hotel are based on energy conservation and environmental protection. In this regard, this study believes that environmental pro-

tection and energy conservation may be used as the main axis of single hotel management. This study suggests that water and electricity consumption can be reminded in the form of words or slogans in the guest's room, and the reduction in water and electricity consumption can be used to convert how many trees can be cut down or how much carbon emissions can be reduced; guests are encouraged to use one-time bath products, such as shampoo, shower gel, soap, toothbrush, toothpaste, razor, shower cap, etc., minimize the use of disposable tableware, encourage and advise customers in the same room to accept that there is no need to change towels and sheets every day, Using refillable containers, cooking delicious meals with local fruits and vegetables, implementing waste reduction, recycling and reusing resources, consigning or promoting locally produced agricultural products or cultural and creative products in the hotel, etc., all help the hotel to achieve The goal of a green hotel is to teach customers to use energy more efficiently and to assist local industry development.

3. Marketing planning and marketing of online fan groups

This study examines the online marketing methods of single hotels, and still publishes photos and information on Facebook. For such a one-way online marketing method, this study believes that it is impossible to deeply highlight the characteristics of hotels and attract consumers. Therefore, it is suggested that hotels can use important festivals to hold online marketing activities, enriching and invigorating hotel management methods. The holidays and festivals that Taiwanese value are roughly: Lunar New Year holidays, Mother's Day, Dragon Boat Festival, Valentine's Day, Christmas, etc. Before these festivals, a

marketing plan other than price discounts is designed. For example, the selection of Valentine's Day is related to single hotels Best quotes and words of love, collection of beautiful memories of singles hotels in consumers' minds, etc., so that potential and existing consumers can have more emotions for singles hotels through the event, and it can also generate consumer discussion topics on the Internet.

4. Provide accommodation discounts for corporate customers

The single hotel is based on business single rooms. The interior decoration of the hotel is simple, clean, quiet and the unit price of accommodation is low, and it is close to the transportation hub, which can reduce the cost of corporate accommodation. It is the first choice for business travel and negotiation. Therefore, this study also suggests that we can cooperate with enterprises to negotiate long-term accommodation discounts. On the one hand, single hotels can reach a large number of corporate users at one time. Popularity, successfully started the name of the hotel.

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