

Exploratory research on the satisfaction and dissatisfaction of Chinese guests towards serviced apartments in Auckland, New Zealand

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A dissertation submitted to Auckland University of Technology in partial fulfilment of the requirements for the degree of Master of International Hospitality Management (MIHM)

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2020

Abstract

Customer satisfaction and dissatisfaction have always been a topic of academic research, and it has increasingly been paid more attention because it directly affected customer experiences (Lu et al., 2015). Previous studies on customer satisfaction and dissatisfaction have focussed on hotels, resorts and restaurants, with little research conducted on serviced apartments. However, increasingly more Chinese guests are attracted to serviced apartments because it is cheaper in price and the same service compared to the hotel (Zheng & Wang, 2012). This study focusses on serviced apartments in Auckland, New Zealand and uses online reviews to analyse the satisfaction and dissatisfaction of Chinese guests evaluating serviced apartments in Auckland, New Zealand.

The interpretivism paradigm was adopted in this study. At the same time, this dissertation used a qualitative research method. In this study, 23 serviced apartments rated 4-5 stars on the Booking.com website were selected from 379 serviced apartments in Auckland as the data source. This study used satisfaction and dissatisfaction reviews on Booking.com as a database. A total of 370 online reviews were collected from Booking.com from 1st December 2019 to 31st December 2019, which included both satisfaction and dissatisfaction online reviews. Content analysis was the data analysis method of this dissertation.

According to the findings of this study, serviced apartments located in the central business district (CBD) of Auckland, with clean rooms, well-equipped facilities and positive staff, were the factors found to satisfy Chinese guests. In the dissatisfaction section, the cleanliness of the rooms is the most important factor that leads Chinese guests to be dissatisfied with serviced apartments in Auckland. Unusable facilities, having to pay for parking, and staff with negative attitudes have played a significant role in causing dissatisfaction amongst Chinese guests evaluating serviced apartments in Auckland.

This study could be useful for managers of serviced apartments in Auckland to provide them with advice on how to ensure and improve the satisfaction of Chinese guests. These findings also help to provide an understanding of the satisfaction and dissatisfaction of Chinese guests for future research in the tourism and hospitality industry.

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Attestation of Authorship

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.”

Signed:

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September 2020

Acknowledgements

First of all, I would like to express the deepest thanks to my primary supervisor, Dr Tracy Harkison, and my secondary supervisor, Associate Professor Shelagh Mooney, who gave guiding opinions and suggestions on the research direction during the long period of my dissertation. They gave me timely and detailed guidance on my difficulties and doubts and put forward many useful suggestions for improvement. Especially during the writing of this dissertation, as encountered the COVID-19 epidemic. The supervisors overcame many difficulties to meet my schedule for online meetings, explaining the challenges I raised in detail, and providing guidance and suggestions for my dissertation. At the same time, they invested a lot of time and energy in the dissertation writing project, checking every detail of the project until the research was completed. After the first full draft was completed, Dr Tracy Harkison and Associate Professor Shelagh Mooney carefully reviewed my dissertation and pointed out areas where I could improve. Thank you very much for your careful and patient guidance. Without the help of my supervisors, I could not have finished my thesis successfully. Thank you very much.

Secondly, I would like to thank the faculty of the School of Hospitality and Tourism and all my peers. During our study at Auckland University of Technology, we learned from each other and helped each other. We had a precious and unforgettable time.

Finally, I would like to thank my family members and friends for their support, encouragement and help during the writing of my dissertation. Your encouragement and assistance helped motivate me to finish my dissertation. Thanks to everyone who helped me.

Chapter 1 Introduction

1.1 Introduction

This dissertation explores the factors that affect the satisfaction and dissatisfaction of Chinese guests staying in serviced apartments in Auckland, New Zealand. This chapter introduces the research background and significance of the research, then the research objectives and research questions will be explained in this chapter. Finally, the research methodology and the structure of this dissertation are discussed in this chapter.

1.2 Research background

As a tourist country, New Zealand attracts tens of thousands of international guests every year. In recent years, as the first main industry of New Zealand, the tourism industry has made a significant contribution to New Zealand's economy (Jafoullah, 2015). According to the report "Tourism satellite account" in 2019, the tourism industry generated 16.2 billion New Zealand dollars, accounting for 5.8 per cent of GDP. This report showed that the number of overseas guests had increased by 1.3 per cent from 2018 to 2019, and these visitors contributed 20.4 per cent of New Zealand's total exports of goods and services and 1.8 billion of Goods and Services Tax (GST). As of March 2019, the top three countries for the greatest number of overseas visitors to New Zealand were Australia (1,491,000), China (434,323) and the United States (362,394) (Stats NZ, 2019c), showing that Chinese tourists occupy an important position in the tourism industry of New Zealand. Furthermore, 17.38 million overseas tourists stayed in short-term commercial accommodation in New Zealand (Stats NZ, 2019c), which illustrates the popularity of short-term commercial accommodation, as a form of holiday accommodation, amongst many overseas tourists. Although the current number of Chinese tourists to New Zealand is not the highest proportion of international tourists, according to the five-year forecast report of the New Zealand Tourism Report (2020), tourists from China will surpass Australia and become the number one supplier of international tourists to New Zealand. Therefore, Chinese tourists will play a pivotal role in the tourism industry of New Zealand.

Schiff and Becken (2011) point out that the tourism industry in New Zealand offers many opportunities for the hospitality industry. As of March 2019, 229,566 people in New Zealand were directly employed in the hospitality industry, an increase of 3.9 per cent over the previous year and 9.3 per cent compared with 2016 (Stats NZ, 2019c). In addition to that, according to a report by Auckland Tourism, Events and Economic Development

in 2018, the accommodation industry in Auckland has reached 84.5 per cent occupancy due to the increase in the number of visitors for the year ending June 2018. From March 2018 to March 2019, accommodation services generated revenue of 3.3 billion New Zealand dollars, up 4.6 per cent from the previous year (Stats NZ, 2019c). Therefore, the hospitality industry occupies a significant position in New Zealand's tourism industry.

In recent years, the number of Chinese outbound tourists has increased year by year, and with the improvement of Chinese tourists' consumption ability, many countries have launched different tourism programmes to attract Chinese tourists and have made the Chinese market a major tourism market (Chen et al., 2020; Meng et al., 2019). New Zealand has always regarded the Chinese market as an essential market for tourism development (Tourism New Zealand, 2019). With the popularity of serviced apartments in China, increasingly, more Chinese people will pay attention to serviced apartments and reviews from the past when they travel abroad (Li, 2012; Xu, 2014). According to a Chinese study, Chinese outbound tourists tend to be younger and overseas trips tend to be more family-oriented, which means that increasingly, young parents are taking their families abroad for their holidays (Wei, 2018). Sun et al. (2015) emphasised that the Chinese market will play a significant role in driving the growth of the tourism and hospitality industry in the next decade. Therefore, the customer satisfaction of Chinese tourists is particularly essential.

Zheng and Wang (2012) suggested that Chinese customers consider serviced apartments with clean rooms and full facilities, especially those with kitchen facilities, as important indicators of satisfaction. Efficient service, friendly staff, and convenient location are also factors that affect the satisfaction of Chinese customers with serviced apartments (Zheng & Wang, 2012). Waldthausen and Oehmichen (2014) point out that Chinese customers' satisfaction with serviced apartments in Western countries mainly focusses on the service aspect. At the same time, Chinese customers are highly satisfied with employees who are helpful and courteous (Waldthausen & Oehmichen, 2014). When viewing customer dissatisfaction, the growth of customer dissatisfaction leads to the decline of customer loyalty, which leads to the serious loss of customers (Bisschoff & Joubert, 2020).

Some studies have discussed guest satisfaction and dissatisfaction of the serviced apartments globally, namely: Rafeekamol & Aslam, 2018; Sriboonjit & Rattanaprichavej, 2013; Waldthausen & Oehmichen, 2014; Xu, 2020; and Zheng & Wang, 2012. However, a particularly small number of studies have focussed on the satisfaction and

dissatisfaction of Chinese tourists (Guo et al., 2019; Tian & Li, 2015). Some studies have explored the satisfaction and dissatisfaction of Chinese customers towards hotels in New Zealand (An et al., 2018; Wang et al., 2019), but there were no studies on the satisfaction and dissatisfaction of serviced apartments in New Zealand. In particular, no studies have been found on satisfaction and dissatisfaction of serviced apartments in Auckland. Thus, this study used online comments from guests of Booking.com to explore these factors to fill the research gap.

1.3 Research aims and research question

The purpose of this dissertation is to explore the satisfaction and dissatisfaction of Chinese guests with serviced apartments in Auckland. Customer satisfaction has a profound impact on the service industry because it is not only a reflection of customer loyalty but also a catalyst to promote the improvement of service (Sepehr & Head, 2018), while customer dissatisfaction affects the survival of a service-oriented industry (Xia et al., 2019). The purpose of this study is also to provide suggestions to operators of serviced apartments in Auckland to increase the customer satisfaction for Chinese guests and to provide some references and directions for future studies. Therefore, according to the purpose, the research questions of this study are as follows:

1. What factors do Chinese guests evaluate as satisfactory when staying in serviced apartments in Auckland?
2. What factors do Chinese guests evaluate as dissatisfactory when staying in serviced apartments in Auckland?
3. How can serviced apartments in Auckland ensure satisfaction for Chinese guests?

To answer the research questions, online reviews were collected from Booking.com which has a wealth of data to draw upon, which is online reviews by customers who have booked and checked in to expressing their satisfaction and dissatisfaction with the accommodation. Using these online reviews as data, this study analysed and identified factors that affect the satisfaction and dissatisfaction of Chinese guests of serviced apartments in Auckland.

1.4 Research methodology

This study adopted a qualitative research approach. Since the purpose of this study was to determine the factors that influence the satisfaction and dissatisfaction of Chinese

customers evaluating serviced apartments in Auckland, it is based on the analysis of online reviews of customers. An interpretivism paradigm was identified to underpin this study, analysing the collected data to explain the factors that affect the satisfaction and dissatisfaction of Chinese customers with serviced apartments in Auckland. In this study, due to the time constraints to complete a dissertation, secondary data in the form of online reviews on Booking.com were collected and analysed instead of using primary data.

The population of this study was 23 serviced apartments located on the central business district (CBD) of Auckland on the Booking.com website. The sample was selected from the reviews of these 23 serviced apartments with both satisfactory and unsatisfactory reviews and purposeful sampling was used to collect 370 valid reviews from the Booking.com website. The data collection period of this study was from December 1, 2019 to December 31, 2019.

The content analysis method was adopted in this dissertation, as content analysis is a useful technique to help researchers to identify themes or meanings of the message in the text data (Hofmann, 2013). In this study, the data collected through the Booking.com website is text data, which needs to be encoded and interpreted through content analysis. Manual coding was used to calculate the frequency of themes in this study.

1.5 Structure of the dissertation

This dissertation consists of five chapters, namely the introduction, literature review, methodology, findings and discussion and conclusion as follows:

Chapter One: Introduction.

This chapter gives a big picture of this dissertation. Firstly, it introduces the background of this research. Secondly, the research aims and research questions of this dissertation are explained. Next, the research methodology of this dissertation is discussed, including the research method, paradigm, population, sample size, and analysis method.

Chapter Two: Literature review.

This chapter first explains the critical position of the tourism industry in New Zealand and the accommodation sector in New Zealand. Secondly, the background and history of serviced apartments is described. Next, it explains the current situation of serviced apartments in China and the acceptance of serviced apartments by Chinese people. Then, through the definition of customer satisfaction, it further introduces the impact of

customer satisfaction on the hospitality industry and the factors of customer satisfaction in China. The description of customer dissatisfaction and the factors that Chinese customers perceive as dissatisfaction is described in the next section. Finally, by comparing the advantages and disadvantages of several well-known online comment platforms, the online platform that is helpful to this study is selected and introduced.

Chapter Three: Methodology.

This chapter introduces the research philosophy, which underpins this research, namely the interpretative paradigm and the research method - qualitative method, that was adopted in this research. Then, the population and sample size are illustrated, the content analysis method is also explained. Finally, this chapter describes the process of data collection and data analysis process.

Chapter Four: Findings and discussion.

This chapter introduces the main findings of Chinese guests' satisfaction and dissatisfaction factors for serviced apartments in Auckland and compares previous research to determine the similarities and differences. This chapter discusses the main factors and secondary factors of Chinese tourists' satisfaction and dissatisfaction with the serviced apartments in Auckland, respectively. Additionally, this chapter will give some suggestions for operators of serviced apartments in Auckland to improve Chinese guests' satisfaction.

Chapter Five: Conclusion.

This chapter will briefly summarise the main findings of this study and illustrate the significance of this research. Then, the limitations and direction for future research is explained.

Chapter 2 Literature review

2.1 Introduction

This chapter begins by reviewing the importance of Chinese tourists to New Zealand's tourism industry and the accommodation sector. The historical development of serviced apartments, the global status of serviced apartments and the acceptance of Chinese guests with serviced apartments will be discussed. This chapter then focusses on the importance of customer satisfaction and dissatisfaction in the hospitality industry. The importance of online platforms and why people use them will also be reviewed. Finally, the reason for, and the importance of using the Booking.com website to explore the satisfaction and dissatisfaction of Chinese guests with serviced apartments in Auckland will be discussed.

2.2 Tourism in New Zealand

With the increase in the number of international visitors to New Zealand, the tourism industry plays a pivotal role in New Zealand's economy (Jafoullah, 2015). According to a report published by Statistics New Zealand (State NZ, 2019c), total tourism expenditure was 40.9 billion New Zealand dollars, up by 4 per cent from the previous year. Overseas visitors to New Zealand increased by 1.3 per cent and generated 1.8 billion New Zealand dollars in Goods and Services Tax (GST) (State NZ, 2019c). The direct contribution of the tourism industry to GDP was 16.2 billion New Zealand dollars or 5.8 per cent of GDP. Meanwhile, the tourism sector provided 229,566 jobs, or 8.4 per cent of New Zealand's total employment, an increase of 3.9 per cent from the previous year (State NZ, 2019c).

In addition, with the continuous growth of China's economy, increasingly, Chinese people are choosing to travel abroad to spend their holidays (Li, Zhang & Cai, 2016). New Zealand attracts tens of thousands of overseas tourists travelling to enjoy its "100% Pure" environment (About the tourism industry, 2019), amongst which are Chinese tourists, who are one of the main sources. In 2015, 356,000 Chinese tourists visited New Zealand, spending 1.67 billion New Zealand dollars and the growth of New Zealand's accommodation industry has been driven by an increase in the number of Chinese tourists (An, 2016). According to Stats NZ (2019a), the number of visits by Chinese tourists has increased rapidly, in February 2019, there were 50,900 Chinese tourists visiting New Zealand, and in the year ending December 2019, there were a total of 407,141 Chinese tourists who had visited New Zealand (Stats NZ, 2020). Due to various factors, since 2015, the number of Chinese tourists to New Zealand has been on an upward trend, and

the number of Chinese tourists has been second place only to New Zealand's neighbour Australia (Stats NZ, 2019c). Cropp (2018) highlighted that in terms of consumption, China would overtake Australia as New Zealand's largest tourist market by 2024.

The hospitality industry is a huge business, so it is a huge source of revenue in many countries and regions (Barrows et al., 2012). The accommodation sector in New Zealand's hospitality industry is mainly dependent on the tourism industry (Clemes et al., 2011), as the vast majority of overseas visitors to New Zealand will need to find accommodation during their trip. Compared to September 2018, the guests' nights in short-term commercial accommodation in the Auckland area had increased by five per cent in September 2019 (Stats NZ, 2019b). In 2019, the occupancy rate of short-term commercial accommodation in Auckland area reached 81.9 per cent, in July of that year, New Zealand's Sovereign Wealth Fund announced it would be investing in a hotel portfolio which would be a phased investment including hotels and serviced apartments in the Auckland region (Humphries, 2019). Therefore, Auckland will experience a rapid development and growth in the future, the next section will review the historical development of serviced apartments.

2.3 Serviced apartments

Serviced apartments are not a new concept, in the 1970s, the first real 'timeshare hotel', the prototypes of serviced apartments, sprang up in the French Alps and quickly spread to other parts of Europe (Waldthausen & Oehmichen, 2014). This concept was later introduced to China in the 1980s (Shen & Jiang, 2013). Henderson and Smith (2011) defined a serviced apartment as "a distinctive type of tourism accommodation with a range of providers" and "is increasing in diversity, popularity, and commercial importance in much of the world" (p. 350), offering business and leisure travellers another option instead of full-service hotels. Crowley (2020, as cited in Hoskins, 2020) who is a partner at the consulting firm Nina & Pinta highlights that both business and leisure travellers can sleep, eat, meet and work in serviced apartments. Although serviced apartments are called different names within the hospitality industry, such as family hotels, short-term rental apartments, and apartment hotels, they are generally considered to be a new hotel format, which is between star-rated hotels and guest houses (Zheng & Wang, 2012). Over the past few decades, the serviced apartment industry has expanded rapidly worldwide, and many hotel groups have entered the serviced apartment industry (Henderson & Smith, 2011). However, Harris (2019) states that the blurring of the line between traditional hotels and serviced apartments is causing a subtle and dramatic shift

in the serviced apartment industry. This rapid development has resulted in serviced apartments accounting for 72 per cent of the hotel industry in North America, 10 per cent in Europe, 7 per cent in Oceania, and 7 per cent in Asia (Greenberg & Rogerson, 2018).

Serviced apartments have enormous potential and attraction in the hospitality industry and have attracted large luxury hotel brands to enter into the serviced apartment market, such as Marriott, Ascott, Accor and Intercontinental (Papworth, 2018). As the serviced apartment industry continues to mature and improve, the occupancy rate of serviced apartments is continuously improving and gaining more recognition from business people and leisure travellers (Greenberg & Rogerson, 2015). Lintott (2014, as cited in Chetwynd, 2014) states that as more serviced apartment bookers find that service apartment is a good choice for them, people's demand for service apartment is growing, and even has become a direct competition with hotels. Furthermore, serviced apartments adopt a condominium development model, that is, to ensure a unified brand image, overall operational needs and the coordination of the owner's interests (Zheng & Wang, 2012). However, Hoskins (2020) suggests even if rising occupancy and awareness give operators a chance to maximise revenues, it will not avoid the shortcomings of serviced apartments, such as if service is not timely, facilities are not perfect, and cleanliness needs to be improved. One of the enduring obstacles to the growth of the serviced apartment industry is on the actual service it provides, guests are now demanding more services and the quality of service to improve (Chetwynd, 2014). As most serviced apartments operate according to the service mode as luxury hotels, compared to luxury hotels, serviced apartments not only provide star-level services but also provide more diversified and personalised services to reflect the warmth of home (Hao & Liu, 2013). Compared with traditional hotels, serviced apartments have a larger living space, with independent kitchens and other facilities, like washing machines, dishwashers and microwave ovens, and compared with ordinary residences, such as Airbnb or guest houses, it provides hotel services, such as regular cleaning, change of bed linen, and breakfast reservation (Tian & Li, 2015). The amenities in serviced apartments are changing, to reflect guest's expectations of standard serviced apartments to provide, for example, a concierge service, fully equipped kitchens, built-in washer and dryer, wi-fi, flat-screen televisions and cable television/modern entertainment, a fitness centre, as well as recreational facilities such as a swimming pool (Harris, 2019). In addition to that, the amount of serviced apartments in China is gradually expanding, Chinese people's awareness and acceptance of serviced apartments are also gradually increasing, so there is a growing in numbers of Chinese guests considering serviced

apartments as an option when travelling or on business or leisure (Yu, 2013). The next section will present a fundamental review of serviced apartments in China.

2.4 Serviced apartments in China

Serviced apartments emerged in China in the 1980s (Shen & Jiang, 2013). Due to hotel-style service, apartment-style management and relatively low prices, the acceptance of serviced apartments has increased in China (Shen & Jiang, 2013). China's property developers have also seen the development trend of serviced apartments, so buildings suitable for operating serviced apartments have mushroomed in the country (Tan, 2014). For example in Tianjin, there has been an increase in the economic strength and rapid development of the service industry, several large commercial complexes and tourism projects have been built, promoting the expansion of serviced apartments in Tianjin (Tian & Li, 2015). With the rapid development of China's economy, the improvement of Chinese people's consumption concept and the level of consumption, has also been conducive to the development of serviced apartments in China (Yang, 2014). Shen and Jiang (2013) state that since the popularity of serviced apartments has increase, more Chinese tourists are choosing serviced apartments as accommodation when travelling.

According to some Chinese experts, based on the demand of the tourism market and the promotion of the Chinese government, serviced apartments have made a significant development trend in China and will win more market share (Li, 2012; Tian & Li, 2015; Yang, 2014; Zheng & Wang, 2012). However, in today's China, millennials who were born in the 20th century and reached adulthood after the turn of the 21st century are the leading force in the travel industry, especially in outbound travel (Wei, 2018). As a new generation of young consumers, young people will become one of the primary consumers of serviced apartments when travelling (Xu, 2014). In recent years, an increasing number of young Chinese have chosen New Zealand as their destination for overseas travel (State NZ, 2019). At the same time, the trend toward higher occupancy of serviced apartments is significant for the development of the global tourism industry (Greenberg & Rogerson, 2015). The rising occupancy rate of serviced apartments will lead to a greater number of customers making satisfactory and unsatisfactory comments about serviced apartments. Customer satisfaction is an indicator of the success of an industry (Tabaku & Kruja, 2019), which affects the survival of the hospitality industry. Of course, if customer dissatisfaction continues to rise, it will pose a huge survival challenge for the accommodation sector in hospitality industry (Fernandes & Fernandes, 2018). Hence,

customer satisfaction and customer dissatisfaction will be reviewed in the next two sections.

2.5 Customer satisfaction

Customer satisfaction is defined as the result of the process by which customers compare their expectations and perceptions of performance, and the satisfaction or rejection of those expectations will predict satisfaction (Kim et al., 2013). Customer satisfaction is critical to an organisation because it promotes and enhances product or service improvement, market analysis, and customer loyalty (Sepehr & Head, 2018), especially the service sector in the hospitality industry (Becerril-Arreola et al., 2017). Quality of service is an essential driver of customer satisfaction as the quality of service directly affects the customer experience (Lu et al., 2015). Radojevic et al. (2015) point out that the ability of a hotel to survive in a highly competitive environment depends on the ability to provide high-quality services to achieve customer satisfaction. High-quality service can improve customer satisfaction, loyalty and encourage word of mouth (WoM) (Becerril-Arreola et al., 2017). Lee et al. (2018) have shown that the operators of accommodation should not only focus on the physical aspects of service quality, such as equipment and facilities, as it is considered a necessary condition for customer satisfaction, but also the intangible aspects of service quality, such as service level, location, cleanliness, security, and so on, for these are considered to be the decisive factor of customer satisfaction (Radojevic et al., 2015).

For many Chinese tourists, superior location, ample space, excellent service, and clean sanitation can meet their demand to improve their customer satisfaction (Shen & Jiang, 2013). Wu and Yang (2018) point out that Chinese consumers believe that providing higher quality products and more considerate service provides excellent financial value which affects their satisfaction. In other words, Chinese consumers seek a balance between price and experience, and they need service that is proportional to the cost of accommodation, which can meet the expectations of Chinese consumers for customer satisfaction (Lee et al., 2018). Apart from that, Chinese customers care about the professionalism of the hotel service staff, the quality of the rooms, the variety of food and the convenience of the hotel when they make their booking (Tsai et al., 2011). At the same time, Wu and Yang (2018) argued that physical factors also influence the intention of Chinese consumers to choose accommodation, including tangible factors (such as hotel facilities and room facilities) and intangible factors (such as service environment and staff attitude). The way to improve customer satisfaction is not only to meet customer needs

but also to reduce the impact of customer dissatisfaction on customer experience (Kuhzady & Ghasemi, 2019). Hence, the next section will give a review of customer dissatisfaction.

2.6 Customer dissatisfaction

There is no precise definition of customer dissatisfaction, it can arise from a variety of causes, for example, failed services or failure to meet customers' expectations (Xia et al., 2019). Since failed services are inevitable in the hospitality industry, service providers should learn the importance of reducing service failures from failed services (Lapr  , 2011). If customers question the service provided, it will result in negative word of mouth (WoM) to the organisation (Lam et al., 2017). The negative impact of customer dissatisfaction with the service may far outweigh the positive effects of customer satisfaction, as the impact of negative word of mouth is two to ten times more powerful than positive news (Kim et al., 2019). To put it simply, the impact of customer dissatisfaction on the hospitality industry is one of the causes of customer loss (Kim et al., 2019). Lapr   (2011) suggests that no organisation can afford to lose customers because the cost of finding and maintaining a new customer is five times higher than the cost of keeping one.

For the operators of accommodation, positive or negative electronic word of mouth (eWOM) can help them understand what their customers want and what needs to be improved, especially in terms of service (Bisschoff & Joubert, 2020). An increasing number of accommodation customers are using online platforms to voice their satisfaction and dissatisfaction, while their reviews can also help others preparing to book the accommodation to gauge whether their needs can be met (Xia et al., 2019). Thus, the next section will be a review of online platforms.

2.7 Online platform

An online platform is a networking facility that allows users to share, communicate and disseminate information and technology amongst themselves (Tadelis, 2016; 'What Is an "Online Platform"?', 2019). The online platform can be divided into different kinds according to its function, for example, online social platforms (Facebook, Twitter, WeChat), online shopping platforms (Taobao, eBay, Amazon, Alibaba, Trade Me), online payment platforms (PayPal, WeChat Pay, Alipay), online job platforms (LinkedIn, Trade Me Jobs, Monster), online search platforms (Google and Baidu), and so on (Lin et al., 2017; 'Online Platform Typologies', 2019; Tadelis, 2016). Previous studies have found

that users actively participate in online platforms for a variety of reasons, such as information seeking, self-expression, habit formation and improvement, and relationship maintenance (Jung et al., 2014; Wallace et al., 2014).

2.7.1 Online platform for accommodation reservation

With the rapid development of information technology, the form of consumption dominated by online platforms has become attractive to consumers, and a large number of tourists use online platforms every day to book accommodation and post an increasing number of online comments on such platforms to express their satisfaction and dissatisfaction (Bi et al., 2019; Xu, 2020). Taking the Booking.com website as an example, which covers a wide variety of accommodations around the world for consumers and invites consumers to comment on all aspects of the accommodations after they have completed their stay. These reviews contain large pieces of sufficient information, such as customer approval, customer concerns, complaints, and suggestions, which are useful for managers and researchers to understand customer satisfaction (Farhadloo et al., 2016; Jia et al., 2017; Pournarakis et al., 2017). Meanwhile, when guests read the positive and negative electronic word of mouth (eWOM), they make decisions based on positive electronic word of mouth (eWOM) (Memarzadeh et al., 2015). However, both positive and negative electronic word of mouth (eWOM) have an impact on guests' decisions (Barreda & Bilgihan, 2013).

In the tourism and hospitality industries, the Booking.com website, along with TripAdvisor and Ctrip, are popular online sources for hotel information (Sun et al., 2015). TripAdvisor, the Booking.com website and Ctrip are the most accessible online platforms in these industries. TripAdvisor is one of the most influential sources of electronic word of mouth (eWOM) in the hospitality and tourism industries, with hundreds of millions of visitors and comments (TripAdvisor, n.d.; Yen & Tang, 2015). Therefore, any comments made on this online platform are of considerable significance to any accommodation, and it is the primary target for hoteliers to consult (Xie et al., 2014). Ctrip was founded in China in 1999, as a leading comprehensive travel service company. Ctrip provides a full range of global travel services, including hotels, air tickets and holidays to more than 300 million members (Ctrip, n.d.). After a customer completes an order on Ctrip, they can comment on the website, hotel and any products. Electronic word of mouth (eWOM) on Ctrip plays an essential role for both Chinese guests and Chinese accommodation operators.

The Booking.com website, one of the world's largest travel e-commerce companies, was founded in Amsterdam in 1996. Every day, more than 1 million rooms are booked on Booking.com. As a world-renowned online travel platform, the Booking.com website provides more than 28 million rooms in 223 countries and regions, including more than 6.2 million homestays and apartments, and is provided by 43 languages (Booking.com, n.d.). After booking and staying through the Booking.com website, customers receive an invitation via email to write a review of the experience. As a result, the Booking.com website will only post reviews from users who have booked at least one night through the website and have already checked in. The Booking.com website will not show more than 24 months of reviews on the website because they "may still be helpful when choosing the perfect place to stay" (Booking.com, n.d.).

2.8 Summary

This chapter reviewed literature relating to customers' satisfaction and dissatisfaction with serviced apartments. The beginning of this chapter described the tourism industry in New Zealand and the accommodation sector within the hospitality industry in New Zealand. Secondly, this chapter explained the concept, history of serviced apartments and the development of serviced apartments in China. After that, the definition of customer satisfaction and dissatisfaction were discussed, and the importance and impacts of customer satisfaction and dissatisfaction were presented. The last section discussed the concept of online platforms and their influence on the hospitality industry. The literature review of this study reveals that researchers mostly focus on customer's satisfaction and dissatisfaction with hotels or resorts (this is also true of New Zealand's research) and almost no one pays attention to the customer satisfaction and dissatisfaction of Chinese guests evaluating serviced apartments in Auckland. Through this literature review, researchers found that serviced apartments are becoming increasingly popular and the Chinese market will continue to grow in New Zealand over the next five years. Meanwhile, New Zealand is an important destination for millennials. In addition, the online platform is an important platform for obtaining information, and guests can reserve rooms through the online platform. Therefore, this dissertation will begin to fill this gap, and it is a meaningful study. In addition to that, the articles in this chapter are not only hospitality journal articles but retrieved from a range of areas including tourism, management, economics and social media.

Chapter 3 Research methodology

3.1 Introduction

This chapter mainly discusses the research methods, data collection and data analysis process adopted in this dissertation. The chapter begins by outlining the research objectives and research questions of this dissertation. The qualitative research method and interpretivism paradigm that has been adopted for this study will be discussed. Finally, the chapter explains the qualitative data selection process, sample size selection, data collection and data analysis.

3.2 Research objectives

The research objective is directly related to the research question, and it is more specific than the aims (Creswell & Creswell, 2018). The objectives of this study were determined to address the gap in the literature review on factors that influence Chinese guests' satisfaction and dissatisfaction with serviced apartments in Auckland. The objectives of this study were to answer the following three questions:

1. What factors do Chinese guests evaluate as satisfactory when staying in serviced apartments in Auckland?
2. What factors do Chinese guests evaluate as dissatisfactory when staying in serviced apartments in Auckland?
3. How can serviced apartments in Auckland ensure satisfaction for Chinese guests?

3.3 Research paradigm

The interpretative paradigm was adopted as the research paradigm of this research. Research is designed and implemented based on conceptual models or reference frameworks that researchers use for reasoning and observation, known as paradigms (Merchant, 2010). A research paradigm is a framework for deriving a worldview about the nature of existence and knowledge (Schlegel, 2015). Healy and Perry (2000) explain that “research paradigms are overall conceptual frameworks within which some researchers work, that is, a paradigm is a worldview or ‘a set of linked assumptions about the world which is shared by a community of scientists investigating the world’” (p. 118). The choice of each paradigm is based on the specific research objectives and compatible research methods with the selected paradigm (Bryman, 2016). According to Gray (2018),

understanding research paradigms helps to determine the methodology and methods used in research. Krauss (2005) proposed that the research paradigm determines what can be researched, how to accomplish the study, and what findings can be explored.

Gray (2018) states that there are four categories of research paradigms, including positivism, post-positivism, interpretivism and critical inquiry. Park et al. (2019) state that both “positivism” and “post-positivism” are based on objective epistemological standpoint and the ontological perspective of ‘being’, which means that they hold the view that the world will not change and the truths are eternal. Positivism has two characteristics, first, it believes that knowledge comes only from experience, and experience depends on knowledge given directly. Second, the purpose of scientific work is to use logical analysis to analyse empirical materials to achieve a unified science (Halfpenny, 2015). However, the paradigms of “interpretivism” and “critical inquiry” are based on the subjective epistemological position and the ‘becoming’ ontological view, and they believe that things are changing all the time (Kekeya, 2019). The knowledge generated by interpretivism research is closely related to the participants and the background of the research, which means that the subjects of interpretivism research are rich and have the understanding of background knowledge, rather than generally applicable theories or laws (McChesney & Aldridge, 2019). In any research, a paradigm is inevitable, and this study is no exception, as a paradigm affects the way of thinking and understanding customer satisfaction and dissatisfaction. The interpretivism paradigm adopted in this study will be described in detail in conjunction with the research purpose of this research in the next section.

3.3.1 Interpretivism paradigm

Interpretivism is a philosophical view gradually formed in the process of scientific research, which is mainly seen in the humanities and social sciences (Ryan, 2018). The philosophical foundation of interpretivism comes from idealism, and it maintains that the human experience of the world is active understanding and interpretation, rather than passive perception and acceptance of the external material world (Scotland, 2012). Epistemology is a single view of knowledge, that is, an individual’s belief in knowledge and knowledge acquisition, and it has long been the core issue of philosophical research (Hofmann, 2013). Ontology is a philosophical theory exploring the origin of the world, that is, it refers to the ultimate nature of all reality, which needs to be known through epistemology (Merriam & Tisdell, 2016). The epistemology of interpretivism holds that the cognition of the complex world is realised by studying the experience and views of

the people living in this world (Ryan, 2018). The ontological position of interpretivism is that although an external reality may be explored in an interpretive worldview, it is not expected to be captured objectively by research (Willis et al., 2007). Therefore, interpretivism considers there may be multiple worldviews expressing on phenomenon, rather than on reality or truth. Gray (2018) stated that the interpretivism paradigm mainly includes explanatory descriptive research, narrative inquiry and case study.

The aim of this study is to determine the factors that influence Chinese guests' satisfaction and dissatisfaction with serviced apartments in Auckland, and this study utilises an interpretivism paradigm as the research paradigm because this dissertation needs to understand the diverse personal preferences of Chinese guests, which belongs to a phenomenon, not reality or truth. Hofmann (2013) suggests that researchers should integrate into real life to understand and explain and reconstruct these concepts and meanings through scientific means and language, such as interactive interview, participatory observation and other research methods. In order to achieve the aim of this study, online comments of Chinese guests' satisfaction and dissatisfaction to understand their diverse personal preferences were used. Through the researcher's understanding and analysis of this phenomenon determined the factors affecting the satisfaction and dissatisfaction of Chinese guests of serviced apartments in Auckland. Because the online comments in this study were from Chinese guests originating from different places in China, they had different experiences and priorities when evaluating the satisfaction and dissatisfaction of serviced apartments. Therefore, this study needed to explore these differences to understand the factors that affect customer satisfaction and dissatisfaction of Chinese guests towards serviced apartments in Auckland. The interpretive paradigm was chosen for this dissertation because it can help the researchers to interpret and understand how different customers perceive serviced apartments in Auckland. Since a research method is an essential part of the paradigm (Healy & Perry, 2000) and a suitable research method can help the researchers to answer the research problems faster and more accurately (Bryman, 2016), the research method used in this study will be described in the next section.

3.4 Quantitative and qualitative methodology

There are two main research approaches in academia, which are the quantitative research approach and the qualitative research approach (Slevitch, 2011). The quantitative research refers to the scientific research to determine the quantity of a particular aspect of things, that is, the problems and phenomena are expressed in terms of quantity, and

then analysed, tested, explained, so the research methods and processes obtain meaning for the research (Finkbeiner, 2017). The quantitative research method is prescriptive scientific research, which relies on the statistical program for data analysis from numerical data, the qualitative research method relies on the descriptive analysis of data through textual or visual content (Guetterman, 2020). A qualitative research method is based on the social phenomenon or the attributes of research objects. In the course of the study, the researchers discover social rules, aiming to determine their relationship and explain the reasons for the change, so as to guide social practice (Merriam & Tisdell, 2016). The same is true of this dissertation, the researcher needs to determine the influencing factors through the satisfactory and unsatisfactory online comments by Chinese guests with serviced apartments in Auckland, to provide some suggestions for the serviced apartment industry in Auckland. In contrast, detailed discussion or interpretation is not allowed in the quantitative research approach (Creswell & Creswell, 2018).

The methodology utilised in this study is a qualitative research approach, as Willis et al. (2007) state the qualitative research method usually provides rich information, which can help interpretivism researchers fully understand the content. In order to determine the factors affecting the satisfaction and dissatisfaction of Chinese guests towards serviced apartments in Auckland. A large number of online comments would need to be collected to enable the researcher to fully understand the research content, the qualitative research method is more suitable as the research method of this study. Therefore, the next section will explain the qualitative research approach in detail.

3.4.1 Qualitative research approach

Slevitch (2011) highlights that qualitative research methods have replaced quantitative research methods in hospitality and tourism research. The qualitative research approach answers why and how a phenomenon might occur rather than how often (Lune & Berg, 2017). The purpose of qualitative research is to give researchers an understanding of human experience and background (Daher et al., 2017). The qualitative research is considered suitable for studying the causes and ways of human experience (Given, 2008). Based on the interpretivism paradigm, this dissertation aims to explore customer satisfaction and dissatisfaction of Chinese guests towards serviced apartments in Auckland by analysing the different stay experiences. Considering the paradigm and the purpose of this dissertation, the qualitative research method was considered the most appropriate for this dissertation.

Qualitative data is a set of descriptive data that represents the nature and category of research subjects, provided by individuals and then collected and analysed by researchers, is frequently believed to be more powerful and compelling than quantitative data (Daher et al., 2017). Qualitative data is either primary data or secondary data, these will be described in the next section.

3.5 Primary and secondary data

The primary data refers to those obtained directly through interview, inquiry, questionnaire, measurement, etc., and that pending problems can be solved by collecting the primary data (Hox & Boeijs, 2005). Nahum-Shani et al. (2012) point out that primary data is generally considered to be the best type of data in the research, as it can answer questions that secondary data cannot. Secondary data is data collected by people other than the original researcher, which usually consists of data that can be stored for long periods or permanently (Pienta et al., 2011). Secondary data has the advantage of saving time and cost, it can be obtained from library resources, relevant books, journals, newspaper articles, magazines, corporate data and the Internet (Johnston, 2017). Comparing the two data types, they both have advantages and disadvantages. Compared to primary data, secondary data is more time-efficient, flexible, and almost cost-free in the data collection process, while secondary data may be less objective and in-depth than primary data (Hox & Boeijs, 2005).

Secondary data already exists, as other researchers have collected it and used it for other purposes or research (Johnston, 2017). Pienta et al. (2011) suggest that increasingly, secondary data is used in the qualitative research method because it is easier to obtain than primary data and it is more likely to show authenticity. This dissertation utilises secondary qualitative data from the Booking.com website, as it is one of the most visited and most comprehensive hotel reservation sites (Radojevic et al., 2015). Due to the limited research time of this study, it was more appropriate than the lengthier process of collecting primary data from participants, through interviews or focus groups, so it was more appropriate to select secondary data as the data source of this study.

3.6 The rationale for choosing Booking.com

The Booking.com website was adopted as the data source for this dissertation to collect online comments. The Booking.com website is a large database of hotel reviews, including more than 150 million reviews of actual experiences written by guests after their stay (Booking.com, n.d.). The Booking.com website was chosen as the source of the

data because it is the global leader in online accommodation booking (Booking.com, n.d.). The only way to comment on the Booking.com website is to book on the website first, and at the end of the stay, guests receive an email inviting them to fill out their positive and negative experiences and rate their stay (Booking.com, n.d.; Kreimer, 2019). Another reason for choosing it as a data source is because it will not show more than 24 months of reviews on the website, as it “may still be helpful when choosing the perfect place to stay” (Booking.com, n.d.). Additionally, compared with TripAdvisor, the online reviews on Booking.com may be more timely than the reviews on TripAdvisor, as reviews on TripAdvisor tend to be stored all the time. Compared with Ctrip, Booking.com may be more widely used than Ctrip, for Chinese customers usually use Ctrip to book accommodation within China, while when they choose to travel abroad, they still choose more international platforms to book accommodation.

When a guest fills in a review, the Booking.com website asks the guest to choose between different groups of guests, such as solo, family, business, or couple. Based on the information standards on the Booking.com website, they set the total score of the customer rating to 10 and divided it into five grades, which means that a score of 1 to 3 is considered “very poor”, a score of 3 to 5 is considered “poor”, a score of 5 to 7 is “okay”, a score of 7 to 9 is “good”, and a rating above 9 is considered “superb”. At the same time, when reviewing on Booking.com, customers need to fill in both likes and dislikes. The purpose of this study is to explore Chinese guests’ satisfaction and dissatisfaction of serviced apartments in Auckland. The data collected for this dissertation focussed on two critical elements, which are satisfied customer reviews and dissatisfied customer reviews.

3.7 Population and sampling

The research population is defined as a collection or a total number of all objects, subjects or members of the research, which is usually composed of some individuals (Boddy, 2016). According to Booking.com (n.d.), there were 379 serviced apartments and apartments operated by individuals, concentrated in Auckland’s central business district (CBD) during the period of data collection. The Booking.com website categorises apartments operated by individuals and serviced apartments under the same apartments section. The apartments operated by individuals on the Booking.com website display information released by the owners on the website, and although they are apartments, they operate similarly to Airbnb. There is no room type for customers to choose from, and there is no service, and this is a major disadvantage of the apartments operated by

individuals. However, serviced apartments not only provide 24/7 services to customers but also provide a variety of room types for customers to choose, as serviced apartments are uniformly operated and managed by a company or a group. Considering the main object of this study is serviced apartments, the population of this study was selected from serviced apartments only. Additionally, providing high-quality products and services will lead to higher expectations and increase customer satisfaction (Lu et al., 2015). As a result, the population of this study includes high-quality serviced apartments in the central business district (CBD) of Auckland, which was rated as 4-5 stars on the Booking.com website. In the end, the researcher selected 23 serviced apartments as the population for this dissertation, which not only rated 4-5 stars by guests on the Booking.com website but were also located in the central business district (CBD) of Auckland at the time of data collection, as shown in Table 1. Another reason for choosing 23 serviced apartments in Auckland's central business district (CBD) was to collect some specific and clear comments to explore Chinese guests' satisfaction and dissatisfaction with serviced apartments in Auckland.

Table 1. Total serviced apartments in Auckland CBD

	Serviced Apartments	No. of online comments by Chinese tourists	Valid comments
1	Barclay Suites	163	50
2	Quest on Hobson Serviced Apartments	41	15
3	Ramada Suites by Wyndham Auckland	25	3
4	Avani Metropolis Auckland Residences	18	6
5	Auckland City Hotel – Hobson St	60	10
6	Quest on Queen Serviced Apartments	24	7
7	The Sebel Quay West Auckland	7	2
8	VR Auckland City	116	28
9	Latitude 37	2	1
10	Auckland Harbour Suites	23	8
11	The Quadrant Hotel & Suites	70	15
12	Quest Auckland Serviced Apartments	67	27
13	Auckland Waterfront Serviced Apartments on Prince’s Wharf	8	2
14	Bianco Off Queen Apartments	17	8
15	Nesuto Celestion	92	38
16	Quest on Eden Serviced Apartments	10	3
17	VR Queen Street Hotel & Suites	159	42
18	Nesuto Stadium	123	35
19	Crown on Cintra Lane	58	13
20	Quest on Beaumont	6	1
21	Waldorf St Martins Apartments Hotel	72	20
22	Adina Apartment Hotel Auckland Britomart	36	6
23	Haka Hotel Suites – Auckland City	117	30
Total		1,314	370

Slevitch (2011) emphasised that sample size has become irrelevant in qualitative research because it is common to attempt to understand and interpret the frame of reference and world view of a small group of participants rather than drawing conclusions from a large

sample. Due to some customers not writing helpful reviews, it was crucial to determine the sample size.

There are two types of sampling methods, which are probability sampling and non-probability sampling (Boddy, 2016). In qualitative research, the non-probability sampling technique is widely used by researchers (Boddy, 2016). Quota, purposive, volunteer, and haphazard are different types of non-probability sampling (Gray, 2018). Purposive sampling is to collect data through the subjective judgment of researchers (Scotland, 2012). The reason why this study choose purposive sampling is that it needs representative information to achieve the target sample size in time, and effectively. The aim of this dissertation is to find out the factors affecting the satisfaction and dissatisfaction of Chinese guests towards serviced apartments in Auckland, using qualitative data. After the sampling technique was determined, the next step was to collect the qualitative data of this dissertation so that the data collection will be discussed in the next section.

3.8 Data collection

The total number of online reviews on the Booking.com website for the population of this study were from 1,314 Chinese guests, which were collected from the Booking.com website between 1st December 2019 and 31st December 2019. Customer's evaluation with no content was considered invalid data because comments without content are not helpful for this study. Therefore, online comments that evaluated both aspects of satisfaction and dissatisfaction were used as valid data for this study. As general comments on satisfaction or dissatisfaction cannot effectively help researchers to understand the experiences of guests and analyse customer satisfaction and dissatisfaction (Boddy, 2016). Through the screening of time setting, Chinese language and content, there were only 370 valid comments on the Booking.com website. Thus, the final sample size of this dissertation was set at 370 online reviews, which clearly described the feedback of customer satisfaction and dissatisfaction (see Table 1). Additionally, due to the diversity of guest groups, the data collected in this study included different groups of guests, such as solo guest, family group and couple guests. The next step after data collection was completed was data analysis, the data analysis method and process used in this study will be explained in detail in the next section.

3.9 Data analysis

Data analysis refers to the analysis of a large number of collected data by using appropriate statistical analysis methods, summarising, understanding and digesting them in order to maximise the development of data functions and play the role of data (Judd, McClelland & Ryan, 2017). Data analysis is the process of studying and summarising data in detail in order to extract useful information and form conclusions (Abulela & Harwell, 2020). Phenomenology, hermeneutics, ethnography, grounded theory and content analysis are the commonly used analytical methods, while content analysis is commonly used in qualitative research (Bryman, 2016). This dissertation uses content analysis as the data analysis method, as it can analyse data composed of large amounts of text and help the researcher draw conclusions from useful information.

3.9.1 Content analysis

Content analysis is a research method to objectively, systematically and quantitatively describe communication content (Hofmann, 2013). It requires that the written and non-quantitative information with communication value be converted into quantitative data, and then meaningful categories are established to explain the content, and the meaning of the information is analysed on this basis (Hofmann, 2013). The content analysis method includes the quantitative analysis method and the qualitative analysis method (Denzin & Lincoln, 2018).

Qualitative content analysis is a research method to classify text data systematically by coding and identifying topics according to the subjective interpretation of researchers and a common data analysis method in qualitative research (Vaismoradi & Snelgrove, 2019; Marvasti, 2019). In this dissertation, the method of qualitative content analysis was used to analyse the secondary data. The collected data for this study were presented in text form, and it needed to be coded and classified by the researcher before it could be easily analysed.

Qualitative content analysis is characterised by a specific description of the material to be analysed (Bryman, 2016). In qualitative content analysis, in order to make it possible to derive some interpretation from the results, the data is usually presented in the form of words and themes (Marvasti, 2019). Interview, open questions can be used as qualitative data, and words, images, symbols and contents related to communication can also be used as data (Hsieh & Shannon, 2005). This study collected online comments of Chinese guests on serviced apartments in Auckland through the Booking.com website and analysing the

secondary qualitative data in these textual forms, this study aimed to explore the factors that influenced the satisfaction and dissatisfaction of Chinese guests with serviced apartments in Auckland. Therefore, the qualitative content analysis method was suitable.

3.9.2 Process of data analysis

According to Marvasti (2019), the qualitative content analysis process includes four steps, which are identifying relevant data, open coding including the context and background by checking the text, categorising themes to represent the potential meanings of data and utilising themes to solve research problems.

Step 1: Identifying relevant data

In this study, 370 online comments collected were all from 23 serviced apartments in Auckland's central business district (CBD) on the Booking.com website and were written by Chinese guests, Table 1. Since all of the comments were written Chinese and English was used in this study, Google Translate was used by the researcher as a translation tool to help the researchers translate Chinese comments into English. As a translation tool, Google Translate can convert more than 1,030 languages and more than 140 billion words a day (Constantine, 2019). Constantine (2019) stated that Google Translate is a powerful literary translation machine, and its translation quality has been significantly improved. Google Translate provides help for the research to complete the translation, as all of the online comments were written in Chinese, these comments were translated into English by the researcher, as in the example below.

Example:

Chinese version:

“喜欢：房间算新，有小厨房小客厅，因为柜台人员不是24小时在，但对晚到的入住有详细的讯息提供如何拿钥匙，对于提问也都有详细回覆与建议觉得很好，柜台也有会讲中文的人员。
“(钱，家庭)

“不喜欢：住三晚，其中一天有提供客房打扫，不过房间打扫感觉比较不到位（只有收垃圾跟整理床单的感觉）。因为公寓在大马路边，因此在马路那侧的房间晚上会有车辆的环境音。”（钱，家庭)

English version:

“Like: the room is new, there is a small kitchen and living room, because the counter staff are not in 24 hours, but they have detailed information about the late arrival check-in, provide how to get the key, have detailed replies and suggestions for questions, and I think it is very good, there are also Chinese speakers at the counter.” (Qian, family group)

“Dislike: I stayed for three nights, one of which provided room cleaning, but the feeling of room cleaning was inadequate (only collecting garbage and making sheets). Because the apartment is on the side of the road, the room on the side of the road will have the environmental sound of vehicles at night.” (Qian, family group)

After the researcher translated online comments from Chinese into English, the quality of the data could be problematic because some words were not an accurate translation so the original intention cannot be accurately expressed. Azeroual and Abuosba (2017) point out that using identification and correcting errors is a way to improve data quality in order to ensure complete accuracy and consistency. Therefore, this study invited Dr Pola Wang, a professional bilingual lecturer in English and Chinese who works in the School of Hospitality and Tourism at Auckland University of Technology, to verify a sample of the translated data.

Step 2: Open coding including the context and background by checking up the text

Open coding is the process that researchers break down the text into smaller and easy-to-summarise units, such as keywords, phrases, sentences or themes, and encode the text using software or manually (Glaser, 2016). In this study, the data collected was text, and considering the complexity of the data, it is difficult to use software to analyse word frequency (Hsieh & Shannon, 2005), so the online comments collected from the Booking.com website were manually coded. Each comment the researcher read contained one or more descriptive codes. When the researchers read the data, they used as many headings as possible to describe various aspects of the content, and at this stage, they freely grouped the text words with similar meanings into corresponding categories (Glaser, 2016).

To illustrate this process with some examples, ‘Queen Street’ was coded as ‘close to the CBD’, ‘enthusiastic’ was coded as ‘friendly staff’ and ‘a big room’ was coded as ‘the space of the room’. In this dissertation, the open coding process of the satisfaction and dissatisfaction comments are separated and the open codes in this study were the factors

influencing the satisfaction and dissatisfaction of Chinese guests towards serviced apartments in Auckland, as shown in Table 2 and Table 3.

Table 2. Open codes denoting satisfaction

Open codes (counts)	Text words
Close to the CBD (207)	city centre, queen street, harbour, sky tower
Close to shops (48)	supermarket, restaurant, convenient stores
Close to transportation (53)	sky bus station, bus, convenient travel
Friendly staff (58)	friendly, enthusiastic, helpful, patient, responsible
Efficient service (9)	efficient service, service quickly, room service
Full range of service (6)	update the room, detailed service
Complete facilities (105)	full facilities, good facilities, new facilities
Cleanliness (57)	clean room, clean bathroom, new decoration
Spacious room (56)	big room, big bathroom, spacious
Comfortable bedding (26)	comfortable bedding, soft bed
View (28)	sky tower view, sea view, city view, good view
Breakfast (17)	Free breakfast, variety of food
Price (27)	cheap, cost-effective
Quiet (14)	quiet room
Wi-Fi (2)	good wi-fi
Parking (5)	free parking

Table 3. Open codes denoting dissatisfaction

Open codes (counts)	Text words
Location (25)	far from city centre, next to cemetery, sloping road
Staff (50)	unfriendly, inactive, indifferent, unprofessional
Inefficient service (23)	service slowly, inefficient, careless, poor, room service
Incomplete facilities (122)	unusable facilities, insufficient facilities, old decoration
Cleanliness (42)	insufficient cleanliness, visible stain, unclean room
Cramped room (35)	crowded room, tiny room, small room, strange layout
Uncomfortable bedding (22)	uncomfortable bedding, soft bed, small bed
View (7)	no view
Breakfast (15)	few choices of breakfast, quality of food, cold food
Price (19)	expensive, low cost-effective
Noise (55)	noise, soundproofing is not good
Wi-Fi (21)	Unsafe wi-fi, limited wi-fi, wi-fi is too slow
Parking (76)	paid parking, no parking space, expensive, difficult

Step 3: Categorising themes to represent the potential meanings of data

In the process of data analysis, researchers should try to find out the essence of the phenomenon as much as possible, which they are studying (Vaismoradi & Snelgrove, 2019). Categorising the identified code and generating themes can help researchers to achieve the purpose of finding out the essence of the phenomenon. Vaismoradi and Snelgrove (2019) suggest that ensuring accuracy, researchers should still refer to the original text after identifying the theme so that it can achieve its original meaning.

As a result, researchers have developed themes after the process of open-coding. It should be noted that the online comments of the Booking.com website were re-processed and integrated to form these themes, which 370 online comments from Chinese guests were again used to produce themes. The related themes that affect the factors for Chinese guests' satisfaction and dissatisfaction with serviced apartments in Auckland, are shown in Table 4 and Table 5.

Table 4. Themes: Satisfaction

Themes	Count (n=370)	Percentage	Codes
Location	308	83%	Close to the CBD; close to shops; close to transportation
Room	181	49%	Cleanliness; spacious room; comfortable bedding; view; quiet
Facilities	107	29%	Complete facilities; wi-fi
Service	73	20%	Friendly staff; efficient service; full range of service
Price	27	7.3%	Cost-effective
Food	17	4.6%	Free breakfast
Parking	5	1.4%	Free parking

Table 5. Themes: Dissatisfaction

Themes	Count (n=370)	Percentage	Codes
Room	161	44%	Uncleanliness; small rooms; uncomfortable bedding; view; noise
Facilities	143	39%	Incomplete facilities; wi-fi
Parking	76	21%	Paid parking; no parking space; expensive
Service	73	20%	Unfriendly staff; inefficient service
Location	25	6.8%	Far from city centre; next to cemetery; sloping road
Price	19	5.1%	Low cost-effective
Food	15	4.1%	Food choice; cold food

Step 4: Utilising themes to solve research problems

In this step, researchers will review the research questions and use the themes summarised in the previous step to answer the research questions (Vaismoradi & Snelgrove, 2019). In this study, the research questions focus on what factors Chinese tourists are satisfied and dissatisfied with when booking and staying in serviced apartments in Auckland. Marvasti (2019) states that the purpose of writing qualitative research reports is to report critical findings under each theme simply and to illustrate the results with the textual quotes that do not change the original meaning.

The satisfaction and dissatisfaction factors of Chinese guests for serviced apartments in Auckland were included in the seven themes found in the study, namely location, room, facilities, service, price, food and parking. Tables 4 and 5 show the percentage of the 370 online comments for each different theme. In the satisfaction section, location accounted for the highest percentage of all subjects, at 83 per cent. This indicated that the higher the percentage, the higher the satisfaction. On the contrary, for the dissatisfaction, the higher the percentage, the higher the dissatisfaction. The most unsatisfactory theme amongst Chinese guests was room, which accounted for 44 per cent.

3.10 Summary

This chapter discusses the research objectives of this dissertation and the interpretivism paradigm that was deemed appropriate for this study. The qualitative research approach was adopted for this study to determine customer satisfaction and dissatisfaction. Secondary data was used for this study as the data source, and secondary data was sourced from the Booking.com website. There are 379 serviced apartments in Auckland on the Booking.com website during the period of data collection and 23 serviced apartments in Auckland's central business district (CBD) were collected as the population for this dissertation. Purposive sampling is the sampling technique suitable for this study. From the Booking.com website collected 370 valid reviews for this study as the sample size. Qualitative content analysis was adopted as the data analysis method in this study to explore the influences of customer satisfaction and dissatisfaction of Chinese guests evaluating serviced apartments in Auckland. Chapter four will discuss the findings in combination with relevant literature.

Chapter 4 Findings and discussion

4.1 Introduction

This chapter discusses the findings of this study and the discussion of the similarities and differences between these and relevant literature. Seven themes of satisfaction and seven themes of dissatisfaction, location, room, facilities, service, price, food and parking; emerged from the analytical process. Under each theme heading, the findings on the most important factors ranked by guests will be covered in turn. Finally, this chapter will provide some suggestions to operators of serviced apartments in Auckland to improve the satisfaction of Chinese guests.

Overview of satisfaction and dissatisfaction factors, this section illustrates the themes based on satisfaction and dissatisfaction after analysing data from the Booking.com website, these were location, room, facilities, service, price, food and parking (see Table 6).

Table 6. Themes of serviced apartments in Auckland

Themes	Satisfaction		Dissatisfaction	
	Count (n=370)	Percentage	Count (n=370)	Percentage
Location	308	83%	25	6.8%
Room	181	49%	161	44%
Facilities	107	29%	143	39%
Service	73	20%	73	20%
Price	27	7.3%	19	5.1%
Food	17	4.6%	15	4.1%
Parking	5	1.4%	76	21%

As can be seen from Table 6, the percentage of Chinese guests' satisfaction with the location, room, facilities and services of serviced apartments in Auckland ranked high in the study. Location was the most satisfied theme influencing Chinese guests' satisfaction with serviced apartments in Auckland. In addition to that, the themes of price, food and parking have low percentages in the satisfaction section. Only a few Chinese guests mentioned the theme of parking in the satisfaction section.

Table 6 also illustrated the four themes, room, facilities, parking and service as the top four dissatisfaction themes of Chinese guests with serviced apartments in Auckland.

Location, price and food had low percentages of dissatisfaction in Table 6. The next section will discuss the significant themes influencing the evaluation of satisfaction and dissatisfaction of Chinese guests with serviced apartments in Auckland.

4.2 Chinese guests' satisfaction with serviced apartments in Auckland

This section discusses the themes and important factors that influenced Chinese guests' satisfaction with serviced apartments in Auckland. The analysis showed the most significant themes were the ones mentioned most frequently by the guest. The themes denoting satisfaction were location, room, facilities, service, price, food and parking, which were ranked in order of percentage of online comments from highest to lowest.

Table 7. Themes of Chinese guests' satisfaction

Themes	Count (n=370)	Percentage	Ranking
Location	308	83%	1
Room	181	49%	2
Facilities	107	29%	3
Service	73	20%	4
Price	27	7.3%	5
Food	17	4.6%	6
Parking	5	1.4%	7

In Table 7, it can be seen that Chinese guests were most satisfied with the location of serviced apartments in Auckland, accounting for 83 per cent. Whereas 49 per cent of Chinese guests commented on room; 29 per cent and 20 per cent of Chinese guests mentioned the themes of facilities and service in their comments, respectively. The percentage of price and food, at 7.3 per cent and 4.6 per cent, respectively. Parking was merely 1.4 per cent. Therefore, this study will not focus on the satisfaction of price, food and parking themes because of their low percentages.

4.2.1 Location

Table 7 showed that the theme of location accounted for the highest percentage in satisfaction of online comments by Chinese guests from the Booking.com website. In the satisfaction section, the factors of close to CBD, close to transpiration and close to shops were three factors influencing the location satisfaction of Chinese guests evaluating serviced apartments in Auckland, as shown in Table 8.

Table 8. Customer satisfaction factors - location

Factors of location	Count (n=308)	Percentage
Close to the CBD	207	67%
Close to transportation	53	17%
Close to shops	48	16%

As can be seen from Table 8, Chinese tourists paid more attention to close to CBD, which occupied 67 per cent. The factors of close to transportation and close to shops had a similar trend, which accounted for 17 per cent and 16 per cent, respectively.

4.3.3.1 Close to the CBD

There were 207 satisfied online comments on the location of being near the central business district (CBD). The words mentioned most were ‘Queen Street’, ‘city centre’ and ‘Sky Tower’. Some examples from the Booking.com website include:

“The Barclay Suites is located in an excellent location. Queen Street is behind the serviced apartment, there is a Chinese supermarket and a Cantonese restaurant down a little, it is very convenient for shopping and eating.” (Peggy951, family group)

“It is on Queen Street and very close to the harbour, only a few minutes’ walk away. There is plenty of shopping around, and luxury stores are nearby.” (Zheng, couple guests)

“The accommodation is located in the city centre and is within walking distance of both the restaurants and the Sky Tower.” (Yujuan, family group)

Rafeekamol and Aslam (2018) highlighted that location is an essential factor for the hospitality industry, especially the serviced apartment industry, as location plays a vital role in customers’ choice of serviced apartments. In particular, some studies argued that serviced apartments located in prime locations are not only an advantage for enterprises but also a significant reason for Chinese guests to choose them (Shen & Jiang, 2013; Waldthausen & Oehmichen, 2014). Queen Street is Auckland’s main thoroughfare and is in the heart of Auckland’s central business district (CBD). Also, as a landmark in Auckland, the Sky Tower was regarded by Chinese tourists as a symbol of its central location. Darini and Khozaei (2016) suggest that accommodation located in the central business district (CBD) can not only bring convenience to the guests but can also make them feel the prosperity of the city, and therefore improving the customer satisfaction of

the accommodation. Therefore, Chinese guests are highly concerned about whether serviced apartments are located in a significant location in a city.

In this study, the findings showed that Chinese guests were most satisfied with being close to the CBD. According to Tian and Li (2015), the convenience of location is a crucial consideration for Chinese customers when choosing to stay in serviced apartments. The online comments of satisfied Chinese guests also indicated that being close to the CBD improved their satisfaction with serviced apartments in Auckland. Thus, choosing serviced apartments in Auckland in the central business district (CBD) is a priority factor for Chinese tourists, as they like the convenience brought by the geographical location. Chinese guests believed that the proximity to the CBD is a factor enhancing their satisfaction of serviced apartments in Auckland, which was consistent with the relevant literature discussed in this section.

4.3.1.2 Close to transportation

Table 8 illustrated that 17 per cent of satisfaction was being close to transportation making them satisfied with the location of serviced apartments in Auckland. This research showed that the keywords related to close to transportation that was frequently mentioned in online reviews were ‘bus station’, ‘sky bus stop’ and ‘convenient travel’. Some examples from the Booking.com website include:

“Nesuto Celesti’s location is far more than expected and close to everywhere. There are buses downstairs, so it is easy to get to Mount Eden by bus.” (Pangbei225788, solo guest)

“Its location is so convenient. It is just opposite the tour bus. I do not have to get up so early in the morning to catch the tour bus.” (Tiran2004, couple guests)

“After getting off the sky bus, across the road is the serviced apartment where I stayed this time. It is also a few minutes’ walks from the Sky Tower and the art gallery.” (Bear88, solo guest)

The findings of this research indicated that close to transportation had a positive effect on Chinese guests’ satisfaction with serviced apartments in Auckland. Guo et al. (2019) point out that the second important factor affecting the satisfaction of Chinese customers in short-term rental apartments is proximity to transportation because it reflects its convenience. Guo et al. (2019) state that the proximity to transportation should be an essential factor for Chinese guests to evaluate the satisfaction with serviced apartments

in Auckland. However, this finding only accounted for 17 per cent of the location theme, indicating that it did not seem to be necessary. Interestingly, according to Sriboonjit and Rattanaprichavej (2013), proximity to public transportation is not the most critical factor affecting serviced apartments located in the central business district (CBD). Hence, this finding is consistent with the research results of Sriboonjit and Rattanaprichavej (2013), stating being close to transportation was not an essential factor for Chinese visitors to evaluate the satisfaction with serviced apartments in Auckland.

4.3.1.3 Close to shops

In this study, proximity to shops did not merely mean shopping but included convenience stores, shopping malls, restaurants, supermarkets and other places where Chinese guests can buy things. In Table 8, being close to shops recorded 16 per cent, of which there were only 48 satisfied comments. Amongst the satisfaction online comments, being close to shops, and words that were used frequently include ‘Chinese restaurant downstairs’, ‘convenience store nearby’, ‘close to luxury stores and DFS’, ‘souvenir shops nearby’, and ‘supermarket within walking distance’. Some examples from the Booking.com website include:

“Auckland City Hotel - Hobson St is a short walk to either Queen Street or the DFS. The serviced apartment does not only have many cosmetic shops nearby but also not far from the supermarket.” (Kevin, couple guests)

“It is a really convenient location, with a big supermarket downstairs, and lots of restaurants nearby, both fast food and Chinese.” (Yang, family group)

“I really liked the serviced apartment I booked, which is just down the hall from Gucci and Louis Vuitton, and it is in the heart of Auckland. However, the night was a little chilly on weekdays.” (Fuxexiong, friends group)

The findings of this research indicated that being close to shops had an impact on Chinese guests’ satisfaction with serviced apartments in Auckland. As An (2016) reported, Chinese guests spent 1.67 billion New Zealand dollars in New Zealand, and that this would be a growing trend in the next five years (An, 2016). It can be seen that Chinese guests have a demand for shopping, and the convenience of shopping around serviced apartments is what Chinese guests consider when booking and staying in a serviced apartment in Auckland. Meanwhile, Tsai et al. (2011) suggest that whenever Chinese

guests travel abroad, they will buy souvenirs and unique products as gifts for relatives or friends in the local places where they are travelling. Taking Tsai et al. (2011)'s suggestion, this seems to be inconsistent with the findings of this study, as being close to shops was only a small percentage compared to the location theme. However, it was undeniable that it had an impact on Chinese guests' evaluation of the satisfaction with serviced apartments in Auckland, as being close to shops provides convenience for Chinese customers who like shopping.

4.2.2 Room

In Table 7, it can be seen that 49 per cent of the comments mentioned the theme of the room. The factors that were within the theme of the room affecting Chinese guests' satisfaction with serviced apartments in Auckland included cleanliness, space of the room, view, bedding and quiet, as shown in Table 9.

Table 9. Customer satisfaction factors - room

Factors of room	Count (n=181)	Percentage
Cleanliness	57	31.5%
Spacious room	56	31%
View	28	15.5%
Comfortable bedding	26	14.3%
Quiet	14	7.7%

From Table 9, the comments expressed quiet accounted for only 7.7 per cent of the room theme. In this study, Chinese guests focussed on 'quiet' and 'noiseless', Guo et al. (2019) point out that the quiet environment is a promoting factor that makes Chinese guests more satisfied with short-term rental apartments. However, compared with the other four factors in Table 9, 'quiet' had little impact on the satisfaction of Chinese guests, which was a novel finding in this study. According to the results in Table 9, cleanliness, room space, view, and bedding affected the satisfaction of Chinese guests evaluating serviced apartments in Auckland the most.

4.3.2.1 Cleanliness

In Table 9, cleanliness was the most mentioned factor, with 57 comments commenting that it was satisfactory to Chinese guests, accounting for 31.5 per cent. Examples from the satisfaction reviews on the Booking.com website include:

“As a chain store, the clean room was an important reason for me to choose it again. I stayed there two years ago, and this time I stayed in Auckland for two more nights.” (Weiyi, couple guests)

“For this experience, I am most satisfied with the cleanliness, and I would like to thank the housekeeping staff very much. Since the trip was with the kids, he made a mess of the room, but every time I came back to the room, it was cleaned up.” (Lili, family group)

“This is the first time I have stayed in a serviced apartment, and I have booked accommodation every trip before on Airbnb. I was quite satisfied that I was living in a serviced apartment with someone who could clean it and that it was very clean.” (Di, solo guest)

As can be seen from Table 9, for cleanliness, Chinese guests were relatively satisfied with the cleanliness of the room in the serviced apartments in Auckland, which illustrated that amongst the rooms in this study, cleanliness was the most important and most concerning factor influencing satisfaction with a serviced apartment in Auckland for Chinese guests. They enjoyed staying in a ‘clean room’ or a ‘newly decorated’ room as it created significant memories. Research shows that, for any level of accommodation, providing a clean and comfortable room for different types of guests is the most crucial attribute (for example, Rhee & Yang, 2015). McCartney and Ge (2016) also point out that Chinese outbound guests have high requirements for the cleanliness of their rooms. From the results of the above two studies, it can be seen that Chinese guests have expectations for cleanliness. Thus, the findings of this study support previous studies’ (McCartney & Ge, 2016; Rhee & Yang, 2015) that cleanliness was one of the critical factors for Chinese guests to evaluate their satisfaction of serviced apartments in Auckland. The findings show that maintaining the cleanliness of the rooms in serviced apartments in Auckland is an important way to ensure customer satisfaction of Chinese guests.

4.3.2.2 Spacious room

As can be seen from Table 9, the size of the room had a similar percentage as cleanliness, at 31 per cent. Here are three examples from the Booking.com website:

“The serviced apartment was large and equipped with two big bathrooms, which makes it comfortable for us to stay in.” (Guorong, family group)

“The room was so spacious that the four of us in the room were not crowded, and the dual-bathroom arrangement made it easy for us to use the bathroom.” (Yufei, friends group)

"At first I was a little afraid of the serviced apartments, but as I approached the room, I was so pleased with the big rooms. It is much more comfortable than a hotel." (Yinan, couple guests)

According to the satisfaction reviews, the words Chinese guests often used in comments were 'big room', 'spacious' and 'big bathroom'. From the findings of study, the room size also had a significant impact on Chinese guests satisfaction of serviced apartments in Auckland. Guo et al. (2019) state that the size of the room affects the Chinese customer's experience and is also a factor affecting customer satisfaction with a short-term rental apartment. Poh and Cheng (2017) also emphasised the importance of the size of the room improved customer satisfaction. Therefore, the size of the room played a pivotal role in enhancing Chinese guests' satisfaction with serviced apartments in Auckland.

4.3.2.3 View

According to Table 9, 28 satisfied comments mentioned that they were satisfied with the view, at 15.5 per cent. The words Chinese guests mentioned in their comments included 'sea view', 'Sky Tower view' and 'city view'. There were three examples from the Booking.com website:

"I could see the view of the Harbour Bridge from the balcony. The night view was great." (Nicky, friends group)

"The view of this room amazes me! From the window, I can see not only the Sky Tower but also the sea. I really love it. It is so nice to have a cup of coffee on the balcony with the view." (Dan, solo guest)

"From the balcony, I can see the tall buildings in downtown Auckland, and I can also see the Sky Tower, especially at night, the lights of the Sky Tower at Christmas are so beautiful." (Weizhi, couple guests)

According to the satisfied comments regarding the view, some Chinese guests expressed they were happy to stay in a room with a beautiful view. However, in terms of view, it may not have a significant impact on Chinese guests satisfaction, as it occupied a little proportion compared with the factors of cleanliness and size of the room. Wu and Yang (2018) emphasised that a view is not a significant factor in Chinese guests' willingness to book accommodation. Therefore, the findings of this study support Wu and Yang's (2018) study, illustrating that Chinese guests consider that the view is not an essential factor when they stay in a serviced apartment in Auckland. The findings show that

although serviced apartments in Auckland do not necessarily provide rooms with views, it can contribute to ensuring the customer satisfaction of Chinese guests.

4.3.2.4 Comfortable bedding

Table 9 showed that 14.3 per cent of Chinese guests paid attention to comfortable bedding, of which were 26 satisfied comments. Three examples from the satisfied comments on the Booking.com website include:

“The room was furnished with a large bed and comfortable.” (Cynthia, solo guest)

“This is the most comfortable bed I have ever slept in on my trip to New Zealand. It is big and soft. It is so comfortable.” (Gang, couple guests)

“The most satisfying part is probably the bedding, which is very skin-friendly. It is comparable to a five-star luxury hotel.” (Ping, couple guests)

Judging by the satisfied reviews of bedding Chinese guests mentioned ‘comfortable bedding’ and ‘big bed’ the most. Ineson et al. (2019) suggest that on every trip, the room is an integral part of the travel experience, and it should provide comfortable bedding and a safe environment that can temporarily replace a room at home. Ineson et al. (2019) suggestion seem to be consistent with the finding of this study, however, in terms of the low percentage, comfortable bedding had little impact on the satisfaction of Chinese guests. But, comfortable bedding could help Auckland’s serviced apartments retain Chinese guests because Chinese guests expect comfortable bedding.

4.2.3 Facilities

In Table 7, the theme of facilities was ranked third in this dissertation, accounting for 29 per cent. The findings showed that the theme of facilities also played a role in influencing satisfaction of serviced apartments in Auckland. The factors of complete facilities and wi-fi were included in the theme of facilities, as shown in Table 10.

Table 10. Customer satisfaction factors - facilities

Factor of facilities	Count (n=107)	Percentage
Complete facilities	105	98.2%
Wi-Fi	2	1.8%

From Table 10, it can be seen that although wi-fi was mentioned in the satisfaction comments it only accounted for 1.8 per cent. In a significant finding, the only two wi-fi reviews showed that Chinese guests were satisfied with the speed of the wi-fi provided by serviced apartments in Auckland. However, wi-fi had a negligible impact on the satisfaction of guests, due to the small percentage of this factor. According to Table 10, complete facilities played a pivotal role in influencing Chinese guests.

4.3.3.1 Complete facilities

According to Table 10, it can be seen that complete facilities influenced Chinese guests' satisfaction, at 98.2 per cent. Chinese guests expected serviced apartments to offer comprehensive amenities, and this is reflected in their evaluations. Some examples from the Booking.com website include:

*"The facilities in the room are complete, especially the kitchen facilities, with an oven, dishwasher, microwave oven and so on. That is great!"
(Tian, family group)*

"The room was very well-equipped, and what surprised me most was that there were pots and pans in the kitchen. I do not have to worry about not being able to cook for the kids." (Dennis, couple guests)

"The facilities in the rooms are all very advanced. My favourite is the shower facility, which is not only advanced but also full of water. It is very satisfying." (Yin, friends group)

From the satisfied comments of Chinese guests, it can be seen that most Chinese guests pay more attention to 'kitchen facilities' and 'sanitary facilities', and the word most frequently mentioned was 'kitchen facilities'. Customers will consider the integrity of facilities when choosing a serviced apartment, especially kitchen facilities (Guo et al., 2019; Sriboonjit & Rattanaprichavej, 2013). This indicates that the aspect of complete facilities was important for Chinese guests. Guo et al. (2019) suggest that the facilities provided by short-term rental accommodation for Chinese customers were a factor they cared about, as short-term rental accommodations cover the necessary facilities of the hotel's family suite, such as kitchen, bathroom and multimedia listening facilities, and make the guest feel at home. Based on Guo et al. (2019), being highly consistent with the findings of this study, having complete facilities in serviced apartments are important and play a vital role for the satisfaction of Chinese guests.

4.2.4 Service standards

Service was 20 per cent of the satisfied reviews in Table 7. The factors that affect Chinese guests' satisfaction evaluation with the service of serviced apartments in Auckland can be divided into three parts: friendly staff, effective service and the full range of service (see Table 11).

Table 11. Customer satisfaction factors - service

Factors of service	Count (n=73)	Percentage
Friendly staff	58	79.5%
Efficient service	9	12.3%
Full range of service	6	8.2%

As can be seen from Table 11, friendly staff accounted for the most significant percentage, which accounted for 79.5 per cent. In the findings of this study, the factors of effective service and a full range of service were 12.3 per cent and 8.2 per cent, respectively.

4.3.4.1 Friendly staff

Table 11 showed that many Chinese guests who commented on the theme of service expressed satisfaction with the attitude of employees. Amongst satisfied comments, the words that Chinese guests left most frequently in the comments were 'friendly', 'patient', 'enthusiastic' and 'helpful'. There were three examples of Chinese guests writing in the satisfaction comments:

"The service staff was very warm. Since our plane arrived late at night, he not only helped us check in very patiently, but also helped us solve the parking problem." (Pang, family group)

"The attitude of the front desk staff really warms my heart. Since my English was not very good, the front desk staff waited patiently for me to use the translation software to tell him my questions one by one, and provided me with detailed answers." (Songzhi, family group)

"I was deeply impressed by the brilliant smile of every service staff, and their enthusiastic attitude made me quickly eliminate the fear of strange cities." (Peng, friends group)

As can be seen from the satisfied comments, there is a high demand for the service attitude of employees. Previous studies have shown that employees' attitude towards customers in service has a direct impact on customer satisfaction (Ali et al., 2016; Fernandes &

Fernandes, 2018; Poh & Cheng, 2017). This findings show that Chinese guests were satisfied with friendly staff and that this enhance their satisfaction. Which agrees with Khozaei et al. (2016) stating that friendly employees in customer service can make customers happy and even improve their positive feedback on customer satisfaction.

4.3.4.2 Effective service

From Table 11, there were nine satisfied comments showing that they were satisfied with effective service. In terms of efficient service, Chinese guests indicated ‘fast service’ was a sign of efficiency. Three examples of satisfaction comments from the Booking.com website include:

“I am not familiar with Auckland, the front desk staff not only helped us to call the taxi company, but they were also able to store our luggage after we checked out, as we had signed up for a tour of the surrounding area.” (Qiang, family group)

“After entering the room, I found that there were no disposable slippers in the room. I called the front desk and they sent them to them in a short while. It was really so timely.” (Zhenzhen, solo guest)

“The attitude of the men at the front desk was very good, not only patient but also very fast to help us check-in. So that we can go back to our room for a quick rest after a long flight.” (Qingqing, couple guests)

The findings of this study indicate that effective service had a positive influence on Chinese guests’ satisfaction. Chinese customers have different requirements for service quality, professionalism and timeliness (Li et al., 2011). Sriboonjit and Rattanaprichavej (2013) state that effective service is important to not only improve the quality of service but also increase customer satisfaction. Poh and Cheng (2017) highlighted that customers have expectations of service speed from the front desk staff, and it has a significant impact on customer satisfaction. Compared with previous studies, the findings of this study was in line with them on the effective service aspect, however, from the perspective of a low percentage, effective service differed to the previous three studies was not an important one. Although, effective service can help serviced apartments in Auckland to a certain extent to ensure the customer satisfaction of Chinese guests because effective service is expected of Chinese guests.

4.3.4.3 Full range of service

In terms of the full range of service, there were only six satisfied online reviews referred to this, at factor 8.2 per cent. Some examples of satisfied comments from the Booking.com website include:

“Originally, we just booked a one-bedroom apartment, but when we arrived at the store, the attendant told us to upgrade our room for free. To my surprise, he upgraded me to a two-bedroom apartment with an ocean view. This really surprised me.” (Chang, friends group)

“With the attitude of having a try, I asked the front desk staff if I could upgrade the room when I checked in. Unexpectedly, she told us that she could upgrade the room for free after confirming it for us. I was so happy!” (Meeeen, family group)

“The service provided by the staff in this apartment was so meticulous. It was very considerate not only to take us back to the room but also to explain to us how the equipment should be used.” (Tom, family group)

Commenting from only six satisfied online reviews, ‘upgraded the room’ and ‘detailed service’ were mentioned the most by Chinese guests. Service quality affects customer’s satisfaction in the hospitality industry (Lu et al., 2015). Padma and Wagenseil (2018) suggest that high-quality service can make the guests feel satisfied, and the high-quality of service is reflected in the details for the guests, providing the feeling of perfect service. The finding of full range of service seems to be consistent with Padma and Wagenseil (2018). However, the full range of service may not have a significant impact on Chinese guests’ satisfaction due to having the smallest percentage in this theme. Furthermore, compared with friendly staff and effective service, the full range of service had a less of an effect on Chinese guests’ satisfaction. Therefore, the full range of service makes little contributions to ensure the satisfaction of Chinese guests.

4.3 Chinese guests’ dissatisfaction with serviced apartments in Auckland

In Table 12, the findings show the seven themes that influence Chinese guests’ dissatisfaction with serviced apartments in Auckland, are room, facilities, parking, service, location, price and food, and these are ranked by percentage from highest to lowest.

Table 12. Themes of Chinese guests' dissatisfaction

Themes	Count (n=370)	Percentage	Ranking
Room	161	44%	1
Facilities	143	39%	2
Parking	76	21%	3
Service	73	20%	4
Location	25	6.8%	5
Price	19	5.1%	6
Food	15	4.1%	7

Table 12 shows most Chinese guests were dissatisfied with the theme of 'room', which accounted for 44 per cent. There was 39 per cent of dissatisfied comments mentioning the theme of facilities. The themes of parking and service occupied a similar proportion, at 21 per cent and 20 per cent, respectively. The themes of location, price and food had less influence on Chinese guests' dissatisfaction with serviced apartments in Auckland, accounting for 6.8 per cent, 5.1 per cent and 4.1 per cent each. These three themes were rarely mentioned in the dissatisfaction online comments, so they will not be discussed in this dissertation. Instead, this section will focus on four themes, that is, room, facilities, parking and service.

4.3.1 Room

From Table 12, it can be seen that the theme of the room was the most frequently mentioned amongst the negative evaluations collected from the data, accounting for 44 per cent. There were five factors affecting Chinese guests' dissatisfaction with the room in serviced apartments in Auckland, namely noise, cleanliness, room space, bedding and view, as shown in Table 13.

Table 13. Customer dissatisfaction factors - room

Factors of room	Count (n=161)	Percentage
Noise	55	34.2%
Uncleanliness	42	26.1%
Small room	35	21.7%
Uncomfortable bedding	22	13.7%
View	7	4.3%

According to Table 13, among the comments of dissatisfaction, there were only seven negative comments that mentioned view and accounted for 4.3 per cent. Compared with 28 comments in the satisfaction section, the number of comments with dissatisfaction of view shows that this has little influence on the dissatisfaction of Chinese. Other unsatisfactory factors in the theme of the room were noise, cleanliness, room space and bedding.

4.4.1.1 Noise

Table 13 showed that noise had an impact on Chinese guests' dissatisfaction, accounting for 34.2 per cent. There were three examples from the Booking.com website:

"The soundproof of the room was so bad that even with the windows closed you could hear the sound of cars passing below the 17th floor, especially at weekend night when the bars were playing music and cars were going on all the time, making it impossible to rest." (Kaixuan, couple guests)

"It is so noisy in the evening that I cannot even go to bed early! The music of bars, the laughter of people in the street, the sound of cars, did not die down until 3 am. I hope the operator can improve the sound insulation effect of the windows." (Sunny, solo guest)

"The sound insulation in the room was a disaster. I could definitely hear the people in the next room talking! It is so impersonal! It is terrible." (Dongmei, friends group)

The findings of this study showed that the noise had made many Chinese guests unsatisfied with serviced apartments in Auckland. Based on the dissatisfied comments, most of the noise they complained about was caused by inadequate soundproofing, and the most dissatisfied comments used the words 'bad sound insulation' and 'noisy'. This finding indicated that Chinese guests have an obvious expectation to have sound insulation in their room. According to Guo et al. (2019), Chinese guests prefer to stay in a relatively quiet environment, because it helps them to have a good rest. A room that makes a customer uneasy and restless can significantly reduce customer satisfaction (Hill, 2016). Compared with quiet in the satisfaction section, the number of comments from Chinese guests rated serviced apartments as noisy (55) was significantly higher than the number who rated them as quiet (14). Therefore, compared with Guo et al. (2019) and Hill (2016), the findings shows that noise had a significant impact on Chinese guests' dissatisfaction. Reducing the impact of noise in the room for Chinese guests is an essential aspect to increase the satisfaction of Chinese.

4.4.1.2 Uncleanliness

As can be seen from Table 13, cleanliness was an important influence affecting Chinese guests' dissatisfaction in the theme of the room. There were 42 dissatisfaction comments, which accounted for 26.1 per cent. Three examples collected from the Booking.com website included:

"I did not know about the other rooms, but the cleanliness of the room I booked is terrible. Not only I found a big stain on the quilt, but also I found the underwear left by the previous guest on the sofa. I want to ask the housekeeping, did you clean the room carefully?" (Jiang, family group)

"The cleanliness of the room is terrible! There is so much dust everywhere, I really wonder how long this room has not been entered or cleaned. It really choked me when I opened the door and walked in." (Jia, couple guests)

"Cleanliness has always been a big concern of mine, but this time I was really disappointed! I found a huge stain on the sheet, which I could not accept. Even in ordinary accommodation, cleanliness should be guaranteed!" (Zhangzhu, family group)

Judging by dissatisfaction reviews, uncleanliness was one of the reasons for the increase in the number of dissatisfaction reviews for the theme of room. In the negative comments, Chinese guests often used terms such as 'unclean room', 'visible stains' and 'insufficient cleanliness' to express their disappointments. The findings of this study shows that the uncleanliness of the rooms had an impact on the dissatisfaction of Chinese guests. Ren et al. (2016) suggested that cleanliness as a fundamental attribute of the hospitality industry is critical to the experience of Chinese customers. Poh and Cheng (2017) agreed by stating the impact of muddy accommodation conditions needs to be addressed by operators, as it can cause a sharp increase in guest dissatisfaction with the accommodation. Therefore, these two studies and the findings of this dissertation has shown that uncleanliness was one of the important factors affecting Chinese guests' dissatisfaction. According to the findings, Chinese guests were concerned about the cleanliness of the rooms, so improving the cleaning of rooms is an important measures to take to improve the satisfaction of Chinese guests.

4.4.1.3 Small rooms

According to Table 13, small rooms played a role in influencing the dissatisfaction of Chinese guests. This factor was 21.7 per cent in the theme of room, with 35 dissatisfied comments. Here are three examples from dissatisfaction comments on the Booking.com website:

“This room is so small that it cannot even be opened by the suitcase. It has to be spread out in the living room! In addition, the bathroom is small enough to hold only one person, and if two people are standing in it, it is very crowded.” (Cai, friends group)

“Every room here is so small. It feels like a mini room. My suitcase could not be fully opened at all. Fortunately, I am alone. I do not know if two people stay in here how to turn around in the room.” (Yun, solo guest)

“The layout of the rooms is strange. One of the bedrooms has no windows, it feels stuffy to stand in it, let alone sleep in it.” (Kun, family group)

As can be seen from the dissatisfaction comments, dissatisfied Chinese guests paid attention to small rooms. From their comments, it can be seen that Chinese guests found ‘crowded room’, ‘small bathroom’ and ‘strange layout’ unacceptable. It illustrated that Chinese guests have expectations of the size of the room. Sriboonjit and Rattanaprichavej (2013) note that one of the factors influencing serviced apartments in the central business district (CBD) is the size of the room, which can not only improve customer experience but also improve the satisfaction of customers. In addition to that, according to Fernandes and Fernandes (2018), a small room has a negative impact on customer satisfaction. However, compared with noise and cleanliness, a small room had an impact on customer dissatisfaction, but it was not significant. However, offering larger rooms to Chinese guests can reduce their dissatisfaction with serviced apartments in Auckland.

4.4.1.4 Uncomfortable bedding

From Table 13, it can be seen that uncomfortable bedding had an impact on Chinese guests’ dissatisfaction. There were 22 negative comments collected from the data, 13.7 per cent. Three examples of dissatisfied reviews from the Booking.com website include:

“As for me, the bed in the room was unsatisfactory. A large bed was made of two small beds with a gap in the middle. Bedding is also

uncomfortable, whether it is clean or not, the material is uncomfortable.” (Jiawei, couple guests)

“The quality of the bedding is too rough to be comfortable. The bed is not comfortable. I feel like sleeping in a ball of cotton, cannot play the role of reducing fatigue.” (Meng, family group)

“The bed in the room is really too small. There was only a bed 90 cm wide in the room, although I was alone here. I feel like I’m going to roll over and fall out of bed.” (Hzwxj, solo guest)

As can be seen from dissatisfaction comments, several Chinese guests said they were dissatisfied with the ‘small bed’, ‘soft bed’ and ‘uncomfortable bedding’, and it resulted in a miserable experience for their rest. Kim et al. (2019) mentioned that the attribute of bedding also has an influence on the customer satisfaction because providing customers with quality bedding can not only provide a good rest, but also enhance customer satisfaction. In the satisfaction section, comfortable bedding had 24 comments, in comparison, there were 22 dissatisfied comments expressing that the bedding did not meet their demands. By comparing the number of comments alone, satisfaction was more exceptional than dissatisfaction, but it shows that uncomfortable bedding also had an impact on Chinese guests’ dissatisfaction. The findings show that uncomfortable bedding bring troubles to Chinese guests, and improving the quality and comfort of bedding can effectively decrease the dissatisfaction of Chinese guests.

4.3.2 Facilities

In Table 12, the theme of facilities took second place in the dissatisfaction section. There were 143 negative online comments, accounting for 39 per cent. The theme of facilities is divided into incomplete facilities and wi-fi, as shown in Table 14.

Table 14. Customer dissatisfaction factors - facilities

Factors of facilities	Count (n=143)	Percentage
Incomplete facilities	122	85.3%
Wi-Fi	21	14.7%

Table 14 shows that incomplete facilities was the most complained about by Chinese guests in this theme, accounting for 85.2 per cent. Few Chinese guests were dissatisfied with wi-fi, which accounted for 14.7 per cent of comments.

4.4.2.1 Incomplete facilities

In this study, incomplete facilities was one of the reasons that affected Chinese guests' dissatisfaction with serviced apartments in Auckland. Three examples from the dissatisfaction comments on the Booking.com website include:

"I was delighted with the kitchen, but the only thing I was not satisfied with was the fact that I did not find a mirror in the room, which was too inconvenient for a girl and the lighting in the room was bad." (Chen100, solo guest)

"Although the facilities in the room were complete, many of them were unusable. The oven was broken, the dishwasher was broken, and even the air conditioner was broken, which made me shudder in the room every night when I came to Auckland in winter." (Xiaozheng, family group)

"Many of the facilities in the room were neither sufficient nor usable. There is a kitchen in the room, but there is nothing except a stove. What should I cook with? The most disappointing thing about the room is that the air conditioning does not cool at all." (Miaoqing, family group)

From these negative comments, Chinese guests' dissatisfaction with incomplete facilities is mainly reflected in 'insufficient facilities' and 'unusable facilities', it is clear that Chinese guests were concerned about not only the kitchen facilities, but also the lighting, shower, and air conditioning. This shows that the incomplete facilities played a pivotal role in influencing Chinese guests' dissatisfaction. Kim et al. (2019) highlighted that if the room is full of unusable facilities or there are not enough facilities in the room for guests' use, it will not only lead to a poor customer experience but also lead to higher customer dissatisfaction. Additionally, Hill (2016) suggested that the layout of the room is related to the customer's experience of using the room. Placing the right furniture in the right place and keeping the facilities running can improve customer satisfaction, and having enough lighting in the room can improve the customer experience (Hill, 2016). Therefore, the findings of this study supports Kim et al. (2019) and Hill (2016), in which incomplete facilities played a significant role in influencing the dissatisfaction of Chinese guests towards serviced apartments in Auckland. In order to ensure and improve the satisfaction of Chinese guests staying in serviced apartments in Auckland, it is an effective and efficient measure to reduce incomplete facilities.

4.4.2.2 Wi-Fi

From Table 14, wi-fi also had an influence on Chinese guests' dissatisfaction. There were 22 dissatisfied comments expressing disappointment with the wi-fi provided by serviced apartments. There were three examples collected from the Booking.com website:

"I was so disappointed by the wi-fi, it was so horrible! Not only does it only handle 750 megabytes of data per day, but it was always disconnected in transit, causing me to incur a lot of expenses for surfing the web. My biggest disappointment was that my credit card was stolen while I was using the wi-fi offered by the apartment." (Mei, couple guests)

"I really recommend the operator should upgrade your wi-fi. The wi-fi display connection is successful, but it cannot be used. I asked the front desk to tell me that the data is used up. I wonder who used my data when I was not in my room all day. What is the age? The data is still limited, and only 750 megabytes per day. That is ridiculous." (Yiping, couple guests)

"I am really disappointed with the wi-fi here. It is limiting the amount of data you use. Fortunately, I rented portable mobile wi-fi with unlimited data in China before going abroad, which solved the problem of surfing on the Internet." (Huang, family group)

As can be seen from the dissatisfaction comments, some Chinese guests complained about wi-fi, saying that 'the Internet speed in New Zealand is too slow' and 'the amount of data people can use every day is limited'. Kuhzady and Ghasemi (2019) emphasised that wi-fi is a necessity in people's lives in modern society and has become an essential factor affecting customer dissatisfaction in the hospitality industry. Compared with the two comments on wi-fi in the satisfaction section, the number of comments on wi-fi in the dissatisfaction section was up by 22. This shows that the Chinese guests have a higher degree of dissatisfaction with the wi-fi provided by serviced apartments in Auckland. Therefore, based on the comparison of Kuhzady and Ghasemi (2019) and the findings of this study, wi-fi affected the dissatisfaction evaluation of Chinese guests with serviced apartments in Auckland. The serviced apartments in Auckland should replace their current system with a high speed network, providing guests with adequate data, so as to reduce the complaints of Chinese guests and improve customer satisfaction.

4.3.3 Parking

From Table 12, the theme of parking had an influence on Chinese guests' dissatisfaction with serviced apartments in Auckland. The theme of parking included paid parking and no parking space (see Table 15).

Table 15. Customer dissatisfaction factors - parking

Factors of parking	Count (n=76)	Percentage
Paid parking	73	96.1%
No parking space	3	3.9%

As can be seen from Table 15, there were only three dissatisfied comments mentioning no parking space, accounting for only 3.9 per cent. Therefore, having no parking space did not seem to have a significant impact on Chinese guests' assessment of dissatisfaction with serviced apartments in Auckland, but paid parking was mentioned most by Chinese guests.

4.4.3.1 Paid parking

As shown in Table 15, paid parking occupied the greatest proportion of the theme of parking, at 96.1 per cent. There were 73 comments mentioned in Chinese guests negative comments. Three examples selected from the Booking.com website include:

"I did not realise that parking in Auckland was so difficult, and there were fees to pay. I really regret renting a car. A day's parking would cost me the same as booking another room. It is really not worth it." (Dongze, family group)

"After the car rental found that the original car rental cheap parking expensive! There is no free parking for guests. You need to park the car in a paid parking. Invisibly increased the budget a lot." (Xiaomei, family group)

"Parking in Auckland is just too expensive. I was amazed that the apartment I stayed in charged 30 New Zealand dollars for a night's parking. I have been to so many places, and I have never seen a place that does not offer free parking. I am so disappointed." (Xi, couple guests)

In this study, paid parking had the most substantial influence on Chinese guests dissatisfaction with parking experiences. As can be seen from the dissatisfaction comments, 'paid parking', 'parking is difficult', and 'expensive' were the words most

frequently used by Chinese guests in negative online feedback, which shows the importance Chinese guests attach to parking. With the increase of Chinese guests, the number of Chinese guests choosing self-driving tours as a means to discover New Zealand is on the rise, and this number will gradually increase (Lohmann & Zahra, 2010). Compared with the five comments on free parking in the satisfaction section, the number of dissatisfied comments shows that paid parking had a significant impact on Chinese guests' dissatisfaction with serviced apartments in Auckland. Therefore, paid parking was one of the important factors affecting the dissatisfaction of Chinese guests towards serviced apartments in Auckland. From the findings, the parking problems which arise after guests rent a car need to be considered by reducing the complaints of self-driving guests will ensure that the dissatisfaction of Chinese will not continue to rise.

4.3.4 Poor service

Poor service had an impact on Chinese guests' dissatisfaction towards serviced apartments in Auckland (see Table 12). The theme of service included unfriendly staff and inefficient service, as shown in Table 16.

Table 16. Customer dissatisfaction factors - service

Factors of service	Count (n=73)	Percentage
Unfriendly staff	50	68%
Inefficient service	23	32%

Table 16 illustrated that there was 68 per cent of dissatisfaction reviews of unfriendly staff and inefficient service, which accounted for 32 per cent, as shown in Table 16.

4.4.4.1 Unfriendly staff

According to Table 16, unfriendly staff had the most impact on Chinese guests dissatisfaction with a serviced apartment in the theme of service. The negative comments showed that employees with poor attitudes contributed to the increase in dissatisfaction with Chinese guests. Three examples from dissatisfaction comments on the Booking.com website included:

“The attitude of the service staff made me very dissatisfied. Not only was the attitude very indifferent, but also showed impatience with the customers. When I asked more questions, the service staff seemed very reluctant to answer and felt that all the questions I asked were very retarded.” (Sen, family group)

“The staff were so unprofessional that they doubled my room rate. I had already paid for the room on the reservation website, but when I checked in, he asked me again to charge me for the room. After communication and inquiry, they admitted that it was their fault.” (Xi, couple guests)

“The attitude of the employees is too indifferent, which should not occur in the service industry. Especially a girl at the reception desk, who is not only unfriendly but also unprofessional! It took more than half an hour to check-in.” (Zunming, family group)

In this study, the findings showed that services that make customers feel neglected would reduce the customer experience, leading to an increase in customer dissatisfaction. From the customer's point of view, the impatient, indifferent and rude attitude of the staff made the customer feel unsatisfied, as the negative attitude of the staff made the customer feel unappreciated and disrespected. Previous studies have shown that an employee-induced service failure leads to customer dissatisfaction, which in turn leads to negative customer attitudes in the subsequent evaluation process (Kim et al., 2019; Padma & Ahn, 2019). The findings of this study also support the idea that employee-customer interactions influence both customer experience and customer evaluation (Ali et al., 2016). The findings of this study support previous studies (Ali et al., 2016; Kim et al., 2019; Padma & Ahn, 2019), that is, unfriendly staff played an important role in the dissatisfaction evaluation of Chinese guests to serviced apartments in Auckland. The dissatisfaction of Chinese guests was generated by employees with negative attitudes. Hence, the findings show that by strengthening the training of service personnel, especially training them to have a good attitude when serving, is crucial to reduce the dissatisfaction of Chinese guests.

4.4.4.2 Inefficient service

From Table 16, it can be seen that inefficient service was an influence on Chinese guests. There were 23 dissatisfied comments, accounting for 32 per cent. Three examples of dissatisfied comments from the Booking.com website include:

“The shower is out of order. After the front desk responded, they said they would repair it the next day. However, the next night it was the same.” (Yuxin, couple guests)

“The service was not in place. We arrived in Auckland at 6 am and arrived at the accommodation address around 9 am. However, the service staff said that we must wait until 3 pm to check-in, and they

asked us to wait in the lobby with suitcases until the afternoon to check-in." (Changsheng, family group)

"In this experience, what I was not satisfied with was the service speed. A customer who had just a long flight had to wait in the lobby for nearly an hour to check-in. During my stay, I called the front desk several times without receiving any response, and the service staff never solved my question." (Peisan, solo guest)

In this study, as can be seen from the negative comments, Chinese guests' descriptions of inefficient services generally focussed on 'slow service', 'no response', 'careless' and 'not efficient'. When customers encounter problems, some serviced apartments respond to customers coldly and irresponsibly, which leads to customer complaints. This study found that this led to Chinese customers' dissatisfaction with serviced apartments in Auckland due to inefficient customer service. Guo et al. (2019) suggest that Chinese guests' dissatisfaction with short-term rental apartments is due to the poor service provided by the service provider. The result of which is, the service customers receive will affect their word of mouth behaviour (Padma & Ahn, 2019). Therefore, inefficient service will have an impact on the dissatisfaction of Chinese guests towards serviced apartments in Auckland. According to the findings, ineffective service has contributed to a rise in the dissatisfaction of Chinese guests, improving the efficiency of the staff and controlling the service quality are an effective means to solve this problem.

4.4 Ensuring the satisfaction of Chinese guests with serviced apartments in Auckland

Based on the findings of this study, this section will elaborate on how to ensure and improve the satisfaction of Chinese guests staying in serviced apartments in Auckland. By comparing the findings of various factors of satisfaction and dissatisfaction, this will provide a guide for serviced apartments in Auckland to ensure the satisfaction of Chinese guests.

4.4.1 Location

As for the location, this is a reality that is largely unchangeable. Although it accounts for the largest percentage of satisfaction, there are still some Chinese guests who are dissatisfied. In general, the satisfaction section outweighs the dissatisfaction section. Therefore, the location of serviced apartments in Auckland is more satisfactory to Chinese guests.

4.4.2 Room

Whether in the satisfaction or the dissatisfaction section, the room played a crucial role in the impact of satisfaction. Firstly, in the satisfaction section, the most satisfying thing for Chinese guests was having a clean room. However, uncleanliness was also a severe complaint factor in the dissatisfaction section. Providing customers with a clean room can enhance their impression and thus improve customer satisfaction (Rhee & Yang, 2015). So, the operators of serviced apartments in Auckland need to offer clean rooms to Chinese guests to enhance their satisfaction. Secondly, the findings in the dissatisfaction section showed that Chinese guests were most dissatisfied with poor acoustic insulation in the rooms. Meanwhile, in the satisfaction section, quiet occupied the smallest percentage of the theme of room. Chinese guests prefer short-term rental apartments, which provide a relatively quiet environment during their stay (Guo et al., 2019). Thus, operators of serviced apartments in Auckland need to improve the soundproofing of rooms as soon as possible to reduce complaints from Chinese guests.

4.4.3 Facilities

The theme of facilities also accounted for a large percentage of both satisfaction and dissatisfaction. This showed that it was also an essential aspect for Chinese guests. In terms of the number of comments, dissatisfaction with the facilities outweighed satisfaction, and most of the comments focussed on the integrity of the facility. One of the reasons why Chinese guests choose to stay in serviced apartments was that kitchens were equipped (Sriboonjit & Rattanaprichavej, 2013; Tian & Li, 2015), so they think it is imperative for them to be well-equipped and to be able to use the kitchen. However, in the dissatisfaction section, the imperfect and unusable facilities accounted for a large percentage of the complaints from Chinese guests. Guo et al. (2019) highlight that Chinese guests staying in short-term rental apartments not only care about the kitchen, but also the availability of any facilities in the room. As a result, the top priority for operators to improve the customer satisfaction of Chinese guests is to repair any unusable facilities and equip serviced apartments with complete facilities.

4.4.4 Service

Another source of satisfaction and dissatisfaction amongst Chinese guests was service. In the satisfaction section, friendly staff was the most satisfying factor in this theme, while the unfriendly staff was also the most dissatisfying factor in the dissatisfaction section. Chinese guests attached great importance to the attitude of the service staff. They believed

that an excellent service first requires a positive attitude of the staff (Khozaei et al., 2016). The ability to maintain staff have a positive attitude at work requires the managers of serviced apartments in Auckland to provide adequate training for the management of employees and to meet their needs. Secondly, by comparing the efficiency of satisfaction and dissatisfaction, dissatisfaction is significantly higher than satisfaction. Providing efficient and high-quality service to Chinese guests is also an area that needs to be improved in serviced apartments in Auckland. Chinese guests had high expectations for high-quality service because they believed that the price was in direct proportion to the quality of service (Becerril-Arreola et al., 2017). Therefore, through the training of employees, the service quality of service personnel can be improved, so as to improve the satisfaction of Chinese guests.

4.4.5 Parking

Parking was a problem for Chinese self-driving guests, and it was also an influence commented upon by Chinese guests' satisfaction. According to the findings of this dissertation, few Chinese guests were satisfied with the parking offered by serviced apartments in Auckland. This problem cannot be solved by serviced apartments in Auckland alone. Cooperating with local parking providers to offer reduced parking rates, or even parking guests' vehicles for free, can effectively improve the satisfaction of Chinese guests to serviced apartments in Auckland.

4.4.6 Price and food

Although price and food were not discussed in this dissertation, they still had an impact on Chinese guests' satisfaction and dissatisfaction with serviced apartments in Auckland. The main reason why price did not account for a large part of the study was that Chinese guests felt that price was not a factor they could control since they chose to travel abroad (Li et al., 2011). Secondly, the reason that food did not get much attention in serviced apartments in Auckland was because apartments can provide relatively complete kitchen facilities, so Chinese guests will not rely on the food provided by the accommodation (Guo et al., 2019). Physical factors such as price and food can affect customer satisfaction in serviced apartments (Jung et al., 2014). Hence, improving the quality of food and reasonable prices will increase the satisfaction of Chinese guests.

From the above comparison, it can be seen that Chinese guests were satisfied or dissatisfied with various factors of this study. The most effective way to ensure the satisfaction of Chinese guests towards serviced apartments in Auckland is to understand

the needs of Chinese guests, not only for Chinese guests, but also for guests from all over the world. Only in this way can serviced apartments in Auckland ensure the improvement of customer satisfaction.

4.5 Summary

This chapter discussed the factors that affected Chinese guests' satisfaction and dissatisfaction with serviced apartments in Auckland and also gave some suggestions for the operators of serviced apartments to increase the satisfaction of Chinese guests. The main findings of the study were summarised as follows: Firstly, the study focussed Chinese guests' satisfaction with serviced apartments in Auckland on seven themes, which were location, room, facilities, service, price, food and parking. It was shown in Table 7 that the most direct satisfaction theme influencing Chinese guests in serviced apartments in Auckland was the location. Room, facilities and service as the findings of this study also influenced the evaluation of Chinese guests staying in serviced apartments in Auckland. In the satisfaction section, the factors of close to CBD, cleanliness, complete facilities and friendly staff, all had a significant impact on keeping the satisfaction of Chinese guests with serviced apartments in Auckland.

In contrast, these seven themes were also the themes that Chinese guests were dissatisfied about when staying in serviced apartments in Auckland. It can be seen from Table 12 that the most unsatisfactory theme for Chinese guests was the room. Facilities, parking and service were also the themes for Chinese guests' dissatisfaction with serviced apartments in Auckland. In the dissatisfaction section, the factors of noise, incomplete facilities, paid parking and unfriendly staff played a pivotal role in influencing the dissatisfaction of Chinese guests with serviced apartments in Auckland. Additionally, elevating these unsatisfactory factors can meet the needs of Chinese guests and thus improve their satisfaction with serviced apartments in Auckland.

Chapter 5 Conclusion

5.1 Introduction

This research explored the factors affecting Chinese guests' satisfaction and dissatisfaction with serviced apartments in Auckland, New Zealand. This chapter will provide a summary of this research, including a review of the findings, the significance of this research, limitations, and recommendations for future study.

5.2 Review of the findings

This dissertation aimed to answer the following questions:

1. What factors do Chinese guests evaluate as satisfactory when staying in serviced apartments in Auckland?
2. What factors do Chinese guests evaluate as dissatisfactory when staying in serviced apartments in Auckland?
3. How can serviced apartments in Auckland ensure satisfaction for Chinese guests?

Based on the content analysis of 370 online comments from Chinese guests on Booking.com, this study found seven themes that affect Chinese guests' satisfaction and dissatisfaction with staying in a serviced apartment in Auckland, which are the location, room, facilities, service, price, food, and parking. In the satisfaction section, the themes of location, room, facilities, and service had an essential influence on the satisfaction evaluation of Chinese guests to serviced apartments in Auckland. In the dissatisfaction section, there were also seven themes influencing the dissatisfaction of Chinese guests towards serviced apartments in Auckland, which are the room, facilities, parking, and service which emerged as the dissatisfaction themes for Chinese guests and played a significant role in influencing them to evaluate a serviced apartment in Auckland.

5.2.1 Factors affecting Chinese guests' satisfaction

Of all the themes affecting Chinese guests' satisfaction with the serviced apartments in Auckland, location is considered the most essential. Under the theme of location, there were three factors influencing the evaluation of Chinese guests on the theme of the location. Proximity to the central business district (CBD) was considered the most critical factor for Chinese guests. According to Chinese guests' satisfaction online comments, it found that convenient transportation and proximity to restaurants and shops also had an

impact on Chinese guests' satisfaction with serviced apartments in Auckland. The theme of the room is the second most crucial theme affecting the customer satisfaction of Chinese guests towards serviced apartments in Auckland. The findings of this study showed that the cleanliness of the room and the spaciousness of the room have a significant impact on the customer satisfaction of Chinese guests. According to some studies, Chinese guests have high expectations for cleanliness and size (Guo et al., 2019; McCartney and Ge, 2016). This study also concluded that a full range of facilities, especially kitchen facilities, made Chinese guests satisfied with serviced apartments in Auckland. As for the theme of service, Chinese customers were impressed by the positive attitude and active service provided by the staff, which will have a positive impact on the satisfaction of Chinese visitors to serviced apartments in Auckland.

5.2.2 Factors affecting Chinese guests' dissatisfaction

The most dissatisfied theme that affected Chinese guests with serviced apartments in Auckland was the room, amongst which noise was the most unsatisfactory factor. In this study, some complaints about rooms were that they were not clean enough. It can be seen that cleanliness of rooms is an essential factor for Chinese guests, whether they were satisfied or dissatisfied (Ren et al., 2016). In the dissatisfaction section, Chinese guests said they were not satisfied with unusable facilities and limited wi-fi. Paid parking was also a dissatisfaction factor expressed by Chinese guests in their comments. The negative attitude of staff and inefficient service were essential factors leading to the dissatisfaction of customers (Kim et al., 2019). The findings of this study showed that dissatisfied Chinese guests felt ignored due to the negative attitude of the staff. It also clarified that inefficient service led Chinese guests to evaluate serviced apartments in Auckland as unsatisfactory.

In addition to that, although Chinese guests mentioned price and food in their comments, the research results showed that they had less impact on customer satisfaction and dissatisfaction of Chinese guests towards serviced apartments in Auckland. As every room in serviced apartments in Auckland had kitchen facilities, food provided by the accommodation was not essential to the needs of Chinese guests.

5.3 The significance of this research

This dissertation has explored the factors that affect Chinese guests' satisfaction and dissatisfaction with serviced apartments in Auckland. The practical and theoretical significance of this study will be explained as follows.

5.3.1 The practical significance

The practical significance of this study should be considered in terms of how to ensure the satisfaction of Chinese guests staying in serviced apartments in Auckland. According to the findings of this study, the room had an essential influence on affecting the satisfaction and dissatisfaction of Chinese guests with serviced apartments in Auckland, as it accounted for a large proportion in both parts. Having good sound insulation and cleanliness increased the satisfaction of Chinese guests when staying in serviced apartments in Auckland. Guo et al. (2019) state that Chinese guests have high expectations of being able to stay in a room with good sound insulation. Operators of serviced apartments in Auckland should focus on reducing room noise to improve customer satisfaction. In addition to that, the study found that some unsatisfied Chinese guests complained about the cleanliness of serviced apartments in Auckland, which led them to post negative comments on Booking.com. Rhee and Yang (2015) believed that providing a clean and comfortable room can enhance customer satisfaction. Managers of serviced apartments in Auckland should ensure that they provide a clean room to ensure customer satisfaction. Therefore, operators of serviced apartments in Auckland should focus on the importance of the room, which can significantly reduce their impact on customer dissatisfaction.

This study also found that serviced apartments that provided a full range of facilities had a positive impact on customer satisfaction as they enhanced the Chinese customers' experience. Guo et al. (2019) suggested that well-equipped facilities in the room can make the guests feel at home. Managers of serviced apartments in Auckland should provide their customers with facilities of a high-quality and easy access, which will help to have a positive impact on word of mouth.

Furthermore, from the aspect of service, the findings of the study reflected the fact that positive employee attitudes and high-quality service can make Chinese guests feel satisfied. Poh and Cheng (2017) highlight that customer satisfaction depends on the interaction between customers and employees. Operators of serviced apartments should focus on employee training and employee quality improvement because they can provide customer satisfaction. Positive attitudes and staff who can help guests can make a positive impact on their stay (Khozaei et al., 2016). The findings of this study suggested that one of the reasons Chinese guests made negative comments on Booking.com was inefficient service. Sriboonjit and Rattanaprichavej (2013) stated that the provision of timely and high-quality services plays a critical role in the management of serviced apartments. Thus,

operators of serviced apartments in Auckland should focus on the importance of service to the company and improve the quality of service through corresponding methods (such as comprehensive and effective training for employees), so as to reduce the negative impact brought by service.

5.3.2 The theoretical significance

For the theoretical implications of this dissertation, the most significant contribution of this dissertation was that the results of this study provided an impact on the satisfaction and dissatisfaction of serviced apartments in Auckland from the perspective of Chinese guests, and put forward guidelines for operators of serviced apartments in Auckland to improve the satisfaction of Chinese guests towards serviced apartments in Auckland. The study revealed the high expectations of Chinese guests for serviced apartments in Auckland. Then, this study provided a research contribution to researchers and showed its usability in using Booking.com as a database to determine the factors that affect customer satisfaction and dissatisfaction in serviced apartments. The findings of this dissertation reflected the preferences of Chinese guests.

In addition to that, in this study, respondents highlighted the impact of parking on the satisfaction and dissatisfaction of Chinese guests towards serviced apartments in Auckland, an aspect that received a lack of attention from researchers in previous studies. In addition, the findings of this study support previous literature on the service aspect and the room aspect. In general, this study was helpful in examining customer satisfaction and dissatisfaction with serviced apartments in Auckland. Further studies of serviced apartments can be based on this study to continue in-depth study of influencing factors and explore other influence factors.

5.4 Limitations

Although this study contributes to the study of serviced apartments, there are still some limitations in this study. Firstly, secondary data collected by Booking.com, an online platform, was used in this study. This platform is one of places for guests to book accommodation and evaluate the accommodation. As a result, the data may not be representative of all Chinese guests who have stayed in serviced apartments in Auckland. As only serviced apartments in Auckland are selected as this research object, the geographical location of this study is limited, and it cannot represent New Zealand's phenomenon. Therefore, the uniqueness of the geographical location may lead to a one-sided understanding of this study. Also, this study only looked at the preferences of

Chinese guests. Due to the limitations of population selection, this study may be unitary. Next, the data used in this study are from online comments, rather than interviews or questionnaires, and the selection of comments may be influenced by personal preferences. Finally, the data in this study focusses on December 2019. The results may be seasonal because the selection time is too short, as there may be more customers in other seasons, which may have an impact on the sample size.

5.5 Recommendations for future study

Based on the limitations of this study, factors influencing the satisfaction and dissatisfaction of Chinese guests choosing to stay in serviced apartments in Auckland are discussed. Future research could extend to guests around the world. Secondly, future studies could use primary data to explore the satisfaction and dissatisfaction of customers with serviced apartments, which can include different groups and also contribute to a deeper understanding. Additionally, future studies could focus on more extended periods, which could avoid the limitations caused by seasons and enhance the accuracy of the study. Therefore, it is suggested that future studies should focus on the impact of different types of guests from different countries on their satisfaction and dissatisfaction of serviced apartments throughout New Zealand.

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