

Research on Hotel Service Quality Improvement Based on Text Analysis

-- Take Shanghai Kempinski Hotel as an Example

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Abstract: This paper takes Shanghai Kempinski Hotel as the research object and focuses on its service quality. This paper obtains 760 effective review data from Ctrip website, and uses text analysis method to statistically analyze and process the content of the reviews. Combining the online review data with the existing literature, the service quality of Shanghai Kempinski Hotel is evaluated and analyzed from the aspects of tangible product quality and intangible product quality. The results of the comment analysis show that the main problems of tangible product quality lie in the hygienic environment, equipment and facilities that are not professional enough, and the main problems of intangible product quality lie in the low service efficiency, poor service attitude, and so on. Finally, combined with the problems of the hotel service, respectively, from strengthening training to improve the quality of staff service, do a good job of hygiene inspection, strengthen the construction of equipment and facilities, etc. put forward the corresponding countermeasures recommendations.

Keywords: Shanghai Kempinski Hotel; Text Analysis; Service Quality.

1. Introduction

Shanghai has rich tourism resources and convenient transportation conditions, and Shanghai has good economic and social conditions, providing a good foundation for the development of five-star hotels. At present, the development of five-star hotels in Shanghai has accumulated rich development experience and has formed a certain scale and pattern. However, the product and service quality of five-star hotels has not yet reached the expectations of customers, and how to effectively improve the service quality of hotels has become an important issue that five-star hotels need to face to realize sustainable and healthy development.

In recent years, the number of online reviews is rapidly expanding and having an impact, and more and more enterprises realize the importance of reviews to the development of business operations. the survey report released by Strategy One shows that more than half of the Internet users are found to comment on the hotel after checking in based on their actual feelings, which can be seen based on the network review to analyze the problems of the service quality of five-star hotels in-depth and to propose corresponding optimization strategies for the hotel. propose corresponding optimization strategies, the development of the hotel has important practical significance. In view of the above background, this paper selects the Shanghai five-star hotel - Shanghai Kempinski Hotel as an example, obtains the network review information related to it, and analyzes it to evaluate the service quality, in-depth understanding of the current situation of the service quality of the hotel and the problems that exist, and puts forward countermeasures, but also provides a reference for the optimization of the products and improvement of the service quality of the other similar hotels in the hotel industry. Improve the service quality of other similar hotels in the hotel industry.

2. Research Content and Research Method

2.1. Kempinski Hotel Shanghai Overview and Service Status

Shanghai Kempinski Hotel, officially opened in 2013, is the eighteenth hotel of Kempinski Hotel Management Group in China, the hotel is located in the core of Lujiazui financial and trade center, is a five-star hotel. With a total area of 1,850 square meters, it consists of Food & Beverage Service Department, Kitchen Department, Guest Room Department, Marketing & Sales Department, Engineering Department, Front Office Department, Spa Department, Security Department, etc. It provides products and services for banquets, weddings, conferences, exhibitions, catering and so on. The existing guest rooms and suites total more than 600 rooms, dedicated to providing customers with authentic cultural experiences and serving people's elegant lifestyle. There are more than 800 employees, the overall staff team is relatively young, with an average age of 27-35 years old, and most of the employees have a bachelor's degree or below.

Located in the CBD area of Pudong, Kempinski Hotel Shanghai is equipped with a full range of conference and business facilities and perfect functional configurations. The hall of the conference center can be flexibly separated, is a multi-functional service hall, and can accommodate thousands of people. There are also meeting rooms of different specifications to meet the actual needs of different customers. The banquet kitchen is connected to the central kitchen, and there are different catering facilities such as Chinese restaurant, Italian restaurant, buffet restaurant, etc., which can better meet the actual catering needs of different customers, and there is a cigar store on the first floor,

specializing in the sale of Cuban cigars, which reflects the background of the project of our country's joint venture with Cuba.

2.2. Research Methods

In this paper, text analysis is used to analyze the obtained online review information about the services of Shanghai Kempinski Hotel, organize and categorize those with the same or similar semantics, and then divide the obtained online review data into different dimensions to provide the necessary sample data for statistical analysis.

2.3. Data Sources

The reviews collected in this paper are mainly selected from online travel platforms, Ctrip.com is a famous online booking website for hotels and air tickets in China, and most of the customers will post reviews of hotel services on Ctrip.com after consumption. In this paper, the Octopus tool is used to obtain the evaluation content about Shanghai Kempinski Hotel on Ctrip.com. The data collection period is the last three years, i.e., from February 2020 to May 2023, and a total of 800 pieces of data are obtained. Through the

processing, the comments with missing information are deleted as invalid comments, such as check-in time, check-in type, rating and other missing data are directly deleted, while the duplicate comments of one person and one time are deleted, and finally a total of 760 valid comments are obtained.

3. Shanghai Kempinski Hotel Service Quality Network Text Analysis

3.1. Extraction and Analysis of High-frequency Words

Based on the pre-screened corpus, use ROST CM6 software "Functional Analysis" and "Segmentation Export" to check and correct the content of the customer evaluation, and input the corrected corpus into the vocabulary frequency analysis to obtain the high-frequency feature words and vocabulary frequency list, as shown in Table 1. The corrected corpus is inputted into the lexical frequency analysis to obtain the list of high-frequency feature words and lexical frequencies as shown in Table 1.

Table 1. High Frequency Vocabulary List

Vocabularies	Word Frequency	Vocabularies	Word Frequency	Vocabularies	Word Frequency
Hotel	757	Lujiazui	86	Guest	62
Service	460	Employee	85	Children	62
Room	361	Night	80	Room	59
Shanghai	332	Pool	79	View	59
Stay	316	Real	74	Thank	59
Nice	292	Warm	73	Geography	58
Very good	244	Clean	73	Night view	57
Pearl of the Orient	239	Choice	72	Recommended	56
Front Desk	216	Restaurant	71	Floor	55
Breakfast	214	Next	70	Dinner	53
Location	170	Free	70	Other	50
Facilities	151	Attendant	68	5-star	49
Upgrade	120	Special	67	Bund	48
River View	117	Kids	65	Afternoon	47
Convenience	107	View	65	Lobby	47
Experience	106	Seeing	65	Self-help	46
Attitude	98	Hygiene	65	Time	46
Environment	93	Handling	65	Like	46
Kempinski	91	River View	65	Comfortable	45
Excutive	89	Value	64	Variety	45

Note: Analyzing the top 60 high-frequency words for service quality in Kempinski Hotels using ROST CM6

Conclusion By analyzing the word frequency, it can be seen that the aspects that customers are concerned about are mainly focused on the following aspects:

1. Service quality. High-quality service is the primary life of hotel operation and the main reason why hotels attract customers. The first factor that customers consider when selecting a hotel is the quality of service, and they will consider whether the staff of the hotel can provide active, warm, considerate and fast service. By studying the text on the Ctrip website, it can be seen that when customers assess the service quality of Kempinski Hotel, they use words such as "good", "very good", "enthusiastic" and "warm". etc.

From the review data, customers mentioned "service" 460 times, "experience" 106 times and "kids" 65 times. A number of customers mentioned these service details in the comments, "very satisfied, the front desk lady for fast, understanding, executive lounge afternoon tea and happy hour is a package system, quite hygienic during the epidemic, the service staff

are also very good, the window view is also good, the overall satisfaction"; "the hotel service is very good, give the Children welcome balloons, sent two toys, children's toothbrush and slippers are prepared. There is also a fruit plate, selected the river view room, 50 meters to the Huangpu River Greenway, the evening dining in the hotel's Spanish restaurant, ordered tomahawk steak, great taste!" ; "Have stayed many times, this time I met Ciara and Hayley are very enthusiastic, helped answer a lot of questions about immunization and nucleic acid testing, generous and decent, feel at home, give two kudos"; "There is a front desk attendant warm and thoughtful service makes me feel very solid, I photographed her badge, but unfortunately did not shoot well, thank you very much for her service". It can be seen here that the hotel's meticulous service in this area has brought a good feeling to the guests and is well received by them.

Although customers are generally satisfied with the hotel's service quality, but some tourists in the online comments also

reflect the hotel's service problems. For example, "the first time to give a bad review, the service attitude experience is extremely poor, the toilet hygiene conditions are not good, really not like a five-star hotel, hardware and software can not keep up with"; "playful during the work period, ask for things to ignore the attitude of unfriendly"; "problem solving is not timely, procrastination" "During the peak season, there are a lot of tourists, the service can not keep up" and so on. It can be seen through the study that most of the negative emotions are generated during the peak season of tourism such as "11" National Day and "May Day" Labor Day. From this it can be seen, with the surge in the number of tourist peak season and the relative shortage of labor, Kempinski Hotel will inevitably have some people working overtime, resulting in reduced service efficiency, lack of initiative and other issues, affecting the customer's consumer experience during the stay.

2. Facilities and equipment. In the hotel's services, visible facilities and equipment are the most basic, but also the guests are most concerned about. Usually, the facilities and equipment level of high-star hotels are very high, and guests have high expectations. If there are some problems in these facilities and equipment, which cannot meet the expectation of the guests, it will cause dissatisfaction and even complaints from the guests. Among these reviews, "room" ranked second with 361 times, while "facilities" ranked twelfth with 151 times. After a thorough review of the comments in this article, it can be concluded that guests are very satisfied with the overall facilities and amenities of the hotel. They said that "the hotel rooms are large and clean" and "the hotel is well-equipped". However, it also reflects some problems in the hardware facilities and equipment, such as "the table is not clean and a layer of ash, the ground is not clean, moldy feeling, the facilities are not new, the room's bathtub is bad, the bath water is too small"; "the room to change the door lock batteries to change a dead battery, the old man trapped outside the door for a long time! "; "facilities and equipment are relatively old "; "carpet is very worn "; "decorated for many years of the room, smell the pungent odor ". From this, we can see that guests are very concerned about the hygiene of the rooms and the integrity of the facilities and equipment, while the hotel's hardware facilities and equipment have a

slightly poorer level of maintenance, and the hygiene does not meet the expectations of tourists, which has become a weak link in the overall service of the hotel.

3.2. Semantic Network Analysis

The author imported the network review data files in ROST CM6 software for semantic network analysis, and extracted the high-frequency words that appeared in the text through the lexical processing of the network evaluation text, according to the frequency of the words and the correlation and logic between the words, it can be known that the word "hotel", "service" are in the center, "location", "room", "facilities" and other keywords. Keywords such as "location", "room", "facilities" and so on form the keywords and become the core elements of consumers' online evaluation. In terms of other meaningful words, it can be found that the more frequent words such as "hotel", "service" and "room" are more distributed in the surrounding area, while the guests' views on breakfast are more focused on the type of food and restaurant facilities. The guests' perceptions of breakfast are more focused on the type of food, restaurant facilities, etc.

3.3. Text Sentiment Analysis

Sentiment analysis can well reflect the customer's satisfaction with the hotel. This software analysis, based on a sentiment thesaurus, is the most basic imitation of human emotions, as well as the most basic perception and judgment of human emotions. Simply put, the basic words are memorized so as to form an emotion dictionary in the computer containing positive words, negative words, negatives, and adverbs of degree. To analyze the sentiment of the incoming sentence, the sentence is first sorted into words, then the sentiment score of each word in the sentiment dictionary is obtained, and finally the sentiment scores of all the words are added together to obtain the sentiment score of the sentence.

Sentiment analysis based on the ROST software shows that the positive sentiment of online reviews accounted for 52.85% of all evaluations, the neutral sentiment accounted for 39.30%, and only a few, 7.84%, were negative. To a certain extent, customers are still positive about the hotel

Table 2. Sentiment analysis table for overall comments

Type of emotion	Percentage of intensity of different emotional categories %	intensities	Percentage of different intensities %
Positive Emotions	52.85%	Fair	17.75%
		Moderate	16.72%
		High	18.39%
Neutral Emotions	39.30%		
Negative Emotions	7.84%	Fair	5.31%
		Moderate	1.74%
		High	0.08%

Note: Data from ROST CM6 software analysis results

3.3.1. Positive Sentiment Analysis

Positive emotion means that the words in the reviews contain positive emotions of the customer towards the hotel, i.e., expressing a positive kind of feeling towards the hotel. As a whole, customers are satisfied with the overall image perception of the hotel, and most of the comments are: very good, great, good environment, cost-effective, convenient transportation location and so on.

3.3.2. Neutral Sentiment Analysis

Neutral Sentiment Analysis Neutral means that the word does not have any emotional color in it, that is, the customer's

image perception of the hotel is general. Neutral sentiment reviews are mostly generalized, not bad, cost-effective in general, penny wise and pound foolish and so on. This shows that customers do not have a deep impression of the overall image of the hotel, this stay experience is not any impact on the next choice of hotel to stay. Customers still have more neutral emotional evaluation of the hotel, can be improved in this area.

3.3.3. Negative Emotion Analysis

Negative emotion refers to the customer's negative feelings towards the hotel, the vocabulary of the guest comments

contains the negation of the hotel, the guest in the process of staying in the hotel there is dissatisfaction with the feelings of the hotel. Restore the specific text of the content of the "experience is very bad, the facilities are old, it is okay, after all, opened for a long time, but the state of health and service attitude is really let a person is very speechless"; "service is hard, love to live not"; "breakfast Quality is too bad, dishes, most of them are semi-finished products, and the quality is very general, really can not match the five-star hotel", etc. From these comments, we can find that the customer's negative emotions are mainly concentrated in the service attitude of the waiter and the facilities and equipment and physical products.

4. Problems with the Quality of Hotel Services

4.1. Problems with the Quality of Tangible Products

As shown before, facilities and equipment are a great concern for the guests of Shanghai Kempinski Hotel. Shanghai Kempinski Hotel's bathroom facilities and equipment, sound insulation, network and other aspects need to be improved. In terms of bathroom facilities and equipment, there are problems of aging hardware, such as aging equipment, obvious water rust, and broken surfaces, etc. Some customers said that after checking in, they found that the sound insulation of the room was poor, which affected the quality of sleep. In addition, some of the facilities and equipment inside the hotel are aging, and the network equipment is not too perfect, resulting in poor network signals inside the hotel, and many customers reflected that the network speed is too slow or even unable to open a normal web page.

In addition, the placement and configuration of items in the room are not reasonable enough, such as the room is not equipped with hangers for drying clothes, and some customers feedback that the air-conditioning equipment in the hotel room has poor cooling effect, which affects the customer's rest and experience. In fact, Shanghai Kempinski Hotel, as a five-star hotel, has a certain amount of operating experience, based on the standards of international star hotels to build, but the degree of specialization of the hotel's internal equipment in general, which restricts the development of the hotel.

4.2. Problems with Service Quality of Intangible Products

4.2.1. Poor Quality of Physical Products

The main manifestation is that the supplies are not clean and hygienic. Guests feedback that the hotel's hygiene quality is poor, and the most obvious manifestation is that the supplies are not clean. Facilities such as wash basins, toilets and bathtubs are covered with dirt. Bedding, towels and washcloths are not fully cleaned and some have an odor. Some customers said that the room hygiene of the Kempinski Hotel was not clean enough, the toilet had an odor, the bathtub had stains, and some customers reported that the bed sheets were not clean enough.

In the tableware used by the guests, oil stains were sometimes seen on the bowls, which were not cleaned, as well as fingerprints left by the waiters on the wine glasses, which were not wiped clean.

4.2.2. Staff Quality Needs to be Improved

Because the hotel industry is a labor-intensive service industry, in the process of customer service, the hotel service staff directly contact with the customer, so in the process of customer service, the hotel service staff to show the service attitude, service level and comprehensive quality, will have a great impact on the quality of the hotel service, which will produce a gap in the quality of service. The service level of the service provider depends on the cultural level, personal character, moral cultivation, service consciousness, service skills and professional service knowledge of the service provider.

Kempinski is a high-star hotel, the quality of staff has to be improved. Currently guests are not very satisfied with the front desk service of Kempinski Hotel Shanghai. The main problems of the front desk are slow check-in at the front desk, indifferent attitude of the staff and so on. Concierge service, the main performance of the service is not in place, such as the provision of parking coupons, but need to go to the lobby on the first floor to find the concierge to pick up the concierge department, the concierge department also has to authenticate the identity of the guests. Staff service awareness is weak, poor service attitude, such as comments show that "I checked in to register, the front desk staff is very cold, indifferent, ask him how to go to the room, directly told me to follow the room number, find their own". Concierge staff will not take the initiative to help customers with luggage, as shown in the comments, "I feel that the concierge department is just a decoration, treating customers not at all enthusiastic, and will not take the initiative to help take luggage, and will not enthusiastically provide guidance services". In fact, the staff service consciousness is weak, there is burnout, not only affect the front desk service quality and concierge service quality, but also the overall image of the hotel has a negative impact.

4.2.3. Low Service Efficiency

For Kempinski Hotel there are three main aspects of the problem, including the staff attendant inefficiency as well as the responsiveness aspect.

The first is the low efficiency of the attendants, such as the long waiting time for check-in at the front desk, calling the front desk without answer and the staff did not clean up the room in time. Guests commented that "played the front desk phone for two hours no one answered, went to the hotel front desk no one took the initiative to receive, asked to check in, the front desk are holding a cell phone back to her WeChat before taking care of people, asked the hotel front desk phone why not answer, how many phone numbers, said I don't know, the service is really too bad, will not go to the second time". Of course, there are many key factors affecting the efficiency of the guests to stay, such as the front desk of the operating ability is not strong, whether the peak season big in and out, etc., of course, the guest room department in the limited time to organize the efficiency of the guests to decide the waiting time at the front desk. There are guests said "we checked in, about 8:00 pm, want to drink a mouthful of hot water found kettle is broken, the results of the service desk simply do not give to send, about 22:00, urged several times to send over a kettle, the efficiency is too low.

Second, the service response speed. In the process of checking into the room, if there is a need, usually call the switchboard or service center, after which the waiter will be notified, as to whether the waiter has complied with the rules of the hotel, it is not known. Arrangement of dedicated staff

and retrograde records, the implementation of a service important time nodes recorded in the book, after the service purposefully analyze the causes of inefficiency, and then optimize the service process, improve service efficiency.

5. Shanghai Kempinski Hotel Service Quality Problem Solving

5.1. Tangible Product Quality Optimization Countermeasures

5.1.1. Improve the Condition of Hotel Facilities and Equipment

First, the hotel's facilities and equipment have become obsolete after a certain amount of use, and must also be renovated and remodeled in order to truly meet the requirements of customers. From big to small, from the fountain sculpture at the entrance of the hotel, to the beam sculpture in the hall, to the induction door lock, shower equipment, air-conditioning equipment, none of them should be repaired.

Second, optimize network services. Network bandwidth is one of the main factors affecting the quality of network services, if the hotel's network broadband is insufficient, it will lead to slow network speed, network signal instability and other problems. The hotel should reasonably configure the network broadband according to the number of rooms, passenger flow and other factors to improve the quality of network services.

Thirdly, for the problem of poor sound insulation, it is suggested that Kempinski Hotel actively repair the rooms accordingly, increase soundproof cotton, or soundproof boards, etc., to effectively improve the soundproof effect of the rooms. In addition, you can also provide customers with silent earplugs and other tools to reduce the inconvenience caused by poor sound insulation. Increase the sealing of doors or windows between rooms and aisles to further reduce noise. In the case of low customer traffic, you can also use the way of spacing rows of rooms, as far as possible in the rows of rooms separated by a room, to reduce the neighboring rooms disturb each other.

Fourth, the aging of facilities and equipment. If the hardware facilities can not keep up with the needs of the hotel, the hotel can be based on its costing, choose to repair or update it to ensure its normal operation. Modern technology can be utilized to carry out routine repair and maintenance of hotel restaurant facilities and equipment. For some non-functioning equipment, it is necessary to purchase a new batch of equipment in order to meet the standards of high-star hotels.

5.1.2. Improve the Quality of the Hotel's Physical Products

First, strengthen health cleaning and inspection. The bathroom must be cleaned, and the bathroom in a timely manner to purify the space, get rid of the odor, to provide customers with a clean and tidy accommodation environment. Monitor the garbage cleaning and disposal. The hotel's garbage cleaning and disposal must be carried out in a timely manner. Garbage cans and garbage trucks should be kept clean and tidy, and regularly cleaned and sterilized. Various equipment, utensils, furniture, floors, walls and other surfaces, corners and other places of the hotel dirt is also a source of the proliferation of germs, must be regularly checked and cleaned and disinfected.

Second, for the dishes and drinks innovation to implement performance appraisal, for innovation to implement performance appraisal. A scientific incentive mechanism is a reward that enables the hotel to continuously introduce new, good and famous dishes, so Kempinski Hotel can extract a portion of the bonus to reward new, good and famous dishes. Generous rewards for industry recognition and competition winners. Awards will be given to chefs who create five or more new dishes within a month, using local restaurant ingredients, at a fraction of the cost and with good results with guests. In order to win in a fiercely competitive market, hotels must improve their ability and speed of product development and innovation, and continuously introduce new products to enhance their competitiveness.

Thirdly, strengthen the management of staff hygiene and health. Hotel staff is an important part of the physical product service, the staff's physical health directly affects the quality of the hotel's physical products. Strengthen the hygiene and health management of the hotel staff, improve the health knowledge and technical level of the hotel staff, reduce the risk of infectious diseases, and then improve the service quality of the hotel's physical products.

5.2. Countermeasures to Optimize Intangible Product Quality

5.2.1. Building a High-quality Workforce

It is suggested that Kempinski Hotel can pay more attention to and strengthen all aspects of service, enhance service quality and strengthen internal management. A high level of staff can enhance the quality of the customer experience, which in turn enhances the level of guest satisfaction.

The first is in staffing. The personnel department can use recruitment means to bring in the talents needed by the hotel and make reasonable deployment of them to meet the requirements of various departments of the hotel for service work.

The second is to strengthen the staff training. The hotel can use a variety of training methods, such as: cultivating service awareness, training professional skills, personal career development planning, etc., the use of scientific and efficient training, the staff's service quality and skills for deeper enhancement, and then improve the quality of hotel services.

Third, strengthen the assessment of service quality. The service quality is quantified and indexed, and as a major indicator of the assessment of employee performance, reminding employees to pay attention to the quality of service. At the same time, the introduction of the "mystery man", the identity of the third person to find service quality problems, and in the first time to the quality control department.

5.2.2. Improve Service Standards and Procedures

Centering on the service efficiency mentioned above, the hotel can improve the service quality and procedures through the following aspects to improve the service efficiency and make the guests satisfied.

(1) Standardization and standardization of service quality. Standardization is based on the service level and standards of different guests, the hotel according to their own actual situation to develop reception standards, with standardized guidelines, to avoid the busyness of the situation in the peak season. With the implementation of standardization, the management of results becomes the management of reception.

(2) Programming and personalization of business processes. From knocking on the door and asking the guest's opinion, to cleaning and looking around the room when the guest leaves

the room, checking the process of turning off the lights and locking the door, as well as the daily plan, arrangement, handling, and checking standard, etc. Of course, because of the different needs of the guests, the waiter also needs to have a good grasp of the discretionary nature of the guest service and flexibility, to think of the guests, everything should be convenient for the guests to make guests satisfied as the goal of expanding the service, so that these procedural provisions will be twice the result with half the effort.

(3) The establishment of a linkage mechanism. The hotel is a comprehensive department, the guest puts forward the request, usually need several departments to work together to complete. The hotel should strengthen the collaboration of its internal parts, to establish a system of interconnection. Through the construction of such a mechanism, so that all departments can be more involved in the internal management of the hotel's various tasks, so as to enhance the communication and exchange between the various departments to form a better collaborative relationship. Can be held through the hotel's exchange meetings or organization of group activities, so that members of all departments are widely participated in, to achieve the purpose of more exchanges between the various departments. Strengthen the hotel's corporate culture, improve the staff's sense of unity. Hotel culture is a reflection of the hotel staff of a universal values, especially a good hotel culture can improve the cohesion of each unit, so that each unit of employees become a whole. Strengthen and improve the hotel's information system, so that the information communication of each department is smooth. In strengthening the hotel information system construction at the same time, but also to ensure that the information communication channel between the various departments of the smooth, so as to achieve the purpose of rapid transmission of information between the various departments, so that the collaboration between the various departments of the overall enhancement, thus greatly enhancing the efficiency of the service.

6. Conclusion

This paper draws on the relevant theories and literature on hotel service quality, based on the network review data to carry out an in-depth study on the service quality of Shanghai Kempinski Hotel, and found that the service quality of Shanghai Kempinski Hotel has the following problems, the main problems in terms of tangible product quality lie in the hygiene and environmental conditions, equipment and facilities are not professional enough, etc., and the main problems in terms of intangible product quality lie in the low efficiency of the service, poor service attitude and so on. The main problems of intangible product quality are low service efficiency, poor service attitude and so on. Finally, combined with the problems of the hotel service, respectively, from strengthening training to improve staff service quality, do a good job of health checks, strengthen the equipment and

facilities, etc. proposed corresponding countermeasures, for the hotel to successfully improve the quality of service, put forward targeted optimization strategies.

The study helps Shanghai Kempinski Hotel to understand its own service quality problems more comprehensively and systematically, and the proposed countermeasure suggestions help Shanghai Kempinski Hotel to improve its service quality effectively and better meet the needs of its customers, so as to attract more customers and effectively increase its market share and market share. In addition, the study also provides a practical reference and basis for other five-star hotels to effectively assess the level of service quality they provide, take effective measures to optimize their products and services, and improve the overall service quality of the hotel.

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