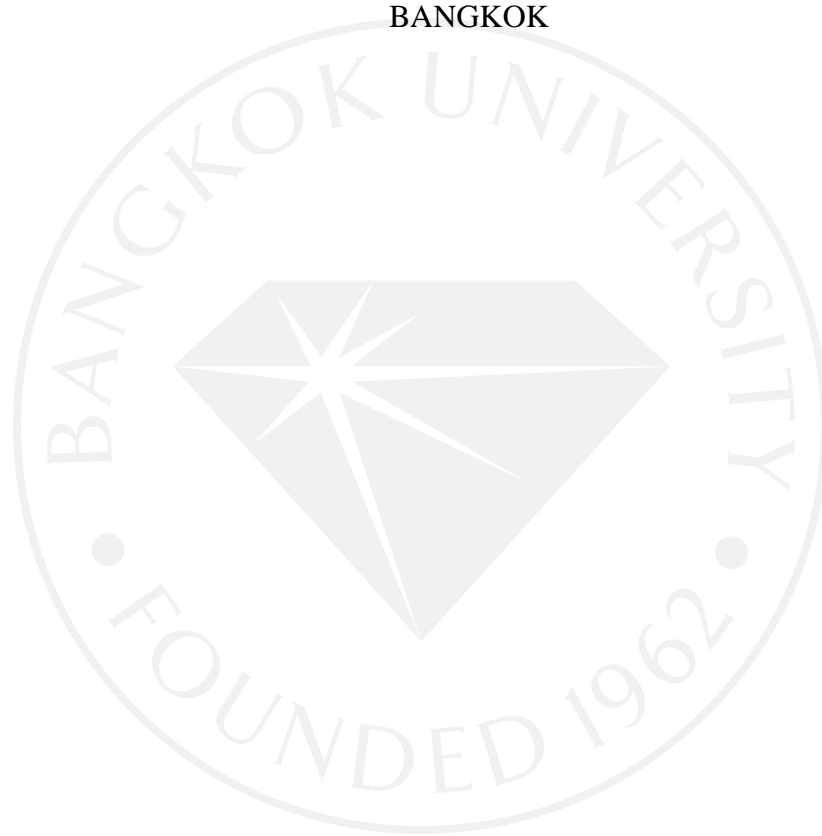
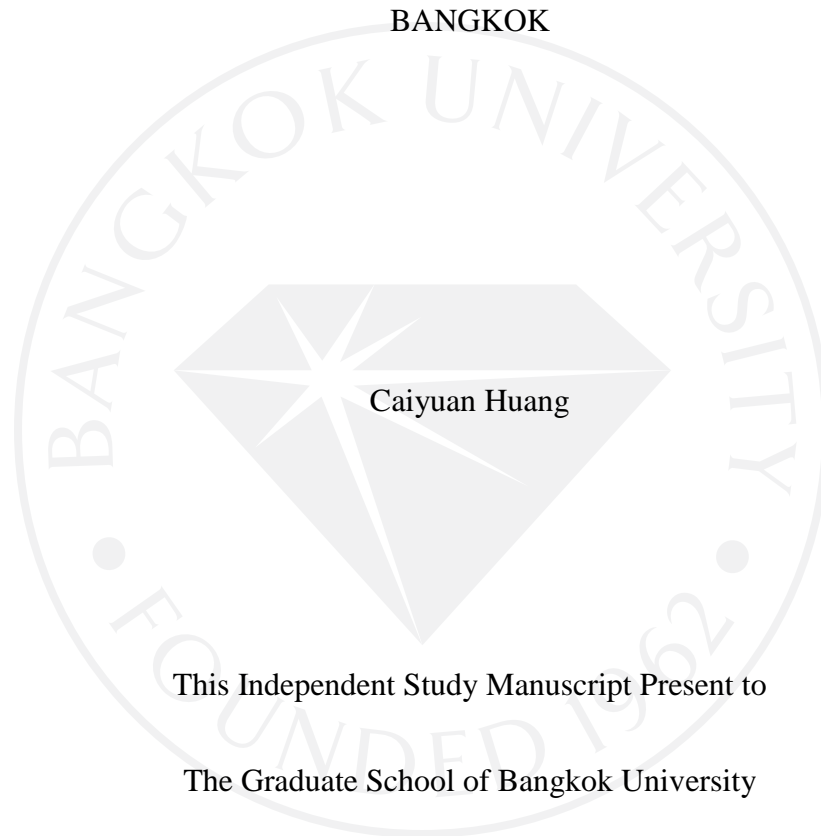


COMMUNICATION, WEBSITE USABILITY, PRICE VALUE, AND TRUST
AFFECTING DECISION TO BOOK HOTEL ONLINE OF CHINESE TOURISTS IN
BANGKOK



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BANGKOK



This Independent Study Manuscript Present to
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ABSTRACT

This independent study was aimed to explore communication, website usability, trust, and price value affecting decision to book hotel online of Chinese tourists in Bangkok. The survey questionnaire was used as an instrument for collecting the primary data. The sample size was 110 Chinese tourists in Bangkok. The statistics of data analysis were reliability analysis, descriptive statistical analysis, and multiple regression analysis. The results were found that the majority of respondents were females with 20-39 years of age. They were students and earned an average monthly income less than CNY 4,000. Most of them completed bachelor's degrees. Based on the findings, the trust and price value had influence while the communication and website usability had no influence on decision to book hotel online of Chinese tourists in Bangkok.

Keywords: Decision to Book Hotel Online, Communication, Website Usability,

Price Value, Trust

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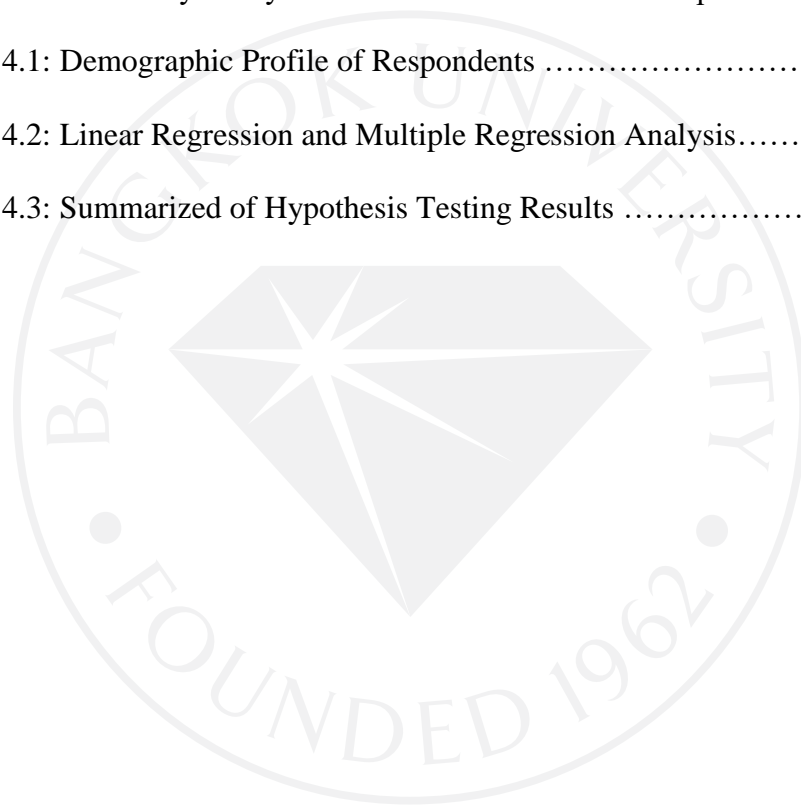


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CHAPTER 1

INTRODUCTION

This chapter provides background and rationales for the study of communication, website usability, trust, and price value affecting decision to book hotel online of Chinese tourists in Bangkok. Moreover, the purpose and significance of the study will be described in this chapter.

1.1 Rationale and Problem Statement

Every year, thousands of tourists come to Thailand, especially Chinese tourists is the main part of that. In 2013, the number of Chinese tourists traveling to Thailand increased from 2.7 million in 2012 to 3.1 million. In 2017, 4.4 million Chinese people visited Thailand (Aswin, 2018). According to news reports, one thing that Chinese tourists always concern about accommodation, if they are solo travelers, due to many factors like language, they usually cannot communicate with hotel's staff efficiently and it wastes time for them to find suitable hotels (Lin, Yang, Ma, & Huang, 2018). Therefore, it is necessary and profitable for hotel business owners to provide online booking service.

Bangkok also named the most popular city for international tourists in 2017. Bangkok is ready to be the world's top tourism destination. The Thai capital has hosted nearly 20.2 million international tourists in 2017, according to Mastercard's

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 1.1: Top 4 Hotel Online Booking Websites of Chinese Tourists in Bangkok

Websites	Description
1. Ctrip.com	A Chinese provider of travel services including accommodation reservation, transportation ticketing, packaged tours and corporate travel management. Founded in 1999, it is currently the largest online travel agency in China.
2. Tuniu.com	A Chinese online travel agency. Products and services include packaged tours, accommodation reservation, airline and railway ticketing, car rentals, and corporate travel. The headquarter is located in Nanjing with offices in Beijing and Shanghai.
3. TripAdvisor	An American travel and restaurant website company that shows hotel and restaurant reviews, accommodation bookings and other travel-related content.
4. Booking.com	A travel fare aggregator website and travel search engine for lodging reservations, headquartered in Amsterdam.

Source: *10 Top Online Booking Websites in Bangkok*. (n.d). Retrieved from

<https://www.touropia.com/tourist-booking-in-bangkok/>.

The research of Chelariu and Osmonbekov (2014) indicated that Internet has become as a new way of communication and selling for travel companies and García, Victoria, and Luis (2017) pointed out that websites with low usability, users would give up and turn to another website in most cases. Furthermore, Afshan and Sharif (2016) found that trust have been frequently identified as key barrier to adopt online and mobile services. Additionally, Hooker and Caswell (2000) found that price had a significant effect on the purchase decision of consumer. The study would be essential for establishing the strategies for booking hotel online of the Chinese tourists.

Therefore, it is important to understand how the communication, website usability, price value, and trust affect Chinese tourist's decision to book hotel online. As mentioned, the researcher would like to study communication, website usability, price value, and trust affecting Chinese tourist's decision to book hotel online. The research findings would contribute to the hoteliers in Thailand for establishing its competitive strategies to attract more Chinese tourists eventually.

1.2 Objectives of the Study

The overall purpose of this study is to explore and comprehend the influence between communication, website usability, trust, and price value affecting decision to book hotel online of Chinese tourists in Bangkok.

1.3 Significance of the Study

This study contributes to the field of marketing. Consumers and hotel business owners will have more understanding on online hotel booking and how communication, website usability, trust, and price value affect decision to book hotel online. Furthermore, hotel owners might use the findings of this research to set up new marketing tools or strategies to increase market value of online hotel booking for both domestic and foreign countries. This research might be useful for further development and promoting online reservation service business.

CHAPTER 2

LITERATURE REVIEW

This chapter presents the literature relevant to key concepts underlying the development of the conceptual framework and hypotheses of this study. The chapter is divided into three main sections as follows:

2.1 Related Theories and Previous Studies

2.1.1 Communication

Communicating with customers is one of the most important things for all business, especially service industry, since friendly, nice communication between sellers and buyers can not only make customers feel comfortable, but also make sellers easily understand and align with the customers' expectations and needs, then, it would increase customers' loyalty and affect their behavior (Amendola, Calabrese, Caputo, & Fabrizio, 2018). Information communication technologies, especially the Internet was leading to great developments in the tourism industry (Buhalis & Law, 2008). In recent years, hotels have faced massive challenges due to the changing character of the travel industry. For decades, hotel industry had been dependent on intermediaries to sell their products to consumers. Internet as a new distribution channel could help travel providers, particularly the hotel industry, to communicate

with customers more efficiently. Furthermore, the emergence of the Internet brought lower prices and time savings for consumers (Chelariu & Osmonbekov, 2014).

2.1.1 Website usability

Generally, website usability testing measured the degree to which a website can assist the target user to achieve certain purposes quickly, efficiently and approvingly under a given operational environment. As the Internet became relatively open, the website should initially be usable and practical to maintain user viscosity and enhance user loyalty (Princely & Nazmun, 2009). For websites with low usability, users would give up and turn to another website in most cases (Swanson, Hayes, Kolan, Hand, & Miller, 2017). Meanwhile, websites with excellent usability can not only bring positive impact on users but also boost the returning rate. Therefore, usability is a critical factor for making websites successful (García et al., 2017).

2.1.3 Price value

In comparison with organizational sitting, using technology over the customers context could carry customers further financial cost. Therefore, customers could cognitively compare the utilities comprised in using new systems with the financial cost that should be paid for using such systems (Martínez & Encarnación, 2013). To put differently, with the higher positive level of price value, customers would be more enthusiastic to adopt new technology. This, in turn, requires customers that using technology should be perceived as more advantageous and useful than the

monetary cost paid. More importantly, the facilities and resources required (e.g. 4G services, smart phones, Wi-Fi) to run e-commerce could attach customers further financial cost, thus, enhancing the important role of price value among the conceptual model (Alalwan, Dwivedi, Rana, & Williams, 2016).

2.1.4 Trust

Initial trust is the willingness of an individual to take risks in order to fulfill a need without prior experience, or credible, meaningful information. Trust have been frequently identified as key barrier to adopting online and mobile services (Afshan & Sharif, 2016). Also, research found that one of the reason people chose not to adopt online service was the privacy and secrecy concerns governing these new electronic channels being offered by financial institutions. In addition, Kim and Gimun (2009) proved that when online service was perceived as associated with higher risk compared to ordinary service, the primary trust of the individual in services is expressed as the necessary factor. Also, Uahwattanasakul and Tarnittanakorn (2016), they found that subjective norms was a factor that affecting consumer's purchase decision in Bangkok.

2.1.5 Decision to book hotel online

The main dependent variable of this research is consumers' decision to book hotel online. Purchase decision was the thought process that led a consumer from identifying a need, generating options, and choosing a specific product and brand (Kim, Park, & Lee, 2017). Consumers' decisions have been used as a strong predictor

of actual action in online shopping context (Casaló, Flavián, & Guinalú, 2010; Lin, 2007). Furthermore, in the context of online travel shopping, consumers' decisions have been posited as the best predictor of actual purchasing behavior (Amaro & Duarte, 2015; Moital, Vaughan, & Edwards, 2009). Therefore, due to the difficulties regarding measuring consumer real action, researchers focus on consumers' decision as the best predictor of consumer actual action.

2.2 Hypotheses

The hypotheses in this study were developed to assess the relationship between the independent and dependent variables. These hypotheses were derived from the related theories and previous studies. They were proposed as follows:

- H1:** Communication affected decision to book hotel online of Chinese tourists in Bangkok.
- H2:** Website usability affected decision to book hotel online of Chinese tourists in Bangkok.
- H3:** Trust affected decision to book hotel online of Chinese tourists in Bangkok.
- H4:** Price value affected decision to book hotel online of Chinese tourists in Bangkok.

2.3 Conceptual Framework

Based on the literature review of communication, website usability, trust, and price value affecting decision to book hotel online of Chinese tourists in Bangkok, the conceptual framework of the study is illustrated as figure 2.1.

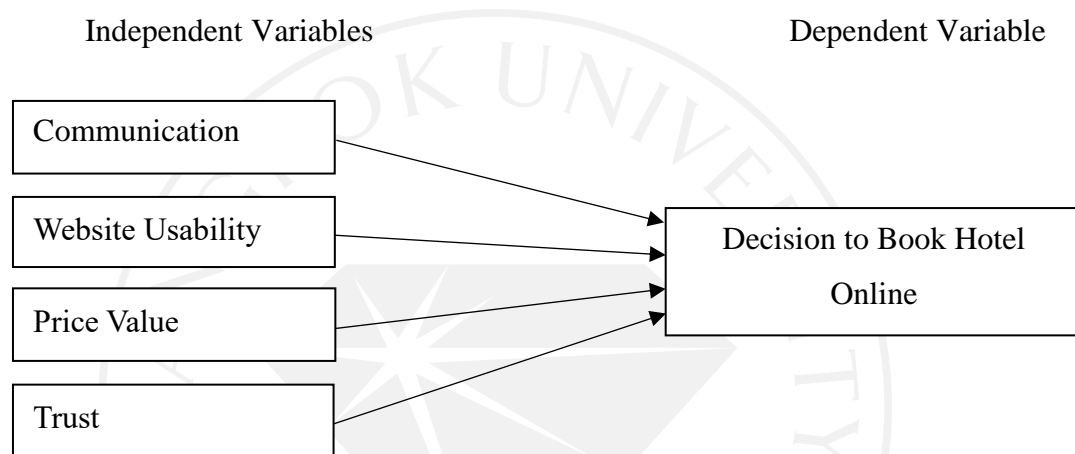


Figure 2.1: Theoretical Framework

The conceptual framework in this study is portrayed the relationship between the independent variables: communication (Agag & El-Masry, 2016), website usability (Wang, Law, Guillet, Hung, & Fong, 2015), trust (Mehrad & Mohammadi, 2017), price value (Kim, Ng, & Kim, 2009; Sukhu et al., 2017) and the dependent variable of decision to book hotel online (Agag & El-Masry, 2016).

CHAPTER 3

METHODOLOGY

The present research has applied the technique of quantitative research to attain the purposes of the study. The questionnaire, which was used as the research instrument, was constructed by applying the related theories and was approved by the expertise. The details of the research methodology procedure were described as follows:

3.1 Research Design

This research study has adopted quantitative approach to study relationship of communication, website usability, trust, and price value affecting decision to book hotel online of Chinese tourists in Bangkok. The primary source of data and information in this study was gathered from survey questionnaires and other reliable secondary sources such as relevant journals, articles, and online database.

3.2 Population and Sample Selection

The target population of the study were Chinese tourists who visited Bangkok. The sample size was calculated based on 40 sets of pilot test questionnaires (Cohen, 1977). Then, G*Power version 3.1.9.2 (Erdfelder, Faul, & Buchner, 1996) was applied with the power ($1 - \beta$) of 0.8, alpha (α) of 0.2, number of test predictors of 4,

and effect size of 0.0949305. A total sample size of 105 was gained for the field survey. However, the total of 110 samples would be surveyed in the study.

Consequently, the multi-stage sampling technique with simple random sampling was implemented by randomly selecting, which means we distributed questionnaires no matter of respondent's gender, age, in four famous shopping malls in Bangkok: Siam Paragon, Terminal 21, CentralWorld, and Central Plaza Rama 9 (Sukkho, 2016). The screening question was: "Have you once booked hotel online?" Finally, convenience sampling technique was utilized by collecting data from the target sample at department stores in the randomly selected areas.

Table 3.1: Areas of Field Survey and Number of Sample of Each Area

List of Areas	Number of Sampling
Siam Paragon	56
Terminal 21	19
CentralWorld	20
Central Plaza Rama 9	15
Total	110

3.3 Research Instrument

A close-ended questionnaire was utilized as research instrument consisting of a series of questions for gathering information from respondents in the study. This research questionnaire consisted of three sections as follows:

Screening question

Section 1: Questions on consumer information

Section 2: Questions on factors affecting decision to book hotel online

Section 3: Questions on decision to book hotel online

In the first section, closed-end format was used for personal information; gender, age, occupation, monthly income, and educational level. In the second sections were questions asking about communication (C), website usability (WU), trust (T), and price value (PC) affecting decision to book hotel online. The answers of these questions indicated the respondent's opinions relating to factors affecting decision to book hotel online. The interval scale measure was implemented using a five points Likert scales: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

In the last section, there were five questions asking about decision to book hotel online (DBHO) of Chinese tourists in Bangkok. The answers of these questions indicated the respondent's opinion on booking hotel online. The interval scale measure was implemented using a five points Likert scales: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

3.4 Reliability and Content Validity

The questions in the questionnaire were derived from the previous studies and academic articles. Then, they were passed the verification of content validity by three experts:

- Mr. Patrick Pahlke, Hotel Manager of Grand Hyatt Erawan Bangkok;
- Mr. Oliver Horn, Manager of Hotel Indigo, Bangkok, Thailand;
- Mr. Sammy Carolus, Manager of Hyatt Regency, Bangkok, Thailand;
- Ms. Fengqiu Cai, Manager of The Travelers Hotel, Bangkok, Thailand.

After that, Cronbach's alpha coefficient was utilized for reliability analysis and consistency testing. The value of Cronbach's alpha was between $0 \leq \alpha \leq 1$ (Nunnally, 1978), the score that closest to 1 is the most reliable as shown in Table 3.2.

Table 3.2: Reliability Analysis of Coefficient Cronbach's Alpha

Variables	Coefficient Cronbach's Alpha			
	Pilot Test		Field Survey	
	Items	n = 40	Items	n = 110
Communication (C)	4	0.776	4	0.757
Website Usability (WU)	5	0.886	5	0.880
Trust (T)	4	0.817	4	0.839
Price Value (PC)	3	0.890	3	0.869
Decision to Book Hotel Online (DBHO)	4	0.943	4	0.930
Total	20	0.862	20	0.855

According to Cronbach's alpha coefficient value, the reliability for the question items of each variable should be rating between $0.65 < \alpha < 1$ (Nunnally, 1978). Consequently, 40 sets of the questionnaires were applied for pilot test. The results of reliability test revealed that Cronbach's alpha value of 0.776-0.943 was acceptable. In addition, the results from 110 sets of field survey was ranging between 0.757-0.930 as shown in Table 3.2. Therefore, all questions were usable because the scores were above 0.65 (Nunnally, 1978). Thus, all data from the questionnaires could be used for further analysis.

3.5 Statistics for Data Analysis

The data analysis was conducted applying Statistical Package for Social Sciences (SPSS) program version 22. Consequently, the statistical techniques used for data analysis and interpretation included descriptive and inferential statistics as follows:

3.5.1 Descriptive Statistics Analysis

Section 1: In section 1, consumer information such as gender, age, occupation, monthly income, and educational were analyzed by using frequency and percentage.

Section 2-3: Factors affecting decision to book hotel online in Likert scale questions were analyzed by using mean (\bar{x}) and standard deviation (S.D.).

3.5.2 Inferential Statistics Analysis

In order to test the hypotheses of the study, multiple regression analysis was conducted to analyze the relationship between the independent variables (communication, website usability, trust, price value) and dependent variable (decision to book hotel online) (Khamsurin, 2016).

CHAPTER 4

RESEARCH RESULTS

The research findings which derived from data analysis of 110 questionnaire sets were presented in this chapter.

4.1 Summary of Demographic Data

From the study of 110 samples, all respondents' personal information in terms of gender, age, occupation, monthly income, and educational level were presented in frequencies and percentage as follows:

Table 4.1: Demographic Profile of Respondents (n = 110)

Demographic Profile		Frequency	Percent
Gender	Male	47	42.7
	Female	63	57.3
Age	<20 years old	7	6.4
	20-39 years old	100	90.9
	40-60 years old	3	2.7
	Over 60 years old	0	0

(Continued)

Table 4.1 (Continued): Demographic Profile of Respondents (n = 110)

Demographic Profile		Frequency	Percent
Occupation	Student	48	43.6
	Government employee	20	18.2
	Company employee	9	8.2
	Self-employment	17	15.5
	Retiree	1	0.9
	Other	15	13.6
Education	Middle school & below	2	1.8
	High school	7	6.4
	College	18	16.4
	Bachelor's degree	47	42.7
	Master's degree	36	32.7
	Doctor's degree	0	0
Monthly income	Below 4,000 CNY	48	43.6
	4,000-8,000 CNY	23	20.9
	8,001-12,000 CNY	23	20.9
	Above 12,000 CNY	16	14.5
Total		110	100.0

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

affect decision to book hotel online of Chinese tourists in Bangkok. The summarized results of the study were depicted in Figure 4.1

In addition, the adjusted R-square in this study was .646 which explained that independent variables had 64.6% of the influence toward decision to book hotel online of Chinese tourists in Bangkok.

Finally, Variance Inflation Factor (VIF) and Tolerance was used for detecting the multicollinearity problem. Multicollinearity was the method for determining multiple correlations among independent variables and uncorrelated assumption of independent variables. It occurred when independent variables in a regression model are correlated. Tolerance value must greater than .2 (Miles & Shevlin, 2001), while VIF value must less than 5 (Zikmund, Babin, Carr, & Griffin, 2013). VIF is greater than 5 represent critical levels of multicollinearity where the coefficients are poorly estimated, and the p-values are questionable. VIF values of this study were 2.058-2.629 which were less than 5 and the Tolerance values ranged between .380-.486. Hence, there was no multicollinearity problem in this research.

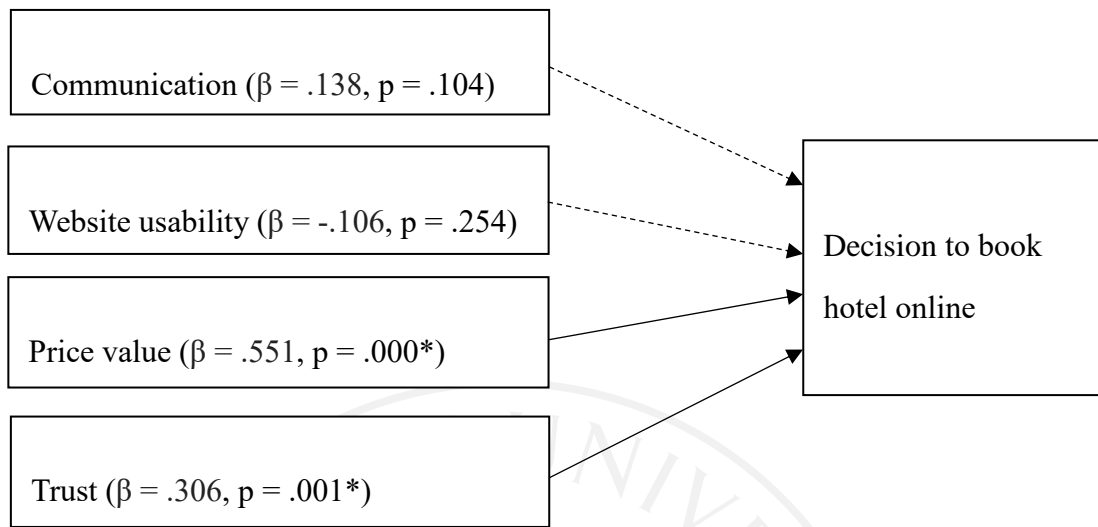


Figure 4.1: Inferential Statistics Analysis for Hypothesis Testing

Note:

-----> = No Influence

————> = Has Influence

* $p < .05$

4.3 Summary of Hypothesis Testing

Regarding to the inferential statistics analysis, hypothesis testing of communication, website usability, price value, and trust affecting decision of Chinese tourists to book hotel online in Bangkok, the results were summarized in the following table:

Table 4.3: Summarized of Hypothesis Testing Results

Hypotheses	Results
H1: Communication affected decision to book hotel online of Chinese tourists in Bangkok.	Not Support
H2: Website usability affected decision to book hotel online of Chinese tourists in Bangkok.	Not Support
H3: Price value affected decision to book hotel online of Chinese tourists in Bangkok.	Support
H4: Trust affected decision to book hotel online of Chinese tourists in Bangkok.	Support

CHAPTER 5

DISCUSSION

This research was the quantitative study which aimed in studying the factors especially communication, website usability, price value, and trust affecting decision of Chinese tourists to book hotel online in Bangkok. The questionnaires were used for collecting data from 110 Chinese respondents in Bangkok. The data were analyzed by implementing SPSS Statistics Version 23. Finally, the research results were summarized, discussed, and yielded the recommendation and further research.

5.1 Research Findings and Conclusion

From the personal profile of 110 Chinese respondents, the findings found that most of the respondents were females with the age between 20-39 years old. Most of them completed a bachelor's degree and they were students with monthly income less than 4,000 CNY.

The results of multiple regression analysis showed that the factors affecting decision of Chinese tourists to book hotel online in Bangkok with significant level at .05 were price value and trust. In addition, the results showed that price value accounted for the strongest weights of influence on decision of Chinese tourists to book hotel online in Bangkok, followed by the trust. On the other hand,

communication and website usability did not affect decision of Chinese tourists to book hotel online in Bangkok.

5.2 Discussion

Hypothesis 1: Communication affected decision to book hotel online of Chinese tourists in Bangkok. The research results showed that communication did not affect decision to book hotel online of Chinese tourists in Bangkok. This was because for some reasons, such as language problems, Chinese tourists could not get a quick response from online hotel providers as they wanted. Also, online hotel providers might did not provide high quality information such as a full view of the room and location of the hotel for their customers. The study was not aligned with the previous study of Amendola et al. (2018), they found that communication would increase customers' loyalty and affect their behavior. The study corresponded with Chelariu and Osmonbekov (2014), they found that Internet was a new distribution channel could help travel providers, particularly the hotel industry, to communicate with customers more efficiently if they used in the right ways.

Hypothesis 2: Website usability affected decision to book hotel online of Chinese tourists in Bangkok. The research results showed that website usability did not affect decision to book hotel online of Chinese tourists in Bangkok. That was because the information on the webpages might not well organized and the navigations on the website pages were difficult or took time. The study was aligned

with the previous study of Swanson et al. (2017), they found that websites with low usability, users would give up and turn to another website in most cases. The study was also aligned with the previous study of García et al. (2017), they found that usability was a critical factor for making websites successful.

Hypothesis 3: Price value affected decision to book hotel online of Chinese tourists in Bangkok. The research results showed that price value affected decision to book hotel online of Chinese tourists in Bangkok. That was because booking hotel online was cheaper than offline booking and Chinese tourists would like to take the advantage of the good value of the price. Since Internet has made promotion easier and cost less money than traditional promotions, hotel business owners could reach more potential customers by using Internet. Therefore, they prefer to provide cheaper price for booking online than offline. The study was aligned with the previous study of Alalwan et al. (2016), they found that, with the positive level of price value, customers would be more enthusiastic to adopt new technology.

Hypothesis 4: Trust affected decision to book hotel online of Chinese tourists in Bangkok. The research results showed that trust affected decision to book hotel online of Chinese tourists in Bangkok. That was because customers believed that booking hotel online was reliable, safe to protect their personal information, and could help them book hotel faster. The study was not aligned with the previous study of Afshan and Sharif (2016), they found that trust have been frequently identified as key barrier to adopting online and mobile services. The study was agreed with the

previous study of Kim and Gimun (2009), they found that one of the reason people chose not to adopt online service was the privacy and secrecy concerns, therefore, if customer's privacy was safe with online hotel providers, they would like to book online.

5.3 Recommendation for Managerial Implication

Regarding the research findings, the recommendations for managerial implication were contributed as follows:

This research showed that price value could play an important role in consumer's decision, in other words, price value was a stronger determinant for customers when booking hotel online. The convenience of booking hotel online has made more customers choose this way to book hotels, hoteliers should make a cheaper price for online booking to attract more customers. For hoteliers who insist same price for both online and offline booking, then some temporary discounts in holiday seasons for booking online will be attractive.

Online booking providers should focus on how to enhance consumer's trust awareness, since the result from this research shows that trust affected decision to book hotel online. Trust is the willingness of an individual to take risks in order to fulfill a need without prior experience, or credible, meaningful information.

Consumer receives trust awareness via effective marketing communication channel such as television, mobile phone and online advertising as it gives assurance of

product's quality and its credibility which helps to reduce risk in product evaluation and selection while buying a product. The online booking providers should provide the reliable system or service that fulfills, facilitates, and helps customers in booking the hotel online booking faster.

5.4 Recommendation for Further Research

This research study is in the scope of inner Bangkok only. Therefore, there is more chance for future research, the wider area in different regions, countries or ASEAN should be conducted in order to gain more reliable and generalizable results. The researchers might add other relevant independent factors like hotel brand or online reviews from other customers for future study. Improving with deeper study of consumer behaviors, the target sample could be based on different ranges of age, educational backgrounds, and average income. As the different criteria, factors and different environments could generate different perspective and research results.

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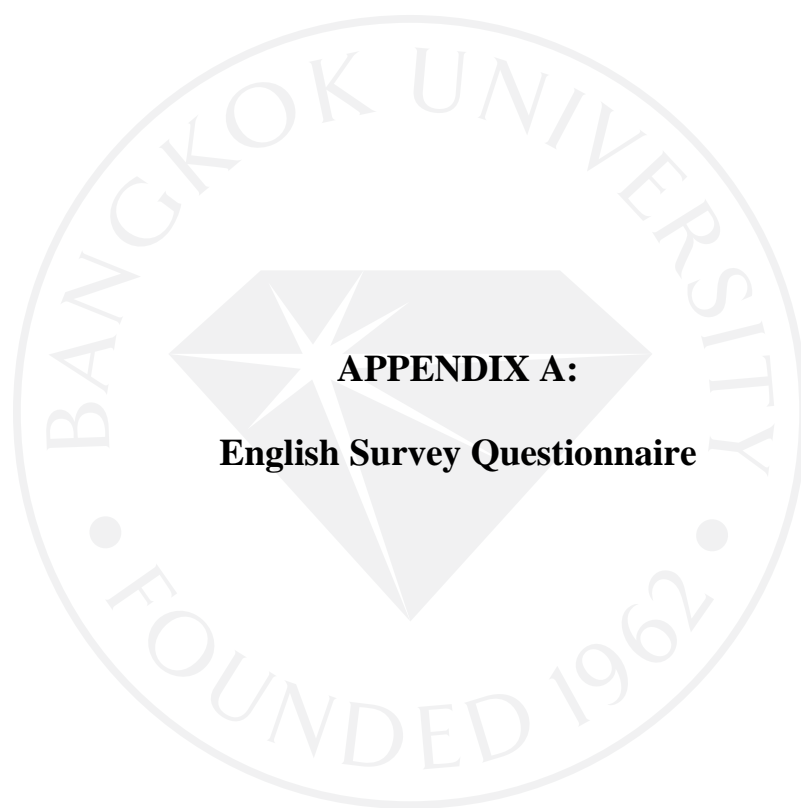
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- 1) Student

 2) Government employee
 3) Company employee

 4) Self-employment
 5) Retiree

 6) Other (please specify)

5. Monthly income:

- 1) Below 4,000 CNY

 2) 4,000 - 8,000 CNY
 3) 8,001-12,000 CNY

 4) Above 12,000 CNY

Part 2: Factors Affecting Decision to Book Hotel Online of Chinese Tourists in Bangkok

Explanation: Please mark the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Factors Affecting Decision to Book Hotel Online of Chinese Tourists in Bangkok	Level of opinions				
	Strongly disagree	disagree	agree	Strongly agree	
1. Communication: C					
1.1 Online hotel provider provides high quality information.	(5)	(4)	(3)	(2)	(1)
1.2 Online hotel provider keeps its customers informed about the latest developments.	(5)	(4)	(3)	(2)	(1)
1.3 Booking hotel online is easy to ask any questions I want to know.	(5)	(4)	(3)	(2)	(1)
1.4 Booking hotel online, I can get the answer faster.	(5)	(4)	(3)	(2)	(1)
2. Website Usability: WU					
2.1 There is a clear language on the website page.	(5)	(4)	(3)	(2)	(1)
2.2 I can understand the information on the website page easily.	(5)	(4)	(3)	(2)	(1)

Factors Affecting Decision to Book Hotel Online of Chinese Tourists in Bangkok	Level of opinions				
	Strongly disagree ← agree → Strongly				
2.3 The information on the website page are well organized.	(5)	(4)	(3)	(2)	(1)
2.4 The website page is the user-friendly layout.	(5)	(4)	(3)	(2)	(1)
2.5 The navigations on the website page is simple and useful.	(5)	(4)	(3)	(2)	(1)
3. Price Value: PC					
3.1 Booking hotel online is good value for the price.	(5)	(4)	(3)	(2)	(1)
3.2 Booking hotel online is cheaper.	(5)	(4)	(3)	(2)	(1)
3.3 The price on the hotel online is appropriate.	(5)	(4)	(3)	(2)	(1)
4. Trust: T					
4.1 The service of hotel online booking is reliable.	(5)	(4)	(3)	(2)	(1)
4.2 The service of booking hotel online has been created to help customers.	(5)	(4)	(3)	(2)	(1)
4.3 I think the hotel are fulfilling their obligations, in the field of the website book hotel online.	(5)	(4)	(3)	(2)	(1)
4.4 Booking hotel online can help me book hotel faster.	(5)	(4)	(3)	(2)	(1)

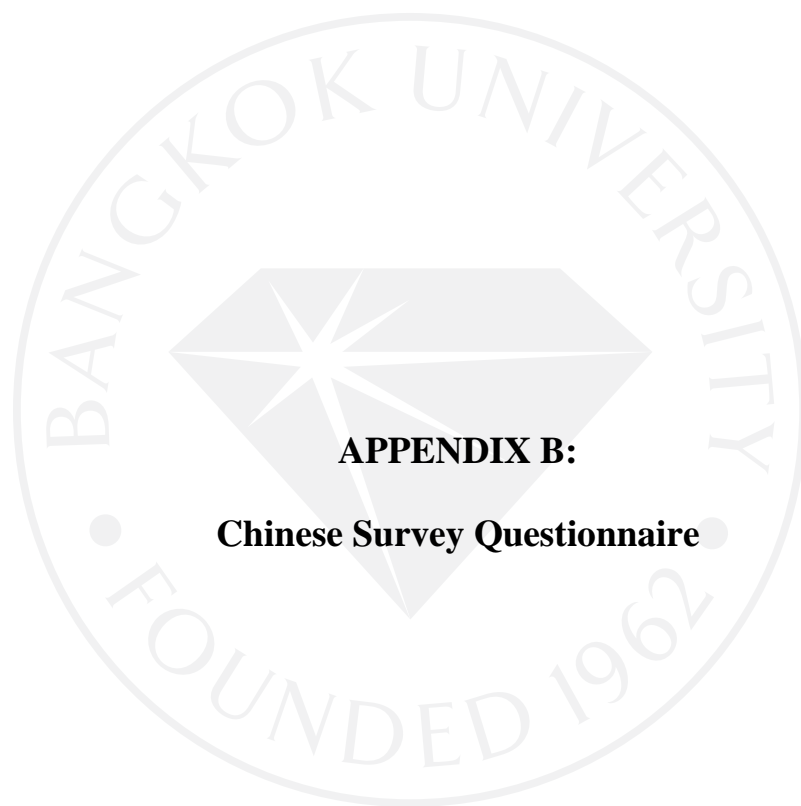
Part 3: Decision to Book Hotel Online of Chinese Tourists in Bangkok

Explanation: Please mark the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Decision to Book Hotel Online: DBHO	Level of opinions				
	Strongly ← → Strongly agree disagree				
1. I fell satisfied for choosing book hotel online.	(5)	(4)	(3)	(2)	(1)
2. I will recommend this hotel that I have booked online to my friends and acquaintances.	(5)	(4)	(3)	(2)	(1)
3. I will book hotel online again.	(5)	(4)	(3)	(2)	(1)
4. I will put a good word for booking the hotel online when I talk with other people about it.	(5)	(4)	(3)	(2)	(1)

**** Thank you for your kind cooperation****





APPENDIX B:

Chinese Survey Questionnaire

第二部分

注：请选择最符合您的选项

5 = 非常同意, 4 = 同意, 3 = 一般, 2 = 不同意, 1 = 非常不同意

影响中国游客在线预定酒店的因素	程度				
	非常同意 ←→ 非常不同意				
1. 沟通					
1.1 在线酒店业者提供了高质量的信息	(5)	(4)	(3)	(2)	(1)
1.2 在线酒店业者能让顾客及时了解变动	(5)	(4)	(3)	(2)	(1)
1.3 在线预定酒店时我的问题能得到解答	(5)	(4)	(3)	(2)	(1)
1.4 在线预定酒店时业者的回复很迅速	(5)	(4)	(3)	(2)	(1)
2. 网页布局					
2.1 界面语言简练	(5)	(4)	(3)	(2)	(1)
2.2 我能轻松理解网页所提供的信息	(5)	(4)	(3)	(2)	(1)
2.3 网站上的信息有组织有条理	(5)	(4)	(3)	(2)	(1)
2.4 网页的操作界面很友好	(5)	(4)	(3)	(2)	(1)
2.5 网站的导航很实用	(5)	(4)	(3)	(2)	(1)
3. 性价比					
3.1 在线预定酒店性价比很高	(5)	(4)	(3)	(2)	(1)
3.2 在线预定比较便宜	(5)	(4)	(3)	(2)	(1)
3.3 在线预定的价格很合适	(5)	(4)	(3)	(2)	(1)
4. 信任					
4.1 在线预定很可靠	(5)	(4)	(3)	(2)	(1)
4.2 在线预定的出发点是为了帮助顾客	(5)	(4)	(3)	(2)	(1)
4.3 酒店业者也对在线预定很满意	(5)	(4)	(3)	(2)	(1)
4.4 在线预定使预定酒店更快速	(5)	(4)	(3)	(2)	(1)

第三部分: 在线预定酒店的意愿

注: 请选择最符合您的选项

5 = 非常同意, 4 = 同意, 3 = 一般, 2 = 不同意, 1 = 非常不同意

在线预定酒店的意愿	程度				
	非常同意 ←→ 非常不同意				
1. 在线预定酒店让我感到很满意	(5)	(4)	(3)	(2)	(1)
2. 我会向朋友推荐在线预定酒店	(5)	(4)	(3)	(2)	(1)
3. 将来我会再次选择在线预定酒店	(5)	(4)	(3)	(2)	(1)
4. 我会给予在线预定酒店好评价	(5)	(4)	(3)	(2)	(1)

** 感谢您的配合 **

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