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FACTORS AFFECTING CUSTOMER SATISFACTION ON

NOVOTEL YANGON MAX HOTEL

THANT THAZIN OO

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FACTORS AFFECTING CUSTOMER SATISFACTION ON

NOVOTEL YANGON MAX HOTEL

A thesis submitted as a partial fulfillment of the requirements for the Master Degree of Marketing Management (MMM)

Supervised by   Submitted by

Dr. May Su Myat HtwayAung   Ma Thant Thazin Oo

Professor   Roll No. MMM – 102

Department of Commerce   MMM 1st Batch

Yangon University of Economic   Yangon University of
Economic

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ACCEPTANCE

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(Chairman)
Prof. Dr. Tin Tin Htwe
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Yangon University of Economics

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(Supervisor)	(Examiner)
Dr. May Su Myat Htway Aung	Dr. Tin Tin Htwe
Professor	Professor / Head
Department of Commerce	Department of Commerce
Yangon University of Economics	Yangon University of Economics
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(Examiner)	(Examiner)
Dr. Thynn Thynn Myint	Dr. Aye Thanda Soe
Professor	Professor
Department of Commerce	Department of Commerce
Yangon University of Economics	Yangon University of Economics

AUGUST, 2023

ABSTRACT

The primary aims of this study are to ascertain the elements that influence Novotel Hotel and to investigate the aspects that impact customer satisfaction at Novotel Hotel. The aims were achieved by the utilization of descriptive statistics, correlation analysis, and regression analysis. A simple random selection method was employed to choose 200 out of the total 618 guests who visited the hotel between January and March 2023. The data was obtained by the implementation of a questionnaire survey methodology. The study examines seven influential aspects, including tangibility, reliability, responsiveness, pricing, site, people, and process. The score levels for customer perception across all criteria indicate a favorable trend, with a high level of agreement. Based on the findings of the correlation study, it can be observed that there exists a positive link between all the factors and customer satisfaction. Furthermore, the findings of the regression analysis reveal that among the variables examined, namely tangibility, responsiveness, and place, only these three variables exhibited a statistically significant positive impact on customer satisfaction. This study proposes that the hotel marketing manager should focus on enhancing employee interpersonal behavior and knowledge in delivering services in order to enhance customer satisfaction at Novotel Yangon Max Hotel.

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CHAPTER I

INTRODUCTION

Customers are the most important factor in any business; without them, success is unimaginable. Working closely with one's client is crucial. Customer service is a crucial component of both the market and the business. Organizations must consistently provide goods and services of great quality that result in incredibly happy and devoted clients if they want to survive (Fecikova, 2004). Whether in the service industry or the private sector, customer happiness is important for any organization. It is impossible to completely satisfy every client. After using the product, the consumer will likely express happiness if they enjoy it (Yao, 2019).

The term "hospitality industry" covers a wide range of businesses and administrations involved in recreation and client fulfillment. The hospitality sector is constantly mindful of challenges pertaining to enhancing service so that clients have a better overall service experience (Daoust, 2021).Sometimes complex methods are employed as a component of a comprehensive integrated communications program to increase sales and boost overall profitability. The effectiveness and efficiency of a company's marketing plan and the caliber of its customer service are key factors in determining its success.

With the aim of maximizing customer pleasure, a hotel's survival in the current competitive environment increasingly depends on service quality (such as tangibility, dependability, responsiveness) and marketing mix (such as pricing, site, people, and process). Customer satisfaction becomes a crucial metric for the hotel industry. As a result, it is crucial for the hotel to understand how various aspects affect client satisfaction.

Yangon is a fascinating city in Myanmar with lots of eye-catching locations. As a result, many travelers are interested in visiting Yangon. The hotel and tourism industries are well-known in the Yangon area. The Novotel Yangon Max Hotel is one of the city's most well-known hotels for its cutting-edge interior design, first-rate amenities, and comprehensive range of services, among other things. Because it meets travelers' need for lodging, the hotel industry is a crucial component of the tourism industry. Therefore, hotels must please and keep their guests in order to improve the hotel industry's

contribution to the economy of Myanmar. These days, hotels face competition on a global scale. Some hotels provide a wide range of services to their clients, and Novotel Yangon Max Hotel conducts research on aspects that affect client satisfaction as a tool to help the hotel meet clients' requirements and desires. This study will identify, analyze, and evaluate the impact of influencing factors on customer satisfaction in relation to the demographic profile of the customers at the Novotel Yangon Max Hotel, including hotel amenities, service capability, service efficiency, price, place, people, and process.

1.1 Rationale of the Study

The hotel industry undoubtedly faces many significant challenges on a global scale, including the influx of the economy, labor shortages and retaining quality staff, rising technological demand, providing and maintaining the utmost cleanliness and hygiene, providing and maintaining excellent and exceptional guest service standards, providing and maintaining sustainable practices, increasing competition, and a lack of the most recent and sophisticated marketing techniques. In order to ensure smooth operation of hotels and gain the confidence, trust, and faith of hotel guests in Myanmar, the hotel industry and the working hoteliers within it must sort, resolve, find, and implement appropriate solutions to all the aforementioned major challenges.

The term "customer" refers to a person or organization that buys the products or services that a business produces. Since the consumer is the one who pays for supply and generates demand, the customer is the ultimate objective of enterprises. Because satisfied consumers are more likely to make future purchases of goods and services, businesses frequently adhere to the maxim "the customer is always right". Customer satisfaction is a crucial component of an efficient corporation in the cutthroat business world of today. Customers who are happy with their purchases will do business with you again and refer you to others. They will also be less expensive to sell to and to serve. According to Nain (2018), businesses that actively manage customer satisfaction actively control their continued profitability. Customer satisfaction is therefore highly important in business nowadays and essential to the sustainability of any company.

In any service-oriented industry, the element of customer expectation is important in order to provide quality service, according to a study by (Yongchaitrakool, 2014) on the impact of customer expectation, customer experience, and customer price perception on customer satisfaction in the hotel industry. He continues to make the case in his study that there are two types of client expectations: desired and adequate. Customers' desired

expectations are what they anticipate from service providers, whilst their adequate expectations are the level of service they are willing to tolerate. The desirable expectation is above the adequate expectation in level. It is associated with client feedback.

The effectiveness and efficiency of a company's marketing plan determines its capacity to succeed. The element known as influencing factors consists of tangibility, dependability, responsiveness, pricing, place, people, and process. Using the marketing mix and service quality components as a controller tool, one can gauge customer happiness. The company will be able to determine the needs and desires of the consumer with the aid of a solid understanding of service quality and the marketing mix. Customer satisfaction-related factors are one of the key components of marketing strategy.

Numerous studies that are applicable to the hotel sector look at characteristics that visitors might value highly in terms of customer satisfaction (Nomnga, 2015). There are other models available, but SERVEQUAL, HOLSERVE, Lodging Quality Index (LQI), and DINESERVE are the three most widely used to gauge customer satisfaction and service quality in the hotel business. Each model has a unique strength and has been creatively applied in the hotel sector to present literature pertinent to this study and offer a conceptual framework.

Novotel Yangon Max Hotel is one of the well-known hotels in Yangon for its cutting-edge modern room decor, first-rate amenities, and comprehensive services, among other things. Because the hotel industry provides accommodations for travelers, it plays a significant role in the tourism sector. As a result, hotels must maintain and please their clientele in order to grow their business in Myanmar. These days, hotels face competition on a global scale. Some hotels give their patrons access to a variety of services. A four-star hotel with 366 rooms, Novotel Yangon Max Hotel uses the quality of its people, place, processes, and services as a tool to meet the requirements and wishes of its guests. There will be roughly (618) visitors during the 2023 open season. As a result, this study must assess the variables influencing Novotel Yangon Max Hotel patron satisfaction.

1.2 Objectives of the Study

The main objectives of the study are as follows:

1. To identify the service quality and marketing mix of Novotel Hotel
2. To analyze the factors affecting customer satisfaction of Novotel Hotel

1.3 Scope and Method of the Study

This study employed descriptive statistics and a quantitative research strategy. The present study used the simple random sampling technique. This study centers on the examination of customer satisfaction in relation to service quality and the marketing mix of Novotel Yangon Max Hotel. There exist two distinct sources of data, namely primary and secondary data. In order to gather primary data, a sample of 200 hotel guests (out of a total of 618 visitors) who visited the hotel between January and March 2023 was picked using the simple random sampling technique. Secondary data are derived from many sources such as hotel records, documents, textbooks, pertinent articles, and online portals. The basic data was gathered through the utilization of a questionnaire that employed a 5-point Likert scale. The survey questionnaires were distributed to individuals who have had firsthand experience staying at Novotel Yangon Max Hotel through the use of Google Forms. The study employed correlation analysis and multiple regression analysis to examine the variables that influence customer satisfaction at Novotel Yangon Max Hotel.

1.4 Organization of the Study

The present study encompasses five chapters. Chapter 1 serves as the introductory section of the study, encompassing the rationale, objectives, scope and methodology, as well as the overall structure and organization of the research. Chapter 2 provides an overview of the theoretical framework underpinning the investigation. Chapter 3 of this study provides an overview of the firm profile, marketing mix, and service quality of the Novotel Yangon Max Hotel. Chapter 4 focuses on the examination of the impact of the marketing mix on customer satisfaction at Novotel Yangon Max Hotel. Chapter 5, the final chapter, serves as the concluding section of this study. It encompasses the presentation of the findings and subsequent discussions, ideas and recommendations, as well as the identification of areas that warrant additional investigation.

CHAPTER II
THEORETICAL BACKGROUND OF THE STUDY

This chapter provides an overview of the theories and concepts related to service quality, marketing mix, and customer satisfaction. Furthermore, this chapter provides an in-depth analysis of the relevant theoretical frameworks, prior research projects that are similar in nature, and the utilization of the conceptual framework employed in this study. The primary aims of this chapter were to ascertain the fundamental concept of the study.

2.1   Concept of Customer Satisfaction

Customer satisfaction was observed across a range of circumstances and found to be associated with both products and services. In order to remain competitive and sustain their operations, companies must ensure the production of high-quality products and the provision of excellent service, resulting in a high level of customer satisfaction. To achieve customer satisfaction, it is imperative for the organization to offer a favorable perceived value of their products or services (Nishandini & Siranjeevi, 2017). Customer satisfaction is a subjective evaluation based on an individual's perception. The matter at hand also pertains to the extent or level of something. The provision of high-quality products and services revolves around the fulfillment of client needs and expectations. Customer satisfaction, a commonly used concept in the field of business, refers to the evaluation of how well a company's products and services align with or exceed the expectations of its customers. The concept in question is widely recognized as a crucial metric for evaluating organizational performance in the business context. Moreover, it is an integral component of the four perspectives framework employed in the Balanced Scorecard methodology. In the context of a highly competitive market, where firms engage in competition to attract and retain consumers, the concept of customer satisfaction has emerged as a significant factor that distinguishes one business from another. Moreover, it has progressively evolved into a fundamental component of corporate strategy (Rajeev, 2018). The identification of four essential processes for achieving successful marketing entails the comprehension of the consumer, the creation of value for the customer, the communication of said value to the target market, and the facilitation of a seamless purchasing process for the customer.

Customer satisfaction is a prevalent occurrence within the realms of marketing and management, extending beyond the hotel industry to encompass several other economic enterprises. The authors Yadav and Dabhade (2013) argue that the attainment of pleasure is crucial for the expansion of corporations and the ongoing viability of economic endeavors. Customer satisfaction is fostered in customers by creating a perception that the quality of the products and services being provided is exceptional and meets their needs and expectations to the fullest extent. Enhanced client pleasure leads to heightened consumer loyalty, hence resulting in amplified profitability. The hotel business has also been actively engaged in the pursuit of achieving optimal levels of customer satisfaction. According to Egena (2013), it is imperative for hotels and restaurants to provide services and goods of the utmost quality in order to effectively meet the expectations of their clients. Ensuring client satisfaction is likely to contribute significantly to maintaining a positive reputation for the organization. The hotel industry's success is heavily reliant on maintaining a positive reputation.

Customer satisfaction in this particular industry is ascertained by evaluating many factors, including the quality of reception services, housekeeping standards, pricing strategies, and the offerings in terms of food and beverages. It is imperative for any hotel to make concerted efforts to guarantee that these influencing variables effectively project a favorable image of the organization. The reason for this phenomenon is that a positive image of a firm has a direct impact on its profitability, leading to higher profits and increased stock turnover. The level of customer satisfaction is closely correlated with customer loyalty, a crucial factor in the overall success of a corporate enterprise. The adage that customers are always correct underscores the importance for corporate management to prioritize the complete satisfaction of consumer needs. While it may pose challenges to meet all customer demands, it is imperative for hotel management to identify the most valued clientele for the establishment. To ensure optimal client satisfaction, it is imperative for hotel administrators to get the requisite consumer information. The determination of core customers is of utmost importance, as highlighted by Lonial and Zaim (2000). It is imperative for hotel management to allocate significant resources towards doing research in order to identify strategies for enhancing customer satisfaction (Staffaroni, 2021).

2.2   Marketing Mix

According to Kotler (2011), the marketing mix refers to a set of controllable and tactical marketing tools that a firm incorporates in order to effectively communicate the necessary information to the target market. The primary objective of this marketing mix is to meet the demands and preferences of the target market.

The pricing of a product serves as the primary determinant within the marketing mix. Business enterprises engage in strategic planning to enhance the affordability and accessibility of their products, thereby catering to a wider consumer base through the provision of budget-friendly options. Alternatively, they may elect to increase the price point and improve the quality of their offerings, thereby positioning them as premium alternatives. According to Damen (2021). The concept of place or physical distribution pertains to the process of transferring ownership of a product from the manufacturer to the client. The profitability margin is contingent upon the speed at which a company is able to sell its items. The concept of distribution in the hotel industry refers to the extent to which a hotel business employs various distribution channels to develop effective strategies for the distribution of its products and services (Bhargav, 2017). It is imperative that staff members, employees, and sales personnel demonstrate a high level of customer service in their interactions with customers. The provision of a great experience to customers results in their subsequent dissemination of positive feedback regarding the exceptional service received. According to Buddhichiwin (2015), To ensure consistent delivery of products and services at a high standard, it is imperative to establish an effective procedure. Additionally, it enhances efficiency, resulting in time and cost savings.

2.3   Service Quality

The significance of service quality in providing a competitive edge to a company cannot be understated, as it has a direct impact on various characteristics such as customer satisfaction (Ali, 2013), loyalty (Kimet, 2013; Prentice, 2013), intents (Hooper, 2013; Srivastava and Sharma, 2013), and value perceptions (Wu, 2013). According to Berry (1988), service quality refers to the evaluation of a customer's explicit expectations or demands for a service in relation to the actual performance experienced after utilizing that service. Rust and Oliver (1994) highlighted service quality as a significant determinant for the long-term viability of businesses and a crucial factor in their success. In the present competitive landscape, characterized by hotels offering comparable amenities, the viability of hotels is mostly contingent upon their ability to provide service

quality, a factor that significantly influences customer satisfaction (Mohsin & Lockyer, 2010).

According to Parasuraman (1985, 1988), service quality can be conceptualized as the variance between customers' perceived service level and their initial expectations. Grönroos (1984) posits that service quality is determined by a cognitive process in which customers evaluate the service they have received from a provider and compare it to their anticipated level of service. According to Zeithaml (1990), the concept of perceived service quality refers to the extent to which a company effectively fulfills the needs and desires of its clients. Furthermore, Ineson (2011) highlighted that crucial determinants of exceptional service encompass personnel that possess a fervent dedication to service and their respective roles, alongside qualities such as integrity, reliability, and adeptness in handling unforeseen circumstances. As a result of the findings, Vijayadurai (2008) reached the conclusion that it is imperative for hotel managers to provide training to their staff in order to guarantee the provision of courteous, considerate, and amiable service.

Service quality is distinguished from customer pleasure in that it is contingent upon factors that are within the purview of management (Iacobucci and Ostrom, 1995). Furthermore, it is important to note that customer experience is conceptually separate from the assessment of service quality, as highlighted by Lemke (2011). According to Payne (2008), service quality refers to the evaluation of a firm's procedures from the firm's point of view, while customer experience quality pertains to the assessment of an individual's experience from the customer's perspective. Rust and Oliver (1994) propose that customer satisfaction is contingent upon the level of service quality experienced. Specifically, the higher the perceived service quality, the greater the likelihood of customer satisfaction.

2.4   Previous Studies

This section provided an overview of the three preceding studies. The inclusion of these prior studies is crucial in establishing the conceptual foundation of the current investigation. The factors under consideration include tangibility, reliability, responsiveness, price, place, people, product, and customer happiness.

Abbasi et al. (2010) provided a definition of the factors that influence customer satisfaction within the hotel business of Pakistan. This research has emphasized that

customer satisfaction is a subjective evaluation that is significantly influenced by consumer expectations regarding the quality of services. The conceptual structure of this investigation is illustrated in Figure 2.1.

Figure (2.1)   Service Quality and Service Features Affecting Customer Satisfaction
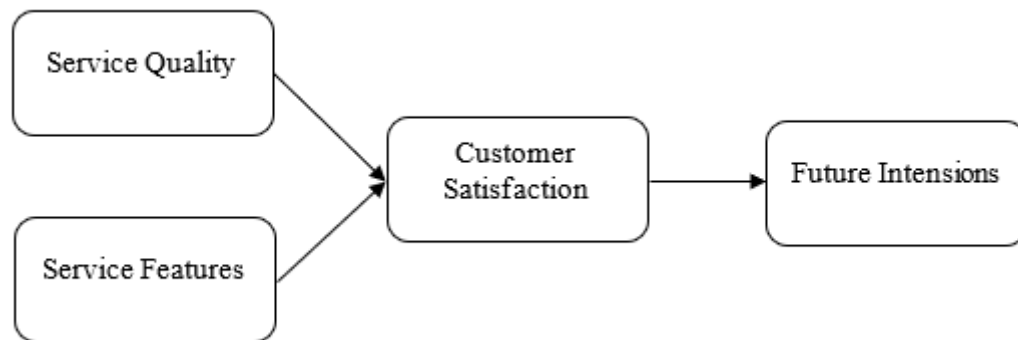
Source: Abbasi, et al (2010)

Based on the findings shown in Figure 2.1, the research demonstrated that enhanced service quality and superior service features have a positive impact on customer satisfaction. Furthermore, it was observed that satisfied consumers are more likely to exhibit amplified future intentions.Mim and Ferdous (2020) provided a definition of the elements that have influence on customer satisfaction within the context of the Hospitality Industry. This study aimed to examine the correlation between five primary characteristics, namely hotel facilities, service capacity, service efficiency, service attitude, and breakfast, and the level of customer satisfaction with the hotel. The factors discussed in this study were derived from the five dimensions outlined in the SERVQUAL model provided by Parasuraman, Zeithamal, and Berry (1988). These dimensions are tangibility, reliability, responsiveness, assurance, and empathy. The data were collected from two online reservation services, which evaluated the hotel using the SERVQUAL model, throughout the period of 2017 to 2018. Figure 2.2 depicts the conceptual frameworks utilized in a prior research study.

Figure (2.2)   Effect of Marketing Mix on Customer Satisfaction
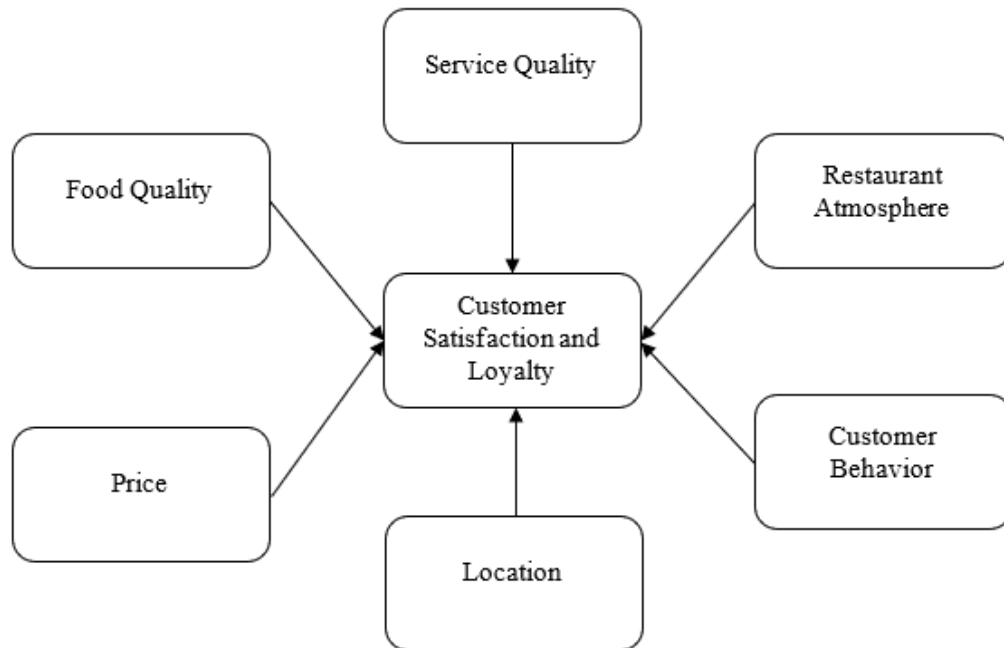
Sources: Mim & Ferdous (2020)

Based on the findings presented in Figure 2.2, this research makes a valuable contribution to the existing literature on the topics of customer happiness and loyalty. This study aims to elucidate the various elements that impact customer happiness and loyalty within the context of fine dining establishments, with a specific focus on Indian restaurants. This particular field of research has been relatively unexplored in the existing literature.

The conceptual frameworks of a prior investigation are depicted in Figure 2.3. In the study conducted by Yang and Campos (2020), the objective was to examine the correlation between five primary characteristics, namely hotel facilities, service capacity, service efficiency, service attitude, and breakfast, and the level of customer satisfaction with the hotel. The factors under consideration were derived from the five dimensions outlined in the SERVQUAL model introduced by Parasuraman, Zeithamal, and Berry (1988), namely tangibility, reliability, responsiveness, assurance, and empathy. An empirical study was undertaken at a prominent international hotel located in Chenzhou City, Hunan Province, China, with the objective of examining the hotel's approach to managing customer satisfaction. The data were collected from two online reservation services, which evaluated the hotel using the SERVQUAL model throughout the year of

2017 to 2018. The researchers employed multiple linear regression analysis to examine the association between the five primary criteria and the level of customer satisfaction, utilizing a dataset of around 1,500 online comments.

Figure (2.3)   Service Quality Effecting on Customer Satisfaction
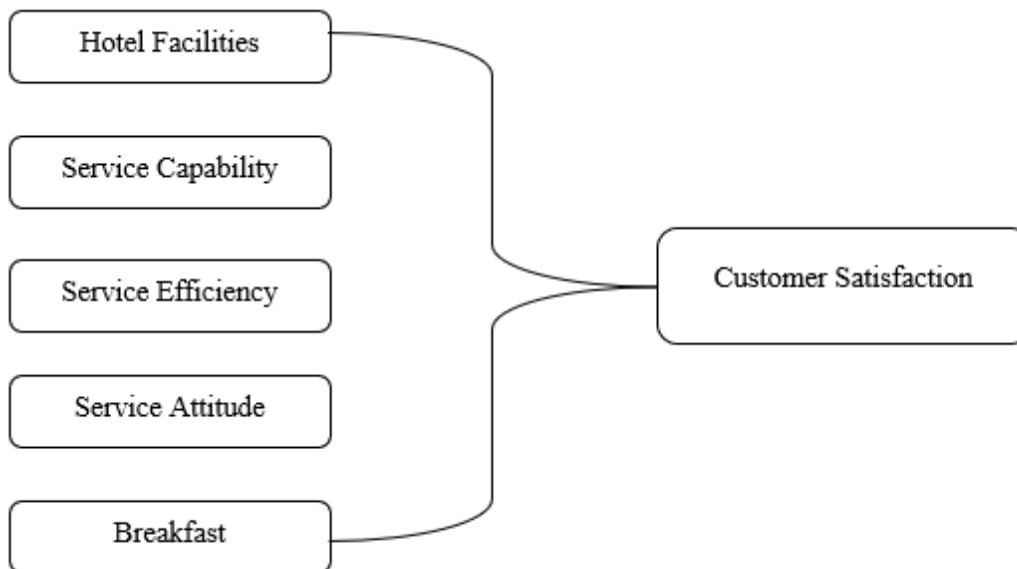
Based on the findings presented in Figure 2.3, it was observed that of the five major characteristics examined, namely service capacity and service attitude, only these two criteria demonstrated statistically significant positive impacts on customer satisfaction within the context of this particular hotel. The impact of hotel facilities and breakfast on customer satisfaction at this particular hotel is shown to be statistically insignificant. Surprisingly, service efficiency is also found to have no significant beneficial effect on customer satisfaction. This study presents recommendations for enhancing future decision-making in customer satisfaction management for the hotel under investigation. Additionally, it offers guidance for other enterprises facing similar circumstances, with the aim of preventing errors in customer satisfaction management and ultimately enhancing the overall performance of the hotel.

2.5   Conceptual Framework of the Study

The preceding study examines the conceptual framework of the study, which centers on the interplay between service quality, marketing mix, and consumer pleasure.

The concept posits that there exists a positive correlation between tangibility, reliability, responsiveness, and customer satisfaction. The role of service quality and marketing mix is of great importance in the creation and enhancement of customer happiness. The ability of the Novotel Yangon Max Hotel to maintain a loyal customer base can be attributed to the high level of satisfaction experienced by its patrons.

Figure (2.4)   Conceptual Framework
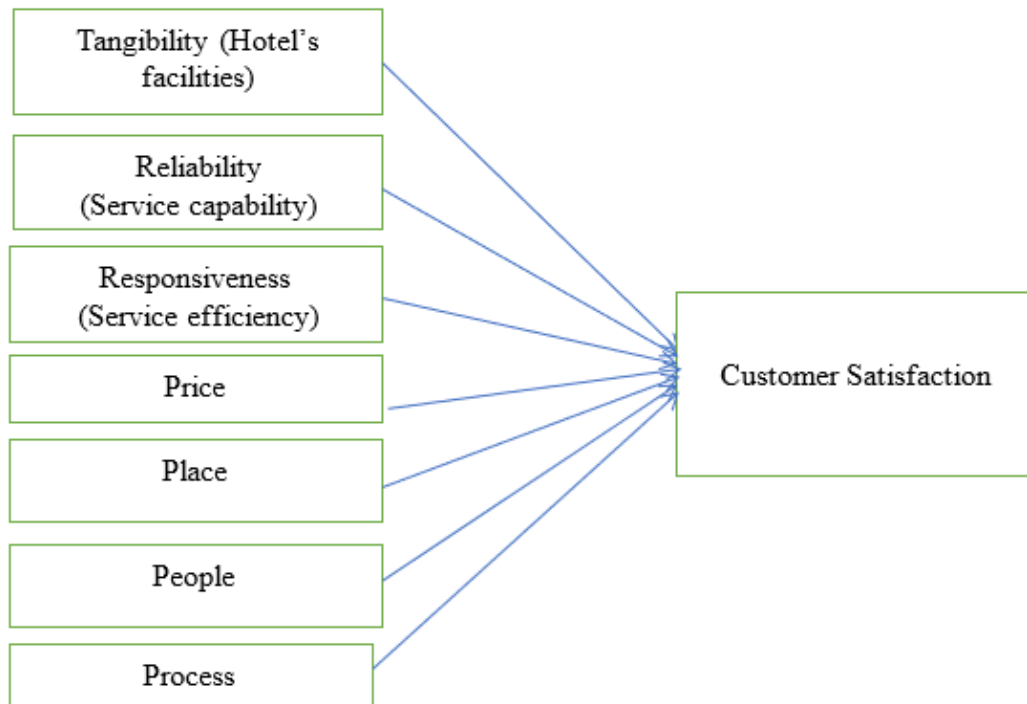
Source: Own Compilation (2023)

The service quality and marketing mix encompass seven distinct factors that function as independent variables. These elements are tangibility, reliability, responsiveness, price, place, people, and process. The dependent variable in this research study pertains to customer satisfaction, which serves as an indicator of the study's outcome. The aforementioned elements serve as the study environment for examining the correlation between service quality, marketing mix, and customer happiness, as depicted in Figure 2.4. The hotel's facilities are anticipated to incorporate the seven aspects of services marketing mix in order to develop an appropriate marketing strategy. This strategy aims to compete in the industry by prioritizing services that align with the preferences and requirements of its clientele. The application of the services marketing mix framework contributes to client happiness. Furthermore, service quality refers to the subjective evaluation made by customers regarding the extent to which a service fulfills or surpasses

their expectations. Enhancing customer satisfaction is widely seen as a crucial determinant. Nevertheless, the significance of customer satisfaction research is rooted in conceptual frameworks.

CHAPTER III
PROFILE AND SERVICES OF NOVOTEL YANGON
MAX HOTEL

This chapter presents the profile and services provided by the Novotel Yangon Max Hotel. There are profile of Novotel Yangon Max Hotel, organization structure of Novotel Yangon Max Hotel and service factors of Novotel Yangon Max Hotel sections in this chapter.

3.1   Profile of Novotel Yangon Max Hotel

The Novotel Yangon Max Hotel was established in the year 2002. A noteworthy achievement for both Max Myanmar Group and the thriving hotel and tourism sector in Myanmar is the establishment of a new five-star hotel, which is exclusively owned by a local entrepreneur from Myanmar. The Novotel Yangon Max Hotel is located at No-459, Pyay Road, in the Kamayut Township of Yangon. Additionally, it is situated in close proximity to the central business district and cultural center of the city, as well as Yangon International Airport. The hotel, which holds an international rating of five stars and a four-star rating from Accor, features a total of 366 rooms. Additionally, it offers two ballrooms that are specifically designed to accommodate both corporate and private events. The hotel also includes several food and beverage outlets as well as recreational amenities. The rooms and suites at Novotel Yangon Max are characterized by the presence of contemporary design elements, which are evident in the utilization of space, transparency, and light. The guest rooms are tastefully decorated with a functional workstation and contemporary technology. They feature a comfortable sitting area and a contemporary bathroom equipped with a separate rain shower.

The guestrooms, which vary in size from 29 to 75 square meters, consist of a total of 366 units. Among these, there are 123 Executive Rooms and Suites available, including a Presidential Suite. These exclusive accommodations are located on the Executive Floors, providing guests with access to the Premier Lounge and VIP services. The hotel offers a variety of eating options with three restaurants and four bars. The restaurant named "SQUARE" is an establishment that serves a wide range of international dishes throughout the day. For individuals seeking real Cantonese food and an extensive lunch buffet featuring unlimited dim sum, the Royal Pavilion Chinese restaurant is an ideal

selection. The French Restaurant, which is set to open in the near future, provides exceptional dining experiences accompanied by breathtaking vistas of the renowned Shwedagon Pagoda. The combination of well-crafted cocktails, melodic music, and an atmosphere conducive to unwinding and leisurely enjoyment contributes to a sense of contentment in the bars within the hotel. Relax and unwind at the Lounge and Studio venues, where live musical performances are offered. Alternatively, one can choose to leisurely spend time at Time Out, where live broadcasts of popular sporting events can be enjoyed. Another option is to have a pleasant evening at the Pool Bar. Novotel Yangon Max provides a very suitable facility for meetings and gatherings, encompassing two ballrooms, a conference room, and six meeting rooms. The Yangon Ballroom features a ceiling height of 12 meters, providing ample space for a maximum capacity of 700 people. Similarly, the Pyay Conference Room offers a generous capacity, comfortably accommodating up to 400 individuals. The hotel provides convenient access to meetings and functions due to the presence of a sufficient number of parking spaces on its premises. The hotel offers a range of recreational amenities, such as the Balance fitness center, Spa by Manida, a tennis court, a dedicated yoga room, an outdoor swimming pool equipped with a Jacuzzi, as well as a designated pool and club for children. The management of Novotel Yangon Max will be overseen by Accor Hotels, a globally recognized and prominent hotel operator and industry leader. Accor Hotels boasts a diverse portfolio of fourteen reputable brands and operates a vast network of 3600 hotels throughout 92 countries.

3.2   Organization Structure of the Novotel Yangon Max Hotel

The hotel utilizes a diverse range of resources in its operations. The organizational structure of Novotel Yangon Max Hotel encompasses eight distinct departments, together comprising a total of 94 personnel. The departments encompassed within the organization are as follows: the Front Office Department, the Housekeeping Department, the Food and Beverage (service) Department, the Food and Beverage (production) Department, the Finance and Account Department, the Human Resource Department, the Sales and Marketing Department, and the Engineering and Maintenance Department.

Each department within a hotel is responsible for carrying out their individual duties in order to achieve visitor satisfaction. The management of these departments is overseen by both a General Manager and a Resident Manager, with each department having its own respective department head. The Front Office Department, Housekeeping

Department, and Food and Beverage Department provide essential support services to guests. The hotel relies on the assistance of several departments to ensure efficient operations and deliver exceptional services, ultimately leading to heightened levels of client satisfaction. The organizational structure of the Novotel Yangon Max Hotel is depicted in Figure 3.1.

Figure (3.1) Novotel Hotel Organization Chart
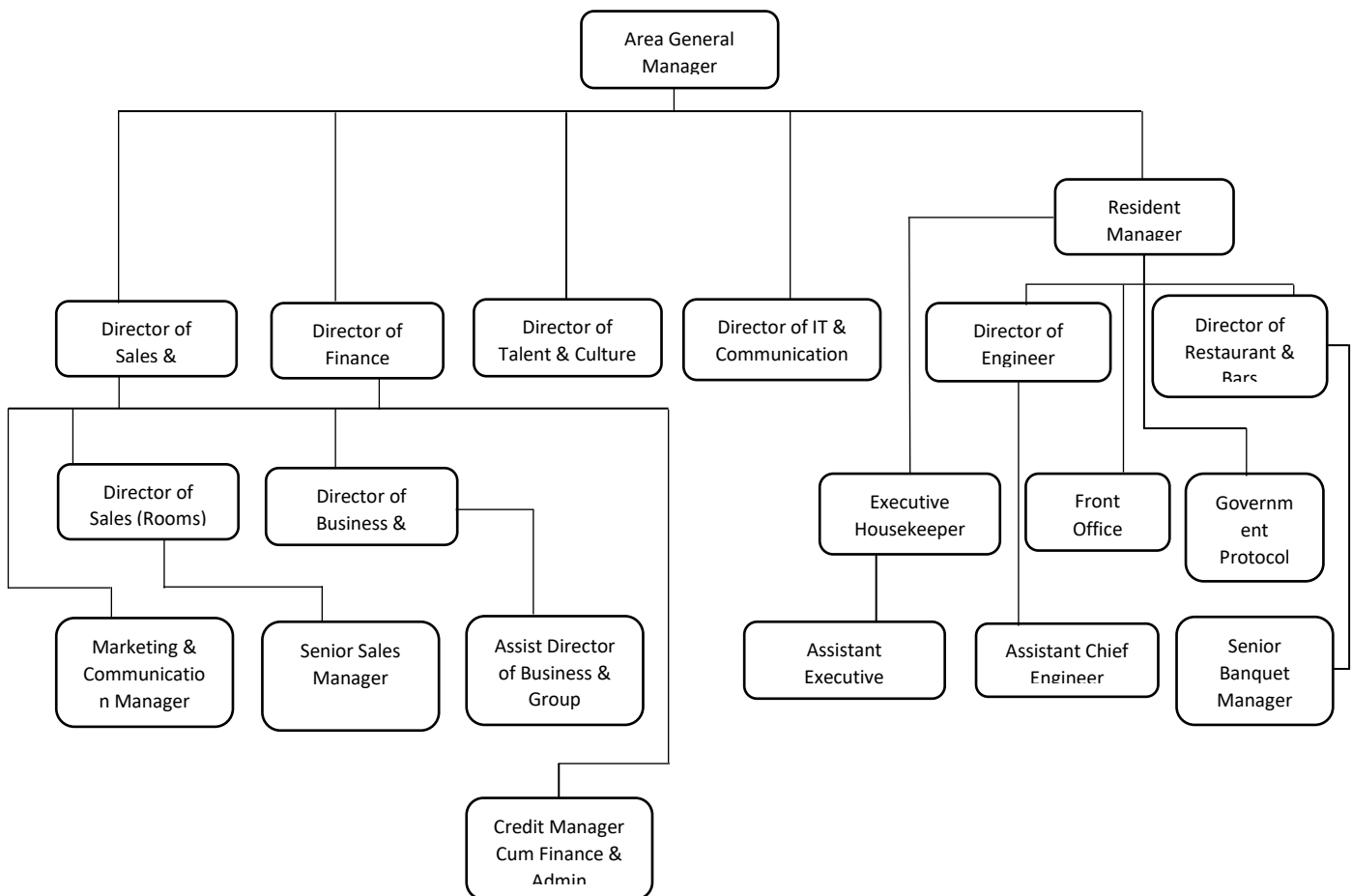
Source: Novotel Yangon Max Hotel (2023)

3.3 Service Factors of Novotel Yangon Max Hotel

In the hotel sector, the provision of superior services holds paramount significance. The elements of tangibility, reliability, responsiveness, price, site, people, and procedure are vital factors that significantly contribute to the effectiveness of hotel marketing endeavors. The Novotel Yangon Max Hotel should prioritize not only the

provision of traditional service quality and engagement in the 4Ps activities, but also the incorporation of the extended marketing mix.

3.3.1 Hotel Facilities

The visual characteristics of physical infrastructure, machinery, staff members, and communication resources.The user's text is already academic in nature. Physical appearance refers to the visual characteristics of various elements, including equipment, staff, buildings, and renovations. Tangibility encompasses the cleanliness of various spaces such as rooms and restaurants, as well as the utilization of clean and appropriate uniforms by personnel. Additionally, it includes the implementation of measures such as the use of disposable gloves (Abdulla, 2017). Amongst the five dimensions, tangibles are considered to be the most crucial feature for consumers to consider. The visual depiction provides a tangible manifestation of the services' images, which clients, particularly those who are new, can utilize to evaluate the level of excellence. Despite the prevalence of tangible elements employed by service providers to enhance their reputation, ensure consistency, and signal quality to customers, it is common for businesses to integrate these tangibles with other factors in order to establish a comprehensive service quality for the firm (Anwar & Balcioglu, 2016).

The amenities offered by the hotel include complimentary Wi-Fi, a fitness facility, a spa, secure parking for vehicles, a fully equipped business center, transportation services such as shuttles and taxis, a variety of eating options featuring several cuisines, a courteous and knowledgeable staff, emergency services, a guest assistance desk, and various other amenities. The Novotel Yangon Max Hotel offers a diverse range of services to its clientele. The attached document outlines the services given in each stage of the guest cycle, including pre-arrival, arrival, occupancy, and departure. The primary offerings provided by hotels encompass lodging and food and beverage provisions. The Novotel Yangon Max Hotel provides guests with exceptional services and a comprehensive range of basic amenities. The hotel provides a range of amenities and services aimed at enhancing the comfort and convenience of its guests. These offerings include accommodation services, food and beverage services, transportation services, telecommunication services, business facilities services, laundry services, and general services. These comprehensive provisions are designed to appeal to both regular customers and new customers, thereby fostering customer loyalty and attracting new clientele.

3.3.2 Hotel Services

(i)   Accommodation Services: The staff of Novotel Yangon Max Hotel provide high-quality lodging that is characterized by cleanliness, reasonable pricing, spacious rooms, guest satisfaction, and aesthetically pleasing room decor. The Novotel Yangon Max Hotel offers a variety of guest room options, including suites, deluxe rooms, superior rooms, and standard rooms.

(ii)   Food and Beverage Services

The culinary & Beverage department of Novotel Yangon Max Hotel is responsible for organizing and providing guests with a wide selection of fresh, delectable culinary options and a diverse range of beverages. Additionally, the establishment provides amenities such as room service (in-room dining), a minibar, a bar, and coffee services for the convenience and satisfaction of its customers. In the evening, the hotel offers a complimentary cocktail service, commonly referred to as happy hour.

(iii)   Transportation Services

Transportation services involve making with travel agencies for convenience the guests such as Airport Drop-off, Airport Pick-up and Public transportation tickets.

(iv)   Telecommunication Services

Telecommunication service of Novotel Yangon Max Hotel arrange variety phone line and facilitate free Wi-Fi is available in all areas of hotel.

(v)   Business Facilities services

Novotel Yangon Max Hotel provides business center, meeting/ banquet facilities, and fax/photocopy as an additional for business guests.

(vi)   Laundry Services

The laundry staffs of hotel also provide laundry, dry cleaning and ironing services to guests.

(vii)   General services

The Novotel Yangon Max Hotel provides a range of amenities and services for its guests, including shuttle services, a convenience store, air conditioning, non-smoking places, hardwood/parquet flooring, a souvenir/gift shop, a safe, an elevator, newspapers, and room service, among others.

All the rooms in the hotel are fitted with current standards. All guest rooms are equipped with amenities such as a telephone, alarm clock, coffee maker, minibar stocked

with snacks, satellite television, private bathroom, hairdryer, sofa bed, clothing racks, wake-up service, and a chair for sitting.

3.3.3   Room Rates

The price factor holds the second position among the contributing elements. Price refers to the monetary value assigned to a certain product or service, representing the amount that consumers are required to pay in exchange for the benefits derived from acquiring or utilizing that product or service. The Novotel Yangon Max Hotel provides a range of pricing options, ensuring that tariffs for both lodging and event spaces are clearly indicated. The Novotel Yangon Max Hotel accommodates many forms of payment from its patrons, encompassing credit cards, debit cards, and cash payments, which are duly verified by the card verification organization. The hotel offers a comprehensive list of accommodation prices to assist customers in making informed decisions when reserving their rooms. Additionally, they provide gratis arrangements for their clientele. The hotel retains the information pertaining to company or individual bookings in their computer system until the designated time, along with a grace period of additional hours.

The Novotel Yangon Max Hotel offers a total of 366 guest rooms, with prices ranging from $73 to $128 per night. These prices are determined by the specific room types and include breakfast for the guests. The hotel provides exclusive savings on lodging and dining vouchers, along with the provision of posies, which are aesthetically pleasing floral arrangements, for both corporate clientele and regular patrons. The pricing strategy employed by Novotel Yangon Max Hotel is demand-based. In the event of high demand, the hotel makes the decision to increase its pricing. In the event of a decrease in demand, hotels may opt to implement price reductions. Therefore, during periods of strong demand, the prices are elevated compared to those established during periods of low demand.

3.3.4   Hotel Location

The location component of the marketing mix encompasses the strategic management of distribution channels and logistical operations involved in the production and delivery of goods and services, with the aim of making them readily available to end consumers. In the realm of services, it is common to observe rather concise distribution routes. This is sometimes due to service providers assuming several roles, acting as both producers and retailers. Alternatively, certain service providers may focus their efforts on identifying retail establishments that offer convenience and benefits to clients (Bowie &

Buttle, 2011). The geographical placement of hotels is also a crucial factor as it influences the purchasing choices made by customers within the hospitality business. The term "place in service firm" refers to the location where a certain service is made accessible to customers. The suitability and convenience of the product and service provided should align with the needs and preferences of the consumer. The Novotel Yangon Max Hotel is an appealing destination for guests because to its picturesque surroundings and convenient accessibility to nearby locations.

The Novotel Yangon Max Hotel boasts an expansive courtyard that encompasses a spacious parking lot. Visitors get the opportunity to observe the panoramic view of the entire city, including the river and sunset, from the sky bar restaurant. Travel agencies are strategically linked with hotels in order to effectively attract customers and generate knowledge about the hotel's offerings. Staying is considered to be among the most effective and straightforward methods for attracting customers. The hotel has a website through which customers may make reservations, allowing for numerous online bookings. Additionally, the hotel accommodates urgent booking requests through phone calls, ensuring accessibility throughout all areas of the establishment. Furthermore, upon receiving a phone call from a client seeking to make a reservation or question about Novotel Yangon Max Hotel, the hotel staff diligently record and analyze the provided information to ascertain the specific nature of the inquiry. Subsequently, they promptly address the customer's needs over the phone, ensuring a seamless and efficient service without any potential delays in the future. Additionally, the hotel promptly acknowledges email bookings and promptly responds to customer inquiries within a 24-hour timeframe. Moreover, the hotel has implemented a customer relations system that facilitates the arrangement of transportation services for visitors, ensuring their seamless transfer from the airport to the hotel.

3.3.5 Hotel Staff

The managers and staff members have a crucial role in shaping guests' perception of service quality. In order to ensure optimal service quality, the managers at Novotel Yangon Max Hotel prioritize the training of their staff, evaluate their performance, and assess their ability to effectively address client complaints. The hotel provides comprehensive training programs that cover several aspects of customer service, including the comprehension of customer needs, the development of effective teamwork, the cultivation of customer focus, the enhancement of product knowledge, and the

refinement of communication skills. In order to comprehend consumer requirements, the hotel assesses fundamental human needs and considers the potential consequences that may arise if these needs remain unfulfilled within the establishment. The hotel examines strategies for successful message delivery and use active listening techniques to enhance communication proficiency.

The recruitment process at Novotel Yangon Max Hotel involves selecting a manager who possesses the necessary conceptual skills, human skills, and relevant work experience. Similarly, staff are chosen based on their competence and knowledge, ensuring alignment with the requirements of their respective positions. Hence, the manager of Novotel Yangon Max Hotel provides competitive remuneration packages and convenient lodging options for its employees. In addition, the employees of Novotel Yangon Max Hotel get bonuses based on a thorough analysis of their individual performance, which serves to enhance their morale and motivation. The Novotel Yangon Max Hotel employs a diverse range of staff members who fulfill various roles and responsibilities in order to ensure client pleasure. These roles include reception personnel, gate-keeper staff, telephone operators, cleaning staff, restaurant staff, accountant staff, human resource staff, sale and marketing staff, and maintenance staff. Each employee is assigned specific tasks and duties within their respective departments.

The role of the receptionist typically involves carrying out tasks within a designated waiting area, such as a lobby or front office desk of a hotel. Upon the arrival of guests at the hotel, it is customary for the receptionist to be the initial point of contact for these individuals. Customer relations play a crucial role as it serves as the initial point of contact for customers. The services provided by the reception are deemed satisfactory in terms of check-in and check-out procedures, hotel reservations and allocation, guest registration, cashier duties, credit verification, key management, as well as mail and message handling. A gatekeeper is a staff member employed by a hotel. At the Novotel Yangon Max Hotel, a gatekeeper fulfills a range of responsibilities to assist guests, including facilitating restaurant reservations, coordinating spa services, arranging transportation options (such as taxis, aircraft, boats, etc.), addressing enquiries about the city and its environs, and providing other related services. The primary responsibility of the bellboy crew is to oversee the handling and management of guest luggage. The role of a telephone operator entails the responsibility of answering incoming calls to a hotel and efficiently directing them to the appropriate room or department. The individual responsible for managing telephone operations at Novotel Yangon. The Max Hotel

provides a service for forwarding incoming calls from external sources to the designated guest rooms. The responsibilities of the telephone operator encompass several tasks such as attending to incoming calls, addressing guest inquiries, facilitating morning calls or wake-up calls for guests, receiving and relaying visitor messages, as well as offering information regarding hotel amenities to guests.

3.3.6   Hotel Operation System

The term "process" pertains to the set of procedures, mechanisms, and sequential actions involved in the operation of a hotel's operational system. The operational procedures at Novotel Yangon Max Hotel are structured around various teams or groups, each responsible for specific tasks related to guest services. These tasks include managing reservations, handling mail and providing information, arranging transportation, confirming flight details, assigning rooms, managing safe deposit services, handling baggage, maintaining guest accounts, facilitating bill settlements, facilitating currency exchange, providing wake-up calls, and managing the check-in and check-out processes. The Novotel Yangon Max Hotel employs a range of activities and technology processes to facilitate service delivery. The Novotel Yangon Max Hotel is known for its efficient coordination of activities, resulting in rapid turnaround times and minimal waiting periods for various services including as check-in, check-out, wake-up calls, and room cleaning. The evaluation of Novotel Yangon Max Hotel's processes can be conducted by assessing the hotel's ability to offer guests with the appropriate conditions for a variety of accurate and efficient processes.

The manager of Novotel Yangon Max Hotel meticulously coordinates every aspect of the guest experience, from their arrival at the hotel until their departure, in order to fulfill and exceed guests' needs and expectations. Additionally, front-line staff undergo training to guarantee that the service process is executed in a timely and precise manner. Within the operational procedures of the hotel, there exist numerous instances of interdepartmental interaction. Hence, these encounters play a vital role in ensuring visitor satisfaction with respect to the various procedures within the hotel. The front-line staff of Novotel Yangon Max Hotel hold a significant responsibility as they serve as the initial and final point of contact for the hotel's visitors. They not only create the first and last impression on the guests, but also facilitate communication between the guests and other departments within the hotel. Additionally, these employees act as a reliable source of information for the guests and ensure the provision of accurate billing services. The

service and performance processes within a hotel are significantly impacted by the professional abilities and personal qualities of its employees. The manager of Novotel Yangon Max Hotel implements a system of rewards to incentivize employees to perform their tasks accurately and efficiently. This approach aims to enhance job satisfaction, foster devotion to their respective departments, and ensure a high level of dedication. Conversely, the manager also employs a system of penalties, wherein employees may face salary deductions for inaccuracies and delays in their work processes. Consequently, the operational procedures at Novotel Yangon Max Hotel consistently deliver satisfactory, seamless, and precise services to their esteemed guests.

The hotel provides a variety of distinctive amenities and aesthetic options. Therefore, it possesses the ability to attract clientele and establish itself as a formidable contender among other hotels in the city of Yangon. The experience evokes both a sense of exhilaration and tranquility among visitors. Consequently, the hotel endeavors to evoke a sense of familiarity and comfort akin to one's own abode, while simultaneously enticing guests with the allure of embarking on an immersive experience amidst a pristine natural setting.

CHAPTER IV
ANALYSIS OF FACTORS AFFECTING CUSTOMER
SATISFACTION OF NOVOTEL YANGON MAX HOTEL

This chapter includes an examination of the various aspects that influence customer satisfaction at Novotel Yangon Max Hotel in Yangon. This section of the research focuses on the analysis and interpretation of the data obtained from the administered questionnaire. The data will be utilized to conduct a validity and reliability test, followed by a regression analysis to examine the impact of various influencing factors on customer satisfaction at Novotel Yangon Max Hotel in Yangon.

4.1   Research Design

This study examines the various elements that impact customer satisfaction at Novotel Yangon Max Hotel. The inclusion of survey questionnaires is crucial to the research design of the study, as they facilitate the investigation of various elements that influence customer satisfaction within the hotel industry. The questionnaire consisted of two distinct components. The initial segment of the study encompassed the profile of the participant, whereas the subsequent sections consisted of the survey items. The utilization of a five-point Likert scale is employed within survey questionnaires to assess the degree of strength in an individual respondent's viewpoint. The offered numerical values range from strongly disagree to strongly agree, with ratings on a 5-point scale. Specifically, strongly disagree is represented by the number 1, disagree by 2, neutral by 3, agree by 4, and strongly agree by 5. The mean values were computed using the responses provided by the participants. The mean values are classified into three levels. According to Sekaran (2003), a value below 2 is considered to represent a low level, a value between 2 and less than 3.5 is considered to represent a moderate level, and a value of 3.5 or more is considered to represent a high degree of awareness towards a certain variable.

The sampling methodology ensures that every individual within a given population has an equitable opportunity of being selected, employing an impartial process of selection (Simkus, 2022). In this study, the random sampling approach was employed as a sampling methodology in order to mitigate potential biases in the representation of the sample. The present study examined a sample of 200 participants who visited the hotel throughout the period of January to March in the year 2023. During the data collection procedure, survey

questionnaires were distributed directly to individuals who have firsthand contact with Novotel Yangon Max Hotel. This approach was employed to obtain primary data. The data that was gathered was subsequently examined using the SPSS statistical software. The study employed Multiple Regression analysis to examine the impact of various influencing factors on customer satisfaction at Novotel Yangon Max Hotel.

4.2   Demographic Profile of Respondents

The primary stage of analysis involves identifying the attributes of the participants included in the study. The demographic feature of the respondents is analyzed in relation to the background information pertaining to the personal characteristics of the consumers of Novotel Yangon Max Hotel. Initially, the profiles of 200 respondents were established, encompassing pertinent demographic information such as gender, age, marital status, education, occupation, personal monthly income, and customer behavior. Table 4.1 presents a comprehensive breakdown of the demographic characteristics of the respondents.

Table (4.1)   Profile of Respondents

Demographic	No. of Respondents	Percent
Total	**200**	**100**
Gender		
Male	92	46
Female	108	54
Age		
Under 30 years old	2	1
31-40 years old	132	66
41-50 years old	57	28.5
Over 50 years old	9	4.5
Marital Status		
Single	142	71
Married	55	27.5
Others	3	1.5
Education		
Under graduated	6	3.0
Graduated	163	81.5
Master	28	14.0

Ph.D	3	1.5
Occupation		
Students	1	.5
Government Staffs	2	1
Company staffs	114	57
Own Business	81	40
Pension	2	1
Others	1	.5
Personal Monthly Income (Kyats)		
Below and Equal 400,000	3	1.5
400,001 – 600,000	8	4
600,001 – 800,000	89	44.5
8000,001 and above	100	50

Source: Survey Data (2023)

Based on the data shown in Table 4.1, it can be observed that out of a total of 200 respondents, 46% of the respondents identify as male while the remaining 54% identify as female. The biggest proportion of respondents, accounting for 66%, falls within the age range of 31 to 40 years, while the lowest proportion is represented by individuals under the age of 30. The educational history of the respondent is established by four components, namely undergraduate studies, graduation, master's degree, and Ph.D. Of the responders, 81.5% have completed their education and obtained a degree. The majority of respondents (71%) identified themselves as single, whereas 57% of the participants said that they were employed by a corporation. Based on the collected data on personal monthly income, it is observed that 50% of the respondents make 800,001 Kyats or more per month, whereas 1.5% of the respondents earn 400,000 Kyats or less per month.

Table (4.2) Customer Behavior of the Respondents of Novotel Yangon Max Hotel

Demographic	No. of Respondents	Percent
Total	**200**	**100**
Visit Frequency		
1 time	1	.5
2-3 times	71	35.5

4-5 times	121	60.5
above 6 times	7	3.5
Last Time Visiting		
last week	5	2.5
last month	104	52
last year	91	45.5
With Whom		
alone	10	5
with family	66	33
with friends	68	34
with colleagues	37	18.5
couple	19	9.5
On What Occasions		
business	63	31.5
leisure	85	42.5
special events	52	26
On What Reason		
location is convenient	17	8.5
for the attractive price	15	7.5
to have quality service	54	27
for the good reputation	114	57

Source: Survey Data (2023)

In terms of the frequency of visits to Novotel Yangon Max Hotel, the overwhelming group, including 60.5 percent of respondents, reported visiting the hotel more than four or five times. Only 0.5 percent of respondents indicated visiting the hotel once. The data reveals that a significant proportion of respondents, specifically 52 percent, had visited Novotel Yangon Max Hotel over the past month. A smaller percentage, 2.5 percent, reported visiting the hotel within the past week. The above table presents the findings indicating the individuals with whom the respondents visit Novotel Yangon Max Hotel. The majority of individuals, comprising 34 percent, choose to visit Novotel in the company of their friends, whereas a smaller proportion of 5 percent prefer to visit alone. A total of 42.5 percent of the participants indicated that they visit Novotel for leisure purposes, while 26 percent of the respondents reported visiting the establishment specifically for special events. According to the survey data, a majority of 57 percent of the participants indicated that they chose to visit Novotel Yangon Max Hotel due to its favorable reputation. In contrast, a smaller proportion of 7.5 percent of

the respondents reported that they were attracted to Novotel Yangon Max Hotel primarily due to its competitive pricing.

4.3   Reliability Test of the Study

A questionnaire is commonly employed as a technique for data collection. The present study employed five-point Likert scales for data collection. The primary aim of utilizing a questionnaire in research is to acquire pertinent information in a manner that is both accurate and valid. The validity and reliability of survey/questionnaire instruments are crucial components of research technique. Hence, it is important to do reliability testing for each dimension prior to their utilization. Morse et al. (2002) argue that the concept of reliability has been gradually supplanted by the utilization of criteria and standards for assessing the comprehensive significance, relevance, effect, and usability of completed research.

Table (4.3)   Reliability Test for Influencing Factors and Customer Satisfaction

No.	Factors	Number of Items	Cronbach's Alpha	Validity KMO	Bartlett's Test of Sphericity (sig)
1	Tangibility	6	.859	.853	.000
2	Reliability	6	.871	.856	.000
3	Responsiveness	6	.860	.791	.000
4	Price	6	.718	.822	.000
5	Place	6	.795	.803	.000
6	People	6	.848	.870	.000
7	Process	6	.846	.813	.000
8	Customer Satisfaction	6	.851	.768	.000

Source: Survey Data (2023)

The above result showed that all composite reliability values of Cronbach's alpha coefficients ranged from 0.718 to 0.871 that can be seen the data were reliable. Therefore all these result indicated that the items have relatively high internal consistency. KMO measures the proportion of variance in the variables and all the results of KMO value were > 0.7. The significance value of Bartlett's test of sphericity were .000 that is <0.05

and significant. Thus, the above results indicated good internal accuracy and this sample for the size was reliable.

4.4 Customer Perception on Influencing Factors of Customer Satisfaction

This study assessed the several influencing elements, including tangibility, reliability, responsiveness, price, people, process, and customer satisfaction, using a set of six statements for each factor. Each statement is assessed using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The mean score is computed and analyzed for each statement. Moreover, in the event that the average scores surpass 3, it is plausible to regard the respondents' opinions as positive. Conversely, if the average score falls below 3, it can be inferred that the respondents' perceptions were unfavorable. The standard deviation is a statistical metric used to quantify the extent of variability or spread within a given dataset. A smaller standard deviation suggests that the values exhibit a greater proximity to the mean of the dataset, so implying a higher level of reliability. Conversely, a larger standard deviation shows that the values are distributed throughout a wider range, thereby implying a lower level of reliability.

Table (4.4) Mean Rating Scale

No.	Score Range	Mean Rating
1	1.00 – 1.80	Very Low
2	1.81 – 2.60	Low
3	2.61 – 3.40	Moderate
4	3.41 – 4.20	High
5	4.21 – 5.00	Very High

Source: Best (1977)

4.4.1 Customer Perception on Tangibility Factor

This is one of the factors effects on customer satisfaction in hospitality industry. In the analysis of this factor, there are six items. The mean and standard deviation of each statement is determined as the descriptive measure in order to determine the agreement level of tangibility factors. The mean and standard deviation of each statement in structural assurance results are shown in Table (4.5)

Table (4.5) Mean Value of Tangibility Factor

No.	Items	Mean	Std. Deviation

1	Having modernized-looking equipment and up-to-date equipment e.g. furniture, telephones, flat screen, safe box, cutlery.	4.43	.506
2	Being offered hotel facilities are in good condition (air-conditioner, bed, TV, refrigerator, armoire).	4.43	.496
3	Being offered visually appealing and it makes my satisfaction.	4.56	.508
4	Being offered a wide variety of foodstuff to choose from menu.	4.45	.528
5	Being satisfied with the cleanliness of the hotel room at Novotel Yangon Max Hotel.	4.63	.484
6	Being satisfied with Novotel Yangon Max Hotel's amenities, such as the fitness center or swimming pool, to be cleaned and well- maintained.	4.59	.524
Overall Mean		**4.51**	

Source: Survey Data (2023)

According to the Table (4.5), the range of mean value ranged from 4.43 to 4.63. It indicated that respondents strongly agreed the tangibility factors which influence the customer trust and satisfaction since the overall mean value is 4.51 which are greater than the statistical average 3. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable. Overall mean value is high level of perception.

4.4.2 Customer Perception on Reliability Factor

Reliability factor is also important in hotel when giving quality service to guest; it is need to accurate and timely service, safe and secure stay. It has six enquires. By analyzing means and standard deviations, can be seen how concerned the respondents on the result of information quality. The details of result would be seen in the Table (4.6).

Table (4.6) Mean Value of Reliability Factor

No.	Items	Mean	Std. Deviation
1	Providing its services at the time it promises to do so.	4.50	.530
2	Performing service right the first time and it support for my satisfaction.	4.52	.593
3	Providing the information and billing accurate and transparent.	4.61	.499

4	Showing a sincere interest in solving when customers' problems.	4.57	.507
5	Being smooth and efficient of reservations check-in and check-out process at Novotel Yangon Max Hotel.	4.63	.484
6	Providing additional services or amenities that I wish.	4.59	.524
Overall Mean		**4.57**	

According to the above Table (4.6) result, the mean value ranged from 4.50 to 4.63 – above acceptable level. The respondents strongly agreed reliability factors that influencing on customer satisfaction since overall mean was 4.57 which are greater than the statistical average 3. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

4.4.3   Customer Perception on Responsiveness Factor

The respondents expected prompt services and quick responses which will give a good impression on customer satisfaction when during the stay. It has six enquired items. The analysis results of means and standard deviation results are shown in following Table (4.7).

Table (4.7) Mean Value of Responsiveness Factor

No.	Items	Mean	Std. Deviation
1	Satisfied that the staff at Novotel Yangon Max Hotel handled well any unexpected changes or disruptions (eg maintenance, repairs) during my stay.	4.19	.433
2	Satisfied because employees in Novotel Yangon Max Hotel give me prompt service.	4.11	.485
3	Satisfied that the Novotel Yangon Max Hotel keeps me informed about related information for visiting in Myanmar.	4.15	.478
4	Satisfied that the staff at Novotel Yangon Max Hotel are never too busy to respond to my request.	3.95	.595

No.	Items	Mean	Std. Deviation
5	Satisfied that the Novotel Yangon Max Hotel's employees go above and beyond to provide exceptional service during my stay.	4.18	.496
6	Satisfied with the hotel's response to my requests or complaints during my stay.	4.30	.489
Overall Mean		**4.14**	

Source: Survey data (2023)

According to the above Table (4.7) result, the mean value ranged from 3.95 to 4.30 – above acceptable level. The respondents agreed responsiveness factors that influencing on customer satisfaction since overall mean was 4.14 which are greater than the statistical average 3. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

4.4.4 Customer Perception on Price Factor

The respondents want to get the valuable benefits for their paid. It has six enquired items. The analysis results of means and standard deviation results are shown in following Table (4.8).

Table (4.8) Mean Value of Price Factor

No.	Items	Mean	Std. Deviation
1	Feel that the price I paid for my stay was fair and reasonable.	4.47	.539
2	Feel that received good value for the price I paid at Novotel	4.46	.617
3	Feel that the price of this hotel is more reasonable compare to other hotels in the same area.	4.42	.629
4	Feel that the hotel offers excellent prices for the services of food, beverage and breakfast are attract me.	3.96	.904
5	Like to stay at this hotel again based on the price I paid.	4.04	.865
6	Feel that the price of the hotel was reflected in the quality of the accommodations and amenities.	3.75	.900
Overall Mean		**4.18**	

Source: Survey data (2023)

According to the above Table (4.8) result, the mean value ranged from 3.75 to 4.47 – above acceptable level. The respondents agreed price factors that influencing on customer satisfaction since overall mean was 3.95 which are greater than the statistical average 3. The standard deviation results were less than 1 and there were a little deviation from mean.

4.4.5   Customer Perception on Place Factor

Location influences customer satisfaction through buying decisions, which means that strategic location can increase customer satisfaction when buying decisions are carried out rationally. It has six enquired items. The analysis results of means and standard deviation results are shown in following Table (4.9).

Table (4.9) Mean Value of Place Factor

No.	Items	Mean	Std. Deviation
1	Like to stay at Novotel Yangon Max Hotel primarily for its location.	4.15	.478
2	Location of Novotel Yangon Max Hotel is convenient for shopping.	3.95	.595
3	Satisfied with the safety and security of the hotel's location.	4.18	.496
4	Surrounding of this hotel is lively and convenient (such as bars and restaurants, ATM machines, money exchange booths, convenience stores).	4.30	.489
5	Easy to get to Novotel Yangon Max Hotel from transportation hubs.	4.27	.480
6	Like to stay at Novotel Yangon Max Hotel again based on its location.	3.92	.766
	Overall Mean	**4.12**	

Source: Survey data (2023)

According to the above Table (4.9) result, the means ranged from 3.92 to 4.30. The respondents agreed place factors that influencing on customer satisfaction since overall mean was 4.12 which are greater than the statistical average 3. The standard deviation results were less than 1 and there was a little deviation from mean.

4.4.6 Customer Perception on People Factor

Hotel employees who give quality services are one of the most important factors that affect customer satisfaction. It has six enquired items. The analysis results of means and standard deviation results are shown in following Table (4.10).

Table (4.10) Mean Value of People Factor

No.	Items	Mean	Std. Deviation
1	Employees of Novotel Yangon Max Hotel are excellent in building good relationship with the guests based on friendship and respect.	4.53	.501
2	Employees at the hotel treat every guest fairly.	4.41	.569
3	Employees of Novotel Yangon Max Hotel give timely services.	4.18	.794
4	Employees have strong professional knowledge.	4.24	.667
5	Employees of Novotel Yangon Max Hotel went above and beyond to make my stay enjoyable.	4.40	.585
6	Employees understand the specific needs and preferences of customers.	4.31	.727
Overall Mean		**4.35**	

Source: Survey data (2023)

According to the above Table (4.10) result, the means ranged from 4.18 to 4.53. The respondents strongly agreed people factors that influencing on customer satisfaction since overall mean was 4.35 which are greater than the statistical average 3. The standard deviation results were less than 1 and there was a little deviation from mean.

4.4.7 Customer Perception of Process Factor

The respondents expect smooth and fast process for their stay at the hotel. When service offers exceed expectations, the respondent will feel satisfied. It has six enquired items. The analysis results of means and standard deviation results are shown in following Table (4.11).

Table (4.11) Mean Value of Process Factor

No.	Items	Mean	Std. Deviation
1	Novotel Yangon Max Hotel premises are safe and secure.	4.40	.530
2	Luggage's pickup and delivery service to customer's room of this hotel is nice.	4.33	.502
3	Room service such as cleaning services, booking dinner service, wake up calling service) of this hotel is good.	4.43	.506
4	Check-in and Check-out processes are fast.	4.43	.496
5	The bookings, payment and stay at the hotel are done conveniently.	4.52	.521
6	Novotel Yangon Max Hotel offers high-class quality services in comparison with other hotels in the same area.	4.50	.530
	Overall Mean		**4.43**

Source: Survey data (2023)

Based on the data presented in Table 4.11, it can be shown that the mean values ranged from 4.33 to 4.52, which surpasses the permissible threshold. The participants exhibited a high level of agreement with the aspects related to information quality that have an impact on customer trust and happiness. This is evident from the total mean score of 4.43, which above the statistical average of 3. The standard deviation values were found to be less than 1, indicating a minimal variation from the mean.The summary Table (4.12) presents the mean values and standard deviations of many contributing elements, including tangibility, reliability, responsiveness, pricing, place, people, and process, as well as factors related to customer satisfaction.

Table (4.12) Overall Mean Value of Independent Variables

Variable	Mean
Tangibility	4.51
Reliability	4.57
Responsiveness	4.14
Price	4.18
Place	4.13
People	4.35
Process	4.43

Source: Survey data (2023)

All the above result showed that the mean results of seven factors: tangibility, reliability, responsiveness, price, place, people and process were above 3. That showed respondents' perceptions were good enough to accept these seven factors are related to customer satisfaction of Novotel Yangon Max Hotel.

4.4.8 Respondents Perception of Customer Satisfaction

Satisfaction is one of the most important factors that will decide and prolong future of Novotel Yangon Max Hotel. In this survey data, factor was comprised of 6 question items. The means and standard deviation results were shown in Table (4.13).

Table (4.13) Mean Value of Customer Satisfaction

No.	Items	Mean	Std. Deviation
1	Satisfied with Novotel Yangon Max Hotel modern -looking furniture and clean space.	4.13	.452
2	Satisfied because I feel safe when resting in Novotel Yangon Max Hotel.	4.15	.478
3	Satisfied with the hotel room's comfort level.	4.00	.554
4	Satisfied because I got what I paid for.	4.18	.496
5	Satisfied with the hotel location.	4.30	.489
6	Satisfied with Novotel Yangon Max Hotel service because all of the employees in hotel response quickly and solve problem immediately.	4.27	.480
Overall Mean		**4.17**	

Source: SPSS Outputs (2023)

According to the above Table (4.13) result, the value of means ranged from 4.00 to 4.30. The respondents showed their satisfaction to stay Novotel Yangon Max Hotel since the overall mean was 4.17. The values of standard deviation were less than 1. There was a little variable and no effect on the result.

4.5   Relationship between Influencing Factors and Customer Satisfaction

In order to examine the association between independent variables and dependent variables, the study will employ correlation and regression analyses. Correlation is a statistical metric that quantifies the association between two variables. The correlation coefficient, which ranges from -1 to 1, provides information on both the direction and strength of the linear relationship between the variables. In this study, the correlation coefficients of the participants were evaluated using the utilization of bivariate regression analysis. Bivariate correlations, which assess the strength of the association between two variables without considering the influence of any intervening variable, can potentially elicit the observed link between the two variables under examination. This study investigates the relationship between several factors, including tangibility, reliability, responsiveness, price, site, people, process, and consumer happiness. The study utilized average scale scores to assess the studied aim and calculate the correlation coefficient for each pair of variables. Table 4.14 presents the correlation between the average scores of influencing variables' effectiveness and customer satisfaction.

Table (4.14) Correlation between Independent Factors and Customer Satisfaction

No.	Factors	Correlation Coefficient	P-value
1	Tangibility	.574**	.000
2	Reliability	.424**	.000
3	Responsiveness	.978**	.000
4	Price	.191**	.000
5	Place	.951**	.000
6	People	.393**	.000
7	Process	.595**	.000
** Correlation is significant at the 0.01 level (2 tailed)			

Source: SPSS Outputs (2023)

Table 4.14 presents the correlation coefficient and p-value, which provide insights into the degree of correlation between customer satisfaction and affecting factors. The correlation coefficient between responsiveness and customer satisfaction is 0.978, which is the strongest link seen among independent factors and customer happiness. The remaining associations had a range between 0.191 and 0.978. The observed correlations suggest that the presence of multicollinearity in the suggested model was not a significant

issue. All correlations between factors were shown to be statistically significant at the 1% level, using a two-tailed test. The findings of the correlation analysis demonstrate a positive relationship between the influencing factors and customer satisfaction factors of Novotel Yangon Max Hotel.

4.6   Influencing Factors on Customer Satisfaction of Novotel Yangon   Max Hotel

A regression study was conducted to examine the association between the independent factors (tangibility, reliability, responsiveness, pricing, place, people, and process) and the dependent variable (consumer happiness). The outcomes of the multiple regression analyses are depicted in Table 4.15.

Table (4.15) Effect of Influencing Factors on Customer Satisfaction

Dependent Variable: Customer Satisfaction	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	ßeta			
(Constant)	.252	.066		3.799	.000	
Tangibility	.051**	.027	.053	1.901	.054	4.475
Reliability	-.034	.022	-.037	-1.531	.128	3.386
Responsiveness	.713***	.040	.732	17.806	.000	9.652
Price	-.018	.016	-.025	-1.109	.269	2.801
Place	.247***	.039	.261	6.411	.000	9.482
People	-.005	.018	-.006	-.271	.786	3.056
Process	-.008	.029	-.008	-.274	.785	5.230
R Square	.966					
Adjusted R Square	.965					
F Value	788.984***					
Statistically significant indicate *** at 1% and ** at 5% level						

Source: SPSS Outputs (2023)

The findings presented in Table 4.15 demonstrate that the association between many influencing factors (namely, tangibility, dependability, responsiveness, pricing, place, people, and process) and customer satisfaction has been examined using multiple regression analysis. The presented table demonstrates the statistical significance of the coefficients of responsiveness, place, and tangibility in relation to satisfaction components. The coefficients of responsiveness and place exhibit complete significance at a 1% level, as seen by the F-statistic value (p-value=0.000). Conversely, the coefficient of tangibility demonstrates significance at a 5% level, with a p-value of 0.054. The coefficient of reliability exhibits statistical significance at the 10% level, as indicated by a p-value of 0.128. The statistical analysis reveals that the variables of price and individuals do not exhibit a significant relationship, as evidenced by the p-values of .269 and .786, respectively. This conclusion is further supported by the value of the F-statistic. The R-squared score of 0.966 indicates a strong association between the influencing factors and customer satisfaction. The obtained adjusted R square value of 0.965 suggests that the model can be considered as effective. Thus, it may be inferred that 60.5% of independent variables have a significant impact on customer satisfaction. The multi-collinearity statistics, specifically the variance inflation factors (VIF), indicated values greater than 1. The numerical value of F is 788.984, which is deemed to be statistically significant. The statistical significance level is set at 1% (p-value = 0.000). There exists a discernible relationship between the influencing elements and the level of customer satisfaction at Novotel Yangon Max Hotel, as indicated by a moderate correlation. The findings presented in Table 4.15 demonstrate that the association between many influencing factors (namely, tangibility, dependability, responsiveness, pricing, place, people, and process) and customer satisfaction has been examined using multiple regression analysis. The presented table demonstrates the statistical significance of the coefficients of responsiveness, place, and tangibility in relation to satisfaction components. The coefficients of responsiveness and place exhibit complete significance at a 1% level, as seen by the F-statistic value (p-value=0.000). Conversely, the coefficient of tangibility demonstrates significance at a 5% level, with a p-value of 0.054. The coefficient of reliability exhibits statistical significance at the 10% level, as indicated by a p-value of 0.128. The statistical analysis reveals that the variables of price and individuals do not exhibit a significant relationship, as evidenced by the p-values of .269 and .786, respectively. This conclusion is further supported by the value of the F-statistic. The R-squared score of 0.966 indicates a strong association between the influencing

factors and customer satisfaction. The obtained adjusted R square value of 0.965 suggests that the model can be considered as effective. Thus, it may be inferred that 60.5% of independent variables have a significant impact on customer satisfaction. The multi-collinearity statistics, specifically the variance inflation factors (VIF), indicated values greater than 1. The numerical value of F is 788.984, which is deemed to be statistically significant. The statistical significance level is set at 1% (p-value = 0.000). There exists a discernible relationship between the influencing elements and the level of customer satisfaction at Novotel Yangon Max Hotel, as indicated by a moderate correlation.

CHAPTER V
CONCLUSION

Based on the findings derived from the analysis of the data, the final chapter of this study is dedicated to formulating the conclusion. This chapter presents the findings about the impact of influencing factors on customer satisfaction at Novotel Yangon Max Hotel. Initially, the discourse revolves around the presentation of the findings and the subsequent implications. In the subsequent section, this paper presents proposals and recommendations for the implementation of future research.

5.1   Findings and Discussions

To enhance the rapport between Novotel Yangon Max Hotel and its clientele, it is important to conduct an analysis of the factors influencing customer satisfaction, namely tangibility, reliability, responsiveness, pricing, place, people, and process. Based on the findings pertaining to the respondents' demographic characteristics, it can be observed that a significant proportion of the clientele at Novotel Yangon Max Hotel consists of female individuals. The consumer demographic at Novotel Hotel exhibits a notable distribution, with the biggest proportion of patrons falling within the middle age range of 31 to 40 years, while individuals aged over 50 years constitute the lowest segment. The educational history of the respondent is established by four components, namely undergraduate studies, graduation, master's degree, and Ph.D. The majority of the respondents have completed their education. The majority of participants in the study consist of unmarried individuals and employed personnel earning a monthly income exceeding 800,000 Kyats. The features of all the respondents do not have a direct impact on this research. However, the investigation of the association between demographic characteristics and consumer trust and satisfaction has not been addressed in this study.Furthermore, based on the findings pertaining to the behavior of respondents in relation to their visits to Novotel Yangon Max Hotel, a significant majority of participants, accounting for 60.5%, reported visiting and staying at the hotel approximately 4-5 times year. The majority of participants opt to engage in leisure activities alongside their companions. It is possible that a significant portion of the clientele of Novotel Yangon Max Hotel consists of corporate employees who choose to spend their leisure time socializing with friends at the establishment. By adopting this

approach, individuals can alleviate their exhaustion. A majority of the participants, specifically 57%, consistently opt for Novotel Yangon Max Hotel for various purposes such as business exhibitions, family leisure activities, and special events. This preference is mostly attributed to the hotel's commendable reputation.The attainment of the service's objective is significantly contingent upon the diverse facets of the marketing mix and the level of service quality extended to individual customers. The concept of service quality and marketing mix encompasses the diverse elements of targeted initiatives designed to meet customer satisfaction and foster customer loyalty. Similarly, the hotel industry might be characterized as a service-oriented business. The impact of the hotel's marketing mix on customer satisfaction and loyalty is a significant consideration.This study examines the customer impression of many elements that influence customer satisfaction at Novotel Yangon Max Hotel. The dimensions considered include tangibility, reliability, responsiveness, price, place, people, and process. The overall mean value for each of these dimensions exceeds 4. This implies that there exists a correlation between the several factors encompassing service quality and the level of client happiness.

The results and conclusions will provide service qualities are crucial for customer satisfaction and supplementary information concerning customers' needs, wants and their contentment are important. This study examines the impact of many characteristics of the marketing mix, including tangibility, reliability, responsiveness, pricing, place, people, and process, on customer happiness at Novotel Yangon Max Hotel. The findings indicate that these dimensions significantly influence consumer satisfaction, as seen by the agree level and mean score exceeding 4. Hence, it is imperative to take into account the requirements and desires of consumers in relation to service quality, as well as the significant impact of marketing mix variables on customer satisfaction and the fulfillment of customer perception.

Based on the obtained correlation coefficient, there was a strong and substantial correlation between responsiveness and satisfaction factors. Specifically, the independent factor of responsiveness exhibited a close association with the dependent components of contentment. The study revealed that consumers reported higher levels of satisfaction when hotel personnel shown a willingness to assist and deliver fast service. The prompt and efficient addressing of client inquiries and issues holds significant importance, particularly in the contemporary era characterized by rapidity and dynamism. The analysis reveals a favorable association between the location component and satisfaction. The F-test revealed a considerable level of significance in the connection between the

independent factor of place and the dependent factor of satisfaction, as indicated by the p-value. There was a positive correlation between tangibility and customer satisfaction, with statistical significance at the 5% level ($p = 0.029$, $p < 0.05$). The findings from the multiple regression analysis indicate that the variables of tangibility, responsiveness, and place have a statistically significant beneficial impact on consumer satisfaction. Nevertheless, the variables of dependability, price, and personnel, with respective regression coefficients of -0.37, -0.25, and -0.006, exhibit a negative and statistically significant impact on customer satisfaction at a significance level of 10%. This conclusion is supported by a p-value of 0.128.

5.2   Suggestion and Recommendation

In contemporary times, numerous firms have also recognized the significance of the marketing mix and its impact on customer happiness. To attain client satisfaction in this aspect, it is imperative for Novotel Yangon Max Hotel in Yangon to establish the following measures within the workplace.According to the study's conclusion and debate, it is imperative for marketing strategies to incorporate the marketing mix in order to enhance consumer satisfaction. The implementation of a well-organized marketing program at Novotel Yangon Max Hotel is vital in order to enhance client satisfaction within the hotel industry. Based on the findings of the data survey, it is evident that consumers hold a strong belief in the significant impact of service quality and marketing mix variables on their overall satisfaction. Consequently, they express a desire for an enhanced marketing program that aligns with their expectations, as this would contribute to the improvement of their satisfaction levels.Among the seven criteria assessed within the tangibility dimension, the level of agreement with hotel facilities is comparatively weaker in comparison to the other factors. The Novotel Yangon Max Hotel should enhance the level of comfort for its guests by providing a comprehensive range of sports facilities and related services. Additionally, it should ensure that guests have access to informative guides and readily available contact information for any necessary service support. Furthermore, it is imperative for Novotel Yangon Max Hotel to uphold a higher standard of service. In addition, it is imperative to provide personalized services. The provision of personalized services can significantly impact the whole guest experience, exemplified by the availability of customized room service, personalized recommendations for local activities, and other personalised services.The study revealed a negative relationship between reliability and customer satisfaction. Consequently, the

study suggests that the management of Novotel Yangon Max Hotel should prioritize the maintenance of consistent service levels across all staff members and across all departments of the hotel. This entails guaranteeing that all customers are provided with an equivalent standard of service, regardless of whether they are engaging in the check-in process, dining at the restaurant, or using room service. Hotels should strive to deliver effective and punctual service to their clientele. This entails immediately and efficiently addressing consumer requests, as well as guaranteeing fast resolution of any issues or problems that may arise. Enhancing reliability can be achieved by ensuring that responses are supplied within specified time periods, and by providing reassurance to clients in the event of any issues that may develop. The management of Novotel Yangon Max Hotel should prioritize the maintenance of accurate and reliable records.The research conducted revealed the presence of service responsiveness within Novotel Yangon Max Hotel. This is due to the findings of the survey, which revealed that personnel had a nice demeanor and were proactive in communicating service timelines to customers. Additionally, they shown a willingness to assist visitors and deliver quick service. Additionally, prompt resolution of customer issues, timely delivery of goods, and the provision of apologies in the event of any inconveniences are prioritized. The findings of this study are consistent with the research conducted by Pandey and Devasagayam (2010), which presented empirical data indicating that the level of responsiveness to customer inquiries and complaints can significantly influence customer satisfaction, regardless of the final outcome of the resolution process.This study demonstrated that there is a negative relationship between price and customer satisfaction, however this relationship is not statistically significant. It would be advantageous for the Novotel Yangon Max Hotel in Yangon to adopt a more cost-effective pricing strategy. The selection of a price that falls within an optimal range conveys a favorable impression to the consumer regarding the product's quality and the perceived worth of their acquisition. The use of a "reasonable" pricing strategy not only has a favorable impact on customer satisfaction but also facilitates potential future price increases.The results of this study provide proof that the strategic placement of a business has a positive and statistically significant impact on customer satisfaction. One of the primary considerations for business owners is the development of an optimal location strategy prior to making financial investments, since the provision of location-specific information has the potential to enhance client satisfaction. The ability to cater to the demands of customers based on the location of hotels or their intended destinations is facilitated by this feature.Regarding individuals as

a determinant of satisfaction, the findings of the study indicate that hotel management should consistently enhance the training proficiency, interpersonal conduct, service-related knowledge, and visual representation of their staff, since these factors significantly influence customer happiness. This finding aligns with the proposition put forth by Yang and Coates (2010) that emphasizes the importance of employee competence in delivering satisfactory service to clients.Conversely, the role of procedure as a predictive factor holds significance in service-oriented companies. Process systems play a fundamental role in shaping the brand image of enterprises, leading to the enhancement of value-added services, enhanced service quality, and an optimized marketing mix. It is vital for hoteliers to possess knowledge regarding the duration of service required by a customer. The present study's results align with the proposition put forth by Hirankitti, Mechinda, and Manjing (2009) that customers evaluate the process and regard it as a fundamental determinant of their pleasure, particularly in relation to their purchase. Given the aforementioned points, it can be argued that effective process management plays a crucial role in ensuring the quality of hotels.Attaining customer satisfaction is of paramount importance as it is positively correlated with the future goals and objectives of the firm. The findings of this study have positive implications for decision-makers and marketers, particularly in relation to service quality and marketing mix at Novotel Yangon Max Hotel. Additionally, the study provides potential avenues for enhancing customer satisfaction among Novotel Yangon Max Hotel workers.

5.3   Needs for Further Studies

The primary objective of this study was to examine the various elements that influence customer happiness at Novotel Yangon Max Hotel. Specifically, the study investigated the impact of tangibility, reliability, responsiveness, price, site, people, and process on customer satisfaction. The scope of this study is somewhat restricted since it was exclusively conducted at the Novotel Yangon Max Hotel in Yangon. Consequently, the extrapolation of the anticipated results to encompass all hotels in Yangon is not warranted. This study only concentrates on a subset of 200 customers (out of a total of 618 customers) that visited the hotel between January and March of 2023. The sample was chosen using the basic random sampling technique. The present study is characterized by a rather limited time frame, which poses certain constraints on the investigation. The influence of this limitation on the generalization of research is minimal, as the challenges encountered by customers are inherently complex and subject

to dynamic changes throughout time. Furthermore, with the advancement of more pertinent indicators employed inside each variable, there exist numerous aspects that serve as drivers of client pleasure. The need of striving to enhance customer happiness is paramount in a rapidly evolving and unpredictable world.Additionally, future research endeavors should strive to acquire an adequate amount of data and appropriately modify the number of independent and dependent variables inquired. The primary objective of this study is to examine the impact of tangibility, reliability, responsiveness, pricing, site, people, and process on customer satisfaction. Nevertheless, it is important to acknowledge that other environmental factors can also exert an influence on customer satisfaction. These elements include but are not limited to corporate culture, organizational structure, job design, performance appraisal systems, as well as power dynamics and politics that exist within the firm, and the dynamics within the group. Hence, it is possible that future research may involve the selection and determination of additional variables and components. Further investigation is necessary to acquire and sustain consumer satisfaction. Customers' expectations vary in different situations, thus necessitating potential variations in the application of this test in future scenarios. Furthermore, it is imperative to conduct additional research on the effects of the Covid-19 epidemic on the performance of the hotel industry.

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APPENDIX I

QUESTIONNAIRE FOR THE STUDY OF THE TOPIC:
FACTORS AFFECTING CUSTOMER SATISFACTION OF
NOVOTEL YANGON MAX HOTEL

Dear Respondents,

I am a Master of Marketing Management student at Yangon University of Economics. For the completion of master program, I am researching "**factors affecting customer satisfaction of Novotel Yangon Max Hotel in Yangon**". This survey is part of my Master's thesis. Therefore, I would like to request to complete your responses in this survey. This questionnaire will take your time about five minutes to ten minutes. This research is basically for academic purposes; thus, your responses will be kept strictly anonymous and confidential. Thank you very much for giving your precious time.

Ma Thant Thazin Oo

SECTION A: Demographic Profiles of Respondent

Instruction: For the following items, please select the option that the best describe you.

1. Gender

   ☐ Male

   ☐ Female

2. Age

   ☐ Under 30 years old

   ☐ 31 - 40 years old

   ☐ 41 – 50 years old

   ☐ Over 50 years old

3. Marital Status

   ☐ Single

   ☐ Married

   ☐ Others

4. Education Level

☐ Under graduated

☐ Graduate

☐ Master

☐ Ph.D

5. Occupation

☐ Students

☐ Government Staff

☐ Company Staff

☐ Own business

☐ Pensions

☐ Others

6. Personal Monthly Income (Kyats)

☐ Below and equal 400,000

☐ 400,001 to 600,000

☐ 600,001 to 800,000

☐ 800,001 and above

SECTION B: Customer Behavior

Instruction: Please read the following questions carefully. Fill in the appropriate box that represents your response to the survey in order to respond to the following question.

1. Have you stayed at Novotel Yangon Max Hotel before?

☐ Yes

☐ No

2. How often do you visit Novotel Yangon Max Hotel in a year?

☐ 1 time

☐ 2 - 3 times

☐ 4 – 5 times

☐ Above 6 times

3. When was the last time visiting Novotel Yangon Max Hotel?

  ☐ Last Week

  ☐ Last Month

  ☐ Last Year

4. With whom do you visit Novotel Yangon Max Hotel?

  ☐ Alone

  ☐ With family

  ☐ With friends

  ☐ With colleagues

  ☐ Couple

5. On what occasions do you typically stay at Novotel Yangon Max Hotel?

  ☐ Business

  ☐ Leisure

  ☐ Special Events

6. Which are the reasons that attract you for coming to Novotel Yangon Max Hotel? (Select only one answer)

  ☐ Location is convenience

  ☐ For the attractive price

  ☐ To have quality services

  ☐ For the good reputation

SECTION C: Factors Affecting Customer Satisfaction

Instruction: Based on your opinion, please indicate the most appropriate response with the scale given below.

(1)= Strongly Disagree, (2)= Disagree, (3)= Neutral, (4)= Agree, (5)= Strongly Agree

Tangibility

No.	Questions	1	2	3	4	5
1	Novotel Yangon Max Hotel has modern -looking equipment and up-to-date equipment e.g. furniture, telephones, flat screen, safe box, cutlery.					
2	The hotel facilities are in good condition (air-conditioner, bed, TV, refrigerator, armoire).					
3	Novotel Yangon Max Hotel is visually appealing and it makes satisfaction.					
4	The menu offers a wide variety of foodstuff to choose from.					
5	Satisfied with the cleanliness of the hotel room at Novotel Yangon Max Hotel.					
6	Satisfied with Novotel Yangon Max Hotel's amenities, such as the fitness center or swimming pool, to be cleaned and well- maintained.					

Reliability

No.	Questions	1	2	3	4	5
1	Novotel Yangon Max Hotel provides its services at the time it promises to do so.					
2	Performing service right the first time and it support for my satisfaction.					
3	Novotel Yangon Max Hotel provides the information and billing accurate and transparent.					
4	Novotel Yangon Max Hotel's employees show a sincere interest in solving when customers' problems.					
5	The reservations check-in and check-out process smooth and efficient at Novotel Yangon Max Hotel.					
6	Novotel Yangon Max Hotel provides additional services or amenities that wish.					

Responsiveness

No.	Questions	1	2	3	4	5
1	Employees in Novotel Yangon Max Hotel can well handle unexpected changes or disruptions (e.g. maintenance, renovations) during my stay.					
2	Satisfied because employees in Novotel Yangon Max Hotel give me prompt service.					
3	Novotel Yangon Max Hotel keeps me informed about related information for visiting in Myanmar and satisfied for this.					
4	Employees in Novotel Yangon Max Hotel are never too busy to respond to request.					
5	Novotel Yangon Max Hotel's employees go above and beyond to provide exceptional service during stay.					
6	Satisfied with the hotel's response to my requests or complaints during stay.					

Price

No.	Questions	1	2	3	4	5
1	In Novotel Yangon Max Hotel, feel that the price paid for stay was fair and reasonable.					
2	Feel that received good value for the price paid at Novotel Yangon Max Hotel.					
3	The price of this hotel is more reasonable compare to other hotels in the same area.					
4	The hotel offers excellent prices for the services of food, beverage, and breakfast are attract me.					
5	Stay at this hotel again based on the price paid.					
6	Satisfied that the price of the hotel was reflected in the quality of the accommodations and amenities.					

Place

No.	Questions	1	2	3	4	5
1	Choose to stay at Novotel Yangon Max Hotel primarily for its location.					
2	The location of Novotel Yangon Max Hotel is convenient for shopping.					
3	Satisfied with the safety and security of the hotel's location.					
4	Surrounding of this hotel is lively and convenient (such as bars and restaurants, ATM machines, money exchange booths, convenience stores).					
5	It is easy to get to Novotel Yangon Max Hotel from transportation hubs.					
6	Stay at Novotel Yangon Max Hotel again based on its location.					

People

No.	Questions	1	2	3	4	5
1	Employees of Novotel Yangon Max Hotel are excellent in building good relationship with the guests based on friendship and respect.					
2	The employees at the hotel treat every guest fairly.					
3	Employees of Novotel Yangon Max Hotel give timely services.					
4	This hotel's employees have strong professional knowledge.					
5	Employees of Novotel Yangon Max Hotel went above and beyond to make my stay enjoyable.					
6	Hotel employees understand the specific needs and preferences of customers.					

Process

No.	Questions	1	2	3	4	5
1	Novotel Yangon Max Hotel premises are safe and secure.					
2	The luggage's pickup and delivery service to customer's room of this hotel is nice.					
3	Room service such as cleaning services, booking dinner service, wake up calling service) of this hotel is good.					
4	Check-in and Check-out processes are fast.					
5	The bookings, payment and stay at the hotel are done conveniently.					
6	Novotel Yangon Max Hotel offers high-class quality services in comparison with other hotels in the same area.					

Customer Satisfaction

No.	Questions	1	2	3	4	5
1	Satisfied with Novotel Yangon Max Hotel modern looking furniture and clean space.					
2	Satisfied because feel safe when resting in Novotel Yangon Max Hotel.					
3	Satisfied with the hotel room's comfort level.					
4	Satisfied because got what paid for.					
5	Satisfied with the hotel location.					
6	Satisfied with Novotel Yangon Max Hotel service because all of the employees in hotel response quickly and solve problem immediately.					

.....Thank You…..

APPENDIX II

SPSS OUTPUT DATA

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	92	46.0	46.0	46.0
	female	108	54.0	54.0	100.0
	Total	200	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 30years old	2	1.0	1.0	1.0
	31-40 years old	132	66.0	66.0	67.0
	41-50 years old	57	28.5	28.5	95.5
	over 50 years old	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	142	71.0	71.0	71.0
	married	55	27.5	27.5	98.5
	others	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under graduated	6	3.0	3.0	3.0
	graduate	163	81.5	81.5	84.5
	master	28	14.0	14.0	98.5
	Ph.D	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	students	1	.5	.5	.5
	government staff	2	1.0	1.0	1.5
	company staff	114	57.0	57.0	58.5
	own business	81	40.5	40.5	99.0
	pensions	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below and equal 400,000 kyats	3	1.5	1.5	1.5
	400,001-600,000 kyats	8	4.0	4.0	5.5
	600,001-800,000 kyats	89	44.5	44.5	50.0
	800,001 kyats and above	100	50.0	50.0	100.0
	Total	200	100.0	100.0	

Visit Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 time	1	.5	.5	.5
	2-3 times	71	35.5	35.5	36.0
	4-5 times	121	60.5	60.5	96.5
	above 6 times	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

Last Time Visiting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	last week	5	2.5	2.5	2.5
	last month	104	52.0	52.0	54.5
	last year	91	45.5	45.5	100.0
	Total	200	100.0	100.0	

Who Goes With

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	alone	10	5.0	5.0	5.0
	with family	66	33.0	33.0	38.0
	with friends	68	34.0	34.0	72.0
	with colleagues	37	18.5	18.5	90.5
	couple	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

Occasions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	business	63	31.5	31.5	31.5
	leisure	85	42.5	42.5	74.0
	special events	52	26.0	26.0	100.0
	Total	200	100.0	100.0	

Reasons

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	location is convenient	17	8.5	8.5	8.5
	for the attractive price	15	7.5	7.5	16.0
	to have quality service	54	27.0	27.0	43.0
	for the good reputation	114	57.0	57.0	100.0
	Total	200	100.0	100.0	

Descriptive

Mean Value of Tangibility Factor

	N	Minimum	Maximum	Mean	Std. Deviation
T1	200	3	5	4.43	.506
T2	200	4	5	4.43	.496
T3	200	3	5	4.56	.508
T4	200	3	5	4.45	.528
T5	200	4	5	4.63	.484
T6	200	3	5	4.59	.524
Valid N (listwise)	200				

Mean Value of Reliability Factor

	N	Minimum	Maximum	Mean	Std. Deviation
R1	200	3	5	4.50	.530
R2	200	3	5	4.52	.593
R3	200	3	5	4.61	.499
R4	200	3	5	4.57	.507
R5	200	4	5	4.63	.484
R6	200	3	5	4.59	.524
Valid N (listwise)	200				

Mean Value of Responsiveness Factor

	N	Minimum	Maximum	Mean	Std. Deviation
RE1	200	3	5	4.19	.433
RE2	200	3	5	4.11	.485
RE3	200	3	5	4.15	.478
RE4	200	3	5	3.95	.595
RE5	200	3	5	4.18	.496
RE6	200	3	5	4.30	.489
Valid N (listwise)	200				

Mean Value of Price Factor

	N	Minimum	Maximum	Mean	Std. Deviation
P1	200	3	5	4.47	.539
P2	200	2	5	4.46	.617
P3	200	3	5	4.42	.629
P4	200	1	5	3.96	.904
P5	200	1	5	4.04	.865
P6	200	1	5	3.75	.900
Valid N (listwise)	200				

Mean Value of Place Factor

	N	Minimum	Maximum	Mean	Std. Deviation
PL1	200	3	5	4.15	.478
PL2	200	3	5	3.95	.595
PL3	200	3	5	4.18	.496
PL4	200	3	5	4.30	.489
PL5	200	3	5	4.27	.480
PL6	200	1	5	3.92	.766
Valid N (listwise)	200				

Mean Value of People Factor

	N	Minimum	Maximum	Mean	Std. Deviation
PE1	200	4	5	4.53	.501
PE2	200	3	5	4.41	.569
PE3	200	1	5	4.18	.794
PE4	200	2	5	4.24	.667
PE5	200	3	5	4.40	.585
PE6	200	2	5	4.31	.727
Valid N (listwise)	200				

Mean Value of Process Factor

	N	Minimum	Maximum	Mean	Std. Deviation
PR1	200	2	5	4.40	.530
PR2	200	3	5	4.33	.502
PR3	200	3	5	4.43	.506
PR4	200	4	5	4.43	.496
PR5	200	3	5	4.52	.521
PR6	200	3	5	4.50	.530
Valid N (listwise)	200				

Customer Satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
CS1	200	3	5	4.13	.452
CS2	200	3	5	4.15	.478
CS3	200	3	5	4.00	.554
CS4	200	3	5	4.18	.496
CS5	200	3	5	4.30	.489
CS6	200	3	5	4.27	.480
Valid N (listwise)	200				

Overall Mean Value of Independent Variables

	N	Minimum	Maximum	Mean	Std. Deviation
Tangibility	200	4.00	5.00	4.5133	.38876
Reliability	200	3.83	5.00	4.5683	.40831
Responsiveness	200	3.67	5.00	4.1442	.38236
Price	200	2.83	5.00	4.1825	.51569
Place	200	3.50	5.00	4.1267	.39371
People	200	3.00	5.00	4.3450	.48842
Process	200	3.67	5.00	4.4333	.38683
Valid N (listwise)	200				

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.859	6

Reliability Statistics

Cronbach's Alpha	N of Items
.871	6

Reliability Statistics

Cronbach's Alpha	N of Items
.860	6

Reliability Statistics

Cronbach's Alpha	N of Items
.718	6

Reliability Statistics

Cronbach's Alpha	N of Items
.795	6

Reliability Statistics

Cronbach's Alpha	N of Items
.848	6

Reliability Statistics

Cronbach's Alpha	N of Items
.846	6

Reliability Statistics

Cronbach's Alpha	N of Items
.851	6

Validity

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.853
Bartlett's Test of Sphericity	Approx. Chi-Square	536.933
	df	15
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.856
Bartlett's Test of Sphericity	Approx. Chi-Square	585.175
	df	15
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	566.820
	df	15
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.822
Bartlett's Test of Sphericity	Approx. Chi-Square	611.690
	df	15
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.803
Bartlett's Test of Sphericity	Approx. Chi-Square	418.998
	df	15
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	476.220
	Df	15
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.813
Bartlett's Test of Sphericity	Approx. Chi-Square	535.326
	df	15
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.768
Bartlett's Test of Sphericity	Approx. Chi-Square	510.093
	df	15
	Sig.	.000

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.983[a]	.966	.965	.06951

a. Predictors: (Constant), Process, Price, Place, People, Reliability, Tangibility, Responsiveness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.681	7	3.812	788.984	.000[b]
	Residual	.928	192	.005		
	Total	27.609	199			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Process, Price, Place, People, Reliability, Tangibility, Responsiveness

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.252	.066		3.799	.000		
Tangibility	.051	.027	.053	1.901	.054	.223	4.475
Reliability	-.034	.022	-.037	-1.531	.128	.295	3.386
Responsiveness	.713	.040	.732	17.806	.000	.104	9.652
Price	-.018	.016	-.025	-1.109	.269	.357	2.801
Place	.247	.039	.261	6.411	.000	.105	9.482
People	-.005	.018	-.006	-.271	.786	.327	3.056
Process	-.008	.029	-.008	-.274	.785	.191	5.230

Correlation

Correlations

		Tangi-bility	Reli-ability	Respon-siveness	Price	Place	People	Process	Customer Satisfaction
Tangibility	Pearson Correlation	1	.756**	.571**	.390**	.580**	.554**	.857**	.574**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200
Reliability	Pearson Correlation	.756**	1	.450**	.579**	.447**	.593**	.785**	.424**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200
Responsiveness	Pearson Correlation	.571**	.450**	1	.230**	.941**	.414**	.616**	.978**
	Sig. (2-tailed)	.000	.000		.001	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200
Price	Pearson Correlation	.390**	.579**	.230**	1	.217**	.755**	.464**	.191**
	Sig. (2-tailed)	.000	.000	.001		.002	.000	.000	.007
	N	200	200	200	200	200	200	200	200
Place	Pearson Correlation	.580**	.447**	.941**	.217**	1	.431**	.582**	.951**
	Sig. (2-tailed)	.000	.000	.000	.002		.000	.000	.000
	N	200	200	200	200	200	200	200	200
People	Pearson Correlation	.554**	.593**	.414**	.755**	.431**	1	.578**	.393**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200	200	200
Process	Pearson Correlation	.857**	.785**	.616**	.464**	.582**	.578**	1	.595**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200	200	200
CustomerSatisfaction	Pearson Correlation	.574**	.424**	.978**	.191**	.951**	.393**	.595**	1
	Sig. (2-tailed)	.000	.000	.000	.007	.000	.000	.000	
	N	200	200	200	200	200	200	200	200

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