ASSESSMENT OF SATISFACTION OF DOMESTIC TOURISTS ON THE SERVICE QUALITY: A CASE ATUDY IN DAKKE RESORT, MANG DEN TOWN, KON TUM PROVINCE

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Abstract. *The objective of this study is to assess the satisfaction of domestic tourists with the quality of accommodation services at Dakke Mang Den Resort, Kon Plong district, Kon Tum province. The study used qualitative and quantitative methods to test the research model. The results of data analysis with 140 survey samples show that tourists' satisfaction with the quality of accommodation services at Dakke Resort, Mang Den town, Kon Plong district, Kon Tum province is influenced by all 6 factors affecting tourists' satisfaction including: reliability, responsiveness, level of empathy, tangible factors, service capacity and perceived price. In which, the responsiveness factor has the strongest influence and the service capacity factor has the weakest influence. From the research results, the article proposes solutions to improve visitor satisfaction with the quality of accommodation services at Dakke Resort, Mang Den town, Kon Plong district, Kon Tum province.*

Keywords: *tourist satisfaction, Dakke resort, Mang Den, Kon Tum*

1. INTRODUCTION

Society is more and more developing, leading to people being increasingly busy, stressed with work pressure. They desire to escape to the outside world, to places with beautiful natural scenery, fresh air to enjoy a quiet space and relax after hard working days. Therefore, tourism has gradually become an indispensable need in the cultural, spiritual and social life of people. In addition, tourism is also a "smokeless industry" or "chicken laying golden eggs" that brings economic benefits to many countries.

In Vietnam, the tourism industry is increasingly dominant, plays an important role in the national economic development and is considered one of the key economic sectors. An important part contributing to the development of tourism is accommodation service, this is a type of tourism service. Due to the increasing demand for tourism resorts of society, creating favorable conditions for investors to develop the accommodation service business market, especially new lands where new tourism is known and developing. In particular, Mang Den is a tourist destination that is still wild and unfamiliar to everyone. Mang Den is a small town in the Mang Den plateau, Kon Plong district, Kon Tum province, with an altitude of 1200m above sea level. Known as the "second Dalat" of the Central Highlands, Mang Den has a lot of attractive tourism resources, impressing with the majestic mountain scenery, fresh cool climate, especially pristine and the harmony of many different cultures from ethnic minorities living here. With the available valuable resources, Mang Den is where investors and accommodation service businesses concentrate here.

When traveling in Mang Den, the most known and chosen accommodation facility is Dakke Mang Den Resort. Conveniently located, Dakke Mang Den Resort has been chosen for many years as an ideal destination for tourists. Dakke Resort with the number of 47 rooms is operating with a maximum capacity of 150 guests along with a restaurant specializing in Highland cuisine, halls and campfire gong shows, meet the entertainment needs of tourists. However, besides the aspects achieved here, there are still many limitations. For example, the construction on high terrain, humid climate, so the room is still moldy, the food storage is not enough to serve guests. Besides, the quality of accommodation services here still has many issues that need to be researched and improved to better serve tourists. The evaluation of the quality of accommodation services is very important, it influences the decision of visitors to stay and return. Through research, assessing the satisfaction of visitors with the quality of accommodation services will also help Dakke Mang Den Resort or businesses operating in this field have a better view of the quality of services that their units currently provide to visitors. From there, there are more specific solutions and strategies, more appropriate orientations in the process of hotel and restaurant development.

2.   MATERIALS AND METHOD

2.1. Methods of secondary data collection and processing

Secondary data are collected from various sources such as: Department of Culture, Sports and Tourism of Kon Tum province; Center for Culture – Sports – Tourism and Media of Kon Plong district; Policies, documents, schemes and master plans for tourism development of the province; Information and data of the People's Committee of Kon Plong district; statistics from the business provided. In addition, the author also collects documents and materials related to research subjects from different sources such as: books, scientific journals, projects, theses, television media, internet, images, charts, ... The collected materials are processed and analyzed, then synthesized and classified according to the nature and extent of the research topic. Finally, based on the sources synthesized, analyzed and proceeded to write a complete article.

2.2. Primary data collection and processing methods

Field survey methods

In order to assess the satisfaction of domestic tourists with the quality of accommodation services at Dakke Resort, the author conducted 3 field surveys at Dakke Mang Den Resort. The author conducted observations, took notes, took pictures, interviewed and collected data related to the research content. The issues observed by the author include: location and accessibility, infrastructure and material and technical facilities for tourism, human resources for tourism, quality and price of tourism services, safety and security situation, food safety, etc ...

In-depth interview methods

The author applies the in-depth interview method to Mr. Luong Thanh Tien, manager at Dakke Mang Den Resort and Mr. Luong Ngoc Bao, currently vice chairman of the People's Committee of Mang Den town to learn about the awareness, life and experience of informants through their own perspectives, their language. In addition, conduct face-to-face interviews with the subject to deepen and better understand the research issue.

Questionnaire survey method

The primary data used in the study were collected using the convenient sampling method. The investigation was conducted between May 2022 and October 2022. The sample size selected was 140 domestic tourists.

The author uses SPSS 20.0 software to assist in encoding, data entry and data analysis. Data analysis methods from the software include: Descriptive Statistics, Scale Reliability Analysis, Exploratory Factors Analysis (EFA), Bivariate Correlate Analysis and Multivariate Linear Regression Analysis.

- Descriptive statistical method: This method is used to summarize the measurement values of variables in the form of frequency (%) and average values to reflect the general information of tourists staying at Dakke Mang Den Resort.

- Exploratory factor analysis method: To identify factors affecting domestic traveler satisfaction, KMO and Bartlett's inspections are performed to check the appropriateness of the variables that have been assessed for reliability. Factor Analysis method is used to identify factors affecting the level of satisfaction of domestic tourists with the quality of accommodation services at Dakke Mang Den Resort.

- Two-variable correlation analysis method: Two-variable correlation analysis to verify the relationship and relationship strength between two variables. To determine the relationship and the extent of the relationship, the scientists used the Pearson correlation coefficient, denoted r. The r-value runs between -1 and 1. When $-1 \leq r < 0$, the two variables have an inverse linear relationship (variable x increases, variable y decreases, and vice versa). If $0 < r \leq 1$, the two variables have a forward linear relationship (variable x increases, variable y increases). Where $r = 0$, the two variables have no relation to each other. The value of r between 0 and ± 1 represents the degree of connection between two variables. According to Luck and Rubin (2005), $\pm 0.8 < r \leq \pm 1$: two variables are strongly related; $- 0.4 < r < 0.0 < r < 0.4$: two weakly related variables (where the Sig. (*p*) value ≤ 0.05).

- Multivariate linear regression analysis method: A method of multivariate linear regression analysis, used to determine which factors affect the dependent variable (direction and degree). To assess the suitability of the model, the majority of researchers use an adjustable deterministic coefficient (R^2_{adj}), test F in ANOVA table, variance amplification coefficient (VIF). If the test result, $R^2_{adj} > 0.05$, the significance level (Sig.) of the test F ≤ 0.05 (Saunders et al., 2010 cited by Nguyen Trong Nhan, 2020), VIF < 10 then the research model is suitable for regression analysis (Dinh Phi Ho, 2012 cited by Nguyen Trong Nhan, 2020). However, in practice, we often compare the VIF value with 2, if the VIF < 2 does not have linear multi-additive phenomena between independent variables (and vice versa). The multivariate linear regression equation takes the form: Y = a + b1X1 + b2X2 + b3X3 + b4X4 + ... + bnXn. In particular, Y: score of dependent variable, a: intersection, b: slope, X: score of independent variable (Le Minh Tien, 2003 cited by Nguyen Trong Nhan, 2020).

3. RESEARCH RESULTS

3.1. Cronbach's Alpha scale reliability assessment results

After assessing the scale reliability and removing unnecessary variables HH4, HH5, GC2, GC4, the remaining variables are eligible for inclusion in the Exploratory factor analysis. Thus, there are 6 scales and 21 observational variables left to proceed to the next exploratory factor analysis. The results of reliability testing using Cronbach's Alpha coefficient show the components of the scale presented in Table 1:

Table 1. Scale reliability rating

STT	Scale	The number of observed variables ensures reliability	Cronbach's Alpha coefficient	Variable correlation coefficient - total oscillation correction	Eliminated variables
1	Reliability level	4	0,915	0,748 – 0,938	
2	Service capacity	4	0,603	0,330 – 0,491	
3	Tangible elements	3	0,805	0,624 – 0,701	HH4, HH5
4	Level of empathy	4	0,827	0,592 – 0,716	
5	Responsiveness	4	0,849	0,632 – 0,749	
6	Price felt	2	0,853	0,745	GC2, GC4

(Source: Results of analysis of domestic traveler survey data, 2022, n=140)

3.2. Exploratory factor analysis (EFA) results

After the scale of factors affecting domestic tourists' satisfaction with the quality of accommodation services at Dakke Resort, Mang Den town, Kon Plong district, Kon Tum province was tested for Cronbach's Alpha reliability with 21 satisfactory observation variables, the author goes on to conduct an EFA exploratory factor analysis.

Use KMO (Kaiser-Meyer-Olkin Measure) and Bartlett (Bartlett's Test) tests to check the relevance of data before conducting an exploratory factor analysis. Kaiser (1974; quoted by Nguyen Dinh Tho, 2011) claims that the KMO coefficient ≥ 0.9: very good; KMO coefficient ≥ 0.8: good; KMO coefficient ≥ 0.7: get; KMO coefficient ≥ 0.6: temporary; KMO coefficient ≥ 0.5: bad, and KMO coefficient < 0.5: unacceptable. According to Hoang Trong and Chu Nguyen Mong Ngoc (2008), if the Bartlett test has a Sig. value of > 0.05 (not statistically significant), then exploratory factor analysis should not be applied. In addition, to analyze the Exploratory factor, the percentage of total variance extracted must be greater than 50% (Le Van Huy and Truong Tran Tram Anh, 2012).

The results of EFA analysis for variables of independent factors stopped at the 2nd factor rotation; the indicators are satisfactory, with KMO = 0.740; Sig. = 0.000. After removing variables with a factor load factor of <0.5 from the initial 6 factors with 21 observed variables grouped into 6 factors with 19 observed variables and the percentage of total variance extracted = 75.141% > 50%. This means that at a stop factor of 1.432, these 6 factors explain 75.141% of the variability of the data. We have, the official scale with 6 independent factors consisting of 19 variables:

☐ "Reliability" factor with variables (TC1, TC2, TC3, TC4).

☐ Multiply the "Responsiveness" factor to variables (DU1, DU2, DU3, DU4).

☐ The factor "Level of empathy" with variables (DC1, DC2, DC3, DC4).

 "Tangible fator" factor with variables (HH1, HH2, HH3).

 The "Perceived Price" factor with variables (GC1, GC3).

 "Service capacity" factor with variables (PV3, PV4).

The results of the EFA analysis for the dependent factor variables "Satisfaction" are bad, with KMO = 0.562 > 0.5; Sig. = 0.000; total extraction variance = 73.576% > 50%, (Hair et al.,1998). This means that 73.576% of the change of overall satisfaction is explained by the observed variables. The dependent factor consists of the following variables: The "Satisfaction" factor with the variables (HL1, HL2, HL3).

Table 2: EFA results, scale of factors affecting satisfaction

Observation variables	Explain	Factor					
		1	2	3	4	5	6
TC1	Dakke Resort provides room type and service as committed	0,949					
TC3	Dakke Resort provides the service as committed	0,869					
TC4	Dakke Resort has specific notice to guests about the time when the service is performed	0,853					
TC2	When facing obstacles, Dakke Resort is honest when solving problems that customers encounter	0,834					
DU2	Staff respond quickly to the information you need		0,856				
DU3	Staff handle according to the service process and in order of priority despite the large number of customers		0,850				
DU4	The resort announces the exact operating time of services at Dakke Resort		0,805				
DU1	Staff always serve you quickly and on time		0,725				
DC4	Employees understand the special needs of customers			0,853			
DC3	Employees are always close and care for customers			0,800			

DC2	Employees always know how to recognize errors and fix them according to customer requirements	0,796	
DC1	Dakke Resort always pays attention to the requirements of customers	0,712	
HH3	Dakke Resort has safe and convenient shuttle bus facilities	0,869	
HH2	Facilities and equipment at Dakke Resort are designed modern and comfortable	0,836	
HH1	Dakke Resort has beautiful scenery associated with nature	0,828	
GC1	The price of renting rooms of Dakke Resort is relatively cheaper than other accommodation facilities (in Vietnam)		0,916
GC3	The cost of dining at Dakke Resort is relatively cheaper than other restaurants (in Vietnam)		0,909
PV4	Staff are fully trained with knowledge of local information to provide to customers		0,780
PV3	Staff are always polite and courteous to customers		0,773

(Source: Results of analysis of domestic traveler survey data, 2022, n=140)

Table 3: EFA results satisfaction scale

Observation variables	Factor load factor	Total extraction variance (%)
HL1	2,207	
HL2	0,585	73,576
HL3	0,207	

(Source: Results of analysis of domestic traveler survey data, 2022, n=140)

3.3. Results of multivariate regression analysis

The results of the data examination show that all variables have a coefficient Sig. = 0.000 < 0.01. Thus, the variables were statistically significant with the satisfaction factor (F_HL). The coefficient R^2 adjusted in the model summary table = 0.523 (test F, Sig. <0.05). Thus, 52.3% of F_HL changes are explained by independent variables and are guaranteed to be meaningful with a confidence level above 99%. Also, the Sig. value of test F in the ANOVA table =0.000 <0.05. Thus, overall, the independent variables are linearly correlated with the dependent variable.

Therefore, the linear regression model is consistent with the actual data. The Durbin–Watson coefficient = 2.012 is in the range [1:3] so the model has no self-correlation. In addition, the variance magnification coefficient (VIF) of the factors F_TC, F_DU, F_DC, F_HH, F_GC, F_PV in the coefficients table is 1.153, respectively; 1,168; 1,177; 1,030; 1,077; 1.104 is within the allowable range (i.e. <10) indicating that the model is free of linear multi-additiveness, allowing the author to assert the appropriate data for multivariate linear regression analysis.

Table 4: Results of multivariate regression analysis

Model	Non-normalized coefficients		Normalization factor	Accreditation t	Significance level	VIF coefficient
	Beta multiplier	Standard error	Beta multiplier			
Constant	-1,003	0,396		-2.534	0,012	
F1_TC	0,239	0,047	0,323	5,131	0,000	1,153
F2_DU	0,264	0,051	0,328	5,176	0,000	1,168
F3_DC	0,244	0,066	0,236	3,707	0,000	1,177
F4_HH	0,253	0,063	0,238	4,001	0,000	1,030
F5_GC	0,131	0,035	0,228	3,746	0,000	1,077
F6_PV	0,153	0,043	0,219	3,552	0,001	1,104

(Source: Results of analysis of domestic traveler survey data, 2022, n=140)

In summary, the normalized regression equation shows the linear relationship between 6 independent factors "Responsiveness", "Reliability", "Tangible Factors", "Empathy Level", "Perceived Price", "Service Capacity" and the dependent factor "Visitor Satisfaction". The regression equation takes the form:

$$SHL = 0.328F2 + 0.323F1 + 0.238F4 + 0.236F3 + 0.228F5 + 0.219F6 + e_i$$

Thus, according to the above equation, all 6 factors have an important influence on the satisfaction of visitors with the quality of accommodation services at Dakke Resort, Mang Den town, Kon Plong district, Kon Tum province. The order of importance of each factor depends on the value of the β coefficient. The greater the factor with a β factor, the greater the impact on satisfaction. As a result of the equation, travelers' satisfaction with the quality of accommodation services at Dakke Resort, Mang Den town, Kon Plong district, Kon Tum province is most affected by the factor "Responsiveness" (β = 0.328), followed by the factor "Reliability" (β = 0.323), followed by the "Tangible Factors" (β = 0.238), respectively the "Empathy Level" (β = 0.236), the "Perceived Price" (β = 0.228) and finally the "Service Capacity" factor (β = 0.219) with the lowest impact on visitor satisfaction.

3.4. Visitor satisfaction through scales

In general, the results of assessing the satisfaction of visitors with the quality of accommodation services at Dakke Resort, Mang Den town, Kon Plong district, Kon Tum province

are relatively positive, some visitors are quite satisfied and some feel normal with the quality of service here. That is reflected in the results of visitors' assessments of each component of the scale.

Table 5: Results of satisfaction of visitors with the quality of accommodation services at Dakke Resort

Scale	Observation variables	Average value	Standard deviation	Scale average
Reliability level	TC1	3,44	0,603	3,45
	TC2	3,44	0,603	
	TC3	3,45	0,615	
	TC4	3,46	0,616	
Responsiveness	DU1	3,45	0,627	3,43
	DU2	3,43	0,601	
	DU3	3,41	0,586	
	DU4	3,43	0,601	
Level of empathy	DC1	3,43	0,525	3,30
	DC2	3,28	0,466	
	DC3	3,31	0,478	
	DC4	3,19	0,447	
Tangible Factors	HH1	3,25	0,451	3,26
	HH2	3,27	0,446	
	HH3	3,26	0,443	
Perceived price	GC1	3,71	0,771	3,71
	GC3	3,70	0,727	
Service capacity	PV3	3,32	0,712	3,33
	PV4	3,34	0,695	

(Source: Results of analysis of domestic traveler survey data, 2022, n=140)

4. SOLUTIONS TO IMPROVE DOMESTIC TOURISTS' SATISFACTION WITH THE QUALITY OF ACCOMMODATION SERVICES AT DAKKE RESORT

4.1. For responsiveness

Facilities must be good of standard quality, providing visitors with comfort. Everything must be carefully and accurately prepared before guests enter the Resort. It is necessary to carefully check the services booked by guests to accurately announce the implementation time, minimize errors in reporting the wrong time to guests. In addition, it is necessary to pay attention to quickly resolve complaints and special requests of guests. In addition, providing information to visitors is also very important, so staff should be trained to fully equip knowledge about the resort, localities, attractions, dining, entertainment to quickly provide visitors when they have requirements.

4.2. For the level of reliability

Reliability is essential and very important, which creatively trust guests will rest assured, feel comfortable and be satisfied. From there, guests will tend to return to the resort and introduce to relatives and friends. That Resort needs to pay attention to the following issues: Regularly maintain the equipment in the Resort to prevent fire and explosion, equip fire extinguishers; have a hotline for customers to report the theft of customer's property and money; need to have rules signs, manage and exploit CCTV systems at places in the Resort to check the security and safety; the staff of the Resort must be honest, do not steal valuable assets during the cleaning process. In case the customer forgets the property and money in the Resort, the housekeeping staff should contact the reception department to find information about the customer who was in that room to contact and give back the property, money for customers.

Resort could participate in many promotional programs to build the image of the Resort, and exchange programs with other partners and businesses in the region to be able to link and cooperate in the future, especially travel businesses.

4.3. For tangible factors

It is necessary to have a landscape team to regularly maintain and take care of ornamental gardens, weeding, build new landscaping, add greenery in the room to create a fresh and airy feeling. The resort needs to create many photo angles with typical flowers of cold region, miniatures of gong culture and art, rental of traditional costumes, memorable photography services. Dakke Resort is conveniently located near Dakke Lake, from where the rooms can overlook the lake. However, at present, the lake cannot be seen because it is covered by woodland, so planning and renovation is needed to handle the tree space behind. That will contribute to increasing the landscape value of the Resort, creating excitement for visitors and also can enhance the value of the room.

Resort should build a waste treatment system before being discharged into the natural environment. The most important of which is wastewater, which must be treated before being discharged into the environment in order to contribute to protecting the water and soil environment, contributing to minimizing pollution. In addition, emissions, garbage, noise also need to be treated to avoid affecting accommodation facilities and surrounding areas.

It is necessary to diversify the products and services of the Resort. Diversifying accompanying products and services not only attracts tourists but also contributes to increasing revenue, increasing profits and competitiveness. Considered as one of the largest

accommodations of Mang Den, however, Dakke Resort still does not meet all the required services of the Resort. Therefore, it is necessary to invest in more bars, where drinks are served to visitors. Build gym, swimming pool, karaoke room, Spa ... Especially, Resort needs to quickly replenish medical services.

Service staff is people who are in direct contact with customers, which is the face of the business. Therefore, the appearance of resort staff must be good-looking, neat, polite, elegant, and appropriate. It is recommended to redesign costumes for employees, each department should have different costumes in color for convenience in the process of working, identifying and serving customers. Staff with polite and decent appearance and attire will contribute to helping visitors feel more loved and comfortable. It is necessary to equip a name tag for each employee to facilitate visitors to reflect their opinions when problems occur.

4.4. For empathy

It is recommended to meet regularly with customers through welcoming and sending off guests, especially delegations and VIPs. Resort also should meet guests at breakfast at restaurants and dinner, ask about their health, wish guests delicious meals, ask for opinions so that guests feel cared for as well as get feedback to promptly adjust service to ensure better quality. It is necessary to be proactive in understanding the special needs of visitors so that they can respond promptly.

The resort should enhance the collection of customer comments via Email, mail meetings, feedback sheets, rubrics to know what is missing, what customers are not satisfied with to take timely remedies, survey opinions and reviews of visitors after experiencing accommodation services, encourage customers to evaluate by giving incentives to customers after evaluating the quality of the Resort, both knowing the problems visitors face, and encouraging visitors to return to the Resort to use the offer.

4.5. For perceived price

Frist, they need to research on products and prices, then see how the products and services available in the resort are perceived by guests, what is the effect of Guest sensitivity to pricing policy? Resort should have appropriate promotions and gift policies (gifts and incentives for New Year, birthdays, company establishment dates ...), discounts or promotional prices for groups with large numbers or free use of an additional service....; to bring added value, such as the program to accumulate points for every visit to a room or restaurant. In the low season, there should be a special discount policy (reduced from 10-20%) to stimulate more consumer psychology of tourists and attract more domestic visitors.

4.6. For service capacity

Employees are direct servants of customers, so two basic issues that need to be concentrate of to improve the satisfaction of visitors are the service attitude and professional level of staff. Training staff programs can make Resort's staff realize the profitability of the resort starts with customer satisfaction. It is the hospitality and working spirit of the staff that will contribute to deciding whether customers feel satisfied when staying here or not. It is necessary to train staff in communication skills, always keep smiling, perform the service quickly. When guests have questions and complaints, they must explain to guests to understand the problem, avoid ignoring comments from guests because that is the basis for the resort to satisfy guests and build a good imagine for Resort.

The resort's current human resources are still not enough to meet the current required number of workers. Therefore, it is necessary to find resources, which provide the resort with an appropriate amount of labor, thereby conducting training, turning them into quality resources for the resort. It is necessary to develop and organize professional training programs on knowledge, skills and attitudes to serve employees. There is a quarterly and annual evaluation method to detect deficiencies that need to be trained or disciplined for poor people and commend for a good staff to encourage employees who has well perform in their tasks. In particular, Resort should regularly organize training to improve foreign language proficiency for employees. In Addition, they should adopt policies to encourage and support employees to learn more foreign languages, learn about the communication culture and living culture of regions in the country and the world.

4.7. Solutions to build brand and maintain competitiveness

Dakke Resort should form a customer information system, create products suitable for different markets and help the resort invest in building products and services in the right direction. They should develop a "Business Strategy", "Customer Policy", and "Operating Standards" in accordance with the general policy of the Resort. For example, they could develop after-sales policies and implement them to boost room occupancy and raise the average room selling price. Moreover, promote the use of the Internet to promote products to domestic as well as foreign customers is also a good idea. Resort should build good and effective relationships with potential customers, find neglected market niches, not paid enough attention. In addition, it is necessary to maintain good relations with grassroots trade unions, local trade unions, with authorities, tour operators, businesses that often send visitors and some customers who often come to Resort. Furthermore, it is value in having a special preferential policies for tour operators who regularly provide domestic guests to the hotel, creating reliable business partnerships.

CONCLUSION

In the current fierce competitive environment nowadays, businesses must constantly innovate, improve the quality of their products and their services toward sustainable development. The success of each business depends greatly on the level of satisfaction of visitors, it can be said that visitor satisfaction is a measure of the service quality of businesses. Therefore, the study of visitors' satisfaction with service quality is extremely important in setting orientations and developing appropriate strategies to attract tourists. Therefore, through the process of researching and analyzing data at Dakke Resort, Mang Den town, Kon Plong district, Kom Tum province, it has shown positive impact factors and restrict affecting the development of this place. The factors affecting the satisfaction of domestic tourists with the quality of accommodation services at Dakke Resort include: (1) Reliability, (2) Responsiveness, (3) Empathy level, (4) Tangible Factors, (5) Perceived price, (6) Service capacity. In particular, Responsiveness is the strongest influence and the factor of service capacity is the weakest influence. Based on the research results, the author proposed solutions to improve visitors' satisfaction with the quality of accommodation services in the study area.

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