

ABSTRACT

Customer satisfaction is one of the most important strategic weapons of best-practice hotel organizations. Among all the Asian markets, Mainland China was least affected by the economic downturn. It provides a leading source of tourism revenue to Macau. Chinese government allowed Chinese travelers to come to Hong Kong and Macau on individual base (自由行) in 2003 so that Chinese travelers can choose not to visit Macau by tour. They can travel to Macau more conveniently. This new policy further enhances the tourism development of Macau. In order to fully capture this market, it is important to satisfy the needs of the Mainland Chinese travelers. The objective of this study is to investigate how service quality influence Chinese travelers' satisfaction with hotel service in Macau by using the five dimensions of SERVQUAL model which is developed by Parasuraman (1988).

Five factors of the SERVQUAL model have been identified for this study. They are tangibles, reliability, responsiveness, assurance and empathy. Five hypotheses have been set for this research: (1) There is a positive relationship between tangibles dimension and Chinese travelers' satisfaction with hotel service in Macau. (2) There is a positive relationship between reliability dimension and Chinese travelers' satisfaction with hotel service in Macau. (3) There is a positive relationship between responsiveness dimension and Chinese travelers' satisfaction with hotel service in

Macau. (4) There is a positive relationship between assurance dimension and Chinese travelers' satisfaction with hotel service in Macau. (5) There is a positive relationship between empathy dimension and Chinese travelers' satisfaction with hotel service in Macau.

A sample size of 384 Chinese visitors was selected for a questionnaire survey and SPSS statistic program was employed for the data analysis. Finally, an interpretation of the result and conclusion for the management implication were demonstrated so as to provide sufficient and important information for improving service quality tailoring to Chinese visitors in Macau.