



**“A STUDY OF HOTEL PASSENGER FLOW AMONG VIP
CUSTOMERS AT TONGLIAO HOTEL: EXPLORING THE
INFLUENCE OF HOTEL SERVICE AWARENESS,
CONSUMPTION POWER, AND CONSUMPTION DESIRE”**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
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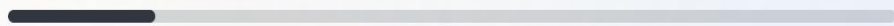
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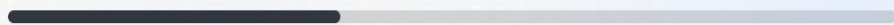
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Abstract

This study examines the relationships between service awareness, consumption power, consumption desire, and their effects on hotel passenger flow. Findings indicate significant influences on guest behavior and decisions within the hotel sector. Emphasizing the importance of service awareness among hotel staff, the study underscores its positive impact on customer satisfaction. Moreover, it highlights the connection between consumer demand, purchasing power, and passenger movement, advocating alignment with high-end service expectations.

The interplay of consumer desire, purchasing power, and service awareness necessitates comprehensive strategies for hotel administrators. Elevating service awareness, customizing services, and consistently delivering quality experiences enhance passenger flow, satisfaction, and loyalty, contributing to overall success. The study advances theoretical understanding in hospitality and consumer behavior and offers practical guidance for hotel management.

Addressing limitations, future research should expand samples and explore additional influencing factors for a holistic view of hotel passenger flow.

Keywords: Strategic Hotel, Customer Behavior, Hotel Management, Customer Loyalty

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