

A STUDY ON GUEST SATISFACTION OF DIFFERENT GUEST HOUSES IN BANGLADESH: A CASE OF BANDARBAN AREA

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Abstract

Guest satisfaction is often perceived as an important factor in guest house business. In Bangladesh, Bandarban is a tourist site and holy place for Buddhists community. Many people come over there from home and abroad over the year and they stay at the guest houses located in Bandarban and adjacent area. But the satisfaction of the guests plays a very important for their stay at guest house. This study aims at identifying the factors important to the satisfaction of the guests staying at the different guest houses located in Bandarban. Two hundred and fifty guest-respondents were selected by stratified random sampling procedure for the study. Multivariate analysis such as, factor analysis and regression analysis were used in this research. Factor analysis was done to identify the guest satisfaction related factors while regression analysis was performed to identify the relationships between the overall satisfaction of the guests and the factors. Correlation analysis was also conducted to identify the relationship among the factors. The results show that the room service and price, décor-restaurant-staff, check-in, and amenities are very important factors for the satisfaction of the guests living in the guest houses of Bandarban.

Key Words: *Satisfaction, tourism, guest house*

1. INTRODUCTION

As Bandarban is a tourist spot of Bangladesh, many people come to see and visit this place from home and abroad. Also people come from different places of the world as this place is a holy place for the Buddhists. To support these people, a number of guest houses are developed in that area. As many people come to visit this place over the years, their satisfaction on staying at the guest houses became a very important concern today both for the guests and for the service providers.

Bandarban is a district of Bangladesh located in South-Eastern part of Bangladesh. It is a part of the Chittagong Division and area under Chittagong Hill Tracts. Bandarban (meaning the dam of monkeys) is also known as Arvumi or the Bohmong Circle. Bandarban is the home of the Bohmong Chief (currently King, or Raja, Aung Shwe Prue

Chowdhury). The king is the head of the Marma population. Among the important tourist spots The Buddha Dhatu Jadi, the largest Buddhist temple are important places which is visited by the local and internal monks and visitors. This Theravada Buddhist temple is made completely in the style of South-East Asia and houses the second largest statue of Buddha in Bangladesh. The waterfall named Shoilo Propat at Milanchari and The hanging bridge at Meghla are also excellent sites to see for the visitors. Jibannagar and Kyachlong Lakes are some places of interest too. A boat ride on the river Sangu is also an excellent proposition in this tourist spot of Bangladesh (Source: Wikipedia).

Guest experiences are usually perceived as a composite phenomena. It is concerned with the various factors that satisfy the guests. It is very important from the guest house point of view as the guest house business is substantially dependent on it. Guest experiences involve a various range of services that are related to the distinctive expectations and evaluations of the guests. In today's competitive business environment, the ability to meet or exceed customers' expectations is a key determinant of guest satisfaction. Guest satisfaction, in turn, has a direct and positive impact on the economic viability of any hospitality organization (Crotts et al, 2009). If the guests do not find the place attractive they will never for staying in that guest house and will never tell others to stay over there. The concept of satisfaction and guest satisfaction were explained by the different researchers at different times.

There are two bases of the guest satisfaction such as antecedents and potential outcomes. The guest anticipates based on the advertisement of exposure of the guest house and then compare their expectations with the real outcomes they receive. This determines their satisfaction level on guest house staying. Torres and Kline (2006) explained this phenomenon in detail. They also identified that satisfaction is related to the concepts of delight and their antecedents and potential outcomes determine the satisfaction levels of the guests. Crotts and associates (2008) discovered the key drivers that contribute to guest delight and satisfaction. Along with other factors, decoration may one of the drivers that affect the delight of the guests. Finn (2005) took a larger sample and additional measures to address construct measurement issues and to determine whether guest delight is something more than a nonlinear effect of satisfaction on intension. It indicated that the prior intention has substantial impact on the satisfaction level of the guests. Meanwhile, Pan et al (2007) explored travel blogs as a manifestation of travel experience. This study revealed that major strengths of the destination were its attractions such as historic charm, hospitality, beaches, water activities, etc. Major weaknesses included weather, infrastructure, and fast service restaurants in American context. Pritchard and Havitz (2006) examined the utility of applying a traditional framework for appraisal, importance-performance analysis to a content analytic assessment of comments which is relevant to guest satisfaction. Schmallegger and Carson (2008) reviewed the published literature and real-life examples of destination marketing organizations and tourism enterprises using blogs as part of their business strategy. While, Mack et. al., (2008) examine the use of blogs as means of tourism marketing communication that attract the present and potential customers. Truong and King (2009) investigated a number of variables, including socio-demographics and travel characteristics, and compared the

importance that travelers attach to various destination attributes with their associated satisfaction with Vietnam's various tourism products.

Basically, guest satisfaction has been defined as post consumption, evaluative judgment of a customer concerning a specific product or service (Gundersen et al., 1996). This means that guest will be taking decision in staying at the guest house if the products and services are as per their demands. The products are in fact food and amenities available in the guest house. It is an elusive and indistinctive construct that is based on an individual's pre-purchase expectations and post-purchase quality perceptions (Parasurman et al, 1985). Thus, all firms should strive to meet and exceed visitors' expectations in every aspect. Recognizing, however, that all organizations have limited resources, each organization needs to make sure that its primary focus and highest priorities are on its key drivers of their satisfied and delighted customers (Ford and Heaton, 1999; Crotts et al., 2008). Hence, the main objective of this study is to identify the factors that affect guest satisfaction of the guests staying at the guest houses located in Bandarban of Bangladesh.

2. RESEARCH DESIGN

The sample for this study consists of 250 respondents. They were selected by using stratified random sampling method. The initial sample units were divided into different stratum- students, housewives, businessmen, and service holders on the basis of their occupation and then random selection were made for choosing the respondents.

To achieve the objectives of the study, a structured interview guide was developed to collect information. The variables included in the questionnaire are: Décor, Location, Check-in, Staff, Room Service, Amenities, Restaurant, Price, and Overall variable. Here, we introduce 'Likert Scale' for measuring the attitude of the respondents about their satisfaction on their staying at the guest house. Initially draft questionnaire was prepared and then tested and necessary corrections were made before finalizing the questionnaire.

The study is compiled with primary and secondary data. Secondary data were collected from the relevant journals and primary data were collected from the respondents on the basis of interview guide through personal interview. The study was conducted during the period of August 2009 to October 2009.

In the paper, the analyses were made by using Factor analysis, Regression analysis, and Correlation matrix. For the study, the entire analysis is performed by personal computer (PC) using statistical package SPSS.

3. RESULTS AND DISCUSSIONS

The analysis part of this study is constituted with three sub-parts such as correlation matrix to see the inter-relationships between the variables, factor analysis to reduce the variables for the correct identification of the relevant variables, and regression analysis to identify the significant factors that have significant impact on the satisfaction level of the guest experienced the guest houses of Bandarban of Bangladesh.

3.1 Correlations Among the Factors

Table 1 shows that there is a positive and correlation between restaurant and check-in (0.160) décor and staff (0.164). On the other hand, there is a negative correlation between room service and price (-0.237) and room service and staff (-0.172). This means that the services provided by the guest houses are not compatible to its price and the staffs are not well trained to serve.

Table 1 Correlation Matrix of Different Factors of Guest Satisfaction

	Décor	Location	Check-in	Staff	Room Service	Amenities	Restaurant	Price	Overall
Décor	1.000	-.112	.045	.164	.096	.081	.149	-.011	.039
Location	-.112	1.000	-.144	-.064	.110	-.101	.126	-.169	.182
Check-in	.045	-.144	1.000	.133	.007	-.035	.160	-.120	.047
Staff	.164	-.064	.133	1.000	-.172	.101	.034	.104	-.117
Room Service	.096	.110	.007	-.172	1.000	-.087	.029	-.237	-.068
Amenities	.081	-.101	-.035	.101	-.087	1.000	-.033	-.044	.050
Restaurant	.149	.126	.160	.034	.029	-.033	1.000	-.095	.010
Price	-.011	-.169	-.120	.104	-.237	-.044	-.095	1.000	.012
Overall	.039	.182	.047	-.117	-.068	.050	.010	.012	1.000

3.2 Results of Factor Analysis

Principal Component Factor Analysis with rotated factor loadings was performed on the survey data. Principal Component Analysis (PCA) is the commonly used method for grouping the variables under few unrelated factors. Variables with a factor loading of higher than 0.5 are grouped under a factor. A factor loading is the correlation between the original variable with the specific factor and the key to understanding the nature of that particular factor (Debasish 2004). Table 4 provides the rotated factor loadings against the nine variables. Moreover, factor analysis using Varimax rotation finds five derived factors.

The results from the survey were coded and entered for statistical analysis. The data obtained for the study were analyzed by using “Factor Analysis” for identification of the ‘key factors’ preferred by the respondents. Factor analysis identifies common dimensions of factors from the observed variables that have a high correlation with the observed and seemingly unrelated variables but no correlation among the factors. The communalities of the variables show that the values are very high indicating the higher level of association among them (Table 2).

Table 2 Communalities of the Variables

Variables	Initial	Extraction
Décor	1.000	.677
Location	1.000	.665
Check-in	1.000	.856
Staff	1.000	.508
Room Service	1.000	.659
Amenities	1.000	.770
Restaurant	1.000	.597
Price	1.000	.637
Overall	1.000	.714

Extraction Method: Principal Component Analysis.

Factors analysis identified 5 factors important to the guests of the guest houses of Bandarban of Bangladesh (Table 3). This analysis accepts room service as a factor even though the eigenvalue is lower than 1.00, the rule of thumb, (.986). This can be attributed by the new nature of the research. The factors identified through factor analysis are décor, location, check-in, staff and room service. Factor 1 is room service and price has the highest eigenvalue (1.514) and the variance indicates that the factor is highly important among the others. The second important check-in factor is location (1.375) followed by décor, restaurant and staff (1.147), check-in (1.060) and Amenities (.986).

Table 3 Total Variance Explained by the Factors

Factors	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1. Room Service and Price	1.514	16.824	16.824
2. Location of the Guest House	1.375	15.283	32.107
3. Décor, Restaurant and Staff	1.147	12.749	44.856
4. Check-In	1.060	11.777	56.632
5. Amenities	.986	10.956	67.588

Extraction Method: Principal Component Analysis.

Table 4 shows that factor structure. The variables such as room service (.778) and price (-.726) constituted the factor called room service and price or the charges. The second factor was constituted by location (.782) and the overall characteristics (.675) of the guest house. Décor, restaurant and staff was constituted by the variables like décor (.781), staff (.543), and (.542). Check in was constituted by check-in (.920) and amenities is by amenities (.866).

Table 4 Factor Structure: Varimax Rotated Factor Matrix

	Component				
	1	2	3	4	5
Room Service	.778	-.122	.076	-.140	-.121
Price	-.726	-.134	.033	-.271	-.127
<i>Overall</i>	-.130	.782	-.092	.114	.254
<i>Location</i>	.204	.675	.030	-.265	-.311
Décor	.122	-.055	.781	-.093	.201
Restaurant	.105	.304	.543	.286	-.343
Staff	-.391	-.191	.542	.147	.057
Check-in	.040	-.051	.061	.920	-.033
<i>Amenities</i>	.010	.050	.130	-.023	.866

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 8 iterations.

The factors identified by the factor analysis have together 71.4% influence on the overall factor of the guest houses (Table 5). The correlation between the overall characteristics and the factors is also very high (.845).

Table 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845(a)	.714	.708	.615

a Predictors: (Constant), REGR factor score 5 for analysis 2 , REGR factor score 4 for analysis 2 , REGR factor score 3 for analysis 2 , REGR factor score 2 for analysis 2 , REGR factor score 1 for analysis 2

Table 6 shows that Analysis of variance of the factors. The results show that the factors related to the guest satisfaction together significantly related to the overall characteristics of the guest houses under study.

Table 6 Analysis of Variance - ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	230.486	5	46.097	121.710	.000(a)
	Residual	92.414	244	.379		
	Total	322.900	249			

a Predictors: (Constant), REGR factor score 5 for analysis 2 , REGR factor score 4 for analysis 2 , REGR factor score 3 for analysis 2 , REGR factor score 2 for analysis 2 , REGR factor score 1 for analysis 2

b Dependent Variable: Overall

Table 7 shows the individual relationship of the factors with the overall satisfaction of the guests of the guest houses located in Bandarban district in Bangladesh. The results of regression analysis show the significant relationship of the factors identified through factor analysis with the overall satisfaction of the guests.

Table 7 Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.020	.039		77.589	.000
Room Service and Price	-.148	.039	-.130	-3.804	.000*
Location of the Guest House	.890	.039	.782	22.823	.000*
Décor, Restaurant and Staff	-.104	.039	-.092	-2.676	.008*
Check-In	.130	.039	.114	3.336	.001*
Amenities	.289	.039	.254	7.410	.000*

a Dependent Variable: Overall

* Significant at 95% level of confidence

4. CONCLUSIONS AND RECOMMENDATIONS

From the analysis, it is clear that room service and price, location, décor-restaurant-staff, check-in, and amenities are the very important factors for the satisfaction of the guests living in the guest houses in Bandarban district of Bangladesh. These are the important factors for measuring the satisfaction of the guests. The factors identified through factor analysis can be used as guideline for the concerned service providers to satisfy their customers or guests. Among the five factors, room service and the charges of the guest house is the most important factor for measuring guest satisfaction as the guests give highest importance to this factor. The visitors who come and stay at those guest houses have high concern about the service provided in the rooms and the prices they charge for it. The next important factor for the satisfaction is location of the guest house. Guest house that is located at the advantageous position gets importance by the guests over there.

Decoration of the guest house, the staff behavior, restaurant services provided by the guest house authority, check-in and amenities supplies are also very important to the guests for staying the guest house. Hence, service providers should understand the factors identified through this study that influence consumers' choice and their behavior as well. The findings of the study may be used as an index for an improvement in the services of the service providers for wider acceptance and formulating marketing strategies in order to improve the level of satisfaction of the guests' customers. However, there is an ample scope to study further on this very important aspect to enhance the service quality and the guests' satisfaction at the guest houses of Bandarban district in this regard.

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