

annual list of most-traveled to cities. Released to coincide with World Tourism Day, the 2017 Global Destination Index looks at visitor volume and spend at the largest 132 cities in the world (Aswin, 2018).

People around the world like spending their holidays in Thailand, especially Chinese tourists. In 2017, there were total 35 million tourists visiting Thailand and the top three nationalities were: Chinese, 12.56 percent, total 4,396,000 tourists; Japanese, 7.89 percent, total 2,761,500 tourists; Malaysian, 6.11 percent, total 2,138,500 tourists (S. Lin, Yang, Ma, & Huang, 2018). There are some important reasons why Chinese tourists prefer Thailand as a great tourist destination. First, Thailand has plenty of great tourism resources, such as beautiful beaches, tropical animals, good quality of service, and etc. Second, Thailand is close to China, therefore Chinese tourists would not cost much on the traveling expenses. Finally, Thailand is one of the best destination with good climate for Chinese tourist to pass cold winter. Meanwhile, as the capital city of Thailand, Bangkok is a marvelous city with many modern shopping malls and all-night food counters around Bangkok (Aswin, 2018). People who visit Bangkok can enjoy themselves completely. The top 4 hotel online booking websites of Chinese tourists in Bangkok were shown in the table 1.1.

Table 4.1 was illustrated the personal profile of the respondents. The majority of the respondents were female (57.3%) out of 110 respondents while the rest of respondent were male (42.7%). Additionally, most of respondents in this survey were 20-39 years old. This showed factors affecting decision to book hotel online of new generation consumers more than middle age consumers. Furthermore, the majority of the respondents were students (48 people with 43.6%) and they earned monthly income less than 4,000 CNY (43.6%). Most of them completed a bachelor's degree (47 people with 42.7%).

4.2 Results of Hypothesis Testing

The research findings in this part presented relationship of communication, website usability, trust, and price value affecting decision to book hotel online of Chinese tourists in Bangkok. The multiple regression analysis was used for the hypothesis testing. The findings were presented in the following table.

Table 4.2: Linear Regression and Multiple Regression Analysis

Factor	\bar{x}	S.D.	Decision to book hotel online						
			B	S.E.	β	t	Sig.	Tolerance	VIF
Constant			.748	.261	-	2.860	.005	-	-
Communication	3.657	.6495	.144	.088	.138	1.640	.104	.457	2.189
Website usability	3.733	.6725	-.107	.093	-.106	-1.148	.254	.380	2.629
Trust	3.911	.6350	.326	.098	.306	3.316	.001*	.382	2.615
Price value	3.758	.7634	.489	.073	.551	6.734	.000*	.486	2.058

$R^2 = .659$, $AR^2 = .646$, $F = 50.704$, $*p < .05$

According to the Table 4.2, the findings were found that most of the respondents agreed with trust ($\bar{x} = 3.911$), followed by price value ($\bar{x} = 3.758$), website usability ($\bar{x} = 3.733$), and communication ($\bar{x} = 3.657$) respectively when they made the decision to book hotel online.

The results of multiple regression analysis showed that the factors affecting decision to book hotel online of Chinese tourists in Bangkok with significant level at .05 were trust ($p = .001$) and price value ($p = .000$). In addition, the results showed that price value ($\beta = .551$) accounted for the strongest weights affecting decision to book hotel online of Chinese tourists in Bangkok, followed by the trust ($\beta = .306$). On the other hand, website usability ($p = .254$) and communication ($p = .104$) did not

