

Sunattha Krudthong Hotel is a small hotel located in Bangkok, the capital of Thailand. Each petal surrounding it is a service that complements and supports it. Sunattha Krudthong Hotel, located in Bangkok, the capital of Thailand, applies the theory of the flower of service by providing distinguished and fast service. Sunattha Krudthong Hotel works on strategies to ensure customer satisfaction forecasts with the hotel in a tactical and consistent manner and thus the customer is more likely to rate the hotel positively. In addition to providing additional services such as traditional Thai entertainment activities, handicrafts, giving visitors souvenirs, exhibitions and photos, also holding small parties at the hotel, classical dances, and teaching visitors about the culture of dance and the culture of the country. In addition to paying the accommodation bills and dues owed by the customer, and the way the employee deals with the guest or guest, it is an important thing to attract the guest and return the visit to the hotel again, providing safety and comfort to the guest, as well as the exceptions that occur as the guest must be provided with all means of comfort, friendly treatment and attention. The questionnaires contain a set of responses consisting of: expectation, importance, perception, and a measure of customer satisfaction with the employee's performance. Hotels have strict procedures to ensure the quality of cleanliness in the rooms and sterilize public places on an ongoing basis using high-quality organization and sterilization tools. The platform also provides services for marketing the hotel through social media programs that have a high frequency of interaction and a strong presence of people, such as Instagram and Facebook. The hotel is distinguished by the fact that it consists of a group of several old Thai houses, which are used as old Thai residences visited by the wealthy and VIPs. Through research, the hotel discovered that customers are more understanding than the employees who interact directly with the guests, which made the management focus on the efficiency of the employees and meeting the needs and requirements of the customers, as the employees put a lot of effort into some of the standards that guests care about and focus on the things that attract them, such as Restaurants, saunas, large swimming pools for adults and families, and many parties. In the third stage, here the products are provided to the guests and the required services are provided, in addition to examining the opinions of customers to see the extent of their satisfaction with the product and to improve meeting their needs in the future in a good way. The platform also provides instant reservation services online with complete ease and smoothness, tourist information for guests, and providing consultation from customers to the hotel. 2.3.4.5.