THE IMPACT OF PERSONALIZED HOTEL SERVICES ON CUSTOMER SATISFACTION: A CASE STUDY OF SHANGHAI WORLD EXPO SAVHE HOTEL

THESIS

By

LI YINGHUI

ID.2429131013

MAGISTER IN MANAGEMENT SCIENCE
POSTGRADUATE PROGRAM
UNIVERSITAS PENDIDIKAN GANESHA
2025

THE IMPACT OF PERSONALIZED HOTEL SERVICES ON CUSTOMER SATISFACTION: A CASE STUDY OF SHANGHAI WORLD EXPO SAVHE HOTEL

THESIS
Submitted to
Universitas Pendidikan Ganesha
to Fulfill Partial Requirements
Obtain a Master's Degree in Management
Management Science Study Program

By
LI YINGHUI
ID.2429131013

MAGISTER IN MANAGEMENT SCIENCE
POSTGRADUATE PROGRAM
UNIVERSITAS PENDIDIKAN GANESHA
2025

VERIFICATION PAGE

The thesis by Li Yinghui has been examined and approved to take the thesis exam

Singaraja, 25 July 2025

Supervisor I,

Dr. Fridayana Yudiaatmaja, M.Sc.

NIP. 197404122010121001

Supervisor II,

Dr. Ni Made Ary Widiastini, S.St.Par., M.Par

NIP. 198104162005012002

This thesis by Li Yinghui been defended in front of the examining team and declared accepted as one of the requirements for obtaining a Master of Management degree in the Management Science Study Program, Postgraduate, Universitas Pendidikan Ganesha

Approved on: 29 July, 2025

By Examiner Team

.... Chair (Dr. Fridayana Yudiaatmaja, M.Sc.)
NIP. 197404122010121001

.... Member (Dr. Ni Made Ary Widiastini, S.St.Par., M.Par)
NIP. 198104162005012002

.... Member (Dr. Trianasari, M.M., Ph.D)
NIP. 197006062002122002

.... Member (Dr. Komang Krisna Heryanda, M.M)
NIP. 19830922015041001

Acknowledged by
Director of Postgraduate Program of Undiksha
Pascasarjana Undiksha,

Prof. Dr. I Nyoman Jampel, M.Pd.
NIP. 195910101986031003

STATEMENT SHEET

I declare truly that the thesis I prepared as a requirement for obtaining a Master of Management from the Ganesha University of Education Postgraduate Program is entirely my own work. Certain parts in my thesis writing that I quoted from other people's work have been written clearly and in accordance with academic norms, rules and ethics.

If in the future it is discovered that all or part of this thesis is not my own work or that there is plagiarism in certain parts, I am willing to accept the sanction of revocation of the academic title I hold and other sanctions in accordance with the laws and regulations in force in the territory of the Unitary State of the Republic of Indonesia.

Author,

METERAI TEMPEL
[illegible]BAMX417332218

Li Ying hui

Li Yinghui

PREFACE

Completing this thesis "*The Impact of Personalized Hotel Services on Customer Satisfaction: A Case Study of Shanghai World Expo Savhe Hotel*",has been both a challenging and rewarding journey.

This thesis was prepared as part of the requirements for obtaining a Master of Management degree at Ganesha Education University, under the Management Science Study Program. The completion of this academic journey would not have been possible without the unwavering support, encouragement, and contributions of many individuals. With deep appreciation, I would like to extend my sincere gratitude to all those who have supported me throughout this process.

1. Dr. Fridayana Yudiaatmaja, M.Sc., I express my heartfelt thanks to my supervisor, whose thoughtful guidance, continuous encouragement, and generous support were instrumental in every stage of my research. He patience and constructive feedback helped me overcome various challenges and continuously improved the quality of this thesis.
2. Dr. Ni Made Ary Widiastini, S.St.Par., M.Par., I would also like to sincerely thank who served as co-supervisor and participated in evaluating my work. Her academic insight, warm encouragement, and sharp attention to detail enriched this thesis.
3. Dr. Trianasari, M.M., Ph.D., served as the examiner for this paper and provided thoughtful suggestions and academic support, giving me direction when I needed it most.
4. Dr. Komang Krisna Heryanda, M.M as examiner is gratefully acknowledged for providing helpful suggestions and assistance in this paper.

5. Prof. Putu Indah Rahmawati, M.Bus., Ph.D,I would like to express my special thanks for help in my daily life and her academic expertise and perspective, which provided crucial help in improving my thesis.

6. Prof. Dr. I Nyoman Jampel, M.Pd as the Director of Undiksha Postgraduate Program and staff, who have helped the a lot while completing this thesis.

7. Prof. Dr. I Wayan Lasmawan, M.Pd as the Rector of Undiksha, who has provided moral assistance and facilitated the various interests in completing this thesis.

8. To all the lecturers and staff at the Management Science Study Program of Ganesha Education University, I express my deep gratitude for providing a nurturing academic environment. dedication and guidance throughout the coursework laid the foundation for this research.

9. I would also like to thank the Shanghai Expo Hotel for enabling me to collect meaningful data and providing a realistic context for my paper. The hotel was crucial to the practical significance of this case study.

10. My heartfelt appreciation goes to my classmates and academic peers, whose encouragement, collaboration, and insightful discussions made this journey less lonely and more meaningful. The shared experiences we had during our time together have been an important part of my academic growth.

11. To my beloved family, I owe a special debt of gratitude. Thank you for your endless love, patience, and moral support throughout this process. Your belief in me gave me strength when I doubted myself and reminded me of the bigger

purpose behind this academic pursuit.

12. I would also like to extend sincere thanks to all the individuals who contributed to my data collection and supported this study directly or indirectly. Your participation added immense value to my research, and for that, I am truly grateful.

Though this thesis is not without limitations, I hope it may serve as a useful reference for further studies in the field of management and personalized service. I humbly dedicate this work to the academic community and to all those who strive for continuous learning and contribution in the world of education.

May all those who supported me during this journey be blessed with continued health, happiness, and fulfillment in their personal and professional lives.

UNIVERSITAS PENDIDIKAN GANESHA
UNDIKSHA

INTRODUCTION

With the continuous development of the modern economy and the general improvement in residents' living standards, travel has become a normalized lifestyle. Driven by this trend, the number of domestic tourists in China continues to grow, indirectly driving the rapid development of the tertiary industry dominated by the hotel industry; at the same time, it has also triggered the continuous intensification of competition in the service market . The traditional business model has gradually failed to meet consumers' demand for diversified, differentiated and personalized experience . Especially in the post-epidemic era, consumers' demands for high-quality and customized service experience have become more and more obvious. Personalized service, as an important means and strategic direction for hotels to improve customer satisfaction and enhance brand competitiveness , has gradually gained widespread attention from the industry and academia .

Personalized service is not a single-dimensional concept, but a complex system involving multiple interactive factors(Peppers & Rogers, 1993) . Although there has been extensive discussion on the research and practice of personalized service-related concepts , most current studies focus on the impact of service quality results on customer satisfaction. There is still room for further research on the specific impact paths and weight differences of different dimensions of hotel personalized services on customer satisfaction. In addition, with the development of big data and artificial intelligence, online reviews are an important source of information for customers' real feedback on service experience and emotional attitudes in natural situations . How to extract and mine customers' perceived content and emotional response to service experience from unstructured texts through natural language analysis technology is becoming an emerging perspective for hotel service research .

This study uses the "Shanghai World Expo Savhe Hotel" as a case for empirical analysis . Based on Python technology, it collects customer online review data of the hotel on the Ctrip platform , and constructs a research framework around the two core dimensions of perceived attributes and interactive attributes of personalized services. Through the corpus features based on user-generated content (UGC)(Kaplan & Haenlein, 2010) , the natural language processing (NLP)(Jurafsky & Martin, 2020) method is used to deeply explore the customers' actual experience and subjective emotional evaluation of the hotel's personalized services in the text content, and combined with multiple regression analysis, the two attributes of personalized services are classified, identified and quantified , so as to analyze the differences in the impact of different dimensions of hotel personalized services on customer satisfaction and the path mechanism .

The data acquisition method used in the study breaks through the limitations of the traditional questionnaire method and reflects the service experience and feedback of customers in a natural state . At the same time, through the analysis method combined with a variety of research methods, it effectively responds to the positive skewed distribution of comment data and the reality that it is difficult to meet the traditional statistical test, which reduces the dependence on the P value to a certain extent (Ioannidis, 2005), enhances the scientificity and explanatory power of the analysis results, and the research conclusions can also provide a replicable technical path and practical reference value for related text data research ; secondly , the analysis framework also has a certain degree of promotion and can be expanded to related service industries and digital platform environments. At the same time, based on the UGC analysis framework, the research results have multi-dimensional and quantifiable characteristics , revealing the specific impact paths and weight comparisons of different dimensions of hotel personalized services . The experimental results not only provide relevant data references for hotel managers , but also provide suggestions for optimizing service management strategies for hotels to identify customer demand concerns, optimize service processes , and improve customer satisfaction .

UNIVERSITAS PENDIDIKAN GANESHA
UNDIKSHA

TABLE OF CONTENTS

(page)

PREFACE 8

ABSTRACT 11

INTRODUCTION 13

LIST OF FIGURES 20

CHAPTER I: INTRODUCTION 24

1.1 Research Background 24

1.1.1 Environmental background 24

1.1.2 Case Background 26

1.1.3 Platform Background 29

1.2 Problem Identification 30

1.2.1 Changes in the hotel industry 30

1.2.2 The connotation of personalized service 31

1.2.3 Limitations of existing research 33

1.3 Problem Limitations 35

1.3.1 Limitations of the research scope 36

1.3.2 Limitations of the research method 38

1.4 Problem Statement 42

1.5 Research objectives 42

1.5.1 Theoretical objectives 42

1.5.2 Practice Objectives 43

1.5.3 Research chapter 44

1.6 Research significance..45

1.7 Glossary 47

1.7.1 Customer Satisfaction 47

1.7.2 Optimization Strategies..47

1.7.3 Personalized Service 48

1.8 Publishing Plan 49

CHAPTER II: LITERATURE REVIEW...51

2.1 Hotel Personalized Services...51

2.1.1 Definition of Personalized Service 51

2.1.2 Main features of hotel personalized services...............................55

2.1.3 Perceived attributes of hotel personalized services 59

2.1.4 Interactive Attributes of Hotel Personalized Services 65

2.2 Theoretical basis of customer satisfaction 71

2.2.1 Definition of Customer Satisfaction 71

2.2.2 Main theories of customer satisfaction 73

2.2.3 Methods for measuring customer satisfaction 79

2.2.4 Factors Affecting Customer Satisfaction 82

2.3 How does personalized service affect customer satisfaction? 88

2.3.1 Evolution of service value 88

2.3.2 From customer satisfaction to loyalty: the impact path of hotel personalized services 89

2.3.3 Combination of relationship marketing theory and hotel personalized service 90

2.3.4 Introduction of Immersion Theory and Self-Determination Theory 91

2.4 Research Hypothesis 92

CHAPTER III: RESEARCH METHODOLOGY 96

3.1 Introduction 96

3.2 Study design 98

3.2.1 Research framework design 98

3.2.2 Research hypothesis construction 99

3.3 Sample 101

3.3.1 Hotel screening 101

3.3.2 Time range screening 105

3.4 Data Collection 105

3.4.1 Sending Request 106

3.4.2 Parsing web page data 106

3.4.3 Crawl 106

3.4.4 Data Storage 106

3.5 Data Preprocessing 107

3.5.1 Text Cleaning 108

3.5.2 Word Segmentation 109

3.5.3 Remove stop words 109

3.6 Text Analysis 111

3.6.1 LDA Topic Modeling 111

3.6.2 Text Clustering K-Means 114
3.6.3 Semantic Network Analysis 115
3.7 Sentiment Analysis 116
3.8 Regression analysis 118
3.8.1 Data Merger 118
3.8.2 Calculating Topic Weighted Sentiment Scores 119
3.8.3 Calculating attribute scores 119
3.8.4 Regression Modeling 120
3.8.5 Result Visualization 120
3.8.6 Expected Results of the Study 121
CHAPTER IV: FINDINGS AND DISCUSSION 123
4.1 Text Topic Modeling Analysis 123
4.2 LDA topic analysis results 126
4.2.1 Word cloud chart theme 126
4.2.2 Attribute classification results 130
4.3 Topic Modeling Visualization 132
4.4 K-Means Text Clustering 135
4.4.1 Selection of the number of clusters 135
4.4.2 Cluster analysis results 136
4.5 Semantic Network Analysis 141
4.5.1 Perceptual Attributes of Personalized Services 142
4.5.2 Interactive Attributes of Personalized Services 144

4.6 Sentiment Analysis 145

4.6.1 Sentiment score distribution 146

4.6.2 Distribution of Sentiment Labels 147

4.7 Regression Analysis 148

4.7.1 Calculating attribute scores 148

4.7.2 Data Merge Score Source 149

4.7.3 Result Analysis 150

4.7.4 Summary 152

4.7.5 Research Discussion 154

CHAPTER V: CONCLUSION 159

5.1 Research contribution and application value 159

5.2 Optimization Strategy of Shanghai World Expo Savhe Hotel 159

5.2.1 Perception attribute optimization strategy 160

5.2.2 Interactive attribute optimization strategy 161

5.2.3 Service Quality Monitoring and Iteration 162

5.2.4 Differentiated competition strategy 163

5.3 Establishing a customer satisfaction evaluation system 164

5.3.1 Perceptual Attribute Evaluation Dimension System Table 164

5.3.2 Interaction Attribute Evaluation Dimension System Table 166

5.3.3 Analysis and Feedback Phase 167

5.4 Research limitations and future research directions 169

REFERENCES LIST 171

LIST OF FIGURES

(page)

Figure 1.1 Number of domestic tourists in China and their growth rate from 2016 to 2024........25

Figure 1.2 Source: China Hotel Association (2022)........27

Figure 1.3 Technical roadmap........45

Figure 2.3 Expectation Confirmation Theory Diagram........76

Figure 2.4 Two-factor theory diagram........77

Figure 2.5 Service profit chain model........85

Figure 3.1 Variable relationship diagram........100

Figure 3.2 Hotel Aromatherapy........102

Figure 3.3 Hotel service robot........103

Figure 3.4 Meditation singing bowl course........104

Figure 3.5 Web crawler flow chart........107

Figure 3.6 Text preprocessing flow chart........108

Figure 4.1 Coherence Graph........124

Figure 4.2 Perplexity Graph........124

Figure 4.3 Theme 1........126

Figure 4.4 Theme 2........126

Figure 4.5 Theme 3........128

Figure 4.6 Theme 4........128

Figure 4.7 Theme 5........129

Figure 4.8 Theme 6........129

UNIVERSITAS PENDIDIKAN GANESHA
UNDIKSHA

Figure 4.9 Topic 1 modeling visualization diagram 133

Figure 4.10 Modeling visualization diagram for Topic 2 133

Figure 4.11 Elbow Method Figure 135

Figure 4.12 Silhouette Coefficient..135

Figure 4.13 Cluster distribution visualization..137

Figure 4.14 Semantic network diagram...142

Figure 4.15 Sentiment Score Distribution (log coordinate bar chart)........................146

Figure 4.16 Distribution of sentiment labels (circular chart).....................................147

Figure 4.17 (a) 147

Figure 4.18 (b) 147

Figure 4.19 (a) 148

Figure 4.20 (b) 148

LIST OF TABLES

(page)

Table 2-1 Hotel personalized service framework 54

Table 4-1 Example of the top 20 keywords in a topic 125

Table 4-2 Attribute classification table 131

UNIVERSITAS PENDIDIKAN GANESHA
UNDIKSHA

Attachment

Appendix 1 ……………………………………………………………184

UNIVERSITAS PENDIDIKAN GANESHA
UNDIKSHA