

STUDY REGARDING THE EVALUATION OF CUSTOMERS SATISFACTION AT HOTEL PRESIDENT FROM BAILE FELIX

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Abstract

Băile Felix spa resort is the largest permanent regime in Romania, being ranked on the second place after the Black Sea, in terms of number of accommodation. Băile Felix main attraction is represented by spa treatments that rely on thermal waters in the area. Thermal mineral waters in the area are water bicarbonate, sulfur, calcium-rich silicon and oligometallic. Their surface temperature is 48 degrees C, and the newly discovered springs even exceed this temperature. Impressive flow of 1.7 million gallons daily provides the possibility of their use in plenty quantities for the treatment and entertainment.

Existing facilities in this resort allow successful treatment of rheumatism and neurological conditions, gynecological and medical bases dispose of equipment for methods as electrotherapy, hydrotherapy, aerosols, massage, packing with paraffin, and other specific operations forspa treatments.

The objective of this study is to evaluate customer satisfaction at Hotel President. For this purpose we used an opinion questionnaire that we applied to a sample of 100 customers.

With this questionnaire were analyzed a number of factors, such as customer attitudes towards service quality, motivation and the purpose of hotel choice, information mode and hotel choice and the opportunity to return in the future.

Key words: spa, therapy, electrotherapy, questionnaire customers.

INTRODUCTION

Located at the border of the forest on the European road E79 towards Oradea, Hotel President in Băile Felix has the advantage of a dreamlike natural environment, of perfect comfort offered by the 92 rooms and the high quality of service offered by professional staff, all these recommending the unit as one of the most imposing of the resort.

Twin double and matrimonial rooms as well as the apartments are very elegant, tastefully decorated and equipped with modern furniture, disposing of a private balcony facing the forest or complex courtyard and their own air-conditioning. Also the rooms are equipped with minibar, TV and telephone, being classified as 4 star accommodations.

Beyond accommodation services, Hotel President offers the possibility of serving meals at one of 2luxurious restaurants, with exquisite decorations and enjoying a rustic patio. Pleasant environment and delicious Romanian and international meals provides a unique experience, as well as night swimming pool and ultramodern wellness center inside the complex.

In within the base treatment tourists benefits of thermal pool, sauna, gym, jacuzzi, solarium, table tennis fields and field, football and bar. As health services there are available hydrotherapy, electrotherapy, physiotherapy and massage, reflexology and laser therapy. However, patients and the visitors of the hotel have access to ultrasonoteraphy, magnetic and elongation supervised by qualified personnel, all these treatments aiming to restore the physically and mentally balance.

MATERIAL AND METHOD

The case studies carried at the President Hotel consisted in designing an opinion questionnaire. The questionnaire was applied to a sample of 100 people. The objective of application of this questionnaire is to evaluate customer satisfaction degree regarding the services offered by the hotel. The questionnaire is applied on customers aged between 20 and over 70 years with different occupations from pupils, students to retirees.

RESULTS AND DISSCUSIONS

With the help of first question, we identified client’s modalities of access to hotel services. As may be seen in the graphic below 27% of those questioned have chosen the Internet as an information source, at the opposite pole with the lowest percentage of 13% is print media. 23% of respondents have been in touch with a travel agency, and 17% know the hotel from work.

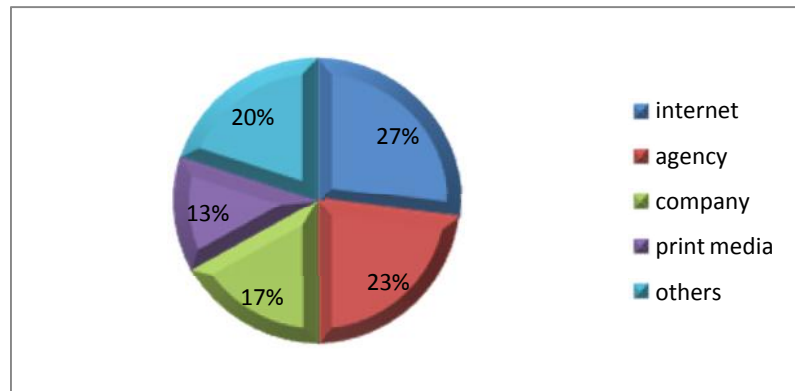


Fig. 1 – Clients information sources

The second question refers to the purpose of the journey: 42% of customers choose as the main motivation rest and recreation, 26% of them choose curative services for prevention, treatment and maintenance of

normal health. 16% of tourists arrive at the Hotel President for Business and another 16% for other reasons.

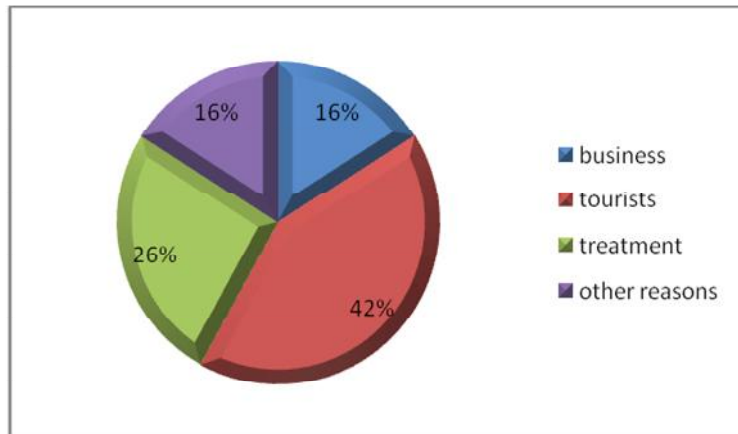


Fig. 2 - Journey purpose

Most of those interviewed have a good opinion (45%) and very good (28%) about the quality of the staff, 24% of respondents are satisfied with the quality of staff, and 3% have a contradictory opinion on its quality.

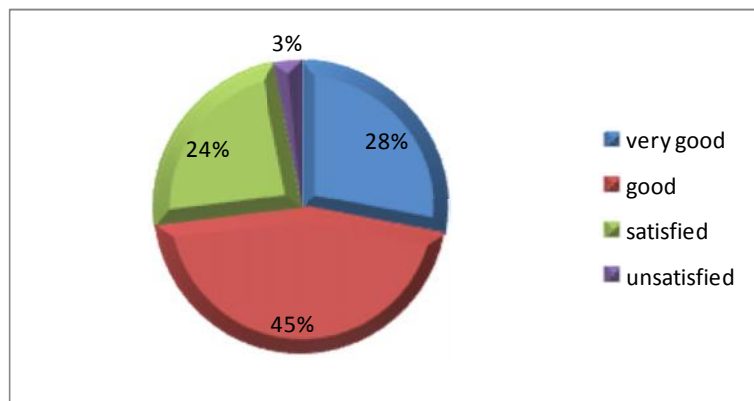


Fig. 3 - Staff quality evaluation

If the third question was about the quality of staff the fourth is about quality of service. 52% of those questioned have a good opinion of the quality of service and 21% have a very good opinion about the quality of service. 20% of respondents consider it satisfactory, and 7% poor.

58% of respondents consider that the prices are acceptable, 28% believe prices as high; only 7% of those surveyed consider prices as being low and 7% consider them very large.

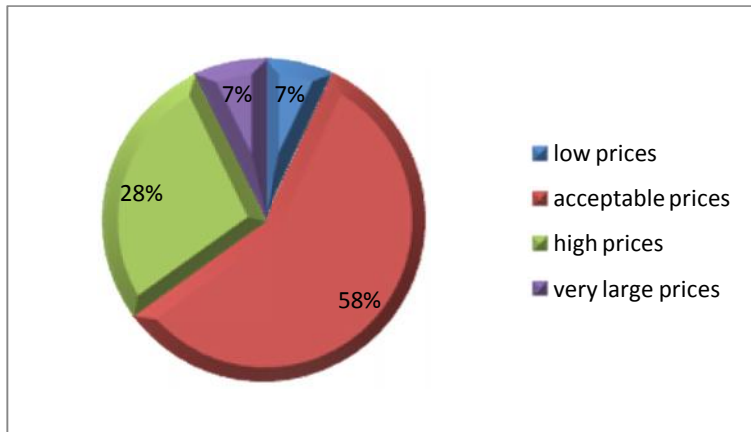


Fig. 4 - Evaluation of tariffs applied

Another question is related to the occupation of respondents. The largest share has pupils and students, due to the desire of entertainment to the Aquapark and the availability of free time. They are followed by workers with a percentage of 22%. Intellectuals have a percent of 19% and 9% pensioners.

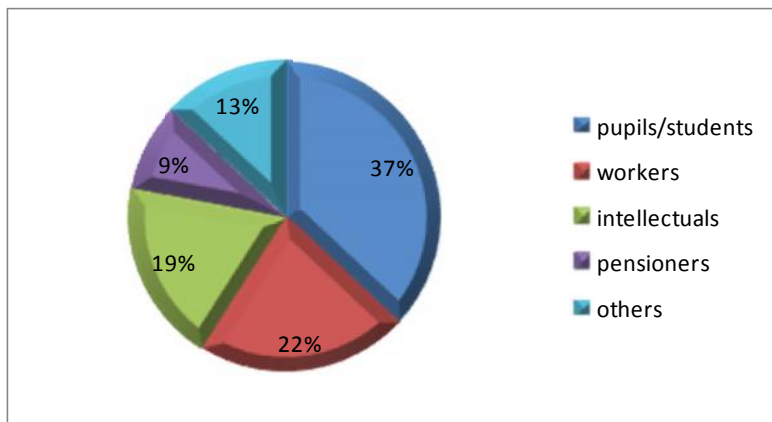


Fig. 5 – Clients occupation

Regarding customers return to the hotel, according to the survey 45% of respondents want to return, 38% are undecided, and 17% don't want to return to this hotel.

Of the 100 respondents 60% are female and 40% male.

Regarding the age of those questioned, predominates those aged between 20-30 years with a 54%, followed by those aged between 30-40

years with a rate of 20%. Those aged between 40-50 years sums up 13%, and those over 50 years 10%. Under age 20 there are 3%.

CONCLUSIONS

According to the study, the main source of information and promotion on the hotel services is represented by the internet, being accessible to all age groups.

Hotel President is chosen especially for relaxation, recreation and treatment and less for business or other reasons.

Staff and services quality is rated as good or very good by 73% of respondents.

Hotel prices are acceptable for 59% of respondents, following the study conducted, the proof being the fact that most of those who responded to this study want to return.

The largest share on gender of customer returns the feminine gender.

Following the completion of this study, we propose to be analyzed more rigorously the quality of staff to reduce that 24% of respondents who consider themselves only satisfied with the quality of staff, as well as 17% of them who will not return to the hotel, followed by 38% of respondents undecided in return.

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