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

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VERIFICATION PAGE

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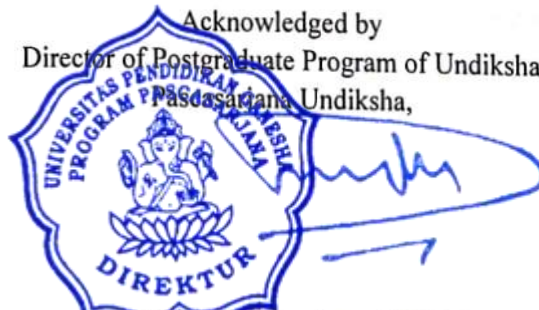Member (Dr. Ni Made Ary Widiastini, S.St.Par., M.Par)
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STATEMENT SHEET

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,

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.

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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.
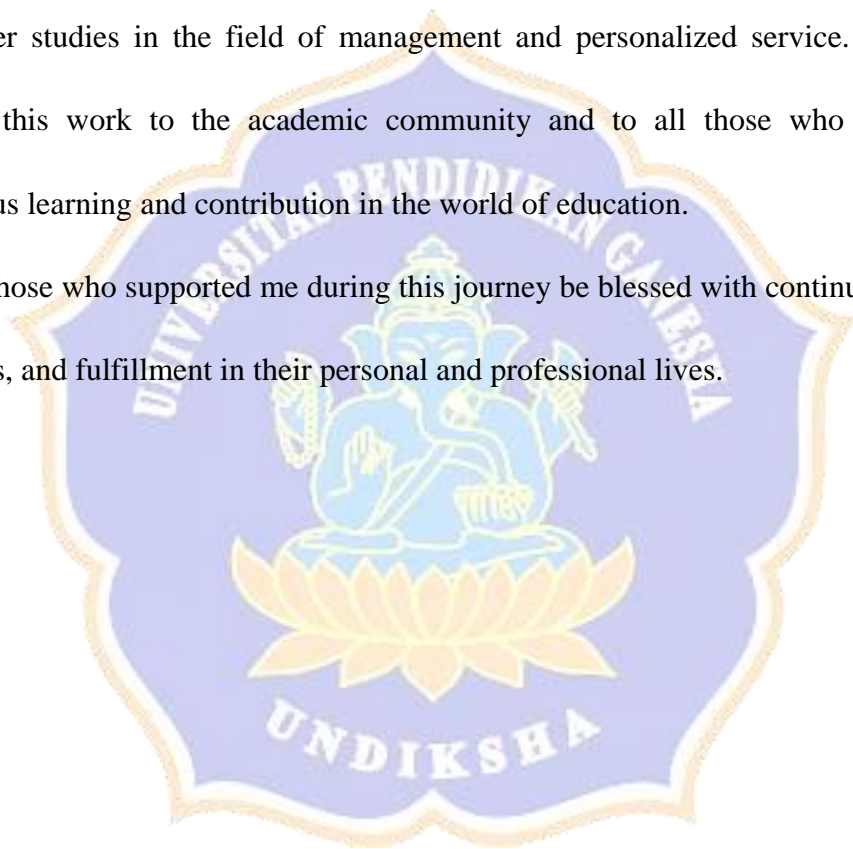
INTRODUCTION

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 .

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