

APPROACH TO DEVELOP THE MEETING AND SEMINAR SERVICES OF KOSA HOTEL, KHON KAEN

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Abstract

The objectives of this independent research were to analyze general behavior and opinion of customers and potential customers in using the meeting and seminar services of Kosa Hotel in Khon Kaen province. Collected data from 660 customers by questionnaire survey. The study result found that most of respondents were men, age from 30 - 40 years old, educated in master degree, work for government, in management position, had budget of 500,000 – 1,000,000 Baht. Behavior data of most informants had never used of service. Potential customers, who had authorize in operation was commander. People who had authority in operation were commander. Type of service was providing meeting and seminar facility service. The reasons to choose the service were as follows: had the total audio visual equipment solutions, had sales staffs in relation with customers, had call center, building facilities were clean and provide car park spaces, provide service exactly to agreement with customers, prompt to provide service at all time, good standardize, on time, staffs had a good skills in managing meeting room and staffs had willingness to serve. In case of order the meal, then there were no charged on using room, if not order meal then charged the room usage at reasonable price. All information provided channels were appropriate, quick and complete. Cooperation was at ease and up to standard. The study found that in production, place, promotion, people, physical evidence and service quality had overall opinion rated in strongly agree and rated agree in price and process. Opinion of customers found that different of gender, age, education, work place, work position and budget of organization did not have different opinion with statistic significant at the 0.05 level. Will use the result to develop and improve the meeting and seminar management efficiency services of Kosa Hotel in Khon Kaen province. Result used to set the direction of guidelines to develop the meeting and seminar management services of Kosa Hotel in Khon Kaen province, of 5 projects which were sale model of seminar room, one stop service, student teaching student, knowledge management and daily meeting.

Keywords: Approach Develop, Meeting and Seminar Service, Kosa Hotel

Introduction

Tourism industry is very important to economy of countries as it generate huge amount of revenue. Hotels business is a part of tourism industry, which is the industry that provides convenience and services to the acceptance of customers in their services. [1] The achievement of hotel business consisted of resources management factor to operate business with efficiency, especially; hotels' staffs must concentrate in performed of their duty to reflect customers' satisfaction. [2] Thus, every staff must pass the skills training process. Management had structure and role clearly identified, and provided with job description instruction for every position.

Kosa Hotel in Khon Kaen province was established in 1967 and officially opens on 16th December 1968. Hotel building consists of 6 floors. In year 2001, Kosa Hotel had foreseen the development Khon Kaen province to growth and become North Easter (E-Sarn) hub. Thus, Kosa Hotel decided to build new 17 floors building connected with old building. At present time the building of 17 floors tall build on the area of 5.9 acre (15 rai), situate at 250-252, Srichan road, Muang district, Khon Kaen province. It was considered as the first of E-Sarn region that was an accommodation with more than 200 rooms, 14 meeting and seminar rooms that can hold up 1,200 people, along with restaurant, Chinese restaurant, coconut Trees Park, snooker club, pool and fitness to facilitate customers, in response to customers had more options to respond to their need. Also, adjust the management strategy plan to focus on offering the meeting and seminar rooms, in order to increase hotel revenue.

Researcher interested in study of "Guidelines to Develop the Meeting and Seminar Services of Kosa Hotel in Khon Kaen Province" to used as guidelines in adjust and develop services to be more efficiency as respond to customers demand, gain highest satisfaction to customers and expect them to repeat in using service of Kosa Hotel in the future.

Objectives

1. To study general information of visited customer and potential customers to the meeting and seminar services of Kosa Hotel in Khon Kaen province.
2. To study behavior of visited customers and potential customers to the meeting and seminar services of Kosa Hotel in Khon Kaen province.
3. To study customers' opinion rate in service marketing mix to the meeting and seminar services of Kosa Hotel in Khon Kaen province.
4. To set development guidelines for the meeting and seminar services of Kosa Hotel in Khon Kaen province.

Methodology

1. **Study general information of visited customers and potential customers to the meeting and seminar services of Kosa Hotel in Khon Kaen province.**

Research instrument used in this study was 1st part of questionnaire, consisted of general data of informant which were gender, age, education, workplace, position and budget for seminar. It was closed - ended question that had multiple choice questions. Sample of this study

were 260 of visited customers and 400 of potential customers. Used Cochran [3] formula with analyzed statistic of frequency and percentage.

2. Study behavior of visited customers and potential customers to the meeting and seminar services of Kosa Hotel in Khon Kaen province.

Research instrument used in this study was 2nd part of questionnaire, this part asked about behavior of customers in used of seminar service, applied consumer theory in designed questions which generate following question, which were, Who is the target customers?, What service do customer use?, Why did they use?, Who influenced in their decision making to buy service?, When do customers use service?, Where do customers use service?, and How did customers received our service. [4] It was closed - ended question that had multiple choice questions, analyzed statistic of frequency and percentage.

3. The study of opinion rating scale of customers inservice marketing mixtothe meeting and seminar services of Kosa Hotel in Khon Kaen province.

Research instrument was 3rd part questionnaire, ask about opinion in development guidelines seminar service, applied service marketing mix consist of product, price, place, promotion, service provider, process, physical evident and service quality. [5] Questions use Likert rating scale format for informants to answer 1 in 5 levels, which were strongly agree, agree, not sure, disagree and strongly disagree. Statistic used for analysis were percentage, standard deviation and compare the opinion rating of development guidelinesof the meeting and seminar services of Kosa Hotel in Khon Kaen province, classify general information used t-test and ANOVA statistic by fix statistical significant at the 0.05 level.

4. Guidelines to develop themeeting and seminar services of Kosa Hotel in Khon Kaen province.

Used result of general data in behavior of visited customers with potential customers, and customers' opinion to service marketing mix tothe meeting and seminar services of Kosa Hotel in Khon Kaen province to brainstorming with executive and staffs, in order to set development guidelines for meeting and seminar services of Kosa Hotel in Khon Kaen province.

Results

1. Result of general data collected from visited customers and potential customers to the meeting and seminar services of Kosa Hotel in Khon Kaen province.

From 660 informants counted as 100.00%, found that most of them, 65.50% were men, 74.80% age between 40-50 years old, 64.20% were graduated with master degree, 80.90% worked for government, 78.00% were in managerial position and 45.60% had budget between 500,000-1,000,000 Baht.

2. Study result of behavior of visited customers and potential customers to meeting and seminar services at Kosa Hotel in Khon Kaen province.

Divided behavior of informants into 2 groups of customers who used and never used service, with total of 660 people counted as 100% describe in large to small sequence as follows: 62.10% of sample never used service. Authorize operation: decision maker decided to use



service at 100% and commander had influenced in selecting service at 76.50%. Usage of meeting and seminar room: used for seminar meeting at 92.10% and used for meeting at 83.00%. This was first time of using service at 61.70%. Frequency of using service was unsure. Using seminar service in 4th quarter at 65.90. Reason of used seminar service as follows: because there are many sizes of meeting room and every room had the total audio visual equipment solutions, provided with relation staffs contact with customers with call center to respond on phone at 100%, hotel were clean and provided with adequate car park spaces at 93.90%. Service: provided exactly as agreed with customers, prompt to provide service at all time, up to standard and on time at 89.10%. Staffs had good skills in managing meeting and seminar room and willingness to serve at 85.90%. In case of order the meal, then there were no charged on using room, if not order meal then charged the room usage at reasonable price. Provided information via brochure, internet, billboard, radio, television were appropriate and covered, spend short time with cooperation process that was not complex, provided good standard at 62.90%. Information channel by word of mouth at 82.70% and payment via bank at 82.27%

3. Study result of customers' opinion in service marketing mix to the meeting and seminar services of Kosa Hotel in Khon Kaen province.

Opinion rating scale of customers in service marketing mix to the meeting and seminar services of Kosa Hotel in Khon Kaen province divided into 8 sections, found that in overall most of opinion rating scale of 660 customers were strongly agree, cited from highest to lowest, with service quality, physical evidence, product, place, people and promotion. The 660 customers' rating scale was agreed with process and price. Also the general data dispersed opinion in development guidelines for quality of the meeting and seminar service in 8 sections found that informant did not suggest in each suggestion. Also found the different in customers' opinion level to services development of the meeting and seminar services of Kosa Hotel in Khon Kaen province revealed that customers who different in samples, gender, age range, education, workplace, type of business, position and budget of organization were statistically significant at the 0.05 level.

4. Guidelines to develop the meeting and seminar services of Kosa Hotel in Khon Kaen province.

Study result of general data for behavior of visited customers and potential customers, also rating scale of customers' opinion in service marketing mix to the meeting and seminar services of Kosa Hotel in Khon Kaen province. Then use it to set development guidelines for the meeting and seminar services of Kosa Hotel in Khon Kaen province with 5 projects, which were sale model of seminar room, one stop service, student teaching student, knowledge management and daily meeting. Operation budget for all projects was 70,000 Baht. Expectation after project was that more customers constantly return to use the meeting and seminar services of Kosa Hotel in Khon Kaen province.

Conclusion

Tourism industry provided important economy to country and generate huge sum of revenue. The service provider of the meeting and seminar services counted as part of tourism industry. Service must provide satisfaction to customer, which will result in return customers. Therefore, service development response accordingly to customer demand was important for the meeting and seminar services of Kosa Hotel in Khon Kaen province. The objectives of this study were to analyzed general data, behavior and opinion of visited customers and potential customer to the meeting and seminar services of Kosa Hotel in Khon Kaen province. Data was collected from 660 customers by using survey questionnaire found that:

1. The most of them were men, age between 30-40 years old, had master degree, work for government, work in managerial position and had budget between 500,000 to 1,000,000 Baht.

2. Behavior data of most informants had never used of service. Potential customers, who had authorize in operation was commander. Type of service usage was seminar, reason of using service because type of service was providing meeting and seminar facility service. The reasons to choose the service were as follows: had the total audio visual equipment solutions, had sales staffs in relation with customers, had call center to contact via phone, building facilities were clean and provide adequate car park spaces, provide service exactly to agreement with customers, prompt to provide service at all time, good standardize, on time, staffs had a good skills in arrange of meeting room and staffs had willingness to serve. In case of order the meal, then there were no charged on using room, if not order meal then charged the room usage at reasonable price. All information provided channels were appropriate, quick and complete. Cooperation was at ease and up to standard.

3. The factor of product, place, promotion, people, physical evidence and quality of service had the opinion rate in strongly agree and rated in agree were price, process. Opinion of customers found that different of gender, age, education, work place, work position and budget of organization did not have different opinion with statistic significant at the 0.05 level.

4. The result to develop and improve the meeting and seminar management efficiency services of Kosa Hotel in Khon Kaen Province. Result used to set the direction of development service guidelines of the meeting and seminar services of Kosa Hotel in Khon Kaen Province, of 5 projects which were sale model of meeting and seminar room, one stop service, student teaching student, knowledge management and daily meeting.

Suggestion

From the studied of guidelines to develop the meeting and seminar services of Kosa Hotel in Khon Kaen province. Researcher has suggestion for further use and research below.

1. Suggestion from studied.

From study of development guidelines for the meeting and seminar services of Kosa Hotel in Khon Kaen province found that researcher should involved staffs in set up of projects, as well, and should collected very precise data for study, as well as assessment service of staff at all time.



2. Suggestion for future study.

- 1) Should study about factor that impact to customers' decision making in using the meeting and seminar services of hotels, in order to know which factors have impact, and improve such factors to develop quality of service.
- 2) Should keep up and study the service of competitor to use for compare and develop the service with better efficiency.
- 3) Should study data of factors that affect to service development for customer, in order to respond according to customers' demand.
- 4) Should study data of employee issues of Kosa Hotel in Khon Kaen province.

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