

## REVIEW for Doctoral Thesis

### NGA THI VO - Customer attitude and customer satisfaction towards luxury hotels in Vietnam

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Date of defence	Tomas Bata University in Zlin February 2020

#### Topic of dissertation:

The thesis is focused on actual and interesting topic which aims to explore the influence of customer experience of service quality towards luxury hotels in Vietnam. Customer perception of quality and customer attitude are important information for service organization (including the hotel industry). These organizations are trying to find out the value of the perceived quality that represents the key information for them. The thesis provides the necessary starting points for processing the selected topic of the dissertation.

#### Goal and Research Objectives and Research Questions

Research objectives and key research questions have been defined on the pages 17, on the page 38 are state the hypotheses. The main study raises question is *“What are the factors influencing customer attitude and customer satisfaction?”*

To achieve the main study question are the sub research questions set:

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?

In parallel with the research questions were conducted the following objectives:

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.

The author has narrowed her goals and research questions in comparison with the theses of her dissertation thesis and elaborated better, which I rate positively. She defined the luxury hotels in Vietnam in the thesis on the pages 17-18.

Goals and Research questions are enough for this type of work.

**The literature review** is well processed and has enabled the author to define and operationalize (measure) the basic constructs and relationships within the topic. It enabled to identify the research gap and to formulate the research problem at which the dissertation will further focus.

However, in the theoretical part of the thesis I lack a chapter on macroeconomic analysis of the hospitality market in Vietnam, at least in regions with a high number of luxury hotels. Theoretical part of the work is only 16 pages long. The literature review should content more pages on the theoretical part.

I have the question On the page 17 you state that “In Vietnam, the tourism industry is growing continuously”. Can you prove this claim with an emphasis on luxury hotels?

### **Research Methodology**

Author describes on the page 37 the research model and hypotheses. The model comprises 9 constructs, which contains all the important concepts of customer satisfaction, such as: service quality, customer attitude, loyalty, satisfaction and the relationships between them. On the page 43 author introduced the research procedure. This procedure can be used in the type of this work.

Please can you explain how did you distributed the questionnaire's? Who asked potential respondents, how did you choose them?

Why you did not use to clarify the conclusions the SERVQUAL analysis, which designed to captured consumer expectations and perceptions of a service along the five dimensions that are believed to represent service quality. For the work of your topic is directly offered.

In the chapter 6 the author presents the main findings and results of the hypothesis. All the hypothesized was supported. Are you sure that the hypotheses were properly created?

Research question were answered.

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**Importance for practice and for the development of science**

Author describes the expected gains for theory and for practice in the chapter 7. These can be considered as new findings in the area of customer satisfaction with the regional use in the practice way.

**Formal adjustment of the thesis**

The formal adjustment of thesis meets the requirements of this type of work. In the list of references, the author presents approximately 274 titles of domestic and foreign literature, the titles are current, relevant and their usage is correctly cited in the text of the thesis (from my point of view I'm not sure, that all of them are used in the text. The work is written in clear language. Sometimes, misspellings occur and some chapters are not logically interconnected.

**Author's publications**

Student NGA THI VO published 9 articles in journals and 6 international conference articles.

**Final statement of the reviewer**

The processing of the Doctoral thesis complies with the applicable requirements imposed on this type of work.

**I recommend the Doctoral Thesis to the defence. In the case of the successful defence, I recommend to award Mrs. Nga Thi Vo the title “philosophiæ doctor”**



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Zlín, 09. February 2020

doc. Ing. Zuzana Tučková, PhD.