Customer’s satisfaction level of The Hipstel Hostel
Barcelona

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I. Introduction

Over the last few decades, Catalonia has turned into the first most important international tourist area in Spain and the fifth one at the European level (Generalitat de Catalunya, 2005). As indicated by the Catalan Statistics Office (Institut d’Estadistica de Catalunya, 1984–2009) those sectors that are directly attached to tourism have more than 10% of the region’s Gross Domestic Product share and employ 16.7% of the active population, making it the most relevant cluster in the Catalan economy. This dynamism in Catalan tourism has been kept up during the last few years despite the changing situations of its main origin markets, growing both in arrivals and, most significantly, in their related incomes (Garay, Canoves, 2011).

Barcelona is the capital city of Catalonia, which has its own tourist brand (Catalan Tourist Board, 2015). As can be observed on the map below (Fig.1), the sub-regional areas around Barcelona also adopt Barcelona as their main identity brand: 'Barcelona Coast' and 'Barcelona Landscapes'. According to Datzira-Masip and Poluzzi (2014), these areas surrounding Barcelona seek to benefit from the great national and international dissemination of the Barcelona brand, and share the strategic approach of the 'Greater Barcelona' brand. These brands concerning the surrounding areas of Barcelona are of interest, as they provide a complementary offer to the Barcelona central brand and generate tourism flows in relation to the city itself. In fact, in contrast to the findings of Liu (2014), in the case of Catalonia the Barcelona brand outshines the Catalonia (nation) brand and all other surrounding cities and

Fig.1 Tourist brands of Catalonia (CTB, 2015)
When in Catalonia, most foreign tourists only perceive the image of Barcelona. As a tourist city, Barcelona has become one of the most-recognized international tourist destinations during the last 25 years (Datzira-Masip & Poluzzi, 2014).

“If you want to save money while traveling, consider hosteling” (Steves, R. 2009). Nowadays, hostel accommodation has become increasingly attractive to not only students, lonely travelers, backpackers but also for families seeking good-value accommodation to tighten their budget (Nguyem H., 2016) Following this trend, the hostel industry in Barcelona has also concerned about expanding its business in the city as well as in the metropolitan area. Taking these into consideration, it is very important to review the current customer service performance to have a general look and improve the hostel service level for attracting customers as well as for making new business.

I.1 Company profile

Firstly, a briefly introduction will be done in order to create a general background about The Hipstel Hostel. The Hipstel Hostel is a budget hostel established in 2010 by Ofer Levi. This entrepreneur is both CEO and founder of the company. Nowadays, he is still taking part in running the hostel itself, but the attribution of the General Manager and Operations Manager are taking care of by another manager employed by the hostel. The Hipstel hostels’ vision is to be the cheapest accommodation service for travelers in Barcelona (Vasquez J., 2017.)

According to HostelWorld, The Hipstel is a place where hipsters and hosters come together in a very special atmosphere with a specific style created by their comfortable beds to the background music and indoor activities (Hostelword, 2017).

I.2 The project objectives

After more than 7 years of activity, The Hipstel Hostel believed that there is always room for improvement (Vasquez J., 2017). Considering the above-mentioned issue, the purpose of this internship project is to evaluate the existing level customer satisfaction. As a way of achieving the aim of this report, customer satisfaction theories will be adopted as theoretical background.

The purpose of this report is to point out the level of customer’s satisfaction after their stay at The Hipstel Hostel. The fact that the level customer’s satisfaction will be measured after customers is very important for the results, considering that the guests already have an opinion
about the services provide by the hostel. Furthermore, the customer satisfaction will be brought to
the discussion, focusing on the level of satisfaction which has a key role because different
satisfaction level result will imply different consumer’s loyalty.

Afterwards, the research will introduce general information about the TheHipstel hostel
Barcelona. Then, the empirical part would present the questionnaire and the survey result analysis.
The project will conclude with a summary of customer satisfaction results for The Hipstel Hostel.

2. Theoretical background

2.1 Customer expectation of service

Level of satisfaction

According to Zeithaml, Bitner & Gremler (2009) customer expectations are “beliefs about service
delivery that serve as standards or reference points against which performance is judged”. Considering that purchasers hold diverse types of expectations as Johnston & Clark (2008) stated dissimilar possibilities of service expectations on a continuum between ideal and intolerable are presented in the figure below (Figure 2). Some of these points on this continuum could be described as follows: ideal (the best possible or the 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).

![Fig.2 Range of expectations (Johnston & Clark 2008)](image)

The range or zone of expectation often stands for the zone of tolerance which is divided into 3 levels (Figure 3). Strandvik T. (1994) explained 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.

![Diagram of expectations and outcomes]

**Fig. 3** Range of expectations and the zone of tolerance or acceptable outcomes: expectations – key influences (Johnston & Clark 2008)

### 2.2 Customer satisfaction

According to Harris (2014) “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.

Another comprehensive definition is introduced by Zeithaml who stated that “Satisfaction is the consumer’s fulfilment 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”. In other words, satisfaction is whether the purchased product or service has met the consumer’s needs and expectation based on the consumer’s evaluation. Also, satisfaction can be associated with a wide range of feelings, depending on the situation or kind of service. For example, 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 factors are removed. Final is the feeling of “ambivalence” – mix of positive and negative experiences related to the product or service (Zeithaml et al. 2009).
2.2.1 Levels of customer satisfaction

To begin with, why satisfying customer is so important? Kotler & Armstrong (2007) emphasized that customer satisfaction is the key element in building profitable consumer relationships, that is creating buyer loyalty and retention and capturing customer lifetime value. Kotler (1999) explained that 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). 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).

Nowadays consumers have a long-list of product and service choices that can satisfy a certain need (Kotler & Armstrong 2007) whereas most companies usually fail to differentiate the satisfied customer from the very satisfied customer (Kotler, 1999). 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, Kotler, 1999).

Periodically measuring buyers’ satisfaction level is a method which can help the company in providing excellent customer service (Kotler, 1999). Kotler (1999) suggested that companies can measure the Customer Satisfaction Index (CSI) in order 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) suggested that the service providers should only promise what they can truly offer in order to make the buyers satisfied.

2.3. The Hipstel Hostel Barcelona

The Hipstel hostel has a wide range of rooms to offer to its clients, from private rooms for 1-6 people to dorms with 12 beds, where guests will spend less and start the adventure of being a traveler by getting to know the other guests and sharing experiences (TheHipstel, 2017).

The Hipstel hostel consists of 10 private rooms and 112 dorm beds divided into 10 dormitories with different sizes. There are 2 female dormitories, each of them having 6 beds. The others 6-, 10- and 12-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. Moreover, each bed is equipped with a reading light, electrical outlets. Below is the picture (picture 1) from the 6-bed mixed dorm.

![6-bed dormitory](The Hipstel Barcelona, 2017)
Additionally, the hostel has 3 kinds of private rooms, two Double Room En-Suite with sharing bathroom which is disabled-friendly, 6 spacious private rooms with 6 beds with a sofa and 2 twin bed rooms. Picture 2 shows one of the hostel’s twin-bed room. The prices of the dormitories depend on the seasonality so during the low season from 8€-18€ and the private rooms cost from 30€-70€, which increase during the high-season. (TheHipstel Barcelona, 2016.)

The Hipstel is located in one of the most intense circulated areas of Barcelona, between Paseo de Gracia and Rambla de Catalunya, where are situated well-known architectural buildings, such as Antonio Gaudi’s Casa Batllo and La Pedrera (The Hipstel Hostel,2017).

The Hipstel can be used as a perfect base for sightseeing throughout the day and enjoying the party all night long. The hostel benefices of well-prepared staff, who will be more than happy to advise the customers how to spend their day or night, so they will enjoy their stay during in Barcelona (TheHipstel.com, 2017).

3. Methodology

The purpose of this chapter is to describe and discuss the approaches and methods used to investigate the problem formulation of this report. In the beginning of the chapter, the theory of science will be presented which will give a support for the research design, data collection and data analysis of the report. Next, the research design that was used in order to gather the necessary data for the report will be described and discussed, followed by the data collection process, where the method used to collect will be discussed in regard to advantages and disadvantages, the design, the sample and the distribution. After the method is covered, a section will describe how the gather data was analyzed in order to come to conclusions about the problem formulation stated in the introduction.
3.1 Theory of science

The focus of this report is to point out the level of customer’s satisfaction after their stay at The Hipstel Hostel Barcelona. As a way to address the problem formulation, the report used an interpretivist approach. This approach relies on people to describe their own impressions and emphasis the varying views perceived by the people researched (Veal, 2011). In this case, national and international tourists were targeted. Veal (2011,31) stated that the interpretivist approach is concerned in how individuals “provide their own accounts or explanations of situation/behavior”. In this report this relates directly to the level of customer’s satisfaction which is highly influenced by the services offered by the hostel.

By acknowledging that the focus of the report is on subjective and individual opinions of the respondents, the purpose was to get a deeper understanding of the various perceptions within the sample of tourists questioned in relation to the level of satisfaction experienced after their stay at the hostel.

To get a deeper understating of the different perceptions, the report also sought to study the respondents’ subjective and cognitive opinions, including consciousness, in terms of how they perceive the world (Bo, 2008,64). In regard to this, it is important to acknowledge that the project only dealt with factors and perceptions, that the respondents were conscious of and willing to share.

3.2. Research design

The framework of this project was a report having as a subject the level of satisfaction within national and international tourists who stayed at the Hipstel hostel. The method of choice in this report is the questionnaire focused on investigating the existing problem formulation. In this sense, the broader and more overall findings from the quantitative questionnaire provided a useful gather of data about our respective samples (Miles et al., 2014). The method will be discussed in the following section about data collection.

3.3 Data collection

As mentioned in the introduction, the aim of this internship project is to evaluate the existing level of customer satisfaction after their staying The Hipstel Hostel. The key answer for this internship
report will be to achieve a deeper understanding of customers’ experience, thinking, opinions, feelings and assessment toward the hostel’s services offered which means in other words the level of satisfaction. As a way of collecting information there will be adopted quantitative methods.

The purpose of this section is to present and discuss the method used to collect information and data. The data gathering was based on questionnaire. A description of how the research was carried out will follow, along with a discussion of the method. Implications of pros and cons, design, distribution and sample will be covered for the method.

3.3.1 Questionnaire

One of the methods used for data collection in this project was an online self-administrating questionnaire. This method was chosen because of the possibility to gather several responses simultaneously in a short amount of time and provides a great amount of data. It can be said that a questionnaire supports the interpretive approach, as the respondents reflected on their own behavior (Veal, 2011). The aim was to gain a deeper understanding of the factors influencing the perceptions and helps to provide information about attitudes and perceptions among the samples and as a result not only indicated that certain perceptions existed, but also investigated how comprehensive these perceptions were (Veal, 2011: 257).

Questionnaire design

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 were asked to fill in after staying at TheHipstel. First, the respondents were presented with a brief introduction to the aim of the study as a whole, along with the purpose of the questionnaire in particular. This was done in order to offer to the respondents
some information about the extent of the questionnaire and what the research tried to investigate without providing information that would influence the answers given (Long, 2015). Next, the questionnaire contained 15 questions and was divided into two parts: the first part briefly covered demographics of the sample; the second part is concerned with the level of satisfaction reflected on the services offered at the Hipstel hostel. This structure generated a flow of questions that gradually increased in complexity, by starting with easy personal questions and moving on to questions about perceptions (Long, 2015). The demographic part consists of questions regarding nationality (closed question with pre-coded categories, being Spanish, English, Italian, German, American, Russian and other), age (closed question with pre-coded categories of age ranges), gender (closed question with pre-coded categories) and occupation (closed question with pre-coded categories).

The following 4 questions are questions of transition which facilitated the introduction of the person questioned to the topic if the questionnaire which were related to the type of accommodation choose while travelling and the purpose of travelling, motivation of choosing that particular hostel and the way they found out about that particular place.

The last part of the questionnaire had to do with level of satisfaction reflected on the services offered at the hostel in cause. As this area was the main focus of the project it was addressed by more than one question (Veal, 2011), in an attempt to find data that measured what was set by the problem formulation. As explained in the theoretical background, the consumer’s satisfactions deal with the way people subjectively judge certain characteristics in relation to a touristic service. The focus, as mentioned earlier, was primarily on the level of satisfaction.

The next question asked the guests to evaluate the hostel’s facilities quality by rating categories: Very bad, Bad, Acceptable, Good and Very good. The facilities mentioned were: kitchen, common areas, toilets, showers, dormitories and private rooms. The people questioned had the option of choosing only one rating category for each of the facilities in order to get a clearer information upon their opinion in terms of the facilities offer by the hostel.

The following question that was address was directly connected to the problem formulation where guests were asked to rate how pleased they were with the quality of services provide by the hostel, having the possibility to choose only one answer from: Extremely pleased, Quite pleased,
Somewhat pleased, Not very pleased, Not at all pleased. The importance of this question relies in the fact that it clearly showed the level of satisfaction that the guest had at this particular hostel.

Other questions asked were related to the staff attitude and if the guest will recommend the hostel to other friends or stay there again which helps to determine the level of satisfaction as well. The last question asked was if they have any other comments or concerns related to the topic where the persons questioned could give their own opinion and impression upon the topic.

When using an online self-administrative design for the questionnaire, the respondents are relatively anonymous. This means that the researchers never get to know the name of the respondents (Veal, 2011: 104). The data from the questionnaire is stored in the online survey program and it does not make any link to the respondents. Anonymity is desirable, so the respondents feel comfortable enough to speak their mind, and not try to hide specific information, for one reason or another. Further, the respondents are not asked personal questions that are not use in the research, such as level of income. Although this sort of information could be characteristics for the level of satisfaction and therefore could have added another perspective to the project, something had to removed, because of the extent of the project. These characteristics was therefor left out in order not to waste the time of respondents, as they did not directly correlate to the main project focus, which were the level of satisfaction in a touristic accommodation as a hostel.

According to Veal (2011: 103) ethic in research also involve that the data should be honestly and rigorously analyzed, interpreted and reported. This is secured trough a transparent research design, where findings are explained and linked correctly to the data used.

**Distribution and sample**

During the training period for TheHipstel, the researcher achieved 47 customer feedbacks out of more than 100 questionnaires distributed. However, the researcher faced some difficulties in spreading the questionnaires and approaching the customers. Therefore, questionnaires were also sent to the guests’ email. Unfortunately, there were not many email responses. By the end of November, the researcher collected 55 replies from customers in total.
4. Analysis and discussion

In this section of the report will be presented figures and customers’ feedbacks, followed by an extensive discussion of the result’s implications for the service level.

4.1 Results and interpretation

In order to find out the typical customers of the hostel, the following design for the questions were chosen: Nationality, Age, Gender and Occupation. The nationality of the guests is varied (figure 3). The guests came from all over the world, but the biggest groups are Spanish 20% and English 13%. The second largest groups are German 11%, Italian 9% and Russian and American with 5% each group.

Fig. 3 The nationality of the respondents (n=55)

In the next figure (Fig. 4), it is easy to notice that the biggest age group of the guests is 25-34 (47%) and the second biggest is 18-24 (42%). An explanation for this result could be that young travelers choose as accommodation during their vacations hostels more often than older travelers because of the lower price and opportunities to make friends, meet other travelers and share experiences with them. The guests belong to 18-24 category and also those one from under 18 category might be part of school groups choosing hostels instead of other accommodation types, i.e. camping when they travel owning to more affordable price but also the fact that hostels have more capacity for bigger groups in the dorms. Travelers who are 35 or older usually choose hotels or apartments to stay in because they might be travelling with their family including young kids and they have more money to spend on vacation and want to have more private or all-inclusive service. This probably explains why the categories 35-44 got only 5% from the total. The other two categories...
45-54 age and 55 or older didn’t get any response. An explanation for this could be the fact that the hostel in cause it’s a hostel specially designated for younger people, fact sustained also by its name “The Hipstel Hostel”, a derivate from “hipster” which represents “A person who follows the latest trends and fashions, especially those regarded as being outside the cultural mainstream” (Oxford Dictionary, 2017) often associated with young people.

In regard to the gender of the respondents there is not a huge difference between the two categories: 55% of the respondents were male and the rest of 45% were female.

Figure 5 shows that more that 49% of the respondents were workers, followed very close by students with more than 47%, while 1.8% were self-employed and the same percentage were backpackers. This is probably precise as the biggest age group falls in 24-35 followed closely by the group age 18- 24 in which people are mostly studying or working. Besides, there were some exchange students that lived 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.

Next the guests were asked to say what type of accommodation they choose when they are travelling, the majority chose hostel 84% as can be seen in the figure below (Fig.6). The second popular choice is hotel (9%). Another types of accommodation that are not that popular among the guests questioned were couch-surfing (3%), bed& breakfast (2%) and camping (2%).

![Accommodation Chart](image)

The following question addressed to the guests was a multiple choice one and was related to their motivation in regard to their choice of staying at the Hipstel Hostel, and their answers can be seen in the figure below (Fig.7). The first option of the guests for choosing the hostel was the price (69%) because the majority of them were students and young people which means that they cannot afford to spend a lot of money on accommodation while travelling or they do not pay a special attention to the accommodation because they want to experience the city atmosphere. The second popular option for choosing the establishment was location (51 %). The hostel is situated in the center of Barcelona in the proximity of important cultural attractions and commercial areas. The third option chosen was the availability gathering 38% of the answers. The availability can be discussed from two points of view, it can refer to the number of empty beds offered by the hostel as well as to the publicity made for those empty beds. The hostel has direct contracts with diverse websites such as [www.booking.com](http://www.booking.com) or [www.hostelworld.com](http://www.hostelworld.com) which facilitate the selling of the empty beds. In terms of facilities, only 22% of the guest said that they are interested in the facilities.
that the hostel has. Other options not that popular were the promotions (9%), and others (5%) including the atmosphere and the friendly staff.

![Fig.7 Motivations for choosing to stay at the Hipstel (n=55)](image)

The guests’ satisfaction with the different parts of the hostel was mostly acceptable and good as the figure below indicates (Fig.8). The guests were more pleased with the kitchen with the following response rate: acceptable (20%), good (52%) and very good (28%). The dorm also obtained a very good rate with 31% acceptable, 56% good and 7% percent very good.

![Fig.8 What grades would you give to different parts of the hostel?](image)

Also, the general impression among the guest about the toilets, private rooms, dorms, showers and common areas was that they were good. Considering the fact that the percentage of guests that were dissatisfied with the facilities were quite low, for example just 4% answered that the dorms were very bad and only 1% said that the private rooms were very bad, it can be said that the level
of satisfaction among the guests of the hostel is high. Those cases were guests faced unpleasant experiences with the facilities can be considered as isolated incidents.

As a way of helping to determine the level of satisfaction, the guests were asked how likely are they going to stay at the hostel again. The most common answer was quite likely (41%), followed by extremely likely (30%) and 19% somewhat likely. Only 7% said that they were not very likely to choose to stay at the hostel again and 4% were sure that they won’t consider the hostel as a future option for their next vacation in the city.

In order to establish the level of satisfaction, the guests were directly questioned to express their level of satisfaction regarding the hostel facilities in general, as can be seen in the Appendix 1. The majority (56%) said that they were quite pleased, followed with 38% by extremely pleased. While only 4% of the guests were somewhat pleased and just 2% were not pleased at all, the option not very pleased remain unchosen. By analyzing the answers from this question and the one above, it can be noticed that it supports the idea that the level of satisfaction within the hostel’s customers is high.

As another way of helping to determine the level of satisfaction regarding the service quality offered by the hostel, the guests were asked how likely are they to stay again at the hostel. The results obtained can be seen in the chart below (Fig.9). The majority answered that they are “Quite likely” 41% to choose the hostel for a future vacation. The following more chose answer was “Extremely likely” with 30%. As we can see the less chose answer was “Not likely at all” having 4%. The main reason that induce the guests to choose The Hipstel Hostel is directly connected to their motivation to choose the hostel in the first place as we saw in the paragraphs above when their most chosen answer was related to the price offered 69% and its location 51% which determined them to choose to stay at the hostel again.

Fig. 9 How likely are you to stay again at the hostel? (n=55)
Furthermore, another key question which can be used to determine the existing level of satisfaction among hostel’s clients was used. The guests were asked to rate from a scale to 1 to 5 (1 - not likely at all; 5 - extremely likely) how likely are they going to recommend the hostel to a friend or colleague. After analyzing the results, the average was situated around 3.80 which means that the guests are quite likely to recommend the place to a friend or colleague.

The last two questions can be used as indicators both for the level of satisfaction as well as for the customer loyalty because it can be seen based on the results obtained that the quests have trust in the quality of the services offered by the hostel because they are quite likely to choose the place for a future vacation and even to recommend it to a friend or a colleague.

5. Conclusion

As a way of achieving greater heights of customer satisfaction and loyalty, the management must show the willingness to adapt to the needs of customers regardless the sector of activity. The tourism industry put a lot effort in understanding customer needs and fulfilling them end up learning many factors that contribute to customer satisfaction. Customer satisfaction should be given utmost consideration by the management, because it would be more expensive to draw in new customers than retaining the existing ones. In order to be fruitful, managers must focus on holding existing customers actualizing compelling arrangements of customer loyalty 12 and steadfastness (Tsiotsou & Goldsmith, 2012).

Although the level of satisfaction within the guests of the Hipstel Hostel was relatively high, they had a question in the survey where they can leave comments or thoughts about the topic. After analyzing that section of the questionnaire some of the answers were some suggestions to make improvements in terms of facilities such as having a bar” A bar would be really useful!” , “If they would have a bar it would have been even better!” , or related to the kitchen: “The kitchen should be open 24 hours”. These suggestions will definitely lead to an increase of the level of satisfaction.

Other comments were positive impressions about the staff” Great hostel and friendly staff. I will definitely come back again”, “The staff in the hostel was amazing right from the reception”. Although the majority of the comments related to the staff attitude were positive there is also place for improvement, because some guests faced with an inappropriate attitude from the receptionist: “The receptionist that checked me in was talking on the phone while she was doing the check-in”. 
As a conclusion, the guests that chose to spend their vacation at the Hipstel Barcelona experienced a high level of satisfaction based on their answers from the questionnaire as well as on their comments regarding the topic discussed.

For further study, it can be recommended that the questionnaire 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.
References


