ABSTRACT

Customer's satisfaction (CS) on service has obsessed in mind for long time. Today's service industry strategy to win CS through hotel service is very important that focuses upon succeeding though service product. Many service companies, especially, five stars hotel chain have high competitive with foreign hotel chain in the service industrial, these were the major motivation for the research. This research therefore has been focused on CRM; by using the measurement method of expectation disconfirmation theory and the zone of tolerance.

Common perception by practitioners in the hotel industry today that a satisfied guest would become a repeat customer was considered as a major subject of this research. It determined the extent to which satisfaction fostered loyalty. Interviewing guests and demonstrating the expression of visual experience through photography illustrated the guests' propensity for recommending and returning to the hotel as a repeat customer.

The research analysis is based on 171 samples which had been randomly drawn from the people who using services of Sule Shangri-La Yangon. The Statistical Package for the Social Science (SPSS) was used to analyze the data: i.e. percentage, frequency, means and standard deviation had been used to describe the data. The hypotheses were tested by One-way ANOVA. And the model of relationships between independent and dependent variables was constructed by the use of Multiple Linear Regression.

As the results, the research found that in general the customers' satisfaction of every aspect was felled in "Excellence". However, these were accepted in aspect of the Spa service and recreation. In these two aspects the CS fell in only "Fair". It meant that there were some problems in the services of the Spa service and recreation. Especially in the Spa service, the test of hypotheses had been found that the differences in age significantly affected the differences in CS on the Spa service. It indicated that the younger customers had lower CS than the older ones, Moreover, the differences were found in an aspect of Food and Beverage. In this aspect, the differences in CS were significantly affected by age of customers. It also indicated that the younger had lower CS than the older.

CRM initiatives can be a good solution to overcome low service performance especially responsiveness and empathy the following recommendation can be given: Focus on true customer expectations, not that what management think customers expect. An important it just one factor influencing customers' satisfaction but CRM can be implemented and customers' satisfaction achieved. Management should consider CRM as a critical and essential aspect, as a competitive in the hotel market, and not just think of cost management as the only factor of business profit. Creating long-term relationship with customer as hotel for they come back in the future.

Keywords: customer satisfaction, illustrate, loyalty