International Conference

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บทความวิจัยระดับนานาชาติ

International Conference

IC-15

Influence of Service Quality on Customer Satisfaction and Purchase Intention in the Hotels of Nepal

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Abstract

Hotel has been the most booming business in Nepal since the decades. Due to the increment in tourist flow, it has been an important source of country's economy. The purpose of this study is to explore service quality in the hotel of Nepal and also to indicate the level of satisfaction that the foreigner perceives from the hotel's service qualities. The HOLSERV has been used as a measurement tool through which the data were collected in three dimensions, namely: Tangibles, Reliability and Employees. The instrument employed in this study is a survey questionnaire. 348 questionnaires were collected online from the customers (foreigners) through which the findings of this study revealed that Tangibles, Reliability and Employees are the key sources of hotel to satisfy the customers and the satisfied customer always intend to repurchase the facilities and services of the hotel. Furthermore, customers are highly satisfied by the employees in the hotels of Nepal and in order to satisfy more customers hotel must have to pay special attention towards updating or changing the facilities according to the time and generations and also must focus on providing the service on accurate time as promised.

Keywords: Hotel, Service Quality, Holserv, Customer Satisfaction, Repurchase Intention

Introduction

Ghimire (2016) asserted that Nepal is officially recognized as The Federal Democratic Republic of Nepal. It is a landlocked country located in South Asia. It is mainly located within the Himalayas but it comprises the parts of Indo-Gangetic Plain too. Nepal has a various geographical landscapes, including fertile plains, subalpine forested hills, and eight of the world's ten tallest mountains, including Mount Everest which is the highest point on Earth (Karan, 1996). Kathmandu is the capital and largest city of Nepal. Nepal is a multiethnic country with Nepali as the official language (Nyaupane, 2009). Tourism is the largest industry in Nepal. It is the largest source of foreign exchange and revenue collection (Regmi, 2017). Nepal is the popular

destination for mountaineers, rock climbers and people seeking adventures. Mountaineering and various types of adventure tourism and ecotourism are important attractions for visitors Basnet (2018). Chinese and Indians are the major tourists of Nepal. 160,000 tourists from India and 104,664 from China were accounted in 2017 (Shakya, 2013). The contribution from tourism sector is nearly 3% of national GDP in 2012 and is the second-biggest source of foreign income after the remittances (Nepal, 2016).

Hotels are the core and essential part of Tourism and Hospitality industry. The hotel industries have been booming its importance from economic and socio economic point of view. Hotel Industry is one of the main sources of income for most of the people not only in the urban but also in the rural areas of Nepal. More than 48% of the economic benefits arise from the Tourism Industry in Nepal and under which one of them is the hotel industry (Shrestha, 2012). Ghimire (2016) asserted that with the rise of domestic and international investments in hospitality sector of Nepal, the demand for quality hospitality service is dramatically increasing. The profits in hospitality industry of Nepal is increasing with the growth rate of 9% annually, furthermore the hospitality (hotel) sector contributes more than 60% of shares in overall tourism industry of Nepal (Shrestha, 2012). International chain hotels are increasing rapidly in Nepal contributing high quality of infrastructures and services in comparison to local hotels (Lama, 2016). Moreover, international chain hotels have large market occupancy rate than of the local hotels. In comparison of local and chain including franchise hotels, chain hotels are growing up its market share with the annual growth of 1.63 percentage over the local hotels (Koirala, 2004). Su (2004) stated that customer satisfaction has been a great issues in the hotel organization, it is the way of measuring the level of customer satisfaction in order to improve the hotel's overall operation and services. Furthermore, customer satisfaction is the main goal of every hotel firms. Customer satisfaction is the key component of every hotels which lead the hotel operation towards the competitive environment and helps in retaining the existing customers (Gilbert, 1998). Sim (2006) asserted that customer satisfaction in the hotel business is measured according to the hotel facilities and the hospitality provided by the employees, it is important to retain the customers and beating up the competition.

Service Quality is the major element in the hotels of Nepal that lead to find out the level of customer satisfaction who comes to enjoy the natural beauty, experiences the hotel's services and quality (Shrestha, 2012). These terms help the hotel organizations to increase their level of satisfying their customers and visitors that comes to Nepal. It will bring up the effective way to finding out the best options to satisfy them and to increase their numbers.

Parasuraman (1988) introduced the term "SERVQUAL" which includes Tangibility, Reliability, Responsiveness, Assurance and Empathy. Asubonteng (1996) supported that SERVQUAL tools has been

developed with a great concept to make the customers understand about the service quality. Moreover, Many of the firms provide customers service but service industries are highly dedicated to measure their service quality. Researcher determines that service quality is taken place for the full benefits of the customer through which a firm can develop its overall delivery and value. Developer states that, the easy way to recall the five dimensions are by using the letters RATER (Fripp, 2015) as: 1.) "R" refers to Reliability; 2.) "A" refers to Assurance; 3.) "T" refers to Tangibles; 4.) "E" refers to Empathy; and 5.) "R" refers to Responsiveness (Taylor, 1992). Prior researches have proposed many measurement tools to measure the service quality. Among all, SERVQUAL has been the oldest measurement items which gave rise to many measurement tools. SERVQUAL is a multiple- item instrument which is used for measuring consumer perceptions of service quality (Zeithamel, 1988). SERVQUAL is a universal research tool, designed to measure customer satisfaction by capturing respondent's expectation and perception along with the five dimensions of service quality and the perception of employee commitment towards the customers (Dewa, 2017).

Mei et al. (1999) introduced the term "HOLSERV" which includes three dimensions of measurement scale namely: Tangibiles, Reliability and Employee. These are the important factors for this research paper to see how the tourist coming to Nepal are satisfied by the services and the facilities provided by the hotels and also to know the tourist's opinion of returning back to Nepal. It is important to know how happy the foreigners are to see the employee's dedication towards them and also to know how they perceives the facilities and services provided by the hotel. Thus, customer satisfaction play a critical role as dependent variable to measure hotel performance. When the HOLSERV element meets together to its level then results the perfect customer satisfaction.

Resource-Based View theory has been compiled up in this study. Amit and Schoemaker (1993) asserted that the firm's resources can be defined as the stocks of obtainable products that are to be sold which are maintained by the organization. Resources are transformed into the finished products or services through the utilization of various assets and mechanisms of the firm, like as technology, management and information systems, incentive systems, confidential between management and labor. Saá-Pérez & Juan Manuel García-FalcÓn (2002) suggested that development of employees in the firm represents the overall performances of the organization. If the employees are able to satisfy the customer and can perform well then they represents the organization. Development of employee's performance and ability is the key success factor of the firm. The Resource Based View indicates that the firm can achieve competitive advantages by creating the value among their customers which will be difficult for the competitors to imitate. However,

Rodriguez (2005) commenced that the hotels' facilities such as food and beverages, rooms and restaurants with good facilities, other outlets and the services such as good reception, epithetical staff members, and good communicative environment are the part of hotel's resources which will be valued whenever the customers perceive it in a better way. The hotel can achieve competitive advantages by satisfying the customer desires by developing the quality standard of their resources.

Espino (2005) asserted that service quality of the hotel is measured by the customer according to the resources that the hotels provide. Gil-Padilla (2005) proposed that the hotel consists of tangible and intangible resources as it is the service firm. The resources include facilities (reception, restaurants, rooms, food and drinks), employee performances (dress up and commitment), and service environment (cleanliness, problem solving, security and maintenance) of the hotel. The measurement depends upon the customers how they perceive. The current study will measure the quality service of the hotel through the perception of the customers who have utilized the resources provided by the hotel.

Wong et al. (2003) states that through the measurement of customer satisfaction, the hospitality companies can create their own brand loyalty to which they can assure the delivery of the quality services and can create the competitive image in a market. Lodging Quality Index (LQI) was discovered by Getty and Thompson in 1994 through the study of "A procedure for scaling perceptions of lodging quality". This model was fully adapted from SERVQUAL (Parasuraman, 1988). Le Na (2010) concluded that this model has five dimensions which are based on the ten original dimensions of SERQUAL scale. The five dimensions of LQI are tangible, reliability (includes original reliability and credibility dimensions), responsiveness, confidence (includes original competence, courtesy, security and access dimensions) and communication (includes original communication and understanding dimensions). Getty and Getty (2003) developed LODGUAL measurement scale and discovered five dimensions of service quality after the study on "Lodging quality index (LQI): assessing customers' perceptions of quality delivery" in the hotel industry of USA. LODGQUAL model was adapted from the Lodging Quality Index (LQI) and includes five improved lodging quality dimensions brought up from the original SERVQUAL model namely (1) tangibility, (2) responsiveness, (3) reliability, (4) communication, and (5) confidence (Choo 2018). LODGSERV was developed by Knutson et al. in 1990 through the study on "LODGSERV: A service quality index for the lodging industry". It comprises of five dimensions (Tangibles, Reliability, Responsiveness, Assurance and Empathy) adapted from SERVQUAL (Parasuraman et al. 1988). Researchers proposed that it is suitable for the hotel industry too and will be beneficial to use as the management tool to identify the level of customer satisfaction.

Babakus and Boller (1992) states that several studies don't accept the SERVQUAL scale as the universal measurement tool because the dimensions depend upon the type of organization where the measurement has been taken. Getty and Thompson (1994) similarly reported that only two dimensions of SERVQUAL (Tangibility and Reliability) are suitable for the hotel industry. Boon (2013) reported on the study that HOLSERV is more consistent than any other measurement tools as its three dimensions (Tangibles, Reliability and employees) comprises all the items that are suitable for hotel. Minh (2015) asserted that Lodging Quality Index, LQI (Getty and Thompson 1994), LODGUAL (Getty and Getty 2003), LODGSERV (Knutson et al., 1990) are all adapted from the SERVQUAL and has no difference while referring to the original SERVQUAL measurement scale and altogether they are comprised of five dimensions but HOLSERV has the modified model with three dimensions (Tangibles, Reliability and Employees). Kumar (2018) asserted that HOLSERV is more suitable for the customer satisfaction in the hotel industry rather than the SERVQUAL. Similarly Nguyen (2015) identified that LODGSERV (Knutson et al 1990), Lodging Quality Index, LQI (Getty and Thompson 1994), LODGUAL (Getty and Getty 2003) was discovered to measure the service quality of lodging services, whereas HOLSERV is developed to measure service quality at a hotel. Dedeglu (2015) asserted that employees are the most important part of hotel organization as all the services are to be provided by the employees to the customers. Moreover, if there wouldn't be any employees then customer wouldn't get any satisfaction in the hotel industry. LODGSERV (Knutson et al 1990) adapted the same dimensions of service quality as discovered in SERVQUAL (Parasuraman 1988), as being the hospitality business the LODGSERV don't provide the importance of employees whereas HOLSERV (Mei 1999) has the modified version of SERVQUAL which arises the importance of employee as the hospitality giver. LODGSERV was first discovered to measure the customer satisfaction in lodges but HOLSERV was discovered and modified to measure the customer satisfaction in hotel, lodges give importance to the accommodation facilities whereas hotel gives importance to the entire homely facilities (Nguyen, 2015). Wu (2013) concluded that HOLSERV comprise of those dimensions (Tangibles, Reliabilities and Employees) which are highly potential factors for hotel whereas some of the LODGSERV dimensions (Reliability, Assurance, Tangibles, Empathy and Responsiveness) aren't found so important to evaluate the customer satisfaction in the hotel business and also has not been modified as per the needs of hospitality industry.

However, in this study HOLSERV scale is used to measure the service quality of the hotel. As suggested by several researchers. HOLSERV carries suitable dimensions to carry out the measurement in the hospitality sector especially hotels. In this study, HOLSERV, the service quality measurement item has been compiled

up for the literature review and seems to be suitable for the topic because it emphasizes on creating and evaluating the customer satisfaction through the modified concept of service quality. Mei et al. found the new dimensions of service quality originally for the hospitality industry in 1999 through the study on Analyzing Service Quality in Hospitality Industry and named it as HOLSERV. In this study, the service quality concept of SERVQUAL is modified into three dimensions which are: Employees (Appearances and behavior), Tangibles and Reliability. Mei et al. (1999) states that HOLSERV extended the dimensions of SERVQUAL in order to measure the service quality in the hotels where hospitality is the most. Further states that this measurement tool is suitable for the managers and researchers to evaluate the customer satisfaction in hotel through the customer's perspective. Le Na (2010) states that HOLSERV is a new format of SERVQUAL. HOLSERV is the one-column format questionnaire that has produced a reliable instrument specifically for the hotel industry. Moreover, HOLSERV comprises of eight dimensions of the original SERVQUAL namely: Tangibles, Reliability, Responsiveness, Assurance, Empathy, Information, Price and Employee along with total of 27 measurement items. Later on, Mei (1999) discovered that the hotel or hospitality industry represents three dimensions as the predictor of service quality namely Tangibles, Reliability and Employees. Minh (2015) asserted that the HOLSERV is the most suitable model to evaluate the service quality especially in the hotel industry where the service is taken as the most important part. Boon et al. (2013) indicated that measuring the service quality in hotel through HOLSERV is more reliant. In this study the researcher find out five measurement items under the HOLSERV dimension which are Room, Facilities, Surroundings, Employees and Reliability. The dimension Tangibles include Room, Facilities and surroundings whereas, others are the Employees and Reliability. Findings of the study states that customers have re-visit intentions if they are satisfied with the service. Consistently, Choo (2018) proposed that in case of service quality in hospitality industry, HOLSERV is adapted to be the perfect and possesses clear dimensions to determine the service quality in hotels

Howard and Sheth (1969) proposed that satisfaction level increases whenever there is an increment in expectation ratio. Moreover, it is very complex to decide satisfaction level but expectations are the major factors to evaluate the process of disconfirmation. The satisfaction level influences future purchase intention and post purchase attitudes, most researcher agrees that the purchase of dissatisfying product lead towards the declination of repurchase attitudes (Howard, 1974). Olson and Dover (1976) asserted that at first customer generates the attitude of expectation, gradually it turns out to be the level of satisfaction decision and finally, it tends to be the post purchase attitude of the customer. Linda and Oliver (1979) concluded that the expectations is to be measured before the service exposures whereas, the disconfirmation should be evaluated after the exposure of the service. In addition, if the disconfirmation is positive then the satisfaction

level of customer is high whereas, negative disconfirmation is evaluated as the low satisfaction level. Oliver (1980) stated that the final judgment of satisfaction can be done by comparing the expectation of customer before purchasing product and the experience of the customer after purchasing product. Furthermore, if the outcome is poorer than expected then it is known as the negative disconfirmation whereas, if the outcome is better than expectations then it is positive disconfirmation. Therefore, satisfaction is the combination of expectation level and resulting disconfirmation also, if the customers are satisfied then they have the pure intention to purchase the product/services.

Ajzen (1991) study on the theory of planned behavior which is the modified version of (Fishbein, 1980, A theory of reasoned action) asserted that the actual behavior is comprised of attitude, subjective norms and perception of behavioral control which leads toward the behavioral intention and results the actual behavior, actual behavior is an action of an intention. Intention is a decision of a person whether to perform the behavior or not. Intention is the motivational factor that influences the behavior of the person, it shows the perception of people from different aspect and conclude with the decision (Vallerand, 1992). When the attitudes of the customer meets the least target then customer arises the intention. Moreover, customer arises the certain attitudes toward the product and whenever they perceive it as a favorable then their intention leads toward the strong behavior (Ajzen and Fishbein, 2000).

1. **Purposes**

　　1) To explore service quality in hotels of Nepal

　　2) To provide the empirical evidences of the impact of service quality on customer satisfaction and Repurchase intention.

　　3) To indicate the level of satisfaction that the customer perceives from the hotel's service qualities.

Minh (2015) asserted that tangible, reliability, employee have positive impact on customer satisfaction. Therefore, the current study proposed that

Hypothesis 1: Tangibles has positive impact on customer satisfaction

Hypothesis 2: Reliability has positive impact on customer satisfaction

Hypothesis 3: Employee has positive impact on customer satisfaction

Ajzen (1991) asserted that Customer Satisfaction have positive impact on Repurchase Intention. Therefore, this study proposed that

Hypothesis 4: Customer Satisfaction has positive impact on repurchase intention
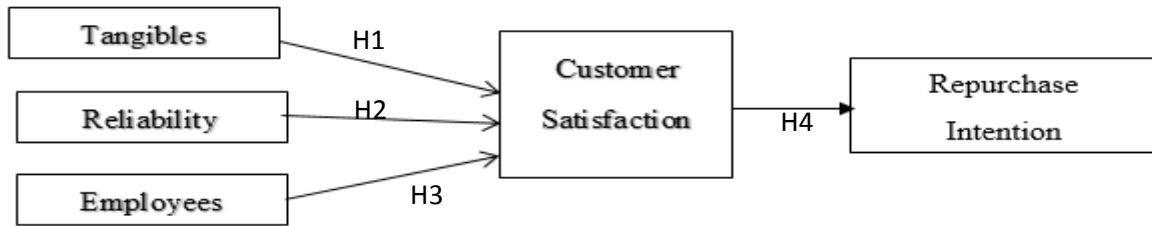
Figure 1 Research Framework.

2. Research Methodology

Research Design and Sample

This is a descriptive and exploratory study that has employed quantitative methods of data collection and analysis. The aim of the study is to expand theory and practice knowledge in relation to HOLSERV using survey methods. 600 Questionnaires were distributed online to customers of local hotels of Kathmandu, Nepal on April 2019. We found a valid response from 174 participants. Of those participants, 61% are Male and 39% are Female. Most of the respondents (34%) are between the ages of 31-40 years. In case of qualification, majority of the Bachelor's Degree holders is the highest with 32%. Similarly, most of the respondents (36%) earn USD 20,000- 30,000 annually. Likewise, most of the respondents (33%) stay in 3-4 star hotel during their visit to Nepal. In a same way, majority of 41% among the respondents spend USD 200-500 for the hotel per night. Respondents with the majority of 35% have visited Nepal for twice within ten years. Similarly, most of the respondents (35%) stays in a hotel for 2-4 days during their visit to Nepal and 50% of respondents travel once in a year to other countries.

Measurement Items

The questionnaires include two sections which are demographic information and measurement items of related variables, customer satisfaction along with Repurchase intention. Demographic information relates on gender, age, education, income, range of hotel, range of price, duration of stay, frequency of travelling to Nepal, frequency of travelling to other countries. The questions also include measurement items of related variables which are Tangibles, Reliability, Employee, customer satisfaction and Repurchase intention. They were measured on 5 point Likert scale (1 for Strongly Disagree and 5 for strongly Agree). These questionnaires are adopted from different sources of study and research papers.

For Tangibles, 6 measurement items were developed from (Boon, 2013) and from (Al-Rousan, 2010). The items include "Furniture in this hotel are modern and comfortable", "The interior and exterior decoration in the hotel is appealing", "The hotel facilities are up to date", "The hotel is always clean since my first visit",

"The brochures and pamphlets are visually presented", "Hotel have the good varieties of food and beverages".

Similarly, for Reliability, 4 measurement items were developed from Mei (1999). The items include, "Hotel does the thing that it promised to do". "Information about the safety precautions were highlighted in different areas of the hotel". "The hotel provides the service at the accurate time as it promised", "Hotel adopts the security measures for the secure stay of customers". Moreover, for Employee, 6 measurement items were adopted from Boon (2013). It includes, "The employees are friendly and confidently approaches to me", "The employees are very understanding and attentive towards my inquiries", "The employees have the great willingness to help us", "The employees are skillful and give us the prompt service", "The employees are very helpful and polite", "the employees have neat and professional appearances".

Furthermore, for customer satisfaction, 4 measurement items were adopted from Al-Rousan (2010) and from Raza (2012) through the study on Relationship between service quality, perceived value, satisfaction and revisit intention in hotel industry which includes "I am satisfied with the hospitable services provided by the hotel", "I received the total value of facilities and services as I paid for", "I have achieved more than I expected" and "I consider the overall operation in this hotel is strong".

Lastly, for repurchase intention, 6 measurement items were adopted from Kumar (2018) and Su (2016) It includes: "I would like to stay in this hotel next time", "I would like to repurchase many services in this hotel", "I intend to continue using this hotel", "I would like to hear about the changes in service and facilities made by the hotel", "I would like to re-visit this hotel with my friends and relatives" and "I would consider this hotel as my first choice whenever I need hotel services in Nepal".

This study found that all domain variables have convergent validity and reliability. Average Variance Extracted (AVE) of Tangible (0.611), Reliability (0.578), Employees (0.630), Customer Satisfaction (0.639) and Repurchase Intention (0.607) are above 0.5 which confirms convergent validity. In addition, Composite Reliability and Cronbach's Alpha of all domain constructs are exceeded 0.7 reflecting internal consistency for reliability. The loadings of most measurement items are above 0.5 confirming convergent validity (Fornell & Larcker, 1981), except for the Reliabilities which is near or similar to 0.5. However, one of the items of tangibles, "The hotel facilities are up to date", was removed from the factor analysis because the loading value was less than 0.5.

3. **Results**

The descriptive analysis shows that the mean value of tangible is 3.743. Similarly, mean of reliability is 3.719 and mean of employees is 3.934. Mean of customer satisfaction and repurchase intention is 3.721 and 3.826, respectively. It shows that the Employee is rated higher than any other variables.

We employ simple linear regression to test the effect of tangibles, reliability, and employee according to H1, H2, and H3, respectively, on customer satisfaction. Based on the findings, Hypothesis 1, 2 and 3 altogether shows that the linear regression model is statistically significant at 95% confidence level as p-value of the model is less than 0.05. A linear regression indicated that Tangible, Reliability and Employees could statistically significantly predict Customer Satisfaction. The independent variables Tangible, Reliability and Employees accounted for 70.9%, 63.7% and 73.9% of the explained variability in Customer Satisfaction. Hence, the hypothesis 1, 2 and 3 is supported. In addition to hypothesis 4, the linear regression model is statistically significant at 95% confidence level as p-value of the model is less than 0.05. A linear regression indicated that Customer Satisfaction could statistically significantly predict Repurchase Intention. The independent variable Customer Satisfaction accounted for 76.2% of the explained variability in Repurchase Intention. Therefore, Hypothesis 4 is also supported.

4. Discussion

This study confirmed the impact of tangibles on customer satisfaction. The findings are consistent with the research results of Wakefield (1999) which suggested that the tangible resources are very important to satisfy the customers through the way of entertainment, leisure and the sources of attraction that the hotel provides, nowadays. The current research found that Tangibles have positive effect on Customer Satisfaction. On the other hand, this study confirmed the impact of reliability on Customer Satisfaction. The findings are consistent with the research results of Ramasaran (2006) which stated that when the reliability of the service provided is more, the more will be the customer satisfaction level. The current research found that Reliability have positive effect on Customer Satisfaction. Therefore, this study suggested that Reliability is a strong predictor of Customer Satisfaction. Similarly, this study confirmed the impact of Employees on Customer Satisfaction and Repurchase Intention. The findings is consistent with the research results of Hansemark (2004) which asserted that employees are important part of hotel who are not only responsible for customer satisfaction but also for maintaining good relationship which results the re-purchase attitude of customers. The current research found that Employees have positive effect on Customer Satisfaction. So, this study suggested that Employee is a strong predictor of Customer Satisfaction. Furthermore, this study confirmed the impact of Customer Satisfaction on Repurchase Intention. The findings is consistent with the research results

of Hellier (2003) which concluded that the customers has the intention to re-purchase the services in a hotel whenever they are satisfied, for this customer satisfaction is the main influencer among the other important factor. Furthermore, whenever the customers are satisfied with the services, they undoubtedly return back to experience more services without taking care about the brand preferences. The current research found that Customer Satisfaction have positive effect on Repurchase Intention. According to the regression model of the study, the Tangibles have the coefficients of 0.845 towards customer satisfaction, similarly, Reliability carried the 0.853 and Employees carried 0.849 simultaneously. The study shows that the Reliability have high coefficient value, so according to the regression model, the hotel must have to focus on improving the service accuracy and must be aware of providing the service on time as promised.

5. Conclusions

The current study explored the service quality in hotel of Nepal. The study collected data from total of 348 respondents among the customers of Hotel in Nepal. It also indicated the level of satisfaction that the customer perceives from the hotel's service quality through the data collected from the customer's view of point and it resulted that the customers are highly satisfied by the employee's performance. Similarly, it provided the empirical evidences of the impact of service quality on Customer Satisfaction and Repurchase Intention through the different theories that showed the relationship between the variables.

In case of the Tangibles, food and beverages was rated highest with 3.942 whereas, in the Reliability, security measures was rated highest with 3.910. On the other hand, in the Employees, employee's appearances was rated the highest with 4.005. In addition, in the Customer Satisfaction, strong operation of the hotel was rated the highest with the value of 3.873 whereas, in repurchase Intention, changes in facilities was rated the highest with the value of 3.939. Therefore, among all the variables, Employees collected the highest ratings with the mean value of 3.934, and the Reliability collected the lowest rating with the mean value of 3.719.

This study found that Tangibles, Reliability and Employees are statistically significant predictor of Customer satisfaction. Customer Satisfaction is also a strong predictor of Repurchase Intention. Thus, Tangibles, Reliability and Employees in a hotel leads toward the customer satisfaction and customer satisfaction results the repurchase intention.

Recommendations

The tangible facilities, reliable service and employees' performance are the key factors to satisfy the customers in a hotel through which the customers develop the intention to purchase the facilities and services again and again. Through the literature review and empirical research, it is found that Tangibles, Reliability and Employees have important influence on Customer Satisfaction which is a favorable mediator of Repurchase Intention. Increasing the quality of tangibles, reliability and Employees will help the hotel organization to develop the Customer Satisfaction level and the increase in Customer Satisfaction level increases the repurchase intention of the customer. In case of Tangible facilities, this study suggests that the hotel has to pay special attention in changing the furniture according to the time and generations and also it must have to be aware from updating the facilities according to the time and generations which makes the customer to be comfortable to use it. Similarly, in case of Reliability, the study suggests that the hotel must have to be aware of the time and have to provide the accurate service on accurate time. Furthermore, in case of Employees, this study shows that employees have great will to help the customers but still it is not enough and must keep on practice to help every customers who are in need. According to the study, Food and Beverages, Accuracy and Employee Commitment are the strongest variables that helps to increase customer's satisfaction. Therefore, in future research these variables could make a good impact in indicating the level of customer satisfaction.

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IC-17

THE IMPACT OF TECHNOLOGY ACCEPTANCE ON EMPLOYEES' SATISFACTION AND PERFORMANCE: A CASE STUDY OF A TV HOME SHOPPING COMPANY IN THAILAND

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Abstract

The technology acceptance model (TAM) has been a theory that is most widely used to explain an individual's acceptance of information technology. This study presents a technology acceptance model (TAM) that integrates Herzberg two-factor theory, work condition to investigate what determines employee satisfaction and performance. Four hypotheses are derived and empirically validated. Findings of the study suggest perceived ease of use and perceived usefulness are the determinants of employee satisfaction, and employee satisfaction are impact on the employee performance. A regression analysis is employed on data collected from 255 survey samples. The empirical results not only confirmed TAM, but also showed that the relevance of information acceptance strongly determines perceived usefulness and perceived ease of use on employee satisfaction toward system use for working, as well as strongly influencing individual performance during the information use stage.

Keywords: Perceived Usefulness; Perceived Ease of Use; Employee Satisfaction; Employee Performance

Introduction

Information technology

The century of information technologies (IT) advance computer technology in most organizations and the continues growth of IT seem promising (Peewee, 2017). In the 19th century, we could not imagine that the computer can fit on the palm of our hand and has a lot of features like this. Many countries switched to called "information society" (Punar, 2008) while some are in the process of transition, depending on factors affecting a particular society. Scientists asserted that newspapers, magazines, books disappear from the shelves (Nuwer, 2016). According to Bureau of Economic Analysis (BEA), the data processing, internet publishing, and publishing industries which including software produced tremendous

growth rates that belie their size. The data processing, internet publishing, and other information services sector increased its contribution to GDP threefold between 2007 and 2017, ballooning from a value-add of $65.2 billion to $263.6 billion.

Consistently, information technology (IT) industry in Thailand is growing rapidly and becoming increasingly attractive to foreign investors. Businesses, government agencies and households are adopting digital technology while more Thai consumers have become tech-savvy (Albert, 2016). This led Thailand to be the second largest buyer of IT products and services in the Association of Southeast Asian Nations (ASEAN), despite having to overcome serious economic and political problems in the past years (Pornwasin, 2016). In 2015, Charles Runckel found that Thailand's information technology market in 2015, including the sales of hardware, software and services, was worth about $18.6 billion, accounting for 4.8% of the Gross Domestic Product (GDP), as Thailand remains the second largest buyer of IT products and services in the ASEAN region. The factors driving market growth will be the improved political situation, while technological change, mobility, the bring-your-own-device (BYOD) trend, the digital-economic policy and social media will drive IT usage.   So, The government's mega-projects and the goal of creating a logistics hub for Indochina and ASEAN will also drive the IT sector and economic growth of the country as a whole.

The IT market has contributed significantly to the economic growth of the Thailand. Following the widespread proliferation of the Internet, the country is transitioning into a digital economy. This has opened up new sources of revenue for several industries in Thailand, including telecommunications service providers, digital entertainment and gaming, and consumer electronics. In addition, the Internet-savvy population of Thailand is heavily taking to social media, mobile games, emails, and online shopping, resulting in high demand for IT and IT services in the country.

TV Home shopping industry

"But if you call within the next 20 minutes…" was a magic phrase that prompted countless home shoppers to watching TV infomercial and persuade them to make impulse purchases. TV home shopping is not only alive and well but has also been quietly growing in market. Back when the internet was not readily accessible, television was the go-to source of information for the public. Therefore, television is considered as very influential for product and service advertisement. As such, major companies compete to gain most of the airtime and leave only late-night slots to infomercials. Using a direct sale method, infomercial on TV home shopping channels featured a demonstration of the product and focused primarily on showing how it could tackle the pain point of the target audience. Each infomercial was re-aired frequently to increase exposure in the hope of pushing out as many items of the product as possible.

According to Mordor intelligence, the growth of digitalization and an increase in the frequency of online purchases is driving the global home shopping market. Consumers in Asia, North America, and

Western Europe are most likely to shop online, as their per capita online purchases have a strongly increased. In 2017, the average number of online transactions of Asia, North America and Western Europe recorded as 22.1, 19, and 18.4 respectively. The tendency to buy internationally is growing rapidly among the Millennials. This indicates a potential growth for cross-border home shopping as consumers increasingly seek unique or specialized products from other countries. Imports of personal care and cosmetics ordered through both online and offline channels is the key driver for the global home shopping market. This make the TV home shopping market being so interesting.

The role of information technology on employee

Information technology play a critical role in most organization operation, thus, the interaction between employee and information technology is crucial. Employee satisfaction toward the work condition such as the core operation system lead to overall job satisfaction. Employee satisfaction is essential to the success of any business. A high rate of employee contentedness is directly related to a lower turnover rate (Gregory, 2011). The satisfaction is a very important part of an employee's lifecycle and motivation to remain loyal to and employed with an organization. A number of activities, tasks and what facilitated them are directly or indirectly influence employee satisfaction levels. Therefore, organization must also remember that how a company functions through its policies, management, job facilities or work tools will impact employees happiness and satisfaction. A dissatisfied employee expresses their negative perceptions more in external forums than internal ones, for fear of repercussion (Branham, 2015). Employee satisfaction also impact on work performance. Business success is directly affected by the performance of the employees within the organization, whether or not those employees are dealing directly with customers. Organization that clearly understand the impact of their employees' performance are able to manage employee output and productivity. Properly managing employee performance helps any business to increase profits and consistently meet sales goals. Thus, starting at keeping employees' satisfied with their careers should be a major priority for the organization.

At present, information technology play an essential role in organizations with the power to change how business is conducted. However, the power and efficiency of information technology are constantly evolving which means that the need for companies to incorporate technology into their workplace also increases. It is this need faced by organizations to operate at the highest levels of efficiency that causes them to implement new, updated Information technology into their business. Organizations nowadays invest huge amounts of money on new technologies in an effort to become more efficient, more competitive and most importantly more profitable (Elise, 2006). Considering information technology developments, recent communities have been established on the basis of knowledge and awareness Information technology makes the organizations capable of doing their business faster and more flexible.

Fred D. Davis invented the theory which is the tools to approve users' technology acceptance

known as Technology acceptance model or TAM. Technology acceptance models have been applied in a wide variety to understand and to predict users' behavior. Several researched in the field of technology acceptance, developed frameworks to assess the usage of particular developed and implemented technology. It is significant to note that technology acceptance is crucial for the further development of any new technology. The organization have facilitated or planning to facilitate its business platform to increase marketing improvement, cost reduction and including personnel efficiency. Therefore, recognition of the needs and acceptance of individuals is the beginning stage of any businesses and this understanding would be helpful to find the way of future adaption and development.

Theories and Concepts

Technology Acceptance Model (TAM)
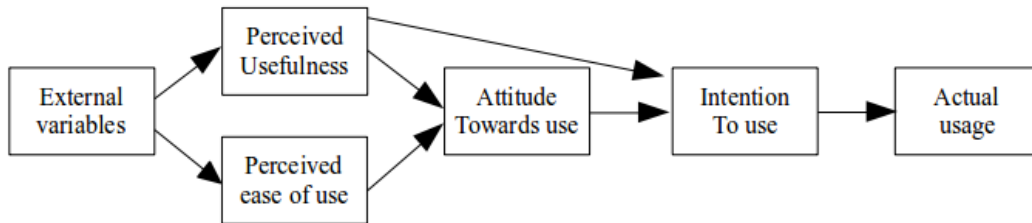
Technology acceptance model or TAM is the theory which accepted and famous to use to indicate the success of technology using. This theory presented by Fred D. Davis (1992). He was adopt the principle of theory of reasoned action (TRA) to develop TAM model and use for study in the context of technology acceptance. Davis was explain TAM theory as a valid measurement scales for predicting user acceptance of computers are in short supply. Most subjective measures used in practice are unvalidated, and their relationship to system usage is unknown. with scales for two specific variables; perceived usefulness and perceived ease of use, which are hypothesized to be fundamental determinants of user acceptance. It also used for explaining the relation between intention and technology acceptance behavior. among the many variables that may influence system use, two determinants that are especially important. First, people tend to use or not use an up to their beliefs if it will help them perform their job better. They refer to this first variable as perceived usefulness. Second, even if potential users believe that is useful, but if the user process is too hard to use may be influenced their work so the factor which affect the system user is refer as perceived ease of use.

Technology Acceptance Model postulates that the use of an information technology is determined by the behavioral intention, but on the other hand, that the behavioral intention is determined by the person's attitude towards the use of the system and also by his perception of its utility. the attitude of an individual is not the only factor that determines his use of a system, but is also based on the impact which it may have on his performance. Therefore, even if an employee does not

welcome an information system, the probability that he will use it is high if he perceives that the system will improve his performance at work. Besides, the Technology Acceptance Model hypothesizes a direct link between perceived usefulness and perceived ease of use. With two systems offering the same features, a user will find more useful the one that he finds easier to use (Dillon and Morris, on 1996).

### Herzberg Two Factor Theory

Herzberg Theory is the concept of distinction between two groups of factors called motivation factors and hygiene factors operate to increase job satisfaction under the concept which the theory states that job satisfaction and dissatisfaction are affected by two different sets of factors. Therefore, satisfaction and dissatisfaction cannot be measured on the same continuum. Herzberg (1959) found that Maslow's theory of personal growth and self actualization became the keys to understanding the good feelings in these sequences. They found certain trends in the characteristics of high and low sequences. In the high sequences, only a small number of factors were responsible for good feelings about the job. All of those factors were related to the intrinsic factors of the job and were predominantly long lasting. When good feelings about the job were short lasting, they stemmed from specific achievements and recognition about those achievements as opposed to the job itself. there are six variables in motivators factor or an internal factors to impel a positive feeling on employee's job satisfaction that concluding by achievement, recognition, work itself, responsibility, advancement and growth. while hygiene factors or an external factors which are the main factors to protect employee's dissatisfaction feeling on job are concluding by eight factors that are supervision, company policies, work condition, relationship with boss, relationship with peers, salary, status and personal life.

The current research focused on the external factor and expected work condition which refer to the employed technology at work would significantly impact on employee satisfaction, thus, induce, employee performance.

Purposes

1) To explore the role of employee technology acceptance (i.e., perceive usefulness, perceived ease of use) on employees satisfaction and employees performance.

2) To indicate the level of employees technology acceptance.

3) To provide the level of employees satisfaction and employees performance

Research Framework
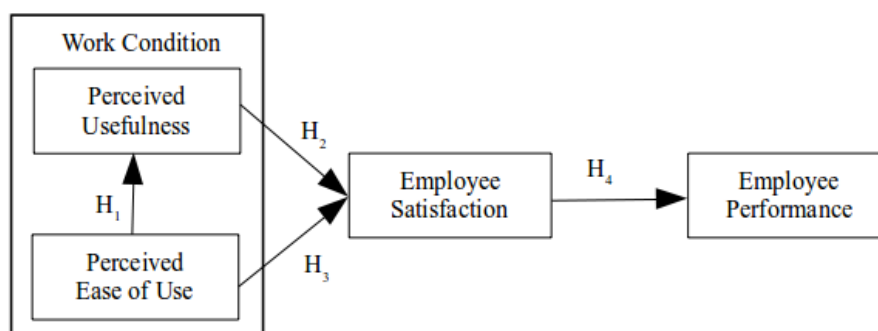
Hypotheses

Hypothesis 1: Perceived ease of use has positive impact on perceived usefulness.

Hypothesis 2: Perceived usefulness has positive impact on employees satisfaction.

Hypothesis 3: Perceived ease of use has positive impact on employees satisfaction.

Hypothesis 4: Employees satisfaction has positive impact on employees performance.

Research Design and Sample

This study employed quantitative research design to study the impact of ease of use and perceived usefulness on employee satisfaction and employee performance. A total of 500 questionnaires were distributed offline to employees who use system for call agent of Home shopping company in Thailand. Each respondent was limited with a single chance to fill out the survey. In addition, no incentives were provided to further decrease the likelihood of duplicate responses. Thus, the problem of multiple responses from the same respondent was eliminated. We obtained 268 responses which account for response rate of 53.6%. However, thirteen response were excluded from the analysis due to the incomplete information. Therefore, the analysis found a valid response from 255 participants. Of those participants, 84 % (n=214) were female and 16% (n=41) were male. Most of the respondents (59%) were in the age between 20 to 30 years old, work in the organization for about 2-5 years (37%), have been using computer for more than 5 years (60%), and obtained a bachelor degree (68%).

Measurement Items

All variables in the current study are measured in 5-point Likert scale (1 for Strongly Disagree and 5 for strongly Agree). For Perceived Usefulness, the 4 measurement items were adopted from Escobar Rodriguez, (2012). It includes, "Using the system saves me time.", "Using the system allows me to accomplish more work than would otherwise be possible." "Using the system reduces the time I spend on unproductive activities." "Using the system enhances my effectiveness on the work." and other 4 measurement items were adopted from Sanchez & Hueros, (2010). For example, "The system improves my performance.", "The system makes my learning more effective."

For Perceived Ease of Use, the 3 measurement items were adopted from Escobar-Rodriguez (2012).   It includes, " I don't make mistakes when using the system platform.", "Interacting with the system is often pleasant.", "I do not need to consult the user manual often when using the system." and other 4 measurement items were adopted from Sanchez & Hueros (2010). For example, "Learning to use

the system is easy for me.", "It is easy to get materials from the systems.", "The process of using the web-based system is clear and understandable."

For Employee satisfaction, the 2 measurement items were adapted from Ives, (1984). It includes, "I feel the system meets the information processing needs of the business", "I satisfied with the system", The 3 measurement items were adapted from George, (2013). For example, "I feel the system is efficiency", "I feel the system is fulfillment".

For Employee Performance, the 6 measurement items were adopted from Kock, N, (2017). It includes: "My performance in my current job is excellent.", "I am very satisfied with my performance in my current job.", " I am very happy with my performance in my current job." In Extended, "I am proud of my performance in my current job.", "I contribute a lot to my current organization in terms of job performance.", "I am a high-performing member of my current organization."

The study found that perceived usefulness, perceived ease of use, employee satisfaction, and employee performance have convergent validity and reliability. The average variances extracted (AVEs) for perceived usefulness (0.762), perceived ease of use (0.831), employee satisfaction (0.776), and employee performance (0.737) were above 0.5, confirming convergent validity (Fornell & Larcker, 1981). In addition, the composite reliability and Cronbach's alpha of all variables exceeded 0.6, showing internal consistency for reliability (Fornell & Larcker, 1981). The loadings of all measurement items for each construct were above 0.7.

Results

The mean of perceived usefulness (M=3.848), perceived ease of use (M=3.734), employees' satisfaction (M=3.724) and employees' performance (M=3.734) are above 3.5 out of 5-point Likert scale. This reflect that his company has a relatively high standard in managing employees. Time saving, user-system interaction, and serve information processing needs of the business were rate the highest among each variable.

To test Hypothesis 1 which stated that perceived ease of use has positive impact on perceived usefulness. The linear regression model is statistically significant at 95% confidence level as p-value of the model is less than 0.05. A linear regression indicated that perceived ease of use could statistically significantly predict perceived usefulness, $F(1,253) = 178.345$, p=.000. Adjusted R-Square of the model is .411 Hence, independent variable perceived ease of use accounted for 41% of the explained variability in perceived usefulness. The effect size is medium level.

To test Hypothesis 2 which stated that Perceived usefulness has positive impact on employees satisfaction. The linear regression model is statistically significant at 95% confidence level as p-value of the model is less than 0.05. A linear regression indicated that perceived usefulness could statistically significantly predict employee satisfaction, $F(1,253 = 446.748$, p=.000. Adjusted R-Square of the model is .637 Hence, independent variable perceived usefulness accounted for 63% of the explained variability in

employee satisfaction. The effect size is medium level.

To test Hypothesis 3 which stated that Perceived ease of use has positive impact on employees satisfaction. The linear regression model is statistically significant at 95% confidence level as p-value of the model is less than 0.05. A linear regression indicated that perceived ease of use could statistically significantly predict employee satisfaction, $F(1,253) = 206.958$, p=.000. Adjusted R-Square of the model is .448 Hence, independent variable perceived ease of use accounted for 44% of the explained variability in employee satisfaction. The effect size is medium level.

To test Hypothesis 4 which stated that Employees satisfaction has positive impact on employees performance. The linear regression model is statistically significant at 95% confidence level as p-value of the model is less than 0.05. A linear regression indicated that employee satisfaction could statistically significantly predict employee performance, $F(1,253) = 221.118$, p=.000. Adjusted R-Square of the model is .464 Hence, independent variable employee satisfaction accounted for 46% of the explained variability in employee performance. The effect size is medium level.

Discussion

The main purpose of this study was to explain the impact of technology acceptance on employee satisfaction and performance of a home shopping company in Thailand. This study confirmed the impact of technology acceptance on employees' satisfaction and performance. The variables on technology acceptance which are perceived ease of use and perceived usefulness. The current study exhibits a positive relationship between perceived ease of use and perceived usefulness. The finding is consistent with research results of Yoon (2015) which mentioned about technology acceptance factors itself. It asserted that convenience (ease of use) appears to be a factor unique to the system because of its abilities makes its user possible to save time and solve problems. So it's being a strong influence on the user's perceived usefulness of the system. This confirms the result retrieved from this research paper that perceived ease of use and perceived usefulness has a valid relationship. The study confirmed by Wixom & Todd (2005) that simultaneous with user satisfaction with information technology is another determinant and measure of usage behavior regarding its direct impacts on system usage in the context of the model that put forwards user involvement, system quality, and information quality are most important constructs and antecedents of user satisfaction. Statistical findings suggest that perceived usefulness positively relates to employee satisfaction. According to Lee and Leonard (2014), something that is easy to learn and flexible to interact with are prone to have a positive correlation with the satisfaction of users. Prior findings were consistent with this study that confirmed the impact of perceived ease of use on employee's satisfaction. Furthermore, this study found that employee satisfaction positively relates to employee performance. This is consistent with Salancik and Pfeffer (2011) posit that employee satisfaction results in positive effects on attitudes, motivation, and behavior. In other words, as people are more satisfied with what they work, their motivation to contribute the common interest in the

context which they perform their work are getting higher too. Thus, people who perform better and have more valuable expertise are more likely to have and provide a valuable resource in the way of their performance. so, the current research found that employee satisfaction has a direct positive effect on employee performance in a valid relationship.

The regression of the current study found that coefficient of perceived usefulness on employee satisfaction (β=0.742) is higher than coefficient of ease of use on employee satisfaction (β=0.579). Therefore, the change in perceived usefulness can improve employee satisfaction than the change in ease

of use. The findings encourage management to improve related system to serve the usefulness of the program to enhance employee satisfaction.

Conclusions

This research investigated the impact of technology acceptance (e.g. perceived usefulness and perceived ease of use) on employee satisfaction and performance. The hypotheses of this research paper explain that perceived ease of use leads to perceived usefulness, while high level of technology acceptance leads to high employee satisfaction, and high employee satisfaction leads to high employee performance. Our finding confirmed that perceived ease of use has a statistical significance impact on perceived usefulness (F = 178.345, P-value =.000). Technology acceptance which are perceived usefulness and perceived ease of use has a statistical significance impact on employee satisfaction (F = 446.748, P-value =.000) and (F = 206.958, P-value = .000) orderly. While employee satisfaction also has a statistical significance impact on employee performance (F = 221.118, P-value = . 000).

This paper discusses the relationship existed between technology acceptance (e.g., perceived usefulness, perceived ease of use), Employee Satisfaction (ES) and Employees Performance (EP). The empirical result shows that a positive relationship existed among all variables. IT companies can more effectively on the system's usefulness and ease of use for employee satisfaction and better meet their performance. This reduces the possibility of the using unutilized system and also raises the opportunity for a company to discover   the potential of employees. By using the right system, companies can satisfy their employee satisfaction and thus, increase their work performance. such a usability human resources in a more efficient manner.

The advantage of applied information technology for work is that it also has significant personal applications. We have seen that results in personal system usage consist with technology acceptance. In order to increase employees' satisfaction level with the system by its perceived usefulness and perceived ease of use, employees can be encouraged to use the system for their work which signify their performance. the results imply that focusing on company use of the technology can bring in significant dividends in terms of increased acceptance of the technology by employee who use the system.

This study also examined the relationship between employee satisfaction to its impact on employee performance. utilizing the technology information provides an integrative framework for working is related to employee satisfaction and how these translate into better performance. Findings suggested a direct relationship between employee satisfaction and employee performance are correlated.

Recommendations

Since this research paper result shows that technology acceptance (perceived usefulness and perceived ease of use) have a positive relationship on employees' satisfaction, and employees' satisfaction has a positive impacts on employees' performance of an organization. This paper revealed that perceived ease of use impact on perceived usefulness. We suggest that The system should be part of the company work process plan if it is to continue to serve the facilities by providing ease of use and usefulness of using. From the findings found that users' need to consult user manual when using the system. So, the suggestion is that the policy should draw adequate attention to the I Call system through proper communication to all employees and made known by means of usefulness and ease of use through the training or handout.

This study also suggests that technology acceptance (perceived usefulness and perceived ease of use) has a positive impact on employees' satisfaction. The recommendation is that the policy should outline the roles of IT departments that are responsible for supporting the system and to ensure its success in achieving set targets. Findings result on employee satisfaction about the efficiency of the system, suggest that the IT departments should translate their commitment toward the policy into internal procedures that should outline what going to develop or make it more user-friendly. All procedures should be communicated clearly to concerned people.

The other proved is that the employees' satisfaction has a positive impact on employees' performance. Suggest that the system should be set out in a clear policy that links it to work performance, through a set of key satisfaction indicators that determine the level of employee satisfaction which impact to their performance. Findings result on employees' performance shows that even they feel that they contribute a lot to the organization in term of performance but the rate of their performance compare to other employee is not that high. Then the policy and related procedure should outline the training requirement in terms of frequency and to whom it should be addressed. In addition, all training should be monitored and mentioned for quality and effectiveness.

Furthermore, more emphasis should be placed that the system should be integrated into the organization's mainstream of systems, handling everyday work, conducted by the IT staff. In addition, a frequent review of system features should be built in the handling procedures and done effectively by authorized and knowledgeable staff. System infrastructure should be monitored for any deficiencies that affect system performance. And the employee should be approached to identify their wants and needs regarding the system.

Recommendation for future research

Based on the results of this study, it may be useful to conduct empirical research using the original Technology Acceptance Model to take into account the employee's attitudes. An employee's attitude about his or her peers, supervisors and/or the job may affect the employee's intention to follow the information technology acceptance measures.

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