

Discussion the relationship between the age and service quality by backpackers' accommodation

¹Pin-Fenn Chou*, ²Ying-Chun Wang

¹Department of Business Administration, Far East University, Tainan City, Taiwan, R.O.C.

² Department of Airline and Transport Service Management, National Kaohsiung University
of Hospitality and Tourism, Kaohsiung City, Taiwan, R.O.C.

Abstract

In recent years, the rise of backpacker travel has become more and more popular. The age group of backpackers is no longer the patent of young people. Nowadays, there are many middle-aged, even middle-aged and elderly people, will choose suitable backpacker accommodation. As long as the price is reasonable, hotels, homestays, and even family accommodations that are suitable for backpackers may be favored.

The research used the questionnaires to backpackers and the analysis method is use the path analysis by the MDS technique. Research results to found the service staff's attitude 、facilities 、and foods of this homestay, restaurant and hotel have a good. This shows that the middle-aged people (31-40 years old) have similar views on these three service quality indicators.

Keywords: backpackers, service quality

*** Corresponding Author**

Motivation and Literature reviews

Backpacking has become a fashion trend in travel. Break away from the traditional way of booking hotels, take the route you want to explore, eat the food you want to eat, and see the scenery you want to see; there is no pressure of time, no tour guides rushing to rush, this is a kind of comfort tourism model.

Research test found that do not shown differences among the age structures (Ismail, Abdullah, and Francis, 2009). Besides, the study by Jeon's (2009), she adopt the technique ANOVA was conducted to examine the differences of customers' perceptions of the website service quality by generations: Senior, Baby Boomer, Generation X, and Generation Y. The results of ANOVA indicated no significant differences among age groups in the perception of website service quality affecting perceived website service quality in the context of a lodging website. Only the variable REP (reputation) showed marginal difference ($p < .06$) among groups, which does not mean a significant difference.

Measures

This study used the research of "An exploration of price and service quality of backpackers' accommodation" by Chou and Wang (2019). That study is an empirical research to price and service quality of backpackers' accommodation by use the AMOS software to analysis the relationship with hypotheses. This study also used the research's items to understand the different backpackers their ages whether had different concept the service quality on backpackers' accommodation.

The service quality items as following:

SQ1. The service staff of this homestay, restaurant and hotel have a good attitude.

SQ2. The facilities are good in the homestay, restaurant, hotel.

SQ3. The foods are good in the homestay, restaurant, hotel.

SQ4. The staff of this homestay, restaurant, and hotel about tourist attractions are of a certain standard for customers to guides to inquire.

Results

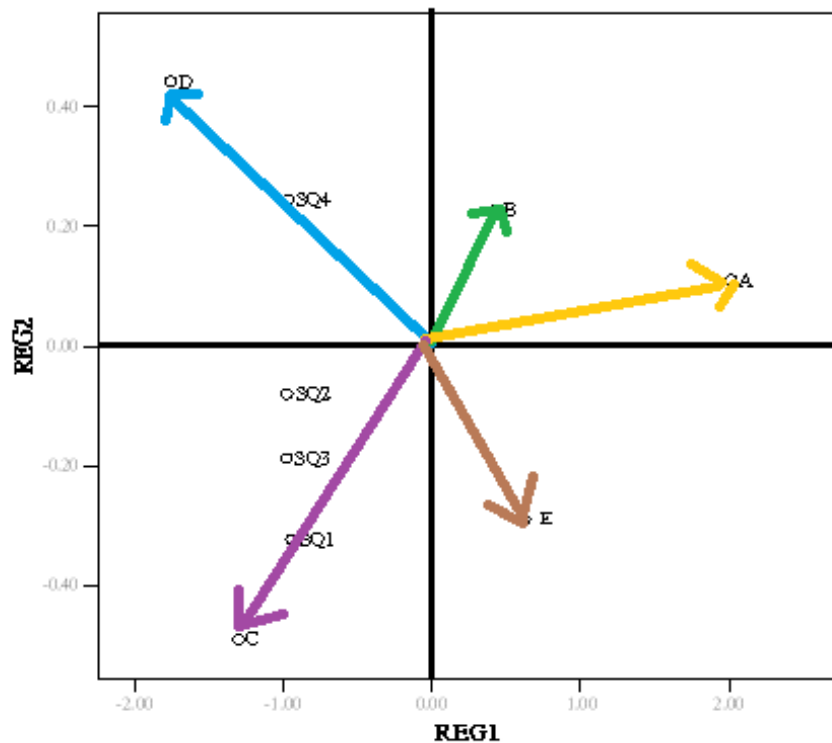
This study used the Multidimensional Scaling technique. Firstly, respondents were divided into five groups which according to their ages, there are: <21 years group, 21-30 years group, 31-40 years group, 41-50 years group, and >50 years group, respectively.

This study presents that data on the Table 1. They are transformed by perceptual map, the indicators of each service quality attribute by the backpackers' perception can to acquire they were point of fall in where on the map.

Table 1 service quality attribute by the backpackers' perception table

| Codename | Age groups | Coordinates | |
|----------|-------------------|---------------|---------------|
| | | Dimensional 1 | Dimensional 2 |
| A | <21 years group | 2.01 | .11 |
| B | 21-30 years group | .42 | .23 |
| C | 31-10 years group | -1.30 | -.49 |
| D | 41-50 years group | -1.76 | .44 |
| E | >50 years group | .62 | -.29 |

As shown in Figure 1, the A 、 B 、 C 、 D 、 and E age groups were dispersion in four quadrant. Only the group of B and A two in the same quadrant.



Result and Conclusion

The aims of this study to understand the different age groups to perceived the service quality attributes on the backpackers' accommodation.

The results found the C group perceived the service staff's attitude, facilities, and foods of this homestay, restaurant and hotel have a good. This shows that the middle-aged people (31-40 years old) have similar views on these three service quality indicators.

In addition, the distance of farthest is from group of A and B the younger groups perceived the service staff's attitude. The two groups also concept the service staff of this homestay, restaurant and hotel have not good attitude. The E group is also the most age group, perceived the staff of this homestay, restaurant, and hotel about tourist attractions are not of a certain standard for customers to guides to inquire.

From the results, the service quality of homestay, restaurant, and hotel, this study

provide the need to improve a direction service quality for the industry.

References

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