

The Impact of Cultural Integration in Hotels on Consumer Satisfaction

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Abstract: Nowadays, with the rapid development of tourism e-commerce platforms, hotel online booking business is booming day by day. Consumers' purchase intention is more and more susceptible to the influence of customer experience evaluation. At the same time, the upgrading of consumer spiritual demand and the needs of tourism culture and hotel culture make high-star hotels to speed up the pace of transformation and upgrading. Based on this development trend, this paper grabs the online reviews of TripAdvisor, the world's leading travel evaluation platform, and takes "Suzhou Tonilo Lamborghini Book Hotel" as an example to deeply study the impact of culture integration into hotels on consumer satisfaction. Through the research of online text content, The multivariate statistical regression model is used to analyze the main factors affecting the customer satisfaction. The results show that there are 2 types of experience and 4 kinds of influencing factors related to the research content of this paper. Among them, room comfort, service quality and additional environment have a significant positive impact on star rating, but room environment does not have an impact on star rating.

Keywords: Culture, Consumer, Satisfaction.

1. Introduction

With the upgrading of consumers' "cultural consumption" and the needs of hotel market transformation, cultural integration into hotels has become an important selling point of the hotel industry. Suzhou, located in the south of the Yangtze River, is the origin of Wu culture. It has a history of more than 2,500 years and profound cultural deposits. As a world cultural heritage, Suzhou gardens are famous at home and abroad as cultural carriers, receiving 539,000 annual visitors in 2023. Since January 2021, Suzhou Cultural Industry high-quality Development Conference issued the "Jiangnan Culture" brand building three-year action Plan ", proposed to vigorously implement the "Jiangnan culture" brand building ten projects, this policy caters to the cultural needs of consumers in the experience era, but also provides the direction for the cultural and tourism integration development of the hotel industry.

Therefore, in accordance with the needs of social development, this paper takes "Suzhou Tonilo Lamborghini Book Hotel" as an example to deeply study the impact of cultural integration on consumer satisfaction, and according to the research results, suggestions are made for the development of Suzhou "cultural integration" hotels.

2. Research Overview

The early domestic research was mainly carried out for consumer satisfaction, and its theory and practice were developed in the 1990s. Therefore, the research on hotel satisfaction is still in its infancy. In recent years, the research mainly focuses on hotel service quality, hotel marketing strategy and so on. Bai Xiang et al [2] conducted a study on the impact of hotel service errors and service recovery on tourists' satisfaction, and found that attention should be paid to tourists' psychological needs. Hu Zuxiu [3] conducted a study on improving the service quality of LT Hot Spring Resort from the perspective of consumer satisfaction, and

confirmed once again that the overall perception of service quality and all dimensions have a significant positive impact on consumer satisfaction. However, domestic research on hotel satisfaction still stays at the level of hotel service quality, and there is no research on the impact of culture integration on consumer satisfaction.

Foreign research on consumer satisfaction began in the early 1960s, and after decades of research accumulation, certain results have been achieved. The research mainly focuses on the connotation of tourists' satisfaction, influencing factors and measurement of tourists' satisfaction. Pizam, Ne 'Umann and Reichel [4] first found that tourist satisfaction is the result of the comparison between tourists' expectation and experience, which laid the foundation for the research on tourist satisfaction. Baker and Crompton [5] concluded that "perceived quality has an important impact on tourists' satisfaction and tourists' behavioral motivation". At present, there are three main methods used to evaluate foreign tourists' satisfaction: SERVQUAL (service quality), SERVPERF (service performance) and Importance-Performance Analysis. Parasuraman [6] put forward the SERVQUAL method, which is composed of 5 factors and 2 measurement scales, and is widely used in the evaluation of tourist satisfaction in hotels, airlines, national parks, etc. Martilla [7] proposed an IPA Analysis model, namely importance-performance-analysis, to measure satisfaction from two indicators: the Importance of consumer perceived service and the Performance of consumer perceived service. Nash [8] took hotels and parks as examples and used IPA model to evaluate tourist satisfaction, and verified the feasibility and scientificity of IPA method on the basis of empirical evidence. It can be seen that foreign studies on consumer satisfaction in hotels and tourist destinations have achieved remarkable results, but there is still no research on the impact of cultural integration in hotels on consumer satisfaction.

3. Research Design

3.1. Overview of the Study Site

Tonilo Lamborghini Book Hotel Suzhou is located in the beautiful scenery of Jinji Lake - Xinggang Street, near Metro Line 1 Dongfang Gate station, only about 480 meters away from the center of Suzhou, convenient travel. Czech designer Jan Benda has designed the hotel with a sense of elegance, modesty, privacy and luxury. It combines the classic elegance of a Soviet garden with the simple luxury of modern architecture to make you feel as if you are in a paradise.

3.2. Research Methods

(1) Literature research method: After sorting and summarizing domestic and foreign literature on content analysis, hotels and consumer satisfaction through academic resource databases such as CNKI, this study finds out the gaps in the research as the innovation of this study, that is, the impact of culture integration into hotels on consumer satisfaction.

(2) Empirical research method: This study takes Tonilo Lamborghini Hotel in Suzhou as a case for empirical analysis. By collecting a large amount of comment information from Internet users on TripAdvisor, the online comment experience of customers is divided into five aspects: cost experience,

emotional experience, situational experience, functional experience and social identity experience. Combined with the theme of this paper, The reviews related to emotional experience and situational experience were selected and quantified by Likert coding to carry out data analysis, and finally the important factors affecting consumer satisfaction were obtained.

3.3. Research Design

3.3.1. Research model

As Internet technology becomes more and more convenient, consumers prefer to book a variety of travel products online, such as hotels, tickets, etc, so online reviews can better reflect the most intuitive experience of consumers. Therefore, this paper takes Tonilo Lamborghini Book Hotel Suzhou as an example, uses the review information on the third-party platform of TripAdvisor.com as the data source, and divides the customer's online review experience into five aspects: cost experience, emotional experience, situational experience, functional experience and social identity experience. Through online text word frequency analysis and text mining technology to study the impact of cultural integration into hotels on consumer satisfaction, it is helpful for the same type of high-star hotels to enhance their competitiveness and carry out effective management.

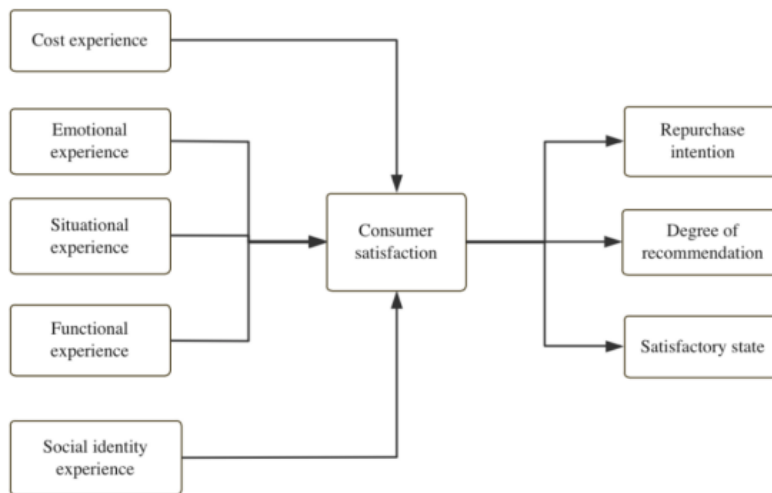


Figure 1. Research model

3.3.2. Data collection and processing

(1) Data collection: In this paper, Octopus collector 8.6.7 was used to collect online comments on TripAdvisor.com, including comment content, comment time and star rating. A total of 1469 online comments were collected. Excluding duplicate data and invalid data, 1153 online comments were collected and imported into the table, among which 1155 were positive comments and 4 were negative comments.

(2) Data processing: From the text content of online reviews in the exported data table, it can be seen that the greater the probability of word occurrence, the higher the attention of the keyword. Therefore, high-frequency words reflect the main concerns of consumers on high-star hotels. In this paper, micro-word cloud is used for Chinese text segmentation and high-frequency words are extracted. Because there are some meaningless stop words in machine segmentation, in order to reduce errors, artificial keywords are used to filter stop words and reduce word segmentation errors. Through the analysis of the results of machine word segmentation and manual filter word segmentation, a total of 30 high-frequency words were extracted from this text. The

customer experience feature words are shown in Table 1.

Table 1. Customer experience feature words extraction

Customer Experience	Influencing factors	Sample
Cost Experience	Cost performance	Breakfast, dishes, good taste, taste
	Perceived value	
Emotional experience	Guest room comfort	Comfort, quiet
Situational experience	Quality of service	Service, attitude, beautiful environment, garden, style, design, decoration, Chinese, character, scenery
	Guest room environment	
	Additional surroundings	
Functional experience	Location environment	Jiangsu, Jinji Lake, location, restaurants, facilities, center, lobby, front desk, rooms
	Full of facilities	
Social identity experience	Degree of recommendation	Satisfaction, friends, referrals, revisits

3.3.3. Empirical analysis

(1) Data coding and analysis: In order to further study the relationship between customer satisfaction and influencing factors, this paper extracts comments related to the emotional experience and situational experience related to cultural integration into hotels and codes them, thus converting the text content into quantitative data. According to the prototype Likert satisfaction Scale, there are 5 equal satisfaction levels

in total, because the text content cannot be all involved, I coded the content not mentioned as 3.

(2) Data processing: Based on the extraction of factor factors, the SPSSAU software was used to analyze the relationship between the dependent variable overall customer satisfaction and the four influencing factors in Table 1, as shown in Figure 2.

Linear regression analysis results (n=1154)

	Unstandardized coefficients		Standardized coefficients		t	p	Collinearity diagnostics	
	B	Standard error	Beta				VIF	Tolerance
Constant	3.242	0.075	-		43.249	0.000**	-	-
Emotional Experience (room comfort)	0.041	0.008	0.133		5.107	0.000**	1.159	0.863
Situational Experience (quality of service)	0.288	0.014	0.511		20.856	0.000**	1.021	0.979
Situational Experience (room environment)	0.012	0.009	0.039		1.256	0.209	1.600	0.625
Situational Experience (additional environment)	0.029	0.009	0.088		3.050	0.002**	1.431	0.699
R^2					0.324			
Adjustment R^2					0.322			
F					F (4,1149)=137.717,p=0.000			
D-W Value					1.703			

Dependent Variable: Star Rating
* p<0.05 ** p<0.01

Figure 2. Regression analysis of customer satisfaction based on online review customer experience

It can be seen from the data in Figure 1 that emotional experience (room comfort), contextual experience (service quality) and contextual experience (additional environment) have a significant positive impact on star rating, but contextual experience (room environment) does not have an impact on star rating. Based on the above influencing factors, further research on customer satisfaction and the regression between these four influencing factors can be conducted to obtain the analysis of the importance of customer satisfaction and online reviews, as shown in Table 2.

Table 2. shows the importance degree analysis of online review experience and consumer satisfaction

Influencing Factors	Number of review mentions	Satisfaction score	Importance
Guest room comfort	628	3.78	54.37%
Quality of service	1129	4.86	97.75%
Guest room environment	808	4.13	69.96%
Attached environment	940	4.43	81.39%

According to online text description content analysis, the more mentions, the more consumers pay attention. From the data in Table 2, it can be seen that the room environment, service quality, additional environment and room comfort are all factors that consumers pay more attention to when staying in the sample hotels. The importance of the influencing factor in this table is mainly based on the ratio of the number of mentions of the factor in reviews to the total number of reviews, while the satisfaction score is mainly based on the ratio of the sum of the final scores of the factor to the total number of reviews.

4. Conclusion

The data in this paper is mainly based on 1155 online reviews collected by TripAdvisor.com to analyze and study the correlation between culture integration into hotels and consumer satisfaction. Statistical regression method and the ratio of the importance of influencing factors are used to obtain 4 basic influencing factors related to this paper.

Namely, room comfort, service quality, room environment and additional environment. At the same time, these influencing factors can be summarized into two aspects: emotional experience and situational experience.

From the statistical analysis data table, it can be shown that room comfort (emotional experience), service quality (situational experience) and additional environment (situational experience) will have a significant positive impact on star rating, but room environment (situational experience) will not have an impact on star rating. As can be seen from the satisfaction and importance analysis table, the room environment, service quality, additional environment and room comfort are all factors that consumers pay more attention to when staying in a Lamborghini hotel, and these influence factors also have an important impact on customer satisfaction. Therefore, from an objective point of view, this paper learns that the key points and culture (Suzhou Garden) that customers pay attention to when staying in a high-star hotel are integrated into the basic factors that affect the satisfaction of the hotel, so as to guide hotel managers to pay attention to the above factors, improve the management level of the hotel and enhance the competitiveness of high-star hotels.

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