

Research on the Relationship between Hotel Service Quality and Customer Behavior Intention Based on Customer Network Evaluation

Wang Cong

Hotel Management Department, Nanchong Vocational College of Culture and Tourism, Nanchong, Sichuan, 637400, China

E-mail: april_taylors@163.com

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Abstract: People are used to searching for information in all directions through various channels before consumption and expressing their experiences and feelings after consumption. Online word-of-mouth is playing an increasingly important role in people's lives. From the research content, the research on hotel service quality at present focuses on the measurement of service quality and improvement measures. This study will investigate variables such as service quality evaluation, customer relationship quality evaluation, customer behavior intention after consumption, demography, etc. for tourists who actually consume in a hot spring hotel. This paper hopes to understand the relationship between service quality and customer behavior intention of hot spring tourism enterprises, the relationship between relationship quality and customer behavior intention, and the difference analysis of demographic variables on various factors, and provide reference for managers of hot spring tourism enterprises on related management and management methods. In this study, through reading and sorting out the related literature in the past, and combining with the special service environment of hot spring tourism enterprises, the dimensions of each variable are divided. Among them, the service quality of hot spring tourism enterprises is divided into: tangible, reliable, responsive, guaranteed and caring; The relationship quality of hot spring enterprises is divided into: satisfaction, trust and commitment; Customer behavior intention is divided into customer loyalty, customer transfer tendency, customer willingness to pay and customer response. Then a questionnaire survey was conducted, and the collected data was statistically analyzed.

1. Introduction

With the popularity of the Internet and the increase in the number of netizens, the influence of network communication has become more and more intense [1]. The application of new technologies has blurred the concept of “online” and “offline”. Consumers in the new era like to “buy on the Internet for a long time and rely on the Internet [2]. Various communication methods such as word-of-mouth networks, social networks, and microblogs are used. The emergence of the Internet allows consumers to record and share their own experiences and feelings online anytime,

anywhere, and obtain a certain sense of self-satisfaction according to the popularity and replies of other users, and can obtain corresponding spiritual or material rewards by posting comments. This stimulates the enthusiasm of consumers to share and spreads more quickly[3]. At the same time, the final consumption decision made by consumers is increasingly influenced by the evaluation information on the comment platform[4]. According to online word-of-mouth, the processing and sorting of individual consumption information becomes the work and important reference standard for consumers to make choices [5].

The competition of hot spring tourism in my country is increasingly fierce, showing a white-hot trend. Some hot spring developers blindly launch without understanding the market and without conducting research on tourists, which has surpassed the demonstration stage of hot spring tourism development planning, resulting in the phenomenon of fewer or even insufficient tourists; simple marketing methods and professional quality of employees Low, excessive exploitation of resources, not paying attention to market cultivation, ignoring the characteristics of resources, etc. are also problems existing in hot spring tourism enterprises [6]. Nowadays, domestic hot spring tourism is booming, but hot spring tourism is not only uneven in hardware facilities, but also has a large gap in service quality [7]. Whether managers can provide satisfactory services to customers is one of the key factors for the success of hot spring tourism enterprises [8]. Therefore, increasing high-quality services is of great importance to the sustainable and long-term operation of hot spring tourism enterprises [9]. However, there are quite a lot of studies on service quality in the past, but there are still few issues on the relationship between customer relationship quality and customer behavior intention in hot spring tourism. The rapid development of network technology has brought great changes to people's way of life, and new consumer behavior patterns have begun to take shape. Therefore, this paper will take the hot spring tourism enterprise as the research object, and explore the relationship between the service quality of the hot spring tourism enterprise and the customer behavior intention and the influence of the relationship quality between the enterprise and the customer on the customer behavior intention [10]. How can hot spring tourism enterprises have a stable source of tourists, increase the revisit rate of tourists, and become one of the favorite leisure and vacation methods of tourists. The author carries out the research of this paper with these questions.

2. Analysis of Consumer Behavior Based on Network Evaluation

2.1 Online Evaluation of Network

In order to cope with the changing environment, consumers will search different information in an all-round way through various ways, and finally select the fastest and simplest information channel to obtain valuable information to the greatest extent. Hotel customers tend to conduct extensive information search before consumption because of perceived anxiety, uncertainty and weak control over hotel experience. Online reviews have become an important source of customer information. The concept of online comment has not reached a relatively unified understanding in the past research. There are more similar concepts, such as electronic word-of-mouth, online word-of-mouth, online product reviews, online consumer reviews, etc. Through the understanding of the above names and related concept contents, it is found that although the concept names are diverse, their meanings are basically similar, and there are slight differences. Among them, online comments have the characteristics and advantages of centralized presentation, facing the broadest population and being available to a wider public. Throughout previous studies, more studies use the concept of “online word-of-mouth” or “online comment”, and the concept of “online comment” is the most similar to that of “online comment”. The research based on this paper is based on the word-of-mouth or comments on comment websites, which is different from the word-

of-mouth spread by other cyberspace or carriers. This paper uses the concept of “online comment” to express similar meaning. The following review also involves the research on online word-of-mouth and online comments, so as to deepen the understanding of the concept of online comments.

Online comments are generally anonymous. On the one hand, it is conducive for commentators to express their opinions freely and ensure the authenticity of information to the greatest extent, but on the other hand, anonymity also reduces the credibility of comments to a certain extent. Because the consumer comment information on the comment website has the characteristics of long-term preservation, centralized presentation, facing the broadest crowd, and can be obtained by the wider public, it plays a great role that can not be compared with other online word-of-mouth forms. With the popularization of the Internet and the progress of information technology, new forms of word-of-mouth communication have emerged. Consumers can spread and receive online word-of-mouth information through blogs, online forums, product discussion areas, newsgroups, instant messaging tools, etc. As consumers' comments on the Internet have become a new source of information, comment websites have become a centralized platform for online word-of-mouth release and dissemination, and have attracted more and more attention. Consumers comment and exchange products, service experiences and views here. For businesses, these comments are a channel to understand consumers' use feelings, understand their own advantages and disadvantages, and improve products and services. For other consumers who pay attention to comments, these comments from third parties may affect their purchase decisions

2.2 Characteristics of Consumer Behavior in the Internet Age

Customer behavior is a dynamic interactive process of perception, cognition, behavior and environmental factors. It is the behavioral basis for human beings to perform the transaction function in life. Compared with the traditional customer behavior, in the network environment, the factors affecting customer behavior and customer purchase behavior tend to be complex. The research on customer behavior in the network age has not formed a complete system because of its relatively short rise time. With the rapid development and application of Internet technology, new network social segments are gradually formed. The change of social and economic environment has led to the change of consumption concept and mode. Scholars have the same views on the characteristics of consumer behavior in the new era. As online shopping has become a daily consumption mode, the online marketing system provides consumers with a comprehensive commodity information display and multi-functional commodity retrieval mechanism. Consumers often take the initiative to search for the relevant information of the required products, understand all aspects of the required products, analyze and compare them, shop around, and choose products that meet their own “value”. At the same time, the group that relies on the network to understand market information is becoming larger and larger. For the popular goods in the network, affected by the network group, in the short term, consumers may also lead to impulsive purchase under the psychology of “chasing the wind”, such as the popular “Bachelor shirt”. Having full choice is the symbol of the personalized era. Consumers in the network era have obvious personal characteristics in the consumption process, and pursue products and services that can meet their own psychological needs, represent their personal image and be different from others. At the same time, actively communicate with stores, customize products that meet personalized needs, and intervene in commodity production and marketing activities by relying on their own consumption behavior and views. The emergence of various personalized products also expands the space for consumers to choose. The conceptual models of experience value, customer satisfaction and behavior intention are shown in Figure 1.

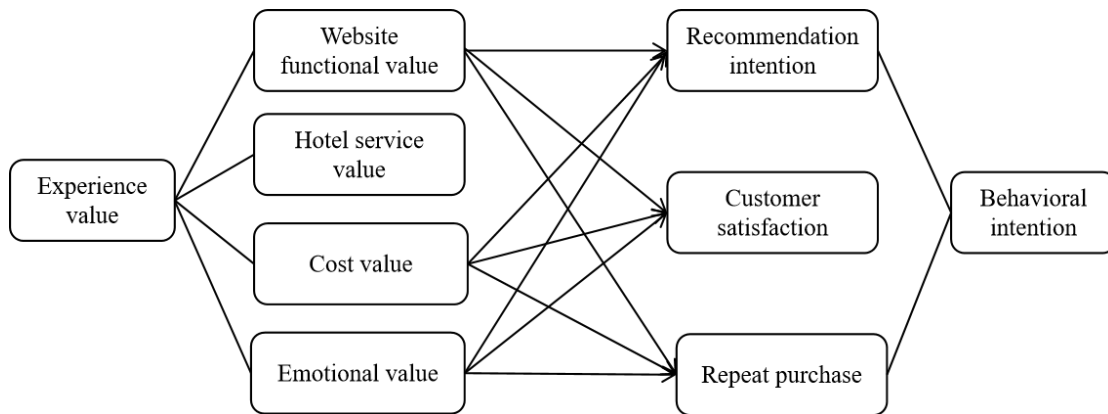


Fig.1 Conceptual Model of Experience Value, Customer Satisfaction and Behavior Intention

With the acceleration of the pace of life and the strengthening of people's concept of time, consumers pursue the saving of time and labor cost in the purchase process, hoping to purchase the products and services they need most conveniently with the least time and the lowest cost. Consumers not only pay attention to the results of consumption, but also pay more attention to the feelings of purchase and consumption process. Customers will even consume for experience. At the same time, more and more groups understand market information through the network, and more and more consumers have become the source of information release and dissemination. Consumers are more inclined to believe the information spread by the above groups in the process of consumption, rather than relying solely on the store's product publicity information or authority. Hotels in the new era not only have the general behavior characteristics of mass consumers, but also have some unique behavior characteristics because of the different consumption environment and consumption objects. There are four main behavioral characteristics of tourism consumers: ① “specificity” of information collection channels; ② “sensitivity” to service risk perception; ③ high “loyalty” to the brand; ④ “synchronization” between the evaluation of service quality and the feeling after purchase. With the development of self-help travel, hotels have higher personalized requirements, pay more attention to experience and care more about hotel online comments.

3. Research on the Relationship between Service Quality and Customer Behavior Intention

3.1 The Meaning and Composition of Service Quality

In the fierce competition, delivering quality service is an important strategy for enterprise survival. Service quality is an important indicator of customer satisfaction and organizational performance. In the general hotel industry, service quality is a complex theme. Due to the invisibility, heterogeneity, indivisibility and perishability of service quality, it is difficult for service personnel to master the final service quality. Therefore, how to provide stable service quality to customers is the most important work of the hotel. On the basis of empirical research, this paper puts forward ten constituent dimensions of service quality, including reliability, responsiveness, professionalism, accessibility, politeness, communication, trust, security, understanding and tangibility. Through exploratory factor analysis and confirmatory factor analysis, it is considered that hotel service quality can be divided into material products, service experience, high-quality food and beverage. This study provides an operable method to improve hotel service quality and helps hotel managers conceptualize service quality. The intangibility, indivisibility, variability and perishability of service quality make customers feel quite high uncertainty when receiving services. In particular, customers face a long-term service process and include complex and unfamiliar

factors, then the uncertainty of customers will increase relatively and mean the possibility of service failure and negative results. Good relationship quality can reduce the uncertainty of service quality and produce good results for continuous interaction in the future. Therefore, hot spring tourism enterprises should pay attention to the relationship quality of customers

3.2 Relationship between Service Quality and Customer Behavior Intention

Intention is a concept in the field of psychology. In English, it is the decision before the appearance of behavior. Many scholars have translated it as “will”, and then uniformly used “intention” to express it. Behavioral intention is a connection between consumers themselves and future behaviors. This kind of statement is usually included in the attitude theory in psychology and consumer behavior to discuss. In the attitude theory, the knowledge element and the emotional element are regarded as the determinants of the attitude, and the behavioral intention is determined by the attitude. Definition, many scholars at home and abroad have given different definitions. According to the theory of rational behavior, this paper defines behavioral intention as the possibility of whether a specific behavior that can bring specific results will be carried out, which is the best variable to predict individual behavior. The stronger the intention of a specific behavior, the more likely he is to perform the behavior. The communication process of online comments is shown in Figure 2.

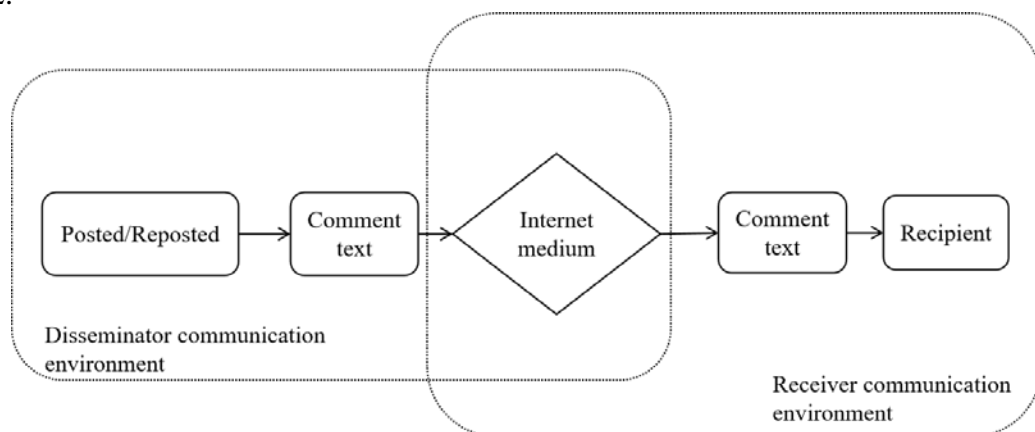


Fig.2 Communication Process of Online Comments

Through the discussion of related literature on the relationship between service quality and customer behavior results, this paper puts forward the conceptual framework of service quality, behavior intention and financial results, and holds that service quality and behavior intention are interrelated and will determine the final behavior of customers. Therefore, if an enterprise provides excellent service quality, it will get positive customer behavior intention; on the contrary, if it provides poor service quality, it will get negative behavior intention and cause customers to leave and ultimately affect the profits of the enterprise. The cognitive and emotional factors of customers' service quality are positively correlated with their behavior intention. If the service that the company can continuously provide is unique and valuable, the probability of repeat purchase of customers will be higher, which shows that improving the service quality can increase the repeat purchase rate of customers and enhance their loyalty. When customers love the company's services and maintain a long-term positive and valuable relationship, customers will show their loyalty. Whether they are buying additional services or spreading good word of mouth around them, it will be of positive significance to the company. Therefore, maintaining good relationship quality with customers should enhance customers' positive behavior intention.

4. Conclusions

Starting from the impact of the application of new network technology on consumer behavior, this paper studies the impact of online word-of-mouth based on the richness of online comments on hot spring tourism customer behavior intention, and constructs a theoretical model of customer behavior intention on the basis of summarizing previous theoretical research, It is considered that online reviews indirectly affect customers' purchase behavior and communication behavior through customers' perceived risk and trust, and the involvement plays a regulatory role in the relationship between online reviews and perceived risk. In the 5g era, any netizen can become a media, and has strong vitality and communication power. The word-of-mouth communication of netizens can even affect or change others' consumption decisions. Because of this, although they do not necessarily know about hot spring tourism products, it does not hinder their purchase, because they can pass the relevant comments of other customers on the hotel and products. Online comments have become a key factor affecting consumers' behavior intention.

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