

# **Customer attitude and customer satisfaction towards luxury hotels in Vietnam**

Nga Thi VO, Ph.D.

Doctoral Thesis Summary

Doctoral Thesis Summary

**Customer attitude and customer satisfaction towards  
luxury hotels in Vietnam**

**Postoj zákazníků a zákaznická spokojenost s luxusními hotely ve  
Vietnamu**

Author: **NGA THI VO, Ph.D.**

Degree programme: 6208 Economics and Management

Degree course: 6208V038 Management and Economics

Supervisor: doc. Ing. Miloslava Chovancová, CSc.

External examiners: doc. Ing. Zuzana Tučková, Ph.D.  
prof. Ing. Jana Kučerová, PhD.

Zlín, February 2020

© Vo, N. T.

Published by Tomas Bata University in Zlín in the Edition Doctoral Thesis Summary.

The publication was issued in the year 2020

Keywords: *Customer attitude, Customer loyalty, Customer satisfaction, Luxury hotel, Service quality.*

Klíčová slova: *Postoj zákazníků, věrnost zákazníků, spokojenost zákazníků, luxusní hotely, kvalita služeb*

ISBN 978-80-7454-905-2

## **ABSTRACT**

On account of customer attitude (CA) and customer satisfaction (CS) through service quality, it is always one step ahead of customers, yet they get faster and more accurate with practice over the Internet. It is essential to believe that customers' expectation and experience are all about being excited about something. Seeing inspiring technology applications and pricing strategies helps a more social acceptance on CA and CS. The recent tools aim to reserve that pattern by using technology to make saving effortless as well as spending, resulting in both complicated and uncomplicated pleasures. The sequence of the event surrounding the collapse remains uncertain in many settings. Many researchers have proposed solutions, but they are debatable. Further, sustainable economic growth must be taken into consideration, especially in the hotel and tourism service. It is possible to serve better hotel' service quality in the online environment and room rate practice, hence the conditions are challenging. It can be the driving majors to record benefits but also serious needing to address a minimum negative effect on CA and CS towards luxury hotels in Vietnam. Assisting to expand visitors in a largely peaceful outcome would highly be positive and imperative.

The study aims to elaborate on the factors influencing customer attitude and satisfaction towards luxury hotels in Vietnam and then enlarge the number of guests in the online communication and room rate strategy of hotel settings. Ordinarily, the quantitative approach was conducted by 386 stratified samples with the aid of a questionnaire via online and offline ways. SPSS and Smart PLS-SEM were applied to analyze the empirical results. The study's key findings are not only contributing new theories, but also providing guidelines for hotel Owners and Managers to leverage service quality as to customer attitude and satisfaction in global competition.

## **ABSTRAKT**

Postoj zákazníků a jejich spokojenost ovlivňuje především kvalita konzumované služby, která vždy předchází zájmu zákazníků, který lze rychleji a přesněji zjistit s využitím Internetu. Je nezbytné věřit, že očekávání a zkušenosti zákazníků jsou naplněny nadšeným očekáváním. Prohlížením inspirativních technologických aplikací a cenových strategií více napomáhá sociální akceptaci v postoji zákazníků a zákaznické spokojenosti. Cílem těchto nástrojů je využít tento technologický model proto, aby se ušetřilo úsilí a výdaje, což vede ke komplikovaným i nekomplikovaným zážitkům. Posloupnost události obklopující kolaps zůstává v mnoha nastaveních nejistá. Mnoho výzkumníků navrhovalo určitá řešení, ale však jsou diskutabilní. Dalším, co je třeba zohlednit, je udržitelný hospodářský růst, zejména v hotelnictví a cestovním ruchu. Je možné poskytnout lepší kvalitu hotelových služeb v online prostředí a uplatnit sazby za pokoj, z toho důvodu jsou podmínky náročné. To může být výhodnou hnací silou, ale také se musí řešit minimální negativní dopad na zákaznický postoj a spokojenost zákazníků s luxusními hotely ve Vietnamu. Pomoci zvýšit návštěvnost s převážně dobrým výsledkem, by bylo velmi pozitivní a naléhavé.

Cílem studie je rozpracovat faktory ovlivňující postoj a spokojenost zákazníků s luxusními hotely ve Vietnamu, a poté se zaměřit na zvýšení počtu hostů s využitím online komunikace a zaměřit se na strategii nastavení cen pokojů v hotelových zařízeních. Pomocí online a offline dotazníku byl zpracován kvantitativní výzkum, na stratifikovaném vzorku 386 respondentů. K analýze empirických výsledků byly použity SPSS a Smart PLS-SEM. Klíčová zjištění studie přispívají nejen k novým teoriím, ale také poskytují návody majitelům a manažerům hotelů, aby pro spokojenost a postoj zákazníků, s ohledem na globální konkurenci, využívali úroveň kvality služeb.

# CONTENTS

ABSTRACT .....	3
ABSTRAKT .....	4
1. INTRODUCTION OF THE RESEARCH AREA .....	6
1.1 Background of the research .....	6
1.2 Research gap .....	7
1.3 Research problem.....	7
1.4 Research questions .....	8
1.5 Research objectives.....	8
1.6 Scope of study .....	9
2. LITERATURE REVIEWS and CONCEPTUAL FRAMEWORK .....	11
2.1 Review of literature findings .....	111
2.2 Research model .....	199
2.3 Research hypotheses .....	20
2.4 Theoretical lenses of the research.....	21
2.5 Definition of variables .....	222
3. RESEARCH METHODOLOGY .....	24
3.1 Research procedure .....	244
3.2 Demographic (N) .....	244
3.3 Sample size (n).....	246
3.4 Research approach .....	266
3.4.1 Data collection – online form .....	<b>Chyba! Záložka není definována.</b> 6
3.4.2 Data collection – offline form.....	<b>Chyba! Záložka není definována.</b>
3.5 Analysis tools.....	<b>Chyba! Záložka není definována.</b> 7
4. KEY FINDINGS.....	28
5. LIMITATIONS OF STUDY .....	300
6. CONCLUSIONS.....	<b>Chyba! Záložka není definována.</b> 1
REFERENCES.....	321
LIST OF PUBLICATIONS BY THE AUTHOR.....	36
AUTHOR’S PROFESSIONAL CURRICULUM VITAE .....	38

# **1. INTRODUCTION OF THE RESEARCH AREA**

## **1.1 Background of the research**

Vietnam (VN) launched its domestic tourism stimulus program, themed "*Vietnamese travel in Vietnam - Each journey to love the Fatherland more*" in 2014. With the aid of information technology (IT), the VN Government has been extending its visa-waiver program to European and e-visa to foreigners to attract more international tourists. These attempts have proved that Vietnamese policymakers increasingly recognize the economic benefits of improving customer attitude (CA) and customer satisfaction (CS) -based products and services. Moreover, research about CA and CS can identify the root causes of decreasing hotel guests in the tourism industry. However, few researchers have addressed this issue, especially in the luxury hotel market in VN theoretically and practically.

Experts have always considered CS and CA management to be a difficult task in hotel management. Early studies considered CS as the customer's evaluation between prior expectations and performance (Anderson, Fornell, & Lehman, 1994). On the other hand, CA refers to be the customer's overall evaluation of service quality of a product/service offering (Bolton & Drew, 1991). Improving CS is time-consuming (Anderson et al. 1994). Identifying service quality and afterwards predicting their effects on CS and CA are often unfeasible (Bolton & Drew, 1991). However, there is a growing recognition that CS and CA can enable the hospitality and tourism industry to become an interactive and dynamic, luxurious environment (Chathoth et al. 2014).

VN is a developing country with poor infrastructure development that has a detrimental effect on hospitality services and tourism when compared to other Southeast Asia countries. To counter this effect, the Government is expanding the efforts to boost hotel and tourism products and services with the support of advanced information technology. Information management technology has been used worldwide to link hotels with travel products and services on the Internet channels. The online market has become crucial in meeting the demand visibility of hotel guests. The rapid shift from the information age to the digital revolution creates an

open and challenging market in the online communication of e-commerce globally. In the next decade, it is likely to see a substantial rise in travel and online communication for hospitality services in VN. A service design that links hoteliers, service quality and technologies is crucial to meet the need of the industry.

Hotel establishments, more than ever, must take a new look at CS and CA and their linkage to resources and information technology. Therefore, it is the aim of this thesis to investigate and identify factors that improve CS and CA as to increase the number of customers of luxury hotels in Vietnam. This thesis will also discuss how a group of luxury hotels can promote the hotel's images, policies, strategies, and online communication practices.

## **1.2 Research gap**

The theory in the commerce of the world presents that CS and CA are connected. While few empirical types of research have been found in proving this significant correlation in hotel settings. Furthermore, discussion of this study in VN concerning customer attitude and satisfaction has been just at the beginning of building work compared to researches in a similar field globally. Then the research of CA and CS have been barely noticed, which helps hotels avoid being mistaken for online communication and room rate practices. It is, therefore, severe to leave a huge research gap that needs to be fulfilled.

## **1.3 Research problem**

Facing an increasingly competitive market, the luxury hotels start to achieve CA and CS coming before everything else for performance excellence. The hoteliers recognize that they should change as to become more adept in the next demanding-up of customers. Few studies in the existing literature that can bring them to more advanced knowledge of CA and CS. The ideas are believed to make lodging establishments in the globe to redefine their business development strategies. This, in turn, will take them with competence in a wide range of skills and tactics to promote business (Kim et al., 2019; Alhabeeb, 2006; Khuong et al., 2015; Hoang & Swierczek, 2008). However, few pieces of research have been conducted to explore various theories about the connection between CA, CS and online communication in hospitality and tourism settings, specifically in luxury hotels.



Therefore, the present study raises the question “*What are the factors influencing customer attitude and customer satisfaction?*”. To serve for the main issue, the researcher developed some sub-questions as follows:

- if the CA and CS closely associate with each other;
- if the online communities towards perceived service quality have any influence on CA and CS;
- if the hotel’ room rate practices towards perceived service quality have any influence on CA and CS; and
- how far the hoteliers should use the reasons to increase the sales volume in the luxury hotel context in Vietnam?”.

#### **1.4 Research questions**

The researcher developed following research questions to address the research gap related to this study:

1. Is customer satisfaction a significant predictor of customer attitude?
2. Are there positive relationships among online communities, customer satisfaction and customer attitude towards perceived service quality?
3. Are there positive correlations among hotel room rate strategy, customer satisfaction and customer attitude towards perceived service quality?
4. How do luxury hotels can leverage the service quality to earn higher sales volume on customer attitude and satisfaction?

#### **1.5 Research objectives**

Recognizing knowledge gaps and research demands, the researcher aims *to increase the number of guests on CA and CS towards luxury hotels*. Therefore, the following objectives were conducted in parallel with the research questions, as follows

1. To identify and examine the CA and CS in a luxury hotel setting.
2. To empirically look into online communication (i.e. guest online reviews and hotel website) and its relation to the CA and CS towards service quality
3. To empirically identify hotel room rate strategy application and its relation to the CA and CS towards service quality

4. To contribute theory knowledge of CA and CS, and to provide practical knowledge in achieving business efficiency on CA and CS by providing excellent service quality of luxury hotels in Vietnam.

### **1.6 Scope of the study**

In VN, the tourism industry is growing continuously but also facing a decrease in its guest volumes on CS and CA in the lodging settings. A challenging area in luxury settings growingly engages in a more advanced of existing knowledge and technology globally. The next decade is likely to witness a considerable rise in this issue. Building CS and CA is undergoing a revolution in terms of both theory and practice in an up-scale hotel setting in VN.

The tourism industry is important in VN. The characteristics of VN's tourism service and products are for culture and nature lovers, beach lovers, etc. The International and Domestic tourists are increasing in VN. The three main tourist destinations of VN from the most to the least are Ho Chi Minh city (HCMC), Ha Noi and Da Nang. In 2018, the tourists traveling reached US\$15.5 million and US\$80 million, up to US\$2.7 million and US\$6.8 million compared with 2017 respectively (Vietnam Briefing, 2019). In May 2019, the volume based on the markets listed from the most to the least International visitors as Asia, Europe, America, Oceania, and Africa (Vietnam tourism, 2019). The mainland Chinese arrivals in 2018 mostly by air (23.9%) were the majority of Asian visitors to VN for the gambling industry as a demand generator, but lower than the portion of Chinese visitors in the Philippines was at 29.6% and in Cambodia (67.2%) (PATA, 2019).

In 2017, according to the VNAT, there was a total of 391 luxury hotels and resort including 261 4-star hotels with 33,764 rooms, 118 5-star hotels with 34,444 rooms, and 12 high-end resorts and apartments. HCMC (the highest economic growth) got 41 hotels (4 star – 20 hotels, 5 star – 20 hotels and 1 tourist apartment).

The fast movement from the information age to the digital revolution has become prevalent and created an open and challenging market in the e-commerce globally. The booking channels on luxury hotels in VN are followed as travel agencies and tour operators (37.3%), direct booking with the hotel (24.1%), online sales (20.7%) and other channels (17.7%) (Grant Thornton, 2017). The hotel industry is expected

to continue growing healthily with high-end projects investing by International hotel groups (e.g. IHG, Marriot, Hilton, etc.), State companies (e.g. Saigon tourist, Ben Thanh tourist) and local Joint Stock companies (e.g. Vingroup, Muong Thanh hospitality, Odysseya hospitality, Alagon hotels and spas, etc.). The scenario of fierce competition among hotels make them redefine a customer attitude and satisfaction-based product/service as their strategic resources to grow.

In the lodging industry, luxury hotels serve their customers with a luxuriant setting. A luxury hotel is established with a passion to serve for customer feelings towards the quality of service to delighting customers with personalized, relaxing, and fine dining service, etc. (Soeg jobs , 2017). Notwithstanding the purpose of the stay, the customers of those up-scale hotels are high-paying guests with extreme needs as the very important persons (VIPs). Due to this, they are uneasy to serve and sometimes it simply turns into a big deal happening at the hotel. The term “*luxury hotels*” uses in this study is approved and categorized for the hotels and resorts from above 4-star standards by VNAT.

Moving towards such a destination to support for hotel and tourism industry is not only a challenge but also a chance for VN. The future success will rely on the sensitivity of policymakers, hotel Owners and Managers to current causes carefully. Additionally, technology innovation is required to counter such as impact. It also comes with the efforts of others (i.e. service staff, training institutions, etc.). All the more, the mission of this study is to elaborate reasons affecting the CA and CS for upgrade in business performance to secure a more advanced competitiveness in VN’ luxury hotels which leaves room for the CA and CS to belong in.

## **2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

### **2.1 Review of literature findings**

CS is defined as customer evaluation via his/her comparison between expectation and actual performance through the perceived quality of service providers (Anderson, Fornell, & Lehman, 1994). CS is also a judgment of a product/service itself after receiving a pleasurable consumption (Oliver R. , 1997). CA is formed by personal experience through consuming quality of product/service and external factors of product/service (Bolton & Drew, 1991). CA comes after the degrees of CS (Alhabeeb, 2006). If there is an increase in satisfaction level, there will be an upper good attitude and a larger volume of users. At the same time, degrees of CS and CA are affected by the interactions of users dealing with others' guest reviews and website of the luxury hotel settings, as well as the ambivalence of complicated strategy of hotel room rate practice on various channels. Considering the current knowledge base and empirical results of customer satisfaction and attitude on luxury hotels, the literature review of this study enables to develop an argument. Henceforth, the main argument concerns of this research area are as follows

- *which principles possible to increase the number of hotel guests on the base of CS and CA,*
- *online communication and hotel room rate strategy are factors influencing service quality on CS and CA, and*
- *CS and CA have crucial roles in shaping customer loyalty (CL) of hotel business in the long-term competitive advantages.*

Therefore, the researcher developed following sub-titles to identify the causes of the study with the support of the present knowledge as below sub-sections

*CA and CS: Why is the service quality important and then able to build CL?*

Service quality (SQ) refers to his/her evaluation (Garvin, 1984) or impression of the overall or relative elements of its service (Bitner & Hubbert, 1994). Therefore, SQ differently remains in the point of view between customers and service providers. In the hotel, it is described by the levels of customer satisfaction while meeting or going beyond customers' needs with the provision of service. Such progress can be fragile

for any unfortunate coincidence taking place. Customers have opposed the view that they comply with the requirements of quality, type of product/service, the number of products, service time, location, facilities, and environments.

On the online service or e-service, customers ask for the plus requirement of the quality of a website namely the information, interface, interaction between users and suppliers, booking details, service fees, payment method, and photos of features and interiors of guest rooms, restaurants, meeting rooms, pool, and spa. As described above, the term “*service quality*” on this research is a combination of SQ on the online environment (i.e. guest review online and hotel website) and different room prices setting on the sites of the hotel venue, OTAs and GDS such one of tactics of the hotel room rate strategies.

SQ is indispensable for maintaining hotel performance because it relies on the guest's attitudes, beliefs and opinions about a subject (Jafar, 2000) such as “*tourist' perception*”. This means a lot for hoteliers to elaborate on the reasons affecting their guests' expectations and attitude before, during and after the experience (Seaton & Bennett, 1996). The opinion actuates a tourist's choice of destination or hotel. Moreover, once the trip has begun, it brings in the tourist' feeling of exploring and experiencing services which implicate in levels of satisfaction with the hotel at a destination. SQ, therefore, is such a core value to evaluate whether performance comes across customer's expectations (Rianthong, Dumrongsiri, & Kohda, 2016) (Zhao, Xu, & Wang, 2018). Notwithstanding the distinction view of a tourist, the service is originated from his/her overall quality perception, in turn, predicted one's intended behaviors (Boulding, Kalra, Staelin, & Zeithaml, 1993). SQ acts on the gratification of hotel guests (Tabaku & Cerri, 2016), but some hotels in the United Kingdom (Gilbert & Horsnell, 1998), in Korea (Hwang & Ok, 2013), in India (Sanyal, Datta & Banerjee, 2014) are run down in performance. Therefore, SQ proposes to take CS further.

There are concerns about developing CL on supporting CS and CA, especially when repetitive guests play a crucial role in the development of hotel's benefits. Marketing's crucial task is to make customers steadfast in the accommodation setting, which is called CL (Liua M. , Wong, Tseng, Chang, & Phau, 2017). This

role remains endless in the cut-throat world of promoting service/product (Ye, Barreda, Okumus, & Nusair, 2017). Customers participate themselves in satisfaction for the trip to raise their commitment to the hotel (Rasoolimanesh, Md Noor, Schuberth, & Jaafar, 2019). As a result, many researchers have noted the reasons for making CL possible in the hotel and other settings.

The current study argues that all those factors play role in different degrees in different countries, with complex relationships to investment incentives. Few attempts from academic researchers have examined the CA and CS to make greater in size of hotel bookers.

*Online communication and the hotel room rate strategy: Why are the factors influencing CS and CA on SQ important?*

#### *Online communication – guest reviews*

Guest online review is subjective opinions of a guest's experience after staying at a property. There are only guests who booked through the online travel agencies and/or stayed at the hotel property can leave a review. Each guest review can contribute a better experience to potential guests if that review is valuable. Otherwise, it can discourage the guest booking' aim in negative property' features and/or failure of service quality. The items of guest review online are related to guest feedback, the response of management and decision-making of users.

Feedback on the base of guest reviews is at the center of any hotel business. So, reading guest feedback is useful to hoteliers in avoiding it turning into a burden on performance. The guest feedback on the Internet can be reliable (Cheung & Thadani, 2012) to encourage customers to pay more for such service (Fuentes M. E., 2016). However, a good online review employs customer satisfaction on service quality (Mauri & Minazzi, 2013). On the contrary, a bad comment is caused by unpleasant experiences that can hurt the hotel's credit and customer' buying determination (Wei, Miao, & Huang, 2013). Especially, customers can revenge the hotel's name if he/she suffers from unpleasant incidents (Wei, Miao, & Huang, 2013).

Online users expect to see how hotel management responds (MR) to those in case of harmful reviews. Even though the social media networks are not the only places where hotel businesses can shine online, the hotels are possible to read what the

others say about the venues and decide whether it's seemly right for the hotels. To answer guest reviews, the hotels can recognize where potential guests are via 3<sup>rd</sup> party sites. The MR emphasizes the hotel is extremely grateful to all customers for their comments (Sparks, So, & Bradley, 2016) towards the frequency, speed, and length of response (Li, Penga, Jiang, & Law, 2017). However, many hotels ignore the importance of responding to guest reviews or neglect to respond, or even get nervous that their replies may work against them and push potential guests away. Therefore, hotel management's role is to keep track of chats and real-time reviews on multiple platforms to handle complicated issues of online guest feedback (Soyoung & Busser, 2018). The advanced Internet technology allows surfers to scan and select hotels due to the guest positive reviews online (Mauri & Minazzi, 2103). On the CA, they can buy service based on MR of feedback provided by formers including trust, friendly use, usefulness and enjoyment (Chiu, Chang, Cheng, & Fang, 2009).

The customer's decision-making process is the stages of making choices by finding the decision, searching for information, and making alternative solutions. This process is mixed up by internal reasons (i.e. customer' psychology, attitude, motivation, belief and aims); and external factors (i.e. timing, marketing mix, choices and feedback from the others, etc.) (Sirakaya & Woodside, 2005). It widens possibilities for users to opt for the most suitable alternative approach. The CS differs in respects by the various combinations of recovery measures from hotel settings (Ladhari & Michaud, 2015). Furthermore, the attempt to make customers loyal to a hotel brand is one of the criteria and outcomes of the marketing role in this boundless fierce market. Customers are eager to pay premium prices for a booking based on hotel star rating and scores awarded by formers (Ogut & Tas, 2012). However, the online reviews stress the sensation to entrust for booking aims (Sparks & Browning, 2011). Besides, in an increasingly networked society where customers can interact with others and venues through social sites, CA is a behavioral manifestation of business that goes beyond transactions (Verhoef & Reinartz, 2010). The arguments exist with many prior findings in the theory lenses of guest online reviews in the hotel setting.

*Online communication – hotel website*

Li and the rest. (2017) defined hotel website is such e-service quality of the hotel setting at the pre-purchase phase, to provide an important way of communication with its customers on the Internet (Chen & Dhillon, 2003). The hotel website quality is evaluated by online users through the performance of a website service (Aladwani & Palvia, 2002). The good quality of a website is significant for hotel' standard service (Li, Ye, & Law, 2013). The hotel website's dimensions aim at information and boundary, customer view of hotel website and trust.

A website's setting provides information for its online users (Jeong, Oh, & Gregoire, 2003) included functionality (Ip, Law, & Lee, 2012) and booking details (Ma, Law, & Ye, 2008). It comes to pass a media channel (Schmidt, Cantalops, & Santos, 2008) for 1<sup>st</sup> interaction with its users (Jiang Z. , Wang, Tan, & Yu, 2016). Information on the website occurs the acceptable impact on CS (Bai, Law, & Wen, 2008). It also entertains customers' needs (Loiacono, Watson, & Goodhue, 2002), to revisit the website (Abdullaha, Jayaraman, & Kamal, 2016), and to boost the management awareness in the online market (Bauer, Hammerschmidt, & Falk, 2005). Besides, the design and features of a website play a significant tool in building website' value and relationship marketing on the Internet (Bilgihan & Bujisic, 2014). However, some websites of hotels skip over their sale transactions with potential customers (Schmidt, Cantalops, & Santos, 2008). Or find no significant difference between the content and website interface (Hsu & Cathy, 2005). Also, customers find a distrust of the information which was misleading and dissatisfy the quality of service (Chathoth P. K., 2007). Only 67.3% of the hotels in VN integrated technology into mobile and online services (Grant Thornton, 2017).

Different people have different perceptions of something. Especially, online users are active in this digital age, which can be uneasy to estimate their CA and CS in any interactions with e-service. The customer cognition of the hotel website is complicated (Hsu & Cathy, 2005). It is made up from opinions and sentiment (Li, Ye, & Law, 2013) and service demands (Liu S. , Law, Rong, Li, & Hall, 2013) which could be classified its performance by the features and elements of the website (Musante, Bojanic, & Zhang, 2009). Nevertheless, some hoteliers operate the website such a reservation channel (i.e. Hong Kong, Shanghai, and Beijing) (Ma,



Law, & Ye, 2008), but missing the payment methods integration and the communication interactivity between users and service providers (Chang & Chen, 2008). Those issues of hotel websites can spell CS (Belanche D. C., 2012) as it will dawn on CA negatively, especially, when high-paying customers are expecting excellent service of luxury hotels (Salavati & Hashim, 2015).

It is not straight forward to trust something. In the online platform, trust a hotel website means the website has been given the responsibility of making important decisions. For example, online users entrust the hotel website to believe that something is true, and afterwards, they can buy a service/product (i.e. room) and make the payment transaction on the website. This kind of assurance is considered as e-trust. Corritore et al. (2003) referred e-trust to a personal confident expectation on attitude without online risks; this belief is reliable and dependable (Everard & Galletta, 2014). When customers find confidence in proceeding on the website, the relationship between users and suppliers is heightened for directing them to repurchase service online (Abdullaha, Jayaraman, & Kamal, 2016). As a result, the reliance carries weight with buying travel services online (Amaro & Duarte, 2015) or in the indirect way of booking online (Kamarulzaman, 2007) to bear upon e-service with risk (Chang & Chen, 2008). It tries to establish loyal customers (Ribbink D. , Riel, Liljander, & Streukens, 2004) for website success. However, some distrust comments and misleading information bring pressure to websites (Ahmad & Sun, 2018). It might open on to buyers' misgiving (McKnight, Choudhury, & Kacmar, 2002). When it comes to CA with threats, it is severe (Mukherjee & Nath, 2007). For the convenience and quality assurance, OTA channels are choices for some online users (Rahimnia F. H., 2013).

Therefore, building trust on the website promises the future of e-commerce (Wang & Emurian, 2005). It is necessary to put those issues in the hotel management's consideration to create relationship marketing with online users for swelling higher transactions on the hotel websites towards CA and CS.

#### *The room rate strategy*

People have different opinions about whether we should pay less in advance to purchase service/product or solely focus on high demand in need. The two sides are

not contradictory with each other and both are required for individual and venue's economics. The hotel room rate strategy is utilized for the different markets with different booking channels by the hotel management to maximize the hotel's profit through room sale. The hotel room sale is included cooperating with third parties. They are OTAs, travel agencies and GDS. Such cooperation normally occurs commission fee which is being able to cause a higher room rate charged to the consumer. While selling rooms for the business group, the hotel offers with negotiated room rates (lower rates than rack rates or publish rates). Additionally, housing for walk-in guests (who stay at a hotel without booking in advance) hotel can expand profit with the highest room rate (Hotel news now, 2018). As a result, hotel room rates can be changed in all channels (Algeciras & Ballestero, 2017) and improved competitive advantages (Nair, 2018). The hotel room rate strategy is inclined with the role of price fairness, revenue management, and purchase intention. Since marketing, the price considers as a "fair" charge for the product (Bolton, Warlop, & Alba, 2003) and it is expected by previous information of memory of customer (Mazumdar, Raj, & Sinha, 2005). The most glaring merit for price fairness from service providers is top-notch to increase users' satisfaction. It is valid that featuring branded service signatures is a popular source of income for the hotel at their peak performance. Because price transparency can reduce the guest's opinions of pricing unfairness (Ferguson J. , 2014). This financial motivation enables users to exert their choices by booking more rooms and preserving as repeated guests with their familiar hotels consistently in any stay. If most customers are economically motivated, room rate fairness, in general, will be more benefits to use hotel value and quality towards price ending strategy (Collins & Parsa, 2006). This is not only affected guests' willingness to buy products/services (Ferguson J. , 2014) but also cultivated their sense of monetary condition, such as costs, demand, competition and distribution channels (Xia, et al., 2004). Additionally, price war among the hotels might change the room rates at the same time (Viglia, Mauri, & Carricano, 2016) with optional and promotional pricing (Nair, 2018). To the corporation, the online distribution channel of OTAs can take the upper-hand of the hotel's pricing strategy.

Revenue management (RM) is managed by the company to sell service/product as much as possible for revenue. RM has been studied in various service contexts, including hotels (e.g., study of Cross et al., 2009). The hotel Revenue Managers/Owners offer perishable service products. It enables them to the most profitable mix of customers to release vacant rooms and increase hotel revenue (Algeciras & Ballesterro, 2017). It can be argued that price-sensitive customers who are willing to purchase at off times can do so at favorable prices. As opposed to those insensitive customers who want to purchase at peak times, will be able to do so at higher prices than normal times (Kimes & Wirtz, 2013). This is because updated information is subject to the rooms' availabilities and the discounted room rates are always available for a review of pre-established requirements. It is argued that CL intention is primarily attended by tourists in marketing. There are some reasons responsible for why more new customers than the repeated guests pay more room bookings for familiar hotels.

CS is prioritized for purchase intention because when customers perceive service quality of hotel (Li, Ye, & Law, 2013) indicating that it is on most quality time to relax, or on the vacation away from the office for a business trip (Hung C. L., 2017). This will result in better profit or performance productivity (Gavilan, Avello, & Navarro, 2018). Besides, a higher satisfaction level means an increase in the number of users to be provided (Napaporn, Aussadavut, & Youji, 2016). It gives rise in the income earned from more rooms sold which could be allocated to develop a hotel. However, those who uphold aspects of guest satisfaction via SQ are important and should be ordered in certain justifications. The SQ is measured in practice, but ineffective (Gilbert D. H., 1998). It is in the absence of support from operation staffs who are obliged to rely on themselves when it comes to resolving problems. For instance, incentives are in place to encourage reservation and front office staff to up-sell and cross-sell service/product (Cetina, Demirciftci, & Bilgihan, 2016). The purchase intention involves (González, Comesaña, & Brea, 2007) to measure customer satisfaction of hotel room rate strategy (Tabaku E. C., 2016). The authorities help lessen the impact of disruptions from unattended hoteliers in operation and price policy. A full-service hotel may track ten to

twenty different market segments in the transient and group markets (Steed & Gu, 2005), but the role of CA is nearly impossible to replace.

The boom in digital marketing extends interactive business environments. It transfers the meaning of getting to know CA. Its feature will attract customers to purchase/repurchase for greater loyalty to a hotel property (Hollebeek L. D., 2010). Customers can complain about the different rates due to discount policy of the hotel (Hanks, Cross, & Noland, 2002), and need the explanation from hoteliers (Choi & Mattila, 2004), or ask for a compensation claim against the hotel's rate policy (Price, Arnould, & Deibler, 1995). CA has a great source of changes in the firm's policies after a customer's voice. They may ask for apology and/or a refund for a complaint (Doorn J. , et al., 2010). Therefore, setting a hotel room rate strategy is not simply for being socially acceptable to every single use.

All in all, the existing knowledge supports the researcher to dig for more understanding of the online environment and room rate practices towards hotel' service quality. Therefore, CA and CS are attracting widespread interest due to their economic benefits. To increase hotel guests, the researcher identified factors affecting levels of satisfaction, attitude and loyalty through the quality of hotel service providers. Also, the mediating effect of CS on SQ, CA, and CL was accessed to highlight its significant role in the hotel setting.

## **2.2 Research model**

The results of previous studies were adapted in the path model (Fig. 2.2) which provides the knowledge of how to use the effects of online communication and room rate practices to improve CS and CA in the hotel setting. Accordingly, the online environment (i.e. guest reviews and hotel website) and hotel room rate strategy (i.e. setting for different prices for different guests in different booking channels) determine customer attitude, satisfaction, and loyalty towards the SQ of the hotel venue.

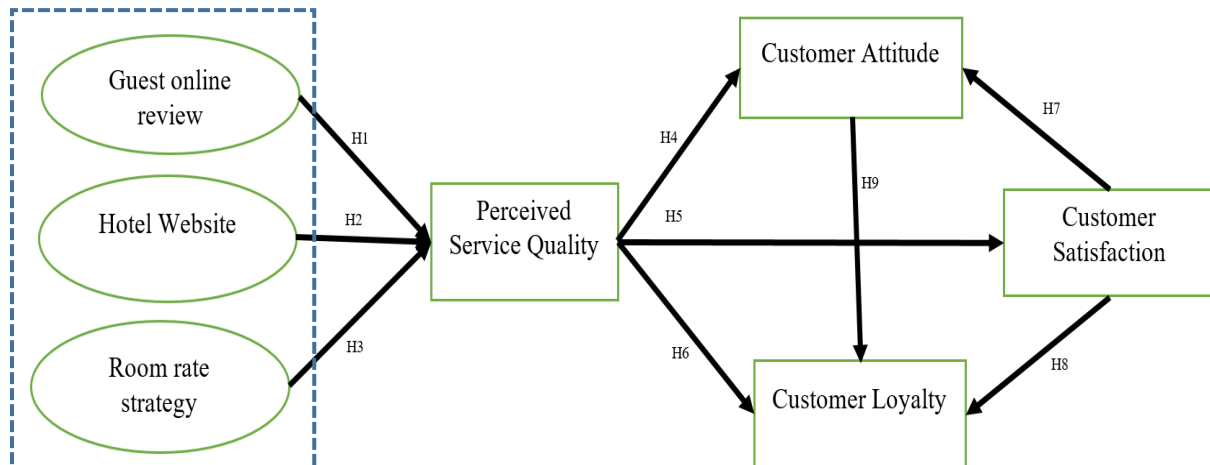


Figure 2.2. Conceptualization of the study (owned)

### 2.3 Research hypotheses

Based on the results collected from previous studies in Section 2.1, and the conceptual framework proposed in Section 2.2, the major hypotheses and sub hypotheses were developed and tested in this research as below:

H1: The guest online reviews affect service quality

- *H1a: The customer feedback affects service quality*
- *H1b: The management responses affect service quality*
- *H1c: The decision-making process affects service quality*

H2: The hotel website affects service quality

- *H2a: The customer perception of hotel website affects service quality*
- *H2b: The information and interface of hotel website affect service quality*
- *H2c: Trust affects service quality*

H3: The hotel room rate strategy affects service quality

- *H3a: The price fairness affects service quality*
- *H3b: The revenue management affects service quality*
- *H3c: The purchasing intention affects service quality*

H4: Service Quality affects Customer Attitude

H5: Service Quality affects Customer Satisfaction

H 6: Service Quality affects Customer Loyalty

H 7: Customer Satisfaction affects Customer Attitude

H 8: Customer Satisfaction affects Customer Loyalty

H 9: Customer Attitude affects Customer Loyalty

In this study, the researcher tested the impact on CS and CA towards service quality of luxury hotels, then examined the mediating effect of CS between the link of service quality and customer attitude; and service quality and customer loyalty

#### **2.4 Theoretical lenses of the research**

The nature of this study is an exploratory and quantitative method. This needs a prior reviewing of variables, indicators, and measurements to design the research precisely. The theory of guest online review, hotel website, and room rate strategy made up the theoretical framework of this study.

##### *The Guest Online Review Theory*

The theory explores the influence of guest feedback on the various internet sites towards the perceived service quality of the hotel. Each online reviewer is such a key ‘subjective’ aspect of their degree of satisfaction in hotel service, including value to money, quality of sleep, and service overall (Radojecic, Stanistic, & Stanic, 2017). Any positive online review engages the key factor of service quality evaluation and customer satisfaction (Mauri & Minazzi, 2103). Furthermore, based on customers' previous feedback, customers are willing to pay to have that such a service (Fuentes E. , 2016). On the contrary, any negative comments caused by the unpleasant experience can hurt the hotel’s reputation and customer’s purchasing intention (Wei, Miao, & Huang, 2013). The more attention from management response towards the frequency, speed and length of responses, the more effective interaction with customers (Li, Peng, Jiang, & Law, 2017). From these perspectives, hotel management plays a crucial role to handle complication of online feedbacks to boost e-service quality to customers. Consequently, the association of CA and CS on luxury hotels is looked through theoretical lenses of guest online reviews theory.

##### *The Hotel Website*

The growth of the Internet technology application has been used on hotel websites in hospitality and tourism management. The key function of a hotel website is an online marketing tool by using its content, interface, and consistency (Guizzardi, Porns, & Ranieri, 2017). The hotel websites impress customer perceived value on

trust and price equality to attract potential customers, and the intention to revisit afterwards (Abdullah, Jarayaman, & Kamal, 2016). Therefore, if the customers are satisfied with the websites, they are eager to make the booking and recommend the website to others (Mauri & Minazzi, 2103), and in versus (Ladhari & Michaud, 2015). The theory of hotel websites, consequently, is associated with CS and CA.

*The Room Rate Strategy*

Hotel managements conduct room rate strategy to maximize profit for the business. It is used to charge hotel guests with different rates, such as charging higher rates when market demand is high and lower rates to increase market demand when it is low. The room rates are different by various customer market segments, booking channels, pricing policies, promotional packages and membership programs to maximize customer loyalty level and sales revenue (Heo & Lee, 2011). As a result of the various room rate practice, customers who perceive a price as unfair may show their dissatisfaction behaviors (Heo & Lee, 2011) such as a negative attitude and/or switch to another hotel (Xia, et al., 2004). Hence, improper applications of revenue management principles might negatively impact customer satisfaction and intention for loyalty (Algeciras & Ballestero, 2017). The room rate strategy theory; therefore, engages in levels of CS and CA on luxury hotels.

**2.5 Definition of variables**

Definitions of key constructs and indicators are required to conceptualize and operationalize the research in Table 2.5

*Table 2.5. Definitions of constructs and indicators*

Indicators	Definitions	Key references	Items
<b>Guest Online reviews</b>			
	<b>Customer feedback:</b> The degree of one' advice to indicate one' level of satisfaction with the perceived service quality at the hotel and one uses the Internet to share the experience with the hotel (13,14,15,16,18)	(Mauri & Minazzi, 2103), (Cheung & Thadani, 2012), (Fuentes E. , 2016)	<b>4</b>
	<b>Management responses:</b> The degree to which one believes that management responses will make the two-way communication possible, particularly when service-related complaints are expressed in online reviews by consumers (11)	(Li, Peng, Jiang, & Law, 2017)	<b>3</b>

<p><b>Decision-making process:</b> The degree to which one believes that one' buying behavior is significantly affected by one's psychology and motivation; and previous positive ratings from other users. (9,10,12,17)</p>	<p>(Mauri &amp; Minazzi, 2103), (Chan I. C., Lam, Chow, Fong, &amp; Law, 2017), (Sirakaya &amp; Woodside, 2005)</p>	<p><b>4</b></p>
<p><b>Hotel website</b></p>		
<p><b>Customer perception:</b> The degree of one' cognition of website quality is positively based on the features in a website that meet one' needs and impress the total excellence of that website and directly impact one' purchase intentions (22,24,27, 28)</p>	<p>(Abdullah, Jarayaman, &amp; Kamal, 2016)</p>	<p><b>3</b></p>
<p><b>Information and Interface:</b> The degree of one' cognition of website quality is categorized as security, enjoyment, information quality, ease of use, and service quality (26,28)</p>	<p>(Guizzardi, Porns, &amp; Ranieri, 2017)</p>	<p><b>4</b></p>
<p><b>Trust:</b> The degree to which one believes that hotels must establish trust relationships with their online consumers, thereby affecting the willingness of one to book rooms online (23,25,30, 31)</p>	<p>(Abdullah, Jarayaman, &amp; Kamal, 2016), (Ladhari &amp; Michaud, 2015)</p>	<p><b>3</b></p>
<p><b>Room rate strategy</b></p>		
<p><b>Price fairness:</b> The degree to which one believes that the information of how a price has been determined has a significant effect on perceptions of pricing fairness, and consequently, willingness to purchase (36, 38, 43)</p>	<p>(Ferguson J. L., 2014), (Xia, et al., 2004), (Heo &amp; Lee, 2011)</p>	<p><b>3</b></p>
<p><b>Revenue Management:</b> The degree to which one believes that Revenue management refers to selling perishable service products to the most profitable mix of customers to maximize revenue (34, 35,40, 42)</p>	<p>(Algeciras &amp; Ballestero, 2017)</p>	<p><b>6</b></p>
<p><b>Purchase Intention:</b> The degree to which one believes that booking intention is the willingness and tendency of one to participate in trading, which involves the evaluation of service quality and product information (37, 39, 41)</p>	<p>(Ferguson J. L., 2014), (Guizzardi, Porns, &amp; Ranieri, 2017), (Algeciras &amp; Ballestero, 2017)</p>	<p><b>3</b></p>

Source: developed by the author



### **3. RESEARCH METHODOLOGY**

#### **3.1 Research procedure**

The researcher first defines the research problem. The next step is the literature review to identify factors influencing customer attitude and satisfaction. Following step is to measure hotel guest's opinion of guest review online, hotel website and room rate strategy towards service quality in luxury hotel settings. Then, the researcher analyzes the research questions, hypotheses and path model. Lastly, the data are developed, assessed and answered.

The data were collected as a cross-sectional study by the stratified samples through the online form and paper questionnaire after considering the arguments and concepts of this study. Some selected measurements were changed and/or excluded from the questionnaire to ensure they are suitable and reliable in the research context after accessing the Pilot test.

Further, the stratified sampling technique was used for this study. This served as exploratory research to find out some causal explanation features (Veal, 2006) using SPSS tools. The Smart PLS was used to assess the measurement model and a structural equation model. Finally, a thesis was documented by the support of empirical findings of statistical analysis and discussions of theoretical background.

#### **3.2 Demographic (N)**

##### *The demographic context*

The sample framework of the study was in the luxury hotel settings in VN, which is the 66th largest country in the world since 331,210sq.km with a 3,260km coastline and a population of 95,261,021 inhabitants (at 15<sup>th</sup> to the world) (CIA, 2017). VN tourism serves domestic and international travelers who are keen on the beach, natural sightseeing, history, and culture. The International and domestic tourists rose 15.5 million and 80 million tourists respectively (Vietnam Briefing, 2019). The total revenue from tourists was estimated at US\$400 million (Vietnam Briefing, 2019). The volume of markets was listed from the most to the least International visitors to VN as Asia, Europe, America, Oceania, and Africa (Vietnam tourism , 2019).

### *The luxury hotel setting*

About hotel settings, the total of 391 luxury hotels/resorts (4-star and 5-star) in VN included 261 4-star hotels with 33,764 rooms, 118 5-star hotels with 34,444 rooms, and 12 high-end resorts and apartments (VNAT, 2018). Whereas the 490 3-star hotels with 34,332 rooms were dominated by VN lodging services. Especially, the hotel sector in VN contributed more than US\$391million in revenues (VNAT, 2017) in which the luxury hotels and resort grew at 19% in total room revenue (CCIFV , 2018). The hotel industry; therefore, is growing healthily by International hotel groups, State companies, and local Joint Stock companies.

Throughout this paper, "luxury hotels" refers to 4 and 5-star hotels or resorts defined by the VNAT. The luxury hotels connect their customers with satisfying and delighting services. It is, therefore, expecting to serve hotel guests with personalized services (i.e. butler service, pick-up service with limousine, etc.), fancy public (i.e. fine-dining restaurant and bar within a hotel, health club, etc.), and a perfect in-room services with high-tech installation (i.e. roomy bedroom, attractive bathroom, etc.).

### *The sampling' characteristics*

The particular customers of those luxury hotels are high-paying guests and in return, they expect to have high standards such as excellence in service, in rooms, in dining and everything else a good hotel offers (Trip savvy , 2019) despite the purposes of stay for business or leisure. They expect to be served like very important persons (VIPs) and, consequently, are straightforward to ask for higher requirements and/or ask for hotel' reimbursements for happening any troubles or complaints related to the quality of service or facility provided by hotels. However, it is sometimes nothing involved with hotel service/product, there are always those who find a reason to complain to the hotel to claim compensation, such as getting free of charge for the accommodation, discounting for service, upgrading to higher room standard/VIP type, etc. The reason may be caused by guests with an awful day, and a small situation simply became a big problem happening at the wrong place at the wrong time. Therefore, the hotels need to stay focused on dealing with guests, especially with guests' complaints such as follow-up or exceed guest expectations,

provide proper training for the staff, keep an eye on the hotel website, respond to comments, do something with complaints, etc.

### **3.3 Sample size (n)**

Firstly, the sample framework employed randomly tourists on the online and offline platforms. Secondly, the researcher selected respondents who have experienced the service of luxury hotels, also, it would be ideal participants for being trained/worked in the hotel and tourism industry. The stratified random sampling technique employed to select appropriate tourists for the respective sample strictly. Next, the sample size normally recommended for the standard of 95 percent confidence level and a 5 percent margin of error. Finally, according to the sample size of Krejcie and Morgan (1970) and Hair et al. (2010), if the population is above one million sample units or/and the population is unknown, the appropriate sample size (n) will be from 300 to 384 respondents respectively.

### **3.4 Research approach**

#### **3.4.1 Data collection – online form**

The online questionnaire was made by Google forms to allow the researcher to track and remind responses. This approach took a respondent from 7 to 10 minutes to fill the form. The researcher used the personal Facebook account and e-mail invitation to send Vietnamese link to VN tourists. The English link was sent to foreign tourists who are friends on social media and co-workers. All the compulsory questions were asked to complete by this online form to avoid missing data. Sometimes, when facing the respondents, they preferred to use the online form available on the researcher's mobile devices to substitute for the manual one.

#### **3.4.2 Data collection – offline form**

Regarding the offline platform, the researcher asked tourists' permission to help complete the survey. For convenience, this face-to-face technique consumed from 10 to 15 minutes of meeting Vietnamese and International hotel guests. At first, the front desk staff in two 4-star hotels in HCMC assisted the researcher to observe and collect data from in-house guests who were sitting relaxed at the lobby or informing leave for their homes. Next, the researcher got answers from applicants who were relaxing in the park or drinking coffee/beer at the center of HCMC, Hanoi, and

Quang Binh and Da Nang. Furthermore, following the one-day Mekong delta boat tour which is one of the best places to visit in the South of VN, enabled the researcher and tour guide to ask for tourists' responses when they were waiting for the coming boats. The researcher also collected data from a few International passengers who were free at the airport boarding gates for their destinations. For time constraint, the online questionnaire was filled by the respondent's Facebook account.

### **3.5 Analysis tools**

The IBM SPSS (v.22) was used to analyze the data. The descriptive statistic was used to access participants' demographic characteristics when experience on guest reviews, hotel website, and room rate strategy. The Smart PLS-SEM (v.2) was used to estimate the relationships between the residuals and then assess their impacts on the model. The PLS algorithm associated the process of internal consistency, convergent validity, discriminant validity, and evaluation of the structural model. The bootstrapping was run to test the significance of the indicator loading as a re-sampling method (5000 re-samples).

## **4. KEY FINDINGS**

### **The characteristics of respondents**

A modified questionnaire delivered to a total of 421 replies with the response rate was 91.6% (386 valid responses). The excluded samples were incomplete or answered with all 'strongly agree/disagree' in the questionnaire. The final survey version was collected from June 2018 to March 2019 in three main destination cities of Vietnam (HCMC, Hanoi, and Middle). The results presented the respondents were aged from above 18 to 45 years olds. 79.4% of applicants were young from 18 to 35 years old. Females were the majority of the study (61.7%). The approximate frequency of their daily internet use included <4 hours (21.8%), from 4-8 hours (44%) and above 8 hours (34.2%). Especially, the applicants were experienced and trained in the hotel and tourism industry at 55.7% from positions of Staff, Supervisor, Manager and General Manager (44%, 14.8%, 19.9%, and 1.8% respectively). Therefore, they are strict and higher expectation from the value of service quality. The respondents mostly worked from above 5 years experienced at 61.7%. The personal income monthly from above US\$500 was 75.1% enable respondents to use service from luxury hotels. The continent regions of respondents were from Asian, American, Australian, European and African at 73.52%, 12.77%, 6.54%, 4.05%, and 3.12% respectively.

### **The association of online communication on respondents**

The majority of the OTA website which foster customer experience and room revenue for the hotel was Agoda site (31%). The Booking and Traveloka sites were followed at 23% and 16%, respectively. The other choices of booking on OTAs sites were TripAdvisor, Expedia, Trivago, Kayak, and Orbitz. These OTAs sites did not only provide more channels for room bookers, but also expanded them to substitute hotel venues for cruises, guesthouses, and other types of lodging service. The complication may arise when 43 samples (consumed 11% of the total 386 respondents) refused to take a room available on the hotel websites. To account for this action, Ahmad and Sun (2018) explained mistrust or lack of interest in the booking function of the hotel website. The contributing motivators of *nice images*,

*ease and functional interface, and offered more benefits* were the top options for booking directly through the hotel website at 11%, 9%, and 8%, respectively. However, there was only 61.9% of respondents go on with booking intention on the hotel website.

**Customer attitude on qualitative data of the questionnaire**

The results revealed that (1) 27% of “*self-protection*” (Radojevic, Stanisic, & Stanic, 2017) shows guests’ reaction on “*complain to hotelier*” (Alexandris, Dimitriadis, & Markata, 2002) and “*cancel and switch to other hotels*” (Keaveney, 1995); (2) 23% of “*revenge*” (Chathoth P. , et al., 2014) arrays guest disappointment to express on “online review” and “offline” – WOM; (3) 17% of “*repurchase*” (Chiu, Chang, Cheng, & Fang, 2009) views the guest positive reaction on the satisfaction mood on “*recommend to others*”; (4) 3% of “*return*” (Oliver R. , 1999) to use hotel service; (5) 15% of “*rewards/other*”; and the rest of portion describe with no ideas.

**Research hypotheses and questions**

Based on the research’ results, CS and CA were found to have a significant correlation on the service quality of the hotels. Afterwards, the service quality had a knot-on effect on hotel guests' levels of satisfaction, attitude, and loyalty towards the online community and room rate practices.

Furthermore, CS effected on CA and CL. CL was also influenced positively by CS and CA. Additionally, CS was found to have a partial mediation effect on the relationship of two links as SQ and CA; and SQ and CL.

As shown in table 4, a summary of the research hypotheses is provided under each research question. All hypotheses (i.e., H1 (a,b,c), H2 (a,b,c), H3 (a,b,c), H4, H5, H6, H7, H8 and H9) were supported by the empirical findings.

*Table 4. Summary of the research questions and hypotheses*

<b>Research questions and Hypothesis statements</b>		<b>Results</b>
<b>Q1. Is customer satisfaction a significant predictor of customer attitude?</b>		
H7	Customer Satisfaction affects Customer Attitude	Supported
<b>Q2. Are there positive relationships among online communities, customer satisfaction and customer attitude towards perceived service quality?</b>		
H1	The guest online reviews affect service quality	Supported

	<i>H1a: The customer feedback affects service quality</i> <i>H1b: The management responses affect service quality</i> <i>H1c: The decision-making process affects service quality</i>	
H2	The hotel website affects service quality <i>H2a: The customer perception of hotel website affects service quality</i> <i>H2b: The information and interface of hotel website affect service quality</i> <i>H2c: Trust affects service quality</i>	Supported
H4	Service Quality affects Customer Attitude	Supported
H5	Service Quality affects Customer Satisfaction	Supported
<b>Q3. Are there positive correlations among hotel room rate strategy, customer satisfaction and customer attitude towards perceived service quality?</b>		
H3	The hotel room rate strategies affect service quality <i>H3a: The price fairness affects service quality</i> <i>H3b: The revenue management affects service quality</i> <i>H3c: The purchasing intention affects service quality</i>	Supported
H4	Service Quality affects Customer Attitude	Supported
H5	Service Quality affects Customer Satisfaction	Supported
<b>Q4. How do luxury hotels can leverage the service quality to earn higher sales volume on customer attitude and satisfaction?</b>		
H6	Service Quality affects Customer Loyalty	Supported
H7	Customer Satisfaction affects Customer Attitude	Supported
H8	Customer Satisfaction affects Customer Loyalty	Supported
H9	Customer Attitude affects Customer Loyalty	Supported

## 5. LIMITATIONS OF THE STUDY

1. It is plausible that several limitations may influence the results obtained. The research scope was taken from 4-star to 5-star hotels. The restricted use of luxury setting could account for inapplicable to below 3-star hotels.
2. The possible source of error is from the respondents. They may confuse or contain different understandings of knowledge and information provided in the questionnaire. Additionally, the English theme of the questionnaire is not quite familiar to Asian respondents (i.e., Korean, Chinese, and Malaysian), which causes a little disappointing to them. This drawback may affect the established generalize-ability of the designed framework and different evaluations of the questionnaire.

3. Another downside engages in time constraints of respondents to fill the questionnaires on the offline form.
4. As the focus of the study was on the influence of online communication and hotel room rate practice on CS and CA, other direct factors may count for, such as staff performance, service environment, service facility, etc.
5. The method used to collect the data only conducted from three regions of VN with the hotel guests' view that would arise reasons for possible errors. Therefore, the study could be more appropriate to access longitudinal than cross-sectional data to minimize negative factors.

Those inconsistencies, as described above, need further investigation.

## **6.CONCLUSIONS**

1. The changes like hotels and tourism in the digital age, establishments can hardly depend on their present performance or work in the same competitive environment for their whole life business. To the best of the researcher's knowledge, the findings are the first study to explore the impact of online service (i.e., guest review and website of the hotel venue) and sophisticated service of hotel room rate practice on the base of CS and CA.
2. Another increasingly important policy, an effective hotel room rate strategy is offering unparalleled benefits to the hotels. The yield management and cross channel prices were observed to increase revenue for hotel operator and have significant determinants of customer perceptions and behaviors
3. The effective handling of hotel websites is offering benefits to the hotels for improving CS and CA. On the convenience of information and real-time transactions, perceived e-service quality is having a favorable attitude towards travel shopping and supporting lifestyle for users' benefits.
4. The study's output clarified and highlighted the contribution of customers' feedback, which is substantial to the sustainable progress of e-service management in this context.



5. The results of this study achieved possible ways for hoteliers to leverage service quality on CA and CS as the stable root in developing customer loyalty. In the practical aspect, this study contributed a more precise picture to Sale and Marketing Managers, especially the Digital and Content Marketing team, for filling the next-demanding up of customers with different distribution channels.
6. This study also provided guidelines for Policymakers, Owners, Hotel Managers, and Revenue Managers to handle the guest issues on the internet and practice of setting hotel policy in the complexity of the lodging market.

## REFERENCES

1. Ahmad, W., & Sun, J. (2018). Modeling consumer distrust of online hotel reviews. *International Journal of Hospitality Management*, 71, 77-90.
2. Alexandris, K., Dimitriadis, N., & Markata, D. (2002). Can perceptions of service quality predict behavioral intentions? An exploratory study in the hotel sector in Greece. *Managing Service Quality: An International Journal*, 12(4), 224-231.
3. Algeciras, A. R., & Ballesteros, B. T. (2017). An empirical analysis of the effectiveness of hotel Revenue Management in five-star hotels in Barcelona, Spain. *Journal of Hospitality and Tourism Management*, 32, 24-34.
4. Amaro, S., & Duarte, P. (2015). An integrative model of consumers' intentions to purchase travel online. *Tourism Management*, 46, 64-79.
5. Anderson, E., Fornell, C., & Mazvancheryl, S. (2004). Customer satisfaction and shareholder value. *Journal of Marketing*, 68(4), 172-185.
6. Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27, 391-402.
7. Barreda, A., Bilgihan, A., Nusair, K., & Okumus, F. (2016). Online branding: Development of hotel branding through interactivity theory. *Tourism Mgmt*, 57, 180-192.
8. Bauer, H. H., Hammerschmidt, M., & Falk, T. (2005). Measuring the quality of e-banking portals. *International Journal of Bank Marketing*, 23, 153-175.
9. Boulding, W., Kalra, A., Staelin, R., & Zeithaml, A. (1993). A dynamic process model of service quality: from expectations to behavioral intentions. *J. of Marketing R.*, 7-27.
10. Cantalops, A. S., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41-51.

- 11.Chan, I. C., Lam, L. W., Chow, C. W., Fong, L. H., & Law, R. (2017). The effect of online reviews on hotel booking intention. *Int. Journal of Hospitality Management*, 54-65.
- 12.Chang, H., & Chen, S. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online Infor. Review*, 32(6), 818-841.
- 13.Chathoth, P. K., Ungson, G. R., Altinay, L., Chan, E., Harrington, R., & Okumus, F. (2014). Barriers affecting organisational adoption of higher order customer engagement in tourism service interactions. *Tourism Management*, 42, 181-193.
- 14.Chen, S. C., & Dhillon, G. S. (2003). Interpreting Dimensions of Consumer Trust in E-Commerce. *Information Technology and Management*, 4(2), 303-318.
- 15.Cheng, M., & Edwards, D. (2015). Social media in tourism: A visual analytic approach. *Current Issues in Tourism*, 18, 1080-1087.
- 16.Cheung, C., & Thadani, D. (2012). The impact of electronic word-of-mouth communication: a literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470.
- 17.Chiu, M., Chang, C., Cheng, H., & Fang, Y. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33(4), 761-784.
- 18.Choi, S., & Mattila, A. (2004). Hotel revenue management and its impact on customers' perceptions of fairness. *Journal of Revenue and Pricing Management*, 2(4), 303–314.
- 19.Corritore, C. L., Kracher, B., & Wiedenbeck, S. (2003). On-line trust: concepts, evolving themes, a model. *International Journal of Human-Computer Studies*, 58(6), 737-758.
- 20.Doorn, et al. (2010). Customer engagement behavior: theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253-266.
- 21.Everard, A., & Galletta, D. F. (2014). How presentation flaws affect perceived site quality, trust, and intention to purchase from an online store. *J. of Mgmt. Infor. Systems*, 22, 56-95.
- 22.Ferguson, J. L. (2014). Implementing price increases in turbulent economies:Pricing approaches for reducing perceptions of price unfairness. *J. of Business R.*, 67(1), 2732-2737.
- 23.Fuentes, M. E. (2016). Are guests of the same opinion as the hotel star-rate classification system? *Journal of Hospitality and Tourism Management*, 29, 126-134.
- 24.González, M., Comesaña, L., & Brea, J. (2007). Assessing tourist behavioral intentions through perceived service quality and customer satisfaction. *J. of Business R.*, 60(2), 153-160.

25. Guizzardi, A., Poms, F., & Ranieri, E. (2017). Advance booking and hotel price variability online: Any opportunity for business customers? *Int. J. of Hospitality Mgmt.*, 64, 85-93.
26. Guo, X., Zheng, X., Ling, L., & Yang, C. (2014). Online coopetition between hotels and online travel agencies: From the perspective of cash back after stay. *Tourism Management Perspectives*, 12, 104–112.
27. Heo, C., & Lee, S. (2011). Influences of consumer characteristics on fairness perceptions of revenue management pricing in the hotel industry. *Int. J. of Hospitality Mgmt.*, 30, 243–251.
28. Hollebeek, L. D. (2010). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7), 785-807.
29. Hsu, C. L., Chang, K. C., & Chen, M. C. (2012). The impact of website quality on customer satisfaction and purchase intention: perceived playfulness and perceived flow as mediators. *Information Systems and e-Business Management*, 10(4), 549–570.
30. Hsu, R., & Cathy, H. (2005). Customers' perceptions on the importance of hotel web site dimensions and attributes. *Int. J. of Contemporary Hospitality Management*, 17, 493-503.
31. Hung, C. (2017). Online positioning through website service quality: A case of star-rated hotels in Taiwan. *Journal of Hospitality and Tourism Management*, 31, 181-188.
32. Hwang, E., Baloglu, S., & Tanford, S. (2019). Building loyalty through reward programs: The influence of perceptions of fairness and brand attachment. *International Journal of Hospitality Management*, 76, 19-28.
33. Hwang, J., & Ok, C. (2013). The antecedents and consequence of consumer attitudes toward restaurant brands: A comparative study between casual and fine dining restaurants. *International Journal of Hospitality Management*, 33(1), 121–131.
34. Ip, C., Law, R., & Lee, H. (2012). The evaluation of hotel website functionality by fuzzy analytic hierarchy process. *J. Travel Tourism Marketing*, 29(3), 263-278.
35. Jeong, M. Y., Oh, H., & Gregoire, M. (2003). Conceptualizing Web site quality and its consequences in the lodging industry. *Hospitality Management*, 22, 161-175.
36. Jiang, Z., Wang, W., Tan, C., & Yu, J. (2016). The determinants and impacts of aesthetics in users' first interaction with websites. *J. Manage. Inf. Syst*, 33(1), 229-259.
37. Kamarulzaman, Y. (2007). Adoption of travel e-shopping in the UK. *International Journal of Retail & Distribution Management*, 35(9), 703-719.
38. Ladhari, R., & Michaud, M. (2015). eWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. *Int. Journal of Hospitality Management*, 46, 36–45.

- 39.Li, H., Ye, Q., & Law, R. (2013). Determinants of customer satisfaction in the hotel industry: an application of online review analysis. *Asia Pacific J. of Tourism Research*, 18, 784-802.
- 40.Li, L., Penga, M., Jiang, N., & Law, R. (2017). An empirical study on the influence of economy hotel website quality on online booking intentions. *Int. J. of Hospitality Mgmt*, 63, 1–10.
- 41.Ling, L. Y., Dong, Y. F., Guo, X. L., & Liang, L. (2015). Availability management of hotel rooms under cooperation with online travel agencies. *Int.J. of Hosp. Mgmt*, 50, 145-152.
- 42.Ling, L., Guo, X., & Yang, C. (2014). Opening the online marketplace: An examination of hotel pricing and travel agency on-line distribution of rooms. *Tourism Mgmt.*, 45, 234-243.
- 43.Liu, Z., & Park, S. (2015). What makes a useful online review? Implication for travel product websites. *Tourism Management*, 47, 140-151.
- 44.Liua, M., Wong, I., Tseng, T., Chang, A., & Phau, I. (2017). Applying consumer-based brand equity in luxury hotel branding. *Journal of Business Research*.
- 45.Ma, A., Law, R., & Ye, Q. (2008). The functionality of the performance of international chain hotel websites in Hong Kong, Shanghai & Beijing. *Asian J. Tourism Hosp. Res*, 2(1), 13-24.
- 46.Mauri, A., & Minazzi, R. (2013). Web reviews influence on expectations and purchasing intentions of hotel potential customers. *Int. J. of Hospitality Management*, 34, 99–107.
- 47.Nair, G. K. (2018). Dynamics of pricing and non-pricing strategies, revenue management performance and competitive advantage in hotel industry. *Int. J. of Hospitality Mgmt*.
- 48.Napaporn, R., Aussadavut, D., & Youji, K. (2016). Optimizing customer searching experience of online hotel booking by sequencing hotel choices and selecting online reviews: A mathematical model approach. *Tourism Management Perspectives*, 20, 55–65.
- 49.Ogut, H., & Tas, B. (2012). The influence of internet customer reviews on the online sales and prices in hotel industry. *The Service Industries Journal*, 32(2), 197-214.
- 50.Oliver, R. (1981). Measurement and evaluation of satisfaction processes in retail settings. *Journal of Retailing*, 57(3), 25–48.
- 51.Oliver, R. (1999). Whence customer loyalty? *Journal of Marketing*, 63(4), 33–44.
- 52.Price, L., Arnould, E., & Deibler, S. (1995). Consumers' emotional responses to service encounters: the influence of the service provider. *International Journal of Service Industry Management*, 6(3), 34-63.
- 53.Radojevic, T., Stanisic, N., & Stanic, N. (2017). Inside the rating scores: a multilevel analysis of the factors influencing customer satisfaction in the hotel industry. *Cornell Hospitality Quarterly*, 1-32.

54. Rasoolimanesh, S. M., Md Noor, S., Schuberth, F., & Jaafar, M. (2019). Investigating the effects of tourist engagement on satisfaction and loyalty. *The Service Industries J.*, 1-16.
55. Rianthong, N., Dumrongsiri, A., & Kohda, Y. (2016). Optimizing customer searching experience of online hotel booking by sequencing hotel choices and selecting online reviews: A mathematical model approach. *Tourism Mgmt. Perspectives*, 20, 55–65.
56. Sanyal, S. N., Datta, S. K., & Banerjee, A. K. (2014). Attitude of Indian consumers towards luxury brand purchase: An application of ‘attitude scale to luxury items’. *International Journal of Indian Culture and Business Management*, 9(3), 316–339.
57. Schmidt, S., Cantalops, A. S., & Santos, C. P. (2008). The characteristics of hotel websites and their implications for website effectiveness. *Int. J. of Hospitality Mgmt.*, 27, 504–516.
58. Soyoung, B., & Busser, A. J. (2018). Meeting planners' online reviews of destination hotels: A twofold content analysis approach. *Tourism Mgmt.*, 66, 287-301.
59. Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, 33, 1310-1323.
60. Sparks, B. A., So, K. K., & Bradley, G. L. (2016). Responding to negative online reviews: The effects of hotel responses on customer inferences of trust and concern. *Tourism Management*, 53, 74-85.
61. Steed, E., & Gu, Z. (2005). An examination of hotel room pricing methods: Practised and proposed. *Journal of Revenue and Pricing Management*, 3(4), 369–379.
62. Tabaku, E. C. (2016). An assessment of service quality and customer satisfaction in the hotel sector. *Tourism & Hospitality Industry*, 480-489.
63. Verhoef, P., & Reinartz, W. (2010). Customer engagement as a new perspective in customer management. *Journal of Service Research*, 13(3), 247-252.
64. Wei, W., Miao, L., & Huang, Z. (2013). Customer engagement behaviors and hotel responses. *International Journal of Hospitality Management*, 33, 316-330.
65. Xia, L., Monroe, K., L. Cox, J., Kent, B., Monroe, K., & M Jones, J. (2004). The price is unfair! a conceptual framework of price fairness perceptions. *J. of Marketing*, 68, 1-15.
66. Zhao, Y., Xu, X., & Wang, M. (2018). Predicting overall customer satisfaction: Big data evidence from hotel online. *Int. J. of Hospitality Management*, 111-121.

## **LIST OF PUBLICATIONS BY THE AUTHOR**

### **Articles in journals**

1. Vo, N.T., Chovancova, M., Ho, T.T. (2019). The impact of e-service quality on customer satisfaction and consumer engagement behaviors towards luxury hotels. *Journal of quality assurance in hospitality and tourism*, 1-25.

2. Vo, N.T., Chovancová, M., Tri, H.T. (2019), A major boost to the website performance of up-scale hotels in Vietnam, *Management & Marketing. Challenges for the Knowledge Society*, Vol. 14, No. 1, pp. 14-30.
3. Vo, N.T., Chovancova, M. (2019). Customer satisfaction & engagement behaviors towards room rate strategy of luxury hotels. *Journal of Tourism and Hospitality Management*. (The paper is accepted to publish in Dec 2019).
4. Vo, N.T., Chovancova, M., Nguyen, Lien. H. L., & Pham, N. T. (2018). The decision-making process contributes substantially to guest reviews online towards sustainable development of hotel and tourism. *Journal of Institutions and Economies*. (The paper is accepted to publish in Q1/2020)
5. Vo, N.T., Chovancova, M. (2019). Building satisfaction through service quality: the influence of room rate strategy towards luxury hotels in Vietnam tourism market. *The 10th International conference on applied economics: Contemporary issues in economy. Toruń, Poland, 27-28 June 2019*. (The paper is accepted to publish in Journal index of SCOPUS in Q1/2020).
6. Tri, H.T., Vo, N.T., Sipko, J. (2019), Predicting overall staffs' creativity and innovative work behavior in banking, *Management & Marketing. Challenges for the Knowledge Society*, Vol. 14, No. 2, pp. 188-202, ISSN 2069–8887.
7. Tri, H.T., Vo, N.T., Vu, H.D. (2019), The determinants of foreign direct investment in ASEAN: New evidence from financial integration factor, *Business and Economic Horizons*, Vol.15, Issue3.
8. Tri, H.T., Vo, N.T. (2019). The factors affecting the disparity of Vietnamese gold prices and gold prices in the World. *Journal of Competitiveness*, ISSN 1804-1728
9. Pham, N.T., Phan, Q.P.T., Tučková, Z., Vo, N.T., Nguyen, L.H.L. (2018). Enhancing the organizational citizenship behavior for the environment: the roles of green training and organizational culture”, *Management & Marketing. Challenges for the Knowledge Society*, Vol. 13, No. 4, pp. 1174-1189.

#### **Articles in International conference proceeding**

1. Vo, N.T., (2018). Tourist attitude on luxury hotels. *In DOKBAT 2018 - 14th Annual International Bata Conference for Ph.D. Students and Young Researchers* (Vol. 14). Zlín: Tomas Bata University in Zlín, Faculty of Management and Economics. 261-275.
2. Vo, N.T., Chovancova, M., Nguyen, Lien. H. L., & Pham, N. T. (2018). The contribution of guest online reviews on upscale hotels to sustainable tourism. *5<sup>th</sup> International Conference on Finance and Economics, Ton Duc Thang University, Vietnam*. 488-510. ISBN: 978-80-7454-767-6.
3. Vo, N.T., Tučková, Z., Chovancova, M., Pham, N. T., & Nguyen, Lien. H. L. (2018). An investigation of factors affecting customer satisfaction and brand loyalty towards the service quality of online hotel booking channels.

*International scientific conference “Economics Management Finance” Bratislava, Slovakia.*

4. Vo, N.T., Pham, N. T., Chovancova, M., Tri, H.T., Vo, V.H. (2018). Hotel website and its sustainable development goals. *The 8th international conference on Management, Economics and Humanities (ICMEH) on December 7th to 9th, 2018 in Barcelona, Spain.* ISBN 978-609-8239-67-6.
5. Pham, N. T., Phan, Q. P. T., Tučková, Z., Vo, N.T., Nguyen, Lien. H. L., (2018). Enhancing the organizational citizenship behavior for the environment: the roles of green training and organizational culture. *International scientific conference “Economics Management Finance”(EMF 2018), Bratislava, Slovakia.*
6. Pham, N. T., Vo, N.T., Nguyen, Lien. H. L., & Vu, H. M. (2018). Why human resource management should go green in hotels: internal benefit perspective. *12<sup>th</sup> International Management Conference (ICM 2018) - Management Perspectives in the Digital Era, Bucharest, Romania.*

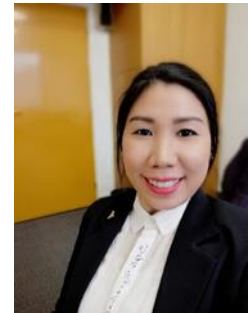
## AUTHOR’S PROFESSIONAL CURRICULUM VITAE

**Nga Thi VO** - Vietnamese

**Contact:** +84 090.660.8790

**Email:** [ngavongoc789@gmail.com](mailto:ngavongoc789@gmail.com); [nga.vothi@hoasen.edu.vn](mailto:nga.vothi@hoasen.edu.vn)

**Expertise:** Training and Management in Hospitality, Tourism and Higher Education.



### EDUCATION

Degree	Major	School	Duration
Cert	Writing for Publication	Hoa Sen University, <b>Vietnam</b>	2017
<i>Cert</i>	Data science and Machine Learning	Ton Duc Thang University, <b>Vietnam</b>	2017
<i>Doctor</i>	Economics and Management	Tomas Bata University in Zlin, <b>Czech Republic</b>	2016 – 2020
<i>Cert</i>	Academic IELTS	IDP Education, <b>Vietnam</b>	2016
<i>Cert</i>	Educational teaching skills for Bachelor Degree students	Pedagogy University, <b>Vietnam</b>	2014
<i>Cert</i>	Teachers of English to Speakers of Other Languages (TESOL)	The American TESOL Institute, <b>USA</b>	2013 – 2014
<i>Master</i>	Business Administration	Open University Malaysia, <b>Malaysia</b>	2011 – 2013
<i>2<sup>nd</sup> Bachelor</i>	English	HUFLIT, <b>Vietnam</b>	(incomplete)

<i>Bachelor</i>	Business Administration	United Business Institute, <b>Brussels</b>	2007- 2009
<i>Diploma</i>	Tourism and Hospitality Management	Latrobe University, <b>Australia</b>	2003- 2005

### **Academic, Research and Social Awards**

<b>Awards</b>	<b>Subjects</b>
International award by Organizing Committee of the 13 <sup>th</sup> International Conference on Business Excellence, <b>Romania</b>	A best paper award from the 13th International Conference on Business Excellence, Bucharest Romania, organized by Society in Business Excellence jointly with the UNESCO Department for Business Administration at the Faculty of Business Administration in Bucharest from the 21-23 March 2019.
International grant by Transilvania University in Brasov, <b>Romania</b>	International grant for accommodation, meals, and travel by the 3 <sup>rd</sup> <b>EGOS</b> , Transilvania University in Brasov “Managing and Organizing in Challenging Times”
Commendation awards by Hoa Sen University, <b>Vietnam</b>	<ol style="list-style-type: none"> <li>1. Outstanding performance achievement in lab renovation that was qualified as a 4-star hotel in 2015</li> <li>2. "Working and leading to the moral example of Ho Chi Minh, President" in 2013</li> <li>3. 3<sup>rd</sup> prize for a dedicated academic advisor in supervising student to conduct scientific research in 2015</li> <li>4. “Lady of dual outstanding performance achievement” from 2006 to 2012</li> </ol>
Commendation awards by La Trobe University, <b>Australia</b>	<ol style="list-style-type: none"> <li>1. Bachelor Degree Scholarship of Sport, Tourism and Hospitality Management in 2005</li> <li>2. Outstanding Academic Achievement – from 2003 to 2005</li> </ol>

### **WORKING EXPERIENCES**

- **Manager/Academic Advisor/Lab Coordinator/Lecturer:** Hoa Sen University, Tourism Faculty: Dec 2005 to date
- **Dean of Hospitality and Tourism Faculty:** Him Lam Vocational College
- **Hotel jobs and Tour guide:** Thang Long Travel and Airlines Ticket Company, Saigon Tourist and Travel Service Company, Daily Fresh Company, Pan-Pacific Kuala Lumpur International Airport Hotel, Mines Beach Resort, Putrajaya Marriot Hotel, Palace of Golden Horses, Allson Klana Nilai Hotel.
- **Professional Counsellor:** Riverside Danang hotel, Jolie Siam Company, Viet Tri Academic Company, KFC Company, Cititel Vietnam Hotel Chain.



Nga Thi VO, Ph.D.

**Customer attitude and customer satisfaction towards luxury hotels in  
Vietnam**

Postoj zákazníků a zákaznická spokojenost s luxusními hotely ve Vietnamu

Doctoral Thesis Summary

Published by Tomas Bata University in Zlín,  
nám. T.G. Masaryka 5555, 760 01 Zlín

Edition: published electronically  
1<sup>st</sup> edition

Typesetting by: **Nga Thi VO**

This publication has not undergone any proofreading or editorial review.

Publication year: 2020

ISBN 978-80-7454-905-2

