THE EXPECTATION IN SERVICE STANDARD IN FOOD AND BEVERAGE DEPARTMENT: A CASE STUDY IN BOUTIQUE HOTEL, BANGKOK

THANASIT SUKSUTDHI

International College, Suan Sunandha Rajabhat University, Thailand
E-mail: thanasit.su@ssru.a.cth

Abstract- This research aims to study the expectation of guest about service standard in food and beverage department of boutique hotel in Bangkok. And to compares personal factors with the rate of guest's expectation toward food and beverage department. In this research, questionnaires and in-depth interview were used for data collection. There were two parts of modified questionnaires to measure guest's expectation toward service sequences, places, facilities and staffs. This study used sample random sampling as an approach for data collection. Four hundred questionnaires were distributed to boutique hotel's guest in Bangkok. 390 questionnaires were responded and returned. The response rate was 97.5 % and data were analyzed by SPSS. The study found that the rate of guest's expectation towards food and beverage department in boutique hotel generally high. Recommendations for research implementations in food and beverage department in boutique hotel were training in service sequences, product knowledge, and new technology for staffs should be the first priority. To maintain the area of good service quality, and improve some dimensions of service quality such as equipments and cleanliness are most considered.

Keywords- Service standard, Expectation, Boutique Hotel

I. INTRODUCTION

Hotel business is a very high competition business with the focus on excellent service to impress the customers. Every hotel has to pay the importance on making satisfaction to their customers by developing staffs' attitude and service potential. Small hotels have developed and are distributed throughout all areas whether a business hub in major cities, natural sites or in a unique place in Thailand. Thai National Economic and Social Development Plan No.11 are made awareness for the small and medium-sized enterprises which need to be developed in the future and to be ready and able to cope with major changes in the world economy. Small hotel enterprise sector is one that should be developed in the future in order to be recognized internationally. The development of the small hotel can be done by taking the size and potential into account and develop their existing potential and business purpose. A small hotel or boutique hotel normally has less than 100 loft-style rooms, and the room was simple with standard facilities, specific design and unique decoration. Distinguishes are a relaxation with luxury furnishings, and this gets more and more popular from tourists who are luxury, privacy and style [12]. During the period of 5-8 years, the boutique hotel or small hotel business in Thailand has increased and the number of boutique hotels enlarged by location [1]. Due to the popularity values of users in boutique hotels or behavior and trend changes, the demand for rooms in boutique hotels has a lot more popular. Tourists are seeking accommodation in a casual with comfortable atmosphere, including clean, experienced of unique architectural decoration, and environment which are differ from the large hotel. Expectations of tourists from traveling for a new era, it is not just a place to sleep but as travel experiences. The large hotel is not an option anymore for these guests.

For a group, this has increased steadily, a boutique hotel in the capital with less investment but creativity in the different design. It can draw attention to service matters as all are the perfect solution for a boutique hotel which the owners try to find their own identity as a selling point to attract tourists to come to their hotels. Though most hotels develop their form of services all the times, but few of them can achieve the ultimate target. So, the researcher is interested to conduct the study on quality service standard of food & beverage service staff in boutique hotel. The most important in doing hotel business as the heart of the business is to provide good service as a means of service that can be tangible such as rooms and dining facilities, and services that is non-tangible as a service from the hotel staffs. The fast development of small hotels or boutique hotels by lack of experiences in administration or truly understand of the hospitality business may cause unsuccessful. To study the expectation of the guest in service standard of food and beverage department in boutique hotel perfectly can remain the guest impression effectively. Guests who have satisfied the service may become regular guests and a returning to be royalty guest in the future.

II. LITERATURE REVIEW

Thai Hotel Association stated that the hotel is a part of the tourism industry and it needs proper and effective marketing management in order to meet tourists' needs, and staying in a hotel with a satisfaction in accommodation facilities, food and beverages and services. Hence, the key success to win the competition is to provide better service. In the present,

the businesses focus on a particular service in order to target the guest need. The increase of income and power of selecting to satisfy their demand is a significant factor. Therefore, the hotels seek to find those responses to customers' need. There are two main reasons of customer to buy which are rationale and emotion. The behavior and needs of its customers that one issues of business services is that a business cannot meet their desire. The cause are derives from the company did not study the needs of the customer and the customers cannot tell their truly needs or they did not have the opportunity to tell their real needs. What follows is a business cannot attract customers, and the customers have to seek for a new prospect [2].

The service is presented activities for benefit and pleasure sold with goods which can be divided into two types, i.e. service product and supplementary product which is different from the other types of product in the following aspects: intangible cannot be separated, uncertain, difficult for standardizing, and cannot be stored [4]. Good service refers to continuous service with correctness and flexibility. Moreover, service was an activity to provide convenience for customers and profit to the hotels. The hotel marketers tried to study customer behavior for market planning to meet the buying decision of the customers.

The study in "Factors Contributing to the Success of Customer Relationship Management: A Case Study of Hotels in Bangkok, Thailand" found the mean average of importance was 3.88, and the standard deviation was 0.78. Moreover, the mean average can be used to rank the level of importance for each factor as follows: 1) The marketing strategy and tactics, 2) The relationship among staff and other departments, 3) Type of leadership in the organization, 4) The organization culture and business practice, 5) the organization structure and organization chart, 6) The information technology and infrastructure, 7) The goal and direction of the firm, and 8) the training provided by the organization [8].

Another study found that most guests are satisfied in a small hotel in terms of product, physical environment and service processes with the excellent average value level. The satisfaction about employee, pricing, distribution channels and promotion, the average value is moderate [16]. The research of "Problems and Satisfaction of French Tourists during Their Stay in Hotels in Thailand in Chiang Mai" found that comfortable, clean, and safety are the most satisfied because tourists do not have high expectations in luxury decorations while the hotel would be excellent at the cheap price [11]. In the research of Service Quality towards Expectation and Perception of Thai Tourists at Chon Chan Pattaya Resort Hotel, Thailand stated that the service quality of Chon Chan Pattaya Resort; overall at a high level. In view of the needs of the guests had the highest average and the materiality was at the final sequence [14]. The hotel industry is the business with several activities such as accommodation, food and beverage provided for travelers, for leisure and business objective. It consists of services, rooms, food and beverage according to the requirement of the travelers with the returned benefit to the hotel owners. The significant characteristic of the hotel customers is that they are charged for the use of services and facilities such as food and beverage unless there is payment of accommodation. And its standard services need to create customer trust. In addition, demand and supply of hotel service also involve food and beverage products [7].

Food and beverage services have to response hotel customers on both mental and physical by providing happiness and satisfaction during the consumption [3]. This supports the idea that customer expectations are the indicator of good service quality [5], and customer expectation is the indicator in planning the service strategy as the service standard [6].

III. RESEARCH METHODOLOGY

This research is a survey research using quantitative research by using questionnaire to study guest's expectation toward food and beverage department in a boutique hotel. The data is collecting from guests in boutique hotels in Bangkok, Thailand. Sample random sampling showed 390 samples with an error of less than 5%, with confidence level 95%. The duration of sample storage is from Jan 2015 to June 2015. Questionnaires in this research were divided into two parts as follows; Questionnaire in personal factors are from hotel guests in Bangkok. The question style is checklist.

Questionnaire is about expectations measuring the level of expectations in food and beverage department which are in staffs, place, facilities and service sequences. The question is a standard valuation of five levels. The consideration to determine the levels of expectations by scoring were divided into five levels from most to least is 1-2-3-4-5, respectively.

IV. RESEARCH RESULTS

Analysis of the personal information of guests in a boutique hotel showed that most users are male for 59.0% which was less than or equal to 30 years and accounted for 50.9%, graduate in bachelor's degree for 57.9%, career as a private company 47.5%, which has average income less than or equal to 20,000 baht per month representing 34.3%, first use of a boutique hotel 91.7%, which is priced at an acceptable rate and accounted for 32.7%, and the purpose of staying is to travel/leisure, accounted for 48.8%.

Regarding data analysis on guest's expectations in the service standard in food and beverage department, the

results indicated that the expectations of the guest to the service standard of a boutique hotel are at the high level. The most prospective side from staffs is high level followed by place, facilities, and service sequences respectively.

V. DISCUSSION

The expectation of the guests toward service standard of food and beverage department in boutique hotel indicated that the expectations generally high by which the most expectation was staffs, followed by place, equipments, and service sequences respectively. The guest's expectation in staffs expected to be provided equally service, warm welcoming, ready for service, and meet the hotel's promises. According to Chaisompol Chaoprasert, currently service is focus on a particular service because customers have more choices. Hence, they seek the most satisfied hotel to meet those needs. It had also been said that service staff was more important than the others because these features can be modified to suit it each customer's needs.

Expectations of the guest in place, most would expect in cleanliness, equipped furniture, and comfortable. Wattana Thanongpang studied the satisfaction of users of the small hotel (less than 100 rooms) in Pathumthani province and it was found that users were satisfied with facilities, comfort and cleanliness.

The expectations of the guest in equipments most would expect in cleanliness, good conditions and safety for using. According to Worasupa Chomwong who studied the quality of service in the hotel industry in Thailand, a comparative study between boutique hotels and businesses, it had found that customers expected for the safety of the hotel as their prior.

The expectations of the guest in service sequences, most expect in professional of food service, correct servicing and offering assistance, align with the research of Wannapha Sripraserthsub who studied the quality's service, it found that expectations of tourists in Thailand who stay at Chon Chan Pattaya Resort was overall at the high level. Regarding to need's response was overall the highest level aligns with the concept of Baran, Galka and Strunk that the success in doing business can be measured from relationship and good relationship among guests.

As for the hypothesis, guests in boutique hotel with gender, who had different age, education, occupation, income per month has different expectations in using hotel service in each department. The results showed that guests of a boutique hotel who had different gender, age, education, occupation, monthly income, factor and purposes had different expectations in using services in hotel, align with the research of Poranee Pimpa who had studied the subject about factors affecting the satisfaction of customer relationship management in boutique hotels was overall at the high level. It was found that the level of satisfaction of the customer, affecting to relationship management was at a high level. Income, objectives and staying period had different in relationship management.

SUGGESTIONS

1) The boutique hotel should provide training skills to staffs with social skill, conversations, and service mind, and should have a conscious to customers and ready to assist customers every time. Sometimes poor communication might make misunderstanding to guests.
2) The training was a responsible part of the hotel. It should provide a professional service to staffs. Thus, the hotel should train rigorously and consistently to all staff. The place should be provided with appropriate clean, comfortable, and tidy in order to meet the guest's desire.
3) The hotel should maintain or replace the old equipments in order to protect the guest injury, security and safety.
4) The hotel should provide training to all food and beverage staffs with international service standard skills in order to increase the guests trust and staff professionalization. Sometimes poor service might create mistrust and unreliability; for example, lacking of knowledge about food and beverage products.
5) According to the service sequences which was lower than other aspects. Thus, the hotel should provide their staff for more competent service to meet higher standard because it is the important point for the customers' decision on repetitive buying.

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