

Insert Name

Research Proposal

Customer Satisfaction at the Wyndham Hotel Group

Module Title and Module No

Instructors Name

Date of Submission

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1 Background to the research

In the 21st century, hospitality and tourism sectors have become one of most active industries. Unlike in the past, different countries now welcome more visitors to their countries per year. Majority of visitors visiting most countries consists of tourists who visit the countries as part of their holiday vacations. Majority of organizations operating in hospitality and tourism sector, strive to ensure that their customers are always satisfied. That is the case because they believe that there are a lot of benefits that are to be derived by satisfied customers. To ensure customers are satisfied, the organizations adopt different strategies that make sure that the product and service offering meets and probably exceeds customers' needs.

According to Cochran (2003), customer satisfaction is a measure of the extent to which products and services supplied by a given organization meet or surpasses customers' needs. Hill, Brieley and MacDougall (2003) discussed measuring customer satisfaction been valuable since it enables an organization to understand how customers perceive an organization while establishing whether customers' expectations are met. Another benefit of customer satisfaction as noted by Hill, Brieley and MacDougall (2003) is that it helps an organization to benchmark its performance against that of other competitors while at the same time increasing profits through improved customer loyalty and retention.

The aim of the proposed research is to conduct a customer satisfaction survey for Wyndham Hotel Group. It is anticipated that the research findings will be used by the company to ensure that high customer satisfactions rates are maintained in the future.

2 Research Schedule

The proposed research will be undertaken in a period of six weeks. The entire schedule to be followed is detailed below:

- a) **Preparation** : The first step, which also happens to be the current step, will involve the researcher conducting preliminary research in order to establish the ideal research topic that will be pursued. Phase one of the research process is expected to take place during

the first week of the research process. In this process, the researcher will also make a decision on the organization that will be used in the research process.

- b) **Primary and Secondary Research:** The second phase of the research is expected to take place in the second and third week. The phase will involve the researcher conducting the secondary research in order to establish theories and concepts that will be used when conducting the research. In addition, research questionnaire will be developed in the second week and forwarded to two respondents in order to establish whether the other respondents will understand the questionnaire. The primary research is expected to be conducted in week 3 once the pilot study has been carried out, and research questionnaire has been amended.
- c) **Data Analysis:** Once response has been collected from the respondents, the collected data will then be analyzed in week 4. To analyze the collected data, the researcher will then make use various data analysis techniques. The analysis techniques will include SPSS and Microsoft Office Excel.
- d) **Compiling research findings:** Week five will be spent compiling the final research report that will explain the entire research process into more details.
- e) **Review of final research report and submission of the report:** The compiled report will be reviewed in week six before it is submitted.

3 Purpose of the research

The proposed research will be beneficial to Wyndham Hotel Group since the findings will establish if the organization's customers are satisfied with the services offered. In addition, the findings will also be valuable to Wyndham Hotel Group as they will be used to determine the strategies that the company should adopt for the future. Finally, the research findings will be beneficial to the subject of marketing as they will either concur or disagree with past customer satisfaction researches.

4 Research Questions

In order to achieve the stated objective, the research will seek to answer the following research questions:

- a) What are Wyndham Hotel Group customers' expectations?
- b) Does quality offered by Wyndham Hotel Group determine the level of customer satisfaction?
- c) What makes customers use Wyndham Hotel Group services?
- d) Are the customers satisfied by services offered by Wyndham Hotel Group?

5 Review of literature

The literature review section of the research report will consist of relevant information about various theories, concepts and models of customer satisfaction as discussed by various authors, scholars and researchers. Because of word limits on this proposal, some of the topics that will be discussed in the literature review section have been discussed briefly in this section.

5.1 Customer Satisfaction

Customer satisfaction as discussed by earlier researchers is an evaluation of a choice that happens after a customer has made a purchase (Hallowell, 1995). Kotler et al. (2003) on the other hand defined satisfaction as 'a person's feelings of pleasure or disappointment resulting from comparing a product or service perceived performance in relation to his or her expectations' (p. 36). Gustafson et al. (2005) gives a similar definition as he has explained that customer satisfaction entails a customer's evaluation of a product or service offering to date. Furthermore, according to Gustafson et al. (2005), overall customer satisfaction has a positive effect on loyalty in situations where customers are satisfied with products or services been offered.

5.2 Measuring customer satisfaction

According to Gagnon and Chu (2005), organizations can measure customer satisfaction through a number of complaints made by customers, number of returned products or by conduction a customer satisfaction survey that involves customers responding to questions that are meant to establish if they are satisfied with what is offered.

6 Research Methodology

Research methodology as explained by Saunders et al. (2007) consists of different methods used when conducting a research. The two main research methods as discussed by Saunders et al.

(2007) consist of quantitative and qualitative research. The difference between the two methods of research is that quantitative research mainly involved large sample population who responds to the research questionnaire. Qualitative research on the other hand involves collecting, analyzing and interpreting data by observing behavior of the respondents (Patton, 2000).

6.1 Quantitative Research

In the proposed research, a quantitative approach will be used. The researcher opted for a quantitative approach since the approach will allow the researcher to make use of various analyses techniques in order to analyze the data collected from large population (Cresswell, 1994).

6.2 Research Tools

In the proposed research, data will be collected by conducting a survey that will consist of fifteen research questions. Since a quantitative approach will be used, closed ended questions will be used to collect response from the respondents. The questionnaire will be handed to the respondents who will be made up of customers of Wyndham Hotel Group.

The research questionnaire will consist of two sections. The first section will have four questions that will ask respondents about their personal details such as occupation, age and gender. The other section will consist of eleven questions. The questions will ask respondents about various aspects of customer satisfaction in perspective of Wyndham Hotel Group.

Before the actual research takes place, the researcher will inform all the respondents that their participation in the research process is on a voluntary basis and that they will be free to withdraw their involvement in the research process at any time. In addition, the researcher will also inform the respondents that an electronic copy of the final research report will be made available to them once the research has been completed.

6.3 Research population and Sampling Technique

In the proposed research, random sampling will be used. What that means is that research questionnaire will be handed randomly to individuals who will be found in any of Wyndham Hotel Group premises. The researcher opted for random sampling method since it was established that the majority of individuals who are present at any of Wyndham Hotel Group

premises are customers. The total size of the research population is expected to be 102 respondents. The researcher has already established that it will be possible to get a response from 102 respondents. This will be the case because the majority of Wyndham Hotel Group premises has over 100 customers during any time of the day. Nevertheless, it is significant to highlight that the final number of respondents involved in the actual research will be 100 as 2 respondents will be used in the pilot study.

6.4 Pilot Study

Prior to conducting the main research, the researcher will first conduct a pilot study. Two respondents will be handed the questionnaire and asked to give their response. Once response has been collected, the researcher will then engage with the respondents in order to establish if they understood all the research questions well. The aim of conducting the pilot study will be to ensure that the respondents understand all the questions in order to ensure that the desired response is given.

6.5 Data Analysis

Once response has been collected from the respondents, the researcher will then analyze the data in order to get a clear understanding. Statistical Program for Social Sciences (SPSS) and Microsoft Office Excel 2007 are expected to be used in data analysis. The analyzed data will then be presented in tables and graphs format. The two formats will be used to ensure that anyone who reads the final research report gets a clear understanding of the data collected.

6.6 Ethical Issues

According to Ghauri and Gronhaug (2002), any research that has no room for ethical considerations cannot be termed as been valid. The researcher will thus undertake all necessary measures to ensure that all ethical aspects of the research process are followed. In particular, the researcher will make efforts to ensure that the respondents understand that their participation in the research process is on a voluntary basis, and they can withdraw at any time of their liking. Furthermore, the researcher will also take all measures possible to ensure that respondents' identities are kept anonymous.

7 Structure of the final research report

The final research report that will be compiled after analyzing the data will consist of five sections.

- a) **Section 1: Introduction:** Section 1 will consist of introduction and will be mainly present the research objectives, motivations behind the research, research questions as well as an outline of the entire research report.
- b) **Section 2: Literature review:** Section 2 will be made up of the literature review that will present discussions on various theories and concepts of customer satisfaction.
- c) **Section 3: Methodology:** Section 4 will be made up of the research methodology. Some of the topics to be discussed in the section involves research design, justifications for the chosen research design, sources of information used and sample population among others.
- d) **Section 4: Results and discussions:** Section 4 will consist of the analysis of the research finding with discussions on the findings been made.
- e) **Section 5: Conclusion:** Section 5 will be the final section of the research and will seek to sum up the entire research process. In addition, apart from the conclusions, the section will also consist of recommended future research topics that can be undertaken as a follow up to the research.

8 Research Budget

The research will have a modest budget of GBP 350. The budget will be mainly used to cover transport expenses to various Wyndham Hotel Group premises. The researcher will avoid other unnecessary expenses by making use of already existing resources from the university. For example, instead of buying a new laptop for research, the researcher will make use of his own laptop. In addition, instead of buying or subscribing to have access to SPSS, the research will use the university's SPSS which will not be charged at all. Any academic journals or text books required for secondary research will be accessed from the university library free of charge.

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