

# Exploring the Decisive Factors to Improve Customers' Satisfaction on the Hot Spring – A Fuzzy DEMATEL Approach

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## Abstract

Customers' satisfactions are the key factors to ensure the sustainability of the hot spring business. Researchers believe that the satisfaction strategies for hot spring users should receive more priorities, particularly those regarding limited resources. They believe that the hot spring industry should evaluate the relationships and priorities to determine what strategies to implement. However, such relationship evaluations are being yet adequately performed. Adopting the grounded theory, we have extracted 11 key success factors for customers' satisfactions, using data collected from the websites Ctrip and Qunar. The importance of factors on the customers' satisfactions is determined and based on the impact and affected criteria by using Fuzzy DEMATEL analysis. The results reveal that "environment quality" and "facilities" are the major criteria affecting customers' satisfactions. In other words, hot spring practitioners, government agents can enhance their customers' satisfactions through establishing the excellent environment quality and unique facilities. The contribution of this study is to provide a visual diagram to determine the main factors for improving customers' satisfactions in the hot spring industry.

**Keywords:** Customer satisfaction; Fuzzy-DEMATEL method; Leisure