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**Customer service and customer satisfaction level of CheapSleep
hostels Helsinki**

Thesis

Kajaani University of Applied Sciences

School of Business

Degree Programme in International Business

Spring 2016



School Business	Degree Programme International Business
Author(s) Hoa, Nguyen	
Title Customer Service and Customer Satisfaction Level of CheapSleep Hostels, Helsinki	
Optional Professional Studies Customer Services, Satisfaction, International Business, Hospitality	Supervisor(s) Jan, Mitt
	Commissioned by CheapSleep hostels Helsinki
Date Spring 2016	Total Number of Pages and Appendices 42 pp+ Appendices
<p>This bachelor thesis was commissioned by CheapSleep hostels, Helsinki. CheapSleep is a young budget hostel having operated for 3,5 years located in Vallila, Helsinki. CheapSleep has recently considered opening a new business in Helsinki, as well as the metropolitan area. The aim of this dissertation is to examine the service concept and identify the customer satisfaction level by conducting a customer satisfaction survey while the author was working at the reception in CheapSleep hostels.</p> <p>The theoretical part focused on the theory of customer service in terms of service concept and customer expectation levels. Customer satisfaction followed to explain the different levels of satisfied customer which then leads to dissatisfied customers and what kinds of reaction they might have. Finally, various accommodation types available in Helsinki were introduced to provide an overview of the city's accommodation business.</p> <p>The empirical research material was collected through a quantitative questionnaire directed at the guests staying in CheapSleep hostels in order to get clear responses on the present customer satisfaction and customer service. The survey was conducted with the guests staying in the hostel from the end of October to December 2015. The thesis was written between December 2015 and March 2016.</p> <p>The result of the thesis is expected to show the typical customers visiting CheapSleep and the guests' evaluations of different parts or facilities of the hostel which could be improved to provide outstanding customer service.</p>	
Language of Thesis	English
Keywords	Customer, services, satisfaction, dissatisfaction, CheapSleep, hostel, business
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PREFACE

Firstly, I would like to dedicate this dissertation to my parents and the Perhovaaras – my Finnish family as well as my second family in Finland for their unconditional support, encouragement, caring, understanding and love in every walk of my life.

I express my gratitude to my supervisors, other teachers and international office staff for the support throughout my entire programme. I would also like to express my great appreciation to my special friend and soulmate – Dan Bui for her endless support. She has always been beside me regardless of time or distance.

Finally, I am very thankful to my boyfriend, Teppo Marttinen, and my best friend - Sec for always believe in me and being my biggest supporters.

Helsinki, April 2016.

Hoa Nguyen

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1 INTRODUCTION

“If you want to save money while traveling, consider hostelling” (Steves, r. 2009). Hostel accommodation is becoming increasingly attractive to not only students, lonely travellers, backpackers but also for families seeking good-value accommodation to tighten their budget. Following this trend, CheapSleep hostels Helsinki has concerned about expanding its business in Helsinki as well as in the metropolitan area. Hence, it is very important to review the current customer service performance to have a general look and improve the hostel service level for making new business.

1.1 Company Profile

First and foremost, it is helpful to briefly introduce about CheapSleep hostels. CheapSleep hostels is a budget hostel established in May 2012 by Juni Yao from Republic of China and Oliver Lewis from Great Britain. These two young entrepreneurs are both CEO and founders of the company. Nowadays, they are not taking much part in running the hostel itself anymore, but Gleb Pripachkin – General Manager and Carl Vo – Operations Manager are mostly in charge of the hostel. CheapSleep hostels’ vision is to be the cheapest accommodation service for travellers in Helsinki (V. Carl 2016.)

1.2 The thesis objectives

Having operated for 3,5 years, CheapSleep hostels believed that there is room needed for improvement in all aspects (C. Vo 2015). Considering the above issue, the aim of this dissertation is to look back and evaluate the present level of customer service, customer satisfaction and propose some ways to improve CheapSleep hostel’s image.

In order to achieve the aim of the research, the thesis adopted the customer service theories and customer satisfaction as theoretical background. The research would point out the importance of providing excellent customer service, why the companies fail to offer the buyers

pleasant experience and what the service providers, i.e. CheapSleep hostels could do to provide consumers outstanding service. Then, the customer satisfaction would also be discussed specifically, concentrating on the level of satisfaction: highly satisfied (delighted) and satisfied because the different satisfaction level results in the different consumer's loyalty. In addition, it is worth mentioning about dissatisfaction and reaction of disappointed clients, which then leads to some suggestions for the company to win back the irate purchasers.

Afterwards, the research would briefly introduce accommodation business sector in Helsinki and CheapSleep hostels Helsinki in detail. Then, the empirical part would present the questionnaire and the survey result analysis. Moreover, the comments on TripAdvisor, guest's reviews on booking.com have also been taken into account. The thesis concludes with the summary of customer satisfaction result for CheapSleep hostels' service and suggestions to improve which CheapSleep could apply to the new business.

2 THEORETICAL BACKGROUND

2.1 Customer service

The chapter begins with a selection of service concept definitions. Apprehending how service concept and customer service related to each other will be the first key concept.

2.1.1 Service concept

According to Heskett (1986), the service concept is the way that “organization would like to have its services perceived by its customers, employees, shareholders and lenders” (Goldstein, Johnston, Duffy & Rao 2002, 123). Johnston & Clark (2008, 39) also stress that the service concept is an essential component in identifying an organization, i.e. what kind of products or services they are selling.

Meanwhile, according to Kandampully (2007, 134) service concept can also be considered as “vision of service” indicating what a service company stands for, in other words, the overall image created in customer’s mind and the service offerings. For instance, IKEA is a chain of stores providing a wide variety of well made, stylish home furnishing products at inexpensive prices. Ingvar Kamprad – founder of IKEA declared: “Our vision is to contribute to a better everyday life for the majority of people. We do this by offering a wide range of home furnishing items of good design and function, at prices so low that the majority of people can afford to buy them” (Johnston & Clark 2008, 40). Similarly, CheapSleep hostels Helsinki expresses their service vision in the slogan “Sleep Cheap, Stay Rich” which conveys their aim to offer the cheapest accommodation in Helsinki.

2.1.2 Customer service theory

Levitt (1983) claimed that the aim of business is to find and keep buyers as well as to make existing patrons maintain the relationship in business with the company instead of with its competitors. Hence, the organization's customer service plays an important role in keeping customers as it is the interaction between purchasers and the company, i.e. the service encounter or series of encounters. According to Smith (1998), customer service aims to "meet the needs and expectations of the customer, as defined by customer" (Fogli 2006, 3-5). Indeed, as suggested by Miller (2000, 46), "customer service is not about fancy products or intricate corporate culture. It's about delivering efficient service with understanding and compassion". Another concise definition comes from Harris (2014): "Anything we do for the customer that enhances the customer experience", and the final goal is the buyer's satisfaction. Some examples of customer service are on-time delivery, easy-to-use and functional website, empathy in handling client's complaints and questions, accessibility when and where the purchaser wants it, etc. (Harris, 6-7.)

Harris (2014) added that consumers have different expectations from customer interaction, therefore, the service providers need to get to know and try to offer their outstanding customer service. An ideal example is Zappos – an online shoe and clothing shop established in 1999 in Las Vegas, Nevada, spends money on the buyer experience instead of media advertising. The result is that 75 percent of Zappos' sales come from repeat customers. Aaron Magness – Zappos' director of business development and brand marketing clarifies: "We decided if we can put all the money possible into our customer service, word of mouth will work in our favour" (Kotler & Armstrong 2007, 2). However, most companies often reluctantly commit to spending money and taking action.

Customer service is lots more than having a right attitude or being a people person; it requires the organization (in this case CheapSleep Hostels Helsinki) to develop skills, that is CheapSleep hostels must evaluate their current service's level and determine if its current procedures and strategies need to be changed or improved to meet the customers' needs. Then, the customer satisfaction also needs to be measured periodically by asking the guests questions regarding what is being done well and what could be improved (Harris 2014, 6-8).

Besides, Cox-Wilson – founder and owner of Artwear Embroidery of Greensboro, N.C. opined that the employees need to be empowered to think outside the box and to be confident to make customers happy (Miller 2000, 46). Therefore, the CheapSleep hostels managers need to carefully hire the right people who have sufficient skills to anticipate the problems that may arise every day (Harris 2014, 8.)

Customers nowadays have more accessibility to their information, such as account status, billing, delivery, and product availability than before, i.e. the customer information hotlines can be connected by providing personal identification numbers, shipment tracking software provides shipment delivery status (location, arrival time, receiving station, etc.). This significantly reduces the amount of routine questions that customer service providers must answer and only respond to more unique inquiries (Harris 2014, 30). Yet, Cox-Wilson emphasized that when the company has a problem and customers get angry, the company would still satisfy and keep customers happy by communicating with them in a positive and proactive way to offer them what they want instead of what the company think the customers want (Miller 2000, 46). Indeed, customer service requires effective communication. There are 5 main communication methods are usually applied in effective customer service interaction: listening (hear and understand), writing (message, letter), talking (speaking), reading (look at and comprehend the written words) and nonverbal expression (tone and inflection of voice, facial expressions, posture, and eye contact) (Harris 2014, 85-86). Often, customers look for someone to listen to them about the experience in purchasing product or service from that company. Therefore, to avoid losing customer, the company should arrange someone to talk with the customer who has purchasing issue and to resolve the issue (Mack 2004, 43.)

2.1.3 Customer expectations of service

Levels of expectation

Zeithaml, Bitner & Gremler (2009, 75) refer to customer expectations as “beliefs about service delivery that serve as standards or reference points against which performance is

judged". As mentioned above that purchasers hold different types of expectations, Johnston & Clark (2008, 113-116) present dissimilar possibilities of service expectations on a continuum between ideal and intolerable (Figure 1). Some points on this continuum could be described as follows: ideal (the best possible or desired service), ideal feasible (what should happen given the price or the industry standard), desirable (the standard that the buyer wants to receive), deserved (the performance level that customers have to receive), minimum tolerable (the lowest tolerable standards which must be achieved) and intolerable (standards the customers should not receive).

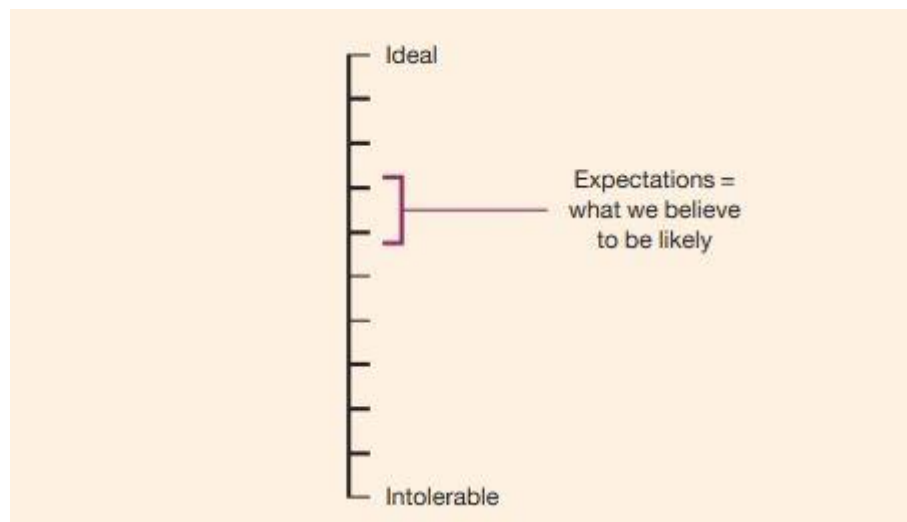


Figure 1. Range of expectations (Johnston & Clark 2008)

The range or zone of expectations (as shown above) often stands for the zone of tolerance which is divided into 3 levels (Figure 2). Strandvik & Tore (1994) explain that in this zone of tolerance, the customers may accept variation within a range of performance, which means any decrease or increase in performance does not influence much on service quality perceptions.

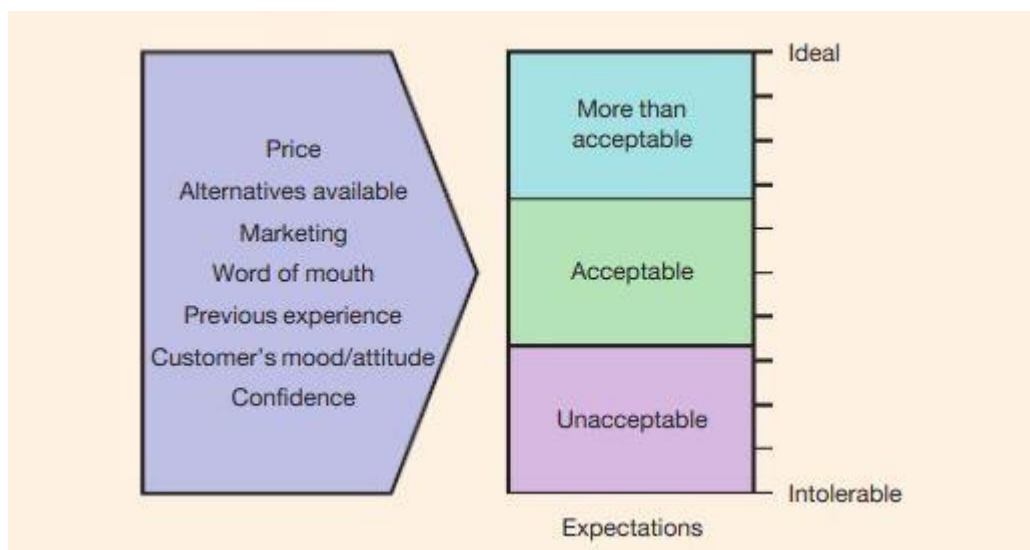


Figure 2. Range of expectations and the zone of tolerance or acceptable outcomes; expectations – key influences (Jonhston & Clark 2008)

Influencing expectations factors

The positioning of expectations on the continuum can be influenced by several factors (the left box of Figure 2) as follows: marketing (marketing, image, advertising and branding), word-of-mouth, alternative services available (compare service offered between competitor companies), previous experience, customer's mood and attitude, confidence, and especially price as the higher the price, the higher customer expectation. For instance, expectation of a customer flying economy class will be different from customers flying business or first class. These three customers have the same expectations about safety and timeliness, but different about seat space, food quality, service attentiveness and ease of check-in. Besides, price also influences the service offered which is clearly presented the in figure 3. The chart displayed the different positions of various hotels on the dimensions of price and service level, i.e. the less expensive, the more moderate service offered (Lovelock, Wirtz & Chew 2008, 72.)

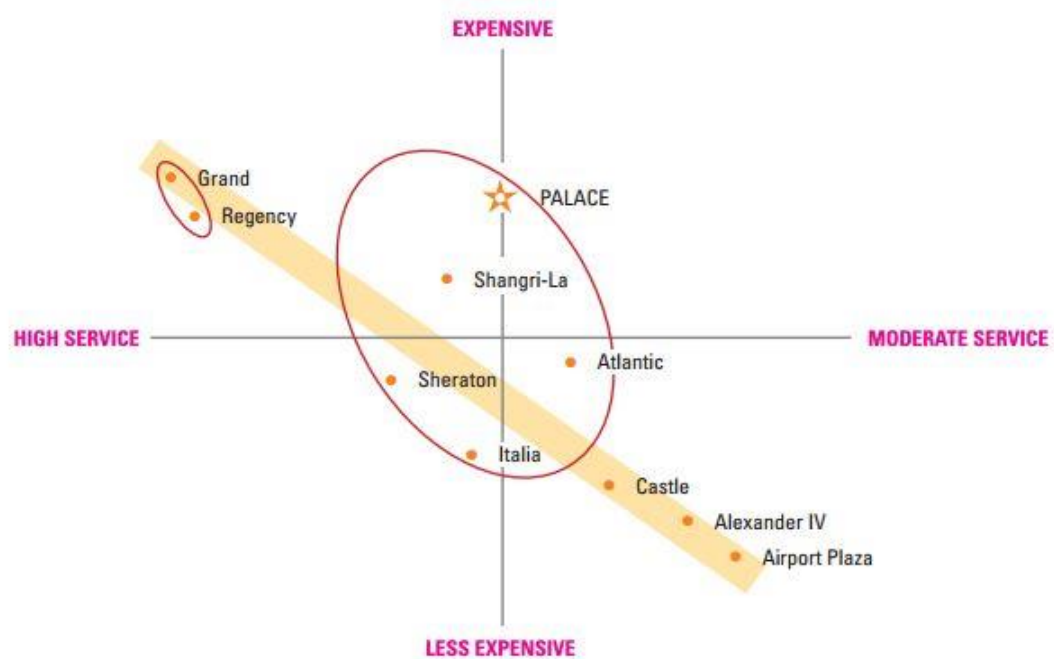


Figure 3. Positioning map of Belleville’s principal business hotels: Service Level versus Price Level (Lovelock, Wirtz & Chew 2008)

2.2 Customer satisfaction

Harris (2014, 7) claims that “customer satisfaction is the customer’s overall feeling of contentment with a customer interaction”. Satisfaction is the “afterthought” when the buyer thinks back on the customer experience and feels how pleasant or unpleasant it was.

A comprehensive definition is introduced by Oliver: “Satisfaction is the consumer’s fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment”. Meaning that satisfaction is whether the purchased product or service has met the consumer’s needs and expectation based on his evaluation. Also, satisfaction can be associated with many types of feelings, depending on the situation or kind of service. For instance, satisfaction can be identified as “contentment” – passive response from purchasers toward the services which they do not think much about or routinely over time service, “pleasure” – services that make the customer feel good, “delight” – services that really surprise the consumer in a positive way. In some context, the customer may perceive “relief” as satisfaction in case the negative fac-

tors are removed. Final is the feeling of “ambivalence” – mix of positive and negative experiences related to the product or service (Zeithaml et al. 2009, 104.)

As reported by Yi (1991), there are two basic ways to indicate customer satisfaction: satisfaction as an outcome, or satisfaction as a process which is demonstrated as Figure 4:

Approach	Definition	Author
Satisfaction as an outcome	The buyer’s cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone	Howard and Sheth (1969)
	An emotional response to the experience provided by, (or associated with) particular products or services purchased, retail outlets, or even molar patterns of behaviour, as well as the overall marketplace	Westbrook and Reilly (1983)
	An outcome of purchase and use resulting from the buyer’s comparison of the rewards and the costs of the purchase in relation to the anticipated consequences	Churchill and Suprenant (1982)
Satisfaction as a process	An evaluation rendered that the experience was at least as good as it was supposed to be	Hunt (1977)
	An evaluation that the chosen alternative is consistent with prior beliefs with respect to that alternative	Engel and Blackwell (1982)

	The consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceived after its consumption	Tse and Wilton (1988)
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Figure 4: Target marketing strategies in different level

In the first approach, satisfaction is defined as a final situation or as an end-state resulting from the consumption experience. Meanwhile, the second approach underlines the perceptual, evaluative and psychological process to which satisfaction is contributed.

In summary, despite the different ways of explanation, most of the definitions are built on the fulfilment of customer expectations (Grigorousdis & Sisko 2010, 4-5.)

2.2.1 Levels of customer satisfaction

First of all, why satisfying customer is so critical? Kotler & Armstrong (2007, 154) accentuated that customer satisfaction is the key element in building profitable consumer relationships, that is creating buyer loyalty and retention and capturing customer lifetime value.

As explained by Kotler (1999, 130), after the first time buying a product or service, consumer will develop a specific impression about the purchase and the service provider. Before purchasing, he created a certain expectation based on what the seller promised to offer. After experiencing the service, he might have one of five impression levels: Highly Satisfied, Satisfied, Indifferent, Dissatisfied, and Very dissatisfied. The purchasers feel satisfied when the service performance meets expectations, and they are highly satisfied or delighted if performance exceeds expectations. The higher levels of satisfaction the buyer is, the greater loyalty he or she has (Kotler & Armstrong 2007, 13). Indeed, there are big differences in the loyalty level of less satisfied-, somewhat satisfied-, and completely satisfied customer; a small decrease in complete satisfaction can lead to a huge loyalty reduction (Kotler & Armstrong 2007, 20.)

It is easy noticed that the consumers nowadays have a long list of product and service choices that can satisfy a certain need (Kotler & Armstrong 2007, 7) whereas most companies usually fail to differentiate the satisfied customer from the very satisfied customer (Kotler 1999, 130). The satisfied buyers may come back but they also can easily pick another brand out of boredom to try something new which has equal offer or greater satisfaction. Meanwhile, very satisfied or delighted customers will not just buy again but also talk positively about their good purchasing experiences to others, as well as less likely to switch to a competitor company which they think can deliver them the same high level of satisfaction (Kotler & Armstrong 2007, 20, Kotler 1999, 130.)

As mentioned above, periodically measuring buyers' satisfaction level is a method which helps the company provide excellent customer service. Kotler (1999, 130-131) suggested that companies can measure the Customer Satisfaction Index (CSI) to see if the customers are willing to return. CSI will show how many percentages of satisfied or dissatisfied customers, then the companies need to find out the reasons causing customer satisfaction and dissatisfaction. For example, if the company's CSI result presents lots of dissatisfied customers, the reason could be that the company's sellers sell products or services that do not really match the customers' needs. Another reason is that the company might overstate what they could offer which results in the consumers disappointed. In both cases, the customers perhaps will become ex-customers. In this situation, Kotler (2007, 154) suggested that the service providers should only promise what they can truly offer in order to make the buyers satisfied.

2.2.2 Dissatisfaction

As discussed above, buyer will feel either satisfied or dissatisfied after purchasing the product or service. Kotler & Armstrong state that if the product's performance does not accomplish the expectations, the purchaser is dissatisfied. Plus, "the larger gap between expectations and performance, the greater the consumer's dissatisfaction" (Kotler & Armstrong 2007, 154). Nonetheless, Harris points out that customers are busy with their daily life; as they have not complained does not mean that they have no complaints or suggestions at all

(2014, 8). Indeed, the studies of customer satisfaction indicate that there are about 25 per cent consumers tend to be dissatisfied with their purchases, but approximately 95 percent of them avoid to express their dissatisfaction. The reason could be that the consumers do not know how and who they could complain to, or they doubt that it is not worth trying as the company might take no corrective actions (Kotler 1999, 130.)

Kotler and Armstrong (2007, 154) opined that different buyers respond to the bad purchasing experience differently. To be specific, the reactions of dissatisfied purchasers can be no action and total ignorance of the emotion or react on it, which are demonstrated by Day and Landon (1997) as below (Grigoroudis & Sisko 2010, 2-3):

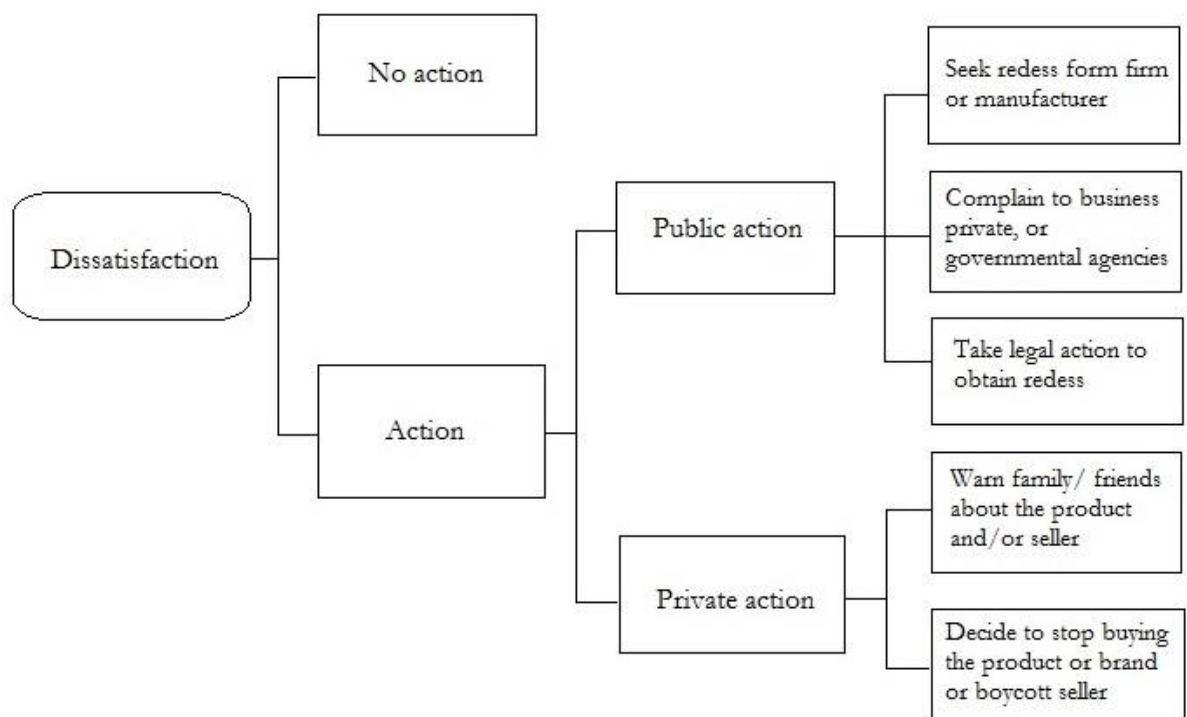


Figure 5: Dissatisfied customer's complaint behaviour (Day and Landon, 1997)

In addition, Kotler (1999, 131) suggests that the service providers should not underestimate the power of an angry buyer. As emphasized by Kotler and Armstrong (2007, 154), “Bad word of mouth often travels farther and faster than good word of mouth” as it can rapidly destroy consumer point of view about a company and its products or services. For instance, a very dissatisfied customer might tell to average eleven other people about his uncomforta-

ble purchasing experience, then those people will spread that news to other (Kotler 1999, 131.)

Furthermore, through public social media platforms, such as Facebook and Twitter – where the company's page might have from thousands to millions followers, i.e. British Airway's twitter has 76 million followers, an individual service experience can go viral unpredictably (Burke, S). This leads to an enormous number of people knowing about the company's bad things. Consequently, the company fail to gain not only lifetime value from one customer's but also from the other potential customers who just turned their back to the company after knowing about the bad news (Kotler 1999, 131.)

Nevertheless, Kotler (1999, 131) pointed out that the companies still can win back the disappointed buyer by setting up systems that encourage customers to complain and easier to reach. For example, Pizza Hut prints its toll-free number on all delivered pizza boxes, and the customers' complaints will be solved within 48 hours. Surprisingly, purchasers whose complaints are adequately responded regularly turn to be more loyal than those who were never dissatisfied. Besides, offering a discount on the next purchase or sending a present as compensation for mistakes can be applied to turn the bad situation around.

3 ACCOMMODATION BUSINESS IN HELSINKI

Helsinki – the capital of Finland, a modern city with only over six hundred thousand residents and located on the Baltic Sea, has been famous for its design, architecture, high technology and Angry Birds. Simultaneously, Helsinki is an ideal destination not only for those who look for luxury winter holiday but also budget travellers who would like to take advantage of free events such as free concerts at the park, inexpensive restaurants and affordable accommodation alternatives (Visit Helsinki 2016a.)

3.1 Accommodation in Helsinki

Helsinki offers different kinds of accommodation: luxury hotel (Hotel Kämp), inexpensive hotel (Omenahotels), guest house (SweetDream Guesthouse), apartment hotels, bed and breakfast (Juan Apartment, Katajanokka Studio Apartment), various choices of hostels (Eurohostels, CheapSleep hostels) and camping, as well as eco-friendly or gay friendly hotels (Visit Helsinki 2016b.)

In order to have a comprehensive understanding, Figure 6 provides the definition of different accommodation types that tourist might occupy as below (Holloway & Humphrey 2012, 328):

Category of accommodation	Definition
Hotel	A hotel must have a minimum of 5 bedrooms, be licensed and offer dinner or located within walking distance of other restaurants. Also, all bedrooms must be en suite or have a private bathroom.
Guest accommodation	These properties are likely to be smaller than hotels with perhaps more of a family home feel and approach, and a less structured service
Serviced apartment-	Often found in big cities, these offer hotel services such as maid service

ment	and concierge in addition to a self-contained unit with a kitchen
Hostels	Accommodation often in shared rooms with bunk beds although family rooms may be available. Hostels normally welcome individuals, families and groups, many of whom are staying on a short-term basis. Subcategories may include backpacker hostels, activity accommodation and bunkhouse.
Alternative accommodation	Alternative accommodation refers to self-catering-based accommodation which is perhaps more unusual, for example: wigwams & camping pods; nomadic structures (tents); railway carriages; treehouses; Romany caravans

* *Source: VisitEngland, 2011*

Figure 6: Accommodation definitions established for the National Quality Assessment Scheme for England

Additionally, city apartments in Helsinki mean temporary housing in spacious and equipped apartments (studios, 2-room apartments, 1-2 bedroom suites) so that guests can have privacy and peace. Some apartments may also feature a balcony and en suite sauna. The prices are from 125€/night for a studio and go up to 325€/night in Business Suite (City Apartment 2016.)

Bed & Breakfast (B&B) is defined that the hotel's or holiday's price already included breakfasts, and the price is often lower than hotel. The breakfast is usually served in a buffet style and followed the host country's cuisine (Love holidays 2016). Helsinki B&B, moreover, offers home renting option for family (Visit Helsinki 2016c.)

Besides, some hotels in Helsinki are eco-friendly type which offers bed with a smaller carbon print by providing carbon footprint calculator and have been presented with an ecolabel (Swan ecolabel) (Visit Helsinki 2016d). Gay-friendly hotels belong to Gay-Friendly Helsinki network founded by Visit Helsinki in 2009 (Visit Helsinki 2016e.)

Last but not least, Airbnb - one of the alternative accommodation has just emerged since 2008. Airbnb is a home rental marketplace using Web- and app-based platforms to connect

guests and hosts (Hill, 2015). As revealed by Certify, Airbnb is being considered as the biggest rival of traditional hotel business, i.e. the business travellers tend to use Airbnb to extend their stay twice as long as they do in hotels as people tend to make decisions based on convenience and quality. Similarly, the corporate travellers' expense with Airbnb bookings is twice higher than with hotels, and the tourist satisfaction also follows this trend (Pymnts 2016). In the most popular European tourist cities, the amount of Airbnb properties may be as many as numbers of hotel room, highlighted by Timo Lappi - the managing director of the Finnish Hospitality Association (MaRa). Particularly, Airbnb has approximately 800 lodging selections in Helsinki and more than 1000 all over Finland (Helsinki times 2014.)

3.2 CheapSleep Hostels Helsinki

CheapSleep hostels consists of 10 private rooms and 118 dorm beds divided into 7 dormitories with different sizes. There are 2 female dormitories which have 10 and 18 beds. The other 10-, 16-, 18-, 20-, 26-bed dorms are mixed. All dorm rooms have the same design with large windows and 2-level bunk beds with own pillows, duvet and fresh sheets. Besides, each bed is equipped with a reading light, electrical outlets. Below is the picture (picture 1) from the 16-bed mixed dorm.



Picture 1. 16-bed dormitory (CheapSleep hostels Helsinki 2016b.)

Additionally, the hostel has 3 kinds of private rooms, one Double Room En-Suite with its own bathroom which is disabled-friendly, three spacious Superior Double Rooms with a sofa and six normal Double Rooms. Picture 2 shows one of the hostel's double room. The prices of the dormitories are from 18€-28€ and the private rooms cost from 50€-110€, which change following on- and off-season. (CheapSleep Hostel Helsinki, 2016.)



Picture 2. Double room (CheapSleep Hostels Helsinki 2016b)

CheapSleep hostel is currently located on Sturenkatu 27, Vallila (figure 7) which is 3,5 kilometres from the city centre, and within the walking distance to Helsinki's bar district Kallio. The amusement park Linnanmäki and Sea Life Helsinki area also on the same street, not very far from the hostel. There are very convenient traffic connections to the city centre, railway station, airport and ferry terminal as the guests could reach by using either public transportation (buses, trams) or taxi. The guests can easily find buses and trams from right outside of hostel that going to the city centre almost all the time and the bus to the airport every 30 minutes (CheapSleep Helsinki's facebook page 2016.)

CheapSleep offers 24/7 check-in service, free Wi-Fi internet coverage all over hostel, and video surveillance in common areas. There is also an Alepa supermarket downstairs in the same building (CheapSleep Hostels Helsinki 2016c.)

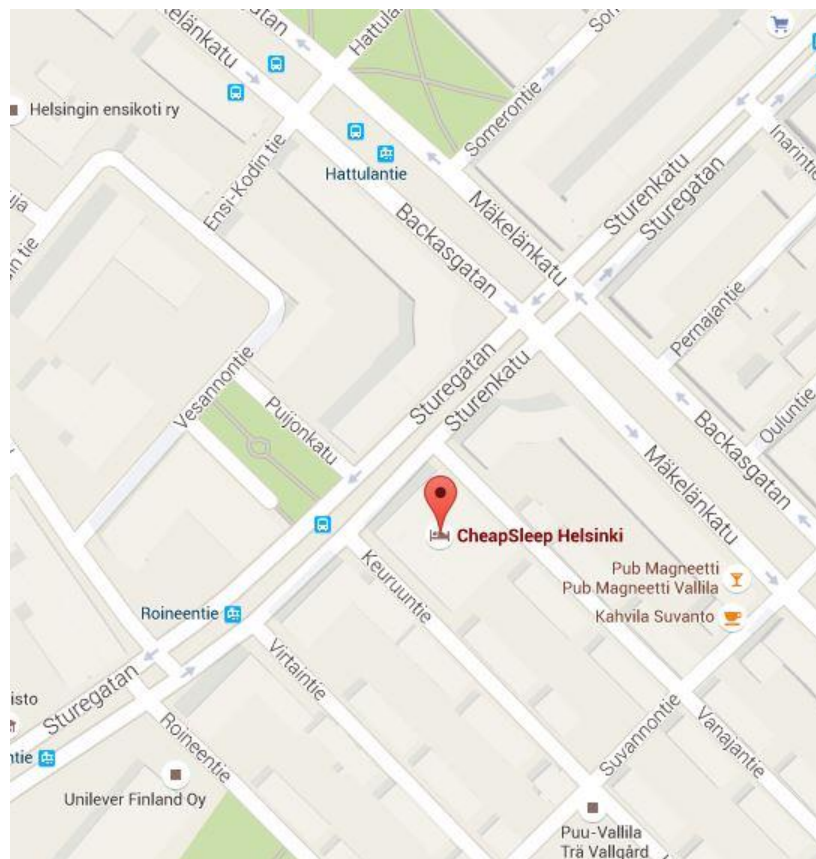


Figure 7. CheapSleep Helsinki location (Google Maps 2016.)

3.2.1 The service concept

“When you think of a cheap yet awesome hostel in Helsinki, think of us! CheapSleep Helsinki is a relaxed, affordable and modern hostel located in the historic Vallila district of Helsinki. Completely renovated before opening in May 2012, all of our private rooms, dormitories, and common areas are fresh, clean and modern. [...] We offer a relaxed and social atmosphere, great access to local sights and services, in addition to good night’s sleep. We never ask you to make your bed or strip the sheets afterwards, just arrive, drop your bags and relax” (Juni Yao 2016). Plus, Carl Vo (2016), operation manager of the hostel, explained

that many hostels nowadays cut cost by asking the guest to bring their own linens, or just provide clean sheet and duvet folded on the beds for the guests to make by themselves, and the guests need also to remove the cover out and put into a trolley in hostel's hallway. Meanwhile, CheapSleep offers ready-to-rest beds only.

3.2.2 Facilities

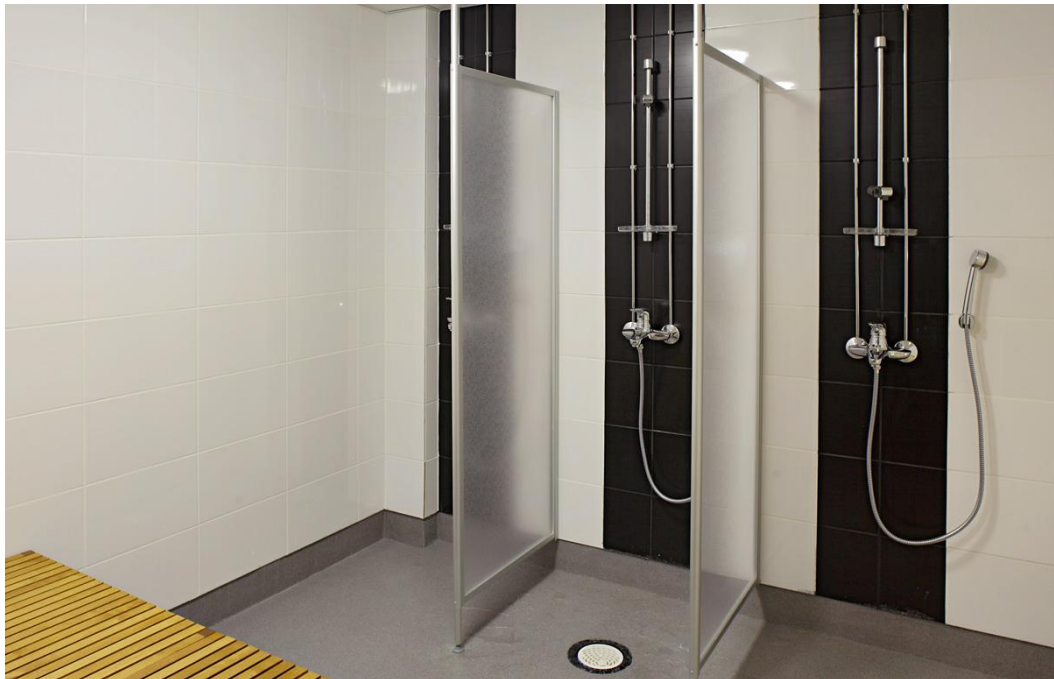
Besides offering the guests the place to sleep (bunk beds in dorms or private rooms), CheapSleep obtains a kitchen (picture 3) linked with a big common living room (picture 4) where guests could chill out and meet each other. The kitchen is fully equipped with large countertops, sink, microwave coming along with standard utensils (forks, knives), different sizes of plates and bowls, pots and pans. The shared bathrooms (picture 5) are located in the corridor (CheapSleep Hostels Helsinki 2016c.)



Picture 3. Kitchen (CheapSleep Hostels Helsinki 2016b)



Picture 4 Common area (CheapSleep Hostels Helsinki 2016b)



Picture 5 Female bathroom (CheapSleep hostels Helsinki 2016b)

3.2.3 Staff

As CheapSleep is a small company, they combine the daily hostel operations and Human Resources (HR) tasks which are responsible by the Operation Managers (Carl Vo). CheapSleep has outsourcing cleaner coming from a cleaning service company. The cleaner often comes every day in a certain timeframe (6am-3pm) to clean all the rooms, other areas and changes all the sheets. Nevertheless, the managers are planning to employ their own cleaning staff in the near future.

There are 5-6 interns working at the reception following 3 shift per days so that the guests can arrive and check-in 24/7. The interns are selected from multinational background, therefore besides English which is the official working language, receptionists can offer service in various languages such as Finnish, Russian, Swedish, Chinese, Vietnamese, Spanish, German regardless what kinds of language the interns speak. In emergency situations, owners and managers can help the reception for problem solving, in case receptionists cannot efficiently communicate with the customers. Currently, CheapSleep is aiming to run the reception solely on interns (G. Pripachkin 2016). Although this HR strategy helps the company save lots of money from paying salary to permanent staff, that might cause some potential problems from the high employee turnover rate, i.e. skilled interns will leave after 3- or 6-month internship, company needs to spend time on conducting interview, job advertising, training. Moreover, the new trainees need time to familiarize with work and blend well with other trainees, hence the continuity of service and overall performance would be affected.

3.2.4 Competitors

There are 5 hostels in Helsinki: Eurohostel, Hostel Erottajanpuisto, Hostel Suomenlinna (located in Suomenlinna), Academica Summer Hostel (only opens in summer season) and CheapSleep Hostels. The researcher thinks that the biggest competition comes from Eurohostel as they also offer low-price accommodation. The others are not so strong competitors because of the different locations, opening season and higher prices (Hostel2016.)

Eurohostel is one of the biggest budget hostels in Scandinavia. The prices at Eurohostel vary from 28,90€-75€ depending on room and bed types (Eurohostel 2016a). That is slightly higher than CheapSleep's price, especially dorm beds, but they offer breakfast buffet for 9,50€, a-la-carte dinner and evening snack. Besides, Eurohostel offers public telephones, morning sauna included in the room rate, private sauna, evening sauna and self-service laundry (Eurohostel 2016b.)

4 RESEARCH FRAMEWORK

4.1 Quantitative method

The researcher would like to remind readers about the aim of this dissertation that is reviewing and evaluating the customer service and customer satisfaction level of CheapSleep hostels. Understanding customers' experience, thinking, opinions, feelings and assessment toward the hostel's services offered would be the key answer for the whole thesis. Consequently, the researcher has decided to adopt quantitative method to collect needed information.

One favourite definition of quantitative research which is described very well by Aliaga and Gunderson (2000) is: "Quantitative research is explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics)" (Muijs 2011, 1). Indeed, quantitative research method involves numerical information and relies on the numerical data to draw conclusions or test hypotheses. However, studying considerably large numbers of people and analysing data by computer are crucial to be sure of the paper results' reliability. The data can be obtained from questionnaire surveys, from observation involving counts, or from administrative sources. There are three approaches to quantitative research: hypothetical-deductive (chi-square tests, t-tests, etc.), statistical (descriptive, exploratory and/or deductive), and inductive (based on numerical data, but makes little or no use of statistical tests) (Veal 2011, 34-35.)

Quantitative research aims to classify, count features and construct statistical models in an attempt to explain what has been observed. To compare with other research methods (qualitative), the researcher knows clearly in advance what he or she is looking for. Besides, its data is more efficient, i.e. in testing hypotheses but less contextual detail (Wilderdom 2007.)

4.2 Collect data process

4.2.1 Questionnaire survey

Questionnaire survey (questionnaire-based survey) involves gathering data from individuals using a formally designed questionnaire or interview schedule and is one of the most popular technique used in hospitality research. However, there is a misuse between “survey” and “questionnaire” as some literature equated their meanings while they are two different things (Veal 2011, 255-256):

- A questionnaire is a written/printed or computer-based schedule of questions.
- A survey is the process of designing and conducting a study related to gathering data from a number of subjects.

The empirical data of this thesis was gathered by means of customers’ designed questionnaires (APPENDIX 1) which the guests would be asked to fill in during or after staying at CheapSleep. The survey included 11 questions in which the first 4 questions are for customers insert their gender, age, nationality and occupation. The rest questions concern about the guests’ travelling purpose, favourite travel accommodation choice, how and why they choose CheapSleep. The last question asked the guests to evaluate the hostel’s facilities quality by rating categories: N/A (No answer), Very bad, Bad, Acceptable, Good and Very good. The questionnaires have a CheapSleep Helsinki logo in the upper left corner and a Kajaani University of Applied Sciences logo in the upper right corner of the page.

During the training period for CheapSleep hostels, the researcher already achieved 58 customer feedbacks out of 100 questionnaires distributed. However, because of the refugee crisis in Finland and CheapSleep hostels signed a deal with Finnish Red Cross to accommodate the asylum seekers, the researcher faced some difficulties in spreading the questionnaires and approaching the customers. Therefore, questionnaires were sent to the guests’ email. Unfortunately, there were not many email responses. By the end of February, the researcher collected 67 replies from customers in total.

The analysis was carried out first by going through the answers, eliminating invalid ones then counting the rest. Eventually, the survey outcomes were studied with the help of SPSS program which can be found in APPENDIX 2. The figures present the findings in a visual form for better understanding of conclusions and recommendations.

4.2.2 Secondary data

Besides the primary data, the researcher at the same time gathered information about customer services, customer satisfaction and dissatisfaction from references, textbooks, journals, articles, theses and other public sources. The hostel's internal data and information from the managers were also in use. Additionally, uncountable sources, data, statistics and figures were easily collected from the Internet. The researcher's knowledge and observation also played a critical role in the thesis's success.

4.3 Reliability and validity

Validity and reliability present the quality and the trust of research. According to Veal (2011, 46), validity indicates is "the extent to which the information presented in the research truly reflects the phenomena which the researcher claims it reflects" how well the data showed in the research accurately reflects the phenomena which the researcher claims it reflects, and reliability describes the research's repeatability and consistency as the research findings would still be the same if the research was conducted again at a later time or with different sample of subjects.

The researcher would like to reflect the data collection process to assess the reliability and validity of this thesis. The questionnaires were made by the researcher and approved by CheapSleep hostels' managers, thesis supervisor and statistic supervisor. The level of the questionnaire was appropriate with 11 multiple choices questions as the researcher only focus on specific areas. The fact that the research did the training in 3 months in the hostel's reception enables her to distribute the questionnaires while the guests are doing check-out

and collect the answer immediately. The researcher also chose valid theoretical framework from textbooks or academic journals to support the theory background. After collecting all the answers, the researcher processed the data and analysed them inductively. The researcher believes that the same findings and interpretation will be made despite different time, place or method.

5 EMPIRICAL FINDINGS

It is predicted that this section of the thesis will be filled up with figures and customers' feedbacks, followed by extensive discussion of the result's implications for the service level. All the findings will provide the researcher and readers a complete picture about the customer service and customer satisfaction situation, and reveal which sections the hostel should pay more attention and which sections it got positive replies and encouraged to uphold advantageous performances.

5.1 Result and interpretation

In order to depict typical customers of the hostel, the researcher decided to design the questions following Nationality, Age, Gender and Occupation.

The nationality of the guests is varied (figure 8). The guests come from all over the world, but the biggest groups are German 15% and Finnish 12%. The second largest groups are Russian 9%, Slovak 7% and Vietnamese 7%. The amount of Russian guests is big as expected, but the number of Slovak and Vietnamese can be a result of large groups happened to answer the questionnaire.

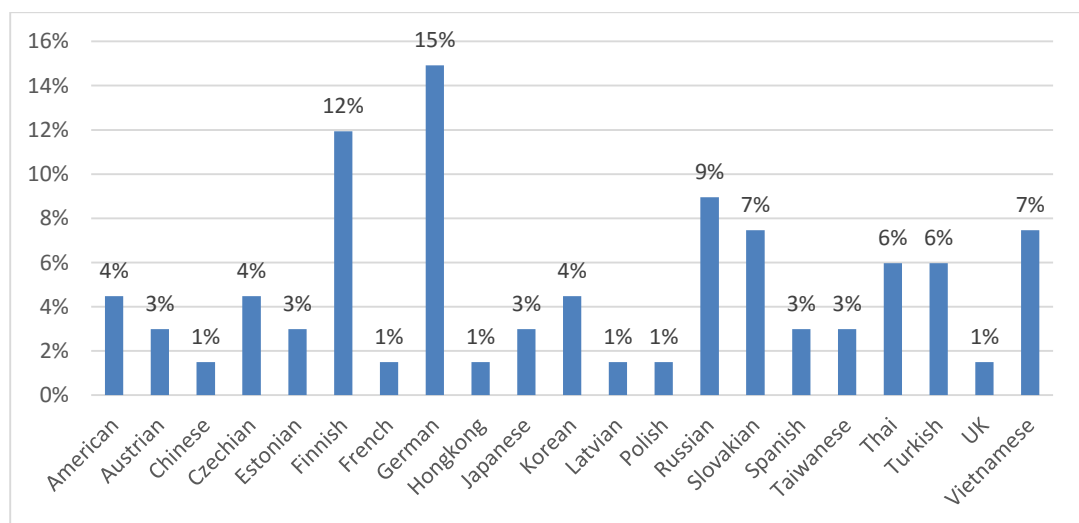


Figure 8: The nationality of the respondents (n=67)

From the figure 9 below, it is easy to see that the biggest age group of the guests is 21-30 (54%) and the second biggest is 20 or younger (26%). This result is as the researcher expected because the young travellers choose hostels more often than older travellers because of the lower price and opportunities to make friends and meet other travellers. The guests belong to under 21 category might be school groups choosing hostels instead of other accommodation types, i.e. camping when they travel owing to more affordable price but also the fact that hostels have more capacity for big groups in the dorms. Travellers who are 31 or older usually choose hotels or apartments to stay in because they have more money and want to have more private or all-inclusive service. This probably explains why the categories 31-40 (9%), 41-50 (4%) and 51 or older (7%) were a lot smaller.

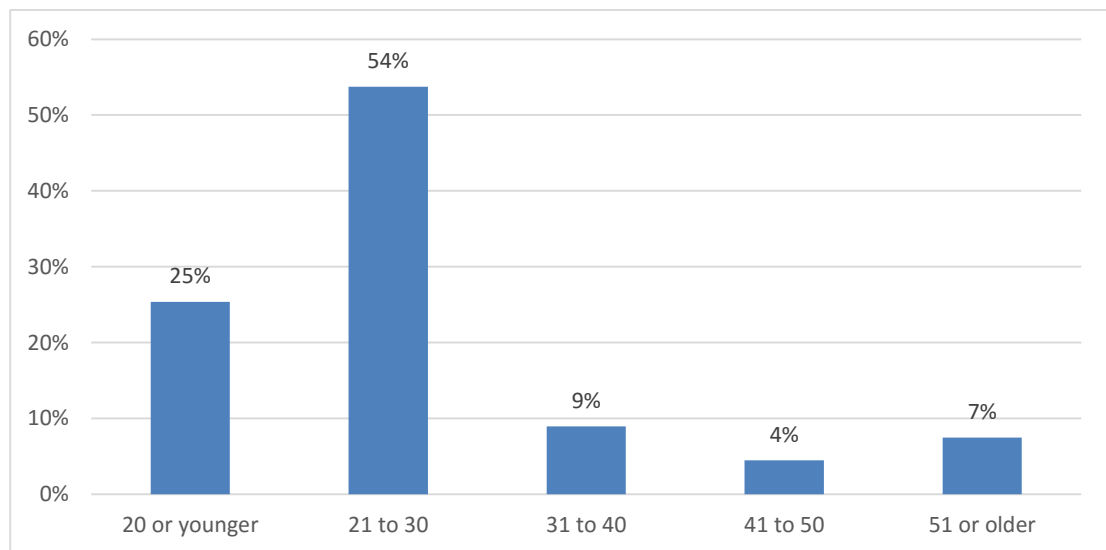


Figure 9: Age category of the respondents (n=67)

The difference between the genders is quite small, which is 57% of respondents are female and 43% of them are male (figure 10).

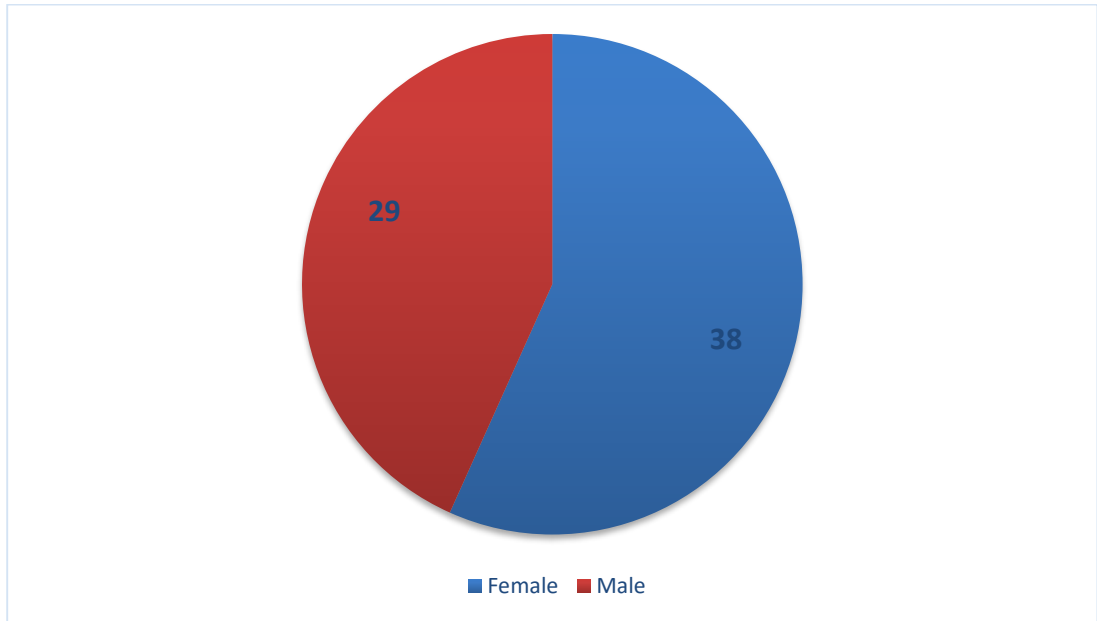


Figure 10: Gender of the respondents (n=67)

Figure 11 shows that 64% of the respondents were students while 27% were working and 9% were retired. This is probably precise as the biggest age group falls in 21-30 people who mostly are studying or working. Besides, there were some exchange students that live in the hostel before renting long-term rooms. Also, students tend to have less money at their disposal, therefore, they prefer cheaper accommodation while travelling.

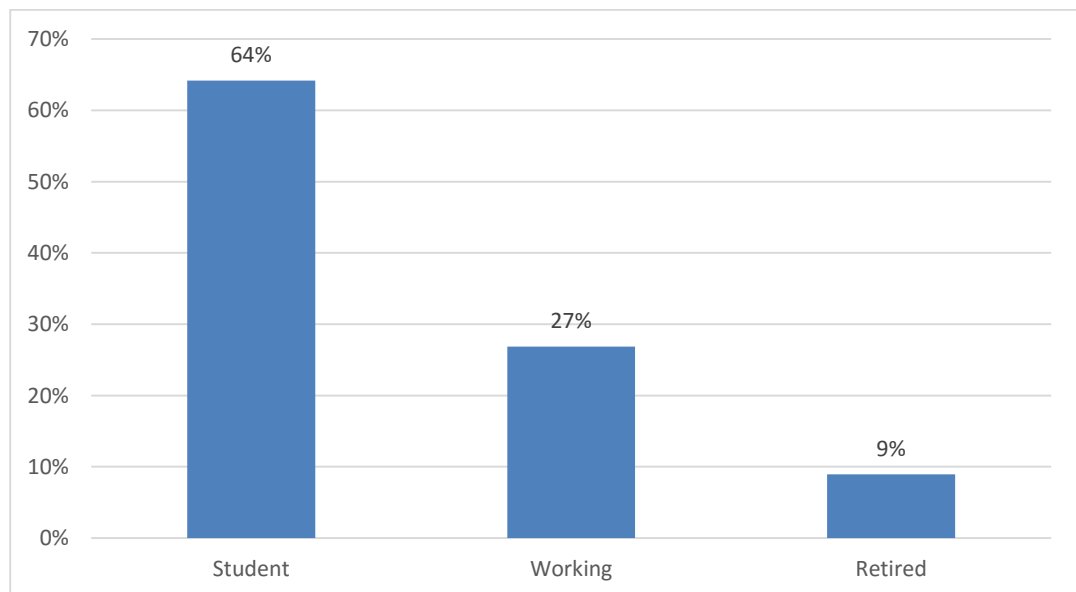


Figure 11: The respondents' occupation (n=67)

At the question about what accommodation types the guests usually use when traveling, the figure 12 shows that most of them choose hostel (79%). The second popular choice is hotel (16%). Other accommodation types are not so popular; bed& breakfast 1%, Airbnb 1% and Couchsurfing 1% .

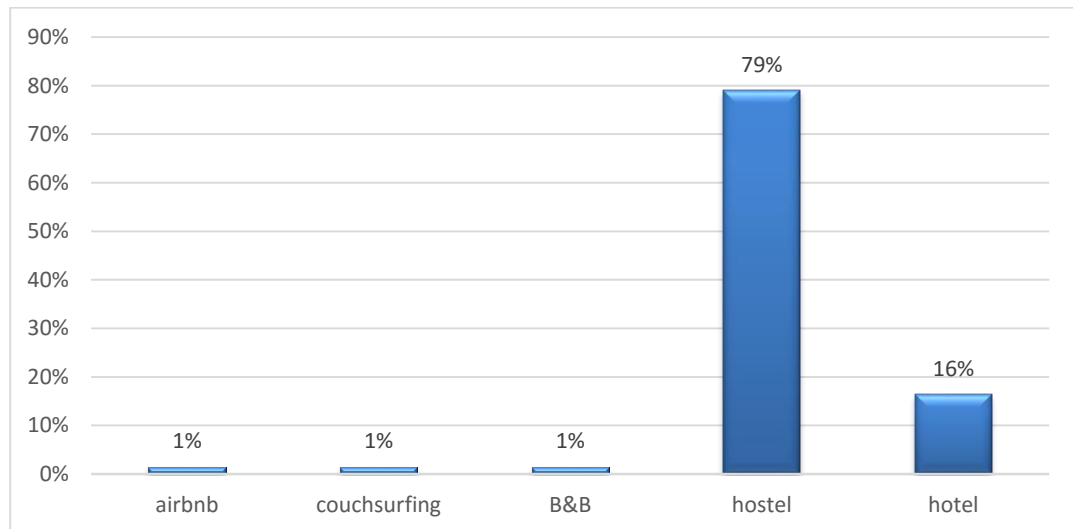


Figure 12: What kind of accommodation do you often use when travelling? (n=67)

There are 59 of the total 67 guests (88%) answering the questionnaire had never visited CheapSleep before, which is not difficult to explain as it has operated only 3,5 years. Moreover, the travellers tend to not come back a certain city many times, therefore, almost all the guests are first-time customers. Nevertheless, there were 4 persons (6%) had been there once and another 4 persons (6%) had stayed at the hostel several times (figure 13).

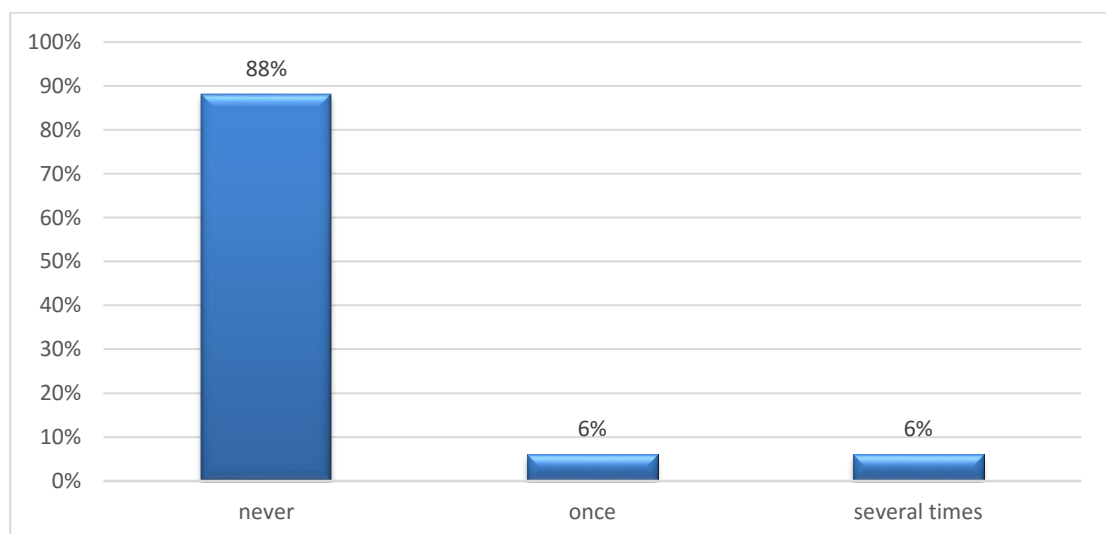


Figure 13: Have you visited CheapSleep before? (n=67)

Leisure was the main purpose of travelling to Helsinki and CheapSleep with 90%, working or business was only 10% (figure 14).

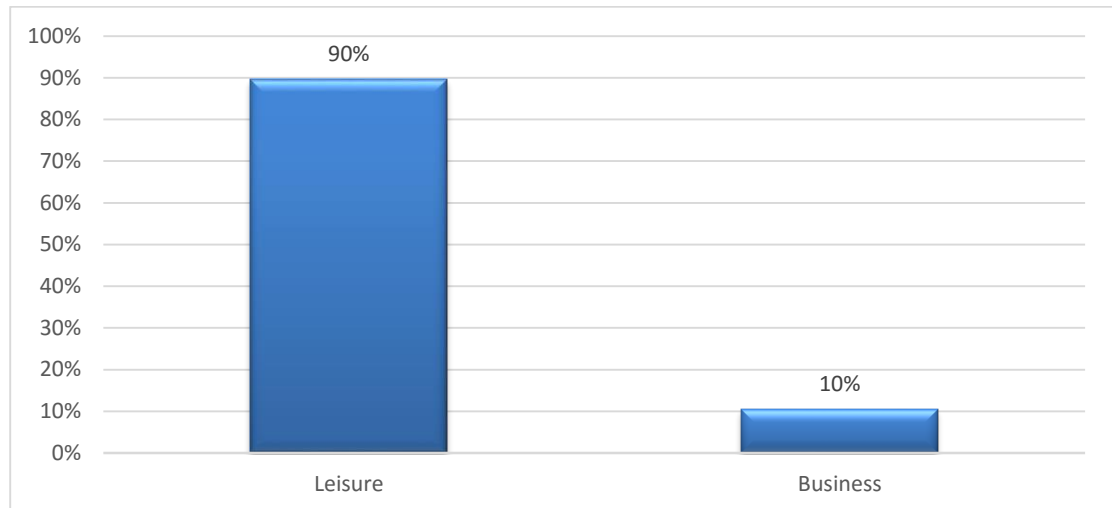


Figure 14: What is the purpose of your trip? (n=67)

Unfortunately, there are only 6 (9%) people willing to visit CheapSleep again, while also 6 (9%) would not and 55 (82%) of 67 respondents would maybe (figure 15). The main reason that induces the guests choose CheapSleep is low price with 82%, good location was the answer of 10% respondents and 7% people chose availability option. Promotion and facilities are perhaps not a motive of choosing the hostel as shown in the figure 16.

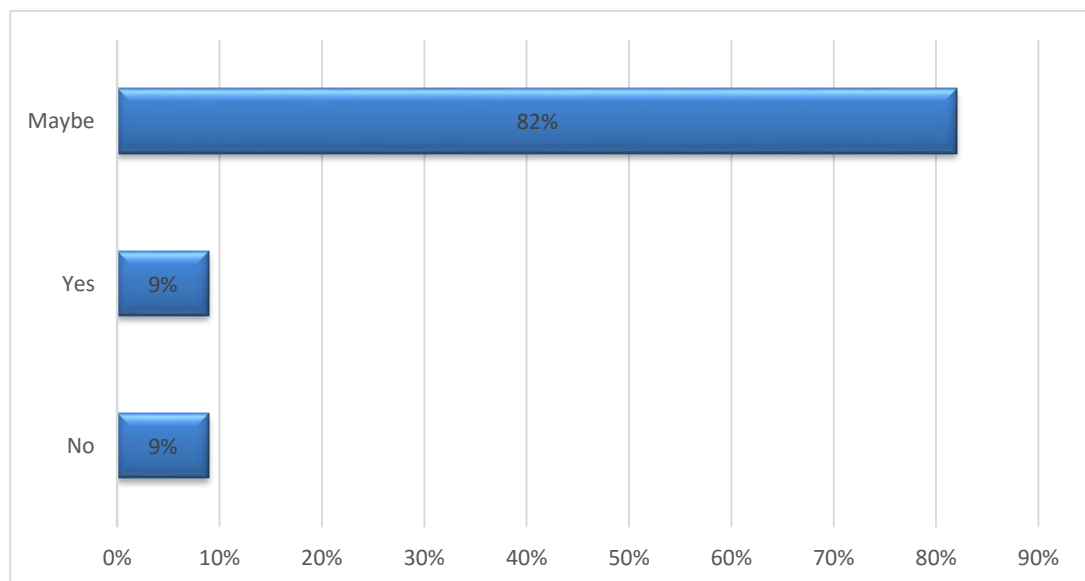


Figure 15: Have you visited CheapSleep hostel before? (n=67)

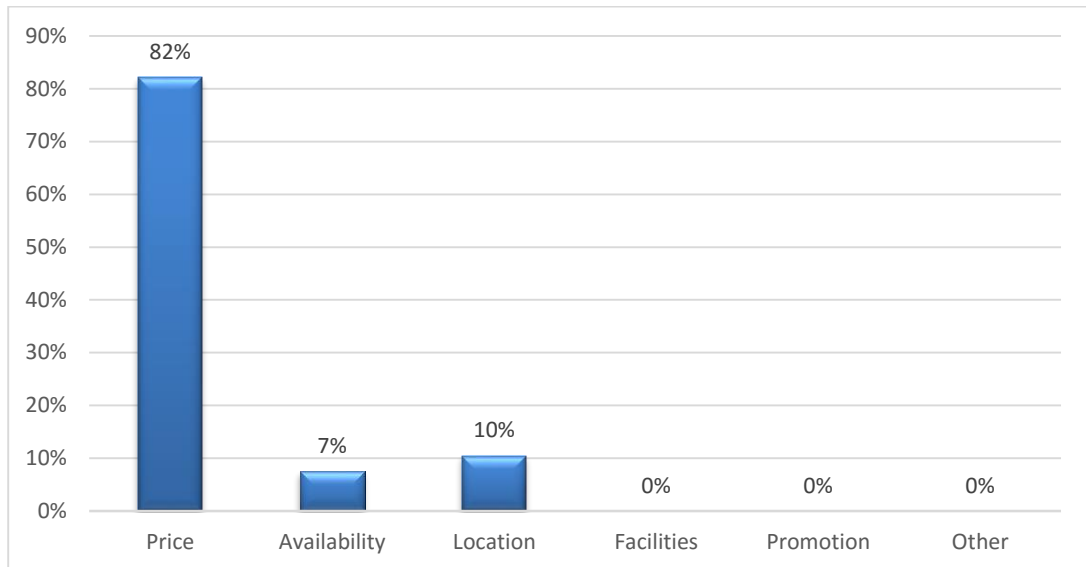


Figure 16: Why did you choose CheapSleep? (n=67)

The most common source providing information about CheapSleep to the customers was online search 78% and from a friend/word of mouth 22%. Nobody had found any information through print advertisements, online advertisements or online promotion (figure 17). It seems like the hostel should invest more in different marketing channels so that its image would be more popular among the tourists and travellers.

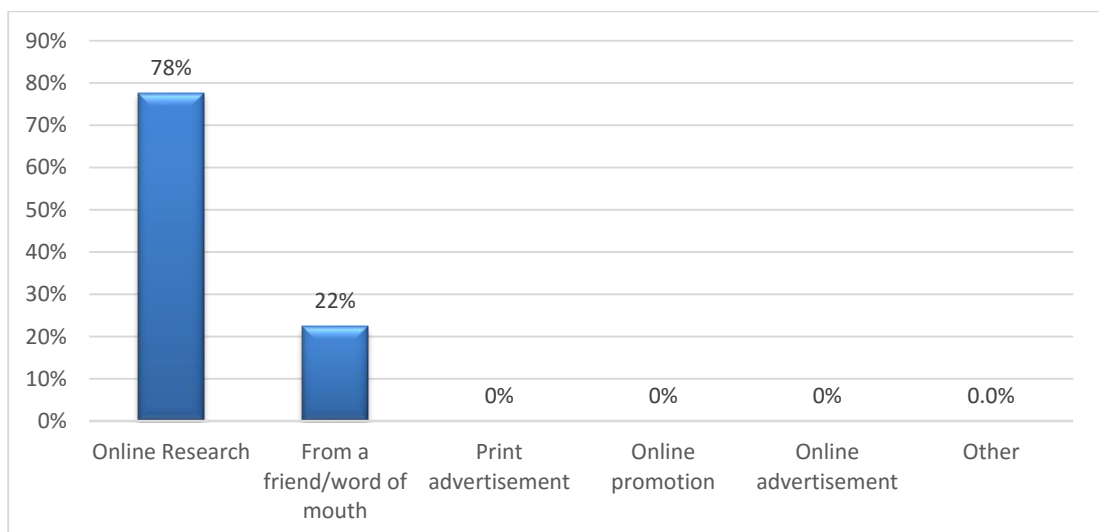


Figure 17: How did you know about CheapSleep? (n=67)

The guests' satisfaction with the different parts of the hostel was mostly at good and acceptable levels except the kitchen. Figure 18 below indicates that most people were displeased with the kitchen and rated it as very bad 30%, bad 36%, also 30% as acceptable, only

4% as good and 0% as very good. People are most pleased with the showers with 55% rating it as good, 31% as acceptable and 3% as very good, only 7% as bad and 3% as very bad. The common areas and toilets were mostly rated as acceptable (64%) and as good (19%). The common areas were rated 1% very good, 13% bad and 1% bad, while the toilets were also rated 1% very good, 12% bad and 3% very bad. The dorms' rating is mostly as good (72%), 18% as acceptable, 3% very good and bad, 0% very bad and 4% no answer. The private rooms' rating had the most "no answer" (49%) as most of the respondents stayed in dorms, 12% very good, 37% good, 1% acceptable, and 0% rating as bad or very bad.

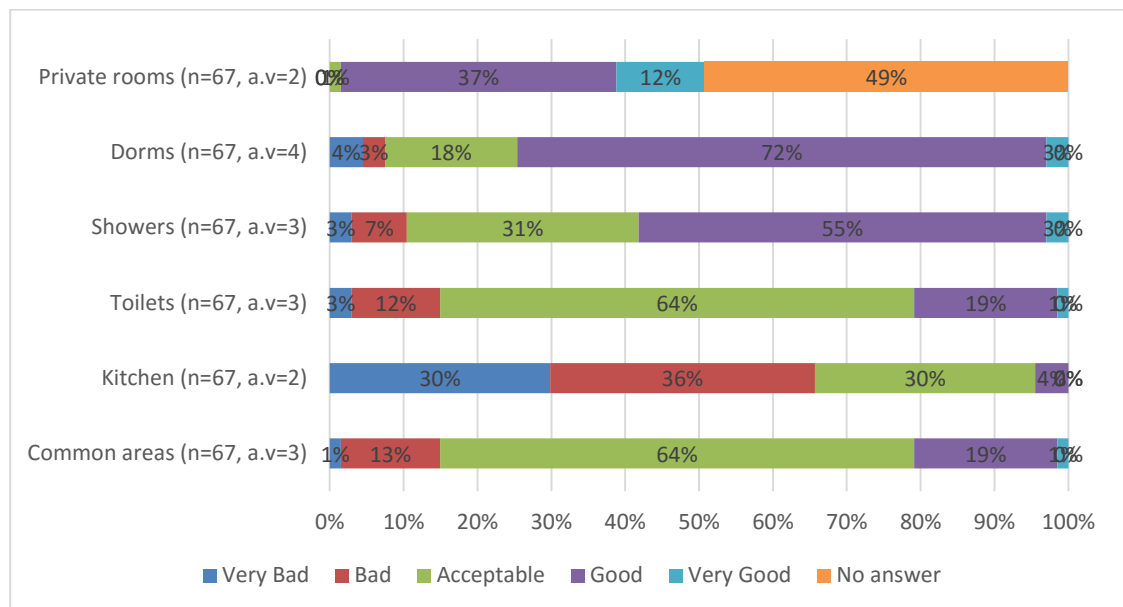


Figure 18: What grade would you give the different parts of hostel?

5.2 Previous guests' online reviews

The researcher would like to remind the readers that the thesis is made for examining CheapSleep hostels' customer service level during the time the researcher was working at the reception. Therefore, comments and reviews on TripAdvisor and booking.com written from previous guests during the time September-December will be analysed to see if those feedbacks are in agreement or differ from the survey result.

5.2.1 Reviews on booking.com

CheapSleep has 7.3/10 review score on booking.com based on 1213 reviews in total. However, the researcher would like to analyse 45 latest reviews shown in 29.03.2016. Most of them are solo travellers (28) and then a minority traveling with family (2), couple (6), business (4) and 5 in groups of friends. 7 of these travellers rated CheapSleep as “very good”, 14 rated “good”, 13 ratings were “average”, 8 were “poor” and 3 ratings were “terrible”. The majority of the complaints concerning small toilets, bathrooms, dirty kitchen (14 reviews), noise (9 reviews), uncomfortable beds (4 reviews), expensive price, small lockers and stolen food (2 reviews). Besides, the researcher noticed that the reviews in the first week of September were quite positive (above 8 points); more negative reviews appeared since then. This can be a result of the refugee crisis in Finland that CheapSleep hostels agreed with Helsinki city to accommodate them. Also, there are 10 reviews mentioning that they were disappointed to not know that the hostel turned into a “refugee camp” (Booking.com/CheapSleep Helsinki 2016.)

The positive ones mostly regarded friendly and helpful staff, easy check-in, perfect location, nice common areas, free locker, clean room, well equipped and comfortable bed, low price, downstairs supermarket and good transportation (14 reviews).

Below are some examples of reviews:

1. “Very good quality for the right price”

(-) It was a big hostel, so the atmosphere wasn't as intimate as it is in smaller establishments. The toilets are super small.

(+) Clean hostel with a great self-catering kitchen. The bathrooms were clean and the water pressure in showers was fantastic compared to usual in Europe. Helpful staff.

2. “Very good”

(-) A little bit outside the centre but near the trams! Some of the lockers in my room didn't work.

(+) Free parking in front of the hostel, fast Wi-Fi, nice staff, big kitchen and common room!!

3. “Not very pleasant stay”

(-) A lot of refugees staying which was not mentioned anywhere. I do not mind about refugees but there is a lot, most of them men and unfortunately very excited about checking out women. It made it very uncomfortable to go around the common areas when you can feel 20 guys staring at you. Also they were cooking a lot and all the whole common room was full of steam and the smell got caught in your clothes.

(+) The staff was really helpful and friendly. Room was nice and clean

5.2.2 Comments on TripAdvisor

TripAdvisor is the world’s largest travel site that travellers could upload photos, reviews and opinions about hotels, restaurants and attractions around the world. The site also offers low airfares, free travel guides, worldwide holiday rental listings, forums with travelling advice followed the destination (Tripadvisor 2016.)

There were 5 reviews in total 29.03.2016 with 3 average, 2 were poor and 1 were terrible. 4 travellers were travelling solo and 1 travelling with friends. Similar to the reviews on booking.com website, the negative comments concerning small and dirty shower, noise, dirty and smelly kitchen (2 comments), poor facilities (1 comments), unexpected refugee crisis situation (3 comments). Besides, the positive ones (4 in total) mentioned about inexpensive price, convenience key card, free locker, nice living room, clean shower, near supermarket, helpful staff and good location (Tripadvisor/CheapSleep 2016.)

Below are examples of reviews:

1. “Alright”

It was functional as far as hostels go. Wasn't overly expensive and not all that far from downtown. However, there really wasn't much room in the dorms themselves. Also, the bathrooms were disgusting. I don't know if they'd been cleaned yet that month. You really do get what you pay for here.

(Stayed September 2015, traveled solo)

2. “Absolutely terrible”

I know that there is refugee crisis in Europe but I still prefer not to sleep in a reception centre. Place was full of smoke because of 30 Arabian men cooking. I am also fine of having men around in a hostel but when they are staring at you like a big piece of meat.

(Stayed November 2015)

3. “Worth to try for budget travellers”

I stayed in one of the dorms for one night. The bed and the room was okay. The linen was included in the price. I got a locker and the lock (using card) for putting my stuff for free. The shower room, however, was too small for me. The kitchen, dining room and living room were alright and quite spacious. However, there were so many guests when I was there, most likely refugees. They were alright, but sometimes it can get too noisy in the living room/ kitchen especially if you're looking for a quiet and peaceful stay. The staff, they're quite helpful. The location, it's very close to Kallio district where you can find interesting shops and cafes. Overall, if you're traveling on a budget in an expensive city like Helsinki, in my opinion, CheapSleep is still worth to try.

(Stayed October 2015, travelled solo)

5.3 Summary of the results

The researcher would like to conclude that the typical guest visiting CheapSleep is young adult between less than 20 to 31 years old and is a student. The guest has found the hostel online, i.e. booking.com or has heard from a friend and choose it because of the inexpensive price, and he may visit again. He (or she) could be a solo traveller, or travel with friend(s) has never visited CheapSleep before, however, often he stays in hostels while travelling.

The results from the questionnaire and the comments on TripAdvisor and booking.com all state that there are some areas (kitchen and showers) in the hostel that are dirtier than others, especially the kitchen as it is located in a windowless corner, the smell will be very strong if many people are cooking at the same time. Moreover, it is a self-service kitchen, meaning the guests need to clean after themselves, therefore cleanliness is also based on guests' self-consciousness. The beds got complaints but also praises, and the researcher thinks that it depends on the rooms and beds' condition if it is old or just renovated or changed. There were also comments from both (survey and websites) that the overall cleanliness is good.

Noise is a problem to some guests if they are accommodated in the room near the common areas (living room, kitchen). The price was very controversial as it changes followed high and low seasons, and the different between what people think is cheap and expensive vary a lot. Likewise, the staff's friendliness may differ so much because some employees provide better customer service than others, or because some challenging guests are just very difficult to please. Besides, as mentioned above, the refugee crisis had some influences on CheapSleep's service assessment when the hostel accommodated such a large amount of long-term guests from different culture.

In summary, things that CheapSleep needs improvement are the overall facilities, the beds and specially, the cleanliness. Most positive feedbacks came from convenience key card, free locker, well-equipped bed, good location, transportation and supportive staff.

6 DISCUSSION AND EVALUATION

Firstly, CheapSleep is positioning itself as the economical accommodation provider which means they provide moderate service followed the correlation between the attributes of price and service (figure 3) in the theory part. This has been also proved by the result of the questionnaire and online comments which show the customer satisfaction level is at good and acceptable level. This makes the researcher wondering whether CheapSleep would consider about re-positioning itself and upgrade the service in the future.

Secondly, currently CheapSleep runs the reception based solely on interns which is cheap labour resource, but this would lead to inconsistent service performance. Therefore, the researcher would like to suggest the hostel should hire at least 1 permanent staff who will play the main role of the reception and responsible for training the new interns. Thirdly, the survey result also shows that all the respondents find about CheapSleep by online searching or word of mouth. Therefore, the researcher suggests that the hostel could consider about multichannel marketing, i.e. online advertisement, promotion, email, social media.

To conclude, the success of this dissertation depends greatly on the guests' honesty, recall and willingness to answer the given questionnaires. The result of the research provided a broader understanding of customer service as well as customer satisfaction for CheapSleep hostels. Furthermore, the results also revealed the need of improvement in marketing and HR strategies, as thus those aspects had been discussed above. The limitation of this thesis is that the sample size was relatively small which made the finding less accurate.

For further study, it is recommended that the questionnaires should be conducted frequently during the whole year for the best result along with competitor analysis so that the company has better understanding of the market and its own customer service level.

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LIST OF APPENDICES

APPENDIX 1 QUESTIONNAIRE

APPENDIX 2 SPSS TABLES



This is customer satisfaction survey made by student from KAJAANI University of Applied Sciences agreed by CheapSleep hostel. Answering will take approximately 5 minutes. Thank you for your time!

1. Nationality:

- Finnish
- Russian
- Swedish
- German
- Estonian
- UK
- Other _____

2. What is your age?

3. Gender:

- Male
- Female

4. Occupation:

- Student
- Working
- Other _____

5. What kind of accommodation do you often use when travelling?

- Hostel
- Hotel
- B&B (Bed & Breakfast)
- Other _____

6. Have you visited CheapSleep hostel before?

- Never
- Once
- Several times

7. Was/is your trip leisure or business related?

- Leisure
- Business

8. Would you like to visit CheapSleep again?

- Yes
- No
- Maybe

9. Why did you choose CheapSleep?

Select one or more answer choice(s)

- Price
- Availability
- Promotion
- Location
- Facilities
- Other _____
- _____

10. How did you know about CheapSleep?

Select one or more answer choice(s)

- Online search
- Online advertisement
- Online promotion
- Print advertisement
- From a friend/word of mouth
- Other _____
- _____

11. What grades would you give the different parts of hostel?

	Very bad	Bad	Acceptable	Good	Very good	No answer
Kitchen	1	2	3	4	5	<input type="checkbox"/>
Common areas	1	2	3	4	5	<input type="checkbox"/>
Toilets	1	2	3	4	5	<input type="checkbox"/>
Showers	1	2	3	4	5	<input type="checkbox"/>
Dorms	1	2	3	4	5	<input type="checkbox"/>
Private rooms	1	2	3	4	5	<input type="checkbox"/>

APPENDIX 2. SPSS TABLES

Frequencies

		Nationality			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American	3	5	4.5	4.5
	Austrian	2	3	3.0	7.5
	Chinese	1	2	1.5	9.0
	Czechian	3	5	4.5	13.4
	Estonian	2	3	3.0	16.4
	Finnish	8	12	11.9	28.4
	French	1	2	1.5	29.9
	German	10	15	14.9	44.8
	Hong Kong	1	2	1.5	46.3
	Japanese	2	3	3.0	49.3
	Korean	3	5	4.5	53.7
	Latvian	1	2	1.5	55.2
	Polish	1	2	1.5	56.7
	Russian	6	9	9.0	65.7
	Slovakian	5	8	7.5	73.1
	Spanish	2	3	3.0	76.1
	Taiwanese	2	3	3.0	79.1
	Thai	4	6	6.0	85.1
	Turkish	4	6	6.0	91.0
	UK	1	2	1.5	92.5
	Vietnamese	5	8	7.5	100.0
	Total	67	100.0	100.0	

Genders of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	38	57	56.7	56.7
	Male	29	43	43.3	100.0
	Total	67	100.0	100.0	

Age category of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <20	17	25	25.4	25.4
21-30	36	54	53.7	79.1
31-40	6	9	9.0	88.1
41-50	3	5	4.5	92.5
>51	5	8	7.5	100.0
Total	67	100.0	100.0	

Occupation of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	43	64	64.2	64.2
Working	18	27	26.9	91.0
Retired	6	9	9.0	100.0
Total	67	100.0	100.0	

Accommodation often used when traveling

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid airbnb	1	1	1.5	1.5
couchsurfing	1	1	1.5	3.0
B&B	1	1	1.5	4.5
hostel	53	79	79.1	83.6
hotel	11	16	16.4	100.0
Total	67	100.0	100.0	

Time of visiting CheapSleep

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never	59	88	88.1	88.1
once	4	6	6.0	94.0
several times	4	6	6.0	100.0
Total	67	100.0	100.0	

Purpose of the trip

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leisure	60	90	89.6	89.6
	Business	7	10	10.4	100.0
	Total	67	100.0	100.0	

Reason of choosing CheapSleep

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	55	82	82.1	82.1
	Availability	5	7	7.5	89.6
	Location	7	10	10.4	100.0
	Total	67	100.0	100.0	

Willing to visit CheapSleep again

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	9	9.0	9.0
	Yes	6	9	9.0	17.9
	Maybe	55	82	82.1	100.0
	Total	67	100.0	100.0	

How you know about CheapSleep

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online Research	52	78	77.6	77.6
	From a friend/word of mouth	15	22	22.4	100.0
	Total	67	100.0	100.0	

Time of visiting CheapSleep

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	59	88	88.1	88.1
	once	4	6	6.0	94.0
	several times	4	6	6.0	100.0
	Total	67	100.0	100.0	

Statistics

		Grade for kitchen	Grade for common areas	Grade for toilets	Grade for showers	Grade for dorms	Grade for private rooms
N	Valid	67	67	67	67	67	67
	Missing	0	0	0	0	0	0
Mean		2	3	3	4	4	2

Grade for kitchen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	20	30	29.9	29.9
	Bad	24	36	35.8	65.7
	Acceptable	20	30	29.9	95.5
	Good	3	4	4.5	100.0
	Total	67	100.0	100.0	

Grade for common areas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	1	2	1.5	1.5
	Bad	9	13	13.4	14.9
	Acceptable	43	64	64.2	79.1
	Good	13	19	19.4	98.5
	Very Good	1	2	1.5	100.0
	Total	67	100.0	100.0	

Grade for toilets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	2	3	3.0	3.0
	Bad	8	12	11.9	14.9
	Acceptable	43	64	64.2	79.1
	Good	13	19	19.4	98.5
	Very Good	1	2	1.5	100.0

Total	67	100.0	100.0
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Grade for showers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Bad	2	3	3.0	3.0
Bad	5	7	7.5	10.4
Acceptable	21	31	31.3	41.8
Good	37	55	55.2	97.0
Very Good	2	3	3.0	100.0
Total	67	100.0	100.0	

Grade for dorms

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No answer	3	4	4.5	4.5
Bad	2	3	3.0	7.5
Acceptable	12	18	17.9	25.4
Good	48	72	71.6	97.0
Very Good	2	3	3.0	100.0
Total	67	100.0	100.0	

Grade for private rooms

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No answer	33	49	49.3	49.3
Acceptable	1	2	1.5	50.7
Good	25	37	37.3	88.1
Very Good	8	12	11.9	100.0
Total	67	100.0	100.0	