

Research on factors affecting customer satisfaction with service quality of 3-star hotels in Thai Nguyen city

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Abstract: This topic aims to explore the factors affecting customer satisfaction with services at 3-star hotels in the Thai Nguyen city area. Through theoretical and empirical research, the goal is to identify the key influencing factors and propose solutions to improve service quality. The expected results will contribute to enhancing customer experience and increasing competitiveness for the local tourism industry.

Keywords: 3-star hotel, customer satisfaction, service quality, Thai Nguyen city, empirical research