# The study on relationship among international tourism hotel's service innovation and satisfaction

Yen-Ku Kuo[1], Bachelor Program of Leisure Management,
Chinese Culture University, Taiwan, ykkuo@g.sce.pccu.edu.tw
Siao-Yun Wei[2], Department of Banking and Finance,
Chinese Culture University, Taiwan, hywei@sce.pccu.edu.tw

## Abstract

International tourist hotels in the tourism industry is very important, all travelers accommodation needs are met by it, so whether customers can be satisfied has always been the focus of the industry, in the fierce competition in the world tourism trend, Taiwan's international tourist hotels must respond to changes, take the initiative to innovate, in order to achieve customer satisfaction. This study uses a questionnaire method to collect information and verify hypotheses in quantitative statistics, and the results can be used as a reference for international tourist hotels.

Keywords: international tourist hotel, service innovation, satisfaction

## 1.Introduction

Because of the continuous progress of science and technology, the level and conditions of international tourist hotels have become more and more advanced, whether it is the appearance of the building or the equipment inside are very luxurious, so the purpose is to give customers more willingness to spend. Only service innovation is the most important, because international tourist hotels are an important part of the service industry, and it is necessary to improve the efficiency of operations in the form of service innovation, so that customers can continue to want to come to stay. International tourist hotels are also the façade of each country, with the prevalence of global tourism, when the world's travelers to a certain international tourist hotels will also form the impression of the country, so the service innovation of international tourist hotels will become more important, and there will be a profound impact on the results of satisfaction. This study explores the relationship between service innovation and satisfaction, especially the example of customers of international tourist hotels, and the results of such research will be helpful for the management of international tourist hotels.

## 2. Literature review and hypothesis development

### 2.1 Strategy in international tourism hotels

Sightseeing activities have become an important economic output value of Taiwan, with the number and number of tourists at home and abroad in Taiwan continue to rise, so that the tourism surrounding industries have relatively good prospects, with the global division of labor, product life cycle shortening and rapid changes in industrial structure, when the original quality, speed and cost advantages gradually become the basic elements of competition, enterprises want to continue to create value and profit must continue to improve the ability to innovate, managers must develop effective competitive strategies, Customer satisfaction has always been an important part of performance evaluation, and understanding the source of satisfaction can provide an important basis for managers to formulate business strategies.

### 2.2 Service innovation and satisfaction

Innovation is used to develop and maintain an organization's competitive advantage and help it enter new markets, so innovation is an inevitable activity of the organization (Brown &Eisenhardt, 1995; Stock, Greis, & Fischer, 2002). Scholars such as McDermott (2002) divide service innovation into radical innovation and incremental innovation Two categories. A service that is radically innovative means that the service is undefined for the market or new to the

organization; Progressive service innovation represents the further improvement of existing services, or the proliferation of services. Tax & Stuare (1997) proposes two ways to define service innovation, one is to identify it according to the scope of changes in the existing service system itself; The other is based on the process of service operation and changes in participants. Johne& Storey (1998) defines the scope of new service development into six areas: common environments, processes themselves, people involved, opportunity analysis, and development and execution. Hipp, Tether & Miles (2000) proposed that three types of service innovation exist among enterprises, including service innovation, process innovation, and organizational innovation. Drejer (2004) said that service innovation includes, in addition to the successful development of new services and products, the revision of existing products and service delivery processes. Service innovation is the value of the products or services of enterprise organizations by improving services and responding to the different and diverse needs of customers (Vang & Zellner, 2005). Scholars have studied customer satisfaction as a holistic concept (Nadler & Simerly, 2006). Solomon (1999) states that customer satisfaction is an individual's overall attitude towards the products purchased. Joewono and Kubota (2007) also pointed out that customer satisfaction is based on the customer's past experience to measure products and services, and to evaluate the consumption experience as a whole. The more innovative a company's product or service is, the higher its customer satisfaction, customer loyalty, and customer value. Evanschitzky et al. (2015) also pointed out that companies actively promote the improvement of existing products and services, as well as the development of new products and services, which will greatly improve the positive satisfaction of customers after using products or receiving services.

In summary, it can be found that service innovation does have an important impact on customer satisfaction, whether it is satisfaction in the use of products or the acceptance of services Most of the studies believe that service innovation has a positive impact, so this study derives the following assumptions as follows:

H1: The new service concept of the International Tourist Hotel has a positive and significant impact on satisfaction.
H2: The new customer interface of the International Tourist Hotel has a positive and significant impact on satisfaction.
H3: The delivery of new services to international tourist hotels has a positive and significant impact on satisfaction.

## 3. Research design
### 3.1 Samples
The study explores the correlation between service innovation and satisfaction felt by customers when staying at international tourist hotels, and the study was conducted for travelers who were officially registered for accommodation, and those who were not in the scope of the study were not. Using the convenient sampling method, the questionnaire survey was conducted from January to March 2022, and a total of 236 questionnaires were recovered, with a deduction rate of 50% of the missed answers A total of 12 of the above and obviously all of them filled in the same scale, and the effective sample size was 224, and the effective recovery rate was 91.4%.

### 3.2 Instruments
The various scales used in this study are all tools with good reliability and validity proposed in the classical literature, and they should have a certain degree of relevance after many rigorous tests in various academic papers in the past. Among them, service innovation is based on the architecture proposed by Hertog (2000), and the new service concept, new customer interface and new service delivery are selected to be measured by the topics suitable for international tourist hotels; Customer satisfaction is selected from the perspective of Baker and Crompton (2000) and has three topics, entitled: I am satisfied with the overall service of the hotel, the functions of the hotel are better than expected, and the service of the hotel is suitable for me.

## 4. Data analysis
This study collected data by questionnaire survey method, and the number of valid samples recovered was 224, which became the data of quantitative statistical analysis after collation and coding, and the following presents narrative statistics, reliability analysis and regression analysis as the reference basis for the research results.

### 4.1 Descriptive statistics
Of the 224 samples effectively recovered, 114, or 51%, were males; There were 110 females, or 49%; The following calculations of the average number of questions in the questionnaire, the standard deviation and the reliability of each composition, all of which reach the standard of 0.7 or more, have good internal consistency, as shown in Table 1.

*Table 1 Average, standard deviation and reliability of each dimension*

| dimension | items | mean | sd | Reliability |
|---|---|---|---|---|
| Service innovation | 1. I think the hotel can extend and develop a variety of services | 3.40 | 0.720 | 0.879 |
| | 2. I think the guest interface of this hotel is quite new and practical | 3.57 | 0.693 | |
| | 3. I think the service delivery of this hostel is quite excellent | 3.49 | 0.758 | |
| Satisfaction | 1. I am satisfied with the overall service of this hostel | 3.38 | 0.672 | 0.862 |
| | 2. The functions of this hotel are better than expected | 3.42 | 0.742 | |
| | 3. The service of this hotel is suitable for me | 3.54 | 0.661 | |

### 4.2 Regression analysis

This study mainly explores the relationship between service innovation and satisfaction, and proposes research hypotheses to estimate the explanatory relationship between variables, and then performs narrative statistics and reliability analysis, and then estimates in linear regression equation mode.

Taking each topic of service innovation as the independent variable and satisfaction as the dependent variable, after performing regression analysis, it is found that the new customer interface and the new service delivery have a significant impact, but the new service concept is on the edge of significant and has not been confirmed.

From the results of regression analysis, it is known that hypothesiss 2 and 3 of this study are true, and hypothesis 1 is not supported, see Table 2.

*Table 2 Multiple regression analysis of satisfaction on service innovation*

| | Coefficients are not standardized | | Standardized coefficients | t | Significance | Adjusted $R^2$ |
|---|---|---|---|---|---|---|
| | The estimate of B | standard deviation | Beta | | | |
| (constant) | 1.406 | .179 | | 7.849 | .000 | .375 |
| New service concept | .140 | .071 | .165 | 1.972 | .050 | |
| New customer interface | .239 | .073 | .270 | 3.283 | .001 | |
| New service delivery | .204 | .066 | .253 | 3.076 | .002 | |

$n$=224 ; $^*p<.05$, $^{**}p<.01$

## 5. Conclusion

This study focuses on the discussion of the correlation between service innovation and satisfaction of international tourist hotel customers, the main purpose is to understand the importance of service innovation, the results of the study found that service innovation can generally predict satisfaction well, of which the new customer interface and new service delivery is the most helpful, in addition, perhaps the new service concept is too abstract, so it can not reflect the satisfaction, it is recommended that the relevant operators can be properly publicized, or through advertising marketing to let customers understand the source of the new service concept, Because the organizational culture of service innovation still requires long-term efforts, although the innovation of hardware and interfaces has obvious effects, but the concept that can really be deeply rooted in people's hearts must be started from the conceptual level, so the results of this study can be used as a consideration for the adjustment strategy of international tourist hotels in the future, and the focus of cultural publicity and broadcasting is the basis for achieving two-way effects.

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