Research on Customer Satisfaction of Natural Ecological Hotels Based on Network Evaluation —— Taking InterContinental Shanghai Wonderland as an Example

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Abstract: With the continuous development of national economy, people pay more attention to the quality of traveling, so natural ecological hotels have become an indispensable and important part of the tourist life. However, there are still some problems in the operation process of InterContinental Shanghai Wonderland. So it is necessary to actively deal with the relevant problems through the feedback of hotel customers. This study establishes a research framework based on a literature review, collects 315 customer reviews from Ctrip.com as the research content, and employs a content analysis method to analyze the customer online reviews and refine the factors influencing customer satisfaction.

Keywords: Natural Ecological Hotel; Intercontinental Shanghai Wonderland; Online Reviews; Customer Satisfaction Influencing Factors

1. Introduction

Hotel customer satisfaction is the result of the comparison between the quality of products or services provided by the hotel and the interests and needs of customers, which has a great impact on the image enhancement of the hotel brand and the sustainable development of competitiveness[1]. With the rapid development and popularization of the Internet and the change of tourists' travel behavior, the Internet has become an important way for tourists to release and obtain travel information. More and more tourists are accustomed to paying attention to the comments of other travelers on review websites and social networks before traveling, and evaluating the consumption experience after traveling[2]. By the end of 2018, the volume of online reviews of hotel customers in China exceeded more than 190 million reviews. The customer review information from the Internet reflects to a large extent the comparison between the experience of customer consumption and expectations, thus reflecting the degree of customer satisfaction with the hotel[3].

As the world's first natural ecological hotel built in a waste rock pit, InterContinental Shanghai Wonderland turns "natural scars" into treasures. Different from traditional hotels, this study plans to investigate the customer satisfaction of natural eco-hotels based on online evaluation, taking InterContinental Shanghai Wonderland as an example, to help the hotel to understand the customers' evaluation of natural eco-hotels and their satisfaction in various aspects, so as to help the hotel to find the direction of improvement and measures.

2. Literature review

According to Ding Yusi and Xiao Yinan, in their study, there are seven primary factors that determine hotel guest satisfaction, namely, hotel location, hotel price, hotel service, hotel facilities, hotel food and beverage, network, and overall hotel comfort, and in their study [4]. In the study by Caixia Zhang and Junyang Wu, the factors determining customer satisfaction in hotels were more subdivided, with the addition of three new factors such as the hotel's hygienic environment, brand image, and customer check-in experience[5]. Unlike the above studies, Cai Yuan Yuan in her study distinguishes the overall factors affecting hotel customer satisfaction into four aspects: location environment, service quality indicators, equipment and facilities indicators, and personalized service indicators[6]. In a study by Tian Ye, Li Shaowen, Wei Jiao, Zheng Yanxia, Wei Jianghua, and Dang Qun on the example of Angsana Xian Lintong, which is of a similar type to the InterContinental Shanghai Wonderland, the study proposes the hotel's hot springs and its surroundings as a new determinant of hotel customer satisfaction[7].

This study hypothesized that customer satisfaction of InterContinental Shanghai Wonderland is also mainly affected by all the factors mentioned above. In addition, considering the special characteristics of natural ecological hotels, new influencing factors may be included.

3. Research Methodology

In this research plan, the online review of InterContinental Shanghai Wonderland was used as the main research site to collect information and analyze data.This study was mainly based on the literature review to establish the research framework. 315 customer reviews were collected from Ctrip.com as the research content, and the content analysis method was used to analyze the customer online reviews.

4. Data Analysis and Discussion

4.1 Data overview

This data is selected from all network reviews of InterContinental Shanghai Wonderland on Ctrip.com from September to December 2021, with a total of 315 collected, and the average rating of InterContinental Shanghai Wonderland in September-December is 4.85, with 306 positive reviews, accounting for 97.14%, and 9 bad reviews, accounting for 2.86%. Among them, 30 invalid reviews were collected, There are 285 valid reviews, with an efficiency rate of 90.48%.

4.2 Data collation of InterContinental Shanghai Wonderland 's online reviews

According to the questionnaire, for the network reviews were organized and summarized, the customer satisfaction factors of InterContinental Shanghai Wonderland can be summarized into the following eight points: hotel location, hotel price, hotel service, hotel and room facilities, hotel food and beverage, hotel hygiene, hotel architecture, environment, scenery, hotel recreational activities. The following is a specific analysis:

Out of 285 reviews, a total of 9 reviews, or 3.16%, were related to comments related to the location of the hotel, and poor reviews accounted for 100% of the related reviews. All 9 reviews reflected customer dissatisfaction with the remoteness of the hotel's location.

Of the 285 reviews, a total of 16 reviews, or 5.61%, were related to the price of the hotel, of which 14 were bad reviews and 2 were positive reviews, with the bad reviews accounting for 87.5% of the reviews. Of the 14 bad reviews, the remaining 13 bad reviews reflected customers' belief that the hotel room rate was not cost-effective.

Of the 285 reviews, there are a total of 178 reviews related to hotel services, accounting for 62.46%, of which 12 are bad reviews and 166 are positive reviews, with the bad reviews accounting for 6.74% of the relevant reviews. 21 of the 166 positive reviews reflect customers' dissatisfaction with the hotel's front desk service, while the remaining 13 positive reviews reflect customers' dissatisfaction with the hotel's cost-effectiveness.

Of the 285 reviews, there are a total of 89 reviews related to the hotel and room facilities, accounting for 30.83%, of which 16 are bad reviews and 73 are positive reviews.Of the 16 bad reviews, 6 bad reviews reflect customers are dissatisfied with the hotel facilities. 73 positive reviews, 43 positive reviews reflect customers are satisfied with the overall hotel facilities, 30 positive reviews reflect customers are satisfied with the hotel room facilities.

Of the 285 reviews, there are a total of 101 reviews related to hotel food and beverage, accounting for 35.44%, of which 17 are bad reviews and 84 are positive reviews, with the bad reviews accounting for 16.83% of the relevant reviews. Of the 84 positive reviews, 38 positive reviews reflect customers' satisfaction with the hotel's breakfast, 19 positive reviews reflect customers' satisfaction with the hotel's buffet, 15 positive reviews reflect customers' satisfaction with the hotel's fishing restaurant.

Of the 285 reviews, there are 26 reviews related to hotel hygiene, accounting for 9.12%, of which 18 are bad reviews and 8 are positive reviews, with bad reviews accounting for 69.23% of the reviews. 2 out of the 18 bad reviews reflect customers' dissatisfaction with the hygiene of the hotel's public areas, 3 reflect customers' dissatisfaction with the overall hygiene of the hotel, and 13 reflect customers' dissatisfaction with the hygiene of the hotel's rooms.

Of the 285 reviews, there are 172 reviews related to the hotel's architecture, environment and scenery, accounting for 60.42%, of which 2 are bad reviews and 170 are positive reviews, with the bad reviews accounting for 1.18% of the relevant reviews. 2 bad reviews reflect

customers' dissatisfaction with the hotel's scenery. 170 positive reviews, 27 positive reviews reflect customers' satisfaction with the hotel's architectural design and style, 130 positive reviews reflect customers' satisfaction with the hotel's environment and scenery, and 130 positive reviews reflect customers' satisfaction with the hotel's overall hygiene.

Out of 285 reviews, there are a total of 80 reviews related to the hotel's entertainment activities, accounting for 28.07% of the total, of which 80 are positive reviews, with bad reviews accounting for 0% of the relevant reviews. 80 positive reviews reflect customers' satisfaction with the hotel's entertainment activities such as the light show, the water screen rest, and the show with drones.

5. Summary and Suggestions

First, this study identified eight customer satisfaction influencing factors. In addition to the six influencing factors already identified in the literature review, this study newly identified two customer satisfaction influencing factors specific to natural ecological hotels, hotel architecture, environment, and scenery, and hotel e recreational activities.

Secondly, among the eight factors affecting customer satisfaction, this study found that most hotel customers pay more attention to five aspects of InterContinental Shanghai Wonderland's services, the hotel's architectural style, environment, and scenery, the hotel's food and beverage, the hotel and room facilities, and the hotel's recreational activities.

Among the remaining three factors affecting customer satisfaction, the number of comments on hotel location and hotel price is low, which does not reflect the opinions and suggestions of most customers. In the hotel hygiene factor, although the number of comments is small, the poor comments account for 69.23% of the number of relevant comments, which should also attract the attention of InterContinental Shanghai Wonderland.

Based on the previous findings, this study suggests that InterContinental Shanghai Wonderland, as a natural ecological type of hotel, has done its best in creating beautiful landscapes and combining them with the local characteristics of the natural ecological environment, and the hotel entertainment activities derived from them are extremely popular among customers, as well as being recognized by most of the customers in terms of the hotel services.

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