

Customer Satisfaction Tourism Industry: a case of Ulaanbaatar city in Mongolia

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ABSTRACT.

This research investigates the main point which can influence customer satisfaction (CS) in the tourism industry. This research uses 14 indicators of CS to measure overall satisfaction. Besides, our research allows us to show the current strengths and weaknesses of tour offer. that research paid attention to the service delivery phase since it is the moment in which CS is generated. According to the survey, CS depends on a complex process in which the role of per author is fundamental and should be in tune and others.

Keywords: CS, tourism industry, Ulaanbaatar city, Mongolia.

1. Introduction.

That CS (CS) is determined by the "general feelings and attitudes that who has a product after it was purchased" [1]: it' s often at the center of the companies' during activities [2] because this helps to them achieve desired strategic aims. That higher level of CS can increase customer loyalty [3,4], reduce price elasticity [5], reduce transaction costs [6], improving the ability to attract new clients [7], helps develop a solid reputation in the market [8,9] and has a direct impact on customer retention [10]. Therefore, CS is considered an essential indicator of the overall performance of a company.

The "standard of service assumes central concepts with this research flow of CS"

[11,12] also, the "value of the product/service," that in turn it depends on that price paid to it [13]. The higher the standard of the price paid, greater value perceived by using consumers [14]. Besides, it's essential to underline which CS is a post-consumer assessment which disappoints, meets or exceeds expectations and is based on general experience [15].

Studies are defined as "individual's beliefs about how a product is likely to develop in future". That direct effect of expectations can be explained by using Theory of assimilation [16]: individuals suffer a psychological conflict when they perceive discrepancies between performance and earlier beliefs. Sub-sequent, consumers tend to adjust feeling to their expectations to minimize and drop which tension. Therefore, the assimilation effect can be described as a tendency to transform new consumption experiences into existing beliefs. In these circumstances, expectations will guide satisfaction. In this case, CS is defined by the evaluation after the customer buys the service provided and the comparison of the customer's expectations and the actual service experience. [17]. It is essential to emphasize that in the age of social networks, that ex-post stage can take place in original time. The social networks allow customers to post text about service or product experienced in a postconsumer phase and in original time. The satisfaction, being a measure of attitude and not temporary, does not have a precise moment in which the client can express it. But, those tools make that process extremely fast, becoming increasingly influential for management of companies.

The goal of that study is to track an advance in the issue of CS, understanding what its determining factors are. This is the starting point of study agenda. The study begins by using defining the concept of CS to find, through a review of the literature, the elements that generate CS. The study follows a correct choice about the application of the concept of CS in the customer industries since that unit of analysis allows us to understand the real complexity of the subject. The practical app helps to understand with precision the link between the determinants of satisfaction. The study concludes with a discussion of the findings.

CS in the tourism sector, the concept of CS is particularly relevant, as well as a challenge since the tourism product is "complex" by definition [18]. Besides, due to global

competition industries and, more precisely, Industry Management Organizations are facing competition around the world. In this case, the competitiveness of the sector gets a strategic role to determine the real and future success of the goal itself. Some researchers, attributes can contribute to the actual competitiveness of the industry. Those attributes refer to variables which influence CS or dissatisfaction during their vacation. This is the reason this article analyzes the question of CS.

2. Methodology

Academics use different measures to analyze the effects of attributes on CS. To show the correct indicators, this research has continued with a systematic review of the work related to CS to understand what elements have been considered. Besides, this document conceives these indicators considering the model of the 6As model [27,28], according to which the following characteristics characterize a sector: (1) access, (2) attractions (3) accommodation, (4) amenities, (5) set and (6) auxiliary services. The variables are also grouped according to that scheme.

Data Collection

The data from this research was collected in Ulaanbaatar during the period from Jun 2015 to May 2016. Ulaanbaatar is a city located in northern Mongolia. The survey was conducted through an ad hoc questionnaire, administered to a sample of convenience during three different periods to better capture the dynamism of tourist satisfaction.

For each rating class, a number of selected hostels are proportional to the number of hostels which make up the relative rating. We collect cross-sectional data, that is, data collected when administering the same questionnaire to different samples produced by tourists characterized by similar characteristics. The main limitation of that research is our sampling design: we use small also, available samples, consisting of 100 units in the first wave and 160 units in the second wave: for this reason, our findings cannot be generalized to the entire population. However, this research aims to develop a brief practical "guide" that can be used to watch each level of satisfaction over time. Therefore, by using our simple empirical approach, it is possible to highlight the strengths and weaknesses of the current local offer. The units that make up our samples, in each wave, have similar

characteristics in table 1 and this factor facilitates the comparison between the results obtained using our methodology.

Table 1. Statistics for Descriptive

Men	I wave 58% Age Less of 24	9,76	Do you are here with Alone	4,76	Why do you are here Holliday		Professional Status Student	17,50
	24 - 44	43,90	With your partner	36,02	Job	2,38	Employee	16,00
	45 - 64	43,90	With your family	56,21	Research	4,76	Self-employed worker	52,50
	More then 64	2,44	With your friends/colleagues	2,38	Other	0,00	Retired	15,00
Women	42% Age Less of 24	3,45	Do you are here with Alone	0,00	Why do here you are Holliday 100,00		Professional Status Student	7,14
	24 - 44	37,93	With your partner	51,72	Job	0,00	Employee	32,14
	45 - 64	41,38	With your family	48,28	Research	0,00	Self-employed worker	39,29
	More then 64	17,24	With your friends/colleagues	0,00	Other	0,00	Retired	21,43

The survey was conducted through an ad hoc questionnaire, administered to a sample of convenience during three different periods to better capture the dynamism of CS.

3. CS analysis

To analyze the impact of our 15 partial satisfaction indicators, we calculate attributable risk, which is a version of the nomadic odd ratio. Attributable risk expresses the proportion of unmet (tourist) units due to one and more risk factors Before calculating this index, we checked the internal consistency of our set of partial satisfaction indices by using (Cronbach's alpha) coefficient. When the alpha value is more significant than (0.75), this confirms the internal consistency of the partial satisfaction indicators in table 2.

Table 2. Internal consistency (Cronbach α)

	Alpha	N items
wave I	0.864	15
wave II	0.889	15

Local private actors deliver these factors, except for one variable (perceived security), guaranteed by the city of Naples in table 3.

Table 3. Satisfier factors (I wave)

	Easy access through different modes of transportation	Accommodation	Restaurants' standard and diversity	Price and value	Perceived security	Other activities	Hospitable (local) people
unsatisfied	12,50	7,59	7,27	3,33	16,39	26,00	6,15
uninteresting	25,00	34,18	29,09	15,00	24,59	32,00	3,08
satisfied	62,50	58,23	63,64	81,67	59,02	42,00	90,77
	100,00	100,00	100,00	100,00	100,00	100,00	100,00

Other services provided by the city of Ulaanbaatar are perceived differently and can be classified as neutral or (totally) satisfactory in table 4.

Table 4. Neutral and satisfier factors (I wave)

	Entertainment	On stage information accessibility	Cultural events organization
unsatisfied	24,24	26,15	26,00
uninteresting	39,39	36,92	34,00
satisfied	36,36	36,92	40,00
	100,00	100,00	100,00

Lastly, among the unsatisfactory factors, we can list public transport, infrastructures for the disabled, the standard of the streets and traffic signs and the cleanliness in. The city of Ulaanbaatar guarantees all these factors in table 5.

Table 5. Consistency in Internal

	Public transportation	Disabled-friendly infrastructures	Standard of streets and road-signs	Cleanliness in UB
unsatisfied	84.23	92.01	38.22	79.26
uninteresting	13.11	2.59	45	11.69
satisfied	2.87	5.21	16.59	9.12
	100	100	100	100

Besides, the neutral/satisfactory factors are different: in this mixed class, there is now easy access through different transport modes and organization of cultural events in table 6.

Table 6. Consistency in Internal (wave II)

	transportation	organization
unsatisfied	5.96	12.69
uninteresting	36.91	37.19
satisfied	57.15	50.11
	100.00	100.00

Finally, as in the 1st case, all the services provided by the city of Ulaanbaatar are listed among the unsatisfactory factors in table 7.

Table 7. Dissatisfiers factors (II wave)

	Public transportation	Perceived security	Disabled - Cleanliness friendly of the city infrastructures	
unsatisfied	33,33	38,83	37,50	56,19
uninteresting	23,53	23,30	43,06	24,76
satisfied	43,14	37,86	19,44	19,05
	100	100	100	100

4. Conclusions

This research investigated the effects of some target attributes on the generation of CS. In the opinion of many scientific publications, tour satisfaction can influence some behaviors, including customer retention, as well as word-of-mouth and mouse processes. From this research, CS depends on a complicated process in which the role of each actor is fundamental and must be in tune and all others. According to that results, the correct identification of the main factors that can main CS is essential to guide future strategic actions. Besides, the longitudinal analysis showed that it is more necessary whichever to carry out orchestration strategies, issued by using domestic public and private actors to drop negative factors and to amplify the effects of positive factors that influence the satisfaction of the tourist. Therefore, from a theoretical point of view, the document presents a focused-on CS with specific reference to the tourism service-industries.

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