

Investigating guest satisfaction and dissatisfaction dimensions using the profile accumulation technique

Abstrak

This paper investigates guest satisfaction dimensions in the ecolodge context by using the Profile Accumulation Technique (PAT) developed by Johns and Lee-Ross (1995). Results reveal that satisfaction dimensions are derived from intangible elements - natural environment and service experiences (guides and boatman). Main dissatisfaction dimensions are related to tangible elements - discomfort of riverboat cruise, maintenance and functionality of bedroom, lodge walkway, road and journey to the ecolodge. The paper contributes to the understanding of guest satisfaction dimensions and the Perception Profile of the Ecolodge. It has significant implications for managing both guest satisfaction and sustainable use of eco-resources.