

**Ministry of Education  
Department of Higher Education  
Yangon University of Distance Education**

**Yangon University of  
Distance Education  
Research Journal**

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ခုနှစ် (၁၉၉၇-၁၉၉၉) ခုနှစ် (၁၉၉၉-၂၀၀၁) ခုနှစ် (၂၀၀၁-၂၀၀၃) ခုနှစ် (၂၀၀၃-၂၀၀၅) ခုနှစ် (၂၀၀၅-၂၀၀၇) ခုနှစ် (၂၀၀၇-၂၀၀၉) ခုနှစ် (၂၀၀၉-၂၀၁၁) ခုနှစ် (၂၀၁၁-၂၀၁၃) ခုနှစ် (၂၀၁၃-၂၀၁၅) ခုနှစ် (၂၀၁၅-၂၀၁၇) ခုနှစ် (၂၀၁၇-၂၀၁၉) ခုနှစ် (၂၀၁၉-၂၀၂၁) ခုနှစ် (၂၀၂၁-၂၀၂၃) ခုနှစ် (၂၀၂၃-၂၀၂၅) ခုနှစ် (၂၀၂၅-၂၀၂၇) ခုနှစ် (၂၀၂၇-၂၀၂၉) ခုနှစ် (၂၀၂၉-၂၀၃၁) ခုနှစ် (၂၀၃၁-၂၀၃၃) ခုနှစ် (၂၀၃၃-၂၀၃၅) ခုနှစ် (၂၀၃၅-၂၀၃၇) ခုနှစ် (၂၀၃၇-၂၀၃၉) ခုနှစ် (၂၀၃၉-၂၀၄၁) ခုနှစ် (၂၀၄၁-၂၀၄၃) ခုနှစ် (၂၀၄၃-၂၀၄၅) ခုနှစ် (၂၀၄၅-၂၀၄၇) ခုနှစ် (၂၀၄၇-၂၀၄၉) ခုနှစ် (၂၀၄၉-၂၀၅၁) ခုနှစ် (၂၀၅၁-၂၀၅၃) ခုနှစ် (၂၀၅၃-၂၀၅၅) ခုနှစ် (၂၀၅၅-၂၀၅၇) ခုနှစ် (၂၀၅၇-၂၀၅၉) ခုနှစ် (၂၀၅၉-၂၀၆၁) ခုနှစ် (၂၀၆၁-၂၀၆၃) ခုနှစ် (၂၀၆၃-၂၀၆၅) ခုနှစ် (၂၀၆၅-၂၀၆၇) ခုနှစ် (၂၀၆၇-၂၀၆၉) ခုနှစ် (၂၀၆၉-၂၀၇၁) ခုနှစ် (၂၀၇၁-၂၀၇၃) ခုနှစ် (၂၀၇၃-၂၀၇၅) ခုနှစ် (၂၀၇၅-၂၀၇၇) ခုနှစ် (၂၀၇၇-၂၀၇၉) ခုနှစ် (၂၀၇၉-၂၀၈၁) ခုနှစ် (၂၀၈၁-၂၀၈၃) ခုနှစ် (၂၀၈၃-၂၀၈၅) ခုနှစ် (၂၀၈၅-၂၀၈၇) ခုနှစ် (၂၀၈၇-၂၀၈၉) ခုနှစ် (၂၀၈၉-၂၀၉၁) ခုနှစ် (၂၀၉၁-၂၀၉၃) ခုနှစ် (၂၀၉၃-၂၀၉၅) ခုနှစ် (၂၀၉၅-၂၀၉၇) ခုနှစ် (၂၀၉၇-၂၀၉၉) ခုနှစ် (၂၀၉၉-၂၁၀၁) ခုနှစ် (၂၁၀၁-၂၁၀၃) ခုနှစ် (၂၁၀၃-၂၁၀၅) ခုနှစ် (၂၁၀၅-၂၁၀၇) ခုနှစ် (၂၁၀၇-၂၁၀၉) ခုနှစ် (၂၁၀၉-၂၁၁၁) ခုနှစ် (၂၁၁၁-၂၁၁၃) ခုနှစ် (၂၁၁၃-၂၁၁၅) ခုနှစ် (၂၁၁၅-၂၁၁၇) ခုနှစ် (၂၁၁၇-၂၁၁၉) ခုနှစ် (၂၁၁၉-၂၁၂၁) ခုနှစ် (၂၁၂၁-၂၁၂၃) ခုနှစ် (၂၁၂၃-၂၁၂၅) ခုနှစ် (၂၁၂၅-၂၁၂၇) ခုနှစ် (၂၁၂၇-၂၁၂၉) ခုနှစ် (၂၁၂၉-၂၁၃၁) ခုနှစ် (၂၁၃၁-၂၁၃၃) ခုနှစ် (၂၁၃၃-၂၁၃၅) ခုနှစ် (၂၁၃၅-၂၁၃၇) ခုနှစ် (၂၁၃၇-၂၁၃၉) ခုနှစ် (၂၁၃၉-၂၁၄၁) ခုနှစ် (၂၁၄၁-၂၁၄၃) ခုနှစ် (၂၁၄၃-၂၁၄၅) ခုနှစ် (၂၁၄၅-၂၁၄၇) ခုနှစ် (၂၁၄၇-၂၁၄၉) ခုနှစ် (၂၁၄၉-၂၁၅၁) ခုနှစ် (၂၁၅၁-၂၁၅၃) ခုနှစ် (၂၁၅၃-၂၁၅၅) ခုနှစ် (၂၁၅၅-၂၁၅၇) ခုနှစ် (၂၁၅၇-၂၁၅၉) ခုနှစ် (၂၁၅၉-၂၁၆၁) ခုနှစ် (၂၁၆၁-၂၁၆၃) ခုနှစ် (၂၁၆၃-၂၁၆၅) ခုနှစ် (၂၁၆၅-၂၁၆၇) ခုနှစ် (၂၁၆၇-၂၁၆၉) ခုနှစ် (၂၁၆၉-၂၁၇၁) ခုနှစ် (၂၁၇၁-၂၁၇၃) ခုနှစ် (၂၁၇၃-၂၁၇၅) ခုနှစ် (၂၁၇၅-၂၁၇၇) ခုနှစ် (၂၁၇၇-၂၁၇၉) ခုနှစ် (၂၁၇၉-၂၁၈၁) ခုနှစ် (၂၁၈၁-၂၁၈၃) ခုနှစ် (၂၁၈၃-၂၁၈၅) ခုနှစ် (၂၁၈၅-၂၁၈၇) ခုနှစ် (၂၁၈၇-၂၁၈၉) ခုနှစ် (၂၁၈၉-၂၁၉၁) ခုနှစ် (၂၁၉၁-၂၁၉၃) ခုနှစ် (၂၁၉၃-၂၁၉၅) ခုနှစ် (၂၁၉၅-၂၁၉၇) ခုနှစ် (၂၁၉၇-၂၁၉၉) ခုနှစ် (၂၁၉၉-၂၂၀၁) ခုနှစ် (၂၂၀၁-၂၂၀၃) ခုနှစ် (၂၂၀၃-၂၂၀၅) ခုနှစ် (၂၂၀၅-၂၂၀၇) 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## Service Package of Bagan Thande Hotel

Tin Tin Aye<sup>1</sup>, Shwe Yi Win<sup>2</sup>

### Abstract

The objectives of this study are to explore the service package of Bagan Thande Hotel, to analyze the customer's satisfaction on service package of Bagan Thande Hotel and To analyze the relationship between customer satisfaction and customer retention on service package of Bagan Thande Hotel. This study uses primary and secondary data. Primary data is collected from 186 customers by using structured questionnaires. Secondary data is collected through previous study papers, reference books, and relevant internet website. The data was collected during February 2017. According to survey, it is found that customers have satisfied on service package of Bagan Thande Hotel. Among the service package, it is obvious that customers have the strongly satisfied on implicit services. Secondly, the customers got good satisfied on explicit services and they have same satisfaction on supporting facility. On the other hand, it is also found that customers have relatively satisfaction on information and facilitating goods. According to the multiple regression results, three services of service package (supporting facility, explicit service, implicit service) had significant relationship with customer satisfaction. But facilitating goods and Information of service package did not show the significant relationship with customer satisfaction. The weakness of facilitating goods and Information should be emphasized by Bagan Thande Hotel to create customer satisfaction. Additionally customer satisfaction was positively related to customer retention

Keywords: implicit services, explicit services, supporting facility, facilitating goods

### Introduction

Nowadays, services are central to the economic activity in any society which are provided different roles in an economy world such as infrastructure services, distributional services, personal services, financial services, business services and governmental services. Service industries are leaders in every industrialized nation, they create new jobs that dominate economies of the nation, and have the potential to enhance the quality of life of every one. They are central to a functioning and healthy economy and lie at the heart of that economy.

On the other hands, services may be also presented as a problem for customers. This problem is a partly result of the intangible nature of services. To solve the problem, in some environment services are not provided traditionally which provided the service by package. The service package is defined as a bundle of goods and services with information that is provided in some environment. This bundle consists of five features: supporting facility, facilitating goods, information, explicit services and implicit services. All of these features are experienced by the customer and form the basis of his or her satisfaction of the service. It is important that the service economy offer a total experience for the customer that is consistent with the desired service package.

In this preceding decade, the tourism industry has become one of the most important monetary industries in Myanmar. This, very important industry, has many infrastructures and service institutions in its category, in which, the hotel industry can be name out, among the most important infrastructure. Hotels are one of the most important institutions in the field of

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<sup>1</sup> Lecturer, Dr. Department of Economics, Yangon University of Distance Education

<sup>2</sup> MBA Candidate, Meiktila University of Economics

tourism industry by providing services. Therefore, they play a sufficient role in improving and expanding the tourism industry and also in improving and developing economic circumstances.

Hotel services, which are engagement with the number and the amount of people depends on the size of the hotel as well as on its status. Typically, the basic hotel services include reception, room services, food services, including restaurants in the hotel, and security. In the small hotels the duties of security, a cook and a cleaner are sometimes performed by the owner himself. Recently, the hotel industry trends towards separating the services sector between hotels. Many hotels nowadays offer recreation for a particular group of tourists. Popular family hotels, hotels for the newlyweds and hotels for people with disabilities – each of them has its unique set of services.

Therefore hotels' providers firstly fulfill the basic experience of customer by using service package in difference way in hotel industry because the key to success of any hotel industry lies in quality and service package of those hotels deliver.

Bagan Thande Hotel is one of the best hotels in the Ancient Bagan City area with the most reasonable prices. As a service economy, Bagan Thande Hotel provides the services package that is related with the needs of guests. In general, whenever the customers are buying a service or product, they seem to buy something that could provide a specific image of satisfaction on them. The more the service or the product can provide a specific image satisfaction, the more the customer will consume that service or product because individuals act and react on the basis of their satisfaction, not on the basic of objective reality.

The service sector is steadily increasing around the world and it is very important to learn how to fully satisfy customers by offering the most suitable core and supplementary services. Thus, for a service providing company it is of utmost importance to understand which parts of the service affect the customers' feelings most and which components contribute to positive or negative reviews.

The hotel business is rapidly developing due to growing demand for such services as well as the growing opportunities for travel. As a result, hotels face demanding customers since the requirements for quality have grown with an increased usage of hotels' services, in order to increase the competitive ability of a hotel, and the issue of customer loyalty is also important.

Excellent customer service is vitally role in the hospitality industry. It's the first point of contact, between the hotel guest and the representative of the hotel. It is the first opportunity for an establishment to get impression and create a lasting great impression. Hotels and restaurants and everything in between in this type of industry, is a hospitality service provider that has a job to sustain customer happiness and satisfaction. It includes any type of business where customers are paying attention to the type of service they receive, is within the hospitality industry.

This is important in order to be able to create the offered service package in such a way that people are pleased with those parts of the service because they are the most important to them.

### **Objectives of the Study**

The objectives of the study are as follows:

- (1) To explore the service package of Bagan Thande Hotel;
- (2) To analyze the customers satisfaction on service package of Bagan Thande Hotel.
- (3) To analyze the relationship between customer satisfaction and customer retention on service package of Bagan Thande Hotel.

## **Scope and Method of the Study**

This study emphasize on service package of Bagan Thande Hotel. Bagan Thande Hotel is located in Archaeological zone, Old Bagan, Myanmar. This study uses descriptive research method. In this study both primary data and secondary data were used. Primary data was collected by using structured questionnaires with 5-point Likerts scales. There were altogether 186 surveys which were received from Bagan Thande Hotel's customers. Secondary data was based on the information of Bagan Thande Hotel, theoretical aspects were collected from various books, previous study papers, reference books and relevant internet web pages.

## **Theoretical Framework**

In today's world and in this competitive market, trading and service-delivering organizations all over the world attempt to achieve a specific and distinguished position over other competitors through getting unique advantages to fulfill their customers' satisfaction and consequently to create resoluteness and loyalty in them. On the other hand, customers are always in seeking of suppliers that offer goods and services of much better quality and meet their expectations. Therefore, today service-delivering organizations should recognize these indexes in the arena of their own business and careers to retain survive and increase the productivity, to respond their customers' expectations and, in this way, they strive to meet the customers' satisfaction as much as possible.

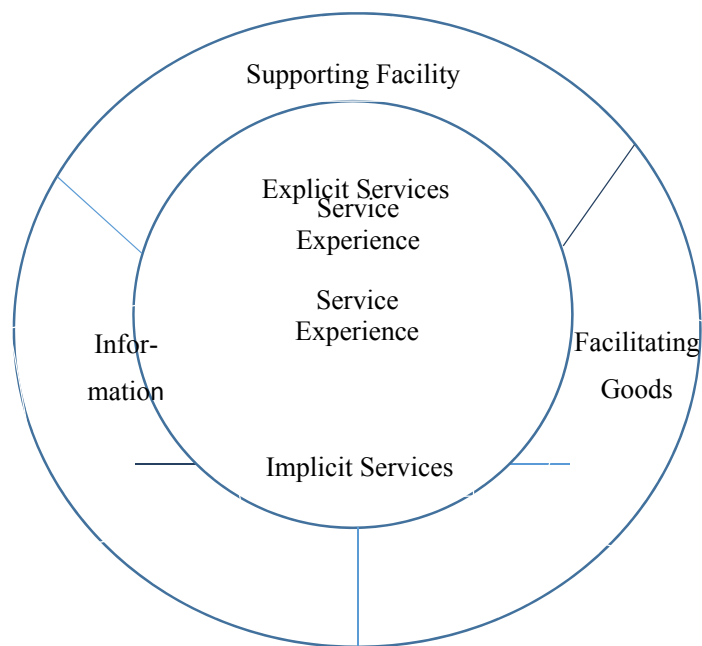
## **The Service Package and Service Package Model**

The service package is defined as a bundle of goods and services with information that is provided in some environment. This bundle consists of five features as shown in Figure 1 in the shape of an onion with the service experience at the core (Fitzsimmonds and Fitzsimmonds, (2011)).The service package model in turn helps firms to manage bundled services or service systems. The basic service package consists of the core service, enabling services and enhancing services. Enabling services are required for the offering of the core service while enhancing services support the offering of the core service and thus increase its value or differentiates it from the services of the competitors (Kai Huotari and JuhoHamari, 2011).

Core services deliver the basic outcomes desired by one or more customers. They represent the value that the customer wants and for which they are willing to pay. Core services anchor the value proposition for the customer and provide the basis for their continued utilization and satisfaction. Enabling services are services that are needed in order for a core service to be delivered. Enabling services may or may not be visible to the customer, but the customer does not perceive them as services in their own right. They are basic factors which enable the customer to receive the real core service. Enhancing services are services that are added to a core service to make it more exciting or enticing to the customer. Enhancing services are not essential to the delivery of a core service, and are added to a core service as excitement factors, which will encourage customers to use the core service more or to choose the core service provided by one company over those of its competitors.

The important feature of the service process is the degree of customer influence on the service process. The unique characteristic of the service package is that it consists of both tangible and intangible aspects. The service package is described by the degree of customization found in those tangible and intangible elements. (Journal of Operations Management, December, 1995).

Figure (1) Service Package Model



Source: Fitzsimmons, James A and Fitzsimmons, Mona J. (2011)

Service managers encounter many problems on recognition of a product. These problems, to some extent, are due to intangibility of services, but this is the customer's presence in process that causes concern about full experience of services. For instance, when it comes to a restaurant, the space and environment governing thereon is as important as the foods are served therein because going restaurant for most customers is regarded as a way for gathering friends together. Service package is a collection of goods and services, which is presented and delivered in an environment. The five features of the service package are the base of the customer satisfaction of the service. Five features are:

- Supporting facility
- Facilitating goods
- Information
- Explicit services
- Implicit services

### Customer Satisfaction

Customer satisfaction is the measurement of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction the more is the business and the bonding with customer.

Customer's satisfaction on supplier helps the customer choose among the supplier on the basis of money value and how well the delivered products suit all the requirements. The



supplier's services never diminish after the delivery as customer seeks high values post marketing services which could help them to use and customize the delivered product more efficiently. If he is satisfied with the post marketing services then there are good chances for supplier to retain the customers to enhance repeated purchases and make good business profits.

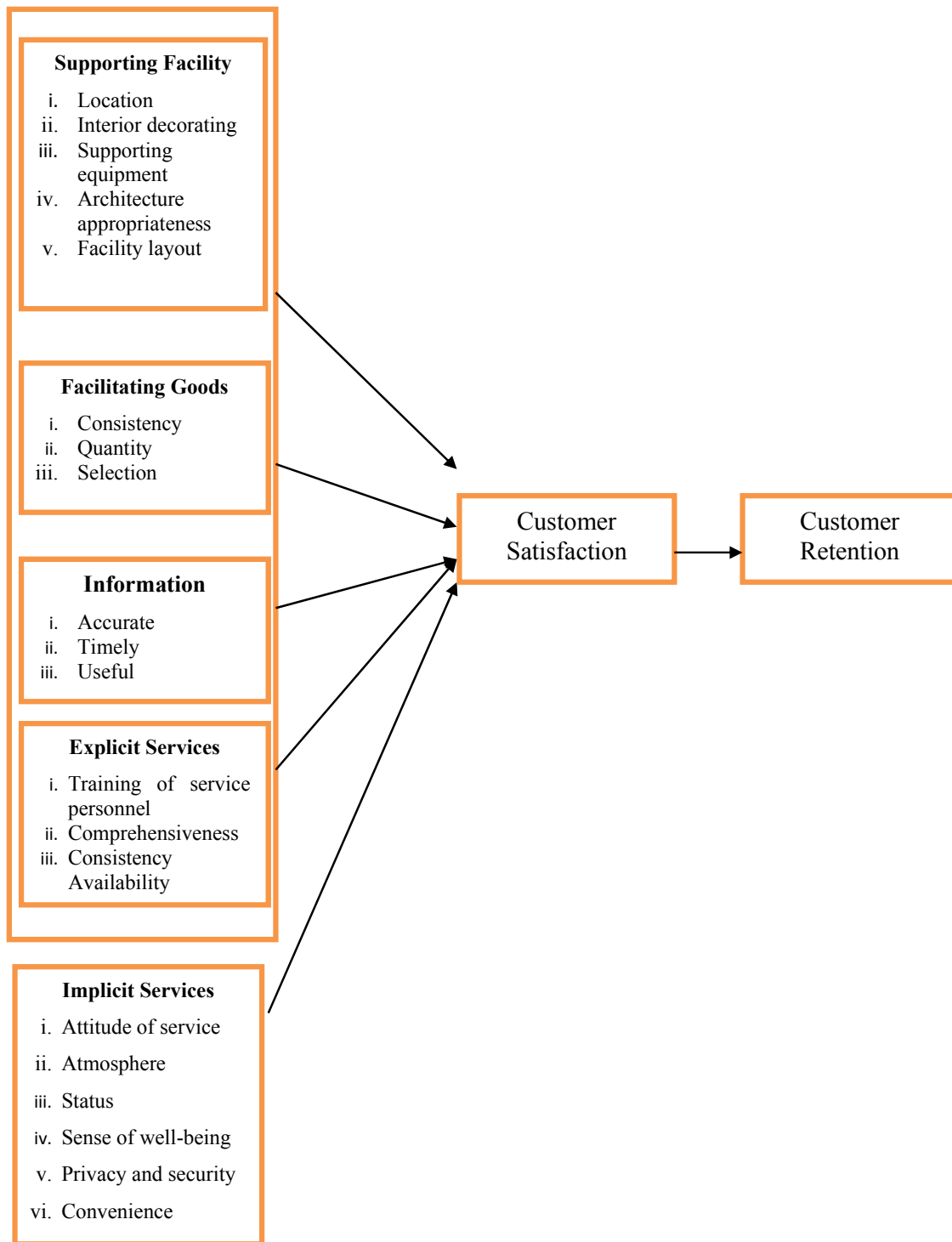
Customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation. It also depends on how efficiently it can managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Customer satisfaction is the overall essence of the impression about the supplier by the customers. This impression in which a customer makes regarding supplier is the sum total of all the process he goes through, right from communicating supplier before doing any marketing to post delivery options and services and managing queries or complaints post-delivery. During this process the customer comes across working environment of various departments and the type of strategies involved in the organization. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction.

### Conceptual Framework of the Study

The conceptual framework is based on the theoretical framework of this research study as the Figure (2).

**Figure (2) Conceptual Framework of the Study**



Source: Own Compilation

According to Figure (2), the conceptual framework includes two parts: independent variables and dependent variable. In the independent variables, service package includes five variables such as supporting facility, facilitating goods, information, explicit services and implicit services. The dependent variable is customer satisfaction. In the supporting facility, there are eleven factors such as: convenience location, services of the hotel, appearance of hotel, hotel's rooms facilities, swimming pool facilities, existing garden, good air conditioning, restaurant and bar facilities, spa facilities, sufficient parking space and available of rental services. The factor of facilitating goods is measured with fifteen items: room service, hotel's atmosphere, modernized facilities, hotel's amenities, supporting coffee maker, communication facilities, providing healthcare services, providing mini bar, providing safe box, providing newspapers, journals and magazines, providing television and satellite, flexible for room replacement, variety of menu, quality of food and beverage and laundry services. Regarding information, it contains providing update information, hotel reservation, arrangements of entertainment, providing variety of room category, providing local guide, etc. Explicit factor, it includes friendliness of staffs, cleanliness of hotel campus, quickly access of check-in and check-out procedures, online billing system, providing 24 hours ATM services, etc. Regarding implicit services are measured with four items: 24 hours security services, pleasant of hotel atmosphere, friendliness of hotel staffs and responsiveness of hotel staffs.

### **Analysis on Customer Satisfaction on Service Package of BaganThande Hotel**

The analysis on customer satisfaction on service package of Bagan Thande Hotel has five main dimensions. They are satisfaction on supporting facility, satisfaction on facilitating goods, satisfaction on information, satisfaction on explicit service, and satisfaction on implicit services.

#### **(1) Customer Satisfaction on Supporting Facility of Bagan Thande Hotel**

In this section, the customers' satisfaction on supporting facility of Bagan Thande Hotel was analyzed by using eleven statements such as: if there is convenience location of Bagan Thande Hotel, service of waiter, appearance of building grounds, hotel rooms, swimming pool, garden, air conditioning and heating, restaurant and bar, spa, parking place and rental service. The main score of each statement is shown in Table (1).

**Table (1) Customer satisfaction on Supporting Facility of Bagan Thande Hotel**

<b>No</b>	<b>Statements</b>	<b>Mean Value</b>	<b>Std. Deviation</b>
1	I am satisfied with the convenience location of Bagan Thande hotel	4.37	0.567
2	I am satisfied with the service of waiter of this hotel	4.19	0.626
3	I am satisfied with the appearance of building grounds of this hotel	4.15	0.657
4	I am satisfied with the hotel rooms of this hotel	4.18	0.536
5	I am satisfied with the swimming pool of this hotel	3.92	0.701
6	I am satisfied with the garden of this hotel	4.22	0.682
7	I am satisfied with the air-conditioning and heating of this hotel	3.89	0.700

No	Statements	Mean Value	Std. Deviation
8	I am satisfied with the restaurant & bar of this hotel	4.12	0.690
9	I am satisfied with the spa of this hotel	3.94	0.722
10	I am satisfied with the parking place of this hotel	<b>2.97</b>	0.885
11	I am satisfied with the rental service of this hotel	4.11	0.712
	<b>Overall Mean</b>	<b>4.00</b>	

Source: Survey data, February 2017

Table (1) shows the customer satisfaction on supporting facility of Bagan Thande Hotel. According to Table, customer satisfy the statement of convenience location of Bagan Thande Hotel. This maximum mean value is 4.37. This means that Bagan Thande Hotel is conveniently located in the south-West corner of the ancient walls of Old Bagan City (Bagan Archaeological Zone) on the Eastern bank of the Ayeyarwaddy River. It is situated in the nest of the venerable Gawdawpalin temple and beside the Bagan Archeological Museum. On the West side of the hotel, one can enjoy a panoramic view of the river and a scenic sunset view. The minimum mean value is 2.97. This means that parking palace is narrow because its land area is almost full with building and garden view. The overall mean value is 4. Therefore, it can be concluded that most of the customers have very high satisfaction on supporting facility of Bagan Thande Hotel.

## (2) Customers Satisfaction on Facilitating Goods of Bagan Thande Hotel

In this section, the customer's satisfaction on facilitating goods of Bagan Thande Hotel was analyzed by using fifteenth statements such as; room services, the atmosphere in each room, new and modern facilities of the room, full amenities in room, tea/coffee maker in room, Postal/ IDD Phone/Fax/Wi-Fi Services, health care services, mini-bar in room, mini-safe, newspaper/map and directory in room, TV operation, variety of replacement rooms, number of menu items, quality of service/ food & beverage in restaurant/bar, laundry services. The mean score of each statement is shown in Table (2).

**Table (2) Customers Satisfaction on Facilitating Goods of Bagan Thande Hotel**

No.	Statement	Mean Value	Std. Deviation
1	I am satisfied with the room services of this hotel	4.16	0.617
2	I am satisfied with the atmosphere in each room of this hotel	3.94	0.629
3	I am satisfied with the new and modern facilities of the room this hotel	3.98	0.641
4	I am satisfied with the full amenities in room of this hotel	3.95	0.643
5	I am satisfied with the tea/coffee maker in room of this hotel	3.94	0.617
6	I am satisfied with the Postal, IDD Phone, Fax, Wi-Fi services of this	3.91	0.652

No.	Statement	Mean Value	Std. Deviation
	hotel		
7	I am satisfied with the health care services of this hotel	3.54	0.589
8	I am satisfied with the mini-bar in room of this hotel	3.75	0.618
9	I am satisfied with the mini-safe of this hotel	3.74	0.624
10	I am satisfied with the newspaper, map and directory in room of this hotel	3.83	0.635
11	I am satisfied with the TV operation of this hotel	3.78	0.649
12	I am satisfied with the variety of replacement rooms of this hotel	3.30	0.505
13	I am satisfied with the number of menu items of this hotel	4.23	0.602
14	I am satisfied with the quality of service, food & beverage in restaurant/bar of this hotel	4.20	0.548
15	I am satisfied with the laundry services of this hotel	3.55	0.657
	<b>Overall Mean</b>	<b>3.85</b>	

Source: Survey data, February 2017

Table (2) shows the customer's satisfaction on facilitating goods of Bagan Thande Hotel. According to Table, the customers have the highest satisfaction on the statement of number of menu items. The maximum mean value is 4.23. This mean that customers highly satisfy on the Bagan Thande Hotel's menu items which can highly support their breakfast, lunch and dinner. Secondly, customers satisfy on the statement of quality of service, food & beverage in restaurant/bar which serves their needs and wants. The mean value is 4.20. However, the assurance satisfaction has minimum mean value 3.30 that is neutral on the variety of replacement rooms. This means that customers want replacement room more carefully because guests want their hotel rooms to look and feel like quality, value chic and modern interiors that can give warm and relaxing after a long trip. It can be said that Bagan Thande Hotel needs to update rooms. The overall mean value is 3.85 which can be examined that most of the customers have satisfaction on facilitating goods.

### (3) Customers Satisfaction on Information of Bagan Thande Hotel

In this section, the customer's satisfaction on information of Bagan Thande Hotel was analyzed by using ten statements such as: guest preferences with update information, reservation, catering, special entertainment programmes for groups and ceremony arrangements, restaurant/ coffee shop/ bar information, room category, room Facilities, service and other facilities, local guide hiring and child Policy. The mean score of each statement is shown in the Table (3).

**Table (3) Customers Satisfaction on Information of Bagan Thande Hotel**

<b>No.</b>	<b>Statements</b>	<b>Mean Value</b>	<b>Std. Deviation</b>
1	I am satisfied with the update information of this hotel	3.98	0.588
2	I am satisfied with the reservation of this hotel	3.99	0.560
3	I am satisfied with the catering of this hotel	4.12	0.537
4	I am satisfied with the special entertainment programmes for groups and ceremony arrangements of this hotel	4.13	0.564
5	I am satisfied with the restaurant/ coffee shop/ bar information of this hotel	3.92	0.602
6	I am satisfied with the room category of this hotel	3.98	0.588
7	I am satisfied with the room facilities of this hotel	3.96	0.582
8	I am satisfied with the service and other facilities of this hotel	3.98	0.560
9	I am satisfied with the local guide hiring this hotel	3.90	0.628
10	I am satisfied with the child policy this hotel	3.80	0.616
	<b>Overall Mean</b>	<b>3.98</b>	

Source: Survey data, February 2017

Table (3) shows the customer's satisfaction on giving information of Bagan Thande Hotel. According to Table, the maximum mean value is 4.13. It means that customers are highly satisfied with the Bagan Thande Hotel's Special Entertainment programmes for groups and ceremony arrangements because they like Myanmar cultural shows. Secondly, customers have strongly satisfaction on the statement that catering. The mean value is 4.12. It means that customers are satisfied hotel's serving with all kind of delicious Western and Asian cuisines at breakfast, lunch and dinner time. However, the assurance satisfaction has minimum mean value 3.80 that customers want to know the information for their child because they don't describe specific on their website and brochure for child information. Therefore, it can be said that Bagan Thade Hotel need to inform concerning with child policy. The overall mean value is 3.98 which can be examined that most of the customers are satisfied on the information.

#### **(4) Customers Satisfaction on Explicit Service of Bagan Thande Hotel**

In this section, the customer's satisfaction on explicit service of Bagan Thande Hotel was analyzed by using ten statements such as: service completion, friendly staff, room cleanliness, a quick check- in/ out procedure, billing system procedure, baby sitter service/ reconfirmation & hotel booking services, discipline and the cleanness of hotel staff, room appearance, 24 hours ATM Services, swimming pool with water purity. The mean score of each statement is shown in Table (4).

**Table (4) Customers Satisfaction on Explicit Service of Bagan Thande Hotel**

<b>No.</b>	<b>Statement</b>	<b>Mean Value</b>	<b>Std. Deviation</b>
1	I am satisfied with the service completion of this hotel	4.12	0.585
2	I am satisfied with the friendly staff of this hotel	4.18	0.587
3	I am satisfied with the room cleanliness of this hotel	4.22	0.557
4	I am satisfied with the quick check- in/ out procedure of this hotel	3.94	0.638
5	I am satisfied with the billing system procedure of this hotel	3.85	0.689
6	I am satisfied with the baby sitter services, reconfirmation & hotel booking services of this hotel	3.89	0.649
7	I am satisfied with the discipline and the cleanness of hotel staff of this hotel	4.15	0.614
8	I am satisfied with the room appearance of this hotel	4.11	0.657
9	I am satisfied with the 24 hours ATM services of this hotel	4.18	0.646
10	I am satisfied with the swimming pool water purity of this hotel	4.08	0.665
	<b>Overall Mean</b>	<b>4.07</b>	

Source: Survey data, February 2017

Table (4) shows the customer's satisfaction on explicit service of Bagan Thande Hotel. According to Table, the maximum mean value is 4.22 that represents rooms are cleanliness. This mean that customers satisfy with their rooms' cleanliness because the rooms are comfortable, and pampered, a clean atmosphere. Secondly, customers have satisfaction on the statement that friendly staff and 24 hours ATM services. The hotel makes sure that staff treat each guest with the appropriate level of respect and formality, friendly and generous behavior towards guests. It staff are offer to carry a bag, to get a drink, to open the door, and they show they're here to help. The hotel offers made banking system for their guest with 24 hours ATM service. The mean value is 4.18. On the other hand, the assurance satisfaction has minimum mean value 3.85 that billing system procedure is slowly because their cashier are not effective and needed to improve their skill. Thus, the hotel should mainly emphasize on billing system procedure. The overall mean value is 4.07 which can be examined that most of the customers are satisfied on explicit service.

### Customers Satisfaction on Implicit Service of Bagan Thande Hotel

In this section, the customer's satisfaction on implicit service of Bagan Thande Hotel was analyzed by using four statements such as: 24 hours security services, pleasant atmosphere, friendly welcome on arrival, no customer has to wait for a room. The mean score of each statement is shown in the Table (5).

**Table (5) Customers Satisfaction on Implicit Service of Bagan Thande Hotel**

No.	Statements	Mean Value	Std. Deviation
1	I am satisfied with the 24 hours security services of this hotel	4.13	0.631
2	I am satisfied with the pleasant atmosphere of this hotel	4.11	0.660
3	I am satisfied with the friendly welcome on arrival of this hotel	4.15	0.637
4	I am satisfied with the no customer having to wait for a room of this hotel	4.12	0.607
	<b>Overall Mean</b>	<b>4.13</b>	

Source: Survey data, February 2017

Table (5) shows the customer's satisfaction on implicit service of Bagan Thande Hotel. According to Table, the maximum mean value is 4.15 that represents friendly welcome on arrival. This means that customers satisfy concerning with this factor because as soon as they arrive at the hotel they feel friendly welcome. They make sure that they treat each guest with the appropriate level of respect and formality, friendly and generous behavior towards guests. The staff offer services such as carrying a bag, getting a drink, opening the door, and showing they're there to help anything the customer's want. Secondly, customers are satisfied on the statement that 24 hours security services which gives them safety while they are living in Bagan Thande Hotel. Bagan Thande Hotel security is number-one safety in Bagan priority. It highly trained security staff are available for 24 hours a day, 7 days a week. This mean value is 4.13. On the other hand, the assurance satisfaction has minimum mean value of pleasant atmosphere which is 4.11 because building infrastructure is weakness because its building was built in 1922 that their property are old. The overall mean value is 4.13 which can be examined that most of the customers are satisfied on implicit service.

### Summary of Customer Satisfaction on Service Package of Bagan Thande Hotel

The summary of customers' satisfaction such as: satisfied on supporting facility, satisfied on facilitating goods, satisfied on information, satisfied on explicit services and satisfied on implicit services are stated collectively in this section.



**Table (6) Summary of Customer Satisfaction on Service Package of Bagan Thande Hotel**

No.	Customer Satisfaction	Mean Value	Std. Deviation
1	Satisfaction On Supporting Facility	4.00	0.455
2	Satisfaction On Facilitating Goods	3.85	0.442
3	Satisfaction On Information	3.98	0.494
4	Satisfaction On Explicit Services	4.07	0.530
5	Satisfaction On Implicit Services	4.13	0.605

Source: Survey data, February 2017

Table (6) shows the summary of respondent's satisfaction towards service package of Bagan Thande Hotel. Among this service package, it is obvious that customers got the strongly satisfaction on implicit services as 4.13 and its standard deviation is 0.605 which is the most closely about the overall mean value. It can be concluded that customers satisfy concerning with this factor because they arrived at hotel they feel friendly welcome. The staff makes sure that they treat each guest with the appropriate level of respect and formality, friendly and generous behavior towards guests. The staff offer services such as carrying a bag, getting a drink, opening the door, and showing they're there to help anything the customer's want. Secondly, customers have positive satisfaction on the statement of 24 hours security services because while they are living in Bagan Thande Hotel, they feel safety. Bagan Thande Hotel security is regarded as number-one safety priority. Its highly trained security staff are available for 24 hours a day, 7 days a week.

When traveling on business or pleasure, Bagan Thande hotel guest should feel safe and relaxed while they are staying at the hotel. Its professional management staff will help their customized a cost-effective security solution by providing their hotel with security staff who will help to protect their property, guests, and employees.

The customers will find a pleasant atmosphere where in the hotel rooms and ACACIA restaurant and are facing to the pagodas, bird sanctuary garden and swimming pool. On the west side of the hotel, one can enjoy a panoramic view of the river and a scenic sunset view. Entertainments are such as, Myanmar Classical instrumental music and songs and Traditional String Puppet Shows are provide while dinner is served. Rooms' interior decoration and all furniture are decorated in traditional style, 100% teal wood and all are handmade.

Secondly, the customers got good satisfaction on explicit services with 4.07. Customers got high satisfaction on supporting facility which mean value is 4 and its standard deviation is 0.455. Customers satisfy their room cleanliness because they feel comfortable, and pampered, a clean atmosphere from top to bottom of the room. Secondly, customers have positive satisfaction on the statement that friendly staff and 24 hours ATM service. The staff makes sure that they treat each guest with the appropriate level of respect and formality, friendly and generous behavior towards guests. The staff offer services such as carrying a bag, getting a drink, opening the door, and showing they're there to help anything the customer's want .They offer banking system for their guest with 24 hours ATM service.

Bagan Thande Hotel is conveniently located in the south-West corner of the ancient walls of Old Bagan City (Bagan Archaeological Zone) on the Eastern bank of the Ayeyarwaddy River. It is situated in the nest to the venerable Gawdawpalin temple and beside the Bagan Archeological Museum. On the West side of the hotel, one can enjoy a panoramic view of the river and a scenic sunset view. It's the only and prominent colonial building in the

Ancient Bagan City. It has skilled labor, the rooms and ACACIA SHADE restaurant are facing to the pagodas, bird sanctuary garden and swimming pool.

1 Ayeyarwaddy River Suite, 2 Prince of Wales Suites, 44 Deluxe down-river, up-river rooms and garden view bungalows, 34 Superior rooms, 20 bungalows and 14 rooms in the two stores building, 11 Economy rooms are also available in Hotel. All rooms are spacious and furnished meticulously with teakwood, fine fabrics and traditional handcrafts, com equipped with modern amenities. Car, boat, horse cart and bike are available in the Hotel rental service. Parking palace is narrow because their land area are almost full by building and garden view

Customer got high satisfaction on information which mean value is 3.98 and its standard deviation is 0.494. Customers highly satisfy the Bagan Thande Hotel's Special Entertainment programmes with the groups and ceremony arrangements because they like Myanmar cultural shows. Secondly, customers have positive satisfaction on the statement of catering. Customers satisfy hotel's serve all kind of delicious Western and Asian cuisines at breakfast, lunch and dinner time. Customers want to know the information for their child because they don't describe specific information on the website and brochure for child information.

On the other hand, the result stated that the mean value of customer's satisfaction on facilitating goods dropped slightly to 3.85 and its standard deviation is 0.442. Customers highly satisfy the Bagan Thande Hotel's menu items which can highly supports their breakfast, lunch and dinner. Secondly, customers satisfy on the statement of quality of service, food & beverage in restaurant/bar which serves their needs and wants. Customers want replacement room because guests want their hotel rooms to look and feel like quality, value chic and modern interiors that feel warm and relaxing after a long trip. It can be said that Bagan Thande Hotel needs to update rooms and need to be new.

Therefore, if Bagan Thande Hotel care facilitating goods as much as other, the satisfaction will be higher than this result.

**Table (7) Retention to Visit Bagan Thande Hotel**

No.	Statement	No. of Respondents	Percentage
1	Keep on selecting this hotel for the next time visit	125	67.2
2	Does not retention to stay in Bagan Thande Hotel	61	32.8
	<b>Total</b>	<b>186</b>	<b>100.0</b>

Source: Survey data, February 2017

Table (7) expressed the satisfied with the hotel service and retention to stay next in this Hotel. Among the 186 respondents, 67.2% most of the respondents are continue to select this hotel for their next time visiting which means that they are satisfied on service package that is provided by Bagan Thande Hotel and which meet their expectation. 32.8% of respondents are do not choose this hotel because they do not have well enough satisfying of Bagan Thande Hotel and their services.

### Correlation of Service Package and Customer Statistics

After reliability test correlations of the independent variable (supporting facility, facilitating goods, information, explicit service, implicit service), the results of the correlations of the measured variables are showed in Table (1). Correlation is statistical technique that can show whether and how strongly pairs of variables are related. Correlation coefficient ranges from -1.0 to +1.0. If the value is positive, its means that one variable gets larger, the other gets larger. If the value is 0, there is no correlation between variables. The results of correlations at 95% confident interval level of the measured variable are shown in Table (8).

**Table (8) Correlation of Service Package and Customer Satisfaction**

Sr. No.	Description	Pearson Correlation Coefficient	P value
1.	Supply facility	0.659**	0.000
2.	Facilitating goods	0.006	0.939
3.	Information	0.001	0.993
4.	Explicit service	0.826**	0.000
5.	Implicit service	0.776**	0.000

\*\* Correlation is significant at 0.01 level (2, tailed) Dependent variable: customer satisfaction.

Source: Survey data

Table (8) shows the service package (supporting facility, explicit service and implicit service) are significantly correlated with customer satisfaction at 0.01 levels. According to the results, but facilitating goods and information are little relationship with customer satisfaction.

Therefore, supporting facility, Explicit service and Implicit service of Bagan Thande Hotel are important services to create customer satisfaction and to enhance the Hotel's service package to retain its customers. For main analysis, multiple linear regression analysis was conducted to test the relationship between service package and customer satisfaction.

### Multiple Regression Analysis of Service Package and Customer Satisfaction

The multiple regression analysis was conducted to test the proposed objective of the relationship between service package as independent variables and customer satisfaction as dependent variable. The multiple regression results are shown in Table (9).

**Table (9) Multiple Regression Analysis of Service Package and Customer Satisfaction**

	Unstandardized Coefficient		Standardized Coefficient	t value	p value
	B	Standard Error	Beta ( $\beta$ )		
Constant	0.157	0.084	-	1.867	0.064
Supply facility	0.227	0.020	0.261	11.165	0.000
Facilitating goods	0.220	0.023	0.036	0.475	0.635
Information	0.170	0.019	0.006	0.082	0.935
Explicit service	0.216	0.024	0.290	9.114	0.000
Implicit service	0.160	0.019	0.245	8.338	0.000
R Square	0.933				
Adjusted R Square	0.931				

Dependent variable: Customer satisfaction.

Source: Survey data

The result of multiple regression analysis from Table (9), provided that supporting facility, Explicit service and Implicit service were significant at 1% level and positive relationship with customer satisfaction ( $B = 0.227$ ,  $t = 11.165$ ,  $p < 0.01$ ), ( $B = 0.216$ ,  $t = 9.114$ ,  $p < 0.01$ ), ( $B = 0.160$ ,  $t = 8.338$ ,  $p < 0.01$ ), but the result did not support the significant relationship between service package (facilitating goods and information were p value is greater than 0.05).

Following equation explains the relationship between the independent and dependent variable. The purpose module for the study:

$$y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon_0$$

where;  $y$  = customer satisfaction

$\beta_0$  = constant in the regression equation. (intersection)

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$  = regression coefficients (the slope of the regression)

$X_1$  = Supporting facilities

$X_2$  = Facilitating goods

$X_3$  = Information

$X_4$  = Explicit service

$X_5$  = Implicit service

$\varepsilon_0$  = the random error.

Thus, the estimated model for the study is.

$$\hat{y} = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3$$

where  $\hat{y}$  = Customer Satisfaction

$b_0$  = Constant (intersection)

$b_1$  = Unstandardized coefficient (the slope of the regression)

$X_1$  = Supply facility

$X_2$  = Explicit service

$X_3$  = Implicit service

Thus, the regression equation is;

$$\text{Customer Satisfaction} = 0.157 + 0.227 \text{ supporting facilities} + 0.216 \text{ explicit service} + 0.160 \text{ implicit service}$$

According to the regression result, if the Hotel had not provided the service package the amount of customer satisfaction is 0.157. For each increase of one additional unit of supporting facility, of fitted model predicts that the customer satisfaction is estimated to increase by 0.227 units. For each unit of explicit service, the fitted model predicts the customer satisfaction is estimated to increase by 0.216 units. For each unit of implicit service, the fitted model predicts the customer satisfaction is estimated to increase by 0.160 units. According to the result, among the significant, supporting facility is the most significant and show the relationship between the customer satisfaction one additional unit of the customer satisfaction depends on the supporting facility, explicit service and implicit service of Bagan Tande Hotel but facilitating service and information service show no significant relationship with customer satisfaction mainly Hotel. Therefore it can be said that customer satisfaction mainly focuses on supporting facility, explicit service and implicit service of Hotel and may have less attention on the other.

### Correlation of Customer Satisfaction and Customer Retention

The correlation of the independent variable (customer satisfaction) was tested to show its correlation with dependent variable (customer Retention) in Table (10).

**Table (10) Correlation of Customer Satisfaction and Customer Retention**

Sr. No.	Description	Pearson Correlation Coefficient	P value
1	Customer Satisfaction	0.636**	0.000

\*\* Correlation is significant at the 0.01 level (2-tailed)

Dependent variable: Customer Retention

Source: Survey data

According to the Table (10), the result showed that customer satisfaction was significantly correlated with customer retention at 0.01 levels. Customer satisfaction has a moderately correlation with customer retention. It means that the more customers satisfy the service package of Bagan Thande Hotel, the more customers intend to stay and remain the Bagan Thande Hotel.

### Linear Regression Analysis of Customer Intention

Linear regression analysis was conducted to test the relationship between customer satisfaction and customer retention. The results are shown in Table (11).

**Table (11) Linear Regression Analysis of Customer Intention**

Model	Unstandardized Coefficient		Standardized Coefficient	t value	p value
	B	Standard Error	Beta ( $\beta$ )		
Constant	0.440	0.353	-	1.246	0.214
Customer satisfied	0.953	0.085	0.636	11.194	0.000
R Square	0.405				
Adjusted R <sup>2</sup>	0.402				

Dependent variable: Customer satisfaction.

Source: Survey data

The result of linear regression analysis provided that customer satisfaction was positive and significant relationship with customer retention at 1% level ( $B = 0.953$ ,  $t = 11.194$ ,  $p < 0.01$ ).

According to the results, customer satisfaction is essential to provide customer retention. Because of customer satisfaction, the company can retain its customers.

The simple linear regression model of customer retention on customer satisfaction is

$$y_i = \beta_0 + \beta_1 X_1 + \varepsilon_i$$

The estimated model for the study is

$$\hat{y} = b_0 + b_1 X_1$$

where  $\hat{y}$  = Customer Retention

$b_0$  = Constant (intersection)

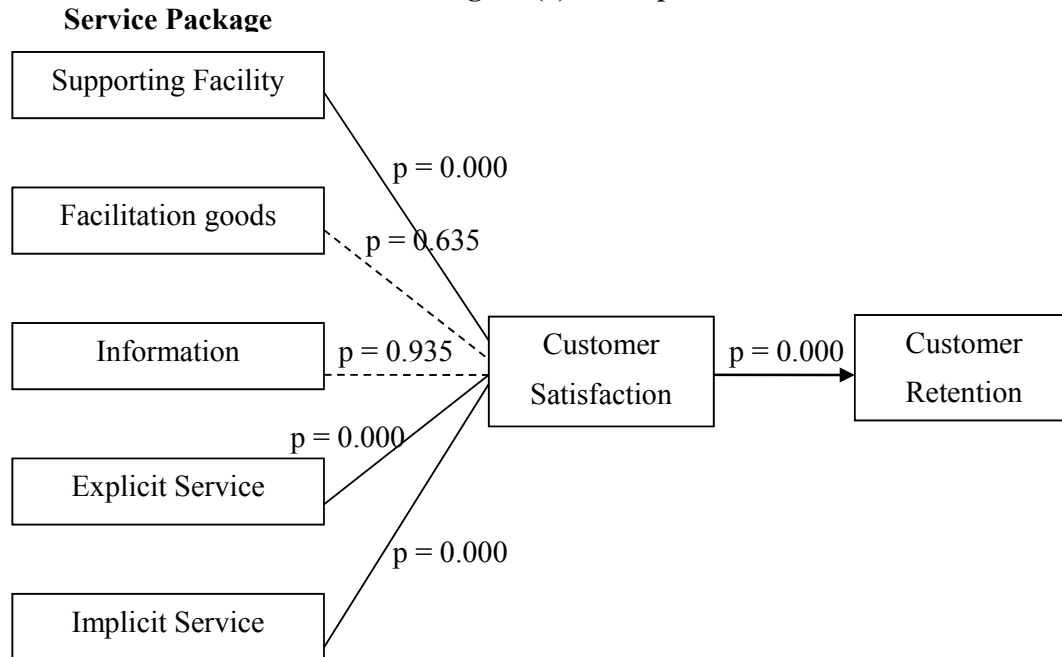
$b_1$  = Unstandardized coefficient

$X_1$  = Customer satisfaction

Thus, the regression equation is;

$$\text{Customer Retention} = 0.440 + 0.953 \text{ customer satisfaction}$$

According to the linear regression result, if the Hotel had not provided the service package to promote the satisfaction level of customers, the amount of customer satisfaction is 0.440. One additional unit of customer satisfaction increased 0.953 in customer retention. According to the result customer satisfaction is significant to customer retention. This study tested the relationship between service package and customer retention. The final result of the multiple and linear regression analysis were described in Figure (3).

**Figure (3) Conceptual Framework with Result.**

The result of the study revealed that the three services of service package (supporting facility, Explicit service, Implicit service) had significant relationship with customer satisfaction. But facilitating goods and Information of service package did not show the significant relationship with customer satisfaction. The weakness of facilitating goods and Information should be emphasized by Bagan Thande Hotel to create customer satisfaction. Additionally customer satisfaction was positively related to customer retention. The satisfaction level of customer created customer retention. Thus, the Hotel can retain its customers for long-term success of the Hotel by creating successful service package and customer satisfaction. If the Hotel can improve the service package in future, the company can promote customer satisfaction and retain the customer for the long term success of the Bagan Thande Hotel.

### Findings and Discussions

According to the supporting facility; Bagan Thande Hotel is conveniently located in the south-West corner of the ancient walls of Old Bagan City (Bagan Archaeological Zone) on the Eastern bank of the Ayeyarwaddy River. It is situated in the nest of the venerable Gawdawpalin temple and beside the Bagan Archeological Museum. On the West side of the hotel, one can enjoy a panoramic view of the river and a scenic sunset view. Waiters need to have a very intellectual service skill. This two story building was built in 1992, for Prince of Wales of Britain when he visited to Bagan. It's the only and prominent colonial building in the Ancient Bagan City. It has skilled labor, the rooms and ACACIA SHADE restaurant are facing to pagodas, bird sanctuary garden and swimming pool.

1 Ayeyarwaddy River Suite, 2 Prince of Wales Suites, 44 Deluxe down-river, up-river rooms and garden view bungalows, 34 Superior rooms, 20 bungalows and 14 rooms are in the two story building, 11 Economy rooms are also available in Hotel. All rooms are spacious and furnished meticulously with teakwood, fine fabrics and traditional handcrafts, com equipped

with modern amenities. Car, boat, horse cart is also available, thus, guests can easily rent for sight seeing.

According to the facilitating goods of Bagan Thande Hotel, room's interior decoration and all furniture are decorated in traditional style, in the way of 100% teal wood and all are being used by handmade. The hotel has a pleasant modern and cozy atmosphere, a sober and neat interior decorating, with colourful and original accents. The charming decoration of the hotel gives a particular style of the building to the guests, so customers feel immediately at ease. Bagan Thande Hotel which provides their guests with a unique opportunity for ordering and enjoying food & beverage in their own room which facilities to ensure privacy, convenience and great dining experience. Room service is a part of food and beverage service department of a hotel. Room service is 24 hours service. The duties of the hotel include checking mini bars when the guests check out, collecting breakfast menus every morning and sending food and beverage and room amenities to guest.

All rooms are spacious and furnished meticulously with teakwood, fine fabrics and traditional handcrafts, com equipped with modern amenities. Bagan Thande Hotel provide full amenities which are available in all rooms: Free Wi-Fi, TV with international and local channels, Automatic alarm (requested at the reception desk), Bathtub or shower, Private bathroom, Hairdryer. On the other hand, they provide their guest with Postal, IDD Phone, Fax and Wi-Fi Services to make easy communication. Its health care service is medical doctors' on-call services for 24 hours.

A refrigerated mini bar in a Bagan Thande Hotel, offers beverages services. This mini bar detects whenever an item is removed, and charges the guest instantly. The mini bar is commonly stocked with small bottles of alcoholic beverages, juice, and other soft drinks.

According to information of Bagan Thande Hotel, it can give update information with Brochure, Bagan Thande website and Travel agencies. Direct sales channels are developing via all websites and connecting with partner who are the most reputable online travel agents internationally. Reservation system is specific way. Different methods can be used by guests and they can book by using the internet such as Agoda.com, Booking.com website and Bagan Thande website. Entertainment such as, Myanmar Classical instrumental music and songs and Traditional String Puppet Shows which are provided while the dinner is served.

It advertises its room category, facilities and other useful information on its website and brochure. 1 Ayeyarwaddy River Suite, 2 Prince of Wales Suites, 44 Deluxe down-river, up-river rooms and garden view bungalows, 34 Superior rooms, 20 bungalows and 14 rooms in the two stories building, 11 Economy rooms are available in Hotel. Room facilities include coffee/tea maker, mini bar, Wi-Fi, IDD, TV operation, air conditioning. The crossroads of independent travel and enjoying authentic, guests may need to use of a local guide. So that, Bagan Thande Hotel arranges local guide hiring program for their guest.

According to the explicit service of Bagan Thande Hotel, its service is the minimum level of service facilities that every guest received from the moment a guest interacts or makes a request with an employee, until the interaction or request is completed. When someone calls or walks in to anywhere, for any reason, they want to be treated with respect. They want to see friendly faces which shown that they are ready to help. The long standing team of staff are well trained and professional, with welcoming and friendly faces; they are completely focused on delivering exceptional customer service.

Anybody who is working in Bagan Thande Hotel, employee should know that cleaning and maintaining are general level of hygiene in its room and environment. They are able to work around their working time frames and so their work won't be disrupting the public whilst



they're cleaning. They also need to have the knowledge, experience and attention on detail to be able to carry out job that matches with a set of criteria laid down by the authorities overlook health and safety criteria. All rooms are spacious and furnished meticulously with teakwood, fine fabrics and traditional handcrafts, com equipped with modern amenities. Its check in and check out time procedure are check-in time starts at 2 PM, check-in time ends at 11:30 PM and check-out time is noon. It offers banking system for their guest with 24 hours ATM services.

According to implicit service of Bagan Thande Hotel, most hotels, can be entered without any restrictions. When a guest is traveling on business or pleasure, Bagan Thande hotel's guests may feel safe and relaxed while they are staying in their hotel. Its professional manageable staff help their customized a cost-effective security solution by providing security staff that help to protect its property, guests, and employees. Bagan Thande Hotel security has its own safety and regarded as a number-one priority. Their highly trained security staffs are working 24 hours a day, 7 days a week.

Its customers can feel a pleasant atmosphere in the hotel's rooms and ACACIA restaurant are facing to the pagodas, and it has bird sanctuary garden and swimming pool also. On the west side of the hotel, one can enjoy a panoramic view of the river and a scenic sunset view. Rooms' interior decoration and all furniture are decorated with the traditional style, 100% teal wood and all are handmade.

Bagan Thande Hotel makes sure that it treats each and every guest with the appropriate level of respect and formality, friendly and generous behavior towards guests. The staff offer services such as carrying a bag, getting a drink, opening the door, and showing they're there to help anything the customer's want.

According to the survey result of the analyzing of customer's demographic profiles, it was found that almost 34-42 years age and over half of the respondents are male and the rest of those are female respondents. It can be said that male customers are more willing to answer the question which are concerning with their experience in Bagan Thande Hotel. It can be concluded that 34-41 years customers are more staying at this hotel because most of their purpose of visiting Bagan are vacation. Almost Asia customers are more staying at Bagan Thande Hotel because they like Myanmar traditional styles and cultures and almost Myanmar cultures and their cultures are the same.

On the other hand Bagan Thande Hotel's property is occasionally choosen by fulltime employed because they visit to Bagan for their vacation. Most of the customers who visit to Bagan are on vacation and they are very interested in Bagan's cultural heritage. Most of the customers are more likely to stay in three-star hotels because these hotels have most convenient lodges and the reasonable price. And then, most of the customers are willing to choose travel agencies which have good services for their travelling because Bagan Thande hotel has already arranged to connect with the travel agencies such as Agoda.com, Booking.com website and Bagan Thande website.

Moreover most of the customers choose for Bagan Thande Hotel concrete evidences. Bagan Thande Hotel is conveniently located in the south-West corner of the ancient walls of Old Bagan City (Bagan Archaeological Zone) on the Eastern bank of the Ayeyarwaddy River. It is situated in the nest of the venerable Gawdawpalin temple and beside the Bagan Archeological Museum. On the west side of the hotel, one can enjoy a panoramic view of the river and a scenic sunset view. Most of the customers can easily checked in Bagan Thande Hotel at once. And then, most of the customers are staying two days long at Bagan Thande Hotel because most of the tourist will spend part of their vacation who have to take at least two days to visit in Bagan and Bagan's cultural heritage where has over 3288 monuments.

As the result of surveying data, it could be found that the customer satisfaction on supporting facility of Bagan Thande Hotel. According to result, customers satisfy the statement of convenience location of Bagan Thande Hotel. Bagan Thande Hotel is conveniently located in the south-West corner of the ancient walls of Old Bagan City (Bagan Archaeological Zone) on the Eastern bank of the Ayeyarwaddy River. It is situated in the nest of the venerable Gawdawpalin temple and beside the Bagan Archeological Museum. On the West side of the hotel, one can enjoy a panoramic view of the river and a scenic sunset view. Its parking palace is narrow because its land area is almost full with building and garden view.

According to result, the customers had the highest satisfaction on the statement of number of menu items. Customers got highly satisfaction Bagan Thande Hotel's menu items which could highly support with breakfast, lunch and dinner to its guests. Secondly, customers satisfied on the statement of quality of service, food & beverage in restaurant/bar which served whatever serve their needs and wants. However, the assurance satisfaction had neutral on the variety of replacement rooms. Customers want replacement room more carefully because guests want their hotel rooms be like qualified, value chic and modern interiors that can give warm and relax after a long trip

As the result of survey data, it can be found that the customers satisfaction on information of Bagan Thande Hotel. Customers are highly satisfied with the Bagan Thande Hotel's Special Entertainment programmes for groups and ceremony arrangements because they like Myanmar cultural shows. Secondly, customers have strongly satisfaction on the statement that catering. Customers are satisfied hotel's serving with all kind of delicious Western and Asian cuisines at breakfast, lunch and dinner time. Customers want to know the information for their child because they don't describe specific on their website and brochure for child information. Therefore, it can be said that Bagan Thade Hotel need to inform concerning with child policy. As the result of survey data, it can be found that the customers satisfaction on explicit service of Bagan Thande Hotel. Customers satisfy with their rooms' cleanliness because the rooms are comfortable, and pampered, a clean atmosphere. Secondly, customers have satisfaction on the statement that friendly staff and 24 hours ATM services. The hotel makes sure that staff treat each guest with the appropriate level of respect and formality, friendly and generous behavior towards guests. It staff are offer to carry a bag, to get a drink, to open the door, and they show they're here to help. The hotel offers made banking system for their guest with 24 hours ATM service. Billing system procedure is slowly because their cashier are not effective and needed to improve their skill. Thus, the hotel should mainly emphasize on billing system procedure

As the result of survey data, it can be found that the customers satisfaction on implicit service of Bagan Thande Hotel. Customers satisfy concerning with this factor because as soon as they arrive at the hotel they feel friendly welcome. They make sure that they treat each guest with the appropriate level of respect and formality, friendly and generous behavior towards guests. The staff offer services such as carrying a bag, getting a drink, opening the door, and showing they're there to help anything the customer's want. Secondly, customers are satisfied on the statement that 24 hours security services which gives them safety while they are living in Bagan Thande Hotel. Bagan Thande Hotel security is number-one safety in Bagan priority. It highly trained security staff are available for 24 hours a day, 7 days a week. Customers are neutral on Pleasant atmosphere because building infrastructure is weakness because its building was built in 1922 that their properties are old.

As the result of data collection, it could be found that customers had strongly satisfaction on service package that were provided by Bagan Thande Hotel. Among the service package, it was obvious that customers had strongly satisfaction on the implicit services.

Secondly, the customers gave good recommend on the explicit services and supporting facility. On the other hand, it was also found that customers had relatively satisfied on facilitating goods and giving information. Besides, customers have different satisfaction on some statements of information and facilitating goods as customers have already known Hotel's activity through Bagan Thande Hotel through website.

According to the data, it could be found that the customers intention to stay next Bagan Thande Hotel. According to result, they had strongly satisfaction on the location of Bagan Thande Hotel, cleanliness, and value for money. Therefore, the locations of Bagan Thande Hotel, cleanliness, value for money are mostly customer intention to stay at Bagan Thande Hotel the next time.

However, when asking questions to customers satisfaction about hotel services and intention to stay in this Hotel the next time. 125 respondents are continue to select this hotel for their next time in Bagan which means that they satisfy the service package that are provided by Bagan Thande Hotel and met their expectation. 61 respondents tell others about this hotel because they like the convenience location of Bagan Thande Hotel and their services.

### **Suggestions and Recommendations**

According to the result of this study, Bagan Thande Hotel should provide more adequate parking place and facilities to the customers that satisfaction of customers on supporting facility will get the higher level of satisfaction. On the other hand, in order to get more satisfaction on facilitating goods, Bagan Thande Hotel should provide 24 hours health services and a variety of replacement rooms to support the customers. On the other hand, sufficient bathroom amenities should be placed each and every room.

Moreover, Bagan Thande Hotel website is needed to upload more information concerning with the Hotel and child policy. Bagan Thande Hotel should try to find the better way to communicate with their customers. Thus Bagan Thande Hotel can earn more strongly satisfaction on the information of Bagan Thande Hotel.

Findings show that explicit services should be provided to improve billing system procedure. By doing so, the satisfaction of customers on explicit services will be the strongest positive satisfaction. Implicit services should be provided adequate pleasant atmosphere which means that it needs to improve building infrastructure. By providing implicit service, the satisfaction of customers on implicit services will be at the strongly satisfaction level.

Moreover, Bagan Thande Hotel needs to offer additional service such as: offering gifts/ congratulation on customer's birthday/wedding anniversary, planting and giving flowers in rooms, alternative dietary meals, alarm-call service, breakfast in bed, late check-out, efforts of hotel staff in solving the problem, responsibilities of managers/supervisors in solving the problem, immediately solving problem, improving manager/supervisor quality. On the other hand, Bagan Thande Hotel needs more family rooms, IT technician and Alacart menu is available quickly.

They should offer carefully equipped and appointed rooms with a unique, relaxing environment. Each room has its own space and each character, by embellishing with unique decorative elements. Particular attention is pay to the calm and relaxing aspect of each environment, to make customers feel perfectly like at home. Every time a customer stays at Bagan Thande Hotel, the hotel should make create surprises and every room makes the customers feel different.

Bagan Thande Hotel should always look for ways to increase customer's satisfaction by providing value, convenience and comfort. Implementing new technology can help to accomplish but hotels must be careful to invest in technology to what the guest really want.

To sum up, the more Bagan Thande Hotel supports the best service, the more the hotel wins in competition the more the hotels get the new customers. Therefore, Bagan Thande Hotel should always find the better services to support its customer. On the other hand, the cost of finding a new customer is more expensive than maintaining the old one. Therefore, Bagan Thande Hotel should also think about the ways to keep customers with good services. By doing so, Bagan Thande Hotel will get fully retention of its customers as well as getting new ones.

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