Customer Insight in the Service Apartment Industry in Ho Chi Minh City

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Abstract

Vietnam, a country of its own located in the Southeast Asian region, is presently experiencing a significantphase of accelerated economic growth and urban development. The rise in demand for modern, convenient, andcomfortable accommodations has been observed in metropolitan regions like Ho Chi Minh City.This study was conducted to assess the customer insight of those who live in Ho Chi Minh City (HCMC) andchoose Services Apartment as their lodging choice. The research is aimed at getting a comprehensiveunderstanding of customers and identifying the elements influencing Customer Insights in the service apartmentbusiness at HCMC.

To accomplish the objectives, a combination of qualitative and quantitative research,questionnaires, interviews, and literature studies were utilized. The influence of seven variables (customerexperience, customer engagement, perceived values, customer trust, relationship marketing, purchase decisions,and influencers) was analyzed. The result of an in-depth interview indicates that influencers and customerexperiences have a substantial impact on consumer insight. During the qualitative phase, in-depth interviewswere performed with 24 individuals to gather their perspective on consumer insight while choosing a serviceapartment as their housing option. There is an ongoing process of collecting further results from questionnairesbeing sent out. A total of 2000 questionnaires were sent, and replies are expected to be returned in thenear future.

This study's framework assists the service apartment business in identifying their clients' perspectives to provide the most relevant services. Additionally, this study aids other SMEs and service apartments inperforming additional research on their results about customer insights. Lastly, this study is significant since itcontributes to the review of the literature for future researchers.

Keywords: customer insight, service apartment, customer experience, customer engagement, perceived values,customer trust, relationship marketing, purchase decision, and influencers.